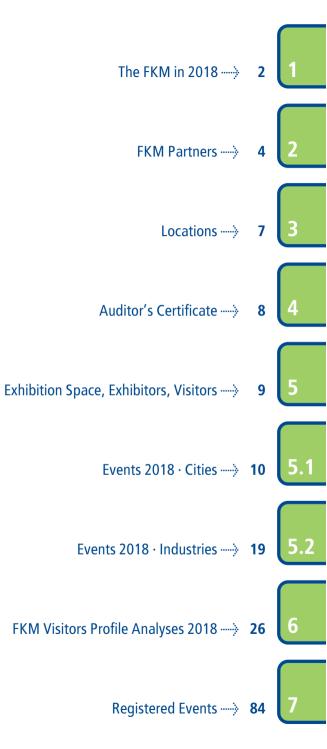


Certified Exhibition Data 2018



www.fkm.de





Certified Exhibition Data Report 2018

www.fkm.de

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 \blacktriangleright www.fkm.de.

The FKM welcomes and supports the endeavours of the UFI – The Global Association of the Exhibition Industry in the implementation of a UFI standard for definitions and auditing of exhibition statistics, in order to secure a uniform basis for exhibition participations worldwide.

Klaus Dittrich (Chairman)

FKM Partners

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

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

Reed Exhibitions Deutschland GmbH

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

Erfurt

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

RAM Regio Ausstellungs GmbH Erfurt

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

Essen

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

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Messe Frankfurt GmbH

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

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG, Messe Freiburg Neuer Messeplatz 3 79108 Freiburg Tel.: 0761 3881-02 Fax: 0761 3881-3006 www.messe.freiburg.de info@messe.freiburg.de

Groß-Umstadt

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

Hamburg FLEET Events GmbH

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

Hamburg Messe und Congress GmbH

Messeplatz 1 20357 Hamburg Tel.: 040 3569-0 Fax: 040 3569-2203 www.hamburg-messe.de info@hamburg-messe.de

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

info@messe.de

Fachausstellungen Heckmann GmbH

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

Hohenschäftlarn

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

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

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

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Karlsruher Messe- und Kongress GmbH

Festplatz 9 76137 Karlsruhe Tel.: 0721 3720-0 Fax: 0721 3720-2116 www.kmkg.de info@kmkg.de

Kassel

VDRK – Verband der Rohr- und Kanal-Technik-Unternehmen e. V. Wilhelmshöher Allee 253–255 34131 Kassel Tel.: 0561 207567-0 Fax: 0561 207567-29 www.vdrk.de info@vdrk.de

Kempten

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

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

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Leipziger Messe International GmbH

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Lindau Kinold Ausstellungsgesellschaft mbH

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Mainz

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Munich

EUROEXPO Messe- und Kongress-GmbH Joseph-Dollinger-Bogen 9 80807 München Tel.: 089 32391-259 Fax: 089 32391-246 www.euroexpo.de management@euroexpo.de

GHM – Gesellschaft für Handwerksmessen mbH

Paul-Wassermann-Straße 5 81829 München Tel.: 089 189149-0 Fax: 089 189149-239 www.ghm.de kontakt@ghm.de

Messe München GmbH

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

MunichExpo Veranstaltungs GmbH

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NürnbergMesse GmbH

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Spielwarenmesse eG

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FKM Partners

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

Landesmesse Stuttgart GmbH

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

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

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

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Guest members

Hongkong

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

Verona

VERONAFIERE S.p.A. Viale del Lavoro, 8 37135 Verona Tel.: 0039-045-8298-111 Fax: 0039-045-8298-288 www.veronafiere.it info@veronafiere.it

Chairpersons

Chairman

Klaus Dittrich Messe München GmbH

1st Deputy

Britta Wirtz Karlsruher Messe- und Kongress GmbH, Karlsruhe

2nd Deputy

Carola Schwennsen Fachausstellungen Heckmann GmbH, Hannover

Honorary Chairman Prof. Dr. Manfred Busche Berlin

Managing Director Harald Kötter

Locations



• Exhibitions

O FKM partners

• Exhibitions and FKM partners

Auditor's Certificate

A. Audit commission

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

www.fkm.de





aufter

Josef Klute Public accountant

Jörg Brüggemann Public accountant

Exhibition Space, Exhibitors, Visitors

Space figures

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

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

Exhibitor figures

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

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

Visitor figures

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

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

FKM Visitors Profile Analyses

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

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

The visitors profile analyses are subject to independent audit in just the same way as the quantitative visitor figures. In as far as structural analysis were not carried out for exhibitions of 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.

			Exhib	ition s	pace fig	ures	(sq.m.)				Exhib	itor fig	ures					Visito	r figur	es
FKM			Exhibitor	stand spa	ice						Exhibitor	'S			Addition represer	ally nted firms		Entries (Explanati	ions see p.	. 9)
For the complete titles see pp. 84		erval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	То
Augsburg																				
GrindTec	2	4	15.341	8.987			24.328	158	24.486	43.100	364	280	644	30				12.720	5.452	18
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
bautec	2	4	9.854	1.118			10.972	1.789	12.761	31.200	386	70	456	19				19.850	1.797	21
belektro	2	3	8.834	248			9.082	1.687	10.769	24.200	218	12	230	10						10
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
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
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
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
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
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
CARAVAN	1	3	9.896	47			9.943		9.943	14.800	61	3	64	4						3
CARAVAN / Reiselust	1	3	12.664	478	104		13.246	332	13.578	24.800	304	51	355	23						3
fish international	2	3	3.754	1.825			5.579	375	5.954	10.700	180	132	312	30				8.043	954	
HanseLife	1	9	14.375	687	1.408	51	16.521	5.427	21.948	46.400	764	45	809	16				74.814	817	7
Reiselust – Tourism fair	1	3	2.768	431	104		3.303	332	3.635	10.000	243	48	291	23				26.289	578	2
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
mtex+ / LIMA	2	3	1.023	279			1.302	472	1.774	4.200	132	27	159	7				753	153	
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	1
Düsseldorf																				
ALUMINIUM	2	3	11.165	29.300			40.465	634	41.099	79.400	311	672	983	54				8.793	14.226	2
BEAUTY Düsseldorf	1	3	19.946	3.540			23.486	4.060	27.546	61.800	479	152	631	29				60.196	7.592	6
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
CARAVAN SALON	1	12	80.825	27 406	1.486	CE A	110.461	4.401	444.000	168.600	384	227	611	34				220.436	29.775	250

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

* Visitors Profil Analyses see page 26 ff.

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

²⁾ ascertained by a representative poll.

5.1

FKM			Exhib	ition s	pace figu	ires ((sq.m.)				Exhibi	tor fig	ures				Visito	r figur	es
			Exhibitor	stand spa	ice						Exhibitors	;			Additionally represented firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 84		rval/ ays	Hal Domestic		Open Ai Domestic Fo		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Foreign	Total	Domestic	Foreign	Total
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		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		3	4.032	13.895			17.927		17.927	43.600	124	518	642	38			2.995	8.139	11.134
wire	_	5	15.203	49.862			65.065	157		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	1	0	12.054	520			14 202	2 800	17 102	22.400	679	21	600	10	24	24			62 294
Consumer Goods Essen	1	9	13.854	538			14.392	2.800	17.192	32.400	678	21	699	10	24	24			62.384
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

5.1

		Exhib	ition s	pace figu	ures (s	s <mark>q.m.</mark>)				Exhibi	itor fig	ures					Visito	r figur	es
FKM		Exhibitor	stand spa	ace						Exhibitor	s			Addition represer	ally ited firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 84	Interval Days			Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tot
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.
INservFM	1 3	2.394	53			2.447	274	2.721	6.000	108	8	116	4				3.537	140	3
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
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
Musikmesse	1 4	8.190	11.864		18	20.072	1.392		65.700	290	595	885	49				27.199	11.322	38
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
	1 4	13.530	20.039	977	798	35.344	1.312	36.656		276	459	735	40				19.489	24.432	43
Prolight + Sound																			
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
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
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
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
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
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
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
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
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
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
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
ALTENPFLEGE – The Care Fair	2 3	12.919	896			13.815	891	14.706	34.200	500	54	554	16				23.720	312	24
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
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
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
Energy Decentral	2 4	9.405	994			10.399	1.231	11.630	25.700	294	38	332	14				23.964	6.408	30
EuroBLECH	2 4	41.894	47.984			89.878		89.878	150.000	638	869	1.507	40				28.934	27.373	56
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
HANNOVER MESSE / CeMAT	1 5	128.700	80.224	7.879		219.999	2.827		372.900	2.254	3.432	5.686	80						210
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
Hannover Messe: Digital Factory	1 5	14.774	6.582			21.356	150		33.500	329	188	517	30				59.942	29.792	89
Hannover Messe: Energy	1 5	21.799	15.489	227		37.515	494		67.500	352	651	1.003	46				57.586	26.481	84
Hannover Messe: Industrial Supply	1 5	9.566	13.039		21	22.626		22.851		338	929	1.267	45				43.934		68

⁺ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 26 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of EuroTier/Energy Decentral. 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 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

			Exhib	ition s	pace fig	jures	(sq.m.)				Exhib	itor fig	ures				Visito	r figur	es
FKM			Exhibitor	stand spa	ace						Exhibitor	S			Additionally represented firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 84		erval/ ays	Hal Domestic		Open Domestic		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	133.18
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	59.88
Infa – 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					160.23
Pferd & Jagd – Equestrain sports, hunting, fishing	1	4	24.676	3.282	1.835		29.793	10.585	40.378	105.100	783	113	896	26					94.2
Husum																			
Nord Gastro & Hotel	1	2	4.637	144			4.781		4.781	8.200	223	17	240	8			4.394	23	4.4
Idar-Oberstein																			
INTERGEM	1	4	1.675	195			1.870	50	1.920	4.000	98	16	114	9					1.9
Karlsruhe																			
IT-TRANS	2	3	2.601	2.344			4.945	751	5.696	15.000	134	126	260	32			2.768	1.563	4.3
LEARNTEC	1	3	4.107	646			4.753	2.557		16.500	232	51	283	14			9.509	596	10.1
TIERisch gut – Pet fair	1	2	6.300	200			6.500	12.106	18.606	39.600	254	14	268	9					32.9
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					101.9
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	50.6
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	45.1
dmexco	1	2	19.146	9.419	25		28.590	600	29.190	92.400	605	333	938	40			28.123	12.002	40.1
FIBO	1	4	33.628	35.904			69.532	6.925	76.457	161.700	503	666	1.169	44			103.219	39.876	143.0
h+h cologne	1	3	6.373	9.011			15.384	329	15.713	36.800	112	306	418	43			9.838	6.132	15.9
IEX Europe	2	2	2.801	2.455			5.256	759	6.015	11.300	75	88	163	26			1.484	1.702	3.1
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	126.6
Internationale Eisenwarenmesse – Hardware fair	_	3	18.462	51.022			69.484	1.038		144.200	359	2.403	2.762	58			14.486	32.938	47.4
ISM – Trade fair for sweets and snacks		4	11.395				46.578	1.029		100.000	230	1.430	1.660	72			11.530		39.8
ISM — Trade fair for sweets and snacks / ProSweets Cologne		4	15.071	41.002			56.073	1.634		121.000	335	1.644	1.979	75	3	3			39.2
Kind + Jugend – The Trade Show for Kids' First Years		4	13.946	42.245			56.191	923		109.400	174	1.038	1.212	49			6.201	18.611	24.8
ORGATEC		5	27.068	51.090			78.158	3.354		126.900	181	568	749	39			27.897	35.269	63.1
ProSweets Cologne		4	3.676	5.819			9.495	605		21.000	101	214	319	33	3	3	5.007	16.727	21.7

+ Events with changing venues Multiple answers were permitted.

• Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 26 ff. ¹⁾ Visitor attend ²⁾ Visitor attendance determined by a representative poll in the combination of ISM/ ProSweets Cologne. Multiple answers were permitted ¹⁾ Visitor attendance determined by a representative poll at Hannover Messe.

