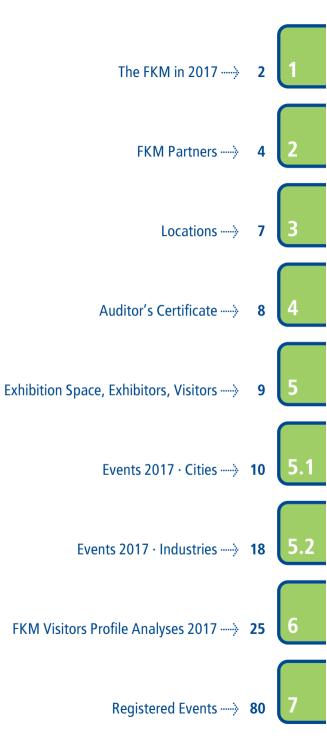


Certified Exhibition Data 2017



www.fkm.de





Certified Exhibition Data Report 2017

www.fkm.de

The FKM in 2017

The number of FKM certified exhibitions declined slightly in 2017 due primarily to the year's relatively small fair program for interval reasons. But interest remains high on the part of German organisers to have their exhibitor and visitor data certified.

Blickfang GmbH and bbg Betriebsberatungs GmbH have left the FKM, leaving 47 German organisers. The FKM certified a total of 178 events in 2017.

Two guest members from abroad, the Verona Trade Fair Company and the Hong Kong Trade Development Council, had a total of 18 exhibitions certified. Essentially, every FKM certification takes basic data on exhibitors, exhibitors' stand space and visitor numbers into account, in each case differentiating data according to domestic and foreign origin.

FKM's evaluations of visitor patterns have become increasingly important to exhibiting businesses, as they make it possible to pinpoint the groups they can specifically target at these events. Standard analyses for trade visitors and the general public are available for 75 % of the events certified. These provide information on visitors' regional origins, sectors of industry, influence on decisions and the duration of their attendance.

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

Comparability and reliability

Visitor and exhibitor numbers, determined and checked on the basis of established standards, have been available in Germany for more than 50 years. At the beginning of 1966, FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, went into business. FKM is an organisation of German exhibition companies that was founded by six organisers in 1965. Its goal is to promote clarity and verity in the exhibition industry via the standardised recording and checking of the numbers for exhibition space, exhibitors and visitors, and also visitor structures.

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

The ► www.fkm.de website is one of the FKM's most important communications instruments. Here users will find definitions of the most important exhibition terms, as well as tips on how to use the certified fair data provided online. A fast exhibition search and database access with a simplified filter function enable direct access to the certified exhibitor and visitor numbers and visitor structures for exhibitions. The website can also be used on mobile devices.

The online newsletter "FKM knowhow" appears three times per year and informs you about the benefits provided by FKM data, how exhibition terms are defined and how FKM works. Aside from exhibitors, its target groups also include consultants, stand constructors companies, associations and the media.

Additionally, many companies display the FKM certification of their exhibitions on the websites for the fairs or in printed media. This has provided a further boost to the presence of the "FKM certified" logo in the industry.

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). 25 countries have taken part in 2016: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Hungary, Italy, Luxembourg, Moldavia, Monaco, Montenegro, Poland, Portugal, Romania, Russia, Slovenia, Spain, Sweden, Switzerland, The Netherlands, Turkey and Ukraine.

The key indicators of more than 2,600 events, with the exception of numbers of visitors, 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.

Klaus Dittrich (Chairman)

FKM Partners

Berlin

Messe Berlin GmbH Messedamm 22 14055 Berlin Tel.: 030 3038-0 Fax: 030 3038-2325 www.messe-berlin.de

central@messe-berlin.de

Bielefeld

Clarion Events Deutschland GmbH Meisenstraße 94 33607 Bielefeld Tel.: 0521 96533-66 Fax: 0521 96533-99 www.clarionevents.de service@clarionevents.de

Bremen

MESSE BREMEN & ÖVB-Arena M3B GmbH Findorffstraße 101 28215 Bremen Tel.: 0421 3505-0 Fax: 0421 3505-340 www.messe-bremen.de info@messe-bremen.de

Chemnitz

C³ Chemnitzer Veranstaltungszentren GmbH c/o Messe Chemnitz Messeplatz 1 09116 Chemnitz Tel.: 0371 38038-100 Fax: 0371 38038-109 www.messe-chemnitz.com info@c3-chemnitz.de

Dortmund

Messe Westfalenhallen Dortmund GmbH Strobelallee 45 44139 Dortmund Tel.: 0231 1204-0 Fax: 0231 1204-444 www.messe-dortmund.de messe@westfalenhallen.de

Düsseldorf

Messe Düsseldorf GmbH Messeplatz 40474 Düsseldorf Tel.: 0211 4560-01 Fax: 0211 4560-668 www.messe-duesseldorf.de info@messe-duesseldorf.de

Reed Exhibitions Deutschland GmbH

Völklinger Straße 4 40219 Düsseldorf Tel.: 0211 90191-0 Fax: 0211 90191-123 www.reedexpo.de info@reedexpo.de

Erfurt

Messe Erfurt GmbH Gothaer Straße 34 99094 Erfurt Tel.: 0361 400-0 Fax: 0361 400-1111 www.messe-erfurt.de info@messe-erfurt.de

RAM Regio Ausstellungs GmbH Erfurt

Cyriakstraße 27 a 99094 Erfurt Tel.: 0361 56555-0 Fax: 0361 56555-10 www.ram-messe.de infoerfurt@ram-gmbh.de

Essen

Messe Essen GmbH Norbertstraße 45131 Essen Tel.: 0201 7244-0 Fax: 0201 7244-248 www.messe-essen.de info@messe-essen.de

Frankfurt/Main

Eschborner Landstraße 122 60489 Frankfurt/Main Tel.: 069 24788-0 Fax: 069 24788-110 www.dlg.org info@DLG.org

Messe Frankfurt GmbH

Ludwig-Erhard-Anlage 1 60327 Frankfurt/Main Tel.: 069 7575-0 Fax: 069 7575-6433 www.messefrankfurt.com info@messefrankfurt.com

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG, Messe Freiburg Europaplatz 1 79108 Freiburg Tel.: 0761 3881-02 Fax: 0761 3881-3006 www.messe.freiburg.de info@messe.freiburg.de

Groß-Umstadt

KWF – Kuratorium für Waldarbeit und Forsttechnik GmbH Spremberger Straße 1 64820 Groß-Umstadt Tel.: 06078 785-0 Fax: 06078 785-39 (-50) www.kwf-online.de info@kwf-online.de

Hamburg FLEET Events GmbH Zirkusweg 1 20359 Hamburg Tel.: 040 66906-900 Fax: 040 66906-800 www.fleet-events.de info@fleet-events.de

Hamburg Messe und Congress GmbH Messeplatz 1 20357 Hamburg Tel.: 040 3569-0 Fax: 040 3569-2203

Fax: 040 3569-2203 www.hamburg-messe.de info@hamburg-messe.de

Hannover

Deutsche Messe AG Messegelände 30521 Hannover Tel.: 0511 89-0 Fax: 0511 89-32626 www.messe.de info@messe.de

Fachausstellungen Heckmann GmbH

Hannover/Bremen Messegelände, Europaallee/Bürohaus 7 30521 Hannover Tel.: 0511 89-3040-0 Fax: 0511 89-3040-1 www.heckmanngmbh.de info@fh.messe.de

Hohenschäftlarn

WNP Fachmessen GmbH Eichendorffweg 1 82069 Hohenschäftlarn Tel.: 08178 86786-0 Fax: 08178 86786-30 www.wnp.de mail@wnp.de

Husum

Messe Husum & Congress GmbH & Co. KG Am Messeplatz 12–18 25813 Husum Tel.: 04841 902-0 Fax: 04841 902-246 www.messehusum.de info@messehusum.de

Idar-Oberstein

Intergem Messe GmbH John-F.-Kennedy-Straße 9 55743 Idar-Oberstein Tel.: 06781 568722-00 Fax: 06781 568722-72 www.intergem.de office@intergem.de

Karlsruhe

HINTE GmbH Bannwaldallee 60 76185 Karlsruhe Tel.: 0721 93133-0 Fax: 0721 93133-110 www.hinte-messe.de info@hinte-messe.de

Karlsruher Messe- und Kongress-GmbH Festplatz 9 76137 Karlsruhe Tel.: 0721 3720-0 Fax: 0721 3720-2116 www.kmkg.de info@kmkq.de

Kassel

VDRK – Verband der Rohr- und Kanal-Technik-Unternehmen e. V. Ludwig-Erhard-Straße 8 34131 Kassel Tel.: 0561 207567-0 Fax: 0561 207567-29 www.vdrk.de info@vdrk.de

Kempten

Kempten Messe- & Veranstaltungsbetrieb Allgäuer Festwoche Sandstraße 10 87439 Kempten (Allgäu) Tel.: 0831 2525-546 Fax: 0831 2525-322 www.festwoche.com festwoche@kempten.de

Koelnmesse GmbH Messeplatz 1 50679 Köln Tel.: 0221 821-0 Fax: 0221 821-2574 www.koelnmesse.de info@koelnmesse.de

Leipzig

Köln

Leipziger Messe GmbH Messe-Allee 1 04356 Leipzig Tel.: 0341 678-0 Fax: 0341 678-8762 www.leipziger-messe.de info@leipziger-messe.de

Leipziger Messe International GmbH

Messe-Allee 1 04356 Leipzig Tel.: 0341 678-7900 Fax: 0341 678-7912 www.Im-international.com info@Im-international.com

Lindau

Kinold Ausstellungsgesellschaft mbH Prielweg 8/10 88131 Lindau-Bodolz Tel.: 08382 9300-0 Fax: 08382 9300-18 www.kinold.de Kinold@kinold.de

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGM) Tessenowstr. 5 a 39114 Magdeburg Tel.: 0391 5934-50 Fax: 0391 5934-510 www.mvgm-online.de info@mvgm.de

Mainz

RAM Regio Ausstellungs GmbH Mainz Schillerplatz 7 55116 Mainz Tel.: 06131 96504-0 Fax: 06131 9650499 www.ram-messe.de infomainz@ram-gmbh.de

München

EUROEXPO Messe- und Kongress-GmbH Joseph-Dollinger-Bogen 9 80807 München Tel.: 089 32391-253 Fax: 089 32391-246 www.euroexpo.de management@euroexpo.de

GHM – Gesellschaft für Handwerksmessen mbH

Willy-Brandt-Allee 1 81829 München Tel.: 089 189149-0 Fax: 089 189149-239 www.ghm.de kontakt@ghm.de

Messe München GmbH

Messegelände 81823 München Tel.: 089 949207-20 Fax: 089 949207-29 www.messe-muenchen.de info@messe-muenchen.de

MunichExpo Veranstaltungs GmbH

Zamdorfer Straße 100 81677 München Tel.: 089 322991-0 Fax: 089 322991-19 www.munichexpo.de info@munichexpo.de

Münster

Messe und Congress Centrum Halle Münsterland GmbH Albersloher Weg 32 48155 Münster Tel.: 0251 6600-0 Fax: 0251 6600-121 www.mcc-halle-muensterland.de info@mcc-halle-muensterland.de

Nürnberg

AFAG Messen und Ausstellungen GmbH Messezentrum 1 90471 Nürnberg Tel.: 0911 98833-0 Fax: 0911 98833-500 www.afag.de info@afag.de

NürnbergMesse GmbH

Messezentrum 90471 Nürnberg Tel.: 0911 8606-0 Fax: 09 11 8606-8228 www.nuernbergmesse.de info@nuernbergmesse.de

Spielwarenmesse eG

Herderstraße 7 90427 Nürnberg Tel.: 0911 99813-0 Fax: 0911 869660 www.spielwarenmesse.de info@spielwarenmesse.g.de

Offenbach

Messe Offenbach GmbH Kaiserstraße 108–112 63065 Offenbach/Main Tel.: 069 829755-0 Fax: 069 829755-60 www.messe-offenbach.de info@messe-offenbach.de

FKM Partners

Offenburg

Messe Offenburg-Ortenau GmbH Schutterwälder Straße 3 77656 Offenburg Tel.: 0781 9226-0 Fax: 0781 9226-72 www.messe-offenburg.de info@messe-offenburg.de

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH Zur Hanse Messe 1–2 18106 Rostock Tel.: 0381 4400-610 Fax: 0381 4400-666 www.messe-und-stadthalle.de mvco@messeundstadthalle.de

Stuttgart

MESAGO Messe Frankfurt GmbH Rotebühlstraße 83–85 70178 Stuttgart Tel.: 0711 61946-0 Fax: 0711 61946-91 www.mesago.de info@mesago.de

Landesmesse Stuttgart GmbH

Messepiazza 1 70629 Stuttgart Tel.: 0711 18560-0 Fax: 0711 18560-2440 www.messe-stuttgart.de info@messe-stuttgart.de

Wächtersbach

Messe Wächtersbach GmbH Main-Kinzig-Straße 31 63607 Wächtersbach Tel.: 06053 802-0 Fax: 06053 802-33 www.messewaechtersbach.de messe@stadt-waechtersbach.de

Wiesbaden

Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF) Mainzer Straße 10 65185 Wiesbaden Tel.: 0611 447553-0 Fax: 0611 447553-33 www.zzf.de info@zzf.de

Wunstorf

AMA Service GmbH von-Münchhausen-Straße 49 31515 Wunstorf Tel.: 05033 9639-0 Fax: 05033 1056 www.ama-service.com info@ama-service.com

Gastmitglieder

Hongkong

Hong Kong Trade Development Council Exhibitions Departement, Unit 13, Expo Galleria, HKCEC, 1 Expo Drive Wanchai, Hongkong Tel.: 00852-1830668 Fax: 00852-28240249 www.hktdc.com exhibitions@hktdc.org

Verona

VERONAFIERE Spa Viale del Lavoro, 8 I-37135 Verona Tel.: 0039-045-8298-111 Fax: 0039-045-8298-288 www.veronafiere.it info@veronafiere.it Vorsitz

Vorsitzender Klaus Dittrich Messe München GmbH

1. Stv. Britta Wirtz Karlsruher Messe- und Kongress GmbH, Karlsruhe

2. Stv.

Carola Schwennsen Fachausstellungen Heckmann GmbH, Hannover

Ehren-Vorsitzender Prof. Dr. Manfred Busche Berlin

Geschäftsführer Harald Kötter

Locations



• Exhibitions

O FKM partners

• Exhibitions and FKM partners

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 2018

Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft



aufter

Josef Klute Public accountant

Jörg Brüggemann Public accountant

Exhibition Space, Exhibitors, Visitors

Space figures

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

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

Exhibitor figures

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

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

Visitor figures

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

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

FKM Visitors Profile Analyses

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

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

The visitors profile analyses are subject to independent audit in just the same way as the quantitative visitor figures. In as far as structural analysis were not carried out for exhibitions of 2017 in the reporting year, the year of the last survey is given behind the title of event.

For the official detailed regulations see the brochure FKM-Certification

			Exhib	ition s	pace fig	ures	(sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
			Exhibitor	stand sp	ace						Exhibitor	S			Addition represen	nally nted firms		Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 80		rval/ ays	Ha Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	c Foreign	Total	Domestic	Foreign	Tot
Augsburg																				
Interlift	2	4	8.058	15.039			23.097	211	23.308	43.600	163	393	556	47				8.262	10.953	19.
Bad Salzuflen																				
FMB — The Supplier Show for Mechanical Engineering	1	3	8.597	690			9.287		9.287	18.200	498	46	544	13	6	4	10	6.298	198	6
FMB – The supplier show for Mechanical Engineering	1	3	6.397	690			9.207		9.267	18.200	496	40	544	15	0	4	10	0.298	196	6.
Berlin																				
Bar Convent Berlin	1	2	2.913	2.529	63	80	5.585	2.400	7.985	21.500	167	253	420	34				4.457	3.779	8
CMS Cleaning.Management.Services	2	4	11.807	2.969	489	38	15.303	416	15.719	28.100	317	112	429	24				16.389	1.882	18
RUIT LOGISTICA	1	3	8.644	63.146			71.790	1.079	72.869	124.800	280	2.797	3.077	84				13.952	62.286	76
NTERGEO	1	3	7.473	7.569	9	263	15.314	641	15.955	31.100	305	285	590	38				11.070	6.851	17
International Green Week	1	10	30.855	12.670			43.525	8.163	51.688	115.200	1.061	553	1.614	67				370.506	8.722	379
TB – THE WORLD'S LEADING TRAVEL TRADE SHOW®	1	5	28.181	60.710	147		89.038		89.038	154.000	1.533	6.219	7.752	172	262	3.156	3.418	93.236	38.083	131
VASSER BERLIN INTERNATIONAL	2	4	8.491	1.381	75		9.947	1.804	11.751	31.900	345	104	449	23				12.072	3.606	15
Bremen																				
Bremen Classic Motorshow	1	3	19.746	2.005			21.751	1.645	23.396	49.100	597	64	661	11				42.437	2.182	44.
CARAVAN	1	3	9.888	84			9.972		9.972	14.800	55	3	58	4						27
CARAVAN / Reiselust	1	3	12.671	494	96		13.261	300	13.561	24.800	306	40	346	17						37
HanseLife	1	9	15.857	1.024	1.007	36	17.924	2.455	20.379	42.200	762	44	806	12				78.679	843	79.
Reiselust – The tourism fair	1	3	2.783	410	96		3.289	300	3.589	10.000	251	37	288	16				27.114	351	27
Chemnitz																				
Baumesse Chemnitz	1	3	3.988	141	223		4.352	325	4.677	12.000	247	9	256	4	48	1	49			8.
Transportertage – Commercial Vehicle Exhibition		2	2.484				2.484	586	3.070		51	1	52	2	1		1			
Dortmund																				
elektrotechnik	2	3	12.538	462			13.000	2.116	15.116	36.500	365	23	388	13	4		4	19.679	525	20
InterTabac / InterSupply		3	11.404	10.715			22.119	456		45.700	189	374	563	53	11	1	12	7.601	5.153	12
Düsseldorf																				
A + A – Safety, Security and Health at Work	2	4	30.141	39.267	915	320	70.643	2.518	73.161	124.400	578	1.364	1.942	63				35.372	31.876	67
BEAUTY Düsseldorf		3	19.810	3.565			23.375	4.075		61.800	487	143	630	30				60.898	7.068	67
ooot		9	39.906	59.719	53	20	99.698		117.131		819	1.000	1.819	68				195.315	45.815	241
CARAVAN SALON	_	10	80.458	27.040	1.279	544	109.321		114.274		383	225	608	33				206.593	27.109	233
Caravan Salon/TourNatur		10			1.279		113.162		120.161		546	327	873	38						250

5.1

+ Events with changing venues 10 Caravan/Reiselust. Multiple answers were permitted.

FKM			Exhibition space figures (sq.m.) Exhibitor stand space								Exhibi	tor fig	ures				Visito	r figur	es
			Exhibitor	stand spa	ace						Exhibitors	;			Additionally represented firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 80		erval/ ays	Hal Domestic		Open Air Domestic Fo		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Foreign	Total	Domestic	Foreign	Total
Energy Storage Europe	1	3	1.561	522			2.083		2.083	4.800	111	51	162	20			3.007	1.322	4.329 *
• EuroShop	3	5	47.706	79.682	109	95	127.592	3.251	130.843	206.800	851	1.518	2.369	61			38.865	75.041	113.906 *
GDS/Tag It! Winter	1	3	8.694	11.889			20.583	1.641	22.224	45.800	132	357	489	32			5.676	4.299	9.975
interpack	3	7	64.821	110.950	391 1	1.962	178.124		178.124	253.200	646	2.214	2.860	55			45.117	125.782	170.899 *
MEDICA / COMPAMED	1	4	40.035	87.207	288		127.530	1.553	129.083	250.000	1.193	4.738	5.931	69			31.803	81.779	113.582 *
ProWein	1	3	20.387	51.474			71.861		71.861	128.500	988	5.627	6.615	62			28.549	29.953	58.502 *
PSI Messe	1	3	15.060	14.175			29.235	1.023	30.258	51.900	494	475	969	37			8.853	9.241	18.094 *
REHACARE INTERNATIONAL	1	4	11.821	8.680			20.501		20.501	51.900	357	427	784	39			33.251	5.730	38.981 *
SCHWEISSEN & SCHNEIDEN	4	5	24.373	24.771			49.144	782	49.926	98.500	371	659	1.030	40			18.276	26.254	44.530 *
• TOP HAIR – Trend & Fashion Days Düsseldorf	1	2	6.010	905			6.915	3.289	10.204	25.700	142	44	186	18			34.563	2.482	37.045 *
TourNatur	1	3	3.141	700			3.841	2.046	5.887	17.300	163	102	265	16			45.704	933	46.637 *
• viscom düsseldorf	2	3	3.742	2.095			5.837	1.625	7.462	15.800	98	99	197	25			5.224	1.717	6.941 *
Erfurt																			
Rapid.Tech / FabCon 3.D	1	3	2.274	370			2.644	280	2.924	7.100	175	32	207	14			3.363	414	3.777 *
Thüringen Ausstellung	1	9	13.587	586			14.173	2.807	16.980	32.400	693	30	723	11	10	10			67.415
Essen																			
EQUITANA	2	9	22.841	7.964			30.805	13.020	43.825	89.000	541	198	739	27			145.060	17.929	162.989 *
E-world energy & water	1	3	20.173	3.740			23.913	589	24.502	53.900	556	144	700	29			18.079	4.268	22.347 *
IPM – Trade fair for horticulture	1	4	17.471	24.431			41.902	4.117	46.019	87.900	545	1.021	1.566	45			25.635	14.233	39.868 *
МЕТРАСК	3	5	3.509	8.824			12.333	198	12.531	26.200	53	243	296	27			1.178	5.477	6.655 *
Frankfurt/Main																			
Ambiente	1	5	55.164	124.211			179.375	1.548	180.923	308.000	915	3.545	4.460	94			65.350	75.613	140.963 *
Christmasworld	1	5	20.185	36.763			56.948	1.171	58.119	93.400	229	832	1.061	42			17.690	25.543	43.233 *
Cleanzone	1	2	746	244			990	240	1.230	3.800	44	19	63	11			557	298	855
Creativeworld	1	4	4.251	8.649			12.900	1.161	14.061	27.500	68	271	339	37			2.891	5.766	8.657
formnext	1	4	8.309	7.435			15.744	851	16.595	28.100	227	243	470	33			11.506	9.986	21.492
Heimtextil	1	4	23.683	107.323			131.006	4.937	135.943	229.700	322	2.627	2.949	67			19.748	48.755	68.503 *
INservFM	1	3	2.634	52			2.686	195	2.881	6.000	119	9	128	5	8	8	3.975	182	4.157
ISH ISH	2	5	94.501	75.933	687	277	171.398	1.973	173.371	261.300	893	1.592	2.485	61			120.506	78.304	198.810 *
Musikmesse	1	4	8.881	12.052	430	36	21.399	600	21.999	61.400	254	644	898	50			36.134	11.500	47.634 *
Paperworld	1	4	10.458	28.210			38.668	1.226	39.894	74.800	264	1.256	1.520	58			11.609	21.949	33.558 *
Prolight + Sound	1	4	13.728	23.530	561	981	38.800	1.312	40.112	87.600	319	577	896	39			20.418	23.970	44.388 *
Techtextil	2	4	11.485	22.427			33.912	569	34.481	62.000	426	1.061	1.487	56			12.876	20.794	33.670 *

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

* Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of

_

5.1

FKM			Exhib	ition s	pace fig	gures	(sq.m.)				Exhibi	itor fig	ures				Visito	r figur	es
			Exhibito	r stand spa	ice						Exhibitors	5			Additionally represented firms		Entries (Explanat	tions see p	. 9)
For the complete titles see pp. 80		erval/ ays	Ha Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Foreign	Total	Domestic	Foreign	Tota
Tendence	1	4	30.101	20.265	32	64	50.462	2.602	53.064	94.600	554	542	1.096	54			16.653	3.393	20.0
Texprocess	2	4	6.798	9.768			16.566	666	17.232	34.900	107	204	311	35			4.923	8.795	13.7
Usershame																			
Hamburg		0	45.022	2.240	450		40.220	2.057	20.202	54 400	204		450	47					76.0
hanseboot	1		15.822	2.246	158	4.60	18.226	2.057		51.400	391	62	453	17			00.506	5.046	76.9
INTERNORGA	1		45.856	7.375	1.125	168	54.524	917	55.441	90.400	1.021	227	1.248	23			89.526	5.816	95.
Nordstil Summer Edition	1		23.188	6.980			30.168	588	30.756	58.900	625	171	796	19			13.921	377	14.2
Nordstil Winter Edition	1		29.255	6.602			35.857	330	36.187	62.700	811	168	979	20			19.634	308	19.
REISEN HAMBURG	1	5	26.759	2.892			29.651	2.843	32.494	71.900	602	184	786	46			68.820	1.476	70.
Hannover																			
ABF / B.I.G	1	5	40.331	1.522	122		41.975	3.900	45.875	86.400	716	81	797	16					92.
AGRITECHNICA	2	7	109.271	122.558	642	1.145	233.616	3.420	237.036	393.600	1.129	1.673	2.802	52			347.733	109.873	457.
CeBIT	1	5	90.348	35.698	2.548	10	128.604	18.282	146.886	245.700	1.471	1.496	2.967	59			141.982	32.657	174.
DOMOTEX	1	4	11.561	78.499			90.060	1.836	91.896	165.000	145	1.290	1.435	61			11.576	24.826	36.
EMO	2	6	78.684	103.083			181.767		181.767	290.600	809	1.417	2.226	44			66.928	62.038	128.
HANNOVER MESSE	1	5	130.469	94.809	1.701	144	227.123	19.901	247.024	395.800	2.516	3.977	6.493	73			149.124	73.782	222.
Hannover Messe: ComVac	2	5	6.427	8.783		21	15.231		15.231	26.200	57	200	257	29			19.555	14.995	34.
Hannover Messe: Digital Factory	1	5	9.581	3.788	644		14.013	102	14.115	23.000	234	67	301	18			48.100	26.128	74.
Hannover Messe: Energy	1	5	22.726	18.791	306	76	41.899	15.540	57.439	86.300	444	757	1.201	48			62.485	35.148	97.
Hannover Messe: Industrial Automation	1	5	47.420	16.283	460	47	64.210	1.071	65.281	100.300	620	632	1.252	38			95.119	54.674	149.
Hannover Messe: Industrial Supply	1	5	13.801	17.062			30.863	224	31.087	52.700	498	1.083	1.581	45			48.612	35.201	83.
Hannover Messe: MDA – Motion, Drive & Automation	2	5	17.295	24.388	159		41.842	732	42.574	73.600	281	911	1.192	37			55.250	35.473	90.
Hannover Messe: Research & Technology	- 1		7.329	1.088	132		8.549	582	9.131	15.900	277	88	365	14			37.628	16.984	54.
Infa	1		29.428	3.600	1.121	69	34.218	3.767	37.985	96.800	1.149	165	1.314	29			57.020	10.504	168.
LABVOLUTION / BIOTECHNICA	2		4.312	1.716			6.028	508			210	123	333	27			6.318	757	7.
LIGNA		5	46.646	61.049	13.330	4.086	125.111	5.226	130.337		624	896	1.520	50			49.598	43.283	92.
Pferd & Jagd – Equestrian sports, hunting and fishing		4	25.138	3.042	1.632		29.812	13.157		102.700	784	107	891	22				.5.205	95.
Husum																			
HUSUM Wind	2	4	13.632	2.364	95		16.091	81	16.172	24.500	568	114	682	25			10.255	2.832	13.
Nord Gastro & Hotel	1	2	4.623	134			4.757		4.757	8.600	231	13	244	8					4.
Idar-Oberstein																			
INTERGEM	1	4	1.958	174			2.132		2 132	4.500	116	14	130	10			1.863	566	2.

5.1

+ Events with changing venues

* Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor attendance determined by a representative poll at Hannover Messe.

12 Multiple answers were permitted.

FKM			Exhib	ition s	pace fig	gures	(sq.m.)				Exhib	itor fig	ures					Visito	r figur	es
			Exhibito	r stand sp	ace						Exhibito	rs			Addition represen	ally Ited firms		Entries (Explanat	tions see p.	. 9)
For the complete titles see pp. 80		erval/ ays	Ha Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	c Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Tot
Karlsruhe																				
EARNTEC	1	3	3.721	593			4.314	1.240	5.554	12.500	211	46	257	14				7.133	855	7
NUFAM	2	4	24.794	2.055	7.158	222	34.229	7.340	41.569	60.900	318	56	374	16	9	10	19	21.773	1.121	22
REHAB	2	3	9.516	929			10.445	3.254	13.699	33.800	382	61	443	18	15	13	28	14.649	406	15
llERisch gut – Pet fair	1	2	6.168	199	35		6.402	12.136	18.538	39.600	261	13	274	9						33
Kassel																				
RO-KA-TECH	1	3	9.734	1.700	1.870	63	13.367	240	13.607	24.500	240	46	286	19				5.783	1.906	7
Kempten																				
Allgäuer Festwoche – Rural tradition Exhibition	1	9	6.103	194	3.699	81	10.077	919	10.996	19.800	354	14	368	6						10
Köln																				
Anuga	2	5	27.885	126.594			154.479	1.680	156.159	266.800	716	6.689	7.405	107				42.903	122.105	16
iquanale / FSB	2	4	12.339	24.352			36.691	2.162	38.853	85.800	268	612	880	47				10.098	16.475	2
Asia-Pacific Sourcing	2	3	156	8.514			8.670		8.670	24.200	7	635	642	13				4.064	3.427	
Imexco – Digital Marketing Exposition	1	2	23.760	10.989	25		34.774	600	35.374	92.700	669	393	1.062	39				28.430	13.074	4
u'Vend/coffeena	2	3	3.293	1.261			4.554	317	4.871	13.500	117	71	188	22				2.923	1.510	
IBO	1	4	33.213	32.478			65.691	6.925	72.616	165.300	465	621	1.086	49				114.570	35.433	15
+h cologne	1	3	6.542	8.406			14.948	425		36.800	119	296	415	42				9.933	6.060	1
DS – International Dental-Show	2	5	40.131	42.104			82.235	300	82.535	163.000	624	1.612	2.236	58	21	44	65	68.447	86.685	15
mm cologne — The international interiors show / ivingInteriors	1	7	66.073	92.690			158.763	2.753	161.516	281.500	435	904	1.339	51	11	11	22	101.366	46.735	14
nterzum	2	4	27.996	66.232			94.228	3.399	97.627	187.400	367	1.361	1.728	59				18.405	50.377	6
SM – Trade fair for sweets and snacks	_	4	11.429	35.284			46.713	794	47.507	99.300	226	1.391	1.617	67	10	11	21	14.630	23.870	3
(ind + Jugend – The Trade Show or Kids' First Years	1	4	15.578	41.177			56.755	96	56.851	110.000	160	1.049	1.209	49				6.153	16.117	2
ProSweets Cologne	1	4	1.812	2.809			4.621	569	5.190	12.000	73	136	209	36		1	1	6.193	10.992	1
poga horse (Spring)	1	3	3.332	3.712			7.044	966	8.010	16.800	58	117	175	24	5	4	9	1.797	1.712	
poga+gafa / spoga horse (Autumn)	1	3	25.412	82.074	232	1.059	108.777	2.403	111.180	225.000	341	1.791	2.132	59				14.472	23.166	3
.eipzig																				
ADEAUX – Spring	1	3	5.871	381			6.252	577	6.829	20.000	188	15	203	11	1		1			
CADEAUX – September/Comfortex	1	3	6.400	385			6.785	328	7.113	20.000	215	18	233	12	2		2	4.450	95	
efa	2	3	7.660	278			7.938		7 938	18.500	192	15	207	11	4	1	5	8.195	227	

+ Events with changing venues

Recognized by UFI – The Global Association of the Exhibition Industry

* Visitors Profil Analyses see page 25 ff.

5.1

			Exhibi	tion s	pace figures	(sq.m.)				Exhibi	tor fig	ures					Visito	r figur	es
FKM			Exhibitor	stand spa	ace					Exhibitors	5			Additiona represent			Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 80	Inte Da		Hal Domestic		Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota
Fachdental Leipzig	1	2	3.292	516		3.808	122	3.930	9.700	185	27	212	13	1	4	5			4.0
Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/Beach & Boat	1	9	26.301	3.419		29.720	6.352	36.072	87.600	1.005	124	1.129	21	1		1	175.153	1.950	177.1
intec	2	4	23.900	1.837		25.737	406	26.143	51.300	887	114	1.001	22		1	1	20.844	1.190	22.0
intec / Z – International subcontracting fair	2	4	27.400	2.848		30.248	446	30.694	61.600	1.139	208	1.347	30	1	1	2			23.29
MIDORA	1	3	2.096	95		2.191		2.191	10.000	76	7	83	7						1.5
modell-hobby-spiel	1	3	16.985	985		17.970	14.628	32.598	84.300	506	56	562	9	3	1	4	75.948	1.471	77.4
TC – Touristik & Caravaning		5	26.271	1.223		27.494	4.000		54.700	386	70	456	21	12	1	13	56.010	1.679	57.68
TerraTec	2	3	1.586	97	30	1.713	282	1.995	3.500	123	5	128	6	1		1	2.149	333	2.4
therapie	2		6.498	501		6.999	645	7.644	20.000	339	26	365	11	7	2	9	15.726	420	16.1
Z – International subcontracting fair	2		3.500	1.011		4.511	40	4.551	10.300	252	94	346	21	1		1	8.961	985	9.9
Magdeburg																			
LANDES-BAU-AUSSTELLUNG	1	3	1.890	32	328	2.250	374	2.624	7.800	131	3	134	3	1		1			3.8
MAGDEBOOT	1	3	2.982	39	110	3.131	124	3.255	9.100	85	3	88	4						5.6
Meeres- und Raubfischangeltage – Fishing Exhibition	1	2	2.366	406	17 10	2.799	277	3.076	7.350	79	23	102	9						7.1
TIERWELT – Pet Exhibition	1	3	1.771	12	71	1.854	3.434	5.288	9.650	126	3	129	4						12.1
Mainz																			
Rheinland-Pfalz-Ausstellung – Regional exhibition	1	9	10.689	550	1.286 54	12.579	1.648	14.227	42.100	659	26	685	12						71.1
München																			
BAU	2	6	94.654	28.252	30	122.936	1.096	124.032	180.800	1.376	714	2.090	45				169.577	80.781	250.3
drinktec	4	5	43.620	61.965		105.585	2.576	108.161	162.000	507	1.243	1.750	80				25.995	51.608	77.6
eMove360° Europe	1	3	5.604	2.201		7.805	949	8.754	20.000	152	115	267	20				2.891	1.336	4.2
EXPO REAL – Real Estate trade fair	1	3	30.031	8.255		38.286	3.936	42.222	64.000	1.514	489	2.003	35				25.567	11.142	36.7
f.re.e – Fair for Leisure and Travel	1	5	24.512	6.581		31.093	8.073	39.166	78.000	735	539	1.274	70				138.297	2.822	141.1
INHORGENTA MUNICH	1	4	17.569	7.333		24.902	1.019	25.921	65.000	529	445	974	39				18.845	8.829	27.6
Internationale Handwerksmesse/Garten München	1	7	28.754	4.575		33.329	3.087	36.416	75.000	844	192	1.036	37	11	1	12	123.677	2.295	125.9
Intersolar Europe / ees Europe	1	3	18.779	21.292		40.071	2.231	42.302	77.000	442	649	1.091	51				19.627	19.359	38.9
ispo	1	4	20.309	82.573		102.882	9.177	112.059	177.600	302	2.373	2.675	58				28.190	58.659	86.8
LASER World of PHOTONICS	2	4	15.411	9.778		25.189	2.398	27.587	55.000	492	802	1.294	42	1		1	13.735	18.965	32.7
LOPEC	1	2	930	654		1.584	156	1.740	3.500	76	78	154	18				1.263	1.322	2.5
Opti – Trade show for optics & design	1	3	16.879	8.011		24.890	170	25.060	40.300	272	285	557	35				19.165	8.112	27.2
Productronica	2	4	29.737	18.614		48.351	1.612	49.963	88.000	784	776	1.560	43	10	11	21	19.258	25.729	44.9
transport logistic	2	4	35.647	24.619	5.598 3.233	69.097		60.007	114.900	1.025	1.137	2.162	62				34.075	26.651	60.7

14

5.1

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry Subcontracting fair. Multiple answers were permitted.

* Visitors Profil Analyses see page 25 ff.

 $^{\prime\prime}$ Visitor attendance determined by a representative poll in the combination of intec/Z -

				Exhib	ition s	pace figures (sq.m.)				Exhibi	itor fig	ures					Visito	r <mark>figur</mark> e	es
				Exhibitor	stand spa	ace					Exhibitor	S			Addition represen	ally ted firms		Entries (Explanat	ions see p.	9)
	For the complete titles see pp. 80		erval/ ays			Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
	Nürnberg																			
+	ALTENPFLEGE – The Care Fair	2	3	17.294	1.021		18.315	1.030	19.345	35.500	595	57	652	17				25.911	856	26.767
	AUTOMOTIVE ENGINEERING EXPO	2	2	1.581	369		1.950	229	2.179	4.000	80	17	97	7				931	271	1.202
	BIOFACH / VIVANESS	1	4	18.678	24.846		43.524	4.227	47.751	80.700	822	1.971	2.793	88				25.307	26.146	51.453
	CO-REACH	1	2	3.721	189		3.910	1.011	4.921	11.300	222	15	237	7				4.368	308	4.676
	ELTEC	2	3	8.033	120		8.153	976	9.129	19.800	218	7	225	5				10.695	90	10.785
	embedded world	1	3	15.595	10.103		25.698		25.698	48.000	468	548	1.016	39				18.488	11.529	30.017
	Enforce Tac	1	2	2.403	1.289		3.692		3.692	10.200	108	106	214	24				2.173	1.637	3.810
	European Coatings Show	2	3	17.875	22.021		39.896	414	40.310	70.500	363	772	1.135	40				10.944	19.254	30.198
	FeuerTRUTZ	1	2	4.300	520		4.820	276	5.096	13.600	238	37	275	14				6.711	397	7.108
	HOGA Nürnberg	2	3	19.193	1.418		20.611	2.012	22.623	40.200	581	92	673	16	15	4	19			22.434
	Insights-X	1	4	5.420	5.142		10.562	635	11.197	25.000	133	168	301	41				2.829	2.521	5.350
	it-sa – The IT Security Expo and Congress	1	3	8.202	1.618		9.820	663	10.483	21.700	453	177	630	24				11.911	869	12.780
	IWA OutdoorClassics	1	4	16.515	37.716	106	54.337	1.129	55.466	102.000	313	1.191	1.504	56				20.407	28.846	49.253
	Kommunale	2	2	6.000	391		6.391	271	6.662	13.600	332	25	357	11				4.270	37	4.307
	PCIM Europe	1	3	7.838	5.121		12.959	358	13.317	22.500	218	247	465	30	17	64	81	6.366	4.470	10.836
	POWTECH	1	3	18.026	8.401		26.427	936	27.363	55.400	511	324	835	29				8.426	5.640	14.066
	SENSOR + TEST	1	3	6.455	2.614		9.069	3.511	12.580	22.200	359	210	569	29				5.857	2.255	8.112
	SMT Hybrid Packaging	1	3	10.252	2.206		12.458	356	12.814	26.200	273	146	419	28	9	24	33	10.761	4.395	15.156
	Spielwarenmesse	1	6	47.813	62.300		110.113		110.113	170.000	747	2.124	2.871	63				28.853	44.032	72.885
	SPS/IPC/DRIVES	1	3	64.394	12.949		77.343	908	78.251	130.000	1.119	556	1.675	45	134	88	222	51.136	19.128	70.264
	Werkstätten: Messe	1	4	5.570	203		5.773	550	6.323	13.000	173	5	178	5				13.757	84	13.841
	Offenbach																			
•	I.L.M. – Intern. Leather Goods Fair – Summer Styles	1	3	6.697	6.147		12.844	800	13.644	20.500	126	151	277	22				3.761	1.275	5.036
•	I.L.M. – Intern. Leather Goods Fair – Winter Styles	1	3	7.124	5.963		13.087	800	13.887	20.100	141	153	294	23				4.060	1.594	5.654
	Offenburg																			
	Badische Weinmesse – Regional Wine Exhibition	1	2	1.195	6		1.201	86	1.287	8.000	116	1	117	2				5.255	107	5.362
	OBERRHEIN-MESSE		9	9.006	702	9.448 95	19.251	2.351	21.602	47.400	449	32	481	12						70.224
	Rosenheim																			
	Messe Rosenheim	2	4	4.533	279	2.144 86	7.042	1.363	8.405	13.200	251	19	270	7	2		2			17.708

[•] Recognized by UFI – The Global Association of the Exhibition Industry

			Exhib	ition s	pace fig	ures ((sq.m.)				Exhibi	itor fig	ures					Visitor	figur	es
FKM			Exhibitor	stand spa	ace						Exhibitors	5			Addition represen	ally ited firms		Entries (Explanation	ons see p.	. 9)
or the complete titles see pp. 80		erval/ ays	Hal Domestic		Open / Domestic I		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tot
Rostock																				
AUTO Trend	1	3	7.526		6.580		14.106	9.650	23.756	32.100	66		66	1						21.1
Stuttgart																				
ANIMAL	1	2	3.713	117			3.830	6.186	10.016	23.400	177	12	189	8						34
auto motor and sport i-Mobility	1	4	2.583	52			2.635	3.150	5.785	10.500	52	2	54	3				13.697	138	13
AUTOTAGE STUTTGART	1	3	4.243				4.243		4.243	10.500	22		22	1				14.454	146	14
CMT – The holiday exhibition	1	9	54.576	10.732	363	164	65.835	3.253	69.088	109.600	1.397	638	2.035	74	28		28	230.243	4.699	234
Composites Europe	1	3	5.800	3.545			9.345	1.236	10.581	25.100	256	164	420	29				4.867	3.042	
lidacta – Trade fair for education and training	1	5	28.587	2.493			31.080	4.327	35.407	75.000	710	150	860	48	33	1	34	82.708	1.688	84
DIE BESTEN JAHRE	1	2	728	35			763	928	1.691	5.600	59	4	63	4				4.874	49	
ltefa	2	3	18.559	1.121	122		19.802	899	20.701	43.300	452	42	494	19	18	5	23	23.263	475	2
ACHDENTAL SÜDWEST	1	2	4.240	825			5.065	315	5.380	11.800	218	45	263	17	1	2	3	6.638	67	
AIR HANDELN	1	4	1.890	161			2.051	39	2.090	5.300	124	13	137	9		4	4	19.033	192	1
amilie & Heim with minerals, fossils, jewellery	1	9	10.554	1.132			11.686	3.302	14.988	42.000	442	82	524	23				92.993	939	9
GARTEN outdoor ambiente	1	4	3.314	234			3.548	1.814	5.362	13.700	116	12	128	8						4
nvest	1	2	2.612	479			3.091	1.130	4.221	11.000	113	24	137	15				11.579	236	1
(REATIV	1	4	3.675	476			4.151	341	4.492	16.300	161	34	195	13				63.227	1.290	6
REATIV Spring	1	4	1.747	288			2.035	39	2.074	5.300	86	22	108	8				32.606	329	32
ogiMat	1	3	40.003	10.021	405	25	50.454	1.011	51.465	99.300	1.042	341	1.383	36				43.065	7.124	5
Market for good taste – The Slow Food Exhibition	1	4	3.908	1.696			5.604	2.469	8.073	21.000	343	203	546	13						6
Medizin / TheraPro	1	3	4.569	283			4.852	289	5.141	11.200	256	20	276	12	15	2	17	9.934	203	1
Ainerals, fossils, jewellery (Spring)	1	3	1.360	338			1.698	600	2.298	10.500	154	55	209	21				14.419	146	14
Modell + Technik	1	4	3.753	195			3.948	6.261	10.209	21.000	107	12	119	8				59.482	600	60
Aoulding Expo	2	4	15.981	5.552			21.533	87	21.620	42.000	530	233	763	26	1		1	12.053	1.962	14
parts2clean	1	3	5.986	1.031			7.017	179	7.196	19.400	187	43	230	15				3.694	1.167	4
Retro Classics	1	4	46.868	8.813	109		55.790	3.126	58.916	109.000	686	178	864	19				80.132	8.904	89
ilow Food/FAIR HANDELN/Minerals, fossils, ewellery/GARTEN/Kreativ/i-Mobility	1	4	14.802	2.769			17.571	8.111	25.682	66.300	875	307	1.182	33						100
pielemesse	1	4	1.876	145			2.021	2.563	4.584	10.500	74	9	83	6				55.143	1.126	56
stuttgarter Messeherbst	1	10	30.092	2.204			32.296	19.581	51.877	108.200	1.201	164	1.365	30				180.506	1.823	182
üdback	1	4	25.971	4.340	34		30.345	751	31.096	54.100	543	113	656	20	10	3	13	31.186	5.940	37
ÜFFA	1	3	8.350	358			8.708	1.676	10.384	21.000	229	16	245	10	1		1	8.335	439	8
reggie & frei von — Fair for taste and health	1	2	1.550	104			1.654		1.654	7.900	159	11	170	7				30.232	616	30

16

* Visitors Profil Analyses see page 25 ff. $^{\prime\prime}$ Visitor attendance determined by a representative poll in the combination of + Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry Stuttgarter Messeherbst. Multiple answers were permitted. ²⁾ Visitor attendance determined by a representative poll in the combination of Slow Food/Fair Handeln/Minerals, fossils, jewellery/GARTEN/Kreativ Frühjahr/i-Mobility.

Multiple answers were permitted.

5.

			Exhib	ition s	pace fig	gures	(sq.m.)				Exhib	itor fig	ures					Visito	r figur	es
FKM			Exhibito	r stand spa	ace						Exhibitor	rs			Addition represen			Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 80		erval/)ays	Ha Domestic		Oper Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Wächtersbach																				
Messe Wächtersbach	1	9	5.273	238	3.154	16	8.681	6.310	14.991	22.200	349	16	365	12						55.14
Hong Kong																				
Baby Products Fair	1	4	1.386	6.964			8.350		8.350	17.400	102	432	534	27				13.764	16.672	30.43
electronicAsia	1	4	1.116	2.394			3.510		3.510	6.300	100	220	320	13				9.697	16.088	25.78
Electronics Fair (Autumn Edition)	1	4	21.846	17.127			38.973		38.973	71.400	1.166	1.834	3.000	22				23.430	36.828	60.25
Electronics Fair (Spring Edition)	1	4	13.674	17.587			31.261		31.261	60.900	969	1.471	2.440	20				24.401	38.297	62.69
Fashion Week (Fall/Winter)	1	4	2.360	6.637			8.997		8.997	24.700	228	506	734	21				7.700	7.236	14.93
Gifts and Premium Fair	1	4	12.971	20.430			33.401		33.401	63.300	1.183	1.958	3.141	31				20.841	26.123	46.96
Houseware Fair	1	4	4.166	16.679			20.845		20.845	45.000	288	1.277	1.565	27				13.352	15.769	29.12
International Diamond, Gem & Pearl Show	1	5	14.333	13.844			28.177		28.177	50.400	757	1.013	1.770	39				7.243	26.067	33.31
International Jewellery Show	1	5	21.322	18.245			39.567		39.567	74.000	927	1.319	2.246	39				18.829	33.076	51.90
International Lighting Fair (Autumn Edition)	1	4	12.622	25.094			37.716		37.716	70.700	666	1.990	2.656	38				10.994	31.758	42.75
International Outdoor and Tech Light Expo	1	4	72	3.141			3.213		3.213	7.100	7	238	245	5				4.986	7.184	12.17
Optical Fair	1	3	4.194	10.791			14.985		14.985	26.200	169	567	736	27				6.286	9.885	16.17
Toys and Games Fair	1	4	15.111	16.184			31.295		31.295	58.400	850	1.137	1.987	42				21.251	24.912	46.16
Watch & Clock Fair	1	5	9.935	3.382			13.317		13.317	29.300	414	193	607	18				11.398	9.469	20.8
Verona																				
MARMOMAC	1	4	32.998	28.656	11.072	5.744	78.470	2.801	81.271	202.800	593	1.022	1.615	57	12	9	21	26.583	40.310	66.89
PULIRE	2	3	13.893	1.525	815		16.233	588	16.821	43.200	222	58	280	21				11.251	4.863	16.11
SAMOTER	3	4	24.903	5.450	7.939	1.947	40.239	835	41.074	87.500	352	58	410	26	8	34	42	44.192	6.352	50.54
Vinitaly – SOL&AGRIFOOD – Enolitech	1	4	88.565	1.508	731		90.804	11.025	101.829	183.000	4.324	128	4.452	32	169	129	298	76.745	47.512	124.2

Recognized by UFI – The Global Association of the Exhibition Industry

* Visitors Profil Analyses see page 25 ff.

			Exhib	ition s	pace fig	gures	(sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
FKM			Exhibitor	stand spa	ace						Exhibitor	s			Addition represer	ally nted firms	;	Entries (Explanati	ions see p.	. 9)
or the complete titles see pp. 80	Inter Da		Ha Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Tot
MULTI-INDUSTRY FAIRS Investment and Consumer Goods	Fair	s																		
nternationale Handwerksmesse/Garten München	1	7	28.754	4.575			33.329	3.087	36.416	75.000	844	192	1.036	37	11	1	12	123.677	2.295	125
A2 Investment Goods Trade Fairs																				
ANNOVER MESSE, Hannover	1	5	130.469	94.809	1.701	144	227.123	19.901	247.024	395.800	2.516	3.977	6.493	73				149.124	73.782	222
A3 Consumer Goods Trade Fairs																				
Ambiente, Frankfurt/Main	1	5	55.164	124.211			179.375	1.548	180.923	308.000	915	3.545	4.460	94				65.350	75.613	14
Nordstil Summer Edition, Hamburg	1	3	23.188	6.980			30.168	588	30.756	58.900	625	171	796	19				13.921	377	1
Nordstil Winter Edition, Hamburg	1	3	29.255	6.602			35.857	330	36.187	62.700	811	168	979	20				19.634	308	1
endence, Frankfurt/Main	1	4	30.101	20.265	32	64	50.462	2.602	53.064	94.600	554	542	1.096	54				16.653	3.393	2
AGRITECHNICA, Hannover PM – Trade fair for horticulture, Essen	2	7 4	109.271 17.471	122.558 24.431	642	1.145	233.616 41.902	3.420 4.117	237.036 46.019	393.600 87.900	1.129 545	1.673 1.021	2.802 1.566	52 45				347.733 25.635	109.873 14.233	45 3
82 Food, Drink and Tobacco, Restaur	anta	and I	Hotel Tra	de, Cate	ring, and	their Eq	uipment													
Anuga, Köln	2	5	27.885	126.594			154.479	1.680	156.159	266.800	716	6.689	7.405	107				42.903	122.105	16
Badische Weinmesse – Regional Wine Exh., Offenburg	1	2	1.195	6			1.201	86	1.287	8.000	116	1	117	2				5.255	107	
Bar Convent Berlin	1	2	2.913	2.529	63	80	5.585	2.400	7.985	21.500	167	253	420	34				4.457	3.779	
lrinktec, München	4	5	43.620	61.965			105.585	2.576	108.161	162.000	507	1.243	1.750	80				25.995	51.608	7
u'Vend/coffeena, Köln	2	3	3.293	1.261			4.554	317	4.871	13.500	117	71	188	22				2.923	1.510	
RUIT LOGISTICA, Berlin	1	3	8.644	63.146			71.790	1.079	72.869	124.800	280	2.797	3.077	84				13.952	62.286	7
IOGA Nürnberg	2	3	19.193	1.418			20.611	2.012	22.623	40.200	581	92	673	16	15	4	19			2
nternational Green Week, Berlin	1	10	30.855	12.670			43.525	8.163	51.688	115.200	1.061	553	1.614	67				370.506	8.722	37
NTERNORGA, Hamburg	1	5	45.856	7.375	1.125	168	54.524	917	55.441	90.400	1.021	227	1.248	23				89.526	5.816	9
nterTabac / InterSupply, Dortmund	1	3	11.404	10.715			22.119	456	22.575	45.700	189	374	563	53	11	1	12	7.601	5.153	1
SM – Trade Fair for sweets and snacks, Köln	1	4	11.429	35.284			46.713	794	47.507	99.300	226	1.391	1.617	67	10	11	21	14.630	23.870	3
Market for good taste — 'he Slow Food Fair, Stuttgart	1	4	3.908	1.696			5.604	2.469	8.073	21.000	343	203	546	13						6
Nord Gastro & Hotel, Husum	1	2	4.623	134			4.757		4.757	8.600	231	13	244	8						
ProSweets Cologne, Köln	1	4	1.812	2.809			4.621	569	5.190	12.000	73	136	209	36		1	1	6.193	10.992	1
· · · · · · · · · · · · · · · · · · ·																				
ProWein, Düsseldorf	1	3	20.387	51.474			71.861		71.861	128.500	988	5.627	6.615	62				28.549	29.953	5

5.2

+ Events with changing venues

18

* Visitors Profil Analyses see page 25 ff. Recognized by UFI – The Global Association of the Exhibition Industry of Slow Food/Fair Handeln/Minerals, fossils, jewellery/GARTEN/Kreativ Frühjahr/i-Mobility. Multiple answers were permitted.

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

			Exhibi	ition s	pace figu	ures ((sq.m.)				Exhib	itor fig	ures					Visito	r figuro	es
			Exhibitor	stand spa	ace						Exhibitor	'S			Addition represen	ally ited firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 80		erval/ ays	Hal Domestic		Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	: Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
SÜFFA, Stuttgart	1	3	8.350	358			8.708	1.676	10.384	21.000	229	16	245	10	1		1	8.335	439	8.774
veggie & frei von – Fair for taste and health, Stuttgart	1	2	1.550	104			1.654		1.654	7.900	159	11	170	7				30.232	616	30.848
B3 Textiles, Clothing, Shoes, Leather	Goo	ods, J	lewelry, a	nd their	Equipment	:														
FAIR HANDELN, Stuttgart	1	4	1.890	161			2.051	39	2.090	5.300	124	13	137	9		4	4	19.033	192	19.225
GDS/Tag It! Winter, Düsseldorf	1	3	8.694	11.889			20.583	1.641	22.224	45.800	132	357	489	32				5.676	4.299	9.975
I.L.M. – Intern. Leather Goods Fair – Summer Styles, Offenbach	1	3	6.697	6.147			12.844	800	13.644	20.500	126	151	277	22				3.761	1.275	5.036
I.L.M. — Intern. Leather Goods Fair — Winter Styles, Offenbach	1	3	7.124	5.963			13.087	800	13.887	20.100	141	153	294	23				4.060	1.594	5.654
INHORGENTA MUNICH, München	1	4	17.569	7.333			24.902	1.019	25.921	65.000	529	445	974	39				18.845	8.829	27.674
INTERGEM, Idar-Oberstein	1	4	1.958	174			2.132		2.132	4.500	116	14	130	10				1.863	566	2.429
Kind + Jugend – The Trade Show for Kids' First Years, Köln	1	4	15.578	41.177			56.755	96	56.851	110.000	160	1.049	1.209	49				6.153	16.117	22.270
MIDORA, Leipzig	1	3	2.096	95			2.191		2.191	10.000	76	7	83	7						1.532
Techtextil, Frankfurt/Main	2	4	11.485	22.427			33.912	569	34.481	62.000	426	1.061	1.487	56				12.876	20.794	33.670
Texprocess, Frankfurt/Main B4 Building, Completion and Extensi	on, a						16.566	666		34.900	107	204	311	35				4.923	8.795	13.718
Asia-Pacific Sourcing, Köln		3	156	8.514	20		8.670	1.000		24.200	7	635	642	13				4.064	3.427	7.491
BAU, München		6	94.654	28.252	30		122.936	1.096	124.032		1.376	714	2.090	45	40			169.577	80.781	250.358
Baumesse Chemnitz		3	3.988	141	223		4.352	325	4.677	12.000	247	9	256	4	48	1	49	25.507	11 1 12	8.373
EXPO REAL – Real Estate Trade Fair, München INservFM, Frankfurt/Main		3	30.031 2.634	8.255 52			38.286	3.936	42.222	64.000 6.000	1.514	489	2.003	35	8		8	25.567 3.975	11.142 182	36.709 4.157
		4	8.058	15.039			2.686 23.097	195 211	2.881	43.600	119 163	9 393	128 556	47	0		0	8.262	10.953	19.215
Interlift, Augsburg ISH. Frankfurt/Main		5	94.501	75.933	687	277	171.398	1.973	173.371		893	1.592	2.485	61				120.506	78.304	198.810
LANDES-BAU-AUSSTELLUNG, Magdeburg	_	3	1.890	32	328	211	2.250	374	2.624	7.800	131	3	134	3	1		1	120.300	70.304	3.896
B5 Furnishings, Household Appliance							2.230	574	2.024	7.000	151		134							5.050
DOMOTEX, Hannover	1	4	11.561	78.499			90.060	1.836	91.896	165.000	145	1.290	1.435	61				11.576	24.826	36.402
imm cologne — The international interior show / LivingInteriors, Köln	1	7	66.073	92.690			158.763	2.753	161.516	281.500	435	904	1.339	51	11	11	22	101.366	46.735	148.101
interzum, Köln	2	4	27.996	66.232			94.228	3.399	97.627	187.400	367	1.361	1.728	59				18.405	50.377	68.782
B6 Health, Body Care, Protection at	Wor	k, an	d their Eq	uipment	t															
A + A - Safety, Security and Health at Work, Düsseldorf	2	4	30.141	39.267	915	320	70.643	2.518	73.161	124.400	578	1.364	1.942	63				35.372	31.876	67.248
ALTENPFLEGE – The Care Fair, Nürnberg	2	3	17.294	1.021			18.315	1.030	19 345	35.500	595	57	652	17				25.911	856	26.767

+ 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 Stuttgarter Messeherbst. Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll in the combination of Slow Food/Fair Handeln/Minerals, fossils, jewellery/GARTEN/Kreativ Frühjahr/i-Mobility. Multiple answers were permitted.

			Exhibit	tion s	pace fig	ures ((sq.m.)				Exhib	itor fig	ures					Visito	r <mark>figu</mark> re	es
FKM			Exhibitor s	tand spa	ice						Exhibitor	s			Addition represer	ally nted firms		Entries (Explanat	ions see p.	9)
For the complete titles see pp. 80		rval/ ays	Halls Domestic		Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Tota
BEAUTY Düsseldorf	1	3	19.810	3.565			23.375	4.075	27.450	61.800	487	143	630	30				60.898	7.068	67.9
Fachdental Leipzig	1	2	3.292	516			3.808	122	3.930	9.700	185	27	212	13	1	4	5			4.0
FACHDENTAL SÜDWEST, Stuttgart	1	2	4.240	825			5.065	315	5.380	11.800	218	45	263	17	1	2	3	6.638	67	6.7
IDS – International Dental-Show, Köln	2	5	40.131	42.104			82.235	300	82.535	163.000	624	1.612	2.236	58	21	44	65	68.447	86.685	155.
MEDICA / COMPAMED, Düsseldorf	1	4	40.035	87.207	288		127.530	1.553	129.083	250.000	1.193	4.738	5.931	69				31.803	81.779	113.
Medizin / TheraPro, Stuttgart	1	3	4.569	283			4.852	289	5.141	11.200	256	20	276	12	15	2	17	9.934	203	10.
REHAB, Karlsruhe	2	3	9.516	929			10.445	3.254	13.699	33.800	382	61	443	18	15	13	28	14.649	406	15.
REHACARE INTERNATIONAL, Düsseldorf	1	4	11.821	8.680			20.501		20.501	51.900	357	427	784	39				33.251	5.730	38.
therapie, Leipzig	2	3	6.498	501			6.999	645	7.644	20.000	339	26	365	11	7	2	9	15.726	420	16.
TOP HAIR – Trend & Fashion Days, Düsseldorf	1	2	6.010	905			6.915	3.289	10.204	25.700	142	44	186	18				34.563	2.482	37.
B7 Environment Protection, Safety, G	Clear	nina.	Communa	al Servi	ces, and the	eir Eau	ipment													
CMS Cleaning.Management.Services, Berlin		4	11.807	2.969	489	38	15.303	416	15.719	28.100	317	112	429	24				16.389	1.882	18.
Enforce Tac, Nürnberg	1	2	2.403	1.289			3.692		3.692	10.200	108	106	214	24				2.173	1.637	3.
FeuerTRUTZ, Nürnberg	1	2	4.300	520			4.820	276	5.096	13.600	238	37	275	14				6.711	397	7.
Kommunale, Nürnberg	2	2	6.000	391			6.391	271	6.662	13.600	332	25	357	11				4.270	37	4.
RO-KA-TECH, Kassel	1	3	9.734	1.700	1.870	63	13.367	240	13.607	24.500	240	46	286	19				5.783	1.906	7.
TerraTec, Leipzig	2	3	1.586	97	30		1.713	282	1.995	3.500	123	5	128	6	1		1	2.149	333	2.
WASSER BERLIN INTERNATIONAL, Berlin	2	4	8.491	1.381	75		9.947	1.804	11.751	31.900	345	104	449	23				12.072	3.606	15.
B8 Transport, Traffic, Logistics, and t	heir	Eaui	ipment																	
auto motor and sport i-Mobility, Stuttgart		4	2.583	52			2.635	3.150	5.785	10.500	52	2	54	3				13.697	138	13.
AUTO Trend, Rostock	1	3	7.526		6.580		14.106	9.650	23.756	32.100	66		66	1						21.
AUTOMOTIVE ENGINEERING EXPO, Nürnberg	2	2	1.581	369			1.950	229	2.179	4.000	80	17	97	7				931	271	1.
AUTOTAGE STUTTGART, Stuttgart	1	3	4.243				4.243		4.243	10.500	22		22	1				14.454	146	14.
Bremen Classic Motorshow, Bremen	1	3	19.746	2.005			21.751	1.645	23.396	49.100	597	64	661	11				42.437	2.182	44.
eMove360° Europe, München	1	3	5.604	2.201			7.805	949	8.754	20.000	152	115	267	20				2.891	1.336	4.
LogiMat, Stuttgart	1	3	40.003	10.021	405	25	50.454	1.011	51.465	99.300	1.042	341	1.383	36				43.065	7.124	50.
NUFAM, Karlsruhe	2	4	24.794	2.055	7.158	222	34.229	7.340	41.569	60.900	318	56	374	16	9	10	19	21.773	1.121	22.
Retro Classics, Stuttgart	1	4	46.868	8.813	109		55.790	3.126	58.916	109.000	686	178	864	19				80.132	8.904	89.
transport logistic, München	2	4	35.647	24.619	5.598	3.233	69.097		69.097	114.900	1.025	1.137	2.162	62				34.075	26.651	60.
Transportertage – Commercial Vehicle Exh., Chemnitz	2	2	2.484				2.484	586	3.070	10.000	51	1	52	2	1		1			
B9 Information, Communication, Off	ice, F	Enter	rtainment	Electro	nics, Photo	, Film.	and their	Equipme	nt											
CeBIT, Hannover		5	90.348		2.548		128.604		146.886	245.700	1.471	1.496	2.967	59				141.982	32.657	174.
CO-REACH, Nürnberg		2	3.721	189			3.910	1.011		11.300	222	15	237	7				4.368	308	4.0

5.2

20

+ 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 Slow Food/Fair Handeln/Minerals, fossils, jewellery/GARTEN/Kreativ Frühjahr/i-Mobility. Multiple answers were permitted. ²⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst.

