

Certified Exhibition Data 2018





Certified Exhibition Data Report 2018

www.fkm.de

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The FKM in 2018

In 2018, the number of exhibitions certified by FKM grew slightly compared to the previous year also due to the stronger exhibition program compared to the previous year. German organisers generally remain keen for auditing to be carried out on the exhibitor and visitor statistics of their exhibitions.

Clarion Events Deutschland GmbH has left the FKM, leaving 46 German organisers. The FKM certified a total of 191 events in 2018.

Two guest members from abroad, the Verona Trade Fair Company and the Hong Kong Trade Development Council, had a total of 20 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 essential 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 two to 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). 24 countries have taken part in 2017: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Hungary, Italy, Luxembourg, Moldavia, Monaco, Poland, Portugal, Romania, Russia, Slovenia, Spain, Sweden, Switzerland, The Netherlands, Turkey and Ukraine.

The key indicators of more than 2,700 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)

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Fachausstellungen Heckmann GmbH

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Guest members

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Fachausstellungen Heckmann GmbH,
Hannover

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Prof. Dr. Manfred Busche
Berlin

Managing Director

Harald Kötter

Locations

- Exhibitions
- FKM partners
- Exhibitions and FKM partners



Status: June 2019

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 2017 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 2019

Ernst & Young GmbH
Wirtschaftsprüfungsgesellschaft



Josef Klute
Public accountant

Jörg Brüggemann
Public accountant

.....> www.fkm.de



Exhibition Space, Exhibitors, Visitors

Space figures

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

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

Exhibitor figures

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

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

Visitor figures

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

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

FKM Visitors Profile Analyses

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

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

The visitors profile analyses are subject to independent audit in just the same way as the quantitative visitor figures. In as far as structural analysis were not carried out for exhibitions of 2018 in the reporting year, the year of the last survey is given behind the title of event.

For the official detailed regulations see the brochure FKM-Certification.

<div>FKM</div>			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures			
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 84	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Augsburg																				
GrindTec	2	4	15.341	8.987			24.328	158	24.486	43.100	364	280	644	30				12.720	5.452	18.172 *
Berlin																				
Bar Convent Berlin	1	3	3.012	3.161	89	73	6.335	1.279	7.614	25.400	171	310	481	41				6.257	5.443	11.700
bautec	2	4	9.854	1.118			10.972	1.789	12.761	31.200	386	70	456	19				19.850	1.797	21.647 *
belektro	2	3	8.834	248			9.082	1.687	10.769	24.200	218	12	230	10						10.452 *
FRUIT LOGISTICA	1	3	8.865	66.855			75.720	944	76.664	132.300	279	2.960	3.239	84				13.663	64.411	78.074 *
InnoTrans	2	4	41.482	64.291	5.508	4.746	116.027		116.027	179.000	1.152	1.910	3.062	60				70.264	90.893	161.157 *
International Green Week	1	10	30.426	13.561			43.987	8.050	52.037	115.200	1.160	555	1.715	65				392.675	8.423	401.098 *
ITB – The World’s Leading Travel Trade Show®	1	5	28.113	60.238	48		88.399		88.399	153.800	1.540	6.590	8.130	176	240	2.393	2.633	87.931	38.211	126.142 *
Bernburg																				
DLG-Field Days – Meet the crop professionals	2	3	860	86	110.658	4.761	116.365	3.077	119.442	215.000	341	59	400	20				18.342	1.682	20.024 *
Bremen																				
Bremen Classic Motorshow	1	3	20.073	2.070			22.143	1.693	23.836	50.000	597	66	663	11				36.910	2.181	39.091 *
CARAVAN	1	3	9.896	47			9.943		9.943	14.800	61	3	64	4						31.285 ¹⁾
CARAVAN / Reiselust	1	3	12.664	478	104		13.246	332	13.578	24.800	304	51	355	23						39.097
fish international	2	3	3.754	1.825			5.579	375	5.954	10.700	180	132	312	30				8.043	954	8.997 ²⁾
HanseLife	1	9	14.375	687	1.408	51	16.521	5.427	21.948	46.400	764	45	809	16				74.814	817	75.631 *
Reiselust – Tourism fair	1	3	2.768	431	104		3.303	332	3.635	10.000	243	48	291	23				26.289	578	26.867 ¹⁾
Chemnitz																				
Baumesse Chemnitz –Trade fair of construction	1	3	3.770	125	200		4.095	325	4.420	12.000	222	8	230	5	42	1	43			8.410 *
mtex+ / LIMA	2	3	1.023	279			1.302	472	1.774	4.200	132	27	159	7				753	153	906 *
Dortmund																				
InterTabac / InterSupply	1	3	11.816	12.410			24.226	364	24.590	50.600	186	423	609	52	9	1	10	6.325	5.154	11.479 *
Düsseldorf																				
ALUMINIUM	2	3	11.165	29.300			40.465	634	41.099	79.400	311	672	983	54				8.793	14.226	23.019 *
BEAUTY Düsseldorf	1	3	19.946	3.540			23.486	4.060	27.546	61.800	479	152	631	29				60.196	7.592	67.788 *
boot	1	9	38.430	64.769	45	117	103.361	18.000	121.361	216.000	839	1.093	1.932	68				195.382	51.937	247.319 *
CARAVAN SALON	1	12	80.825	27.496	1.486	654	110.461	4.461	114.922	168.600	384	227	611	34				220.436	29.775	250.211 *

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Caravan Salon / TourNatur	1	12	84.008	28.388	1.486	654	114.536	6.602	121.138	186.400	570	325	895	39						261.273
Energy Storage Europe	1	3	1.682	638		15	2.335	2.067	4.402	8.000	112	58	170	20				2.803	1.576	4.379 *
EuroCIS – Retail technology	1	3	8.185	5.221			13.406	966	14.372	25.500	250	218	468	29				5.972	6.019	11.991 *
glasstec	2	4	18.423	48.039	201	218	66.881	6.709	73.590	123.900	314	961	1.275	50				11.971	30.632	42.603 *
MEDICA / COMPAMED	1	4	37.200	88.729	320		126.249	1.893	128.142	250.000	1.172	4.898	6.070	69				29.890	80.000	109.890 *
METAV	2	5	15.907	8.077			23.984		23.984	42.700	388	174	562	24				24.131	2.622	26.753 *
ProWein	1	3	18.673	53.572			72.245	1.103	73.348	132.200	985	5.887	6.872	64				28.100	32.460	60.560 *
PSI Messe	1	3	14.124	13.677			27.801	2.912	30.713	50.900	436	489	925	36				8.075	9.267	17.342
REHACARE INTERNATIONAL	1	4	19.724	13.242	200	40	33.206	793	33.999	68.700	420	548	968	42				37.757	12.855	50.612 *
TOP HAIR – DIE MESSE	1	2	6.200	1.436	36	21	7.693	7.932	15.625	28.800	140	68	208	20				34.514	2.839	37.353 *
TourNatur	1	3	3.183	892			4.075	2.141	6.216	17.800	186	98	284	16				41.721	808	42.529 *)
Tube	2	5	16.355	36.049			52.404	32	52.436	93.100	309	933	1.242	57				9.847	19.991	29.838 *
VALVE WORLD EXPO	2	3	4.032	13.895			17.927		17.927	43.600	124	518	642	38				2.995	8.139	11.134 *
wire	2	5	15.203	49.862			65.065	157	65.222	105.700	302	1.140	1.442	53				13.942	28.306	42.248 *
Erfurt																				
Grüne Tage Thüringen – Agricultural fair	2	3	6.511	139	8.818		15.468	3.863	19.331	44.800	280	8	288	6						30.570 *
Rapid.Tech / FabCon 3.D	1	3	2.574	356			2.930	318	3.248	7.150	178	30	208	14				3.453	205	3.658 *
Thüringen Ausstellung – Handicraft and Consumer Goods	1	9	13.854	538			14.392	2.800	17.192	32.400	678	21	699	10	24		24			62.384
Essen																				
E-world energy & water	1	3	19.893	3.826			23.719	770	24.489	53.900	626	160	786	26				18.020	4.254	22.274 *
IPM – The world’s leading trade fair for horticulture	1	4	16.554	24.719			41.273	4.410	45.683	82.100	561	1.001	1.562	45				25.712	15.296	41.008 *
SECURITY	2	4	17.458	11.546			29.004	1.712	30.716	66.200	460	466	926	41				20.837	12.185	33.022 *
SHK Essen – Sanitation, heating, air conditioning, renewable energies	2	4	29.281	2.115			31.396	428	31.824	71.800	505	57	562	16	18		18	32.510	1.892	34.402 *
Frankfurt/Main																				
Ambiente	1	5	51.567	126.361			177.928	1.721	179.649	308.500	832	3.544	4.376	88				55.150	78.432	133.582 *
Automechanika / Reifen co-located show	2	5	50.306	122.574	7.376	1.849	182.105	8.261	190.366	316.400	696	4.246	4.942	76				51.969	82.653	134.622 *
Christmasworld with Floradecora	1	5	19.783	35.888			55.671	454	56.125	87.300	234	814	1.048	43				16.110	27.340	43.450 *
Cleanzone	1	2	1.038	283			1.321	530	1.851	5.000	55	23	78	10				497	302	799
Creativeworld	1	4	3.994	8.711			12.705	932	13.637	27.500	64	271	335	39				3.099	6.167	9.266
formnext	1	4	10.904	10.483			21.387	289	21.676	37.200	290	342	632	32				13.821	13.098	26.919

+ 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 26 ff.

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

<div><div>FKM</div><div></div></div>			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures			
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 84	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Heimtextil	1	4	21.812	107.950			129.762	4.604	134.366	233.600	316	2.657	2.973	64				18.891	49.693	68.584
INservFM	1	3	2.394	53			2.447	274	2.721	6.000	108	8	116	4				3.537	140	3.677
INTERGEO	1	3	8.243	8.160		69	16.472	704	17.176	33.800	322	308	630	40	10	5	15	10.825	8.649	19.474
Light + Building	2	6	69.292	81.130	166	1.665	152.253	3.433	155.686	256.400	825	1.894	2.719	55				105.761	115.103	220.864 *
Musikmesse	1	4	8.190	11.864		18	20.072	1.392	21.464	65.700	290	595	885	49				27.199	11.322	38.521 *
Paperworld	1	4	8.127	30.045			38.172	1.329	39.501	78.700	240	1.394	1.634	66				11.072	22.715	33.787 *
Prolight + Sound	1	4	13.530	20.039	977	798	35.344	1.312	36.656	73.400	276	459	735	40				19.489	24.432	43.921 *
Tendence	1	4	24.972	16.004	214	80	41.270	2.944	44.214	91.800	452	406	858	48				14.155	3.581	17.736 *
Hamburg																				
GET Nord	2	3	25.094	1.215			26.309	1.634	27.943	52.500	540	45	585	15				38.361	1.065	39.426 *
HANSEPFERD	2	3	11.245	2.219	1.338	90	14.892	9.906	24.798	50.000	418	62	480	13				45.836	651	46.487 *
INTERNORGA	1	5	45.898	7.455	1.624	96	55.073	860	55.933	90.400	1.043	235	1.278	27				86.796	4.665	91.461 *
Nordstil Sommer – Regional Order Days	1	3	23.198	6.373			29.571	519	30.090	58.900	643	153	796	22				13.043	390	13.433
Nordstil Winter – Regional Order Days	1	3	29.066	6.914			35.980	259	36.239	62.500	810	169	979	20				19.569	442	20.011
NORTEC – Manufacturing trade fair	2	4	10.179	607			10.786	1.072	11.858	26.800	427	43	470	15				11.249	265	11.514 *
oohh! – The LeisureWorlds	1	5	31.782	3.139	37		34.958	4.580	39.538	77.000	617	200	817	44				70.411	783	71.194 *
SMM – Maritime trade fair	2	4	24.560	30.455	815	706	56.536		56.536	93.800	720	1.529	2.249	67		1	1	20.978	24.626	45.604 *
WindEnergy Hamburg	2	4	20.630	14.968	197	28	35.823		35.823	67.300	726	756	1.482	40				17.632	15.963	33.595 *
Hannover																				
ABF / B.I.G – The big leisure fair	1	5	41.676	1.910	558		44.144	3.226	47.370	89.400	708	71	779	20						90.553
ALTENPFLEGE – The Care Fair	2	3	12.919	896			13.815	891	14.706	34.200	500	54	554	16				23.720	312	24.032 *
CeMAT	2	5	17.952	17.670	6.529	3.100	45.251	866	46.117	80.300	219	404	623	40				48.151	23.716	71.867 *)
didacta – Education and training	1	5	28.778	1.469	228		30.475	1.427	31.902	66.500	678	133	811	49				72.807	513	73.320 *
DOMOTEX	1	4	17.348	90.386			107.734	3.868	111.602	194.300	184	1.369	1.553	65				17.142	27.968	45.110 *
Energy Decentral	2	4	9.405	994			10.399	1.231	11.630	25.700	294	38	332	14				23.964	6.408	30.372 *)
EuroBLECH	2	4	41.894	47.984			89.878		89.878	150.000	638	869	1.507	40				28.934	27.373	56.307 *
EuroTier with Energy Decentral	2	4	62.255	58.420			120.675	4.029	124.704	264.600	1.069	1.505	2.574	61				108.206	46.742	154.948 *
HANNOVER MESSE / CeMAT	1	5	128.700	80.224	7.879	3.196	219.999	2.827	222.826	372.900	2.254	3.432	5.686	80						210.138
HANNOVER MESSE	1	5	110.748	62.554	1.350	96	174.748	1.961	176.709	292.600	2.035	3.028	5.063	77				133.562	55.352	188.914 *)
Hannover Messe: Digital Factory	1	5	14.774	6.582			21.356	150	21.506	33.500	329	188	517	30				59.942	29.792	89.734 *)
Hannover Messe: Energy	1	5	21.799	15.489	227		37.515	494	38.009	67.500	352	651	1.003	46				57.586	26.481	84.067 *)
Hannover Messe: Industrial Supply	1	5	9.566	13.039		21	22.626	225	22.851	45.900	338	929	1.267	45				43.934	24.075	68.009 *)

+ Events with changing venues

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* Visitors Profile Analyses see page 26 ff.

¹⁾ Visitor attendance determined by a representative poll in the combination of Hannover Messe/CeMAT. Multiple answers were permitted.

²⁾ Visitor attendance determined by a representative poll in the combination of EuroTier/Energy Decentral. Multiple answers were permitted.

³⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted

<div>FKM</div>			Exhibition space figures (sq.m.)								Exhibitor figures						Visitor figures				
			Exhibitor stand space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 84		Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Hannover Messe: Integrated Automation, Motion & Drives		1	5	49.936	19.917	873	75	70.801	510	71.311	120.300	643	854	1.497	38				88.701	44.483	133.184
Hannover Messe: Research & Technology		1	5	7.194	1.478	250		8.922	582	9.504	16.100	263	104	367	19				41.980	17.906	59.886
Infra – Consumer goods exhibition		1	9	29.030	3.309	535	21	32.895	4.788	37.683	95.600	1.127	170	1.297	33						160.233
Pferd & Jagd – Equestrian sports, hunting, fishing		1	4	24.676	3.282	1.835		29.793	10.585	40.378	105.100	783	113	896	26						94.257
Husum																					
Nord Gastro & Hotel		1	2	4.637	144			4.781		4.781	8.200	223	17	240	8				4.394	23	4.417
Idar-Oberstein																					
INTERGEM		1	4	1.675	195			1.870	50	1.920	4.000	98	16	114	9						1.953
Karlsruhe																					
IT-TRANS		2	3	2.601	2.344			4.945	751	5.696	15.000	134	126	260	32				2.768	1.563	4.331
LEARNTEC		1	3	4.107	646			4.753	2.557	7.310	16.500	232	51	283	14				9.509	596	10.105
TIERisch gut – Pet fair		1	2	6.300	200			6.500	12.106	18.606	39.600	254	14	268	9						32.978
Kempten																					
Allgäuer Festwoche – Rural tradition exhibition		1	9	6.026	242	3.629	103	10.000	919	10.919	19.800	335	17	352	6						101.931
Köln																					
Anuga FoodTec		3	4	37.070	38.646	234		75.950	307	76.257	140.000	655	1.001	1.656	48				18.531	32.096	50.627
DACH + HOLZ International		2	4	31.550	4.023	1.665		37.238	463	37.701	71.000	458	123	581	31	8	8		40.679	4.447	45.126
dmexco		1	2	19.146	9.419	25		28.590	600	29.190	92.400	605	333	938	40				28.123	12.002	40.125
FIBO		1	4	33.628	35.904			69.532	6.925	76.457	161.700	503	666	1.169	44				103.219	39.876	143.095
h+h cologne		1	3	6.373	9.011			15.384	329	15.713	36.800	112	306	418	43				9.838	6.132	15.970
IEX Europe		2	2	2.801	2.455			5.256	759	6.015	11.300	75	88	163	26				1.484	1.702	3.186
imm cologne – International interiors show / LivingInteriors		1	7	48.216	93.556			141.772	2.577	144.349	241.100	365	888	1.253	55				86.713	39.961	126.674
Internationale Eisenwarenmesse – Hardware fair		2	3	18.462	51.022			69.484	1.038	70.522	144.200	359	2.403	2.762	58				14.486	32.938	47.424
ISM – Trade fair for sweets and snacks		1	4	11.395	35.183			46.578	1.029	47.607	100.000	230	1.430	1.660	72				11.530	28.314	39.844
ISM – Trade fair for sweets and snacks / ProSweets Cologne		1	4	15.071	41.002			56.073	1.634	57.707	121.000	335	1.644	1.979	75		3	3			39.246
Kind + Jugend – The Trade Show for Kids' First Years		1	4	13.946	42.245			56.191	923	57.114	109.400	174	1.038	1.212	49				6.201	18.611	24.812
ORGATEC		2	5	27.068	51.090			78.158	3.354	81.512	126.900	181	568	749	39				27.897	35.269	63.166
ProSweets Cologne		1	4	3.676	5.819			9.495	605	10.100	21.000	105	214	319	33		3	3	5.007	16.727	21.734

+ Events with changing venues
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²⁾ Visitor attendance determined by a representative poll in the combination of ISM/ ProSweets Cologne. Multiple answers were permitted

* Visitors Profile Analyses see page 26 ff.

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

<div><div>FKM</div><div><div></div></div></div>			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures				
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 84	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
spoga horse (Spring)	1	3	3.247	3.944			7.191	966	8.157	16.800	57	114	171	20				1.753	1.829	3.582 *
• spoga+gafa / spoga horse (Autumn)	1	3	24.838	84.854	363	882	110.937	2.347	113.284	226.100	322	1.850	2.172	61				13.907	25.197	39.104 *
Leipzig																				
CADEAUX (Spring)	1	3	5.787	464			6.251	529	6.780	15.000	182	19	201	12	1		1			6.261
CADEAUX (Autumn)	1	3	5.977	420			6.397	225	6.622	15.000	231	15	246	11	1		1			4.807 *
• denkmal	2	3	6.374	1.228			7.602	126	7.728	18.100	374	73	447	18	2		2	9.792	1.634	11.426 *
Fachdental Leipzig	1	2	3.240	489			3.729	105	3.834	10.000	180	25	205	15	2	6	8	3.815	39	3.854 *
Home – Garden – Leisure/Central german handicraft fair/Beach & Boat/Forum Auto	1	9	26.226	3.145			29.371	6.651	36.022	84.600	995	123	1.118	22	2		2			172.952 *
Veterinary Congress – with Industrial Exhibition vetexpo	2	3	3.578	385			3.963	204	4.167	10.000	210	30	240	16				13.104	646	13.750 *
MIDORA	1	3	2.145	145			2.290		2.290	10.000	83	8	91	8						1.282
modell-hobby-spiel	1	3	17.261	944			18.205	10.787	28.992	75.300	477	54	531	14	3		3	72.595	2.245	74.840 *
• OTWorld	2	4	12.147	5.986			18.133	78	18.211	41.000	270	306	576	43				13.736	7.397	21.133 *
Touristik & Caravanning International Leipzig	1	5	27.425	2.492			29.917	2.299	32.216	58.400	380	108	488	33	1		1	62.353	630	62.983
Magdeburg																				
LBA – LANDES-BAU-AUSSTELLUNG	1	3	2.143	33	302	32	2.510	295	2.805	7.850	126	4	130	4	1		1			4.015
MAGDEBOOT	1	3	3.225	136	137	18	3.516	81	3.597	9.100	101	4	105	4						5.632
MAGDEBURGER MEERESANGELTAGE and MAGDEBURGER RAUBFISCHANGELTAGE – Fishing Exhibition	1	2	2.703	394	88	12	3.197	319	3.516	7.350	94	18	112	6						6.918
TIERWELT – Pet exhibition	1	3	1.928	121	247		2.296	2.377	4.673	9.250	126	4	130	5						11.879
Mainz																				
Rheinland-Pfalz-Ausstellung – Regional Consumer Goods Exhibition	1	9	10.531	633	1.393	66	12.623	2.308	14.931	39.200	641	30	671	13						65.975
München																				
• analytica	2	4	16.812	9.638			26.450	2.213	28.663	55.000	581	594	1.175	47	3	6	9	22.500	13.126	35.626 *
• AUTOMATICA	2	4	28.017	8.257			36.274	1.740	38.014	66.000	627	263	890	29				27.985	17.599	45.584 *1)
AUTOMATICA / The smarter E Europe	2	4	48.418	32.536			80.954	6.738	87.692	152.000	1.098	964	2.062	49						82.581
• ceramitec	3	4	9.547	10.524			20.071	759	20.830	35.800	217	398	615	38				7.121	8.391	15.512 *
• electronica	2	4	50.757	53.370			104.127	5.397	109.524	182.000	1.076	2.372	3.448	53	58	183	241	40.878	40.593	81.471 *
eMove360° Europe	1	3	4.673	4.142	52	20	8.887	778	9.665	17.200	163	109	272	23				6.359	1.453	7.812
• EXPO REAL – Property and Investment	1	3	30.770	9.466			40.236	2.531	42.767	64.000	1.549	546	2.095	41				28.225	12.977	41.202

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry
AUTOMATICA/The smarter E Europe. Multiple answers were permitted.

* Visitors Profil Analyses see page 26 ff.


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

<div><div>FKM</div><div></div></div>			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures				
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 84	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic Foreign		from		Domestic Foreign Total			Domestic Foreign Total		
	Domestic	Foreign	Domestic	Foreign	Total	countries														
f.re.e – Fair for Leisure and Travel	1	5	26.380	6.684			33.064	7.168	40.232	78.000	741	508	1.249	70				137.607	2.808	140.415
iba	3	6	30.180	53.063			83.243	1.812	85.055	132.000	412	946	1.358	50				25.228	51.792	77.020 *
IFAT	2	5	76.633	49.020	16.699	7.697	150.049	11.200	161.249	260.000	1.725	1.580	3.305	58				72.010	70.462	142.472 *
INHORGENTA MUNICH	1	4	17.641	8.195			25.836	1.561	27.397	65.000	554	471	1.025	41				18.315	8.798	27.113 *
INTERFORST	4	5	4.003	994	24.174	11.670	40.841	3.500	44.341	78.900	294	163	457	28				41.754	8.510	50.264 *
Internationale Handwerksmesse/Garten München	1	7	27.759	4.349			32.108	3.949	36.057	74.000	796	163	959	31	7	1	8	119.106	2.416	121.522 *
ispo	1	4	20.751	81.076			101.827	8.325	110.152	177.600	338	2.464	2.802	51				25.846	57.760	83.606
LOPEC	1	2	955	723			1.678	553	2.231	4.200	76	77	153	21				1.171	1.216	2.387
Opti – International trade show for optics & design	1	3	17.583	10.488			28.071	280	28.351	45.000	283	384	667	40				19.630	8.814	28.444
The smarter E Europe	1	3	20.401	24.279			44.680	4.998	49.678	86.000	471	701	1.172	49				21.680	24.770	46.450 ¹⁾
Nürnberg																				
BIOFACH / VIVANESS	1	4	19.790	29.305			49.095	3.896	52.991	91.600	891	2.347	3.238	93				24.746	25.454	50.200 *
BrauBeviale	1	3	24.439	21.354			45.793	1.290	47.083	85.900	514	580	1.094	46				22.509	18.373	40.882 *
Chillventa	2	3	18.582	24.953			43.535	835	44.370	75.200	320	699	1.019	46				14.972	20.518	35.490 *
embedded world	1	3	15.991	10.808			26.799		26.799	49.000	473	548	1.021	38				19.237	12.980	32.217 *
Enforce Tac	1	2	2.267	1.838			4.105	121	4.226	14.500	112	131	243	28				1.903	1.435	3.338
EUROGUSS	2	3	9.019	9.739			18.758		18.758	33.100	297	344	641	33				8.632	6.722	15.354 *
FachPack	1	3	44.946	17.050			61.996	1.645	63.641	109.800	1.023	621	1.644	43				31.434	12.585	44.019 *
FeuerTRUTZ	1	2	4.863	696			5.559	297	5.856	13.600	246	41	287	16				7.591	763	8.354 *
GaLaBau	2	4	51.558	14.684			66.242	3.233	69.475	126.800	945	308	1.253	37				65.315	6.690	72.005 *
HOLZ-HANDWERK / FENSTERBAU FRONTALE	2	4	67.329	30.061			97.390	153	97.543	151.900	780	549	1.329	42				75.065	35.956	111.021 *
IFH/INTHERM	2	4	32.757	5.148			37.905	473	38.378	72.000	511	99	610	21				39.464	887	40.351 *
Insights-X	1	3	6.450	4.737			11.187	635	11.822	25.000	137	174	311	39				3.113	2.399	5.512 *
Interzoo	2	4	19.445	47.961			67.406	710	68.116	120.000	344	1.646	1.990	66				9.935	28.721	38.656 *
it-sa – IT Security Expo and Congress	1	3	9.793	1.945			11.738	850	12.588	24.400	515	183	698	27				13.234	1.056	14.290 *
IWA OutdoorClassics	1	4	16.243	40.421			56.664	1.815	58.479	105.300	307	1.254	1.561	57				17.714	28.848	46.562
PCIM Europe	1	3	8.332	5.488			13.820	445	14.265	23.500	244	262	506	27	20	67	87	6.271	5.331	11.602
Perimeter Protection	2	3	3.899	1.448			5.347	93	5.440	10.500	79	56	135	13				2.725	914	3.639 *
SENSOR + TEST	1	3	5.997	2.693			8.690	3.328	12.018	22.000	354	237	591	32				6.224	1.655	7.879 *
SMT Hybrid Packaging	1	3	10.518	2.444			12.962	244	13.206	26.400	276	158	434	30	11	27	38	8.115	3.764	11.879
Spielwarenmesse	1	5	47.058	61.735			108.793		108.793	170.000	692	2.157	2.849	67				27.059	43.289	70.348 *
SPS/IPC/DRIVES	1	3	66.917	13.678			80.595	945	81.540	136.000	1.087	544	1.631	45				47.546	18.154	65.700
Stone+tec	2	4	8.020	4.334			12.354	673	13.027	28.800	146	187	333	26				9.417	2.402	11.819 *
Werkstätten:Messe	1	4	5.158	190			5.348	400	5.748	10.800	159	6	165	6				12.115	94	12.209 *

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry
AUTOMATICA/The smarter E Europe. Multiple answers were permitted.

* Visitors Profile Analyses see page 26 ff.

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

			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures		
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)		
For the complete titles see pp. 84		Interval/ Days	Halls Domestic Foreign	Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Offenbach																		
I.L.M. Summer Styles – Intern. Leather Goods Fair		1 3	6.413 6.668		13.081	800	13.881	20.100	115	158	273	28				3.411	1.176	4.587
I.L.M. Winter Styles – Intern. Leather Goods Fair		1 3	6.629 6.559		13.188	800	13.988	20.100	122	159	281	24				3.562	1.306	4.868
Offenburg																		
Badische Weinmesse – Regional Wine Exhibition		1 2	1.110 6		1.116	151	1.267	6.500	98	1	99	2						4.902 *
OBERRHEIN-MESSE – Consumer Goods Fair		1 9	8.639 811	9.301 6	18.757	2.005	20.762	47.500	445	34	479	13						65.442
Passau																		
Passauer Frühling DreiLänderMesse – Regional exhibition		2 9	6.403 1.729	1.640 81	9.853	715	10.568	19.500	289	70	359	8	1		1			61.503
Stuttgart																		
● AMB – International Exhibition for metal working		2 5	62.158 18.269		80.427		80.427	125.800	1.126	427	1.553	31	17	18	35	75.543	15.473	91.016 *
ANIMAL		1 2	3.553 168		3.721	3.986	7.707	22.200	176	20	196	11				31.048	314	31.362 ¹⁾
+ Arbeitsschutz aktuell – Safety & Health		2 3	6.455 1.306		7.761	79	7.840	20.000	175	52	227	20	26	4	30	6.347	282	6.629
auto motor and sport i-Mobility		1 4	3.115 40		3.155	2.509	5.664	10.500	54	1	55	2				15.628	158	15.786 ²⁾
AUTOTAGE STUTTGART – Car Sales Exhibition		1 3	4.335		4.335	200	4.535	10.500	11		11	1						22.643 ¹⁾
CMT – Holiday Exhibition		1 9	62.255 13.251	551 246	76.303	6.082	82.385	124.100	1.648	654	2.302	79		1	1	262.467	5.356	267.823 *
● Composites Europe		1 3	4.842 3.805		8.647	804	9.451	21.500	206	148	354	29				4.970	3.178	8.148
FACHDENTAL SÜDWEST		1 2	4.810 457		5.267	302	5.569	14.600	251	35	286	14	2	6	8	5.678	116	5.794 *
FAIR HANDELN – Fairtrade		1 4	2.133 249		2.382	573	2.955	10.500	159	26	185	14				20.483	418	20.901 ²⁾
Familie & Heim with minerals, fossils, jewellery		1 9	9.917 1.041		10.958	3.540	14.498	42.000	423	86	509	26						74.474 ¹⁾
GARTEN outdoor ambiente		1 4	3.246 308		3.554	2.130	5.684	13.700	115	11	126	7				41.347	418	41.765 ²⁾
GiveADays – Promotional products		2 3	1.003 249		1.252	77	1.329	3.500	105	24	129	11	1		1	5.081	503	5.584 ³⁾
Interbad		2 4	9.710 5.621	72	15.403	533	15.936	33.000	246	170	416	28	2	4	6	10.408	3.657	14.065 *
● INTERGASTRA with GELATISSIMO		2 5	45.263 9.938	27	55.228	2.725	57.953	117.100	1.110	312	1.422	27	79	42	121	94.730	3.947	98.677 *
INTERVITIS INTERFRUCTA HORTITECHNICA		2 3	8.309 2.912	112	11.333	4.535	15.868	40.300	207	88	295	13	7		7	14.678	3.006	17.684 *
Invest – Finance and investment		1 2	2.536 497		3.033	1.152	4.185	11.000	115	29	144	13	2		2	11.636	485	12.121
KREATIV – Creative design		1 4	3.350 446		3.796	245	4.041	13.500	140	33	173	17				60.709	1.239	61.948 ¹⁾
KREATIV Spring – Creative design		1 4	2.070 483		2.553	72	2.625	7.300	88	34	122	15				35.826	731	36.557 ²⁾
LASYS		2 3	2.877 1.435		4.312	80	4.392	10.500	112	77	189	21	3	4	7	4.350	1.450	5.800 *
LogiMat		1 3	45.648 12.291	696 136	58.771	1.252	60.023	112.600	1.164	400	1.564	38				44.743	10.632	55.375 *
Markt des guten Geschmacks – The Slow Food Exhibition		1 4	3.627 1.274		4.901	224	5.125	23.500	301	141	442	12						52.230 ²⁾
Medizin / TheraPro		1 1	4.957 351		5.308	318	5.626	11.800	257	23	280	13	26	1	27	11.397	352	11.749 *

				Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)					
For the complete titles see pp. 84			Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic Foreign Total from countries		Domestic Foreign Total			Domestic Foreign Total					
Minerals, fossils, jewellery Spring			1	4	1.436	341			1.777	219	1.996	7.300	167	68	235	27			16.082	328	16.410 ¹⁾		
Modell + Technik – Model making and model railways			1	4	2.975	121			3.096	5.408	8.504	16.400	89	11	100	8			52.866	534	53.400 ²⁾		
parts2clean			1	3	5.499	1.120			6.619	165	6.784	19.100	170	46	216	16			3.497	929	4.426 *		
PFLEGE PLUS – Trade fair for the care market			2	3	3.323	113			3.436	137	3.573	10.500	177	10	187	7	17		17	6.375	64	6.439 *	
●	R + T – Trade fair for roller shutters, doors / gates and sun protection systems			3	5	24.217	52.141			76.358	848	77.206	124.000	251	773	1.024	46	1	1	2	26.897	38.706	65.603 *
	Retro Classics – Classic car exhibition			1	4	47.555	7.008	187		54.750	9.705	64.455	119.100	709	146	855	17			74.474	10.155	84.629 *	
	Slow Food/FAIR HANDELN/Minerals Fossils jewellery/garden/Kreativ/i-Mobility			1	4	15.627	2.695			18.322	5.727	24.049	72.800	884	281	1.165	41					83.148	
	Spielemesse			1	4	1.755	88			1.843	3.389	5.232	13.500	80	8	88	7			57.708	583	58.291 ²⁾	
	Stuttgarter Messeherbst			1	10	27.364	2.011			29.375	16.768	46.143	126.000	1.064	174	1.238	37			167.436	1.691	169.127	
	SÜFFA			1	3	8.312	338			8.650	1.697	10.347	21.100	243	24	267	11	1	1	2	7.930	506	8.436 *
	SurfaceTechnology GERMANY			2	3	6.695	1.197			7.892	234	8.126	21.000	208	68	276	21			4.599	1.452	6.051 *	
	TV TecStyle Visions			2	3	5.612	4.058			9.670	1.058	10.728	25.100	134	116	250	24			9.112	2.000	11.112 ³⁾	
	TV TecStyle Visions / WETEC / GiveADays			2	3	9.716	4.911			14.627	1.497	16.124	37.600	367	164	531	24	1		1			13.671
	veggie & frei von			1	3	1.479	147			1.626		1.626	7.900	145	16	161	12			33.132	335	33.467 ²⁾	
	VISION			2	3	6.266	5.817			12.083	596	12.679	21.500	191	281	472	32			5.997	5.109	11.106 *	
	WETEC			2	3	3.101	604			3.705	362	4.067	9.000	128	24	152	10			8.714	1.077	9.791 ³⁾	
	Wächtersbach																						
	Messe Wächtersbach – General Trade Fairs for Consumers			1	9	6.214	104	3.448		9.766	6.317	16.083	22.000	326	7	333	8						48.176 *
	Hong Kong																						
	●	Baby Products Fair			1	4	1.428	7.700		9.128		9.128	20.200	103	482	585	27			14.520	18.319	32.839	
ECO EXPO Asia			1	4	2.719	1.026		3.745		3.745	9.600	176	136	312	15			6.822	8.002	14.824			
●	electronicAsia			1	4	882	2.268		3.150		3.150	5.900	75	203	278	11			8.771	14.644	23.415		
●	Electronics Fair (Autumn Edition)			1	4	16.477	21.495		37.972		37.972	69.600	1.153	1.776	2.929	21			22.841	40.698	63.539		
●	Electronics Fair (Spring Edition)			1	4	13.563	17.836		31.399		31.399	61.300	992	1.484	2.476	24			39.549	26.321	65.870		
●	Fashion Week (Fall/Winter)			1	4	1.748	5.859		7.607		7.607	16.700	154	448	602	13			7.004	6.774	13.778		
●	Gifts and Premium Fair			1	4	11.671	20.574		32.245		32.245	62.100	1.085	1.964	3.049	35			20.355	27.961	48.316		
●	Houseware Fair			1	4	3.531	15.733		19.264		19.264	44.300	271	1.188	1.459	25			13.641	15.908	29.549		
●	International Diamond, Gem & Pearl Show			1	5	15.619	14.430		30.049		30.049	54.300	741	1.007	1.748	40			7.329	26.399	33.728		
●	International Jewellery Show			1	5	21.227	18.892		40.119		40.119	74.600	895	1.356	2.251	39			18.952	33.985	52.937		
●	International Lighting Fair (Autumn Edition)			1	4	12.162	25.320		37.482		37.482	70.400	676	2.048	2.724	37			11.262	33.370	44.632		

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 26 ff.

²¹ Events with challenging venues: ²² Recognized by the IFPE Global Association of the Exhibition Industry. Visitor Poll Analyses see page 20 ff.

³⁾ Visitor attendance determined by a representative poll in the combination of TV TecStyle Visions/WETEC/GiveADays. Multiple answers were permitted.

Exhibitor stand space

Exhibitors

Additionally represented firms

Entries
(Explanations see p. 9)


For the complete titles see pp. 84	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)										
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
● International Medical and Healthcare Fair	1	3	1.377	648			2.025		2.025	4.700	131	74	205	11				1.746	9.774	11.520
● International Outdoor and Tech Light Expo	1	4	108	4.365			4.473		4.473	9.950	10	308	318	5				4.634	8.985	13.619
● International Printing and Packaging Fair	1	4	1.038	4.116			5.154		5.154	9.800	94	358	452	6				6.687	9.160	15.847
● Optical Fair	1	3	3.998	11.255			15.253		15.253	27.000	152	621	773	21				6.365	10.475	16.840
● Toys and Games Fair	1	4	15.033	15.889			30.922		30.922	55.800	877	1.128	2.005	45				21.949	27.555	49.504
● Watch & Clock Fair	1	5	9.028	3.270			12.298		12.298	28.100	384	195	579	18				11.664	9.620	21.284
Verona																				
● FIERAGRICOLA – EUROCARNE	2	4	42.171	1.619	4.506	27	48.323	10.246	58.569	157.400	603	39	642	20	183	37	220	111.746	19.008	130.754
● MARMOMAC	1	4	33.842	28.419	9.742	6.002	78.005	2.840	80.845	202.800	595	1.002	1.597	55	12	7	19	25.420	41.810	67.230
● Vinitaly – SOL&AGRIFOOD – Enolitech	1	4	91.556	1.594	549		93.699	11.365	105.064	182.700	4.425	152	4.577	41	175	216	391	76.454	49.901	126.355

<div>FKM</div>			Exhibition space figures (sq.m.)							Exhibitor figures				Visitor figures		
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)
For the complete titles see pp. 84		Interval/ Days	Halls Domestic Foreign	Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic Foreign Total
A MULTI-INDUSTRY FAIRS																
A1 Investment and Consumer Goods Fairs																
Internationale Handwerksmesse/Garten München		1 7	27.759 4.349		32.108	3.949	36.057	74.000	796	163	959	31	7	1	8	119.106 2.416 121.522 *
A2 Investment Goods Trade Fairs																
● HANNOVER MESSE, Hannover		1 5	110.748 62.554	1.350 96	174.748	1.961	176.709	292.600	2.035	3.028	5.063	77				133.562 55.352 188.914 *)
A3 Consumer Goods Trade Fairs																
● Ambiente, Frankfurt/Main		1 5	51.567 126.361		177.928	1.721	179.649	308.500	832	3.544	4.376	88				55.150 78.432 133.582 *
Nordstil Summer – Regional Order Days, Hamburg		1 3	23.198 6.373		29.571	519	30.090	58.900	643	153	796	22				13.043 390 13.433
Nordstil Winter – Regional Order Days, Hamburg		1 3	29.066 6.914		35.980	259	36.239	62.500	810	169	979	20				19.569 442 20.011
● Tendence, Frankfurt/Main		1 4	24.972 16.004	214 80	41.270	2.944	44.214	91.800	452	406	858	48				14.155 3.581 17.736 *
B SPECIALIZED TRADE FAIRS AND PUBLIC EXHIBITIONS																
B1 Agriculture; Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their Equipment																
DLG-Field Days, Bernburg		2 3	860 86	110.658 4.761	116.365	3.077	119.442	215.000	341	59	400	20				18.342 1.682 20.024 *
● EuroTier with Energy Decentral, Hannover		2 4	62.255 58.420		120.675	4.029	124.704	264.600	1.069	1.505	2.574	61				108.206 46.742 154.948 *
GaLaBau, Nürnberg		2 4	51.558 14.684		66.242	3.233	69.475	126.800	945	308	1.253	37				65.315 6.690 72.005 *
Grüne Tage Thüringen – Agricultural fair, Erfurt		2 3	6.511 139	8.818	15.468	3.863	19.331	44.800	280	8	288	6				30.570 *
● INTERFORST, München		4 5	4.003 994	24.174 11.670	40.841	3.500	44.341	78.900	294	163	457	28				41.754 8.510 50.264 *
INTERVITIS INTERFRUCTA HORTITECHNICA, Stuttgart		2 3	8.309 2.912	112	11.333	4.535	15.868	40.300	207	88	295	13	7		7	14.678 3.006 17.684 *
IPM – The world's leading trade fair for horticulture, Essen		1 4	16.554 24.719		41.273	4.410	45.683	82.100	561	1.001	1.562	45				25.712 15.296 41.008 *
Leipziger Veterinary Congress with vetexpo, Leipzig		2 3	3.578 385		3.963	204	4.167	10.000	210	30	240	16				13.104 646 13.750 *
B2 Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their Equipment																
● Anuga FoodTec, Köln		3 4	37.070 38.646	234	75.950	307	76.257	140.000	655	1.001	1.656	48				18.531 32.096 50.627 *
Badische Weinmesse – Wine Exhibition, Offenburg		1 2	1.110 6		1.116	151	1.267	6.500	98	1	99	2				4.902 *
● Bar Convent Berlin		1 3	3.012 3.161	89 73	6.335	1.279	7.614	25.400	171	310	481	41				6.257 5.443 11.700
BrauBeviale, Nürnberg		1 3	24.439 21.354		45.793	1.290	47.083	85.900	514	580	1.094	46				22.509 18.373 40.882 *
fish international, Bremen		2 3	3.754 1.825		5.579	375	5.954	10.700	180	132	312	30				8.043 954 8.997 *)
● FRUIT LOGISTICA, Berlin		1 3	8.865 66.855		75.720	944	76.664	132.300	279	2.960	3.239	84				13.663 64.411 78.074 *
iba, München		3 6	30.180 53.063		83.243	1.812	85.055	132.000	412	946	1.358	50				25.228 51.792 77.020 *
● INTERGASTRA with GELATISSIMO, Stuttgart		2 5	45.263 9.938	27	55.228	2.725	57.953	117.100	1.110	312	1.422	27	79	42	121	94.730 3.947 98.677 *
● International Green Week, Berlin		1 10	30.426 13.561		43.987	8.050	52.037	115.200	1.160	555	1.715	65				392.675 8.423 401.098 *
INTERNORGA, Hamburg		1 5	45.898 7.455	1.624 96	55.073	860	55.933	90.400	1.043	235	1.278	27				86.796 4.665 91.461 *


+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry
CeMAT. Multiple answers were permitted. ²⁾ ascertained by a representative poll

* Visitors Profil Analyses see page 26 ff.

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

			Exhibition space figures (sq.m.)							Exhibitor figures				Visitor figures		
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)
For the complete titles see pp. 84		Interval/ Days	Halls Domestic Foreign	Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic Foreign Total
InterTabac / InterSupply, Dortmund		1 3	11.816 12.410		24.226	364	24.590	50.600	186	423	609	52	9	1	10	6.325 5.154 11.479 *
• ISM – Trade fair for sweets and snacks, Köln		1 4	11.395 35.183		46.578	1.029	47.607	100.000	230	1.430	1.660	72				11.530 28.314 39.844 * ¹⁾
Markt des guten Geschmacks – The Slow Food Exhibition, Stuttgart		1 4	3.627 1.274		4.901	224	5.125	23.500	301	141	442	12				52.230 ²⁾
Nord Gastro & Hotel, Husum		1 2	4.637 144		4.781		4.781	8.200	223	17	240	8				4.394 23 4.417 *
ProSweets Cologne, Köln		1 4	3.676 5.819		9.495	605	10.100	21.000	105	214	319	33		3	3	5.007 16.727 21.734 * ¹⁾
• ProWein, Düsseldorf		1 3	18.673 53.572		72.245	1.103	73.348	132.200	985	5.887	6.872	64				28.100 32.460 60.560 *
SÜFFA, Stuttgart		1 3	8.312 338		8.650	1.697	10.347	21.100	243	24	267	11	1	1	2	7.930 506 8.436 *
veggie & frei von, Stuttgart		1 3	1.479 147		1.626		1.626	7.900	145	16	161	12				33.132 335 33.467 ³⁾
B3 Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their Equipment																
FAIR HANDELN – Fair trade, Stuttgart		1 4	2.133 249		2.382	573	2.955	10.500	159	26	185	14				20.483 418 20.901 ²⁾
• I.L.M. Summer Styles – Int. Leather Goods Fair, Offenbach		1 3	6.413 6.668		13.081	800	13.881	20.100	115	158	273	28				3.411 1.176 4.587
• I.L.M. Winter Styles – Int. Leather Goods Fair, Offenbach		1 3	6.629 6.559		13.188	800	13.988	20.100	122	159	281	24				3.562 1.306 4.868
• INHORGENTA MUNICH, München		1 4	17.641 8.195		25.836	1.561	27.397	65.000	554	471	1.025	41				18.315 8.798 27.113 *
INTERGEM, Idar-Oberstein		1 4	1.675 195		1.870	50	1.920	4.000	98	16	114	9				1.953
• Kind + Jugend – The Trade Show for Kids' First Years, Köln		1 4	13.946 42.245		56.191	923	57.114	109.400	174	1.038	1.212	49				6.201 18.611 24.812 *
MIDORA, Leipzig		1 3	2.145 145		2.290		2.290	10.000	83	8	91	8				1.282
mtex+ / LIMA, Chemnitz		2 3	1.023 279		1.302	472	1.774	4.200	132	27	159	7				753 153 906 *
TV TecStyle Visions, Stuttgart		2 3	5.612 4.058		9.670	1.058	10.728	25.100	134	116	250	24				9.112 2.000 11.112 * ⁴⁾
B4 Building, Completion and Extension, and their Equipment																
Baumesse Chemnitz – Trade fair of construction, Chemnitz		1 3	3.770 125	200	4.095	325	4.420	12.000	222	8	230	5	42	1	43	8.410 *
• bautec, Berlin		2 4	9.854 1.118		10.972	1.789	12.761	31.200	386	70	456	19				19.850 1.797 21.647 *
• Chillventa, Nürnberg		2 3	18.582 24.953		43.535	835	44.370	75.200	320	699	1.019	46				14.972 20.518 35.490 *
+ DACH + HOLZ International, Köln		2 4	31.550 4.023	1.665	37.238	463	37.701	71.000	458	123	581	31	8		8	40.679 4.447 45.126 *
• denkmal, Leipzig		2 3	6.374 1.228		7.602	126	7.728	18.100	374	73	447	18	2		2	9.792 1.634 11.426 *
• EXPO REAL – Property and Investment, München		1 3	30.770 9.466		40.236	2.531	42.767	64.000	1.549	546	2.095	41				28.225 12.977 41.202
GET Nord, Hamburg		2 3	25.094 1.215		26.309	1.634	27.943	52.500	540	45	585	15				38.361 1.065 39.426
• IEX Europe, Köln		2 2	2.801 2.455		5.256	759	6.015	11.300	75	88	163	26				1.484 1.702 3.186 *
IFH/INTHERM, Nürnberg		2 4	32.757 5.148		37.905	473	38.378	72.000	511	99	610	21				39.464 887 40.351 *
INServFM, Frankfurt/Main		1 3	2.394 53		2.447	274	2.721	6.000	108	8	116	4				3.537 140 3.677
• Internationale Eisenwarenmesse – Hardware fair, Köln		2 3	18.462 51.022		69.484	1.038	70.522	144.200	359	2.403	2.762	58				14.486 32.938 47.424 *

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profile Analyses see page 26 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of ISM/ ProSweets Cologne. Multiple answers were permitted. ²⁾ Visitor attendance determined by a representative poll in the combination of Slow Food/Fair Handeln/Mineralien, Fossilien, Schmuck/GARTEN/Kreativ Frühjahr/auto motor und sport i-Mobility. Multiple answers were permitted. ³⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted. ⁴⁾ Visitor attendance determined by a representative poll in the combination of TV TecStyle Visions/WETEC/GiveADays. Multiple answers were permitted.

				Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures				
				Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)				
For the complete titles see pp. 84			Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from									
					Domestic	Foreign	Domestic	Foreign					Total	Domestic							Foreign	Total
LANDES-BAU-AUSSTELLUNG, Magdeburg			1	3	2.143	33	302	32	2.510	295	2.805	7.850	126	4	130	4	1	1	4.015			
Light + Building, Frankfurt/Main			2	6	69.292	81.130	166	1.665	152.253	3.433	155.686	256.400	825	1.894	2.719	55				105.761	115.103	220.864 *
R + T, Stuttgart			3	5	24.217	52.141			76.358	848	77.206	124.000	251	773	1.024	46	1	1	2	26.897	38.706	65.603 *
SHK – Sanitation, heating, air conditioning, renewable energies, Essen			2	4	29.281	2.115			31.396	428	31.824	71.800	505	57	562	16	18	18	32.510	1.892	34.402 *	
Stone+tec, Nürnberg			2	4	8.020	4.334			12.354	673	13.027	28.800	146	187	333	26				9.417	2.402	11.819 *
B5 Furnishings, Household Appliances, Houseware, and their Equipment																						
DOMOTEX, Hannover			1	4	17.348	90.386			107.734	3.868	111.602	194.300	184	1.369	1.553	65				17.142	27.968	45.110 *
imm cologne – International interiors show / LivingInteriors, Köln			1	7	48.216	93.556			141.772	2.577	144.349	241.100	365	888	1.253	55				86.713	39.961	126.674 *
B6 Health, Body Care, Protection at Work, and their Equipment																						
ALTENPFLEGE – The Care Fair, Hannover			2	3	12.919	896			13.815	891	14.706	34.200	500	54	554	16				23.720	312	24.032 *
Arbeitsschutz aktuell – Safety & health, Stuttgart			2	3	6.455	1.306			7.761	79	7.840	20.000	175	52	227	20	26	4	30	6.347	282	6.629
BEAUTY Düsseldorf, Düsseldorf			1	3	19.946	3.540			23.486	4.060	27.546	61.800	479	152	631	29				60.196	7.592	67.788 *
Fachdental Leipzig, Leipzig			1	2	3.240	489			3.729	105	3.834	10.000	180	25	205	15	2	6	8	3.815	39	3.854 *
FACHDENTAL SÜDWEST, Stuttgart			1	2	4.810	457			5.267	302	5.569	14.600	251	35	286	14	2	6	8	5.678	116	5.794 *
Interbad, Stuttgart			2	4	9.710	5.621	72		15.403	533	15.936	33.000	246	170	416	28	2	4	6	10.408	3.657	14.065 *
MEDICA / COMPAMED, Düsseldorf			1	4	37.200	88.729	320		126.249	1.893	128.142	250.000	1.172	4.898	6.070	69				29.890	80.000	109.890 *
Medizin / TheraPro, Stuttgart			1	1	4.957	351			5.308	318	5.626	11.800	257	23	280	13	26	1	27	11.397	352	11.749 *
OTWorld, Leipzig			2	4	12.147	5.986			18.133	78	18.211	41.000	270	306	576	43				13.736	7.397	21.133 *
PFLEGE PLUS, Stuttgart			2	3	3.323	113			3.436	137	3.573	10.500	177	10	187	7	17		17	6.375	64	6.439 *
REHACARE INTERNATIONAL, Düsseldorf			1	4	19.724	13.242	200	40	33.206	793	33.999	68.700	420	548	968	42				37.757	12.855	50.612 *
TOP HAIR – DIE MESSE, Düsseldorf			1	2	6.200	1.436	36	21	7.693	7.932	15.625	28.800	140	68	208	20				34.514	2.839	37.353 *
B7 Environment Protection, Safety, Cleaning, Communal Services, and their Equipment																						
Enforce Tac, Nürnberg			1	2	2.267	1.838			4.105	121	4.226	14.500	112	131	243	28				1.903	1.435	3.338
FeuerTRUTZ, Nürnberg			1	2	4.863	696			5.559	297	5.856	13.600	246	41	287	16				7.591	763	8.354 *
IFAT, München			2	5	76.633	49.020	16.699	7.697	150.049	11.200	161.249	260.000	1.725	1.580	3.305	58				72.010	70.462	142.472 *
Perimeter Protection, Nürnberg			2	3	3.899	1.448			5.347	93	5.440	10.500	79	56	135	13				2.725	914	3.639 *
SECURITY, Essen			2	4	17.458	11.546			29.004	1.712	30.716	66.200	460	466	926	41				20.837	12.185	33.022 *
B8 Transport, Traffic, Logistics, and their Equipment																						
auto motor and sport i-Mobility, Stuttgart			1	4	3.115	40			3.155	2.509	5.664	10.500	54	1	55	2				15.628	158	15.786 ¹⁾
Automechanika / Reifen co-located show, Frankfurt/Main			2	5	50.306	122.574	7.376	1.849	182.105	8.261	190.366	316.400	696	4.246	4.942	76				51.969	82.653	134.622 *

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profile Analyses see page 26 ff.
 Slow Food/Fair Handeln/Mineralien, Fossilien, Schmuck/GARTEN/Kreativ Frühjahr/auto motor und sport i-Mobility. Multiple answers were permitted.

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

<div><div>FKM</div><div></div></div>			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures				
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 84	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
AUTOTAGE STUTTGART – Car Sales Exhibition, Stuttgart	1	3	4.335				4.335	200	4.535	10.500	11		11	1				22.643		
Bremen Classic Motorshow, Bremen	1	3	20.073	2.070			22.143	1.693	23.836	50.000	597	66	663	11				36.910	2.181	39.091
CeMAT, Hannover	2	5	17.952	17.670	6.529	3.100	45.251	866	46.117	80.300	219	404	623	40				48.151	23.716	71.867
eMove360° Europe, München	1	3	4.673	4.142	52	20	8.887	778	9.665	17.200	163	109	272	23				6.359	1.453	7.812
InnoTrans, Berlin	2	4	41.482	64.291	5.508	4.746	116.027	116.027		179.000	1.152	1.910	3.062	60				70.264	90.893	161.157
IT-TRANS, Karlsruhe	2	3	2.601	2.344			4.945	751	5.696	15.000	134	126	260	32				2.768	1.563	4.331
LogiMat, Stuttgart	1	3	45.648	12.291	696	136	58.771	1.252	60.023	112.600	1.164	400	1.564	38				44.743	10.632	55.375
Retro Classics, Stuttgart	1	4	47.555	7.008	187		54.750	9.705	64.455	119.100	709	146	855	17				74.474	10.155	84.629
SMM – Maritime trade fair, Hamburg	2	4	24.560	30.455	815	706	56.536	56.536		93.800	720	1.529	2.249	67	1		1	20.978	24.626	45.604
B9 Information, Communication, Office, Entertainment Electronics, Photo, Film, and their Equipment																				
dmexco, Köln	1	2	19.146	9.419	25		28.590	600	29.190	92.400	605	333	938	40				28.123	12.002	40.125
EuroCIS – Retail technology, Düsseldorf	1	3	8.185	5.221			13.406	966	14.372	25.500	250	218	468	29				5.972	6.019	11.991
it-sa – IT Security Expo and Congress, Nürnberg	1	3	9.793	1.945			11.738	850	12.588	24.400	515	183	698	27				13.234	1.056	14.290
ORGATEC, Köln	2	5	27.068	51.090			78.158	3.354	81.512	126.900	181	568	749	39				27.897	35.269	63.166
Prolight + Sound, Frankfurt/Main	1	4	13.530	20.039	977	798	35.344	1.312	36.656	73.400	276	459	735	40				19.489	24.432	43.921
WETEC, Stuttgart	2	3	3.101	604			3.705	362	4.067	9.000	128	24	152	10				8.714	1.077	9.791
B10 Education, Setting up a business																				
didacta – Education and training, Hannover	1	5	28.778	1.469	228		30.475	1.427	31.902	66.500	678	133	811	49				72.807	513	73.320
LEARNTEC, Karlsruhe	1	3	4.107	646			4.753	2.557	7.310	16.500	232	51	283	14				9.509	596	10.105
B11 Sports, Games, Leisure, and their Equipment																				
ABF / B.I.G – The big leisure fair, Hannover	1	5	41.676	1.910	558		44.144	3.226	47.370	89.400	708	71	779	20				90.553		
ANIMAL, Stuttgart	1	2	3.553	168			3.721	3.986	7.707	22.200	176	20	196	11				31.048	314	31.362
boot, Düsseldorf	1	9	38.430	64.769	45	117	103.361	18.000	121.361	216.000	839	1.093	1.932	68				195.382	51.937	247.319
CARAVAN, Bremen	1	3	9.896	47			9.943	9.943		14.800	61	3	64	4				31.285		
CARAVAN SALON, Düsseldorf	1	12	80.825	27.496	1.486	654	110.461	4.461	114.922	168.600	384	227	611	34				220.436	29.775	250.211
CMT – Holiday fair, Stuttgart	1	9	62.255	13.251	551	246	76.303	6.082	82.385	124.100	1.648	654	2.302	79	1		1	262.467	5.356	267.823
Creativeworld, Frankfurt/Main	1	4	3.994	8.711			12.705	932	13.637	27.500	64	271	335	39				3.099	6.167	9.266
f.re.e – Fair for Leisure and Travel, München	1	5	26.380	6.684			33.064	7.168	40.232	78.000	741	508	1.249	70				137.607	2.808	140.415
FIBO, Köln	1	4	33.628	35.904			69.532	6.925	76.457	161.700	503	666	1.169	44				103.219	39.876	143.095
GARTEN outdoor ambiente, Stuttgart	1	4	3.246	308			3.554	2.130	5.684	13.700	115	11	126	7				41.347	418	41.765
h+h cologne, Köln	1	3	6.373	9.011			15.384	329	15.713	36.800	112	306	418	43				9.838	6.132	15.970

+ Events with changing venues

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* Visitors Profil Analyses see page 26 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 Hannover Messe/CeMAT. Multiple answers were permitted.

³⁾ Visitor attendance determined by a representative poll in the combination of TV TecStyle Visions/WETEC/GiveADays. Multiple answers were permitted.

⁴⁾ Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted.

⁵⁾ Visitor attendance determined by a representative poll in the combination of Slow Food/Fair Handeln/Mineralien, Fossilien, Schmuck/GARTEN/Kreativ Frühjahr/auto motor und sport i-Mobility. Multiple answers were permitted.

<div>FKM</div>				Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures					
				Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)				
For the complete titles see pp. 84			Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries									
					Domestic	Foreign	Domestic	Foreign													Domestic	Foreign
HANSEPFERD, Hamburg			2	3	11.245	2.219	1.338	90	14.892	9.906	24.798	50.000	418	62	480	13				45.836	651	46.487
Heimtextil, Frankfurt/Main			1	4	21.812	107.950			129.762	4.604	134.366	233.600	316	2.657	2.973	64				18.891	49.693	68.584 *
Interzoo, Nürnberg			2	4	19.445	47.961			67.406	710	68.116	120.000	344	1.646	1.990	66				9.935	28.721	38.656 *
ispo, München			1	4	20.751	81.076			101.827	8.325	110.152	177.600	338	2.464	2.802	51				25.846	57.760	83.606
ITB – The World’s Leading Travel Trade Show®, Berlin			1	5	28.113	60.238	48		88.399		88.399	153.800	1.540	6.590	8.130	176	240	2.393	2.633	87.931	38.211	126.142 *
IWA OutdoorClassics, Nürnberg			1	4	16.243	40.421			56.664	1.815	58.479	105.300	307	1.254	1.561	57				17.714	28.848	46.562
KREATIV – Creative design, Stuttgart			1	4	3.350	446			3.796	245	4.041	13.500	140	33	173	17				60.709	1.239	61.948 ¹⁾
KREATIV Spring – Creative design, Stuttgart			1	4	2.070	483			2.553	72	2.625	7.300	88	34	122	15				35.826	731	36.557 ²⁾
MAGDEBOOT, Magdeburg			1	3	3.225	136	137	18	3.516	81	3.597	9.100	101	4	105	4				5.632		
Meeres- und Raubfischangeltage – Fishing Exhibition, Magdeburg			1	2	2.703	394	88	12	3.197	319	3.516	7.350	94	18	112	6				6.918		
Mineralien, Fossilien, Schmuck Spring, Stuttgart			1	4	1.436	341			1.777	219	1.996	7.300	167	68	235	27				16.082	328	16.410 ²⁾
Modell + Technik, Stuttgart			1	4	2.975	121			3.096	5.408	8.504	16.400	89	11	100	8				52.866	534	53.400 ¹⁾
modell-hobby-spiel, Leipzig			1	3	17.261	944			18.205	10.787	28.992	75.300	477	54	531	14	3		3	72.595	2.245	74.840 *
Musikmesse, Frankfurt/Main			1	4	8.190	11.864	18		20.072	1.392	21.464	65.700	290	595	885	49				27.199	11.322	38.521 *
oohh! – The Leisure Worlds, Hamburg			1	5	31.782	3.139	37		34.958	4.580	39.538	77.000	617	200	817	44				70.411	783	71.194 *
Pferd & Jagd – Equestrian sports, hunting, fishing, Hannover			1	4	24.676	3.282	1.835		29.793	10.585	40.378	105.100	783	113	896	26				94.257 *		
Reiselust – Tourism fair, Bremen			1	3	2.768	431	104		3.303	332	3.635	10.000	243	48	291	23				26.289	578	26.867 ³⁾
Spielemesse, Stuttgart			1	4	1.755	88			1.843	3.389	5.232	13.500	80	8	88	7				57.708	583	58.291
Spielwarenmesse, Nürnberg			1	5	47.058	61.735			108.793		108.793	170.000	692	2.157	2.849	67				27.059	43.289	70.348 *
spoga horse (Spring), Köln			1	3	3.247	3.944			7.191	966	8.157	16.800	57	114	171	20				1.753	1.829	3.582 *
spoga+gafa / spoga horse (Autumn), Köln			1	3	24.838	84.854	363	882	110.937	2.347	113.284	226.100	322	1.850	2.172	61				13.907	25.197	39.104 *
TIERisch gut – Pet Fair, Karlsruhe			1	2	6.300	200			6.500	12.106	18.606	39.600	254	14	268	9				32.978 *		
TIERWELT – Pet exhibition, Magdeburg			1	3	1.928	121	247		2.296	2.377	4.673	9.250	126	4	130	5				11.879		
Touristik & Caravaning International Leipzig			1	5	27.425	2.492			29.917	2.299	32.216	58.400	380	108	488	33	1		1	62.353	630	62.983
TourNatur, Düsseldorf			1	3	3.183	892			4.075	2.141	6.216	17.800	186	98	284	16				41.721	808	42.529 ⁴⁾
B12 Electrical Engineering and Electronics																						
belektro, Berlin			2	3	8.834	248			9.082	1.687	10.769	24.200	218	12	230	10				10.452 *		
electronica, München			2	4	50.757	53.370			104.127	5.397	109.524	182.000	1.076	2.372	3.448	53	58	183	241	40.878	40.593	81.471 *
embedded world, Nürnberg			1	3	15.991	10.808			26.799		26.799	49.000	473	548	1.021	38				19.237	12.980	32.217 *
LOPEC, München			1	2	955	723			1.678	553	2.231	4.200	76	77	153	21				1.171	1.216	2.387
PCIM Europe, Nürnberg			1	3	8.332	5.488			13.820	445	14.265	23.500	244	262	506	27	20	67	87	6.271	5.331	11.602
SMT Hybrid Packaging, Nürnberg			1	3	10.518	2.444			12.962	244	13.206	26.400	276	158	434	30	11	27	38	8.115	3.764	11.879
SPS/IPC/DRIVES, Nürnberg			1	3	66.917	13.678			80.595	945	81.540	136.000	1.087	544	1.631	45				47.546	18.154	65.700

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<div><div>FKM</div><div><div></div></div></div>					Exhibition space figures (sq.m.)						Exhibitor figures							Visitor figures				
					Exhibitor stand space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
For the complete titles see pp. 84			Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic Foreign Total from countries		Domestic Foreign Total			Domestic Foreign Total				
B13 Metal-Working, Automation, Measuring, Quality Assurance																						
•	ALUMINIUM, Düsseldorf		2	3	11.165	29.300			40.465	634	41.099	79.400	311	672	983	54			8.793	14.226	23.019 *	
•	AMB – Metal working, Stuttgart		2	5	62.158	18.269			80.427		80.427	125.800	1.126	427	1.553	31	17	18	35	75.543	15.473	91.016 *
•	AUTOMATICA, München		2	4	28.017	8.257			36.274	1.740	38.014	66.000	627	263	890	29			27.985	17.599	45.584 *)	
•	Composites Europe, Stuttgart		1	3	4.842	3.805			8.647	804	9.451	21.500	206	148	354	29			4.970	3.178	8.148	
•	EuroBLECH, Hannover		2	4	41.894	47.984			89.878		89.878	150.000	638	869	1.507	40			28.934	27.373	56.307 *	
	EUROGUSS, Nürnberg		2	3	9.019	9.739			18.758		18.758	33.100	297	344	641	33			8.632	6.722	15.354 *	
	GrindTec, Augsburg		2	4	15.341	8.987			24.328	158	24.486	43.100	364	280	644	30			12.720	5.452	18.172 *	
	Hannover Messe: Digital Factory, Hannover		1	5	14.774	6.582			21.356	150	21.506	33.500	329	188	517	30			59.942	29.792	89.734 *)	
•	METAV, Düsseldorf		2	5	15.907	8.077			23.984		23.984	42.700	388	174	562	24			24.131	2.622	26.753 *	
	NORTEC – Manufacturing trade fair, Hamburg		2	4	10.179	607			10.786	1.072	11.858	26.800	427	43	470	15			11.249	265	11.514 *	
	SENSOR + TEST, Nürnberg		1	3	5.997	2.693			8.690	3.328	12.018	22.000	354	237	591	32			6.224	1.655	7.879 *	
•	Tube, Düsseldorf		2	5	16.355	36.049			52.404	32	52.436	93.100	309	933	1.242	57			9.847	19.991	29.838 *	
•	VALVE WORLD EXPO, Düsseldorf		2	3	4.032	13.895			17.927		17.927	43.600	124	518	642	38			2.995	8.139	11.134 *	
•	wire, Düsseldorf		2	5	15.203	49.862			65.065	157	65.222	105.700	302	1.140	1.442	53			13.942	28.306	42.248 *	
B14 Plastic and Wood Processing																						
	HOLZ-HANDWERK/FENSTERBAU FRONTALE, Nürnberg		2	4	67.329	30.061			97.390	153	97.543	151.900	780	549	1.329	42			75.065	35.956	111.021 *	
B15 Power Supply Industry																						
	Energy Decentral, Hannover		2	4	9.405	994			10.399	1.231	11.630	25.700	294	38	332	14			23.964	6.408	30.372 *)	
•	Energy Storage Europe, Düsseldorf		1	3	1.682	638		15	2.335	2.067	4.402	8.000	112	58	170	20			2.803	1.576	4.379 *	
	E-world energy & water, Essen		1	3	19.893	3.826			23.719	770	24.489	53.900	626	160	786	26			18.020	4.254	22.274 *	
	Hannover Messe: Energy, Hannover		1	5	21.799	15.489	227		37.515	494	38.009	67.500	352	651	1.003	46			57.586	26.481	84.067 *)	
•	The smarter E Europe, München		1	3	20.401	24.279			44.680	4.998	49.678	86.000	471	701	1.172	49			21.680	24.770	46.450 1)	
	WindEnergy Hamburg, Hamburg		2	4	20.630	14.968	197	28	35.823		35.823	67.300	726	756	1.482	40			17.632	15.963	33.595 *	
B16 Other Investment Goods Industries																						
•	Analytica, München		2	4	16.812	9.638			26.450	2.213	28.663	55.000	581	594	1.175	47	3	6	9	22.500	13.126	35.626 *
•	ceramitec, München		3	4	9.547	10.524			20.071	759	20.830	35.800	217	398	615	38			7.121	8.391	15.512 *	
	Cleanzone, Frankfurt/Main		1	2	1.038	283			1.321	530	1.851	5.000	55	23	78	10			497	302	799	
	FachPack, Nürnberg		1	3	44.946	17.050			61.996	1.645	63.641	109.800	1.023	621	1.644	43			31.434	12.585	44.019 *	
	formnext, Frankfurt/Main		1	4	10.904	10.483			21.387	289	21.676	37.200	290	342	632	32			13.821	13.098	26.919	
•	glasstec, Düsseldorf		2	4	18.423	48.039	201	218	66.881	6.709	73.590	123.900	314	961	1.275	50			11.971	30.632	42.603 *	

<div>FKM</div>			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures				
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)				
For the complete titles see pp. 84		Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic Foreign Total from countries		Domestic Foreign Total			Domestic Foreign Total				
Hannover Messe: Industrial Supply, Hannover		1	5	9.566	13.039		21	22.626	225	22.851	45.900	338	929	1.267	45			43.934	24.075	68.009 ^{*)}	
Hannover Messe: Integrated Automation, Motion & Drives, Hannover		1	5	49.936	19.917	873	75	70.801	510	71.311	120.300	643	854	1.497	38			88.701	44.483	133.184 ^{*)}	
Hannover Messe: Research & Technology, Hannover		1	5	7.194	1.478	250		8.922	582	9.504	16.100	263	104	367	19			41.980	17.906	59.886 ^{*)}	
INTERGEO, Frankfurt/Main		1	3	8.243	8.160		69	16.472	704	17.176	33.800	322	308	630	40	10	5	15	10.825	8.649	19.474
LASYS, Stuttgart		2	3	2.877	1.435			4.312	80	4.392	10.500	112	77	189	21	3	4	7	4.350	1.450	5.800 [*]
parts2clean, Stuttgart		1	3	5.499	1.120			6.619	165	6.784	19.100	170	46	216	16				3.497	929	4.426 [*]
Rapid.Tech / FabCon 3.D, Erfurt		1	3	2.574	356			2.930	318	3.248	7.150	178	30	208	14				3.453	205	3.658 [*]
SurfaceTechnology GERMANY, Stuttgart		2	3	6.695	1.197			7.892	234	8.126	21.000	208	68	276	21				4.599	1.452	6.051 [*]
VISION, Stuttgart		2	3	6.266	5.817			12.083	596	12.679	21.500	191	281	472	32				5.997	5.109	11.106 [*]
B17 Other Consumer Goods and Service Industries																					
BIOFACH / VIVANESS, Nürnberg		1	4	19.790	29.305			49.095	3.896	52.991	91.600	891	2.347	3.238	93				24.746	25.454	50.200 [*]
CADEAUX (Spring), Leipzig		1	3	5.787	464			6.251	529	6.780	15.000	182	19	201	12	1		1			6.261 [*]
CADEAUX (Autumn), Leipzig		1	3	5.977	420			6.397	225	6.622	15.000	231	15	246	11	1		1			4.807
Christmasworld with Floradecora, Frankfurt/Main		1	5	19.783	35.888			55.671	454	56.125	87.300	234	814	1.048	43				16.110	27.340	43.450 [*]
GiveADays – Promotional products, Stuttgart		2	3	1.003	249			1.252	77	1.329	3.500	105	24	129	11	1		1	5.081	503	5.584 ²⁾
Insights-X, Nürnberg		1	3	6.450	4.737			11.187	635	11.822	25.000	137	174	311	39				3.113	2.399	5.512 [*]
Invest – Finance and investment, Stuttgart		1	2	2.536	497			3.033	1.152	4.185	11.000	115	29	144	13	2		2	11.636	485	12.121
Opti – Optics & Design, München		1	3	17.583	10.488			28.071	280	28.351	45.000	283	384	667	40				19.630	8.814	28.444
Paperworld, Frankfurt/Main		1	4	8.127	30.045			38.172	1.329	39.501	78.700	240	1.394	1.634	66				11.072	22.715	33.787 [*]
PSI Messe, Düsseldorf		1	3	14.124	13.677			27.801	2.912	30.713	50.900	436	489	925	36				8.075	9.267	17.342
Werkstätten:Messe, Nürnberg		1	4	5.158	190			5.348	400	5.748	10.800	159	6	165	6				12.115	94	12.209 [*]
C MULTI-SECTOR PUBLIC EXHIBITIONS																					
Allgäuer Festwoche – Rural tradition exhibition, Kempten		1	9	6.026	242	3.629	103	10.000	919	10.919	19.800	335	17	352	6						101.931
Familie & Heim with minerals, fossils, jewellery, Stuttgart		1	9	9.917	1.041			10.958	3.540	14.498	42.000	423	86	509	26						74.474 ³⁾
HanseLife, Bremen		1	9	14.375	687	1.408	51	16.521	5.427	21.948	46.400	764	45	809	16				74.814	817	75.631 [*]
Home – Garden – Leisure/Central german handicraft fair/Beach & Boat/Forum Auto, Leipzig		1	9	26.226	3.145			29.371	6.651	36.022	84.600	995	123	1.118	22	2		2			172.952 [*]
Infa – Consumer goods exhibition, Hannover		1	9	29.030	3.309	535	21	32.895	4.788	37.683	95.600	1.127	170	1.297	33						160.233 [*]
Messe Wächtersbach, Wächtersbach		1	9	6.214	104	3.448		9.766	6.317	16.083	22.000	326	7	333	8						48.176 [*]
OBERRHEIN-MESSE, Offenburg		1	9	8.639	811	9.301	6	18.757	2.005	20.762	47.500	445	34	479	13						65.442
Passauer Frühling DreiländerMesse, Passau		2	9	6.403	1.729	1.640	81	9.853	715	10.568	19.500	289	70	359	8	1		1			61.503
Rheinland-Pfalz-Ausstellung, Mainz		1	9	10.531	633	1.393	66	12.623	2.308	14.931	39.200	641	30	671	13						65.975
Thüringen Ausstellung – Handicraft and Consumer goods, Erfurt		1	9	13.854	538			14.392	2.800	17.192	32.400	678	21	699	10	24		24			62.384

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profile Analyses see page 26 ff. ¹⁾ Visitor attendance determined by a representative poll at Hannover Messe.
Multiple answers were permitted. ³⁾ Visitor attendance determined by a representative poll in the combination of TV TecStyle Visions/WETEC/GiveADays. Multiple answers were permitted. ³⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted.

GrindTec (2016) → Augsburg

Trade visitors' profile

Visitors (number of entries)	17 956	Area of responsibility	%
Proportion of trade visitors	97%	Management	21
Germany (total)	71	Research/development/design	14
of which		Manufacturing, production, quality control	39
Nielsen 1	2	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	1	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	9
Nielsen 2	8	Marketing, advertising, PR	2
North Rhine-Westph.	8	Logistics: storage, material management, transport	1
Nielsen 3a	6	Maintenance/repairs	3
Hessen	4	Other area	3
Rhineland-Palatinate	2	Building department	1
Saarland	-	Student	1
Nielsen 3b	37		
Baden-Württemberg	37	Position in the company/organisation	%
Foreign (total)	29	Entrepreneur, co-owner, freelancer	18
of which		Managing director, board member, head of an authority etc.	9
EU	48	Area manager, works manager, plant manager, branch manager, head of public office	14
Other european countries	23	Department head, group head, team leader	18
North America	8	Other salaried staff, civil servant, skilled worker	3
South-, East-, Central Asia	17	Foreman, master craftsman	5
Other countries	4	Lecturer, teacher	-
Distance to home	%	Trainee	2
up to 50 km	9	Other position	1
more than 50 km up to 100 km	13	Worker, engineer, design engineer	15
more than 100 km up to 300 km	34	Skilled worker	13
over 300 km	44	Student	1
Countries with the highest visitor shares	%	Economic sector	%
Switzerland	17	Metalworking industry	62
Italy	8	Wood, plastics processing industry	4
France	7	Paper processing industry	1
United States of America	7	Glass, ceramic, stone industry	6
Austria	6	Other industry	6
Frequency of visits to trade fair	%	Cutting machine specialists	17
Previous event	36	Metal trade	7
Earlier events	38	Wood and plastic working trade	1
First visit	47	Trade	4
Average length of stay	1,3 days	Service	5
Influence on purchasing/procurement decisions	%	School, university, research facility	1
Decisively	27	Other sectors	3
Collectively	38	Student	1
In an advisory capacity	20	Size of company/organisation:	
No	13	Number of employees:	%
Student	1	1- 4	10
		5- 9	7
		10- 49	23
		50- 199	24
		200 - 499	12
		500 - 999	7
		1 000 and more	17
		Student	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

bautech → Berlin

Trade visitors' profile

Visitors (number of entries)	21 647	Area of responsibility	%
Proportion of trade visitors	87%	Management	16
Germany (total)	91	Research/development/design	8
of which		Manufacturing, production, quality control	8
Nielsen 1	5	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	3	Personnel administration, administration	2
Schleswig-Holstein	-	Sales	7
Nielsen 2	2	Marketing, advertising, PR	2
North Rhine-Westph.	2	Logistics: storage, material management, transport	1
Nielsen 3a	2	Maintenance/repairs	9
Hesse	1	Other area	24
Rhineland-Palatinate	2	Student	14
Saarland	-	Other not gainfully employed	3
Nielsen 3b	1		
Baden-Württemb.	1	Position in the company/organisation	%
Foreign (total)	9	Entrepreneur, co-owner, freelancer	22
of which		Managing director, board member, head of an authority etc.	5
EU	47	Area manager, works manager, plant manager, branch manager, head of public office	4
Other european countries	10	Department head, group head, team leader	10
Other countries	43	Other salaried staff, civil servant, skilled worker	19
Distance to home	%	Lecturer, teacher	4
up to 50 km	67	Trainee	16
more than 50 km up to 100 km	7	Other position	4
more than 100 km up to 300 km	10	Student	14
over 300 km	17	Other not gainfully employed	3
Countries with the highest visitor shares	%	Economic sector	%
Iran, Islamic Republic	16	Industry	7
Finland	15	Construction industry	25
Frequency of visits to trade fair	%	Other skilled trades	10
Previous event	29	Retail trade/building materials trade, wholesale/foreign trade	3
Earlier events	30	Building owner	4
First visit	50	Housing industry, real estate industry	7
Average length of stay	1,2 days	Authority/public services	6
Influence on purchasing/procurement decisions	%	Architect's, planner's, engineer's office	19
Decisively	21	Other service company	5
Collectively	21	Research/science	2
In an advisory capacity	20	Association/guild/chamber	2
No	21	Teacher (polytechnic/university/college)	3
Student	14	Other sectors	5
Other not gainfully employed	3	Student	14
		Other not gainfully employed	3
		Size of company/organisation:	
		Number of employees:	%
		1- 4	20
		5- 9	13
		10- 49	21
		50- 199	13
		200- 499	6
		500 - 999	3
		1 000 and more	7
		Student	14
		Other not gainfully employed	3

Conducted by: INFO GmbH, Berlin

belektro

Trade visitors' profile

Visitors (number of entries)	10 452	Area of responsibility	%
Proportion of trade visitors	95%	Management	16
Germany (total)	100	Research/development/design	8
of which		Manufacturing, production, quality control	8
Nielsen 1	1	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	1	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	7
Nielsen 2	1	Marketing, advertising, PR	2
North Rhine-Westph.	1	Logistics: storage, material management, transport	1
Nielsen 3a	1	Maintenance/repairs	9
Hesse	-	Other area	24
Rhineland-Palatinate	1	Student	14
Saarland	-	Other not gainfully employed	3
Nielsen 3b	-		
Baden-Württemb.	-	Position in the company/organisation	%
Distance to home	%	Entrepreneur, co-owner, freelancer	22
up to 50 km	61	Managing director, board member, head of an authority etc.	5
more than 50 km up to 100 km	15	Area manager, works manager, plant manager, branch manager, head of public office	4
more than 100 km up to 300 km	18	Department head, group head, team leader	10
over 300 km	6	Other salaried staff, civil servant, skilled worker	19
Frequency of visits to trade fair	%	Lecturer, teacher	4
Previous event	41	Trainee	16
Earlier events	40	Other position	4
First visit	44	Student	14
Average length of stay	1,1 days	Other not gainfully employed	3
Influence on purchasing/procurement decisions	%	Economic sector	%
Decisively	20	Industry	7
Collectively	28	Construction industry	25
In an advisory capacity	19	Other skilled trades	10
No	24	Retail trade/building materials trade, wholesale/foreign trade	3
Student	6	Building owner	4
Other not gainfully employed	2	Housing industry, real estate industry	7
		Authority/public services	6
		Architect's, planner's, engineer's office	19
		Other service company	5
		Research/science	2
		Association/guild/chamber	2
		Teacher (polytechnic/university/college)	3
		Other sectors	5
		Student	14
		Other not gainfully employed	3

Area of responsibility	%
Management	16
Research/development/design	4
Manufacturing, production, quality control	9
Buying/procurement	5
Finance/accounting, controlling	2
Information and communication technology	4
Personnel administration, administration	1
Sales	6
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	28
Other area	15
Student	6
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	24
Lecturer, teacher	2
Trainee	31
Other position	3
Student	6
Other not gainfully employed	2
Economic sector	%
Energy supply	19
Industry	15
Wholesale trade	6
Retail trade	3
Skilled trades	37
Transport, logistics	2
Education/science/research	4
Training institution	6
Planning, technical consultants	6
Architects	2
Other private service providers	3
Other public services/administration	6
Other sectors	4
Student	6
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4	16
5- 9	14
10- 49	17
50- 199	14
200- 499	7
500 - 999	5
1 000 and more	18
Student	6
Other not gainfully employed	2

Conducted by: INFO GmbH, Berlin

Trade visitors' profile

Visitors (number of entries)	78 074
Proportion of trade visitors	99%
Germany (total)	17
of which	
Nielsen 1	18
Bremen	1
Hamburg	4
Lower Saxony	10
Schleswig-Holstein	3
Nielsen 2	11
North Rhine-Westph.	11
Nielsen 3a	5
Hesse	3
Rhineland-Palatinate	2
Saarland	1
Nielsen 3b	11
Baden-Württemberg	11
Foreign (total)	83
of which	
EU	52
Other european countries	10
Africa	11
North America	4
South and Central America	12
Middle East	4
South-, East-, Central Asia	6
Australia	2
Distance to home	%
up to 50 km	6
more than 50 km up to 100 km	-
more than 100 km up to 300 km	4
over 300 km	90
Countries with the highest visitor shares	%
Italy	8
Netherlands	7
Spain	6
United Kingdom	6
Poland	5
Frequency of visits to trade fair	%
Previous event	40
Earlier events	27
First visit	40
Average length of stay	2,0 days
Influence on purchasing/procurement decisions	%
Decisively	44
Collectively	30
In an advisory capacity	12
No	8
Student	5
Other not gainfully employed	2

Area of responsibility	%
Management	31
Research/development/design	7
Manufacturing, production, quality control	9
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	1
Sales	17
Marketing, advertising, PR	5
Logistics: storage, material management, transport	5
Maintenance/repairs	1
Other area	6
Student	5
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	33
Managing director, board member, head of an authority etc.	17
Area manager, works manager, plant manager, branch manager, head of public office	14
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	10
Lecturer, teacher	1
Trainee	2
Other position	4
Student	5
Other not gainfully employed	2
Economic sector	%
Fruit and vegetable growers	34
Importers, exporters	24
Own wholesale trade of retail grocery trade	6
Other wholesale trade	5
Retail trade (central buying)	3
Retail trade (distribution)	3
Hotel, catering trade	2
Industry	6
Packaging companies	5
Packaging machinery manufacturer	1
Freight forwarders, transport companies, logistics	6
Other services	7
Authority/public services	2
Association, society, institution, organisation	3
Research, apprenticeship, training	5
Other sectors	3
Student	5
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4	15
5- 9	13
10- 49	26
50- 199	21
200- 499	9
500 - 999	3
1 000 and more	8
Student	5
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	161 157
Proportion of trade visitors	95%
Germany (total)	50
of which	
Nielsen 1	10
Bremen	-
Hamburg	2
Lower Saxony	6
Schleswig-Holstein	2
Nielsen 2	10
North Rhine-Westph.	10
Nielsen 3a	7
Hesse	5
Rhineland-Palatinate	2
Saarland	-
Nielsen 3b	7
Baden-Württemberg	7
Foreign (total)*	50
of which	
EU	54
Other european countries	15
Africa	1
North America	4
South and Central America	3
Middle East	2
South-, East-, Central Asia	18
Australia	2
Distance to home	%
up to 50 km	14
more than 50 km up to 100 km	2
more than 100 km up to 300 km	15
over 300 km	69
Countries with the highest visitor shares*)	%
France	9
China, People's Republic	8
Switzerland	6
Czechia	6
United Kingdom	6
Frequency of visits to trade fair	%
Previous event	36
Earlier events	31
First visit	46
Average length of stay	1,8 days
Influence on purchasing/procurement decisions	%
Decisively	16
Collectively	32
In an advisory capacity	27
No	16
Student	7
Other not gainfully employed	2

*) Determined by visitor registration.

Area of responsibility	%
Management	13
Research/development/design	20
Manufacturing, production, quality control	9
Buying/procurement	5
Finance/accounting, controlling	2
Information and communication technology	6
Personnel administration, administration	2
Sales	9
Marketing, advertising, PR	3
Logistics: storage, material management, transport	2
Maintenance/repairs	9
Other area	12
Student	7
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	13
Department head, group head, team leader	21
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	3
Trainee	3
Other position	3
Student	7
Other not gainfully employed	2
Economic sector	%
Industry	44
Skilled trades	2
Retail trade	2
Wholesale/foreign trade	2
Service	25
Politics, public administration	4
Association/guild/chamber	1
Research/science	3
School, university, education	2
Media	1
Other sectors	5
Student	7
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4	5
5- 9	5
10- 49	11
50- 199	14
200- 499	12
500 - 999	8
1 000 and more	36
Student	7
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

International Green Week Berlin

Trade visitors' profile

Visitors (number of entries)	401 098	Area of responsibility	%
Proportion of trade visitors	26%	Management	17
Germany (total)	95	Research/development/design	5
of which		Manufacturing, production, quality control	6
Nielsen 1	13	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	2
Hamburg	1	Information and communication technology	2
Lower Saxony	10	Personnel administration, administration	3
Schleswig-Holstein	3	Sales	9
Nielsen 2	5	Marketing, advertising, PR	6
North Rhine-Westph.	5	Logistics: storage, material management, transport	2
Nielsen 3a	6	Maintenance/repairs	2
Hesse	4	Other area	20
Rhineland-Palatinate	2	Student	19
Saarland	-	Other not gainfully employed	4
Nielsen 3b	3		
Baden-Württemb.	3		
Foreign (total)	5	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	22
EU	48	Managing director, board member, head of an authority etc.	6
Other european countries	19	Area manager, works manager, plant manager, branch manager, head of public office	4
Other countries	33	Department head, group head, team leader	8
Distance to home	%	Other salaried staff, civil servant, skilled worker	16
up to 50 km	40	Lecturer, teacher	5
more than 50 km up to 100 km	6	Trainee	13
more than 100 km up to 300 km	21	Other position	4
over 300 km	34	Student	19
The country with the highest visitor share	%	Other not gainfully employed	4
Austria	13		
Frequency of visits to trade fair	%	Economic sector	%
Previous event	34	Agriculture/forestry	25
Earlier events	49	Horticulture, landscape gardening	4
First visit	42	Food industry	9
Average length of stay	1,2 days	Retail trade	8
Influence on purchasing/procurement decisions	%	Wholesale/foreign trade	4
Decisively	20	Hotel and restaurant trade, catering	7
Collectively	22	School, technical college, university	7
In an advisory capacity	15	Association, institution	6
No	21	Other sectors	16
Student	19	Student	19
Other not gainfully employed	4	Other not gainfully employed	4
		Size of company/organisation:	%
		Number of employees:	%
		1- 4	22
		5- 9	9
		10- 49	14
		50- 199	10
		200- 499	7
		500 - 999	5
		1 000 and more	11
		Student	19
		Other not gainfully employed	4

Private visitors' profile

Visitors (number of entries)	401 098	Position in the company/organisation	%
Proportion of private visitors	74%	Entrepreneur, co-owner, freelancer	6
Germany (total)	99	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	7	Department head, group head, team leader	5
Bremen	-	Other salaried staff, civil servant, skilled worker	34
Hamburg	-	Lecturer, teacher	2
Lower Saxony	5	Trainee	4
Schleswig-Holstein	2	Other position	5
Nielsen 2	2	Student	15
North Rhine-Westph.	2	Housewife/man	2
Nielsen 3a	2	Old-age pensioner	20
Hesse	1	Other not gainfully employed	4
Rhineland-Palatinate	1		
Saarland	-		
Nielsen 3b	1		
Baden-Württemb.	1		
Foreign (total)	1	Buying and ordering capacity	%
of which		Purchase or order made or intended at the exhibition	76
EU	32	yes	10
Other european countries	34	no	15
Other countries	34	maybe	15
Distance to home	%	Follow-up business	%
up to 50 km	53	Intend to buy at later date	
more than 50 km up to 100 km	10	yes	23
more than 100 km up to 300 km	23	no	29
over 300 km	15	maybe	49
Frequency of visits to trade fair	%	Conducted by: INFO GmbH, Berlin	
Previous event	39		
Earlier events	61		
First visit	29		
Sex	%		
Male	63		
Female	37		
Size of household	%		
1 person	15		
2 persons	47		
3 persons	18		
4 persons	13		
5 persons and more	7		
Age	%		
up to 20 years	15		
over 20 up to 30 years	19		
over 30 up to 40 years	13		
over 40 up to 50 years	13		
over 50 up to 60 years	18		
over 60 up to 70 years	17		
over 70 years	6		

ITB

Trade visitors' profile

Visitors (number of entries)	126 142
Proportion of trade visitors	61%
Germany (total)	55
of which	
Nielsen 1	13
Bremen	2
Hamburg	3
Lower Saxony	6
Schleswig-Holstein	2
Nielsen 2	10
North Rhine-Westph.	10
Nielsen 3a	9
Hesse	5
Rhineland-Palatinate	3
Saarland	1
Nielsen 3b	6
Baden-Württemb.	6
Foreign (total)	45
of which	
EU	65
Other european countries	13
Africa	5
North America	3
South and Central America	2
Middle East	4
South-, East-, Central Asia	7
Australia	1
Distance to home	%
up to 50 km	18
more than 50 km up to 100 km	2
more than 100 km up to 300 km	10
over 300 km	71
Countries with the highest visitor shares	%
Austria	11
Poland	7
United Kingdom	6
Italy	5
Switzerland	5
Frequency of visits to trade fair	%
Previous event	32
Earlier events	34
First visit	44
Average length of stay	2,1 days
Influence on purchasing/procurement decisions	%
Decisively	29
Collectively	22
In an advisory capacity	12
No	12
Student	23
Other not gainfully employed	2

Area of responsibility	%
Management	18
Research/development/design	3
Manufacturing, production, quality control	1
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	4
Personnel administration, administration	2
Sales	15
Marketing, advertising, PR	14
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	13
Student	23
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	23
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	2
Trainee	4
Other position	2
Student	23
Other not gainfully employed	2
Economic sector	%
Tourism organisations	3
Tour operator	19
Travel agency	13
Trade fair organiser/conference and congress organiser	1
Hotel company	9
Business travel	3
Transport carriers (bus, train, ship and air companies)	2
Travel technology, information and reservation systems	4
PR/consultancy/advertising agency	5
Leisure centre/leisure park	1
Publishing houses/press	6
Research institute/educational institution	3
Tourism federations/associations	4
Telecommunication	1
Other sectors	10
Student	23
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4	19
5- 9	10
10- 49	19
50- 199	12
200- 499	6
500 - 999	3
1 000 and more	8
Student	23
Other not gainfully employed	2

Private visitors' profile

Visitors (number of entries)	126 142	Position in the company/organisation	%
Proportion of private visitors	39%	Entrepreneur, co-owner, freelancer	7
Germany (total)	95	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	5	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	37
Hamburg	1	Lecturer, teacher	3
Lower Saxony	3	Trainee	1
Schleswig-Holstein	1	Other position	4
Nielsen 2	2	Student	10
North Rhine-Westph.	2	Housewife/man	2
Nielsen 3a	2	Old-age pensioner	21
Hesse	1	Other not gainfully employed	2
Rhineland-Palatinate	-	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Saarland	-		
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)	5		
of which			
EU	79		
Other countries	21		
The country with the highest visitor share	%		
Poland	33		
Distance to home	%		
up to 50 km	69		
more than 50 km up to 100 km	5		
more than 100 km up to 300 km	11		
over 300 km	15		
Frequency of visits to trade fair	%		
Previous event	31		
Earlier events	46		
First visit	31		
Sex	%		
Male	44		
Female	56		
Size of household	%		
1 person	27		
2 persons	47		
3 persons	13		
4 persons	8		
5 persons and more	5		
Age	%		
up to 20 years	6		
over 20 up to 30 years	17		
over 30 up to 40 years	13		
over 40 up to 50 years	16		
over 50 up to 60 years	24		
over 60 up to 70 years	18		
over 70 years	7		

Trade visitors' profile

Visitors (number of entries)	20 024	Area of responsibility	%
Proportion of trade visitors	95%	Management	40
Germany (total)	91	Research/development/design	8
of which		Manufacturing, production, quality control	9
Nielsen 1	26	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	21	Personnel administration, administration	2
Schleswig-Holstein	4	Sales	9
Nielsen 2	6	Marketing, advertising, PR	1
North Rhine-Westph.	6	Logistics: storage, material management, transport	3
Nielsen 3a	10	Maintenance/repairs	4
Hesse	7	Other area	12
Rhineland-Palatinate	2	Student	6
Saarland	-	Other not gainfully employed	1
Nielsen 3b	5	Position in the company/organisation	%
Baden-Württemberg	5	Entrepreneur, co-owner, freelancer	35
Foreign (total)	9	Managing director, board member, head of an authority etc.	10
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
EU	83	Department head, group head, team leader	8
Other european countries	15	Other salaried staff, civil servant, skilled worker	23
Other countries	3	Lecturer, teacher	2
Distance to home	%	Trainee	7
up to 50 km	9	Other position	6
more than 50 km up to 100 km	9	Student	6
more than 100 km up to 300 km	41	Other not gainfully employed	1
over 300 km	41	Economic sector	%
Countries with the highest visitor shares	%	Agricultural business, company	54
Poland	24	Service supply agency	4
Netherlands	20	Machine cooperative	2
Switzerland	13	Agricultural trade, agricultural technology trading	9
Frequency of visits to trade fair	%	Industry	9
Previous event	33	Consultancy	4
Earlier events	56	Other service	3
First visit	34	Authority/public services	3
Average length of stay	1,3 days	University/college/polytechnic	2
Influence on purchasing/procurement decisions	%	Other sectors	2
Decisively	32	Student	6
Collectively	30	Other not gainfully employed	1
In an advisory capacity	17		
No	14		
Student	6		
Other not gainfully employed	1		
Size of company/organisation:			
Number of employees:	%		
1- 4	41	500 - 999	2
5- 9	11	1 000 and more	6
10- 49	18	Student	6
50- 199	8	Other not gainfully employed	1
200- 499	3	N/A	4

Conducted by: Wissler & Partner, Basel

BREMEN CLASSIC MOTORSHOW → Bremen

Private visitors' profile

Visitors (number of entries)	39 091	Position in the company/organisation	%
Proportion of private visitors	91%	Entrepreneur, co-owner, freelancer	17
Germany (total)	95	Managing director, board member, head of an authority etc.	4
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	86	Department head, group head, team leader	10
Bremen	19	Other salaried staff, civil servant, skilled worker	27
Hamburg	9	Lecturer, teacher	5
Lower Saxony	50	Trainee	3
Schleswig-Holstein	8	Other position	7
Nielsen 2	10	Student	7
North Rhine-Westph.	10	Housewife/man	2
Nielsen 3a	1	Old-age pensioner	12
Hesse	1	Other not gainfully employed	3
Rhineland-Palatinate	-		
Saarland	-		
Nielsen 3b	-		
Baden-Württemb.	-		
Foreign (total)	5	Buying and ordering capacity	%
of which		Purchase or order made or intended at the exhibition	
EU	95	yes	24
Other countries	5	no	33
		maybe	42
Countries with the highest visitor shares	%	Follow-up business	%
Netherlands	28	Intend to buy at later date	
Sweden	27	yes	23
Denmark	22	no	30
		maybe	48
Distance to home	%	Conducted by: M3B GmbH, Bremen	
up to 50 km	35		
more than 50 km up to 100 km	21		
more than 100 km up to 300 km	36		
over 300 km	8		
Frequency of visits to trade fair	%		
2014	27		
2015	34		
2016	39		
Previous event	43		
First visit	31		
Sex	%		
Male	79		
Female	21		
Size of household	%		
1 person	15		
2 persons	43		
3 persons	18		
4 persons	17		
5 persons and more	7		
Age	%		
up to 20 years	10		
over 20 up to 30 years	11		
over 30 up to 40 years	9		
over 40 up to 50 years	20		
over 50 up to 60 years	28		
over 60 up to 70 years	16		
over 70 years	6		

fish international → Bremen

Trade visitors' profile

Visitors (number of entries)	8 997*	Area of responsibility	%
Proportion of trade visitors	81%	Management	24
Germany (total)	89	Research/development/design	5
of which		Manufacturing, production, quality control	11
Nielsen 1	73	Buying/procurement	9
Bremen	27	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	2
Lower Saxony	36	Personnel administration, administration	3
Schleswig-Holstein	5	Sales	24
Nielsen 2	9	Marketing, advertising, PR	4
North Rhine-Westph.	9	Logistics: storage, material management, transport	1
Nielsen 3a	5	Maintenance/repairs	1
Hesse	5	Other area	10
Rhineland-Palatinate	-	Student	4
Saarland	-	Other not gainfully employed	1
Nielsen 3b	2		
Baden-Württemb.	2		
Foreign (total)	11	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	22
EU	87	Managing director, board member, head of an authority etc.	8
Other countries	13	Area manager, works manager, plant manager, branch manager, head of public office	10
Distance to home	%	Department head, group head, team leader	16
up to 50 km	33	Other salaried staff, civil servant, skilled worker	19
more than 50 km up to 100 km	19	Lecturer, teacher	2
more than 100 km up to 300 km	27	Trainee	8
over 300 km	20	Other position	7
Frequency of visits to trade fair	%	Student	5
2012	12	Other not gainfully employed	3
2014	17		
2016	31		
Earlier events	6		
First visit	34		
Influence on purchasing/procurement decisions	%	Economic sector	%
Decisively	31	Catering	40
Collectively	31	Industry	11
In an advisory capacity	21	Service	12
No	11	Press	2
Student	4	Retail trade	12
Other not gainfully employed	1	Wholesale trade	9
		Other sectors	9
		Student	4
		Other not gainfully employed	1
		Size of company/organisation:	
		Number of employees:	%
		1- 4	16
		5- 9	16
		10- 49	31
		50- 199	16
		200- 499	6
		500 - 999	2
		1 000 and more	8
		Student	4
		Other not gainfully employed	1

*) ascertained by representative poll.