FKM			Exhib	ition s	pace fig	ures	(sq.m.)				Exhib	itor fig	ures					Visito	r figur	es
			Exhibito	r stand spa	ice						Exhibitor	S			Addition represen	ally ited firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 84		rval/ ays	Ha Domestic		Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota
spoga horse (Spring)	1	3	3.247	3.944			7.191	966	8.157	16.800	57	114	171	20				1.753	1.829	3.58
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	39.1
Leipzig																				
CADEAUX (Spring)	1	3	5.787	464			6.251	529	6.780	15.000	182	19	201	12	1		1			6.2
CADEAUX (Autumn)	1	3	5.977	420			6.397	225	6.622	15.000	231	15	246	11	1		1			4.8
denkmal	2	3	6.374	1.228			7.602	126	7.728	18.100	374	73	447	18	2		2	9.792	1.634	11.4
Fachdental Leipzig	1	2	3.240	489			3.729	105	3.834	10.000	180	25	205	15	2	6	8	3.815	39	3.8
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			172.9
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	13.3
MIDORA	1	3	2.145	145			2.290		2.290	10.000	83	8	91	8						1.3
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.
OTWorld	2	4	12.147	5.986			18.133	78	18.211	41.000	270	306	576	43				13.736	7.397	21.
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	62.9
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.(
MAGDEBOOT	1	3	3.225	136	137	18	3.516	81	3.597	9.100	101	4	105	4						5.6
MAGDEBURGER MEERESANGELTAGE and MAGDEBURGER RAUBFISCHANGELTAGE –		2	2 702	204	00	42	2 407	240	2.546	7.250		10	442							
Fishing Exhibition		2	2.703	394	88	12	3.197	319	3.516	7.350	94	18	112	6 5						6.9
TIERWELT – Pet exhibition		3	1.928	121	247		2.296	2.377	4.673	9.250	126	4	130	5						11.8
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						65.9
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.
AUTOMATICA	2	4	28.017	8.257			36.274	1.740	38.014	66.000	627	263	890	29				27.985	17.599	45.
AUTOMATICA / The smarter E Europe		4	48.418	32.536			80.954	6.738		152.000	1.098	964	2.062	49						82.
ceramitec	3	4	9.547	10.524			20.071	759	20.830	35.800	217	398	615	38				7.121	8.391	15.
electronica	_	4	50.757	53.370			104.127		109.524		1.076	2.372	3.448	53	58	183	241	40.878	40.593	81.
eMove360° Europe	_	3	4.673	4.142	52	20	8.887	778		17.200	163	109	272	23				6.359	1.453	7.
EXPO REAL – Property and Investment		3	30.770	9.466			40.236	2.531		64.000		546	2.095	41				28.225	12.977	41.

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

 $^{\prime\prime}$ Visitor attendance determined by a representative poll in the combination of * Visitors Profil Analyses see page 26 ff.

14 AUTOMATICA/The smarter E Europe. Multiple answers were permitted.

			Exhib	ition s	pace fig	ures (sq.m.)				Exhib	itor fig	ures					Visito	r figur	es
			Exhibitor	stand spa	ice						Exhibitor	s			Addition represen	ally ted firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 84		rval/ ays	Ha Domestic		Open / Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
• 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	_	6	30.180	53.063			83.243	1.812	85.055		412	946	1.358	50				25.228	51.792	77.020 *
• IFAT	2		76.633	49.020	16.699	7.697	150.049	11.200	161.249		1.725	1.580	3.305	58				72.010	70.462	142.472 *
INHORGENTA MUNICH	1		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		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	_	7	27.759	4.349	24.174	11.070	32.108	3.949	36.057		796	163	959	31	7	1	8	119.106	2.416	121.522 *
• ispo	1		20.751	81.076			101.827	8.325	110.152		338	2.464	2.802	51				25.846	57.760	83.606
LOPEC		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		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		20.401	24.279			44.680	4.998			471	701	1.172	49				21.680	24.770	46.450
Nürnberg		5	20.101	21.275			11.000	1.550	13.070	00.000				15				21.000	21.770	10.150
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	_	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		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		32.757	5.148			37.905	473	38.378	72.000	511	99	610	21				39.464	887	40.351 *
Insights-X	1		6.450	4.737			11.187	635	11.822	25.000	137	174	311	39				3.113	2.399	5.512 *
Interzoo	2		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	_	3	9.793	1.945			11.738	850	12.588	24.400	515	183	698	27				13.234	1.056	14.290 *
IWA OutdoorClassics	_	4	16.243	40.421			56.664	1.815		105.300	307	1.254	1.561	57				17.714	28.848	46.562
PCIM Europe	_	3	8.332	5.488			13.820	445		23.500	244	262	506	27	20	67	87	6.271	5.331	11.602
Perimeter Protection	2	_	3.899	1.448			5.347	93	5.440	10.500	79	56	135	13				2.725	914	3.639 *
SENSOR + TEST	_	3	5.997	2.693			8.690	3.328		22.000	354	237	591	32	11	27	20	6.224	1.655	7.879 *
SMT Hybrid Packaging	_	3	10.518	2.444			12.962	244		26.400	276	158	434	30	11	27	38	8.115	3.764	11.879
Spielwarenmesse SPS/IPC/DRIVES	_	5	47.058 66.917	61.735 13.678			108.793 80.595	945	108.793	170.000	692 1.087	2.157 544	2.849	67 45				27.059 47.546	43.289 18.154	70.348 *
Stone+tec	_	3 4	8.020	4.334			12.354	673		28.800	1.087	187	333	26				9.417	2.402	11.819 *
Werkstätten:Messe		4	5.158	4.554			5.348	400			146	6	165	6				12.115	94	12.209 *
WEINSLALLEH. IVIESSE		4	5.156	190			5.548	400	5.740	10.000	129	U	103	U				12.113	54	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 Profil Analyses see page 26 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of

			Exhib	ition s	pace fig	ures	(sq.m.)				Exhib	itor fig	ures					Visito	r figur	es
FKM			Exhibitor	stand spa	ice						Exhibito	rs			Addition represen	ally ted firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 84		rval/ ays	Hal Domestic		Open / Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	: Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota
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	4.5
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	4.8
Offenburg																				
Badische Weinmesse- Regional Wine Exhibition	1	2	1.110	6			1.116	151	1.267	6.500	98	1	99	2						4.9
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						65.4
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.
Charles																				
Stuttgart	_																			
AMB – International Exhibition for metal working	_	5	62.158	18.269			80.427			125.800	1.126	427	1.553	31	17	18	35	75.543	15.473	91.
ANIMAL	_	2	3.553	168			3.721	3.986	7.707	22.200	176	20	196	11				31.048	314	31.
Arbeitsschutz aktuell – Safety & Health	-	3	6.455	1.306			7.761	79	7.840		175	52	227	20	26	4	30	6.347	282	6.
auto motor and sport i-Mobility	_	4	3.115	40			3.155	2.509	5.664	10.500	54	1	55	2				15.628	158	15.
AUTOTAGE STUTTGART – Car Sales Exhibition	1	3	4.335				4.335	200	4.535	10.500	11		11	1						22.
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.
Composites Europe	1	3	4.842	3.805			8.647	804	9.451	21.500	206	148	354	29				4.970	3.178	8.
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.
FAIR HANDELN – Fairtrade	1	4	2.133	249			2.382	573	2.955	10.500	159	26	185	14				20.483	418	20.
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.
GARTEN outdoor ambiente	1	4	3.246	308			3.554	2.130	5.684	13.700	115	11	126	7				41.347	418	41.
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.
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.
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.
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.
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.
KREATIV – Creative design	1	4	3.350	446			3.796	245	4.041	13.500	140	33	173	17				60.709	1.239	61.
KREATIV Spring – Creative design	1	4	2.070	483			2.553	72	2.625	7.300	88	34	122	15				35.826	731	36.
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.
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.
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.
Medizin / TheraPro	_	1	4.957	351			5.308	318		11.800	257	23	280	13	26	1	27	11.397	352	11.7

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+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 26 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of Slow Food/Fair Handeln/Mineralien, Fossilien, Schmuck/GARTEN/Kreativ Frühjahr/auto motor and sport i-Mobility. 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.

			Exhib	ition s	pace figures ((sq.m.)				Exhib	itor fig	ures					Visito	r <mark>figur</mark>	es
FKM			Exhibitor	stand sp	ace					Exhibito	rs			Additiona represent			Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 84		erval/ ays	Ha Domestic		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
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	53.40
parts2clean	1	3	5.499	1.120		6.619	165	6.784	19.100	170	46	216	16				3.497	929	4.42
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	6.43
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	65.60
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	84.62
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						83.14
Spielemesse	1	4	1.755	88		1.843	3.389	5.232	13.500	80	8	88	7				57.708	583	58.29
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	169.12
SÜFFA	1	3	8.312	338		8.650	1.697	10.347	21.100	243	24	267	11	1	1	2	7.930	506	8.43
SurfaceTechnology GERMANY	2	3	6.695	1.197		7.892	234	8.126	21.000	208	68	276	21				4.599	1.452	6.05
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	11.11
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			13.67
veggie & frei von	1	3	1.479	147		1.626		1.626	7.900	145	16	161	12				33.132	335	33.46
VISION	2	3	6.266	5.817		12.083	596	12.679	21.500	191	281	472	32				5.997	5.109	11.10
WETEC	2	3	3.101	604		3.705	362	4.067	9.000	128	24	152	10				8.714	1.077	9.79
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						48.17
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	32.83
ECO EXPO Asia	1	4	2.719	1.026		3.745		3.745	9.600	176	136	312	15				6.822	8.002	14.82
electronicAsia	1	4	882	2.268		3.150		3.150	5.900	75	203	278	11				8.771	14.644	23.4
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	63.53
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	65.87
Fashion Week (Fall/Winter)	1	4	1.748	5.859		7.607		7.607	16.700	154	448	602	13				7.004	6.774	13.77
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	48.3
Houseware Fair	1	4	3.531	15.733		19.264		19.264	44.300	271	1.188	1.459	25				13.641	15.908	29.54
International Diamond, Gem & Pearl Show	1	5	15.619	14.430		30.049			54.300	741	1.007	1.748	40				7.329	26.399	33.72
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	52.93
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	44.63

+ Events with changing venues Slow Food/Fair Handeln/Mineralien, Fossilien, Schmuck/GARTEN/Kreativ Frühjahr/auto motor and sport i-Mobility. Multiple answers were permitted. Messeherbst. Multiple answers were permitted. * Visitors Profil Analyses see page 26 ff. * Visitor attendance determined by a representative poll in the combination of Stuttgarter * Visitors Profil Analyses see page 26 ff. * Visitor attendance determined by a representative poll in the combination of Stuttgarter * Visitor attendance determined by a representative poll in the combination of Stuttgarter * Visitor attendance determined by a representative poll in the combination of TV TecStyle Visions/WETEC/GiveADays. Multiple answers were permitted.