 Prolight + Sound, Frant B10 Education, didacta - Trade fair for and training, Stuttgart LEARNTEC, Karlsruhe B11 Sports, Gan ABF / B.I.G, Hannover ANIMAL, Stuttgart aquanale / FSB, Köln boot, Düsseldorf CARAVAN, Bremen CARAVAN SALON, Düs CMT - The holiday exh Creativeworld, Frankfur EQUITANA, Essen f.re.e - Fair for Leisure FIBO, Köln 	rketing Exposition Expo and Congress, Nürnberg nkfurt/Main A, Setting up a business or education t ames, Leisure, and their	D: 1 1 1 1 1 Equ	rval/ ays 2 3 4 5 5	Hal		Open A Domestic I 25 561		Total 34.774	Special Shows	Space (net)	Space (gross)	Exhibitor: Domestic			from	Additiona represent			Entries (Explanati	ons see p.	9)
dmexco – Digital Mark & Conference, Köln it-sa – The IT Security E Prolight + Sound, Frant B10 Education, didacta – Trade fair for and training, Stuttgart LEARNTEC, Karlsruhe B11 Sports, Gan ABF / B.I.G, Hannover ANIMAL, Stuttgart aquanale / FSB, Köln boot, Düsseldorf CARAVAN, Bremen CARAVAN, Bremen CARAVAN, Bremen CARAVAN, SALON, Düs CMT – The holiday exh Creativeworld, Frankfu EQUITANA, Essen f.re.e – Fair for Leisure FIBO, Köln	rketing Exposition Expo and Congress, Nürnberg nkfurt/Main A, Setting up a business or education t ames, Leisure, and their	D: 1 1 1 1 1 Equ	ays 2 3 4 5	Domestic 23.760 8.202	Foreign 10.989 1.618	Domestic I			Shows		1. S.	Domestic	Foreign		from						
 & Conference, Köln it-sa – The IT Security E Prolight + Sound, Franl B10 Education, didacta – Trade fair for and training, Stuttgart LEARNTEC, Karlsruhe B11 Sports, Gan ABF / B.I.G, Hannover ANIMAL, Stuttgart aquanale / FSB, Köln boot, Düsseldorf CARAVAN, Bremen CARAVAN SALON, Düs CMT – The holiday exh Creativeworld, Frankfur EQUITANA, Essen f.re.e – Fair for Leisure FIBO, Köln 	Expo and Congress, Nürnberg nkfurt/Main 1, Setting up a business or education t a mes, Leisure, and their	1 1 1 1 Equ	3 4 5	8.202	1.618			34.774					Toreight	Total	countries	Domestic	Foreign	Total	Domestic	Foreign	Total
 Prolight + Sound, Frant B10 Education, didacta - Trade fair for and training, Stuttgart LEARNTEC, Karlsruhe B11 Sports, Gan ABF / B.I.G, Hannover ANIMAL, Stuttgart aquanale / FSB, Köln boot, Düsseldorf CARAVAN, Bremen CARAVAN SALON, Düs CMT - The holiday exh Creativeworld, Frankfu EQUITANA, Essen f.re.e - Fair for Leisure FIBO, Köln 	nkfurt/Main a, Setting up a business or education t ames, Leisure, and their	1 1 1 Equ	4			561			600	35.374	92.700	669	393	1.062	39				28.430	13.074	41.504
 B10 Education, didacta – Trade fair for and training, Stuttgart LEARNTEC, Karlsruhe B11 Sports, Gar ABF / B.I.G, Hannover ANIMAL, Stuttgart aquanale / FSB, Köln boot, Düsseldorf CARAVAN, Bremen CARAVAN, Bremen CARAVAN SALON, Düs CMT – The holiday exh Creativeworld, Frankfur EQUITANA, Essen f.re.e – Fair for Leisure FIBO, Köln 	n, Setting up a business or education t ames, Leisure, and their	1 1 Equ	5	13.728	23.530	561		9.820	663	10.483	21.700	453	177	630	24				11.911	869	12.780
 didacta – Trade fair for and training, Stuttgart LEARNTEC, Karlsruhe B11 Sports, Gan ABF / B.I.G, Hannover ANIMAL, Stuttgart aquanale / FSB, Köln boot, Düsseldorf CARAVAN, Bremen CARAVAN, SALON, Düs CMT – The holiday exh Creativeworld, Frankfut EQUITANA, Essen f.re.e – Fair for Leisure FIBO, Köln 	ames, Leisure, and their	1 Equ				501	981	38.800	1.312	40.112	87.600	319	577	896	39				20.418	23.970	44.388
and training, Stuttgart LEARNTEC, Karlsruhe B11 Sports, Gan ABF / B.I.G, Hannover ANIMAL, Stuttgart aquanale / FSB, Köln boot, Düsseldorf CARAVAN, Bremen CARAVAN, Bremen CARAVAN SALON, Düs CMT – The holiday exh Creativeworld, Frankfu EQUITANA, Essen f.re.e – Fair for Leisure FIBO, Köln	t ames, Leisure, and their	1 Equ																			
B11 Sports, Gar ABF / B.I.G, Hannover ANIMAL, Stuttgart aquanale / FSB, Köln boot, Düsseldorf CARAVAN, Bremen CARAVAN SALON, Düs CMT – The holiday exh Creativeworld, Frankfur EQUITANA, Essen f.re.e – Fair for Leisure FIBO, Köln	ames, Leisure, and their	Equ	2	28.587	2.493			31.080	4.327	35.407	75.000	710	150	860	48	33	1	34	82.708	1.688	84.396
ABF / B.I.G, Hannover ANIMAL, Stuttgart aquanale / FSB, Köln boot, Düsseldorf CARAVAN, Bremen CARAVAN SALON, Düs CMT – The holiday exh Creativeworld, Frankfu EQUITANA, Essen f.re.e – Fair for Leisure FIBO, Köln			3	3.721	593			4.314	1.240	5.554	12.500	211	46	257	14				7.133	855	7.988
ANIMAL, Stuttgart aquanale / FSB, Köln boot, Düsseldorf CARAVAN, Bremen CARAVAN SALON, Düs CMT – The holiday exh Creativeworld, Frankfu EQUITANA, Essen f.re.e – Fair for Leisure FIBO, Köln	r		ipme	nt																	
 aquanale / FSB, Köln boot, Düsseldorf CARAVAN, Bremen CARAVAN SALON, Düs CMT – The holiday exh Creativeworld, Frankfut EQUITANA, Essen f.re.e – Fair for Leisure FIBO, Köln 		_	5	40.331	1.522	122		41.975	3.900	45.875	86.400	716	81	797	16						92.566
 boot, Düsseldorf CARAVAN, Bremen CARAVAN SALON, Düs CMT – The holiday exh Creativeworld, Frankfur EQUITANA, Essen f.re.e – Fair for Leisure FIBO, Köln 		1	2	3.713	117			3.830	6.186	10.016	23.400	177	12	189	8						34.285
CARAVAN, Bremen CARAVAN SALON, Düs CMT – The holiday exh Creativeworld, Frankfu EQUITANA, Essen f.re.e – Fair for Leisure FIBO, Köln		2	4	12.339	24.352			36.691	2.162	38.853	85.800	268	612	880	47				10.098	16.475	26.573
 CARAVAN SALON, Düs CMT – The holiday exh Creativeworld, Frankfur EQUITANA, Essen f.re.e – Fair for Leisure FIBO, Köln 		1	9	39.906	59.719	53	20	99.698	17.433	117.131	213.300	819	1.000	1.819	68				195.315	45.815	241.130
CMT – The holiday exh Creativeworld, Frankfur EQUITANA, Essen f.re.e – Fair for Leisure FIBO, Köln		1	3	9.888	84			9.972		9.972	14.800	55	3	58	4						27.965 ²
 Creativeworld, Frankful EQUITANA, Essen f.re.e – Fair for Leisure FIBO, Köln 	üsseldorf	1	10	80.458	27.040	1.279	544	109.321	4.953	114.274	166.900	383	225	608	33				206.593	27.109	233.702
 EQUITANA, Essen f.re.e – Fair for Leisure FIBO, Köln 	khibition, Stuttgart	1	9	54.576	10.732	363	164	65.835	3.253	69.088	109.600	1.397	638	2.035	74	28		28	230.243	4.699	234.942
 f.re.e – Fair for Leisure FIBO, Köln 	furt/Main	1	4	4.251	8.649			12.900	1.161	14.061	27.500	68	271	339	37				2.891	5.766	8.657
• FIBO, Köln		2	9	22.841	7.964			30.805	13.020	43.825	89.000	541	198	739	27				145.060	17.929	162.989
	re and Travel, München	1	5	24.512	6.581			31.093	8.073	39.166	78.000	735	539	1.274	70				138.297	2.822	141.119
CADTEN substances and		1	4	33.213	32.478			65.691	6.925	72.616	165.300	465	621	1.086	49				114.570	35.433	150.003
GARTEN OUTdoor amble	biente, Stuttgart	1	4	3.314	234			3.548	1.814	5.362	13.700	116	12	128	8						47.693
 h+h cologne, Köln 		1	3	6.542	8.406			14.948	425	15.373	36.800	119	296	415	42				9.933	6.060	15.993
hanseboot, Hamburg		1	9	15.822	2.246	158		18.226	2.057	20.283	51.400	391	62	453	17						76.963
Heimtextil, Frankfurt/M	Main	1	4	23.683	107.323			131.006	4.937	135.943	229.700	322	2.627	2.949	67				19.748	48.755	68.503
• ispo, München		1	4	20.309	82.573			102.882	9.177	112.059	177.600	302	2.373	2.675	58				28.190	58.659	86.849
• ITB – THE WORLD'S LE TRADE SHOW [®] , Berlin		1	5	28.181	60.710	147		89.038		89.038	154.000	1.533	6.219	7.752	172	262	3.156	3.418	93.236	38.083	131.319
IWA OutdoorClassics, N	, Nürnberg	1	4	16.515	37.716		106	54.337	1.129	55.466	102.000	313	1.191	1.504	56				20.407	28.846	49.253
KREATIV, Stuttgart		1	4	3.675	476			4.151	341		16.300	161	34	195	13				63.227	1.290	64.517
KREATIV Spring, Stuttg		1	4	1.747	288			2.035	39	2.074	5.300	86	22	108	8				32.606	329	32.935
MAGDEBOOT, Magdeb	tgart	1	3	2.982	39	110		3.131	124	3.255	9.100	85	3	88	4						5.646
Meeres- und Raubfisch Fishing Exh., Magdebu	· · · · · · · · · · · · · · · · · · ·	1	2	2.366	406	17	10	2.799	277	3.076	7.350	79	23	102	9						7.109
Minerals, fossils, jewell	eburg :hangeltage —	1	3	1.360	338			1.698	600	2 298	10.500	154	55	209	21				14.419	146	14.565

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹¹ Visitor attendance determined by a representative poll in the combination of Slow Food/Fair Handeln/Minerals, fossils, jewellery/GARTEN/Kreativ Frühjahr/i-Mobility. Multiple answers were permitted.

ЕКМ			Exhib	ition s	pace fig	gures	(sq.m.)				Exhib	itor fig	ures					Visito	Visitor figures		
			Exhibitor	stand spa	ice						Exhibitor	s			Addition represen			Entries (Explanat	ions see p	. 9)	
For the complete titles see pp. 80		erval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota	
Modell + Technik, Stuttgart	1	4	3.753	195			3.948	6.261	10.209	21.000	107	12	119	8				59.482	600	60.0	
modell-hobby-spiel, Leipzig	1	3	16.985	985			17.970	14.628	32.598	84.300	506	56	562	9	3	1	4	75.948	1.471	77.4	
Musikmesse, Frankfurt/Main	1	4	8.881	12.052	430	36	21.399	600	21.999	61.400	254	644	898	50				36.134	11.500	47.6	
Pferd & Jagd – Equestrian sports, hunting and fishing, Hannover	1	4	25.138	3.042	1.632		29.812	13.157	42.969	102.700	784	107	891	22						95.4	
Reiselust, Bremen	1	3	2.783	410	96		3.289	300	3.589	10.000	251	37	288	16				27.114	351	27.4	
REISEN HAMBURG, Hamburg	1	5	26.759	2.892			29.651	2.843	32.494	71.900	602	184	786	46				68.820	1.476	70.2	
Spielemesse, Stuttgart	1	4	1.876	145			2.021	2.563	4.584	10.500	74	9	83	6				55.143	1.126	56.2	
Spielwarenmesse, Nürnberg	1	6	47.813	62.300			110.113		110.113	170.000	747	2.124	2.871	63				28.853	44.032	72.	
spoga horse (Spring), Köln	1	3	3.332	3.712			7.044	966	8.010	16.800	58	117	175	24	5	4	9	1.797	1.712	3.	
spoga+gafa / spoga horse (Autumn), Köln	1	3	25.412	82.074	232	1.059	108.777	2.403	111.180	225.000	341	1.791	2.132	59				14.472	23.166	37.	
TC – Touristik & Caravaning, Leipzig	1	5	26.271	1.223			27.494	4.000	31.494	54.700	386	70	456	21	12	1	13	56.010	1.679	57.	
TIERisch gut – Pet fair, Karlsruhe	1	2	6.168	199	35		6.402	12.136	18.538	39.600	261	13	274	9						33.	
TIERWELT, Magdeburg	1	3	1.771	12	71		1.854	3.434	5.288	9.650	126	3	129	4						12.	
TourNatur, Düsseldorf	1	3	3.141	700			3.841	2.046	5.887	17.300	163	102	265	16				45.704	933	46.	
B12 Electrical Engineering and Electro	onics																				
efa, Leipzig	2	3	7.660	278			7.938		7.938	18.500	192	15	207	11	4	1	5	8.195	227	8.4	
elektrotechnik, Dortmund	2	3	12.538	462			13.000	2.116	15.116	36.500	365	23	388	13	4		4	19.679	525	20.3	
ELTEC, Nürnberg	2	3	8.033	120			8.153	976	9.129	19.800	218	7	225	5				10.695	90	10.	
eltefa, Stuttgart	2	3	18.559	1.121	122		19.802	899	20.701	43.300	452	42	494	19	18	5	23	23.263	475	23.	
embedded world, Nürnberg	1	3	15.595	10.103			25.698		25.698	48.000	468	548	1.016	39				18.488	11.529	30.	
LOPEC, München	1	2	930	654			1.584	156	1.740	3.500	76	78	154	18				1.263	1.322	2.	
PCIM Europe, Nürnberg	1	3	7.838	5.121			12.959	358	13.317	22.500	218	247	465	30	17	64	81	6.366	4.470	10.	
Productronica, München	2	4	29.737	18.614			48.351	1.612	49.963	88.000	784	776	1.560	43	10	11	21	19.258	25.729	44.	
SMT Hybrid Packaging, Nürnberg	1	3	10.252	2.206			12.458	356	12.814	26.200	273	146	419	28	9	24	33	10.761	4.395	15.	
SPS/IPC/DRIVES, Nürnberg	1	3	64.394	12.949			77.343	908	78.251	130.000	1.119	556	1.675	45	134	88	222	51.136	19.128	70.	
B13 Metal-Working, Automation, Mea	asur	ing, (Quality As	surance																	
Composites Europe, Stuttgart	1	3	5.800	3.545			9.345	1.236	10.581	25.100	256	164	420	29				4.867	3.042	7.	
EMO, Hannover	2	6	78.684	103.083			181.767		181.767	290.600	809	1.417	2.226	44				66.928	62.038	128.	
Hannover Messe: Digital Factory, Hannover	1	5	9.581	3.788	644		14.013	102	14.115	23.000	234	67	301	18				48.100	26.128	74.	
Hannover Messe: Industrial Automation, Hannover	1	5	47.420	16.283	460	47	64.210	1.071	65.281	100.300	620	632	1.252	38				95.119	54.674	149.	
intec, Leipzig,	2	4	23.900	1.837			25.737	406		51.300	887	114	1.001	22		1	1	20.844	1.190	22.	
METPACK, Essen	3	5	3.509	8.824			12.333	198	12 531	26.200	53	243	296	27				1.178	5.477	6.	

+ 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 Caravan/Reiselust. Multiple answers were permitted. ²⁾ Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted. ³⁾ Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted. ³⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted. ⁵⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted. ⁵⁾ Visitor attendance determined by a representative poll in the combination of intec/Z – Subcontracting fair. Multiple answers were permitted.

5.2

			Exhib	ition s	pace fig	gures	(sq.m.)				Exhibi	tor fig	ures				Visito	Visitor figures		
FKM			Exhibitor	stand spa	ace						Exhibitors	5			Additionally represented	Additionally represented firms		tions see p	. 9)	
or the complete titles see pp. 80		erval/ ays	Ha Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Fo	reign Total	Domestic	Foreign	Tota	
CHWEISSEN & SCHNEIDEN, Düsseldorf	4	5	24.373	24.771			49.144	782	49.926	98.500	371	659	1.030	40			18.276	26.254	44.5	
ENSOR + TEST, Nürnberg	1	3	6.455	2.614			9.069	3.511	12.580	22.200	359	210	569	29			5.857	2.255	8.	
14 Plastic and Wood Processing																				
IGNA, Hannover	2	5	46.646	61.049	13.330	4.086	125.111	5.226	130.337	220.600	624	896	1.520	50			49.598	43.283	92.	
P15 Power Supply Industry																				
nergy Storage Europe, Düsseldorf	1	3	1.561	522			2.083		2.083	4.800	111	51	162	20			3.007	1.322	4	
-world energy & water, Essen	1	3	20.173	3.740			23.913	589	24.502	53.900	556	144	700	29			18.079	4.268	22	
lannover Messe: Energy, Hannover	1	5	22.726	18.791	306	76	41.899	15.540	57.439	86.300	444	757	1.201	48			62.485	35.148	97	
IUSUM Wind, Husum	2	4	13.632	2.364	95		16.091	81	16.172	24.500	568	114	682	25			10.255	2.832	13	
ntersolar Europe and ees Europe, München	1	3	18.779	21.292			40.071	2.231	42.302	77.000	442	649	1.091	51			19.627	19.359	38	
16 Other Investment Goods Industri	es																			
leanzone, Frankfurt/Main	1	2	746	244			990	240	1.230	3.800	44	19	63	11			557	298		
uropean Coatings Show, Nürnberg	_	3	17.875	22.021			39.896	414	40.310	70.500	363	772	1.135	40			10.944	19.254	30	
uroShop, Düsseldorf	3	5	47.706	79.682	109	95	127.592	3.251	130.843	206.800	851	1.518	2.369	61			38.865	75.041	113	
MB – The Supplier Show for Mechanical ngineering, Bad Salzuflen	1	3	8.597	690			9.287		9.287	18.200	498	46	544	13	6	4 10	6.298	198	6	
ormnext, Frankfurt/Main	_	4	8.309	7.435			15.744	851	16.595	28.100	227	243	470	33			11.506	9.986	21	
lannover Messe: ComVac, Hannover	_	5	6.427	8.783		21	15.231		15.231	26.200	57	200	257	29			19.555	14.995	34	
Iannover Messe: Industrial Supply, Hannover	1	5	13.801	17.062			30.863	224	31.087	52.700	498	1.083	1.581	45			48.612	35.201	83	
Iannover Messe: MDA – Iotion, Drive & Automation, Hannover	2	5	17.295	24.388	159		41.842	732	42.574	73.600	281	911	1.192	37			55.250	35.473	90	
Iannover Messe: Research & Technology, Hannover	1	5	7.329	1.088	132		8.549	582	9.131	15.900	277	88	365	14			37.628	16.984	54	
NTERGEO, Berlin	1	3	7.473	7.569	9	263	15.314	641	15.955	31.100	305	285	590	38			11.070	6.851	17	
nterpack, Düsseldorf	3	7	64.821	110.950	391	1.962	178.124		178.124	253.200	646	2.214	2.860	55			45.117	125.782	170	
ABVOLUTION / BIOTECHNICA, Hannover		3	4.312	1.716			6.028	508	6.536	14.400	210	123	333	27			6.318	757	7	
ASER World of PHOTONICS, München	2	_	15.411	9.778			25.189	2.398	27.587	55.000	492	802	1.294	42	1	1	13.735	18.965	32	
Noulding Expo, Stuttgart		4	15.981	5.552			21.533	87	21.620	42.000	530	233	763	26	1	1	12.053	1.962	14	
arts2clean, Stuttgart		3	5.986	1.031			7.017	179	7.196	19.400	187	43	230	15			3.694	1.167	4	
OWTECH, Nürnberg		3	18.026	8.401			26.427	936	27.363	55.400	511	324	835	29			8.426	5.640	14	
apid.Tech / FabCon 3.D, Erfurt	_	3	2.274	370			2.644	280	2.924	7.100	175	32	207	14			3.363	414	3	
 International subcontracting fair, Leipzig 	2	4	3.500	1.011			4.511	40	4.551	10.300	252	94	346	21	1	1	8.961	985	9	

+ Events with changing venues answers were permitted.²⁾

es • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor at ²⁾ Visitor attendance determined by a representative poll in the combination of intec/Z – Subcontracting fair. Multiple answers were permitted.

* Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple

5.2

			Exhib	ition s	pace fig	ures (sq.m.)				Exhib	itor fig	ures				Visito	r figur	es
FKM			Exhibitor	r stand spa	ace						Exhibitor	s			Additionally represented firms		Entries (Explanat	ions see p.	. 9)
or the complete titles see pp. 80		erval/ ays			Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Foreign	Total	Domestic	Foreign	Tot
317 Other Consumer Goods and Servi	ce li	ndus	tries																
BIOFACH / VIVANESS, Nürnberg	1	4	18.678	24.846			43.524	4.227	47.751	80.700	822	1.971	2.793	88			25.307	26.146	51.
ADEAUX – Spring, Leipzig	1	3	5.871	381			6.252	577	6.829	20.000	188	15	203	11	1	1			5.
CADEAUX – September/Comfortex, Leipzig	1	3	6.400	385			6.785	328	7.113	20.000	215	18	233	12	2	2	4.450	95	4.
hristmasworld, Frankfurt/Main	1	5	20.185	36.763			56.948	1.171	58.119	93.400	229	832	1.061	42			17.690	25.543	43.
nsights-X, Nürnberg	1	4	5.420	5.142			10.562	635	11.197	25.000	133	168	301	41			2.829	2.521	5.
nvest, Stuttgart	1	2	2.612	479			3.091	1.130	4.221	11.000	113	24	137	15			11.579	236	11.
)pti – Trade show for optics & design, München	1	3	16.879	8.011			24.890	170	25.060	40.300	272	285	557	35			19.165	8.112	27
aperworld, Frankfurt/Main	1	4	10.458	28.210			38.668	1.226	39.894	74.800	264	1.256	1.520	58			11.609	21.949	33
SI Messe, Düsseldorf	1	3	15.060	14.175			29.235	1.023	30.258	51.900	494	475	969	37			8.853	9.241	18
iscom düsseldorf	2	3	3.742	2.095			5.837	1.625	7.462	15.800	98	99	197	25			5.224	1.717	6
Verkstätten:Messe, Nürnberg	1	4	5.570	203			5.773	550	6.323	13.000	173	5	178	5			13.757	84	13
MULTI-SECTOR PUBLIC EXHIBITION	DNS 1		6.103	194	3.699	81	10.077	919	10.996	19.800	354	14	368	6					105.
DIE BESTEN JAHRE, Stuttgart	1	2	728	35			763	928	1.691	5.600	59	4	63	4			4.874	49	4
amilie & Heim /ith minerals, fossils, jewellery, Stuttgart	1	9	10.554	1.132			11.686	3.302	14.988	42.000	442	82	524	23			92.993	939	93
lanseLife, Bremen	1	9	15.857	1.024	1.007	36	17.924	2.455	20.379	42.200	762	44	806	12			78.679	843	79
łaus-Garten-Freizeit/mitteldeutsche Jandwerksmesse/Beach & Boat, Leipzig	1	9	26.301	3.419			29.720	6.352	36.072	87.600	1.005	124	1.129	21	1	1	175.153	1.950	177
nfa, Hannover	1	9	29.428	3.600	1.121	69	34.218	3.767	37.985	96.800	1.149	165	1.314	29					168
Aesse Rosenheim	2	4	4.533	279	2.144	86	7.042	1.363	8.405	13.200	251	19	270	7	2	2			17
Aesse Wächtersbach	1	9	5.273	238	3.154	16	8.681	6.310	14.991	22.200	349	16	365	12					55
DBERRHEIN-MESSE, Offenburg	1	9	9.006	702	9.448	95	19.251	2.351	21.602	47.400	449	32	481	12					70
A THE FORT A SHEEP DOT THE PART	1	9	10.689	550	1.286	54	12.579	1.648	14.227	42.100	659	26	685	12					71
heinland-Pfalz-Ausstellung – Regional exh., Mainz			13.587				14.173	2.807	16.980	32.400	693	30	723	11	10	10			67

5.2

• Recognized by UFI – The Global Association of the Exhibition Industry + Events with changing venues 24 Stuttgarter Messeherbst. Multiple answers were permitted

interlift ----- Augsburg

Trade visitors' profile

/isitors (number of entries)	19 215
Proportion of trade visitors	99 %
Germany (total) f which	42
lielsen 1 9 <u>Nielsen 4</u>	34
remen 1 Bavaria	34
lamburg 2 Nielsen 5+6	5
ower Saxony 4 Berlin	3
chleswig-Holstein 3 Brandenburg lielsen 2 15 Mecklenburg-	1
Iorth Rhine-Westph. 15 West Pommera	
lielsen 3a 11 Saxony-Anhalt	1
lesse 8 <u>Nielsen 7</u>	4
thineland-Palatinate 3 Saxony	3
aarland 1 Thuringia lielsen <u>3b</u> 21	1
aden-Württemb. 21	
f oreign (total) f which	58
EU	55
Other european countries	19
Africa	3
North America	2
South and Central America	3
Middle East	8
South-, East-, Central Asia Australia	9
Australia	2
Distance to home	%
p to 50 km	6
nore than 50 km up to 100 km	6
nore than 100 km up to 300 km	15
ver 300 km	73
ountries with the highest visitor share	
witzerland	10
taly rance	9 5
pain	5
Jnited Kingdom	5
	7 days
nfluence on purchasing/procurement lecisions	%
Decisively	32
CLIDIVELY	33
Collectively	
	20 14

Area of responsibility	%
Management	22
Research/development/design	12
Manufacturing, production, quality control Buying/procurement	11
Finance/accounting, controlling	4
Information and communication technology	2
Personnel administration, administration	1
Sales	13
Marketing, advertising, PR Logistics: storage, material management,	2
transport	1
Maintenance/repairs	20
Other area	9
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member, nead of an authority etc.	17
Area manager, works manager, plant manager,	
branch manager, head of public office	11
Department head, group head, team leader	13
Foreman, master craftsman	3
Worker, engineer, design engineer Other salaried staff, civil servant,	17
skilled worker	12
Lecturer, teacher	
Trainee	1
Other position Other not gainfully employed	2 1
Economic sector	%
Elevator construction	48
Elevator technology, accessories	19
Metalworking and processing	5
Mechanical engineering	9
Electrical engineering industrie Other sectors	1
Electrical trade, electrical installation	4
Other skilled trades	1
Elevator assembly/installation	20
Maintenance/ servicing	25
Architects, planning professions Other service industry	5
Authority, public services	3
Trade	6
Other sectors	3
Student	1
Other not gainfully employed	
	0/
Number of employees:	
	% 3 20
Number of employees: 1- 4 11 500 - 999	3
5- 9 12 1 000 and more	1

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

Trade visitors' profile

%

17

% 48 19

% 3 20

Visitors (number of e	ntrie	es) 1	1 289
Proportion of trade v	visito	rs	96 %
Germany (total) of which			52
	13	Nielsen 4	11
Bremen		Bavaria	11
Hamburg	6	Nielsen 5+6	44
Lower Saxony	3	Berlin	33
Schleswig-Holstein	2	Brandenburg	7
		Mecklenburg-	
		West Pommeran	
Vielsen 3a	10	Saxony-Anhalt	2
Hessen		Nielsen 7	6
Rhineland-Palatinate		Saxony	5
Saarland		Thuringia	1
<u>Nielsen 3b</u> Baden-Württemberg	6 6		
Foreign (total)			48
of which EU			78
Other europ	nean	countries	14
Other coun		countres	8
Distance to home			%
up to 50 km			19
nore than 50 km up to			1
more than 100 km up t	to 30	0 km	12
over 300 km			68
Countries with the hi	ighe	st visitor shares	
Poland			14
inland			8
Jnited Kingdom			8
taly Switzerland			6
Frequency of visits to	o tra	de fair	%
Previous event			33
Earlier events			33
First visit			51
Average length of st	ay	1,8	8 days
Influence on purchas	ing/	procurement	
decisions			%
Decisively			35
Collectively			33 14
n an advisory capacity No	/		14
vo Student			5
Other not gainfully em	nlow	ad	2
riner not gainfully em	hioke	su	2

Area of responsibility	%
Management	34
Research/development/design	4
Manufacturing, production, quality control	6
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	16
Marketing, advertising, PR	7
Logistics: storage, material management,	
transport	1
Maintenance/repairs	4
Other area	11
Student	5
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	27
Managing director, board member,	
head of an authority etc.	11
Area manager, works manager, plant manager,	
branch manager, head of public office	12
Department head, group head, team leader	20
Other salaried staff, civil servant,	
skilled worker	16
Lecturer, teacher	3
Trainee	2
Other position	3
Student	3 5 2
Other not gainfully employed	2
Economic sector	%
Bartender	30
Beverage, spirits industry	11
Bar owners	7
Bar manager	17
F&B, hotel	2
Restaurant	4
	3
Catering Wholesaler	4
Distributor	6
Other sectors	11
Student	5
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4 19 500 - 999	2
E 0 1E 1 000	

5-	9	15	1 000 and more
10-	49	30	Student
50-	199	16	Other not gainfully
200-	499	6	employed

FKM

6

CMS – Cleaning. Management. Services. -------> Berlin

Trade visitors' profile

Visitors (number of e	entri	ies) 1	8 271
Proportion of trade	/isit	ors	99%
Germany (total) of which			90
Nielsen 1	17	Nielsen 4	7
Bremen	12	Bavaria	-
Hamburg	3	Nielsen 5+6	40
Lower Saxony	8	Berlin	21
Schleswig-Holstein	6	Brandenburg	11
Nielsen 2	11	Mecklenburg-	
North Rhine-Westph.	11	West Pommerani	ia 4
Nielsen 3a	6	Saxony-Anhalt	5
Hesse	4	Nielsen 7	10
Rhineland-Palatinate	2	Saxony	7
Saarland	- 7	Thuringia	2
Nielsen 3b	10		
Baden-Württemb.	10		
Foreign (total)			10
of which			
EU Other coun			90 10
Other coun	tries)	
Distance to home			%
up to 50 km			23
more than 50 km up to			4
more than 100 km up	to 3	00 km	25
over 300 km			48
Frequency of visits t	o tra	ade fair	%
Previous event			37
Earlier events			27
First visit			44
Average length of st	ay	1,3	days
Influence on purchas	sing	/procurement	
decisions			%
Decisively			2!
Collectively			34
the second state of a second state	y		2
In an advisory capacity			10
No			
			2

Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs	% 27 6 7 1 1 6 12 1 2 5 26 2 1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer Managing director, board member,	21
head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	17
Department head, group head, team leader	24
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	2
Trainee Other position	8
Student	2
Other not gainfully employed	1
Economic sector	%
Industry Skilled trades	10 16
Retail trade	2
Wholesale/foreign trade	7
	58 8
Authority/public services Association/guild/chamber	8 1
Research/science	1
School, university, education	4
Other sectors Student	2
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4 7 500 - 999 5- 9 6 1 000 and more	9 25
10- 49 19 Student	25
50- 199 20 Other not gainfully	
200- 499 13 employed	1
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

FRUIT LOGISTICA ------> Berlin

Trade visitors' profile

Germany of which <u>Nielsen 1</u> Bremen Hamburg	on of trade visitors	76 238					
of which <u>Nielsen 1</u> Bremen Hamburg	Proportion of trade visitors						
Nielsen 1 Bremen Hamburg	r (total)	18					
Bremen Hamburg							
Hamburg	21 Nielsen 4	10					
	1 Bavaria	10					
	5 Nielsen 5+6	34					
Lower Sax		25					
Schleswig	J-Holstein 2 Brandenburg	4					
Nielsen 2	9 Mecklenburg						
	ne-Westph. 9 West Pomme						
Nielsen 3a							
Hesse	6 <u>Nielsen 7</u>	7					
	I-Palatinate 8 Saxony	4					
Saarland	1 Thuringia	3					
Nielsen 3							
Baden-Wi	ürttemb. 6						
Foreign (total)	82					
of which	EU	57					
	Other european countries	9					
	Africa	ŝ					
	North America	5					
	South and Central America	ģ					
	Middle East	5					
	South-, East-, Central Asia	5					
	Australia	1					
Distance	to home	%					
up to 50 k		5					
	n 50 km up to 100 km	1					
	100 km up to 300 km	5					
over 300 k		90					
Countries	s with the highest visitor sha	res %					
Spain	-	9					
Italy		8					
France		7					
	ıds	5					
Netherlan	ngdom	5					
Netherlan United Kir		%					
United Kir	cy of visits to trade fair						
United Kir							
United Kir Frequenc Previous e Earlier eve	event	40					
United Kir Frequenc Previous e	event	40 26					
United Kir Frequenc Previous e Earlier eve First visit	event	40 26 44 2,0 days					
United Kir Frequenc Previous e Earlier eve First visit Average	ents	40 26 44 2,0 days					
United Kir Frequenc Previous e Earlier eve First visit Average	ents length of stay e on purchasing/procurement	40 26 44 2,0 days					
United Kir Frequenc Previous e Earlier eve First visit Average Influence decisions	length of stay	40 26 44 2,0 days					
United Kir Frequenc Previous e Earlier eve First visit Average Influence decisions Decisively	length of stay on purchasing/procurement	40 26 44 2,0 days					
United Kir Frequenc Previous e Earlier eve First visit Average Influence decisions Decisively Collective	ents length of stay e on purchasing/procurement	40 26 44 2,0 days % 40 29					
United Kir Frequenc Previous e Earlier eve First visit Average Influence decisions Decisively Collective	length of stay on purchasing/procurement	40 26 44 2,0 days % 40 29 15					
United Kir Frequenc Previous e Earlier eve First visit Average Influence decisions Decisively Collective In an advi	ents length of stay e on purchasing/procurement	40 26 44 2,0 days					
	ngdom						

Aroa	ofrom	onsibili	tu.
	igemen		lty .
			nt/design
			uction, quality control
		irement	
Finan	ce/acco	unting,	controlling
Inform	nation a	and com	munication technology
Perso	nnel ad	ministra	ation, administration
Sales			
Mark	eting, a	dvertisir	ng, PR
		orage, m	aterial management,
trans			
		e/repairs	
Other			
Stude		infully o	mplayed
other	not ga	inituity ei	mployed
			pany/organisation
			ner, freelancer
			oard member,
		uthority	
			manager, plant manager,
			ad of public office oup head, team leader
			civil servant,
	d worke		livii servant,
	rer, tea		
Traine		cher	
	positio	n	
Stude			
		infully e	mployed
Fcon	omic se	ector	
		etable o	rowers
		porters	,
			e of retail grocery trade
Other	wholes	sale trad	le
Retail	trade (central l	ouying)
Retail	trade (distribut	tion)
		ng trade	
Indus			
		ompanie	
			y manufacturer
		arders, t	ransport companies,
logist			
	service		
		blic serv	
			institution, organisation
	sectors		eship, training
Stude		•	
		infully o	mployed
other	notya	inituity et	npioyeu
			ganisation:
		employe 16	e es: 500 - 999
1- 5-		10	1 000 and more
5-		25	Student
10			
10-			
50-	199	16	Other not gainfully
	199		

/isitors (number of	enui	ies)	17 921
Proportion of trade	visit	ors	99 %
Germany (total)			61
of which	10	Nielese 4	-
<u>Vielsen 1</u>	10	Nielsen 4	7
Bremen	2	Bavaria	7
lamburg		Nielsen 5+6	
ower Saxony	6	Berlin	22
Schleswig-Holstein Nielsen 2	2 11	Brandenburg	12
North Rhine-Westph.		Mecklenburg- West Pommera	nia 5
Vielsen 3a	6	Saxony-Anhalt	iiia 5 6
lesse	3	Nielsen 7	14
Rhineland-Palatinate		Saxony	9
Saarland	-	Thuringia	5
Vielsen 3b	8	munngia	
Baden-Württemb.	8		
Foreign (total)			39
of which EU			63
	onear	n countries	20
Africa	opeu	reountries	5
	nst- (Central Asia	4
Other cou			9
Distance to home			%
ip to 50 km			17
nore than 50 km up t	to 10	0 km	3
nore than 100 km up			18
over 300 km			61
Countries with the l	highe	est visitor share	s %
Switzerland	-		7
Poland			6
rance			6
Belgium			5
Russia			5
requency of visits	to tra	nde fair	%
Previous event			25
Earlier events			51
First visit			43
Average length of s	tay	1,	,6 days
nfluence on purcha	sing	/procurement	
lecisions			%
Decisively			18
Collectively			29
n an advisory capaci	ty		21
No			15
Student			17
Other not gainfully er			1

INTERGEO

Trade visitors' profile

%

4

6 2

%

34 27

6

6

3

6 2

%

4 9 6

2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

International Green Week -----> Berlin

379 228

Trade visitors' profile Visitors (number of entries)

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport	% 9 8 4 1 1 6 1 5 1
Maintenance/repairs	
Other area	1 5 3
Training/further training	
Measurement	37
Student	17
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member,	
head of an authority etc.	6

Managing director, board member,	
head of an authority etc.	6
Area manager, works manager, plant manager,	
branch manager, head of public office	5
	15
Other salaried staff, civil servant,	
skilled worker	31
Lecturer, teacher	2
Trainee	6
Other position	3
Student	17
Other not gainfully employed	1

%

Economic sector Industrial company
Energy supply
Water supplies
Wholesale/foreign trade
Retail trade
Skilled trades
Engineer's office
Research
Telecommunication
Architecture/construction
Other service company
Professional, specialist association
Authority/public services
Vocational school/polytechnic/university
IT, software, hardware
Other sectors
Student
Other not gainfully employed

Size of company/organisation: Number of employees:				
1- 4	10	500 - 999		
5-9	9	1 000 and more		
10- 49	20	Student		
50-199	15	Other not gainfully		
200-499	9	employed		

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

		ors 2	24%
Germany (total) of which			93
Nielsen 1	12	Nielsen 4	7
Bremen	-	Bavaria	7
Hamburg	1	Nielsen 5+6	60
Lower Saxony	9	Berlin	30
Schleswig-Holstein	3	Brandenburg	19
Nielsen 2	5	Mecklenburg-	
North Rhine-Westph.	5	West Pommerania	5
Nielsen 3a	3	Saxony-Anhalt	6
Hesse	2	Nielsen 7	11
Rhineland-Palatinate Saarland	1 1	Saxony Thuringia	7
Nielsen 3b	3	i nuringia	4
Baden-Württemb.	3		
Foreign (total) of which			7
EU			61
Other euro	noar	countries	17
Other cour			22
Distance to home			%
up to 50 km			39
more than 50 km up to	o 100) km	7
more than 100 km up	to 30)0 km	23
over 300 km			31
The country with the Austria	e hig	hest visitor share	% 11
Frequency of visits t Previous event	o tra	ide fair	% 31
Earlier events			47
			44
First visit			
	ay	1,2 d	ay
First visit Average length of st Influence on purchas	· ·		
First visit Average length of st Influence on purchas decisions	· ·		%
First visit Average length of st Influence on purchas decisions Decisively	· ·		% 16
First visit Average length of st Influence on purchas decisions Decisively Collectively	sing		% 16 19
First visit Average length of st Influence on purchas decisions Decisively Collectively In an advisory capacit	sing		% 16 19
First visit Average length of st Influence on purcha: decisions Decisively Collectively In an advisory capacit No	sing		% 16 19 16 21
First visit Average length of st Influence on purchas decisions Decisively Collectively In an advisory capacit	sing,	'procurement	% 16 19 21 21

Area of responsibility	%
Management	14
Research/development/design	3
Manufacturing, production, quality control	6
Buying/procurement	4
Finance/accounting, controlling	2
Information and communication technology	2
Personnel administration, administration	3
Sales	9 4
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	21
Student	21
Other not gainfully employed	6
e the net gamany employed	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	20
Managing director, board member,	
head of an authority etc.	4
Area manager, works manager, plant manager	jer,
branch manager, head of public office	4
Department head, group head, team leader	· 7
Other salaried staff, civil servant,	
skilled worker	14 6
Lecturer, teacher Trainee	15
Other position	4
Student	21
Other not gainfully employed	6
Economic sector	%
Agriculture/forestry	⁷⁰ 19
Horticulture, landscape gardening	5
Food industry	10
Retail trade	8
Wholesale/foreign trade	4
Hotel and restaurant trade, catering	11
School, technical college, university	8
Association, institution	5
Other sectors	14
Student	21
Other not gainfully employed	6
Size of company/organisation:	
Number of employees:	%
1- 4 20 500-999	3
5- 9 8 1 000 and more	9
10- 49 14 Student	21
50- 199 13 Other not gainfully	
200- 499 6 employed	6

Private visitors' profile

Visitors (number of entries)	379 228
Proportion of private visitors	76 %
Germany (total)	99
of which	
Nielsen 1 7 Nielsen 4	4
Bremen - Bavaria	4
Hamburg - <u>Nielsen 5+</u>	
Lower Saxony 5 Berlin	38
Schleswig-Holstein 2 Brandenbu Nielsen 2 3 Mecklenbu	
Nielsen 2 3 Mecklenbu North Rhine-Westph. 3 West Pomr	
Nielsen 3a 2 Saxony-An	
	11ait 0 9
	9
Rhineland-Palatinate 1 Saxony Saarland - Thuringia	3
Nielsen 3b 1	2
Baden-Württemb. 1	
Foreign (total)	1
of which	CO
EU	60
Other countries	40
Distance to home	%
up to 50 km	51
more than 50 km up to 100 km	8
more than 100 km up to 300 km	24
over 300 km	17
Frequency of visits to trade fair	%
Previous event	39
Earlier events	61
First visit	30
Sex	%
Male Female	40 60
remaie	60
Size of household	%
1 person	17
2 persons	47
3 persons	18
4 persons	12
5 persons and more	7
Age	%
up to 20 years	13
over 20 up to 30 years	17
over 30 up to 40 years	12
over 40 up to 50 years	15
over 50 up to 60 years	20
over 60 up to 70 years	17
over 70 years	6

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	7
Other salaried staff, civil servant,	
skilled worker	37
Lecturer, teacher	3
Trainee	4
Other position	4
Student	14
Housewife/man	2
Old-age pensioner	20
Other not gainfully employed	3
Buying and ordering capacity Purchase or order made or intended	%
at the exhibition	
yes	76
no	10
maybe	14
Follow-up business	%
Intend to buy at later date	
ves	24
no	28
maybe	48
*	
Conducted by: INFO GmbH, Berlin	

ITB ----> Berlin

Trade visitors' profile

Proportion of trade visitors	64%
Germany (total)	56
of which	
Nielsen 1 15 Nielsen 4	12
Bremen 1 Bavaria	12
Hamburg 4 Nielsen 5+6	35
Lower Saxony 8 Berlin	26
Schleswig-Holstein 2 Brandenburg	
Nielsen 2 14 Mecklenburg-	-
North Rhine-Westph. 14 West Pommer	ania 3
Hesse 6 <u>Nielsen 7</u>	6
Rhineland-Palatinate 4 Saxony	5
Saarland 1 Thuringia	1
Nielsen 3b 6	
Baden-Württemb. 6	
Foreign (total)	44
of which	
EU	69
Other european countries	12
Africa	1
North America	3
South and Central America	1
Middle East	2
South-, East-, Central Asia	7
Australia	1
Distance to home	%
up to 50 km	
	16
more than 50 km up to 100 km	16
more than 50 km up to 100 km more than 100 km up to 300 km	16 1 11
more than 50 km up to 100 km more than 100 km up to 300 km	16 1 11
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar	10 1 72 es %
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria	10 11 72 es %
more than 50 km up to 100 km more than 100 km up to 300 km over Countries with the highest visitor shar Austria Poland	16 11 72 es % 17
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria Poland Switzerland	16 11 72 es % 17 8
more than 50 km up to 100 km more than 100 km up to 300 km over Countries with the highest visitor shar Austria Poland	10 11 72 es % 12 8
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria Poland Switzerland	10 11 72 es % 17 8
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria Poland Switzerland Netherlands Italy	16 11 72 es %
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria Poland Switzerland Netherlands Italy Frequency of visits to trade fair	16 11 72 es % 17 8 6 6 6 5 5 5 7 7 8
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria Poland Switzerland Netherlands Italy Frequency of visits to trade fair Previous event	10 11 72 es % 17 8 6 6 5 5 5 7 8 8 6 6 5 5 5 7 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria Poland Switzerland Netherlands Italy Frequency of visits to trade fair	16 11 72 es % 17 8 6 6 5 5 5 7 8 8 6 6 5 5 5 7 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria Poland Switzerland Netherlands Italy Frequency of visits to trade fair Previous event Earlier events First visit	16 11 72 es % 17 8 6 6 6 9% 33 33 33
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria Poland Switzerland Netherlands Italy Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay	10 11 72 es % 13 6 6 6 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria Poland Switzerland Netherlands Italy Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement	1(17 72 es % 17 8 6 6 6 6 6 7 8 8 8 8 8 8 8 8 8 8 8 8
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria Poland Switzerland Netherlands Italy Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions	11 72 es % 13 8 6 6 6 7 7 8 8 6 9 7 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria Poland Switzerland Netherlands Italy Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively	10 11 72 es % 17 8 6 6 5 5 5 7 7 8 8 8 6 6 5 5 5 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria Poland Switzerland Netherlands Italy Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively	10 11 72 es % 13 14 15 15 15 15 15 15 15 15 15 15 15 15 15
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria Poland Switzerland Netherlands Italy Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	16 11 72 es % 6 5 5 5 7 8 8 6 6 6 6 5 5 5 7 8 7 8 7 8 7 8 7 8 7 8 7 7 7 7 7
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria Poland Switzerland Netherlands Italy Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	16 11 11 72 8 8 9% 33 33 33 33 33 33 33 33 33 33 33 33 33
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Austria Poland Switzerland Netherlands Italy Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	16 1 11 72

Area of responsibility Management	% 15
Research/development/design	
Manufacturing, production, quality control	- 1
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	-
Personnel administration, administration	-
Sales	1
Marketing, advertising, PR	12
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	10
Student	28
Other not gainfully employed	- 2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	2
Managing director, board member,	_
head of an authority etc.	9
Area manager, works manager, plant manage	r, ⁻
branch manager, head of public office	É g
Department head, group head, team leader	10
Other salaried staff, civil servant,	
skilled worker	14
Lecturer, teacher	2
Trainee	5
Other position	3
Student	28
Other not gainfully employed	2
Economic sector	%
Tourism organisations	3
Tour operator	20
Travel agency	13
Trade fair organizer/conference and	
congress organizer	1
Hotel company	
Business travel	3
Transport carriers (bus, train, ship and	
air companies)	3
Travel technology, information and	
reservation systems	4
PR/advertising/consultancy	
Leisure centre/leisure park	
Publishing houses/press	
Research institute/educational institution	
Tourism federations/associations	4
Telecommunication	1
Other sectors	10
Student	28
Other not gainfully employed	-
Size of company/organisation:	
Number of employees:	%
1- 4 17 500-999	-
5- 9 10 1 000 and more	
10- 49 17 Student	28
	28

Private visitors' profile

Visitors (number of entries)	131 319
Proportion of private visitors	36%
Germany (total) of which <u>Nielsen 1</u> 6 <u>Nielsen 4</u> Bremen - Bavaria Hamburo 1 Nielsen 5+6	96 1 1 84
Lower Saxony 4 Berlin Schleswig-Holstein 1 Brandenburg Nielsen 2 2 Mecklenburg-	58 21
North Rhine-Westph. 2 West Pommer Nielsen 3a 2 Saxony-Anhal Hesse 1 Nielsen 7 Rhineland-Palatinate 1 Saxony	
Saarland - Thuringia Nielsen 3b - Baden-Württemb	1
Foreign (total) of which	4
EU Other countries	68 32
The country with the highest visitor sh Poland	are % 32
Distance to home up to 50 km	% 70 6
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	12 12
Frequency of visits to trade fair Previous event Earlier events First visit	% 36 47 34
Sex Male Female	% 45 55
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 23 50 13 10 4
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 9 18 14 17 23 15 5

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer Managing director, board member,	7
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	8
Other salaried staff, civil servant, skilled worker	37
Lecturer, teacher Trainee	4
Other position	2 5
Student Housewife/man	13
Old-age pensioner	16
Other not gainfully employed	3
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

Wasser Berlin International

Trade visitors' profile

Visitors (number of	entri	es)	15 678
Proportion of trade	visit	ors	96 %
Germany (total) of which			76
Nielsen 1	12	Nielsen 4	4
Bremen	1	Bavaria	4
Hamburg	3	Nielsen 5+6	55
Lower Saxony	7	Berlin	31
Schleswig-Holstein	2	Brandenburg	14
Nielsen 2	8	Mecklenburg-	
North Rhine-Westph.	8	West Pommer	ania 7
Nielsen 3a	5	Saxony-Anhalt	: 4
Hesse	3	Nielsen 7	12
Rhineland-Palatinate	2	Saxony	9
Saarland		Thuringia	3
Nielsen 3b	5		
Baden-Württemb.	5		
Foreign (total) of which			24
EU			50
Other euro	pear	countries	15
Other cour			36
Distance to home			%
up to 50 km			29
more than 50 km up to	o 100) km	5
more than 100 km up	to 30)0 km	20
over 300 km			46
Countries with the h	ighe	st visitor share	es %
Poland			5
Netherlands			5
China, People's Reput	olic		
taly			5
Frequency of visits t	o tra	de fair	%
Previous event			28
Earlier events			25
First visit			58
Average length of st	tay		1,7 days
Influence on purcha	sing	procurement	
decisions			%
Decisively			18
Collectively			27
In an advisory capacit	у		18
No			18
Student			17
Other not gainfully em	nlov	ha	2

Bremen Classic Motorshow (2016) -------> Bremen

Private visitors' profile

Area of resp		ity	%	Visitors (nu
Management Descent (desc			17	Duenentien
Research/dev			12 6	Proportion
Buying/procu		uction, quality control	3	Germany (t
Finance/acco			1	of which
		munication technology	2	Nielsen 1
Personnel ad	ministra	ation, administration	2	Bremen
Sales			10	Hamburg
Marketing, a			3	Lower Saxon
	rage, m	aterial management,		Schleswig-H
transport	(1 11	Nielsen 2 North Rhine-
Maintenance Other area	repairs		14	Nielsen 3a
Student			17	Hessen
Other not gai	nfully e	mploved	2	Rhineland-P
	in any c	mpioyeu		Saarland
Position in t	he com	pany/organisation	%	Nielsen 3b
Entrepreneur	, co-ow	ner, freelancer	11	Baden-Württ
		ooard member,		
head of an au			8	Foreign (tot
		s manager, plant manager,		of which
		ad of public office	9	E
		roup head, team leader	15	0
Other salaried skilled worke		civil servant,	26	Countries w
Lecturer, tead			20	Netherlands
Trainee	iner		8	Sweden
Other positio	n		3	Denmark
Student			17	
Other not gai	nfully e	mployed	2	Distance to
			0/	up to 50 km
Economic se			%	more than 50
Civil engineer Pipeline cons			12 12	more than 10 over 300 km
Well construct			5	
Other constru		ompanies	3	Frequency of
Flood and dis			3	Previous eve
Waste dispos	al comp	oanies	17	2014
Waste dispos	al comp	oanies	14	2013
		ation company	2	2012
		ministration, ministries	6	2011
Engineer's/ar			12	Earlier event
University, co		nstitute	6	First visit
Association/s	ociety		4 11	Sex
Industry Skilled trades			2	Male
Trade			4	Female
Other sectors			14	
Student			17	Size of hous
Other not gai	nfully e	mployed	2	1 person
				2 persons
Size of comp	any/or	ganisation:		3 persons
Number of e		ees:	%	4 persons
1- 4	9	500 - 999	6	5 persons an
5-9	8	1 000 and more	16	A.m.o.
10- 49	18	Student Other pet gainfully	17	Age
50- 199 200- 499	15 9	Other not gainfully	2	up to 20 yea over 20 up to
200-499	9	employed	2	over 30 up to

-		الم مقم ديا	Les est	INFO	Conclusion	Deulin
L	опа	luctea	DV:	INFU	GMDH	Berlin

Proportion of private visitors	88%
Germany (total)	94
of which	
Nielsen 1 87 Nielsen 4	1
Bremen 18 Bavaria	1
Hamburg 8 Nielsen 5+6	1
Lower Saxony 54 Berlin	1
Schleswig-Holstein 7 Brandenburg	
Nielsen 2 8 Mecklenburg-	
North Rhine-Westph. 8 West Pomme	
Nielsen 3a 1 Saxony-Anha	lt ·
Hessen 1 <u>Nielsen 7</u>	
Rhineland-Palatinate 1 Saxony	
Saarland - Thuringia	
Nielsen 3b -	
Baden-Württemberg -	
Foreign (total) of which	e
EU	84
Other countries	16
Countries with the highest visitor sha	res %
Netherlands	35
Sweden	18
Denmark	15
Distance to home	%
up to 50 km	35
more than 50 km up to 100 km	21
more than 100 km up to 300 km	35
more than 100 km up to 300 km	35
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event	35 9 % 43
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014	35 9 43 41
more than 100 km up to 300 km ver 300 km Frequency of visits to trade fair Previous event 2014 2013	35 9 43 41 37
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012	35 9% 43 41 37 29
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011	35 9% 43 41 37 29 24
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events	35 9% 43 41 37 29 24 13
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011	35 9% 43 41 37 29 24 13
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events First visit Sex	35 9% 43 41 37 29 24 13 29 9%
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events First visit Sex Male	355 9% 43 41 37 29 24 13 29 24 83
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events First visit Sex	35 9 43 41 37 29 24 13 29 20 9% 83
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events First visit Sex Male Female Size of household	35 9% 41 37 22 24 13 25 9% 83 17 9%
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events First visit Sex Male Female Size of household 1 person	35 9 43 43 37 29 24 13 29 24 13 29 83 17 9 83 17
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events First visit Sex Male Female Size of household 1 person 2 persons	35 9% 43 41 37 29 24 13 29 9% 83 17 9% 15 35 35 35 35 35 35 35 35 35 3
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	35 5 43 41 37 29 24 13 29 29 % 83 83 17 77 77 77 9%
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons	35 9% 43 41 37 29 24 13 29 9% 83 17 9% 15 35 35 19 19 19 19 19 19 19 19 19 19
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	35 9% 43 41 37 29 24 13 29 9% 83 17 9% 15 35 35 19 19 19 19 19 19 19 19 19 19
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 5 persons and more Age	35 9% 43 41 37 25 26 29 9% 83 17 9% 15 35 35 16 16 9%
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years	35 9% 43 41 37 29 29 29 29 29 29 29 29 29 29
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 5 persons and more Age up to 20 years over 20 up to 30 years	35 9% 43 43 33 7 29 29 29 29 29 9% 83 55 29 9% 83 55 29 20 20 20 20 20 20 20 20 20 20 20 20 20
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years	35 5 9% 43 41 37 29 24 13 29 29 9% 83 17 9% 15 35 35 21 10 10 10 10 10 10 10 10 10 1
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 50 years	35 5 6 7 7 7 7 7 7 7 7 7 7 7 7 7
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event 2014 2013 2012 2011 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years	35 9% 43 41 37 202 202 202 9% 83 17 19 21 10 10 10 10 10 10 10 10 10 1

Position in the company/organisation Entrepreneur, co-owner, freelancer	% 16
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager,	5
branch manager, head of public office	4
Department head, group head, team leader Other salaried staff, civil servant,	10
skilled worker	26
Lecturer, teacher Trainee	4 5
Other position	с 8
Student	9
Housewife/man	1
Old-age pensioner Other not gainfully employed	9 3
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	27
no	30
maybe	43
Follow-up business	%
Intend to buy at later date ves	21
no	28
maybe	51
Conducted by: M3B GmbH, Bremen	

Private visitors' profile

Visitors (number of entries)	68 556
Proportion of private visitors	89 %
Germany (total)	99
of which	
Nielsen 1 98 Nielsen 4	
Bremen 51 Bavaria	-
Hamburg 1 <u>Nielsen 5+6</u>	
Lower Saxony 46 Berlin	-
Schleswig-Holstein - Brandenburg	
Nielsen 2 1 Mecklenburg North Rhine-Westph. 1 West Pomm	
Nielsen 3a - Saxony-Anh	dit -
Hessen - <u>Nielsen 7</u> Rhineland-Palatinate - Saxony	1.1
	-
Saarland - Thuringia Nielsen 3b -	-
Baden-Württemberg -	
	1
Foreign (total)	
Distance to home	%
up to 50 km	83
more than 50 km up to 100 km	12
more than 100 km up to 300 km	4
over 300 km	1
Frequency of visits to trade fair	%
Previous event	48
2014	40
2013	31
2012	25
Earlier events	28
First visit	16
Sex	%
Male	30
Female	70
Size of household	%
1 person	17
2 persons	49
3 persons	15
4 persons	14
5 persons and more	6
Age	%
up to 20 years	10
over 20 up to 30 years	16
over 30 up to 40 years	10
over 40 up to 50 years	16
over 50 up to 60 years	22
over 60 up to 70 years	18
	9

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manager,	
branch manager, head of public office	25
Department head, group head, team leader	5
Other salaried staff, civil servant,	
skilled worker	39
Lecturer, teacher	5
Trainee	5 3 8
Other position	
Student	10
Housewife/man	4
Old-age pensioner	13
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended	/0
at the exhibition	
ves	37
no	21
maybe	42
Follow-up business	%
Intend to buy at later date	
yes	27
no	21
maybe	52
Conducted by: M3B GmbH, Bremen	
and the second	

ReiseLust -----> Bremen

Private visitors' profile

Proportion of private	e vis	itors 9	94%
Germany (total)			99
of which	05	Mt days A	
Nielsen 1	95	Nielsen 4	
Bremen	25 1	Bavaria	
Hamburg		Nielsen 5+6	
Lower Saxony	67 1	Berlin	
Schleswig-Holstein Nielsen 2	3	Brandenburg Mecklenburg-	
North Rhine-Westph.	3	West Pommerania	
Nielsen 3a	1	Saxony-Anhalt	
Hesse	4	Nielsen 7	
Rhineland-Palatinate	1	Saxony	
Saarland	1	Thuringia	
Nielsen 3b	1		
Baden-Württemb.	-		
Foreign (total)			
Distance to home			%
up to 50 km			60
more than 50 km up to	b 100) km	2
more than 100 km up t	to 30	00 km	17
over 300 km			1
Frequency of visits to	o tra	de fair	%
2013			13
2014			2
2015			30
Previous event			39
Earlier events			14
First visit			4
Sex			%
Male			44
Female			56
Size of household			%
1 person			10
2 persons			58
3 persons			13
4 persons			14
5 persons and more			
Age			%
up to 20 years			(
over 20 up to 30 years			8
aver 20 up to 10			9
over 30 up to 40 years			- 14
over 30 up to 40 years over 40 up to 50 years			19
over 30 up to 40 years			19 31 21

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

Position in the company/ Entrepreneur, co-owner, fr	
Managing director, board	
head of an authority etc.	
Area manager, works mana	ager, plant manager
branch manager, head of p	oublic office
Department head, group h	
Other salaried staff, civil se	ervant,
skilled worker	
Lecturer, teacher Trainee	
Other position	
Student	
Housewife/man	
Old-age pensioner	
Other not gainfully employ	ed
Buying and ordering cap	acity
Purchase or order made or	
at the exhibition	
yes	
no	
maybe	
Follow-up business	
Intend to buy at later date	
yes	
no	
maybe	
Conducted by: M3B Gml	oH, Bremen

Baumesse -----> Chemnitz

Private visitors' profile

Visitors (number of e	ntri	es) 8	3 373
Proportion of private	e vis	itors	77%
Germany (total) of which			100
Nielsen 1	2	Nielsen 4	
Bremen	-	Bavaria	
Hamburg	-	Nielsen 5+6	1
Lower Saxony	-	Berlin	
Schleswig-Holstein	-	Brandenburg	
Nielsen 2	-	Mecklenburg-	
North Rhine-Westph.	-	West Pommerania	a
Nielsen 3a	1	Saxony-Anhalt	
Hesse	-	Nielsen 7	99
Rhineland-Palatinate	-	Saxony	96
Saarland	-	Thuringia	3
Nielsen 3b	-		
Baden-Württemb.	-		
Distance to home			%
up to 50 km			88
more than 50 km up to	100) km	9
more than 100 km up t	to 30)0 km	1
over 300 km			
Frequency of visits to	o tra	de fair	%
Previous event			
			- 18
Earlier events			
			24
Earlier events First visit Sex			18 24 58
Earlier events First visit			24 58
Earlier events First visit Sex			24 58 %
Earlier events First visit Sex Male			24 58 % 68 32
Earlier events First visit Sex Male Female Size of household			24 58 % 68 32
Earlier events First visit Sex Male Female			24 58 % 68 32
Earlier events First visit Sex Male Female Size of household 1 person			24 58
Earlier events First visit Sex Male Female Size of household 1 person 2 persons			24 58 9/ 68 32 9/ 68 32
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons			24 58 9/ 68 32 9/ 68 32 9/ 68 32 14
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons			22 58 % 68 32 % (54 21 14
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years			22 58 9% 68 32 9% (54 22 14
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years			22 58 9% 68 32 9% 67 24 24 24 24 24 24 24 24 24 24 24 24 24
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years			22 58 9% 68 32 9% 67 24 24 24 24 24 24 24 24 24 24 24 24 24
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 30 years over 30 up to 50 years			24 58 99 68 32 99 (0 54 22 14 22 14 23 23 20
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 20 up to 50 years over 40 up to 50 years			22 58 9% 68 32 9% (54 22 14 23 20 11 18
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 30 years over 30 up to 50 years			24 58 % 68 32 % (

Position in the company/organisation % Visi Entrepreneur, co-owner, freelancer 15 Managing director, board member, head of an authority etc. Pro 4 Area manager, works manager, plant manager, branch manager, head of public office Ger 3 of w Department head, group head, team leader 10 Nie Brei Other salaried staff, civil servant, skilled worker 45 Han Lecturer, teacher 3 Low Trainee 3 Sch Other position 5 Nie Nor Student 3 Nie Hes Housewife/man Old-age pensioner 7 Other not gainfully employed Rhi 1 Saa Buying and ordering capacity % Nie Bad Purchase or order made or intended at the exhibition 10 For yes no 63 of w 27 maybe Follow-up business % Intend to buy at later date Dist 41 up t yes no 10 nom 49 maybe mor ove Conducted by: C³ Chemnitzer Veranstaltungszentren GmbH, Chemnitz Fre Prev Earl Firs Ave Infl dec Dec Coll In a No Stue Oth

elektrotechnik

Trade visitors' profile

sitors (number of entries)	20 204
oportion of trade visitors	96 %
ermany (total) which	97
elsen 1 4 Nielsen 4	
emen - Bavaria	
mburg - Nielsen 5+6	
wer Saxony 4 Berlin	
hleswig-Holstein - Brandenburg	
elsen 2 90 Mecklenburg	
orth Rhine-Westph. 90 West Pomme	
elsen 3a 5 Saxony-Anha	alt ·
sse 4 <u>Nielsen 7</u> ineland-Palatinate 1 Saxony	
ineland-Palatinate 1 Saxony arland - Thuringia	
elsen 3b -	
den-Württemb	
reign (total) which	3
EU	53
Other countries	47
stance to home	%
to 50 km	49
pre than 50 km up to 100 km	28
pre than 100 km up to 300 km	20
er 300 km	3
equency of visits to trade fair	% 33
evious event rlier events	30
st visit	49
rerage length of stay	1,1 days
fluence on purchasing/procuremen	
cisions cisively	% 21
llectively	21
an advisory capacity	17
	20
······································	
udent	12

InterTabac/Inter Supply -----> Dortmund

12 754

Trade visitors' profile Visitors (number of entries)

Area of responsibility	%
Management	13
Research/development/design	3
Manufacturing, production, quality control	6
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	1
Sales	6
Marketing, advertising, PR	1
Maintenance/repairs	17
Other area	5
Installation/assembly	22
Planning/work preparation	6
Student	12
	3
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	15
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	6
Foreman, master craftsman	10
Other salaried staff, civil servant,	
skilled worker	17
Lecturer, teacher	3
Trainee	27
Other position	1
Student	12
Other not gainfully employed	3
Economic sector	%
Electrical skilled trade	42
Electrical industry	12
Electrical wholesale trade	2
Electrical retail trade	1
Power supply company	4
Engineering, planning office, architects	4
Other skilled trade	2 7
Other industry	7
Service companies	3
Specialist authority, administration	1
Training institution	3
Other sectors	6
Student	12
Other not gainfully employed	3
Sector Sector	
Charles for the second se	

Size of company/organisation: Number of employees:

pioyees.	employ	Number of
14 500 - 999	14	1- 4
10 1 000 and more	10	5-9
18 Student	18	10- 49
13 Other not gainfully	13	50-199
9 employed	9	200-499
Gelszus Messe-Markt-	by: Gel	Conducted

% 5

17 12

3

forschung GmbH, Dortmund

	92%
Germany (total)	57
of which	
Nielsen 1 15 Nielsen 4	
Bremen 2 Bavaria	
Hamburg 2 Nielsen 5+6	(
Lower Saxony 9 Berlin	1
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 52 Mecklenburg-	
North Rhine-Westph. 52 West Pommera	
Nielsen 3a 14 Saxony-Anhalt	
Hesse 7 <u>Nielsen 7</u>	-
Rhineland-Palatinate 6 Saxony Saarland 1 Thuringia	
Nielsen 3b 6 Baden-Württemb. 6	
Baden-wurttemb. 6	
Foreign (total) of which	43
EU	6
Other european countries	13
North America	
South and Central America	
Middle East	
South-, East-, Central Asia	
Other countries	
Distance to home	%
up to 50 km	
more than 50 km up to 100 km	10
more than 50 km up to 100 km more than 100 km up to 300 km	10
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	10 2 5
more than 50 km up to 100 km more than 100 km up to 300 km	10 2 5: es %
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor share France	11 2 5: es %
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor share	10 2' 53 es %
more than 50 km up to 100 km more than 100 km up to 300 km over Countries with the highest visitor share France Spain	10 2 5: 25
more than 50 km up to 100 km more than 100 km up to 300 km ver 300 km Countries with the highest visitor share France Spain Netherlands	10 2 5: 25
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor share France Spain Netherlands Italy	11 2 5. 2 8 9 1 1
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor share France Spain Netherlands Italy United Kingdom	11 2 5: es %
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor share France Spain Netherlands Italy United Kingdom Frequency of visits to trade fair	16 10 25 53 25 8 8 8 8 6 6 6 6 6 6 6 6 7 7 8 8 8 8 8 8
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor share France Spain Netherlands Italy United Kingdom Frequency of visits to trade fair Previous event	10 2' 53 2es % 8 8 8 8 6 6 6 6 6 6 6 6 7 7 9 43
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor share France Spain Netherlands Italy United Kingdom Frequency of visits to trade fair Previous event Earlier events First visit	11 2 55 25 9 8 8 9 9 4 4 4 4 3
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor share France Spain Netherlands Italy United Kingdom Frequency of visits to trade fair Previous event Earlier events First visit	11 2 55 25 9 8 8 9 9 4 4 4 4 3
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor share France Spain Netherlands Italy United Kingdom Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay	11 2 5: 2 5 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor share France Spain Netherlands Italy United Kingdom Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement	11 2 5: 25 9 4 4 4 4 3: 1,6 day
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor share France Spain Netherlands Italy United Kingdom Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions	11 2 5: 25 9 4 4 4 4 4 4 4 4 4 4 4 4 4 4 5
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor share France Spain Netherlands Italy United Kingdom Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively	11 2 5: 25 4 4 4 4 3 1,6 day
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor share France Spain Netherlands Italy United Kingdom Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively	1(2' 5: 5: 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor share France Spain Netherlands Italy United Kingdom Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	1(2' 53 es % 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8