Conducted by: M3B GmbH, Bremen

HanseLife

Private visitors' profile

Visitors (number of entries)	75 631	Proportion of private visitors	94%
Germany (total)	99	Germany (total)	99
of which		of which	
Nielsen 1	99	Nielsen 4	-
Bremen	45	Bavaria	-
Hamburg	1	Nielsen 5+6	-
Lower Saxony	52	Berlin	-
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	1	Mecklenburg-	-
North Rhine-Westph.	1	West Pomerania	-
Nielsen 3a	-	Saxony-Anhalt	-
Hesse	-	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemb.	-		
Foreign (total)	1	Distance to home	%
		up to 50 km	78
		more than 50 km up to 100 km	15
		more than 100 km up to 300 km	6
		over 300 km	1
		Sex	%
		Male	29
		Female	71
		Size of household	%
		1 person	17
		2 persons	50
		3 persons	16
		4 persons	12
		5 persons and more	5
		Age	%
		up to 20 years	6
		over 20 up to 30 years	12
		over 30 up to 40 years	10
		over 40 up to 50 years	16
		over 50 up to 60 years	24
		over 60 up to 70 years	21
		over 70 years	11

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	2
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	35
Lecturer, teacher	4
Trainee	2
Other position	9
Student	7
Housewife/man	4
Old-age pensioner	18
Other not gainfully employed	5
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	39
no	22
maybe	39
Follow-up business	%
Intend to buy at later date	
yes	28
no	24
maybe	49
Conducted by: M3B GmbH, Bremen	

Private visitors' profile

Visitors (number of entries)	26 867*	Position in the company/organisation	%
Proportion of private visitors	95%	Entrepreneur, co-owner, freelancer	10
Germany (total)	98	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	95	Nielsen 4	-
Bremen	28	Bavaria	-
Hamburg	1	Nielsen 5+6	3
Lower Saxony	64	Berlin	1
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2	2	Mecklenburg-	
North Rhine-Westph.	2	West Pomerania	1
Nielsen 3a	-	Saxony-Anhalt	-
Hesse	-	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemb.	-		
Foreign (total)	2	Buying and ordering capacity	%
Distance to home	%	Purchase or order made or intended at the exhibition	
up to 50 km	60	yes	15
more than 50 km up to 100 km	22	no	45
more than 100 km up to 300 km	16	maybe	40
over 300 km	3	Follow-up business	%
Frequency of visits to trade fair	%	Intend to buy at later date	
Previous event	46	yes	30
Earlier events	15	no	20
First visit	39	maybe	50
Sex	%	Conducted by: M3B GmbH, Bremen	
Male	44		
Female	56		
Size of household	%		
1 person	11		
2 persons	58		
3 persons	13		
4 persons	13		
5 persons and more	6		
Age	%		
up to 20 years	5		
over 20 up to 30 years	10		
over 30 up to 40 years	9		
over 40 up to 50 years	16		
over 50 up to 60 years	33		
over 60 up to 70 years	20		
over 70 years	7		

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

Private visitors' profile

Visitors (number of entries)	8 410	Position in the company/organisation	%
Proportion of private visitors	88%	Entrepreneur, co-owner, freelancer	12
Germany (total)	99	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	-	Nielsen 4	-
Bremen	-	Bavaria	-
Hamburg	-	Nielsen 5+6	1
Lower Saxony	-	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	-	Mecklenburg-	
North Rhine-Westph.	-	West Pomerania	-
Nielsen 3a	-	Saxony-Anhalt	-
Hesse	-	Nielsen 7	98
Rhineland-Palatinate	-	Saxony	96
Saarland	-	Thuringia	2
Nielsen 3b	-		
Baden-Württemb.	-		
Foreign (total)	1	Buying and ordering capacity	%
Distance to home	%	Purchase or order made or intended at the exhibition	
up to 50 km	87	yes	9
more than 50 km up to 100 km	9	no	62
more than 100 km up to 300 km	2	maybe	28
over 300 km	-	Follow-up business	%
Frequency of visits to trade fair	%	Intend to buy at later date	
Previous event	18	yes	36
Earlier events	23	no	15
First visit	56	maybe	49
Sex	%	Conducted by: C' Chemnitzer Veranstaltungs-	
Male	59	zentren GmbH, Chemnitz	
Female	39		
Size of household	%		
1 person	6		
2 persons	48		
3 persons	23		
4 persons	17		
5 persons and more	7		
Age	%		
up to 20 years	8		
over 20 up to 30 years	19		
over 30 up to 40 years	27		
over 40 up to 50 years	15		
over 50 up to 60 years	18		
over 60 up to 70 years	11		
over 70 years	1		

mtex+/LiMA → Chemnitz

Trade visitors' profile

Visitors (number of entries)	906	Position in the company/organisation	%
Proportion of trade visitors	100%	Entrepreneur, co-owner, freelancer	16
Germany (total)	87	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	6
Nielsen 1	3	Department head, group head, team leader	13
Bremen	-	Other salaried staff, civil servant, skilled worker	17
Hamburg	2	Lecturer, teacher	6
Lower Saxony	2	Trainee	7
Schleswig-Holstein	-	Other position	13
Nielsen 2	-	Student	14
North Rhine-Westph.	-	Other not gainfully employed	1
Nielsen 3a	-	Economic sector	%
Hesse	-	Car manufacturer OEM	7
Rhineland-Palatinate	-	Commercial vehicle industry	2
Saarland	-	Automotive supplier	7
Nielsen 3b	-	Aerospace technology	3
Baden-Württemb.	-	Railway engineering	5
Foreign (total)	13	Shipbuilding	2
Distance to home	%	Textile machinery	10
up to 50 km	36	Manufacturer(s) of technical textiles	17
more than 50 km up to 100 km	29	Textile finishing	5
more than 100 km up to 300 km	20	Service provider	22
over 300 km	15	Processing technical textiles	17
Frequency of visits to trade fair	%	Machine, apparatus, device, fixture and plant construction	7
Previous event	15	Toolmaking and mould-making	5
Earlier events	30	Precision engineering and optics	2
First visit	78	Surface treatment, hardening	3
Average length of stay	1,1 days	Treating and processing new materials	2
Influence on purchasing/procurement decisions	%	Industrial services sector	2
Decisively	16	Systems manufacturer	3
Collectively	10	University, research facility	3
In an advisory capacity	32	Specialist press	17
No	25	Health service	2
Student	14	Building	2
Area of responsibility	%	Civil services	5
Management	12	Other	17
Research/development/design	25	Size of company/organisation:	%
Manufacturing, production, quality control	16	Number of employees:	%
Buying/procurement	3	1- 4	10
Finance/accounting, controlling	-	5- 9	8
Information and communication technology	-	10- 49	19
Personnel administration, administration	1	50- 199	26
Sales	12	200 - 499	6
Marketing, advertising, PR	10	500 - 999	8
Logistics: storage, material management, transport	3	1 000 and more	10
Maintenance/repairs	-	Student	10
Other area	3	Conducted by: C³ Chemnitzer Veranstaltungs-	
Student	13	zentren GmbH, Chemnitz	

InterTabac → Dortmund

Trade visitors' profile

Visitors (number of entries)	11 479	Area of responsibility	%
Proportion of trade visitors	93%	Management	38
Germany (total)	53	Research/development/design	3
of which		Manufacturing, production, quality control	6
Nielsen 1	17	Buying/procurement	12
Bremen	2	Finance/accounting, controlling	-
Hamburg	3	Information and communication technology	1
Lower Saxony	9	Personnel administration, administration	2
Schleswig-Holstein	2	Sales	24
Nielsen 2	51	Marketing, advertising, PR	5
North Rhine-Westph.	51	Logistics: storage, material management, transport	1
Nielsen 3a	13	Maintenance/repairs	1
Hesse	6	Other area	3
Rhineland-Palatinate	6	Student	2
Saarland	1	Other not gainfully employed	2
Nielsen 3b	6	Position in the company/organisation	%
Baden-Württemb.	6	Entrepreneur, co-owner, freelancer	50
Foreign (total)	47	Managing director, board member, head of an authority etc.	13
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
EU	50	Department head, group head, team leader	9
Other european countries	15	Other salaried staff, civil servant, skilled worker	7
Africa	3	Lecturer, teacher	1
North America	4	Trainee	2
South and Central America	8	Other position	3
Middle East	7	Student	2
South-, East-, Central Asia	13	Other not gainfully employed	2
Australia	1	Economic sector	%
Distance to home	%	Retail trade	44
up to 50 km	15	Wholesale trade	20
more than 50 km up to 100 km	10	Foreign trade	4
more than 100 km up to 300 km	17	Manufacture, industry	15
over 300 km	58	Skilled trades	2
Countries with the highest visitor shares	%	Service	5
Spain	7	Authority/public services	1
Austria	5	Association, society, club, organisation	2
United Kingdom	5	Other sectors	5
Italy	4	Student	2
Belgium	4	Other not gainfully employed	2
Frequency of visits to trade fair	%	Size of company/organisation:	%
Previous event	44	Number of employees:	%
Earlier events	44	1- 4	32
First visit	36	5- 9	19
Average length of stay	1,7 days	10- 49	20
Influence on purchasing/procurement decisions	%	50- 199	12
Decisively	49	200- 499	5
Collectively	28	500 - 999	2
In an advisory capacity	12	1 000 and more	6
No	8	Student	2
Student	2	Other not gainfully employed	2
Other not gainfully employed	2	Conducted by: Gelszus Messe-Markt-	
		forschung GmbH, Dortmund	

ALUMINIUM (2016)

Trade visitors' profile

Visitors (number of entries)	24 373	Area of responsibility	%
Proportion of trade visitors	97%	Management	38
Germany (total)	47	Research/development/design	3
of which		Manufacturing, production, quality control	6
Nielsen 1	7	Buying/procurement	12
Bremen	1	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	1
Lower Saxony	5	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	24
Nielsen 2	51	Marketing, advertising, PR	5
North Rhine-Westph.	51	Logistics: storage, material management, transport	1
Nielsen 3a	11	Maintenance/repairs	1
Hessen	5	Other area	3
Rhineland-Palatinate	5	Student	2
Saarland	1	Other not gainfully employed	2
Nielsen 3b	14	Position in the company/organisation	%
Baden-Württemberg	14	Entrepreneur, co-owner, freelancer	50
Foreign (total)	53	Managing director, board member, head of an authority etc.	13
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
EU	64	Department head, group head, team leader	9
Other european countries	15	Other salaried staff, civil servant, skilled worker	7
North America	3	Lecturer, teacher	1
South and Central America	3	Trainee	2
Middle East	3	Other position	3
South-, East-, Central Asia	9	Student	2
Other countries	3	Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	12	Retail trade	44
more than 50 km up to 100 km	9	Wholesale trade	20
more than 100 km up to 300 km	16	Foreign trade	4
over 300 km	63	Manufacture, industry	15
Countries with the highest visitor shares	%	Skilled trades	2
Austria	8	Service	5
Italy	8	Authority/public services	1
United Kingdom	7	Association, society, club, organisation	2
France	7	Other sectors	5
Netherlands	7	Student	2
Frequency of visits to trade fair	%	Other not gainfully employed	2
Previous event	29	Size of company/organisation:	%
Earlier events	25	Number of employees:	%
First visit	57	1- 4	32
Average length of stay	1,6 days	5- 9	19
Influence on purchasing/procurement decisions	%	10- 49	20
Decisively	28	50- 199	12
Collectively	33	200- 499	5
In an advisory capacity	24	500 - 999	2
No	11	1 000 and more	6
Student	3	Student	2
Other not gainfully employed	1	Other not gainfully employed	2

Area of responsibility	%
Management	21
Research/development/design	19
Manufacturing, production, quality control	15
Buying/procurement	14
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	-
Sales	16
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	4
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	20
Department head, group head, team leader	22
Other salaried staff, civil servant, skilled worker	22
Lecturer, teacher	1
Trainee	2
Other position	2
Student	3
Other not gainfully employed	1
Economic sector	%
Aluminium manufacturing industry	12
Aluminium processing industry	12
Supplier	21
OEM, end user	8
Other industry	5
Skilled trades	2
Light metal trade	7
Other trade	5
Logistics and transportation	1
Design (furniture etc.)	1
Building, construction	5
Media, press, publishing	1
Other service	5
Research institut, association, education	2
Authority/public services	1
University/college/polytechnic	1
Other sectors	7
Student	3
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	7
5- 9	6
10- 49	16
50- 199	21
200- 499	15
500 - 999	8
1 000 and more	22
Student	3
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)		67 966	
Proportion of trade visitors		95%	
Germany (total)		89	
of which			
Nielsen 1	13	Nielsen 4	3
Bremen	1	Bavaria	3
Hamburg	1	Nielsen 5+6	3
Lower Saxony	9	Berlin	-
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	65	Mecklenburg-	-
North Rhine-Westph.	65	West Pomerania	-
Nielsen 3a	10	Saxony-Anhalt	-
Hesse	5	Nielsen 7	3
Rhineland-Palatinate	5	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	4		
Baden-Württemb.	4		
Foreign (total)		11	
of which			
	EU	70	
	Other european countries	18	
	Other countries	12	
Distance to home		%	
up to 50 km		42	
more than 50 km up to 100 km		14	
more than 100 km up to 300 km		34	
over 300 km		11	
Countries with the highest visitor shares		%	
Netherlands		18	
Belgium		16	
Austria		10	
Switzerland		8	
Luxembourg		4	
Frequency of visits to trade fair		%	
Previous event		47	
Earlier events		62	
First visit		30	
Average length of stay		1,3 days	
Influence on purchasing/procurement decisions		%	
Decisively		56	
Collectively		11	
In an advisory capacity		20	
No		9	
Student		4	

CARAVAN SALON → Düsseldorf

Private visitors' profile

Visitors (number of entries)	250 211	Position in the company/organisation	%
Proportion of private visitors	93%	Entrepreneur, co-owner, freelancer	12
Germany (total)	90	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	11	Department head, group head, team leader	12
Bremen	1	Other salaried staff, civil servant, skilled worker	34
Hamburg	1	Lecturer, teacher	4
Lower Saxony	8	Trainee	1
Schleswig-Holstein	1	Other position	7
Nielsen 2	62	Student	3
North Rhine-Westph.	62	Housewife/man	2
Nielsen 3a	15	Old-age pensioner	18
Hesse	7	Other not gainfully employed	2
Rhineland-Palatinate	8	Buying and ordering capacity	%
Saarland	1	Purchase or order made or intended at the exhibition	
Nielsen 3b	3	yes	39
Baden-Württemb.	3	no	19
Foreign (total)	10	maybe	43
of which		Follow-up business	%
EU	87	Intend to buy at later date	
Other european countries	10	yes	36
Other countries	3	no	12
Countries with the highest visitor shares	%	maybe	52
Netherlands	35	Conducted by: Wissler & Partner, Basel	
Belgium	25		
Switzerland	8		
France	6		
United Kingdom	5		
Distance to home	%		
up to 50 km	29		
more than 50 km up to 100 km	18		
more than 100 km up to 300 km	33		
over 300 km	20		
Frequency of visits to trade fair	%		
Previous event	39		
Earlier events	55		
First visit	36		
Sex	%		
Male	58		
Female	42		
Size of household	%		
1 person	9		
2 persons	53		
3 persons	16		
4 persons	15		
5 persons and more	7		
Age	%		
up to 20 years	2		
over 20 up to 30 years	6		
over 30 up to 40 years	11		
over 40 up to 50 years	24		
over 50 up to 60 years	35		
over 60 up to 70 years	20		
over 70 years	4		

ENERGY STORAGE EUROPE (2017) → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	4 329	Area of responsibility	%
Proportion of trade visitors	98%	Management	24
Germany (total)	69	Research/development/design	26
of which		Manufacturing, production, quality control	2
Nielsen 1	11	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	6	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	21
Nielsen 2	42	Marketing, advertising, PR	3
North Rhine-Westph.	42	Logistics: storage, material management, transport	1
Nielsen 3a	15	Maintenance/repairs	1
Hesse	10	Other area	10
Rhineland-Palatinate	4	Student	7
Saarland	1	Position in the company/organisation	%
Nielsen 3b	11	Entrepreneur, co-owner, freelancer	15
Baden-Württemb.	11	Managing director, board member, head of an authority etc.	11
Foreign (total)	31	Area manager, works manager, plant manager, branch manager, head of public office	8
of which		Department head, group head, team leader	25
EU	68	Other salaried staff, civil servant, skilled worker	27
Other european countries	8	Lecturer, teacher	4
Africa	7	Trainee	-
South-, East-, Central Asia	7	Other position	3
Other countries	10	Student	7
Distance to home	%	Economic sector	%
up to 50 km	19	Manufacturer of storage solutions and systems	13
more than 50 km up to 100 km	8	Manufacturer of accessories and component	10
more than 100 km up to 300 km	41	Wholesaler energy storage	2
over 300 km	33	Power station	4
Frequency of visits to trade fair	%	Renewable energy producers	6
Previous event	12	Municipal services	3
Earlier events	22	Network operators	2
First visit	74	Energy user	2
Average length of stay	1,5 days	Craftsman, installer, electrician	4
Influence on purchasing/procurement decisions	%	Science, research, development	14
Decisively	20	Bank, insurance, venture capital	3
Collectively	30	Telecommunication industry	1
In an advisory capacity	28	Energy consulting	5
No	14	Project planning	8
Student	7	Local authorities, public institutions, ministries	3
		Press, media	2
		Other sectors	11
		Student	7
		Size of company/organisation:	%
		Number of employees:	%
		1- 4	11
		5- 9	6
		10- 49	18
		50- 199	14
		200 - 499	8
		500 - 999	5
		1 000 and more	29
		Student	7

Conducted by: Wissler & Partner, Basel

EuroCIS

Trade visitors' profile

Visitors (number of entries)	11 991	Area of responsibility	%
Proportion of trade visitors	99%	Management	24
Germany (total)	50	Research/development/design	26
of which		Manufacturing, production, quality control	2
Nielsen 1	12	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	6	Personnel administration, administration	1
Schleswig-Holstein	3	Sales	21
Nielsen 2	45	Marketing, advertising, PR	3
North Rhine-Westph.	45	Logistics: storage, material management, transport	1
Nielsen 3a	18	Maintenance/repairs	1
Hesse	12	Other area	10
Rhineland-Palatinate	5	Student	7
Saarland	-	Position in the company/organisation	%
Nielsen 3b	9	Entrepreneur, co-owner, freelancer	15
Baden-Württemb.	9	Managing director, board member, head of an authority etc.	11
Foreign (total)*	50	Area manager, works manager, plant manager, branch manager, head of public office	8
of which		Department head, group head, team leader	25
EU	74	Other salaried staff, civil servant, skilled worker	27
Other european countries	13	Lecturer, teacher	4
Middle East	4	Trainee	-
South-, East-, Central Asia	4	Other position	3
Other countries	5	Student	7
Distance to home	%	Economic sector	%
up to 50 km	15	Manufacturer of storage solutions and systems	13
more than 50 km up to 100 km	5	Manufacturer of accessories and component	10
more than 100 km up to 300 km	36	Wholesaler energy storage	2
over 300 km	44	Power station	4
Countries with the highest visitor shares*)	%	Renewable energy producers	6
Netherlands	15	Municipal services	3
United Kingdom	7	Network operators	2
Russia	6	Energy user	2
Belgium	5	Craftsman, installer, electrician	4
Italy	5	Science, research, development	14
Frequency of visits to trade fair	%	Bank, insurance, venture capital	3
Previous event	39	Telecommunication industry	1
Earlier events	34	Energy consulting	5
First visit	48	Project planning	8
Average length of stay	1,4 days	Local authorities, public institutions, ministries	3
Influence on purchasing/procurement decisions	%	Press, media	2
Decisively	22	Other sectors	11
Collectively	35	Student	7
In an advisory capacity	31	Size of company/organisation:	%
No	11	Number of employees:	%
Student	1	1- 4	11
Other not gainfully employed	1	5- 9	6
		10- 49	18
		50- 199	14
		200 - 499	8
		500 - 999	5
		1 000 and more	29
		Student	7

*) Determined by visitor registration.

Area of responsibility	%
Management	14
Research/development/design	3
Manufacturing, production, quality control	1
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	30
Personnel administration, administration	1
Sales	16
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	4
E-Commerce	5
Auditing, security	1
Business Development	11
Shopfitting, shop furnishing, shop design	1
Student	1
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	17
Area manager, works manager, plant manager, branch manager, head of public office	18
Department head, group head, team leader	27
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	-
Trainee	-
Other position	3
Student	1
Other not gainfully employed	1
Economic sector	%
Trade	33
IT service	26
Consulting, agency	5
Payment systems	5
Financial services, bank	3
Other service	9
IT and safety engineering	8
Other industry	6
Other sectors	3
Student	1
Other not gainfully employed	1
Size of company/organisation:	%
Number of employees:	
1- 4	7
5- 9	5
10- 49	20
50- 199	17
200- 499	10
500 - 999	9
1 000 and more	30
Student	1
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	42 603
Proportion of trade visitors	97%
Germany (total)	36
of which	
Nielsen 1	12
Bremen	1
Hamburg	1
Lower Saxony	9
Schleswig-Holstein	1
Nielsen 2	37
North Rhine-Westph.	37
Nielsen 3a	16
Hesse	7
Rhineland-Palatinate	9
Saarland	-
Nielsen 3b	9
Baden-Württemberg	9
Foreign (total)*	64
of which	
EU	58
Other european countries	10
Africa	4
North America	7
South and Central America	5
Middle East	4
South-, East-, Central Asia	10
Australia	2
Distance to home	%
up to 50 km	6
more than 50 km up to 100 km	6
more than 100 km up to 300 km	30
over 300 km	59
Countries with the highest visitor shares*)	%
Italy	6
Netherlands	6
France	6
United States of America	5
Poland	4
Frequency of visits to trade fair	%
Previous event	36
Earlier events	42
First visit	46
Average length of stay	2,0 days
Influence on purchasing/procurement decisions	%
Decisively	28
Collectively	27
In an advisory capacity	24
No	16
Student	4
Other not gainfully employed	1

*) Determined by visitor registration.

Trade visitors' profile

Visitors (number of entries)	109 890
Proportion of trade visitors	99%
Germany (total)	27
of which	
Nielsen 1	9
Bremen	-
Hamburg	2
Lower Saxony	4
Schleswig-Holstein	3
Nielsen 2	48
North Rhine-Westph.	48
Nielsen 3a	17
Hesse	11
Rhineland-Palatinate	6
Saarland	1
Nielsen 3b	7
Baden-Württemberg	7
Foreign (total)*	73
of which	
EU	46
Other european countries	10
Africa	8
North America	4
South and Central America	7
Middle East	9
South-, East-, Central Asia	15
Australia	2
Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	6
more than 100 km up to 300 km	22
over 300 km	65
Countries with the highest visitor shares*)	%
Netherlands	6
China, People's Republic	6
Italy	5
United Kingdom	5
France	3
Frequency of visits to trade fair	%
Previous event	37
Earlier events	48
First visit	40
Average length of stay	2,3 days
Influence on purchasing/procurement decisions	%
Decisively	32
Collectively	26
In an advisory capacity	21
No	12
Student	9
Other not gainfully employed	1

*) Determined by visitor registration.

METAV (2016) → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	35 750	Area of responsibility	%
Proportion of trade visitors	96%	Management	13
Germany (total)	89	Research/development/design	10
of which		Manufacturing, production, quality control	38
Nielsen 1	5	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	10
Nielsen 2	69	Marketing, advertising, PR	2
North Rhine-Westph.	69	Logistics: storage, material management, transport	-
Nielsen 3a	13	Maintenance/repairs	4
Hesse	5	Other area	5
Rhineland-Palatinate	7	Student	12
Saarland	1	Other not gainfully employed	2
Nielsen 3b	5		
Baden-Württemberg	5		
Foreign (total)	11	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	14
EU	68	Managing director, board member, head of an authority etc.	5
Other european countries	13	Area manager, works manager, plant manager, branch manager, head of public office	10
South-, East-, Central Asia	10	Department head, group head, team leader	16
Other countries	10	Other salaried staff, civil servant, skilled worker	22
Distance to home	%	Lecturer, teacher	3
up to 50 km	35	Trainee	12
more than 50 km up to 100 km	20	Other position	3
more than 100 km up to 300 km	25	Student	12
over 300 km	20	Other not gainfully employed	2
Countries with the highest visitor shares	%	Economic sector	%
Belgium	22	Manufacturer/Industry	57
Netherlands	17	Skilled trades	9
Austria	11	Technical retail trade	4
Frequency of visits to trade fair	%	Other trade	1
Previous event	30	Media, press, publishing	1
Earlier events	40	Other service	5
First visit	44	Public authority	2
Average length of stay	1,3 days	University/college/polytechnic	3
Influence on purchasing/procurement decisions	%	Other sectors	3
Decisively	17	Student	12
Collectively	28	Other not gainfully employed	2
In an advisory capacity	20		
No	22		
Student	12		
Other not gainfully employed	2		

Size of company/organisation:	%
Number of employees:	
1- 4	8
5- 9	6
10- 49	19
50- 199	21
200- 499	11
500 - 999	6
1 000 and more	14
Student	12
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ProWein → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	60 560	Area of responsibility	%
Proportion of trade visitors	95%	Management	41
Germany (total)	44	Research/development/design	2
of which		Manufacturing, production, quality control	5
Nielsen 1	10	Buying/procurement	14
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	5	Personnel administration, administration	-
Schleswig-Holstein	2	Sales	16
Nielsen 2	33	Marketing, advertising, PR	6
North Rhine-Westph.	33	Logistics: storage, material management, transport	1
Nielsen 3a	31	Maintenance/repairs	-
Hesse	11	Other area	5
Rhineland-Palatinate	20	Student	8
Saarland	-		
Nielsen 3b	12		
Baden-Württemberg	12		
Foreign (total)*	56	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	36
EU	70	Managing director, board member, head of an authority etc.	14
Other european countries	10	Area manager, works manager, plant manager, branch manager, head of public office	14
North America	8	Department head, group head, team leader	13
South and Central America	2	Other salaried staff, civil servant, skilled worker	9
South-, East-, Central Asia	6	Lecturer, teacher	2
Other countries	4	Trainee	2
Distance to home	%	Other position	3
up to 50 km	9	Student	8
more than 50 km up to 100 km	6		
more than 100 km up to 300 km	24		
over 300 km	62		
Countries with the highest visitor shares*)	%	Economic sector	%
Netherlands	11	Specialist Wine, sparkling wine, spirituous beverages	19
France	8	Retail trade	10
Belgium	7	Wholesale/foreign trade	24
Italy	6	Catering	11
United States of America	5	Hotel	5
Frequency of visits to trade fair	%	Manufacturing sector	11
Previous event	45	Media, press, publishing	3
Earlier events	50	Other service	4
First visit	36	Other sectors	5
Average length of stay	2,0 days	Student	8
Influence on purchasing/procurement decisions	%	Size of company/organisation:	%
Decisively	43	Number of employees:	
Collectively	23	1- 4	31
In an advisory capacity	16	5- 9	14
No	11	10- 49	20
Student	8	50- 199	13
		200 - 499	5
		500 - 999	2
		1 000 and more	7
		Student	8

Conducted by: Wissler & Partner, Basel

*) Determined by visitor registration.

REHACARE

Trade visitors' profile

Visitors (number of entries)	50 612	Area of responsibility	%
Proportion of trade visitors	70%	Management	12
Germany (total)	75	Research/development/design	2
of which			
Nielsen 1	9		
Bremen	-		
Hamburg	1		
Lower Saxony	7		
Schleswig-Holstein	1		
Nielsen 2	69		
North Rhine-Westph.	69		
Nielsen 3a	9		
Hesse	4		
Rhineland-Palatinate	4		
Saarland	-		
Nielsen 3b	4		
Baden-Württemberg	4		
Foreign (total)*	25		
of which			
EU	67		
Other european countries	10		
Middle East	3		
South-, East-, Central Asia	12		
Australia	3		
Other countries	5		
Distance to home	%		
up to 50 km	35		
more than 50 km up to 100 km	16		
more than 100 km up to 300 km	32		
over 300 km	17		
Countries with the highest visitor shares*)	%		
Netherlands	14		
Belgium	8		
Italy	7		
France	5		
United Kingdom	5		
Frequency of visits to trade fair	%		
Previous event	27		
Earlier events	48		
First visit	44		
Average length of stay	1,4 days		
Influence on purchasing/procurement decisions	%		
Decisively	13		
Collectively	22		
In an advisory capacity	25		
No	24		
Student	12		
Other not gainfully employed	3		
Area of responsibility	%		
Management	12		
Research/development/design	2		

*) Determined by visitor registration.

Manufacturing, production, quality control	5
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	6
Sales	8
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	44
Student	12
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	4
Trainee	13
Other position	6
Student	12
Other not gainfully employed	3
Economic sector	%
Medicine and sanitary/medical specialist trade	11
Nursing home, retirement home	8
Rehabilitation facilities	7
Special facilities (school, workshop, nursery)	5
Hospital/clinic	5
Service	5
Public authority	4
Import/export	4
Other practices (physiotherapy, ergotherapy, logopaedia)	4
Out-patient nursing services	4
Assisted living	3
Orthopaedic trade	3
Association, organisation	3
Auxiliary materials	3
Cost unit	2
University/college/polytechnic	2
Other industry	2
Medical technical service	1
Building industry (architecture, specialist planning office etc.)	1
Other sectors	8
Student	12
Other not gainfully employed	3

Size of company/organisation:	%
Number of employees:	
1- 4	10
5- 9	7
10- 49	21
50- 199	19
200- 499	10
500 - 999	6
1 000 and more	11
Student	12
Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	37 045	Area of responsibility	%
Proportion of trade visitors	99%	Management	59
Germany (total)	93	Research/development/design	-
of which		Manufacturing, production, quality control	4
Nielsen 1	16	Buying/procurement	-
Bremen	1	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	-
Nielsen 5+6	7	Personnel administration, administration	-
Lower Saxony	11	Sales	20
Berlin	3	Marketing, advertising, PR	-
Brandenburg	1	Logistics: storage, material management, transport	-
Mecklenburg-		Maintenance/repairs	-
West Pomerania	1	Other area	16
North Rhine-Westph.	40	Position in the company/organisation	%
Saxony-Anhalt	2	Entrepreneur, co-owner, freelancer	57
Nielsen 3a	14	Managing director, board member, head of an authority etc.	3
Hesse	6	Area manager, works manager, plant manager, branch manager, head of public office	-
Nielsen 7	6	Department head, group head, team leader	-
Rhineland-Palatinate	7	Foreman, master craftsman	3
Saxony	3	Journeyman	1
Thuringia	3	Other salaried staff, civil servant, skilled worker	31
Nielsen 3b	9	Lecturer, teacher	-
Baden-Württemberg	9	Trainee	5
Foreign (total)	7	Economic sector	%
of which		Hairdressers' trade	95
EU	88	Other skilled trades	1
Other european countries	10	Cosmetics/pharmaceuticals/chemical industry	1
Other countries	2	Other industry	1
Distance to home	%	Trade	1
up to 50 km	20	Service	1
more than 50 km up to 100 km	12	Other	1
more than 100 km up to 300 km	46	Size of company/organisation:	
over 300 km	22	Number of employees:	%
Countries with the highest visitor shares	%	1- 4	48
Austria	33	200 - 499	-
Netherlands	25	5- 9	30
Switzerland	10	500 - 999	-
Luxembourg	7	10- 49	18
Belgium	6	1 000 and more	-
Frequency of visits to trade fair	%	50- 199	2
Previous event	52	Conducted by: Wissler & Partner, Basel	
Earlier events	70		
First visit	21		
Average length of stay	1,3 days		
Influence on purchasing/procurement decisions	%		
Decisively	57		
Collectively	16		
In an advisory capacity	14		
No	14		

Private visitors' profile

Visitors (number of entries)	42 529*	Position in the company/organisation	%
Proportion of private visitors	93%	Entrepreneur, co-owner, freelancer	9
Germany (total)	99	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	5	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	33
Hamburg	-	Lecturer, teacher	7
Nielsen 5+6	1	Trainee	1
Lower Saxony	-	Other position	8
Brandenburg	-	Student	6
Schleswig-Holstein	-	Housewife/man	1
Nielsen 2	88	Old-age pensioner	20
Mecklenburg-		Other not gainfully employed	1
West Pomerania	-	Buying and ordering capacity	%
North Rhine-Westph.	88	Purchase or order made or intended at the exhibition	
Nielsen 3a	5	yes	35
Hesse	2	no	18
Nielsen 7	-	maybe	47
Rhineland-Palatinate	3	Follow-up business	%
Saarland	-	Intend to buy at later date	
Nielsen 3b	-	yes	27
Baden-Württemberg	-	no	12
Foreign (total)	1	maybe	61
Distance to home	%	Conducted by: Wissler & Partner, Basel	
up to 50 km	66		
more than 50 km up to 100 km	15		
more than 100 km up to 300 km	14		
over 300 km	5		
Frequency of visits to trade fair	%		
Previous event	45		
Earlier events	59		
First visit	32		
Sex	%		
Male	47		
Female	53		
Size of household	%		
1 person	18		
2 persons	57		
3 persons	16		
4 persons	7		
5 persons and more	2		
Age	%		
up to 20 years	2		
over 20 up to 30 years	12		
over 30 up to 40 years	13		
over 40 up to 50 years	21		
over 50 up to 60 years	30		
over 60 up to 70 years	16		
over 70 years	7		

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

Tube → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	29 838	Area of responsibility	%
Proportion of trade visitors	99%	Management	24
Germany (total)	33	Research/development/design	11
of which		Manufacturing, production, quality control	20
Nielsen 1	9	Buying/procurement	16
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	6	Personnel administration, administration	-
Schleswig-Holstein	2	Sales	20
Nielsen 2	56	Marketing, advertising, PR	3
North Rhine-Westph.	56	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	2
Hesse	5	Other area	2
Rhineland-Palatinate	3	Student	2
Saarland	-		
Nielsen 3b	11	Position in the company/organisation	%
Baden-Württemberg	11	Entrepreneur, co-owner, freelancer	17
		Managing director, board member, head of an authority etc.	17
		Area manager, works manager, plant manager, branch manager, head of public office	18
		Department head, group head, team leader	24
		Other salaried staff, civil servant, skilled worker	18
		Lecturer, teacher	-
		Trainee	2
		Other position	2
		Student	2
		Economic sector	%
		Tube industry (manufacturers, users)	27
		Iron, steel and non-ferrous metals industry	16
		Motor vehicle industry incl. supply industry	8
		Oil and gas industry	7
		Construction industry	3
		Other industry	14
		Trade	13
		Other sectors	10
		Student	2
		Size of company/organisation:	
		Number of employees:	%
		1- 4	8
		5- 9	6
		10- 49	20
		50- 199	24
		200 - 499	15
		500 - 999	6
		1 000 and more	20
		Student	2
		Conducted by: Wissler & Partner, Basel	
Foreign (total)*	67		
of which			
EU	55		
Other european countries	13		
Africa	6		
North America	7		
South and Central America	6		
Middle East	4		
South-, East-, Central Asia	8		
Australia	1		
Distance to home	%		
up to 50 km	10		
more than 50 km up to 100 km	5		
more than 100 km up to 300 km	21		
over 300 km	63		
Countries with the highest visitor shares*)	%		
Italy	9		
Turkey	7		
France	5		
Netherlands	5		
United States of America	5		
Frequency of visits to trade fair	%		
Previous event	41		
Earlier events	39		
First visit	46		
Average length of stay	2,1 days		
Influence on purchasing/procurement decisions	%		
Decisively	36		
Collectively	33		
In an advisory capacity	19		
No	11		
Student	2		

*) Determined by visitor registration.

VALVE WORLD EXPO (2016) → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	12 422	Area of responsibility	%
Proportion of trade visitors	99%	Management	24
Germany (total)	32	Research/development/design	13
of which		Manufacturing, production, quality control	7
Nielsen 1	9	Buying/procurement	11
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	5	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	25
Nielsen 2	54	Marketing, advertising, PR	4
North Rhine-Westph.	54	Logistics: storage, material management, transport	-
Nielsen 3a	13	Maintenance/repairs	3
Hessen	8	Other area	3
Rhineland-Palatinate	3	Planning/work preparation	2
Saarland	1	Design	3
Nielsen 3b	12	Student	1
Baden-Württemberg	12	Other not gainfully employed	1
		Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	14
		Managing director, board member, head of an authority etc.	17
		Area manager, works manager, plant manager, branch manager, head of public office	15
		Department head, group head, team leader	27
		Other salaried staff, civil servant, skilled worker	18
		Lecturer, teacher	-
		Trainee	2
		Other position	3
		Student	1
		Other not gainfully employed	1
		Economic sector	%
		Fittings manufacturers	26
		End users of fittings, other industries, manufacturers	24
		Skilled trades	1
		Fittings trade	14
		Other trade	6
		Service	10
		Association	1
		Media, press, publishing	2
		University/college/polytechnic	1
		Other sectors	13
		Student	1
		Other not gainfully employed	1
		Size of company/organisation:	
		Number of employees:	%
		1- 4	7
		5- 9	9
		10- 49	28
		50- 199	18
		200- 499	11
		500 - 999	7
		1 000 and more	18
		Student	1
		Other not gainfully employed	1
		Conducted by: Wissler & Partner, Basel	
Foreign (total)	68		
of which			
EU	61		
Other european countries	12		
South and Central America	3		
Middle East	6		
South-, East-, Central Asia	15		
Other countries	4		
Distance to home	%		
up to 50 km	11		
more than 50 km up to 100 km	7		
more than 100 km up to 300 km	25		
over 300 km	57		
Countries with the highest visitor shares	%		
Italy	12		
Netherlands	10		
United Kingdom	7		
China, People's Republic	7		
France	5		
Frequency of visits to trade fair	%		
Previous event	32		
Earlier events	28		
First visit	57		
Average length of stay	1,7 days		
Influence on purchasing/procurement decisions	%		
Decisively	33		
Collectively	29		
In an advisory capacity	24		
No	12		
Student	1		
Other not gainfully employed	1		

wire

Trade visitors' profile

Visitors (number of entries)	42 248	Area of responsibility	%
Proportion of trade visitors	99%	Management	24
Germany (total)	32	Research/development/design	13
of which		Manufacturing, production, quality control	7
Nielsen 1	6	Buying/procurement	11
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	25
Nielsen 2	51	Marketing, advertising, PR	4
North Rhine-Westph.	51	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	3
Hesse	6	Other area	3
Rhineland-Palatinate	3	Planning/work preparation	2
Saarland	1	Design	3
Nielsen 3b	11	Student	1
Baden-Württemberg	11	Other not gainfully employed	1
		Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	14
		Managing director, board member, head of an authority etc.	17
		Area manager, works manager, plant manager, branch manager, head of public office	15
		Department head, group head, team leader	27
		Other salaried staff, civil servant, skilled worker	18
		Lecturer, teacher	-
		Trainee	2
		Other position	3
		Student	1
		Other not gainfully employed	1
		Economic sector	%
		Fittings manufacturers	26
		End users of fittings, other industries, manufacturers	24
		Skilled trades	1
		Fittings trade	14
		Other trade	6
		Service	10
		Association	1
		Media, press, publishing	2
		University/college/polytechnic	1
		Other sectors	13
		Student	1
		Other not gainfully employed	1
		Size of company/organisation:	
		Number of employees:	%
		1- 4	7
		5- 9	9
		10- 49	28
		50- 199	18
		200- 499	11
		500 - 999	7
		1 000 and more	18
		Student	1
		Other not gainfully employed	1
		Conducted by: Wissler & Partner, Basel	
Foreign (total)*	68		
of which			
EU	54		
Other european countries	13		
Africa	5		
North America	6		
South and Central America	5		
Middle East	5		
South-, East-, Central Asia	10		
Australia	2		
Distance to home	%		
up to 50 km	7		
more than 50 km up to 100 km	8		
more than 100 km up to 300 km	21		
over 300 km	64		
Countries with the highest visitor shares*)	%		
Italy	9		
Turkey	7		
France	5		
Netherlands	5		
United States of America	5		
Frequency of visits to trade fair	%		
Previous event	41		
Earlier events	42		
First visit	43		
Average length of stay	2,2 days		
Influence on purchasing/procurement decisions	%		
Decisively	32		
Collectively	31		
In an advisory capacity	22		
No	12		
Student	2		
Other not gainfully employed	1		

*) Determined by visitor registration.

Area of responsibility	%
Management	25
Research/development/design	16
Manufacturing, production, quality control	29
Buying/procurement	10
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	-
Sales	11
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	2
Student	2
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	18
Managing director, board member, head of an authority etc.	16
Area manager, works manager, plant manager, branch manager, head of public office	18
Department head, group head, team leader	23
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	-
Trainee	2
Other position	2
Student	2
Other not gainfully employed	1
Economic sector	%
Wire industry	37
Cable industry	16
Iron, steel and non-ferrous metals industry	11
Motor vehicle industry incl. supply industry	6
Construction industry	3
Chemical industry	3
Other industry	10
Trade	5
Other sectors	6
Student	2
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	6
5- 9	6
10- 49	20
50- 199	28
200- 499	12
500 - 999	7
1 000 and more	18
Student	2
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Private visitors' profile

Visitors (number of entries)	30 857	Position in the company/organisation	%
Proportion of private visitors	87%	Entrepreneur, co-owner, freelancer	7
Germany (total)	100	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	-
Nielsen 1	- Nielsen 4	Department head, group head, team leader	2
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	52
Hamburg	- Nielsen 5+6	Lecturer, teacher	3
Lower Saxony	- Berlin	Trainee	2
Schleswig-Holstein	- Brandenburg	Other not gainfully employed	2
Nielsen 2	1 Mecklenburg-	Student	7
North Rhine-Westph.	1 West Pomerania	Housewife/man	1
Nielsen 3a	2 Saxony-Anhalt	Old-age pensioner	21
Hessen	2 Nielsen 7	Other position	1
Rhineland-Palatinate	- Saxony		
Saarland	- Thuringia	Buying and ordering capacity	%
Nielsen 3b	-	Purchase or order made or intended at the exhibition	
Baden-Württemberg	-	yes	24
		no	32
		maybe	44
Foreign (total)	0	Follow-up business	%
Distance to home	%	Intend to buy at later date	
up to 50 km	55	yes	25
more than 50 km up to 100 km	33	no	35
more than 100 km up to 300 km	10	maybe	40
over 300 km	2		
Frequency of visits to trade fair	%	Conducted by: Honestly MT GmbH, Karlsruhe	
Previous event	44		
Earlier events	25		
First visit	31		
Sex	%		
Male	51		
Female	49		
Size of household	%		
1 person	7		
2 persons	44		
3 persons	23		
4 persons	17		
5 persons and more	8		
Age	%		
up to 20 years	7		
over 20 up to 30 years	9		
over 30 up to 40 years	16		
over 40 up to 50 years	22		
over 50 up to 60 years	19		
over 60 up to 70 years	19		
over 70 years	8		

Trade visitors' profile

Visitors (number of entries)	3 658	Area of responsibility	%
Proportion of trade visitors	91%	Management	13
Germany (total)	95	Research/development/design	48
of which		Manufacturing, production, quality control	12
Nielsen 1	7 Nielsen 4	Buying/procurement	2
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	2 Nielsen 5+6	Information and communication technology	2
Lower Saxony	3 Berlin	Personnel administration, administration	1
Schleswig-Holstein	- Brandenburg	Sales	8
Nielsen 2	8 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	8 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	9 Saxony-Anhalt	Maintenance/repairs	1
Hesse	6 Nielsen 7	Other area	4
Rhineland-Palatinate	3 Saxony	Student	5
Saarland	- Thuringia	Other not gainfully employed	1
Nielsen 3b	9		
Baden-Württemb.	9	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	14
Foreign (total)	5	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	6
EU	62	Department head, group head, team leader	17
Other european countries	31	Other salaried staff, civil servant, skilled worker	36
South-, East-, Central Asia	8	Lecturer, teacher	5
Distance to home	%	Trainee	4
up to 50 km	15	Other position	3
more than 50 km up to 100 km	11	Student	13
more than 100 km up to 300 km	43	Other not gainfully employed	1
over 300 km	31		
Frequency of visits to trade fair	%	Economic sector	%
Previous event	20	3D Printing at home	5
Earlier events	22	3D Scanner	1
First visit	58	Architects	1
Influence on purchasing/procurement decisions	%	Automobile industry	12
Decisively	12	Design, art, jewellery	2
Collectively	31	Electrical engineering	6
In an advisory capacity	39	Research, development, science	19
No	8	Measuring equipment	1
Student	9	Construction	6
Other not gainfully employed	2	Aviation sector industry	2
		machinery and plant engineering, accessories	10
		Medical technology	6
		Software and visualization	3
		Materials, filament	4
		Toolmaking, modelling and moulding practice	6
		Dental technology	14
		Other	2
		Size of company/organisation:	
		Number of employees:	%
		1- 4	14
		5- 9	4
		10- 49	16
		50- 199	15
		200 - 499	13
		500 - 999	8
		1 000 and more	25
		Student	5

Conducted by: Messe Erfurt GmbH, Erfurt

E-world energy & water → Essen

Trade visitors' profile

Visitors (number of entries)	22 274	Area of responsibility	%
Proportion of trade visitors	97%	Management	14
Germany (total)	81	Research/development/design	8
of which		Manufacturing, production, quality control	2
Nielsen 1	13	Buying/procurement	7
Bremen	1	Finance/accounting, controlling	4
Hamburg	4	Information and communication technology	12
Lower Saxony	7	Personnel administration, administration	2
Schleswig-Holstein	2	Sales	16
Nielsen 2	46	Marketing, advertising, PR	5
North Rhine-Westph.	46	Logistics: storage, material management, transport	1
Nielsen 3a	11	Maintenance/repairs	3
Hesse	7	Other area	13
Rhineland-Palatinate	3	Student	11
Saarland	1	Other not gainfully employed	1
Nielsen 3b	10	Position in the company/organisation	%
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	8
Foreign (total)	19	Managing director, board member, head of an authority etc.	9
of which		Area manager, works manager, plant manager, branch manager, head of public office	9
EU	67	Department head, group head, team leader	21
Other european countries	19	Other salaried staff, civil servant, skilled worker	34
South-, East-, Central Asia	8	Lecturer, teacher	2
Other countries	6	Trainee	1
Distance to home	%	Other position	3
up to 50 km	23	Student	11
more than 50 km up to 100 km	9	Other not gainfully employed	1
more than 100 km up to 300 km	21	Economic sector	%
over 300 km	46	Power supply company	33
Countries with the highest visitor shares	%	Consultants, service providers	21
United Kingdom	14	Public utilities, council representatives	7
Switzerland	13	Research, press, associations	4
Netherlands	9	Business customers, industrial enterprises	14
Italy	7	Other sectors	9
Austria	7	Student	11
Frequency of visits to trade fair	%	Other not gainfully employed	1
Previous event	29	Size of company/organisation:	%
Earlier events	33	Number of employees:	%
First visit	45	1- 4 6 500 - 999	8
Average length of stay	1,4 days	5- 9 6 1 000 and more	31
Influence on purchasing/procurement decisions	%	10- 49 12 Student	11
Decisively	18	50- 199 13 Other not gainfully employed	1
Collectively	29	200- 499 11	
In an advisory capacity	24	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
No	16		
Student	11		
Other not gainfully employed	1		

IPM → Essen

Trade visitors' profile

Visitors (number of entries)	41 008	Area of responsibility	%
Proportion of trade visitors	96%	Management	26
Germany (total)	62	Research/development/design	6
of which		Manufacturing, production, quality control	16
Nielsen 1	21	Buying/procurement	6
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	17	Personnel administration, administration	18
Schleswig-Holstein	1	Marketing, advertising, PR	2
Nielsen 2	42	Logistics: storage, material management, transport	1
North Rhine-Westph.	42	Maintenance/repairs	3
Nielsen 3a	12	Other area	12
Hesse	7	Student	8
Rhineland-Palatinate	3	Other not gainfully employed	1
Saarland	1	Position in the company/organisation	%
Nielsen 3b	10	Entrepreneur, co-owner, freelancer	29
Baden-Württemberg	10	Managing director, board member, head of an authority etc.	6
Foreign (total)	38	Area manager, works manager, plant manager, branch manager, head of public office	7
of which		Department head, group head, team leader	9
EU	71	Other salaried staff, civil servant, skilled worker	17
Other european countries	10	Lecturer, teacher	2
North America	3	Trainee	18
Middle East	3	Other position	3
South-, East-, Central Asia	10	Student	8
Australia	2	Other not gainfully employed	1
Other countries	2	Economic sector	%
Distance to home	%	Devorative plants, shrubs	26
up to 50 km	12	Nursery	12
more than 50 km up to 100 km	11	Horticulture and landscape gardening	12
more than 100 km up to 300 km	29	Fruit and vegetable growing	3
over 300 km	48	Cemetery gardeners	2
Countries with the highest visitor shares	%	Gardening shop, nursery	3
Netherlands	24	Florist, specialist retailer	8
Italy	8	Garden centre	4
China, People's Republic	4	Florist wholesale trade	2
France	4	Seed trade	2
Poland	4	Other wholesale trade	3
Frequency of visits to trade fair	%	Public authority, municipal garden department	1
Previous event	33	Landscape designer	2
Earlier events	42	Home improvement centre	1
First visit	36	Mail order	1
Average length of stay	1,4 days	Other sectors	10
Influence on purchasing/procurement decisions	%	Student	8
Decisively	31	Other not gainfully employed	1
Collectively	23	Size of company/organisation:	%
In an advisory capacity	17	Number of employees:	%
No	21	1- 4 22 500 - 999	2
Student	8	5- 9 18 1 000 and more	5
Other not gainfully employed	1	10- 49 30 Student	8
		50- 199 12 Other not gainfully employed	1
		200- 499 3	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

security

Trade visitors' profile

Visitors (number of entries)	33 022	Area of responsibility	%
Proportion of trade visitors	99%	Management	20
Germany (total)	63	Research/development/design	6
of which		Manufacturing, production, quality control	2
Nielsen 1	13	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	4
Lower Saxony	7	Personnel administration, administration	8
Schleswig-Holstein	2	Marketing, advertising, PR	2
Nielsen 2	49	Logistics: storage, material management, transport	1
North Rhine-Westph.	49	Maintenance/repairs	3
Nielsen 3a	15	Other area	12
Hesse	10	Student	8
Rhineland-Palatinate	5	Other not gainfully employed	1
Saarland	-	Position in the company/organisation	%
Nielsen 3b	9	Entrepreneur, co-owner, freelancer	29
Baden-Württemberg	9	Managing director, board member, head of an authority etc.	6
Foreign (total)	37	Area manager, works manager, plant manager, branch manager, head of public office	7
of which		Department head, group head, team leader	9
EU	72	Other salaried staff, civil servant, skilled worker	17
Other european countries	14	Lecturer, teacher	2
Africa	4	Trainee	18
South-, East-, Central Asia	7	Other position	3
Other countries	4	Student	8
Distance to home	%	Other not gainfully employed	1
up to 50 km	18	Economic sector	%
more than 50 km up to 100 km	11	Devorative plants, shrubs	26
more than 100 km up to 300 km	21	Nursery	12
over 300 km	50	Horticulture and landscape gardening	12
Countries with the highest visitor shares	%	Fruit and vegetable growing	3
Netherlands	16	Cemetery gardeners	2
Austria	6	Gardening shop, nursery	3
Belgium	6	Florist, specialist retailer	8
Czechia	5	Garden centre	4
Italy	5	Florist wholesale trade	2
Frequency of visits to trade fair	%	Seed trade	2
Previous event	34	Other wholesale trade	3
Earlier events	27	Public authority, municipal garden department	1
First visit	48	Landscape designer	2
Average length of stay	1,4 days	Home improvement centre	1
Influence on purchasing/procurement decisions	%	Mail order	1
Decisively	28	Other sectors	10
Collectively	28	Student	8
In an advisory capacity	20	Other not gainfully employed	1
No	16	Size of company/organisation:	%
Student	5	Number of employees:	%
Other not gainfully employed	4	1- 4 22 500 - 999	2
Area of responsibility	%	5- 9 18 1 000 and more	5
Management	20	10- 49 30 Student	8
Research/development/design	6	50- 199 12 Other not gainfully employed	1
Manufacturing, production, quality control	2	200- 499 3	
Buying/procurement	5		
Finance/accounting, controlling	1		

Information and communication technology	10
Personnel administration, administration	3
Sales	13
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	10
Other area	19
Student	5
Other not gainfully employed	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	20
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	17
Lecturer, teacher	1
Trainee	8
Other position	4
Head of Corporate Security	3
Fire prevention officer	2
Security advisor	5
IT-Manager	2
Student	5
Other not gainfully employed	4
Economic sector	%
Industry	14
Retail trade	5
Wholesale trade	7
General contractors	1
Engineer's office	3
Planner	1
Installation company	11
Electrical engineering	11
Police/fire brigade/judiciary	3
Other local government authorities	3
State, federal government, municipality	2
Banks, saving banks	2
Insurance	1
Hotel	1
Logistics	1
Airports/airline	1
Guards/surveillance sector	14
Housing industry	1
Investor	1
Other sectors	10
Student	5
Other not gainfully employed	4
Size of company/organisation:	
Number of employees:	%
1- 4	13
5- 9	10
10- 49	18
50- 199	15
200- 499	6
500 - 999	6
1 000 and more	24
Student	5
Other not gainfully employed	4

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	34 402	Area of responsibility	%
Proportion of trade visitors	96%	Management	23
Germany (total)	94	Research/development/design	7
of which		Manufacturing, production, quality control	4
Nielsen 1	9	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	2
Lower Saxony	7	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	13
Nielsen 2	78	Marketing, advertising, PR	2
North Rhine-Westph.	78	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	28
Hesse	3	Other area	11
Rhineland-Palatinate	6	Student	4
Saarland	-	Other not gainfully employed	2
Nielsen 3b	1	Position in the company/organisation	%
Baden-Württemberg	1	Entrepreneur, co-owner, freelancer	18
Foreign (total)	6	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	72	Department head, group head, team leader	9
Other european countries	17	Other salaried staff, civil servant, skilled worker	17
Other countries	12	Lecturer, teacher	3
Distance to home	%	Trainee	25
up to 50 km	35	Other position	3
more than 50 km up to 100 km	26	Fitter	11
more than 100 km up to 300 km	30	Student	4
over 300 km	10	Other not gainfully employed	2
The country with the highest visitor share	%	Economic sector	%
Netherlands	27	Sanitary systems	54
Frequency of visits to trade fair	%	Heating systems	31
Previous event	38	Air conditioning and ventilation system construction	17
Earlier events	32	Architect	2
First visit	37	Planner	6
Average length of stay	1,2 days	Engineer, expert	3
Influence on purchasing/procurement decisions	%	Trade, wholesale trade	6
Decisively	22	Industrial producer	3
Collectively	27	Institutions (hospitals etc.)	1
In an advisory capacity	21	Building owner	1
No	26	Housing industry	2
Student	4	Association/guild/chamber	1
Other not gainfully employed	2	Energy consulting	2
Size of company/organisation:		Other sectors	6
Number of employees:	%	Student	4
1- 4	18	Other not gainfully employed	2
5- 9	17	Size of company/organisation:	
10- 49	26	Number of employees:	%
50- 199	14	1- 4	18
200- 499	4	5- 9	17
500 - 999	4	10- 49	26
1 000 and more	12	50- 199	14
Student	4	200- 499	4
Other not gainfully employed	2	500 - 999	4

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	133 582	Area of responsibility	%
Proportion of trade visitors	91%	Management	35
Germany (total)	38	Research/development/design	5
of which		Manufacturing, production, quality control	3
Nielsen 1	7	Buying/procurement	16
Bremen	-	Finance/accounting, controlling	-
Hamburg	4	Information and communication technology	1
Lower Saxony	2	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	16
Nielsen 2	10	Marketing, advertising, PR	5
North Rhine-Westph.	10	Logistics: storage, material management, transport	1
Nielsen 3a	48	Maintenance/repairs	-
Hesse	37	Other area	9
Rhineland-Palatinate	9	Student	5
Saarland	2	Other not gainfully employed	3
Nielsen 3b	12	Position in the company/organisation	%
Baden-Württemberg	12	Entrepreneur, co-owner, freelancer	40
Foreign (total)*	62	Managing director, board member, etc.	15
of which		Area manager, works manager, plant manager, branch manager	9
EU	49	Department head, group head	12
Other european countries	13	Other salaried staff, skilled workers	10
Africa	3	Lecturer, teacher	2
North America	4	Trainee	2
South and Central America	4	Other position	2
Middle East	8	Student	5
South-, East-, Central Asia	18	Other not gainfully employed	3
Australia	1	Economic sector	%
Distance to home	%	Retail trade	46
up to 50 km	13	Wholesale/foreign trade	20
more than 50 km up to 100 km	5	Service	15
more than 100 km up to 300 km	13	Industry	5
over 300 km	69	Skilled trades	3
Countries with the highest visitor shares*)	%	Other sectors	3
France	7	Student	5
United Kingdom	7	Other not gainfully employed	3
Italy	5	Size of company/organisation:	
Spain	4	Number of employees:	%
Switzerland	4	1- 4	31
Frequency of visits to trade fair	%	5- 9	12
Previous event	41	10- 49	20
Earlier events	50	50- 199	11
First visit	38	200- 499	5
Average length of stay	2,4 days	500 - 999	3
Influence on purchasing/procurement decisions	%	1 000 and more	10
Decisively	44	Student	5
Collectively	24	Other not gainfully employed	3
In an advisory capacity	12	Conducted by: Wissler & Partner, Basel	
No	12		
Student	5		
Other not gainfully employed	3		

*) Determined by visitor registration.