International Outdoor and Tech Light Expo 1 4 108 4.365 4.473 4.473 9.950 10 308 318 5 4.634 8.98 International Printing and Packaging Fair 1 4 1.038 4.116 5.154 5.154 9.800 94 358 452 6 6.667 9.16 Optical Fair 1 3 3.998 11.255 5.154 5.154 9.800 94 358 452 6 6.667 9.16 Optical Fair 1 3 3.998 11.255 5.154 9.802 30.922 55.800 877 1.128 2.005 45 21.949 27.55 Watch & Clock Fair 1 5 9.028 3.270 12.298 12.298 28.100 384 195 579 18 2 21.949 27.55 Watch & Clock Fair 2 9.028 3.270 2 2 4.332 10.246 58.569 157.400 384 195 579 18 2 2 11.664 9.02 Werona	ГИЛ			Exhib	ition s	pace figu	ires (so	q.m.)				Exhibi	tor fig	ures					Visito	r <mark>figur</mark>	es
For the complete titles see pp. 84 Daw Domestic Foreign Total Shows (net) (gross) Domestic Foreign Total Countries Countries Domestic <				Exhibitor	stand spa	ice						Exhibitors	;			Addition represen	ally ited firms			ions see p	. 9)
International Outdoor and Tech Light Expo 1 4 108 4.365 4.473 4.473 9.950 10 308 318 5 4.634 8.98 International Printing and Packaging Fair 1 4 1.038 4.116 5.154 5.154 9.800 94 358 452 6 6.687 9.16 Optical Fair 1 3 3.998 11.255 15.253 15.253 27.000 152 621 773 21 6.667 9.16 Optical Fair 1 3 3.998 11.255 30.922 30.922 55.800 877 1.128 2.005 45 21.949 27.55 Watch & Clock Fair 1 5 9.028 3.270 12.298 12.298 28.100 384 195 579 18 21.949 27.55 Watch & Clock Fair 1 5 9.028 3.270 12.298 28.100 384 195 579 18 21.949 27.55 Watch & Clock Fair 2 4 4.101 4.506 27 48.323 <th>For the complete titles see pp. 84</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>Total</th> <th></th> <th></th> <th></th> <th>Domestic</th> <th>Foreign</th> <th>Total</th> <th></th> <th>Domestic</th> <th>Foreign</th> <th>Total</th> <th>Domestic</th> <th>Foreign</th> <th>Tot</th>	For the complete titles see pp. 84							Total				Domestic	Foreign	Total		Domestic	Foreign	Total	Domestic	Foreign	Tot
International Printing and Packaging Fair 1 4 1.038 4.116 5.154 5.154 5.800 94 358 452 6 6.687 9.166 Optical Fair 1 3 3.998 11.255 5.154 5.154 9.800 94 358 452 6 6 6.687 9.166 Optical Fair 1 3 3.998 11.255 5.154 5.154 9.800 94 358 452 6 6 6.687 9.16 Optical Fair 1 4 15.033 15.889 30.922 30.922 55.800 877 1.128 2.005 45 21.949 27.55 Watch & Clock Fair 1 5 9.028 3.270 12.298 30.922 55.800 877 1.128 2.005 45 21.949 27.55 Watch & Clock Fair 1 5 9.028 3.270 12.298 30.922 55.800 877 1.128 2.005 45 2 1.649 9.62 Verona 2 4 42.171 1.619 <td>International Medical and Healthcare Fair</td> <td>1</td> <td>3</td> <td>1.377</td> <td>648</td> <td></td> <td></td> <td>2.025</td> <td></td> <td>2.025</td> <td>4.700</td> <td>131</td> <td>74</td> <td>205</td> <td>11</td> <td></td> <td></td> <td></td> <td>1.746</td> <td>9.774</td> <td>11.</td>	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.
Optical Fair 1 3 3.998 11.255 15.253 15.253 27.00 152 621 773 21 6.365 10.47 Optical Fair 1 4 15.033 15.889 30.922 30.922 55.800 877 1.128 2.005 45 21.949 27.55 Watch & Clock Fair 1 5 9.028 3.270 12.298 28.100 384 195 579 18 11.664 9.62 Verona 2 4 42.171 1.619 4.506 27 48.323 10.246 58.569 157.400 603 39 642 20 183 37 220 11.1746 19.00 MARMOMAC 1 4 33.842 28.419 9.742 6.002 78.005 2.840 80.845 20.800 595 1.002 1.597 55 12 7 19 25.420 41.818	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
Toys and Games Fair 1 4 15.033 15.889 30.922 30.922 55.800 877 1.128 2.005 45 21.949 27.55 Watch & Clock Fair 1 5 9.028 3.270 12.298 12.298 28.100 384 195 579 18 11.664 9.62 Verona 2 4 42.171 1.619 4.506 27 48.323 10.246 58.569 579 18 2005 45 21.949 27.55 FIERAGRICOLA – EUROCARNE 2 4 42.171 1.619 4.506 27 48.323 10.246 58.569 579 18 37 220 11.1746 19.00 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 41.81	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
Watch & Clock Fair 1 5 9.028 3.270 12.298 12.298 28.100 384 195 579 18 11.664 9.62 Verona ////////////////////////////////////	Optical Fair	1	3	3.998	11.255			15.253		15.253	27.000	152	621	773	21				6.365	10.475	16
Verona // <th< td=""><td>Toys and Games Fair</td><td>1</td><td>4</td><td>15.033</td><td>15.889</td><td></td><td>3</td><td>30.922</td><td></td><td>30.922</td><td>55.800</td><td>877</td><td>1.128</td><td>2.005</td><td>45</td><td></td><td></td><td></td><td>21.949</td><td>27.555</td><td>49</td></th<>	Toys and Games Fair	1	4	15.033	15.889		3	30.922		30.922	55.800	877	1.128	2.005	45				21.949	27.555	49
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 19.00 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 41.81	Watch & Clock Fair	1	5	9.028	3.270			12.298		12.298	28.100	384	195	579	18				11.664	9.620	21
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 41.81	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
Visitade COLSACRIFORD Facilitade 1 4 04 EEC 1 E04 E40 02 C00 11 2CE 10E 0C4 192 700 4 42E 1E2 4 E77 41 17E 21C 201 7C 4E4 40 00	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
Vinitaly = 30L&AGKIFUUD = Elolitech 1 4 91.556 1.594 549 93.699 11.365 105.064 182.700 4.425 152 4.577 41 175 216 391 70.454 49.90	Vinitaly – SOL&AGRIFOOD – Enolitech	1	4	91.556	1.594	549	Ģ	93.699	11.365	105.064	182.700	4.425	152	4.577	41	175	216	391	76.454	49.901	126

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

			Exhib	ition s	pace fig	gures	(sq.m.)				Exhib	itor fig	jures					Visito	r figur	es
			Exhibitor	stand spa	ace						Exhibitor	s			Addition represen	nally nted firms		Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 84		erval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	c Foreign	Total	Domestic	Foreign	Total
A MULTI-INDUSTRY FAIRS A1 Investment and Consumer Goods	; Fai	rs																		
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	121.52
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	188.91
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	133.58
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	13.43
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	20.0
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	17.7
B SPECIALIZED TRADE FAIRS AND B1 Agriculture; Forestry, Fishery, Vit DLG-Field Days, Bernburg	ticul					and the 4.761	ir Equipn 116.365	1ent 3.077	119.442	215.000	341	59	400	20				18.342	1.682	20.02
EuroTier with Energy Decentral, Hannover		4	62.255	58.420			120.675	4.029	124.704		1.069	1.505	2.574	61				108.206	46.742	154.94
GaLaBau, Nürnberg	_	4	51.558	14.684			66.242	3.233		126.800	945	308	1.253	37				65.315	6.690	72.0
Grüne Tage Thüringen – Agricultural fair, Erfurt		3	6.511	139	8.818		15.468	3.863	19.331	44.800	280	8	288	6						30.5
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	50.2
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	17.6
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	41.0
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	13.7
B2 Food, Drink and Tobacco, Restau	rant	and	Hotel Tra	de, Cate	ring, and	their Eq	uipment													
Anuga FoodTec, Köln		4	37.070	38.646	234		75.950	307	76.257	140.000	655	1.001	1.656	48				18.531	32.096	50.6
Badische Weinmesse – Wine Exhibition, Offenburg	1	2	1.110	6			1.116	151	1.267	6.500	98	1	99	2						4.9
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	11.7
BrauBeviale, Nürnberg		3	24.439	21.354			45.793	1.290	47.083	85.900	514	580	1.094	46				22.509	18.373	40.8
fish international, Bremen		3	3.754	1.825			5.579	375		10.700	180	132	312	30				8.043	954	8.9
FRUIT LOGISTICA, Berlin		3	8.865	66.855			75.720	944		132.300	279	2.960	3.239	84				13.663	64.411	78.0
iba, München		6	30.180	53.063			83.243	1.812		132.000	412	946	1.358	50				25.228	51.792	77.0
INTERGASTRA with GELATISSIMO, Stuttgart		5	45.263	9.938	27		55.228	2.725		117.100	1.110	312	1.422	27	79	42	121	94.730	3.947	98.6
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	401.0
INTERNORGA, Hamburg		5	45.898	7.455	1.624		55.073	860		90.400	1.043	235	1.278	27				86.796	4.665	91.4

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil 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⁾ ascertained by a representative poll

			Exhib	ition s	pace figures (sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
FKM			Exhibitor	stand spa	ace					Exhibitor	S			Additiona represent			Entries (Explanat	ions see p.	9)
For the complete titles see pp. 84		erval/ ays	Ha Domestic		Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota
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	11.4
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	39.8
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						52.2
Nord Gastro & Hotel, Husum	1	2	4.637	144		4.781		4.781	8.200	223	17	240	8				4.394	23	4.
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.
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.
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.
veggie & frei von, Stuttgart	1	3	1.479	147		1.626		1.626	7.900	145	16	161	12				33.132	335	33.
Textiles, Clothing, Shoes, Leather					Equipment		570	2.055	40.500	450		405					20.402		
AIR HANDELN – Fair trade, Stuttgart	-	4	2.133	249		2.382	573	2.955	10.500	159	26	185	14				20.483	418	20
L.M. Summer Styles – Int. Leather Goods Fair, Offenbach		3	6.413	6.668		13.081	800	13.881	20.100	115	158	273	28				3.411	1.176	4
.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.
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.
INTERGEM, Idar-Oberstein	1	4	1.675	195		1.870	50	1.920	4.000	98	16	114	9						1
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
MIDORA, Leipzig	1	3	2.145	145		2.290		2.290	10.000	83	8	91	8						1
mtex+/LIMA, Chemnitz	2	3	1.023	279		1.302	472	1.774	4.200	132	27	159	7				753	153	
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
B4 Building, Completion and Extension	on, a	and t	heir Equij	oment															
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
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
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
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
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.
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
GET Nord, Hamburg		3	25.094	1.215		26.309	1.634	27.943		540	45	585	15				38.361	1.065	39
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
IFH/INTHERM, Nürnberg		4	32.757	5.148		37.905	473	38.378		511	99	610	21				39.464	887	40
INservFM, Frankfurt/Main	_	3	2.394	53		2.447	274	2.721	6.000	108	8	116	4				3.537	140	3
Internationale Eisenwarenmesse – Hardware fair, Köln	2	3	18.462	51.022		69.484	1.038		144.200	359	2.403	2.762	58				14.486	32.938	47.

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 26 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of Slow Food/Fair Handeln/Mineralien, Fossilien, Schmuck/GARTEN/Kreativ Frühjahr/auto motor und ³⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted. ³⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted. ⁴⁾ 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 Stuttgarter Messeherbst. Multiple answers were permitted. ⁴⁾ 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 Stuttgarter Messeherbst. Multiple answers were permitted. ⁴⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted.

5.2

			Exhib	ition s	pace fig	jures	(sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
FKM			Exhibitor	stand spa	ice						Exhibitor	5			Addition represen	ally nted firms		Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 84		rval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestie	: 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 Appliance					quipment															
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 V	Worl	c, an	d their Eq	uipment																
+ 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, C	Clear	ning,	, Commun	al Servi	ces, and th	ieir Equ	ipment													
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		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 t	their	Equ	ipment																	
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
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 Profil 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. $^{\mbox{\tiny 1)}}$ Visitor attendance determined by a representative poll in the combination of

			Exhib	ition s	pace fig	jures	(<mark>sq.m.)</mark>		Exhibitor figures							Visito	r figur	es	
			Exhibitor	stand spa	ace						Exhibitor	s			Additionally represented firms		Entries (Explanations see p. 9)		
For the complete titles see pp. 84		erval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Foreign	Total	Domestic	Foreign	Tota
AUTOTAGE STUTTGART – Car Sales Exhibition, Stuttgart	1	3	4.335				4.335	200	4.535	10.500	11		11	1					22.6
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	39.0
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	71.8
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	7.8
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	161.1
IT-TRANS, Karlsruhe	2	3	2.601	2.344			4.945	751	5.696	15.000	134	126	260	32			2.768	1.563	4.3
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	55.3
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	84.6
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	45.6
B9 Information, Communication, Of		-				o, Film,				02.400	C05	222	020	40			20.422	42.002	- 10
dmexco, Köln		2	19.146	9.419	25		28.590	600		92.400	605	333	938	40			28.123	12.002	40.1
EuroCIS – Retail technology, Düsseldorf	_	3	8.185	5.221			13.406	966	14.372	25.500	250	218	468	29			5.972	6.019	11.9
it-sa – IT Security Expo and Congress, Nürnberg	-	3	9.793	1.945			11.738	850	12.588	24.400	515	183	698	27			13.234	1.056	14.2
ORGATEC, Köln	2	5	27.068	51.090			78.158	3.354	81.512	126.900	181	568	749	39			27.897	35.269	63.1
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	43.9
WETEC, Stuttgart	2	3	3.101	604			3.705	362	4.067	9.000	128	24	152	10			8.714	1.077	9.7
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	73.3
LEARNTEC, Karlsruhe	1	3	4.107	646			4.753	2.557	7.310	16.500	232	51	283	14			9.509	596	10.
B11 Sports, Games, Leisure, and their	Equ	iipme	ent																
ABF / B.I.G – The big leisure fair, Hannover	_	5	41.676	1.910	558		44.144	3.226	47.370		708	71	779	20					90.
ANIMAL, Stuttgart	1	2	3.553	168			3.721	3.986	7.707	22.200	176	20	196	11			31.048	314	31.
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	247.3
CARAVAN, Bremen	1	3	9.896	47			9.943		9.943	14.800	61	3	64	4					31.2
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	250.2
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	267.8
Creativeworld, Frankfurt/Main	1	4	3.994	8.711			12.705	932	13.637	27.500	64	271	335	39			3.099	6.167	9.2
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	140.4
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	143.0
GARTEN outdoor ambiente, Stuttgart	1	4	3.246	308			3.554	2.130		13.700	115	11	126	7			41.347	418	41.3
h+h cologne, Köln		3	6.373	9.011			15.384	329		36.800	112	306	418	43			9.838	6.132	15.9

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			Exhib	ition s	pace fig	ures	(sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
FKM			Exhibitor stand space							Exhibitor	s			Addition represen	ally nted firms		Entries (Explanat	tions see p.	. 9)	
For the complete titles see pp. 84		erval/ ays	Ha Domestic		Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
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
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
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
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
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 – Equestrain 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
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
B12 Electrical Engineering and Electro	nics																			
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

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 26 ff. ¹⁾ 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 Caravan/Reiselust. Multiple answers were permitted. ⁴⁾ Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted. ⁴⁾ Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted.