Area of rosponsibility	
Area of responsibility	%
Management	4(
Research/development/design	3
Manufacturing, production, quality control	1
Buying/procurement	12
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	2!
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	1
Other not gainfully employed	
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 Other salaried staff, civil servant,	
skilled worker	1
Lecturer, teacher	1
Trainee	
Other position	
Student	
Other not gainfully employed	1
Economic sector	9
Retail trade	4
Wholesale trade	1
Foreign trade	
Manufacture, industry	1
Skilled trades	
Service	
Association, society, club, organisation	
Other sectors	
Student	
Student Other not gainfully employed	
Other not gainfully employed Size of company/organisation: Number of employees:	9
Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 35 500 - 999	9
Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 35 500 - 999 5- 9 21 1 000 and more	9
Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 35 5 - 9 21 100 and more 10-49 18 Student	9
Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 35 500 - 999 5- 9 21 1000 and more 10- 49 18 Student 50- 199 10 Other not gainfully	9
Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 35 5 - 9 21 100 and more 10-49 18 Student	9
Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 35 500 - 999 5- 9 21 1000 and more 10- 49 18 Student 50- 199 10 Other not gainfully	9

A + A -----> Düsseldorf

Trade visitors' profile

Visitors (number of entries)	67 248
Proportion of trade visitors	99 %
Germany (total)	52
of which	
Nielsen 1 12 Nielsen	
Bremen 1 Bavaria	8
Hamburg 2 Nielsen	<u>5+6</u> 4
Lower Saxony 7 Berlin	
Schleswig-Holstein 2 Branden	
Nielsen 2 51 Mecklen	burg-
North Rhine-Westph. 51 West Po	mmerania
Nielsen 3a 13 Saxony-	Anhalt
Hesse 7 Nielsen	7 3
Rhineland-Palatinate 6 Saxony	-
Saarland 1 Thuringi	a
Nielsen 3b 8	
Baden-Württemb. 8	
Foreign (total) of which	48
EU	6
Other european countrie	s S
Africa	
North America	1
South and Central Ameri	ca 4
Middle East	
South-, East-, Central As	ia 12
Australia	1
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	8
more than 100 km up to 300 km	32
over 300 km	44
Countries with the highest visito	r shares %
Netherlands	9
Italy	
Belgium	
United Kingdom	
Russia	1
Frequency of visits to trade fair	9
Previous event	4
Earlier events	4(
First visit	44
Average length of stay	1,8 days
Influence on purchasing/procure	
decisions	9
Decisively	20
Collectively	28
In an advisory capacity	32
No Student	12

Occupation Purchasing, procurement Sales, marketing Safety officer, safety expert Safety engineers Workers' council, staff council safety technicians safety technicians Human resources manager Fire protection officer Instructor, trainer Company doctor, industrial medical practitioner industrial psychologist Work organization Professional fire brigade and plant fire brigade Other	9 2 1 1 1
Student	-
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student	9/ 11/ 14/ 21/ 21/
Economic sector Manufacturer/Industry Skilled trades Trade control Agriculture/forestry Specialist trade for safety at work Other trade Authorities and facilities Science, research Employers' liability insurance association, accident insurance Other state organisations, facilities, authorities Logistics, transportation, traffic Textile services Consultancy, training, service Engineering, planning office, architects Other service Student	941

		pany/organi employees:	isation:
1-	4	10	200 - 499
5-	9	6	500 - 999
10-	49	17	1 000 and more
50-	199	18	Student
Condu	icted	by: Wissler	& Partner, Basel

% 12 8

26

BEAUTY DÜSSELDORF -----> Düsseldorf

Trade visitors' profile

Visitors (number of en	tries)		67 966
Proportion of trade vis	sitors		95%
Germany (total)			89
of which	2 N		2
		sen 4	3
	1 Bava		3
		sen 5+6	3
	9 Berli		
		idenburg	
		klenburg	
North Rhine-Westph. 6		t Pomme	
		ony-Anha	
		sen 7	3
	5 Saxo		-
Saarland		ingia	
	4		
Baden-Württemb.	4		
Foreign (total)			11
of which EU			70
		trioc	18
Other europe Other countri		itries	18
Other countri	les		12
Distance to home			%
up to 50 km			42
nore than 50 km up to 1	100 km		14
more than 100 km up to 300 km		34	
over 300 km			11
Countries with the hig	hest vis	sitor sha	res %
Netherlands			18
Belgium			16
Austria			10
Switzerland			8
Luxembourg			4
Frequency of visits to t	trade fa	nir	%
Previous event			47
Earlier events			62
First visit			30
Average length of stay	/		1,3 days
nfluence on purchasir	ng/proc	urement	
			%
decisions			
			56
decisions			56 11
decisions Decisively			
decisions Decisively Collectively			11

Area of responsibility	%
Management	44
Research/development/design	-
Manufacturing, production, quality control	1
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration Sales	13
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	-
Maintenance/repairs	-
Other area	32
Student	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	69
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manager,	
branch manager, head of public office	1
Department head, group head, team leader	1
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	14
Trainee	8
Other position	1
Student	4
Economic sector	%
Cosmetic institute	53
Nail studio	11 11
Foot care practice Hairdressing salon	7
Beauty farm, wellness facilities, spa	2
Drugstore	2
Doctor's practice, hospital	2
Pharmacy	1
Cosmetic school	1
Perfumery	1
Other	8
Size of company/organisation:	
Number of employees:	%
1- 4 65 500 - 999	-
5- 9 11 1 000 and more	1
10- 49 8 Student	4
50- 199 2 N/A	8
200- 499 1	
Conducted by: Wissler & Partner, Basel	

boot ----- Düsseldorf

Private visitors' profile

Visitors (number of entries)	241 130
Proportion of private visitors	84%
Germany (total) of which	86
Nielsen 1 9 Nielsen 4	5
Bremen - Bavaria	5
Hamburg 1 Nielsen 5+6	2
Lower Saxony 7 Berlin	
Schleswig-Holstein 2 Brandenburg	, ·
Nielsen 2 66 Mecklenburg	
North Rhine-Westph. 66 West Pomme	erania -
Nielsen 3a 12 Saxony-Anha	
Hesse 6 <u>Nielsen 7</u>	1
Rhineland-Palatinate 5 Saxony	
Saarland 1 Thuringia	
<u>Nielsen 3b</u> 4 Baden-Württemb. 4	
Foreign (total)	14
of which	
EU Other european countries	73 22
Other european countries Other countries	22
other countries	
Countries with the highest visitor sha	ares %
Netherlands	23
Belgium	16
Switzerland	15
Austria	10
Distance to home	%
up to 50 km	34
more than 50 km up to 100 km	16
more than 100 km up to 300 km	37
over 300 km	13
Frequency of visits to trade fair	%
Previous event	47
Earlier events	69
First visit	22
Sex	%
Male	68
Female	32
Size of household	%
1 person	13
2 persons	46
3 persons	17
4 persons	17
5 persons and more	7
Age	%
up to 20 years	5
over 20 up to 30 years	10
over 30 up to 40 years	13
over 40 up to 50 years	25
	32
over 50 up to 60 years over 60 up to 70 years	12

		Priva
Buying and ordering capacity Purchase or order made or intended	%	Visitor
at the exhibition		Propor
yes	56	
no	18	Germa
maybe	26	of whic
Felless on hostinger	%	Nielsen
Follow-up business	%0	Bremer Hambu
Intend to buy at later date yes	42	Lower S
no	17	Schlesv
maybe	41	Nielsen
		North R
Conducted by: Wissler & Partner, Basel		Nielsen
		Hessen
		Rhinela
		Saarlan
		Nielsen
		Baden-
		Foreig
		of whic
		Countr
		Netherl
		Belgiun
		Luxemb
		United
		Switzer
		Distan
		up to 50
		more th
		more th
		over 30
		Freque
		Previou
		Earlier e
		First vis
		Male
		Female
		Size of 1 perso
		2 perso
		3 perso
		4 perso
		5 perso
		Age
		up to 20
		over 20
		over 30
		over 40 over 50
		over 60

CARAVAN SALON (2016)

Private visitors' profile

Visitors (number of entries) 20		
Proportion of private visitors	93%	
Germany (total)	88	
of which		
Nielsen 1 12 Nielsen 4	4	
Bremen 1 Bavaria	4	
Hamburg 1 <u>Nielsen 5+6</u>	3	
Lower Saxony 9 Berlin		
Schleswig-Holstein 2 Brandenburg		
Nielsen 2 61 Mecklenburg-		
North Rhine-Westph. 61 West Pommera		
<u>Vielsen 3a</u> 16 Saxony-Anhalt		
Hessen 8 <u>Nielsen 7</u>	1	
Rhineland-Palatinate 7 Saxony		
Saarland 1 Thuringia		
<u>Nielsen 3b</u> 4		
3aden-Württemberg 4		
F oreign (total) of which	12	
EU	89	
Other european countries	8	
Other countries	3	
Countries with the highest visitor share	s %	
Netherlands	42	
Belgium	12	
Luxembourg	8	
United Kingdom	6	
Switzerland	6	
Distance to home	%	
up to 50 km	28	
more than 50 km up to 100 km	19	
nore than 100 km up to 300 km	32	
over 300 km	21	
Frequency of visits to trade fair	%	
Previous event	38	
Earlier events	57	
First visit	34	
Sex	%	
Male	58	
Female	42	
Size of household	%	
1 person	8	
2 persons	54	
3 persons	15	
4 persons	18	
persons and more	5	
Age	%	
	1	
	5	
up to 20 years		
up to 20 years over 20 up to 30 years	10	
up to 20 years over 20 up to 30 years over 30 up to 40 years	10 27	
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years		
up to 20 years over 20 up to 30 years over 30 up to 40 years	27	

4 329

98%

69

12

12

5

-

-

-

3

-

31

68

8

7

7 10

%

19

12 22 74 1,5 days

Trade visitors' profile

Position in the company/organisation	%	Visitors (number of entries)	43
Entrepreneur, co-owner, freelancer Managing director, board member, bead of an authority etc	12 2	Proportion of trade visitors	98
head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Buying and ordering capacity Purchase or order made or intended at the exhibition	_	Germany (total)of which11Nielsen 1Nielsen 111BavariaBramburg3Nielsen 5+6Lower Saxony6BerlinSchleswig-Holstein2BrandenburgNielsen 242MecklenburgNorth Rhine-Westph.42West PommeranNielsen 3a15Saxony-AnhaltHesse10Nielsen 7Rhineland-Palatinate4SaxonySaarland1ThuringiaNielsen 3b11Baden-Württemb.11	ia
ves no maybe	36 23 41	Foreign (total) of which EU Other european countries	
Follow-up business Intend to buy at later date yes	% 32	Africa South-, East-, Central Asia Other countries	
no maybe Conducted by: Wissler & Partner, Basel	12 56	Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	
		Frequency of visits to trade fair Previous event Earlier events First visit	
		Average length of stay 1,5	5 da
		Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student	

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling	24
Research/development/design Manufacturing, production, quality control Buying/procurement	_
Manufacturing, production, quality control Buying/procurement	
Buying/procurement	- 2
	2
	1
Information and communication technology	1
Personnel administration, administration	1
Sales	21
Marketing, advertising, PR	2
Logistics: storage, material management,	-
5 5 5 7	1
transport	1
Maintenance/repairs	
Other area	1(
Student	
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	25
Other salaried staff, civil servant,	
skilled worker	2
Lecturer, teacher	4
Trainee	
Other position	- 1
Student	
Economic sector	%
Manufacturer of storage solutions and systems	13
Manufacturer of accessories and component	10
Wholesaler energy storage	1
Power station	4
Renewable energy producers	6
Municiple services	
Network operators	1
Energy user	1
Craftsman, installer, electrician	4
Science, research, development	14
Bank, insurance, venture capital	1
Telecommunication industry	
Energy consulting	5
Project planning	8
Local authorities, public institutions, ministries	3
Press, media	
Other sectors	1
Student	1

Size of company/organisation: Number of employees:

8	200 - 499	11	4	1-
5	500 - 999	6	9	5-
29	1 000 and more	18	49	10-
7	Student	14	199	50-
	k Partner, Basel	by: Wissler 8	ucted	Cond

%

EuroShop -----> Düsseldorf

Trade visitors' profile

Visitors (number of entries)	113 90
Proportion of trade visitors	97%
Germany (total)	34
of which	1.
Nielsen 1 13 Nielsen 4	1
Bremen 1 Bavaria Hamburg 3 Nielsen 5+6	1
Hamburg 3 <u>Nielsen 5+6</u> Lower Saxony 7 Berlin	-
Schleswig-Holstein 3 Brandenburg	
Nielsen 2 47 Mecklenbur	
North Rhine-Westph. 47 West Pomm	
Nielsen 3a 10 Saxony-Anh	
Hesse 6 Nielsen 7	
Rhineland-Palatinate 3 Saxony	
Saarland 1 Thuringia	
Nielsen 3b 13	
Baden-Württemb. 13	
Foreign (total)	6
of which EU	63
Other european countries	1
Africa	
North America	1
South and Central America	1
Middle East	
South-, East-, Central Asia	
Australia	1
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	
more than 100 km up to 300 km	2
over 300 km	5
Countries with the highest visitor sh	ares %
Netherlands	1
Italy	
France	
United Kingdom	
Belgium	
Frequency of visits to trade fair	9
Previous event	3.
Earlier events	3
First visit	5
Average length of stay	2,1 day
Influence on purchasing/procuremer	
decisions	9
Decisively	3
Collectively	2
In an advisory capacity	2
No	1.
and the second se	
Student Other not gainfully employed	

Area of responsibility	%
Management	27
Research/development/design	8
Manufacturing, production, quality control	4
Buying/procurement	7
Finance/accounting, controlling	1
Information and communication technology	3
Personnel administration, administration	
Sales	12
Marketing, advertising, PR	9
Logistics: storage, material management,	
transport	-
Maintenance/repairs	2
Other area	6
Shopfitting, shop furnishing, shop design	9 4
Visual Merchandising	4
Business Development Student	5 6
Other not gainfully employed	1
other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	21
Managing director, board member,	
head of an authority etc.	16
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	17
Lecturer, teacher	1
Trainee	2
Other position	2
Student	6
Other not gainfully employed	1
Economic sector	%
Food retail trade	12
Fashion speciality shop	7
Wholesale trade	6
Non-food retail	5
Other trade, other crafts	7
Trade fair construction, event agency	7
Architect's office, design offices,	
engineer's office	6
Advertising agency, graphic designer	4
IT and security service	3
Consulting, agency	3
Other service	6
Shop fitting industry	8
IT and safety engineering	3
Consumer goods industry	2
Other industry	11
Other sectors	7
Student	6
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1 1 10 500 000	í,s

Number of e		rganisation:
1- 4	10	500 - 999
5-9	8	1 000 and more
10- 49	22	Student
50-199	18	Other not gainfully
200-499	8	employed

Conducted by: Wissler & Partner, Basel

interpack -----> Düsseldorf

Trade visitors' profile

Visitors (number of	entri	ies)	170 899
Proportion of trade	visit	ors	98%
Germany (total)			26
of which			
Nielsen 1	14	Nielsen 4	10
Bremen	1	Bavaria	10
Hamburg	3	Nielsen 5+6	5
Lower Saxony	9	Berlin	3
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2	37	Mecklenburg-	
North Rhine-Westph.		West Pommer	ania 1
Nielsen 3a	15	Saxony-Anhal	
Hesse	8	Nielsen 7	4
Rhineland-Palatinate		Saxony	3
Saarland	0	Thuringia	1
Nielsen 3b	16	muningia	
Baden-Württemb.	16		
bauen-wurttennb.	10		
Fausting (tatal)			74
Foreign (total)			74
of which			40
EU			48
	pear	n countries	11
Africa			6
North Ame			4
		tral America	7
Middle Ea			6
	st-, C	Central Asia	15
Australia			2
Distance to home			%
up to 50 km			5
more than 50 km up t			4
more than 100 km up	to 3	00 km	24
over 300 km			67
Countries with the h	lighe	est visitor shar	
Italy			7
Netherlands			7
Turkey			4
United Kingdom			4
Spain			4
Frequency of visits t	o tra	ade fair	%
Previous event			35
Earlier events			32
First visit			52
Average length of s	tay	:	2,5 days
Influence on purcha	sina	/procurement	
decisions	Jing	p. ocur ement	%
Decisively			31
Collectively			31
			23
In an advisory capacit No	.y		
			12
Student			2
Other not gainfully en	nploy	/ea	1

Area	of res	oonsibil	ity	%
	igemer			28
			ent/design	20
			uction, quality control	15
		urement		8
			controlling	1
			munication technology	1
	nnel ad	lministra	ation, administration	
Sales				12
		dvertisi		3
		orage, m	aterial management,	
trans				2
		e/repairs		4
Other				3
Stude			and a second	1
Other	not ga	intuity e	mployed	
			pany/organisation	%
			ner, freelancer	15
			oard member,	
		uthority		20
Area	manag	er, works	s manager, plant manager,	10
branc	n mana	iger, nea	ad of public office	18
			roup head, team leader civil servant,	23
	d work		civil servalit,	18
	rer, tea			1
Traine		cher		1
	positio	on		1
Stude				2
		infully e	mployed	1
Fcon	omic s	ector		%
	ss indu			48
			ıfacturer	19
	d trade		nucturer	2
		non-foo	d)	5
	nical ret		-7	5
	trade			2
		s, publisl	nina	1
		vice prov		2
	servic			5
			n, organisation, institute	1
			olytechnic	1
	sector		-	6
Stude	nt			2
Other	not ga	infully e	mployed	1
Size o	of com	pany/or	ganisation:	
Num	ber of	employ	ees:	%
1-	4	7	500 - 999	7
5-	9	5	1 000 and more	25
	49	18	Student	2
	199	20	Other not gainfully	
200-	499	13	employed	1
200				2

131013 (number of	circi	(5)	117 902
Proportio	on of trade	visit	ors	97%
Germany	(total)			28
of which				
Nielsen 1		11	Nielsen 4	9
Bremen		1	Bavaria	9
Hamburg		2	Nielsen 5+6	7
Lower Sax		7	Berlin	4
Schleswig	-Holstein	3	Brandenburg	1
Nielsen 2		45	Mecklenburg	
	ne-Westph.	45	West Pomme	
Nielsen 3	a	15	Saxony-Anha	
Hessen	D. L. C. M.	7	Nielsen 7	
	I-Palatinate	6	Saxony	2
Saarland		2	Thuringia	1
Nielsen 3		10		
Baden-W	ürttemberg	10		
Foreign (total)			72
or which	EU			46
	Other euro	pear	o countries	10
	Africa	.pcu.	- countines	
	North Ame	erica		2
			tral America	5
	Middle East			10
			Central Asia	17
	Australia			2
Distance	to home			%
up to 50 k				
	n 50 km up t	o 10) km	6
more than	n 100 km up	to 30	00 km	20
over 300 l	km '			66
Countrie	s with the h	ighe	est visitor sha	res %
Netherlan	ids			7
Italy				6
	ople's Repu	blic		6
United Ki	ngdom			4
France				3
	y of visits t	o tra	de fair	%
Previous e				37
Earlier eve	ents			49
First visit				41
Average	length of s	tay		2,3 day
		sing	/procurement	
decisions				%
Decisively				36
Collective				28
	sory capacit	y		20
No				8
Ctudant				

Student

Other not gainfully employed

MEDICA (2016) ------> Düsseldorf

Trade visitors' profile

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member,	
head of an authority etc.	20
Area manager, works manager, plant mana	ager,
branch manager, head of public office	14
Department head, group head, team lead	er 16
Other salaried staff, civil servant,	
skilled worker	13
Lecturer, teacher	1
Trainee	2
Other position	2
Student	8
Other not gainfully employed	
Economic sector	%
Doctor's practice	(
Surgery/medical laboratory/institute	4
Other practice	
Medical laboratory/institute	
Hospital/university hospital/clinic	1
Medical care centre	3
Rehabilitation and spa facilities	
Nursing home, old peoples' home	
Industry	17
Medical and healthcare suppliers,	
sales representatives	13
Pharmacy	2
Other trade	5
Service	2
Other sectors	14
Student	
Other not gainfully employed	

Number of employees

	cilipioy		
500 - 999	14	4	1-
1 000 and more	11	9	5-
Student	27	49	10-
Other not gainfully	14	199	50-
employed	7	499	200-

			58 502
Proportion of trade	visit	ors	95%
Germany (total)			47
of which	11	Nielese 4	
Nielsen 1	11	<u>Nielsen 4</u> Bavaria	6
Bremen	3		4
Hamburg	-	Nielsen 5+6	4
Lower Saxony	6	Berlin	
Schleswig-Holstein	2 42	Brandenburg	
Nielsen 2 North Phine Westeh	42 42	Mecklenburg-	
North Rhine-Westph.	26	West Pommerai	lid -
Nielsen 3a		Saxony-Anhalt	-
Hesse Rhineland-Palatinate	8 17	Nielsen 7	2
Saarland Palatinate	1	Saxony	
Nielsen 3b	10	Thuringia	
Baden-Württemb.	10		
Foreign (total)			53
of which			
EU			70
Other euro		n countries	11
North Ame			7
		tral America	3
		Central Asia	6
Other cour	tries	5	3
Distance to home			%
up to 50 km			14
more than 50 km up to	o 10	0 km	7
more than 100 km up	to 3	00 km	35
over 300 km			45
Countries with the h	ighe	est visitor share	5 %
Netherlands	Ĩ		
Netherlands France			12
	5		12 8
France	5		12 8 7
France Belgium	-		12 8 7 6
France Belgium Italy	rica	ade fair	12 8 7 6 5
France Belgium Italy United States of Amer	rica	ade fair	12 8 7 6 5
France Belgium Italy United States of Amer Frequency of visits t	rica	ade fair	12 8 7 6 5 5 % 43
France Belgium Italy United States of Amer Frequency of visits t Previous event	rica	ade fair	12 8 7 6 5 5 8 43 43 48
France Belgium Italy United States of Amer Frequency of visits t Previous event Earlier events	rica o tra		12 8 7 6 5 7 6 5 7 6 5 7 6 5 7 8 43 48 40 0 days
France Belgium Italy United States of Amer Frequency of visits t Previous event Earlier events First visit	rica o tra tay	2,	12 8 7 6 5 5 % 43 48 40
France Belgium Italy United States of Amer Frequency of visits t Previous event Earlier events First visit Average length of st	rica o tra tay	2,	12 8 7 6 5 9% 43 48 40 0 days
France Belgium Italy United States of Amer Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purchas	rica o tra tay	2,	12 8 7 6 5 5 % 43 48 40
France Belgium Italy United States of Amer Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purchast decisions Decisively	rica o tra tay	2,	12 8 7 6 5 9% 43 48 40 0 days
France Belgium Italy United States of Amer Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purchas decisions Decisively Collectively	rica o tra tay sing	2,	12 8 7 6 5 % 43 48 40 0 days
France Belgium Italy United States of Amer Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purchast decisions Decisively	rica o tra tay sing	2,	12 8 7 6 5 % 43 48 40 0 days % 38 25

ProWein

Trade visitors' profile

% 4 13

PSI (2016) -----> Düsseldorf

16 810

Trade visitors' profile

Area of responsibility	% 35	Visitors (number of entries)		
Management Research/development/design	2	Proportion of trade visitors		
Manufacturing, production, quality control Buying/procurement	5 15	Germany (total)		
Finance/accounting, controlling	1	of which		
Information and communication technology	1	Nielsen 1 12 Nie		
Personnel administration, administration	1.1	Bremen 1 Bay		
Sales	20	Hamburg 5 Nie		
Marketing, advertising, PR	9	Lower Saxony 5 Ber		
Logistics: storage, material management,	5	Schleswig-Holstein 1 Bra		
transport		Nielsen 2 38 Me		
Maintenance/repairs	1.	North Rhine-Westph. 38 We		
Other area	6	Nielsen 3a 17 Sax		
Student	7	Hessen 8 Nie		
Student	'	Rhineland-Palatinate 7 Sax		
Position in the company/organisation	%	Saarland 2 Thu		
Position in the company/organisation	% 35	Nielsen 3b 9		
Entrepreneur, co-owner, freelancer Managing director, board member,	30	Baden-Württemberg 9		
	14	bauen-wurttenberg 9		
head of an authority etc.	14	Fausium (tastal)		
Area manager, works manager, plant manager,	11	Foreign (total)		
branch manager, head of public office	11	of which		
Department head, group head, team leader	14	EU		
Other salaried staff, civil servant,		Other european cou		
skilled worker	11	South-, East-, Centr		
Lecturer, teacher	1	Other countries		
Trainee	4	Plates and have		
Other position	2	Distance to home		
Student	7	up to 50 km		
Frank Street and Street	0/	more than 50 km up to 100 km		
Economic sector	%	more than 100 km up to 300 kr		
Specialist Wine, sparkling wine, spirituous	10	over 300 km		
beverages	18	e de la contra de la		
Retail trade	11	Countries with the highest v		
Wholesale/foreign trade	25	Netherlands		
Catering	13	Belgium		
Hotel	5	France		
Manufacturing sector	12	Spain		
Media, press, publishing	2	Switzerland		
Other service	5			
University/college/polytechnic	1	Frequency of visits to trade f		
Other sectors	4	Previous event		
Student	7	Earlier events		
		First visit		
Size of company/organisation:	~	Assessed law with a flat and		
Number of employees:	%	Average length of stay		
1- 4 30 200-499	4			

3 6 7

	employees:	eror	dilinki
200 - 499	30	4	1-
500 - 999	14	9	5-
1 000 and more	20	49	10-
Student	15	199	50-

Conducted by: Wissler & Partner, Basel

Proportio	on of trade	visit	ors	98%
Germany of which	(total)			46
Nielsen 1		12	Nielsen 4	13
Bremen		1	Bavaria	13
Hamburg		5	Nielsen 5+6	7
Lower Sax	onv	5	Berlin	4
Schleswig		1	Brandenburg	2
Nielsen 2		38	Mecklenburg-	-
	ne-Westph.	38	West Pommerar	nia -
Nielsen 3a		17	Saxony-Anhalt	1
Hessen	-	8	Nielsen 7	5
	-Palatinate	7	Saxony	4
Saarland	. and that the	2	Thuringia	1
Nielsen 3k	1	9		
	irttemberg	9		
Foreign (of which	total)			54
or which	EU			73
			n countries	15
	South En	t (Central Asia	5
	Other cour			7
Distance	to home			%
up to 50 k	m			14
	50 km up t			5
	100 km up	to 3	00 km	24
over 300 k	m			58
Countries	with the h	iahe	est visitor shares	i %
Netherlan	ds			10
Belgium				9
France				6
Spain				5
Świtzerlar	ıd			4
Frequenc	y of visits t	o tra	ade fair	%
Previous e	vent			43
Earlier eve	ents			38
First visit				33
Average	length of s	tay	1,	9 days
Influence	on purcha	sing	/procurement	
decisions		-		%
Decisively				47
Collective				30
	sory capacit	y		12
No		-		7
Student				1
o.i				2

Other not gainfully employed

		_	
Area of responsibility		%	
Management		38	
Research/development/desi	gn	÷	
Manufacturing, production, Buying/procurement		1 17	
Finance/accounting, control		''-	
Information and communica		1	
Personnel administration, a	dministration	1 24	
Sales			
Marketing, advertising, PR		12	
Logistics: storage, material transport	management,	1	
Maintenance/repairs		4	
Other area		2	
Student		1	
Other not gainfully employe	d	3	
Build a faile state		0/	
Position in the company/c Entrepreneur, co-owner, fre		% 41	
Managing director, board m		41	
head of an authority etc.		16	
Area manager, works manag			
branch manager, head of pu		8 11	
Department head, group head, team leader Other salaried staff, civil servant,			
skilled worker		13	
Lecturer, teacher		1	
Trainee		2	
Other position		3 1	
Student			
Other not gainfully employe	d	3	
Economic sector		%	
Promotional products distril		55	
Manufacturers		12	
Advertising agency			
Textile finishing		4 4	
Full-service agency Printing works			
Service provider, promotion	al labelling	3 2 2 2	
Importer	anabening	2	
Marketing agency			
Other sectors			
Student			
Other not gainfully employe	a	3	
Size of company/organisa	tion:	_	
Number of employees:		%	
1- 4 30	500 - 999	1	
	000 and more	3	
10-4927	Student	1	

5-9	21	1 000 and more
10- 49	27	Student
50-199	9	Other not gainfully
200-499	5	employed
Conducted	by: Wis	sler & Partner, Basel

3

REHACARE International (2016) ------> Düsseldorf

7

3

%

12

4

3

3

5 10

Marketing, advertising, PR

Logistics: storage, material management,

Trade visitors' profile

Visitors (number of er	itries)	48 642
Proportion of trade vi	sitors	71%
Germany (total)		82
of which	0 NI 1	-
Nielsen 1 Bremen 1	0 <u>Nielsen 4</u> - Bavaria	5
Hamburg	- Bavaria 1 Nielsen 5+6	4
Lower Saxony	8 Berlin	4
Schleswig-Holstein	1 Brandenburg	
	6 Mecklenburg-	
North Rhine-Westph. 6	6 West Pommera	ania -
	0 Saxony-Anhalt	
Hessen	4 Nielsen 7	1
Rhineland-Palatinate	5 Saxony	-
Saarland	1 Thuringia	-
Nielsen 3b	4	
Baden-Württemberg	4	
Foreign (total) of which		18
EU		65
	ean countries	17
Other countr		17
Distance to home		%
up to 50 km		34
more than 50 km up to		16
more than 100 km up to	o 300 km	20
over 300 km		30
Countries with the hig	hest visitor share	es %
Netherlands		9
Switzerland		8
France		7
United Kingdom		7
Austria		7
Frequency of visits to	trade fair	%
Previous event		29
Earlier events First visit		51
FIRST VISIT		42
Average length of sta	y ·	1,4 days
Influence on purchasi	ng/procurement	
decisions		%
Decisively		16
Collectively		22
In an advisory capacity		28
No		25

3

Student

Sales

Management

Other not gainfully employed

Research/development/design

Manufacturing, production, quality control

Personnel administration, administration

Area of responsibility

Buying/procurement Finance/accounting, controlling Information and communication technology

transport Maintenance/repairs Other area Student Other not gainfully employed	1 2 43 7 3			
Position in the company/organisation Entrepreneur, co-owner, freelancer	% 12			
Managing director, board member, head of an authority etc.	6			
Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	6 10			
skilled worker Lecturer, teacher	32 4			
Trainee	13			
Other position Student	7 7			
Other not gainfully employed	3			
Economic sector	%			
Medicine and sanitary/medical specialist trade	13 4			
Auxiliary materials Other industry	4			
Orthopaedic trade	4			
Rehabilitation facilities	6			
Special facility	6 6			
In-patient/stationary care and nursing facilities				
Out-patient nursing services Medical technical service				
Cost unit	1			
Doctor's practice	1			
Other practices (physiotherapy, ergotherapy,				
logopaedia)	7			
Hospital/clinic	3			
Architect's/planning office	1 6			
Service Association, organisation	2			
Public authority	5			
University/college/polytechnic	4			
Media, press, publishing	1			
Other sectors	11			
Student Other not gainfully employed	7 3			
	5			
Size of company/organisation: Number of employees:	%			
1- 4 9 500-999	⁷⁰			
5-9 7 1 000 and more	13			
10- 49 24 Student	7			
50- 199 18 Other not gainfully				
200- 499 9 employed	3			

Conducted by: Wissler & Partner, Basel

	7	p	
		1	١.
	L		,
		-	2
-			
-			

Ń/A

6

SCHWEISSEN & SCHNEIDEN ------> Düsseldorf

Trade visitors' profile

Visitors (number of entries) 4	4 530	Area of responsibility Management
Proportion of trade visitors	97%	Research/development/desi
Gormany (total)	37	Manufacturing, production, Buying/procurement
Germany (total) of which	37	Finance/accounting, control
Nielsen 1 12 Nielsen 4	7	
Bremen - Bavaria	7	Information and communica
	5	Personnel administration, a
		Sales
Lower Saxony 7 Berlin	1	Marketing, advertising, PR
Schleswig-Holstein 3 Brandenburg	1	Logistics: storage, material
Nielsen 2 42 Mecklenburg-		transport
North Rhine-Westph. 42 West Pommeran		Maintenance/repairs
Nielsen 3a 21 Saxony-Anhalt	1	Other area
Hesse 12 <u>Nielsen 7</u>	2	Student
Rhineland-Palatinate 8 Saxony	1	Other not gainfully employe
Saarland 1 Thuringia	1	
Nielsen 3b 11		Position in the company/o
Baden-Württemb. 11		Entrepreneur, co-owner, fre
		Managing director, board m
Foreign (total)	63	head of an authority etc.
of which		Area manager, works manag
EU	58	branch manager, head of pu
Other european countries	12	Department head, group he
Africa	3	Other salaried staff, civil ser
North America	2	skilled worker
South and Central America	3	Lecturer, teacher
Middle East	2	Trainee
South-, East-, Central Asia	20	Other position
Australia	1	Student
Distance to home	%	Other not gainfully employe
up to 50 km	70	Economic sector
more than 50 km up to 100 km	7	
more than 100 km up to 300 km	17	Energy and water supply
over 300 km	69	Chemicals industry/oil proce
over 500 km	09	Plastics processing Steel, mechanical and autor
Countries with the highest visitor shares	%	Iron and non-ferrous metal
France	8	Electrical engineering/precis
Italy	7	optics
Netherlands	5	Building trade
Spain	5	Retail trade
China, People's Republic	5	Wholesale trade
cillita, i copie s riepublic		Research
Frequency of visits to trade fair	%	Service
Previous event	28	Other sectors
Earlier events	32	Student
First visit	46	Other not gainfully employe
) days	
	uays	Size of company/organisa Number of employees:
Influence on purchasing/procurement		1- 4 10
decisions	%	5-991
Decisively	26	10- 49 25
	32	50- 199 18 Othe
		200- 499 11
Collectively In an advisory capacity	23	200-499 11
	23 12	
In an advisory capacity		Conducted by: Gelszus Mo forschung GmbH, Dortmu

a of responsibility % agement 15 earch/development/design 16 ufacturing, production, quality control 29 ing/procurement Δ ance/accounting, controlling rmation and communication technology 2 sonnel administration, administration 2 11 rketing, advertising, PR 2 istics: storage, material management. sport intenance/repairs 6 6 ier area lent 5 er not gainfully employed 1 % ition in the company/organisation repreneur, co-owner, freelancer 17 aging director, board member, d of an authority etc. 9 a manager, works manager, plant manager, nch manager, head of public office 15 partment head, group head, team leader 20 er salaried staff, civil servant, 19 ed worker urer, teacher 3 6 nee er position Λ lent er not gainfully employed % nomic sector rgy and water supply 5 micals industry/oil processing 6 stics processing Λ el, mechanical and automotive engineering 39 and non-ferrous metal products 11 trical engineering/precision engineering/ cs ding trade ail trade lesale trade 8 earch vice 5 er sectors 5 lent 5 er not gainfully employed 1 of company/organisation: nber of employees: % - 4 10 500 - 999 6 5-9 9 1 000 and more 15 - 49 25 Student 5)- 199 18 Other not gainfully 11 - 499 employed 1 ducted by: Gelszus Messe-Markt-

Proportion of trade	visit	ors	99 %
Germany (total)			9
of which			
Nielsen 1	16	Nielsen 4	
Bremen	1	Bavaria	
Hamburg	1	Nielsen 5+6	
Lower Saxony	11		
Schleswig-Holstein	3	Brandenburg	
Nielsen 2	40		
North Rhine-Westph.	40	West Pommerania	
Nielsen 3a	14	Saxony-Anhalt	
Hesse	6	Nielsen 7	
Rhineland-Palatinate	7	Saxony	
Saarland	1	Thuringia	
Nielsen 3b	9		
Baden-Württemb.	9		
Foreign (total)			
of which			~
EU			8
Other euro		n countries	1
Other cour	trie	5	
Distance to home			9
up to 50 km			2
more than 50 km up t			1
more than 100 km up	to 3	00 km	4
over 300 km			2
Countries with the h	ighe	est visitor shares	9
Austria			3
Netherlands			2
Switzerland			1
Luxembourg			
Belgium			
Frequency of visits t	o tra	ade fair	q
Previous event			5
Earlier events			7
First visit			2
Average length of st	tay	1,3	day
Influence on purcha	sing	/procurement	
decisions		•	q

Decisively

Collectively

No

In an advisory capacity

Trade visitors' profile

)	7
	88
er european countries	10
er countries	2
ome	%
	20
m up to 100 km	12
km up to 300 km	46
	22
h the highest visitor share	es %
	33
	25
	10
	7
	6
visits to trade fair	%
	52
	70
	21
th of stay 1	l,3 days
ourchasing/procurement	
	%
	57
	16
capacity	14

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position
Economic sector Hairdressers' trade Other skilled trades Cosmetics/pharmaceuticals/chemical industry Other industry Trade Service Other
Size of company/organisation: Number of employees: 1- 4 48 200 - 499 5- 9 30 500 - 999 10- 49 18 1000 and more 50- 199 2 1000 and more

TOP HAIR INTERNATIONAL ------> Düsseldorf

14

Conducted by: Wissler & Partner, Basel

TourNatur (2016)

Private visitors' profile

%

59

4

20

16

%

57

3

3

1

31

5

%

95

1

1

%

Visitors (number of	entr	ies)	43 567*)
Proportion of priva	te vis	itors	93%
Germany (total)			98
of which	4	Nielese 4	1
Nielsen 1	4	Nielsen 4	1
Bremen	- 7	Bavaria	1
Hamburg	- 7	Nielsen 5+6	
Lower Saxony	1.1	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	86	Mecklenburg	
North Rhine-Westph		West Pomme	
Nielsen 3a	7	Saxony-Anha	iit -
Hessen	2	Nielsen 7	-
Rhineland-Palatinate		Saxony	
Saarland	1	Thuringia	-
Nielsen 3b	2		
Baden-Württemberg	2		
Foreign (total) of which			2
EU			100
Distance to home			%
up to 50 km			64
more than 50 km up			14
more than 100 km u	o to 3	00 km	17
over 300 km			5
Frequency of visits	to tra	ade fair	%
Previous event			38
Earlier events			50
First visit			40
Sex			%
Male			58
Female			42
Size of household			%
1 person			23
2 persons			50
3 persons			11
4 persons			12
5 persons and more			3
Age			%
up to 20 years			2
over 20 up to 30 yea	rs		5
over 30 up to 40 yea			15
over 40 up to 50 yea			27
over 50 up to 60 yea			30
			17
over 60 up to 70 yea			

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

viscom (2015) -----> Düsseldorf

3

1

50- 199

200- 499

Trade visitors' profile

Position in the company/organisation	%	Visitors (number of entries) 10	013
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	8	Proportion of trade visitors	98%
Area manager, works manager, plant manager	,	Germany (total)	76
branch manager, head of public office	4	of which	~
Department head, group head, team leader	13	Nielsen 1 15 Nielsen 4 Bremen 2 Bavaria	6
Other salaried staff, civil servant,	20		6 7
skilled worker	39	Hamburg 3 <u>Nielsen 5+6</u>	
Lecturer, teacher	5	Lower Saxony 8 Berlin	5 2
Trainee	1	Schleswig-Holstein 2 Brandenburg	2
Other position	8	Nielsen 2 47 Mecklenburg-	
Student	4	North Rhine-Westph. 47 West Pommerania	
Housewife/man	3	Nielsen 3a 12 Saxony-Anhalt	-
Old-age pensioner	14	Hesse 8 <u>Nielsen 7</u>	3
Other not gainfully employed	2	Rhineland-Palatinate 4 Saxony	
		Saarland 1 Thuringia	
Buying and ordering capacity	%	Nielsen 3b 9	
Purchase or order made or intended		Baden-Württemb. 9	
at the exhibition	47	Frankling (testal)	
yes	47	Foreign (total)	24
no	7	of which	00
maybe	46	EU	83
Follow-up business	%	Other european countries Other countries	12 5
Intend to buy at later date	20	at a set	~~~
yes	30	Distance to home	%
no	8 63	up to 50 km	21 11
maybe	63	more than 50 km up to 100 km	30
Conducted by: Wissler & Partner, Basel		more than 100 km up to 300 km over 300 km	30 39
		Countries with the highest visitor shares	
		Netherlands	25
		Belgium	10
		Frequency of visits to exhibition	%
		Previous event	25 43
		Earlier events First visit	43
			45
		Average length of stay 1,2 d	lays
		Influence on purchasing/procurement	
		decisions	%
		Decisively	47
		Collectively	26
		In an advisory capacity	17
		No	6

Student

Other not gainfully employed

Area of responsibility	%
Management	4(
Research/development/design	- 2
Manufacturing, production, quality control	10
Buying/procurement	-
Finance/accounting, controlling	1
Information and communication technology Personnel administration, administration	- 2
Sales	12
Marketing, advertising, PR	16
Logistics: storage, material management,	
transport	
Maintenance/repairs	1
Other area	
Student	3
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	42
Managing director, board member,	
head of an authority etc.	12
Area manager, works manager, plant manager	
branch manager, head of public office	
Department head, group head, team leader Other salaried staff, civil servant,	1!
skilled worker	14
Lecturer, teacher	
Trainee	1
Other position	1
Student	3
Other not gainfully employed	
Economic sector	9
Advertising	54
Publishing/printing	
Other service	10
Wholesale trade	1
Retail trade	
Information/communication Industry	
Other industry Other sectors	1
Student	1.
Other not gainfully employed	
Size of company/organisation:	
Number of employees	%
1- 4 36 500 - 999 5- 9 16 1 000 and more	
10- 49 22 Student	
10- 49 22 Student	-

Conducted by: Wissler & Partner, Basel

Other not gainfully

employed

1

11

4

Trade visitors' profile

Visitors (number of e	entr	ies)	3 777
Proportion of trade	visit	ors	95 %
Germany (total)			88
of which	•	Mislage 4	10
<u>Vielsen 1</u>	8 1	Nielsen 4	19 19
Bremen Hamburg	3	Bavaria Nielsen 5+6	19
Lower Saxony	2 2	Berlin	5
Schleswig-Holstein	1	Brandenburg	2
Nielsen 2	12	Mecklenburg-	-
North Rhine-Westph.	12	West Pommerani	ia 2
Vielsen 3a	11	Saxony-Anhalt	2
lesse	8	Nielsen 7	26
Rhineland-Palatinate	2	Saxony	9
Saarland	-	Thuringia	18
Nielsen 3b	13		
Baden-Württemb.	13		
Foreign (total)			12
of which			
EU			56
Other euro			21
Other cour	trie	5	23
Distance to home			%
up to 50 km			15
nore than 50 km up to	o 10	0 km	13
more than 100 km up	to 3	00 km	40
over 300 km			32
Frequency of visits t	o tra	ade fair	%
Previous event			20
Earlier events			15
First visit			65
Average length of st	ay	1,4	days
Influence on purchas	sing	/procurement	
decisions			%
Decisively			19
Collectively			24
In an advisory capacit	у		28
No			10
Student			14
Other not gainfully em	ibio	yea	5

Area of responsibility Management	%
Research/development/design	36
Manufacturing, production, quality control	10
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	
Personnel administration, administration	1
Sales	4
Marketing, advertising, PR Logistics: storage, material management,	1
transport	
Maintenance/repairs	
Other area	
Student	13
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer Managing director, board member,	13
head of an authority etc.	10
Area manager, works manager, plant manager,	
branch manager, head of public office	1
Department head, group head, team leader	13
Other salaried staff, civil servant,	
skilled worker	2
Lecturer, teacher	1
Trainee Student	1
Other position	1
	_
Economic sector	%
3D Printing at home	1
3D Scanner Architects	
Automobile industry	1(
Design, art, jewellery	
Electrical engineering	j
Research, development, science	2
Measuring equipment	
Construction	
Aviation sector industry	-
machinery and plant engineering, accessories	
Medical technology	
Software and visualization Materials, filament	i
Loolmaking modelling and moulding practice	
Toolmaking, modelling and moulding practice Other	1

Numl	per of (employ	ees:	%
1-	4	9	500 - 999	
5-	9	7	1 000 and more	23
10-	49	15	Student	13
50-	199	13	Other not gainfully	
200-	499	13	employed	

EQUITANA -----> Essen

Private visitors' profile

/isitors (number of en	trie	es)	162 989
Proportion of private v	visi	tors	81%
Germany (total) of which			92
	8	Nielsen 4	5
		Bavaria	5
		Nielsen 5+6	1
		Berlin	
		Brandenburg	
Vielsen 2 68	2	Mecklenburg	-
		West Pomme	
Vielsen 3a 1		Saxony-Anha	
		Nielsen 7	1
		Saxony	
		Thuringia	
	3		
	3		
Foreign (total)			8
of which EU			85
Other europe	an	countries	12
Other countri		countries	3
Vetherlands Belgium .uxembourg Switzerland Austria			38 22 11 10 5
Distance to home			%
up to 50 km			29
nore than 50 km up to 1	100	km	20
nore than 100 km up to over 300 km	30	UKM	36 15
Frequency of visits to t	tra	de fair	%
Previous event			55
Earlier events			53
irst visit			23
Sex			%
Male			8
emale			92
\ge			%
up to 20 years			32
over 20 up to 30 years			27
over 30 up to 40 years			13
over 40 up to 50 years			17
over 50 up to 60 years			9
over 60 up to 70 years			3
over 70 years			1

Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes no maybe Staff at a staff	ntrepreneur, co-owner, freelancer 4 Anaging director, board member, ead of an authority etc. rea manager, works manager, plant manager, ranch manager, head of public office 4 lepartment head, group head, team leader 4 ther salaried staff, civil servant, killed worker 2 ecturer, teacher 2 eturer, teacher 3 ther position 4 tudent 3 lousewife/man 4 lousewife/man 4 louse or order made or intended 4 t the exhibition 8 o 3 o 4 uving and ordering capacity 9 urchase or order made or intended 4 t the exhibition 8 o 3 o 100w-up business 9 ntend to buy at later date 8 es 2 o 110 ollow-up business 9 onducted by: factx Gesellschaft für Markt-	intrepreneur, co-owner, freelancer 9 Anaging director, board member, lead of an authority etc. 2 Ivea manager, works manager, plant manager, rranch manager, head of public office 2 Department head, group head, team leader 7 Ivther salaried staff, civil servant, killed worker 25 ecturer, teacher 25 ecturer, teacher 30 Did-age pensioner 33 Dither not gainfully employed 2 Ivying and ordering capacity % Ivtrchase or order made or intended It he exhibition 88 Io 2 naybe 10 Iollow-up business % Intend to buy at later date es 29 Io 18 Iolow-up factx Gesellschaft für Markt-		
Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker 2 Lecturer, teacher Trainee Other position Student 3 Housewife/man Other not gainfully employed Buying and ordering capacity Purchase or order made or intended at the exhibition yes 6 no 7 maybe 1 Follow-up business 7 no 1 funded to buy at later date yes 2 no 1 maybe 5	Managing director, board member, ead of an authority etc. a ead of an authority etc. a rea manager, works manager, plant manager, ranch manager, head of public office a ranch manager, head of public office a uppartment head, group head, team leader a tither salaried staff, civil servant, skilled worker 2 ecturer, teacher a rainee a dl-age pensioner a tither not gainfully employed a uving and ordering capacity % urchase or order made or intended a t the exhibition a es 28 o a inaybe 10 ollow-up business % inaybe 11 ollow-up business 29 o 18 o 18 o 18 o 18 o 29 o 18 o 29 o 29 o 18 ollow-up dust later date <t< td=""><td>Aanaging director, board member, lead of an authority etc. 2 read of an authority etc. 2 vera manager, works manager, plant manager, ranch manager, head of public office 2 vepartment head, group head, team leader 7 Other salaried staff, civil servant, killed worker 25 ecturer, teacher 2 rainee 8 Vither position 6 10-age pensioner 3 30-de-ge pensioner 3 30-ther not gainfully employed 2 turchase or order made or intended 4 th the exhibition 88 80 2 naybe 10 tollow-up business % nated to buy at later date 2 es 29 oo 18 naybe 53 Conducted by: factx Gesellschaft für Marktt-</td><td>Position in the company/organisation</td><td>%</td></t<>	Aanaging director, board member, lead of an authority etc. 2 read of an authority etc. 2 vera manager, works manager, plant manager, ranch manager, head of public office 2 vepartment head, group head, team leader 7 Other salaried staff, civil servant, killed worker 25 ecturer, teacher 2 rainee 8 Vither position 6 10-age pensioner 3 30-de-ge pensioner 3 30-ther not gainfully employed 2 turchase or order made or intended 4 th the exhibition 88 80 2 naybe 10 tollow-up business % nated to buy at later date 2 es 29 oo 18 naybe 53 Conducted by: factx Gesellschaft für Marktt-	Position in the company/organisation	%
head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker 2 Lecturer, teacher Trainee Other position Student 3 Housewife/man Old-age pensioner Other not gainfully employed Buying and ordering capacity Purchase or order made or intended at the exhibition yes 8 no 7 Follow-up business Intend to buy at later date yes 2 no 1 maybe 5	ead of an authority etc. rea manager, works manager, plant manager, reananager, works manager, plant manager, reanch manager, head of public office lepartment head, group head, team leader ther salaried staff, civil servant, killed worker ceturer, teacher rainee ecturer, teacher lide-age pensioner ther not gainfully employed uving and ordering capacity urchase or order made or intended t the exhibition es o lolow-up business thend to buy at later date es o low us later date low us later date low us later date low us low us later date low us low us later date low us low us l	iead of an authority etc. 2 Vera manager, works manager, plant manager, pranch manager, head of public office 2 Department head, group head, team leader 7 Other salaried staff, civil servant, killed worker 2 ecturer, teacher 2 rainee 8 Dther position 6 tousewife/man 5 Dld-age pensioner 3 Dther not gainfully employed 2 Buying and ordering capacity % Uruchase or order made or intended it the exhibition 2 es 88 to 2 naybe 10 Collow-up business % Intend to buy at later date 2 es 29 io 18 naybe 53 Conducted by: factx Gesellschaft für Marktt-		9
Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker 2 Lecturer, teacher Trainee Other position Student 3 Housewife/man Old-age pensioner Other not gainfully employed Buying and ordering capacity Purchase or order made or intended at the exhibition yes 8 no maybe 1 Follow-up business 2 Intend to buy at later date yes 2 no 1 maybe 5	rea manager, works manager, plant manager, ranch manager, head of public office i lepartment head, group head, team leader i ther salaried staff, civil servant, killed worker 22 ecturer, teacher 33 ther position 65 tudent 33 lousewife/man 55 use or order made or intended 16 the exhibition 85 o 22 uying and ordering capacity 97 urchase or order made or intended 16 the exhibition 85 o 25 o 110 ollow-up business 97 thend to buy at later date 85 o 112 onducted by: factx Gesellschaft für Markt-	vrea manager, works manager, plant manager, rranch manager, head of public office 2 bepartment head, group head, team leader 7 ther salaried staff, civil servant, killed worker 25 ecturer, teacher 2 cuturer, teacher 30 Duber position 6 tudent 30 lousewife/man 55 Dida-age pensioner 3 Dither not gainfully employed 2 tuying and ordering capacity % furchase or order made or intended it the exhibition es 88 to 2 naybe 10 follow-up business % ntend to buy at later date es 29 to 18 conducted by: factx Gesellschaft für Marktt -		2
branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker 2 Lecturer, teacher Trainee Other position Student 3 Housewife/man Old-age pensioner Other not gainfully employed Buying and ordering capacity Purchase or order made or intended at the exhibition yes 6 no 7 Hollow-up business 1 Intend to buy at later date yes 2 no 1 maybe 5	ranch manager, head of public office repartment head, group head, team leader ther salaried staff, civil servant, killed worker 2! ecturer, teacher rainee 6 there position 6 tudent 30 tu	ranch mañager, head of públic office 2 Jepartment head, group head, team leader 7 Tyther salaried staff, civil servant, killed worker 25 ecturer, teacher 2 rainee 8 Subter position 6 tudent 30 Jola-age pensioner 3 Dither not gainfully employed 2 Lyying and ordering capacity % turchase or order made or intended it the exhibition 88 to 2 naybe 10 follow-up business % ntend to buy at later date es 29 to 18 follow-up business 88 to 18 follow-up business % ntend to buy at later date es 29 to 18 follow-ted by: factx Gesellschaft für Markt-		
Department head, group head, team leader Other salaried staff, civil servant, skilled worker 2 Lecturer, teacher Trainee 0 Other position 5 Student 3 Housewife/man 0 Id-age pensioner 0 Other not gainfully employed 3 Buying and ordering capacity 9 Purchase or order made or intended at the exhibition 4 the exhibition 2 res 8 no 6 maybe 1 Follow-up business 1 Intend to buy at later date 9 yes 2 no 1 maybe 5	lepartment head, group head, team leader ither salaried staff, civil servant, willed worker 2 ecturer, teacher 2 rainee 8 ther position 9 lousewife/man 9 lod-age pensioner 10 uving and ordering capacity % urchase or order made or intended 10 t the exhibition 88 o 20 naybe 10 ollow-up business % itend to buy at later date 29 o 18 o 21 ollow-up business 9 itaybe 18 o	Department head, group head, team leader 7 Ther salaried staff, civil servant, 25 ecturer, teacher 25 rainee 8 Dyther position 6 tousewife/man 5 Did-age pensioner 3 Ther or gainfully employed 2 turchase or order made or intended 4 th te exhibition 88 to 29 naybe 10 follow-up business % naybe 10 collow-up business 9 ool 18 naybe 58 conducted by: factx Gesellschaft für Marktt-		
Other salaried staff, civil servant, skilled worker 2 Lecturer, teacher 2 Trainee 2 Other position 3 Student 3 Housewife/man 3 Old-age pensioner 3 Other not gainfully employed 4 Buying and ordering capacity 4 Purchase or order made or intended 4 at the exhibition 4 yes 8 no 1 Follow-up business 4 no 1 maybe 2 no 3 no 3 <td>tther salaried staff, civil servant, killed worker 21 ecturer, teacher 21 ecturer, teacher 30 tudent 31 uousewife/man 41 lid-age pensioner 31 tther not gainfully employed 32 uying and ordering capacity % urchase or order made or intended t the exhibition 88 o 22 naybe 10 ollow-up business % ntend to buy at later date 85 es 22 o 11 ollow-up business % itaybe 52 onducted by: factx Gesellschaft für Markt-</td> <td>Dther salaried staff, civil servant, killed worker 25 ecturer, teacher 2 rainee 8 bther position 6 tudent 30 loussewife/man 5 bther not gainfully employed 2 stying and ordering capacity % furchase or order made or intended 1 t the exhibition 8 es 8 to 0 2 collow-up business % nethed to buy at later date 29 es 29 io 18 conducted by: factx Gesellschaft für Marktt-</td> <td></td> <td>7</td>	tther salaried staff, civil servant, killed worker 21 ecturer, teacher 21 ecturer, teacher 30 tudent 31 uousewife/man 41 lid-age pensioner 31 tther not gainfully employed 32 uying and ordering capacity % urchase or order made or intended t the exhibition 88 o 22 naybe 10 ollow-up business % ntend to buy at later date 85 es 22 o 11 ollow-up business % itaybe 52 onducted by: factx Gesellschaft für Markt -	Dther salaried staff, civil servant, killed worker 25 ecturer, teacher 2 rainee 8 bther position 6 tudent 30 loussewife/man 5 bther not gainfully employed 2 stying and ordering capacity % furchase or order made or intended 1 t the exhibition 8 es 8 to 0 2 collow-up business % nethed to buy at later date 29 es 29 io 18 conducted by: factx Gesellschaft für Marktt-		7
Lecturer, teacher Trainee Other position Student Did-age pensioner Other not gainfully employed Buying and ordering capacity Purchase or order made or intended at the exhibition yes no Follow-up business Intend to buy at later date yes no maybe Subject S	ecturer, teacher arinee ether spition ether position ether position ether spition ethe	ecturer, teacher 2 rainee 8 Dther position 6 tudent 30 tousewife/man 5 Dld-age pensioner 3 ther not gainfully employed 2 ther not gainfully employed 2 turchase or order made or intended % ti the exhibition 88 so 2 naybe 10 collow-up business % naybe 18 naybe 53 Conducted by: factx Gesellschaft für Marktt-	Other salaried staff, civil servant,	
Trainee Other position Student 3 Housewife/man Old-age pensioner Other not gainfully employed Buying and ordering capacity Purchase or order made or intended at the exhibition yes 8 no 1 Follow-up business 1 Follow-up business 2 Intend to buy at later date yes 2 no 1 maybe 5	rainee \$ rainee \$ ther position \$ tudent \$ dousewife/man \$ dousewife/man \$ idd-age pensioner \$ adving and ordering capacity \$ wying and ordering capacity \$ wying and ordering capacity \$ wying and ordering capacity \$ wying and ordering capacity \$ wying and ordering capacity \$ wying and ordering capacity \$ wing and ordering capacity \$ wying and ordering capacity \$ wing and ordering capacity \$ wing and ordering capacity \$ wing and ordering capacity \$ wing and ordering capacity \$ wing and ordering capacity \$ on order made or intended \$ the exhibition \$ adving and \$	rainee 8 rai	skilled worker	25
Other position 3 Student 3 Housewife/man 001d-age pensioner Other not gainfully employed 3 Buying and ordering capacity 9 Purchase or order made or intended at the exhibition yes 8 no 1 Follow-up business 9 Intend to buy at later date yes 2 no 1 maybe 5	ther position 0 tudent 33 lousewife/man 5 ld-age pensioner 5 ther not gainfully employed 2 uying and ordering capacity % urchase or order made or intended % t the exhibition 88 o 26 aybe 10 ollow-up business % naybe 11 ollow-up business % ataybe 11 o 11 o 25 o 12 o 12 o 25 o 12	Other position 6 tudent 30 tousewife/man 5 Jold-age pensioner 33 other not gainfully employed 2 tuying and ordering capacity % furchase or order made or intended % the exhibition 88 to 2 naybe 10 follow-up business % naybe 10 so 28 so 29 so 18 so 18 so 18 conducted by: factx Gesellschaft für Markt-	Lecturer, teacher	2
Student Student Student Student Student Student Housewife/man Old-age pensioner Other not gainfully employed Student Reshibition yes State	tudent 30 tousewife/man 31 101-age pensioner 31 tither not gainfully employed 23 uying and ordering capacity % urchase or order made or intended 4 t the exhibition 88 o 23 naybe 10 ollow-up business % ntend to buy at later date 85 o 11 ollow-up business 22 o 11 ollow-up business 9 tithe table to 12 ollow-up business 9 ollow-up business 25 onducted by: factx Gesellschaft für Markt -	itudent 30 lousewife/man 5 lod-age pensioner 3 bther not gainfully employed 2 iturchase or order made or intended 4 urchase or order made or intended 88 it the exhibition 88 io 2 naybe 10 iollow-up business % naybe 18 io 18 anaybe 53 Conducted by: factx Gesellschaft für Markt-		_
Housewife/man Old-age pensioner Other not gainfully employed Buying and ordering capacity Purchase or order made or intended at the exhibition yes 8 no 6 Follow-up business 1 Follow-up business 2 Intend to buy at later date yes 2 no 1 maybe 5	ousewife/man files of the second seco	tousewife/man 5 Jde-age pensioner 3 Other not gainfully employed 2 Buying and ordering capacity % turchase or order made or intended % t the exhibition 2 es 88 to 2 anaybe 10 follow-up business % nend to buy at later date 29 es 29 to 18 naybe 53 Conducted by: factx Gesellschaft für Markt-		-
Old-age pensioner Other not gainfully employed Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes no maybe Solution	Id-age pensioner fitter not gainfully employed ther not gainfully employed there not gainfully employed the set or order made or intended the set of the s	Did-age pensioner 3 Other not gainfully employed 2 Buying and ordering capacity % Furchase or order made or intended % furchase or order made or intended 8 t the exhibition 8 es 8 to 0 2 naybe 10 follow-up business % nethod to buy at later date 29 es 29 o 18 oo 18 conducted by: factx Gesellschaft für Marktt-		
Other not gainfully employed Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe 1 Follow-up business Intend to buy at later date yes no 1 maybe 5	utither not gainfully employed 2 uting and ordering capacity % urchase or order made or intended % t the exhibition 88 o 22 naybe 10 ollow-up business % nated to buy at later date 22 o 11 ollow-up business % naybe 11 onlow-up business % o 11 ollow-up business % o 11 o 12 o 12 o 12 o 14 o 14 <t< td=""><td>Dther not gainfully employed 2 suying and ordering capacity % turchase or order made or intended % truchase or order made or intended 88 to 2 naybe 10 tollow-up business % neted to buy at later date 29 oo 18 oo 18 conducted by: factx Gesellschaft für Markt-</td><td></td><td></td></t<>	Dther not gainfully employed 2 suying and ordering capacity % turchase or order made or intended % truchase or order made or intended 88 to 2 naybe 10 tollow-up business % neted to buy at later date 29 oo 18 oo 18 conducted by: factx Gesellschaft für Markt-		
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe 1 Follow-up business Intend to buy at later date yes no 1 maybe 5	uying and ordering capacity % urchase or order made or intended % t the exhibition 88 o 26 naybe 10 ollow-up business % ittend to buy at later date 22 o 18 o 18 on the set of th	Buying and ordering capacity % vurchase or order made or intended % it the exhibition 88 os 2 inaybe 10 ollow-up business % nend to buy at later date 29 oo 18 naybe 53 Conducted by: factx Gesellschaft für Markt-		2
Purchase or order made or intended at the exhibition yes 8 1 maybe 1 Follow-up business 1 Intend to buy at later date yes 2 no 1 maybe 5	urchase or order made or intended t the exhibition es 84 o 21 aybe 10 ollow-up business 94 ntend to buy at later date es 25 o 11 aybe 55 conducted by: factx Gesellschaft für Markt-	Purchase or order made or intended t the exhibition es 88 io 22 naybe 10 follow-up business % Intend to buy at later date es 29 io 18 ionaybe 53 Conducted by: factx Gesellschaft für Markt-	5 , 1 ,	-
at the exhibition yes Tollow-up business Intend to buy at later date yes Tollow-up business Tollow-up busine	t the exhibition es 88 o 21 haybe 10 ollow-up business % itend to buy at later date es 22 o 18 haybe 52 conducted by: factx Gesellschaft für Markt-	t the exhibition es 88 to 2 naybe 10 ollow-up business % ntend to buy at later date es 29 to 18 naybe 53 Conducted by: factx Gesellschaft für Markt-	Buying and ordering capacity	%
yes 25 25 25 25 25 25 25 25 25 25 25 25 25	es 88 o 27 naybe 10 ollow-up business % ntend to buy at later date es 22 o 11 naybe 53 conducted by: factx Gesellschaft für Markt-	es 88 o 22 naybe 10 iollow-up business % ntend to buy at later date es 29 o 18 naybe 53 Conducted by: factx Gesellschaft für Markt-		
no maybe 1 Follow-up business 1 Intend to buy at later date yes 2 no 1 maybe 5	o 22 naybe 10 ollow-up business % ntend to buy at later date es 22 o 11 naybe 55 conducted by: factx Gesellschaft für Markt-	oo 2 naybe 10 collow-up business % ntend to buy at later date es 29 oo 18 sonducted by: factx Gesellschaft für Markt-		00
maybe 1 Follow-up business Intend to buy at later date yes 2 no 1 maybe 5	aybe 10 ollow-up business % itend to buy at later date es 22 o 18 iaybe 52 ionducted by: factx Gesellschaft für Markt-	naybe 10 ollow-up business % ntend to buy at later date es 29 io 18 naybe 53 Conducted by: factx Gesellschaft für Markt-		
Follow-up business for the second sec	ollow-up business % ntend to buy at later date es 22 o 18 naybe 53 conducted by: factx Gesellschaft für Markt-	iollow-up business % ntend to buy at later date es 29 to 18 naybe 53 Conducted by: factx Gesellschaft für Markt-		_
Intend to buy at later date 22 yes 22 no 1 maybe 5	ntend to buy at later date es 25 o 11 naybe 55 onducted by: factx Gesellschaft für Markt-	ntend to buy at later date es 29 to 18 naybe 53 Conducted by: factx Gesellschaft für Markt-	Пауре	10
yes 22 no 1 maybe 5	es 29 o 18 naybe 53 ionducted by: factx Gesellschaft für Markt-	es 29 10 18 naybe 53 Conducted by: factx Gesellschaft für Markt-	Follow-up business	%
no 1 maybe 5	o 18 naybe 5 onducted by: factx Gesellschaft für Markt-	o 18 naybe 53 Conducted by: factx Gesellschaft für Markt-	Intend to buy at later date	
maybe 5	iaybe 53 ionducted by: factx Gesellschaft für Markt-	naybe 53 Conducted by: factx Gesellschaft für Markt-	yes	
	onducted by: factx Gesellschaft für Markt-	Conducted by: factx Gesellschaft für Markt-	no	
Conducted by: factx Gesellschaft für Markt-				
			Conducted by: factx Gesellschaft für Markt und Sozialforschung, Köln	-
				-