Automechanika/REIFEN → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	134 622	Area of responsibility	%
Proportion of trade visitors	95%	Management	33
Germany (total)	37	Research/development/design	5
of which		Manufacturing, production, quality control	4
Nielsen 1	6	Buying/procurement	10
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Personnel administration, administration	15
Schleswig-Holstein	1	Sales	3
Nielsen 2	13	Marketing, advertising, PR	1
North Rhine-Westph.	13	Logistics: storage, material management, transport	1
Nielsen 3a	44	Maintenance/repairs	12
Hesse	29	Other area	7
Rhineland-Palatinate	13	Student	4
Saarland	2	Other not gainfully employed	3
Nielsen 3b	20		
Baden-Württemberg	20		
Foreign (total)*	63	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	31
EU	56	Managing director, board member, etc.	16
Other european countries	10	Area manager, works manager, plant manager, branch manager	12
Africa	7	Department head, group head	10
North America	3	Other salaried staff, skilled workers	13
South and Central America	5	Lecturer, teacher	3
Middle East	5	Trainee	5
South-, East-, Central Asia	12	Other position	3
Australia	2	Student	4
		Other not gainfully employed	3
Distance to home	%	Economic sector	%
up to 50 km	8	Workshop, filling station	37
more than 50 km up to 100 km	7	Trade	35
more than 100 km up to 300 km	16	Industry	10
over 300 km	69	Service	5
		Other sectors	6
Countries with the highest visitor shares*)	%	Student	4
Italy	8	Other not gainfully employed	3
France	7		
United Kingdom	5	Size of company/organisation:	
Spain	4	Number of employees:	%
Portugal	4	1- 4	21
		5- 9	12
		10- 49	23
		50- 199	16
		200- 499	5
		500 - 999	4
		1 000 and more	12
		Student	4
		Other not gainfully employed	3
Frequency of visits to trade fair	%	Conducted by: Wissler & Partner, Basel	
Previous event	43		
Earlier events	45		
First visit	39		
Average length of stay	2,4 days		
Influence on purchasing/procurement decisions	%		
Decisively	36		
Collectively	23		
In an advisory capacity	14		
No	20		
Student	4		
Other not gainfully employed	3		

*) Determined by visitor registration.

Christmasworld/Floradecora → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	43 450	Area of responsibility	%
Proportion of trade visitors	91%	Management	34
Germany (total)	34	Research/development/design	5
of which		Manufacturing, production, quality control	5
Nielsen 1	8	Buying/procurement	15
Bremen	-	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	-
Lower Saxony	2	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	13
Nielsen 2	16	Marketing, advertising, PR	8
North Rhine-Westph.	16	Logistics: storage, material management, transport	1
Nielsen 3a	26	Maintenance/repairs	-
Hesse	14	Other area	10
Rhineland-Palatinate	10	Student	4
Saarland	2	Other not gainfully employed	3
Nielsen 3b	16		
Baden-Württemberg	16		
Foreign (total)*	66	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	44
EU	67	Managing director, board member, etc.	14
Other european countries	10	Area manager, works manager, plant manager, branch manager	9
North America	7	Department head, group head	10
South and Central America	2	Other salaried staff, skilled workers	10
South-, East-, Central Asia	10	Lecturer, teacher	1
Australia	2	Trainee	2
Other countries	2	Other position	3
		Student	4
		Other not gainfully employed	3
Distance to home	%	Economic sector	%
up to 50 km	7	Retail trade	45
more than 50 km up to 100 km	4	Wholesale/foreign trade	16
more than 100 km up to 300 km	15	Service	17
over 300 km	74	Skilled trades	3
		Industry	3
Countries with the highest visitor shares*)	%	Other sectors	9
Italy	15	Student	4
France	9	Other not gainfully employed	3
United Kingdom	8		
Netherlands	7	Size of company/organisation:	
United States of America	6	Number of employees:	%
		1- 4	36
		5- 9	12
		10- 49	18
		50- 199	11
		200- 499	7
		500 - 999	3
		1 000 and more	6
		Student	4
		Other not gainfully employed	3
Frequency of visits to trade fair	%	Conducted by: Wissler & Partner, Basel	
Previous event	39		
Earlier events	39		
First visit	41		
Average length of stay	2,1 days		
Influence on purchasing/procurement decisions	%		
Decisively	44		
Collectively	23		
In an advisory capacity	14		
No	12		
Student	4		
Other not gainfully employed	3		

*) Determined by visitor registration.

Heimtextil

Trade visitors' profile

Visitors (number of entries)	68 584	Area of responsibility	%
Proportion of trade visitors	93%	Management	34
Germany (total)	28	Research/development/design	5
of which		Manufacturing, production, quality control	5
Nielsen 1	11	Buying/procurement	15
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	-
Lower Saxony	6	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	13
Nielsen 2	21	Marketing, advertising, PR	8
North Rhine-Westph.	21	Logistics: storage, material management, transport	1
Nielsen 3a	29	Maintenance/repairs	-
Hesse	18	Other area	10
Rhineland-Palatinate	8	Student	4
Saarland	3	Other not gainfully employed	3
Nielsen 3b	17		
Baden-Württemberg	17		
Foreign (total)*	72	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	44
EU	53	Managing director, board member, etc.	14
Other european countries	10	Area manager, works manager, plant manager, branch manager	9
Africa	3	Department head, group head	10
North America	6	Other salaried staff, skilled workers	10
South and Central America	5	Lecturer, teacher	1
Middle East	2	Trainee	2
South-, East-, Central Asia	20	Other position	3
Australia	1	Student	4
		Other not gainfully employed	3
Distance to home	%	Economic sector	%
up to 50 km	7	Retail trade	45
more than 50 km up to 100 km	2	Wholesale/foreign trade	16
more than 100 km up to 300 km	13	Service	17
over 300 km	78	Skilled trades	3
		Industry	3
Countries with the highest visitor shares*)	%	Other sectors	9
India	6	Student	4
Italy	6	Other not gainfully employed	3
United Kingdom	6		
France	5	Size of company/organisation:	
Spain	5	Number of employees:	%
		1- 4	36
		5- 9	12
		10- 49	18
		50- 199	11
		200- 499	7
		500 - 999	3
		1 000 and more	6
		Student	4
		Other not gainfully employed	3
Frequency of visits to trade fair	%	Conducted by: Wissler & Partner, Basel	
Previous event	40		
Earlier events	54		
First visit	35		
Average length of stay	2,4 days		
Influence on purchasing/procurement decisions	%		
Decisively	38		
Collectively	23		
In an advisory capacity	17		
No	15		
Student	5		
Other not gainfully employed	2		

*) Determined by visitor registration.

Frankfurt/Main

Area of responsibility	%
Management	33
Research/development/design	9
Manufacturing, production, quality control	7
Buying/procurement	13
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	15
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	7
Student	5
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	39
Managing director, board member, etc.	15
Area manager, works manager, plant manager, branch manager	8
Department head, group head	12
Other salaried staff, skilled workers	12
Lecturer, teacher	1
Trainee	3
Other position	3
Student	5
Other not gainfully employed	2
Economic sector	%
Retail trade	33
Wholesale/foreign trade	21
Service	17
Industry	14
Skilled trades	4
Other sectors	4
Student	5
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4	26
5- 9	10
10- 49	20
50- 199	15
200- 499	7
500 - 999	5
1 000 and more	10
Student	5
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Light + Building Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	220 864
Proportion of trade visitors	96%
Germany (total)	47
of which	
Nielsen 1	7
Bremen	-
Hamburg	-
Lower Saxony	6
Schleswig-Holstein	1
Nielsen 2	18
North Rhine-Westph.	18
Nielsen 3a	41
Hesse	26
Rhineland-Palatinate	11
Saarland	4
Nielsen 3b	14
Baden-Württemberg	14
Foreign (total)*	53
of which	
EU	56
Other european countries	11
Africa	4
North America	3
South and Central America	3
Middle East	6
South-, East-, Central Asia	14
Australia	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	22
over 300 km	61
Countries with the highest visitor shares*)	%
France	6
Italy	6
Netherlands	6
United Kingdom	5
India	5
Frequency of visits to trade fair	%
Previous event	44
Earlier events	46
First visit	41

Average length of stay 2,3 days

Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	24
In an advisory capacity	22
No	17
Student	5
Other not gainfully employed	2

*) Determined by visitor registration.

Area of responsibility	%
Management	25
Research/development/design	11
Manufacturing, production, quality control	5
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	5
Personnel administration, administration	1
Sales	14
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	8
Other area	15
Student	5
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	30
Managing director, board member, etc.	10
Area manager, works manager, plant manager, branch manager	9
Department head, group head	15
Other salaried staff, skilled workers	20
Lecturer, teacher	2
Trainee	5
Other position	2
Student	5
Other not gainfully employed	2
Economic sector	%
Skilled trades	19
Industry	19
Retail trade	7
Wholesale/foreign trade	9
Engineering, planning office, architects	15
Other service	14
Other sectors	10
Student	5
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4	21
5- 9	10
10- 49	26
50- 199	13
200- 499	7
500 - 999	4
1 000 and more	12
Student	5
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Musikmesse Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	38 521
Proportion of trade visitors	59%
Germany (total)	60
of which	
Nielsen 1	7
Bremen	-
Hamburg	2
Lower Saxony	4
Schleswig-Holstein	1
Nielsen 2	14
North Rhine-Westph.	14
Nielsen 3a	39
Hesse	27
Rhineland-Palatinate	10
Saarland	2
Nielsen 3b	18
Baden-Württemberg	18
Foreign (total)*	40
of which	
EU	64
Other european countries	11
North America	10
South and Central America	7
South-, East-, Central Asia	5
Other countries	3
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	10
more than 100 km up to 300 km	24
over 300 km	51
Countries with the highest visitor shares*)	%
Netherlands	10
Italy	8
France	7
United States of America	7
Belgium	7
Frequency of visits to trade fair	%
Previous event	37
Earlier events	61
First visit	30
Average length of stay	1,7 days

Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	18
In an advisory capacity	16
No	18
Student	18
Other not gainfully employed	5

*) Determined by visitor registration.

Area of responsibility	%
Management	18
Research/development/design	3
Manufacturing, production, quality control	5
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	3
Personnel administration, administration	2
Sales	7
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	26
Student	18
Other not gainfully employed	5
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	27
Managing director, board member, etc.	5
Area manager, works manager, plant manager, branch manager	3
Department head, group head	5
Other salaried staff, skilled workers	9
Lecturer, teacher	15
Trainee	2
Other position	11
Student	18
Other not gainfully employed	5
Economic sector	%
Retail trade	9
Wholesale/foreign trade	4
Skilled trades	5
Industry	4
Educational institution	27
Services/free-lance	40
Event venue	1
Media	5
Other sectors	5
Size of company/organisation:	
Number of employees:	%
1- 4	33
5- 9	8
10- 49	14
50- 199	9
200- 499	4
500 - 999	2
1 000 and more	7
Student	18
Other not gainfully employed	5

Conducted by: Wissler & Partner, Basel

Paperworld → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	33 787	Area of responsibility	%
Proportion of trade visitors	95%	Management	35
Germany (total)	32	Research/development/design	4
of which		Manufacturing, production, quality control	4
Nielsen 1	10	Buying/procurement	12
Bremen	-	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	5	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	19
Nielsen 2	12	Marketing, advertising, PR	6
North Rhine-Westph.	12	Logistics: storage, material management, transport	-
Nielsen 3a	38	Maintenance/repairs	1
Hesse	26	Other area	7
Rhineland-Palatinate	9	Student	5
Saarland	3	Other not gainfully employed	4
Nielsen 3b	13	Position in the company/organisation	%
Baden-Württemb.	13	Entrepreneur, co-owner, freelancer	37
		Managing director, board member, etc.	20
Foreign (total)*	68	Area manager, works manager, plant manager, branch manager	10
of which		Department head, group head	9
EU	53	Other salaried staff, skilled workers	10
Other european countries	10	Lecturer, teacher	1
Africa	8	Trainee	3
North America	6	Other position	1
South and Central America	4	Student	5
Middle East	4	Other not gainfully employed	4
South-, East-, Central Asia	15	Economic sector	%
Australia	-	Retail trade	31
Distance to home	%	Wholesale/foreign trade	23
up to 50 km	10	Service	15
more than 50 km up to 100 km	4	Industry	12
more than 100 km up to 300 km	12	Skilled trades	2
over 300 km	74	Other sectors	8
Countries with the highest visitor shares*)	%	Student	5
United Kingdom	7	Other not gainfully employed	4
Italy	7	Size of company/organisation:	%
France	6	Number of employees:	%
United States of America	5	1- 4	26
Spain	4	5- 9	12
Frequency of visits to trade fair	%	10- 49	22
Previous event	38	50- 199	13
Earlier events	47	200- 499	6
First visit	36	500 - 999	3
Average length of stay	2,1 days	1 000 and more	9
Influence on purchasing/procurement decisions	%	Student	5
Decisively	39	Other not gainfully employed	4
Collectively	26		
In an advisory capacity	14		
No	12		
Student	5		
Other not gainfully employed	4		

*) Determined by visitor registration.

Prolight + Sound → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	43 921	Area of responsibility	%
Proportion of trade visitors	82%	Management	25
Germany (total)	43	Research/development/design	3
of which		Manufacturing, production, quality control	4
Nielsen 1	9	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	3
Lower Saxony	7	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	8
Nielsen 2	16	Marketing, advertising, PR	4
North Rhine-Westph.	16	Logistics: storage, material management, transport	4
Nielsen 3a	31	Maintenance/repairs	4
Hesse	22	Other area	19
Rhineland-Palatinate	8	Student	14
Saarland	1	Other not gainfully employed	5
Nielsen 3b	17	Position in the company/organisation	%
Baden-Württemb.	17	Entrepreneur, co-owner, freelancer	31
		Managing director, board member, etc.	9
Foreign (total)*	57	Area manager, works manager, plant manager, branch manager	4
of which		Department head, group head	8
EU	64	Other salaried staff, skilled workers	10
Other european countries	11	Lecturer, teacher	5
Africa	5	Trainee	5
North America	7	Other position	9
South and Central America	6	Student	14
South-, East-, Central Asia	5	Other not gainfully employed	5
Other countries	2	Economic sector	%
Distance to home	%	Retail trade	7
up to 50 km	8	Wholesale/foreign trade	5
more than 50 km up to 100 km	6	Skilled trades	4
more than 100 km up to 300 km	19	Industry	4
over 300 km	67	Educational institution	18
Countries with the highest visitor shares*)	%	Services/free-lance	35
Netherlands	8	Event venue	10
Austria	7	Media	6
Italy	7	Other sectors	11
Belgium	6	Size of company/organisation:	%
United Kingdom	5	Number of employees:	%
Frequency of visits to trade fair	%	1- 4	32
Previous event	43	5- 9	12
Earlier events	56	10- 49	16
First visit	31	50- 199	6
Average length of stay	2,1 days	200- 499	4
Influence on purchasing/procurement decisions	%	500 - 999	5
Decisively	31	1 000 and more	6
Collectively	19	Student	14
In an advisory capacity	16	Other not gainfully employed	5
No	15		
Student	14		
Other not gainfully employed	5		

*) Determined by visitor registration.

Tendence

Trade visitors' profile

Visitors (number of entries)	17 736	Area of responsibility	%
Proportion of trade visitors	89%	Management	25
Germany (total)	80	Research/development/design	3
of which		Manufacturing, production, quality control	4
Nielsen 1	4	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	3
Lower Saxony	-	Personnel administration, administration	1
Schleswig-Holstein	-	Sales	8
Nielsen 2	15	Marketing, advertising, PR	4
North Rhine-Westph.	15	Logistics: storage, material management, transport	4
Nielsen 3a	42	Maintenance/repairs	4
Hesse	34	Other area	19
Rhineland-Palatinate	7	Student	14
Saarland	1	Other not gainfully employed	5
Nielsen 3b	19	Position in the company/organisation	%
Baden-Württemb.	19	Entrepreneur, co-owner, freelancer	31
		Managing director, board member, etc.	9
Foreign (total)*	20	Area manager, works manager, plant manager, branch manager	4
of which		Department head, group head	8
EU	71	Other salaried staff, skilled workers	10
Other european countries	14	Lecturer, teacher	5
South-, East-, Central Asia	9	Trainee	5
Other countries	6	Other position	9
Distance to home	%	Student	14
up to 50 km	22	Other not gainfully employed	5
more than 50 km up to 100 km	13	Economic sector	%
more than 100 km up to 300 km	34	Retail trade	7
over 300 km	31	Wholesale/foreign trade	5
Countries with the highest visitor shares*)	%	Skilled trades	4
Switzerland	13	Industry	4
Austria	12	Educational institution	18
France	10	Services/free-lance	35
Netherlands	10	Event venue	10
United Kingdom	7	Media	6
Frequency of visits to trade fair	%	Other sectors	11
Previous event	48	Size of company/organisation:	%
Earlier events	55	Number of employees:	%
First visit	34	1- 4	32
Average length of stay	1,6 days	5- 9	12
Influence on purchasing/procurement decisions	%	10- 49	16
Decisively	50	50- 199	6
Collectively	17	200- 499	4
In an advisory capacity	15	500 - 999	5
No	12	1 000 and more	6
Student	5	Student	14
Other not gainfully employed	1	Other not gainfully employed	5

*) Determined by visitor registration.

Area of responsibility	%
Management	39
Research/development/design	2
Manufacturing, production, quality control	2
Buying/procurement	16
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	16
Marketing, advertising, PR	6
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	8
Student	5
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	53
Managing director, board member, etc.	10
Area manager, works manager, plant manager, branch manager	6
Department head, group head	7
Other salaried staff, skilled workers	13
Lecturer, teacher	1
Trainee	2
Other position	2
Student	5
Other not gainfully employed	1
Economic sector	%
Retail trade	60
Wholesale/foreign trade	9
Skilled trades	5
Service	8
Industry	2
Other sectors	10
Student	5
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	44
5- 9	16
10- 49	15
50- 199	9
200- 499	3
500 - 999	3
1 000 and more	4
Student	5
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	39 426	Position in the company/organisation	%
Proportion of trade visitors	88%	Entrepreneur, co-owner, freelancer	14
Germany (total)	97	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	88	Department head, group head, team leader	11
Bremen	4	Other salaried staff, civil servant, skilled worker	29
Hamburg	18	Lecturer, teacher	1
Lower Saxony	30	Trainee	31
Schleswig-Holstein	36	Other position	2
Nielsen 2	1	Student	4
North Rhine-Westph.	1	Other not gainfully employed	1
Nielsen 3a	-	Economic sector	%
Hesse	-	Skilled trades company	
Rhineland-Palatinate	-	(incl. commercial part/office)	60
Saarland	-	Engineer's and planning office	5
Nielsen 3b	1	Trade (retail and wholesale trade)	4
Baden-Württemb.	1	Industrial company	4
Foreign (total)	3	Service companies	3
of which		Energy suppliers, energy systems	4
EU	46	Public institutions, authorities, local construction authorities	2
Other countries	54	Developers, construction companies and building restoration companies	1
Distance to home	%	University, vocational-, polytechnic school, college	1
up to 50 km	36	Municipal utility (public services, water supply companies)	2
more than 50 km up to 100 km	24	Hospitals, social institutions	1
more than 100 km up to 300 km	32	Architect's office	1
over 300 km	8	Housing business, property management	2
Frequency of visits to trade fair	%	Facility management	2
Previous event	38	Other sectors	2
Earlier events	30	Student	4
First visit	47	Other not gainfully employed	1
Average length of stay	1,2 days	Size of company/organisation:	
Influence on purchasing/procurement decisions	%	Number of employees:	%
Decisively	19	1- 4	16
Collectively	32	5- 9	18
In an advisory capacity	18	10- 49	26
No	26	50- 199	15
Student	4	200- 499	7
Other not gainfully employed	1	500 - 999	5
Area of responsibility	%	1 000 and more	8
Management	17	Student	4
Research/development/design	3	Other not gainfully employed	1
Manufacturing, production, quality control	8	Conducted by: Gelszus Messe- Marktfor-	
Buying/procurement	2	schung GmbH, Dortmund	
Finance/accounting, controlling	1		
Information and communication technology	3		
Personnel administration, administration	1		
Sales	7		
Marketing, advertising, PR	2		
Logistics: storage, material management, transport	2		
Maintenance/repairs	33		
Other area	15		
Student	4		
Other not gainfully employed	1		

Private visitors' profile

Visitors (number of entries)	46 487	Position in the company/organisation	%
Proportion of private visitors	90%	Entrepreneur, co-owner, freelancer	5
Germany (total)	99	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	91	Department head, group head, team leader	6
Bremen	1	Other salaried staff, civil servant, skilled worker	26
Hamburg	23	Lecturer, teacher	1
Lower Saxony	22	Trainee	8
Schleswig-Holstein	45	Other position	6
Nielsen 2	1	Student	41
North Rhine-Westph.	1	Housewife/man	2
Nielsen 3a	1	Old-age pensioner	1
Hesse	1	Other not gainfully employed	2
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	-	yes	87
Baden-Württemb.	-	no	4
Foreign (total)	1	maybe	9
Distance to home	%	Follow-up business	%
up to 50 km	49	Intend to buy at later date	
more than 50 km up to 100 km	27	yes	36
more than 100 km up to 300 km	20	no	20
over 300 km	4	maybe	44
Frequency of visits to trade fair	%	Conducted by: Gelszus Messe-Markt-	
Previous event	56	forschung GmbH, Dortmund	
Earlier events	36		
First visit	29		
Sex	%		
Male	8		
Female	92		
Size of household	%		
1 person	10		
2 persons	30		
3 persons	22		
4 persons	26		
5 persons and more	12		
Age	%		
up to 20 years	38		
over 20 up to 30 years	27		
over 30 up to 40 years	12		
over 40 up to 50 years	13		
over 50 up to 60 years	8		
over 60 up to 70 years	1		
over 70 years	1		

INTERNORGA (2017) → Hamburg

Trade visitors' profile

Visitors (number of entries)	95 342	Logistics: storage, material management, transport	1
Proportion of trade visitors	89%	Maintenance/repairs	1
		Other area	6
Germany (total)	93	Kitchen, Production	21
of which		Service sector	6
Nielsen 1	52	Bakery	6
Bremen	2	Student	5
Hamburg	15	Other not gainfully employed	1
Lower Saxony	24		
Schleswig-Holstein	11	Position in the company/organisation	%
Nielsen 2	17	Entrepreneur, co-owner, freelancer	32
North Rhine-Westph.	17	Managing director, board member, head of an authority etc.	6
Nielsen 3a	7	Area manager, works manager, plant manager, branch manager, head of public office	11
Hesse	4	Department head, group head, team leader	16
Rhineland-Palatinate	2	Other salaried staff, civil servant, skilled worker	16
Saarland	1	Lecturer, teacher	1
Nielsen 3b	3	Trainee	8
Baden-Württemb.	3	Other position	4
		Student	5
Foreign (total)	7	Other not gainfully employed	1
of which			
EU	65	Economic sector	%
Other european countries	16	Restaurant	20
Other countries	19	Hotels/guest house	16
		Bakery, confectioners, café	10
Distance to home	%	Franchise restaurant	5
up to 50 km	22	Large-scale canteens	5
more than 50 km up to 100 km	11	Catering	4
more than 100 km up to 300 km	28	Industrie (food, nonfood)	3
over 300 km	39	Large kitchen specialist trade	3
		Large-scale hospitals, homes	3
Countries with the highest visitor shares	%	Coffee shop	3
Austria	10	Large-scale schools	2
Switzerland	10	Planning, architecture, interior furnishings, design offices	2
Netherlands	8	Retail grocery trade	2
		Snack bars, filling stations	1
Frequency of visits to trade fair	%	Discotheque, night club, bar	1
Previous event	40	beverage wholesale	1
Earlier events	48	Butcher	1
First visit	32	Other sectors	12
		Student	5
Average length of stay	1,3 days	Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Size of company/organisation:	%
Decisively	33	Number of employees:	
Collectively	34	1- 4	14
In an advisory capacity	16	5- 9	14
No	11	10- 49	27
Student	5	50- 199	19
Other not gainfully employed	1	200- 499	7
		500 - 999	4
Area of responsibility	%	1 000 and more	9
Management	30	Student	5
Research/development/design	2	Other not gainfully employed	1
Manufacturing, production, quality control	-		
Buying/procurement	4		
Finance/accounting, controlling	1		
Information and communication technology	1		
Personnel administration, administration	3		
Sales	9		
Marketing, advertising, PR	3		

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

NORTEC → Hamburg

Trade visitors' profile

Visitors (number of entries)	11 514	Area of responsibility	%
Proportion of trade visitors	94%	Management	11
		Research/development/design	11
Germany (total)	98	Manufacturing, production, quality control	30
of which		Buying/procurement	4
Nielsen 1	84	Finance/accounting, controlling	1
Bremen	2	Information and communication technology	1
Hamburg	35	Personnel administration, administration	1
Lower Saxony	16	Sales	12
Schleswig-Holstein	31	Marketing, advertising, PR	2
Nielsen 2	4	Logistics: storage, material management, transport	2
North Rhine-Westph.	4	Maintenance/repairs	7
Nielsen 3a	1	Other area	7
Hesse	1	Student	9
Rhineland-Palatinate	-	Other not gainfully employed	2
Saarland	-		
Nielsen 3b	2	Position in the company/organisation	%
Baden-Württemb.	2	Entrepreneur, co-owner, freelancer	10
		Managing director, board member, head of an authority etc.	5
Foreign (total)	2	Area manager, works manager, plant manager, branch manager, head of public office	7
of which		Department head, group head, team leader	17
EU	78	Other salaried staff, civil servant, skilled worker	29
Other european countries	15	Lecturer, teacher	2
Other countries	7	Trainee	17
		Other position	2
Distance to home	%	Student	9
up to 50 km	58	Other not gainfully employed	1
more than 50 km up to 100 km	14		
more than 100 km up to 300 km	16	Economic sector	%
over 300 km	12	Industry	51
		Skilled trades	11
Frequency of visits to trade fair	%	Service company	7
Previous event	26	Trade	6
Earlier events	23	Vocational school/polytechnic/university	4
First visit	61	Authority/public services	3
		Association/society	2
Average length of stay	1,2 days	Other sectors	6
		Student	9
Influence on purchasing/procurement decisions	%	Other not gainfully employed	2
Decisively	18		
Collectively	33	Size of company/organisation:	%
In an advisory capacity	19	Number of employees:	
No	19	1- 4	9
Student	9	5- 9	5
Other not gainfully employed	2	10- 49	17
		50- 199	17
		200- 499	14
		500 - 999	2
		1 000 and more	20
		Student	9
		Other not gainfully employed	2

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

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Private visitors' profile

Visitors (number of entries)	71 194		
Proportion of private visitors	93%		
Germany (total)	99		
of which			
Nielsen 1	94	Nielsen 4	-
Bremen	-	Bavaria	-
Hamburg	41	Nielsen 5+6	3
Lower Saxony	18	Berlin	1
Schleswig-Holstein	35	Brandenburg	-
Nielsen 2	1	Mecklenburg-	-
North Rhine-Westph.	1	West Pomerania	2
Nielsen 3a	-	Saxony-Anhalt	-
Hesse	-	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemb.	-		
Foreign (total)	1		
Distance to home	%		
up to 50 km	70		
more than 50 km up to 100 km	17		
more than 100 km up to 300 km	10		
over 300 km	3		
Frequency of visits to trade fair	%		
Previous event	40		
Earlier events	60		
First visit	31		
Sex	%		
Male	52		
Female	48		
Size of household	%		
1 person	17		
2 persons	59		
3 persons	12		
4 persons	10		
5 persons and more	3		
Age	%		
up to 20 years	4		
over 20 up to 30 years	14		
over 30 up to 40 years	10		
over 40 up to 50 years	18		
over 50 up to 60 years	28		
over 60 up to 70 years	19		
over 70 years	7		

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	3
Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	39
Lecturer, teacher	1
Trainee	2
Other position	6
Student	5
Housewife/man	2
Old-age pensioner	25
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	27
no	33
maybe	39
Follow-up business	%
Intend to buy at later date	
yes	28
no	20
maybe	52
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	45 604	Area of responsibility	%
Proportion of trade visitors	96%	Management	26
Germany (total)	46	Research/development/design	14
of which		Manufacturing, production, quality control	5
Nielsen 1	74	Buying/procurement	5
Bremen	5	Finance/accounting, controlling	2
Hamburg	29	Information and communication technology	2
Lower Saxony	21	Personnel administration, administration	1
Schleswig-Holstein	19	Sales	16
Nielsen 2	6	Marketing, advertising, PR	2
North Rhine-Westph.	6	Logistics: storage, material management, transport	2
Nielsen 3a	2	Maintenance/repairs	7
Hesse	1	Sailor, nautical, deck area, technical area	6
Rhineland-Palatinate	1	Safety and security	1
Saarland	-	Other area	2
Nielsen 3b	4	Student	7
Baden-Württemberg	4	Other not gainfully employed	2
Foreign (total)*	54	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	15
EU	58	Managing director, board member, head of an authority etc.	8
Other european countries	17	Area manager, works manager, plant manager, branch manager, head of public office	10
Africa	1	Department head, group head, team leader	23
North America	4	Other salaried staff, civil servant, skilled worker	25
South and Central America	2	Lecturer, teacher	1
Middle East	3	Trainee	4
South-, East-, Central Asia	15	Other position	5
Australia	1	Student	7
Distance to home	%	Other not gainfully employed	2
up to 50 km	22	Economic sector	%
more than 50 km up to 100 km	8	Shipping and shipping companies	17
more than 100 km up to 300 km	16	Machine and plant construction	14
over 300 km	53	Shipyard, shipyard companies	11
Countries with the highest visitor shares*)	%	Electrical engineering/electronics	10
Netherlands	9	Maritime services	10
Denmark	7	Ship outfitters	5
United Kingdom	7	Offshore wind, gas and oil marine technology	3
Italy	6	ship design	3
Norway	5	Research, development, science	2
Frequency of visits to trade fair	%	Port, forwarder, transport, logistics	2
Previous event	40	Navy, coast guard, police	2
Earlier events	40	Training and further training	2
First visit	44	Security and defence industry	1
Average length of stay	1,7 days	Ministry/public authority (e.g. flag state institution)	1
Influence on purchasing/procurement decisions	%	Bank, credit institute	1
Decisively	25	Shipbroker, charterer	1
Collectively	38	Other sectors	7
In an advisory capacity	18	Student	7
No	10	Other not gainfully employed	2
Student	7	Size of company/organisation:	%
Other not gainfully employed	2	Number of employees:	
		1- 4	11
		5- 9	9
		10- 49	16
		50- 199	16
		200- 499	10
		500 - 999	7
		1 000 and more	22
		Student	7
		Other not gainfully employed	2

*) Determined by visitor registration.

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	33 595	Area of responsibility	%
Proportion of trade visitors	95%	Management	26
Germany (total)	52	Research/development/design	14
of which		Manufacturing, production, quality control	5
Nielsen 1	64	Buying/procurement	3
Bremen	5	Finance/accounting, controlling	3
Hamburg	26	Information and communication technology	2
Lower Saxony	17	Personnel administration, administration	2
Schleswig-Holstein	16	Sales	11
Nielsen 2	9	Marketing, advertising, PR	3
North Rhine-Westph.	9	Logistics: storage, material management, transport	2
Nielsen 3a	5	Maintenance/repairs	7
Hesse	3	Other area	10
Rhineland-Palatinate	2	Student	11
Saarland	-	Other not gainfully employed	1
Nielsen 3b	3	Position in the company/organisation	%
Baden-Württemberg	3	Entrepreneur, co-owner, freelancer	16
Foreign (total)	48	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	9
EU	74	Department head, group head, team leader	17
Other european countries	9	Other salaried staff, civil servant, skilled worker	30
Africa	1	Lecturer, teacher	1
North America	3	Trainee	2
South and Central America	1	Other position	5
Middle East	1	Student	11
South-, East-, Central Asia	11	Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	18	Manufacture of wind installations and components	16
more than 50 km up to 100 km	7	Planner, engineering office	9
more than 100 km up to 300 km	16	Technical services	9
over 300 km	59	Manufacturing machines of wind installations and components	8
Countries with the highest visitor shares	%	Operations and maintenance	8
Denmark	18	Research and development	5
United Kingdom	12	Offshore Logistics	4
Netherlands	10	Provider, municipal utilities, network operator	4
Spain	7	Financing and insurance	3
France	6	Operator, operating companies	3
Frequency of visits to trade fair	%	Public administration	3
Previous event	39	Systems integration, installation	2
Earlier events	24	Lawyers, technical experts	2
First visit	58	Energy trade	2
Average length of stay	1,7 days	Human resource management, training and further training	2
Influence on purchasing/procurement decisions	%	Media	2
Decisively	22	Other sectors	6
Collectively	30	Student	11
In an advisory capacity	23	Other not gainfully employed	1
No	13	Size of company/organisation:	%
Student	11	Number of employees:	
Other not gainfully employed	1	1- 4	12
		5- 9	7
		10- 49	16
		50- 199	14
		200- 499	8
		500 - 999	5
		1 000 and more	26
		Student	11
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

abf mit B.I.G. → Hannover

Private visitors' profile

Visitors (number of entries)	90 553	Position in the company/organisation	%
Proportion of private visitors	97%	Entrepreneur, co-owner, freelancer	8
Germany (total)	99	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	94	Nielsen 4	-
Bremen	-	Bavaria	2
Hamburg	-	Nielsen 5+6	2
Lower Saxony	93	Berlin	-
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	3	Mecklenburg-	-
North Rhine-Westph.	3	West Pomerania	1
Nielsen 3a	1	Saxony-Anhalt	1
Hesse	1	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemb.	-		
Foreign (total)	1	Buying and ordering capacity	%
Distance to home	%	Purchase or order made or intended at the exhibition	
up to 50 km	65	yes	53
more than 50 km up to 100 km	26	no	18
more than 100 km up to 300 km	8	maybe	29
over 300 km	1	Follow-up business	%
Frequency of visits to trade fair	%	Intend to buy at later date	
Previous event	33	yes	24
Earlier events	65	no	21
First visit	24	maybe	55
Sex	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Male	46		
Female	54		
Size of household	%		
1 person	10		
2 persons	52		
3 persons	17		
4 persons	15		
5 persons and more	6		
Age	%		
up to 20 years	4		
over 20 up to 30 years	12		
over 30 up to 40 years	12		
over 40 up to 50 years	18		
over 50 up to 60 years	26		
over 60 up to 70 years	20		
over 70 years	8		

ALTENPFLEGE → Hannover

Trade visitors' profile

Visitors (number of entries)	24 032	Nursing service	39
Proportion of trade visitors	99%	Care, supervision	8
Germany (total)	99	Therapy	3
of which		Kitchen/household	3
Nielsen 1	53	Organisation, planning, work scheduling	3
Bremen	2	Student	7
Hamburg	2	Other not gainfully employed	1
Lower Saxony	45	Position in the company/organisation	%
Schleswig-Holstein	4	Entrepreneur, co-owner, freelancer	7
Nielsen 2	20	Managing Director, director, CEO	4
North Rhine-Westph.	20	Homes management	4
Nielsen 3a	8	(e.g. elderly, handicapped)	4
Hesse	5	Chief administrator	2
Rhineland-Palatinate	3	Household manager	2
Saarland	-	Kitchen manager	1
Nielsen 3b	1	Head of nursing service	10
Baden-Württemb.	1	Ward sister	1
Foreign (total)	1	Residential sector management	4
of which		Other salaried staff, civil servant with managerial responsibility	4
EU	75	Quality representative	2
Other countries	25	Salaried staff, non-executive officer	4
Distance to home	%	Geriatric nurse, nurse/male nurse	18
up to 50 km	19	Assistant geriatric nurse, nurse	5
more than 50 km up to 100 km	20	Skilled domestic worker	1
more than 100 km up to 300 km	43	Lecturer, teacher	3
over 300 km	18	Trainee	16
Frequency of visits to trade fair	%	Other position	5
Previous event	7	Student	7
Earlier events	48	Other not gainfully employed	1
First visit	45	Economic sector	%
Average length of stay	1,1 days	Nursing home	48
Influence on purchasing/procurement decisions	%	Day care -, short-term nursing	2
Decisively	15	Facility for the disabled	2
Collectively	32	Social ward	3
In an advisory capacity	23	Out-patient nursing services	15
No	23	Hospital	1
Student	7	Welfare association	1
Other not gainfully employed	1	Sponsor, operator	2
Area of responsibility	%	Public authority	1
Management	9	Training, education	3
Research/development/design	1	Old peoples' home	2
Manufacturing, production, quality control	1	Shared residence	1
Buying/procurement	1	Assisted living	1
Finance/accounting, controlling	1	Industrial producer	1
Information and communication technology	1	Other sectors	10
Personnel administration, administration	2	Student	7
Sales	2	Other not gainfully employed	1
Marketing, advertising, PR	1	Size of company/organisation:	
Logistics: storage, material management, transport	-	Number of employees:	%
Maintenance/repairs	1	1- 4	4
Other area	10	5- 9	5
Management of a home	5	10- 49	26
		50- 199	32
		200- 499	10
		500 - 999	6
		1 000 and more	10
		Student	7
		Other not gainfully employed	1
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

CeMAT

Trade visitors' profile

Visitors (number of entries)	71 867*	Proportion of trade visitors	91%
Germany (total)	65	Germany (total)	65
of which		of which	
Nielsen 1	48	Nielsen 4	8
Bremen	4	Bavaria	8
Hamburg	5	Nielsen 5+6	8
Lower Saxony	36	Berlin	4
Schleswig-Holstein	4	Brandenburg	1
Nielsen 2	20	Mecklenburg-	2
North Rhine-Westph.	20	West Pomerania	1
Nielsen 3a	6	Saxony-Anhalt	2
Hesse	4	Nielsen 7	5
Rhineland-Palatinate	2	Saxony	3
Saarland	-	Thuringia	2
Nielsen 3b	5		
Baden-Württemb.	5		
Foreign (total)	35	Distance to home	%
of which		up to 50 km	13
EU	51	more than 50 km up to 100 km	10
Other european countries	11	more than 100 km up to 300 km	26
Africa	2	over 300 km	51
North America	3	Countries with the highest visitor shares	%
South and Central America	7	China, People's Republic	9
Middle East	4	Netherlands	8
South-, East-, Central Asia	22	France	6
Australia	1	Poland	5
		India	4
Frequency of visits to trade fair	%	Frequency of visits to trade fair	%
Previous event	21	Previous event	21
Earlier events	21	Earlier events	21
First visit	68	First visit	68
Average length of stay	1,6 days	Influence on purchasing/procurement decisions	%
Influence on purchasing/procurement decisions	%	Decisively	21
Decisively	21	Collectively	25
Collectively	25	In an advisory capacity	23
In an advisory capacity	23	No	15
No	15	Student	14
Student	14	Other not gainfully employed	2
Other not gainfully employed	2		

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

Area of responsibility	%
Management	10
Research/development/design	11
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	3
Logistics: storage, material management, transport	18
Maintenance/repairs	5
Other area	4
Student	14
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	13
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	2
Trainee	6
Other position	1
Student	14
Other not gainfully employed	2
Economic sector	%
Power industry	8
Manufacturing sector	39
Port operations, port cargo handling systems	2
Building trade	4
Skilled trades	3
Trade	14
Services provided by companies and freelancers	20
Authority/public services	4
Other sectors	2
Student	14
Other not gainfully employed	2
Size of company/organisation:	%
Number of employees:	
1- 4	5
5- 9	4
10- 49	14
50- 199	20
200- 499	11
500 - 999	10
1 000 and more	20
Student	14
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	73 320	Area of responsibility	%
Proportion of trade visitors	98%	Management	3
Germany (total)	99	Research/development/design	1
of which		Manufacturing, production, quality control	-
Nielsen 1	56	Buying/procurement	1
Bremen	2	Finance/accounting, controlling	-
Hamburg	3	Information and communication technology	1
Nielsen 5+6	11	Personnel administration, administration	2
Lower Saxony	46	Sales	1
Berlin	3	Marketing, advertising, PR	1
Schleswig-Holstein	5	Logistics: storage, material management, transport	1
Nielsen 2	16	Maintenance/repairs	-
Mecklenburg-		Other area	75
North Rhine-Westph.	16	Student	13
West Pomerania	2	Other not gainfully employed	1
Nielsen 3a	8	Position in the company/organisation	%
Saxony-Anhalt	5	Entrepreneur, co-owner, freelancer	4
Hesse	7	Managing director, board member, head of an authority etc.	2
Nielsen 7	6	Area manager, works manager, plant manager, branch manager, head of public office	2
Rhineland-Palatinate	1	Department head, group head, team leader	9
Saxony	2	Other salaried staff, civil servant, skilled worker	18
Thuringia	4	Lecturer, teacher	38
Nielsen 3b	1	Trainee	8
Baden-Württemberg	1	Other position	4
Foreign (total)	1	Student	13
of which		Other not gainfully employed	1
EU	92	Economic sector	%
Other countries	8	General education system	40
Distance to home	%	Authority/public services	7
up to 50 km	22	Vocational education system	11
more than 50 km up to 100 km	20	Services, training, consulting	3
more than 100 km up to 300 km	43	Adult education	6
over 300 km	15	Trade	1
Frequency of visits to trade fair	%	Skilled trades	1
Previous event	7	Higher education system	2
Earlier events	50	Industry	2
First visit	48	University, research	2
Average length of stay	1,2 days	Association, organisation, institution	3
Influence on purchasing/procurement decisions	%	Printed products, specialist literature	1
Decisively	13	Administration	1
Collectively	38	Preschool, kindergarten	18
In an advisory capacity	22	Further education	4
No	14	Other sectors	4
Student	13	Student	13
Other not gainfully employed	1	Other not gainfully employed	1
Size of company/organisation:	%	Size of company/organisation:	%
Number of employees:		Number of employees:	
1- 4	5	1- 4	5
5- 9	7	5- 9	4
10- 49	32	10- 49	14
50- 199	29	50- 199	20
200- 499	4	200- 499	8
500 - 999	4	500 - 999	4
1 000 and more	5	1 000 and more	8
Student	13	Student	3
Other not gainfully employed	1	Other not gainfully employed	1

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

Trade visitors' profile

Visitors (number of entries)	45 110	Area of responsibility	%
Proportion of trade visitors	95%	Management	36
Germany (total)	36	Research/development/design	8
of which		Manufacturing, production, quality control	7
Nielsen 1	37	Buying/procurement	12
Bremen	1	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	1
Nielsen 5+6	10	Personnel administration, administration	1
Lower Saxony	27	Sales	21
Berlin	3	Marketing, advertising, PR	5
Schleswig-Holstein	4	Logistics: storage, material management, transport	1
Nielsen 2	26	Maintenance/repairs	1
Mecklenburg-		Other area	5
North Rhine-Westph.	26	Student	3
West Pomerania	1	Other not gainfully employed	1
Nielsen 3a	10	Position in the company/organisation	%
Saxony-Anhalt	3	Entrepreneur, co-owner, freelancer	31
Hesse	6	Managing director, board member, head of an authority etc.	23
Nielsen 7	4	Area manager, works manager, plant manager, branch manager, head of public office	12
Rhineland-Palatinate	3	Department head, group head, team leader	14
Saxony	2	Other salaried staff, civil servant, skilled worker	13
Thuringia	2	Lecturer, teacher	1
Nielsen 3b	5	Trainee	1
Baden-Württemberg	5	Other position	2
Foreign (total)	64	Student	3
of which		Other not gainfully employed	1
EU	46	Economic sector	%
Other european countries	13	Furnishing/furniture stores	11
Africa	4	Department stores, mail order, DIY stores	4
North America	6	Timber trade	12
South and Central America	4	Other Specialist retail trade	10
Middle East	6	Wholesale trade	25
South-, East-, Central Asia	18	Interior decorator	7
Australia	2	Parquet and floor layer	16
Distance to home	%	Painter	3
up to 50 km	6	Other skilled trades	3
more than 50 km up to 100 km	4	Architect/interior designer, contract furnisher	12
more than 100 km up to 300 km	16	Industry	25
over 300 km	75	Other sectors	6
Countries with the highest visitor shares	%	Student	3
India	8	Other not gainfully employed	1
United Kingdom	8	Size of company/organisation:	%
Turkey	6	Number of employees:	
Belgium	6	1- 4	16
Netherlands	5	5- 9	14
Frequency of visits to trade fair	%	10- 49	26
Previous event	48	50- 199	20
Earlier events	62	200- 499	8
First visit	31	500 - 999	4
Average length of stay	2,0 days	1 000 and more	8
Influence on purchasing/procurement decisions	%	Student	3
Decisively	50	Other not gainfully employed	1
Collectively	21	Conducted by: Wissler & Partner, Basel	
In an advisory capacity	15		
No	10		
Student	3		
Other not gainfully employed	1		

EnergyDecentral → Hannover

Trade visitors' profile

Visitors (number of entries)	30 372*	Area of responsibility	%
Proportion of trade visitors	96%	Management	50
Germany (total)	80	Research/development/design	8
of which		Manufacturing, production, quality control	5
Nielsen 1	40	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	-
Lower Saxony	31	Personnel administration, administration	1
Schleswig-Holstein	8	Sales	7
Nielsen 2	14	Marketing, advertising, PR	2
North Rhine-Westph.	14	Logistics: storage, material management, transport	1
Nielsen 3a	10	Maintenance/repairs	6
Hesse	7	Other area	11
Rhineland-Palatinate	3	Student	4
Saarland	-	Other not gainfully employed	1
Nielsen 3b	8		
Baden-Württemberg	8		
Foreign (total)**	20	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	43
EU	54	Managing director, board member, head of an authority etc.	15
Other european countries	16	Area manager, works manager, plant manager, branch manager, head of public office	5
South-, East-, Central Asia	20	Department head, group head, team leader	6
Other countries	10	Other salaried staff, civil servant, skilled worker	11
Distance to home	%	Lecturer, teacher	4
up to 50 km	9	Trainee	7
more than 50 km up to 100 km	8	Other position	6
more than 100 km up to 300 km	33	Student	4
over 300 km	49	Other not gainfully employed	1
Countries with the highest visitor shares**)	%	Economic sector	%
Netherlands	13	Agricultural business, company	62
China, People's Republic	11	Forestry business	2
Frequency of visits to trade fair	%	Contractors, industrial equipment hire companies	5
Previous event	63	Industry	8
Earlier events	59	Trade/sales	3
First visit	26	Consultancy	2
Average length of stay	1,5 days	Service providers for the renewable energies industry	2
Influence on purchasing/procurement decisions	%	Engineer's and planning office	2
Decisively	37	Other service	3
Collectively	24	University/college/polytechnic	3
In an advisory capacity	21	Other sectors	4
No	13	Student	4
Student	4	Other not gainfully employed	1
Other not gainfully employed	1	Size of company/organisation:	%
		Number of employees:	%
		1- 4	46
		5- 9	11
		10- 49	13
		50- 199	7
		200- 499	2
		500 - 999	2
		1 000 and more	5
		Student	4
		Other not gainfully employed	1
		N/A	9

*) Visitor attendance determined by a representative poll in the combination of EuroTier/Energy Decentral. Multiple answers were permitted.