FKM			Exhibi	tion s	pace figure	es (sq.m	.)			Exhibi	itor fig	ures					Visito	r figur	es
			Exhibitor	stand spa	ace			Exhibitors			Addition represen	Additionally represented firms		Entries (Explanat	ions see p	. 9)			
For the complete titles see pp. 84	Inter Da		Hal Domestic		Open Air Domestic Fore	gn Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota
B13 Metal-Working, Automation, Mea	suri	ng, C)uality As	surance															
ALUMINIUM, Düsseldorf	2	3	11.165	29.300		40.46	5 634	41.099	79.400	311	672	983	54				8.793	14.226	23.0
AMB – Metal working, Stuttgart	2	5	62.158	18.269		80.42	7	80.427	125.800	1.126	427	1.553	31	17	18	35	75.543	15.473	91.0
AUTOMATICA, München	2	4	28.017	8.257		36.27	4 1.740	38.014	66.000	627	263	890	29				27.985	17.599	45.5
Composites Europe, Stuttgart	1	3	4.842	3.805		8.64	7 804	9.451	21.500	206	148	354	29				4.970	3.178	8.1
EuroBLECH, Hannover	2	4	41.894	47.984		89.87	3	89.878	150.000	638	869	1.507	40				28.934	27.373	56.3
EUROGUSS, Nürnberg	2	3	9.019	9.739		18.75	3	18.758	33.100	297	344	641	33				8.632	6.722	15.3
GrindTec, Augsburg	2	4	15.341	8.987		24.32	3 158	24.486	43.100	364	280	644	30				12.720	5.452	18.1
Hannover Messe: Digital Factory, Hannover	1	5	14.774	6.582		21.35	5 150	21.506	33.500	329	188	517	30				59.942	29.792	89.7
METAV, Düsseldorf	2	5	15.907	8.077		23.98	4	23.984	42.700	388	174	562	24				24.131	2.622	26.7
NORTEC – Manufacturing trade fair, Hamburg	2	4	10.179	607		10.78	5 1.072	11.858	26.800	427	43	470	15				11.249	265	11.5
SENSOR + TEST, Nürnberg	1	3	5.997	2.693		8.69	3.328	12.018	22.000	354	237	591	32				6.224	1.655	7.8
Tube, Düsseldorf	2	5	16.355	36.049		52.404	4 32	52.436	93.100	309	933	1.242	57				9.847	19.991	29.8
VALVE WORLD EXPO, Düsseldorf	2	3	4.032	13.895		17.92	7	17.927	43.600	124	518	642	38				2.995	8.139	11.1
wire, Düsseldorf	2	5	15.203	49.862		65.06	5 157	65.222	105.700	302	1.140	1.442	53				13.942	28.306	42.2
B14 Plastic and Wood Processing																			
HOLZ-HANDWERK/FENSTERBAU FRONTALE, Nürnberg	2	4	67.329	30.061		97.39) 153	97.543	151.900	780	549	1.329	42				75.065	35.956	111.0
B15 Power Supply Industry																			
Energy Decentral, Hannover	2	4	9.405	994		10.39	9 1.231	11.630	25.700	294	38	332	14				23.964	6.408	30.3
Energy Storage Europe, Düsseldorf	1	3	1.682	638		15 2.33	5 2.067	4.402	8.000	112	58	170	20				2.803	1.576	4.3
E-world energy & water, Essen	1	3	19.893	3.826		23.71	9 770	24.489	53.900	626	160	786	26				18.020	4.254	22.2
Hannover Messe: Energy, Hannover	1	5	21.799	15.489	227	37.51	5 494	38.009	67.500	352	651	1.003	46				57.586	26.481	84.0
The smarter E Europe, München	1	3	20.401	24.279		44.68	4.998	49.678	86.000	471	701	1.172	49				21.680	24.770	46.4
WindEnergy Hamburg, Hamburg	2	4	20.630	14.968	197	28 35.82	3	35.823	67.300	726	756	1.482	40				17.632	15.963	33.5
B16 Other Investment Goods Industri	es																		
Analytica, München	2	4	16.812	9.638		26.45	2.213	28.663	55.000	581	594	1.175	47	3	6	9	22.500	13.126	35.6
ceramitec, München	3		9.547	10.524		20.07			35.800	217	398	615	38				7.121	8.391	15.5
Cleanzone, Frankfurt/Main	1		1.038	283		1.32		1.851	5.000	55	23	78	10				497	302	7
FachPack, Nürnberg	1	_	44.946	17.050		61.99			109.800	1.023	621	1.644	43				31.434	12.585	44.0
formnext, Frankfurt/Main		4	10.904	10.483		21.38			37.200	290	342	632	32				13.821	13.098	26.9
glasstec, Düsseldorf	2	4	18.423	48.039	201 2	18 66.88	1 6.709		123.900	314	961	1.275	50				11.971	30.632	42.6

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

* Visitors Profil Analyses see page 26 ff.

¹⁾ Visitor attendance determined by a representative poll in the combination of ²⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

³⁾ Visitor attendance determined by a representative

AUTOMATICA/The smarter E Europe. Multiple answers were permitted. poll in the combination of EuroTier/Energy Decentral. Multiple answers were permitted.

FKM			Exhib	ition s	pace figures	sq.m.)				Exhib	itor fig	ures					Visitor figures			
			Exhibitor	stand spa	ace					Exhibitor	s			Additiona represent			Entries (Explanati	ions see p.	9)	
For the complete titles see pp. 84		erval/ ays	Hal Domestic		Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota	
lannover 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	68.0	
annover Messe: Integrated Automation, Aotion & 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	133.1	
annover 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	59.8	
NTERGEO, Frankfurt/Main		3	8.243	8.160	69	16.472	704	17.176	33.800	322	308	630	40	10	5	15	10.825	8.649	19.4	
ASYS, 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	5.8	
arts2clean, Stuttgart	1	3	5.499	1.120		6.619	165	6.784	19.100	170	46	216	16				3.497	929	4.	
apid.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.	
urfaceTechnology GERMANY, Stuttgart	2	3	6.695	1.197		7.892	234	8.126	21.000	208	68	276	21				4.599	1.452	6.	
ISION, Stuttgart	2	3	6.266	5.817		12.083	596	12.679	21.500	191	281	472	32				5.997	5.109	11.	
17 Other Consumer Goods and Servi				29.305		40.005	2 000	52.991	91.600	891	2.347	3.238	93				24 746	25.454	50	
OFACH / VIVANESS, Nürnberg		4	19.790			49.095	3.896							1		1	24.746	25.454	50	
ADEAUX (Spring), Leipzig		3	5.787	464		6.251	529	6.780	15.000	182	19	201	12	1		1			6.	
ADEAUX (Autumn), Leipzig		3	5.977	420		6.397	225	6.622	15.000	231	15	246	11	I		- 1	10 110	27.240	4.	
hristmasworld with Floradecora, Frankfurt/Main		5	19.783	35.888		55.671	454	56.125	87.300	234	814	1.048	43	1		1	16.110	27.340	43.	
iveADays – Promotional products, Stuttgart		3	1.003	249 4.737		1.252	77 635	1.329	3.500	105 137	24	129	11 39	1		1	5.081 3.113	503 2.399	5. 5.	
isights-X, Nürnberg		_	6.450	4.737		11.187						311		2		2				
vest – Finance and investment, Stuttgart		2 3	2.536 17.583	10.488		3.033 28.071	1.152 280	4.185	11.000 45.000	115 283	29 384	144 667	13 40	2		2	11.636 19.630	485 8.814	12. 28.	
pti – Optics & Design, München																				
aperworld, Frankfurt/Main		4	8.127	30.045		38.172	1.329	39.501	78.700	240	1.394	1.634	66				11.072	22.715	33.	
SI Messe, Düsseldorf		3	14.124	13.677		27.801	2.912	30.713	50.900	436	489	925	36				8.075	9.267	17.	
/erkstätten:Messe, Nürnberg	1	4	5.158	190		5.348	400	5.748	10.800	159	6	165	6				12.115	94	12.	
MULTI-SECTOR PUBLIC EXHIBITIO	ONS																			
lgäuer 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.	
amilie & 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.	
anseLife, 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.	
ome — Garden — Leisure/Central german andicraft 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.	
fa – 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	
lesse Wächtersbach, Wächtersbach	1	9	6.214	104	3.448	9.766	6.317		22.000	326	7	333	8						48.	
BERRHEIN-MESSE, Offenburg	1	9	8.639	811	9.301 6		2.005	20.762		445	34	479	13						65.	
assauer Frühling DreiLänderMesse, Passau		9	6.403	1.729	1.640 81	9.853	715	10.568	19.500	289	70	359	8	1		1			61	
heinland-Pfalz-Ausstellung, Mainz		9	10.531	633	1.393 66	12.623	2.308		39.200	641	30	671	13						65	
hüringen Ausstellung – Handicraft and onsumer goods, Erfurt	1	9	13.854	538		14.392	2.800		32.400	678	21	699	10	24		24			62.	

+ Events with changing venues Multiple answers were permitted. poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted.

GrindTec (2016) — Augsburg

Trade visitors' profile

/isitors (number of entries) 17	956
Proportion of trade visitors	97%
iermany (total)	71
f which	40
lielsen 1 2 Nielsen 4	40
remen - Bavaria	40
lamburg 1 <u>Nielsen 5+6</u>	2
ower Saxony 1 Berlin	1
chleswig-Holstein 1 Brandenburg	
lielsen 2 8 Mecklenburg-	
Iorth Rhine-Westph. 8 West Pommerania	
lielsen 3a 6 Saxony-Anhalt	1
lessen 4 <u>Nielsen 7</u>	5
hineland-Palatinate 2 Saxony	3
aarland - Thuringia	2
lielsen 3b 37	
aden-Württemberg 37	
oreign (total) f which	29
EU	48
Other european countries	23
North America	8
South-, East-, Central Asia	17
Other countries	4
Distance to home	%
p to 50 km	9
nore than 50 km up to 100 km	13
nore than 100 km up to 300 km	34
ver 300 km	44
Countries with the highest visitor shares	%
witzerland	17
taly	8
rance	7
Inited States of America	7
Nustria	6
requency of visits to trade fair	%
revious event	36
arlier events	38
irst visit	47
	days
verage length of stay 1,3	
verage length of stay 1,3 nfluence on purchasing/procurement	
nfluence on purchasing/procurement lecisions	-
nfluence on purchasing/procurement	%
nfluence on purchasing/procurement lecisions	% 27
nfluence on purchasing/procurement lecisions Decisively	% 27 38
nfluence on purchasing/procurement lecisions Jecisively collectively	% 27 38 20 13

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Building department Student	% 211 39 5 1 1 1 1 1 3 3 3 3 1 1
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Foreman, master craftsman Lecturer, teacher Trainee Other position Worker, engineer, design engineer Skilled worker Student	% 18 9 14 18 3 5 - 2 2 1 15 13 13 1
Economic sector Metalworking industry Wood, plastics processing industry Paper processing industry Glass, ceramic, stone industry Other industry Cutting machine specialists Metal trade Wood and plastic working trade Trade Service School, university, research facility Other sectors Student Size of company/organisation: Number of employees: 1- 4 10 200 - 499 5- 9 7	% 62 4 1 6 6 6 6 7 7 7 7 1 4 4 5 5 1 1 3 3 1 3 1 2 7 7
10- 49 23 1 000 and more 50- 199 24 Student	17