Trade visitors' profile

	22 347
Proportion of trade visitors	98 %
Germany (total)	81
of which	
Nielsen 1 14 Nielsen 4	8
Bremen 1 Bavaria	8
Hamburg 4 Nielsen 5+6	6
Lower Saxony 8 Berlin	5
Schleswig-Holstein 2 Brandenburg	
<u>Nielsen 2</u> 49 Mecklenburg North Rhine-Westph, 49 West Pomme	
	ant 1 3
Hesse 7 <u>Nielsen 7</u> Rhineland-Palatinate 4 Saxony	3
Saarland - Thuringia	2
Nielsen 3b 8	
Baden-Württemb. 8	
Foreign (total)	19
of which	74
EU	71
Other european countries	19
South-, East-, Central Asia Other countries	7 3
Distance to home	%
up to 50 km	23
more than 50 km up to 100 km	12
more than 100 km up to 300 km	22
over 300 km	43
Countries with the highest visitor sha	ires %
Switzerland	11
United Kingdom	10
Italy	10
Netherlands	9
Czechia	7
Frequency of visits to trade fair	%
Previous event	30
Earlier events	36
First visit	43
Average length of stay	1,4 days
Influence on purchasing/procuremen	
decisions	%
Decisively	18
Collectively	31
In an advisory capacity	24
No	15
Student Other not gainfully employed	11 1

	esponsibility	9
Managem		1
	/development/design	
	turing, production, quality control	
	rocurement	
	accounting, controlling	1
	on and communication technology I administration, administration	1.
Sales	radininistration, administration	1
	g, advertising, PR	÷.
	storage, material management,	
transport	.	
Maintena	ince/repairs	
Other are	a	1
Student		1
Other not	gainfully employed	
	in the company/organisation	9
	neur, co-owner, freelancer	
	g director, board member,	
	n authority etc.	1
	ager, works manager, plant manager, anager, head of public office	
	ent head, group head, team leader	2
	aried staff, civil servant,	-
skilled wo		3
Lecturer,	teacher	
Trainee		
Other pos	sition	
Student		1
Other not	gainfully employed	
Economi		9
	pply company	3
	nts, service providers	2
	lities, council representatives , press, associations	
	customers, industrial enterprises	
Business		
		1
Business of Other sec Student	gainfully employed	1
Business of Other sec Student Other not	gainfully employed	1
Business of Other sec Student Other not	: gainfully employed	1
Business of Other sec Student Other not	: gainfully employed mpany/organisation: of employees:	1
Business of Other sec Student Other not Size of co Number	: gainfully employed pmpany/organisation: of employees: 4 8 500 - 999	1 1 9
Business of Other sec Student Other not Size of co Number 1- 4	: gainfully employed pmpany/organisation: of employees: 4 8 500 - 999 9 4 1 000 and more	1 1 1 2 1
Business of Other sec Student Other not Size of co Number 1- 4 5- 9	: gainfully employed pmpany/organisation: of employees: 4 8 500 - 999 4 1 000 and more 3 14 Student	1 1 9 2

forschung GmbH, Dortmund

IPM

Trade visitors' profile

itors (number of	entri	es)	39 868
oportion of trade	visite	ors	97%
rmany (total) which			64
elsen 1	20	Nielsen 4	11
emen	1	Bavaria	11
mburg	1	Nielsen 5+6	4
wer Saxony	15	Berlin	2
nleswig-Holstein	3	Brandenburg	1
elsen 2	45	Mecklenburg-	
rth Rhine-Westph.		West Pommer	
elsen 3a	8	Saxony-Anhalt	
sse	5	Nielsen 7	3
ineland-Palatinate		Saxony	2
arland	1	Thuringia	2
elsen 3b den-Württemb.	8 8		
reign (total)			36
which EU			73
Other euro	ppear	countries	8
North Am			4
South and	Cent	ral America	3
Middle Ea			3
		entral Asia	7
Other cou	ntries		3
stance to home			%
to 50 km			14
re than 50 km up t			13
ore than 100 km up er 300 km	to 30	JU KM	26 47
			47
untries with the b	nighe	st visitor share	
therlands			27
lgium			7
ly land			4
ince			4
equency of visits	to tra	de fair	%
vious event			32
rlier events			43
st visit			36
erage length of s	tay		1,4 days
luence on purcha	sing/	procurement	
cisions			%
cisively			31
llectively			24
an advisory capaci	LY .		16
			22 7
	nnlow	od	2
ident her not gainfully er	nploy	ed	



Area of responsibility

Management 27 Research/development/design 4 Manufacturing, production, quality control 14 Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales 18 Marketing, advertising, PR 2 Logistics: storage, material management. transport Maintenance/repairs 3 Other area 14 Student 7 Other not gainfully employed 2 % Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, 28 head of an authority etc. 7 Area manager, works manager, plant manager, branch manager, head of public office 6 Department head, group head, team leader Other salaried staff, civil servant, 10 skilled worker 16 Lecturer, teacher 3 21 Trainee Other position 2 Student Other not gainfully employed 2 Economic sector % Devorative plants, shrubs 23 Nursery 13 13 Horticulture and landscape gardening Fruit and vegetable growing 2 Cemetry gardeners Garding shop, nursery 3 2 Florist, specialist retailer 10 Garden centre Florist wholesale trade Seed trade Other wholesale trade Public authority, municipal garden department Landscape designer Home improvement centre Mail order 1 Other sectors 11 Student 7

Other not gainfully employed Size of company/organisation:

i empioye	ees.
21	500 - 999
19	1 000 and more
29	Student
13	Other not gainfully
4	employed
	21 19 29 13

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

%

2

%

1

5

7

2

In an advisory capacity

Other not gainfully employed

No

Student

Visitors (number of	entr	ies)	6 655
Proportion of trade	visit	ors	99%
Germany (total)			28
of which Nielsen 1	15	Nielsen 4	4
Bremen	15	Bavaria	
Hamburg	3	Nielsen 5+6	
Lower Saxony	9	Berlin	
Schleswig-Holstein	3	Brandenburg	
Nielsen 2	28	Mecklenburg-	
North Rhine-Westph.	28	West Pommera	nia
Nielsen 3a	20	Saxony-Anhalt	
Hesse	5	Nielsen 7	
Rhineland-Palatinate	12	Saxony	
Saarland Nielcon 2h	4 30	Thuringia	
<u>Nielsen 3b</u> Baden-Württemb.	30 30		
Foreign (total)			7
of which EU			4
	nea	n countries	1
Africa	peu	reountries	;
North Ame	erica		
South and	Cen	tral America	1
Middle Eas			
	st-, (Central Asia	19
Australia			
Distance to home			%
up to 50 km	- 10	0.1	
more than 50 km up to more than 100 km up			1
over 300 km	10 5		8
Countries with the h Poland	iigne	est visitor share	s %
United States of Ame	rica		i
Italy	iica		
Netherlands			
United Kingdom			1
Frequency of visits t	o tra	ade fair	9
Previous event Earlier events			30
First visit			24 5
Average length of st	-		,7 day
Influence on purchas decisions	sing	/procurement	9
Decisively			3
Collectively			3
In an advisory canacit	v		10

6	655	Area of responsibility
	99%	Management Research/development/design
	28	Manufacturing, production, quality control Buying/procurement
		Finance/accounting, controlling
	4	Information and communication technology
	4	Personnel administration, administration
+6	- 7	Sales
	- 7	Marketing, advertising, PR
urg	- 7	Logistics: storage, material management,
urg- Imerania		transport Maintanance (repairs
nhalt	11	Maintenance/repairs Other area
man		Student
	3	Other not gainfully employed
	-	o their not gain any employed
		Position in the company/organisation
		Entrepreneur, co-owner, freelancer
		Managing director, board member,
	72	head of an authority etc.
		Area manager, works manager, plant manager,
	43	branch manager, head of public office
	11 9	Department head, group head, team leader Other salaried staff, civil servant,
	6	skilled worker
9	5	Lecturer, teacher
2	7	Trainee
	19	Other position
	1	Student
		Other not gainfully employed
	%	
	5	Economic sector
	2	Metal package
	12	Filling and packing industry
	82	Consulting company
shares	%	Other sectors Student
silares	7	Other not gainfully employed
	6	other not gaintary employed
	6	Size of company/organisation:
	6	Number of employees:
	5	1- 4 5 500-999
		5-951000 and more
	%	10- 49 13 Student
	30	50- 199 28 Other not gainfully
	24 53	200- 499 16 employed
	22	Conducted by: Gelszus Messe-Markt-
1,7 (days	forschung GmbH, Dortmund
ent		
	%	
	36	

19

7

5

2

Ambiente ----- Frankfurt/Main

15

13

4

2

Trade visitors' profile

%

24

19

17

6

12

4

5

2

%

17

17

20

21

16

2

5

2

%

67

6

Λ

16

5

2

%

7

20

5

2

No

Student

In an advisory capacity

Other not gainfully employed

Visitors (n	umber of	entri	ies)	140 96
Proportio	n of trade	visit	ors	87 %
Germany	(total)			4
of which		0	Nielese 4	1
Nielsen 1 Bremen		9	<u>Nielsen 4</u> Bavaria	1
Hamburg		-	Nielsen 5+6	
		5	Berlin	
Lower Saxo Schleswig-		5 1		
Nielsen 2	noistein	18	Brandenburg Mecklenburg-	
North Rhin	o-Wostph	18	West Pommer	
Nielsen 3a	e-westpii.	37	Saxony-Anhal	
Hesse		27	Nielsen 7	
Rhineland-	Palatinato	7	Saxony	
Saarland	1 alatinate	2	Thuringia	
Nielsen 3b		16	manngia	
Baden-Wü	rttemb.	16		
Foreign (t	otal)			5
of which	EU			5
			countrios	د 1
	Other euro Africa	pear	Countries	
	North Ame	nica		
			tral America	
	Middle East		Indi America	
			Central Asia	1
	Australia	50,0	citta / tola	
Distance t	o home			0
up to 50 kr				1
more than		o 10	0 km	
more than	100 km up	to 30	00 km	1
over 300 ki				6
Countries	with the h	nighe	est visitor shar	es 🦻
France				
Switzerland	d			
Italy				
Poland				
Austria				
Frequency		o tra	de fair	9
Previous ev				4
Earlier ever	nts			4
First visit				3
Average l	ength of s	tay		2,3 day
	on purcha	sing	/procurement	
decisions				0
Decisively				4
Collectively				2
in an advis	nny canacit			

Area of res	ponsibili	ty	%
Manageme	nt		32
Research/d	evelopme	nt/design	5
		uction, quality control	4
Buying/prod			20
Finance/acc			
		munication technology	1
	dministra	tion, administration	1
Sales			16
Marketing,			6
	orage, m	aterial management,	
transport			1
Maintenand	e/repairs		1
Other area			8
Student			4
Other not g	ainfully er	nployed	2
Position in	the com	pany/organisation	%
		her, freelancer	41
Managing o	lirector, b	oard member, etc.	15
		manager, plant manager,	
branch mar	ager		8
Departmen	t head, gr	oup head	13
Other salari	ed staff, s	killed workers	12
Lecturer, te	acher		1
Trainee			2
Other positi	on		3
Student			4
Other not g	ainfully er	nployed	2
Economic	ector		%
Retail trade			43
Wholesale/	ioreign tra	ade	22
Service			15
Industry			5
Skilled trad	es		4
Other secto	rs		5
Student			4
Other not g	ainfully er	nployed	2
Size of con	nanv/or	ganisation:	
Number of			%
1- 4	31	500 - 999	5
5-9	10	1 000 and more	10
10- 49	22	Student	4
50-199	12	Other not gainfully	1
200-499	5	employed	2
	-	employed	-

Conducted by: Wissler & Partner, Basel

h
U

Christmasworld ------> Frankfurt/Main

Trade visitors' profile

	3 2 3 3
roportion of trade visitors	80 %
ermany (total)	38
which	
ielsen 1 13 Nielsen 4	19
remen 1 Bavaria	19
amburg 4 Nielsen 5+6	3
ower Saxony 5 Berlin	-
chleswig-Holstein 3 Brandenburg	-
ielsen 2 15 Mecklenburg-	
orth Rhine-Westph. 15 West Pommerania	a -
ielsen 3a 31 Saxony-Anhalt	-
esse 23 <u>Nielsen 7</u>	4
hineland-Palatinate 6 Saxony	-
aarland 2 Thuringia	-
ielsen 3b 15	
aden-Württemb. 15	
preign (total)	62
which	
EU	74
Other european countries	11
North America	4
South-, East-, Central Asia	6
Other countries	5
tate and a feature	0/
istance to home	%
o to 50 km	8
ore than 50 km up to 100 km	6 16
ore than 100 km up to 300 km	
ver 300 km	71
ountries with the highest visitor shares	%
aly	19
ance	11
nited Kingdom	9
etherlands	7
witzerland	4
requency of visits to trade fair	%
revious event	42
arlier events	43
rst visit	38
verage length of stay 2,0	days
verage length of stay 2,0 fluence on purchasing/procurement	day
	%
ecisions	43
ecisions	
ecisions ecisively	23
e cisions ecisively ollectively	23
ecisions ecisively ollectively an advisory capacity	23 15
e cisions ecisively ollectively	23

Area of responsibility Management	
Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student Other not gainfully employed	
Position in the company/organisation	
Entrepreneur, co-owner, freelancer	
Managing director, board member, etc.	
Area manager, works manager, plant manage	er
branch manager Department head, group head	
Other salaried staff, skilled workers	
Lecturer, teacher	
Trainee	
Other position	
Student Other not gainfully employed	
Economic sector	
Retail trade	
Wholesale/foreign trade Service	
Skilled trades	
Industry	
Other sectors	
Student	
Other not gainfully employed	
Size of company/organisation:	
Number of employees:	
1- 4 32 500-999	
5-9 14 1 000 and more	
10- 49 19 Student	

Heimtextil ----- Frankfurt/Main

Trade visitors' profile

Visitors (I	number of	entri	ies)	68 50
Proportio	on of trade	visit	ors	96 %
Germany	(total)			2
of which		_		
Nielsen 1		7	Nielsen 4	1
Bremen		- 7	Bavaria	1
Hamburg		1	Nielsen 5+6	
Lower Sax		5	Berlin	
Schleswig	-Holstein	1	Brandenburg	
Nielsen 2		19	Mecklenburg-	
	ne-Westph.	19	West Pommer	
Nielsen 3a	<u>a</u>	35	Saxony-Anhalt	t
Hesse		29	Nielsen 7	
Rhineland	-Palatinate	5	Saxony	
Saarland		2	Thuringia	
Nielsen 3l	2	12		
Baden-Wi	irttemb.	12		
Foreign (†	total)			7
of which				
	EU			4
	Other euro	pear	n countries	
	Africa			
	North Ame			
			tral America	
	Middle Eas			1
		st-, C	Central Asia	1
	Australia			
Distance				9
up to 50 k				
	50 km up t			
	i 100 km up	to 30	00 km	1
over 300 k	m			7
Countries	with the h	ighe	est visitor share	es 🦻
Italy				
India				
Pakistan				
France				
United Sta	ates of Ame	rica		
Frequenc	y of visits t	o tra	nde fair	9
Previous e				4
Earlier eve	ents			5
First visit				3
Average	length of st	tay	:	2,4 day
Influence	on purcha	sina	/procurement	
decisions	parenta			0
Decisively				3
Collective	lv			2
	sory capacit	v		1
No	sory capacit	J.		1
Student				
	gainfully en	nlo	hav	
other not	gannung en	ihin)	eu	

Mana Resea	gemer rch/de	velopme	ent/design
Buying	g/proc	urement	luction, quality control
Inform	nation	and con	controlling imunication technology ation, administration
Marke Logist	ics: st	advertisi orage, m	ng, PR naterial management,
transp Maint		e/repairs	5
Other Stude	area		
		ainfully e	mployed
			pany/organisation
Entrep	oreneu	r, co-ow	ner, freelancer
			poard member, etc. s manager, plant manager
branch			s manager, plant manager
			roup head
			skilled workers
Lectur	er, tea	cher	
Traine			
Other		on	
Stude			
Other	not ga	ainfully e	mployed
Econo		ector	
Retail		oreign tr	ada
vvnole Servio		oreign tr	aue
Indust			
Skilled		s	
Other	sector	s	
Stude			
Other	not ga	ainfully e	mployed
			ganisation:
		employ	
1-	4 9	22 11	500 - 999 1 000 and more
	49	23	Student
		17	Other not gainfully
	199		
50- 200-		7	employed

ISH

% 33 9

> 8 4 2

% 34 16

11 13 12

% 30 23

2

Trade visitors' profile

Visitors (number of	entr	ies)	198 810
Proportion of trade	visit	ors	94 %
Germany (total) of which			60
Nielsen 1	5	Nielsen 4	10
Bremen	-	Bavaria	10
Hamburg	1	Nielsen 5+6	4
Lower Saxony	3	Berlin	
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	13	Mecklenburg-	
North Rhine-Westph.		West Pommera	nia -
Nielsen 3a	42	Saxony-Anhalt	-
Hesse	26	Nielsen 7	
Rhineland-Palatinate	13	Saxony	5 2 3
Saarland	3	Thuringia	3
Nielsen 3b	21		
Baden-Württemb.	21		
Foreign (total)			40
EU			67
	nea	n countries	13
Africa	peu	reountries	3
North Ame	erica		2
		tral America	1
Middle Ea		and merica	4
		Central Asia	7
Australia	50,0		3
Distance to home			%
up to 50 km			13
more than 50 km up t	o 10	0 km	10
more than 100 km up	to 3	00 km	29
over 300 km			48
Countries with the h	nighe	est visitor share	
France			12
Italy			8
Austria			5
Switzerland			5
Belgium			5
Frequency of visits 1	o tra	ade fair	%
Previous event			49
Earlier events			51
First visit			36

nfluence on purchasing/procurement	
decisions	%
Decisively	27
Collectively	25
n an advisory capacity	22
No	19
Student	6
Other not gainfully employed	2

Musikmesse ----- Frankfurt/Main

Trade visitors' profile

Area of responsibility	%	Visitors (nur
Management Research/development/design	24 9	Proportion of
Manufacturing, production, quality control	4	Froportion
Buying/procurement	6	Domestic (to
Finance/accounting, controlling	1	of which
Information and communication technology	2	Nielsen 1
Personnel administration, administration	1	Bremen
Sales	12	Hamburg
Marketing, advertising, PR	3	Lower Saxon
Logistics: storage, material management,	5	Schleswig-Ho
transport	1	Nielsen 2
Maintenance/repairs	15	North Rhine-
Other area	14	Nielsen 3a
Student	6	Hesse
Other not gainfully employed	2	Rhineland-Pa
Other not gainfully employed	2	Saarland
Residies in the second survey is the	%	Nielsen 3b
Position in the company/organisation	% 24	Baden-Württ
Entrepreneur, co-owner, freelancer		Dauen-wurtt
Managing director, board member, etc.	11	E
Area manager, works manager, plant manage		Foreign (tot
branch manager	10	of which
Department head, group head	15	EL
Other salaried staff, skilled workers	22	0
Lecturer, teacher	2	So
Trainee	6	0
Other position	2	
Student	6	Distance to
Other not gainfully employed	2	up to 50 km
		more than 50
Economic sector	%	more than 10
Skilled trades	35	over 300 km
Industry	22	
Trade	11	Countries wit
(Interior) architect, Engineer's and		Belgium
planning office	10	Netherlands
Other service	5	Switzerland
Other sectors	9	France
Student	6	Austria
Other not gainfully employed	2	
		Frequency o
Size of company/organisation:		Previous ever
Number of employees:	%	Earlier events
1- 4 18 500-999	6	First visit
5- 9 11 1 000 and more	15	
10- 49 23 Student	6	Average len
50-199 12 Other not gainfully	Ŭ	
200- 499 7 employed	2	Influence on
Conducted by: Wissler & Partner, Basel	-	decisions Decisively

Visitors (number of	entri	es)	47 634
Proportion of trade	visit	ors	48%
Domestic (total) of which			67
Nielsen 1	67	Nielsen 4	12
Bremen	1	Bavaria	12
Hamburg	1	Nielsen 5+6	5
Lower Saxony	4	Berlin	3
Schleswig-Holstein	-	Brandenburg	
Nielsen 2	14	Mecklenburg-	
North Rhine-Westph.	14	West Pommera	
<u>Nielsen 3a</u>	41	Saxony-Anhalt	1
Hesse	32	Nielsen 7	6
Rhineland-Palatinate	7	Saxony	3
Saarland	2	Thuringia	3
<u>Nielsen 3b</u> Baden-Württemb.	17 17		
Foreign (total)			33
of which			
EU			69
Other euro			15
		Central Asia	5
Other cour	tries		11
Distance to home			%
up to 50 km			18
more than 50 km up to	o 100) km	11
nore than 100 km up	to 30	00 km	26
over 300 km			46
Countries with the high	nest v	isitor shares	%
Belgium			12
Netherlands			9
Switzerland			6
France			6
Austria			6
Frequency of visits t	o tra	de fair	%
Previous event			32
Earlier events			59
First visit			33
Average length of st	tay	1,	9 days
Influence on purcha	sina	nrocurement	
decisions	-ing	p. con chieft	%
Decisively			27
Collectively			18
n an advisory capacit	y		16
	-		
No			19

Area of responsibility	%
Management	20
Research/development/design	4
Manufacturing, production, quality control	6
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	3 3
Personnel administration, administration	3
Sales	7
Marketing, advertising, PR	3
Logistics: storage, material management, transport	
Maintenance/repairs	4
Other area	26
Student	21
Student	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	25
Managing director, board member, etc.	5
Area manager, works manager, plant manager,	
branch manager	3
Department head, group head	4
Other salaried staff, skilled workers	8
Lecturer, teacher	26
Trainee Other position	3
Other position Student	21
Student	21
Economic sector	%
Retail trade	13
Wholesale/foreign trade	6
Skilled trades	4
Industry	6
Educational institution	47
Services/free-lance	12
Event venue	2
Media	6
Other sectors	4
Size of company/organization:	
Size of company/organisation:	%
Number of employees: 1- 4 35 200 - 499	% 4
5-96500-999	4
10- 49 13 1 000 and more	2
10- 49 15 1000 dilu illore	21

10

Conducted by: Wissler & Partner, Basel

50-199

Student

Other not gainfully employed

No Student

21

Paperworld ------> Frankfurt/Main

13

5

4

Trade visitors' profile

Visitors (number of	entr	ies)	33 558
Proportion of trade	visit	ors	94 %
Domestic (total)			33
of which			
Nielsen 1	9	Nielsen 4	16
Bremen	1	Bavaria	16
Hamburg	2	Nielsen 5+6	3
Lower Saxony	4	Berlin	-
Schleswig-Holstein	2	Brandenburg	
Nielsen 2	15	Mecklenburg-	
North Rhine-Westph.	15	West Pommera	ania -
Nielsen 3a	37	Saxony-Anhalt	
Hesse	28	Nielsen 7	5
Rhineland-Palatinate	8	Saxony	4
Saarland	1	Thuringia	2
Nielsen 3b	15	5	
Baden-Württemb.	15		
Foreign (total)			67
of which			
EU			60
	pea	n countries	12
Africa			5
North Ame			7
		tral America	6
Middle Eas			2
	st-, (Central Asia	7
Australia			1
Distance to home			%
up to 50 km			10
more than 50 km up t	o 10	0 km	3
more than 100 km up			13
over 300 km			74
Countries with the h	iahe	est visitor share	es %
Spain	5		7
Italy			7
United Kingdom			. 7
Switzerland			6
United States of Ame	rica		6
Frequency of visits t	0 tr	ado fair	%
Previous event	U UI	auciali	-70 40
Earlier events			40
First visit			41
Average length of s	tay	2	2,1 days
Influence on purcha	sing	/procurement	
decisions	-		%
Decisively			38
Collectively			24
In an advisory capacit	y		17
N.,	-		10

Area of resp	onsibili	ity	%
Managemen	t		34
Research/dev			5
		uction, quality control	4
Buying/procu			12
Finance/acco			1
		munication technology	1
Sales	ministra	tion, administration	1 17
Marketing, a	dvorticir	ng PR	7
		aterial management,	'
transport	ruge, m	atenai management,	1
Maintenance	/renairs		1
Other area			9
Student			5
Other not gai	nfully er	mployed	4
Position in t	he com	pany/organisation	%
		ner, freelancer	35
		oard member, etc.	71
		manager, plant manager,	
branch mana		5.1 5.	12
Department	head, gr	oup head	12
Salaried emp	loyee in	the nursing/care sector	4
		skilled workers	12
Lecturer, tea	cher		2
Trainee			2 3
Other positio Student	n		3 5
Student			5
Economic se	ctor		%
Retail trade			29
Wholesale/fo	reign tra	ade	23
Service			15
Industry Skilled trades			11
Other sectors			12
Student			5
Other not gai	nfully er	mploved	4
	,		
Size of comp			0/
Number of e	24		% 4
1-4 5-9	24 12	500 - 999 1 000 and more	4
10-49	12	Student	5
50-199	16	Other not gainfully	J
200-499	9	employed	4
200 400	2	chipioyeu	+

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	44 388
Proportion of trade visitors	70%
Germany (total)	43
of which	
Nielsen 1 10 Nielsen	
remen - Bavaria	
lamburg 2 <u>Nielsen</u>	
ower Saxony 5 Berlin	3
Schleswig-Holstein 3 Brander	nburg 2
<u>Vielsen 2</u> 18 Mecklei	nburg-
	ommerania -
Nielsen 3a 30 Saxony	
Hesse 20 Nielsen	7 6
Rhineland-Palatinate 8 Saxony	3
Saarland 1 Thuring	jia 3
Nielsen 3b 16	
Baden-Württemb. 16	
Foreign (total) If which	57
EU	63
Other european countrie	
Africa	3
South and Central Ame	
South-, East-, Central A	
Other countries	6
Distance to home	%
ip to 50 km	10
nore than 50 km up to 100 km	4
nore than 100 km up to 300 km	19
ver 300 km	67
ountries with the highest visito	or shares %
Austria	9
Vetherlands	8
taly	5
elgium	5
Inited Kingdom	5
requency of visits to trade fair	%
Previous event	47
Earlier events	64
First visit	23
verage length of stay	2,2 days
nfluence on purchasing/procure	
lecisions	%
Decisively	36
Collectively	26
n an advisory capacity	18
lo tudent	16 5

Influence on purchasing/procurement
decisions
Decisively
Collectively
In an advisory capacity
No
Student

		9
Management		3
Research/development/des	ign	
Manufacturing, production,	, quality control	
Buying/procurement		
Finance/accounting, contro		
Information and communic		
Personnel administration, a	dministration	
Sales		
Marketing, advertising, PR	management	
Logistics: storage, material	management,	
transport Maintenance/repairs		
Other area		2
Student		-
Position in the company/		9
Entrepreneur, co-owner, fre		4
Managing director, board n		1
Area manager, works mana	ger, plant manager,	
branch manager		
Department head, group he		1
Other salaried staff, skilled		1
Other salaried staff, skilled Lecturer, teacher		1
Other salaried staff, skilled Lecturer, teacher Trainee		1
Other salaried staff, skilled Lecturer, teacher		1
Other salaried staff, skilled Lecturer, teacher Trainee Other position Student		1
Other salaried staff, skilled Lecturer, teacher Trainee Other position Student Economic sector		1
Other salaried staff, skilled Lecturer, teacher Trainee Other position Student Economic sector Retail trade		1 0 1
Other salaried staff, skilled Lecturer, teacher Trainee Other position Student Economic sector		1
Other salaried staff, skilled Lecturer, teacher Trainee Other position Student Economic sector Retail trade Wholesale/foreign trade		1
Other salaried staff, skilled Lecturer, teacher Trainee Other position Student Economic sector Retail trade Wholesale/foreign trade Skilled trades		1 0 1
Other salaried staff, skilled Lecturer, teacher Trainee Other position Student Economic sector Retail trade Wholesale/foreign trade Skilled trades		1 0 1
Other salaried staff, skilled Lecturer, teacher Trainee Other position Student Economic sector Retail trade Wholesale/foreign trade Skilled trades Industry Services/free-lance Event venue Educational institution		1 1 1 2
Other salaried staff, skilled Lecturer, teacher Trainee Other position Student Economic sector Retail trade Wholesale/foreign trade Skilled trades Skilled trades Industry Services/free-lance Event venue Educational institution Media		1 1 2 1
Other salaried staff, skilled Lecturer, teacher Trainee Other position Student Economic sector Retail trade Wholesale/foreign trade Skilled trades Industry Services/free-lance Event venue Educational institution		1 1 2 1
Other salaried staff, skilled Lecturer, teacher Trainee Other position Student Economic sector Retail trade Wholesale/foreign trade Skilled trades Industry Services/free-lance Event venue Educational institution Media Other sectors	workers	1 1 2 1
Other salaried staff, skilled Lecturer, teacher Trainee Other position Student Economic sector Retail trade Wholesale/foreign trade Skilled trades Industry Services/free-lance Event venue Educational institution Media Other sectors Size of company/organisa	workers	1 1 2 1
Other salaried staff, skilled Lecturer, teacher Trainee Other position Student Economic sector Retail trade Wholesale/foreign trade Skilled trades Industry Services/free-lance Event venue Educational institution Media Other sectors	workers	1 2 1 1
Other salaried staff, skilled Lecturer, teacher Trainee Other position Student Economic sector Retail trade Wholesale/foreign trade Skilled trades Undustry Services/free-lance Event venue Educational institution Media Other sectors Size of company/organisa Number of employees:	workers	1 2 1 1

Conducted by: Wissler & Partner, Basel

Techtextil ------> Frankfurt/Main

Trade visitors' profile

	33 670
Proportion of trade visitors	96 %
Germany (total) of which	38
Nielsen 1 8 Nielsen 4	21
Bremen 1 Bavaria	21
Hamburg 2 Nielsen 5+6	4
Lower Saxony 5 Berlin	
Schleswig-Holstein 2 Brandenburg	
Nielsen 2 23 Mecklenburg-	
North Rhine-Westph. 23 West Pommer	ania -
Nielsen 3a 17 Saxony-Anhal	
Hesse 12 Nielsen 7	11
Rhineland-Palatinate 5 Saxony	9
Saarland - Thuringia	2
Nielsen 3b 16	
Baden-Württemb. 16	
Foreign (total) of which	62
EU	60
Other european countries	12
North America	6
South and Central America	3
Middle East	5
South-, East-, Central Asia	11
Other countries	2
Distance to home	%
up to 50 km	5
more than 50 km up to 100 km	4
more than 100 km up to 300 km	18
over 300 km	74
Countries with the highest visitor shar	es %
France	8
United Kingdom	8
Austria	7
Italy	6
	6
Switzerland	
Frequency of visits to trade fair	
Frequency of visits to trade fair Previous event	33
Frequency of visits to trade fair Previous event Earlier events	% 33 36
Frequency of visits to trade fair Previous event	33
Frequency of visits to trade fair Previous event Earlier events First visit	33
Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement	33 36 52 1,9 days
Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions	33 36 52 1,9 days %
Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively	33 36 52 1,9 days % 26
Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively	33 36 52 1,9 days % 26 31
Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively	33 36 52 1,9 days % 26

Student

Other not gainfully employed

Area of res	onsihil	itv
Managemer		.,
Research/de		nt/design
		uction, quality control
Buying/proc		denon, quanty control
Finance/acco		controlling
		munication technology
Porconnol or	Iminictro	ation, administration
Sales	inninsua	ition, auministration
Marketing, a	duartici	ag PP
		aterial management,
	Jiage, III	aterial management,
transport Maintenanc		
Maintenance Other area	enepairs	
Student		
	infully a	mployed
Other not ga	inituliy e	прюуеа
Position in	the com	pany/organisation
		ner, freelancer
		poard member, etc.
		manager, plant manager,
branch man		manager, plant manager,
Department		oup head
Other salarie	neuu, yi	skilled workers
Lecturer, tea		Skilled Workers
Trainee	chei	
Other position	n	
Student		
Other not ga	infully e	mploved
o anei not ge	, , , , , , , , , , , , , , , , , , ,	mprojeu
Economic s	ector	
Industry		
Retail trade		
Wholesale/fe		ade
Skilled trade	s	
Service		
University/co	ollege/po	olytechnic
Research ins		* · · · · ·
Other sector		
Student	-	
Other not ga	infully e	mployed
	, c	10 (V 20)
Size of com		
Number of		
1- 4	11	500 - 999
5- 9 10- 49	5	1 000 and more
10- 49	17	Student
50-199	19	Other not gainfully
200-499	10	employed

Conducted by: Wissler & Partner, Basel

Tendence

Trade visitors' profile

% 16 15

16 22

visitors (number of	entr	ies)	20 046	
Proportion of trade visitors				
Germany (total) of which			81	
Vielsen 1	5	Nielsen 4	13	
Bremen	1	Bavaria	13	
Hamburg	1	Nielsen 5+6	3	
Lower Saxony	1	Berlin		
Schleswig-Holstein	2	Brandenburg		
Vielsen 2	20			
North Rhine-Westph.	20	West Pommera	nia -	
Vielsen 3a	44	Saxony-Anhalt	-	
lesse	35	Nielsen 7	1	
Rhineland-Palatinate	6	Saxony	-	
Saarland	3	Thuringia		
Vielsen 3b	15	5		
Baden-Württemb.	15			
Foreign (total)			19	
EU			65	
	moa	n countries	18	
Other cour			17	
Distance to home			%	
up to 50 km			27	
nore than 50 km up t			8	
more than 100 km up	to 3	00 km	31	
over 300 km			34	
Countries with the h	ighe	est visitor share	s %	
rance			16	
Switzerland			13	
United Kingdom			11	
Vetherlands			9	
Belgium			8	
Frequency of visits t	o tra	ade fair	%	
Previous event			40	
Earlier events			53	
First visit			28	
Average length of s	tay	1	,5 days	
nfluence on purcha	sing	/procurement		
lecisions			%	
Decisively			52	
Collectively			22	
n an advisory capacit	y		14	
No			8	
Student			2	
Other not gainfully en			2	

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation

Entrepreneur, co-owner, freelancer
Managing director, board member, etc.
Area manager, works manager, plant manager,
branch manager
Department head, group head
Other salaried staff, skilled workers
Lecturer, teacher
Trainee
Other position
Student
Other not gainfully employed
Economic sector Retail trade

li u due	
lesale/foreign trade	
ice	
stry	
ed trades	
r sectors	
ent	
r not gainfully employe	d

Size of company/organisation:

ees:	employe	Number of e	
500 - 999	47	1- 4	
1 000 and more	13	5-9	
Student	17	10- 49	
Other not gainfully	7	50-199	
employed	3	200-499	

Conducted by: Wissler & Partner, Basel

Texprocess ------> Frankfurt/Main

Trade visitors' profile

%

37

1 5

18

1

17

7

8

2

2

% 54

10

6

9

12

3

2

2 2

% 58 9

Other not gainfully employed

No Student

Visitors (number of	fentr	ies)	13 718
Proportion of trade	e visit	ors	97 %
Germany (total) of which			36
Nielsen 1	19	Nielsen 4	15
Bremen	-	Bavaria	15
Hamburg	16	Nielsen 5+6	5
Lower Saxony	3	Berlin	4
Schleswig-Holstein	-	Brandenburg	
Nielsen 2	21	Mecklenburg-	
North Rhine-Westph		West Pommerar	ia ·
Nielsen 3a	20	Saxony-Anhalt	-
Hesse	16	Nielsen 7	4
Rhineland-Palatinate		Saxony	
Saarland	1	Thuringia	
Nielsen 3b	17		
Baden-Württemb.	17		
Foreign (total) of which			64
EU			58
	opea	n countries	11
Africa			6
North An			4
		tral America	4
Middle Ea			6
South-, E Australia	ast-, (Central Asia	10 2
Distance to home			%
up to 50 km			ê
more than 50 km up	to 10	0 km	2
more than 100 km u	p to 3	00 km	16
over 300 km			76
Countries with the	highe	est visitor shares	
France			10
Italy			7
Poland			7
United Kingdom			6
Portugal			5
Frequency of visits	to tra	ade fair	% 39
Previous event Earlier events			31
First visit			53
Average length of	stay	2,	1 days
Influence on purch	asing	/procurement	~
decisions			%
Distant at			
Decisively			
Decisively Collectively In an advisory capac	:		26 24 17

18

14

1

	%					
Area of responsibility Management	22					
Research/development/design						
Manufacturing, production, quality control						
Buying/procurement						
Finance/accounting, controlling						
Information and communication technology Personnel administration, administration						
Sales Marketing, advertising, PR						
Logistics: storage, material management,	2					
transport						
Maintenance/repairs	7					
Other area	5					
Student	14					
Other not gainfully employed	1					
other not gaintany employed						
Position in the company/organisation	%					
Entrepreneur, co-owner, freelancer	19					
Managing director, board member, etc.	17					
Area manager, works manager, plant manager,						
branch manager	10					
Department head, group head	14					
Other salaried staff, skilled workers						
Other salaried staff, skilled workers Lecturer, teacher						
Trainee						
Other position						
	6					
	2 14					
Student Other not gainfully employed	2					
Student Other not gainfully employed	2 14 1					
Student Other not gainfully employed Economic sector	2 14 1 %					
Student Other not gainfully employed Economic sector Industry	2 14 1 % 53					
Student Other not gainfully employed Economic sector Industry Retail trade	2 14 1 % 53 6					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade	2 14 1 % 53 6 8					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade Skilled trades	2 14 1 53 6 8 3					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade Skilled trades Service	2 14 1 53 6 8 3 8					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade Skilled trades Service University/college/polytechnic	2 14 1 53 6 8 3 8 4					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade Skilled trades Service University/college/polytechnic Research institut	2 14 1 % 53 6 8 3 8 4 2					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade Skilled trades Service University/college/polytechnic Research institut Other sectors	2 14 1 53 6 8 3 8 4 2 1					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade Skilled trades Service University/college/polytechnic Research institut Other sectors Student	2 14 1 53 6 8 3 8 4 2 1 14					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade Skilled trades Service University/college/polytechnic Research institut Other sectors	2 14 1 53 6 8 3 8 4 2 1					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade Skilled trades Service University/college/polytechnic Research institut Other sectors Student Other not gainfully employed	2 14 1 53 6 8 3 8 4 2 1 14					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade Skilled trades Service University/college/polytechnic Research institut Other sectors Student Other not gainfully employed Size of company/organisation:	2 14 1 % 53 6 8 3 8 4 2 1 14 1 4					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade Skilled trades Service University/college/polytechnic Research institut Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees:	2 14 1 % 53 6 8 3 8 4 2 1 14 1 %					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade Skilled trades Service University/college/polytechnic Research institut Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 13 500 - 999	2 14 1 % 53 6 8 3 8 4 2 1 14 1 14 1 % 10					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade Skilled trades Service University/college/polytechnic Research institut Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 13 500 - 999 5 - 9 5 1000 and more	2 14 1 % 53 6 8 3 8 4 2 1 14 1 4 1 9% 0 15					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade Skilled trades Service University/college/polytechnic Research institut Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 13 500 - 999 5 - 9 5 1 000 and more 10 - 49 15 Student	2 14 1 % 53 6 8 3 8 4 2 1 14 1 14 1 % 10					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade Skilled trades Service University/college/polytechnic Research institut Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 13 500 - 999 5 - 9 5 1000 and more 10 - 49 15 Student 50 - 199 18 Other not gainfully	2 14 1 % 53 6 8 3 8 4 2 1 14 1 8 0 15 14					
Student Other not gainfully employed Economic sector Industry Retail trade Wholesale/foreign trade Skilled trades Service University/college/polytechnic Research institut Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 13 500 - 999 5 - 9 5 1 000 and more 10 - 49 15 Student	2 14 1 % 53 6 8 3 8 4 2 1 14 1 4 1 9% 0 15					

Private visitors' profile

Visitors (number of	entr	ies) 6	52 821
Proportion of privat	sitors	87 %	
Germany (total) of which			97
Nielsen 1	77	Nielsen 4	2
Bremen	2	Bavaria	2
Hamburg	27	Nielsen 5+6	10
Lower Saxony	22	Berlin	2
Schleswig-Holstein	26	Brandenburg	1
Nielsen 2	5	Mecklenburg-	
North Rhine-Westph.	5	West Pommeran	
Nielsen 3a	3	Saxony-Anhalt	1
Hessen	2	Nielsen 7	1
Rhineland-Palatinate	1	Saxony	1
Saarland	-	Thuringia	
Nielsen 3b Baden-Württemberg	2		
Baden-wurttenberg	2		
Foreign (total)			3
Distance to home			%
up to 50 km			41
more than 50 km up t			14
more than 100 km up	to 3	00 km	29
over 300 km			16
Frequency of visits t	o tra	ade fair	%
Previous event			38
Earlier events			63
First visit			27
Sex			%
Male			77
Female			23
Size of household			%
1 person			16
2 persons			45
3 persons			15
4 persons			17
5 persons and more			7
Age			%
up to 20 years			5
over 20 up to 30 years			13
over 30 up to 40 years			14 25
over 40 up to 50 years			25
over 50 up to 60 years over 60 up to 70 years			20
over 70 years	2		5
over 70 years			J

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	19
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	11
Other salaried staff, civil servant,	
skilled worker	30
Lecturer, teacher	
Trainee	1
Other position	2 1 7 7
Student	'
Housewife/man	1
	13
Old-age pensioner	
Other not gainfully employed	1
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
yes	49
no	18
maybe	33
	55
Follow-up business	%
Intend to buy at later date	
ves	33
no	20
maybe	47
,	
Conducted by: Gelszus Messe-Markt-	

Co forschung GmbH, Dortmund

Trade visitors' profile

/isitors (number of e	entri	es)	95 342
Proportion of trade v	/isite	ors	89 %
Germany (total)			93
of which			
Vielsen 1	52	Nielsen 4	6
Bremen	2	Bavaria	6
Hamburg	15	Nielsen 5+6	11
	24	Berlin	5
Schleswig-Holstein	11	Brandenburg	2
Vielsen 2	17	Mecklenburg-	2
North Rhine-Westph.	17	West Pommera	nia 2
Vielsen 3a	7	Saxony-Anhalt	2
lesse	4		4
		Nielsen 7	4
Rhineland-Palatinate	2	Saxony	
Saarland	1	Thuringia	1
Vielsen 3b	3		
Baden-Württemb.	3		
Foreign (total)			7
of which			
EU			65
Other europ		countries	16
Other coun	tries		19
Distance to home			%
up to 50 km			22
nore than 50 km up to	100) km	11
nore than 100 km up t			28
over 300 km	10 50	JU KIII	20 39
JVer SUU KIII			29
Countries with the hi	ighe	st visitor share	s %
Austria	5		10
Switzerland			10
Vetherlands			8
		1.6.1.	0/
Frequency of visits to	o tra	de tair	%
Previous event			40
Earlier events			48
First visit			32
Average length of st	~~~	1	3 days
Average length of st	ay		5 uays
nfluence on purchas	ing/	procurement	
lecisions			%
Decisively			33
Collectively			34
n an advisory capacity	/		16
Vo			11
Student			5
Other not gainfully em	vola	ed	1
not gamany chi	,,		
Area of responsibility	у		%
Management	-		30
Research/developmen	t/de	sian	2
Manufacturing, produce			-
Buying/procurement		, gaung control	4
Finance/accounting, co	ontre	lling	1
nformation and comm			
Personnel administrati	ion a	administration	3

transp Maint Other Kitche Servic Baker Stude	ort enance/ area en, Prode e sector y nt	repairs uction	aterial management,
Entrep Mana head o Area r brancl Depar Other skilleo Lectur Traine Other Stude	preneur, ging diru of an au nanager n manag tment h salaried worker er, teac e positior nt	co-owi ector, b thority r, works ger, hea lead, gr l staff, o her	pany/organisation ner, freelancer yoard member, etc. manager, plant manager, ad of public office roup head, team leader civil servant,
Restai Hotels Baker Francl Large Cateri Indust Large Coffee Large Planni desigr Retail Snack Discot bever Butch Other Stude	/guest H y, confe- nise rest scale ca- ng rire (foor kitchen scale ho scale ho scale sc ng, arch o offices grocery bars, fil heque, age who er sectors nt	nouse ctioner: aurant anteens d, nonfo special ospitals chools nitectur trade lling sta night cl olesale	s ood) list trade s, homes e, interior furnishings, ations
Numk 1- 5- 10- 50- 200- Cond	er of er 4 49 199 499 499 ucted b	mploye 14 14 27 19 7 y: Gels	ganisation: ees: 500 - 999 1 000 and more Student Other not gainfully employed szus Messe-Markt- bortmund

Private visitors' profile

%

Visitors (number of entries)	70 29
Proportion of private visitors	94 %
Germany (total)	98
of which	
Nielsen 1 96 Nielsen 4	
Bremen - Bavaria	
Hamburg 40 <u>Nielsen 5+6</u> Lower Saxony 18 Berlin	
Lower Saxony 18 Berlin Schleswig-Holstein 38 Brandenburg	~
Nielsen 2 1 Mecklenburg	
North Rhine-Westph. 1 West Pomm	
Nielsen 3a - Saxony-Anh	
Hesse - Nielsen 7	un
Rhineland-Palatinate - Saxony	
Saarland - Thuringia	
Nielsen 3b -	
Baden-Württemb	
Foreign (total)	
Distance to home	9
up to 50 km	7
more than 50 km up to 100 km	1
more than 100 km up to 300 km over 300 km	
Frequency of visits to trade fair	0
Previous event	3
Earlier events	5
First visit	3
Sex	9
Male	4
Female	5
Size of household	9 1
1 person 2 persons	5
3 persons	1
4 persons	1
5 persons and more	
Age	q
up to 20 years	
over 20 up to 30 years	1
over 30 up to 40 years	1
over 40 up to 50 years	1
over 50 up to 60 years	2
	2

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	7
Other salaried staff, civil servant,	
skilled worker Lecturer, teacher	41
Trainee	
Other position	2 5 5
Student	5
Housewife/man	3
Old-age pensioner Other not gainfully employed	25 1
other not gainfully employed	
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
ves	27
no	34
maybe	39
Follow-up business	%
Intend to buy at later date	,.
yes	25
no	22
maybe	53
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

abf (2016)

Private visitors' profile

Visitors (number of	entr	ies)	76 514	
Proportion of privat	roportion of private visitors 98%			
Germany (total) of which			100	
Nielsen 1	94	Nielsen 4	_	
Bremen	-	Bavaria		
Hamburg	-	Nielsen 5+6	1	
Lower Saxony	93	Berlin		
Schleswig-Holstein	1	Brandenburg	-	
Nielsen 2	4	Mecklenburg-		
North Rhine-Westph.	4			
Nielsen 3a	1	Saxony-Anhalt	: 1	
Hesse	1		-	
Rhineland-Palatinate		Saxony	-	
Saarland		Thuringia	-	
Nielsen 3b				
Baden-Württemberg	- 7			
Distance to home			%	
up to 50 km			64	
more than 50 km up t	o 10	0 km	28	
more than 100 km up	to 3	00 km		
over 300 km			1	
Frequency of visits t Previous event Earlier events First visit	o tra	ade fair	% 27 63 18	
Sex			%	
Male			48	
Female			52	
Size of household			%	
1 person			13	
2 persons			56	
3 persons			14	
4 persons			13	
5 persons and more			5	
Age			%	
up to 20 years			3	
over 20 up to 30 years	5		10	
over 30 up to 40 years	5		10	
over 40 up to 50 years			19	
over 50 up to 60 years			29	
over 60 up to 70 years			23	
over 70 years			7	

Sales

Personnel administration, administration

Marketing, advertising, PR



452 471

88%

77

16

16

7

-

2

2

3

5

3

2

23

71

17

1

5

1

3

1

%

9

8

29

54

% 66

67 19

3

1

1,8 days

Trade visitors' profile

Position in the company/organisation	%	Visitors (number of entries) 45	52 47
Entrepreneur, co-owner, freelancer Managing director, board member, bead of an authority etc		Proportion of trade visitors	889
head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	2 7 33 2 3 5 4 4 28 5	Germany (total) of which 31 Nielsen 4 Nielsen 1 31 Bavaria Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony 25 Berlin Schleswig-Holstein 6 Brandenburg Nielsen 2 18 West Pommera Nielsen 3a 13 Saxony-Anhalt Hesse 7 Nielsen 7 Rhineland-Palatinate 6 Saxony Vieland - Thuringia	7 1 1 nia
Buying and ordering capacity Purchase or order made or intended at the exhibition	%	Nielsen <u>3b</u> 10 Baden-Württemb. 10	
yes	57	Foreign (total)	2
no maybe	16 27	of which EU	7
Пауре	27	Other european countries	1
Follow-up business	%	Africa	
Intend to buy at later date		North America	
yes	26 21	South and Central America	
no maybe	53	South-, East-, Central Asia Australia	
	55	Australia	
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund		Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	25
		Countries with the highest visitor shar	es 🤅
		Netherlands	1
		Switzerland	1
		Austria Ireland	1
		Denmark	
		Frequency of visits to exhibition	C
		Previous event	6
		Earlier events	6
		First visit	1
		Average length of stay 1,	8 day
		Influence on purchasing/procurement decisions Decisively	3
		Collectively	2
		In an advisory capacity	2
		No	1

Student

Other not gainfully employed

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	
Personnel administration, administration	1
Sales	6
Marketing, advertising, PR	1
Logistics: storage, material management,	3
transport Maintenance/repairs	د 11
Other area	12
Student	3
Other not gainfully employed	1
other not gaintany employed	
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 mana	
branch manager, head of public office	3
Department head, group head, team leade	er 5
Other salaried staff, civil servant,	
skilled worker	17
Lecturer, teacher	1
Trainee Other position	8 7
Other position Student	3
Other not gainfully employed	1
other not gaintany employed	
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 47 500 - 999	2
5- 9 10 1 000 and more	7
10- 49 15 Student	3
50-199 7 Other not gainfully	
200- 499 3 employed	1
N/A	6

Conducted by: Wissler & Partner, Basel

CeBIT —> Hannover

Trade visitors' profile

Visitors (r	number of entries)	174 639
Proportio	86%	
Germany of which	(total)	79
Nielsen 1	42 Nielsen 4	9
Bremen	2 Bavaria	c
Hamburg	4 Nielsen 5+6	ġ
Lower Sax	ony 33 Berlin	6
Schleswig-		1
Nielsen 2	19 Mecklenburg-	
	ne-Westph. 19 West Pommer 9 Saxony-Anhali	
<u>Nielsen 3a</u> Hesse	9 Saxony-Anhalt 7 Nielsen 7	
	-Palatinate 2 Saxony	
Saarland	1 Thuringia	
Nielsen 3b		
Baden-Wü		
Foreign (t	otal)	2
of which	EU	58
	Other european countries	1
	Africa	
	North America	1
	South and Central America	
	Middle East	
	South-, East-, Central Asia Australia	14
Distance 1		% 1
up to 50 ki	m 50 km up to 100 km	1:
	100 km up to 300 km	3
over 300 k		4
Countries	with the highest visitor share	s %
Netherland	ds	1
Poland		
Austria		
Belgium Denmark		
Dennark		
	y of visits to trade fair	9 3
Previous e Earlier eve		5
First visit	113	3
		1,5 day
Influence decisions	on purchasing/procurement	9
Decisively		2
Collectivel	v	2
	sory capacity	2
No		14
e. 1 .		17
Student	gainfully employed	

Area of responsibility	% 10
Management Research/development/design Manufacturing, production, quality control	7
Buying/procurement	2
Finance/accounting, controlling Information and communication technology	3 35
Personnel administration, administration	3
Sales	8
Marketing, advertising, PR Logistics: storage, material management,	5
transport	1
Maintenance/repairs	1
Other area Student	5 17
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member,	~
head of an authority etc. Area manager, works manager, plant manager,	9
branch manager, head of public office	7
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	2
Trainee	5
Other position Student	- 17
Other not gainfully employed	1
Economic sector	%
Craft trades producer	5
Software and IT systems specialists Trade	19 8
Services provided by companies and	0
freelancers	23
Power industry	3
Manufacturing sector Authority/public services	12
Skilled trades	2
Building trade	2
Traffic and logistic Media industry	3
Travel and tourism	1
Banking, finance and insurance	4
Health system and medical systems Other sectors	4
Student	17
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%

Number of e		
1- 4	10	500 - 999
5-9	7	1 000 and more
10- 49	15	Student
50-199	16	Other not gainfully
200- 499	9	employed

Conducted by: Wissler & Partner, Basel

6

19

17

Trade visitors' profile

isitors (number of entries) 36 402				
Proportion of trade	roportion of trade visitors			
Germany (total)			30	
of which Vielsen 1	45	Nielsen 4	7	
Bremen	45	Bavaria	7	
lamburg	6	Nielsen 5+6	6	
ower Saxony	33	Berlin	4	
Schleswig-Holstein	5	Brandenburg	1	
<u>Vielsen 2</u> Vorth Rhine-Westph.		Mecklenburg- West Pommer		
Vielsen 3a	10			
lesse	6	Nielsen 7	2	
Rhineland-Palatinate		Saxony	1	
aarland	1	Thuringia	1	
Vielsen 3b	5			
Baden-Württemb.	5			
oreign (total) f which			70	
EU			45	
	0000	n countries	43	
Africa	pea	rcountries	5	
North Am	orica		7	
		tral America	3	
		Central Asia	15	
Australia	50,0	central / tola	2	
Middle Ea	st		9	
istance to home			%	
ip to 50 km			6	
nore than 50 km up t	o 10	0 km	3	
nore than 100 km up	to 3	00 km	13	
over 300 km			78	
Countries with the l	nighe	est visitor shar	es %	
Jnited Kingdom			8	
Turkey			8	
ndia			7	
Vetherlands			5	
United States of Ame	rica		5	
requency of visits	to tra	ade fair	%	
Previous event			50	
irst visit			31	
arlier events			62	
Average length of s	tay		2,1 days	
nfluence on purcha	sina	/procurement		
lecisions		•	%	
Decisively			51	
Collectively			25	
n an advisory capaci	ty		14	
No l			8	
and the second				

Area of responsibility % 38 Management Research/development/design 9 Manufacturing, production, quality control 8 Buying/procurement 12 Finance/accounting, controlling Information and communication technology 1 Personnel administration, administration Sales 21 Marketing, advertising, PR 4 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 35 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 12 Lecturer, teacher 1 Trainee Other position 2 Student Other not gainfully employed 1 % **Economic sector** Furnishing/furniture stores 10 Department stores, mail order, DIY stores 5 Timber trade 12 Other Specialist retail trade 9 Wholesale trade 28 Interior decorator 8 Parquet and floor layer 14 Painter 2 Other skilled trades 2 Architect/interior designer, contract furnisher 10 Industry 26 Other sectors 5 Student 1 Other not gainfully employed 1 Size of company/organisation: Number of employees: % 1- 4 19 500 - 999 4 5-9 15 1 000 and more 7 10- 49 26 Student 1 50-199 19 Other not gainfully 9 1 200-499 employed Conducted by: Wissler & Partner, Basel

EMO ------> Hannover

Trade visitors' profile

Proportion	of trade	visit	ors	90	6%
Germany (t of which	otal)				52
Nielsen 1		36	Nielsen 4		11
Bremen		1	Bavaria		11
Hamburg		2	Nielsen 5+6		6
Lower Saxor	าง	29	Berlin		2
Schleswig-H		4	Brandenburg		1
Nielsen 2		22	Mecklenburg-		
North Rhine	-Westph.	22	West Pommer	ania	1
Nielsen 3a		9	Saxony-Anhal	t	2
Hesse		7	Nielsen 7		6
Rhineland-P	alatinate	2	Saxony		3
Saarland		1	Thuringia		3
Nielsen 3b		10	-		
Baden-Würt	temb.	10			
Foreign (to of which	tal)				48
E	U				52
C	Other euro	pear	n countries		19
	Africa	÷			2
N	lorth Ame	erica			2
S	outh and	Cen	tral America		2
Ν	Aiddle Eas	st			2
S	outh-, Ea	st-, C	Central Asia		21
Distance to	home				%
up to 50 km					9
more than 5	0 km up t	o 10) km		7
	00 km up	o 10 to 3	0 km 00 km		
more than 5 more than 1 over 300 km	00 km up	to 3	00 km	05	7 21 64
more than 5 more than 1 over 300 km Countries v	00 km up	to 3	0 km 00 km est visitor shar	es	7 21 64 %
more than 5 more than 1 over 300 km Countries v Italy	00 km up	to 3	00 km	es	7 21 64 %
more than 5 more than 1 over 300 km Countries v Italy Sweden	00 km up vith the h	to 3	00 km	es	7 21 64 % 6
more than 5 more than 1 over 300 km Countries v Italy Sweden China, Peop	00 km up vith the h	to 3	00 km	es	7 21 64 % 6 5
more than 5 more than 1 over 300 km Countries v Italy Sweden	00 km up vith the h	to 3	00 km	es	7 21 64 % 6
more than 5 more than 1 over 300 km Countries v Italy Sweden China, Peop Turkey Netherlands	00 km up vith the h	to 3 ighe	00 km est visitor shar	es	7 21 64 % 6 5 5
more than 5 more than 1 over 300 km Countries v Italy Sweden China, Peop Turkey	00 km up vith the h ole's Repu of visits t	to 3 ighe	00 km est visitor shar	es	7 21 64 6 6 5 5 5
more than 5 more than 1 over 300 km Countries w Italy Sweden China, Peop Turkey Netherlands Frequency of Previous ever	00 km up vith the h ole's Repu of visits t	to 3 ighe	00 km est visitor shar	es	7 21 64 % 6 5 5 5
more than 5 more than 1 over 300 km Countries v Italy Sweden China, Peop Turkey Netherlands Frequency	00 km up vith the h ole's Repu of visits t	to 3 ighe	00 km est visitor shar	es	7 21 64 6 5 5 5 5 7 8 15
more than 5 more than 1 over 300 km Countries v Italy Sweden China, Peop Turkey Netherlands Frequency Previous eve Earlier event	00 km up vith the h ole's Repu of visits t ent ts	to 3 iighe blic o tra	00 km est visitor shar ade fair	es 1,9 da	7 21 64 % 6 5 5 5 5 7 15 47 47
more than 5 more than 1 over 300 km Countries v Italy Sweden China, Peop Turkey Netherlands Frequency Previous eve Earlier event First visit Average let Influence o	00 km up vith the h ole's Repu of visits t ent ts ngth of st	to 3 iighe blic o tra	00 km est visitor shar ade fair		7 21 64 6 5 5 5 47 47 47
more than 5 more than 1 over 300 km Countries v Italy Sweden China, Peop Turkey Netherlands Frequency Frevious eve Earlier event First visit Average lei Influence o decisions	00 km up vith the h ole's Repu of visits t ent ts ngth of st	to 3 iighe blic o tra	00 km •st visitor shar •de fair		7 21 64 6 5 5 5 5 5 7 47 47 47 47 47
more than 5 more than 1 over 300 km Countries v Italy Sweden China, Peop Turkey Netherlands Frequency Previous eve Earlier event First visit Average let Influence o decisions Decisively	00 km up vith the h ole's Repu of visits t ent ts ngth of st	to 3 iighe blic o tra	00 km •st visitor shar •de fair		7 21 64 6 6 5 5 5 5 7 47 47 47 47 47 22
more than 5 more than 1 over 300 km Countries v Italy Sweden China, Peop Turkey Netherlands Frequency Previous eve Earlier event First visit Average lei Influence o decisions Decisively Collectively	00 km up vith the h ole's Repu of visits t ent ts ngth of si n purcha	to 3 iighe blic o tra tay sing	00 km •st visitor shar •de fair		7 21 64 % 6 5 5 5 5 7 47 47 47 47 47 22 27
more than 5 more than 1 over 300 km Countries v Italy Sweden China, Peop Turkey Netherlands Frequency Previous eve Earlier event First visit Average let Influence o decisions Decisively	00 km up vith the h ole's Repu of visits t ent ts ngth of si n purcha	to 3 iighe blic o tra tay sing	00 km •st visitor shar •de fair		7 21 64 6 6 5 5 5 5 7 47 47 47 47 47 22

Other not gainfully employed

1

Other area Student Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other not gainfully employed Economic sector Manufacturer/Industry Skilled trades Technical retail trade Other trade Media, press, publishing Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 6 Size 0 500 - 999	Manufacturi Buying/proc Finance/acco Information Personnel ac Sales Marketing, a Logistics: sto transport Maintenanco	it velopment/desig ing, production, c urement ounting, controlli and communicat dministration, ad advertising, PR orage, material n	quality control ng ion technology ministration
Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Manufacturer/Industry Skilled trades Technical retail trade Other trade Media, press, publishing Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees:			
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Manufacturer/Industry Skilled trades Technical retail trade Other trade Media, press, publishing Other service Public authority University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees:		ainfully employed	
Manufacturer/Industry Skilled trades Technical retail trade Other trade Media, press, publishing Other service Public authority University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees:	Entrepreneu Managing d head of an a Area manag branch man. Department Other salarie skilled work Lecturer, tea Trainee Other positio Student	r, co-owner, free irector, board me uthority etc. er, works manage ager, head of put head, group hea ed staff, civil serv er incher	lancer mber, er, plant manager blic office d, team leader ant,
Number of employees:	Manufacture Skilled trade Technical rei Other trade Media, press Other servici Public autho University/cc Other sector Student	er/Industry ss tail trade s, publishing e vrity ollege/polytechni s	
	Number of	employees:	

ees:	employ	Number of
500 - 999	6	1- 4
1 000 and more	6	5-9
Student	19	10- 49
Other not gainfully	19	50-199
employed	11	200-499
sler & Partner, Basel	by: Wi	Conducted

HANNOVER MESSE

Trade visitors' profile

%

22

16

27

Δ

8

1

Δ

5

9

1

%

15

9

12

20

21

2

8

3

9

1

%

65

8

Λ

Λ

3

9

1

%

7 21

9

1

Student

Other not gainfully employed

Visitors (number of	entri	es)	222 906
Proportion of trade	visit	ors	95%
Germany (total)			65
of which Nielsen 1	40	Nielcon 4	g
	40 2	Nielsen 4	g
Bremen	2	Bavaria	8
Hamburg	-	Nielsen 5+6	
Lower Saxony	31	Berlin	4
Schleswig-Holstein	3	Brandenburg	1
Nielsen 2	22	Mecklenburg-	
North Rhine-Westph.		West Pommera	
Nielsen 3a	9	Saxony-Anhalt	
Hesse	7	Nielsen 7	4
Rhineland-Palatinate	2	Saxony	3
Saarland	1.1	Thuringia	2
Nielsen 3b	9		
Baden-Württemb.	9		
Foreign (total)			35
of which			
EU			49
Other euro	pear	o countries	10
Africa			2
North Ame			5
		ral America	5
Middle Eas			4
	st-, C	entral Asia	26
Australia			1
Distance to home			%
up to 50 km			11
more than 50 km up t			9
more than 100 km up	to 30)0 km	25
over 300 km			55
Countries with the h	iahe	st visitor share	es %
China, People's Repu		se charton shure	- 3 /0
India	SIIC		7
Netherlands			7
Poland			6
Italy			4
Frequency of visits t	o tra	de fair	%
Previous event			30
Earlier events			50
First visit			42
Average length of s	tay	1	,7 days
Influence on purcha	sina	procurement	
decisions			%
Decisively			23
Collectively			26
In an advisory capacit	y		19
No	1		13
Ctudant			10

18

2

Student

Other not gainfully employed

ComVac ------> Hannover Messe

Trade visitors' profile

Area of responsibility	%
Management	13
Research/development/design	20
Manufacturing, production, quality control	13
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	4
Personnel administration, administration	1
Sales	11
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	1
Maintenance/repairs	4
Other area	5
Student	18
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	
head of an authority etc.	11
Area manager, works manager, plant manager,	
branch manager, head of public office	11
Department head, group head, team leader	16
Other salaried staff, civil servant,	
skilled worker	27
Lecturer, teacher	2
Trainee	3
Other position	-
Student	18
Other not gainfully employed	2
Economic sector	%
Power industry	13
Environmental management	2
Manufacturing sector	42
Building trade	4
Skilled trades	2
Trade	7
Telecommunication	2
Services provided by companies and	11
freelancers	11
Authority/public services	3
Research institutes, industrial research	6
Investor, financing	1
Other sectors	2
Student	18
Other not gainfully employed	2
Size of company/organisation:	•
Number of employees:	%
1- 4 6 500-999	6
5 0 5 1 000 and more	20

%	ees:	employ	Number of e		
6	500 - 999	6	1- 4		
20	1 000 and more	5	5-9		
18	Student	15	10- 49		
	Other not gainfully	18	50-199		
2	employed	10	200-499		
	Conducted by: Wissler & Partner, Basel				

Student

Other not gainfully employed

Visitors (number of	entries)	34 550*
Proportion of trade	visitors	95%
Germany (total) of which		54
Nielsen 1	32 Nielsen 4	8
Bremen	1 Bavaria	8
Hamburg	3 Nielsen 5+	
Lower Saxony	25 Berlin	
Schleswig-Holstein	3 Brandenbu	
Nielsen 2	25 Mecklenbu	
North Rhine-Westph.		
Nielsen 3a	13 Saxony-An	
Hesse	9 Nielsen 7	6
Rhineland-Palatinate		2
Saarland	1 Thuringia	-
Nielsen 3b	7	-
Baden-Württemb.	7	
Foreign (total)		46
of which EU		49
	pean countries	8
North Ame		
	Central America	
Middle Ea		
	st-, Central Asia	26
Other cour	ntries	2
Distance to home		%
up to 50 km		6
more than 50 km up t	o 100 km	6
more than 100 km up	to 300 km	23
over 300 km		64
Countries with the h		
China, People's Repu	ıblic	8
Italy		
India		
Poland		5
United Kingdom		4
Frequency of visits t	to trade fair	%
Previous event		26
Earlier events		52
First visit		43
Average length of s	tay	2,0 days
Influence on purcha	sing/procureme	
		%
decisions		
Decisively		28
Decisively Collectively		28
Decisively	ty	28

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

11

2

Area of responsibility	9
Management	1
Research/development/design	2
Manufacturing, production, quality control	1
Buying/procurement	1
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	1
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	1
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	1
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
Other salaried staff, civil servant,	
skilled worker	2
Lecturer, teacher	
Trainee	
Other position	
Student	1
Other not gainfully employed	
Economic sector	9
Power industry	1
Environmental management	
Manufacturing sector	4
Building trade	
Skilled trades	
Trade	1
Telecommunication	
Services provided by companies and	
freelancers	
Authority/public services	
Research institutes, industrial research	
Investor, financing	
Other sectors	
Student	1
Other not gainfully employed	
Sine of an annual annual institution	
Size of company/organisation: Number of employees:	9
1- 4 5 500-999	7
5-991000 and more	1

1-	4	5	500 - 999		
5-	9	9	1 000 and more		
10-	49	20	Student		
50-	199	19	Other not gainfully		
200-	499	10	employed		
Conducted by: Wissler & Partner, Basel					

Trade visitors' profile

Visitors (number of	entri	es)	74 228*
Proportion of trade	visito	ors	96%
Germany (total)			64
of which Nielsen 1	38	Nielsen 4	1
Bremen	3	Bavaria	1
Hamburg	4	Nielsen 5+6	
Lower Saxony	30	Berlin	í
Schleswig-Holstein	2	Brandenburg	
Nielsen 2	21	Mecklenburg	
North Rhine-Westph.		West Pomme	
Nielsen 3a	9	Saxony-Anha	
Hesse	7	Nielsen 7	
Rhineland-Palatinate	2	Saxony	
Saarland	1	Thuringia	
Nielsen 3b	10		
Baden-Württemb.	10		
Foreign (total)			3
of which EU			4
Other euro	nean	countries	
North Ame		countries	
South and	Cent	ral America	
South-, Ea	st-, C	entral Asia	3
Other cour	ntries		4
Distance to home			9
up to 50 km			10
more than 50 km up t			
more than 100 km up	to 30)0 km	24
over 300 km			5
Countries with the h		st visitor sha	
China, People's Repu	blic		1
Netherlands			
Japan			
Poland			
United States of Ame	rica		
Frequency of visits t	o tra	de fair	9
Previous event			3
Earlier events First visit			4
Average length of st	tay		1,9 day
Influence on purcha	sina/	procurement	
decisions	g /		9
Decisively			2
Collectively			2

Area of responsibility	%
Management	14
Research/development/design	20
Manufacturing, production, quality control	13
Buying/procurement	2
Finance/accounting, controlling	1
	8
Information and communication technology	
Personnel administration, administration	1
Sales	8
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	2
Maintenance/repairs	3
Other area	5
Student	17
Other not gainfully employed	2
	_
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	
head of an authority etc.	10
Area manager, works manager, plant manager,	
branch manager, head of public office	12
Department head, group head, team leader	16
Other salaried staff, civil servant,	10
	2-
skilled worker	27
Lecturer, teacher	4
Trainee	2
Other position	
Student	17
Other not gainfully employed	2
Economic sector	%
	11
Power industry	
Environmental management	2
Manufacturing sector	40
Building trade	4
Skilled trades	3
Trade	- 6
Telecommunication	2
Services provided by companies and	
freelancers	17
Authority/public services	5
Research institutes, industrial research	ġ
	2
Investor, financing	2
Other sectors	
Student	17
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
	-70
5- 9 4 1 000 and more	28
10- 49 13 Student	17
EQ 100 1C Other set set fully	

Other not gainfully	16	50-199	
employed	9	200- 499	
ler & Partner, Basel	by: Wiss	Conducted	

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

21

12 17 2

In an advisory capacity

Other not gainfully employed

No

Student

11

2

Energy ----- Hannover Messe

Trade visitors' profile

633*)	Area of responsibility
0.40/-	Management Research/development/design
94%	Manufacturing, production, quality control
62	Buying/procurement
	Finance/accounting, controlling
8	Information and communication technolog
8	Personnel administration, administration
10	Sales
5	Marketing, advertising, PR
2	Logistics: storage, material management,
	transport
ia 1	Maintenance/repairs
	Other area
	Student
	Other not gainfully employed
2	
	Position in the company/organisation
	Entrepreneur, co-owner, freelancer
	Managing director, board member,
38	head of an authority etc.
	Area manager, works manager, plant mana
	branch manager, head of public office
	Department head, group head, team leade
	Other salaried staff, civil servant,
	skilled worker
	Lecturer, teacher
	Trainee
	Other position
1	Student
0/	Other not gainfully employed
	Economic sector
	Power industry
	Environmental management
	Manufacturing sector
57	Building trade
0/2	Skilled trades
	Trade
	Telecommunication
	Services provided by companies and
	freelancers
	Authority/public services
	Research institutes, industrial research
%	Investor, financing
	Other sectors
	Student
42	Other not gainfully employed
3 days	Size of company/organisation:
-	Number of employees:
	1- 4 7 500-999
	5- 9 6 1 000 and more
	10- 49 16 Student
	50- 199 16 Other not gainfully
	200- 499 10 employed
	Conducted by: Wissler & Partner, Basel
3	
	94% 62 8 8 10 5 2 ia 1 3 5 3 2 38 47 10 2 4 6 4 7 10 2 4 6 4 7 10 2 4 6 4 7 10 2 3 8 47 10 2 3 3 5 3 2 3 3 5 3 2 3 3 5 3 2 3 3 5 3 2 3 5 3 2 3 5 3 2 3 5 3 2 3 5 3 2 3 5 3 2 3 5 3 2 3 5 3 2 3 5 3 2 5 3 2 5 3 2 5 3 2 5 3 2 5 3 2 5 3 2 5 3 2 5 3 2 5 5 3 2 5 5 3 2 5 5 3 2 5 5 3 2 5 5 5 3 2 5 5 5 3 2 5 5 5 3 2 5 5 5 5 3 2 5 5 5 5 5 5 5 5 5 5 5 5 5

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

Industrial Automation ------> Hannover Messe

.