**) Determined by visitor registration.

Conducted by: Wissler & Partner, Basel

EuroBLECH → Hannover

Trade visitors' profile

Visitors (number of entries)	56 307	Area of responsibility	%
Proportion of trade visitors	97%	Management	20
Germany (total)	51	Research/development/design	17
of which		Manufacturing, production, quality control	29
Nielsen 1	26	Buying/procurement	8
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	21	Personnel administration, administration	-
Schleswig-Holstein	3	Sales	12
Nielsen 2	27	Marketing, advertising, PR	1
North Rhine-Westph.	27	Logistics: storage, material management, transport	1
Nielsen 3a	11	Maintenance/repairs	3
Hesse	7	Other area	2
Rhineland-Palatinate	4	Student	6
Saarland	-	Other not gainfully employed	1
Nielsen 3b	13		
Baden-Württemberg	13		
Foreign (total)*	49	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	15
EU	65	Managing director, board member, head of an authority etc.	13
Other european countries	15	Area manager, works manager, plant manager, branch manager, head of public office	13
Africa	2	Department head, group head, team leader	17
North America	2	Other salaried staff, civil servant, skilled worker	28
South and Central America	2	Lecturer, teacher	1
Middle East	3	Trainee	6
South-, East-, Central Asia	11	Other position	-
Australia	1	Student	6
Distance to home	%	Other not gainfully employed	1
up to 50 km	9	Economic sector	%
more than 50 km up to 100 km	7	Industry	73
more than 100 km up to 300 km	23	Wholesale/foreign trade	5
over 300 km	61	Retail trade	2
Countries with the highest visitor shares*)	%	Skilled trades	12
Italy	7	Service	6
Poland	7	Authority/public services	1
Netherlands	6	University/college/polytechnic	1
Austria	5	Other sectors	2
Sweden	5	Student	6
Frequency of visits to trade fair	%	Other not gainfully employed	1
Previous event	42	Size of company/organisation:	%
Earlier events	41	Number of employees:	%
First visit	44	1- 4	5
Average length of stay	1,6 days	5- 9	5
Influence on purchasing/procurement decisions	%	10- 49	22
Decisively	32	50- 199	25
Collectively	28	200- 499	16
In an advisory capacity	19	500 - 999	6
No	14	1 000 and more	14
Student	6	Student	6
Other not gainfully employed	1	Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

*) Determined by visitor registration.

EuroTier

Trade visitors' profile

Visitors (number of entries)	154 948	Area of responsibility	%
Proportion of trade visitors	95%	Management	20
Germany (total)	69	Research/development/design	17
of which		Manufacturing, production, quality control	29
Nielsen 1	38	Buying/procurement	8
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	30	Personnel administration, administration	-
Schleswig-Holstein	7	Sales	12
Nielsen 2	18	Marketing, advertising, PR	1
North Rhine-Westph.	18	Logistics: storage, material management, transport	1
Nielsen 3a	11	Maintenance/repairs	3
Hesse	7	Other area	2
Rhineland-Palatinate	3	Student	6
Saarland	-	Other not gainfully employed	1
Nielsen 3b	7		
Baden-Württemberg	7		
Foreign (total)*	31	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	15
EU	57	Managing director, board member, head of an authority etc.	13
Other european countries	17	Area manager, works manager, plant manager, branch manager, head of public office	13
Africa	3	Department head, group head, team leader	17
North America	2	Other salaried staff, civil servant, skilled worker	28
South and Central America	3	Lecturer, teacher	1
Middle East	4	Trainee	6
South-, East-, Central Asia	15	Other position	-
Distance to home	%	Student	6
up to 50 km	6	Other not gainfully employed	1
more than 50 km up to 100 km	8	Economic sector	%
more than 100 km up to 300 km	32	Industry	73
over 300 km	54	Wholesale/foreign trade	5
Countries with the highest visitor shares*)	%	Retail trade	2
Netherlands	13	Skilled trades	12
China, People's Republic	7	Service	6
Russia	5	Authority/public services	1
Poland	5	University/college/polytechnic	1
Italy	4	Other sectors	2
Frequency of visits to trade fair	%	Student	6
Previous event	53	Other not gainfully employed	1
Earlier events	52	Size of company/organisation:	%
First visit	31	Number of employees:	%
Average length of stay	1,6 days	1- 4	5
Influence on purchasing/procurement decisions	%	5- 9	5
Decisively	31	10- 49	22
Collectively	26	50- 199	25
In an advisory capacity	22	200- 499	16
No	16	500 - 999	6
Student	4	1 000 and more	14
Other not gainfully employed	1	Student	6

*) Determined by visitor registration.

Trade visitors' profile

Area of responsibility	%
Management	43
Research/development/design	6
Manufacturing, production, quality control	5
Buying/procurement	6
Finance/accounting, controlling	2
Information and communication technology	1
Personnel administration, administration	2
Sales	10
Marketing, advertising, PR	3
Manufacture/production	11
Other area	13
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	40
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	2
Trainee	8
Other position	6
Student	4
Other not gainfully employed	1
Economic sector	%
Agricultural business, company	56
Forestry business	1
Contractors, industrial equipment hire companies	4
Industry	13
Trade/sales	5
Veterinary surgeon	2
Other service	6
Universities and polytechnics, science	2
Other sectors	5
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	43
5- 9	9
10- 49	15
50- 199	9
200- 499	3
500 - 999	2
1 000 and more	5
Student	4
Other not gainfully employed	1
N/A	9

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	188 914*	Area of responsibility	%
Proportion of trade visitors	94%	Management	10
Germany (total)	69	Research/development/design	20
of which		Manufacturing, production, quality control	14
Nielsen 1	43	Buying/procurement	4
Bremen	3	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	5
Lower Saxony	33	Personnel administration, administration	9
Schleswig-Holstein	3	Sales	3
Nielsen 2	21	Marketing, advertising, PR	3
North Rhine-Westph.	21	Logistics: storage, material management, transport	3
Nielsen 3a	7	Maintenance/repairs	4
Hesse	5	Other area	5
Rhineland-Palatinate	2	Student	21
Saarland	1	Other not gainfully employed	2
Nielsen 3b	9	Position in the company/organisation	%
Baden-Württemberg	9	Entrepreneur, co-owner, freelancer	10
Foreign (total)	31	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	9
EU	48	Department head, group head, team leader	17
Other european countries	10	Other salaried staff, civil servant, skilled worker	28
Africa	2	Lecturer, teacher	3
North America	4	Trainee	2
South and Central America	10	Other position	-
Middle East	3	Student	21
South-, East-, Central Asia	22	Other not gainfully employed	2
Australia	1	Economic sector	%
Distance to home	%	Power industry	13
up to 50 km	13	Environmental management	2
more than 50 km up to 100 km	9	Manufacturing sector	37
more than 100 km up to 300 km	27	Building trade	4
over 300 km	52	Skilled trades	2
Countries with the highest visitor shares	%	Trade	5
China, People's Republic	7	Telecommunication	3
Netherlands	7	Services provided by companies and freelancers	14
India	5	Authority/public services	4
Mexico	5	Research institutes, industrial research	6
Poland	5	Investor, financing	1
Frequency of visits to trade fair	%	Other sectors	1
Previous event	30	Student	21
Earlier events	45	Other not gainfully employed	2
First visit	46	Size of company/organisation:	
Average length of stay	1,7 days	Number of employees:	%
Influence on purchasing/procurement decisions	%	1- 4	7
Decisively	21	5- 9	4
Collectively	26	10- 49	13
In an advisory capacity	19	50- 199	17
No	12	200- 499	9
Student	21	500 - 999	6
Other not gainfully employed	2	1 000 and more	21
		Student	21
		Other not gainfully employed	2

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

Trade visitors' profile

Visitors (number of entries)	89 734*	Area of responsibility	%
Proportion of trade visitors	96%	Management	11
Germany (total)	66	Research/development/design	19
of which		Manufacturing, production, quality control	13
Nielsen 1	40	Buying/procurement	3
Bremen	3	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	8
Lower Saxony	30	Personnel administration, administration	1
Schleswig-Holstein	3	Sales	8
Nielsen 2	21	Marketing, advertising, PR	3
North Rhine-Westph.	21	Logistics: storage, material management, transport	2
Nielsen 3a	8	Maintenance/repairs	3
Hesse	6	Other area	5
Rhineland-Palatinate	2	Student	21
Saarland	2	Other not gainfully employed	1
Nielsen 3b	9	Position in the company/organisation	%
Baden-Württemberg	9	Entrepreneur, co-owner, freelancer	11
Foreign (total)	34	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	10
EU	46	Department head, group head, team leader	19
Other european countries	9	Other salaried staff, civil servant, skilled worker	25
North America	5	Lecturer, teacher	2
South and Central America	10	Trainee	2
Middle East	2	Other position	-
South-, East-, Central Asia	26	Student	21
Other countries	2	Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	11	Power industry	10
more than 50 km up to 100 km	8	Environmental management	2
more than 100 km up to 300 km	24	Manufacturing sector	36
over 300 km	56	Building trade	5
Countries with the highest visitor shares	%	Skilled trades	2
China, People's Republic	9	Trade	4
Netherlands	7	Telecommunication	4
France	5	Services provided by companies and freelancers	19
Mexico	5	Authority/public services	5
India	4	Research institutes, industrial research	6
Frequency of visits to trade fair	%	Investor, financing	1
Previous event	28	Other sectors	1
Earlier events	42	Student	21
First visit	49	Other not gainfully employed	1
Average length of stay	1,8 days	Size of company/organisation:	
Influence on purchasing/procurement decisions	%	Number of employees:	%
Decisively	21	1- 4	6
Collectively	25	5- 9	4
In an advisory capacity	20	10- 49	13
No	12	50- 199	17
Student	21	200- 499	9
Other not gainfully employed	1	500 - 999	6
		1 000 and more	23
		Student	21
		Other not gainfully employed	1

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

Energy → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	84 067*	Area of responsibility	%
Proportion of trade visitors	93%	Management	11
Germany (total)	67	Research/development/design	19
of which		Manufacturing, production, quality control	12
Nielsen 1	45	Buying/procurement	4
Bremen	3	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	3
Lower Saxony	35	Personnel administration, administration	1
Schleswig-Holstein	3	Sales	9
Nielsen 2	20	Marketing, advertising, PR	3
North Rhine-Westph.	20	Logistics: storage, material management, transport	2
Nielsen 3a	6	Maintenance/repairs	5
Hesse	4	Other area	5
Rhineland-Palatinate	1	Student	23
Saarland	1	Other not gainfully employed	2
Nielsen 3b	8		
Baden-Württemberg	8		
Foreign (total)	33	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	11
EU	44	Managing director, board member, head of an authority etc.	9
Other european countries	12	Area manager, works manager, plant manager, branch manager, head of public office	9
Africa	3	Department head, group head, team leader	17
North America	4	Other salaried staff, civil servant, skilled worker	25
South and Central America	12	Lecturer, teacher	3
Middle East	4	Trainee	2
South-, East-, Central Asia	21	Other position	-
Australia	1	Student	23
		Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	13	Power industry	26
more than 50 km up to 100 km	8	Environmental management	3
more than 100 km up to 300 km	26	Manufacturing sector	27
over 300 km	53	Building trade	6
Countries with the highest visitor shares	%	Skilled trades	2
China, People's Republic	6	Trade	5
Mexico	6	Telecommunication	4
Netherlands	5	Services provided by companies and freelancers	12
Poland	5	Authority/public services	5
India	5	Research institutes, industrial research	5
Frequency of visits to trade fair	%	Investor, financing	1
Previous event	32	Other sectors	2
Earlier events	48	Student	23
First visit	44	Other not gainfully employed	2
Average length of stay	1,8 days	Size of company/organisation:	%
Influence on purchasing/procurement decisions	%	Number of employees:	
Decisively	22	1- 4	8
Collectively	24	5- 9	5
In an advisory capacity	17	10- 49	14
No	11	50- 199	16
Student	23	200- 499	9
Other not gainfully employed	2	500 - 999	6
		1 000 and more	18
		Student	23
		Other not gainfully employed	2
		Conducted by: Wissler & Partner, Basel	

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

Industrial Supply → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	68 009*	Area of responsibility	%
Proportion of trade visitors	96%	Management	10
Germany (total)	64	Research/development/design	20
of which		Manufacturing, production, quality control	15
Nielsen 1	44	Buying/procurement	6
Bremen	2	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	4
Lower Saxony	35	Personnel administration, administration	-
Schleswig-Holstein	35	Sales	11
Nielsen 2	21	Marketing, advertising, PR	3
North Rhine-Westph.	21	Logistics: storage, material management, transport	3
Nielsen 3a	8	Maintenance/repairs	3
Hesse	5	Other area	4
Rhineland-Palatinate	2	Student	20
Saarland	1	Other not gainfully employed	2
Nielsen 3b	8		
Baden-Württemberg	8		
Foreign (total)	36	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	11
EU	45	Managing director, board member, head of an authority etc.	10
Other european countries	8	Area manager, works manager, plant manager, branch manager, head of public office	11
Africa	3	Department head, group head, team leader	16
North America	6	Other salaried staff, civil servant, skilled worker	26
South and Central America	9	Lecturer, teacher	2
Middle East	4	Trainee	2
South-, East-, Central Asia	25	Other position	-
Australia	1	Student	20
		Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	13	Power industry	11
more than 50 km up to 100 km	8	Environmental management	2
more than 100 km up to 300 km	23	Manufacturing sector	41
over 300 km	56	Building trade	7
Countries with the highest visitor shares	%	Skilled trades	3
China, People's Republic	8	Trade	7
Netherlands	7	Telecommunication	3
India	5	Services provided by companies and freelancers	13
Mexico	5	Authority/public services	3
Poland	5	Research institutes, industrial research	5
Frequency of visits to trade fair	%	Investor, financing	1
Previous event	30	Other sectors	1
Earlier events	45	Student	20
First visit	46	Other not gainfully employed	2
Average length of stay	1,8 days	Size of company/organisation:	%
Influence on purchasing/procurement decisions	%	Number of employees:	
Decisively	25	1- 4	7
Collectively	24	5- 9	4
In an advisory capacity	19	10- 49	14
No	10	50- 199	18
Student	20	200- 499	9
Other not gainfully employed	2	500 - 999	6
		1 000 and more	19
		Student	20
		Other not gainfully employed	2
		Conducted by: Wissler & Partner, Basel	

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

Integrated Automation, Motion & Drives

Trade visitors' profile

Visitors (number of entries)	133 184*	Area of responsibility	%
Proportion of trade visitors	95%	Management	10
Germany (total)	65	Research/development/design	20
of which		Manufacturing, production, quality control	15
Nielsen 1	42	Buying/procurement	6
Bremen	2	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	4
Lower Saxony	32	Personnel administration, administration	-
Schleswig-Holstein	3	Sales	11
Nielsen 2	22	Marketing, advertising, PR	3
North Rhine-Westph.	22	Logistics: storage, material management, transport	3
Nielsen 3a	6	Maintenance/repairs	3
Hesse	4	Other area	4
Rhineland-Palatinate	2	Student	20
Saarland	1	Other not gainfully employed	2
Nielsen 3b	9		
Baden-Württemberg	9		
Foreign (total)	35	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	11
EU	46	Managing director, board member, head of an authority etc.	10
Other european countries	9	Area manager, works manager, plant manager, branch manager, head of public office	11
Africa	2	Department head, group head, team leader	16
North America	6	Other salaried staff, civil servant, skilled worker	26
South and Central America	12	Lecturer, teacher	2
Middle East	2	Trainee	2
South-, East-, Central Asia	24	Other position	-
Australia	1	Student	20
		Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	11	Power industry	11
more than 50 km up to 100 km	8	Environmental management	2
more than 100 km up to 300 km	25	Manufacturing sector	41
over 300 km	55	Building trade	7
Countries with the highest visitor shares	%	Skilled trades	3
China, People's Republic	8	Trade	7
Netherlands	7	Telecommunication	3
Mexico	5	Services provided by companies and freelancers	13
Poland	5	Authority/public services	3
France	4	Research institutes, industrial research	5
Frequency of visits to trade fair	%	Investor, financing	1
Previous event	30	Other sectors	1
Earlier events	44	Student	20
First visit	47	Other not gainfully employed	2
Average length of stay	1,8 days	Size of company/organisation:	%
Influence on purchasing/procurement decisions	%	Number of employees:	
Decisively	21	1- 4	7
Collectively	27	5- 9	4
In an advisory capacity	18	10- 49	14
No	12	50- 199	18
Student	21	200- 499	9
Other not gainfully employed	1	500 - 999	6
		1 000 and more	19
		Student	20
		Other not gainfully employed	2
		Conducted by: Wissler & Partner, Basel	

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

Trade visitors' profile

Area of responsibility	%
Management	11
Research/development/design	21
Manufacturing, production, quality control	15
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	5
Personnel administration, administration	1
Sales	9
Marketing, advertising, PR	3
Logistics: storage, material management, transport	2
Maintenance/repairs	4
Other area	4
Student	21
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	18
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	2
Trainee	2
Other position	-
Student	21
Other not gainfully employed	1
Economic sector	%
Power industry	10
Environmental management	2
Manufacturing sector	43
Building trade	5
Skilled trades	2
Trade	5
Telecommunication	3
Services provided by companies and freelancers	13
Authority/public services	4
Research institutes, industrial research	6
Investor, financing	1
Other sectors	1
Student	21
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	6
5- 9	4
10- 49	14
50- 199	17
200- 499	9
500 - 999	22
1 000 and more	21
Student	21
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	59 886*
Proportion of trade visitors	94%
Germany (total)	69
of which	
Nielsen 1	46
Bremen	3
Hamburg	4
Lower Saxony	36
Schleswig-Holstein	2
Nielsen 2	18
North Rhine-Westph.	18
Nielsen 3a	7
Hesse	4
Rhineland-Palatinate	2
Saarland	1
Nielsen 3b	9
Baden-Württemberg	9
Foreign (total)	31
of which	
EU	45
Other European countries	11
North America	4
South and Central America	11
Middle East	2
South-, East-, Central Asia	25
Other countries	2
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	7
more than 100 km up to 300 km	24
over 300 km	53
Countries with the highest visitor shares	%
Netherlands	8
China, People's Republic	8
Mexico	5
Poland	5
France	5
Frequency of visits to trade fair	%
Previous event	30
Earlier events	43
First visit	48
Average length of stay	1,8 days
Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	24
In an advisory capacity	18
No	10
Student	26
Other not gainfully employed	2

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

Area of responsibility	%
Management	8
Research/development/design	28
Manufacturing, production, quality control	10
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	5
Personnel administration, administration	1
Sales	7
Marketing, advertising, PR	2
Logistics: storage, material management, transport	2
Maintenance/repairs	2
Other area	5
Student	26
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	4
Trainee	2
Other position	-
Student	26
Other not gainfully employed	2
Economic sector	%
Power industry	10
Environmental management	2
Manufacturing sector	32
Building trade	5
Skilled trades	1
Trade	4
Telecommunication	3
Services provided by companies and freelancers	14
Authority/public services	5
Research institutes, industrial research	10
Investor, financing	1
Other sectors	1
Student	26
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4	6
5- 9	3
10- 49	12
50- 199	15
200- 499	9
500 - 999	20
1 000 and more	26
Student	26
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Private visitors' profile

Visitors (number of entries)	168 559
Proportion of private visitors	98%
Germany (total)	100
of which	
Nielsen 1	91
Bremen	-
Hamburg	-
Lower Saxony	90
Schleswig-Holstein	1
Nielsen 2	5
North Rhine-Westph.	5
Nielsen 3a	1
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
Distance to home	%
up to 50 km	64
more than 50 km up to 100 km	22
more than 100 km up to 300 km	12
over 300 km	2
Frequency of visits to trade 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	%
up to 20 years	6
over 20 up to 30 years	15
over 30 up to 40 years	14
over 40 up to 50 years	18
over 50 up to 60 years	26
over 60 up to 70 years	15
over 70 years	7

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	8
Student	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	3
maybe	7
Follow-up business	%
Intend to buy at later date	
yes	27
no	27
maybe	46
Conducted by:	Gelszus Messe-Marktforschung GmbH, Dortmund

Pferd & Jagd → Hannover

Private visitors' profile

Visitors (number of entries)	94 257	Position in the company/organisation	%
Proportion of private visitors	94%	Entrepreneur, co-owner, freelancer	14
Germany (total)	100	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	83	Nielsen 4	1
Bremen	-	Bavaria	1
Hamburg	1	Nielsen 5+6	6
Lower Saxony	78	Berlin	1
Schleswig-Holstein	4	Brandenburg	1
Nielsen 2	7	Mecklenburg-	
North Rhine-Westph.	7	West Pomerania	1
Nielsen 3a	2	Saxony-Anhalt	3
Hesse	2	Nielsen 7	1
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemb.	-		
Distance to home	%	Buying and ordering capacity	%
up to 50 km	33	Purchase or order made or intended at the exhibition	
more than 50 km up to 100 km	31	yes	90
more than 100 km up to 300 km	33	no	4
over 300 km	4	maybe	7
Frequency of visits to trade fair	%	Follow-up business	%
Previous event	52	Intend to buy at later date	
Earlier events	72	yes	36
First visit	17	no	24
Sex	%	maybe	41
Male	32		
Female	68	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Size of household	%		
1 person	11		
2 persons	35		
3 persons	20		
4 persons	21		
5 persons and more	12		
Age	%		
up to 20 years	17		
over 20 up to 30 years	26		
over 30 up to 40 years	15		
over 40 up to 50 years	15		
over 50 up to 60 years	15		
over 60 up to 70 years	7		
over 70 years	4		

Nord Gastro & Hotel → Husum

Trade visitors' profile

Visitors (number of entries)			4 417	Area of responsibility		%
Proportion of trade visitors			99%	Management		15
Germany (total)			99	Research/development/design		3
of which				Manufacturing, production, quality control		19
Nielsen 1	94	Nielsen 4	1	Buying/procurement		15
Bremen	2	Bavaria	1	Finance/accounting, controlling		7
Hamburg	9	Nielsen 5+6	4	Information and communication technology		2
Lower Saxony	3	Berlin	1	Personnel administration, administration		7
Schleswig-Holstein	80	Brandenburg	2	Sales		11
Nielsen 2	-	Mecklenburg-		Marketing, advertising, PR		7
North Rhine-Westph.	-	West Pommernania	1	Logistics: storage, material management, transport		5
Nielsen 3a	-	Saxony-Anhalt	-	Maintenance/repairs		4
Hesse	-	Nielsen 7	-	Other area		4
Rhineland-Palatinate	-	Saxony	-	Student		1
Saarland	-	Thuringia	-			
Nielsen 3b	1			Position in the company/organisation		%
Baden-Württemb.	1			Entrepreneur, co-owner, freelancer		30
				Managing director, board member, head of an authority etc.		13
Foreign (total)			1	Area manager, works manager, plant manager, branch manager, head of public office		10
Distance to home			%	Department head, group head, team leader		14
up to 50 km			52	Other salaried staff, civil servant, skilled worker		24
more than 50 km up to 100 km			28	Lecturer, teacher		-
more than 100 km up to 300 km			16	Trainee		4
over 300 km			4	Other position		-
Frequency of visits to trade fair			%	Student		2
Earlier events			96	Other not gainfully employed		3
First visit			26			
Previous event			48			
Average length of stay			1,3 days	Economic sector		%
Influence on purchasing/procurement decisions			%	Communal catering		7
Decisively			40	Butcher, baker, confectioner etc.		11
Collectively			24	Hotel		18
In an advisory capacity			29	Restaurants, cafés		36
No			5	Bars, pubs		20
Student			2	Other		8
				Size of company/organisation:		
				Number of employees:		%
				1- 4 13	200 - 499	7
				5- 9 18	500 - 999	5
				10- 49 37	1 000 and more	2
				50- 199 18	Student	

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

IT-TRANS

Trade visitors' profile

Visitors (number of entries)	4 331	Proportion of trade visitors	100%
Germany (total)	64	Germany (total)	64
of which		of which	
Nielsen 1	7	Nielsen 4	13
Bremen	1	Bavaria	13
Hamburg	2	Nielsen 5+6	5
Lower Saxony	4	Berlin	3
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	14	Mecklenburg-	
North Rhine-Westph.	14	West Pomerania	1
Nielsen 3a	17	Saxony-Anhalt	-
Hesse	13	Nielsen 7	4
Rhineland-Palatinate	4	Saxony	3
Saarland	-	Thuringia	1
Nielsen 3b	39		
Baden-Württemb.	39		
Foreign (total)	36	Foreign (total)	36
of which		of which	
EU	59	EU	59
Other european countries	24	Other european countries	24
South-, East-, Central Asia	6	South-, East-, Central Asia	6
Other countries	11	Other countries	11
Distance to home	%	Distance to home	%
up to 50 km	16	up to 50 km	16
more than 50 km up to 100 km	6	more than 50 km up to 100 km	6
more than 100 km up to 300 km	23	more than 100 km up to 300 km	23
over 300 km	55	over 300 km	55
Countries with the highest visitor shares	%	Countries with the highest visitor shares	%
Switzerland	17	Switzerland	17
Czechia	7	Czechia	7
Belgium	6	Belgium	6
United Kingdom	6	United Kingdom	6
Austria	6	Austria	6
Frequency of visits to trade fair	%	Frequency of visits to trade fair	%
Previous event	34	Previous event	34
Earlier events	22	Earlier events	22
First visit	59	First visit	59
Average length of stay	1,5 days	Average length of stay	1,5 days
Influence on purchasing/procurement decisions	%	Influence on purchasing/procurement decisions	%
Decisively	17	Decisively	17
Collectively	40	Collectively	40
In an advisory capacity	27	In an advisory capacity	27
No	11	No	11
Student	5	Student	5

Area of responsibility	%
Management	15
Research/development/design	9
Manufacturing, production, quality control	2
Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology	15
Personnel administration, administration	1
Sales	9
Marketing, advertising, PR	4
Logistics: storage, material management, transport	3
Maintenance/repairs	2
Other area	5
Project manager	21
Training	2
Consulting	4
Traffic- fleetplanning	4
Student	5
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	15
Department head, group head, team leader	26
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	3
Student	5
Economic sector	%
Traffic - Street	33
Traffic - Rail	21
Other traffic	3
IT, software, hardware	16
Public authority/administration	3
Industry (manufacturer)	4
Trade/sales	2
Educational facility	1
Research/teaching	1
Consultancy	3
Service	4
Association	1
Other sectors	4
Student	5
Size of company/organisation:	
Number of employees:	%
1- 4	5
5- 9	9
10- 49	13
50- 199	12
200 - 499	16
500 - 999	12
1 000 and more	28
Student	5

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	10 105	
Proportion of trade visitors	100%	
Germany (total)	94	
of which		
Nielsen 1	7	Nielsen 4
Bremen	-	Bavaria
Hamburg	3	Nielsen 5+6
Lower Saxony	3	Berlin
Schleswig-Holstein	1	Brandenburg
Nielsen 2	15	Mecklenburg-
North Rhine-Westph.	15	West Pomerania
Nielsen 3a	17	Saxony-Anhalt
Hesse	10	Nielsen 7
Rhineland-Palatinate	7	Saxony
Saarland	1	Thuringia
Nielsen 3b	40	
Baden-Württemb.	40	
Foreign (total)	6	
of which		
EU	68	
Other european countries	32	
Distance to home	%	
up to 50 km	19	
more than 50 km up to 100 km	15	
more than 100 km up to 300 km	31	
over 300 km	36	
Frequency of visits to trade fair	%	
Previous event	23	
Earlier events	28	
First visit	60	
Average length of stay	1,4 days	
Influence on purchasing/procurement decisions	%	
Decisively	16	
Collectively	41	
In an advisory capacity	31	
No	6	
Student	5	
Other not gainfully employed	1	
Area of responsibility	%	
Management	9	
Research/development/design	3	
Manufacturing, production, quality control	2	
Buying/procurement	1	
Finance/accounting, controlling	1	
Information and communication technology	5	
Personnel administration, administration	11	
Sales	4	
Marketing, advertising, PR	3	
Logistics: storage, material management, transport	-	
Maintenance/repairs	1	
Other area	3	
EDP	8	
Training/further training	29	
University, teaching	9	
School	4	
Consulting	4	
Student	5	
Other not gainfully employed	1	
Position in the company/organisation	%	
Entrepreneur, co-owner, freelancer	10	
Managing director, board member, head of an authority etc.	3	
Area manager, works manager, plant manager, branch manager, head of public office	5	
Department head, group head, team leader	17	
Other salaried staff, civil servant, skilled worker	37	
Lecturer, teacher	11	
Trainee	1	
Other position	3	
HR manager	2	
scientific employee	6	
Student	5	
Other not gainfully employed	1	
Economic sector	%	
Educational facility	27	
Research/teaching	6	
Public authority/administration	4	
Industry	13	
Trade/sales	5	
Banks, insurance companies	2	
Transport, tourism, hotel sector	2	
Medicine	2	
Association	1	
Publishing house	2	
Consulting	7	
IT, software	5	
Training	4	
Multimedia	1	
Service	10	
Other sectors	3	
Student	5	
Other not gainfully employed	1	
Size of company/organisation:		
Number of employees:	%	
1- 4	7	500 - 999
5- 9	4	1 000 and more
10- 49	12	Student
50- 199	18	Other not gainfully employed
200- 499	10	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private visitors' profile

Visitors (number of entries)	32 978		Buying and ordering capacity	%
Proportion of private visitors	96%		Purchase or order made or intended at the exhibition	
Germany (total)	97		yes	73
of which			no	12
Nielsen 1	-	Nielsen 4	maybe	16
Bremen	-	Bavaria		
Hamburg	-	Nielsen 5+6	Follow-up business	%
Lower Saxony	-	Berlin	Intend to buy at later date	
Schleswig-Holstein	-	Brandenburg	yes	30
Nielsen 2	1	Mecklenburg-	no	22
North Rhine-Westph.	1	West Pomerania	maybe	48
Nielsen 3a	23	Saxony-Anhalt		
Hesse	2	Nielsen 7	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Rhineland-Palatinate	20	Saxony		
Saarland	1	Thuringia		
Nielsen 3b	73			
Baden-Württemb.	73			
Foreign (total)	3			
of which				
EU	78			
Other countries	22			
The country with the highest visitor share	%			
France	66			
Distance to home	%			
up to 50 km	71			
more than 50 km up to 100 km	16			
more than 100 km up to 300 km	11			
over 300 km	2			
Sex	%			
Male	30			
Female	70			
Size of household	%			
1 person	13			
2 persons	47			
3 persons	18			
4 persons	17			
5 persons and more	5			
Age	%			
up to 20 years	7			
over 20 up to 30 years	25			
over 30 up to 40 years	17			
over 40 up to 50 years	23			
over 50 up to 60 years	20			
over 60 up to 70 years	6			
over 70 years	1			

Anuga FoodTec → Köln

Trade visitors' profile

Visitors (number of entries)	50 627	Area of responsibility	%
Proportion of trade visitors	98%	Management	18
Germany (total)	53	Research/development/design	17
of which		Manufacturing, production, quality control	18
Nielsen 1	16	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	1
Lower Saxony	8	Personnel administration, administration	1
Schleswig-Holstein	6	Sales	13
Nielsen 2	41	Marketing, advertising, PR	5
North Rhine-Westph.	41	Logistics: storage, material management, transport	1
Nielsen 3a	14	Maintenance/repairs	3
Hesse	7	Other area	4
Rhineland-Palatinate	6	Student	14
Saarland	1	Other not gainfully employed	1
Nielsen 3b	11		
Baden-Württemb.	11		
Foreign (total)	47	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	16
EU	58	Managing director, board member, head of an authority etc.	10
Other european countries	13	Area manager, works manager, plant manager, branch manager, head of public office	12
Africa	5	Department head, group head, team leader	19
North America	4	Other salaried staff, civil servant, skilled worker	19
South and Central America	6	Lecturer, teacher	1
Middle East	4	Trainee	3
South-, East-, Central Asia	9	Other position	4
Australia	2	Student	14
		Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	12	Industry	58
more than 50 km up to 100 km	6	Trade	8
more than 100 km up to 300 km	20	Skilled trades	3
over 300 km	62	Agriculture	3
Countries with the highest visitor shares	%	Service	8
Netherlands	12	Public authority/administration	1
Italy	6	University, research	3
Switzerland	5	Other sectors	2
United Kingdom	5	Student	14
Belgium	4	Other not gainfully employed	1
Frequency of visits to trade fair	%	Size of company/organisation:	%
Previous event	23	Number of employees:	%
Earlier events	19	1- 4	7
First visit	69	5- 9	6
		10- 49	16
		50- 199	18
		200- 499	9
Average length of stay	1,7 days	500 - 999	9
		1 000 and more	20
		Student	14
		Other not gainfully employed	1
Influence on purchasing/procurement decisions	%		
Decisively	23		
Collectively	28		
In an advisory capacity	24		
No	10		
Student	14		
Other not gainfully employed	1		

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

DACH+HOLZ International → Köln

Trade visitors' profile

Visitors (number of entries)	45 126	Area of responsibility	%
Proportion of trade visitors	97%	Management	19
Germany (total)	90	Research/development/design	2
of which		Manufacturing, production, quality control	4
Nielsen 1	14	Buying/procurement	3
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	11	Personnel administration, administration	2
Schleswig-Holstein	2	Sales	6
Nielsen 2	38	Marketing, advertising, PR	2
North Rhine-Westph.	38	Logistics: storage, material management, transport	1
Nielsen 3a	28	Maintenance/repairs	1
Hesse	13	Other area	2
Rhineland-Palatinate	13	Construction, assembly	46
Saarland	2	Training, education	9
Nielsen 3b	8	Student	4
Baden-Württemb.	8	Other not gainfully employed	1
Foreign (total)	10	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	24
EU	73	Managing director, board member, head of an authority etc.	5
Other european countries	18	Area manager, works manager, plant manager, branch manager, head of public office	4
Other countries	9	Department head, group head, team leader	6
		Foreman, master craftsman	9
Distance to home	%	Other salaried staff, civil servant, skilled worker	23
up to 50 km	17	Lecturer, teacher	2
more than 50 km up to 100 km	17	Trainee	22
more than 100 km up to 300 km	37	Other position	2
over 300 km	29	Student	4
The country with the highest visitor share	%	Other not gainfully employed	1
Belgium	22		
Frequency of visits to trade fair	%	Economic sector	%
Previous event	26	Industry	7
Earlier events	38	Skilled trades	73
First visit	48	Retail trade/building materials trade	3
		Wholesale/foreign trade	3
Average length of stay	1,3 days	Architect/interior designer	3
		Other service	2
Influence on purchasing/procurement decisions	%	Housing business, building owner, property management,	1
Decisively	22	Private property owner	1
Collectively	28	Teaching (polytechnic/university/college)	1
In an advisory capacity	23	Research	1
No	23	Other sectors	1
Student	4	Student	4
Other not gainfully employed	1	Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees:	%
		1- 4	25
		5- 9	25
		10- 49	30
		50- 199	6
		200- 499	3
		500 - 999	2
		1 000 and more	5
		Student	4
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

dmexco (2017)

Trade visitors' profile

Visitors (number of entries)	41 504	Area of responsibility	%
Proportion of trade visitors	99%	Management	19
Germany (total)	70	Research/development/design	2
of which		Manufacturing, production, quality control	4
Nielsen 1	12	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	7	Information and communication technology	1
Lower Saxony	4	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	6
Nielsen 2	43	Marketing, advertising, PR	2
North Rhine-Westph.	43	Logistics: storage, material management, transport	1
Nielsen 3a	12	Maintenance/repairs	1
Hesse	8	Other area	2
Rhineland-Palatinate	3	Construction, assembly	46
Saarland	1	Training, education	9
Nielsen 3b	11	Student	4
Baden-Württemb.	11	Other not gainfully employed	1
Foreign (total)	30	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	24
EU	62	Managing director, board member, head of an authority etc.	5
Other european countries	12	Area manager, works manager, plant manager, branch manager, head of public office	4
North America	10	Department head, group head, team leader	6
Middle East	7	Foreman, master craftsman	9
South-, East-, Central Asia	4	Other salaried staff, civil servant, skilled worker	23
Other countries	4	Lecturer, teacher	2
		Trainee	22
Distance to home	%	Other position	2
up to 50 km	23	Student	4
more than 50 km up to 100 km	6	Other not gainfully employed	1
more than 100 km up to 300 km	18		
over 300 km	54		
Countries with the highest visitor shares	%	Economic sector	%
United Kingdom	13	Industry	7
Netherlands	12	Skilled trades	73
United States of America	9	Retail trade/building materials trade	3
Austria	8	Wholesale/foreign trade	3
Israel	7	Architect/interior designer	3
		Other service	2
Frequency of visits to trade fair	%	Housing business, building owner, property management,	1
Previous event	34	Private property owner	1
Earlier events	36	Teaching (polytechnic/university/college)	1
First visit	53	Research	1
		Other sectors	1
Average length of stay	1,7 days	Student	4
		Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Size of company/organisation:	%
Decisively	27	Number of employees:	%
Collectively	40	1- 4	25
In an advisory capacity	23	5- 9	25
No	7	10- 49	30
Student	3	50- 199	6
Other not gainfully employed	1	200- 499	3
		500 - 999	2
		1 000 and more	5
		Student	4
		Other not gainfully employed	1

Trade visitors' profile

Area of responsibility	%
Management	16
Research/development/design	3
Manufacturing, production, quality control	1
Buying/procurement	2
Finance/accounting, controlling	3
Information and communication technology	8
Personnel administration, administration	1
Sales	11
Marketing, advertising, PR	51
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	2
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	18
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	28
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	1
Trainee	1
Other position	2
Student	3
Other not gainfully employed	1
Economic sector	%
Industry	9
Trade	14
Skilled trades	1
Service	34
Media	27
Authority/public services	2
University, research	1
Association, organisation	1
Other sectors	9
Student	3
Other not gainfully employed	1
Size of company/organisation:	%
Number of employees:	
1- 4	8
5- 9	8
10- 49	23
50- 199	20
200- 499	11
500 - 999	6
1 000 and more	20
Student	3
Other not gainfully employed	1

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

Visitors (number of entries)	150 003
Proportion of trade visitors	47%
Germany (total)	80
of which	
Nielsen 1	16
Bremen	1
Hamburg	3
Lower Saxony	9
Schleswig-Holstein	3
Nielsen 2	38
North Rhine-Westph.	38
Nielsen 3a	13
Hesse	7
Rhineland-Palatinate	6
Saarland	1
Nielsen 3b	14
Baden-Württemberg	14
Foreign (total)	20
of which	
EU	73
Other european countries	11
Other countries	16
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	10
more than 100 km up to 300 km	29
over 300 km	45
Countries with the highest visitor shares	%
Netherlands	17
Belgium	13
Austria	10
Switzerland	7
France	6
Frequency of visits to trade 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	21
In an advisory capacity	19
No	15
Student	17
Other not gainfully employed	3
Area of responsibility	%
Management	22
Research/development/design	2
Manufacturing, production, quality control	1
Buying/procurement	5
Finance/accounting, controlling	2
Information and communication technology	1
Personnel administration, administration	4
Sales	8

Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	29
Student	17
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	25
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	3
Trainee	11
Other position	5
Student	17
Other not gainfully employed	3
Economic sector	%
Fitness studio	29
Martial arts studio, martial arts school	2
Company with sports facility, multifunctional facility	2
Tanning studios	1
Sauna facilities	1
Physiotherapy	6
Doctor's practice	1
Rehabilitation centre	2
Health care center	3
Hospital/clinic	2
Training facilities	2
Hotel	1
Manufacturers of sports equipments	1
Sport retail trade	1
Trade for sports nutrition	2
Other trade	1
Independent, individual entrepreneur, learned professions	2
Design, interior designer	1
IT, Software, E-Business	2
Other service	2
Public sector, administration, state authority	2
Association, society, institution, organisation	2
Other sectors	14
Student	17
Other not gainfully employed	3
Size of company/organisation:	%
Number of employees:	
1- 4	19
5- 9	13
10- 49	20
50- 199	10
200- 499	4
500 - 999	2
1 000 and more	11
Student	17
Other not gainfully employed	3

Private visitors' profile

Visitors (number of entries)	150 003
Proportion of private visitors	53%
Germany (total)	93
of which	
Nielsen 1	14
Bremen	-
Hamburg	1
Lower Saxony	9
Schleswig-Holstein	3
Nielsen 2	43
North Rhine-Westph.	43
Nielsen 3a	18
Hesse	8
Rhineland-Palatinate	9
Saarland	1
Nielsen 3b	11
Baden-Württemberg	11
Foreign (total)	7
of which	
EU	74
Other european countries	22
Other countries	4
Countries with the highest visitor shares	%
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
over 50 up to 60 years	3
over 60 up to 70 years	-
over 70 years	1

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	3
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	2
Trainee	11
Other position	9
Student	29
Housewife/man	3
Old-age pensioner	1
Other not gainfully employed	1
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	77
no	7
maybe	16
Follow-up business	%
Intend to buy at later date	
yes	35
no	17
maybe	48

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

h+h cologne (2017) → Köln

Trade visitors' profile

Visitors (number of entries)	15 993	Area of responsibility	%
Proportion of trade visitors	92%	Management	37
Germany (total)	75	Research/development/design	2
of which		Manufacturing, production, quality control	13
Nielsen 1	10	Buying/procurement	12
Bremen	1	Information and communication technology	1
Hamburg	2	Finance/accounting, controlling	1
Lower Saxony	6	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	19
Nielsen 2	45	Marketing, advertising, PR	3
North Rhine-Westph.	45	Logistics: storage, material management, transport	-
Nielsen 3a	14	Maintenance/repairs	-
Hesse	8	Other area	8
Rhineland-Palatinate	5	Student	3
Saarland	1	Other not gainfully employed	2
Nielsen 3b	11		
Baden-Württemberg	11	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	71
		Managing director, board member, head of an authority etc.	7
		Area manager, works manager, plant manager, branch manager, head of public office	3
		Department head, group head, team leader	3
		Other salaried staff, civil servant, skilled worker	7
		Lecturer, teacher	2
		Trainee	-
		Other position	2
		Student	3
		Other not gainfully employed	2
		Economic sector	%
		Industry	3
		Retail trade	56
		Wholesale/foreign trade	6
		Commercial agent	1
		Skilled trades	17
		Service	5
		Social institution, public institution, school	2
		Other sectors	6
		Student	3
		Other not gainfully employed	2
		Size of company/organisation:	
		Number of employees:	%
		1- 4	72
		5- 9	8
		10- 49	6
		50- 199	3
		200- 499	3
		500 - 999	1
		1 000 and more	2
		Student	3
		Other not gainfully employed	2
		Influence on purchasing/procurement decisions	%
		Decisively	63
		Collectively	17
		In an advisory capacity	13
		No	3
		Student	3
		Other not gainfully employed	2

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

IEX Europe (2016) → Köln

Trade visitors' profile

Visitors (number of entries)	5 649	Area of responsibility	%
Proportion of trade visitors	99%	Management	39
Germany (total)	59	Research/development/design	13
of which		Manufacturing, production, quality control	7
Nielsen 1	9	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	-
Lower Saxony	7	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	18
Nielsen 2	34	Marketing, advertising, PR	4
North Rhine-Westph.	34	Logistics: storage, material management, transport	1
Nielsen 3a	18	Maintenance/repairs	1
Hessen	9	Other area	4
Rhineland-Palatinate	8	Student	1
Saarland	1	Other not gainfully employed	1
Nielsen 3b	10		
Baden-Württemberg	10	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	25
		Managing director, board member, head of an authority etc.	16
		Area manager, works manager, plant manager, branch manager, head of public office	15
		Department head, group head, team leader	18
		Other salaried staff, civil servant, skilled worker	18
		Lecturer, teacher	1
		Trainee	2
		Other position	4
		Student	1
		Other not gainfully employed	1
		Economic sector	%
		Processor, user	34
		Plant constructor, architect, planner, engineer	8
		Plant operator, facility manager etc.	3
		Manufacturers	25
		Service provider	11
		Researcher, scientist	6
		Dealer, importer, sales/marketing company	10
		Other sectors	2
		Student	1
		Other not gainfully employed	1
		Size of company/organisation:	
		Number of employees:	%
		1- 4	13
		5- 9	15
		10- 49	21
		50- 199	16
		200- 499	8
		500 - 999	7
		1 000 and more	19
		Student	1
		Other not gainfully employed	1
		Influence on purchasing/procurement decisions	%
		Decisively	36
		Collectively	34
		In an advisory capacity	11
		No	16
		Student	1
		Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

imm cologne

Trade visitors' profile

Visitors (number of entries)	126 674	Area of responsibility	%
Proportion of trade visitors	76%	Management	39
Germany (total)	68	Research/development/design	13
of which		Manufacturing, production, quality control	7
Nielsen 1	7	Buying/procurement	6
Bremen	1	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	-
Lower Saxony	3	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	18
Nielsen 2	57	Marketing, advertising, PR	4
North Rhine-Westph.	57	Logistics: storage, material management, transport	1
Nielsen 3a	13	Maintenance/repairs	1
Hesse	6	Other area	4
Rhineland-Palatinate	6	Student	1
Saarland	1	Other not gainfully employed	1
Nielsen 3b	10		
Baden-Württemberg	10	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	25
		Managing director, board member, head of an authority etc.	16
		Area manager, works manager, plant manager, branch manager, head of public office	15
		Department head, group head, team leader	18
		Other salaried staff, civil servant, skilled worker	18
		Lecturer, teacher	1
		Trainee	2
		Other position	4
		Student	1
		Other not gainfully employed	1
		Economic sector	%
		Processor, user	34
		Plant constructor, architect, planner, engineer	8
		Plant operator, facility manager etc.	3
		Manufacturers	25
		Service provider	11
		Researcher, scientist	6
		Dealer, importer, sales/marketing company	10
		Other sectors	2
		Student	1
		Other not gainfully employed	1
		Size of company/organisation:	
		Number of employees:	%
		1- 4	13
		5- 9	15
		10- 49	21
		50- 199	16
		200- 499	8
		500 - 999	7
		1 000 and more	19
		Student	1
		Other not gainfully employed	1
		Influence on purchasing/procurement decisions	%
		Decisively	23
		Collectively	22
		In an advisory capacity	19
		No	17
		Student	19
		Other not gainfully employed	1

Trade visitors' profile

Area of responsibility	%
Management	16
Research/development/design	8
Manufacturing, production, quality control	15
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	14
Marketing, advertising, PR	8
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	9
Student	19
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	25
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	2
Trainee	14
Other position	4
Student	19
Other not gainfully employed	1
Economic sector	%
Industry	18
Trade	20
Skilled trades	20
Service	13
Authority/public services	2
University, research	2
Other sectors	6
Student	19
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	18
5- 9	12
10- 49	18
50- 199	13
200- 499	8
500 - 999	3
1 000 and more	9
Student	19
Other not gainfully employed	1

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

Visitors (number of entries)	47 424
Proportion of trade visitors	97%
Germany (total)	40
of which	
Nielsen 1	5
Bremen	-
Hamburg	1
Lower Saxony	3
Schleswig-Holstein	1
Nielsen 2	60
North Rhine-Westph.	60
Nielsen 3a	18
Hesse	6
Rhineland-Palatinate	10
Saarland	2
Nielsen 3b	8
Baden-Württemberg	8
Foreign (total)	60
of which	
EU	51
Other european countries	12
Africa	4
North America	6
South and Central America	2
Middle East	6
South-, East-, Central Asia	16
Australia	3
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	9
more than 100 km up to 300 km	13
over 300 km	63
Countries with the highest visitor shares	%
China, People's Republic	8
United Kingdom	7
Netherlands	6
Spain	5
Italy	5
Frequency of visits to trade fair	%
Previous event	33
Earlier events	41
First visit	49
Average length of stay	2,1 days
Influence on purchasing/procurement decisions	%
Decisively	39
Collectively	30
In an advisory capacity	17
No	11
Student	3

Area of responsibility	%
Management	32
Research/development/design	5
Manufacturing, production, quality control	7
Buying/procurement	17
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	22
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	4
Student	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	30
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	14
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	1
Trainee	5
Other position	4
Student	3
Economic sector	%
Industry	35
Retail trade	19
Wholesale/foreign trade	27
Exclusively Mail order, online pure player	1
Skilled trades	4
Service	6
Authority/public services	1
University, research	1
Other sectors	3
Student	3
Size of company/organisation:	
Number of employees:	%
1- 4	15
5- 9	12
10- 49	23
50- 199	17
200 - 499	10
500 - 999	6
1 000 and more	13
Student	3

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

Trade visitors' profile

Visitors (number of entries)	39 844*
Proportion of trade visitors	96%
Germany (total)	41
of which	
Nielsen 1	13
Bremen	-
Hamburg	4
Lower Saxony	6
Schleswig-Holstein	2
Nielsen 2	46
North Rhine-Westph.	46
Nielsen 3a	15
Hesse	7
Rhineland-Palatinate	7
Saarland	1
Nielsen 3b	7
Baden-Württemberg	7
Foreign (total)	60
of which	
EU	58
Other european countries	13
Africa	4
North America	5
South and Central America	4
Middle East	7
South-, East-, Central Asia	7
Australia	2
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	6
more than 100 km up to 300 km	16
over 300 km	65
Countries with the highest visitor shares	%
United Kingdom	10
Netherlands	8
Belgium	7
Italy	7
Spain	6
Frequency of visits to trade fair	%
Previous event	35
Earlier events	43
First visit	46
Average length of stay	2,0 days
Influence on purchasing/procurement decisions	%
Decisively	35
Collectively	30
In an advisory capacity	20
No	12
Student	3
Other not gainfully employed	1

* Visitor attendance determined by a representative poll in the combination of ISM/ProSweets Cologne. Multiple answers were permitted.