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

bautec -----> Berlin

Trade visitors' profile

Visitors (number of entries)	21 647
Proportion of trade visitors	87 %
Germany (total) of which	91
Nielsen 1 5 Nielsen 4	2
Bremen - Bavaria	2
Hamburg 1 Nielsen 5+6	
Lower Saxony 3 Berlin	60 a 23
Schleswig-Holstein - Brandenbur Nielsen 2 2 Mecklenbur	
North Rhine-Westph. 2 West Pomm	
Nielsen 3a 2 Saxony-Anh	
Hesse 1 Nielsen 7	3
Rhineland-Palatinate 2 Saxony	
Saarland - Thuringia Nielsen 3b 1	1
<u>Nielsen 3b</u> 1 Baden-Württemb. 1	
Foreign (total) of which	9
EU	47
Other european countries	10
Other countries	43
Distance to home	%
up to 50 km	67
more than 50 km up to 100 km more than 100 km up to 300 km	7 10
over 300 km	10
Countries with the highest visitor sh	
Iran, Islamic Republic	16
Finland	15
Frequency of visits to trade fair	%
Previous event Earlier events	29 30
First visit	50
Average length of stay	1,2 days
Influence on purchasing/procurement	
decisions Decisionalu	% 21
Decisively Collectively	21
In an advisory capacity	20
No	21
Student	14
Other not gainfully employed	3

			-
	f responsib	ility	
Manag		and the stars	
	ch/developn		
		duction, quality control	
	procuremer	, controlling	
		mmunication technology	
		ration, administration	
Sales	ici duminist	ration, auministration	
	ing, adverti	sina, PR	
		material management,	
transpo		5	
Mainte	nance/repai	rs	
Other a	rea		2
Student	-		1
Other n	ot gainfully	employed	
Positio	n in the co	npany/organisation	
		wner, freelancer	2
Managi	ing director,	board member,	
	an authorit		
		ks manager, plant manager	r,
		ead of public office	
		group head, team leader	1
		, civil servant,	
skilled \			1
	r, teacher		
Trainee Other p			
Studen			4
	t ot gainfully	employed	
		· · · · · · · · ·	
	nic sector		
Industr			
	iction indust killed trades		4
		g materials trade,	
	ale/foreign t		
	a owner	iuuc	
		eal estate industry	
	ty/public se		
		r's, engineer's office	1
	ervice comp		
Researc	h/science	,	
	ition/guild/c		
		ic/university/college)	
Other s			
Studen			1
Other n	ot gainfully	employed	
Size of	company/c	organisation:	
	er of emplo		
1-		500 - 999	
5-	9 13	1 000 and more	
10-		Student	1
50-1		Other not gainfully	
200-4		employed	

Conducted by: INFO GmbH, Berlin

belektro

Trade visitors' profile

%

3

% 22

% 7

10

19 5

% 3

visitors (number of	entries)	10 452
Proportion of trade	visitors	95%
Germany (total)		100
of which	4 Mial	
<u>Vielsen 1</u>		<u>sen 4</u> 1 aria 1
Bremen	Duve	
Hamburg		sen 5+6 86
ower Saxony	1 Berli	
Schleswig-Holstein		denburg 34
<u>Vielsen 2</u>		klenburg-
North Rhine-Westph.		t Pommerania 3
<u>Vielsen 3a</u>		ony-Anhalt 3
lesse		<u>sen 7</u> 10
Rhineland-Palatinate	1 Saxo	
aarland	- Thur	ingia 1
Vielsen 3b	-	
aden-Württemb.		
istance to home		%
p to 50 km		61
nore than 50 km up to	o 100 km	15
nore than 100 km up		18
over 300 km		6
Frequency of visits t	o trade fa	ir %
Previous event		41
arlier events		40
irst visit		44
Average length of st	tay	1,1 days
nfluence on purcha	sing/proc	urement
lecisions		%
Decisively		20
Collectively		28
n an advisory capacit	y	19
ii ali auvisuly cabacit	e	24
		24
No Student		24

FRUIT L	OGISTICA	> Berlin
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Trade visitors' profile

Area of responsibility	%	Vi
Management	16	
Research/development/design	4	Pr
Manufacturing, production, quality control	9	_
Buying/procurement	5	Ge
Finance/accounting, controlling	2	of
Information and communication technology	4	Ni
Personnel administration, administration	1	Bro
Sales	6	Ha
Marketing, advertising, PR	2	Lo
Logistics: storage, material management,		Sc
transport	-	Ni
Maintenance/repairs	28	No
Other area	15	Ni
Student	6	He
Other not gainfully employed	2	Rh
Position in the company/organization	0/	Sa Ni
Position in the company/organisation	% 15	Ba
Entrepreneur, co-owner, freelancer	15	Dd
Managing director, board member,	3	Fo
head of an authority etc.	-	of
Area manager, works manager, plant manage branch manager, head of public office	5	01
Department head, group head, team leader	10	
Other salaried staff, civil servant,	10	
skilled worker	24	
Lecturer, teacher	24	
Trainee	31	
Other position	3	
Student	6	
Other not gainfully employed	2	
		Di
Economic sector	%	up
Energy supply	19	mo
Industry	15	mo
Wholesale trade	6	ov
Retail trade	3	<u> </u>
Skilled trades	37	Co
Transport, logistics	2	lta
Education/science/research	4	Ne
Training institution	6 6	Sp Ur
Planning, technical consultants	2	Po
Architects	2	FU
Other private service providers	3 6	Fr
Other public services/administration Other sectors	6 4	Pr
Other sectors Student	4	Ea
	2	E a Fir
Other not gainfully employed	2	rii
Size of company/organisation:		A۱
Number of employees:	%	l
1- 4 16 500-999	5	In
5- 9 14 1 000 and more	18	de

1-	4	16	500 - 999					
5-	9	14	1 000 and more					
10-	49	17	Student					
50-1	99	14	Other not gainfully					
200-4	99	7	employed					
Conducted by: INFO GmbH, Berlin								

6 2

Visitors (number of entries)	78 074
Proportion of trade visitors	99 %
Germany (total)	17
of which	
Nielsen 1 18 Nielsen 4	8
Bremen 1 Bavaria	8
Hamburg 4 <u>Nielsen 5+6</u>	40
Lower Saxony 10 Berlin	29
Schleswig-Holstein 3 Brandenburg	8
Nielsen 2 11 Mecklenburg-	
North Rhine-Westph. 11 West Pommera	
Nielsen 3a 5 Saxony-Anhalt	1
Hesse 3 <u>Nielsen 7</u>	7
Rhineland-Palatinate 2 Saxony	6
Saarland 1 Thuringia	1
Nielsen 3b 11	
Baden-Württemb. 11	
Foreign (total) of which	83
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 share	s %
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 net azinfully employed	2

Judent	
Other not gainfully employed	

Area of r	esponsibility	1	%
Managen	ient		31
	development		7
		tion, quality control	9
	ocurement		9
	ccounting, co		1
		unication technology	2
	administrati	on, administration	1
Sales		DD	17
	g, advertising		5
transport	storage, mat	erial management,	5
	nce/repairs		1
Other are			é
Student			5
Other not	gainfully emp	ploved	2
	5	,	_
		any/organisation	%
	eur, co-owne		33
	g director, boa n authority et		17
		nanager, plant manage	
hranch m	anager, works i	of public office	14
		up head, team leader	13
	aried staff, civ		
skilled wo			10
Lecturer,	teacher		1
Trainee			2
Other pos	ition		2
Student			5
Other not	gainfully emp	ployed	2
Economi	c sector		%
	vegetable gro	owers	34
	, exporters		24
		of retail grocery trade	6
Other wh	olesale trade		5
Retail tra	de (central bu	ying)	3
	de (distributio	on)	
	ering trade		4
Industry			6
	g companies		5
	g machinery r		1
	rwarders, tra	nsport companies,	
logistics Other service	icos		6
	/public service	00	1
		stitution, organisation	4
	apprentices		
Other sec		np, coming	
Student			
	gainfully em	ployed	-
	ompany/orga		0/
Number	of employee	s: 500 - 999	%
5-9		1 000 and more	8
5- 5	15	1 000 and more	

Student

employed

Other not gainfully

5

2

10- 49

50-199

200-499

2

26

21

9

forschung GmbH, Dortmund

Conducted by: Gelszus Messe-Markt-

North Rhine-Westph. 10 West Pommerania Nielsen 3a Hesse Rhineland-Palatinate 2 Saxony Saarland

ation	%	Nielsen 3b 7
	33	Baden-Württemb. 7
ant manag	17 er	Foreign (total)*) of which
ice	14	EU
m leader	13	Other european countries
		Africa
	10	North America
	1	South and Central America
	2	Middle East
	4	South-, East-, Central Asia
	5	Australia
	2	
		Distance to home
	%	up to 50 km

up to 50 k more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shares*) %

InnoTrans -----> Berlin

10 Nielsen 4

- Bavaria

6 Berlin

2 Nielsen 5+6

2 Brandenburg

10 Mecklenburg-

Thuringia

5 Nielsen 7

7 Saxony-Anhalt

161 157

95%

50

12

12

40

22

11

2

6

15

13

3

50

54

15

4

3

2

18

2

% 14

2

15

69

8

6

6

6

%

36

31

46

Trade visitors' profile

Visitors (number of entries)

Proportion of trade visitors

Germany (total)

of which

Bremen

Hamburg

Nielsen 2

Lower Saxony

Schleswig-Holstein

Nielsen 1

Countries with the highest visitors
France
China, People's Republic
Switzerland
Czechia
United Kingdom

Frequency of visits to trade fair	
Previous event	
Earlier events	
First visit	

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 2
Finance/accounting, controlling	
Information and communication technology	6
Personnel administration, administration	2 9
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 manag	er,
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 3 3 7 2
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

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

1-	4	5	500 - 999	8
5-	9	5	1 000 and more	36
	49	11	Student	
50-		14	Other not gainfully	
200-	499	12	employed	1

2

International Green Week ------> Berlin

Trade visitors' profile

		ies) 401	098
Proportion of trade	visit	ors	26%
Germany (total)			95
of which Nielsen 1	13	Nielsen 4	8
Bremen	- 15	Bavaria	8
Hamburg	1	Nielsen 5+6	59
Lower Saxony	10	Berlin	31
Schleswig-Holstein	3	Brandenburg	17
Nielsen 2	5	Mecklenburg-	
North Rhine-Westph.	5	West Pommerania	5
Nielsen 3a	6	Saxony-Anhalt	6
Hesse	4	Nielsen 7	6
Rhineland-Palatinate	2	Saxony	4
Saarland	-	Thuringia	3
Nielsen 3b	3		
Baden-Württemb.	3		
Foreign (total) of which			5
EU			48
	oneai	n countries	19
Other cou			33
Distance to home up to 50 km			%
more than 50 km up t	. 10	0 km	40
more than 100 km up			21
over 300 km	10 5		34
			5-
The country with th	e hig	hest visitor share	%
Austria			13
Frequency of visits	to tra	ade fair	%
Previous event			34
Earlier events			49
First visit			42
Average length of s	tay	1,2	days
	sina	/procurement	
Influence on nurcha		procurement	%
Influence on purcha decisions			
decisions			
decisions Decisively			20
decisions Decisively Collectively			20
decisions Decisively			20 22 15
decisions Decisively Collectively In an advisory capaci			20 22 15 21 21