.

Trade visitors' profile

%	Visitors (number of entries) 149 7	793*)
16 18	Proportion of trade visitors	96 %
10 3 1	Germany (total) of which	62
2	Nielsen 1 38 Nielsen 4	10
1	Bremen 2 Bavaria	10
12	Hamburg 4 Nielsen 5+6	8
4	Lower Saxony 30 Berlin	5
	Schleswig-Holstein 2 Brandenburg	1
1	Nielsen 2 21 Mecklenburg-	
5	North Rhine-Westph. 21 West Pommerani	
7	Nielsen 3a 9 Saxony-Anhalt	2
18	Hesse 7 <u>Nielsen 7</u>	4
3	Rhineland-Palatinate 2 Saxony	3
0/	Saarland - Thuringia	2
% 11	Nielsen 3b 11 Baden-Württemb. 11	
12	Foreign (total)	38
12	of which EU	46
12	Other european countries	46
15	Africa	2
24	North America	5
2	South and Central America	6
2	Middle East	3
1.1	South-, East-, Central Asia	28
18	Australia	1
3		
	Distance to home	%
%	up to 50 km	10
29	more than 50 km up to 100 km	8
3 31	more than 100 km up to 300 km over 300 km	24 58
5		20
3	Countries with the highest visitor shares	%
7	China, People's Republic	10
3	India	7
	Netherlands	7
10	Poland	5
4	Denmark	4
6	Froquency of visits to trade fair	%
2 1	Frequency of visits to trade fair Previous event	% 29
18	Earlier events	48
3	First visit	40
	Average length of stay 1,8	days
% 6	Influence on purchasing/procurement	
20	decisions	%
18	Decisively	22
	Collectively	27
3	In an advisory capacity	19
-	No	13
	Student	18
	Other not gainfully employed	1

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

	responsibili	ity	
Manage			
	h/developme		
		uction, quality con	trol
	procurement		
	/accounting,		
		munication techno	
	iel administra	ntion, administratio	on
Sales			
	ng, advertisir		
		aterial manageme	nt,
transpo			
	nance/repairs		
Other a			
Student			
Other n	ot gainfully e	mployed	
		pany/organisatio	n
		ner, freelancer	
		oard member,	
	an authority		
		manager, plant m	anager,
		ad of public office	
		oup head, team le	ader
	alaried staff, o	civil servant,	
skilled v			
	r, teacher		
Trainee Other p	ocition		
Student			
	ot gainfully ei	mployed	
Othern	ot gaintuity ei	mpioyed	
	nic sector		
Power i			
	mental mana		
	cturing secto	r	
Building			
Skilled t	laues		
Trade	munication		
	nmunication	companies and	
freeland		companies and	
	ers ty/public serv	icoc	
		ndustrial research	
	n institutes, i r. financing	nuustridi research	
Other se			
Student			
	ot gainfully ei	mployed	
	or gaining el	inpioyeu	

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

Conducted by: Wissler & Partner, Basel

Industrial Supply

Trade visitors' profile

%

Δ

Δ

%

%

%

visitors (number of entries	s) 83 813*)
Proportion of trade visitor	s 97%
Germany (total) of which	57
	lielsen 4 8
	avaria 8
	lielsen 5+6 9
	erlin 4
	randenburg 1
	lecklenburg-
	Vest Pommerania -
	axony-Anhalt 3
	lielsen 7 5
	axony 3
	huringia 2
Nielsen 3b 10	nunnyia 2
Baden-Württemb. 10	
Sauen-wurttennb. 10	
F oreign (total) of which	43
EU	50
Other european c	ountries 8
North America	4
South and Centra	l America 5
Middle East	4
South-, East-, Cer	ntral Asia 27
Other countries	3
Distance to home	%
up to 50 km	9
nore than 50 km up to 100 k	.m 8
more than 100 km up to 300	km 24
over 300 km	60
Countries with the highest	
China, People's Republic	10
Vetherlands	8
ndia	7
Poland	7
taly	4
Frequency of visits to trade	
Previous event	30
Earlier events	47
First visit	45
Average length of stay	2,0 days
nfluence on purchasing/pi	
decisions	%
Decisively	28
Collectively	26
n an advisory capacity	18
No.	11
No	
vo Student Other not gainfully employed	16

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

17

19

12

Conducted by: Wissler & Partner, Basel

Student

employed

16

2

Other not gainfully

10- 49

50-199

200-499

MDA – Motion, Drive & Automation ------ Hannover Messe

Area of responsibility

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries) 90	723*)
Management Research/development/design Manufacturing, production, quality control	16 17 15	Proportion of trade visitors	96 %
Buying/procurement Finance/accounting, controlling	8	Germany (total) of which	59
Information and communication technology	2	Nielsen 1 37 Nielsen 4	10
Personnel administration, administration	1	Bremen 2 Bavaria	10
Sales	11	Hamburg 3 Nielsen 5+6	7
Marketing, advertising, PR	4	Lower Saxony 30 Berlin	3
Logistics: storage, material management,		Schleswig-Holstein 2 Brandenburg	1
transport	2	Nielsen 2 22 Mecklenburg-	
Maintenance/repairs	3	North Rhine-Westph. 22 West Pommerar	nia 1
Other area	4	Nielsen 3a 10 Saxony-Anhalt	2
Student	16	Hesse 7 <u>Nielsen 7</u>	5
Other not gainfully employed	2	Rhineland-Palatinate 3 Saxony	3
		Saarland - Thuringia	2
Position in the company/organisation	%	Nielsen 3b 10	
Entrepreneur, co-owner, freelancer	12	Baden-Württemb. 10	
Managing director, board member, head of an authority etc.	14	Foreign (total)	41
Area manager, works manager, plant manager,	14	Foreign (total) of which	41
branch manager, head of public office	12	EU	47
Department head, group head, team leader	14	Other european countries	10
Other salaried staff, civil servant,	17	North America	5
skilled worker	27	South and Central America	5
Lecturer, teacher	2	South-, East-, Central Asia	28
Trainee	2	Africa	1
Other position	1	Middle East	3
Student	16	Australia	1
Other not gainfully employed	2	mi a cal	
Economic sector	%	Distance to home up to 50 km	% 10
Power industry	10	more than 50 km up to 100 km	
Environmental management	2	more than 100 km up to 300 km	22
Manufacturing sector	47	over 300 km	61
Building trade	6		
Skilled trades	3	Countries with the highest visitor shares	s %
Trade	10	Netherlands	6
Telecommunication	2	India	7
Services provided by companies and		China, People's Republic	10
freelancers	12	Poland	5
Authority/public services	3	Denmark	4
Research institutes, industrial research	6	Execution of visits to trade fair	%
Investor, financing Other sectors	2 2	Frequency of visits to trade fair Previous event	30
Student	16	Earlier events	52
Other not gainfully employed	2	First visit	41
Size of company/organisation:		Average length of stay 1,	9 days
Number of employees:	%	,	s aays
1- 4 5 500-999	6	Influence on purchasing/procurement	
5- 9 5 1 000 and more	17	decisions	%

visitors (number of entries) 50	125)	Area or responsibility
Proportion of trade visitors	96%	Management Research (development (design
Proportion of trade visitors	90%	Research/development/design Manufacturing, production, quality control
Germany (total)	59	Buying/procurement
of which		Finance/accounting, controlling
Nielsen 1 37 Nielsen 4	10	Information and communication technology
Bremen 2 Bavaria	10	Personnel administration, administration
Hamburg 3 Nielsen 5+6	7	Sales
Lower Saxony 30 Berlin	3	Marketing, advertising, PR
Schleswig-Holstein 2 Brandenburg	1	Logistics: storage, material management,
Nielsen 2 22 Mecklenburg-		transport
North Rhine-Westph. 22 West Pommerani	ia 1	Maintenance/repairs
Nielsen 3a 10 Saxony-Anhalt	2	Other area
Hesse 7 Nielsen 7	5	Student
Rhineland-Palatinate 3 Saxony	3	Other not gainfully employed
Saarland - Thuringia	2	
Nielsen 3b 10		Position in the company/organisation
Baden-Württemb. 10		Entrepreneur, co-owner, freelancer
		Managing director, board member,
Foreign (total)	41	head of an authority etc.
of which		Area manager, works manager, plant manager
EU	47	branch manager, head of public office
Other european countries	10	Department head, group head, team leader
North America	5	Other salaried staff, civil servant,
South and Central America	5	skilled worker
South-, East-, Central Asia	28	Lecturer, teacher
Africa	1	Trainee
Middle East	3	Other position
Australia	1	Student
Distance to home	%	Other not gainfully employed
Distance to home up to 50 km	⁷⁰ 10	Economic sector
more than 50 km up to 100 km	8	Power industry
more than 100 km up to 300 km	22	Environmental management
over 300 km	61	Manufacturing sector
	01	Building trade
Countries with the highest visitor shares	%	Skilled trades
Netherlands	6	Trade
India	7	Telecommunication
China, People's Republic	10	Services provided by companies and
Poland	5	freelancers
Denmark	4	Authority/public services
b criman		Research institutes, industrial research
Frequency of visits to trade fair	%	Investor, financing
Previous event	30	Other sectors
Earlier events	52	Student
First visit	41	Other not gainfully employed
Average length of stay 1,9	days	Size of company/organisation:
	aays	Number of employees:
Influence on purchasing/procurement		1- 4 6 500-999
decisions	%	5-961000 and more
Decisively	24	10- 49 16 Student
Collectively	29	50- 199 18 Other not gainfully
In an advisory capacity	17	200- 499 10 employed

11

18

2

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

permitted.

Other not gainfully employed

No

Student

Research & Technolog	y> Hannover Messe
----------------------	-------------------

Trade visitors' profile

% 15

21

13

5

13

3

4

3

18

2 %

10

12

13

16

25

2

3

18

2 %

10

2 46

5

3

10

2

10

3

7

2 18

2

%

6

19

18

2

No

Conducted by: Wissler & Partner, Basel

Visitors (number of e		(3)	54 612*)
Proportion of trade v	/isit	ors	95%
Germany (total)			67
of which	40	Mitches A	_
Nielsen 1	43	Nielsen 4	7
Bremen	4	Bavaria	7
Hamburg	4	Nielsen 5+6	7
Lower Saxony	33	Berlin	4
Schleswig-Holstein	3	Brandenburg	1
Nielsen 2	22	Mecklenburg	
North Rhine-Westph.	22	West Pomme	
Nielsen 3a	8	Saxony-Anha	lt 2 5 3 2
Hesse	7	Nielsen 7	5
Rhineland-Palatinate	1	Saxony	5
Saarland	1	Thuringia	2
Nielsen 3b Baden-Württemb.	8 8		
bauen-wurttennb.	0		
Foreign (total) of which			33
EU			52
Other euro	noar	countries	92
North Ame		reountries	6
		ral America	5
		entral Asia	24
Other coun			4
Distance to home			%
up to 50 km			13
more than 50 km up to	b 100) km	9
more than 100 km up			25
over 300 km			53
Countries with the h	ighe	st visitor sha	res %
Netherlands			11
India			8
China, People's Repub	olic		8
Poland			6
France			5
Frequency of visits to	o tra	ide fair	%
Previous event			34
Earlier events			47
First visit			43
Average length of st	ay		1,8 days
Influence on purchas	ing	procurement	
decisions			%
Decisively			18
Collectively			24
In an advisory capacity	y		20
No			11

Student 24 Other not gainfully employed 3 *) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

11

Area of responsibility	%
Management	9
Research/development/design	32
Manufacturing, production, quality control	10
Buying/procurement	2
inance/accounting, controlling	1
nformation and communication technology	3
Personnel administration, administration	1
Sales	6
Marketing, advertising, PR	3
.ogistics: storage, material management,	
ransport	1
Maintenance/repairs	2
Other area	4
Student	24
Other not gainfully employed	3
a na a na an	~
Position in the company/organisation	%
ntrepreneur, co-owner, freelancer	10
Managing director, board member,	~
nead of an authority etc.	9
Area manager, works manager, plant manager,	~
pranch manager, head of public office	8
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	27
	4
ecturer, teacher	
Frainee	2
Other position Student	24
Other not gainfully employed	24
other not gaintury employed	5
Economic sector	%
Power industry	10
Environmental management	3
Manufacturing sector	35
Building trade	3
Skilled trades	2
Frade	5
Felecommunication	3
Company and freelancer services	11
Authority/public services	5
Research institutes, industrial research	14
nvestor, financing	1
Other sectors	2
Student	24
Other not gainfully employed	3

1- 4	6	500 - 999
5-9	5	1 000 and more
10- 49	11	Student
50-199	14	Other not gainfully
200- 499	10	employed

%

7

20

24

infa ----- Hannover

Private visitors' profile

		ies)	168 559
Proportion of private visitors			98 %
Germany (total) of which			100
Nielsen 1	91	Nielsen 4	
Bremen	-	Bavaria	_
Hamburg	-	Nielsen 5+6	2
Lower Saxony	90	Berlin	
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	5		
North Rhine-Westph.		West Pommer	ania -
Nielsen 3a	1	Saxony-Anhal	
Hesse	-	Nielsen 7	1
Rhineland-Palatinate	-	Saxony	
Saarland	-	Thuringia	1
Nielsen 3b	-	J	
Baden-Württemb.	-		
Distance to home			%
up to 50 km			64
nore than 50 km up to	o 10	0 km	22
nore than 100 km up	to 3	00 km	12
over 300 km			2
Frequency of visits t	o tra	ade fair	%
Previous event	•		49
Earlier events			74
First visit			14
Sex			%
Male			21
Female			79
Size of household			%
1 person			16
2 persons			45
3 persons			17
4 persons			15
5 persons and more			8
Age			%
			6
			15
up to 20 years	5		
up to 20 years over 20 up to 30 years	5		14
up to 20 years over 20 up to 30 years over 30 up to 40 years	5		
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	5		18
up to 20 years over 20 up to 30 years over 30 up to 40 years	5		14 18 26 15

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	2
Department head, group head, team leader	7
Other salaried staff, civil servant,	
skilled worker	37
Lecturer, teacher	3
Trainee	3
Other position Student	8 5
Housewife/man	7
Old-age pensioner	19
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	~ ~
yes	91
no maybe	3
inaybe	
Follow-up business	%
Intend to buy at later date	27
yes no	27
maybe	46
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	
orschung enish, bortanuna	

Trade visitors' profile

Visitors (number of entries)	7 075
Proportion of trade visitors	99 %
Germany (total)	89
of which Nielsen 1 55 Nielsen	4 4
Bremen 3 Bavaria	
Hamburg 8 Nielsen	
Lower Saxony 40 Berlin	5 5
Schleswig-Holstein 5 Brander	
Nielsen 2 14 Meckler	
	mmerania 1
Nielsen 3a 6 Saxony-	
Hesse 4 Nielsen	
Rhineland-Palatinate 1 Saxony	
Saarland - Thuring	ia -
Nielsen 3b 4	
Baden-Württemb. 4	
Foreign (total) of which	11
EU	51
Other european countrie	es 18
Africa	1
North America	4
South and Central Amer	
Middle East	. 5
South-, East-, Central As Australia	sia 20 -
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km more than 100 km up to 300 km	14
	37
over 300 km	29
Countries with the highest visito	
United Kingdom	17
Switzerland	8
Austria Taiwan	7
Turkey	6
Тиксу	0
Frequency of visits to trade fair Previous event	% 24
Earlier events	33
First visit	58
Average length of stay	1,2 days
Influence on purchasing/procure	
decisions	%
Decisively	11
Collectively	33
In an advisory capacity	19
No	8
Student	28
Other not gainfully employed	1

Area of responsibility	%
Management	
Research/development/design	3
Manufacturing, production, quality control	-
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	1
Student	2
Other not gainfully employed	
5 7 7 7	_
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manager, branch manager, head of public office	
Department head, group head, team leader	1
Other salaried staff, civil servant,	1
skilled worker	3
Lecturer, teacher	
Trainee	
Other position	
Student	2
Other not gainfully employed	
Economic sector	9
Bio-technology, Life-Sciences	2
Chemical industry	
Pharmaceuticals industry	
Plastics industry	
Medical technology	
Environmental technology	
Foodstuff industry	
Cosmetics industry	
Trade	
Service	1
Research institut	
University/college Other sectors	
Student	2
Other not gainfully employed	2
outer not guintary employed	
Size of company/organisation:	
Number of employees:	0

		ganisation:	
Number of	employ	ees:	%
1- 4	4	500 - 999	6
5-9	4	1 000 and more	22
10- 49	14	Student	28
50-199	13	Other not gainfully	
200- 499	8	employed	1
Conducted und Sozialf		x Gesellschaft für Marl g, Köln	kt-

LIGNA

Trade visitors' profile

isitors (number of e	enun	ies)	92 881	
Proportion of trade v	visit	ors	96 %	
Germany (total)			52	
of which	20	Nielson 4	9	
lielsen 1	39	Nielsen 4		
Iremen	1	Bavaria	9 7	
lamburg	3			
ower Saxony		Berlin	2	
chleswig-Holstein	3		1	
lielsen 2	26	Mecklenburg-		
lielsen 3a	8	Saxony-Anhalt	2	
lesse	6	Nielsen 7	4	
thineland-Palatinate	2	Saxony	2	
aarland		Thuringia	2	
lielsen 3b	8			
aden-Württemb.	8			
oreign (total) If which			48	
EU			54	
Other euro	002	countries	12	
Africa	pear	rcountries	3	
North Ame	rica		7	
		tral America	6	
Middle Eas		Indi Allienca	3	
		Control Acia	13	
Australia	st-, C	Central Asia	4	
Distance to home			%	
nore than 50 km up to	o 10	0 km	8	
nore than 100 km up	to 3	00 km	22	
over 300 km			63	
Countries with the h	ighe	est visitor share	s %	
rance			6	
Austria			5	
lelgium			4	
weden			4	
Inited States of Amer	ica		4	
requency of visits to	o tra	de fair	%	
revious event			40	
arlier events			49	
irst visit			42	
Average length of st	ay	1	,9 days	
nfluence on purchas	sina	/procurement		
lecisions			%	
			37	
Pecisively			21	
Decisively Collectively				
Collectively	v			
Collectively n an advisory capacity	у		16	
Collectively	y			



10- 49

50-199

200-499

21

9

24

Pferd & Jagd ------> Hannover

Private visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management	26 11	Dreportion of private visitors
Research/development/design Manufacturing, production, quality control	32	Proportion of private visitors
Buying/procurement	3	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology	1	Nielsen 1 81 Niels
Personnel administration, administration	1	Bremen 2 Baya
Sales	10	Hamburg 1 Niels
Marketing, advertising, PR	2	Lower Saxony 76 Berli
Logistics: storage, material management,		Schleswig-Holstein 3 Bran
transport	1	Nielsen 2 9 Mec
Maintenance/repairs	3	North Rhine-Westph. 9 West
Other area	2	Nielsen 3a 3 Saxo
Student	8	Hesse 3 Niels
Other not gainfully employed	1	Rhineland-Palatinate - Saxo
		Saarland - Thur
Position in the company/organisation	%	Nielsen 3b -
Entrepreneur, co-owner, freelancer	23	Baden-Württemb
Managing director, board member,		
head of an authority etc.	14	Foreign (total)
Area manager, works manager, plant manager,		
branch manager, head of public office	11	Distance to home
Department head, group head, team leader	13	up to 50 km
Other salaried staff, civil servant,		more than 50 km up to 100 km
skilled worker	21	more than 100 km up to 300 km
Lecturer, teacher	3	over 300 km
Trainee	6	
Other position	-	Frequency of visits to trade fa
Student	8	Previous event
Other not gainfully employed	1	Earlier events
	%	First visit
Economic sector	% 9	Sex
Agriculture and forestry	9 14	Male
Raw materials and production goods industry	14	Female
Investment goods industry Consumer goods industry	12	rendle
Other processing industry	12	Size of household
Building trade	10	1 person
Skilled trades	24	2 persons
Power industry	3	3 persons
Trade	10	4 persons
Service	6	5 persons and more
Authority/public services	4	
Other sectors	1	Age
Student	8	up to 20 years
Other not gainfully employed	1	over 20 up to 30 years
other not gainfully employed	<u> </u>	over 30 up to 40 years
Size of company/organisation:		over 40 up to 50 years
Number of employees:	%	over 50 up to 60 years
1- 4 14 500-999	5	over 60 up to 70 years
5- 9 11 1 000 and more	8	over 70 years
40 40 24 0 1		

itors (number of e	entri	ies)	95 470
oportion of privat	e vis	itors	94 %
rmany (total) which			99
elsen 1 mburg wer Saxony hleswig-Holstein elsen 2 rth Rhine-Westph. elsen 3a sse	81 2 1 76 3 9 9 3 3	Nielsen 4 Bavaria Nielsen 5+6 Berlin Brandenburg Mecklenburg- West Pommera Saxony-Anhalt Nielsen 7	1 5 1 1 1 1 2 1
ineland-Palatinate arland <u>elsen 3b</u> den-Württemb.	-	Saxony Thuringia	-
reign (total)			1
stance to home to 50 km pre than 50 km up to pre than 100 km up er 300 km			% 31 30 34 5
equency of visits t evious event rlier events st visit	o tra	ade fair	% 50 69 20
x ile male			% 30 70
ee of household leerson leersons leersons leersons leersons and more			% 12 36 19 22 11
e to 20 years er 20 up to 30 years er 30 up to 40 years er 40 up to 50 years er 50 up to 60 years er 60 up to 70 years er 70 years			% 20 26 14 16 15 6 3

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	6
Other salaried staff, civil servant.	
skilled worker	31
Lecturer, teacher	
Trainee	5
Other position	5
Student	3 5 5 20
Housewife/man	3
Old-age pensioner	3 7
Other not gainfully employed	4
at the exhibition yes no	88 5 8
maybe	8
Follow-up business Intend to buy at later date	%
yes	36
no	24
maybe	40
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of	ent	ries)	15 17	2
Proportion of trade	vis	tors	909	%
Germany (total)			7	7
of which				_
Nielsen 1	59	Nielsen 4		5
Bremen	4	Bavaria		5
Hamburg	12 14	Nielsen 5+6 Berlin	1	2
Lower Saxony Schleswig-Holstein	14 29			3 3
Nielsen 2	10	Mecklenburg-		2
North Rhine-Westph.		West Pommera	ania	5
Nielsen 3a	5	Saxony-Anhalt	anna	1
Hesse	3	Nielsen 7		5
Rhineland-Palatinate	2	Saxony		4
Saarland	1	Thuringia		1
Nielsen 3b	4	- J -		
Baden-Württemb.	4			
Foreign (total)			2	3
of which EU			-	1
	noo	n countries		2
		Central Asia		3
Other cour				4
Distance to home			c	%
up to 50 km			1	6
more than 50 km up			1	1
more than 100 km u	p to	300 km		8
over 300 km			4	6
Countries with the	higł	est visitor sha		%
Denmark			3	1
United Kingdom				8
Frequency of visits	to e	exhibition		%
Previous event				-7
Earlier events First visit				7 3
FIRST VISIT			3	3
Average length of s	stay	1	,8 day	/S
Influence on purcha	sing	g/procurement		
decisions				%
Decisively				9
Collectively In an advisory capaci	tu.			4 4
In an advisory capaci No	ιy			7
Student				4
Other not gainfully e	mple	oved		1
Strict not guindily el	npit			1

A	0/
Area of responsibility	%
Management	27
Research/development/design	13
Manufacturing, production, quality control	17
Buying/procurement	9
Finance/accounting, controlling	8
Information and communication technology	7
Personnel administration, administration	5
Sales	6
Marketing, advertising, PR	12
Logistics: storage, material management,	
transport	6
Maintenance/repairs	7
Other area	9
Student	4
Other not gainfully employed	1
Other not gainfully employed	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	13
	15
Managing director, board member,	
head of an authority etc.	18
Area manager, works manager, plant manage	
branch manager, head of public office	13
Department head, group head, team leader	18
Other salaried staff, civil servant,	
skilled worker	27
	2
Lecturer, teacher	
Trainee	1
Other position	2
Student	4
Other not gainfully employed	1
	~
Economic sector	%
Economic sector Manufacturing machines of wind installations	1
Manufacturing machines of wind installations and components	1
Manufacturing machines of wind installations and components Manufacture of wind installations and	8
Manufacturing machines of wind installations and components Manufacture of wind installations and components	8
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation	8 18 3
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services	8 18 3 11
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics	8 18 3 11 5
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services	8 18 3 11 5 16
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics	8 18 3 11 5
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance	8 18 3 11 5 16 8
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts	8 18 3 11 5 16 8 2
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts Operator, operating companies	8 18 3 11 5 16 8 2 6
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts Operator, operating companies Provider, municipal utilities, network operator	8 18 3 11 5 16 8 2 6 3
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts Operator, operating companies Provider, municipal utilities, network operator Public administration	8 18 3 11 5 16 8 2 6 3 1
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts Operator, operating companies Provider, municipal utilities, network operator Public administration Energy trade	8 18 3 11 5 16 8 2 6 3 1 2
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts Operator, operating companies Provider, municipal utilities, network operator Public administration	8 18 3 11 5 16 8 2 6 3 1 2 5
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts Operator, operating companies Provider, municipal utilities, network operator Public administration Energy trade	8 18 3 11 5 16 8 2 6 3 1 2
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts Operator, operating companies Provider, municipal utilities, network operator Public administration Energy trade Insurance and finance sector Research and development	8 18 3 11 5 16 8 2 6 3 1 2 5
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts Operator, operating companies Provider, municipal utilities, network operator Public administration Energy trade Insurance and finance sector Research and development Human resource management, training and	8 18 3 11 5 16 8 2 6 3 1 2 5 5
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts Operator, operating companies Provider, municipal utilities, network operator Public administration Energy trade Insurance and finance sector Research and development Human resource management, training and further training	8 18 3 11 5 16 8 2 6 3 1 2 5 5 3
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts Operator, operating companies Provider, municipal utilities, network operator Public administration Energy trade Insurance and finance sector Research and development Human resource management, training and further training Media	8 18 3 11 5 16 8 2 6 3 1 2 5 5 3 2
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts Operator, operating companies Provider, municipal utilities, network operator Public administration Energy trade Insurance and finance sector Research and development Human resource management, training and further training Media Other sectors	8 18 3 11 5 16 8 2 6 3 1 2 5 5 3 2 12
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts Operator, operating companies Provider, municipal utilities, network operator Public administration Energy trade Insurance and finance sector Research and development Human resource management, training and further training Media Other sectors Student	8 18 3 11 5 16 8 2 6 3 1 2 5 5 3 2 12 4
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts Operator, operating companies Provider, municipal utilities, network operator Public administration Energy trade Insurance and finance sector Research and development Human resource management, training and further training Media Other sectors	8 18 3 11 5 16 8 2 6 3 1 2 5 5 3 2 12
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts Operator, operating companies Provider, municipal utilities, network operator Public administration Energy trade Insurance and finance sector Research and development Human resource management, training and further training Media Other sectors Student Other not gainfully employed	8 18 3 11 5 16 8 2 6 3 1 2 5 5 3 2 12 4
Manufacturing machines of wind installations and components Manufacture of wind installations and components Systems integration, installation Technical services Offshore Logistics Planner, engineering office Operations and maintenance Lawyers, technical experts Operator, operating companies Provider, municipal utilities, network operator Public administration Energy trade Insurance and finance sector Research and development Human resource management, training and further training Media Other sectors Student	8 18 3 11 5 16 8 2 6 3 1 2 5 5 3 2 12 4

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

Conducted by: Wissler & Partner, Basel

Student

employed

Other not gainfully

8

1

5

19

4

Trade visitors' profile

Proportion of trade	visit	ors	84%	
Germany (total)			100	
of which	~~			
Nielsen 1	99			
Bremen	- 2	Bavaria		
Hamburg	4	Nielsen 5+6		
Lower Saxony	1	Berlin	1.1	
Schleswig-Holstein	94 1	Brandenburg		
Nielsen 2		meeniourg		
North Rhine-Westph.	1	West Pommeran	ia -	
Nielsen 3a	-	Saxony-Anhalt	1.1	
Hessen	-	Nielsen 7		
Rhineland-Palatinate	-	Saxony		
Saarland	-	Thuringia	1.1	
Nielsen 3b	- 7			
Baden-Württemberg	- 7			
Distance to home			0/	
Distance to home			% 71	
up to 50 km	o 10	0 km	71	
up to 50 km more than 50 km up t			71 16	
up to 50 km			71 16 11	
up to 50 km more than 50 km up t more than 100 km up	to 3	00 km	71 16 11 1	
up to 50 km more than 50 km up t more than 100 km up over 300 km	to 3	00 km	71 16 11 1	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t	to 3	00 km	71 16 11 1 % 25	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event	to 3	00 km	71 16 11 1 % 25 63	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events	to 3	00 km ade fair	71 16 11 1 % 25 63 12	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purcha	to 3 to tra tay	00 km ade fair 1,3	71 16 11 1 25 63 12 8 days	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Average length of st	to 3 to tra tay	00 km ade fair 1,3	71 16 11 1 25 63 12 8 days	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purcha decisions Decisively	to 3 to tra tay	00 km ade fair 1,3	71 16 11 25 63 12 64 8 days 36	
up to 50 km more than 50 km up t more than 50 km up over 300 km Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purcha decisions	to 3 to tra tay	00 km ade fair 1,3	71 16 11 25 63 12 64 8 days 36	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purcha decisions Decisively	to 3 to tra tay sing	00 km ade fair 1,3	71 16 11 25 63 12 8 days 8 days 36 25 12	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purcha decisions Decisively Collectively	to 3 to tra tay sing	00 km ade fair 1,3	% 711 16 111 1 % 255 63 12 5 63 12 25 63 12 22 22	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purcha decisions Decisively Collectively In an advisory capacit	to 3 to tra tay sing	00 km ade fair 1,3	71 16 11 25 63 12 8 days 8 days 36 25 12	

Area of responsibility	%
Management	20
Research/development/design	11
Manufacturing, production, quality control	
Buying/procurement	11
Finance/accounting, controlling	5
Information and communication technolo	
Personnel administration, administration	9 4
Sales Marketing advartising PR	4
Marketing, advertising, PR Logistics: storage, material management,	-
transport	′ 7
Maintenance/repairs	4
Other area	3
Student	3
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	33
Managing director, board member,	
head of an authority etc.	8
Area manager, works manager, plant man	
branch manager, head of public office	7 or 11
Department head, group head, team lead Other salaried staff, civil servant,	er 11
skilled worker	29
Lecturer, teacher	29
Trainee	4
Other position	
Student	2 3
Other not gainfully employed	2
Economic sector	%
Communal catering	10
Bakery, butcher	2
Hotel	12
Restaurants, cafés	42
Bars, pubs	17
Other sectors	12
Student	3 2
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4 20 500-999	
5- 9 19 1 000 and more	92 e2
10- 49 29 Studen	
50- 199 8 Other not gainfull	y
200- 400 A employee	

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

employed

Ń/A

2

11

4

200-499

LEARNTEC ------ Karlsruhe

Trade visitors' profile

Visitors (number of e	ntri	es)	7 988
Proportion of trade vi	isito	ors	98 %
Germany (total)			89
of which	~		
Nielsen 1	8	Nielsen 4	11
Bremen	-	Bavaria	11
Hamburg	3	Nielsen 5+6	5
Lower Saxony	3	Berlin	4
Schleswig-Holstein	2	Brandenburg	1
	15	Mecklenburg-	
	15 19	West Pommerani	la ·
Nielsen 3a Hesse		Saxony-Anhalt	
	9	Nielsen 7	2
Rhineland-Palatinate Saarland	9 2	Saxony	1
	2 41	Thuringia	
	41 41		
Foreign (total)			11
of which			
EU			58
Other europ	bean	countries	42
Distance to home			%
up to 50 km			17
more than 50 km up to	100	km	16
more than 100 km up to	o 30	10 km	30
over 300 km			37
Countries with the high	ghe	st visitor shares	%
Switzerland			40
Austria			25
Frequency of visits to	o tra	de fair	%
Previous event			19
Earlier events			27
First visit			64
Average length of sta	ay	1,4	days
Influence on purchasi	ing/	procurement	
decisions			%
Decisively			18
Collectively			41
In an advisory capacity			28
No			6
Student			e
Other was a start of the second			

Other not gainfully employed

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

Maintenance/repairs Other area Training/further training Training, education EDP Student Other not qainfully employed	
Position in the company/orga	
Entrepreneur, co-owner, freelar	
Managing director, board mem	ber,
head of an authority etc.	
Area manager, works manager, branch manager, head of public	
Department head, group head,	
Other salaried staff, civil servan	
skilled worker	C ₁
Lecturer, teacher	
Trainee	
Other position	
scientific employee	
Student	
Other not gainfully employed	
Economic sector	
Educational facility	
Research/teaching	
Public authority/administration	
Industry	
Trade/sales	
Banks, insurance companies	
Transport, tourism, hotel sector	
Medicine	
Association	
Publishing house	
Consulting	
IT, software	
Training	
Multimedia	
Service	
Other sectors	
Student	
Other not gainfully employed	
Size of company/organisation	1:
Number of employees:	
1- 4 11	500 - 999

Number of	femploy	ees:	%
1- 4	11	500 - 999	7
5-9	6	1 000 and more	30
10- 49	13	Student	6
50-199	17	Other not gainfully	
200- 499	10	employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

% 10

Δ 2

3

NUFAM

Trade visitors' profile

3

5 6 1

% 14

4

8

14

28

15 2 4

> 6 6

1

% 28

5

5

9

6 1

Visitors (number of entries) 22			2 094
Proportion of trade	visit	ors	79 %
Germany (total) of which			95
Nielsen 1	2	Nielsen 4	6
Bremen	-	Bavaria	6
Hamburg	-	Nielsen 5+6	1
Lower Saxony	1	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	2	Mecklenburg-	
North Rhine-Westph.			ia -
Nielsen 3a	20		-
Hesse	4		1
Rhineland-Palatinate		Saxony	
Saarland	2	Thuringia	
Nielsen 3b	68		
Baden-Württemb.	68		
Foreign (total) of which			5
EU			80
Other euro	pea	n countries	21
Distance to barra			%
Distance to home up to 50 km			% 42
	a 10	0.1.00	23
more than 50 km up t more than 100 km up	010	UKIII	
	to 2	00 km	
over 300 km	to 3	00 km	25 11
over 300 km	to 3		11
	to 3		11
over 300 km The country with th France Frequency of visits 1	to 3 e hig	hest visitor share	11 e % 41
over 300 km The country with th	to 3 e hig	hest visitor share	11 e % 41
over 300 km The country with th France Frequency of visits 1	to 3 e hig	hest visitor share	11 e % 41 %
over 300 km The country with th France Frequency of visits the Previous event	to 3 e hig	hest visitor share	11 e % 41 % 38
over 300 km The country with th France Frequency of visits to Previous event Earlier events	to 3 e hig to tra	yhest visitor sharo ade fair	11 e % 41 % 38 17
over 300 km The country with th France Frequency of visits t Previous event Earlier events First visit	to 3 e hig to tra tay	phest visitor share ade fair 1,1	11 e % 41 % 38 17 52
over 300 km The country with th France Frequency of visits to Previous event Earlier events First visit Average length of s	to 3 e hig to tra tay	phest visitor share ade fair 1,1	11 e % 41 % 38 17 52
over 300 km The country with th France Frequency of visits the Previous event Earlier events First visit Average length of so Influence on purcha	to 3 e hig to tra tay	phest visitor share ade fair 1,1	11 e % 41 % 38 17 52 days
over 300 km The country with th France Frequency of visits t Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	to 3 e hig to tra tay sing	phest visitor share ade fair 1,1	11 e % 41 % 38 17 52 days %
over 300 km The country with th France Frequency of visits t Frequency of visits t Frevious event Earlier events First visit Average length of s Influence on purcha decisions Decisively	to 3 e hig to tra tay sing	phest visitor share ade fair 1,1	11 e % 41 % 38 17 52 days % 21 32
over 300 km The country with th France Frequency of visits t Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	to 3 e hig to tra tay sing	phest visitor share ade fair 1,1	11 e % 41 % 38 17 52 days % 21
over 300 km The country with th France Frequency of visits t Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively In an advisory capacit	to 3 e hig to tra tay sing	phest visitor share ade fair 1,1 /procurement	11 e % 41 % 38 17 52 days % 21 32 20

REHAB — Karlsruhe

15 055

Trade visitors' profile Visitors (number of entries)

transport

Other area

Maintenance/repairs

Settlement, cost unit

Preventive action

Logistics: storage, material management,

Λ

% 5

Area of responsibility	%
Management	22
Research/development/design	3
Manufacturing, production, quality control	3
Buying/procurement	5
Finance/accounting, controlling	3 5 1 2 3
Information and communication technology	2
Personnel administration, administration	3
Sales	6
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	7
Maintenance/repairs	2
Other area	2 7 9 3
Vehicle fleet management	ģ
Training/further training	ž
Driver	16
Workshop, technical service	4
Student	4
Other not gainfully employed	3
Other not gainfully employed	5
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	27
Managing director, board member,	
head of an authority etc.	4
Area manager, works manager, plant manager	1.1
branch manager, head of public office	7
Department head, group head, team leader	10
Foreman, master craftsman	6
Other salaried staff, civil servant,	5
skilled worker	27
SKIIICU WUIKCI	41

nead of all authority etc.	4
Area manager, works manager, plant manage	r,
branch manager, head of public office	7
Department head, group head, team leader	10
Foreman, master craftsman	6
Other salaried staff, civil servant,	
skilled worker	27
Lecturer, teacher	1
Trainee	7
Other position	4
Student	4
Other not gainfully employed	3
Economic sector	%
Forwarder, logistics	33
Industry	8
Manufacturers	6
Trade/sales	6
Skilled trades	8

Skilled trades
Service and consulting
Research/science/teaching
Educational facility
Authority/public services
Municipal business
Workshop
Publishers, media
EDP, software, IT
Other sectors
Student
Other not gainfully employed

Size of company/organisation:

ees:	npioye	per ot el	NUMD
500 - 999	17	4	1-
1 000 and more	14	9	5-
Student	22	49	10-
Other not gainfully	16	199	50-
employed	8	499	200-4
			~ I

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

			67 %
Germany (total) of which			97
Nielsen 1	2	Nielsen 4	7
Bremen	- 2	Bavaria	7
Hamburg	-	Nielsen 5+6	1
ower Saxony	1		1
Schleswig-Holstein	- 1	Brandenburg	1
Vielsen 2	1		
North Rhine-Westph.	1		ia -
Nielsen 3a	19	Saxony-Anhalt	
Hesse	4	Nielsen 7	1
Rhineland-Palatinate	12	Saxony	-
Saarland	3	Thuringia	
Vielsen 3b	69	5	
Baden-Württemb.	69		
oreign (total)			3
of which EU			71
Other cou	ntrie	c .	29
other cou	interio.	, 	
istance to home			%
ıp to 50 km			41
nore than 50 km up t			21
nore than 100 km up	to 3	00 km	27
ver 300 km			11
requency of visits	to tra	ade fair	%
revious event			23
arlier events			22
irst visit			64
in Se visite			
	tay	1,	1 days
Average length of s	-	-	1 days
Average length of s nfluence on purcha	-	-	-
Average length of s nfluence on purcha lecisions	-	-	%
Average length of s nfluence on purcha lecisions Decisively	-	-	% 10
Average length of s nfluence on purcha lecisions Decisively Collectively	sing	-	% 10 27
Average length of s nfluence on purcha decisions Decisively Collectively n an advisory capaci	sing	-	% 10 27 32
Average length of s nfluence on purcha lecisions Decisively Collectively n an advisory capacit No	sing	-	% 10 27 32 20
Average length of s nfluence on purcha decisions Decisively Collectively n an advisory capaci No Student	sing	/procurement	1 days % 10 27 32 20 8 3
Average length of s nfluence on purcha Jecisions Decisively Collectively n an advisory capaci Vo Sudent Other not gainfully er	sing ty nploy	/procurement	% 10 27 32 20 8 3
Average length of s nfluence on purcha decisions Decisively Collectively n an advisory capaci No Student Dther not gainfully er Area of responsibili	sing ty nploy	/procurement	% 10 27 32 20 8 3
Average length of s influence on purcha decisions Decisively Collectively in an advisory capaci No Student Other not gainfully er Area of responsibili Management	ty nploy	/procurement	% 10 27 32 20 8 3 3 %
Average length of s nfluence on purcha lecisions Decisively collectively n an advisory capaci Student Other not gainfully er Area of responsibili Vanagement Research/developmen	ty nploy ty nt/de	/procurement yed	% 10 27 32 20 8 3 3 % 6 1
Average length of s nfluence on purcha lecisions Decisively collectively n an advisory capaci lo tudent Dther not gainfully er Area of responsibili Anagement tesearch/developmen Anufacturing, produ	ty nploy ty nt/de	/procurement yed	% 10 27 32 20 8 3 3 % 6 1 3
Average length of s nfluence on purcha lecisions Decisively collectively n an advisory capaci vo student Dther not gainfully er Area of responsibili Management Vesearch/development Vanufacturing, produ Suying/procurement	sing ty nploy ty nt/de uctio	yed sign n, quality control	% 10 27 32 20 8 3 3 % 6 1 3 2
Average length of s nfluence on purcha lecisions Decisively ollectively n an advisory capaci lo student Uther not gainfully er Area of responsibili Management Research/development Manufacturing, produ Manufacturing, produ Manufacturing, produ	sing ty nploy nt/de uctio	yed sign n, quality control	% 10 27 32 20 8 3 3 % 6 1 3 2 2 1
Average length of s nfluence on purcha lecisions Decisively collectively n an advisory capaci lo itudent Other not gainfully er Area of responsibili Management kesearch/development Manufacturing, produ Juying/procurement inance/accounting, of information and comi	sing ty nploy ty nt/de uctio	/procurement /procurement yed sign n, quality control olling cation technology	% 10 27 32 20 8 3 3 % 6 1 3 2 2 1
verage length of s nfluence on purcha decisions tecisively ollectively a na advisory capacit lo tudent ther not gainfully er vera of responsibili Anangacuma, produ uying/procurement inance/accounting, of nformation and com resonnel administra	sing ty nploy ty nt/de uctio	/procurement /procurement yed sign n, quality control olling cation technology	% 10 27 32 20 8 3 3
Average length of s nfluence on purcha lecisions Decisively ollectively n an advisory capaci lo itudent ther not gainfully er Anagement tesearch/development Janufacturing, prodi uvjing/procurement inance/accounting, a	sing ty nploy ty nt/de uctio contr muni tion,	/procurement /yed esign n, quality control olling cation technology administration	% 10 27 32 20 8 3 3

Training, education, consulting	
Pedagogy	1
Nursing service	1
Therapy	2
Student	
Other not gainfully employed	
· · · · · · · · · · · · · · · · · · ·	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manager,	
branch manager, head of public office	
Department head, group head, team leader	1
Other salaried staff, civil servant,	
skilled worker	3
Lecturer, teacher	
Trainee	1
Other position	
Student	
Other not gainfully employed	
Economic sector	0
Rehabilitation facility, clinic	1
Nursing home, retirement home	
Out-patient nursing services	
Facility for the disabled	1
Medical / therapeutic practice	
Assisted living	
Sanitary/medical, medicine and orthopaedic	
specialist trade	
Auxiliary materials	
Construction industry	
Education and vocation	
Self-help association	
Association, organisation	
Public facilities/organisations	
Cost unit (professional association,	
health insurance company etc.)	
Other sectors	1
Student	
Other not gainfully employed	
Size of company/organisation:	
Number of employees:	9
1- 4 9 500-999	
5- 9 8 1 000 and more	1
10- 49 18 Student	
10- 49 To Student	

Private visitors' profile

Visitors (number of	entr	ies) 15	5 055
Proportion of privat	e vis	itors	33%
Germany (total) of which			98
Nielsen 1	1	Nielsen 4	10
Bremen	1	Bavaria	10
Hamburg		Nielsen 5+6	10
Lower Saxony	1	Berlin	
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	-	Mecklenburg-	
North Rhine-Westph.	1	West Pommerania	a -
Nielsen 3a	18	Saxony-Anhalt	· _
Hesse	6	Nielsen 7	1
Rhineland-Palatinate	10	Saxony	1
Saarland	2	Thuringia	- 1
Nielsen 3b	70	manngia	
Baden-Württemb	70		
up to 50 km more than 50 km up to more than 100 km up over 300 km			38 23 32 7
Frequency of visits t	o tra	ade fair	%
Previous event			33
Earlier events			35
First visit			48
Sex			%
Male			43
Female			57
Age			%
up to 20 years			3
over 20 up to 30 years			8
over 30 up to 40 years			13
over 40 up to 50 years			24
over 50 up to 60 years			30
over 60 up to 70 years	5		16
over 70 years			7

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	4
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manager,	
branch manager, head of public office	
Department head, group head, team leader	7
Other salaried staff, civil servant,	
skilled worker	29
Lecturer, teacher	3
Trainee	1
Other position	4
Student	5
Housewife/man	10
Old-age pensioner	32
Other not gainfully employed	5
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
Ves	36
no	25
maybe	39
Пауре	22
Follow-up business	%
Intend to buy at later date	/0
Ves	42
no	11
maybe	48
	-0
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

Private visitors' profile

Visitors (number of entries)	33 081	Po
Proportion of private visitors	95%	En
Proportion of private visitors	93%	Ma
Germany (total)	96	Are
of which	50	bra
Nielsen 1 1 Nielsen 4	2	De
Bremen - Bavaria	2	Ot
Hamburg - Nielsen 5+6		ski
Lower Saxony 1 Berlin	-	Ve
Schleswig-Holstein - Brandenburg	-	Lee
Nielsen 2 1 Mecklenburg-		Tra
North Rhine-Westph. 1 West Pommeran	ia -	Ot
Nielsen 3a 18 Saxony-Anhalt		Stu
Hessen 3 <u>Nielsen 7</u>		Но
Rhineland-Palatinate 14 Saxony	-	Olo
Saarland 1 Thuringia	-	Ot
Nielsen 3b 79		
Baden-Württemberg 79		Bu
		Pu
Foreign (total)	4	at
of which	00	yes
EU	80	no
Other countries	20	ma
The country with the highest visitor shar	e %	Fo
France	67	Int
		yes
Distance to home	%	no
up to 50 km	69	ma
more than 50 km up to 100 km	17	Co
more than 100 km up to 300 km	12	for
over 300 km	2	
Frequency of visits to trade fair	%	
Previous event	40	
Earlier events	28	
First visit	42	
Sex	%	
Male	29	
Female	71	
Size of household	%	
1 person	12	
2 persons	45	
3 persons	17	
4 persons	17	
5 persons and more	9	
Age	%	
up to 20 years	8	
over 20 up to 30 years	24	
over 30 up to 40 years	19	
over 40 up to 50 years	26	
over 50 up to 60 years	17	
over 60 up to 70 years	6	
over 70 years	1	

tion in the company/organisation % epreneur, co-owner, freelancer 8 aging director, board member, d of an authority etc. 2 a manager, works manager, plant manager, ich manager, head of public office 3 artment head, group head, team leader 8 er salaried staff, civil servant, 38 ed worker rinary assistents 1 urer, teacher 3 5 nee 7 er position 9 ent sewife/man 7 age pensioner 7 r not gainfully employed 5 ing and ordering capacity hase or order made or intended % e exhibition 73 11 16 be ow-up business % nd to buy at later date 29 24 48 be ducted by: Gelszus Messe-Marktchung GmbH, Dortmund

Trade visitors' profile

	165 008
Proportion of trade visitors	<mark>96</mark> %
Germany (total) of which	43
Nielsen 1 10 Nielsen 4	6
Bremen 1 Bavaria	6
Hamburg 3 Nielsen 5-	
Lower Saxony 6 Berlin	
Schleswig-Holstein 1 Brandenb	ura -
Nielsen 2 63 Mecklenb	
North Rhine-Westph. 63 West Pom	
Nielsen 3a 9 Saxony-A	
Hesse 4 Nielsen 7	2
Rhineland-Palatinate 4 Saxony	-
Saarland 1 Thuringia	
Nielsen 3b 6	
Baden-Württemb. 6	
Baden Warttenis. 0	
Foreign (total) of which	57
EU	49
Other european countries	10
Africa	5
North America	5
South and Central America	
Middle East	3
South-, East-, Central Asia	16
Australia	2
Plates and have	
	0/0
Distance to home up to 50 km more than 50 km up to 100 km	19
up to 50 km	19 7
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	19 7 14
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	19 7 14 60
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor s	19 7 14 60 shares %
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor s Netherlands	19 7 14 60 shares % 9
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor of Netherlands France	19 7 14 60 :hares % 9 6
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor s Netherlands France Spain	19 7 14 60 shares % 9 6 5
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor so Netherlands France Spain Italy	19 7 14 60 • hares % 9 6 5 3
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor e Netherlands France Spain Italy China, People's Republic	19 7 14 60 shares % 9 6 5 3 3 3 3
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor s Netherlands France Spain Italy China, People's Republic Frequency of visits to trade fair	19 7 14 60 shares % 9 6 5 3 3 3 3
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor s Netherlands France Spain Italy China, People's Republic Frequency of visits to trade fair Previous event	19 7 14 60 5 6 5 3 3 3 7 % 27
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor so Netherlands France Spain Italy China, People's Republic Frequency of visits to trade fair Previous event Earlier events	19 7 14 60 9 6 5 3 3 3 3 7 % 28
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor s Netherlands France Spain Italy China, People's Republic Frequency of visits to trade fair Previous event Earlier events First visit	9 6 5 3 3 3 %
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor of Netherlands France Spain Italy China, People's Republic Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay	19 7 14 60 9 9 6 5 3 3 3 2 7 8 62 2,3 days
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor s Netherlands France Spain Italy China, People's Republic Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurem	19 7 14 60 9 6 5 3 3 3 3 2 7 28 62 2,3 days ent
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor so Netherlands France Spain Italy China, People's Republic Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurem decisions	19 7 14 60 9 6 5 3 3 3 3 2 7 28 62 2,3 days ent %
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor so Netherlands France Spain Italy China, People's Republic Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurem decisions Decisively	19 7 14 60 9 9 6 5 3 3 3 3 7 28 62 2,3 days ent % 36
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor s Netherlands France Spain Italy China, People's Republic Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively	19 7 14 60 9 6 5 3 3 3 3 2 7 28 62 2,3 days ent %
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor so Netherlands France Spain Italy China, People's Republic Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurem decisions Decisively	19 7 14 60 9 6 5 3 3 3 3 27 28 62 2,3 days ent % 36 27 28 62 2,3 days 2,3 days 2,3 days
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor so Netherlands France Spain Italy China, People's Republic Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity	19 7 14 60 9 6 5 3 3 3 3 27 28 62 2,3 days ent % 36 27 28 62 7 7 28 62 7 7 28 62 7 7 28 62 7 7 28 62 7 7 7 8 62 7 7 7 8 62 7 7 7 8 60 9 9 6 6 9 9 6 6 9 9 6 6 9 9 6 6 9 7 6 6 9 7 6 9 6 6 9 9 6 6 9 9 6 6 9 7 6 6 9 9 6 6 9 7 6 6 9 6 6 7 7 7 7

Management	2
Research/development/design	-
Manufacturing, production, quality control	
Buying/procurement	1
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	2
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area Student	4
Other not gainfully employed	1
Position in the company/organisation	0
Entrepreneur, co-owner, freelancer	2
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manager,	1
branch manager, head of public office Department head, group head, team leader	1
Other salaried staff, civil servant,	
skilled worker	1
Lecturer, teacher	1
Trainee	
Other position	
Student	1
Other not gainfully employed	
Economic sector	0
Wholesale trade	2
	1
Retail trade	
Retail trade Retail chain/cooperative head office	
Retail chain/cooperative head office Specialized retail trade Commercial agent	
Retail chain/cooperative head office Specialized retail trade Commercial agent Import/export	1
Retail chain/cooperative head office Specialized retail trade Commercial agent Import/export Skilled trades	
Retail chain/cooperative head office Specialized retail trade Commercial agent Import/export Skilled trades Catering	1
Retail chain/cooperative head office Specialized retail trade Commercial agent Import/export Skilled trades Catering Service	1
Retail chain/cooperative head office Specialized retail trade Commercial agent Import/export Skilled trades Catering Service Industry	
Retail chain/cooperative head office Specialized retail trade Commercial agent Import/export Skilled trades Catering Service Industry Other sectors	1
Retail chain/cooperative head office Specialized retail trade Commercial agent Import/export Skilled trades Catering Service Industry Other sectors Student	1
Retail chain/cooperative head office Specialized retail trade Commercial agent Import/export Skilled trades Catering Service Industry Other sectors	1
Retail chain/cooperative head office Specialized retail trade Commercial agent Import/export Skilled trades Catering Service Industry Other sectors Student Other not gainfully employed Size of company/organisation:	1
Retail chain/cooperative head office Specialized retail trade Commercial agent Import/export Skilled trades Catering Service Industry Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees:	1
Retail chain/cooperative head office Specialized retail trade Commercial agent Import/export Skilled trades Catering Service Industry Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 13 500 - 999	1
Retail chain/cooperative head office Specialized retail trade Commercial agent Import/export Skilled trades Catering Service Industry Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 13 500 - 999 5- 9 11 1000 and more	1 1 1
Retail chain/cooperative head office Specialized retail trade Commercial agent Import/export Skilled trades Catering Service Industry Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 13 500 - 999	1

Conducted by: factx Gesellschaft für Markt-

und Sozialforschung, Köln

aquanale/FSB

Trade visitors' profile

	number of	entri	ies)	26 573
Proportion of trade visitors			ors	97 %
Germany	(total)			46
of which Nielsen 1		14	Nielsen 4	9
Bremen		14	Bavaria	9
Hamburg		2	Nielsen 5+6	3
Lower Sax	onv	10	Berlin	2
Schleswig-		2	Brandenburg	1
Nielsen 2	noistein	50		
	ne-Westph.	50		nia -
Nielsen 3a		14	Saxony-Anhalt	-
Hesse		7	Nielsen 7	
	-Palatinate		Saxony	3
Saarland	raiatinate	1	Thuringia	1
Nielsen 3b		8	manngia	
Baden-Wü		8		
Foreign (t	otal)			54
of which				
	EU			57
	Other euro	pear	n countries	13
	Africa			5
	North Ame			4
			tral America	5
	Middle East			7
	South-, Ea Australia	st-, C	Central Asia	8 1
Distance 1	to home			%
up to 50 kr				15
	50 km up t	o 10	0 km	5
more than	100 km up	to 3	00 km	19
over 300 k				61
Countries	with the h	ighe	est visitor share	s %
Netherland	ds			6
Italy				5
Austria				5
France				5
	d			5
Switzerlan				%
Switzerlan F requenc y	y of visits t	o tra	nde fair	
Switzerlan Frequency Previous e	vent	o tra	ade fair	33
Switzerlan Frequency Previous e Earlier eve	vent	o tra	ade fair	33 38
Switzerlan Frequency Previous e	vent	o tra	ade fair	33 38
Switzerlan Frequency Previous e Earlier eve First visit	vent			33 38 53 8 days
Switzerlan Frequency Previous e Earlier eve First visit Average l	vent nts ength of st	tay	1,	33 38 53
Switzerlan Frequency Previous e Earlier eve First visit Average I Influence	vent nts ength of st	tay		33 38 53 8 days
Switzerlan Frequency Previous e Earlier eve First visit Average I Influence decisions	vent nts ength of st	tay	1,	33 38 53 8 days %
Switzerlan Frequency Previous e Earlier eve First visit Average I Influence decisions Decisively	vent nts ength of st on purcha	tay	1,	33 38 53
Switzerlan Frequency Previous e Earlier eve First visit Average I Influence decisions Decisively Collectivel	vent nts ength of st on purcha	tay sing	1,	33 38 53 8 days % 35
Switzerlan Frequency Previous e Earlier eve First visit Average I Influence decisions Decisively Collectivel	vent nts ength of st on purcha	tay sing	1,	33 38 53 8 days % 35 33

50-199

19

und Sozialforschung, Köln

Conducted by: factx Gesellschaft für Markt-

Student

Λ

7 491

99%

60

10

10

3

-

3

1

40

73

9

13

5

%

19

10

16

55

%

11

11 14

8

7

%

33

43

45

%

46 30

13

7

2

2

1,6 days

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries) 74
Management Research/development/design Manufacturing, production, quality control	38 7 6	Proportion of trade visitors 99
Buying/procurement Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student	8 1 2 15 3 - 5 10 4	Germany (total) of which 8 Nielsen 4 Nielsen 1 8 Bavaria Bremen 1 Bavaria Hamburg 3 Nielsen 5+6 Lower Saxony 3 Berlin Schleswig-Holstein 1 Brandenburg Nielsen 2 53 Mecklenburg- North Rhine-Westph. 53 West Pommerania Nielsen 3a 11 Saxony-Anhalt Hesse 4 Nielsen 7 Rhineland-Palatinate 7 Saxony
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	% 32 15	Saarland 1 Thuringia Nielsen 3b 14 Baden-Württemb. 14
Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee	13 14 16 1 3	Foreign (total) of which EU Other european countries South-, East-, Central Asia Other countries
Other position Student Economic sector Industry	3 4 % 21	Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km
Specialist trade Wholesale trade Import/export Skilled trades Service Learned professions Authorities, public institutions, institutions,	9 6 11 5 20 4	Countries with the highest visitor shares China, People's Republic Netherlands United Kingdom Spain France
town councils University, research Other sectors Student	14 1 5 4	Frequency of visits to trade fair Previous event Earlier events First visit
Size of company/organisation: Number of employees:	%	Average length of stay 1,6 da
1- 4 18 200 - 499 5- 9 18 500 - 999 10- 49 26 1 000 and more	6 4 5	Influence on purchasing/procurement decisions

Influence on purchasing/procurement
decisions
Decisively
Collectively
In an advisory capacity
No
Student
Other not gainfully employed