Area of responsibility	%
Management	29
Research/development/design	8
Manufacturing, production, quality control	8
Buying/procurement	14
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	24
Marketing, advertising, PR	6
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	4
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	32
Managing director, board member, head of an authority etc.	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	16
Lecturer, teacher	1
Trainee	4
Other position	6
Student	3
Other not gainfully employed	1
Economic sector	%
Industry	34
Wholesale/foreign trade	23
Retail trade	16
Skilled trades	4
Service	9
Catering	3
Other sectors	6
Student	3
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	17
5- 9	10
10- 49	20
50- 199	20
200- 499	12
500 - 999	5
1 000 and more	13
Student	3
Other not gainfully employed	1

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

Kind + Jugend → Köln

Trade visitors' profile

Visitors (number of entries)	24 812	Area of responsibility	%
Proportion of trade visitors	97%	Management	37
Germany (total)	33	Research/development/design	5
of which		Manufacturing, production, quality control	3
Nielsen 1	9	Buying/procurement	13
Bremen	-	Finance/accounting, controlling	2
Hamburg	2	Information and communication technology	-
Lower Saxony	6	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	18
Nielsen 2	47	Marketing, advertising, PR	10
North Rhine-Westph.	47	Logistics: storage, material management, transport	-
Nielsen 3a	11	Maintenance/repairs	-
Hesse	6	Other area	6
Rhineland-Palatinate	4	Student	3
Saarland	1	Other not gainfully employed	1
Nielsen 3b	11		
Baden-Württemberg	11		
Foreign (total)	67	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	43
EU	58	Managing director, board member, head of an authority etc.	13
Other european countries	6	Area manager, works manager, plant manager, branch manager, head of public office	8
North America	5	Department head, group head, team leader	12
South and Central America	3	Other salaried staff, civil servant, skilled worker	12
South-, East-, Central Asia	21	Lecturer, teacher	1
Other countries	8	Trainee	2
Distance to home	%	Other position	5
up to 50 km	11	Student	3
more than 50 km up to 100 km	4	Other not gainfully employed	1
more than 100 km up to 300 km	11		
over 300 km	74	Economic sector	%
Countries with the highest visitor shares	%	Manufacturer/Industry	17
China, People's Republic	9	Wholesale trade	12
United Kingdom	9	Specialist retail trade	16
Spain	7	Buying association	1
Netherlands	6	Mail order company	1
France	6	Chain store	2
Frequency of visits to trade fair	%	Department store, hypermarket, drug store	6
Previous event	32	Online shop	15
Earlier events	36	Other retail	2
First visit	54	Commercial agent	2
Average length of stay	2,1 days	Import/export	5
Influence on purchasing/procurement decisions	%	Service	7
Decisively	44	Media, press, publishing	3
Collectively	29	Other sectors	9
In an advisory capacity	14	Student	3
No	8	Other not gainfully employed	1
Student	3		
Other not gainfully employed	1		

Size of company/organisation:	%
Number of employees:	
1- 4	30
5- 9	16
10- 49	19
50- 199	14
200- 499	4
500 - 999	3
1 000 and more	10
Student	3
Other not gainfully employed	1

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

ORGATEC (2016) → Köln

Trade visitors' profile

Visitors (number of entries)	54 946	Area of responsibility	%
Proportion of trade visitors	98%	Management	24
Germany (total)	52	Research/development/design	13
of which		Manufacturing, production, quality control	4
Nielsen 1	12	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	8	Personnel administration, administration	3
Schleswig-Holstein	2	Sales	18
Nielsen 2	41	Marketing, advertising, PR	7
North Rhine-Westph.	41	Logistics: storage, material management, transport	1
Nielsen 3a	14	Maintenance/repairs	1
Hessen	10	Other area	15
Rhineland-Palatinate	3	Student	4
Saarland	1	Other not gainfully employed	1
Nielsen 3b	14		
Baden-Württemberg	14		
Foreign (total)	48	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	27
EU	59	Managing director, board member, head of an authority etc.	14
Other european countries	8	Area manager, works manager, plant manager, branch manager, head of public office	10
Africa	4	Department head, group head, team leader	15
North America	5	Other salaried staff, civil servant, skilled worker	19
Middle East	6	Lecturer, teacher	1
South-, East-, Central Asia	15	Trainee	5
Other countries	4	Other position	5
Distance to home	%	Student	4
up to 50 km	12	Other not gainfully employed	1
more than 50 km up to 100 km	6		
more than 100 km up to 300 km	21	Economic sector	%
over 300 km	61	Industry	31
Countries with the highest visitor shares	%	Trade	21
Netherlands	9	Skilled trades	5
Belgium	8	Service	24
Italy	7	Bank and insurance	2
United Kingdom	7	Authority/public services	4
France	5	University, research	2
Frequency of visits to trade fair	%	Other sectors	6
Previous event	37	Student	4
Earlier events	36	Other not gainfully employed	1
First visit	50		
Average length of stay	1,9 days	Size of company/organisation:	%
Influence on purchasing/procurement decisions	%	Number of employees:	
Decisively	31	1- 4	17
Collectively	32	5- 9	13
In an advisory capacity	22	10- 49	20
No	11	50- 199	17
Student	4	200- 499	8
Other not gainfully employed	1	500 - 999	8
		1 000 and more	13
		Student	4
		Other not gainfully employed	1

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

ProSweets Cologne

Trade visitors' profile

Visitors (number of entries)	21 734*	Area of responsibility	%
Proportion of trade visitors	97%	Management	24
Germany (total)	44	Research/development/design	13
of which		Manufacturing, production, quality control	4
Nielsen 1	17	Buying/procurement	6
Bremen	2	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	1
Lower Saxony	7	Personnel administration, administration	3
Schleswig-Holstein	5	Sales	18
Nielsen 2	49	Marketing, advertising, PR	7
North Rhine-Westph.	49	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	1
Hesse	6	Other area	15
Rhineland-Palatinate	3	Student	4
Saarland	1	Other not gainfully employed	1
Nielsen 3b	11		
Baden-Württemberg	11		
Foreign (total)	56	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	27
EU	63	Managing director, board member, head of an authority etc.	14
Other european countries	17	Area manager, works manager, plant manager, branch manager, head of public office	10
Africa	4	Department head, group head, team leader	15
South and Central America	5	Other salaried staff, civil servant, skilled worker	19
Middle East	4	Lecturer, teacher	1
South-, East-, Central Asia	4	Trainee	5
Other countries	4	Other position	5
Distance to home	%	Student	4
up to 50 km	14	Other not gainfully employed	1
more than 50 km up to 100 km	6		
more than 100 km up to 300 km	18	Economic sector	%
over 300 km	63	Industry	31
Countries with the highest visitor shares	%	Trade	21
Netherlands	11	Skilled trades	5
Belgium	10	Service	24
United Kingdom	9	Bank and insurance	2
Switzerland	8	Authority/public services	4
Spain	5	University, research	2
Frequency of visits to trade fair	%	Other sectors	6
Previous event	29	Student	4
Earlier events	38	Other not gainfully employed	1
First visit	52		
Average length of stay	1,8 days	Size of company/organisation:	%
Influence on purchasing/procurement decisions	%	Number of employees:	
Decisively	30	1- 4	17
Collectively	35	5- 9	13
In an advisory capacity	23	10- 49	20
No	8	50- 199	17
Student	4	200- 499	8
Other not gainfully employed	1	500 - 999	8
		1 000 and more	13
		Student	4
		Other not gainfully employed	1

*) Visitor attendance determined by a representative poll in the combination of ISM/ProSweets Cologne. Multiple answers were permitted.

Trade visitors' profile

Area of responsibility	%
Management	25
Research/development/design	19
Manufacturing, production, quality control	12
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	17
Marketing, advertising, PR	7
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	2
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	26
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	17
Lecturer, teacher	-
Trainee	3
Other position	7
Student	4
Other not gainfully employed	1
Economic sector	%
Industry	56
Trade	23
Skilled trades	5
Service	7
Authority/public services	1
University, research	1
Other sectors	3
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	13
5- 9	11
10- 49	15
50- 199	21
200- 499	12
500 - 999	8
1 000 and more	16
Student	4
Other not gainfully employed	1

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

Visitors (number of entries)	3 582
Proportion of trade visitors	98%
Germany (total)	50
of which	
Nielsen 1	16
Bremen	2
Hamburg	2
Lower Saxony	10
Schleswig-Holstein	3
Nielsen 2	55
North Rhine-Westph.	55
Nielsen 3a	12
Hesse	6
Rhineland-Palatinate	3
Saarland	2
Nielsen 3b	4
Baden-Württemberg	4
Foreign (total)	50
of which	
EU	78
South-, East-, Central Asia	10
Other countries	13
Distance to home	%
up to 50 km	17
more than 50 km up to 100 km	7
more than 100 km up to 300 km	28
over 300 km	48
Countries with the highest visitor shares	%
Netherlands	23
France	12
Belgium	9
Frequency of visits to trade fair	%
Previous event	37
Earlier events	47
First visit	40
Average length of stay	1,6 days
Influence on purchasing/procurement decisions	%
Decisively	47
Collectively	23
In an advisory capacity	14
No	10
Student	5
Other not gainfully employed	2

Area of responsibility	%
Management	36
Research/development/design	7
Manufacturing, production, quality control	6
Buying/procurement	12
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	-
Sales	12
Marketing, advertising, PR	11
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	7
Student	5
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	48
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	10
Lecturer, teacher	1
Trainee	3
Other position	6
Student	5
Other not gainfully employed	2
Economic sector	%
Industry	16
Trade	48
Skilled trades	5
Service	15
Authority/public services	1
University, research	1
Other sectors	8
Student	5
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4	45
5- 9	20
10- 49	12
50- 199	10
200- 499	4
500 - 999	-
1 000 and more	2
Student	5
Other not gainfully employed	2
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	

Trade visitors' profile

Visitors (number of entries)	39 104
Proportion of trade visitors	94%
Germany (total)	42
of which	
Nielsen 1	13
Bremen	1
Hamburg	2
Lower Saxony	7
Schleswig-Holstein	3
Nielsen 2	57
North Rhine-Westph.	57
Nielsen 3a	11
Hesse	5
Rhineland-Palatinate	5
Saarland	1
Nielsen 3b	6
Baden-Württemberg	6
Foreign (total)	58
of which	
EU	64
Other european countries	7
Africa	3
North America	3
South-, East-, Central Asia	15
Australia	4
Other countries	4
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	9
more than 100 km up to 300 km	15
over 300 km	63
Countries with the highest visitor shares	%
Netherlands	14
United Kingdom	9
China, People's Republic	7
France	7
Italy	6
Frequency of visits to trade fair	%
Previous event	33
Earlier events	46
First visit	44
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	41
Collectively	31
In an advisory capacity	20
No	5
Student	3
Other not gainfully employed	2

Area of responsibility	%
Management	31
Research/development/design	5
Manufacturing, production, quality control	5
Buying/procurement	16
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	22
Marketing, advertising, PR	6
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	7
Student	3
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	35
Managing director, board member, head of an authority etc.	16
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	12
Lecturer, teacher	1
Trainee	1
Other position	5
Student	3
Other not gainfully employed	2
Economic sector	%
Industry	16
Trade	58
Skilled trades	4
Service	10
Authority/public services	1
University, research	1
Other sectors	8
Student	3
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4	27
5- 9	9
10- 49	21
50- 199	18
200- 499	7
500 - 999	2
1 000 and more	11
Student	3
Other not gainfully employed	2

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

CADEAUX (Autumn) (2017) → Leipzig

Trade visitors' profile

Visitors (number of entries)	4 545	Area of responsibility	%
Proportion of trade visitors	90%	Management	37
Germany (total)	98	Research/development/design	2
of which		Manufacturing, production, quality control	4
Nielsen 1	1 Nielsen 4	Buying/procurement	12
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	- Nielsen 5+6	Information and communication technology	-
Lower Saxony	1 Berlin	Personnel administration, administration	1
Schleswig-Holstein	- Brandenburg	Sales	33
Nielsen 2	1 Mecklenburg-	Marketing, advertising, PR	5
North Rhine-Westph.	1 West Pomerania	Logistics: storage, material management,	
Nielsen 3a	1 Saxony-Anhalt	transport	1
Hesse	1 Nielsen 7	Maintenance/repairs	-
Rhineland-Palatinate	- Saxony	Other area	-
Saarland	- Thuringia	Student	2
Nielsen 3b	1	Other not gainfully employed	1
Baden-Württemb.	1		
Foreign (total)	2	Position in the company/organisation	%
Distance to home	%	Entrepreneur, co-owner, freelancer	70
up to 50 km	22	Managing director, board member,	
more than 50 km up to 100 km	25	head of an authority etc.	5
more than 100 km up to 300 km	46	Area manager, works manager, plant manager,	
over 300 km	8	branch manager, head of public office	4
Frequency of visits to trade fair	%	Department head, group head, team leader	7
Previous event	54	Other salaried staff, civil servant,	
Earlier events	60	skilled worker	10
First visit	32	Lecturer, teacher	-
Average length of stay	1,1 days	Trainee	-
Influence on purchasing/procurement	%	Other position	2
Decisively	50	Student	2
Collectively	29	Other not gainfully employed	1
In an advisory capacity	16		
No	3	Economic sector	%
Student	2	Retail trade	63
Other not gainfully employed	1	Skilled trades	16
		Catering/hotels	4
		Industry	3
		Wholesale/foreign trade	2
		Association, organisation, institution	2
		Architect, planner, engineer's office, services	1
		Other sectors	6
		Student	2
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees:	
		1- 4	64
		5- 9	9
		10- 49	13
		50- 199	6
		200- 499	4

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

denkmal (2016) → Leipzig

Trade visitors' profile

Visitors (number of entries)	11 328	Area of responsibility	%
Proportion of trade visitors	84%	Management	24
Germany (total)	88	Research/development/design	7
of which		Manufacturing, production, quality control	9
Nielsen 1	8 Nielsen 4	Buying/procurement	2
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	3 Nielsen 5+6	Information and communication technology	1
Lower Saxony	5 Berlin	Personnel administration, administration	2
Schleswig-Holstein	1 Brandenburg	Sales	3
Nielsen 2	7 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	7 West Pomerania	Logistics: storage, material management,	
Nielsen 3a	10 Saxony-Anhalt	transport	1
Hessen	7 Nielsen 7	Maintenance/repairs	4
Rhineland-Palatinate	3 Saxony	Other area	23
Saarland	1 Thuringia	Student	20
Nielsen 3b	5	Other not gainfully employed	2
Baden-Württemberg	5		
Foreign (total)	12	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	30
EU	80	Managing director, board member,	
Other European countries	17	head of an authority etc.	4
Other countries	3	Area manager, works manager, plant manager,	
Distance to home	%	branch manager, head of public office	2
up to 50 km	15	Department head, group head, team leader	5
more than 50 km up to 100 km	11	Other salaried staff, civil servant,	
more than 100 km up to 300 km	39	skilled worker	18
over 300 km	35	Lecturer, teacher	3
Countries with the highest visitor shares	%	Trainee	7
Poland	19	Other position	9
Russia	9	Student	20
Russia	9	Other not gainfully employed	2
Sweden	9		
Belgium	8	Economic sector	%
Austria	8	Industry	4
Frequency of visits to trade fair	%	Specialist trade	2
Previous event	25	Skilled trades, Building trade	25
Earlier events	33	Restorer	10
First visit	58	Restorer in Skilled trades	6
Average length of stay	1,3 days	Service (internet, multimedia, documentation,	
Influence on purchasing/procurement	%	databases)	1
Decisively	18	Service (architecture, engineer's and	
Collectively	21	planning office)	10
In an advisory capacity	24	Other service	1
No	15	Public office, Authority, public services,	
Student	20	foundation	11
Other not gainfully employed	2	Research and development	1
		Training and further training	4
		Other sectors	3
		Student	20
		Other not gainfully employed	2
		Size of company/organisation:	%
		Number of employees:	
		1- 4	31
		5- 9	12
		10- 49	17
		50- 199	8
		200- 499	3

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

FACHDENTAL

Trade visitors' profile

Visitors (number of entries)	3 854	Area of responsibility	%
Proportion of trade visitors	82%	Management	24
Germany (total)	99	Research/development/design	7
of which		Manufacturing, production, quality control	9
Nielsen 1	4 Nielsen 4	Buying/procurement	2
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	- Nielsen 5+6	Information and communication technology	1
Lower Saxony	- Berlin	Personnel administration, administration	2
Schleswig-Holstein	- Brandenburg	Sales	3
Nielsen 2	- Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	- West Pomerania	Logistics: storage, material management,	
Nielsen 3a	6 Saxony-Anhalt	transport	1
Hesse	2 Nielsen 7	Maintenance/repairs	4
Rhineland-Palatinate	1 Saxony	Other area	23
Saarland	2 Thuringia	Student	20
Nielsen 3b	2	Other not gainfully employed	2
Baden-Württemb.	2		
Foreign (total)	1	Position in the company/organisation	%
Distance to home	%	Entrepreneur, co-owner, freelancer	30
up to 50 km	45	Managing director, board member,	
more than 50 km up to 100 km	35	head of an authority etc.	4
more than 100 km up to 300 km	18	Area manager, works manager, plant manager,	
over 300 km	2	branch manager, head of public office	2
Frequency of visits to trade fair	%	Department head, group head, team leader	5
Previous event	38	Other salaried staff, civil servant,	
Earlier events	53	skilled worker	18
First visit	30	Lecturer, teacher	3
Average length of stay	1,1 days	Trainee	7
Influence on purchasing/procurement	%	Other position	9
Decisively	15	Student	20
Collectively	40	Other not gainfully employed	2
In an advisory capacity	23		
No	13	Economic sector	%
Student	8	Industry	4
Other not gainfully employed	1	Specialist trade	2
		Skilled trades, Building trade	25
		Restorer	10
		Restorer in Skilled trades	6
		Service (internet, multimedia, documentation,	
		databases)	1
		Service (architecture, engineer's and	
		planning office)	10
		Other service	1
		Public office, Authority, public services,	
		foundation	11
		Research and development	1
		Training and further training	4
		Other sectors	3
		Student	20
		Other not gainfully employed	2
		Size of company/organisation:	%
		Number of employees:	
		1- 4	31
		5- 9	12
		10- 49	17
		50- 199	8
		200- 499	3

Private visitors' profile

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher	1
Trainee	15
Other position	7
Student	8
Other not gainfully employed	1
Economic sector	%
Practice	37
Group practice	19
Clinic	7
Surgery-laboratory	11
Dental technology laboratory	19
Training/consulting	3
Service	7
University, polytechnic, vocational school	6
Dental trade	6
Other	8
Size of company/organisation:	
Number of employees:	%
1- 4 25 500 - 999	2
5- 9 28 1 000 and more	-
10- 49 21 Student	8
50- 199 9 Other not gainfully employed	1
200- 499 5	

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Visitors (number of entries)	177 103
Proportion of private visitors	81%
Germany (total)	99
of which	
Nielsen 1	1 Nielsen 4
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	- Berlin
Schleswig-Holstein	1 Brandenburg
Nielsen 2	- Mecklenburg-
North Rhine-Westph.	- West Pommern
Nielsen 3a	- Saxony-Anhalt
Hesse	- Nielsen 7
Rhineland-Palatinate	- Saxony
Saarland	- Thuringia
Nielsen 3b	-
Baden-Württemberg	-
Foreign (total)	1
Distance to home	%
up to 50 km	56
more than 50 km up to 100 km	26
more than 100 km up to 300 km	16
over 300 km	2
Frequency of visits to trade 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
over 50 up to 60 years	20
over 60 up to 70 years	16
over 70 years	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
Trainee	4
Other position	8
Student	9
Housewife/man	3
Old-age pensioner	2
Other not gainfully employed	19
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	79
no	5
maybe	17
Follow-up business	%
Intend to buy at later date	
yes	31
no	15
maybe	54

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

Trade visitors' profile

Visitors (number of entries)	13 750
Proportion of trade visitors	100%
Germany (total)	95
of which	
Nielsen 1	18 Nielsen 4
Bremen	- Bavaria
Hamburg	1 Nielsen 5+6
Lower Saxony	14 Berlin
Schleswig-Holstein	3 Brandenburg
Nielsen 2	9 Mecklenburg-
North Rhine-Westph.	9 West Pommern
Nielsen 3a	7 Saxony-Anhalt
Hesse	5 Nielsen 7
Rhineland-Palatinate	2 Saxony
Saarland	1 Thuringia
Nielsen 3b	5
Baden-Württemberg	5
Foreign (total)	5
of which	
EU	72
Other countries	28
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	6
more than 100 km up to 300 km	33
over 300 km	46
The country with the highest visitor share	%
Austria	45
Frequency of visits to trade fair	%
Previous event	56
Earlier events	58
First visit	31

Average length of stay	2,5 days
Influence on purchasing/procurement decisions	%
Decisively	29
Collectively	24
In an advisory capacity	20
No	14
Student	11
Other not gainfully employed	2

Occupation	%
Employed veterinarian	47
Veterinarian in private practice, owner of a practice or clinic	37
Official veterinarian	6
Veterinary assistant	3
Other professions	6
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	37
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	37
Lecturer, teacher	1
Trainee	1
Other position	3
Student	11
Other not gainfully employed	2
Economic sector	%
Small animal veterinary practice	24
Mixed practice	16
Public veterinary administrative service	9
Equine veterinary practice	8
Livestock veterinary practice	6
University/college	5
Industrial company	5
Small animal clinic	4
Testing facility, federal agency/institute, animal disease Fund, animal health agency/service	4
Veterinary Clinic for horses	2
Other sectors	4
Student	11
Other not gainfully employed	2

Size of company/organisation:	
Number of employees:	%
1- 4 32 500 - 999	2
5- 9 18 1 000 and more	4
10- 49 21 Student	11
50- 199 6 Other not gainfully employed	2
200- 499 5	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

modell-hobby-spiel (2016) → Leipzig

Private visitors' profile

Visitors (number of entries)	95 729	Position in the company/organisation	%
Proportion of private visitors	95%	Entrepreneur, co-owner, freelancer	5
Germany (total)	98	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	4	Department head, group head, team leader	5
Bremen	-	Other salaried staff, civil servant, skilled worker	45
Hamburg	1	Lecturer, teacher	2
Lower Saxony	2	Trainee	4
Schleswig-Holstein	1	Other position	5
Nielsen 2	1	Student	18
North Rhine-Westph.	1	Other not gainfully employed	14
Nielsen 3a	2	Buying and ordering capacity	%
Hessen	2	Purchase or order made or intended at the exhibition	76
Rhineland-Palatinate	-	yes	4
Saarland	-	no	19
Nielsen 3b	2	maybe	19
Baden-Württemberg	2	Follow-up business	%
Foreign (total)	2	Intend to buy at later date	38
of which		yes	11
EU	63	no	51
Other european countries	21	maybe	51
Other countries	17	Durchführung: IMK Institut für angewandte Marketing- und Kommunikationsforschung GmbH, Erfurt	
Countries with the highest visitor shares	%		
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	%		
Male	57		
Female	43		
Size of household	%		
1 person	17		
2 persons	38		
3 persons	20		
4 persons	17		
5 persons and more	8		
Age	%		
up to 20 years	19		
over 20 up to 30 years	18		
over 30 up to 40 years	17		
over 40 up to 50 years	17		
over 50 up to 60 years	15		
over 60 up to 70 years	11		
over 70 years	2		

OTWorld (2016) → Leipzig

Trade visitors' profile

Visitors (number of entries)	21 259	Area of responsibility	%
Proportion of trade visitors	94%	Management	19
Germany (total)	64	Research/development/design	6
of which		Manufacturing, production, quality control	33
Nielsen 1	18	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	12	Personnel administration, administration	4
Schleswig-Holstein	2	Sales	8
Nielsen 2	10	Marketing, advertising, PR	2
North Rhine-Westph.	10	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	1
Hessen	4	Other area	10
Rhineland-Palatinate	4	Student	9
Saarland	1	Other not gainfully employed	2
Nielsen 3b	8	Position in the company/organisation	%
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	16
Foreign (total)	36	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	8
EU	57	Department head, group head, team leader	15
Other european countries	15	Other salaried staff, civil servant, skilled worker	28
Africa	5	Lecturer, teacher	2
Middle East	8	Trainee	13
South-, East-, Central Asia	9	Other position	3
Other countries	7	Student	9
Distance to home	%	Other not gainfully employed	2
up to 50 km	8	Economic sector	%
more than 50 km up to 100 km	6	Orthopaedic companies	56
more than 100 km up to 300 km	24	University/academy/ polytechnic	7
over 300 km	62	Orthopaedic shoe companies	7
Countries with the highest visitor shares	%	Sanitary specialist trade	5
Belgium	9	Therapeutical practice	3
Netherlands	6	Hospital	3
Spain	5	Vocational school/technical college	2
Poland	5	Social services	2
Italy	5	Rehabilitation systems companies	2
Frequency of visits to trade fair	%	Medical technical specialised trade	2
Previous event	40	Association, society, self-help group	1
Earlier events	39	Doctor's practice	1
First visit	46	Prophylaxis and rehabilitation facilities	1
Average length of stay	2,0 days	Other	9
Influence on purchasing/procurement decisions	%	Size of company/organisation:	%
Decisively	18	Number of employees:	%
Collectively	25	1- 4	8
In an advisory capacity	27	5- 9	12
No	20	10- 49	25
Student	9	50- 199	26
Other not gainfully employed	2	200- 499	9
		500 - 999	4
		1 000 and more	7
		Student	9
		Other not gainfully employed	2
		Durchführung: IMK Institut für angewandte Marketing- und Kommunikationsforschung GmbH, Erfurt	

analytica

Trade visitors' profile

Visitors (number of entries)	35 626	Proportion of trade visitors	99%
Germany (total)	63	Germany (total)	63
of which		of which	
Nielsen 1	4	Nielsen 4	60
Bremen	-	- Bavaria	60
Hamburg	1	Nielsen 5+6	5
Lower Saxony	3	Berlin	2
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	7	Mecklenburg-	1
North Rhine-Westph.	7	West Pomerania	1
Nielsen 3a	7	Saxony-Anhalt	1
Hesse	4	Nielsen 7	2
Rhineland-Palatinate	3	Saxony	1
Saarland	1	Thuringia	1
Nielsen 3b	15		
Baden-Württemb.	15		
Foreign (total)	37	Foreign (total)	37
of which		of which	
EU	55	EU	55
Other european countries	17	Other european countries	17
North America	4	North America	4
South and Central America	2	South and Central America	2
Middle East	5	Middle East	5
South-, East-, Central Asia	15	South-, East-, Central Asia	15
Other countries	2	Other countries	2
Distance to home	%	Distance to home	%
up to 50 km	21	up to 50 km	21
more than 50 km up to 100 km	9	more than 50 km up to 100 km	9
more than 100 km up to 300 km	19	more than 100 km up to 300 km	19
over 300 km	51	over 300 km	51
Countries with the highest visitor shares	%	Countries with the highest visitor shares	%
Austria	12	Austria	12
Switzerland	8	Switzerland	8
Italy	7	Italy	7
China, People's Republic	6	China, People's Republic	6
United Kingdom	5	United Kingdom	5
Frequency of visits to trade fair	%	Frequency of visits to trade fair	%
Previous event	44	Previous event	44
Earlier events	40	Earlier events	40
First visit	43	First visit	43
Average length of stay	1,7 days	Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%	Influence on purchasing/procurement decisions	%
Decisively	17	Decisively	17
Collectively	32	Collectively	32
In an advisory capacity	27	In an advisory capacity	27
No	12	No	12
Student	12	Student	12
Other not gainfully employed	1	Other not gainfully employed	1

Area of responsibility	%
Management	12
Research and development: industrial	22
Research and development: university, college-related	16
Manufacturing, production, quality control	12
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	-
Sales	10
Marketing, advertising, PR	3
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	7
Product management	2
Student	12
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	18
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	9
Trainee	4
Other position	4
Head of the institute, tenured professor or similar	1
Project manager with personal and budget responsibility	5
Student	12
Other not gainfully employed	1
Economic sector	%
User of instrumental analytics	36
Manufacturer of instrumental analytics	11
Dealer in instrumental analytics	11
Service/consulting in connection with instrumental analytics	5
Active in industrial research & development	10
Active in university research & development	10
Active in other research & development	4
Authority/public services	2
Other sectors	-
Student	12
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 9	12
10- 49	22
50- 199	15
200- 499	12
500 - 999	5
1 000 and more	21
Student	12
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	45 584*
Proportion of trade visitors	97%
Germany (total)	61
of which	
Nielsen 1	2
Bremen	-
Hamburg	-
Lower Saxony	1
Schleswig-Holstein	1
Nielsen 2	5
North Rhine-Westph.	5
Nielsen 3a	5
Hesse	3
Rhineland-Palatinate	2
Saarland	-
Nielsen 3b	24
Baden-Württemberg	24
Foreign (total)	39
of which	
EU	64
Other european countries	13
North America	4
South-, East-, Central Asia	16
Other countries	4
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	10
more than 100 km up to 300 km	25
over 300 km	50
Countries with the highest visitor shares	%
Austria	12
Italy	10
Switzerland	7
Czechia	6
China, People's Republic	6
Frequency of visits to trade fair	%
Previous event	30
Earlier events	23
First visit	61
Average length of stay	1,5 days
Influence on purchasing/procurement decisions	%
Decisively	18
Collectively	32
In an advisory capacity	24
No	14
Student	12
Other not gainfully employed	1

*) Visitor attendance determined by a representative poll in the combination of AUTOMATICA/The smarter E Europe. Multiple answers were permitted.

Area of responsibility	%
Management	10
Research/development/design	28
Manufacturing, production, quality control	22
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	8
Marketing, advertising, PR	3
Logistics: storage, material management, transport	2
Maintenance/repairs	4
Other area	4
Planning, production management	6
Student	12
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	23
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	5
Trainee	4
Other position	2
Foreman, master craftsman	4
Student	12
Other not gainfully employed	1
Economic sector	%
Automobile manufacture, OEM and supplier	31
Construction industry	3
Chemical industry	2
Electrical engineering/electronics industry	17
Food and beverage industry	2
Timber processing industry	1
Information-/communication industry	5
Plastics and rubber industry	5
Logistics industry	3
Aerospace industry	4
Metalworking industry	15
Paper and printing industry	1
Pharmaceuticals, cosmetics, medical technology	4
Solar technology and energy storage industry	1
Packaging industry	3
End user of service robotics	3
Other sectors	15
Student	12
Other not gainfully employed	1
Size of company/organisation:	%
Number of employees:	%
1- 4	4
5- 9	3
10- 49	12
50- 199	15
200- 499	13
500 - 999	8
1 000 and more	33
Student	12
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	15 512
Proportion of trade visitors	99%
Germany (total)	56
of which	
Nielsen 1	6
Bremen	1
Hamburg	-
Lower Saxony	4
Schleswig-Holstein	1
Nielsen 2	10
North Rhine-Westph.	10
Nielsen 3a	18
Hesse	3
Rhineland-Palatinate	13
Saarland	1
Nielsen 3b	14
Baden-Württemberg	14
Foreign (total)	44
of which	
EU	61
Other european countries	14
Africa	4
North America	4
South-, East-, Central Asia	13
Other countries	6
Distance to home	%
up to 50 km	5
more than 50 km up to 100 km	5
more than 100 km up to 300 km	19
over 300 km	71
Countries with the highest visitor shares	%
France	10
Austria	8
Italy	4
Czechia	4
Turkey	2
Frequency of visits to trade fair	%
Previous event	42
Earlier events	37
First visit	46
Average length of stay	2,0 days
Influence on purchasing/procurement decisions	%
Decisively	19
Collectively	30
In an advisory capacity	29
No	13
Student	9

Area of responsibility	%
Management	15
Research/development/design	36
Manufacturing, production, quality control	40
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	3
Sales	18
Marketing, advertising, PR	6
Logistics: storage, material management, transport	3
Maintenance/repairs	8
Other area	3
Planning/work preparation	5
Student	9
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	12
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, skilled worker	19
Lecturer, teacher	7
Trainee	2
Other position	4
Project manager with personal and budget responsibility	10
Student	9
Economic sector	%
Electrical engineering/electronics industry	3
Trade	5
Mechanical engineering	9
Supplier automotive	3
Medicine	2
Manufacture of refractory industry	7
Manufacture of crockery/domestic ceramics	4
Mechanical engineering	3
Manufacture of sanitary ceramics	3
Manufacture of wall and floor tiles	1
Brick industry	9
Ceramic raw materials/additives	9
Powder metallurgy	3
Additive manufacturing	2
High performance, technical ceramics	12
Electrical ceramics	1
Carbon ceramics	2
Skilled trades	3
Research institutes, polytechnics and colleges	6
Other sectors	4
Student	9
Size of company/organisation:	%
Number of employees:	%
1- 9	12
10- 49	15
50- 249	24
250- 499	15
500 - 999	6
1 000 and more	17
Student	9

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

electronica → München

Trade visitors' profile

Visitors (number of entries)	81 471	Area of responsibility	%
Proportion of trade visitors	97%	Management	10
Germany (total)	50	Research/development/design	31
of which		Manufacturing, production, quality control	10
Nielsen 1	3	Buying/procurement	10
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	2
Lower Saxony	2	Personnel administration, administration	-
Schleswig-Holstein	-	Sales	13
Nielsen 2	6	Marketing, advertising, PR	3
North Rhine-Westph.	6	Logistics: storage, material management, transport	1
Nielsen 3a	7	Maintenance/repairs	2
Hesse	5	Other area	2
Rhineland-Palatinate	1	Design	6
Saarland	1	Consulting	2
Nielsen 3b	22	Student	8
Baden-Württemberg	22	Other not gainfully employed	1
Foreign (total)	50	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	10
EU	63	Managing director, board member, head of an authority etc.	9
Other european countries	15	Area manager, works manager, plant manager, branch manager, head of public office	8
Africa	1	Department head, group head, team leader	14
North America	5	Other salaried staff, civil servant, skilled worker	31
South and Central America	1	Lecturer, teacher	2
Middle East	4	Trainee	3
South-, East-, Central Asia	12	Other position	2
Australia	-	Project manager with personal and budget responsibility	10
Distance to home	%	Blogger	1
up to 50 km	15	Student	8
more than 50 km up to 100 km	6	Other not gainfully employed	1
more than 100 km up to 300 km	17		
over 300 km	62		
Countries with the highest visitor shares	%	Economic sector	%
Italy	13	Application, use of electronic components, assembly group sub-systems	19
Austria	7	Manufacture of electronic components	20
United Kingdom	6	Manufacture of electronic assembly groups, sub-systems	15
France	6	Trade in electronic components, assembly groups, sub-systems	8
Switzerland	5	Service	8
Frequency of visits to trade fair	%	Research and development	18
Previous event	46	Teaching and training	3
Earlier events	41	Public authority/Ministry	1
First visit	41	Student	8
Average length of stay	1,9 days	Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Size of company/organisation:	%
Decisively	23	Number of employees:	
Collectively	30	1- 9	11
In an advisory capacity	23	10- 49	16
No	14	50- 249	20
Student	8	250- 499	9
Other not gainfully employed	1	500 - 999	8
		1 000 and more	27
		Student	8
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

f.re.e → München

Private visitors' profile

Visitors (number of entries)	140 415	Position in the company/organisation	%
Proportion of private visitors	88%	Entrepreneur, co-owner, freelancer	11
Germany (total)	98	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	-	Department head, group head, team leader	10
Bremen	-	Other salaried staff, civil servant, skilled worker	37
Hamburg	-	Lecturer, teacher	4
Lower Saxony	-	Trainee	2
Schleswig-Holstein	-	Other position	6
Nielsen 2	-	Student	10
North Rhine-Westph.	-	Housewife/man	1
Nielsen 3a	-	Old-age pensioner	2
Hesse	-	Other not gainfully employed	13
Rhineland-Palatinate	-		
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	-	Purchase or order made or intended at the exhibition	
Baden-Württemberg	-	yes	35
		no	25
		maybe	40
Foreign (total)	2	Follow-up business	%
Distance to home	%	Intend to buy at later date	
up to 50 km	61	yes	26
more than 50 km up to 100 km	27	no	11
more than 100 km up to 300 km	10	maybe	63
over 300 km	2		
Frequency of visits to trade fair	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Previous event	39		
Earlier events	53		
First visit	36		
Sex	%		
Male	48		
Female	52		
Size of household	%		
1 person	18		
2 persons	46		
3 persons	15		
4 persons	14		
5 persons and more	8		
Age	%		
up to 20 years	10		
over 20 up to 30 years	24		
over 30 up to 40 years	14		
over 40 up to 50 years	16		
over 50 up to 60 years	20		
over 60 up to 70 years	12		
over 70 years	4		

iba

Trade visitors' profile

Visitors (number of entries)	77 020	Area of responsibility	%
Proportion of trade visitors	94%	Management	27
Germany (total)	39	Research/development/design	9
of which		Manufacturing, production, quality control	13
Nielsen 1	5		
Bremen	-		
Hamburg	1		
Lower Saxony	3		
Schleswig-Holstein	1		
Nielsen 2	7		
North Rhine-Westph.	7		
Nielsen 3a	8		
Hesse	4		
Rhineland-Palatinate	3		
Saarland	1		
Nielsen 3b	15		
Baden-Württemberg	15		
Foreign (total)	61		
of which			
EU	48		
Other european countries	14		
Africa	4		
North America	6		
South and Central America	11		
South-, East-, Central Asia	10		
Australia	4		
Middle East	5		
Distance to home	%		
up to 50 km	10		
more than 50 km up to 100 km	6		
more than 100 km up to 300 km	14		
over 300 km	70		
Countries with the highest visitor shares	%		
Italy	6		
Austria	6		
Spain	5		
United States of America	4		
Russia	4		
Frequency of visits to trade fair	%		
Previous event	31		
Earlier events	29		
First visit	55		
Average length of stay	2,2 days		
Influence on purchasing/procurement decisions	%		
Decisively	37		
Collectively	28		
In an advisory capacity	18		
No	13		
Student	4		
Other not gainfully employed	1		

Trade visitors' profile

Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	12
Sales	1
Personnel administration, administration	1
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	3
Bakery	18
Planning/work preparation	1
Layout and design	2
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	27
Managing director, board member, head of an authority etc.	13
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	12
Foreman, master craftsman	6
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	1
Trainee	7
Other position	3
Student	4
Other not gainfully employed	1
Economic sector	%
Bakery	31
Agency, consultancy	4
Coffee shop, coffee house chain	1
Ice cream parlour	1
Chain store bakery, franchise bakery	4
Wholesale, purchasing association	5
Manufacturer of raw materials and additives	7
Confectioner's trade, cafe	9
Food retail trade	3
delivery bakery	3
Mechanical engineering, production engineering	9
Self-service discounter-bakery	1
Confectionery industry	4
University, training and further training	1
Franchise restaurant, catering, hotel, canteen, filling station	1
Other sectors	9
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	10
5- 9	11
10- 49	24
50- 199	22
200- 499	12
500 - 999	6
1 000 and more	11
Student	4
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Visitors (number of entries)	142 472
Proportion of trade visitors	97%
Germany (total)	51
of which	
Nielsen 1	4
Nielsen 2	6
Nielsen 3a	8
Nielsen 3b	8
Baden-Württemb.	8
of which	
EU	60
Other european countries	15
Africa	2
North America	2
South and Central America	4
Middle East	5
South-, East-, Central Asia	10
Australia	2
Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	4
more than 100 km up to 300 km	17
over 300 km	71
Countries with the highest visitor shares	%
Austria	9
Italy	7
Switzerland	5
China, People's Republic	5
Spain	4
Frequency of visits to trade fair	%
Previous event	37
Earlier events	34
First visit	50
Average length of stay	2,2 days
Influence on purchasing/procurement decisions	%
Decisively	21
Collectively	30
In an advisory capacity	26
No	13
Student	10
Other not gainfully employed	1

Area of responsibility	%
Management	20
Research/development/design	8
Manufacturing, production, quality control	4
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	13
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	5
Planning/work preparation	8
Application/process engineering	6
Environmental protection	12
Student	10
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	14
Area manager, works manager, plant manager, branch manager, head of public office	13
Department head, group head, team leader	18
Other salaried staff, civil servant, skilled worker	23
Lecturer, teacher	2
Trainee	2
Other position	2
Foreman, master craftsman	5
Student	10
Other not gainfully employed	1
Economic sector	%
Industry, manufacturing sector	28
Municipal supplying and disposal companies	25
Private supplying and disposal companies and operators	8
Engineer's consultant's office	11
Service	6
Trade, logistics	5
Local authorities, public institutions	4
Universities and polytechnics, science and research	2
Association	2
Other sectors	-
Student	10
Other not gainfully employed	1
Size of company/organisation:	%
Number of employees:	%
1- 4	9
5- 9	9
10- 49	24
50- 199	20
200- 499	11
500 - 999	5
1 000 and more	13
Student	10
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	27 674
Proportion of trade visitors	94%
Germany (total)	67
of which	
Nielsen 1	7
Nielsen 2	15
Nielsen 3a	10
Nielsen 3b	23
Baden-Württemb.	23
of which	
EU	84
Other european countries	12
Other countries	4
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	6
more than 100 km up to 300 km	23
over 300 km	58
Countries with the highest visitor shares	%
Austria	22
Italy	10
Netherlands	9
Switzerland	7
Spain	6
Frequency of visits to trade fair	%
Previous event	48
Earlier events	50
First visit	25
Average length of stay	1,6 days
Influence on purchasing/procurement decisions	%
Decisively	46
Collectively	23
In an advisory capacity	14
No	10
Student	5
Other not gainfully employed	2

Area of responsibility	%
Management	39
Research/development/design	2
Manufacturing, production, quality control	8
Buying/procurement	7
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	11
Marketing, advertising, PR	3
Logistics: storage, material management, transport	-
Maintenance/repairs	2
Other area	9
Product development/design	9
Student	5
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	51
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	4
Foreman, master craftsman	5
Other salaried staff, civil servant, skilled worker	11
Lecturer, teacher	1
Trainee	7
Other position	3
Student	5
Other not gainfully employed	2
Economic sector	%
Classical retail trade in fashion jewellery, watches and jewellery	36
Trend shop with lifestyle jewellery and watches	5
Other retail	6
Department store	2
Wholesale and foreign trade in fashion jewellery, watches and gemstones	3
Other wholesale trade	1
Mail order business, TV/internet-shopping	1
Gold/silversmith without retail outlet	16
Watchmaker without retail outlet	2
Producer	5
Supplying company belonging to the sector	1
Designer	7
Gallery	1
Polytechnics	2
Other sectors	5
Student	5
Other not gainfully employed	2
Size of company/organisation:	%
Number of employees:	%
1- 4	51
5- 9	15
10- 49	15
50- 199	6
200- 499	2
500 - 999	2
1 000 and more	2
Student	5
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERFORST → München

Trade visitors' profile

Visitors (number of entries)	50 264	Area of responsibility	%
Proportion of trade visitors	81%	Management	27
Germany (total)	81	Research/development/design	4
of which		Production, timber collection	20
Nielsen 1	- Nielsen 4	Buying/procurement	3
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	- Nielsen 5+6	Information and communication technology	1
Lower Saxony	- Berlin	Personnel administration, administration	3
Schleswig-Holstein	- Brandenburg	Sales	7
Nielsen 2	2 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	2 West Pomerania	Logistics: storage, material management,	4
Nielsen 3a	5 Saxony-Anhalt	transport	6
Hesse	2 Nielsen 7	Maintenance/repairs	13
Rhineland-Palatinate	2 Saxony	Other area	3
Saarland	1 Thuringia	Planning/work preparation	1
Nielsen 3b	12	Quality assurance/control/test	6
Baden-Württemb.	12	Student	1
		Other not gainfully employed	1
Foreign (total)	19	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	35
EU	79	Managing director, board member,	5
Other european countries	19	head of an authority etc.	3
Other countries	2	Area manager, works manager, plant manager,	5
Distance to home	%	branch manager, head of public office	5
up to 50 km	10	Department head, group head, team leader	25
more than 50 km up to 100 km	15	Other salaried staff, civil servant,	2
more than 100 km up to 300 km	39	skilled worker	7
over 300 km	36	Lecturer, teacher	2
Countries with the highest visitor shares	%	Trainee	2
Austria	41	Other management positions with	3
Switzerland	15	personnel/budget responsibility	5
Italy	10	Foreman, master craftsman	1
Frequency of visits to trade fair	%	Blogger	6
Previous event	46	Student	1
Earlier events	37	Other not gainfully employed	1
First visit	43	Economic sector	%
Average length of stay	1,3 days	State forest	12
Influence on purchasing/procurement decisions	%	Other public forest	4
Decisively	27	Private forest	28
Collectively	27	Forestry sub-contractor	15
In an advisory capacity	23	Nursery/landscape gardening	2
No	16	Forestry college/specialist school	2
Student	6	Forestry machine manufacturer	3
Other not gainfully employed	1	Sawmill industry	2
		Other sectors	3
		Timber trade	3
		Wood transport	3
		Service	6
		Other sectors	10
		Student	7
		Other not gainfully employed	2
		Size of company/organisation:	%
		Number of employees:	%
		1- 4	39
		5- 9	14
		10- 49	18
		50- 199	9
		200- 499	2
		500 - 999	2
		1 000 and more	10
		Student	6
		Other not gainfully employed	1

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

INTERNATIONALE HANDWERKSMESSE → München

Private visitors' profile

Visitors (number of entries)	121 522	Position in the company/organisation	%
Proportion of private visitors	73%	Entrepreneur, co-owner, freelancer	8
Germany (total)	98	Managing director, board member,	1
of which		head of an authority etc.	2
Nielsen 1	- Nielsen 4	Area manager, works manager, plant manager,	7
Bremen	- Bavaria	branch manager, head of public office	2
Hamburg	- Nielsen 5+6	Department head, group head, team leader	7
Lower Saxony	- Berlin	Other salaried staff, civil servant,	28
Schleswig-Holstein	- Brandenburg	skilled worker	3
Nielsen 2	- Mecklenburg-	Lecturer, teacher	1
North Rhine-Westph.	- West Pomerania	Trainee	3
Nielsen 3a	- Saxony-Anhalt	Other position	3
Hesse	- Nielsen 7	Foreman, master craftsman	5
Rhineland-Palatinate	- Saxony	Student	5
Saarland	- Thuringia	Housewife/man	30
Nielsen 3b	1	Old-age pensioner	4
Baden-Württemb.	1	Other not gainfully employed	4
		Buying and ordering capacity	%
		Purchase or order made or intended	
		at the exhibition	
		yes	55
		no	16
		maybe	29
		Follow-up business	%
		Intend to buy at later date	
		yes	24
		no	22
		maybe	53
		Conducted by: Gelszus Messe-Markt-forschung GmbH, Dortmund	
Distance to home	%	Frequency of visits to trade fair	%
up to 50 km	67	Previous event	43
more than 50 km up to 100 km	21	Earlier events	60
more than 100 km up to 300 km	9	First visit	21
over 300 km	3	Sex	%
Frequency of visits to trade fair	%	Male	44
Previous event	43	Female	56
Earlier events	60	Size of household	%
First visit	21	1 person	16
Sex	%	2 persons	51
Male	44	3 persons	14
Female	56	4 persons	13
Size of household	%	5 persons and more	7
1 person	16	Age	%
2 persons	51	up to 20 years	5
3 persons	14	over 20 up to 30 years	10
4 persons	13	over 30 up to 40 years	9
5 persons and more	7	over 40 up to 50 years	14
Age	%	over 50 up to 60 years	24
up to 20 years	5	over 60 up to 70 years	24
over 20 up to 30 years	10	over 70 years	14

BIOFACH + VIVANESS

Trade visitors' profile

Visitors (number of entries)	50 200	Proportion of trade visitors	94%
Germany (total)	49	Germany (total)	49
of which		of which	
Nielsen 1	10	Nielsen 4	48
Bremen	1	Bavaria	48
Hamburg	2	Nielsen 5+6	7
Lower Saxony	5	Berlin	4
Schleswig-Holstein	2	Brandenburg	2
Nielsen 2	6	Mecklenburg-	1
North Rhine-Westph.	6	West Pomerania	1
Nielsen 3a	12	Saxony-Anhalt	1
Hesse	8	Nielsen 7	4
Rhineland-Palatinate	4	Saxony	3
Saarland	-	Thuringia	1
Nielsen 3b	14		
Baden-Württemb.	14		
Foreign (total)*	51	Foreign (total)*	51
of which		of which	
EU	68	EU	68
Other european countries	12	Other european countries	12
Africa	2	Africa	2
North America	3	North America	3
South and Central America	7	South and Central America	7
South-, East-, Central Asia	7	South-, East-, Central Asia	7
Other countries	2	Other countries	2
Distance to home	%	Distance to home	%
up to 50 km	10	up to 50 km	10
more than 50 km up to 100 km	7	more than 50 km up to 100 km	7
more than 100 km up to 300 km	25	more than 100 km up to 300 km	25
over 300 km	58	over 300 km	58
Countries with the highest visitor shares*	%	Countries with the highest visitor shares*	%
Italy	10	Italy	10
Austria	9	Austria	9
France	7	France	7
Netherlands	6	Netherlands	6
Spain	6	Spain	6
Frequency of visits to trade fair	%	Frequency of visits to trade fair	%
Previous event	34	Previous event	34
Earlier events	41	Earlier events	41
First visit	45	First visit	45
Average length of stay	1,7 days	Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%	Influence on purchasing/procurement decisions	%
Decisively	39	Decisively	39
Collectively	27	Collectively	27
In an advisory capacity	14	In an advisory capacity	14
No	10	No	10
Student	9	Student	9
Other not gainfully employed	1	Other not gainfully employed	1

*) Determined by visitor registration.