Area of responsibility	%
Management	17
Research/development/design	5
Manufacturing, production, quality control	6
Buying/procurement	4
Finance/accounting, controlling	2
Information and communication technology	2
Personnel administration, administration	3
Sales	9
Marketing, advertising, PR	6
Logistics: storage, material management,	-
transport	2
Maintenance/repairs	2
Other area	20
Student	19
Other not gainfully employed	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	22
Managing director, board member,	
head of an authority etc.	6
Area manager, works manager, plant manag	
branch manager, head of public office	4
Department head, group head, team leader	8
Other salaried staff, civil servant,	
skilled worker	16
ecturer, teacher	5
Frainee	13
Other position	4
Student	19
Other not gainfully employed	4
Economic sector	%
	25
Agriculture/forestry	25 4
Agriculture/forestry Horticulture, landscape gardening	
Agriculture/forestry Horticulture, landscape gardening Food industry	4
Agriculture/forestry Horticulture, landscape gardening Food industry Retail trade	4 9
Agriculture/forestry Horticulture, landscape gardening Food industry Retail trade Wholesale/foreign trade	4 9 8 4 7
Agriculture/forestry Horticulture, landscape gardening Food industry Retail trade Wholesale/foreign trade Hotel and restaurant trade, catering	4 9 8 4
Agriculture/forestry Horticulture, landscape gardening Food industry Retail trade Wholesale/foreign trade Hotel and restaurant trade, catering School, technical college, university	4 9 8 4 7
Agriculture/forestry Horticulture, landscape gardening Food industry Aetail trade Wholesale/foreign trade Hotel and restaurant trade, catering School, technical college, university Association, institution	4 9 8 4 7 7
Agriculture/forestry Horticulture, landscape gardening Food industry Retail trade Wholesale/foreign trade Hotel and restaurant trade, catering School, technical college, university Association, institution Dther sectors	4 9 8 4 7 7 6
Agriculture/forestry Horticulture, landscape gardening Food industry Retail trade Wholesale/foreign trade Hotel and restaurant trade, catering School, technical college, university Association, institution Other sectors Student	4 9 8 4 7 7 6 16
Agriculture/forestry Horticulture, landscape gardening Food industry Retail trade Wholesale/foreign trade Hotel and restaurant trade, catering School, technical college, university Association, institution Other sectors Student Other not gainfully employed	4 9 8 4 7 7 6 16 19
Agriculture/forestry Horticulture, landscape gardening Food industry Retail trade Wholesale/foreign trade Hotel and restaurant trade, catering School, technical college, university Association, institution Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees:	4 9 8 4 7 7 6 16 19 4 %
Agriculture/forestry Horticulture, landscape gardening Food industry Retail trade Wholesale/foreign trade Hotel and restaurant trade, catering School, technical college, university Association, institution Other sectors Student Dther not gainfully employed Size of company/organisation: Number of employees: 1- 4 22 500 - 999	4 9 8 4 7 7 6 16 19 4 % 5
Agriculture/forestry Horticulture, landscape gardening Food industry Retail trade Wholesale/foreign trade Hotel and restaurant trade, catering School, technical college, university Association, institution Dther sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 22 500 - 999 5 - 9 9 1000 and more	4 9 8 4 7 7 6 16 19 4 % 5
Agriculture/forestry Horticulture, landscape gardening Food industry Vetail trade Wholesale/foreign trade Hotel and restaurant trade, catering School, technical college, university Association, institution Other sectors Student Dther not gainfully employed Size of company/organisation: Number of employees: 1 - 4 22 500 - 999 5 - 9 9 1000 and more 10 - 49 14 Student	4 9 8 4 7 7 6 16 19 4 % 5
Agriculture/forestry Horticulture, landscape gardening Food industry Retail trade Wholesale/foreign trade Hotel and restaurant trade, catering Sochool, technical college, university Association, institution Dther sectors Student Dther not gainfully employed Size of company/organisation: Number of employees: 1 - 4 22 500 - 999 5 - 9 9 1000 and more	4 9 8 4 7 7 6 16 19 4 % 5

Private visitors' profile

Visitors (number of entries) 401 098			
Proportion of private	e visi	tors	74%
Germany (total) If which			99
lielsen 1	7	Nielsen 4	3
remen		Bavaria	3
lamburg		Nielsen 5+6	76
ower Saxony		Berlin	39
chleswig-Holstein		Brandenburg	27
lielsen 2		Mecklenburg-	
Iorth Rhine-Westph.		West Pommera	
lielsen 3a		Saxony-Anhalt	
lesse		<u>Nielsen 7</u>	8
thineland-Palatinate		Saxony	6
aarland		Thuringia	2
lielsen 3b	1		
aden-Württemb.	1		
oreign (total) If which			1
EU			32
Other euro		countries	34
Other coun	tries		34
Distance to home			%
p to 50 km			53
nore than 50 km up to			10
nore than 100 km up	to 30) km	23
ver 300 km			15
requency of visits to	o trac	le fair	%
revious event			39
arlier events			61
irst visit			29
ex			%
/lale			63
emale			37
ize of household			%
person			15
persons			47
persons			18
persons			13
persons and more			7
lge			%
up to 20 years			15 19
ver 20 up to 30 years			19
ver 30 up to 40 years			13
iver 40 up to 50 years iver 50 up to 60 years			13
ver 60 up to 70 years			17

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manag	
branch manager, head of public office	1
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	34
Lecturer, teacher	2
Trainee	4
Other position	5
Student	15
Housewife/man	2
Old-age pensioner	20
Other not gainfully employed	4
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	70
yes	76 10
no	10
maybe	15
Follow-up business	%
Intend to buy at later date	
yes	23
no	29
maybe	49
Conducted by: INFO GmbH, Berlin	

ITB

Trade visitors' profile

isitors (number of	entr	ies)	126 142
Proportion of trade	visit	ors	61%
Germany (total) of which			55
lielsen 1	13	Nielsen 4	15
Iremen	2	Bavaria	15
lamburg	3	Nielsen 5+6	40
ower Saxony	6	Berlin	30
chleswig-Holstein	2	Brandenburg	5
lielsen 2	10	Mecklenburg-	
Jorth Rhine-Westph.	10	West Pommera	ania 3
lielsen 3a	9	Saxony-Anhalt	
lesse	5	Nielsen 7	7
thineland-Palatinate	3	Saxony	6
aarland	1	Thuringia	2
lielsen 3b	6	-	
aden-Württemb.	6		
oreign (total) If which			45
EU			65
	opear	n countries	13
Africa			5
North Am			3
		tral America	2
Middle Ea			4
	ist-, C	Central Asia	7
Australia			1
Distance to home			%
ip to 50 km			18
nore than 50 km up t	to 10	0 km	2
nore than 100 km up) to 3	00 km	10
over 300 km			71
Countries with the l	highe	est visitor share	
Austria			11
oland			7
Inited Kingdom			6
taly			5
witzerland			5
requency of visits	to tra	de fair	%
revious event			32
arlier events			34
			44
irst visit			2,1 days
Average length of s	tay	2	.,
Average length of s	-		
Average length of s	-		
Average length of s	-		%
Average length of s nfluence on purcha lecisions	-		%
Average length of s nfluence on purcha lecisions Decisively	ising		% 29 22 12
Average length of s nfluence on purcha lecisions Decisively Collectively	ising		% 29 22 12
Average length of s nfluence on purcha lecisions Jecisively collectively n an advisory capaci	ty	/procurement	% 29 22

50-199

200-499

12

6

Other not gainfully

employed

2

Private visitors' profile

Area of responsibility	%	Visitors (number of entries) 126	142
Management Research/development/design	18 3	Proportion of private visitors	39 %
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling	1 4 1	Germany (total) of which	95
Information and communication technology	4 2	Nielsen 1 5 Nielsen 4 Bremen - Bavaria	3
Personnel administration, administration Sales	15		3 84
	15		64 59
Marketing, advertising, PR	14		20
Logistics: storage, material management,	1	Schleswig-Holstein 1 Brandenburg Nielsen 2 2 Mecklenburg-	20
transport Maintenance/renairs	1	North Rhine-Westph. 2 West Pommerania	2
Maintenance/repairs Other area	13	Nielsen 3a 2 Saxony-Anhalt	3
Student	23	Hesse 1 Nielsen 7	3
Other not gainfully employed	23	Rhineland-Palatinate - Saxony	2
other not gaintally employed	2	Saarland - Thuringia	1
Position in the company/organisation	%	Nielsen 3b 1	
Entrepreneur, co-owner, freelancer	23	Baden-Württemb. 1	
Managing director, board member,			
head of an authority etc.	10	Foreign (total)	5
Area manager, works manager, plant manage		of which	
branch manager, head of public office	9	EU	79
Department head, group head, team leader	9	Other countries	21
Other salaried staff, civil servant, skilled worker	15	The country with the highest visitor share	%
Lecturer, teacher	2	Poland	33
Trainee	4	Folaliu	22
Other position	2	Distance to home	%
Student	23	up to 50 km	69
Other not gainfully employed	23	more than 50 km up to 100 km	5
other not gainfully employed	2	more than 100 km up to 300 km	11
Economic sector	%	over 300 km	15
Tourism organisations	3		
Tour operator	19	Frequency of visits to trade fair	%
Travel agency	13	Previous event	31
Trade fair organiser/conference and		Earlier events	46
congress organiser	1	First visit	31
Hotel company	9		
Business travel	3	Sex	%
Transport carriers (bus, train, ship and		Male	44
air companies)	2	Female	56
Travel technology, information and			
reservation systems	4	Size of household	%
PR/consultancy/advertising agency	5	1 person	27
Leisure centre/leisure park	1	2 persons	47
Publishing houses/press	6	3 persons	13
Research institute/educational institution	3	4 persons	8
Tourism federations/associations	4	5 persons and more	5
Telecommunication	1		
Other sectors	10	Age	%
Student	23	up to 20 years	6
Other not gainfully employed	2	over 20 up to 30 years	17
		over 30 up to 40 years	13
Size of company/organisation:		over 40 up to 50 years	16
Number of employees:	%	over 50 up to 60 years	24
1- 4 19 500-999	3	over 60 up to 70 years	18
5- 9 10 1 000 and more	8	over 70 years	7
10- 49 19 Student	23		

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 mana	ger,
branch manager, head of public office	3
Department head, group head, team leader	9
Other salaried staff, civil servant,	
skilled worker	37
Lecturer, teacher	3
Trainee	1
Other position	4
Student	10
Housewife/man	2
Old-age pensioner	21
Other not gainfully employed	2
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

DLG Field Days -----> Bernburg-Strenzfeld

Trade visitors' profile

Student

Other not gainfully employed

Visitors (number of entries)	20 024
Proportion of trade visitors	95%
Germany (total)	91
of which Nielsen 1 26 Nielsen 4	15
Bremen - Bavaria	15
Hamburg 1 Nielsen 5+6	26
Lower Saxony 21 Berlin	1
Schleswig-Holstein 4 Brandenburg	5
Nielsen 2 6 Mecklenburg	
North Rhine-Westph. 6 West Pomme	
Nielsen 3a 10 Saxony-Anha	
Hesse 7 Nielsen 7	13
Rhineland-Palatinate 2 Saxony	7
Saarland - Thuringia	6
Nielsen 3b 5	
Baden-Württemb. 5	
Foreign (total) of which	9
EU	83
Other european countries	15
Other countries	3
Distance to home	%
up to 50 km	g
more than 50 km up to 100 km	9
more than 100 km up to 300 km	41
over 300 km	41
Countries with the highest visitor sha	res %
Poland	24
Netherlands	20
Switzerland	13
Frequency of visits to trade fair	%
Previous event	33
Earlier events	56
First visit	34
Average length of stay	1,3 days
Influence on purchasing/procurement	
decisions	%
Decisively	32
Collectively	30
In an advisory capacity	17
No	14

Area of responsibility	%
Management	40
Research/development/design	
Manufacturing, production, quality control	9
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	9
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	3
Maintenance/repairs	4
Other area	12
Student	6
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	35
Managing director, board member,	
head of an authority etc.	10
Area manager, works manager, plant manag	er,
branch manager, head of public office	4
Department head, group head, team leader	8
Other salaried staff, civil servant,	
skilled worker	23
Lecturer, teacher	2
Trainee	7
Other position	6
Student	6
Other not gainfully employed	1
Economic sector	%
Agricultural business, company	54
Service supply agency	4
Machine cooperative	2
Agricultural trade, agricultural technology	
trading	9
Industry	9
Consultancy	4
Other service	4 3 2 2
Authority/public services	3
University/college/polytechnic	2
Other sectors	
Student	6
Other not gainfully employed	1
Cine of annual annual institutions	
Size of company/organisation:	%
Number of employees:	70

			ganisation:
Numl	per of	employ	ees:
1-	4	41	500 - 999
5-	9	11	1 000 and more
10-	49	18	Student
50-	199	8	Other not gainfully
200-	499	3	employed
			Ň/A