Area	of resi	oonsibilit	tv	%
	gemen		,	31
		velopmer	nt/desian	g
			iction, quality control	9
		urement		19
Financ	e/acco	ounting, c	ontrolling	1
Inform	nation	and comr	nunication technology	1
Persor	nnel ac	dministrat	tion, administration	1
Sales				18
		advertisin		3
		orage, ma	aterial management,	
transp				1
		e/repairs		1
Other				4
Stude				2
Other	not ga	infully en	nployed	2
Positi	on in 1	the comr	any/organisation	%
			er, freelancer	36
			oard member,	
		uthority e		20
Area n	nanag	er, works	manager, plant manager,	
branch	n mana	ager, hea	d of public office	1
Depar	tment	head, gro	oup head, team leader	13
Other	salarie	ed staff, c	ivil servant,	
	l worke			9
Lectur	er, tea	icher		2
Traine				-
	positio	on		
Stude				4
Other	not ga	infully en	nployed	2
Econo	omic s	ector		%
Indust	rv			23
Retail				25
Whole	esale/fo	oreign tra	de	29
Comm	nercial	agent		3
Skilled	l trade	s		1
Servic				4
		iblic servi	ces	1
		esearch		1
	sector	S		4
Stude				4
Other	not ga	infully en	nployed	4
Size o	f com	pany/org	janisation:	
		employe		%
1-	4	27	500 - 999	- j
5-	9	11	1 000 and more	-
10-	49	20	Student	

5-	9	11	1 000 and more	9
10-	49	20	Student	2
50-	199	18	Other not gainfully	
200-	499	7	employed	2
		by: fact	Gesellschaft für Markt- I. Köln	

dmexco -----> Köln

Trade visitors' profile

Visitors (number of entries)	41 504
Proportion of trade visitors	99 %
Germany (total) of which	70
Nielsen 1 12 Nielsen 4	11
Bremen - Bavaria	11
Hamburg 7 Nielsen 5+6	10
Lower Saxony 4 Berlin	10
Schleswig-Holstein 1 Brandenburg	-
Nielsen 2 43 Mecklenburg-	
North Rhine-Westph. 43 West Pommera	nia -
Nielsen 3a 12 Saxony-Anhalt	
Hesse 8 <u>Nielsen 7</u>	1
Rhineland-Palatinate 3 Saxony Saarland 1 Thuringia	1
Nielsen 3b 11	
Baden-Württemb. 11	
Foreign (total)	30
of which	
EU	62
Other european countries North America	12 10
Middle East	7
South-, East-, Central Asia	4
Other countries	4
Distance to home	%
up to 50 km	23
more than 50 km up to 100 km	6
more than 100 km up to 300 km	18
over 300 km	54
Countries with the highest visitor shares United Kingdom	s % 13
Netherlands	12
United States of America	9
Austria	8
Israel	7
Frequency of visits to trade fair	%
Previous event	34
Earlier events	36
First visit	53
Average length of stay 1,	7 days
Influence on purchasing/procurement	
decisions	%
Decisively Collectively	27 40
In an advisory capacity	23
No	23
Student	3

Other not gainfully employed

Area of responsibility		%
Management		16
Research/development/de	sian	3
Manufacturing, production		1
Buying/procurement	i, quanty control	2
Finance/accounting, control	ollina	3
Information and communic		8
Personnel administration,		1
Sales	aannistration	11
Marketing, advertising, PR		51
Logistics: storage, materia		
transport		
Maintenance/repairs		
Other area		2
Student		2
Other not gainfully employ	red	1
Position in the company	organisation	%
Entrepreneur, co-owner, fr	eelancer	18
Managing director, board	member,	
head of an authority etc.		9
Area manager, works mana	ager, plant manager,	
branch manager, head of p	oublic office	7
Department head, group h	ead, team leader	28
Other salaried staff, civil se	ervant,	
skilled worker		31
Lecturer, teacher		1
Trainee		1
Other position		2
Student		3
Other not gainfully employ	ed	1
Economic sector		%
Industry		g
Trade		14
Skilled trades		1
Service		34
Media		27
Authority/public services		2
University, research		1
Association, organisation		1
Other sectors		g
Student		3
Other not gainfully employ	ed	1
Size of company/organis	ation:	
Number of employees:		%
1-4 8	500 - 999	6
5-98	1 000 and more	20
10-49 23	Student	3
	her net geinfully	~

J00 - JJJ	0	
1 000 and more	20	
Student	3	
Other not gainfully		
employed	1	
Gesellschaft für Markt-		

Conducted by: factx Gesellschaft für und Sozialforschung, Köln

20 11

50-199

200-499

Trade visitors' profile

Visitors (number of	entri	ies)	4 433		
Proportion of trade visitors			95%		
Germany (total)					
of which Nielsen 1	8	Nielcon 4	13		
Bremen	8 1	<u>Nielsen 4</u> Bavaria	13		
Hamburg	3	Nielsen 5+6	5		
ower Saxony	4	Berlin	3		
Schleswig-Holstein	-	Brandenburg	2		
Nielsen 2	48	Mecklenburg-			
North Rhine-Westph.	48	West Pommera			
Nielsen 3a	12	Saxony-Anhalt			
Hesse	6	Nielsen 7	4		
Rhineland-Palatinate	6	Saxony	1		
Saarland	-	Thuringia	2		
Nielsen 3b	10				
Baden-Württemb.	10				
F oreign (total) of which			36		
EU			72		
Other euro	pear	n countries	14		
Other countries					
Distance to home					
up to 50 km					
more than 50 km up to	o 10	0 km	11		
more than 100 km up	to 3	00 km	21		
over 300 km			52		
Countries with the h	ighe	est visitor share			
Netherlands			14		
United Kingdom			9		
Austria			8		
Belgium			6		
taly			5		
Frequency of visits t	o tra	ade fair	%		
Previous event			32		
Earlier events			32		
First visit			60		
Average length of st	tay	1	,4 days		
Influence on purcha	sing	/procurement			
decisions			%		
Decisively			38		
e a lla anticia le c			26		
Collectively			22		
n an advisory capacit	y		22		
	у		22 10		
n an advisory capacit					

Area of responsibility % Management 32 Research/development/design 6 Manufacturing, production, quality control 3 Buying/procurement 9 Finance/accounting, controlling Information and communication technology 4 Personnel administration, administration Sales 21 Marketing, advertising, PR 6 Logistics: storage, material management, transport 1 Maintenance/repairs 8 Other area 6 Student 3 Other not gainfully employed 1 Position in the company/organisation % Entrepreneur, co-owner, freelancer 36 Managing director, board member, head of an authority etc. 14 Area manager, works manager, plant manager, branch manager, head of public office 9 Department head, group head, team leader 12 Other salaried staff, civil servant, skilled worker 16 Lecturer, teacher 2 Trainee 5 Other position 2 Student 3 Other not gainfully employed 1 **Economic sector** % 20 Industry Wholesale/foreign trade 12 Retail trade 9 Operator 17 Skilled trades 1 Service 28 Public authority/administration 2 Association Other sectors 6 Student 3 Other not gainfully employed 1 Size of company/organisation: Number of employees: % 1- 4 19 500 - 999 2 5-9 16 1 000 and more 15 20 10- 49 Student 3 17 8 Other not gainfully 50-199 200-499 employed 1 Conducted by: factx Gesellschaft für Markt-

und Sozialforschung, Köln

FIBO -----> Köln

Trade visitors' profile

Visitors (number of entr	ies) 1	50 003
Proportion of trade visit	tors	47%
Germany (total)		80
of which	Mislam 4	12
Nielsen 1 16	Nielsen 4	12
Bremen 1 Hamburg 3	Bavaria Nielcon F I C	3
	Nielsen 5+6 Berlin	
	Brandenburg	
Schleswig-Holstein 3 Nielsen 2 38	Mecklenburg-	
North Rhine-Westph. 38	West Pommeral	nia
Nielsen 3a 13	Saxony-Anhalt	iiu
Hesse 7	Nielsen 7	2
Rhineland-Palatinate 6	Saxony	
Saarland 1	Thuringia	
Nielsen 3b 14		
Baden-Württemb. 14		
Foreign (total)		20
of which EU		73
Other europea	n countries	11
Other countrie		16
Distance to home		9
up to 50 km		1
more than 50 km up to 10	0 km	10
more than 100 km up to 3		29
over 300 km		45
Countries with the high	est visitor share	s %
Netherlands		10
Belgium		13
Austria		10
Switzerland		
France		6
Frequency of visits to tr	ade fair	%
Previous event		39
Earlier events		36
First visit		46
Average length of stay	1,	6 days
Influence on purchasing	/procurement	
decisions		%
Decisively		24
Collectively		2
In an advisory capacity		19
No		1!
Student Other not gainfully emplo	ved	1
Area of responsibility		% 22
Management Research/development/de	sian	2.
Manufacturing, productio		
Buving/procurement	in, quanty control	

Mark	eting a	dvertisi	ng PR
			aterial management,
trans		nuge, ii	atenar management,
		e/repairs	
Other			
Stude			
		infully o	mployed
Other	not ga	inituity e	mpioyed
Entre Mana head Area	preneu aging di of an a manage	r, co-ow rector, k uthority er, works	manager, plant manager,
Depa Othei	rtment r salarie	head, gi d staff,	ad of public office oup head, team leader civil servant,
	d worke rer, tea		
Train	ee		
	r positio	n	
Stude			
Other	r not ga	infully e	mployed
Econ	omic se	actor	
	ss studi		
			nartial arts school
			facility, multifunctional
facilit			
	ing stuc	lios	
Saun	a facilit	ies	
Physi	otherap	бу	
	or's pra		
		n centre	
	h care o		
	ital/clin		
Hotel	ing faci	lities	
		rs of sp	orts equipments
	retail t		oris equipments
		orts nutr	ition
	r trade		lition
		, individ	ual entrepreneur,
	ed prof		
Desig	ın, İnter	ior desig	jner
		, E-Busir	ess
	service		
			stration, state authority
			institution, organisation
Stude	sector	5	
		infully o	mployed
other		y c	pio) cu
			ganisation:
		employ	
1-		19	500 - 999
5-		13	1 000 and more
10-	49 199	20 10	Student Other pet gainfully
-00	199	10	Other not gainfully

200-499

2

4

8

4

Private visitors' profile

4

1

29

17

3

%

25

8

5

9

13

3

11

5

17

%

29

2

2

2

2

2

14

17

%

2 11 17

3

employed

3

3

Visitors (number of entries) 150 003				
Proportion of private visitors				
Germany (total) of which	93			
Nielsen 1 14 Nielsen 4	8			
Bremen - Bavaria	8			
Hamburg 1 Nielsen 5+6	4			
Lower Saxony 9 Berlin				
Schleswig-Holstein 3 Brandenburg				
Nielsen 2 43 Mecklenburg-				
North Rhine-Westph. 43 West Pommer	ania -			
Nielsen 3a 18 Saxony-Anhal				
Hesse 8 Nielsen 7	2			
Rhineland-Palatinate 9 Saxony	-			
Saarland 1 Thuringia				
Nielsen 3b 11				
Baden-Württemb. 11				
Foreign (total) of which	7			
EU	74			
Other european countries	22			
Other countries	4			
Countries with the highest visitor shar				
Austria	27			
Switzerland	20			
Belgium	15			
Distance to home	%			
up to 50 km	21			
more than 50 km up to 100 km	13			
more than 100 km up to 300 km	33			
over 300 km	33			
Frequency of visits to trade fair	%			
Previous event	28			
Earlier events	21			
First visit	61			
Sex	%			
Male	48			
Female	52			
Age	%			
up to 20 years	22			
over 20 up to 30 years	57			
over 30 up to 40 years	11			
over 40 up to 50 years	5 3			
aver EQ up to EQ vegers				
over 50 up to 60 years over 60 up to 70 years over 70 years	-			

Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe

Follow-up business Intend to buy at later date yes no maybe

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

Trade visitors' profile

%

2 11

%

%

17

Visitors (number of	entr	ies)	15 99
Proportion of trade	visit	ors	92 %
Germany (total)			7
of which Nielsen 1	10	Nielsen 4	1
Bremen	1	Bavaria	1
Hamburg	2	Nielsen 5+6	
Lower Saxony	6	Berlin	
Schleswig-Holstein	2	Brandenburg	
Nielsen 2	45	Mecklenburg-	
North Rhine-Westph.	45	West Pommerar	ia
Nielsen 3a	14	Saxony-Anhalt	
Hesse	8	Nielsen 7	
Rhineland-Palatinate	5	Saxony	
Saarland	1	Thuringia	
Nielsen 3b	11		
Baden-Württemb.	11		
Foreign (total)			2
of which EU			6
	nea	n countries	2
Other cour			1
Distance to home up to 50 km more than 50 km up to more than 100 km up over 300 km			2 1 1 4
Countries with the h	iahe	est visitor shares	9
Netherlands			1
Switzerland			1
Austria			
France			
Frequency of visits t	o tra	ade fair	q
Previous event			4
Earlier events			5
First visit			3
Average length of st	tay	1,	5 day
Influence on purcha	sing	/procurement	
decisions			9
Decisively			6
Collectively			1
In an advisory capacit	y		1
No			
Student			

Other not gainfully employed

Area o Manag			ty		
Researc	ch/dev	elopme			
Manufa Buying			uctior	n, quality contro	
			muni	cation technolog	vc
Finance	e/accou	unting,	contr	olling	
	nel adr	ninistra	tion,	administration	
Sales Market	ing ag	lvertisir	na PF	2	
				al management,	
transpo				-	
Mainte Other a		repairs			
Studen					
Other n	ot gaiı	nfully er	nploy	/ed	
				/organisation	
				reelancer member,	
		thority		member,	
Area m	anagei	r, works	man	ager, plant man	ager,
				public office	~~
		lead, gr I staff, d		nead, team lead ervant.	er
skilled	worker	r [°]		,	
Lecture		her			
Trainee Other p		1			
Studen	t				
Other n	ot gaiı	nfully er	nploy	/ed	
Econor Industr		ctor			
Retail t					
Wholes	ale/for	reign tra	ade		
Comme		gent			
Skilled Service	trades				
	nstitut	ion, put	olic in	stitution, school	
Other s					
Studen Other n		nfully er	nploy	/ed	
		any/or			
		mploye			
1-	4	72		500 - 999	
5-	9	8		1 000 and more	2

1-	4	72	500 - 999	1
5-	9	8	1 000 and more	2
10-	49	6	Student	3
50-	199	3	Other not gainfully	
200-	499	3	employed	2
		by: factx orschung	Gesellschaft für Markt- , Köln	

Trade visitors' profile

% 37

-

%

%

Visitors (r	number of	entri	ies)	155 13
Proportio	n of trade	visit	ors	98 %
Germany	(total)			5
of which				
Nielsen 1		16	Nielsen 4	
Bremen		2 1	Bavaria	
Hamburg Lower Sax		10	Nielsen 5+6 Berlin	
Schleswig-		3	Brandenburg	
Nielsen 2	TIUIStelli	42	Mecklenburg-	
	ne-Westph.	42	West Pommer	ania 🗧
Nielsen 3a		16	Saxony-Anhal	
Hesse	-	8	Nielsen 7	
Rhineland	-Palatinate	7	Saxony	
Saarland		2	Thuringia	
Nielsen 3b		8		
Baden-Wü	irttemb.	8		
Foreign (t of which	total)			43
or which	EU			4
	Other euro	pear	n countries	1
	Africa			1
	North Ame			
			tral America	
	Middle Eas	st		
	South-, Ea Australia	st-, C	Central Asia	
Distance	to home			9
up to 50 k				1
	50 km up t	o 10	0 km	
more than	100 km up			1
over 300 k	:m '			6
Countries	with the h	iahe	est visitor shar	es %
Italy				
Egypt				
Netherlan	ds			
France				
Spain				
Frequenc	y of visits t	o tra	ade fair	9
Previous e	vent			3
Earlier eve	ents			4
First visit				4
Average l	ength of s	tay		2,3 day
	on purcha	sing	/procurement	
decisions				9
Decisively				3
Collectivel				2
No	sory capacit	y		1
Student				· · · ·
	a sinfully on			

Student Other not gainfully employed

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	% 25 6 14 8 1 2 4 8 3 1 2 19 6 3
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed	% 31 7 5 8 20 4 11 6 3
Economic sector Dental surgery Surgery-laboratory Dental laboratory Local dental dealers Retail trade Industry, dental industry Service Dental Technical College University, research Other sectors Student Other not gainfully employed	% 44 17 9 1 8 4 1 2 3 6 3

Size of company/organisation:

Numb	per of	employe	es:
1-	4	20	500 - 999
5-	9	23	1 000 and more
10-	49	29	Student
50-	199	9	Other not gainfully
200-	499	4	employed
		l by: fact forschung	c Gesellschaft für Markt J, Köln

%

Trade visitors' profile

Visitors (number of	entri	es)	113 993
Proportion of trade	visit	ors	74%
Germany (total)			64
of which			
lielsen 1	11	Nielsen 4	9
remen	1	Bavaria	9
lamburg	3	Nielsen 5+6	4
ower Saxony		Berlin	3
chleswig-Holstein	2	Brandenburg	-
Vielsen 2	51	Mecklenburg	-
Jorth Rhine-Westph.	51	Mecklenburg West Pomme	rania -
lielsen 3a	13		
lessen	7	Nielsen 7	2
hineland-Palatinate	5	Saxony	1
aarland	1	Thuringia	
Vielsen 3b	10		
aden-Württemberg			
oreign (total)			36
f which EU			64
	nnoar	o countries	14
Africa	pear	Countries	2
North Am	orico		2
		ral America	2
Middle Ea			3
	ist-, C	entral Asia	12
Australia			1
istance to home			%
p to 50 km			16
, iore than 50 km up t	to 100) km	9
ore than 100 km up			24
ver 300 km			52
ountries with the I	nighe	st visitor sha	res %
letherlands	-		11
ustria			9
lelgium			7
rance			5
nited Kingdom			5
requency of visits	to tra	de fair	%
revious event			38
arlier events			49
irst visit			43
verage length of s	tay		1,8 days
nfluence on purcha	sina	procurement	
lecisions			%
ecisively			26
Collectively			24
n an advisory capacit	ty		22
lo	1		13
Student			15

1

Area of responsibility	
Manager and a second seco	
Management	1
Research/development/design Manufacturing, production, quality co	ntrol
Buying/procurement	IIIIOI
Finance/accounting, controlling	
Information and communication techr	vology
Personnel administration, administrat	
Sales	
Marketing, advertising, PR	
Logistics: storage, material managem	ent.
transport	1.1
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organisati	on
Entrepreneur, co-owner, freelancer	
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant r	
branch manager, head of public office	
Department head, group head, team l	eader
Other salaried staff, civil servant, skilled worker	
Lecturer, teacher	
Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	
Industry	
Trade	
Skilled trades	
Service	
Authority/public services	
Other sectors	
Student	
Student Other not gainfully employed	
Student	
Student Other not gainfully employed University, research Size of company/organisation:	
Student Other not gainfully employed University, research Size of company/organisation: Number of employees:	. 000
Student Other not gainfully employed University, research Size of company/organisation: Number of employees: 1- 4 21 500-	
Student Other not gainfully employed University, research Size of company/organisation: Number of employees: 1 - 4 21 500 - 5 - 9 10 1 000 and r	more
Student Other not gainfully employed University, research Size of company/organisation: Number of employees: 1 - 4 21 5- 9 10 1000 and r 10- 49 18 Stu	more dent
Student Other not gainfully employed University, research Size of company/organisation: Number of employees: 1- 4 21 500 - 5- 9 10 1000 and r 10- 49 18 Stu 50- 199 15 Other not gain	more dent ifully
Student Other not gainfully employed University, research Size of company/organisation: Number of employees: 1- 4 21 500 - 5- 9 10 1000 and r 10- 49 18 Stu 50- 199 15 Other not gain	more dent ifully oyed

interzum ------> Köln

Trade visitors' profile

Visitors (number of entr	ries)	68 782
Proportion of trade visi	tors	99 %
Germany (total)		35
of which		
Nielsen 1 7	Nielsen 4	11
Hamburg 3	Bavaria	11
Bremen 1	Nielsen 5+6	5
Lower Saxony 2	Berlin	4
Schleswig-Holstein 1	Brandenburg	
Nielsen 2 54		
North Rhine-Westph. 54		nia 1
Nielsen 3a 13		
Hesse 7	Nielsen 7	1
Rhineland-Palatinate 6	Saxony	1
Saarland -	Thuringia	
	munnyia	
Nielsen 3b 10 Baden-Württemb. 10		
baden-wurttennb. To		
Foreign (total) of which		65
EU		49
Other europea	n countries	8
Africa		4
North America	1	4
South and Cen		8
Middle East		4
South-, East-,	Central Asia	20
Australia		3
Distance to home		%
up to 50 km		10
more than 50 km up to 10	10 km	6
more than 100 km up to 3	00 km	14
over 300 km		71
Countries with the high	est visitor share	s %
India		6
China, People's Republic		6
Italy		5
France		5
United Kingdom		5
Frequency of visits to tr	ade fair	%
Previous event		30
Earlier events		35
First visit		53
Average length of stay	2	,1 days
		,,.
Influence on purchasing decisions	/procurement	%
Decisively		35
Collectively		32
In an advisory capacity		19
No		15
NU Student		5

Student

Other not gainfully employed

Manag Resea Manu Buying Financ Inform Person Sales Marke Logist transp Maint Other Stude	gemer rch/de facturi g/proc ce/acco nation nnel ac eting, a ics: st oort enanc area nt	evelopme ing, proc urement ounting, and con dministra advertisi orage, m e/repairs	ent/design luction, quality control controlling munication technology ation, administration ng, PR naterial management,
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student			
Retail Skilled Servic Learnd Autho Univer Other Stude	ry sale/fi trade trade e ed pro rity/pu rsity, r sector nt	oreign tr es fessions iblic serv esearch	
	9 49 49 199	pany/or employ 13 11 22 20 10	rganisation: ees: 500 - 999 1 000 and more Student Other not gainfully employed

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

Visitors (number of o		-	40 33
Proportion of trade	visit	ors	97 %
Germany (total) of which			4
Nielsen 1	11	Nielsen 4	1
Bremen	1	Bavaria	1
Hamburg	4	Nielsen 5+6	
Lower Saxony	5	Berlin	
Schleswig-Holstein	2	Brandenburg	
Nielsen 2	56	Mecklenburg-	
North Rhine-Westph.	56	West Pommer	
Nielsen 3a	10	Saxony-Anha	
Hessen	6	Nielsen 7	
Rhineland-Palatinate	4	Saxony	
Saarland Nielson 2h	1 8	Thuringia	
Nielsen 3b Baden-Württemberg	о 8		
Foreign (total)			5
of which			-
EU Other euro		countries	5
Africa	pear	Countries	
North Ame	arica		
		ral America	
Middle Eas			
South-, East	st-, C	entral Asia	1
Australia			
Distance to home			9
up to 50 km			1
more than 50 km up to	o 10) km	
more than 100 km up	to 30	00 km	1
over 300 km			6
Countries with the h	ighe	est visitor shar	
United Kingdom			1
Netherlands			
Belgium Italy			
France			
Frequency of visits t	o tra	ide fair	9
Previous event Earlier events			3
First visit			5
Average length of st	tay		1,9 day
Influence on purcha	sing	/procurement	
decisions			

Influence on purchasing/procureme	nt
decisions	%
Decisively	29
Collectively	30
In an advisory capacity	22
No	13
Student	6
Other not gainfully employed	1

ISM (2016)

Trade visitors' profile

Student

Other not gainfully employed

und Sozialforschung, Köln

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management	26	
Research/development/design Manufacturing, production, guality control	8 8	Proportion of trade visitors
Buying/procurement	13	Germany (total)
Finance/accounting, controlling	-	of which
nformation and communication technology	1	Nielsen 1 8 Ni
Personnel administration, administration	1	Bremen 1 Ba
ales	20	Hamburg 3 Ni
Marketing, advertising, PR	12	Lower Saxony 3 Be
ogistics: storage, material management,		Schleswig-Holstein 1 Br
ransport	1	Nielsen 2 46 M
Aaintenance/repairs	1	North Rhine-Westph. 46 W
)ther area	4	Nielsen 3a 14 Sa
Student	6	Hesse 9 Ni
Other not gainfully employed	1	Rhineland-Palatinate 4 Sa
		Saarland - Th
osition in the company/organisation	%	Nielsen 3b 10
ntrepreneur, co-owner, freelancer	22	Baden-Württemb. 10
lanaging director, board member,		
ead of an authority etc.	11	Foreign (total)
rea manager, works manager, plant manager,		of which
ranch manager, head of public office	15	EU
Department head, group head, team leader	18	Other european co
Other salaried staff, civil servant,		South-, East-, Cent
killed worker	17	Other countries
ecturer, teacher	1	Distance to home
rainee	5 5	Distance to home
)ther position tudent	6	up to 50 km more than 50 km up to 100 kr
other not gainfully employed	1	more than 100 km up to 300 k
lifer not gainfully employed		over 300 km
conomic sector	%	
ndustry	34	Countries with the highest
Vholesale/foreign trade	21	United Kingdom
tetail trade	18	Netherlands
killed trades	3	China, People's Republic
Service	7	Belgium
Catering	3	Italy
Authority/public services	1	
Other sectors	7	Frequency of visits to trade
Student	6	Previous event
Other not gainfully employed	1	Earlier events
		First visit
Size of company/organisation:		
Number of employees:	%	Average length of stay
1- 4 12 500 - 999	7	
5-971000 and more	18	Influence on purchasing/pro
10- 49 18 Student	6	decisions

Authority/pi	ublic com	vices	5	Italy
Other sector		lices	7	Frequency of visits to trade
Student	5		6	Previous event
Other not gainfully employed			1 1	Earlier events First visit
Size of com Number of		rganisation:	%	Average length of stay
1- 4	12	500 - 999	7	
5-9	7	1 000 and more	18	Influence on purchasing/pro
10- 49	18	Student	6	decisions
50-199	21	Other not gainfully		Decisively
200-499	11	employed	1	Collectively
Conducted		tx Gesellschaft für Mar	kt-	In an advisory capacity No

de visitors	91%	Research/de
	40	Manufacturi
	40	Buying/proc
O Ministra A		Finance/acco
8 Nielsen 4	11	Information
1 Bavaria	11	Personnel ad
3 Nielsen 5+6	8	Sales
3 Berlin	5	Marketing, a
1 Brandenburg	3	Logistics: sto
46 Mecklenburg-		transport
oh. 46 West Pommera	ania 1	Maintenance
14 Saxony-Anhalt	E - 1	Other area
9 Nielsen 7	3	Student
ite 4 Saxony	1	
- Thuringia	2	Position in
10		Entrepreneu
10		Managing d
		head of an a
	60	Area manag
	00	branch man
	60	
uranaan countries	10	Department
uropean countries		Other salarie
East-, Central Asia	18	skilled work
ountries	12	Lecturer, tea
		Trainee
	%	Other position
	12	Student
p to 100 km	6	
up to 300 km	14	Economic s
	68	Manufacture
		Wholesale tr
e highest visitor share	es %	Specialist re
.	12	Buying asso
	9	Mail order co
public	7	Chain store
public	5	Department
	4	Online shop
	4	Other retail
ts to trade fair	%	Commercial
is to trade fair	35	
	40	Import/expo
		Service
	51	Media, press
t		Other sector
f stay 2	2,0 days	Student
hasing/procurement		Size of com
	%	Number of
	47	1- 4
	28	5- 9
acity	20	10- 49
	4	E0 100

4

1

22 270

97%

decisions
Decisively
Collectively
In an advisory capacity
No
Student

Area of responsibility	9
Management	3
Research/development/design	
Manufacturing, production, quality control Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology	
Personnel administration, administration	y
Sales	2
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	
Position in the company/organisation	0
Entrepreneur, co-owner, freelancer	4
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manag	
branch manager, head of public office	
Department head, group head, team leader	r 1
Other salaried staff, civil servant, skilled worker	1
Lecturer, teacher	
Trainee	
Other position	
Student	
Economic sector	0
Manufacturer/Industry	1
Wholesale trade	1
Specialist retail trade	1
Buying association Mail order company	
Chain store	
Department store, hypermarket, drug store	
Online shop	1
Other retail	
Commercial agent	
Import/export	
Service	
Media, press, publishing	
Other sectors	

1-	4	32	200 - 499	6
5-	9	14	500 - 999	6
10-	49	22	1 000 and more	9
50-	199	9	Student	1

Trade visitors' profile

Visitors (number of entries) Proportion of trade visitors		
of which		
Nielsen 1 23		
Bremen -		
Hamburg 2		
Lower Saxony 18		
Schleswig-Holstein 3		
Nielsen 2 39		
North Rhine-Westph. 39		
Nielsen 3a 13		
Hesse 5		
Rhineland-Palatinate 7		
Saarland 2		
Nielsen 3b 10		
Baden-Württemb. 10		
Foreign (total)	53	
of which EU	76	
South-, East-,		
Other countrie		
Distance to home	%	
up to 50 km	11	
more than 50 km up to 10	00 km 6	
more than 100 km up to 3		
over 300 km	60	
Countries with the high	est visitor shares %	
Netherlands	20	
United Kingdom	10	
Sweden	3	
Belgium	7	
Italy	6	
Frequency of visits to t	rade fair %	
Previous event	49	
Earlier events	56	
First visit	35	
Average length of stay	1,6 days	
Influence on purchasing	g/procurement	
decisions	%	
Decisively	49	
Collectively	28	
In an advisory capacity	15	
No	2	
Student	2	

Other not gainfully employed

Area of responsibility	%
Management	42
Research/development/design	2
Manufacturing, production, quality control	2
Buying/procurement	13
Finance/accounting, controlling	
Information and communication technology	1
Personnel administration, administration	2
Sales	22
Marketing, advertising, PR	7
Logistics: storage, material management,	
transport	1
Maintenance/repairs	
Other area	4
Student	2
Other not gainfully employed	1
Be different of the second second sector of the	~
Position in the company/organisation	% 51
Entrepreneur, co-owner, freelancer	וכ
Managing director, board member,	14
head of an authority etc.	14
Area manager, works manager, plant manager,	
branch manager, head of public office	8
Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	
	11
Lecturer, teacher	
Trainee	1
Other position	4
Student Other not gainfully employed	1
Other not gainfully employed	
Economic sector	%
Industry	12
Trade	63
Skilled trades	2
Service	11
Other sectors	8
Student	2
Other not gainfully employed	1
	_
Size of company/organisation:	
Number of employees:	%
1- 4 51 500-999	2
E 0 47 4.000 l	-

51	500 - 999
17	1 000 and more
15	Student
9	Other not gainfully
1	employed
	17 15

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

1

2

2

Trade visitors' profile

Visitors (number of entries)	37 638			
Proportion of trade visitors				
Germany (total)	47			
of which				
Nielsen 1 10 Nielsen	4 4			
Bremen 1 Bavaria	- 4			
Hamburg 2 Nielsen	5+6 4			
ower Saxony 6 Berlin	2			
Schleswig-Holstein 1 Branden				
Nielsen 2 62 Mecklen				
	mmerania 1			
Nielsen 3a 13 Saxony-				
lesse 5 Nielsen				
Rhineland-Palatinate 7 Saxony	- 1			
Gaarland 2 Thuringi	a 1			
Vielsen 3b 6				
Baden-Württemb. 6				
oreign (total)	53			
of which				
EU	55			
Other european countrie				
Africa	4			
North America	6			
South and Central Ameri				
Middle East	4			
South-, East-, Central As	ia 15			
Australia	3			
Distance to home	%			
ip to 50 km	18			
nore than 50 km up to 100 km	9			
more than 100 km up to 300 km	19			
over 300 km	55			
Countries with the highest visito	r shares %			
China, People's Republic	9			
Belgium	9			
Jnited Kingdom	8			
Netherlands	8			
rance	6			
requency of visits to trade fair	%			
Previous event	34			
Earlier events	46			
irst visit	40			
Average length of stay	1,7 days			
Influence on purchasing/procure	mont			
lecisions	ment %			
Decisively	41			
Collectively	32			
n an advisory capacity	17			
lo	6			
tudent	2			

		onsibil	ity	9
	gement			3
			ent/design luction, quality control	
		rement		1
			controlling	1
			munication technology	
			ation, administration	
Sales				2
		dvertisi		
		rage, m	naterial management,	
transp				
Other		/repairs	5	
Studer				
		nfullv e	mployed	
			0.1722	
			pany/organisation	0
			ner, freelancer	3
			poard member,	1
		ithority		
			s manager, plant manager, ad of public office	1
			roup head, team leader	1
			civil servant,	1
skilled	worke	r		1
	er, tead	cher		
Traine				
Studer	positio	n		
		nfully e	mployed	
Econo	mic se	ctor		0
Indust	ry			2
Trade				5
	trades			
Service		alie ee	icoc	1
		olic serv	lices	
	sity, re sectors			
Studer				
Other	not gai	nfully e	mployed	
Size o	fcomr	anv/o	ganisation:	
		mploy		c
	4	25	500 - 999	
1-		13	1 000 and more	1
1- 5-	9			
5- 10-	49	20	Student	
5- 10- 50-	49 199	17	Other not gainfully	
5- 10-	49 199			
5- 10- 50- 200-	49 199 499	17 7	Other not gainfully	t-

und Sozialforschung, Köln

CADEAUX (autumn) ----- Leipzig

Trade visitors' profile

Visitors (number of entries)				
Proportion of trade visitors			90%	
Germany (total)			98	
of which				
Nielsen 1	1	Nielsen 4	5	
Bremen	- 7	Bavaria	5	
Hamburg	- 7	Nielsen 5+6	31	
Lower Saxony	1	Berlin	2	
Schleswig-Holstein	-	Brandenburg	7	
Nielsen 2	1	Mecklenburg-		
North Rhine-Westph.	1			
Nielsen 3a	1	Saxony-Anhalt		
Hesse	1	Nielsen 7	61	
Rhineland-Palatinate	-	Saxony	49	
Saarland	-	Thuringia	12	
Nielsen 3b	1			
Baden-Württemb.	1			
Foreign (total)			2	
Distance to home			%	
up to 50 km			22	
more than 50 km up to			25	
more than 100 km up	to 3	00 km	46	
over 300 km			8	
Frequency of visits to trade fair				
Previous event			54	
Earlier events			60	
First visit			32	
Average length of st	ay		I,1 days	
Influence on purchas	sing	/procurement		
decisions			%	
Decisively			50	
Collectively			29	
	v		16	
In an advisory capacity	,		3	
In an advisory capacity No	, 			
In an advisory capacity			2	

Area of responsibility	
Management	
Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
nformation and communication technology	
Personnel administration, administration	
Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
ransport	
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organisation	
Entrepreneur, co-owner, freelancer	
Managing director, board member,	
nead of an authority etc.	
Area manager, works manager, plant manager	,
pranch manager, head of public office	
Department head, group head, team leader	
Other salaried staff, civil servant,	
skilled worker	
Lecturer, teacher	
Frainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	
Retail trade	
Skilled trades	
Catering/hotels	
Industry	
Wholesale/foreign trade	
Association, organisation, institution	
Architect, planner, engineer's office, services	
Other sectors	
Student	
Other not gainfully employed	
a children and a chiproyed	_
Size of company/organisation:	
Number of employees:	
1- 4 64 500-999	

		npany/org femployee		%
1-	4	64	500 - 999	1
5-	9	9	1 000 and more	-
10-	49	13	Student	2
50- 1	99	6	Other not gainfully	
200- 4	199	4	employed	1

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

efa

%

5

%

%

Trade visitors' profile

Visitors (number of e	ntries)	8 422
Proportion of trade v	visitors	98 %
Germany (total) of which		97
Nielsen 1	1 Nielsen 4	1
Bremen	- Bavaria	1
Hamburg	- Nielsen 5+6	24
Lower Saxony	1 Berlin	1
Schleswig-Holstein	- Brandenburg	3
Nielsen 2	1 Mecklenburg-	5
North Rhine-Westph.	1 West Pommera	ania -
Nielsen 3a	1 Saxony-Anhalt	
Hesse	1 Nielsen 7	. 20
Rhineland-Palatinate	- Saxony	55
Saarland	- Thuringia	18
Nielsen 3b	1	
Baden-Württemb.	1	
Foreign (total) of which		3
EU		53
Other coun	tries	47
Distance to home		%
up to 50 km		30
more than 50 km up to		29
more than 100 km up t	to 300 km	36
over 300 km		6
Frequency of visits to	o trade fair	%
Previous event		43
Earlier events		44
First visit		38
Average length of st	ay	1,1 days
Influence on purchas	ing/procurement	0/
decisions		%
Decisively		21
Collectively		25
In an advisory capacity	/	27
No		22
Student Other not gainfully em	aloued	3
other not dainfully em	novea	

Other not gainfully employed

No Student

industry

authorities Building operator Energy consulting Architect Other sectors Student

FACHDENTAL -----> Leipzig

Trade visitors' profile

Area of responsibility	%	Visit
Management	14	
Research/development/design	4	Prop
Manufacturing, production, quality control	6	
Buying/procurement	4	Gerr
Finance/accounting, controlling		of wl
Information and communication technology	1	Niels
Personnel administration, administration	1	Brem
Sales	12	Ham
Marketing, advertising, PR	1	Lowe
Logistics: storage, material management,		Schle
transport	1	Niels
Maintenance/repairs	39	Nort
Other area	11	Niels
Student	3	Hess
Other not gainfully employed	1	Rhin
		Saar
Position in the company/organisation	%	Niels
Entrepreneur, co-owner, freelancer	19	Bade
Managing director, board member,		
head of an authority etc.	2	Dista
Area manager, works manager, plant manager,		up to
branch manager, head of public office	6	more
Department head, group head, team leader	9	more
Other salaried staff, civil servant,		over
skilled worker	30	
Lecturer, teacher	4	Freq
Trainee	22	Prev
Other position	2	Earli
Student	3	First
Other not gainfully employed	1	
		Ave
Economic sector	%	
Handicraft, commercial processor	45	Influ
Industry in general	10	deci
Wholesale, retail, specialised retail	9	Deci
Engineer's and planning office	8	Colle
Energy and utilities industry	7	In an
Educational facility	4	No
Chamber of Crafts, guilds, craft associations,		Stud
societies	4	Othe
Commercial homeowners and housing		
administration, building society, real estate		
inductry	1	

Visitors (number of e	nur	es) "	4 0 1 6
Proportion of trade v	isit	ors	98 %
Germany (total)			100
of which Nielsen 1	1	Nielsen 4	2
Bremen	1	Bavaria	2
Hamburg	1	Nielsen 5+6	35
Lower Saxony	1	Berlin	
Schleswig-Holstein	-	Brandenburg	2
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pommerania	a ·
Nielsen 3a	1	Saxony-Anhalt	30
Hesse	-	Nielsen 7	61
Rhineland-Palatinate	- 7	Saxony	48
Saarland	- 7	Thuringia	13
<u>Nielsen 3b</u> Baden-Württemb.	1		
Baden-wurttemp.	1		
Distance to home			%
up to 50 km			37
more than 50 km up to			32
more than 100 km up t over 300 km	0.30	JU KM	29
		4. 6.1.	
Frequency of visits to Previous event	o tra	ide fair	% 41
Earlier events			49
First visit			31
Average length of sta	ау	1,1	days
Influence on purchas decisions	ing	procurement	%
Decisively			18
Collectively			34
In an advisory capacity	,		22
No			14
Student			10
Other not gainfully em	ploy	red	1

	the com	pany/organisation	%
		ner, freelancer	19
		ooard member,	
head of an a			1
		s manager, plant manager	
		ad of public office	1
Department Other salarie	head, gr ed staff, (roup head, team leader civil servant,	6
skilled worke			36
Lecturer, tea	icher		1
Trainee			20
Other position	on		4
Student			10
Other not ga	infully e	mployed	1
Economic s	ector		%
Practice			61
Group practi	ice		16
Clinic			1
Surgery-labo	oratory		4
Dental techn	nology la	boratory	11
Training/con	sulting		2
Service			2
	olytechn	nic, vocational school	8
0.1	-		3
Other			5
	panv/or	ganisation:	2
Size of com			%
Size of com	employ	ees:	
Size of com Number of 1- 4	employo 31	ees: 500 - 999	
Size of com Number of 0 1- 4 5- 9	employo 31 40	500 - 999 1 000 and more	%
Size of com Number of 0 1- 4 5- 9 10- 49	employo 31 40 14	ees: 500 - 999 1 000 and more Student	%
Size of com Number of 1 1- 4 5- 9 10- 49 50- 199 200- 499	employo 31 40 14 3 1	ees: 500 - 999 1 000 and more Student Other not gainfully employed	% - 10 1
Size of com Number of 1 1- 4 5- 9 10- 49 50- 199 200- 499	employo 31 40 14 3 1	ees: 500 - 999 1 000 and more Student Other not gainfully	% - 10 1

Private visitors' profile

Visitors (number of e	ntri	ies) 177	103
Proportion of private	vis	itors	81%
Germany (total)			99
of which		All classes of	
Nielsen 1	1	Nielsen 4	1
Bremen Hamburg	1	Bavaria Nielsen 5+6	27
Lower Saxony		Berlin	27
Schleswig-Holstein	1	Brandenburg	3
Nielsen 2	1	Mecklenburg-	5
North Rhine-Westph.	1	West Pommerania	
Nielsen 3a	1	Saxony-Anhalt	25
Hesse		Nielsen 7	70
Rhineland-Palatinate	1	Saxony	63
Saarland		Thuringia	7
Nielsen 3b		manngia	
Baden-Württemb.	-		
Foreign (total)			1
Distance to home			%
up to 50 km			56
more than 50 km up to	10) km	26
more than 100 km up t			16
over 300 km			2
Frequency of visits to	o tra	de fair	%
Previous event			55
Earlier events			68
First visit			23
Sex			%
Male			38
Female			62
Age			%
up to 20 years			11
over 20 up to 30 years			17
over 30 up to 40 years			14
over 40 up to 50 years			19
			20
over 50 up to 60 years over 60 up to 70 years over 70 years			20 16 4

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	2
Department head, group head, team leader	6
Other salaried staff, civil servant,	
skilled worker	40
Lecturer, teacher	2 4
Trainee	4
Other position Student	8
Housewife/man	2
Old-age pensioner	9 3 2
Other not gainfully employed	19
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no	% 79 5
maybe	17
Follow-up business Intend to buy at later date	%
yes	31
no	15
maybe	54
Durchführung: IMK Institut für angewandt Marketing- und Kommunikationsforschung GmbH, Erfurt	

Size of company/organisation: Number of employees: 1- 4 21 5- 9 12 500 - 999 1 000 and more

Other not gainfully employed

Facility management Ministries, administrative bodies, public

10- 49	20	Student
50-199	13	Other not gainfully
200-499	8	employed
Conducted	by: Gels	zus Messe-Markt-

%

6

16 3 1

forschung GmbH, Dortmund

Intec (2015) -----> Leipzig

Area of responsibility

Buying/procurement

Research/development/design

Finance/accounting, controlling

Marketing, advertising, PR

Other not gainfully employed

head of an authority etc.

Maintenance/repairs

Manufacturing, production, quality control

Information and communication technology

Personnel administration, administration

Logistics: storage, material management.

Position in the company/organisation

Area manager, works manager, plant manager,

Department head, group head, team leader 19

Entrepreneur, co-owner, freelancer

Managing director, board member,

Other salaried staff, civil servant,

Other not gainfully employed

Technical specialised retailer/trade

Other not gainfully employed

Number of employees

Size of company/organisation:

5

18

26

15

Conducted by: FGM GmbH, Leipzig

branch manager, head of public office

Management

Sales

transport

Other area

skilled worker

Other position

Trainee

Student

Industry

Service

Research

Student

Lecturer, teacher

Economic sector

Skilled trades

Other sectors

1- 4 5-9

10- 49

50-199

200-499

Student

Trade visitors' profile

Proportion of trade	visi	tors	97 %
Germany (total) of which			94
Nielsen 1	3	Nielsen 4	6
Bremen	1	Bavaria	6
Hamburg	1	Nielsen 5+6	23
Lower Saxony	2	Berlin	4
Schleswig-Holstein	-	Brandenburg	5
Nielsen 2	2	Mecklenburg-	
North Rhine-Westph.	2 2	West Pommer	
Nielsen 3a	2	Saxony-Anhalt	
Hesse	2	Nielsen 7	61
Rhineland-Palatinate Saarland	-	Saxony	45 16
Nielsen 3b	- 3	Thuringia	10
Baden-Württemb.	3		
Foreign (total) of which			6
EU			74
Other coun	tries	;	26
Distance to home			%
up to 50 km		00 I	18
more than 50 km up more than 100 km up	to 1	00 km	26
over 300 km	0 10	300 km	41 16
Country with the hig	ghes	st visitor share	
Poland			30
Frequency of visits t	to e	xhibition	%
Previous event			23 24
Earlier events First visit			24 64
Average length of s	tay	1	,1 days
Influence on purchas decisions	sing	/procurement	0/
decisions Decisively			% 16
Collectively			27
In an advisory capacit	tv		23
No	-1		19
Student			13

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

MIDORA (2016) ------> Leipzig

Trade visitors' profile

%

11

13

30

5

11

1

6

4

13

2

%

12

Λ

5

29

2

10

Λ

13

2

%

56

12

11

4

3

13

2

%

4

10

13

2

500 - 999

employed

Student

1 000 and more

Other not gainfully

Visitors (number of e	ntries)	1 505
Proportion of trade v	isitors	92 %
Germany (total) of which <u>Nielsen 1</u> Bremen Hamburg Lower Saxony Schleswig-Holstein <u>Nielsen 2</u> North Rhine-Westph. <u>Nielsen 3a</u>	9 <u>Nielsen 4</u> 1 Bavaria 1 <u>Nielsen 5+6</u> 8 Berlin 1 Brandenburg 1 Wecklenburg- 1 West Pommer. 1 Saxony-Anhali	9
Hessen Rhineland-Palatinate Saarland <u>Nielsen 3b</u> Baden-Württemberg	1 <u>Nielsen 7</u> - Saxony - Thuringia 3 3	49 40 9
Foreign (total)		1
Distance to home up to 50 km more than 50 km up to more than 100 km up to over 300 km		% 19 17 47 17
Frequency of visits to Previous event Earlier events First visit	o trade fair	% 53 76 18
Average length of st	ay	I,1 days
Influence on purchas decisions Decisively Collectively In an advisory capacity No Student		% 58 22 15 3 3

Area of res		/	
Managemen		(1)	4
Research/de		t/design ction, quality control	
Buying/proci		cion, quanty control	4
Finance/acco		ontrolling	
		unication technology	
		on. administration	
Sales			2
Marketing, a	dvertising	I, PR	
	orage, ma	terial management,	
transport			
Maintenance	e/repairs		
Other area			
Student			
Position in t	the comp	any/organisation	
		er, freelancer	
		ard member,	1
head of an a			
		nanager, plant manager,	
		of public office	
		up head, team leader	
Other salarie		vil servant,	
skilled worke			1
Lecturer, tea Trainee	cher		
Other position	n		
Student	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
statent			
Economic s			
		es and jewellery	-
		lesign sector	2
Other service			
Commercial Poutique pi		lia hair calon	
cosmetic stu		dio, hair salon,	
Industry	uio, urugs	luie	
	rtment sto	re, mail order, wholesale	2
		ion, institution	1
Other sector		iony institution	
Student	-		
c: (-
Size of com			
Number of 1- 4	employee 72	200 - 499	
5-9	10	500 - 499	
10- 49	11	1 000 and more	
10 45	11	r ooo and more	

50-199 3 Student Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

modell-hobby-spiel (2016)

Private visitors' profile

%

48

7

11

1

1

21

3

1

1

4

3

%

73

4

1

4

11

1

3

2

3

%

56

22

5

4

3

3

2

3

%

1

1

3

visitors (number of entries)	95 729
Proportion of private visitors	95%
Germany (total) of which	98
Nielsen 1 4 Nielsen 4	3
Bremen - Bavaria	3
Hamburg 1 Nielsen 5+6	27
Lower Saxony 2 Berlin	2
Schleswig-Holstein 1 Brandenburg	4
Nielsen 2 1 Mecklenburg-	
North Rhine-Westph. 1 West Pommerar	nia 1
<u>Vielsen 3a</u> 2 Saxony-Anhalt	20
Hessen 2 <u>Nielsen 7</u>	62
Rhineland-Palatinate - Saxony	52
Saarland - Thuringia	10
<u>Nielsen 3b</u> 2 Baden-Württemberg 2	
3aden-Württemberg 2	
Foreign (total) of which	2
EU	63
Other european countries	21
Other countries	17
Countries with the highest visitor shares	s %
Czechia	21
Austria	17
Distance to home	%
up to 50 km	35
more than 50 km up to 100 km	24
more than 100 km up to 300 km	32
over 300 km	9
Frequency of visits to trade fair	%
Previous event	50
First visit	71
Earlier events	23
Sex	%
Viale	57
Female	43
Size of household	%
l person	17
2 persons	38
3 persons	20
4 persons	17
persons and more	8
Age	%
up to 20 years	19
over 20 up to 30 years	18
over 30 up to 40 years	17
	17
over 40 up to 50 years	
over 40 up to 50 years over 50 up to 60 years	15
over 40 up to 50 years	15

terratec ----- Leipzig

2 482

97%

86

2

2

28

2

6

-

20

53

46

7

14

32

68

%

30 14

30 26

% 21 26

66

2

%

17

10

5

5

2

3 11 2

1,2 days

Trade visitors' profile

			_
Position in the company/organisation	%	Visitors (number of entries)	24
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	5 1	Proportion of trade visitors	97
Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Buying and ordering capacity Purchase or order made or intended at the exhibition yes	2 5 45 2 4 5 18 14 %	Germany (total)of whichNielsen 15Nielsen 1BramenHamburg-Hamburg-Nielsen 5+6Lower Saxony4BerlinSchleswig-HolsteinNielsen 2North Rhine-Westph.Nielsen 3a4Saxony-AnhaltHesse2Nielsen 7Rhineland-Palatinate2Sarland-Nielsen 3b2Baden-Württemb.2	ia
no maybe	4 19	Foreign (total) of which	
Follow-up business Intend to buy at later date yes	% 38	EU Other countries	
no maybe Durchführung: IMK Institut für angewand Marketing- und Kommunikationsforschung GmbH, Erfurt	11 51 te	Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	
Gillon, Entit		Frequency of visits to trade fair Previous event Earlier events First visit	
		Average length of stay 1,2	da
		Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	
		Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manager,	
branch manager, head of public office	8
Department head, group head, team leader	13
Other salaried staff, civil servant,	
skilled worker	33
Lecturer, teacher	4
Trainee	5
Other position	2
Student	14
Other not gainfully employed	2
Economic sector	%
Waste disposal, recycling companies	23
Public authority/administration	13
Consulter	2
Service	6
Research, institute	3
Wholesale, retail trade, foreign trade,	
commercial agent	3
Skilled trades	1
Industry in general	6
Engineering, planning office, architects	6
Municipalities	2
Laboratories	3
School	6 2 3 1 3 2 1
University/college	3
Association/society	2
Publishing house	1
Water supply and wastewater disposal	
companies	4
Other sectors	5
Student	14
Other not gainfully employed	2

Size of company/organisation:

%	ees:	employ	Number of	
12	500 - 999	12	1- 4	
12	1 000 and more	6	5-9	
14	Student	15	10- 49	
	Other not gainfully	19	50-199	
2	employed	8	200-499	
1.1			B 1.621	

Durchführung: IMK Institut für angewandte Marketing- und Kommunikationsforschung GmbH, Erfurt

therapie (2015) -------> Leipzig

Trade visitors' profile

Visitors (number of	ent	ries)	16 084
Proportion of trade	visi	tors	96 %
Germany (total) of which			98
Nielsen 1	8	Nielsen 4	5
Bremen	-	Bavaria	5
Hamburg	1	Nielsen 5+6	28
Lower Saxony	5	Berlin	4
Schleswig-Holstein	2	Brandenburg	5
Nielsen 2	2	Mecklenburg-	
North Rhine-Westph.	2 2 2 3	West Pommer	
Nielsen 3a	3	Saxony-Anhalt	
Hesse		Nielsen 7	52
Rhineland-Palatinate	1	Saxony	38
Saarland	-	Thuringia	14
Nielsen 3b	2	-	
Baden-Württemb.	2		
Foreign (total)			2
Distance to home			%
up to 50 km			21
more than 50 km up			19
more than 100 km up	o to	300 km	42
over 300 km			18
Frequency of visits	to e	xhibition	%
Previous event			25
Earlier events			24
First visit			60
Average length of s	tay	1	,4 days
Influence on purcha	sind	n/procurement	
decisions			%
Decisively			20
Collectively			24
In an advisory capacit	ty		27
No	1		22
Student			7
Other not gainfully er	olan	ved	1

Area of responsibility	%
Management	15
Research/development/design	1
Manufacturing, production, quality control	- 2
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	- 2
Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	69
Student	- 7
Other not gainfully employed	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	2
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant manage	
branch manager, head of public office	
Department head, group head, team leader	10
Other salaried staff, civil servant,	
skilled worker	30
Lecturer, teacher	1
Trainee	2
Other position	
Student	
Other not gainfully employed	
Economic sector	%
	4
Therapeutical practice	
Hospital Ambulant rehabilitation centre	-
Prophylaxis and rehabilitation facilities	
Health-, Rehabilitation centre	
Stationary nursing facility	- 1
Fitness studio	1
Facility for the disabled	1
Medical technical specialised trade	1
University/academy/specialist school	
Vocational school	17
Other	1
Size of company/organisation:	

Size of company/organisation: Number of emplo

TTUILL.		cilipioy	
1-	4	30	500 - 999
5-	9	24	1 000 and more
10-	49	15	Student
50-	199	11	Other not gainfully
200-	499	8	employed
Cond	ucted	by: FGN	1 GmbH, Leipzig

%

2

5

7

Z -----> Leipzig

Trade visitors' profile

Proportion of trade v	isit	ors	99 %
Germany (total) of which			90
Nielsen 1	4	Nielsen 4	7
Bremen	-	Bavaria	7
Hamburg	1	Nielsen 5+6	16
Lower Saxony	3	Berlin	3
Schleswig-Holstein	1	Brandenburg	3
Nielsen 2	6	Mecklenburg-	
North Rhine-Westph.	6	West Pommera	
Nielsen 3a	4	Saxony-Anhalt	9
Hesse	3	Nielsen 7	58
Rhineland-Palatinate	1	Saxony	45
Saarland	2	Thuringia	13
<u>Nielsen 3b</u> Baden-Württemb.	5 5		
Foreign (total)			10
of which			
EU			61
Other europ			26
Other count	tries	5	13
Distance to home			%
up to 50 km			16
more than 50 km up to	10	0 km	24
more than 100 km up t	:0 30	00 km	33
over 300 km			27
Frequency of visits to	o tra	ade fair	%
Previous event			29
Earlier events			26
First visit			56
Average length of sta	ay	1	,2 days
Influence on purchas	ing	/procurement	0/
decisions			% 25
Decisively Collectively			25 34
	,		34 22
In an advisory capacity			1 /
			14 4

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

		Trac
Area of responsibility	%	Visito
Management	15	
Research/development/design	13	Propo
Manufacturing, production, quality control	20	
Buying/procurement	16	Germ
Finance/accounting, controlling	1	of whi
Information and communication technology	-	Nielse
Personnel administration, administration	-	Breme
Sales	20	Hamb
Marketing, advertising, PR	1	Lower
Logistics: storage, material management,		Schles
transport	2	Nielse
Maintenance/repairs	2	North
Other area	2 2 3	Nielse
Student	4	Hesse
Other not gainfully employed	2	Rhine
		Saarla
Position in the company/organisation	%	Nielse
Entrepreneur, co-owner, freelancer	15	Bader
Managing director, board member,		
head of an authority etc.	7	Foreig
Area manager, works manager, plant manager,		of whi
branch manager, head of public office	10	
Department head, group head, team leader	25	
Other salaried staff, civil servant,		
skilled worker	31	

10- 49

50-199

200-499

24

26

16

forschung GmbH, Dortmund

Conducted by: Gelszus Messe-Markt-

Area m	anage	er, works	manager, plant manager		of wh
			d of public office	10	
			oup head, team leader	25	
			ivil servant,		
skilled				31	
Lecture				1	
Trainee				3	
Other p		n		4	
Studen				4	
		infully en	nploved	2	Dista
					up to
Econor	mic se	ector		%	more
Industr	v			63	more
Service				14	over 3
Skilled	trade	s		8	
Technie	cal ret	ail trade,	trade	6	Coun
Resear				2	Austri
Other s	ector	5		1.1	Switz
Studen				4	Italy
Other r	not ga	infully en	nployed	2	Turke
Size of	com	oanv/ord	anisation:		Frequ
		employe		%	Previo
1-	4	7	500 - 999	5	Earlie
5-	9	6	1 000 and more	11	First v

Student

employed

Other not gainfully

4

2

Student

Other not gainfully employed

BAU -----> München

de visitors' profile

Visitors (number of entries)	250 358
Proportion of trade visitors	94 %
Germany (total)	67
of which	54
Nielsen 1 5 Nielsen 4	51
Bremen - Bavaria	51
Hamburg 1 Nielsen 5+6	
Lower Saxony 3 Berlin	2
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 7 Mecklenburg	
North Rhine-Westph. 7 West Pommo Nielsen 3a 10 Saxony-Anh	
Hesse 5 Nielsen 7	5 3 2
Rhineland-Palatinate 4 Saxony	3
Saarland 1 Thuringia	2
Nielsen 3b 20 Baden-Württemb 20	
Baden-Württemb. 20	
Foreign (total) of which	33
EU	61
Other european countries	21
Africa	1
North America	2
Middle East	5
South-, East-, Central Asia	10
Other countries	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	27
over 300 km	53
Countries with the highest visitor sha	ares %
Austria	15
Switzerland	7
Italy	7
Turkey	4
Frequency of visits to trade fair	%
Previous event	42
Earlier events	39
First visit	43
Average length of stay	1,7 days
Influence on purchasing/procuremen	t
Influence on purchasing/procuremen decisions	t %
decisions	%
decisions Decisively	% 29

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management. transport Maintenance/repairs Other area Product development/design Planning Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Master craftsman, foreman Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employ **Economic sector** Craft at building industry a Architect, architect's office **Constructional engineers** Planner Building owner Project developer Real estate industry Building materials trade Other trade Building materials manufac

Trainee			5	
Other positi	on		2	Distance to hom
Student			7	up to 50 km
Other not g	ainfully e	mploved	1	more than 50 km
				more than 100 kn
Economic s	sector		%	over 300 km
Craft at buil	lding indu	stry and finishing trade	32	
Architect, a			14	Countries with t
Constructio	nal engin	eers	6	Italy
Planner			3	United States of A
Building ow	ner		3	France
Project deve			2	China, People's R
Real estate	industry		1	Russia
Building ma	terials tra	ade	8	
Other trade			3	Frequency of vis
Building ma	terials m	anufacturer	8	Previous event
Other manu			5	Earlier events
Service			5	First visit
Authority/p	ublic serv	ices	2	
University, 1	technical,	vocational college,		Average length
research ins			1	
Other secto	rs			Influence on pur
Student			7	decisions
Other not g	ainfully e	mployed	1	Decisively
				Collectively
		ganisation:		In an advisory cap
Number of	employ	ees:	%	No
1- 9	32	500 - 999	3	Student
10- 49	26	1 000 and more	9	Other not gainfull
50-249	16	Student	7	
250-499	6	Other not gainfully		
		employed	1	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

7

1

drinktec

Trade visitors' profile

%

22

5

10

3

13

3

3

6

6

17

1

%

29

10

7

13

20

2

Visitors (number of e	entries)		77 603
Proportion of trade	visitors		95 %
Germany (total)			32
of which Nielsen 1	5 Nie	lsen 4	61
Bremen		aria	61
Hamburg		lsen 5+6	4
Lower Saxony	3 Ber		2
Schleswig-Holstein		indenburg	1
Nielsen 2		cklenburg-	
North Rhine-Westph.		st Pommer	ania -
Nielsen 3a		ony-Anhal	
Hesse		elsen 7	2
Rhineland-Palatinate		cony	1
Saarland		iringia	1
Nielsen 3b	12		
Baden-Württemb.	12		
Foreign (total)			68
of which EU			48
Other euro	pean cou	untries	13
Africa			5
North Ame	rica		4
South and	Central A	America	8
Middle Eas			4
South-, Eas	st-, Centr	al Asia	16
Australia			2
Distance to home			%
up to 50 km			8
more than 50 km up to			6
more than 100 km up	to 300 ki	m	12
over 300 km			74
Countries with the h	ighest v	isitor shar	
taly			12
United States of Amer	rica		4
France			4
China, People's Reput	olic		4
Russia			4
Frequency of visits t	o trade	fair	%
Previous event			30
Earlier events			22
First visit			62
Average length of st	ay		2,3 days
	sing/pro	curement	
Influence on purchas			%
decisions			26
decisions Decisively			
decisions Decisively Collectively			28
decisions Decisively Collectively In an advisory capacit	y		28 25
decisions Decisively Collectively In an advisory capacit No	у		28 25 16
decisions Decisively Collectively n an advisory capacit			28

9

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

employed

1

Other not gainfully

250-499

f.re.e ----> München

Private visitors' profile

Area of responsibility	%	Visitors (number of e	entries)	141 1
Management Research/development/design Manufacturing preduction quality control	22 9	Proportion of private	e visitors	8
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management,	18 4 1 - 15 5	Germany (total) of which <u>Nielsen 1</u> Bremen Hamburg Lower Saxony Schleswiq-Holstein	- <u>Nielsen 4</u> - Bavaria - <u>Nielsen 5+(</u> - Berlin - Brandenbur	_
transport Maintenance/repairs Other area Production development, production management Training Student Other not gainfully employed	1 3 9 3 5 1	Nielsen 2 North Rhine-Westph. <u>Nielsen 3a</u> Hesse Rhineland-Palatinate Saarland <u>Nielsen 3b</u> Baden-Württemb.	- Mecklenbur - West Pomr - Saxony-Ant - <u>Nielsen 7</u> - Saxony - Thuringia 1	rg- nerania

Position in t	the comp	any/organisation	%	Foreign (total)
Entrepreneu			17	of which
Managing di				EU
head of an a			17	Other countries
		nanager, plant manager,		we a set of the set of the
		of public office	11	The country with the highest visitor share
		up head, team leader	15	Austria
Other manag			~	Distance to home
personnel/bu			6 3	Distance to home
Foreman, ma			3	up to 50 km
Other salarie		/il servant,	17	more than 50 km up to 100 km
skilled worke				more than 100 km up to 300 km over 300 km
Lecturer, tea	cner		2	OVER SOU KIII
Trainee			4 3	Francisco of visits to trade fair
Other position	011		5	Frequency of visits to trade fair Previous event
Other not ga	infully om	ployed	5 1	Earlier events
other not ga	inituity eni	pioyeu		First visit
Economic se	octor		%	
Manufacture		or of facilities	70	Sex
and machine		er of facilities	29	Male
	-	er of beverages	36	Female
		er of consumables	12	
Supplier	., produce		9	Size of household
beverage wh	olesale tr	ade	6	1 person
Trade bevera			3	2 persons
		uilding, maintenance,	-	3 persons
logistics)	·····,/		11	4 persons
	ollege, tec	nnical college	1	5 persons and more
Public autho			1	· · · · · · · · · · · · · · · · · · ·
Other sectors	s		8	Age
Student			5	up to 20 years
Other not ga	infully em	ployed	1	over 20 up to 30 years
				over 30 up to 40 years
Size of com	pany/org	anisation:		over 40 up to 50 years
Number of			%	over 50 up to 60 years
1- 9	14	500 - 999	8	over 60 up to 70 years
10- 49	19	1 000 and more	26	over 70 years
50-249	19	Student	5	

141 11		
	Entrepreneur, co-owner, freelancer	
86		
	head of an authority etc.	
9		r,
	branch manager, head of public office	
9		
5	o the bulance stand ern servand	
	skilled worker Lecturer, teacher	
	Trainee	
_	Other position	
rania	Student	
lt	Housewife/man	
	Old-age pensioner	
	Other not gainfully employed	
	Buying and ordering capacity	
	Purchase or order made or intended	
	at the exhibition	
	yes	
	no	
8		
1		-
	Follow-up business	
hare g		
-)	
	no maybe	
e		
2	Conducted by: Geiszus Messe-Markt-	
1	Torschling GmbH Dortmling	
3		
5		
3		
4		
5		
2		
4		
1		
1		