Trade visitors' profile

Area of responsibility	%
Management	27
Research/development/design	7
Manufacturing, production, quality control	9
Buying/procurement	10
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	16
Marketing, advertising, PR	8
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	7
Student	9
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	1
Trainee	3
Other position	4
Student	9
Other not gainfully employed	1
Economic sector	%
Retail trade	23
Wholesale, import, export	18
Manufacturers	19
Agriculture and fisheries	9
Service	13
Other sectors	7
Student	9
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	27
5- 9	13
10- 49	21
50- 199	13
200- 499	6
500 - 999	2
1 000 and more	7
Student	9
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Visitors (number of entries)	40 882
Proportion of trade visitors	93%
Germany (total)	55
of which	
Nielsen 1	5
Bremen	1
Hamburg	-
Lower Saxony	3
Schleswig-Holstein	1
Nielsen 2	9
North Rhine-Westph.	9
Nielsen 3a	10
Hesse	5
Rhineland-Palatinate	5
Saarland	1
Nielsen 3b	12
Baden-Württemberg	12
Foreign (total)*	45
of which	
EU	65
Other european countries	18
North America	3
South and Central America	5
Middle East	2
South-, East-, Central Asia	5
Other countries	3
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	8
more than 100 km up to 300 km	26
over 300 km	57
Countries with the highest visitor shares*)	%
Italy	8
Czechia	7
Switzerland	6
Austria	5
Russia	5
Frequency of visits to trade fair	%
Previous event	38
Earlier events	38
First visit	47
Average length of stay	1,6 days
Influence on purchasing/procurement decisions	%
Decisively	31
Collectively	31
In an advisory capacity	17
No	12
Student	9
Other not gainfully employed	1

*) Determined by visitor registration.

Area of responsibility	%
Management	21
Research/development/design	8
Manufacturing, production, quality control	26
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	1
Sales	11
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	6
Student	9
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	14
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	1
Trainee	6
Other position	4
Student	9
Other not gainfully employed	1
Economic sector	%
Industry	58
Trade	9
Service	9
Agriculture	2
Hotels and restaurants	6
Other sectors	6
Student	9
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	18
5- 9	10
10- 49	19
50- 199	17
200- 499	8
500 - 999	5
1 000 and more	13
Student	9
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	35 490
Proportion of trade visitors	97%
Germany (total)	42
of which	
Nielsen 1	4
Bremen	-
Hamburg	1
Lower Saxony	2
Schleswig-Holstein	1
Nielsen 2	9
North Rhine-Westph.	9
Nielsen 3a	12
Hesse	7
Rhineland-Palatinate	5
Saarland	1
Nielsen 3b	22
Baden-Württemberg	22
Foreign (total)*	58
of which	
EU	61
Other european countries	18
Africa	3
South and Central America	5
Middle East	3
South-, East-, Central Asia	7
Other countries	3
Distance to home	%
up to 50 km	6
more than 50 km up to 100 km	5
more than 100 km up to 300 km	26
over 300 km	63
Countries with the highest visitor shares*)	%
Italy	11
Austria	5
Poland	5
Russia	5
Spain	4
Frequency of visits to trade fair	%
Previous event	35
Earlier events	34
First visit	50
Average length of stay	1,5 days
Influence on purchasing/procurement decisions	%
Decisively	33
Collectively	30
In an advisory capacity	17
No	15
Student	4
Other not gainfully employed	1

*) Determined by visitor registration.

Area of responsibility	%
Management	18
Research/development/design	16
Manufacturing, production, quality control	12
Buying/procurement	4
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	1
Sales	12
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	23
Other area	6
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	21
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	18
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	2
Trainee	8
Other position	3
Student	4
Other not gainfully employed	1
Economic sector	%
Specialist refrigeration company	48
Specialist air-conditioning company	12
Thermal pump specialists	4
Sanitary/heating/air-conditioning company	4
Electrical specialist firms	2
Facility management	3
Specialist trade, wholesale trade	3
Plant operator	3
Manufacturers	9
Architect	1
Specialist planner (Technical building equipment)	1
Other sectors	6
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	12
5- 9	14
10- 49	23
50- 199	15
200- 499	10
500 - 999	6
1 000 and more	16
Student	4
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

embedded world → Nürnberg

Trade visitors' profile

Visitors (number of entries)	32 217	Area of responsibility	%
Proportion of trade visitors	97%	Management	5
Germany (total)	60	Research/development/design	47
of which		Manufacturing, production, quality control	4
Nielsen 1	7	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	9
Lower Saxony	4	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	4
Nielsen 2	4	Marketing, advertising, PR	2
Mecklenburg-		Logistics: storage, material management,	
North Rhine-Westph.	4	transport	-
Nielsen 3a	10	Maintenance/repairs	2
Hesse	7	Other area	4
Rhineland-Palatinate	3	Student	20
Saarland	-	Other not gainfully employed	1
Thuringia	3		
Nielsen 3b	23	Position in the company/organisation	%
Baden-Württemb.	23	Entrepreneur, co-owner, freelancer	10
		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	16
		Other salaried staff, civil servant,	
		skilled worker	34
		Lecturer, teacher	3
		Trainee	4
		Other position	4
		Student	20
		Other not gainfully employed	1
		Economic sector	%
		Industry	53
		Trade	3
		Import/export	1
		Service	9
		Public administration	1
		Teaching, research	8
		Other sectors	5
		Student	20
		Other not gainfully employed	1
		Size of company/organisation:	
		Number of employees:	%
		1- 4	8
		5- 9	6
		10- 49	12
		50- 199	12
		200- 499	10
		500 - 999	7
		1 000 and more	24
		Student	20
		Other not gainfully employed	1
		Conducted by: Gelszus Messe-Markt-	
		forschung GmbH, Dortmund	

*) Determined by visitor registration.

EUROGUSS → Nürnberg

Trade visitors' profile

Visitors (number of entries)	15 354	Area of responsibility	%
Proportion of trade visitors	99%	Management	11
Germany (total)	56	Research/development/design	24
of which		Manufacturing, production, quality control	27
Nielsen 1	5	Buying/procurement	12
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	2	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	11
Nielsen 2	7	Marketing, advertising, PR	2
Mecklenburg-		Logistics: storage, material management,	
North Rhine-Westph.	7	transport	1
Nielsen 3a	6	Maintenance/repairs	4
Hesse	4	Other area	4
Rhineland-Palatinate	1	Student	3
Saarland	1	Other not gainfully employed	1
Thuringia	3		
Nielsen 3b	28	Position in the company/organisation	%
Baden-Württemb.	28	Entrepreneur, co-owner, freelancer	12
		Managing director, board member,	
		head of an authority etc.	8
		Area manager, works manager, plant manager,	
		branch manager, head of public office	12
		Department head, group head, team leader	21
		Other salaried staff, civil servant,	
		skilled worker	31
		Lecturer, teacher	1
		Trainee	9
		Other position	2
		Student	3
		Other not gainfully employed	1
		Economic sector	%
		Industry	79
		Trade	5
		Import/export	1
		Service	7
		Public administration	1
		Teaching, research	2
		Other sectors	2
		Student	3
		Other not gainfully employed	1
		Size of company/organisation:	
		Number of employees:	%
		1- 4	6
		5- 9	3
		10- 49	12
		50- 199	16
		200- 499	15
		500 - 999	12
		1 000 and more	33
		Student	3
		Other not gainfully employed	1
		Conducted by: Gelszus Messe-Markt-	
		forschung GmbH, Dortmund	

*) Determined by visitor registration.

FachPack

Trade visitors' profile

Visitors (number of entries)	44 019	Area of responsibility	%
Proportion of trade visitors	99%	Management	11
Germany (total)	71	Research/development/design	24
of which		Manufacturing, production, quality control	27
Nielsen 1	8	Buying/procurement	12
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	5	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	11
Nielsen 2	13	Marketing, advertising, PR	2
Mecklenburg-		Logistics: storage, material management,	
North Rhine-Westph.	13	transport	1
Nielsen 3a	8	Maintenance/repairs	4
Hesse	5	Other area	4
Rhineland-Palatinate	3	Student	3
Saarland	-	Other not gainfully employed	1
Thuringia	2		
Nielsen 3b	17	Position in the company/organisation	%
Baden-Württemb.	17	Entrepreneur, co-owner, freelancer	12
		Managing director, board member,	
		head of an authority etc.	8
		Area manager, works manager, plant manager,	
		branch manager, head of public office	12
		Department head, group head, team leader	21
		Other salaried staff, civil servant,	
		skilled worker	31
		Lecturer, teacher	1
		Trainee	9
		Other position	2
		Student	3
		Other not gainfully employed	1
		Economic sector	%
		Industry	79
		Trade	5
		Import/export	1
		Service	7
		Public administration	1
		Teaching, research	2
		Other sectors	2
		Student	3
		Other not gainfully employed	1
		Size of company/organisation:	
		Number of employees:	%
		1- 4	6
		5- 9	3
		10- 49	12
		50- 199	16
		200- 499	15
		500 - 999	12
		1 000 and more	33
		Student	3
		Other not gainfully employed	1
		Conducted by: Gelszus Messe-Markt-	
		forschung GmbH, Dortmund	

*) Determined by visitor registration.

Trade visitors' profile

Area of responsibility	%
Management	15
Research/development/design	11
Manufacturing, production, quality control	14
Buying/procurement	13
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	-
Sales	16
Marketing, advertising, PR	4
Logistics: storage, material management, transport	12
Maintenance/repairs	2
Other area	4
Student	6
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	14
Department head, group head, team leader	23
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	1
Trainee	6
Other position	2
Student	6
Other not gainfully employed	1
Economic sector	%
Industry	62
Skilled trades	4
Retail trade	4
Wholesale trade	9
Mail order	3
Advertising business	2
Other service	6
Public authority/administration	1
Other sectors	4
Student	6
Other not gainfully employed	1
Size of company/organisation:	%
Number of employees:	
1- 4	7
5- 9	3
10- 49	16
50- 199	23
200- 499	14
500 - 999	8
1 000 and more	23
Student	6
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Visitors (number of entries)	111 021
Proportion of trade visitors	92%
Germany (total)	68
of which	
Nielsen 1	4
Bremen	-
Hamburg	-
Lower Saxony	2
Schleswig-Holstein	1
Nielsen 2	6
North Rhine-Westph.	6
Nielsen 3a	12
Hesse	6
Rhineland-Palatinate	5
Saarland	-
Nielsen 3b	22
Baden-Württemberg	22
Foreign (total)*	32
of which	
EU	58
Other european countries	20
North America	3
South and Central America	3
South-, East-, Central Asia	12
Other countries	5
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	11
more than 100 km up to 300 km	40
over 300 km	40
Countries with the highest visitor shares*)	%
Italy	3
Austria	3
Poland	2
China, People's Republic	2
Russia	2
Frequency of visits to trade fair	%
Previous event	40
Earlier events	43
First visit	41
Average length of stay	1,4 days
Influence on purchasing/procurement decisions	%
Decisively	32
Collectively	25
In an advisory capacity	17
No	18
Student	6
Other not gainfully employed	3

*) Determined by visitor registration.

Area of responsibility	%
Management	24
Research/development/design	6
Manufacturing, production, quality control	27
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	11
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	10
Student	6
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	30
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	12
Other salaried staff, civil servant, skilled worker	17
Lecturer, teacher	2
Trainee	15
Other position	3
Student	6
Other not gainfully employed	3
Economic sector	%
Industry	22
Skilled trades	52
Trade	7
Service	6
Authority/public services	3
Other sectors	2
Student	6
Other not gainfully employed	3
Size of company/organisation:	%
Number of employees:	
1- 4	27
5- 9	16
10- 49	22
50- 199	11
200- 499	6
500 - 999	4
1 000 and more	7
Student	6
Other not gainfully employed	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	8 354
Proportion of trade visitors	99%
Germany (total)	91
of which	
Nielsen 1	7
Bremen	-
Hamburg	1
Lower Saxony	4
Schleswig-Holstein	2
Nielsen 2	5
North Rhine-Westph.	5
Nielsen 3a	11
Hesse	6
Rhineland-Palatinate	5
Saarland	1
Nielsen 3b	17
Baden-Württemberg	17
Foreign (total)*	9
of which	
EU	78
Other countries	23
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	44
over 300 km	31
Countries with the highest visitor shares*)	%
Austria	24
Switzerland	10
Czechia	8
Netherlands	6
Slovenia	4
Frequency of visits to trade fair	%
Previous event	32
Earlier events	33
First visit	55
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	34
In an advisory capacity	24
No	13
Student	3
Other not gainfully employed	1

*) Determined by visitor registration.

Area of responsibility	%
Management	20
Research/development/design	6
Manufacturing, production, quality control	6
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	2
Sales	11
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	18
Other area	27
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	22
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher	1
Trainee	2
Other position	3
Student	3
Other not gainfully employed	1
Economic sector	%
Technical planner, surveyor	21
Architect, general planner	4
Government agency representatives, fire protection authorities	4
Facility manager, operator	5
Fire prevention officer	16
Construction company	4
Executors/installers in structural fire protection	18
Executors/installers in plant fire protection	12
Manufacturer of fire protection products	9
Professional and factory firefighters	3
representatives of organisations (college, chamber, association)	2
Other sectors	8
Student	3
Other not gainfully employed	1
Size of company/organisation:	%
Number of employees:	
1- 4	19
5- 9	9
10- 49	16
50- 199	15
200- 499	8
500 - 999	8
1 000 and more	21
Student	3
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

GaLaBau → Nürnberg

Trade visitors' profile

Visitors (number of entries)	72 005	Area of responsibility	%
Proportion of trade visitors	94%	Management	29
Germany (total)	91	Research/development/design	2
of which		Manufacturing, production, quality control	11
Nielsen 1	9	Buying/procurement	4
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	7	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	8
Nielsen 2	16	Marketing, advertising, PR	2
North Rhine-Westph.	16	Logistics: storage, material management, transport	2
Nielsen 3a	14	Maintenance/repairs	6
Hesse	8	Other area	27
Rhineland-Palatinate	6	Student	5
Saarland	1	Other not gainfully employed	2
Nielsen 3b	18		
Baden-Württemb.	18		
Foreign (total)*	9	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	29
EU	70	Managing director, board member, head of an authority etc.	6
Other european countries	17	Area manager, works manager, plant manager, branch manager, head of public office	8
Other countries	13	Department head, group head, team leader	12
Distance to home	%	Other salaried staff, civil servant, skilled worker	20
up to 50 km	7	Lecturer, teacher	2
more than 50 km up to 100 km	9	Trainee	14
more than 100 km up to 300 km	41	Other position	4
over 300 km	42	Student	5
Countries with the highest visitor shares*)	%	Other not gainfully employed	2
Austria	21		
Italy	8	Economic sector	%
Czechia	8	Green area /outdoor area construction companies	39
France	5	Other construction companies	14
Switzerland	5	Architect	4
Frequency of visits to trade fair	%	Specialist planner	3
Previous event	40	Leisure facility operators	2
Earlier events	44	Cemetery management and maintenance	3
First visit	38	Private sector clients	7
Average length of stay	1,4 days	Specialist authorities, public sector clients	11
Influence on purchasing/procurement decisions	%	Golf course construction, maintenance and management	4
Decisively	28	Suppliers of motorised equipment and agricultural machinery	5
Collectively	30	Other sectors	15
In an advisory capacity	18	Student	5
No	18	Other not gainfully employed	2
Student	5		
Other not gainfully employed	2	Size of company/organisation:	%
		Number of employees:	
		1- 4	23
		5- 9	19
		10- 49	29
		50- 199	13
		200- 499	4
		500 - 999	3
		1 000 and more	4
		Student	5
		Other not gainfully employed	2

*) Determined by visitor registration.

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IFH/Intherm → Nürnberg

Trade visitors' profile

Visitors (number of entries)	40 351	Area of responsibility	%
Proportion of trade visitors	95%	Management	18
Germany (total)	98	Research/development/design	3
of which		Manufacturing, production, quality control	2
Nielsen 1	1	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	1	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	11
Nielsen 2	1	Marketing, advertising, PR	1
North Rhine-Westph.	1	Logistics: storage, material management, transport	1
Nielsen 3a	3	Maintenance/repairs	11
Hesse	2	Other area	3
Rhineland-Palatinate	1	Field-assembly work, after-sales service	30
Saarland	-	Planning/work preparation	11
Nielsen 3b	25	Student	3
Baden-Württemb.	25	Other not gainfully employed	1
Foreign (total)	2	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	24
EU	67	Managing director, board member, head of an authority etc.	4
Other countries	33	Area manager, works manager, plant manager, branch manager, head of public office	5
Distance to home	%	Department head, group head, team leader	10
up to 50 km	20	Foreman, master craftsman	9
more than 50 km up to 100 km	20	Other salaried staff, civil servant, skilled worker	31
more than 100 km up to 300 km	50	Lecturer, teacher	1
over 300 km	10	Trainee	13
Frequency of visits to trade fair	%	Other position	1
Previous event	44	Student	3
Earlier events	50	Other not gainfully employed	1
First visit	33		
Average length of stay	1,1 days	Economic sector	%
Influence on purchasing/procurement decisions	%	Skilled trades	63
Decisively	26	Industry	9
Collectively	29	Wholesale/foreign trade	9
In an advisory capacity	20	Engineering, planning office, architects	6
No	22	Energy consulting	1
Student	3	Housing industry	2
Other not gainfully employed	1	Municipalities	2
		Service sector	3
		Polytechnic, college	1
		Other sectors	2
		Student	3
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees:	
		1- 4	28
		5- 9	15
		10- 49	23
		50- 199	13
		200- 499	6
		500 - 999	4
		1 000 and more	8
		Student	3
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Insights-X (2017)

Trade visitors' profile

Visitors (number of entries)	5 350	Area of responsibility	%
Proportion of trade visitors	96%	Management	18
Germany (total)	60	Research/development/design	3
of which		Manufacturing, production, quality control	2
Nielsen 1	4	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	1	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	11
Nielsen 2	8	Marketing, advertising, PR	1
North Rhine-Westph.	8	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	11
Hesse	4	Other area	3
Rhineland-Palatinate	4	Field-assembly work, after-sales service	30
Saarland	4	Planning/work preparation	11
Nielsen 3b	12	Student	3
Baden-Württemb.	12	Other not gainfully employed	1
Foreign (total)	40	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	24
EU	62	Managing director, board member, head of an authority etc.	4
Other european countries	17	Area manager, works manager, plant manager, branch manager, head of public office	5
South-, East-, Central Asia	10	Department head, group head, team leader	10
Other countries	12	Foreman, master craftsman	9
Distance to home	%	Other salaried staff, civil servant, skilled worker	31
up to 50 km	18	Lecturer, teacher	1
more than 50 km up to 100 km	4	Trainee	13
more than 100 km up to 300 km	23	Other position	1
over 300 km	55	Student	3
The country with the highest visitor share	%	Other not gainfully employed	1
Czechia	6		
Frequency of visits to trade fair	%	Economic sector	%
Previous event	33	Skilled trades	63
Earlier events	23	Industry	9
First visit	60	Wholesale/foreign trade	9
Average length of stay	1,5 days	Engineering, planning office, architects	6
Influence on purchasing/procurement decisions	%	Energy consulting	1
Decisively	43	Housing industry	2
Collectively	27	Municipalities	2
In an advisory capacity	16	Service sector	3
No	9	Polytechnic, college	1
Student	3	Other sectors	2
Other not gainfully employed	1	Student	3
		Other not gainfully employed	1

Area of responsibility	%
Management	28
Research/development/design	4
Manufacturing, production, quality control	5
Buying/procurement	15
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	1
Sales	28
Marketing, advertising, PR	10
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	4
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	39
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	13
Department head, group head, team leader	12
Other salaried staff, civil servant, skilled worker	17
Lecturer, teacher	1
Trainee	1
Other position	2
Student	3
Other not gainfully employed	1
Economic sector	%
Chain store company	7
Specialist retail trade	27
Wholesale trade	18
Online retail	13
Supermarket, self-service chain, cash & carry	1
Department store	1
Import	12
Export	6
Drop shippers	3
Commercial end-user	3
Manufacturers	24
Other sectors	8
Student	3
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	24
5- 9	11
10- 49	22
50- 199	15
200- 499	6
500 - 999	4
1 000 and more	13
Student	3
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	38 656
Proportion of trade visitors	98%
Germany (total)	26
of which	
Nielsen 1	9
Bremen	-
Hamburg	3
Lower Saxony	4
Schleswig-Holstein	3
Nielsen 2	12
North Rhine-Westph.	12
Nielsen 3a	12
Hesse	7
Rhineland-Palatinate	4
Saarland	1
Nielsen 3b	18
Baden-Württemberg	18
Foreign (total)*	74
of which	
EU	55
Other european countries	16
Africa	3
North America	2
South and Central America	7
Middle East	3
South-, East-, Central Asia	13
Australia	2
Distance to home	%
up to 50 km	3
more than 50 km up to 100 km	3
more than 100 km up to 300 km	16
over 300 km	78
Countries with the highest visitor shares*)	%
Italy	6
Spain	4
France	3
United Kingdom	3
Netherlands	3
Frequency of visits to trade fair	%
Previous event	41
Earlier events	37
First visit	46
Average length of stay	2,3 days
Influence on purchasing/procurement decisions	%
Decisively	53
Collectively	26
In an advisory capacity	12
No	6
Student	2
Other not gainfully employed	1

*) Determined by visitor registration.

Area of responsibility	%
Management	32
Research/development/design	5
Manufacturing, production, quality control	6
Buying/procurement	11
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	30
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	6
Student	2
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	49
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	1
Trainee	1
Other position	3
Student	2
Other not gainfully employed	1
Economic sector	%
Industry	14
Skilled trades	5
Retail trade	42
Wholesale/foreign trade	24
Service	7
Authority/public services	1
Teaching (polytechnic/university/college)	1
Research	1
Other sectors	4
Student	2
Other not gainfully employed	1
Size of company/organisation:	%
Number of employees:	%
1- 4	37
5- 9	16
10- 49	22
50- 199	12
200- 499	3
500 - 999	2
1 000 and more	7
Student	2
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	14 290
Proportion of trade visitors	99%
Germany (total)	93
of which	
Nielsen 1	4
Bremen	-
Hamburg	1
Lower Saxony	2
Schleswig-Holstein	-
Nielsen 2	7
North Rhine-Westph.	7
Nielsen 3a	8
Hesse	5
Rhineland-Palatinate	2
Saarland	1
Nielsen 3b	14
Baden-Württemberg	14
Foreign (total)*	7
of which	
EU	70
Other countries	30
Distance to home	%
up to 50 km	23
more than 50 km up to 100 km	11
more than 100 km up to 300 km	39
over 300 km	28
Countries with the highest visitor shares*)	%
Austria	36
Switzerland	17
United Kingdom	8
Czechia	4
Netherlands	4
Frequency of visits to trade fair	%
Previous event	32
Earlier events	32
First visit	54
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	18
Collectively	34
In an advisory capacity	25
No	15
Student	7
Other not gainfully employed	1
Area of responsibility	%
Management	10
Research/development/design	5
Manufacturing, production, quality control	2
Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology	52

*) Determined by visitor registration.

Personnel administration, administration	1
Sales	8
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	6
Student	7
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	25
Other salaried staff, civil servant, skilled worker	35
Lecturer, teacher	1
Trainee	7
Other position	3
Student	7
Other not gainfully employed	1
Economic sector	%
Software and hardware provider	7
Software and hardware manufacturer	11
Reseller, wholesale trade	3
IT systems specialist	12
Distributor	1
Computer centre	3
IT consulting, outsourcing	18
Production, industry	10
Energy-supply companies	3
Public authority, municipal administration	9
Trade/services	3
University/college, research	2
Health service	3
Bank, finance sector	4
Insurance	1
Tax advice, justice	1
Transport, traffic	3
Media	3
Telecommunication	3
Consulting (business, companies)	4
Police, armed forces	3
Other sectors	8
Student	7
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	8
5- 9	3
10- 49	11
50- 199	15
200- 499	12
500 - 999	10
1 000 and more	33
Student	7
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Perimeter Protection Nürnberg

Trade visitors' profile

Visitors (number of entries)			3 639	%	Area of responsibility	%	
Proportion of trade visitors			99%		Management	31	
Germany (total)			75		Research/development/design	7	
of which					Manufacturing, production, quality control	9	
Nielsen 1	13	Nielsen 4	32		Buying/procurement	7	
Bremen	-	Bavaria	32		Finance/accounting, controlling	1	
Hamburg	3	Nielsen 5+6	5		Information and communication technology	3	
Lower Saxony	6	Berlin	2		Personnel administration, administration	1	
Schleswig-Holstein	4	Brandenburg	2		Sales	23	
Nielsen 2	21	Mecklenburg-			Marketing, advertising, PR	1	
North Rhine-Westph.	21	West Pomerania	-		Logistics: storage, material management, transport	-	
Nielsen 3a	8	Saxony-Anhalt	2		Maintenance/repairs	5	
Hesse	4	Nielsen 7	5		Other area	9	
Rhineland-Palatinate	2	Saxony	3		Student	3	
Saarland	2	Thuringia	2				
Nielsen 3b	17						
Baden-Württemb.	17						
Foreign (total)*)			25		Position in the company/organisation	%	
of which					Entrepreneur, co-owner, freelancer	29	
EU			77		Managing director, board member, head of an authority etc.	16	
Other european countries			12		Area manager, works manager, plant manager, branch manager, head of public office	12	
Other countries			12		Department head, group head, team leader	16	
					Other salaried staff, civil servant, skilled worker	16	
Distance to home			%		Lecturer, teacher	1	
up to 50 km			11		Trainee	3	
more than 50 km up to 100 km			3		Other position	3	
more than 100 km up to 300 km			24		Student	3	
over 300 km			62				
Countries with the highest visitor shares*)			%		Economic sector	%	
Netherlands			17		Industry	23	
Austria			9		Manufacturers	18	
Poland			9		Skilled trades	21	
Belgium			8		Retail trade	3	
Switzerland			7		Wholesale/foreign trade	7	
					Import/export	4	
Frequency of visits to trade fair			%		Service	10	
Previous event			27		Public authority/administration	9	
Earlier events			22		Other sectors	3	
First visit			63		Student	3	
Average length of stay			1,4 days		Size of company/organisation:	%	
Influence on purchasing/procurement decisions			%		Number of employees:	%	
Decisively			40		1- 4 15	200 - 499	7
Collectively			33		5- 9 13	500 - 999	4
In an advisory capacity			15		10- 49 26	1 000 and more	13
No			9		50- 199 17	Student	3
Student			3				
					Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund		

*) Determined by visitor registration.

SENSOR+TEST Nürnberg

Trade visitors' profile

Visitors (number of entries)	7 879	Area of responsibility	%
Proportion of trade visitors	98%	Management	6
Germany (total)	79	Research/development/design	47
of which		Manufacturing, production, quality control	7
Nielsen 1	5	Buying/procurement	1
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	2
Lower Saxony	3	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	10
Nielsen 2	6	Marketing, advertising, PR	3
North Rhine-Westph.	6	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	2
Hesse	8	Other area	16
Rhineland-Palatinate	-	Student	4
Saarland	1	Other not gainfully employed	2
Nielsen 3b	21	Position in the company/organisation	%
Baden-Württemb.	21	Entrepreneur, co-owner, freelancer	12
Foreign (total)	21	Managing director, board member, head of an authority etc.	4
of which		Area manager, works manager, plant manager, branch manager, head of public office	19
EU	50	Department head, group head, team leader	19
Other european countries	15	Other salaried staff, civil servant, skilled worker	35
South-, East-, Central Asia	19	Lecturer, teacher	2
Other countries	16	Trainee	3
Distance to home	%	Other position	3
up to 50 km	11	Student	16
more than 50 km up to 100 km	11	Other not gainfully employed	2
more than 100 km up to 300 km	40	Economic sector	%
over 300 km	38	Industry	58
Frequency of visits to trade fair	%	Wholesale trade	2
Previous event	23	Retail trade	1
Earlier events	34	Import/export	9
First visit	58	Service	1
Average length of stay	1,3 days	Public administration	1
Influence on purchasing/procurement decisions	%	Teaching, research	7
Decisively	18	Other sectors	3
Collectively	35	Student	16
In an advisory capacity	22	Other not gainfully employed	2
No	7	Size of company/organisation:	
Student	16	Number of employees:	%
Other not gainfully employed	2	1- 4	500 - 999
		5- 9	1 000 and more
		10- 49	Student
		50- 199	Other not gainfully employed
		200- 499	10

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Spielwarenmesse®

Trade visitors' profile

Visitors (number of entries)	70 348
Proportion of trade visitors	84%
Germany (total)	51
of which	
Nielsen 1	7
Bremen	-
Hamburg	2
Lower Saxony	3
Schleswig-Holstein	1
Nielsen 2	7
North Rhine-Westph.	7
Nielsen 3a	7
Hesse	4
Rhineland-Palatinate	3
Saarland	-
Nielsen 3b	13
Baden-Württemberg	13
Foreign (total)	49
of which	
EU	67
Other European countries	13
Africa	2
North America	4
South and Central America	4
Middle East	4
South-, East-, Central Asia	6
Australia	1
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	5
more than 100 km up to 300 km	21
over 300 km	59
Countries with the highest visitor shares	%
Italy	8
Netherlands	8
France	7
United Kingdom	6
Czechia	6
Frequency of visits to trade fair	%
Previous event	39
Earlier events	46
First visit	40
Average length of stay	1,9 days
Influence on purchasing/procurement decisions	%
Decisively	50
Collectively	23
In an advisory capacity	15
No	9
Student	3
Other not gainfully employed	2

Area of responsibility	%
Management	29
Research/development/design	6
Manufacturing, production, quality control	5
Buying/procurement	10
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	1
Sales	24
Marketing, advertising, PR	8
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	8
Student	3
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	43
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	2
Trainee	2
Other position	4
Student	3
Other not gainfully employed	2
Economic sector	%
Wholesale/foreign trade	19
Retail trade/specialist retail trade	38
Department stores, mail order	4
Manufacturers	13
Services, professions, institutions	12
Media (press, radio, television)	3
Social and public institution	6
Chain store company	1
Self-service chain, supermarket, discounter	1
Licensor, licensing agency	3
Other sectors	9
Student	3
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4	40
5- 9	12
10- 49	16
50- 199	10
200- 499	5
500 - 999	4
1 000 and more	9
Student	3
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	11 819
Proportion of trade visitors	96%
Germany (total)	80
of which	
Nielsen 1	11
Bremen	1
Hamburg	1
Lower Saxony	8
Schleswig-Holstein	1
Nielsen 2	12
North Rhine-Westph.	12
Nielsen 3a	16
Hesse	8
Rhineland-Palatinate	7
Saarland	1
Nielsen 3b	16
Baden-Württemberg	16
Foreign (total)*	20
of which	
EU	73
Other european countries	9
South-, East-, Central Asia	11
Other countries	6
Distance to home	%
up to 50 km	7
more than 50 km up to 100 km	9
more than 100 km up to 300 km	31
over 300 km	54
Countries with the highest visitor shares*)	%
Austria	3
Italy	2
Netherlands	1
Poland	1
Czechia	1
Frequency of visits to trade fair	%
Previous event	39
Earlier events	57
First visit	33
Average length of stay	1,5 days
Influence on purchasing/procurement decisions	%
Decisively	45
Collectively	26
In an advisory capacity	15
No	11
Student	3
Other not gainfully employed	1

*) Determined by visitor registration.

Area of responsibility	%
Management	39
Research/development/design	3
Manufacturing, production, quality control	24
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	11
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	9
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	52
Managing director, board member, 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	8
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	1
Trainee	7
Other position	2
Student	3
Other not gainfully employed	1
Economic sector	%
Industry	19
Wholesale trade	10
Retail trade	7
Skilled trades	54
Services (e.g. architects)	2
Public authority/administration	1
Polytechnics	1
Other sectors	2
Student	3
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	41
5- 9	19
10- 49	24
50- 199	7
200- 499	2
500 - 999	-
1 000 and more	3
Student	3
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private visitors' profile

Visitors (number of entries)	4 671
Proportion of private visitors	91%
Germany (total)	97
of which	
Nielsen 1	1
Bremen	-
Hamburg	-
Lower Saxony	1
Schleswig-Holstein	-
Nielsen 2	-
North Rhine-Westph.	-
Nielsen 3a	2
Hessen	2
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	96
Baden-Württemberg	96
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 to 300 km	12
over 300 km	4
Frequency of visits to trade 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
4 persons	16
5 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
over 50 up to 60 years	17
over 60 up to 70 years	13
over 70 years	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
Other position	4
Student	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	
yes	59
no	10
maybe	31

Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg

Werkstätten:Messe → Nürnberg

Trade visitors' profile

Visitors (number of entries)	12 209	Area of responsibility	%
Proportion of trade visitors	71%	Management	5
Germany (total)	99	Research/development/design	-
of which		Manufacturing, production, quality control	17
Nielsen 1	9	Buying/procurement	2
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	5	Personnel administration, administration	4
Schleswig-Holstein	2	Sales	2
Nielsen 2	8	Marketing, advertising, PR	2
North Rhine-Westph.	8	Logistics: storage, material management, transport	-
Nielsen 3a	10	Maintenance/repairs	-
Hesse	5	Other area	26
Rhineland-Palatinate	3	Facility manager	6
Saarland	2	Services manager	3
Nielsen 3b	8	Production manager	4
Baden-Württemb.	8	Vocational training	15
		Student	5
		Other not gainfully employed	9
Foreign (total)	1	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	5
EU	64	Managing director, board member, head of an authority etc.	5
Other countries	36	Area manager, works manager, plant manager, branch manager, head of public office	9
Distance to home	%	Department head, group head, team leader	18
up to 50 km	33	Other salaried staff, civil servant, skilled worker	29
more than 50 km up to 100 km	10	Lecturer, teacher	3
more than 100 km up to 300 km	26	Trainee	7
over 300 km	31	Other position	11
Frequency of visits to trade fair	%	Student	5
Previous event	32	Other not gainfully employed	9
Earlier events	45		
First visit	44		
Average length of stay	1,4 days	Economic sector	%
Influence on purchasing/procurement decisions	%	Workshop for people with disabilities, support centre	51
Decisively	10	Production companies	4
Collectively	26	Service companies	10
In an advisory capacity	18	Trade companies, workshop shop	2
No	33	School, educational institution	9
Student	5	State, public institutions, communal institutions	5
Other not gainfully employed	9	Social welfare	12
		Other sectors	3
		Student	5
		Other not gainfully employed	9
		Size of company/organisation:	%
		Number of employees:	%
		1- 4	4
		5- 9	3
		10- 49	10
		50- 199	19
		200- 499	24
		500 - 999	15
		1 000 and more	12
		Student	5
		Other not gainfully employed	9

Private visitors' profile

Visitors (number of entries)	12 209	Position in the company/organisation	%
Proportion of private visitors	29%	Entrepreneur, co-owner, freelancer	5
Germany (total)	100	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	1	Department head, group head, team leader	6
Bremen	-	Other salaried staff, civil servant, skilled worker	40
Hamburg	-	Lecturer, teacher	3
Lower Saxony	1	Trainee	1
Schleswig-Holstein	-	Other position	5
Nielsen 2	-	Student	3
North Rhine-Westph.	-	Housewife/man	6
Nielsen 3a	1	Old-age pensioner	24
Hesse	1	Other not gainfully employed	4
Rhineland-Palatinate	-		
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	1	Purchase or order made or intended at the exhibition	78
Baden-Württemb.	1	yes	8
		no	14
		maybe	14
		Follow-up business	%
		Intend to buy at later date	27
		yes	24
		no	48
		maybe	48
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Distance to home	%		
up to 50 km	82		
more than 50 km up to 100 km	9		
more than 100 km up to 300 km	7		
over 300 km	3		
Frequency of visits to trade fair	%		
Previous event	48		
Earlier events	69		
First visit	22		
Sex	%		
Male	32		
Female	68		
Size of household	%		
1 person	22		
2 persons	41		
3 persons	18		
4 persons	12		
5 persons and more	7		
Age	%		
up to 20 years	2		
over 20 up to 30 years	7		
over 30 up to 40 years	11		
over 40 up to 50 years	17		
over 50 up to 60 years	33		
over 60 up to 70 years	20		
over 70 years	9		

AMB

Trade visitors' profile

Visitors (number of entries)	91 016
Proportion of trade visitors	97%
Germany (total)	83
of which	
Nielsen 1	2
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	3
North Rhine-Westph.	3
Nielsen 3a	7
Hesse	4
Rhineland-Palatinate	2
Saarland	-
Nielsen 3b	71
Baden-Württemb.	71
Foreign (total)	17
of which	
EU	52
Other european countries	22
South-, East-, Central Asia	19
Other countries	7
Distance to home	%
up to 50 km	28
more than 50 km up to 100 km	22
more than 100 km up to 300 km	27
over 300 km	23
Countries with the highest visitor shares	%
Switzerland	16
Austria	12
Japan	5
Taiwan	4
India	4
Frequency of visits to trade fair	%
Previous event	39
Earlier events	38
First visit	45
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	17
Collectively	29
In an advisory capacity	24
No	21
Student	7
Other not gainfully employed	2

Area of responsibility	%
Management	11
Research/development/design	21
Manufacturing, production, quality control	34
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	7
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	6
Student	7
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	2
Trainee	11
Other position	4
Student	7
Other not gainfully employed	2
Economic sector	%
Industry	80
Skilled trades	11
Service	5
Trade	3
Training/consulting	3
University, polytechnic, vocational school	6
Other	3
Authority, public services	1
Size of company/organisation:	
Number of employees:	%
1- 4 6 500 - 999	9
5- 9 5 1 000 and more	19
10- 49 16 Student	7
50- 199 23 Other not gainfully employed	2
200- 499 14 employed	

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Private visitors' profile

Visitors (number of entries)	267 823	Position in the company/organisation	%
Proportion of private visitors	88%	Entrepreneur, co-owner, freelancer	9
Germany (total)	99	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	- Nielsen 4	Department head, group head, team leader	8
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	37
Hamburg	- Nielsen 5+6	Lecturer, teacher	3
Lower Saxony	- Berlin	Trainee	1
Schleswig-Holstein	- Brandenburg	Other position	4
Nielsen 2	- Mecklenburg-	Student	4
North Rhine-Westph.	- West Pommern	Housewife/man	3
Nielsen 3a	4 Saxony-Anhalt	Old-age pensioner	20
Hesse	- Nielsen 7	Other not gainfully employed	4
Rhineland-Palatinate	- Saxony		
Saarland	- Thuringia		
Nielsen 3b	88	Buying and ordering capacity	%
Baden-Württemb.	88	Purchase or order made or intended at the exhibition	
Foreign (total)	1	yes	36
of which		no	33
EU	30	maybe	32
Other european countries	52	Follow-up business	%
Other countries	18	Intend to buy at later date	
The country with the highest visitor share	%	yes	30
Switzerland	52	no	22
Distance to home	%	maybe	48
up to 50 km	54	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
more than 50 km up to 100 km	24		
more than 100 km up to 300 km	19		
over 300 km	2		
Frequency of visits to trade fair	%		
Previous event	35		
Earlier events	49		
First visit	30		
Sex	%		
Male	50		
Female	50		
Size of household	%		
1 person	13		
2 persons	51		
3 persons	15		
4 persons	15		
5 persons and more	6		
Age	%		
up to 20 years	5		
over 20 up to 30 years	8		
over 30 up to 40 years	9		
over 40 up to 50 years	17		
over 50 up to 60 years	32		
over 60 up to 70 years	22		
over 70 years	6		

Trade visitors' profile

Visitors (number of entries)	5 794	Position in the company/organisation	%
Proportion of trade visitors	98%	Entrepreneur, co-owner, freelancer	25
Germany (total)	98	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	- Nielsen 4	Department head, group head, team leader	7
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	34
Hamburg	- Nielsen 5+6	Lecturer, teacher	1
Lower Saxony	- Berlin	Trainee	16
Schleswig-Holstein	- Brandenburg	Other position	7
Nielsen 2	- Mecklenburg-	Student	4
North Rhine-Westph.	- West Pommern	Other not gainfully employed	4
Nielsen 3a	2 Saxony-Anhalt		
Hesse	- Nielsen 7		
Rhineland-Palatinate	- Saxony	Economic sector	%
Saarland	- Thuringia	Practice	47
Nielsen 3b	95	Group practice	25
Baden-Württemb.	95	Clinic	3
Foreign (total)	2	Surgery-laboratory	5
Distance to home	%	Dental technology laboratory	12
up to 50 km	54	Dental trade	1
more than 50 km up to 100 km	26	Training/consulting	1
more than 100 km up to 300 km	18	Service	3
over 300 km	2	University, polytechnic, vocational school	4
Frequency of visits to trade fair	%	Other	6
Previous event	44	Size of company/organisation:	
Earlier events	46	Number of employees:	%
First visit	29	1- 4 18 500 - 999	1
Average length of stay	1,1 days	5- 9 34 1 000 and more	2
Influence on purchasing/procurement decisions	%	10- 49 35 Student	4
Decisively	21	50- 199 2 Other not gainfully employed	4
Collectively	33	200- 499 1 employed	
In an advisory capacity	24	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
No	14		
Student	4		
Other not gainfully employed	4		

interbad → Stuttgart

Trade visitors' profile

Visitors (number of entries)	14 065	Position in the company/organisation	%
Proportion of trade visitors	91%	Entrepreneur, co-owner, freelancer	21
Germany (total)	74	Managing director, board member, head of an authority etc.	11
of which		Area manager, works manager, plant manager, branch manager, head of public office	20
Nielsen 1	7	Department head, group head, team leader	16
Bremen	-	Other salaried staff, civil servant, skilled worker	21
Hamburg	1	Lecturer, teacher	1
Lower Saxony	4	Trainee	5
Schleswig-Holstein	2	Other position	3
Nielsen 2	6	Student	-
North Rhine-Westph.	6	Other not gainfully employed	1
Nielsen 3a	18	Economic sector	%
Hesse	8	Industry	15
Rhineland-Palatinate	8	Skilled trades	13
Saarland	2	Trade	14
Nielsen 3b	44	Public authority, municipality, civil service	37
Baden-Württemb.	44	Training/consulting	3
Foreign (total)	26	Other service	15
of which		University, polytechnic, vocational school	2
EU	67	Other	10
Other european countries	23	Size of company/organisation:	
Africa	1	Number of employees:	%
North America	1	1- 4	18
Middle East	1	5- 9	17
South-, East-, Central Asia	4	10- 49	34
Australia	1	50- 199	18
Distance to home	%	200- 499	7
up to 50 km	15	500 - 999	3
more than 50 km up to 100 km	11	1 000 and more	3
more than 100 km up to 300 km	31	Student	-
over 300 km	42	Other not gainfully employed	1
Countries with the highest visitor shares	%	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Switzerland	11		
France	8		
Austria	7		
Italy	7		
Sweden	6		
Frequency of visits to trade fair	%		
Previous event	38		
Earlier events	38		
First visit	40		
Average length of stay	1,4 days		
Influence on purchasing/procurement decisions	%		
Decisively	29		
Collectively	36		
In an advisory capacity	23		
No	11		
Student	-		
Other not gainfully employed	1		

INTERGASTRA → Stuttgart

Trade visitors' profile

Visitors (number of entries)	98 677	Position in the company/organisation	%
Proportion of trade visitors	92%	Entrepreneur, co-owner, freelancer	35
Germany (total)	96	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	7
Nielsen 1	1	Department head, group head, team leader	12
Bremen	-	Other salaried staff, civil servant, skilled worker	17
Hamburg	-	Lecturer, teacher	1
Lower Saxony	-	Trainee	10
Schleswig-Holstein	2	Other position	4
Nielsen 2	2	Student	3
North Rhine-Westph.	2	Other not gainfully employed	2
Nielsen 3a	9	Economic sector	%
Hesse	4	Hotels/guest house	21
Rhineland-Palatinate	5	Catering, restaurant	43
Saarland	1	Franchise restaurant	5
Nielsen 3b	72	Canteens, large-scale caterer, home and hospital caterers	11
Baden-Württemb.	72	Ice cream parlours	8
Foreign (total)	4	Bakery, confectionery, patisserie	7
of which		Café, coffee shop	11
EU	62	Planning/architecture/interior furnishings	4
Other european countries	29	Discotheques, bars, trend gastronomy, scene catering	4
Other countries	9	Butchers' trade, butchers, butcher's shop	3
Distance to home	%	Fast food, snacks, petrol stations	5
up to 50 km	35	Food, drinks trade, trade chain	9
more than 50 km up to 100 km	22	Food industry/non-food industry	5
more than 100 km up to 300 km	34	Colleges, universities, institutes	4
over 300 km	9	Service and consulting	8
Countries with the highest visitor shares	%	Other	9
Switzerland	22	Size of company/organisation:	%
Austria	19	Number of employees:	
Italy	16	1- 4	23
Frequency of visits to trade fair	%	5- 9	15
Previous event	41	10- 49	26
Earlier events	33	50- 199	15
First visit	39	200- 499	5
Average length of stay	1,2 days	500 - 999	4
Influence on purchasing/procurement decisions	%	1 000 and more	6
Decisively	29	Student	3
Collectively	28	Other not gainfully employed	2
In an advisory capacity	22	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
No	15		
Student	3		
Other not gainfully employed	2		

INTERVITIS INTERFRUCTA

Trade visitors' profile

Visitors (number of entries)	17 684	Position in the company/organisation	%
Proportion of trade visitors	96%	Entrepreneur, co-owner, freelancer	35
Germany (total)	83	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	7
Nielsen 1	1	Department head, group head, team leader	12
Bremen	-	Other salaried staff, civil servant, skilled worker	17
Hamburg	-	Lecturer, teacher	1
Lower Saxony	-	Trainee	10
Schleswig-Holstein	1	Other position	4
Nielsen 2	1	Student	3
North Rhine-Westph.	1	Other not gainfully employed	2
Nielsen 3a	29	Economic sector	%
Hesse	6	Hotels/guest house	21
Rhineland-Palatinate	22	Catering, restaurant	43
Saarland	2	Franchise restaurant	5
Nielsen 3b	56	Canteens, large-scale caterer, home and hospital caterers	11
Baden-Württemb.	56	Ice cream parlours	8
Foreign (total)	17	Bakery, confectionery, patisserie	7
of which		Café, coffee shop	11
EU	78	Planning/architecture/interior furnishings	4
Other european countries	11	Discotheques, bars, trend gastronomy, scene catering	4
Other countries	10	Butchers' trade, butchers, butcher's shop	3
Distance to home	%	Fast food, snacks, petrol stations	5
up to 50 km	26	Food, drinks trade, trade chain	9
more than 50 km up to 100 km	16	Food industry/non-food industry	5
more than 100 km up to 300 km	41	Colleges, universities, institutes	4
over 300 km	18	Service and consulting	8
Countries with the highest visitor shares	%	Other	9
Austria	25	Size of company/organisation:	%
France	24	Number of employees:	
Switzerland	9	1- 4	23
Italy	8	5- 9	15
Frequency of visits to trade fair	%	10- 49	26
Previous event	44	50- 199	15
Earlier events	42	200- 499	5
First visit	32	500 - 999	4
Average length of stay	1,1 days	1 000 and more	6
Influence on purchasing/procurement decisions	%	Student	3
Decisively	32	Other not gainfully employed	2
Collectively	25	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
In an advisory capacity	18		
No	11		
Student	9		
Other not gainfully employed	6		

Area of responsibility	%
Management	36
Research/development/design	3
Manufacturing, production, quality control	28
Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	6
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	6
Student	9
Other not gainfully employed	6
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	45
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	11
Lecturer, teacher	1
Trainee	10
Other position	4
Student	9
Other not gainfully employed	6
Economic sector	%
Grape producer	36
Self-marketers	27
Wine-growers' cooperative, producer organisation	15
Winery, champagne cellars	22
Spirits manufacturer, fruit distillery	9
Fruit juice producers, fruit juice filler	9
Fruit growing	16
Vegetable growing	3
Horticulture, landscape gardening	4
Special cultures	4
Service and consulting	5
Public authority, civil service, association	3
University, technical college, vocational college	8
Other sectors	9
Size of company/organisation:	
Number of employees:	%
1- 4	47
5- 9	12
10- 49	13
50- 199	7
200- 499	2
500 - 999	1
1 000 and more	3
Student	9
Other not gainfully employed	6

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries)	5 800
Proportion of trade visitors	98%
Germany (total)	75
of which	
Nielsen 1	3
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	5
North Rhine-Westph.	5
Nielsen 3a	7
Hesse	3
Rhineland-Palatinate	4
Saarland	-
Nielsen 3b	64
Baden-Württemberg	64
Foreign (total)	25
of which	
EU	50
Other european countries	20
South-, East-, Central Asia	19
Other countries	11
Distance to home	%
up to 50 km	29
more than 50 km up to 100 km	17
more than 100 km up to 300 km	23
over 300 km	31
The country with the highest visitor share	%
Switzerland	11
Frequency of visits to trade fair	%
Previous event	17
Earlier events	16
First visit	70
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	18
Collectively	31
In an advisory capacity	28
No	12
Student	10
Other not gainfully employed	1