6

1

Conducted by: Wissler & Partner, Basel

2

6

6

1

00

20

Private visitors' profile

sitors (number of e	nτri	es)	39 091
oportion of private	vis	itors	91%
ermany (total)			95
which			
	86	Nielsen 4	1
	19	Bavaria	1
amburg	9	Nielsen 5+6	1
	50	Berlin	-
hleswig-Holstein	8	Brandenburg	-
	10	Mecklenburg-	
	10	West Pommerar	nia 1
elsen 3a	1	Saxony-Anhalt	-
esse	1	Nielsen 7	
nineland-Palatinate	1	Saxony	
iarland	1	Thuringia	-
elsen 3b aden-Württemb.	1		
iden-wurttemp.	1		
oreign (total) which			5
EU			95
Other count	ries		5
ountries with the hig	ahe	st visitor shares	; %
etherlands			28
veden			27
enmark			22
stance to home			%
to 50 km			35
ore than 50 km up to	100) km	21
ore than 100 km up to			36
rer 300 km	0.50		8
equency of visits to	tra	de fair	%
)14			27
)15			34
016			39
evious event			43
rst visit			31
2X			%
ale			79
male			21
ze of household			%
person			15
persons			43
persons			43
persons			17
persons and more			7
ge			%
			10
			11
up to 20 years			
up to 20 years ver 20 up to 30 years			
up to 20 years ver 20 up to 30 years ver 30 up to 40 years			9
up to 20 years rer 20 up to 30 years rer 30 up to 40 years rer 40 up to 50 years			9 20
up to 20 years ver 20 up to 30 years ver 30 up to 40 years			9

Position in the company/organisation % Entrepreneur, co-owner, freelancer 17 Managing director, board member, head of an authority etc. 4 Area manager, works manager, plant manager, branch manager, head of public office 3 Department head, group head, team leader 10 Other salaried staff, civil servant, 27 skilled worker Lecturer, teacher 5 Trainee 3 Other position 7 Student 7 Housewife/man 2 Old-age pensioner 12 Other not gainfully employed 3 Buying and ordering capacity % Purchase or order made or intended at the exhibition 24 yes no 33 maybe 42 Follow-up business % Intend to buy at later date 23 yes no 30 maybe 48 Conducted by: M3B GmbH, Bremen

Bremen Hamburg Lower Saxony Schleswig-Holstein	73 <u>Nielsen 4</u> 27 Bavaria 5 <u>Nielsen 5+6</u> 36 Berlin 5 Brandenburg	5 5 6 2
<u>Nielsen 2</u> North Rhine-Westph. <u>Nielsen 3a</u> Hesse Rhineland-Palatinate Saarland <u>Nielsen 3b</u> Baden-Württemb.	9 Mecklenburg- 9 West Pommerania 5 Saxony-Anhalt 5 <u>Nielsen 7</u> - Saxony - Thuringia 2	2 1 1 -
Foreign (total) of which		11
EU Other count	tries	87 13
Distance to home up to 50 km more than 50 km up to more than 100 km up t over 300 km		% 33 19 27 20
Frequency of visits to 2012 2014 2016 Earlier events First visit	o trade fair	% 12 17 31 6 34
Influence on purchas decisions Decisively Collectively In an advisory capacity No		% 31 31 21 11

fish international -----> Bremen

Trade visitors' profile Visitors (number of entries)

Proportion of trade visitors

Germany (total)

8 997*)	Area of responsibility	
	Management	2
81 %	Research/development/design	
	Manufacturing, production, quality control	1
89	Buying/procurement	
-	Finance/accounting, controlling	
5	Information and communication technology	
5	Personnel administration, administration	
6	Sales	2
2	Marketing, advertising, PR	
1	Logistics: storage, material management,	
rania 2	transport	
rania z lt 1	Maintenance/repairs	
1	Other area Student	
1		
1	Other not gainfully employed	
-	Position in the company/organisation	
	Entrepreneur, co-owner, freelancer	2
	Managing director, board member,	4
11	head of an authority etc.	
	Area manager, works manager, plant manager	
87	branch manager, head of public office	1
13	Department head, group head, team leader	1
15	Other salaried staff, civil servant,	
%	skilled worker	1
33	Lecturer, teacher	
19	Trainee	
27	Other position	
20	Student	
20	Other not gainfully employed	
%		
12	Economic sector	
17	Catering	/
31	Industry	1
6	Service	1
34	Press	1
	Retail trade	1
	Wholesale trade	1
%	Other sectors	
31	Student	
31	Other not gainfully employed	
21	e and not gain any employed	
11	Size of company/organisation:	
4	Number of employees:	

- 4	16	500 - 999
- 9	16	1 000 and more
- 49	31	Student
- 199	16	Other not gainfully
- 499	6	employed

Conducted by: M3B GmbH, Bremen

HanseLife

Private visitors' profile

%

24

11

9

2

3

24

4

10

4

1

%

22

8

10

16

19

2

8

7

5

3 %

40

11

12

2 12

9

9 4 1

%

2 8

4 1

5

	entr	ies) 75	631
Proportion of privat	e vis	itors	94%
Germany (total) of which			99
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 Pommerania	-
Nielsen 3a		Saxony-Anhalt	-
Hesse		Nielsen 7	-
Rhineland-Palatinate	- 7	Saxony	
Saarland	1.7	Thuringia	1
Nielsen 3b	1.7		
Baden-Württemb.	- 1		
Foreign (total)			1
Distance to home			%
up to 50 km			78
more than 50 km up t			15
more than 100 km up	to 3	00 km	6
over 300 km			1
_			%
Sex			/0
Male			29
Sex Male Female			
Male			29 71
Male Female			29 71 % 17
Male Female Size of household			29
Male Female Size of household 1 person 2 persons 3 persons			29 71 % 17 50 16
Male Female Size of household 1 person 2 persons 3 persons 4 persons			29 71 % 17 50 16 12
Male Female Size of household 1 person 2 persons 3 persons 4 persons			29 71 % 17 50 16 12
Male Female Size of household 1 person 2 persons			29 71 % 17 50 16
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years			29 71 % 17 50 16 12 5 %
Male Female Size of household 1 person 2 persons 3 persons 5 persons and more Age up to 20 years over 20 up to 30 years	5		29 71 % 17 50 16 12 5
Male Female Size of household 1 person 2 persons 3 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years	5		29 71 % 17 50 16 12 5 % 6 12 10
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	5		29 71 % 17 50 16 12 5 % 6 12 10 16
Male Female Size of household 1 person 2 persons 3 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 20 up to 30 years over 30 up to 40 years over 50 up to 60 years	5		29 71 % 17 50 16 12 5 % 6 12 10 16 24
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	5		29 71 % 17 50 16 12 5 % 6 12 10

Visitors Profile Analyses



ReiseLust -----> Bremen

26 867*)

95%

98

3

1

1

1

2

%

60

22

16

3

% 46 15

Private visitors' profile

Position in the company/organisation	%	Visitors (number of entries) 26 86	7
Entrepreneur, co-owner, freelancer Managing director, board member, boad of an authority atc		Proportion of private visitors 9	5
head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader	2 er, 2 6	Germany (total) of which Nielsen 1 95 Nielsen 4	
Other salaried staff, civil servant, skilled worker	35	Bremen 28 Bavaria Hamburg 1 Nielsen 5+6	
Lecturer, teacher Trainee Other position	4 2 9	Lower Saxony 64 Berlin Schleswig-Holstein 2 Brandenburg Nielsen 2 2 Mecklenburg-	
Student Housewife/man Old-age pensioner	7 4 18	North Rhine-Westph. 2 West Pommerania Nielsen 3a - Saxony-Anhalt Hesse - Nielsen 7	
Other not gainfully employed Buying and ordering capacity	5	Rhineland-Palatinate - Saxony Saarland - Thuringia Nielsen 3b -	
Purchase or order made or intended at the exhibition		Baden-Württemb	
yes no	39 22	Foreign (total)	
maybe Follow-up business	39	Distance to home up to 50 km more than 50 km up to 100 km	
Intend to buy at later date yes	28 24	more than 100 km up to 300 km over 300 km	
maybe Conducted by: M3B GmbH, Bremen	49	Frequency of visits to trade fair Previous event	
		Earlier events First visit	
		Sex Male Female	
		Size of household 1 person 2 persons	
		3 persons 4 persons 5 persons and more	
		Age up to 20 years	
		over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	
		over 50 up to 60 years over 60 up to 70 years over 70 years	
			1

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

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant mana branch manager, head of public office Department head, group head, team leader	J .
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee	3
Other position	1
Student Old-age pensioner	1
Buying and ordering capacity Purchase or order made or intended at the exhibition	1
yes	2
maybe	4
Follow-up business	(
Intend to buy at later date	-
yes no	3
	5
maybe	

Baumesse -----> Chemnitz

Private visitors' profile

%

10

1

8

38

4

1

10

7

16

%

15

45

40

%

30

20

Visitors (number of e	ntries)	8 410
Proportion of private	visitors	88%
Germany (total)		99
of which Nielsen 1	- Nielsen 4	_
Bremen	- Bavaria	- 1
Hamburg	 Nielsen 5+6 	1
Lower Saxony	- Berlin	1.1
Schleswig-Holstein	- Brandenburg	
Nielsen 2	 Mecklenburg- 	
North Rhine-Westph.	 West Pommera 	inia -
Nielsen 3a	- Saxony-Anhalt	
Hesse	- Nielsen 7	98
Rhineland-Palatinate	- Saxony	96
Saarland Nielsen 3b	- Thuringia	2
Baden-Württemb.	-	
Foreign (total)		1
Distance to home		%
up to 50 km		87
more than 50 km up to		9
more than 100 km up t	o 300 km	2
over 300 km		-
Frequency of visits to	trade fair	%
Previous event		18
Earlier events First visit		23 56
Sex		%
Male		59
Female		39
Size of household		%
1 person		6 48
2 persons 3 persons		40 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 11
over 60 up to 70 years over 70 years		1
over 70 years		1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manag	er,
branch manager, head of public office	3
Department head, group head, team leader	8
Other salaried staff, civil servant,	
skilled worker	46
Lecturer, teacher	3
Trainee	5
Other position	5
Student	3 5 5 6
Housewife/man	- 1
Old-age pensioner	11
Other not gainfully employed	1
Buying and ordering capacity Purchase or order made or intended	%
at the exhibition	~
yes	9
no	62
maybe	28
Follow-up business	%
Intend to buy at later date	70
Ves	36
no	15
maybe	49
· · · · · · · · · · · · · · · · · · ·	
Conducted by: C ³ Chemnitzer Veranstaltu zentren GmbH, Chemnitz	ings-

mtex+/LiMA -----> Chemnitz

Trade visitors' profile

Visitors (number of e	ntri	es)	906
Proportion of trade v	visit	ors	100%
Germany (total) of which			87
Nielsen 1	3	Nielsen 4	7
Bremen		Bavaria	7
Hamburg	2	Nielsen 5+6	8
Lower Saxony	2	Berlin	5
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2		Mecklenburg-	
North Rhine-Westph.		West Pommerar	uia -
Nielsen 3a	1	Saxony-Anhalt	3
Hesse	1	Nielsen 7	82
Rhineland-Palatinate	1	Saxony	78
Saarland	1	Thuringia	3
Nielsen 3b	1	munnyia	5
Baden-Württemb.			
baden-wurttenib.	-		
Foreign (total)			13
Distance to home			%
up to 50 km			36
more than 50 km up to			29
more than 100 km up t	to 30	00 km	20
over 300 km			15
Frequency of visits to	o tra	de fair	%
Previous event			15
Earlier events			30
First visit			78
Average length of st	ay	1,	1 days
Influence on purchas	ing	/procurement	
decisions			%
Decisively			16
Collectively			10
In an advisory capacity	1		32
No			25
Student			14
Area of responsibility	v		%
Management			12
Research/developmen	t/de	sign	25
Manufacturing, produc	ctior	, quality control	16
Buying/procurement			3
Finance/accounting, co	ontro	ollina	
nformation and comm			
Personnel administrati			1
Sales	5,		12
Marketing, advertising	I PR		10
Logistics: storage, mai			10
transport	cerro	in management,	3
Maintenance/repairs			-
Other area			3
Student			13
tuucitt			10