%

12

27

14

14 18

11

4

Trade visitors' profile

%

11

2

8

37

3

3

6

13

2

12

1

%

34 29

37

%

25

12

63

Visitors (number of e	ntri	ies)	27 6	67 <i>4</i>
Proportion of trade v	visit	ors	9	4%
Germany (total)				6
of which				
Nielsen 1	7	Nielsen 4		3
Bremen	1	Bavaria		3
Hamburg	1	Nielsen 5+6		
Lower Saxony	4	Berlin		
Schleswig-Holstein	1	Brandenburg		
	15	Mecklenburg-		
	15	West Pommera		
	10	Saxony-Anhalt		
Hesse	5	Nielsen 7		
Rhineland-Palatinate	4	Saxony		
Saarland	1	Thuringia		
	23			
Baden-Württemb.	23			
Foreign (total) of which				3
EU				8
Other europ	าคลเ	n countries		1
Other count				ľ
Distance to home				0
up to 50 km				1
more than 50 km up to	10) km		1
more than 100 km up t				2
over 300 km				5
Countries with the hi	ahe	est visitor share	es	0
Austria				2
Italy				1
Netherlands				1
Switzerland				
Spain				
Frequency of visits to	o tra	nde fair		9
Previous event				4
Earlier events				5
First visit				2
Average length of sta	ay	1	1,6 d	ay
Influence on purchas	ing	/procurement		
decisions	1			9
decisions				4
Decisively				
Decisively Collectively In an advisory capacity	,			1
Decisively Collectively In an advisory capacity No	1			2 1 1
Decisively Collectively In an advisory capacity				1

	rea of responsibility Janagement	% 39
Re M	seearch/development/design anufacturing, production, quality control uving/procurement	2 8 7
	nance/accounting, controlling	1
	formation and communication technology	1
	ersonnel administration, administration	1
	ales Jarketing, advertising, PR	11 3
	ogistics: storage, material management,	5
	ansport	-
	aintenance/repairs	2
	ther area roduct development/design	9 9
	udent	5
	ther not gainfully employed	2
P	osition in the company/organisation	%
	ntrepreneur, co-owner, freelancer	51
	anaging director, board member,	7
	ead of an authority etc. rea manager, works manager, plant manager,	'
	ranch manager, head of public office	4
D	epartment head, group head, team leader	4
	oreman, master craftsman	5
	ther salaried staff, civil servant, ;illed worker	11
	ecturer, teacher	1
	ainee	7
	ther position	3
	udent ther not gainfully employed	5 2
0	ther not gainfully employed	
	conomic sector assical retail trade in fashion jewellery,	%
		36
	end shop with lifestyle jewellery and watches	5
	ther retail	6
	epartment store 'holesale and foreign trade in fashion	2
	wellery, watches and gemstones	3
0	ther wholesale trade	1
	ail order business, TV/internet-shopping	1
	old/silversmith without retail outlet /atchmaker without retail outlet	16 2
	roducer	5
	upplying company belonging to the sector	1
	esigner	7
	allery	1
	olytechnics ther sectors	5
St	udent	1 2 5 5 2
0	ther not gainfully employed	2
Si	ze of company/organisation:	

1-	4	51	500 - 999
5-	9	15	1 000 and more
10-	49	15	Student
50-	199	6	Other not gainfully
200-	499	2	employed

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

% 2

2

5

2

Visitors Profile Analyses

INTERNATIONALE HANDWERKSMESSE (2016) ----- München

Private visitors' profile

Visitors (number of entri	es) 130	527
Proportion of private visi	itors	74%
Germany (total)		99
of which		
lielsen 1 -	Nielsen 4	98
remen -	Bavaria	98
lamburg -	Nielsen 5+6	
ower Saxony -	Berlin	_
	Brandenburg	
Vielsen 2 -	Mecklenburg-	
Jorth Rhine-Westph	West Pommerania	
Vielsen 3a -	Saxony-Anhalt	-
lessen -	Nielsen 7	
Rhineland-Palatinate -	Saxony	1.1
Saarland -	Thuringia	
Vielsen 3b 1		
aden-Württemberg 1		
oreign (total)		1
f which		
EU		73
Other countries		27
he country with the hig	hest visitor share	%
lustria		42
stance to home		%
p to 50 km		68
nore than 50 km up to 100	1 km	20
nore than 100 km up to 30		10
ver 300 km		3
requency of visits to tra	de fair	%
Previous event	ac fall	44
arlier events		44 60
irst visit		21
		0/
5ex		%
Male		38
emale		62
ize of household		%
person		14
persons		54
persons		13
persons		13
persons and more		7
persons and more		
ge		%
ip to 20 years		4
over 20 up to 30 years		9
over 30 up to 40 years		9
ver 40 up to 50 years		16
over 50 up to 60 years		25
iver 60 up to 70 years		25
		12
er 70 years		12

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manager,	
branch manager, head of public office	2
Department head, group head, team leader	6
Foreman, master craftsman	3
Other salaried staff, civil servant,	27
skilled worker	27
Lecturer, teacher Trainee	2
Other position	4
Student	5
Housewife/man	7
Old-age pensioner	32
Other not gainfully employed	3
other not guintary employed	
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
yes	58
no	12
maybe	30
Follow-up business	%
Intend to buy at later date	
yes	23
no	21
maybe	56
Conducted by: Gelszus Messe-Markt-	
forschung GmbH. Dortmund	
forschung anish, borthand	

LASER World of PHOTONICS ------> München

Trade visitors' profile

Visitors (number of entries)	32 700
Proportion of trade visitors	98 %
Germany (total) of which	42
Nielsen 1 12 Nielsen 4	38
Bremen - Bavaria	38
Hamburg 3 Nielsen 5+6	6
Lower Saxony 8 Berlin	5
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 6 Mecklenburg-	
North Rhine-Westph. 6 West Pommera	ania -
Nielsen 3a 7 Saxony-Anhalt	
Hesse 4 Nielsen 7	10
Rhineland-Palatinate 2 Saxony	3
Saarland 1 Thuringia	7
Nielsen 3b 20	
Baden-Württemb. 20	
Foreign (total) of which	58
EU	52
Other european countries	13
North America	7
Middle East	3
South-, East-, Central Asia	21
Australia	2
Other countries	2
Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	2
more than 100 km up to 300 km	12
over 300 km	75
Countries with the highest visitor show	es %
Countries with the highest visitor share France	es % 9
	9
United Kingdom Japan	8
Switzerland	7
Italy	7
Frequency of visits to trade fair	%
Previous event	45
Earlier events	43
First visit	43
Average length of stay	2,4 days
Influence on purchasing/procurement	
decisions	%
Decisively	19
Collectively	32
In an advisory capacity	22
No	13
Student	14
Other not gainfully employed	1

Area of responsibility
Management
Research/development/design
Manufacturing, production, quality control
Buying/procurement
Finance/accounting, controlling
Information and communication technology
Personnel administration, administration
Sales
Marketing, advertising, PR
Logistics: storage, material management,
transport
Maintenance/repairs
Other area
Design
Training/further training, study
Student
Other not gainfully employed
other not guintary employed
Position in the company/organisation
Entrepreneur, co-owner, freelancer
Managing director, board member,
head of an authority etc.
Area manager, works manager, plant manager
branch manager, head of public office
Department head, group head, team leader
Other salaried staff, civil servant,
skilled worker
Lecturer, teacher
Trainee
Other position
Project manager with managerial
responsibility
Student
Other not gainfully employed
Other not gainfully employed
Economic sector
Application, use of optical technologies
Manufacture of optical technologies
Craft with optical technologies
Trade in optical technologies
Service
Non-university research institute,
research facility
University/college/polytechnic
Public administration, authorities
Public auministration, authorities

Other sectors Student

1- 4

5-9

10- 49

50-249

250-499

Other not gainfully employed

Number of employees:

Size of company/organisation:

5

6

18

22

9

forschung GmbH, Dortmund

Conducted by: Gelszus Messe-Markt-

Visitors (number of entries) 44 987 **Proportion of trade visitors** 98% Germany (total) 42 of which Nielsen 1 5 Nielsen 4 48 Bremen Bavaria 48 . Hamburg 2 Nielsen 5+6 Lower Saxony 3 Berlin Schleswig-Holstein 1 Brandenburg Mecklenburg-Nielsen 2 5 North Rhine-Westph. 5 West Pommerania Nielsen 3a 8 Saxony-Anhalt 6 Nielsen 7 Hesse Rhineland-Palatinate 2 Saxonv Saarland 1 Thuringia Nielsen 3b 21 Baden-Württemb. 21 Foreign (total) 58 of which EU 64 Other european countries 16 North America Middle East South-, East-, Central Asia 10 Other countries 3 % Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km 16 over 300 km 70 % Countries with the highest visitor shares Italv 12 Austria Switzerland United France

6

3

1

1

7

3

4

4 3

9

5

7

1

Austria	,
Switzerland	6
United Kingdom	5
France	6 5 5
Frequency of visits to trade fair	%
Previous event	40
Earlier events	35
First visit	7
Average length of stay	1,9 days
Influence on purchasing/procureme	nt
decisions	%
Decisively	19
Collectively	30
In an advisory capacity	29
No	13
Student	9
Other not gainfully employed	1
Area of responsibility	%
Management	19
Research/development/design	18
Manufacturing, production, quality con	
Buying/procurement	20
buying/procurement	2

productronica

Trade visitors' profile

%

8 38

12 2

1

10

2

3

5

3

14

1

% 7

9

6

12

20

17

1

4

11

14 1

%

28

25

2 5

4

6

14

1

14

1

%

6

20

14

1

Finance/accounting, controlling

500 - 999

Student

employed

1 000 and more

Other not gainfully

	50	FUI	
5+6		Oth	
	-	skil	
burg		Lec	
burg-		Tra	
mmerania Anhalt		Oth	
	-	Stu Hou	
7	1	Old	
a	1	Oth	
		ou	
		Buy	,
		Pur	
	1	at t	ł
		yes	
	73	no	
	27	ma	y
	01		
or share	%	Fol	
	42	Inte	9
	0/	yes	
	%	no	
	68 20	ma	
	10	Cor	1
	3	for	S
	5		
	%		
	44		
	60		
	21		
	%		
	38		
	62		
	%		
	14		
	54		
	13		
	13		
	7		
	%		
	4		
	9		
	9		

26 767

Trade visitors' profile Visitors (number of entries)

Information and communication technolo Personnel administration, administration	ິ້ 1
Sales Marketing, advertising, PR	8
Logistics: storage, material management	, '
transport	3
Maintenance/repairs	2
System development/integration	3
Electronic development, design	9
Student	9
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member,	
head of an authority etc.	11
Area manager, works manager, plant man	lager,
branch manager, head of public office	- 10
Project manager with managerial response	sibility 9
Department head, group head, team lead	ler 14
Other salaried staff, civil servant,	

27

3

3

0

%

%

7

25

9

1

Management of a home

Nursing service

Other Salaheu Stall, Civil Servallt,
skilled worker
Lecturer, teacher
Trainee
Other position
Student
Other not gainfully employed

Economic sector

Industrial electronics manufacturers 17 Manufacture of auto electronics 7 Telecom products and consumer electronics manufacturers Production of media electronics Production of military electronics Electrical engineering Printed circuit board production Semiconductor production Mechanical and apparatus enineering Automobile and vehicle manufacturing Metal, paper and printing industry, chemical industry Aerospace industry Measuring technology, control and automation technology, precision engineering and optics 2 Other processing industries, industry in general 3 Trade, craft/skilled trades 6 Service Non-university research institute, research facility 4 University/college Public administration Other sectors Student Other not gainfully employed

Size of company/organisation:

es:	mploye	er of e	Numb
500 - 999	5	4	1-
1 000 and more	6	9	5-
Student	15	49	10-
Other not gainfully	22	199	50-
employed	11	499	200- 4
			· ·

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

visitors (number of entries)	20 /0/
Proportion of trade visitors	99 %
Germany (total)	97
of which Nielsen 1 1 Nielsen 4	55
Bremen - Bavaria	55
Hamburg - Nielsen 5+6	3
Lower Saxony 1 Berlin	1
Schleswig-Holstein - Brandenburg	1
<u>Nielsen 2</u> 4 Mecklenburg-	
North Rhine-Westph. 4 West Pommerar	nia -
Nielsen 3a 9 Saxony-Anhalt	1
Hesse 5 Nielsen 7	9
Rhineland-Palatinate 4 Saxony	5
Saarland 1 Thuringia	4
Nielsen 3b 19	
Baden-Württemb. 19	
Foreign (total)	3
of which	
EU	84
Other countries	16
Distance to home	%
up to 50 km	14
more than 50 km up to 100 km	15
more than 100 km up to 300 km	49
over 300 km	22
The country with the highest visitor share Austria	re % 32
Frequency of visits to trade fair	%
Previous event	7
Earlier events	47
First visit	43
Average length of stay 1,	2 days
Influence on purchasing/procurement	
decisions	%
Decisively	19
Collectively	31
In an advisory capacity No	23 19
Student	8
Area of responsibility	%
Management	9
Research/development/design Manufacturing, production, quality control	-
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	
Personnel administration, administration	′ i
Sales	2
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	-
Maintenance/repairs	1
Other area	10
Management of a home	6

Care, supervision Therapy Organisation, planning, work scheduling Student	7 2 3 8
	0
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	5
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager,	5
branch manager, head of public office	-
Department head, group head, team leader	-
Other salaried staff, civil servant, skilled worker Lecturer, teacher	
Chief administrator	3 2 3
Household manager	
Kitchen manager	1
Nursing service director Ward sister	14 3
Residential sector management	3
Other salaried staff, civil servant with	5
managerial responsibility	4
Quality representative	2
Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse	15 5
Skilled domestic worker	1
Trainee	16
Student	8
Other position	3
Economic sector	%
Old peoples' home	18
Nursing home Day care/short-term nursing facilities	32 1
Facility for the disabled	2
Social ward	4
Out-patient nursing services	12
Hospital	3
Rehabilitation clinic Welfare association	1
Sponsor	3 2
Public authority	1
Training, education	4
Old peoples' home	1
Shared residence Assisted living	1
Therapeutic facility	1
Medical supplies retailer	1
Industrial producer	1
Housing industry	1
Engineer's and planning office Building and Construction industry	1
building and Construction moustry	

Size of company/organisation:

(Interior) architect/decorator

Other sectors

Student

6

44

1-	4	employees: 4	200 - 499	1
5-	9	5	500 - 999	
10-	49	21	1 000 and more	
50-	199	37	Student	

Trade visitors' profile

2

Visitors (number of	entri	ies)	1 202
Proportion of trade	visit	ors	99 %
Germany (total)			77
of which Nielsen 1	c	Nielson 4	38
Bremen	5	<u>Nielsen 4</u> Bavaria	38
Hamburg	1	Nielsen 5+6	2
Lower Saxony	5	Berlin	1
Schleswig-Holstein	-	Brandenburg	1
Nielsen 2	6	Mecklenburg-	
North Rhine-Westph.	6	West Pommer	
Nielsen 3a	13	Saxony-Anhal	
Hesse	6	Nielsen 7	6
Rhineland-Palatinate Saarland	6	Saxony	2
Nielsen 3b	29	Thuringia	4
Baden-Württemb.	29		
Foreign (total)			23
of which			
EU Other cour	trior		62 38
Other cour	itties)	20
Distance to home			%
up to 50 km	- 10	0.1	6
more than 50 km up to more than 100 km up			9 41
over 300 km	10 51		44
Countries with the h	ighe	est visitor shar	es %
Italy	-		16
France			9
Austria			8
Spain			7
United Kingdom			7
Frequency of visits t	o tra	ade fair	%
Previous event			8
Earlier events First visit			4
			86
Average length of st	ay		1,2 days
Influence on purcha	sing	/procurement	
decisions Decisively			%
Decisively Collectively			13 34
In an advisory capacit	v		34 25
No	y		19
Student			7
Other not gainfully en	plov	/ed	2
	6.0		-

Area of responsibility	%
Management	6
Research/development/design	41
Manufacturing, production, quality control	17
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology Personnel administration, administration	2
Sales	12
Marketing, advertising, PR	5
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area	5
Student	7
Other not gainfully employed	2
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	10
Department head, group head, team leader	28
Other salaried staff, civil servant,	
skilled worker	34
Lecturer, teacher	3
Trainee Other position	3
Student	7
Other not gainfully employed	2
Economic sector	%
Industry	78
Service	8
Teaching, research	4
Other sectors	1
Student	7
Other not gainfully employed	
Size of company/organisation:	
Number of employees:	%
1- 4 3 500-999	4
5- 9 2 1 000 and more	56
10- 49 12 Student	7
50- 199 5 Other not gainfully	2

200-499 10 employed

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

isitors (number of	entr	ies)	51 453
Proportion of trade	visit	ors	93%
Germany (total)			49
of which	_		
lielsen 1	7	Nielsen 4	51
Bremen	1	Bavaria	51
lamburg	1	Nielsen 5+6	5
ower Saxony	4	Berlin	4
chleswig-Holstein	1	Brandenburg	1
lielsen 2	7	Mecklenburg-	
North Rhine-Westph.	7	West Pommer	
<u>lielsen 3a</u>	13	Saxony-Anhal	
lesse	10	Nielsen 7	3
thineland-Palatinate	2	Saxony	2
aarland		Thuringia	1
lielsen 3b	15		
Baden-Württemb.	15		
oreign (total)			51
of which EU			71
	noa	n countries	10
Africa	pea	Countries	2
North Ame	orico		2
		tral America	4
Middle Ea		u di America	2
		Central Asia	8
Australia	st-, t	Lentral Asia	-
Distance to home			%
ip to 50 km			12
nore than 50 km up t	o 10	0 km	7
nore than 100 km up			25
over 300 km	10 5		57
Countries with the h	nighe	est visitor shar	es %
taly			11
Austria			8
rance			6
letherlands			6
oland			6
requency of visits t	o tra	ade fair	%
revious event			30
arlier events			38
irst visit			48
verage length of s	tay		1,7 days
nfluence on purcha	sina	/procurement	
lecisions	ang	procurement	%
Decisively			40
Collectively			26
n an advisory capacit	v		15
lo	· 7		9
itudent			9
Other not gainfully en	onlos	hau	2
and not gainfully eff	uhin)	rcu .	2

Influence on purchasing/procurement
decisions
Decisively
Collectively
In an advisory capacity
No
Student
Other not gainfully employed

Managemen	ponsibility
	velopment/design
	ng, production, quality control
Buying/proci	
	ounting, controlling
	and communication technology
Sales	
	advertising, PR
5	orage, material management,
transport Maintenance	a /ron airc
Other area	errepairs
Student	
Other not ga	infully employed
Position in t	the company/organisation
	r, co-owner, freelancer
	irector, board member,
head of an a	uthority etc. er, works manager, plant manager
	ager, head of public office
	head, group head, team leader
Other salarie	ed staff, civil servant,
skilled worke Lecturer, tea	
Trainee	
Other positio	on
Student	
Other not ga	infully employed
Francisco -	ector
	maart avaart
Retail trade	mport, export
Economic se Retail trade Wholesale, in Manufacture	
Retail trade Wholesale, in Manufacture	ers
Retail trade Wholesale, i	ers
Retail trade Wholesale, in Manufacture Agriculture a Service Other sector	ers and fisheries
Retail trade Wholesale, ii Manufacture Agriculture a Service Other sector Student	ers and fisheries s
Retail trade Wholesale, ii Manufacture Agriculture a Service Other sector Student	ers and fisheries
Retail trade Wholesale, in Manufacture Agriculture a Service Other sector Student Other not ga Size of com	ers and fisheries s infully employed pany/organisation:
Retail trade Wholesale, in Manufacture Agriculture a Service Other sector Student Other not ga Size of com Number of	ers and fisheries s infully employed pany/organisation: employees:
Retail trade Wholesale, in Manufacture Agriculture a Service Other sector Student Other not ga Size of com	ers and fisheries s infully employed pany/organisation:
Retail trade Wholesale, in Manufacture Agriculture a Service Other sector Student Other not ga Size of com Number of 1 - 4 5 - 9 10 - 49	ers and fisheries s iinfully employed pany/organisation: employees: 28 500 - 999 12 1 000 and more 24 Student
Retail trade Wholesale, ii Manufacture Agriculture a Service Other sector Student Other not ga Size of com Number of 1- 4 5- 9	ers and fisheries s iinfully employed pany/organisation: employees: 28 500 - 999 12 1 000 and more

CO-REACH —> Nürnberg

Trade visitors' profile

Visitors (number of e	ntr	ies)	4 676
Proportion of trade v	isit	ors	99%
Germany (total) of which			93
Nielsen 1	6	Nielsen 4	58
Bremen	-	Bavaria	58
Hamburg	2	Nielsen 5+6	2
Lower Saxony	2	Berlin	
Schleswig-Holstein	э -	Brandenburg	-
Nielsen 2	7	Mecklenburg-	
North Rhine-Westph.	7	West Pommeran	
Nielsen 3a	8	Saxony-Anhalt	
Hesse Rhingland Deletingto	6	Nielsen 7	
Rhineland-Palatinate Saarland	2	Saxony	
	- 15	Thuringia	
	15		
bauen-wurttenin.	15		
Foreign (total)			7
of which EU			74
Other count	trio	-	20
	unc.	,	21
Distance to home			%
up to 50 km			2
more than 50 km up to			1
more than 100 km up t	03	00 km	3
over 300 km			2
Countries with the hi	ghe	est visitor shares	9
Austria			3
Netherlands			1
Switzerland			1
France			
Italy			
Frequency of visits to	o tra	ade fair	9
Previous event			2
Earlier events			3
First visit			5
Average length of st	ay	1,3	8 day
Influence on purchas	ina	/procurement	
decisions	9	.p. courement	9
Desisivaly			2

Decisively

No

Student

Collectively

In an advisory capacity

Other not gainfully employed

Area	of resp	onsibilit	.y
Mana	, gemen	t	
Resea	rch/de	velopmer	nt/design
			ction, quality control
		irement	
			ontrolling
			nunication technology
	nnel ad	ministrat	ion, administration
Sales			
		dvertisin	
		orage, ma	iterial management,
transp			
		e/repairs	
Other Stude			
		infully en	nloved
ound	norya	initiality ell	ipioyed
Area r brancl Depar Other skilled Lectur Traine Other Stude	nanage n mana tment salarie l worke rer, tea re positio nt	nger, hea head, gro d staff, c er cher	manager, plant manager, d of public office pup head, team leader ivil servant,
Econo	omic se	ector	
Indust	ry		
Trade			
		, publish	ing
Servic			
		istration	
	ing, re		
	sector	5	
Stude			
Other	not ga	infully en	nployed
Size o	fcom	nanv/org	anisation:
		employe	
	4	12	500 - 999
5-	9	6	1 000 and more

25 20 10

forschung GmbH, Dortmund

Conducted by: Gelszus Messe-Markt-

10- 49 50- 199

200-499

1

Trade visitors' profile Visitors (number of entries) % 12 1

3 Δ

4 15 53

9 22

% 7

17

1

3

Student

employed

Other not gainfully

Proportion of trade visitors				
Germany (total) of which				
Nielsen 1		Nielsen 4	92	
Bremen		Bavaria	92	
	1.1		92	
Hamburg		Nielsen 5+6	1	
Lower Saxony	-	Berlin	-	
Schleswig-Holstein	-	Brandenburg	-	
Nielsen 2	-	Mecklenburg-		
North Rhine-Westph.	-	West Pommerania	- 1	
Nielsen 3a	1	Saxony-Anhalt	-	
Hesse	-	Nielsen 7	3	
Rhineland-Palatinate	-	Saxony	1	
Saarland	-	Thuringia	2	
Nielsen 3b	3			
Baden-Württemb.	3			

10 933

1

eltec (2015)

Foreign (total)

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/procurem	ent
decisions	%
Decisively	27
Collectively	27
In an advisory canacity	22

First visit	39
Average length of stay	1,0 days
Influence on purchasing/procureme	nt
decisions	%
Decisively	27
Collectively	27
In an advisory capacity	22
No	22
Student	2
Other not gainfully employed	1

Visitors Profile Analyses 201



embedded world ------> Nürnberg

Trade visitors' profile

Area of responsibility	%	Visi
Management	15	Dura
Research/development/design Manufacturing, production, quality control	3 3	Pro
Buying/procurement	2	Ger
Finance/accounting, controlling	-	of w
Information and communication technology	4	Niel
Personnel administration, administration	1	Brer
Sales	8	Han
Marketing, advertising, PR	1	Low
Logistics: storage, material management,		Schl
transport	1	Niel
Maintenance/repairs	18	Nor
Other area	6	Niel
Installation/assembly	37	Hes
Student	2	Rhir
Other not gainfully employed	1	Saa
Desision in the communication	%	Niel Bad
Position in the company/organisation	% 22	Ddu
Entrepreneur, co-owner, freelancer Managing director, board member,	22	Fore
head of an authority etc.	2	of w
Area manager, works manager, plant manager		01 11
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	Dist
Trainee	24	up t
Other position	1	mor
Student	2	mor
Other not gainfully employed	1	over
Economic sector	%	Cou
Electrical skilled trade	56	Italy
Heating, hot water preparation,	2	Aus
air-conditioning, ventilation	2	Unit
Other skilled trade	1 11	Frar Swit
Electrical engineering/electronics industry Other industry	4	2001
Electrical wholesale trade	5	Free
Power supply company	3	Prev
Engineering, planning office, architects	5	Earli
Service	4	First
Specialist authority, administration	2	
Training and further training	2	Ave
Other sectors	3	
Student	2	Influ
Other not gainfully employed	1	deci
		Deci
Size of company/organisation:		Colle
Number of employees	%	In a

Number of	employ	ees
1- 4	23	500 - 999
5-9	15	1 000 and more
10- 49	21	Student
50-199	12	Other not gainfully
200-499	5	employed

7

14

2

1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Visitors (number of entries)	30 017
Proportion of trade visitors	98 %
Germany (total) of which	62
Nielsen 1 4 Nielse	n 4 44
Bremen - Bavari	
Hamburg 1 Nielse	n 5+6 5
Lower Saxony 1 Berlin	4
	enburg -
Nielsen 2 8 Meckl	enburg-
	ommerania -
Nielsen 3a 10 Saxon	y-Anhalt 1
Hesse 6 Nielse	<u>n7</u> 5
Rhineland-Palatinate 3 Saxon	<u>n 7</u> 5 y 3 gia 2
Saarland 1 Thurin	gia 2
Nielsen 3b 25	
Baden-Württemb. 25	
Foreign (total) of which	38
EU	70
Other european count	ries 17
North America	2
South-, East-, Central	Asia 7
Other countries	3
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	29
over 300 km	55
Countries with the highest visit	
Italy	10
Austria	9
United Kingdom	7
France	7
Switzerland	6
Frequency of visits to trade fair	%
Previous event	27
Earlier events	40
First visit	51
Average length of stay	1,5 days
Influence on purchasing/procur	
decisions	%
Decisively	22
Collectively	31
In an advisory capacity	18
No	11
Student	17
Other not gainfully employed	1

		_
Area of responsib	ility	%
Management		7
Research/developm		46
	oduction, quality control	4
Buying/procuremer Finance/accounting		2
	mmunication technology	11
	ration, administration	1
Sales		5
Marketing, adverti	sing, PR	2
Logistics: storage,	material management,	
transport		-
Maintenance/repai	rs	1
Other area		2
Student Other not gainfully	omployed	17
Other not gainfully	empioyed	
Position in the co	mpany/organisation	%
Entrepreneur, co-o	wner, freelancer	12
Managing director		
head of an authorit		4
	ks manager, plant manager,	_
	ead of public office	7
Other salaried staf	group head, team leader	20
skilled worker	, civil servant,	32
Lecturer, teacher		2
Trainee		2
Other position		2
Student		17
Other not gainfully	employed	1
Economic sector		%
Industry		56
Trade		4
mport/export		1
Service		10
Teaching, research		7
Other sectors Student		4
Other not gainfully	employed	7
other not gainfully	employed	
Size of company/	organisation:	
Number of emplo		%
1-4 8	500 - 999	7
5-95	1 000 and more	25
10- 49 16 50- 199 13	Student Other pet gainfully	17
200-499 13	Other not gainfully employed	1
	1.4	
Conducted by: Ge forschung GmbH,	elszus Messe-Markt- Dortmund	

11

5

Trade visitors' profile

Visitors (number of	entri	ies)	30 198	
Proportion of trade visitors			99 %	
Germany (total) of which			36	
Nielsen 1	7	Nielsen 4	24	
Bremen	1	Bavaria	24	
Hamburg	1	Nielsen 5+6	3	
Lower Saxony	5	Berlin	1	
Schleswig-Holstein	1	Brandenburg	-	
Nielsen 2	18	Mecklenburg-		
North Rhine-Westph.	18		inia -	
Nielsen 3a	19		1	
Hesse	9	Nielsen 7	3	
Rhineland-Palatinate	9	Saxony	2	
Saarland	1	Thuringia	1	
Nielsen 3b	25			
Baden-Württemb.	25			
Foreign (total) of which			64	
EU			60	
Other euro	pear	n countries	15	
North Ame			3	
South and	Cen	tral America	4	
Middle Eas	st		5	
	st-, C	Central Asia	7	
Australia			-	
Africa			6	
Distance to home			%	
up to 50 km			4	
more than 50 km up to	o 10	0 km	3	
more than 100 km up	to 3	00 km	26	
over 300 km			67	
Countries with the h	ighe	est visitor share	s %	
Italy			9	
Netherlands			6	
Turkey			6	
United Kingdom			5	
Switzerland			5	
Frequency of visits t	o tra	ade fair	%	
Previous event			38	
Earlier events			39	
First visit			48	
Average length of st	tay	1	,8 days	
Influence on purchas	sina	/procurement		
decisions			%	
Decisively			25	
Collectively			37	
In an advisory capacit	y		21	
No			11	

No

Student

Area of responsibility Management	% 10
Research/development/design	47
Manufacturing, production, quality control	13
Buying/procurement	5
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	-
Sales	11
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area	2
Student	5
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member,	
head of an authority etc.	9
Area manager, works manager, plant manager,	
branch manager, head of public office	14
Department head, group head, team leader	26
Other salaried staff, civil servant,	
skilled worker	31
Lecturer, teacher	1
Trainee	2
Other position	35
Student	5
Economic sector	%
Industrial producer	77
Wholesale, import, export	8
Commercial agent	3
Service	4
Public authority/administration	1
Other sectors	3
Student	5
Size of company/organisation:	
Number of employees:	%

Vumb	er of	employees:		%
1-	4	5	200 - 499	15
5-	9	5	500 - 999	6
10-	49	18	1 000 and more	24
50- 1	99	23	Student	5

forschung GmbH, Dortmund

FeuerTRUTZ ------> Nürnberg

Trade visitors' profile

Visitors (number of e	entri	ies)	7 108
Proportion of trade	visit	ors	100%
Germany (total) of which			94
Nielsen 1	8	Nielsen 4	50
Bremen	-	Bavaria	50
Hamburg	1	Nielsen 5+6	3
Lower Saxony	5	Berlin	2
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2	7	Mecklenburg-	
North Rhine-Westph.	7	West Pommer	
Nielsen 3a	14	Saxony-Anhal	t -
Hesse	8	Nielsen 7	4
Rhineland-Palatinate	5	Saxony	2
Saarland	1	Thuringia	2
Nielsen 3b	14		
Baden-Württemb.	14		
Foreign (total) of which			6
EU			77
Other cour	ntriog		23
Other cour	iuies	,	25
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			43
over 300 km			31
Countries with the h	ighe	est visitor shar	
Austria			27
Switzerland			17
Czechia			8
Netherlands			6
United Kingdom			6
Frequency of visits t	o tra	ade fair	%
Previous event			33
Earlier events			33
First visit			53
Average length of st	tay		1,3 days
Influence on purchas	sing	/procurement	
decisions			%
Decisively			25
Collectively			36
In an advisory capacit	у		25
No			12
Student			1
Other not gainfully em			1

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, head of an authority etc. Area manager, works manager, plant manager, bead of an authority etc. Area manager, works manager, plant manager, bead of an authority etc. Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provide	1 1 2 2 9 2
Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	1 2 2 2
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Constructions Fire prevention officer Construction fuer construction Fire prevention officer Construction for fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	1 2 2 2
Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, tean leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	1 2 2 2
Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	1 2 2 2
Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	1 2 2 9 2
Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, tean leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	1 2 2 2
Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	2 2 2
Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worke Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	2 2: 9 2:
transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems)	2 2 2
Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	2 2 2
Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems)	9 2:
Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction sector Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	9 2:
Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction Fire prevention officer Construction C	9 2
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems)	9 2
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	2
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	2
Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Morkman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems)	
head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, tean leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Constructions Fire prevention officer Constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	2
skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Constructions Fire prevention officer Constructions Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
Trainee Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	3
Other position Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
Student Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
Other not gainfully employed Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
Economic sector Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
Technical planner, surveyor Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	9
Architect, construction engineer, general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	2
general contractor Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
Government agency representatives, fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	1
fire protection authorities Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
Facility manager, operator for special constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
constructions Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
Fire prevention officer Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
Construction company Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	1
Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
insulation installer, metal worker, roofer) Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
Installer (electrician, fire alarms, extinguishing and ventilation systems) Provider of fire protection products, service	
and ventilation systems) Provider of fire protection products, service	
Provider of fire protection products, service	
Professional and factory firefighters	
representatives of organisations	1
(college, chamber, association)	1
Other sectors	1
Student	1
Other not gainfully employed	1
	1
Size of company/organisation:	1
Number of employees:	1
1- 4 15 500-999	9
5- 9 13 1 000 and more	9
10- 49 16 Student	1 9 2
50- 199 13 Other not gainfully	1 9 2
200- 499 11 employed	9

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HOGA Nürnberg (2015) ------> Nürnberg

Trade visitors' profile

Visitors (number of	entries	;)	27 043
Proportion of trade	visitor	s	93%
			99
	- Ni	elsen 4	87
			87
			1
			-
	- M	ecklenburg-	
North Rhine-Westph.	- W	est Pomme	rania -
Nielsen 3a	4 Sa	xony-Anhal	t-
Proportion of trade visitors 93 Germany (total) of which Nielsen 1 Nielsen 4 Bavaria Marker 1 Bremen Hamburg Nielsen 5+6 Lower Saxony Schleswig-Holstein Brandenburg Nielsen 2 Mecklenburg- North Rhine-Westph. West Pommerania Nielsen 3a 4 Hasse 3 Nielsen 7 Rhineland-Palatinate Saxony-Anhalt Saarland Thuringia Nielsen 3b 3 Baden-Württemb. 3 Foreign (total) Distance to home up to 50 km Previous event Earlier events Frequency of visits to exhibition Previous event Earlier events First visit N/A	4		
	1		
		uringia	3
Proportion of trade visitors93Germany (total) of which93Germany (total) of which93Mielsen 1 Bremen-Nielsen 1 Lower Saxony-Barbar Schleswig-Holstein North Rhine-Westph. Hesse-West Pommerania Nielsen 3a4Saxony-Anhalt Hesse3Hesse Saarland-Nielsen 3a4Saxony-Anhalt Hesse3Baden-Württemb.3Baden-Württemb.3Foreign (total)Distance to home up to 50 km more than 50 km up to 100 km over 300 kmFrequency of visits to exhibition Previous event Earlier events First visit N/AAverage length of stay1,1 dayInfluence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No			
Foreign (total)			1
			%
			38
more than 50 km up	to 100	km	27
	o to 30	0 km	31
over 300 km			4
Frequency of visits t	to exhi	bition	%
			28
			35
First visit			26
N/A			26
Average length of s	tay		1,1 days
	sing/pr	ocurement	
			%
			32
			29
	ty		16
			14
	nnlovor	1	7
Other not gainfully en	npioyed	1	3

Area of responsibility	
Management	2
Research/development/design	
Manufacturing, production, quality control	1
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	1
Other area	
Student Other not gainfully employed	
N/A	1
N/A	
Position in the company/organisation	
Entrepreneur, co-owner, freelancer	3
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manager	er,
branch manager, head of public office	
Department head, group head, team leader	1
Other salaried staff, civil servant,	
skilled worker	1
Lecturer, teacher	
Trainee	1
Other position	
Student	
Other not gainfully employed	
Economic sector	
Restaurant/bar/café	1
Hotel	1
Bakery and confectionery	
Café, bistro	
Catering	
Boarding house	
Canteen/large-scale kitchen	
Fast food/snack bar	
Butcher's	
Franchise restaurant	
Nightclub, bar	
Other sectors	
Student	
Other not gainfully employed	

Size of company/orgai

312C 01	COII	ipany/o	iyanisation.	
Numbe	r of	employ	ees	%
1-	4	18	500 - 999	2
5-	9	18	1 000 and more	6
10- 4	19	29	Student	7
50-19	99	15	Other not gainfully	
200-49	99	3	employed	3
			szus Messe-Markt- Dortmund	

Insights-X

Trade visitors' profile

isitors (number of)	entri	es)	5 350
Proportion of trade	visit	ors	96 %
Germany (total) of which			60
Vielsen 1	4	Nielsen 4	56
Bremen	1	Bavaria	56
lamburg	2	Nielsen 5+6	9
ower Saxony	1	Berlin	4
Schleswig-Holstein	-	Brandenburg	3
Vielsen 2	8	Mecklenburg-	
North Rhine-Westph.	8	West Pommerar	nia 1
Vielsen 3a	9	Saxony-Anhalt	-
lesse	4	Nielsen 7	3
Rhineland-Palatinate	4	Saxony	2
Saarland		Thuringia	1
Vielsen 3b	12		
Baden-Württemb.	12		
F oreign (total) of which			40
EU			62
Other euro	pear	countries	17
		entral Asia	10
Other cour			12
Distance to home			%
up to 50 km			18
nore than 50 km up to	o 100) km	4
nore than 100 km up	to 30)0 km	23
over 300 km			55
The country with the	e hig	hest visitor sha	re %
Czechia	-		6
Frequency of visits t	o tra	de fair	%
Previous event			33
arlier events			23
First visit			60
Average length of st	tay	1,	5 days
nfluence on purcha	sing	procurement	
lecisions			%
Decisively			43
Collectively			27
n an advisory capacit	у		16
No			9
Student			3
Other not gainfully en			1

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,

skilled worker

Lecturer, teacher

Trainee
Other position
Student
Other not gainfully employed
Economic sector
Chain store company
Specialist retail trade
Wholesale trade
Online retail
Supermarket, self-service chain, cash & carry
Department store
Import
Export
Drop shippers
Commercial end-user
Manufacturers
Other sectors
Student
Other not gainfully employed

Size of company/organisation: Number of employees:

yees.	cinploye	indimoci oi c
500 - 999	24	1- 4
1 000 and more	11	5-9
Student	22	10- 49
Other not gainfully	15	50-199
employed	6	200-499

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

it-sa ----- Nürnberg

50-199

200- 499 12

15

forschung GmbH, Dortmund

Conducted by: Gelszus Messe-Markt-

Other not gainfully

employed

1

Trade visitors' profile

%

28

4 5

15

1

28

10

3

1

%

39

11

13

12

17

1

2

%

7

27 18

13

1 1

12

> 8 3

> 1

%

4

13

3

1

Visitors (number of entries)	12 780
Proportion of trade visitors	98 %
Germany (total)	93
of which Nielsen 1 6 Nielsen 4	56
Nielsen 1 6 Nielsen 4 Bremen - Bavaria	56
Hamburg 2 Nielsen 5+6	4
Lower Saxony 3 Berlin	2
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 8 Mecklenburg-	
North Rhine-Westph. 8 West Pommerar	
Nielsen 3a 11 Saxony-Anhalt	1
Hesse 8 <u>Nielsen 7</u>	5
Rhineland-Palatinate 3 Saxony Saarland - Thuringia	4 2
Saarland - Thuringia Nielsen 3b 10	Z
Baden-Württemb. 10	
Foreign (total)	7
of which	
EU	72
Other european countries	17
Other countries	11
Distance to home	%
up to 50 km more than 50 km up to 100 km	21 10
more than 100 km up to 300 km	37
over 300 km	32
Countries with the highest visitor shares	s %
Austria	32
Switzerland	13
United Kingdom Czechia	12
Netherlands	5 4
Frequency of visits to trade fair	%
Previous event	35
Earlier events	38
First visit	48
Average length of stay 1,	3 days
Influence on purchasing/procurement	
decisions	%
	23 35
Decisively	
Collectively	
	24
Collectively In an advisory capacity	
Collectively In an advisory capacity No	24 11
Collectively In an advisory capacity No Student	24 11 5
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management	24 11 5 1 % 12
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design	24 11 5 1 % 12 5
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control	24 11 5 1 % 12 5 2
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement	24 11 5 1 % 12 5 2 1
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling	24 11 5 1 % 12 5 2 1 1
Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement	24 11 5 1 % 12 5 2 1 1

Marketing, advertising, PR Logistics: storage, material management,	3
transport Maintenance/repairs	1
Other area	27
Student	5
Other not gainfully employed	1
Position in the company/organisation Entrepreneur, co-owner, freelancer	% 12
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager,	
branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	22
skilled worker	37
Lecturer, teacher	1
Trainee	5
Other position Student	2
Other not gainfully employed	1
Economic sector Software and hardware provider	%
Software and hardware manufacturer	11
Reseller, wholesale trade	3
IT systems specialist	11
Distributor	2
Computer centre IT consulting, outsourcing	18
Production, industry	9
Energy-supply companies	1
Public authority, municipal administration	6
Trade/services	200
University/college, research Health service	2
Bank, finance sector	
Insurance	2
Tax advice, justice	
Transport, traffic	3
Media	
Telecommunication Consulting (business, companies)	1
Police, armed forces	2
Other sectors	8
Student	5
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4 7 500-999	10
5- 9 6 1 000 and more	32
10- 49 13 Student	5

Kommunale ----- Nürnberg

Trade visitors' profile

Visitors (number of e	nτr	ies)	4 307
Proportion of trade v	isit	ors	98 %
Germany (total)			99
of which	4	Nieless 4	00
Nielsen 1 Bremen	1	<u>Nielsen 4</u> Bavaria	89
	1	Nielsen 5+6	89 1
Hamburg	1	Berlin	1
Lower Saxony Schleswig-Holstein	4	Brandenburg	1
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pommer	ania -
Nielsen 3a	2	Saxony-Anhal	
Hesse	1	Nielsen 7	
Rhineland-Palatinate	1	Saxony	3
Saarland	1	Thuringia	2
Nielsen 3b	3	manngia	2
Baden-Württemb.	3		
Foreign (total)			1
of which			
EU			67
Other count	tries		33
Distance to home			%
up to 50 km			24
more than 50 km up to			24
more than 100 km up t	03	00 km	48
over 300 km			5
Countries with the hi	ghe	est visitor shar	
Austria			27
Italy			22
Denmark			14
Switzerland			11
Greece			8
Frequency of visits to	o tra	ade fair	%
Previous event			43
Earlier events			41
First visit			42
Average length of sta	ay		1,1 days
Influence on purchas	ing	/procurement	
decisions			%
Decisively			27
Collectively			42
In an advisory capacity	1		19
No			10
Student			1
Other not gainfully em	ploy	/ed	1

Area of responsibility	%
Management	33
Research/development/design	2
Manufacturing, production, quality control	1
Buying/procurement	3
Finance/accounting, controlling	12
Information and communication technology	8
Personnel administration, administration	14
Sales	2
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	1
Maintenance/repairs	6
Other area	15
Student	1
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member,	
head of an authority etc.	24
Area manager, works manager, plant manager,	
branch manager, head of public office	18
Department head, group head, team leader	22
Other salaried staff, civil servant,	
skilled worker	22
Lecturer, teacher	1
Trainee	3
Other position	2
Student	1
Other not gainfully employed	1
Economic sector	%
Federal administration	1
Regional administration	4
Local government, city council	75
Private industry	4
Association, organisation, trade union	1
Foreign representation, embassy consulate	1
Politics (municipal)	10
Educational/training institutions, academy	1
Service	9
Other sectors	4
Student	1
Other not gainfully employed	1

Size of company/organisation: Manual an of an

	empioy	Jei Ol (Num
500 - 999	4	4	1-
1 000 and more	6	9	5-
Student	37	49	10-
Other not gainfully	30	199	50-
employed	13	499	200-

forschung GmbH, Dortmund

%

3

5

1

POWTECH —> Nürnberg

Trade visitors' profile

/isitors (number of e	entrie	es)	14 066
Proportion of trade	visito	rs	100%
Germany (total)			60
of which	~		
<u>Vielsen 1</u>	9	Nielsen 4	29
Bremen	- 7	Bavaria	29
lamburg	1.1	Nielsen 5+6	7
ower Saxony	7	Berlin	2
chleswig-Holstein	1	Brandenburg	1
<u>Vielsen 2</u>	11 11	Mecklenburg-	
North Rhine-Westph.		West Pommera	
<u>Vielsen 3a</u>	16	Saxony-Anhalt	4
lesse	8	Nielsen 7	6
Rhineland-Palatinate	7	Saxony	3
aarland	1	Thuringia	3
<u>Vielsen 3b</u>	22 22		
Baden-Württemb.	22		
Foreign (total) of which			40
EU			69
Other euro	pean	countries	18
South-, Eas			5
Other coun			8
Distance to home			%
ıp to 50 km			6
nore than 50 km up to	o 100	km	5
nore than 100 km up	to 30	0 km	29
over 300 km			60
Countries with the h	ighe	st visitor share	
Austria			11
taly			8
Switzerland			8
Poland			5
Izechia			5
requency of visits t	o tra	de fair	%
Previous event			30
arlier events			37
irst visit			48
Average length of st	tay	1	,5 days
nfluence on purchas	sing/	procurement	
lecisions			%
Decisively			22
Collectively			42
n an advisory capacit	у		24
No			6
tudent			6
Other not gainfully em	nlov	he	1

Area of responsibility Management	
Research/development/design	
Manufacturing, production, quality	control
Buying/procurement Finance/accounting, controlling	
Personnel administration, administ	ration
Sales	
Marketing, advertising, PR	
Logistics: storage, material manag	ement,
transport Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organis	
Entrepreneur, co-owner, freelancer	
Managing director, board member, head of an authority etc.	·
Area manager, works manager, pla	nt managei
branch manager, head of public off	
Department head, group head, tea	m leader
Other salaried staff, civil servant, skilled worker	
Lecturer, teacher	
Trainee	
Other position	
Student Other not gainfully employed	
Economic sector	
Industry	
Skilled trades	
Retail trade	
Wholesale/foreign trade Engineer's and planning office	
Service companies	
Teaching (polytechnic/university/co	ollege)
Research	
Other sectors Student	
Other not gainfully employed	
Size of company/organisation: Number of employees:	
1-4 6 50)0 - 999
5-94 1000 ar	
	Student
50- 199 19 Other not g 200- 499 12 en	nployed

Trade visitors' profile

Visitors (number of	entr	ies)	8 112
Proportion of trade	visit	ors	98 %
Germany (total)			72
of which Nielsen 1	c	Nielson 4	42
Bremen	5	<u>Nielsen 4</u> Bavaria	42
Hamburg	1	Nielsen 5+6	42
Lower Saxony	3	Berlin	4
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	4	Mecklenburg-	
North Rhine-Westph.	4	West Pomme	
Nielsen 3a	10	Saxony-Anha	
Hesse	6	Nielsen 7	15
Rhineland-Palatinate	2	Saxony	8
Saarland	2	Thuringia	8
Nielsen 3b	20		
Baden-Württemb.	20		
Foreign (total)			28
of which EU			54
Other euro	near	n countries	16
North Ame		reountries	7
		Central Asia	18
Other cour			5
Distance to home			%
up to 50 km			11
more than 50 km up t	o 10) km	11
more than 100 km up	to 3	00 km	35
over 300 km			43
Countries with the h	ighe	est visitor sha	
Austria			12
Switzerland			9
India			7
Frequency of visits t	o tra	de fair	%
Previous event			19
Earlier events			26
First visit			65
Average length of s	tay		1,3 days
Influence on purcha	sing	/procurement	
decisions			%
Decisively			19
Collectively			32
In an advisory capacit	y		23
No			7
Student Other not gainfully en			18 1

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling	
Management Research/development/design Manufacturing, production, quality control Buying/procurement	
Manufacturing, production, quality control Buying/procurement	
Buying/procurement	
Finance/accounting_controlling	
Information and communication technolog	y
Personnel administration, administration	
Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organisation	
Entrepreneur, co-owner, freelancer	
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant mana	ger,
branch manager, head of public office	-
Department head, group head, team leade	r
Other salaried staff, civil servant,	
skilled worker	
Lecturer, teacher	
Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	
Industry	
Wholesale trade	
Retail trade	
Import/export	
Service	
Public administration	
Teaching, research	
Other sectors	
Student	
Other not gainfully employed	
Size of company/organisation:	
Number of employees:	
1- 4 6 500-999	

1- 1-	of employ	500 - 999	%
	4 0 9 1	1 000 and more	3
10- 4	-	Student	1
50-19		Other not gainfully	
200-49	9 10	employed	

forschung GmbH, Dortmund

Spielwarenmesse[®] (2016)

Trade visitors' profile

%

% 56

visitors (number of entries)	70 283
Proportion of trade visitors	82%
Germany (total)	55
of which Nielsen 1 7 Nielsen 4	52
Bremen - Bavaria	52
Hamburg 2 <u>Nielsen 5+6</u>	4
Lower Saxony 4 Berlin	2
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 10 Mecklenburg-	
North Rhine-Westph. 10 West Pommera	nia -
Nielsen 3a 10 Saxony-Anhalt	1
Hessen 6 Nielsen 7	5
Rhineland-Palatinate 3 Saxony	3
Saarland - Thuringia	2
Nielsen 3b 13	
Baden-Württemberg 13	
F oreign (total) of which	45
EU	67
Other european countries	13
Africa	2
North America	4
South and Central America	3
Middle East	4
South-, East-, Central Asia	7
Australia	1
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	6
nore than 100 km up to 300 km	23
over 300 km	59
Countries with the highest visitor shares	s %
France	9
taly	7
Jnited Kingdom	6
Netherlands	6
Belgium	5
Frequency of visits to trade fair	%
Previous event	39
Earlier events	47
First visit	37
Average length of stay 2,	0 days
nfluence on purchasing/procurement	
indence on parendsing/procurement	%
decisions	
	47
decisions Decisively Collectively	27
decisions Decisively	27 15
decisions Decisively Collectively n an advisory capacity No	27 15 8
decisions Decisively Collectively n an advisory capacity	47 27 15 8 2 1

50-199

200-499

10

5

forschung GmbH, Dortmund

Conducted by: Gelszus Messe-Markt-

Student Other not gainfully

employed

1

13 841

72%

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	28 5	Proportion of trade visitors
Manufacturing, production, quality control	6	
Buying/procurement	12	Germany (total)
Finance/accounting, controlling	2	of which
Information and communication technology	2	Nielsen 1 8 Niel
Personnel administration, administration	1	Bremen 1 Bava
Sales	25	Hamburg 1 <u>Niel</u>
Marketing, advertising, PR	6	Lower Saxony 5 Berl
Logistics: storage, material management,	2	Schleswig-Holstein 2 Brar Nielsen 2 6 Mec
transport Maintenance/renairs	2	Nielsen 2 6 Mec North Rhine-Westph. 6 Wes
Maintenance/repairs Other area	1 9	Nielsen 3a 9 Saxo
Student	2	Hesse 6 Niel
Other not gainfully employed	1	Rhineland-Palatinate 2 Saxo
other not gainfully employed		Saarland 1 Thu
Position in the company/organisation	%	Nielsen 3b 8
Entrepreneur, co-owner, freelancer	45	Baden-Württemb. 8
Managing director, board member,	45	buden wurttenib. 0
head of an authority etc.	10	Foreign (total)
Area manager, works manager, plant manager,		of which
branch manager, head of public office	8	EU
Department head, group head, team leader	12	Other countries
Other salaried staff, civil servant,	12	
skilled worker	15	Distance to home
Lecturer, teacher	2	up to 50 km
Trainee	2	more than 50 km up to 100 km
Other position	3	more than 100 km up to 300 km
Student	2	over 300 km
Other not gainfully employed	1	where the state of
Economic sector	%	The country with the highest Austria
Wholesale/foreign trade	17	Austria
Retail trade/specialist trade	38	Frequency of visits to trade fa
Department stores, mail order	3	Previous event
Skilled trades	4	Earlier events
Services, professions, institutions	13	First visit
Media (press, radio, television)	4	
Industry	8	Average length of stay
Authority/public services	4	
Chain stores, specialist stores	1	Influence on purchasing/proc
Other sectors	6	decisions
Student	2	Decisively
Other not gainfully employed	1	Collectively
		In an advisory capacity
Size of company/organisation:		No
Number of employees:	%	Student
1- 4 41 500-999	3	Other not gainfully employed
5- 9 14 1 000 and more	9	
10- 49 15 Student	2	
EQ 100 10 Other set sainfully		

of which			9
Nielsen 1	8	Nielsen 4	5
Bremen	1	Bavaria	5
Hamburg	1	Nielsen 5+6	
Lower Saxony	5	Berlin	
Schleswig-Holstein	2	Brandenburg	
Nielsen 2	6	Mecklenburg-	
North Rhine-Westph.	6	West Pommerania	
Nielsen 3a	9	Saxony-Anhalt	
Hesse	6	Nielsen 7	
Rhineland-Palatinate	2	Saxony	
Saarland	1	Thuringia	
Nielsen 3b	8	manngia	
Baden-Württemb.	8		
buden Warttenib.			
Foreign (total) of which			
FU			5
Other coun	trio		4
- Other coun	unc.	,	
Distance to home			0
up to 50 km			3
up to 50 km more than 50 km up to			3
up to 50 km more than 50 km up to more than 100 km up			3 1 2
up to 50 km more than 50 km up to			3 1 2 2
up to 50 km more than 50 km up to more than 100 km up	to 3	00 km	3 1 2 2
up to 50 km more than 50 km up to more than 100 km up over 300 km	to 3	00 km	3 1 2 2
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits t	to 3 • hig	00 km hest visitor share	3 1 2 2 4
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria	to 3 • hig	00 km hest visitor share	3 1 2 2 4 4
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits t	to 3 • hig	00 km hest visitor share	3 1 2 2 4 4
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits to Previous event	to 3 • hig	00 km hest visitor share	3 1 2
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits to Previous event Earlier events	to 3 hig	00 km hest visitor share	3 1 2 2 4 3 4 3
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits to Previous event Earlier events First visit	to 3 • hig o tra	00 km hest visitor share ade fair 1,3 d	3 1 2 2 4 3 4 3
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits t Previous event Earlier events First visit Average length of st	to 3 • hig o tra	00 km hest visitor share ade fair 1,3 d	3 1 2 2 4 3 4 3 3 4 3 ay
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits to Previous event Earlier events First visit Average length of st Influence on purchas	to 3 • hig o tra	00 km hest visitor share ade fair 1,3 d	3 1 2 2 4 3 4 3 4 3 4 3 4 3 4 3
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits to Previous event Earlier events First visit Average length of st Influence on purchas decisions	to 3 • hig o tra	00 km hest visitor share ade fair 1,3 d	3 1 2 2 4 3 4 3 4 3 4 3 1 2 2 2 4 3 4 3 4 3 1 2 2 2 1 2 2 1 2 2 1 2 2 1 2 2 1 2 2 1 3 4 3 4 3 4 3 4 3 4 5 1 1 2 2 1 1 1 1 2 2 1 1 1 1 1 1 1 1 1
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits to Previous event Earlier events First visit Average length of st Influence on purchas decisions Decisively Collectively	to 3 • hig o tra ay sing	00 km hest visitor share ade fair 1,3 d	3 1 2 2 4 3 4 3 4 3 4 3 4 3 4 3 4 3 4 3 4 3
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits to Previous event Earlier events First visit Average length of st Influence on purchast decisions Decisively	to 3 • hig o tra ay sing	00 km hest visitor share ade fair 1,3 d	3 1 2 2 4 3 4 3
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits to Frevious event Earlier events First visit Average length of st Influence on purchas decisions Decisively Collectively In an advisory capacit	to 3 • hig o tra ay sing	00 km hest visitor share ade fair 1,3 d	3 1 2 2 4 3 4 3 4 3 4 3 4 3 4 3 4 3 4 2 2 2

Area of responsibility	%
Management	6
Research/development/design	
Manufacturing, production, quality control	16
Buying/procurement	2
Finance/accounting, controlling	2
Information and communication technology	-
Personnel administration, administration	5
Sales	
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	38
Facility manager	7
Services manager	4
Production manager	4
Student	6
Other not gainfully employed	7
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	5
Managing director, board member,	
head of an authority etc.	4
Area manager, works manager, plant manage	
branch manager, head of public office	
Department head, group head, team leader	25
Other salaried staff. civil servant.	23
skilled worker	22
Lecturer, teacher	4
Trainee	5
Other position	12
Student	6
Other not gainfully employed	7
e a construction de la construction	0/
Economic sector	% 49
Workshop for people with disabilities Daycare Center	49
	3
Workshop with store	3
Trade	2
	4
Woodworking	13
State/communal institutions	
State/communal institutions Social institution, social service	
State/communal institutions Social institution, social service School, educational institution	
State/communal institutions Social institution, social service School, educational institution Metalworking	
State/communal institutions Social institution, social service School, educational institution Metalworking Health service	
State/communal institutions Social institution, social service School, educational institution Metalworking Health service Service	
State/communal institutions Social institution, social service School, educational institution Metalworking Health service Service Other sectors	
State/communal institutions Social institution, social service School, educational institution Metalworking Health service Service	9 3 5 7 5 6 7

Size of company/orga

Number of	employ	ees:	%
1- 4	5	500 - 999	13
5-9	4	1 000 and more	12
10- 49	11	Student	6
50-199	19	Other not gainfully	
200- 499	26	employed	7

Private visitors' profile

Visitors (number of e	ntri	es)	13 84
Proportion of private visitors			28%
Germany (total) of which			10
of which <u>Nielsen 1</u> Bremen Hamburg Lower Saxony Schleswig-Holstein <u>Nielsen 2</u> North Rhine-Westph. <u>Nielsen 3a</u> Rhineland-Palatinate Saarland <u>Nielsen 3b</u> Baden-Württemb.	1 - 1 - 2 2 - 3 3	<u>Nielsen 4</u> Bavaria <u>Nielsen 5+6</u> Berlin Brandenburg Mecklenburg- West Pommera Saxony-Anhalt <u>Nielsen 7</u> Saxony Thuringia	93 93 nia
Distance to home up to 50 km more than 50 km up to over 300 km Frequency of visits to Previous event Earlier events First visit	to 30)0 km	9 7: 1 1
Sex Male Female			9 21 71
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more			9 1 33 2 1 1
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years			9 1 1 1 1 2 1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	4
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	4
Other salaried staff, civil servant,	
skilled worker	36
Lecturer, teacher Trainee	4
Other position	2
Student	2 7 7
Housewife/man	8
Old-age pensioner	21
Other not gainfully employed	6
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
yes	81
no	6 13
maybe	15
Follow-up business	%
Intend to buy at later date	
yes	31
no	20 50
maybe	50
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

Private visitors' profile

Visitors (number of e	ntri	es)	4 671
Proportion of private	vis	itors	91%
Germany (total)			97
of which Nielsen 1	1	Nielsen 4	
Bremen	4	Bavaria	
Hamburg	1	Nielsen 5+6	
Lower Saxony	1	Berlin	
Schleswig-Holstein	4	Brandenburg	
Nielsen 2	-	Mecklenburg-	
North Rhine-Westph.	-	West Pommeral	nia -
Nielsen 3a	2	Saxony-Anhalt	-
Hessen	2	Nielsen 7	-
Rhineland-Palatinate	1	Saxony	-
Saarland	-	Thuringia	
	96 96		
5	90		
Foreign (total)			3
Distance to home			%
up to 50 km			68
more than 50 km up to	100) km	16
more than 100 km up t	0 30)0 km	12
over 300 km			4
Frequency of visits to	o tra	de fair	%
Previous event			21
Earlier events			47
First visit			32
Sex			%
Male			52
Female			48
Size of household			%
1 person			15
2 persons			45
3 persons			14 16
4 persons 5 persons and more			10
p persons and more			10
Age			%
up to 20 years			3
over 20 up to 30 years			31
over 30 up to 40 years			14
over 40 up to 50 years			17 17
over 50 up to 60 years over 60 up to 70 years			13
over 70 years			4
iver i o yeurs			4

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	10
Other salaried staff, civil servant,	
skilled worker	37
Lecturer, teacher	4
Trainee	2 4
Other position Student	4 9
Old-age pensioner	12
Other not gainfully employed	7
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	40
no	38
maybe	22
Follow-up business	%
Intend to buy at later date	70
Ves	59
no	10
maybe	31
Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg	
Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg	

Visitors (number of	entr	ies)	62 838
Proportion of privat	e vis	sitors	100%
Germany (total) of which			94
Nielsen 1	1	Nielsen 4	_
Bremen		Bavaria	
Hamburg	-	Nielsen 5+6	
Lower Saxony	_	Berlin	_
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pommer	ania .
Nielsen 3a	1	Saxony-Anhal	
Hesse	1	Nielsen 7	
Rhineland-Palatinate	1	Saxony	
Saarland		Thuringia	
Nielsen 3b	99	manngia	
Baden-Württemb.	99		
Foreign (total)			5
of which			
EU			100
Country with the hig	ghes	t visitor share	%
Country with the hi g France	ghes	t visitor share	% 4
	ghes	t visitor share	
France	ghes	t visitor share	4
France Distance to home up to 50 km more than 50 km up t	o 10	0 km	4 % 83 9
France Distance to home up to 50 km more than 50 km up t more than 100 km up	o 10	0 km	4 % 83 9 3
France Distance to home up to 50 km more than 50 km up t	o 10	0 km	4 % 83 9
France Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits 1	o 10 to 3	0 km 00 km	4 % 83 9 3 1
France Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits 1 Previous event	o 10 to 3	0 km 00 km	4 % 83 9 3 1 % 29
France Distance to home up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits to Previous event Earlier events	o 10 to 3	0 km 00 km	4 % 83 9 3 1 1 % 29 62
France Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits 1 Previous event	o 10 to 3	0 km 00 km	4 % 83 9 3 1 % 29
France Distance to home up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits to Previous event Earlier events	o 10 to 3	0 km 00 km	4 % 83 9 3 1 1 % 29 62
France Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male	o 10 to 3	0 km 00 km	4 % 83 9 3 1 1 % 29 62 9 9 %
France Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit	o 10 to 3	0 km 00 km	4 % 833 9 3 3 1 1 % 29 62 9 9
France of the second se	o 10 to 3	0 km 00 km	4 % 83 9 3 1 1 % 29 62 9 9 %
France Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male	o 10 to 3	0 km 00 km	4 % 83 9 3 1 1 % 29 62 9 62 9 9 62 58
France Distance to home up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits 1 Previous event Earlier events First visit Sex Male Female Age up to 20 years	o 10 to 3	0 km 00 km	4 % 83 9 3 1 1 1 % 29 62 9 9 9 9 9 9 9 9 9 9 % 42 58
France Distance to home up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits 1 Previous event Earlier events First visit Sex Male Female Age up to 20 years over 20 up to 30 year over 30 up to 40 year	o 10 to 3	0 km 00 km	4 % 83 9 3 3 1 1 % 29 62 9 9 62 62 58 62 58 % 42 58 % 155 83
France Distance to home up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits 1 Previous event Earlier events First visit Sex Male Female Age up to 20 years	o 10 to 3	0 km 00 km	4 % 83 9 3 1 1 % 29 62 9 9 9 9 9 9 9 9 82 58 % 15
France Distance to home up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits 1 Previous event Earlier events First visit Sex Male Female Age up to 20 years over 20 up to 30 year over 30 up to 40 year	o 10 to 3 to ex	0 km 00 km	4 % 83 9 3 3 1 1 % 29 9 62 62 9 9 9 62 58 % 42 58 % 15 311 16
France Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Age up to 20 years over 20 up to 30 year over 30 up to 40 year over 40 up to 50 year	o 10 to 3 to ex	0 km 00 km	4 % 83 9 3 3 1 1 % 29 62 62 62 62 58 62 58 58 58 58 58 15 15 31 16 19

OBERRHEIN MESSE (2015) ------ Offenburg

Private visitors' profile

Position in the company/organisation	0
Entrepreneur, co-owner, freelancer Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manager	
branch manager, head of public office	·
Department head, group head, team leader	
Other salaried staff, civil servant.	
skilled worker	5
Lecturer, teacher	-
Trainee	
Other position	
Student	
Housewife/man	
Old-age pensioner	
Other not gainfully employed	
During and addring some site	
Buying and ordering capacity Purchase or order made or intended	0
at the exhibition	
yes	e
no	2
maybe	1
	_
Follow-up business	
Intend to buy at later date	
yes	2
no	2
maybe	4
Conducted by: Messe Offenburg-Ortenau	
GmbH, Offenburg	

CMT (2016)

Private visitors' profile

Visitors (number of entries)	219 331
Proportion of private visitors	88%
Germany (total)	98
of which Nielsen 1 - Nielse	en 4 6
Bremen - Bavar	
	en 5+6 -
Lower Saxony - Berlin	
	enburg -
Nielsen 2 - Meck	enburg-
	Pommerania -
Nielsen 3a 4 Saxor	y-Anhalt -
Hessen - <u>Nielse</u>	
Rhineland-Palatinate - Saxor	
Saarland - Thurir	igia -
Nielsen 3b 89	
Baden-Württemberg 89	
Foreign (total) of which	2
EU	40
Other european count	ries 60
The country with the highest v	isitor share %
Switzerland	56
Distance to home	%
up to 50 km	56
more than 50 km up to 100 km	24
more than 100 km up to 300 km	17
over 300 km	2
Frequency of visits to trade fai	r %
Previous event	42
Earlier events	48
First visit	27
Sex	%
Male	50
Female	50
Size of household	%
1 person	14
2 persons	55
3 persons	14
4 persons	12
5 persons and more	5
Age	%
up to 20 years	5
over 20 up to 30 years	12
over 30 up to 40 years	10
over 40 up to 50 years	18
over 50 up to 60 years	27
over 60 up to 70 years	21
over 70 years	7