Area of responsibility	%
Management	11
Research/development/design	38
Manufacturing, production, quality control	15
Buying/procurement	3
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	1
Sales	12
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	5
Student	10
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	36
Lecturer, teacher	3
Trainee	3
Other position	3
Student	10
Other not gainfully employed	1
Economic sector	%
Industry	73
Trade	6
Service	11
Skilled trades	3
Training/consulting	2
University, polytechnic, vocational school	14
Other sectors	6
Size of company/organisation:	
Number of employees:	%
1- 4	9
5- 9	5
10- 49	15
50- 199	15
200- 499	11
500 - 999	5
1 000 and more	29
Student	10
Other not gainfully employed	1
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

Trade visitors' profile

Visitors (number of entries)	55 375
Proportion of trade visitors	100%
Germany (total)	81
of which	
Nielsen 1	8
Bremen	1
Hamburg	2
Lower Saxony	4
Schleswig-Holstein	1
Nielsen 2	12
North Rhine-Westph.	12
Nielsen 3a	11
Hesse	6
Rhineland-Palatinate	4
Saarland	1
Nielsen 3b	46
Baden-Württemberg	46
Foreign (total)	19
of which	
EU	72
Other european countries	17
Other countries	11
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	15
more than 100 km up to 300 km	26
over 300 km	38
Countries with the highest visitor shares	%
Austria	17
Switzerland	11
Italy	9
France	6
Netherlands	5
Frequency of visits to trade fair	%
Previous event	37
Earlier events	40
First visit	44
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	19
Collectively	38
In an advisory capacity	26
No	12
Student	5
Other not gainfully employed	1

Area of responsibility	%
Management	14
Research/development/design	6
Manufacturing, production, quality control	9
Buying/procurement	7
Finance/accounting, controlling	1
Information and communication technology	4
Personnel administration, administration	1
Sales	10
Marketing, advertising, PR	2
Logistics: storage, material management, transport	33
Maintenance/repairs	3
Other area	6
Student	5
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	18
Department head, group head, team leader	31
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	1
Trainee	3
Other position	2
Student	5
Other not gainfully employed	1
Economic sector	%
Industry	56
Wholesale trade	10
Retail trade	4
Skilled trades	1
Freight forwarders, transport companies	6
Other service	10
University/college/polytechnic	1
Other sectors	6
Student	5
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4	5
5- 9	2
10- 49	10
50- 199	17
200- 499	15
500 - 999	9
1 000 and more	36
Student	5
Other not gainfully employed	1
Conducted by: Wissler & Partner, Basel	

MEDIZIN/TheraPro → Stuttgart

Trade visitors' profile

Visitors (number of entries)	11 749	Position in the company/organisation	%
Proportion of trade visitors	97%	Entrepreneur, co-owner, freelancer	34
Germany (total)	97	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	2	Department head, group head, team leader	8
Bremen	-	Other salaried staff, civil servant, skilled worker	31
Hamburg	-	Lecturer, teacher	2
Lower Saxony	-	Trainee	7
Schleswig-Holstein	-	Other position	4
Nielsen 2	1	Student	9
North Rhine-Westph.	1	Other not gainfully employed	1
Nielsen 3a	9	Economic sector	%
Hesse	5	Practice	47
Rhineland-Palatinate	4	Hospital/clinic	9
Saarland	-	Medical care centre	1
Nielsen 3b	71	Rehabilitation facilities	10
Baden-Württemb.	71	Nursing home	1
Foreign (total)	3	Emergency services organisations	1
of which		Fitness studio	5
EU	65	Group practice	9
Other countries	35	Trade	1
Distance to home	%	Public authorities/health service	1
up to 50 km	40	University, polytechnic, vocational school	13
more than 50 km up to 100 km	18	Service	4
more than 100 km up to 300 km	31	Training/consulting	3
over 300 km	11	Other	1
Frequency of visits to trade fair	%	Size of company/organisation:	%
Previous event	28	Number of employees:	%
Earlier events	34	1- 4	32
First visit	50	5- 9	17
Average length of stay	1,2 days	10- 49	20
Influence on purchasing/procurement decisions	%	50- 199	9
Decisively	26	200- 499	5
Collectively	24		
In an advisory capacity	25		
No	15		
Student	9		
Other not gainfully employed	1		

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

parts2clean → Stuttgart

Trade visitors' profile

Visitors (number of entries)	4 426	Area of responsibility	%
Proportion of trade visitors	99%	Management	13
Germany (total)	79	Research/development/design	30
of which		Manufacturing, production, quality control	32
Nielsen 1	3	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	-
Lower Saxony	1	Personnel administration, administration	-
Schleswig-Holstein	-	Sales	8
Nielsen 2	7	Marketing, advertising, PR	2
North Rhine-Westph.	7	Logistics: storage, material management, transport	1
Nielsen 3a	10	Maintenance/repairs	2
Hesse	7	Other area	4
Rhineland-Palatinate	3	Student	3
Saarland	-	Other not gainfully employed	2
Nielsen 3b	53	Position in the company/organisation	%
Baden-Württemb.	53	Entrepreneur, co-owner, freelancer	10
Foreign (total)	21	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	9
EU	76	Department head, group head, team leader	27
Other European countries	18	Other salaried staff, civil servant, skilled worker	36
Other countries	6	Lecturer, teacher	1
Distance to home	%	Trainee	1
up to 50 km	17	Other position	4
more than 50 km up to 100 km	16	Student	3
more than 100 km up to 300 km	31	Other not gainfully employed	2
over 300 km	37	Economic sector	%
Countries with the highest visitor shares	%	Industry	84
Austria	18	Trade	5
Switzerland	11	Service	12
France	9	Skilled trades	3
Frequency of visits to trade fair	%	Training/consulting	4
Previous event	24	University, technical college, vocational college	3
Earlier events	31	Other	3
First visit	58	Size of company/organisation:	%
Average length of stay	1,1 days	Number of employees:	%
Influence on purchasing/procurement decisions	%	1- 4	6
Decisively	18	5- 9	3
Collectively	39	10- 49	11
In an advisory capacity	28	50- 199	17
No	10	200- 499	18
Student	3		
Other not gainfully employed	2		

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

PFLEGE PLUS

Trade visitors' profile

Visitors (number of entries)	6 439	Proportion of trade visitors	98%
Germany (total)	99	Germany (total)	99
of which		of which	
Nielsen 1	1	Nielsen 4	3
Bremen	-	Bavaria	3
Hamburg	-	Nielsen 5+6	-
Lower Saxony	-	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	-	Mecklenburg-	-
North Rhine-Westph.	-	West Pomerania	-
Nielsen 3a	5	Saxony-Anhalt	-
Hesse	1	Nielsen 7	-
Rhineland-Palatinate	3	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	90	Foreign (total)	1
Baden-Württemb.	90	Distance to home	%
Foreign (total)	1	up to 50 km	55
Distance to home	%	more than 50 km up to 100 km	21
up to 50 km	55	more than 100 km up to 300 km	20
more than 50 km up to 100 km	21	over 300 km	4
more than 100 km up to 300 km	20	Frequency of visits to trade fair	%
over 300 km	4	Previous event	28
Frequency of visits to trade fair	%	Earlier events	28
Previous event	28	First visit	54
Earlier events	28	Average length of stay	1,1 days
First visit	54	Influence on purchasing/procurement decisions	%
Average length of stay	1,1 days	Decisively	10
Influence on purchasing/procurement decisions	%	Collectively	28
Decisively	10	In an advisory capacity	32
Collectively	28	No	23
In an advisory capacity	32	Student	5
No	23	Other not gainfully employed	2
Student	5		
Other not gainfully employed	2		

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	29
Lecturer, teacher	4
Trainee	19
Other position	6
Student	5
Other not gainfully employed	2
Economic sector	%
Old peoples' and nursing home	51
Outpatient care, social care facilities	27
Other service	3
Practice	1
Aid for handicapped people, disabled facility	5
Government agency, health insurance company	2
Trade companies	1
Hospice	1
Industry	2
Hospital/clinic	13
Rehabilitation centre	2
Medical supplies retailer	1
Residence for the elderly	3
Training/consulting	3
University, polytechnic, vocational school	3
Union, charity, association	2
Other	6
Size of company/organisation:	
Number of employees:	%
1- 4	6
5- 9	3
10- 49	21
50- 199	31
200- 499	13
500 - 999	6
1 000 and more	14
Student	5
Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries)	65 603	Area of responsibility	%
Proportion of trade visitors	98%	Management	42
Germany (total)	41	Research/development/design	9
of which		Manufacturing, production, quality control	10
Nielsen 1	7	Buying/procurement	6
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	19
Nielsen 2	13	Marketing, advertising, PR	2
North Rhine-Westph.	13	Logistics: storage, material management, transport	1
Nielsen 3a	11	Maintenance/repairs	4
Hesse	5	Other area	3
Rhineland-Palatinate	6	Student	1
Saarland	1	Other not gainfully employed	1
Nielsen 3b	41	Position in the company/organisation	%
Baden-Württemberg	41	Entrepreneur, co-owner, freelancer	37
Foreign (total)	59	Managing director, board member, head of an authority etc.	18
of which		Area manager, works manager, plant manager, branch manager, head of public office	11
EU	57	Department head, group head, team leader	10
Other european countries	14	Other salaried staff, civil servant, skilled worker	16
Africa	4	Lecturer, teacher	1
North America	6	Trainee	2
South and Central America	5	Other position	3
Middle East	4	Student	1
South-, East-, Central Asia	6	Other not gainfully employed	1
Australia	4	Economic sector	%
Distance to home	%	Industry	51
up to 50 km	9	Skilled trades	36
more than 50 km up to 100 km	5	Service	15
more than 100 km up to 300 km	19	Trade	22
over 300 km	67	Training/consulting	3
Countries with the highest visitor shares	%	Public authority/administration	1
Italy	10	Other	5
France	9	Size of company/organisation:	
Switzerland	8	Number of employees:	%
Austria	4	1- 4	20
United Kingdom	4	5- 9	18
Frequency of visits to trade fair	%	10- 49	27
Previous event	40	50- 199	16
Earlier events	31	200- 499	6
First visit	43	500 - 999	3
Average length of stay	2,1 days	1 000 and more	7
Influence on purchasing/procurement decisions	%	Student	1
Decisively	44	Other not gainfully employed	1
Collectively	26	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
In an advisory capacity	17		
No	11		
Student	1		
Other not gainfully employed	1		

Private visitors' profile

Visitors (number of entries)	84 629	Position in the company/organisation	%
Proportion of private visitors	66%	Entrepreneur, co-owner, freelancer	17
Germany (total)	88	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	1	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	27
Hamburg	-	Lecturer, teacher	2
Lower Saxony	1	Trainee	4
Schleswig-Holstein	-	Other position	5
Nielsen 2	1	Student	8
North Rhine-Westph.	1	Housewife/man	1
Nielsen 3a	9	Old-age pensioner	15
Hesse	3	Other not gainfully employed	4
Rhineland-Palatinate	5	Buying and ordering capacity	%
Saarland	1	Purchase or order made or intended at the exhibition	
Nielsen 3b	75	yes	42
Baden-Württemberg	75	no	22
Foreign (total)	12	maybe	35
of which		Follow-up business	%
EU	58	Intend to buy at later date	
Other european countries	34	yes	21
Other countries	9	no	26
Countries with the highest visitor shares	%	maybe	53
Switzerland	30	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Austria	22		
France	17		
Distance to home	%		
up to 50 km	43		
more than 50 km up to 100 km	17		
more than 100 km up to 300 km	28		
over 300 km	11		
Frequency of visits to trade fair	%		
Previous event	37		
Earlier events	48		
First visit	34		
Sex	%		
Male	82		
Female	18		
Size of household	%		
1 person	15		
2 persons	43		
3 persons	17		
4 persons	18		
5 persons and more	7		
Age	%		
up to 20 years	9		
over 20 up to 30 years	14		
over 30 up to 40 years	10		
over 40 up to 50 years	19		
over 50 up to 60 years	27		
over 60 up to 70 years	16		
over 70 years	5		

SÜFFA → Stuttgart

Trade visitors' profile

Visitors (number of entries)	8 436	Area of responsibility	%
Proportion of trade visitors	97%	Management	29
Germany (total)	94	Research/development/design	4
of which		Manufacturing, production, quality control	26
Nielsen 1	1 Nielsen 4	Buying/procurement	3
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	- Nielsen 5+6	Information and communication technology	1
Lower Saxony	- Berlin	Personnel administration, administration	1
Schleswig-Holstein	- Brandenburg	Sales	21
Nielsen 2	2 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	2 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	14 Saxony-Anhalt	Maintenance/repairs	2
Hesse	7 Nielsen 7	Other area	2
Rhineland-Palatinate	6 Saxony	Student	2
Saarland	2 Thuringia	Other not gainfully employed	1
Nielsen 3b	61		
Baden-Württemb.	61		
Foreign (total)	6	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	34
EU	59	Managing director, board member, head of an authority etc.	6
Other european countries	31	Area manager, works manager, plant manager, branch manager, head of public office	9
Other countries	11	Department head, group head, team leader	8
		Foreman, master craftsman	9
		Other salaried staff, civil servant, skilled worker	15
Distance to home	%	Lecturer, teacher	3
up to 50 km	27	Trainee	10
more than 50 km up to 100 km	23	Other position	3
more than 100 km up to 300 km	35	Student	2
over 300 km	15	Other not gainfully employed	1
The country with the highest visitor share	%		
Switzerland	28	Economic sector	%
Frequency of visits to trade fair	%	Butchers' trade, butchers, butcher's shop	68
Previous event	37	Meat-processing industry	8
Earlier events	43	Supplier to the butchers' trade and industry	6
First visit	36	butchery	4
Average length of stay	1,1 days	Large kitchen, catering, canteen	2
Influence on purchasing/procurement decisions	%	Catering	7
Decisively	32	Snack, fast-food, filling station	2
Collectively	32	Food and delicatessen trade	9
In an advisory capacity	20	Catering/party service	12
No	16	Public authority, services, association	1
		Service and consulting	5
		Vocational school/polytechnic/university	2
		Other sectors	7
		Size of company/organisation:	%
		Number of employees:	%
		1- 4	16
		5- 9	19
		10- 49	35
		50- 199	15
		200- 499	6
		500 - 999	2
		1 000 and more	4
		Student	2
		Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

SurfaceTechnology → Stuttgart

Trade visitors' profile

Visitors (number of entries)	6 051	Area of responsibility	%
Proportion of trade visitors	98%	Management	14
Germany (total)	76	Research/development/design	34
of which		Manufacturing, production, quality control	20
Nielsen 1	2 Nielsen 4	Buying/procurement	8
Bremen	- Bavaria	Finance/accounting, controlling	-
Hamburg	- Nielsen 5+6	Information and communication technology	1
Lower Saxony	- Berlin	Personnel administration, administration	1
Schleswig-Holstein	- Brandenburg	Sales	11
Nielsen 2	13 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	13 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	9 Saxony-Anhalt	Maintenance/repairs	-
Hesse	5 Nielsen 7	Other area	3
Rhineland-Palatinate	3 Saxony	Student	4
Saarland	1 Thuringia	Other not gainfully employed	2
Nielsen 3b	52		
Baden-Württemb.	52		
Foreign (total)	24	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	11
EU	56	Managing director, board member, head of an authority etc.	7
Other european countries	19	Area manager, works manager, plant manager, branch manager, head of public office	13
South-, East-, Central Asia	17	Department head, group head, team leader	26
Other countries	9	Other salaried staff, civil servant, skilled worker	33
Distance to home	%	Lecturer, teacher	1
up to 50 km	21	Trainee	2
more than 50 km up to 100 km	16	Other position	2
more than 100 km up to 300 km	26	Student	4
over 300 km	37	Other not gainfully employed	2
Countries with the highest visitor shares	%	Economic sector	%
Austria	14	Industry	81
Italy	12	Trade	6
Switzerland	11	Service	15
Frequency of visits to trade fair	%	Skilled trades	5
Previous event	31	Training/consulting	4
Earlier events	28	University, polytechnic, vocational school	5
First visit	57	Other	4
Average length of stay	1,2 days	Size of company/organisation:	%
Influence on purchasing/procurement decisions	%	Number of employees:	%
Decisively	19	1- 4	6
Collectively	40	5- 9	5
In an advisory capacity	27	10- 49	17
No	9	50- 199	20
	4	200- 499	12
	2	500 - 999	10
		1 000 and more	24
		Student	4
		Other not gainfully employed	2
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

TV TecStyle Visions

Trade visitors' profile

Visitors (number of entries)	11 112*	Area of responsibility	%
Proportion of trade visitors	97%	Management	14
Germany (total)	82	Research/development/design	34
of which		Manufacturing, production, quality control	20
Nielsen 1	7 Nielsen 4	Buying/procurement	8
Bremen	- Bavaria	Finance/accounting, controlling	-
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	4 Berlin	Personnel administration, administration	1
Schleswig-Holstein	2 Brandenburg	Sales	11
Nielsen 2	8 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	8 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	14 Saxony-Anhalt	Maintenance/repairs	-
Hesse	7 Nielsen 7	Other area	3
Rhineland-Palatinate	6 Saxony	Student	4
Saarland	- Thuringia	Other not gainfully employed	2
Nielsen 3b	45		
Baden-Württemb.	45		
Foreign (total)	18	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	11
EU	57	Managing director, board member, head of an authority etc.	7
Other european countries	38	Area manager, works manager, plant manager, branch manager, head of public office	13
Other countries	5	Department head, group head, team leader	26
Distance to home	%	Other salaried staff, civil servant, skilled worker	33
up to 50 km	17	Lecturer, teacher	1
more than 50 km up to 100 km	14	Trainee	2
more than 100 km up to 300 km	35	Other position	2
over 300 km	35	Student	4
Countries with the highest visitor shares	%	Other not gainfully employed	2
Switzerland	31	Economic sector	%
Austria	27	Industry	81
Frequency of visits to trade fair	%	Trade	6
Previous event	42	Service	15
Earlier events	36	Skilled trades	5
First visit	40	Training/consulting	4
Average length of stay	1,2 days	University, polytechnic, vocational school	5
Influence on purchasing/procurement decisions	%	Other	4
Decisively	58	Size of company/organisation:	%
Collectively	23	Number of employees:	%
In an advisory capacity	12	1- 4	6
No	4	5- 9	5
Student	2	10- 49	17
Other not gainfully employed	1	50- 199	20
		200- 499	12
		500 - 999	10
		1 000 and more	24
		Student	4
		Other not gainfully employed	2

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

Area of responsibility	%
Management	45
Research/development/design	3
Manufacturing, production, quality control	17
Production, quality control	6
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	10
Marketing, advertising, PR	8
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	5
Student	2
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	57
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	12
Lecturer, teacher	1
Trainee	3
Other position	2
Student	2
Other not gainfully employed	1
Economic sector	%
Trade	46
Industry	29
Service	49
University, technical college, vocational college	2
Other	7
Size of company/organisation:	
Number of employees:	%
1- 4	53
5- 9	15
10- 49	15
50- 199	7
200- 499	4
500 - 999	-
1 000 and more	4
Student	2
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries)	11 106
Proportion of trade visitors	99%
Germany (total)	54
of which	
Nielsen 1	5
Nielsen 2	9
Nielsen 3a	13
Nielsen 3b	48
Nielsen 3c	48
Nielsen 4	17
Nielsen 5+6	2
Nielsen 7	7
Nielsen 8	1
Nielsen 9	6
Foreign (total)	46
of which	
EU	54
Other European countries	19
North America	3
South-, East-, Central Asia	19
Other countries	4
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	9
more than 100 km up to 300 km	23
over 300 km	56
Countries with the highest visitor shares	%
Italy	12
Switzerland	10
Belgium	5
Spain	5
Austria	5
Frequency of visits to trade fair	%
Previous event	26
Earlier events	23
First visit	61
Average length of stay	1,5 days
Influence on purchasing/procurement decisions	%
Decisively	24
Collectively	33
In an advisory capacity	24
No	10
Student	9
Other not gainfully employed	1

Area of responsibility	%
Management	12
Research/development/design	59
Manufacturing, production, quality control	6
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	2
Personnel administration, administration	-
Sales	5
Marketing, advertising, PR	3
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	2
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.	7
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	21
Other salaried staff, civil servant, skilled worker	35
Lecturer, teacher	3
Trainee	1
Other position	6
Student	9
Other not gainfully employed	1
Economic sector	%
Industry	82
Trade	5
Service	11
Training/consulting	4
University, technical college, vocational college	12
Other construction companies	6
Size of company/organisation:	
Number of employees:	%
1- 4	6
5- 9	7
10- 49	23
50- 199	16
200- 499	10
500 - 999	6
1 000 and more	21
Student	9
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Private visitors' profile

Visitors (number of entries)	57 494
Proportion of private visitors	97%
Germany (total)	100
of which	
Nielsen 1	1
Nielsen 2	9
Nielsen 3a	89
Nielsen 3b	89
Nielsen 3c	-
Nielsen 4	9
Nielsen 5+6	1
Nielsen 7	-
Nielsen 8	-
Nielsen 9	-
Distance to home	%
up to 50 km	88
more than 50 km up to 100 km	10
more than 100 km up to 300 km	1
over 300 km	1
Frequency of visits to trade fair	%
Previous event	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
Age	%
up to 20 years	7
over 20 up to 30 years	10
over 30 up to 40 years	14
over 40 up to 50 years	20
over 50 up to 60 years	21
over 60 up to 70 years	19
over 70 years	9

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	36
Lecturer, teacher	2
Trainee	2
Other position	3
Farmer	2
Student	6
Housewife/man, old-age pensioner	27
Other not gainfully employed	6
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	56
no	14
maybe	30
Follow-up business	%
Intend to buy at later date	
yes	15
no	31
maybe	54
Conducted by:	Gelszus Messe-Marktforschung GmbH, Dortmund

Registered Events

Berlin

Messe Berlin GmbH

Internationale Grüne Woche Berlin – International Green Week – Exhibition for Food, Agriculture and Horticulture, Berlin

- 18.01.-27.01.2019

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

- 06.02.-08.02.2019

ITB Berlin – The World's Leading Travel Trade Show®, Berlin

- 06.03.-10.03.2019

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

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

- 18.02.-21.02.2020

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

- 22.09.-25.09.2020

belektro – Trade show for Electrical Engineering, Electronics and Lighting, Berlin
03.11.-05.11.2020

Bremen

M3B GmbH

MESSE BREMEN

BREMEN CLASSIC MOTORSHOW, Bremen
01.02.-03.02.2019

HanseLife – Deine Shoppingmesse, Bremen
14.09.-22.09.2019

ReiseLust – The tourism fair, Bremen
08.11.-10.11.2019

fish international – Germany's fish fair, Bremen
09.02.-11.02.2020

Chemnitz

C³ Chemnitzer Veranstaltungszentren GmbH c/o Messe Chemnitz

Baummesse Chemnitz – trade fair of construction, Chemnitz
01.02.-03.02.2019

mtex+ – Fair + Convention for Hightech Textiles, Chemnitz
June 2020

Dortmund

Messe Dortmund GmbH

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

InterTabac – International Trade Fair for Tobacco Products and Smoking Accessories/InterSupply – The International Trade Fair for the Production of Tobacco Goods, Dortmund
20.09.-22.09.2019

BOE INTERNATIONAL – The international Trade Show for experience marketing, Dortmund
15.01.-16.01.2020

Düsseldorf

Messe Düsseldorf GmbH

- boot Düsseldorf – International Boat Show, Düsseldorf
19.01.-27.01.2019

- EuroCIS – The Leading Trade Fair for Retail Technology, Düsseldorf
19.02.-21.02.2019

- ENERGY STORAGE EUROPE – International Trade Fair for Energy Systems-Solutions-Services, Düsseldorf
12.03.-14.03.2019

- ProWein – International Trade Fair for Wine and Spirits, Düsseldorf
17.03.-19.03.2019

- BEAUTY DÜSSELDORF – Leading International Trade Fair Cosmetics, Nail, Foot, Wellness, Spa (with made-up artist design show – Trade fair for make-up artists), Düsseldorf
29.03.-31.03.2019

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

- 30.03.-31.03.2019

GIFA – International Foundry Trade Fair with Technical Forum, Düsseldorf

- 25.06.-29.06.2019

METEC – International Metallurgical Technology Trade Fair with Conferences, Düsseldorf

- 25.06.-29.06.2019

NEWCAST – International Trade Fair for Castings, Düsseldorf

- 25.06.-29.06.2019

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

- 25.06.-29.06.2019

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

- 30.08.-08.09.2019

TourNatur – The Outdoor Enthusiast's Show for Destination and Equipment. Hiking. Trekking. Discover Nature, Düsseldorf

- 06.09.-08.09.2019

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

- 18.09.-21.09.2019

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

- 16.10.-23.10.2019

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

- 05.11.-08.11.2019

MEDICA – World Forum for Medicine – International Trade Fair High tech solutions for Medical Technology, Düsseldorf

- 18.11.-21.11.2019

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

- 16.02.-20.02.2020

METAV – International Exhibition for Metalworking Technologies, Düsseldorf

- 10.03.-13.03.2020

Tube – International Tube and Pipe Trade Fair, Düsseldorf

- 30.03.-03.04.2020

wire – International Wire and Cable Trade Fair, Düsseldorf

- 30.03.-03.04.2020

interpack – PROCESSING AND PACKAGING, Düsseldorf

- 07.05.-13.05.2020

drupa – no. 1 for printing technologies, Düsseldorf

- 16.06.-26.06.2020

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

- 20.10.-23.10.2020

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

- 01.12.-03.12.2020

Reed Exhibitions Deutschland GmbH

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

- 08.01.-10.01.2019

PromoTex Expo – Internationale Fachmesse für Promotion-, Sports- und Workwear, Düsseldorf
08.01.-10.01.2019

viscom düsseldorf – Europe's trade fair for visual communication, Düsseldorf

- 08.01.-10.01.2019

EQUITANA – Equestrian Sports World Fair, Essen

- 09.03.-17.03.2019

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

- 04.04.-07.04.2019

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

- 10.09.-12.09.2019

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

- 07.10.-09.10.2019

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

- 24.06.-25.06.2020

ALUMINIUM – World Trade Fair & Conference, Düsseldorf

- 06.10.-08.10.2020

Erfurt

Messe Erfurt GmbH

Rapid.Tech + FabCon 3.D – International Trade Show & Conference for Additive Manufacturing + FabCon 3.D – The 3D Printing Community Event, Erfurt
25.06.-27.06.2019

Grüne Tage Thüringen – The agricultural fair in Central Germany, Erfurt
18.09.-20.09.2020

RAM Regio

Ausstellungen GmbH Erfurt

Thüringen Ausstellung Erfurt – Handicraft and Consumer Goods Exhibition (with Wedding and Celebration Fair), Erfurt
09.03.-17.03.2019

Essen

Messe Essen GmbH

IPM ESSEN – The world's leading trade fair for horticulture, Essen
22.01.-25.01.2019

E-world energy & water – International trade fair and congress, Essen
05.02.-07.02.2019

SHK ESSEN – Trade fair for sanitation, heating, air conditioning and digital building management, Essen
10.03.-13.03.2020

- METPACK – International trade fair for metal packaging, Essen
05.05.-09.05.2020

security essen – Leading trade fair for security, Essen
22.09.-25.09.2020

SCHWEISSEN & SCHNEIDEN – International Trade Fair Joining Cutting Surfacing, Essen
13.09.-17.09.2021

Frankfurt am Main

DLG e.V.

AGRITECHNICA – The world's leading trade fair for agricultural technology, Hanover

- 10.11.-16.11.2019

DLG Field Days – Meet the crop professionals, Erwitte
+ 16.06.-18.06.2020

EnergyDecentral – International trade fair for innovative energy supply, Hanover
17.11.-20.11.2020

- EuroTier – with Energy Decentral – First in Animal Farming, Hanover
17.11.-20.11.2020

Messe Frankfurt Exhibition GmbH

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

- 08.01.-11.01.2019

Nordstil – Hamburg Regional Order Days – Winter Edition, Hamburg
12.01.-14.01.2019

- Christmasworld – Seasonal Decoration at its best, Frankfurt on the Main
25.01.-29.01.2019

- Creativeworld – International trade fair for hobby, craft and art supplies, Frankfurt on the Main
26.01.-29.01.2019

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

- 26.01.-29.01.2019

Ambiente – International Frankfurt Fair, Frankfurt on the Main

- 08.02.-12.02.2019

ISH – World's leading trade fair for HVAC + Water, Frankfurt on the Main

- 11.03.-15.03.2019

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

- 02.04.-05.04.2019

Prolight + Sound – International Fair for Technologies and Services for Events, Integrated Systems and Creation, Frankfurt on the Main

- 02.04.-05.04.2019

IFFA – The No. 1 for the Meat Industry, Frankfurt on the Main

- 04.05.-09.05.2019

Techtextil – Leading International Trade Fair for Technical Textiles and Nonwovens, Frankfurt on the Main

- 14.05.-17.05.2019

Texprocess – Leading International Trade Fair for Processing Textile and Flexible Materials, Frankfurt on the Main

- 14.05.-17.05.2019

Tendence – International Frankfurt Fair, Frankfurt on the Main

- 29.06.-01.07.2019

Nordstil – Hamburg Regional Order Days – Summer Edition, Hamburg
27.07.-29.07.2019

Cleanzone – International trade fair for contamination control and cleanroom technology, Frankfurt on the Main
19.11.-20.11.2019

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

- 08.03.-13.03.2020

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

- 20.06.-24.06.2020

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

- 08.09.-12.09.2020

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

The smarter E Europe – The innovation hub for new energy solutions, Munich

- 15.05.-17.05.2019

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

- 15.05.-17.05.2019

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

- 15.05.-17.05.2019

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

- 15.05.-17.05.2019

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

- 15.05.-17.05.2019

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, Schwarzenborn (Knüll)

- + 01.07.-04.07.2020

Hamburg

Hamburg Messe und Congress GmbH

oohh! – The LeisureWorlds of Hamburg Messe, Hamburg
06.02.-10.02.2019

INTERNORGA – Europe's leading trade show for the Hotel, Restaurant, Catering, Baking and Confectionery Industry, Hamburg
15.03.-19.03.2019

NORTEC – Manufacturing trade fair, Hamburg
21.01.-24.01.2020

Registered Events

HansePferd Hamburg – The equestrian trade fair experience, Hamburg
24.04.-26.04.2020

SMM – the leading international maritime trade fair, Hamburg, Hamburg
● 08.09.-11.09.2020

WindEnergy Hamburg – The global on- & offshore expo, Hamburg
22.09.-25.09.2020

GET Nord – Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning, Hamburg
19.11.-21.11.2020

FLEET Events GmbH

W3+ Fair/Convention
25.02.-26.02.2019

Hannover

Deutsche Messe AG

DOMOTEX – The World of Flooring, Hanover
● 11.01.-14.01.2019

HANNOVER MESSE – The world's leading trade fair for industrial technology, Hanover
● 01.04.-05.04.2019

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

Digital Factory / HANNOVER MESSE – Leading Trade Fair for Integrated Processes and IT Solutions, Hanover
01.04.-05.04.2019

Industrial Supply / HANNOVER MESSE – Leading Trade Fair for Innovative Subcontracting Solutions and Lightweight Construction, Hanover
01.04.-05.04.2019

Integrated Automation, Motion & Drives / HANNOVER MESSE – Leading Trade Show for Integrated Automation, Industrial IT, Power Transmission and Control, Hanover
01.04.-05.04.2019

Integrated Energy / HANNOVER MESSE – Leading Trade Show for Integrated Energy Systems for Industry, Heating and Mobility, Hanover
01.04.-05.04.2019

Research & Technology / HANNOVER MESSE – Leading Trade Fair for Research, Development and Technology Transfer, Hanover
01.04.-05.04.2019

LABVOLUTION – World of Labs. From Research to Application. From Life Sciences to Chemical Industry, Hanover

● 21.05.-23.05.2019

LIGNA – The World's Leading Trade Fair for Wood-working and Wood Processing Plant, Machinery and Tools, Hanover

● 27.05.-31.05.2019

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

parts2clean – International Trade Fair for Industrial Parts and Surface Cleaning, Stuttgart
22.10.-24.10.2019

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

● 20.04.-24.04.2020

INTERSCHUTZ – The world's leading trade fair for the fire and rescue services, civil protection, safety and security, Hanover

● 15.06.-20.06.2020

SurfaceTechnology GERMANY – International Trade Fair for Surface Treatments & Coatings, Stuttgart
16.06.-18.06.2020

EuroBLECH – International Sheet Metal Working Technology Exhibition, Hanover

● 27.10.-30.10.2020

Fachausstellungen Heckmann GmbH

abf with B.I.G. – Bauen, Immobilien, Garten – The big leisure fair, Hanover
30.01.-03.02.2019

ALTENPFLEGE – The Care Fair, Nuremberg
+ 02.04.-04.04.2019

infa – Information and Sales Exhibition, Hanover
12.10.-20.10.2019

CARAVAN Bremen – Motor caravans and Supplies Trade Exhibition, Bremen
08.11.-10.11.2019

Pferd & Jagd – Europe's biggest exhibition for equestrian sports, hunting and fishing, Hanover
05.12.-08.12.2019

Husum

Messe Husum & Congress GmbH & Co. KG

Nord Gastro & Hotel – Hotel and Restaurant Industry Trade Fair, Husum
11.02.-12.02.2019

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
03.10.-06.10.2019

Karlsruhe

HINTE GmbH

INTERGEO – GLOBAL HUB OF THE GEOSPATIAL COMMUNITY, Stuttgart
+ 17.09.-19.09.2019

Arbeitsschutz Aktuell – Safety & Health - Congress & Trade Fair, Stuttgart
+ 06.10.-08.10.2020

Karlsruher Messe- und Kongress GmbH

LEARNTEC – International Trade Fair and Convention, Karlsruhe
29.01.-31.01.2019

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

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

IT-TRANS – International Conference and Exhibition on Intelligent Urban Transport Systems, Karlsruhe
03.03.-05.03.2020

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, Kempten
10.08.-18.08.2019

Köln

Koelnmesse GmbH

imm cologne – THE INTERIOR BUSINESS EVENT (in uneven years with LivingKitchen®), Köln
● 14.01.-20.01.2019

ISM – The world's largest trade fair for sweets and snacks, Cologne
● 27.01.-30.01.2019

ProSweets Cologne – The international supplier fair for the sweets and snacks industry, Cologne
27.01.-30.01.2019

Asia-Pacific Sourcing – Products for Home and Garden from Far East, Cologne
25.02.-27.02.2019

didacta – The Education Trade Fair, Cologne
+ 19.02.-23.02.2019

spoga horse (Spring) – International Trade Fair for Equestrian Sports, Cologne
02.02.-04.02.2019

IDS – International Dental Show, Cologne
● 12.03.-16.03.2019

- h+h cologne – International Trade Fair for Creative Handicraft + Hobby Supplies, Cologne
- 29.03.-31.03.2019
- Eu'Vend & coffeena – International Vending and Coffee Fair, Cologne
- 09.05.-11.05.2019
- interzum – Furniture Production Interiors, Cologne
- 21.05.-24.05.2019
- spoga+gafa/spoga horse (Autumn) – The garden trade fair, Cologne/International Trade Fair for Equestrian Sports, Cologne
- 01.09.-03.09.2019
- DMEXCO – The Meeting Place for Key Players in Digital Business, Marketing and Innovation, Cologne
- 11.09.-12.09.2019
- Kind + Jugend – The Trade Show for Kids' First Years, Cologne
- 19.09.-22.09.2019
- 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 Leisure Facilities, Cologne
- 05.11.-08.11.2019
- ZOW in Bad Salzuflen – SUPPLIER FAIR FOR THE FURNITURE AND INTERIOR DESIGN INDUSTRY, Bad Salzuflen
- 04.02.-06.02.2020
- INTERNATIONALE EISENWARENMESSE KÖLN – International Hardware Fair Cologne, Cologne
- 01.03.-04.03.2020
- ORGATEC – New visions of work, Cologne
- 27.10.-31.10.2020
- Anuga FoodTec – The international supplier fair for the food and drink industry, Cologne
- 23.03.-26.03.2021

Leipzig

Leipziger Messe GmbH

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

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 Leipzig/Forum AUTO, Leipzig

23.02.-03.03.2019

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

07.03.-09.03.2019

CADEAUX Leipzig (Spring) – Trade Fair for Gifts and Lifestyle Trends, Leipzig

09.03.-11.03.2019

CADEAUX Leipzig (Autumn) – Trade Fair for Gifts and Lifestyle Trends, Leipzig

07.09.-09.09.2019

MIDORA Leipzig – TRADE FAIR FOR WATCHES AND JEWELLERY, Leipzig

07.09.-09.09.2019

efa – Trade Fair for Electrical Engineering, Building Systems, Light and Energy, Leipzig

18.09.-20.09.2019

modell-hobby-spiel – The biggest trade fair for model building, model railways, creative arts, crafts, games and toys, Leipzig

03.10.-06.10.2019

ISS GUT! – Trade Fair for the Hospitality Industry, Butchers and Bakers, Leipzig

03.11.-05.11.2019

Leipziger Tierärztekongress – Leipzig Veterinary Congress with Industrial Exhibition vetexpo, Leipzig

16.01.-18.01.2020

OTWorld – International Trade Show and World Congress, Leipzig

- 12.05.-15.05.2020

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

- 05.11.-07.11.2020

Leipziger Messe International GmbH

LBA – Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg

08.03.-10.03.2019

Lindau-Bodolz

Kinold – Ausstellungsgesellschaft mbH

Messe Rosenheim – Regional Consumer Goods Exhibition, Rosenheim

04.04.-07.04.2019

Passauer Frühling, DreiländerMesse – Regional Exhibition, Passau

21.03.-29.03.2020

Messe Hof – Regional Exhibition, Hof

September 2020

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGM)

MAGDEBOOT – Trade Fair for new and used boats, equipment and water sports, Magdeburg

15.03.-17.03.2019

TIERWELT – MESSE MAGDEBURG, Magdeburg

06.04.-07.04.2019

MAGDEBURGER MEERESANGELTAGE und MAGDEBURGER RAUBFISCHANGELTAGE – International Fishing Exhibition, Magdeburg

09.11.-10.11.2019

Mainz

RAM Regio Ausstellungs GmbH

Rheinland-Pfalz Ausstellung – Regional Consumer Goods Exhibition, Mainz

06.04.-14.04.2019

München

EUROEXPO Messe- und Kongress-GmbH

LogiMAT – International Trade Fair for Intralogistics Solutions and Process Management, Stuttgart

19.02.-21.02.2019

GHM Gesellschaft für Handwerksmessen mbH

opti – The international trade show for optics & design, Munich

25.01.-27.01.2019

INTERNATIONALE HANDWERKSMESSE – The Leading Trade Fair for Craft Trades (with Garten München), Munich

13.03.-17.03.2019

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

+ 20.03.-23.03.2019

+ DACH+HOLZ International, Stuttgart

+ 28.01.-31.01.2020

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

21.04.-24.04.2020

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

23.10.-28.10.2021

Messe München GmbH

BAU – World's leading trade fair for architecture, materials, systems, Munich

- 14.01.-19.01.2019

ISPO MUNICH – International Trade Fair for Sports Equipment and Fashion, Munich

- 03.02.-06.02.2019

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

- 20.02.-24.02.2019

INHORGENTA MUNICH – International Trade Fair for Jewellery, Watches, Design, Gemstones and Technology, Munich

- 22.02.-25.02.2019

- LOPEC – International Exhibition and Conference for the Printed Electronics Industry, Munich
- 20.03.-21.03.2019

Registered Events

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

transport logistic – International trade fair for logistics, mobility, IT and supply chain management, Munich

● 04.06.-07.06.2019

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

● 24.06.-27.06.2019

OutDoor by ISPO, München

30.06.-03.07.2019

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

● 07.10.-09.10.2019

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

● 12.11.-15.11.2019

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

● 31.03.-03.04.2020

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

● 04.05.-08.05.2020

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

● 16.06.-19.06.2020

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

● 10.11.-13.11.2020

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

● 13.09.-17.09.2021

ceramitec – Technologies - Innovations - Materials, Munich

● 16.11.-19.11.2021

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

● July 2022

MunichExpo Veranstaltungen GmbH

eMove360° Europe – International Trade Fair for Mobility 4.0 – electric – connected – autonomous, Munich

15.10.-17.10.2019

Münster

**Messe und Congress Centrum
Halle Münsterland GmbH**

ART & ANTIK MESSE MÜNSTER, Muenster

06.03.-10.03.2019

Nürnberg

AFAG Messen und Ausstellungen GmbH

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

GrindTec – International Trade Fair for Grinding Technology, Augsburg

18.03.-21.03.2020

NürnbergMesse GmbH

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

13.02.-16.02.2019

FeuerTrutz – International Trade Fair with Congress for Preventive Fire Protection, Nuremberg

20.02.-21.02.2019

embedded world – Exhibition&Conference, Nuremberg

26.02.-28.02.2019

Enforce Tac – International Exhibition & Conference – Law Enforcement, Security and Tactical Solutions, Nuremberg

06.03.-07.03.2019

IWA OutdoorClassics – High performance in target sports, nature activities, protecting people, Nuremberg

08.03.-11.03.2019

European Coatings Show – + ADHESIVES – SEALANTS – CONSTRUCTION CHEMICALS, Nuremberg

19.03.-21.03.2019

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

27.03.-30.03.2019

POWTECH – World 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

FachPack, Nuremberg

24.09.-26.09.2019

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

08.10.-10.10.2019

Kommunale – Bundesweite Fachmesse und Kongress, Nuremberg

16.10.-17.10.2019

BrauBeviale, Nuremberg

12.11.-14.11.2019

EUROGUSS – International Trade Fair for Die Casting: Technology, Processes, Products, Nuremberg

14.01.-16.01.2020

Perimeter Protection – International Trade Fair for Perimeter Protection, Fencing and Building Security, Nuremberg

14.01.-16.01.2020

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

18.03.-21.03.2020

Stone+tec Nürnberg – International Trade Fair for Natural Stone and Stone Technology, Nuremberg

17.06.-20.06.2020

GaLaBau – gardening. landscaping. greendesign., Nuremberg

16.09.-19.09.2020

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

● 13.10.-15.10.2020

Spielwarenmesse eG

Spielwarenmesse®, Nuremberg

30.01.-03.02.2019

Insights-X – Your stationery expo, Nuremberg

09.10.-12.10.2019

Offenbach

Messe Offenbach GmbH

ILM Winter Styles – International Leather Goods Fair, Offenbach/Main

● 16.02.-18.02.2019

ILM Summer Styles – International Leather Goods Fair, Offenbach/Main

● 07.09.-09.09.2019

Offenburg

Messe Offenburg-Ortenau GmbH

OBERRHEIN MESSE Offenburg, Consumer Goods Fair, Offenburg

28.09.-06.10.2019

Stuttgart

Landesmesse Stuttgart GmbH

CMT – The Holiday exhibition – Intern. exhibition for caravanning, motoring, tourism, with the special exhibitions cycling & hiking holidays, golf & wellness holidays, cruises & ship travel, thermal fair, Stuttgart

12.01.-20.01.2019

MEDIZIN/TheraPro – Trade fair and congress, Stuttgart

25.01.-27.01.2019

eltefa – Trade fair for the electrical sector, Stuttgart

20.03.-22.03.2019

FAIR HANDELN – International exhibition focusing on Fairtrade and globally responsible trade and activities, Stuttgart
25.04.-28.04.2019

GARTEN outdoor ambiente – Exhibition for garden and lifestyle, Stuttgart
25.04.-28.04.2019

Invest – Leading trade fair and congress for finance and investment, Stuttgart
05.04.-06.04.2019

KREATIV – The trade fair for creative design, Stuttgart
25.04.-28.04.2019

Markt des guten Geschmacks – Market for Good taste – the Slow Food Exhibition, Stuttgart
25.04.-28.04.2019

Mineralien, Fossilien, Schmuck – Minerals, fossils, jewellery, Stuttgart
25.04.-28.04.2019

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

auto motor und sport i-Mobility – Exhibition for intelligent mobility, Stuttgart
25.04.-28.04.2019

T4M – Technology for Medical Services, Stuttgart
07.05.-09.05.2019

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

FACHDENTAL Leipzig, Leipzig
13.09.-14.09.2019

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

FACHDENTAL Südwest, Stuttgart
11.10.-12.10.2019

Stuttgarter MesseHerbst – Messe Stuttgart's autumn line-up, Stuttgart
21.11.-24.11.2019

ANIMAL / Stuttgarter MesseHerbst – Exhibition for pet ownership, Stuttgart
22.11.-24.11.2019

Autotage Stuttgart / Stuttgarter MesseHerbst – South Germany's large new car sales exhibition, Stuttgart
22.11.-24.11.2019

Familie & Heim / Stuttgarter MesseHerbst – The shopping and experience exhibition with minerals, fossils, jewellery and forum topic the best years, Stuttgart
21.11.-24.11.2019

KREATIV / Stuttgarter MesseHerbst – The trade fair for creative design, Stuttgart
21.11.-24.11.2019

Modell + Technik / Stuttgarter MesseHerbst – The exhibition for model making and electronics, Stuttgart
21.11.-24.11.2019

Spielemesse / Stuttgarter MesseHerbst – The Game Event in Southern Germany, Stuttgart
21.11.-24.11.2019

veggie & frei von / Stuttgarter MesseHerbst – Leading Fair for Taste and Health, Stuttgart
22.11.-24.11.2019

Touristik & Caravaning Leipzig – Tourism & Caravaning Leipzig, Leipzig
20.11.-24.11.2019

GiveADays – International Tradeshow for Promotional Products, Stuttgart
30.01.-01.02.2020

TV TecStyle Visions – Europe's leading Trade Fair for Textile Decoration and Promotion, Stuttgart
30.01.-01.02.2020

Wetec – International Trade Fair for Signmaking, Digital Printing, Light Advertising & Digital Signage, Stuttgart
30.01.-01.02.2020

INTERGASTRA – World of hospitality/GELATISSIMO – World of gelato, Stuttgart
● 15.02.-19.02.2020

RETRO CLASSICS – Trade fair for driving culture, Stuttgart
07.03.-10.03.2019

PFLEGE PLUS – Trade fair for the care market, Stuttgart
26.05.-28.05.2020

LASYS – International trade fair for laser material processing, Stuttgart
16.06.-18.06.2020

AMB – International exhibition for metal working, Stuttgart
● 15.09.-19.09.2020

interbad – International trade fair for swimming pools, saunas and spas with congress for pool and bath technology, Stuttgart
27.10.-30.10.2020

SÜFFA – Trade fair for the meat industry, Stuttgart
07.11.-09.11.2020

VISION – Leading world trade fair for machine vision, Stuttgart
10.11.-12.11.2020

INTERVITIS INTERFRUCTA HORTITECHNICA – Technology for wine, fruit juice and special crops, Stuttgart
November 2020

R+T – World's leading trade fair for roller shutters, doors / gates and sun protection systems, Stuttgart
● 22.02.-26.02.2021

Stuttgart

Mesago Messe Frankfurt GmbH

PCIM Europe – International Exhibition and Conference for Power Electronics, Intelligent Motion, Renewable Energy and Energy Management, Nuremberg
07.05.-09.05.2019

SMTconnect – Solutions for Electronic Assemblies and Systems, Nuremberg
07.05.-09.05.2019

Formnext – International exhibition and conference on the next generation of manufacturing technologies, Frankfurt on the Main
19.11.-22.11.2019

SPS – Smart Production Solutions – smart and digital automation – international exhibition for industrial automation, Nuremberg
26.11.-28.11.2019

Wächtersbach

Messe Wächtersbach GmbH

Messe Wächtersbach, Waechtersbach
25.05.-02.06.2019

Wiesbaden

WIRTSCHAFTSGEMEINSCHAFT

Zoologischer Fachbetriebe GmbH

Interzoo – International Trade Fair for Pet Supplies, Nuremberg
● 19.05.-22.05.2020

Wunstorf

AMA Service GmbH

SENSOR+TEST – The Measurement Fair – International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nuremberg
25.06.-27.06.2019

Hongkong

Hong Kong Trade Development Council

HKTDC Hong Kong Baby Products Fair, Hong Kong
● 07.01.-10.01.2019

HKTDC Hong Kong Fashion Week for Fall/Winter, Hong Kong
● 14.01.-17.01.2019

HKTDC Hong Kong Toys & Games Fair, Hong Kong
● 07.01.-10.01.2019

HKTDC Hong Kong International Diamond, Gem & Pearl Show, Hong Kong
● 26.02.-02.03.2019

HKTDC Hong Kong International Jewellery Show, Hong Kong
● 28.02.-04.03.2019

HKTDC Hong Kong Electronics Fair (Spring Edition), Hong Kong
● 13.04.-16.04.2019

Registered Events

- HKTDC Hong Kong Houseware Fair, Hong Kong
20.04.-23.04.2019
- HKTDC Hong Kong Gifts & Premium Fair, Hong Kong
27.04.-30.04.2019
- Hong Kong International Printing & Packaging Fair, Hong Kong
27.04.-30.04.2019
- HKTDC Hong Kong International Medical and Healthcare Fair, Hong Kong
14.05.-16.05.2019
- HKTDC Hong Kong Watch & Clock Fair, Hong Kong
03.09.-07.09.2019
- HKTDC Hong Kong Electronics Fair (Autumn Edition), Hong Kong
13.10.-16.10.2019
- HKTDC Hong Kong International Lighting Fair (Autumn Edition), Hong Kong
27.10.-30.10.2019
- HKTDC Hong Kong International Outdoor and Tech Light Expo, Hong Kong
29.10.-01.11.2019
- electronicAsia, Hong Kong
13.10.-16.10.2019
- HKTDC Hong Kong International Optical Fair, Hong Kong
06.11.-08.11.2019
- HKTDC Hong Kong International Wine & Spirits Fair, Hong Kong
07.11.-09.11.2019
- Eco Expo Asia – International Trade Fair on Environmental Protection, Hong Kong
30.10.-02.11.2019

Verona

VERONAFIERE S.p.A.

- VINITALY/Enolitech/SOL & AGRIFOOD – International Wine & Spirits exhibition/International Exhibition of Technologies for Viticulture, Oenology and of Technologies for Olive Growing and Oil Production/International Quality Agro-Foods Event, Verona
07.04.-10.04.2019
- PULIRE – International exhibition for the cleaning industry, Verona
21.05.-23.05.2019
- MARMOMACC – International Exhibition of Marble, Stone and Technology, Verona
25.09.-28.09.2019
- Fieragricola/Eurocarne – International agricultural technologies show, Verona
29.01.-01.02.2020
- SAMOTER – International Earthmoving and Building Machinery Exhibition, Verona
22.03.-25.03.2020



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