COMPOSITES EUROPE (2015) —> Stuttgart

200-499

10

Conducted by: Wissler & Partner, Basel

employed

1

Trade visitors' profile

Position in the company/organisation	%	Visitors (number of entries) 10	087
Entrepreneur, co-owner, freelancer Managing director, board member, boad of an authority of	9	Proportion of trade visitors	98%
head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Buying and ordering capacity	2 3 10 34 3 2 4 5 3 24 3 24 3 %	Germany (total) of which Nielsen 1 7 Bremen - Hamburg 2 Nielsen 5+6 Lower Saxony 4 Berlin Schleswig-Holstein 1 Brandenburg Nielsen 2 12 Wecklenburg- North Rhine-Westph. 12 West Pommerania Nielsen 3a 13 Saxony-Anhalt Hesse 6 Nielsen 7 Rhineland-Palatinate 6 Saarland - Nielsen 3b 39	59 20 20 4 6 4 1
Purchase or order made or intended at the exhibition		Baden-Württemb. 39	
yes	41 31	Foreign (total) of which	41
no maybe	28	EU	78
		Other european countries	10
Follow-up business	%	South-, East-, Central Asia	7
Intend to buy at later date		Other countries	5
yes	35	Ristor of home	%
no maybe	16 49	Distance to home up to 50 km	% 13
· ·		more than 50 km up to 100 km	9
Conducted by: Landesmesse Stuttgart Gml Stuttgart	эн,	more than 100 km up to 300 km	23
Stutigart		over 300 km	56
		Countries with the highest visitor shares United Kingdom	11
		France	10
		Austria Netherlands	10 10
		Belgium	9
		5	
		Frequency of visits to exhibition	%
		Previous event Earlier events	20 30
		First visit	58
		Average length of stay 1,4 o	days
		Influence on purchasing/procurement decisions	%
		Decisively	19
		Collectively	28
		In an advisory capacity	26
		No	17
		Student Other not gainfully employed	11 1
		Other not gainfully employed	1

Area of responsibility	%
Management	14
Research/development/design	37
Manufacturing, production, quality con	
Buying/procurement	2
Finance/accounting, controlling	
Information and communication techno	
Personnel administration, administratio	on 14
Sales Marketing, advertising, PR	14
Logistics: storage, material manageme	-
transport	
Maintenance/repairs	2
Other area	2
Student	11
Other not gainfully employed	1
Position in the company/organisatio	
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	
head of an authority etc.	9
Area manager, works manager, plant n	
branch manager, head of public office Department head, group head, team le	eader 22
Other salaried staff, civil servant,	eduel 22
skilled worker	28
Lecturer, teacher	- 2
Trainee	2
Other position	2
Student	11
Other not gainfully employed	1
Economic sector	%
Manufacturers, processor of materials	
composites	28
Supplier	18
Mechanical engineering, technology su	
OEM, end user	7
Distributor	5
Institute, research University	5
Other sectors	11
Student	11
Other not gainfully employed	1
gamany employed	
Size of company/organisation:	
Number of employees	%
1- 4 6 500 - 9 ¹	
5- 9 4 1 000 and mo 10- 49 13 Stude	
50-199 21 Other not gainfu	iny i

didacta -----> Stuttgart

Trade visitors' profile

Visitors (number of entries)	84 396
Proportion of trade visitors	99 %
Germany (total)	98
of which Nielsen 1 2 Nielsen 4	14
Nielsen 1 2 Nielsen 4 Bremen - Bavaria	14
Hamburg - Nielsen 5+6	2
Lower Saxony - Berlin	
Schleswig-Holstein - Brandenburg	
Nielsen 2 3 Mecklenburg-	
North Rhine-Westph. 3 West Pommer	ania -
Nielsen 3a 11 Saxony-Anhali	
Hesse 5 Nielsen 7	. 2
Rhineland-Palatinate 5 Saxony	
Saarland 1 Thuringia	
Nielsen 3b 66	
Baden-Württemb. 66	
Foreign (total)	2
of which	
EU	63
Other european countries Other countries	26 10
Other countries	10
Distance to home	%
up to 50 km	34
more than 50 km up to 100 km	19 33
more than 100 km up to 300 km over 300 km	55 14
	14
Countries with the highest visitor share	
Switzerland	20
Austria	17
Frequency of visits to trade fair	%
Previous event	11
Earlier events	65
First visit	42
Average length of stay	1,2 days
Influence on purchasing/procurement	
decisions	%
Decisively	15
Collectively	37
In an advisory capacity	24
No	14
Cr. J. J.	
Student Other not gainfully employed	10 1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer Managing director, board member,	6
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	14
Other salaried staff, civil servant,	
skilled worker	18
Lecturer, teacher Trainee	37
Other position	4
Student	10
Other not gainfully employed	1
Economic sector	%
General education system	40
Authority/public services	9
Vocational education system	15
Services, training, consulting Adult education	6
Trade	1
Skilled trades	
Higher education system	1 2 4 3 2 2 2
Industry	4
University, research	4
Association, organisation, institution	3
Printed products, specialist literature	2
Administration	2
Preschool, kindergarten Further education	22
Other	5
Size of company/organisation:	

Number of		ganisation: ees:	%
1- 4	7	500 - 999	4
5-9	8	1 000 and more	8
10- 49	31	Student	10
50-199	25	Other not gainfully	
200- 499	6	employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of	entries)	23 008
Proportion of trade	visitors	98%
Germany (total)		99
of which		
Nielsen 1	 Nielsen 4 	5
Bremen	- Bavaria	5
Hamburg	- Nielsen 5+6	
Lower Saxony	- Berlin	
Schleswig-Holstein	- Brandenburg	
Nielsen 2	1 Mecklenburg	-
North Rhine-Westph.	1 West Pomme	
Nielsen 3a	5 Saxony-Anha	
Hesse	- Nielsen 7	inc.
Rhineland-Palatinate	- Saxony	
Saarland		
	- Thuringia	
Nielsen 3b	89	
Baden-Württemb.	89	
Foreign (total)		
Distance to home		%
up to 50 km		4(
more than 50 km up	to 100 km	30
more than 100 km up		2
over 300 km		-
Frequency of visits	to oxhibition	%
Previous event		4
Earlier events		4
		4.
First visit		3.
Average length of s	tay	1,1 day
Influence on purcha	sing/procuremen	t
decisions	-	9
Decisively		25
Collectively		29
In an advisory capaci	tv	2
	~	1
No		,
	nployed	4

Area of responsibility	%
Management	17
Research/development/design	5
Manufacturing, production, quality control	11
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	6
Personnel administration, administration	1
Sales	8
Marketing, advertising, PR Logistics: storage, material management,	1
transport	1
Maintenance/repairs	25
Other area	14
Student	4
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	21
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant manag	jer,
han a share a state of the stat	5
branch manager, head of public office	5
Department head, group head, team leader	
	17
Department head, group head, team leader	
Department head, group head, team leader Other salaried staff, civil servant,	17
Department head, group head, team leader Other salaried staff, civil servant, skilled worker	17 30
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher	17 30 3
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student	17 30 3 14
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position	17 30 3 14 2
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student	17 30 3 14 2 4 2 %
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Industry	17 30 3 14 2 4 2
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Industry Wholesalers and specialist retailers	17 30 3 14 2 4 2 % 28 7
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Industry Wholesalers and specialist retailers Skilled trades	17 30 3 14 2 4 2 % 28 7 48
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Industry Wholesalers and specialist retailers Skilled trades Service	17 30 3 14 2 4 2 8 7 48 11
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Industry Wholesalers and specialist retailers Skilled trades Service Authority, public services	17 30 3 14 2 4 2 2 % 28 7 48 11 9
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Trainee Other position Student Other not gainfully employed Economic sector Industry Wholesalers and specialist retailers Skilled trades Service Authority, public services University, polytechnic, vocational school	17 30 3 14 2 4 2 8 7 48 11 9 6
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Industry Wholesalers and specialist retailers Skilled trades Service Authority, public services	17 30 3 14 2 4 2 2 % 28 7 48 11 9
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Industry Wholesalers and specialist retailers Skilled trades Service Authority, public services University, polytechnic, vocational school Other Size of company/organisation:	17 30 3 14 2 4 2 8 7 48 7 48 11 9 6 5
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Industry Wholesalers and specialist retailers Skilled trades Service Authority, public services University, polytechnic, vocational school Other Size of company/organisation: Number of employees	17 30 3 14 2 4 2 8 7 48 11 9 6
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Industry Wholesalers and specialist retailers Skilled trades Service Authority, public services University, polytechnic, vocational school Other Size of company/organisation: Number of employees 1- 4 20 500 - 999	17 30 3 14 2 4 2 8 7 48 7 48 11 9 6 5
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Industry Wholesalers and specialist retailers Skilled trades Service Authority, public services University, polytechnic, vocational school Other Size of company/organisation: Number of employees 1 - 4 20 500 - 999 5 - 9 12 1 000 and more	- 17 30 3 14 2 4 2 8 7 48 7 48 7 48 7 9 6 5 5 7 7 18
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Industry Wholesalers and specialist retailers Skilled trades Service Authority, public services University, polytechnic, vocational school Other Size of company/organisation: Number of employees 1 - 4 20 500 - 999 5 - 9 12 1 000 and more 10 - 49 16 Student	- 17 30 3 14 2 4 2 8 7 48 7 48 7 48 11 9 6 5 5 7
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Industry Wholesalers and specialist retailers Skilled trades Service Authority, public services University, polytechnic, vocational school Other Size of company/organisation: Number of employees 1 - 4 20 500 - 999 5 - 9 12 1 000 and more	- 17 30 3 14 2 4 2 8 7 48 7 48 7 48 7 9 6 5 5 7 7 18

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

3 3

Trade visitors' profile

Visitors (number of entries)			
Proportion of trade	visit	ors	99 %
Germany (total) of which			99
Nielsen 1	-	Nielsen 4	6
Bremen	-	Bavaria	6
Hamburg	-	Nielsen 5+6	-
Lower Saxony	-	Berlin	-
Schleswig-Holstein	-	branaciibarg	-
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pommeran	ia -
Nielsen 3a	3	Saxony-Anhalt	-
Hesse	-	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	90		
Baden-Württemb.	90		
Foreign (total)			1
Distance to home up to 50 km			% 50
more than 50 km up to	o 10) km	27
more than 100 km up	to 3	00 km	22
over 300 km			2
Frequency of visits t	o tra	ide fair	%
Previous event			44
Earlier events			55
First visit			26

Earlier events First visit 1,1 days Average length of stay

Influence on purchasing/procure	ment
decisions	%
Decisively	27
Collectively	36
In an advisory capacity	20
No	11

In an advisory capacity No Student Other not gainfully employed

POSITI	on in 1	the com	pany/organisation	9
Entrep	reneu	r, co-ow	ner, freelancer	3
			ooard member,	
		uthority		
			s manager, plant manager	
			ad of public office	
			roup head, team leader	
skilled			civil servant,	3
Lectur				-
Traine		ichei		
Other	-	on		
Studer				
Other	not ga	ainfully e	mployed	
Econo	mics	octor		
Practic		ector		
Group		ice		2
Clinic				
		oratory		
			boratory	
Denta				
		sulting		
Service				
Other	sity, p	olytechr	nic, vocational school	
other				
			ganisation:	
		employ		
	4	17	500 - 999	
1-	9	39 29	1 000 and more	
5-			Student Other not gainfully	
5- 10-		2		
5- 10- 50-	199	3		
5- 10- 50- 200-	199 499	2	employed desmesse Stuttgart Gm	

LogiMAT

Trade visitors' profile

Visitors (number of e	ntri	ies)	50 189
Proportion of trade v	isit	ors	99 %
Germany (total) of which			86
Nielsen 1	7	Nielsen 4	20
Bremen	1	Bavaria	20
Hamburg	2	Nielsen 5+6	2
Lower Saxony	3		
Schleswig-Holstein	1	Brandenburg	
	10	Mecklenburg-	
North Rhine-Westph.	10	West Pommera	ania -
Nielsen 3a	15		
Hesse	8	Nielsen 7	3
Rhineland-Palatinate	6	Saxony	-
Saarland	1	Thuringia	-
	43	, in the second s	
Baden-Württemb.	43		
Foreign (total) of which			14
EU			72
Other europ	hear	n countries	19
Other count			9
Distance to home			%
up to 50 km			21
more than 50 km up to			15
more than 100 km up t	03	00 km	31
over 300 km			33
Countries with the hi	ghe	est visitor share	
Austria			25
Switzerland			14
Netherlands			8
Frequency of visits to	o tra	ade fair	%
Previous event			33
Earlier events			40
First visit			46
Average length of sta	ay	1	l,2 days
Influence on purchas	ing	/procurement	0/
decisions			% 18
Decisively			
Collectively			35 29
In an advisory capacity No			
No Student			13
Other not gainfully em	nlos	und	د 1
other not gainfully em	hin)	eu	1



1- 4

5-9

10- 49

50-199

200-499

4

3

10

18

13

Conducted by: Wissler & Partner, Basel

500 - 999

Student

employed

1 000 and more

Other not gainfully

10

36 3

1

MEDIZIN/TheraPro ------ Stuttgart

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	13 5	Proportion of trade visitors
Manufacturing, production, quality control	8	
Buying/procurement	6	Germany (total)
Finance/accounting, controlling	1	of which Nielsen 1 1 Nie
Information and communication technology	6	Nielsen 1 Nie Bremen - Bay
Personnel administration, administration Sales	9	Hamburg - Nie
Marketing, advertising, PR	1	Lower Saxony - Ber
Logistics: storage, material management,		Schleswig-Holstein - Bra
transport	38	Nielsen 2 2 Me
Maintenance/repairs	3	North Rhine-Westph. 2 We
Other area	5	Nielsen 3a 9 Sax
Student	3	Hesse 4 Nie
Other not gainfully employed	1	Rhineland-Palatinate 4 Sax
		Saarland 1 Thu
Position in the company/organisation	%	Nielsen 3b 74
Entrepreneur, co-owner, freelancer	7	Baden-Württemb. 74
Managing director, board member,		
head of an authority etc.	6	Foreign (total)
Area manager, works manager, plant manager,		of which
branch manager, head of public office	19	EU
Department head, group head, team leader	29	Other countries
Other salaried staff, civil servant,	26	Distance to home
skilled worker Lecturer, teacher	20	up to 50 km
Trainee	4	more than 50 km up to 100 km
Other position	2	more than 100 km up to 300 km
Student	3	over 300 km
Other not gainfully employed	1	
		Frequency of visits to trade f
Economic sector	%	Previous event
Industry	57	Earlier events
Wholesale trade	9	First visit
Retail trade	3	
Skilled trades	2	Average length of stay
Freight forwarders, transport companies	6	
Other service	11	Influence on purchasing/pro
Public authority	1	decisions
University/college/polytechnic	1	Decisively
Other sectors	5	Collectively
Student Other pet gainfully employed	3 1	In an advisory capacity No
Other not gainfully employed		Student
Size of company/organisation:		Other not gainfully employed
Number of employees:	%	other not guintary employed
Number of employees.	10	

(number of	entr	ies)	10 137
tion of trade	visit	ors	96 %
ny (total)			98
า 1	1	Nielsen 4	12
<u> </u>	1	Bavaria	12
g	-	Nielsen 5+6	2
axony	-	Berlin	
vig-Holstein	-	Brandenburg	
2	2	Mecklenburg-	
hine-Westph.	2	West Pommer	ania -
<u>3a</u>	9		t -
	4	Nielsen 7	-
nd-Palatinate	4		-
d	_1	Thuringia	-
<u>3b</u>	74		
Nürttemb.	74		
i (total)			2
EU			64
Other cour	ntries	5	36
e to home			%
) km			42
an 50 km up t	o 10	0 km	21
an 100 km up	to 3	00 km	27
0 km			10
ncy of visits t	o tra	ade fair	%
s event			28
vents			32
it			52
e length of st	tay		1,2 days
ce on purcha	sing	/procurement	
ns			%
ely			31
vely			26
lvisory capacit	у		19
			14
			8

2

Pociti	on in i	the comp	any/organisation	%
			er, freelancer	41
			ard member,	41
		uthority e		2
			manager, plant manager,	
branch	mana	ager, head	d of public office	1
Depart	ment	head, gro	up head, team leader	5
Other	salarie	ed staff, ci	vil servant,	
skilled	work	er		28
Lecture	er, tea	cher		1
Traine	е			9
Other		on		9 2 8
Studer				8
Other	not ga	infully em	ployed	2
Econo	mic s	ector		%
Practic	e			47
Hospit	al/clin	ic		9
		e centre		1
		on facilitie	S	5 1 2 3
Nursin				1
			ganisations	2
Fitness		-		
Group	practi	ice		14
Trade				1
			Ith service	1
		olytechni	c, vocational school	12
Service		a data a		4 3
Other	ig/con	sulting		5
Other				0
			anisation:	
Numb		employe		%
1-	4	32	500 - 999	2
5-	9	24	1 000 and more	4

17 10- 49 Student 8 Other not gainfully 50-199 9 200-499 4 employed 2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Moulding Expo -----> Stuttgart

Trade visitors' profile

Visitors (number of e	entries)	14 015
Proportion of trade	visitors	98 %
Germany (total)		86
of which Nielsen 1	2 Nielsen 4	18
Bremen	2 <u>Nielsen 4</u> - Bavaria	18
Hamburg	- Nielsen 5+6	10
Lower Saxony	- Berlin	
Schleswig-Holstein	- Brandenburg	
Nielsen 2	5 Mecklenburg-	
North Rhine-Westph.	5 West Pommer	ania -
Nielsen 3a	7 Saxony-Anhal	
Hesse	5 Nielsen 7	3
Rhineland-Palatinate	2 Saxony	-
Saarland	- Thuringia	
Nielsen 3b	64	
Baden-Württemb.	64	
Foreign (total)		14
of which		
EU		61
Other euro	pean countries	21
South-, Eas Other coun	st-, Central Asia	11 8
o their coun	lities	
Distance to home		%
up to 50 km		33
more than 50 km up to	5 100 km	17
more than 100 km up	to 300 km	26
over 300 km		24
Countries with the h	ighest visitor shar	
Austria		13
Switzerland		12
Portugal		8
Frequency of visits to	o trade fair	%
Previous event		25
Earlier events		-
First visit		75
Average length of st	ау	1,3 days
Influence on purchas	sing/procurement	
decisions		%
Decisively		20
Collectively		33
In an advisory capacity	у	22
No		16
Caustana		c .

Student

Other not gainfully employed

Mana Resea	gemen rch/de	/elopme	i ty nt/design uction, quality control	% 10 30 19
Buying Finand Inform Person Sales Marke Logist transp Maint Other Stude Other	g/procu ce/acco nation a eting, a ics: sto port enance area nt	dvertisir orage, m	controlling munication technology ition, administration	5 - 1 12 1 2 3 6 2
N/A				9
Entrep	oreneu	, co-ow	pany/organisation ner, freelancer	% 10
		rector, b uthority	oard member, etc.	7
Area r	nanage	er, works	manager, plant manager,	
			ad of public office oup head, team leader	10 19
Forem	ian, ma	ster cra	ftsman	5
			civil servant,	20
	l worke er, tea			29 2
Traine		crici		6
	positio	n		4
Stude		infully o	mployed	6 2
other	notya	intuity et	inpioyed	2
	omic se	ector		%
Indust	try d trade	-		73 14
Trade	i ti aue	5		5
Servic	e			11
	ng/con			3 2
			service, association ic, vocational school	2
	sectors			2
Size	of com	oanv/or	ganisation:	
		employe		%
1-	4	6	500 - 999	8
5-	9	6	1 000 and more	26
10- 50-	49	15 20	Student Other pet gainfully	6
200		20	Other not gainfully	2

200-499

Stuttgart

6

2

13

Conducted by: Landesmesse Stuttgart GmbH,

		-	
r	۴	-	
L		r	
	2	5	

2

employed

Trade visitors' profile

Visitors (number of	entr	ies)	4 861	
Proportion of trade visitors				
Germany (total) of which			76	
Nielsen 1	5	Nielsen 4	20	
Bremen	1	Bavaria	20	
Hamburg		Nielsen 5+6	2	
Lower Saxony	4	Berlin		
Schleswig-Holstein	12	Brandenburg		
Nielsen 2	7	Mecklenburg-		
North Rhine-Westph.	7	West Pommerar	nia -	
Nielsen 3a	13	Saxony-Anhalt	· -	
Hesse	7	Nielsen 7	6	
Rhineland-Palatinate	4	Saxony	3	
Saarland	2	Thuringia	3	
Nielsen 3b	47			
Baden-Württemb.	47			
Foreign (total) of which			24	
EU			69	
	neai	n countries	21	
Other cou			10	
Distance to home			%	
up to 50 km			19	
more than 50 km up t	o 10	0 km	11	
more than 100 km up	to 3	00 km	30	
over 300 km			40	
Countries with the h	nighe	est visitor shares	s %	
Switzerland			16	
Austria			12	
Netherlands			6	
Sweden			6	
France			6	
Frequency of visits t	o tra	ade fair	%	
Previous event			25	
Earlier events			37	
First visit			55	
Average length of s	tay	1,	2 days	
Influence on purcha	sing	/procurement		
decisions			%	
Decisively			21	
Collectively			43	
In an advisory capacit	y		23	
No			8	
Student			3	
Other not gainfully en	anlas	und .	1	

	ponsibi	incy .	%
Manageme			12
Research/d			24
Manufactul Buying/pro		duction, quality control	32
		, controlling	2
		nmunication technology	
		ation. administration	
Sales	annisa	ation, administration	12
Marketing,	advertis	ina, PR	2
		naterial management,	
transport			2
Maintenan	ce/repair	S	4
Other area			4
Student			3
Other not g	ainfully e	employed	1
Position in	the con	npany/organisation	%
Entreprene	ur, co-ov	/ner, freelancer	10
		board member,	_
head of an			5
		s manager, plant manage	
		ad of public office	11
		roup head, team leader	27
skilled work		civil servant,	37
Lecturer, te			1
Trainee	ucifici		1
Other posit	ion		4
Student			3
Other not g	ainfully e	employed	1
Economic	sector		%
Industry			86
Trade			8
Service			11
Skilled trad			3
Training/co			2
University, Other	technica	l college, vocational colleg	ge 3 2
		rganisation:	0/
Number of 1- 4	employ 5	ees: 500 - 999	% 9
5-9	4	1 000 and more	33
10-49	14	Student	3
50- 199	17	Other not gainfully	J
200-499	13	employed	1
Stuttgart	Dy: Lar	idesmesse Stuttgart Gn	юπ,

Private visitors' profile

Visitors (number of entries)	87 871
Proportion of private visitors	89 %
Germany (total) of which	89
Nielsen 1 1 Nielsen 4	13
Bremen - Bavaria	13
Hamburg - Nielsen 5+6	15
Lower Saxony - Berlin	
Schleswig-Holstein - Brandenburg	
Nielsen 2 1 Mecklenburg- North Rhine-Westph. 1 West Pommera	
Nielsen 3a 6 Saxony-Anhalt	-
Hessen 3 <u>Nielsen 7</u>	
Rhineland-Palatinate 3 Saxony	
Saarland 1 Thuringia	
Nielsen 3b 78	
Baden-Württemberg 78	
Foreign (total) of which	11
EU	59
Other european countries	37
Other countries	4
Countries with the highest visitor share	
Switzerland	35
France	22
Austria	20
Distance to home	%
up to 50 km	44
more than 50 km up to 100 km	19
more than 100 km up to 300 km	27
over 300 km	10
Frequency of visits to trade fair	%
Previous event	42
Earlier events	45
First visit	32
	0/
5 eu .	% 81
Sex Male	
Male	
Male Female	19
Male Female Size of household	19 %
Male Female Size of household 1 person	19 % 16
Male Female Size of household 1 person 2 persons	19 % 16 45
Male Female Size of household 1 person 2 persons 3 persons	19 % 16 45 15
Male Female Size of household 1 person 2 persons 3 persons 4 persons	19 % 16 45 15 17
Male Female Size of household 1 person 2 persons 3 persons	19 % 16 45 15
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age	19 % 16 45 15 17 7
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years	19 % 16 45 15 17 7 % 8
Male Female Size of household 1 person 2 persons 3 persons 5 persons and more Age up to 20 years over 20 up to 30 years	19 % 16 45 15 17 7 %
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years	19 % 16 45 15 17 7 % 8 11
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	19 % 16 45 15 17 7 % 8
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 20 up to 40 years over 30 up to 40 years over 50 up to 50 years	19 % 16 45 15 17 7 7 % 8 8 11 1 9 9 20 30
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	19 % 16 45 15 17 7 7 % 8 8 11 9 20

Entrepreneur, co-o		
Managing directo head of an author		
	rks manager, plant manager	
	head of public office	
	group head, team leader	
Other salaried stat skilled worker	it, civil servant,	
Lecturer, teacher		
Trainee		
Other position		
Student Housewife/man		
Old-age pensione	r	
Other not gainfully		
Densing and and a		_
Buying and order Purchase or order		
at the exhibition		
yes		1
no maybe		
Пауре		
Follow-up busine		
Intend to buy at la	ter date	
yes no		1
maybe		
	andesmesse Stuttgart Gm	b
	andesmesse Stuttgart Gm	b
Conducted by: La	andesmesse Stuttgart Gm	b
Conducted by: La	andesmesse Stuttgart Gm	b
Conducted by: La	andesmesse Stuttgart Gm	bl
Conducted by: La	andesmesse Stuttgart Gm	bl
Conducted by: La	andesmesse Stuttgart Gm	bl
Conducted by: La	andesmesse Stuttgart Gm	bl
Conducted by: La	andesmesse Stuttgart Gm	bl
Conducted by: La	andesmesse Stuttgart Gm	bl
Conducted by: La	andesmesse Stuttgart Gm	bI
Conducted by: La	andesmesse Stuttgart Gm	bI
Conducted by: La	andesmesse Stuttgart Gm	bI
Conducted by: La	andesmesse Stuttgart Gm	Ы
Conducted by: La	andesmesse Stuttgart Gm	bI

südback

Trade visitors' profile

isitors (number of	entri	ies)	37 126
Proportion of trade	visit	ors	94%
Germany (total)			84
of which Nielsen 1	3	Nielsen 4	21
remen	-	Bavaria	21
lamburg	-	Nielsen 5+6	1
ower Saxony		Berlin	
chleswig-Holstein		Brandenburg	
lielsen 2	6	Mecklenburg-	
Jorth Rhine-Westph.		West Pommera	ania -
lielsen 3a	11	Saxony-Anhalt	
lesse	5	Nielsen 7	2
Rhineland-Palatinate		Saxony	
aarland	-	Thuringia	
lielsen 3b	57	manngia	
aden-Württemb.	57		
oreign (total)			16
of which			CF
EU			65
Other cou		n countries	27 8
Distance to home			%
p to 50 km			24
nore than 50 km up t	o 10	0 km	18
nore than 100 km up	to 3	00 km	34
over 300 km			25
Countries with the h	nighe	est visitor share	es %
Austria			21
witzerland			16
requency of visits t	o tra	ade fair	%
revious event			44
arlier events			43
irst visit			34
Average length of s	tay	1	l,3 days
nfluence on purcha	sing	/procurement	
lecisions			%
Decisively			26
Collectively			27
n an advisory capacit	y		23
10			21
tudent			3
ther not gainfully en	nnlov	hai	1



Area of responsibility	%
Management	26
Research/development/design	4
Manufacturing, production, quality control	33
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	1
Marketing, advertising, PR	1
Logistics: storage, material management,	1
transport	1
Maintenance/repairs	1
Other area	6
Student	3
Other not gainfully employed	1
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Student Other not gainfully employed	% 25 9 10 8 21 2 13 3 1
Economic sector	%
Bakery trade	19
Confectioner's trade	8
Baker's/confectioner's Trade	42
Bread and baked goods industry	18
Other industry	7
Café, coffee shop	14
Ice cream parlours	4
Catering	8
Hotel	3
Fast food, snacks, petrol stations	2
Canteen, large-scale caterer, caterer	3
Food, delicatessen, beverages trade	4
Service and consulting	6
Colleges, universities, polytechnic, institutes	4
Other sectors	5

Size of	f company	/organisation:

ees:	employe	Number of (
500 - 999	13	1- 4
1 000 and more	14	5-9
Student	26	10- 49
Other not gainfully	21	50-199
employed	10	200-499
Student Other not gainfully	26 21	10- 49 50- 199

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

SÜFFA -----> Stuttgart

Trade visitors' profile

Visitors (number of	entr	ies)	8 774
Proportion of trade	visit	ors	95%
Germany (total) of which			95
Nielsen 1	2	Nielsen 4	20
Bremen	-	Bavaria	20
Hamburg	-	Nielsen 5+6	
Lower Saxony	-	Berlin	
Schleswig-Holstein	-	Brandenburg	
Nielsen 2	2	Mecklenburg-	
North Rhine-Westph.	2	West Pommerani	a
Nielsen 3a	13	Saxony-Anhalt	
Hesse	5	Nielsen 7	1
Rhineland-Palatinate	5	Saxony	
Saarland Nielsen 3b	3 61	Thuringia	
Baden-Württemb.	61		
	•.		
Foreign (total) of which			5
EU			47
Other euro Other cour			38
Other cour	itties	b	1
Distance to home			%
up to 50 km			34
more than 50 km up to			20
more than 100 km up	to 3	00 km	33
over 300 km			14
The country with the	e hig	hest visitor share	
Switzerland			34
Frequency of visits t	o tra	ade fair	%
Previous event			36
Earlier events			39
First visit			4(
Average length of st	tay	1,1	day
Influence on purcha	sing	/procurement	
decisions			%
Decisively			33
Collectively			30
In an advisory capacit	у		17
No			10
Student			-
Other not gainfully en	10101	/ea	1

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	% 32 24 5 1 - 1 24 1 24 1 1 5 2 1
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	% 36
head of an authority etc. Area manager, works manager, plant manager,	7
branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Other salaried staff, civil servant,	7 9 8
skilled worker Lecturer, teacher Trainee	16 2 11
Other position Trainee, student, not gainfully employed Other not gainfully employed	1 2 1
Economic sector Butchers' trade, butchers, butcher's shop Meat-processing industry Supplier to the butchers' trade and industry butchery Large kitchen, catering, canteen Catering Snack, fast-food, filling station	% 72 10 7 6 3 8 6
Food, delicatessen, beverages trade Catering/party service Public authority, services, association Service and consulting Colleges, universities, polytechnic, institutes Other sectors	9 12 2 3 2 5
Size of company/organisation: Number of employees: 1- 4 14 500 - 999 5- 9 23 1 000 and more 10- 49 32 Student 50- 16 Other not gainfully 200- 499 6 employed	% 2 3 2

Conducted by: Landesmesse Stuttgart GmbH,

Stuttgart

Private visitors' profile

Visitors (number of entr	ries)	57 494
Proportion of private vi	sitors	97 %
Germany (total) of which		100
Nielsen 1 1	Nielsen 4	9
Bremen -	Bavaria	9
Hamburg -	Nielsen 5+6	1
Lower Saxony 1	Berlin	-
Schleswig-Holstein -	Brandenburg	-
Nielsen 2 -	Mecklenburg- West Pommerar	
North Rhine-Westph	West Pommerar	nia -
Nielsen 3a 89		-
Hessen 89		
Rhineland-Palatinate -	Saxony	-
Saarland -	Thuringia	-
<u>Nielsen 3b</u> Baden-Württemberg -		
baden-wurtteniberg -		
Distance to home		%
up to 50 km		88
more than 50 km up to 10	10 km	10
more than 100 km up to 3	00 km	1
over 300 km		1
Frequency of visits to tr	ada fair	%
Previous event	aue fail	52
Earlier events		70
First visit		12
-		
Sex		%
Male		46
Female		54
Size of household		%
1 person		9
2 persons		46
3 persons		18
4 persons		19
5 persons and more		9
A.m.o.		%
Age up to 20 years		% 7
over 20 up to 30 years		10
		14
over 30 up to 40 years		
over 30 up to 40 years		- 20
over 30 up to 40 years over 40 up to 50 years		20 21
over 30 up to 40 years		20 21 19

Position in the company/organisation Entrepreneur, co-owner, freelancer	% 6
Managing director, board member, head of an authority etc. Area manager, works manager, plant manager,	1
branch manager, head of public office Department head, group head, team leader	2 7
Other salaried staff, civil servant, skilled worker	36
Lecturer, teacher Trainee Other position	2 2 3 2 6
Farmer Student	2
Housewife/man, old-age pensioner Other not gainfully employed	27 6
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	56
no maybe	14 30
Follow-up business Intend to buy at later date	%
yes no	15 31
maybe	54
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

Registered Events

Berlin

Messe Berlin GmbH

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

19.01.-28.01.2018
 FRUIT LOGISTICA – International Trade Fair for Fruit

and Vegetable Marketing, Berlin

• 07.02.-09.02.2018

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

• 20.02.-23.02.2018

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

• 07.03.-11.03.2018

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

• 18.09.-21.09.2018

belektro – Trade show for Electrical Engineering, Electronics and Lighting, Berlin 06.11.-08.11.2018

Wasser Berlin International – Trade Fair and congress for Water Management, Berlin

• 26.03.-28.03.2019

Stage|Set|Scenery – World of Entertainment Technology – International Trade Show and Conference, Berlin 18.06.-20.06.2019

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

• 24.09.-27.09.2019

Bielefeld

Clarion Events Deutschland GmbH

FMB – The Supplier Show for Mechanical Engineering, Bad Salzuflen 07.11.-09.11.2018

Bremen

MESSE BREMEN & ÖVB-Arena

M3B GmbH

BREMEN CLASSIC MOTORSHOW, Bremen 02.02.-04.02.2018

fish international – The German Seafood Show, Bremen 25.02.-27.02.2018

HanseLife – Entdecken, Erleben, Einkaufen, Bremen 15.09.-23.09.2018

ReiseLust – The tourism fair in Bremen, Bremen 09.11.-11.11.2018

Chemnitz

C3 Chemnitzer Veranstaltungszentren GmbH c/o Messe Chemnitz

Baumesse Chemnitz – Trade Fair of construction, Chemnitz 02.02.-04.02.2018

mtex+ / LiMA – International Trade Fair for Technical Textiles/Exhibition for Lightweight Design, Chemnitz 29.05.-30.05.2018

Dortmund

Messe Westfalenhallen Dortmund GmbH

InterTabac – International Trade Fair for Tobacco Products and Smoking Accesories / InterSupply – The International Trade Fair for the Production of Tobacco Goods, Dortmund 21.09.-23.09.2018

BOE INTERNATIONAL – The international Trade Show for experience marketing, Dortmund 16.01.-17.01.2019

elektrotechnik – Trade Fair for Building Services, Industrial, Energy and Lighting Applications, Dortmund 13.02.-15.02.2019

Düsseldorf

Messe Düsseldorf GmbH

boot Düsseldorf – International Boat Show, Dusseldorf
20.01.-28.01.2018

METAV – International Exhibition for Metalworking Technologies, Dusseldorf

- 20.02.-24.02.2018
 EuroCIS The Leading Trade Fair for Retail Technology, Dusseldorf
- 27.02.-01.03.2018

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

• 09.03.-11.03.2018

TOP HAIR – DIE MESSE – Leading Trade Fair for the Hairdressing Industry, Dusseldorf

- 10.03.-11.03.2018
 ENERGY STORAGE EUROPE Expo and Conference, Dusseldorf
- 13.03.-15.03.2018

ProWein – International Trade Fair for Wine and Spirits, Dusseldorf

• 18.03.-20.03.2018

Tube – International Tube and Pipe Trade Fair, Dusseldorf

- 16.04.-20.04.2018
 - wire International Wire and Cable Trade Fair, Dusseldorf
- 16.04.-20.04.2018

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

• 24.08.-02.09.2018

TourNatur – Hiking and Trekking Exhibition, Dusseldorf • 31.08.-02.09.2018

51.08.-02.05.2018

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

• 26.09.-29.09.2018

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

• 23.10.-26.10.2018

MEDICA – World Forum for Medicine – International Trade Fair with Congress with COMPAMED – International Trade Fair High tech solutions for Medical Technologies, Dusseldorf

• 12.11.-15.11.2018

VALVE WORLD EXPO – International Valve Trade Fair and Conference, Dusseldorf

• 27.11.-29.11.2018

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

• 25.06.-29.06.2019

METEC – International Metallurgical Technology Trade Fair with Conferences, Dusseldorf

25.06.-29.06.2019
 NEWCAST – International Trade Fair for Castings

WITH NEWCAST FORUM, Dusseldorf

• 25.06.-29.06.2019

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

• 25.06.-29.06.2019

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

• 16.10.-23.10.2019

A + A – Safety, Security and Health at Work – International Trade Fair with Congress, Dusseldorf

• 05.11.-08.11.2019

EuroShop – The World's No.1 Retail Trade Fair, Düsseldorf

• 16.02.-20.02.2020

interpack – Member of interpack alliance – PROCESSES AND PACKAGING – LEADING TRADE FAIR, Dusseldorf

• 07.05.-13.05.2020

drupa – no. 1 for print and cross media solutions, Dusseldorf

• 16.06.-26.06.2020

Reed Exhibitions Deutschland GmbH

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

• 09.01.-11.01.2018

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

• 12.04.-15.04.2018

IEX – Insulation Expo Europe – International Trade Fair for Insulation Materials and Technologies, Cologne

• 16.05.-17.05.2018

Bar Convent Berlin – International Bar and Beverage Trade Show, Berlin

• 08.10.-10.10.2018

ALUMINIUM – World Trade Fair & Conference, Dusseldorf

• 09.10.-11.10.2018

COMPOSITES EUROPE – European Trade Fair & Forum for Composites, Technology and Applications, Stuttgart

• 06.11.-08.11.2018

viscom düsseldorf – Europe's Trade Fair for visual communication, Dusseldorf

• 08.01.-10.01.2019

EQUITANA – Equestrian Sports World Fair, Essen

• 09.03.-17.03.2019

Erfurt

Messe Erfurt GmbH

Rapid.Tech + FabCon 3.D - International Trade Show + Conference for Additive Manufacturing, Erfurt 05.06.-07.06.2018

Grüne Tage Thüringen – The agricultural fair in Central Germany, Erfurt 21.09.-23.09.2018

RAM Regio Ausstellungs GmbH Erfurt

Thüringen Ausstellung Erfurt – Handicraft and Consumer Goods Exhibition (with Wedding and Celebration Fair), Erfurt 24.02.-04.03.2018

Essen

Messe Essen GmbH

IPM ESSEN – The world's leading Trade Fair for horticulture, Essen 23.01.-26.01.2018 E-world energy & water – International Trade Fair and congress, Essen 06.02.-08.02.2018

SHK Essen – Trade Fair for sanitation, heating, air conditioning and renewable energies, Essen 06.03.-09.03.2018

security essen – World's leading Trade Fair for security, Essen

25.09.-28.09.2018

METPACK – International Trade Fair for metal packaging, Essen

• 05.05.-09.05.2020

SCHWEISSEN & SCHNEIDEN – International Trade Fair Joining Cutting Surfacing, Essen September 2021

Frankfurt/Main

DLG e.V.

DLG-Feldtage – Meet the crop professionals, Bernburg-Strenzfeld

+ 12.06.-14.06.2018

EnergyDecentral – International Trade Fair for innovative energy supply, Hanover 13.11.-16.11.2018

EuroTier – with Energy Decentral – First in Animal Farming, Hanover

• 13.11.-16.11.2018

AGRITECHNICA – DLG's International Leading Trade Fair for Agricultural Machinery, Hanover

• 10.11.-16.11.2019

Messe Frankfurt Exhibition GmbH

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

• 09.01.-12.01.2018

Nordstil – Hamburg Regional Order Days – Winter Edition, Hamburg 13.01.-15.01.2018

Christmasworld with Floradecora – Seasonal Decoration at its best, Frankfurt/Main

• 26.01.-30.01.2018

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

• 27.01.-30.01.2018

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

• 27.01.-30.01.2018

Ambiente – International Frankfurt Fair, Frankfurt/Main

• 09.02.-13.02.2018

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

- 18.03.-23.03.2018
 Prolight + Sound International Trade Fair of Technologies and Services for Entertainment, Integrated Systems and Creation. Frankfurt/Main
- 10.04.-13.04.2018

Musikmesse – International Fair for Musical Instruments, Sheet Music, Music Production and Music Business Connections, Frankfurt/Main

• 11.04.-14.04.2018

Tendence — International Frankfurt Fair, Frankfurt/Main

• 30.06.-03.07.2018

Nordstil – Hamburg Regional Order Days – Summer Edition, Hamburg 11.08.-13.08.2018

Automechanika Frankfurt / REIFEN co-located show – The World's Leading Trade Fair for the Automotive Service Industry, Frankfurt/Main

• 11.09.-15.09.2018

Cleanzone – International Trade Fair and Congress for Cleanroom Technology, Frankfurt/Main 23.10.-24.10.2018

 ISH – The World's Leading Trade Fair. The Bathroom Experience, Building, Energy, Air-Conditioning Technology, Renewable Energies, Frankfurt/Main
 11.03.-15.03.2019

IFFA – The No. 1 for the Meat Industry, Frankfurt/Main • 04.05.-09.05.2019 Techtextil – Leading International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main

• 14.05.-17.05.2019

Texprocess — Leading International Trade Fair for Processing Textile and Flexible Materials, Frankfurt/Main

• 14.05.-17.05.2019

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

• 20.06.-24.06.2020

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

The smarter E Europe – The Innovation Hub for Empowering New Energy Solutions, Munich

• 20.06.-22.06.2018

Intersolar Europe/The smarter E Europe – The world's leading exhibition for the solar industry and its partners, Munich

• 20.06.-22.06.2018

ees Europe/The smarter E Europe – Europe's largest exhibition for batteries and energy storage systems, Munich

• 20.06.-22.06.2018

Power2Drive Europe/ The smarter E Europe – The exhibition for charging infrastructure and e-mobility, Munich

• 20.06.-22.06.2018

EM-Power/The smarter E Europe – The exhibition for intelligent energy use in industry and buildings, Munich

• 20.06.-22.06.2018

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

• 06.05.-08.05.2020

Groß-Umstadt

KWF – Kuratorium für Waldarbeit und Forsttechnik GmbH

KWF – Expo –, International demo fair in the forest, date not yet determined

+ Juni 2020

Hamburg

FLEET Events GmbH

Touristik & Caravaning International Leipzig – Tourism fair, Leipzig 21.11.-25.11.2018

Hamburg Messe und Congress GmbH

NORTEC – Manufacturing Trade Fair, Hamburg 23.01.-26.01.2018

oohh! (formerly REISEN HAMBURG) – The LeisureWorlds of Hamburg Messe, Hamburg 07.02.-11.02.2018

INTERNORGA – Europe's leading trade show for the hotel, restaurant, catering, baking and confectionery industry, Hamburg 09.03.-13.03.2018

HansePferd Hamburg – The equestrian Trade Fair experience, Hamburg 20.04.-22.04.2018

SMM – the leading international maritime Trade Fair, hamburg, Hamburg

• 04.09.-07.09.2018

WindEnergy Hamburg – The global on- & offshore expo, Hamburg 25.09.-28.09.2018

GET Nord – Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning, Hamburg 22.11.-24.11.2018

Hannover

Deutsche Messe AG

DOMOTEX – The World of Flooring, Hanover

• 12.01.-15.01.2018

didacta – The Trade Fair for education and training, Hanover

+ 20.02.-24.02.2018

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

• 23.04.-27.04.2018

HANNOVER MESSE – The world's leading Trade Fair for industrial technology, Hanover

• 23.04.-27.04.2018

Digital Factory / HANNOVER MESSE – Leading Trade Fair for Integrated Processes and IT Solutions, Hanover 23.04.-27.04.2018

Energy / HANNOVER MESSE – Leading Trade Fair for Integrated Energy Systems and Mobility, Hanover 23.04.-27.04.2018

Industrial Supply / HANNOVER MESSE – Leading Trade Fair for Innovative Subcontracting Solutions and Lightweight Construction, Hanover 23.04.-27.04.2018

Integrated Automation, Motion & Drives / HANNOVER MESSE – Leading Trade Fair for Integrated Automation, Industrial IT, Power Transmission and Control, Hanover 23.04.-27.04.2018

Research & Technology / HANNOVER MESSE – Leading Trade Fair for Research, Development and Technology Transfer, Hanover 23.04.-27.04.2018

SurfaceTechnology GERMANY – International Trade Fair for Surface Treatments & Coatings, Stuttgart 05.06.-07.06.2018

CEBIT – Europe's Business Festival for Innovation and Digitization, Hanover

• 11.06.-15.06.2018

EuroBLECH – International Sheet Metal Working Technology Exhibition, Hanover

• 23.10.-26.10.2018

parts2clean – Leading International Trade Fair for Industrial Parts and Surface Cleaning, Stuttgart 23.10.-25.10.2018

ComVac / HANNOVER MESSE – Leading Trade Fair for Compressed Air and Vacuum Technology, Hanover 01.04.-05.04.2019

 LABVOLUTION – Leading international trade show for laboratory technology and equipment, Hanover
 21.05.-23.05.2019

- LIGNA The World's Leading Trade Fair for Woodworking and Wood Processing Plant, Machinery and Tools, Hanover
- 27.05.-31.05.2019

EMO – The world of metalworking, Hanover + 16.09.-21.09.2019

INTERSCHUTZ — The world's leading Trade Fair for the fire and rescue services, civil protection, safety and security, Hanover

• 15.06.-20.06.2020

Fachausstellungen Heckmann GmbH

abf with B.I.G. – Bauen, Immobilien, Garten – The big leisure fair, Hanover 31.01.-04.02.2018

ALTENPFLEGE – The Care Fair, Hanover + 06.03.-08.03.2018

- 00.05.-08.05.2018

infa – Information and Sales Exhibition, Hanover 13.10.-21.10.2018

CARAVAN Bremen – Motor caravans and Supplies Trade Exhibition, Bremen 09.11.-11.11.2018

Pferd & Jagd – Europe's biggest exhibition for equestrain sports, hunting and fishing, Hanover 06.12.-09.12.2018

Hohenschäftlarn

WNP Fachmessen GmbH

Wetec – International Tradeshow for Signmaking, Large Format Printing, Light Advertising & Digital Signage, Stuttgart 15.02.-17.02.2018

GiveADays – International Tradeshow for Promotional Products, Stuttgart 15.02.-17.02.2018

Husum

Messe Husum & Congress GmbH & Co. KG

Nord Gastro & Hotel – Hotel and Restaurant Industry Trade Fair, Husum 12.02.-13.02.2018

HUSUM Wind – German Trade Fair and Congress for the Wind Industry, Husum 10.09.-13.09.2019

Idar-Oberstein

Intergem Messe GmbH

INTERGEM – International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein 28.09.-01.10.2018

Karlsruhe

HINTE GmbH

Arbeitsschutz Aktuell – Safety & Health – Congress & Trade Fair., Stuttgart

- + 23.10.-25.10.2018
 - INTERGEO GLOBAL HUB OF THE GEOSPATIAL COMMUNITY, Frankfurt/Main
- + 16.10.-18.10.2018

Karlsruher Messe- und Kongress GmbH

LEARNTEC – International Trade Fair and Convention, Karlsruhe 30.01.-01.02.2018

IT-TRANS – International Conference and Exhibition on Intelligent Urban Transport Systems, Karlsruhe 06.03.-08.03.2018

TIERisch gut – Pet fair, Karlsruhe 10.11.-11.11.2018

REHAB – Rehabilitation | Therapy | Care | Inclusion, Karlsruhe 16.05.-18.05.2019

NUFAM – Trade fair for commercial vehicles, Karlsruhe 26.09.-29.09.2019

Kassel

VDRK – Verband der Rohr- und Kanal-Technik-Unternehmen e. V.

RO-KA-TECH – International Trade Fair for Pipe and Sewer technology, Kassel 08.05.-10.05.2019

Kempten

Kempten Messe- & Veranstaltungsbetrieb Allgäuer Festwoche

ALLGÄUER FESTWOCHE – Trade Fair – Cultural Events – Rural Tradition Exhibition in Kempten (Allgäu), Kempten 11.08.-19.08.2018

Köln

Koelnmesse GmbH

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

• 15.01.-21.01.2018

ISM – The world's largest Trade Fair for sweets and snacks. Cologne

• 28.01.-31.01.2018

ProSweets Cologne – The international supplier fair for the sweets and snacks industry, Cologne 28.01 - 31.01.2018

spoga horse (spring) - International Trade Fair for Equestrian Sports, Cologne 04.02.-06.02.2018

INTERNATIONALE EISENWARENMESSE KÖLN – International Hardware Fair, Cologne

• 04.03.-07.03.2018

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

• 20.03 - 23.03 2018

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

• 23.03.-25.03.2018

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

• 02.09.-04.09.2018

dmexco – The Global Business and Innovation Platform. Cologne 12.09.-13.09.2018

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

• 20.09.-23.09.2018

ORGATEC - New visions of work, Cologne

• 23.10.-27.10.2018

Asia-Pacific Sourcing – Products for Home and Garden from Far East, Cologne 26.02.-28.02.2019

IDS – International Dental Show, Cologne

• 12.03.-16.03.2019

Eu'Vend & coffeena - International Vending and Coffee Fair, Cologne 09.05.-11.05.2019

interzum – Furniture Production Interiors, Cologne • 21.05.-24.05.2019

Anuga – The leading Trade Fair for the global food industry, Cologne

• 05.10.-09.10.2019

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

• 05.11.-08.11.2019

70W in Bad Salzuflen, Bad Salzuflen Februar 2020

Leipzig

Leipziger Messe GmbH

Leipziger Tierärztekongress – Leipzig Veterinary Congress with Industrial Exhibition vetexpo (19.01.-20.01.2018), Leipzig 18.01.-20.01.2018

HAUS-GARTEN-FREIZEIT - Home - Garden - Leisure -The great shopping and adventure fair for the whole family/mitteldeutsche handwerksmesse - Central German Handicrafts Fair/Beach & Boat Water Sports Exhibition, Leipzia 10.02.-18.02.2018

CADEAUX Leipzig (spring) – Trade Fair for Gifts and Lifestyle Trends, Leipzig 03.03.-05.03.2018

OTWorld – International Trade Show and World Congress, Leipzig

• 15.05.-18.05.2018

CADEAUX Leipzig (autumn) – Trade Fair for Gifts and Lifestyle Trends, Leipzig 01.09.-03.09.2018

MIDORA Leipzig – TRADE FAIR FOR WATCHES AND JEWELLERY, Leipzig 01.09.-03.09.2018

modell-hobby-spiel - Exhibition for Model Building, Model Railways, Creative Arts and Play, Leipzig 05.10.-07.10.2018

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

• 08.11.-10.11.2018

Intec – International Trade Fair for machine tools. manufacturing and automation. Leipzig 05.02.-08.02.2019

Z – International subcontracting fair for parts, components, modules and technologies, Leipzig • 05.02.-08.02.2019

therapie Leipzig – Trade Fair with Congress for Therapy, Medical Rehabilitation and Prevention. Leipzia

07.03.-09.03.2019

efa – Trade Fair for Building Systems, Electrical Engineering, Light, Air Conditioning and Automation, Leipzig 18.09.-20.09.2019

Leipziger Messe International GmbH

LBA – Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg 02.03.-04.03.2018

Lindau-Bodolz

Kinold – Ausstellungsgesellschaft mbH

Passauer Frühling, DreiLänderMesse – Regional Exhibition, Passau 10.03.-18.03.2018

Messe Hof - Regional Exhibition, Hof 29.09.-03.10.2018

Messe Rosenheim, Regional Consumer Goods Exhibition, Rosenheim April 2019

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGM)

MAGDEBOOT - Trade Fair for new and used boats, equipment and water sports, Magdeburg 09.03.-11.03.2018

TIERWELT – MESSE MAGDEBURG, Magdeburg 06.04.-08.04.2018

MAGDEBURGER MEERESANGELTAGE and MAGDEBURGER RAUBFISCHANGELTAGE -International Fishing Exhibition, Magdeburg 10.11.-11.11.2018

Mainz

RAM Regio Ausstellungs GmbH

Rheinland-Pfalz Ausstellung – Regional Consumer Goods Exhibition, Mainz 10.03 - 18.03 2018

München

EUROEXPO Messe- und Kongress-GmbH

LogiMAT – International Trade Fair for Intralogistics Solutions and Process Management, Stuttgart 13.03.-15.03.2018

GHM Gesellschaft für Handwerksmessen mbH

opti – The international trade show for optics & design. Munich 12.01.-14.01.2018

DACH+HOLZ International, Cologne + 20.02.-23.02.2018

INTERNATIONALE HANDWERKSMESSE – The Leading Trade Fair for Craft Trades (with Garden München), Munich 07.03.-13.03.2018

IFH/Intherm – Trade Fair for Sanitation, Heating, Air Conditioning, Renewable Energies, Nuremberg

10.04.-13.04.2018 iba – The world's leading Trade Fair for bakery, confectionery and snacks, Munich

15.09.-20.09.2018

eltec - Trade Fair for electrical and power enineering, Nuremberg 09.01.-11.01.2019

FAF FARBE, AUSBAU & FASSADE – Europe's trade fair for facade design & interior architecture. Cologne

+ 20.03-23.03.2019

Registered Events

Messe München GmbH

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

28.01.-31.01.2018
 INHORGENTA MUNICH –

INDIVIDUAL.INSPIRING.INNOVATIVE., Munich

• 16.02.-19.02.2018

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

• 21.02.-25.02.2018

LOPEC – International Exhibition and Conference for the Printed Electronics Industry, Munich

• 14.03.-15.03.2018

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

• 10.04.-13.04.2018

ceramitec – Technologies – Innovations – Materials, Munich

• 10.04.-13.04.2018

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

• 14.05.-18.05.2018

automatica – The Leading Exhibition for Smart Automation and Robotics, Munich

• 19.06.-22.06.2018

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

• 18.07.-22.07.2018

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

• 08.10.-10.10.2018

electronica – World's Leading Trade Fair for Electronics Components, Systems and Applications, Munich

• 13.11.-16.11.2018

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

• 14.01.-19.01.2019

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

• 08.04.-14.04.2019

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

• 24.06.-27.06.2019

transport logistic – the leading exhibition, Munich
04.06.-07.06.2019

productronica – World's leading Trade Fair for electronics development and production, Munich

• 12.11.-15.11.2019

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

September 2021

MunichExpo Veranstaltungs GmbH

eMove360° Europe – International Trade Fair for Mobility 4.0 – electric – connected – autonomous, Munich 16.10.-18.10.2018

Münster

Messe und Congress Centrum Halle Münsterland GmbH ART & ANTIK MESSE MÜNSTER. Muenster

14.02.-18.02.2018

Nürnberg

AFAG Messen und Ausstellungen GmbH

GrindTec – International Trade Fair for Grinding Technology, Augsburg 14.03.-17.03.2018

HOGA Nürnberg – Trade Fair for Gastronomy, Hotel and Catering, Nuremberg 13.01.-15.01.2019

interlift – International Trade Fair for Elevators, Components & Accessories, Augsburg 15.10.-18.10.2019

NürnbergMesse GmbH

EUROGUSS – International Trade Fair for Die Casting: Technology, Processes, Products, Nuremberg 16.01.-18.01.2018

Perimeter Protection – International Trade Fair for Perimeter Protection, Fencing and Building Security, Nuremberg 16.01.-18.01.2018

BIOFACH + VIVANESS – World's Leading Trade Fair for Organic Food / International Trade Fair for Natural and Organic Personal Care, Nuremberg 14.02.-17.02.2018

FeuerTRUTZ – International Trade Fair with Congress for Preventive Fire Protection, Nuremberg 21.02.-22.02.2018

embedded world – Exhibition&Conference, Nuremberg 27.02.-01.03.2018

Enforce Tac – International Exhibition & Conference – Law Enforcement, Security and Tactical Solutions, Nuremberg 07.03.-08.03.2018

IWA OutdoorClassics – High performance in target sports, nature activities, protecting people, Nuremberg 09.03.-12.03.2018

FENSTERBAU FRONTALE + HOLZ-HANDWERK – The Trade Show. Window. Door. Facade. + European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts, Nuremberg 21.03.-24.03.2018

Werkstätten: Messe – Exhibition of workshops for persons with disabilities and trade fair for vocational participation, Nuremberg 18.04.-21.04.2018

Stone+tec Nürnberg – International Trade Fair for Natural Stone and Stone Technology, Nuremberg 13.06.-16.06.2018

GaLaBau – gardening. landscaping. greendesign., Nuremberg 12.09.-15.09.2018

FachPack, Nuremberg 25.09.-27.09.2018

it-sa - The IT Security Expo and Congress, Nuremberg 09.10.-11.10.2018

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

• 16.10.-18.10.2018

BrauBeviale, Nuremberg 13.11.-15.11.2018

European Coatings Show - + ADHESIVES -SEALANTS - CONSTRUCTION CHEMICALS, Nuremberg 19.03.-21.03.2019

POWTECH – Leading Trade Fair for Processing, Analysis, and Handling of Powder and Bulk Solids, Nuremberg 09.04.-11.04.2019

AUTOMOTIVE ENGINEERING EXPO – Car Body Process Chain - from concept to final assembly, Nuremberg 04.06.-05.06.2019

Kommunale – Bundesweite Fachmesse und Kongress, Nuremberg 16.10.-17.10.2019

Spielwarenmesse eG

Spielwarenmesse[®], Nuremberg 31.01.-04.02.2018

Insights-X – Your stationery expo, Nuremberg 04.10.-06.10.2018

Offenbach

Messe Offenbach GmbH

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

• 03.03.-05.03.2018

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

• 01.09.-03.09.2018

Offenbur

Messe Offenburg-Ortenau GmbH

Badische Weinmesse – Regional Wine Exhibition, Offenburg 05.05.-06.05.2018 OBERRHEIN MESSE Offenburg – Consumer Goods Fair, Offenburg 29.09.-07.10.2018

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH AutoTrend – Automobile Exhibition Mecklenburg-

Western Pomerania, Rostock 13.04.-15.04.2018

Stuttgart

Landesmesse Stuttgart GmbH

CMT – The Holiday exhibition – Intern. exhibition for caravanning, motoring, tourism, with the special exhibitions cycling & adventure holidays with special section hiking, golf & wellness holidays, cruises & ship travel, Stuttgart 13.01.-21.01.2018

MEDIZIN/TheraPro – Trade Fair and congress, Stuttgart 26.01.-28.01.2018

INTERGASTRA – World of hospitality/GELATISSIMO – World of gelato, Stuttgart

• 03.02.-07.02.2018

TV TecStyle Visions – International Trade Fair for textile decoration and promotion, Stuttgart 15.02.-17.02.2018

R+T – World's leading Trade Fair for roller shutters, doors / gates and sun protection systems, Stuttgart
27.02.-03.03.2018

RETRO CLASSICS – Europe's greatest classic car exhibition, Stuttgart 22.03.-25.03.2018

FAIR HANDELN – International exhibition focusing on Fairtrade and globally responsible trade and activities, Stuttgart 05.04.-08.04.2018

GARTEN outdoor ambiente –Exhibition for garden and lifestyle, Stuttgart 05.04.-08.04.2018

KREATIV – The Trade Fair for creative design, Stuttgart 05.04.-08.04.2018

Markt des guten Geschmacks – The market for good taste – the Slow Food Exhibition, Stuttgart 05.04.-08.04.2018

Mineralien, Fossilien, Schmuck – Minerals, fossils, jewellery, Stuttgart 05.04.-08.04.2018

auto motor und sport i-Mobility – Exhibition for intelligent mobility, Stuttgart 05.04.-08.04.2018

Invest – Leading Trade Fair and congress for finance and investment, Stuttgart 13.04.-14.04.2018

PFLEGE PLUS – Trade Fair for the care market, Stuttgart 15.05.-17.05.2018

LASYS – International Trade Fair for laser material processing, Stuttgart 05.06.-07.06.2018

AMB – International exhibition for metal working, Stuttgart 18.09.-22.09.2018

10.09.-22.09.2010

FACHDENTAL Leipzig, Leipzig 28.09.-29.09.2018

FACHDENTAL Südwest, Stuttgart 12.10.-13.10.2018

SÜFFA – Trade Fair for the meat industry, Stuttgart 20.10.-22.10.2018

interbad – International Trade Fair for swimming pools, saunas and spas with congress for pool and bath technology, Stuttgart 23.10.-26.10.2018

INTERVITIS INTERFRUCTA HORTITECHNICA – Technology for wine, fruit juice and special crops, Stuttgart 04.11.-06.11.2018

VISION – Leading world Trade Fair for machine vision, Stuttgart 06.11.-08.11.2018

Stuttgarter MesseHerbst – Messe Stuttgart's autumn line-up, Stuttgart 16.11.-25.11.2018 AUTOTAGE STUTTGART / Stuttgarter Messeherbst – South Germany's large new car sales exhibition, Stuttgart 16.11.-18.11.2018

ANIMAL / Stuttgarter MesseHerbst – Exhibition for pet ownership, Stuttgart 17 11 - 18 11 2018

Familie & Heim / Stuttgarter MesseHerbst – The shopping and experience exhibition with minerals, fossils, jewellery, Stuttgart 17.11.-25.11.2018

DIE BESTEN JAHRE / Stuttgarter Messeherbst – The best years – The exhibition for staying active, Stuttgart 19.11.-20.11.2018

KREATIV / Stuttgarter MesseHerbst – The Trade Fair for creative design, Stuttgart 22.11.-25.11.2018

Modell + Technik / Stuttgarter MesseHerbst – The exhibition for model making and model railways, Stuttgart 22.11.-25.11.2018

22.11.-25.11.2018

Spielemesse / Stuttgarter MesseHerbst – The meeting place for excitement, fun and games, Stuttgart 22.11.-25.11.2018

veggie & frei von / Stuttgarter Messeherbst – Leitmesse für Genuss & Gesundheit, Stuttgart 23.11.-25.11.2018

eltefa – Biggest regional Trade Fair for the electrical sector, Stuttgart 20.03.-22.03.2019

SACHSENBACK – Trade Fair for the Bakery and Confectionery Trades, Dresden 13.04.-15.04.2019

Moulding Expo – International Trade Fair for Tool, Pattern and Mould Making, Stuttgart 21.05.-24.05.2019

südback – Trade Fair for the Bakery and Confectionery Trades, Stuttgart 21.09.-24.09.2019

Mesago Messe Frankfurt GmbH

INservFM – Exhibition and Conference for facility management and industrial services, Frankfurt/Main 27.02.-01.03.2018

PCIM Europe – International Exhibition and Conference for Power Electronics, Intelligent Motion, Renewable Energy and Energy Management, Nuremberg 05.06.-07.06.2018

SMT Hybrid Packaging – International Exhibition and Conference for System Integration in Micro Electronics, Nuremberg 05.06.-07.06.2018

SPS IPC Drives – smart and digital automation – 29th international exhibition, Nuremberg 27.11.-29.11.2018

formnext – International exhibition and conference on the next generation of manufacturing technologies, Frankfurt/Main 13.11.-16.11.2018

Wächtersbach

Messe Wächtersbach GmbH

Messe Wächtersbach, Waechtersbach 05.05.-13.05.2018

Wiesbaden

WIRTSCHAFTSGEMEINSCHAFT Zoologischer Fachbetriebe GmbH Interzoo – International Trade Fair for Pet Supplies, Nuremberg

• 08.05.-11.05.2018

Wunstorf

AMA Service GmbH

SENSOR+TEST – The Measurement Fair – International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nuremberg 26.06.-28.06.2018

Registered Events

Hongkong

Hong Kong Trade Development Council

HKTDC Hong Kong Baby Products Fair, Hong Kong
08.01.-11.01.2018

HKTDC Hong Kong Toys & Games Fair, Hong Kong • 08.01.-11.01.2018

00.01.-11.01.2010

HKTDC Hong Kong Fashion Week for Fall/Winter, Hong Kong

• 15.01.-18.01.2018

HKTDC Hong Kong International Diamond, Gem & Pearl Show, Hong Kong

• 27.02.-03.03.2018

HKTDC Hong Kong International Jewellery Show, Hong Kong

• 01.03.-05.03.2018

HKTDC Hong Kong Electronics Fair (Spring Edition), Hong Kong

• 13.04.-16.04.2018

HKTDC Hong Kong Houseware Fair, Hong Kong • 20.04.-23.04.2018

Hong Kong International Printing and Packaging Fair, Hong Kong 27.04. – 30.04.2018

HKTDC Hong Kong Gifts & Premium Fair, Hong Kong • 27.04.-30.04.2018

HKTDC Hong Kong International Medical Devices and Supplies Fair, Hong Kong 07.05. – 09.05.2018

HKTDC Hong Kong Watch & Clock Fair, Hong Kong

• 04.09.-08.09.2018

HKTDC Hong Kong Electronics Fair (Autumn Edition), Hong Kong

• 13.10.-16.10.2018

electronicAsia, Hong Kong

• 13.10.-16.10.2018

Eco Expo Asia, Hong Kong 25.10. – 28.10.2018 HKTDC Hong Kong International Outdoor and Tech Light Expo, Hong Kong 26.10.-29.10.2018

HKTDC Hong Kong International Lighting Fair (Autumn Edition), Hong Kong

• 27.10.-30.10.2018

HKTDC Hong Kong Optical Fair, Hong Kong

• 07.11.-09.11.2018

Verona

VERONAFIERE Spa

Fieragricola/Eurocarne – International agricultural technologies show, Verona

• 31.01.-03.02.2018

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

• 15.04.-18.04.2018

MARMOMACC – International Exhibition of Marble, Stone and Technology, Verona

• 26.09.-29.09.2018

PULIRE – International exhibition for the cleaning industry, Verona

• 21.05. -23.05. 2019

SAMOTER – International Earthmoving and Building Machinery Exhibition, Verona

• Februar 2020

Get your fresh facts here!

Transparent exhibition data bears this brand:



Decision-makers have a choice to make: Would it be worth having an exhibition stand at this event? Would it help me to acquire valuable customer contacts? Or would it be a case of being in the wrong place at the wrong time? We provide clear figures to help answer these questions – certified key exhibition data and sound structural visitor data for around 300 exhibitions in Germany and worldwide. In doing so, we provide decision-makers with the decisive support they need.

www.fkm.de



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 München GmbH / Frommel fotodesign Editorial deadline: July 2018

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