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	9 10
head of an authority etc.	(
Area manager, works manager, plant manage	
branch manager, head of public office	
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	1
Lecturer, teacher	
Trainee	
Other position	13
Student	14
Other not gainfully employed	
Economic sector	%
Car manufacturer OEM	-
Commercial vehicle industry	
Automotive supplier	1
Aerospace technology Railway engineering	
Shipbuilding	-
Textile machinery	1
Manufacturer(s) of technical textiles	1
Textile finishing	
Service provider Processing technical textiles	22
Machine, apparatus, device, fixture and	
plant construction	
Toolmaking and mould-making	1
Precision engineering and optics	
Surface treatment, hardening	
Treating and processing new materials Industrial services sector	1
Systems manufacturer	
University, research facility	
Specialist press	1
Health service	
Building	
Civil services Other	1
Size of company/organisation:	
Number of employees:	%
1- 4 10 200-499 5- 9 8 500-999	
5- 9 8 500-999 10- 49 19 1 000 and more	1
50- 199 26 Student	1
Conducted by: C ³ Chemnitzer Veranstaltun	ue
conducted by, c cheminizer veranstaltun	92

InterTabac -----> Dortmund

Trade visitors' profile

Proportic		
Fioportic	on of trade visitors	93%
Germany	(total)	53
of which		
Nielsen 1	17 <u>Nielsen 4</u>	8
Bremen	2 Bavaria	8
Hamburg	3 Nielsen 5+6	4
Lower Sax		3
Schleswig		
Nielsen 2	51 Mecklenburg-	
	ne-Westph. 51 West Pommerania	
Nielsen 3a		1
Hesse	6 <u>Nielsen 7</u>	3
	I-Palatinate 6 Saxony	1
Saarland	1 Thuringia	2
Nielsen 3l	b 6 -	
Baden-Wi	ürttemb. 6	
Foreign (total)	47
of which	EU	50
	Other european countries	15
	Africa	3
	North America	4
	South and Central America	8
	Middle East	7
	South-, East-, Central Asia	13
	Australia	1
Distance	to home	%
Distance up to 50 k		
up to 50 k		%
up to 50 k more thar	m	% 15
up to 50 k more thar	:m 1 50 km up to 100 km 1 100 km up to 300 km	% 15 10
up to 50 k more thar more thar over 300 k	:m 1 50 km up to 100 km 1 100 km up to 300 km	% 15 10 17
up to 50 k more thar more thar over 300 k Countries Spain	m 150 km up to 100 km 1 100 km up to 300 km km	% 15 10 17 58 % 7
up to 50 k more thar more thar over 300 k Countries Spain Austria	m 150 km up to 100 km 100 km up to 300 km Km s with the highest visitor shares	% 15 10 17 58 % 7
up to 50 k more thar more thar over 300 k Countries Spain	m 150 km up to 100 km 100 km up to 300 km Km s with the highest visitor shares	% 15 10 17 58 % 7 55
up to 50 k more thar over 300 k Countries Spain Austria United Kir Italy	m 150 km up to 100 km 100 km up to 300 km Km s with the highest visitor shares	% 15 10 17 58 % 7 5 5 4
up to 50 k more thar more thar over 300 k Countries Spain Austria United Kir	m 150 km up to 100 km 100 km up to 300 km Km s with the highest visitor shares	% 15 10 17 58 % 7 55
up to 50 k more thar over 300 l Countries Spain Austria United Kir Italy Belgium	m 150 km up to 100 km 100 km up to 300 km s with the highest visitor shares ngdom	% 15 10 17 58 % 7 5 5 5 5 4 4 4
up to 50 k more than more than over 300 k Countries Spain Austria United Kin Italy Belgium Frequence Previous e	m 150 km up to 100 km 100 km up to 300 km s with the highest visitor shares ngdom	% 15 10 17 58 % 7 5 5 5 5 4 4 4
up to 50 k more thar more thar over 300 l Countries Spain Austria United Kin Italy Belgium Frequence Previous e Earlier eve	m 150 km up to 100 km 100 km up to 300 km s with the highest visitor shares ngdom	% 15 10 17 58 % 7 5 5 5 5 4 4 4
up to 50 k more than more than over 300 k Countries Spain Austria United Kin Italy Belgium Frequence Previous e	m 150 km up to 100 km 100 km up to 300 km s with the highest visitor shares ngdom	% 15 10 17 58 % 7 5 5 5 5 4 4 4
up to 50 k more thar more thar over 300 l Countries Spain Austria United Kin Italy Belgium Frequenc Frequenc First visit	m 150 km up to 100 km 100 km up to 300 km s with the highest visitor shares ngdom cy of visits to trade fair event ents	% 15 10 17 58 % 7 55 55 4 4 4 4 4 4 4
up to 50 k more thar more thar over 300 l Countries Spain Austria United Kin Italy Belgium Frequenc Previous e Earlier ever First visit Average Influence	m 150 km up to 100 km 100 km up to 300 km s with the highest visitor shares agdom cy of visits to trade fair event ents length of stay 1,7 on purchasing/procurement	% 15 10 17 58 % 7 7 5 5 5 5 5 5 5 5 5 5 4 4 4 4 4 4 4 4
up to 50 k more thar more thar over 300 l Countrie: Spain Austria United Kin Italy Belgium Frequence Previous e Earlier eve First visit Average Influence decisions	m 150 km up to 100 km 100 km up to 300 km s with the highest visitor shares ngdom cy of visits to trade fair event ents length of stay 1,7 on purchasing/procurement	% 15 10 17 58 % 7 5 5 5 5 5 4 4 4 4 4 4 4 4 36
up to 50 k more thar more thar over 300 l Countries Spain Austria United Kir Italy Belgium Frequence First visit Average Influence decisions	m 150 km up to 100 km 100 km up to 300 km s with the highest visitor shares ngdom ty of visits to trade fair event ents length of stay 1,7 on purchasing/procurement	% 15 10 17 58 % 7 55 5 5 4 4 4 4 4 4 36 days
up to 50 k more thar more thar over 300 l Countrie: Spain Austria United Kin Italy Belgium Frequence Previous e Earlier eve First visit Average Influence decisions	m 150 km up to 100 km 100 km up to 300 km s with the highest visitor shares ngdom ty of visits to trade fair event ents length of stay 1,7 on purchasing/procurement	% 15 10 17 58 % 7 5 5 5 5 5 5 5 4 4 4 4 4 4 4 4 4 4 4 36 6 days
up to 50 k more thar more thar over 300 l Countries Spain Austria United Kin Italy Belgium Frequence Previous e Earlier eve First visit Average Influence decisions Decisively Collective	m 150 km up to 100 km 100 km up to 300 km s with the highest visitor shares ngdom ty of visits to trade fair event ents length of stay 1,7 on purchasing/procurement	% 15 10 17 58 % 7 55 5 5 4 4 4 4 4 4 36 days
up to 50 k more thar more thar over 300 l Countries Spain Austria United Kin Italy Belgium Frequence Previous e Earlier eve First visit Average Influence decisions Decisively Collective	m 150 km up to 100 km 100 km up to 300 km s with the highest visitor shares ngdom cy of visits to trade fair event ents length of stay 1,7 con purchasing/procurement j	% 15 10 17 58 % 7 5 5 5 4 4 4 4 4 4 4 4 4 4 4 6 days
up to 50 k more thar more thar over 300 l Countries Spain Austria United Kin Italy Belgium Frequence Previous e Earlier eve First visit Average Influence decisions Decisively Collective In an advi	m 150 km up to 100 km 100 km up to 300 km s with the highest visitor shares ngdom cy of visits to trade fair event ents length of stay 1,7 con purchasing/procurement j	% 15 10 17 58 % 7 5 5 5 5 5 5 5 5 5 4 4 4 4 4 4 4 4 36 days % days 28 22 22 22 22 22 22 22 22 22 22 22 22

Area of responsibility	9
Management	3
Research/development/design	1
Manufacturing, production, quality control	(
Buying/procurement	1.
Finance/accounting, controlling	
Information and communication technology Personnel administration, administration	
Sales	2
Marketing, advertising, PR	2.
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	1
Student	
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	50
Managing director, board member,	1
head of an authority etc. Area manager, works manager, plant manag	
branch manager, head of public office	er, 1
Department head, group head, team leader	- ij
Other salaried staff, civil servant,	
skilled worker	
Lecturer, teacher	
Trainee	-
Other position	-
Student Other not gainfully employed	-
Economic sector	%
Retail trade Wholesale trade	4/ 20
Foreign trade	2
Manufacture, industry	1
Skilled trades	
Service	
Authority/public services	
Association, society, club, organisation	
Other sectors	
Student	
Other not gainfully employed	
Size of company/organisation:	
Number of employees:	%
1- 4 32 500 - 999 5- 9 19 1 000 and more	
10- 49 20 Student	
50- 199 12 Other not gainfully	
200- 499 5 employed	
200 .00 5 chiployed	

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

ALUMINIUM (2016)

Trade visitors' profile

/isitors (number of entries)	24 373
Proportion of trade visitors	97 %
Germany (total)	47
of which	
Nielsen 1 7 Nielsen 4 Bremen 1 Bavaria	9
	9
inciser s i o	
	3
Schleswig-Holstein 1 Brandenburg Nielsen 2 51 Mecklenburg-	
North Rhine-Westph. 51 West Pommera	ania -
<u>Nielsen 3a</u> 11 Saxony-Anhalt	2
Hessen 5 Nielsen 7	3
Rhineland-Palatinate 5 Saxony	2
Saarland 1 Thuringia	1
Nielsen 3b 14	
Baden-Württemberg 14	
Foreign (total)	53
of which EU	64
Other european countries	15
North America	3
South and Central America	3
Middle East	3
South-, East-, Central Asia	9
Other countries	3
Distance to home	%
up to 50 km	12
nore than 50 km up to 100 km	9
more than 100 km up to 300 km	16
over 300 km	63
Countries with the highest visitor share	es %
Austria	8
taly	8
Jnited Kingdom	7
France	7
Netherlands	7
Frequency of visits to trade fair	%
Previous event	29
Earlier events	25
First visit	57
Average length of stay	1,6 days
nfluence on purchasing/procurement	
decisions	%
Decisively	28
Collectively	33
In an advisory capacity	24
No	11
	3
Student Other not gainfully employed	1

BEAUTY DÜSSELDORF (2017) ------> Düsseldorf

Trade visitors' profile

Area of responsibility	% 21	Visitors (nu
Management Research/development/design Manufacturing, production, quality control	19 15	Proportion
Buying/procurement	14	Germany (
Finance/accounting, controlling Information and communication technology	-	of which Nielsen 1
Personnel administration, administration		Bremen
Sales	16	Hamburg
Marketing, advertising, PR	2	Lower Saxo
Logistics: storage, material management, tra	ins-	Schleswig-H
port	1	Nielsen 2
Maintenance/repairs	3	North Rhine
Other area	4	Nielsen 3a
Student Other pet gainfully employed	3 1	Hesse Rhineland-F
Other not gainfully employed		Saarland
Position in the company/organisation	%	Nielsen 3b
Entrepreneur, co-owner, freelancer	14	Baden-Wür
Managing director, board member,		
head of an authority etc.	12	Foreign (to
Area manager, works manager, plant manag	er,	of which
branch manager, head of public office	20	1
Department head, group head, team leader	22	
Other salaried staff, civil servant,		(
skilled worker	22	Distance to
Lecturer, teacher	1 2	Distance to up to 50 km
Trainee Other position	2	more than 5
Student	3	more than 1
Other not gainfully employed	1	over 300 kn
Economic sector	%	Countries
Aluminium manufacturing industry	12	Netherland
Aluminium processing industry	12	Belgium
Supplier	21 8	Austria Switzerland
OEM, end user Other industry	5	Luxembour
Skilled trades	2	Luxembourg
Light metal trade	7	Frequency
Other trade	5	Previous ev
Logistics and transportation	1	Earlier even
Design (furniture etc.)	1	First visit
Building, construction	5	
Media, press, publishing	1	Average le
Other service	5	Influence -
Research institut, association, education	2	Influence o decisions
Authority/public services	1 1	Decisively
University/college/polytechnic Other sectors	7	Collectively
Student	3	In an adviso
Other not gainfully employed	1	No
	-	Student
Cine of commenced and institute		

1

Size of company/organisation:

ees:	employ	Number of
500 - 999	7	1- 4
1 000 and more	6	5-9
Student	16	10- 49
Other not gainfully	21	50-199
employed	15	200-499
ssler & Partner, Basel	by: Wi	Conducted

Visitors (number of er	ntries	;) (6 <mark>7 96</mark> 6
Proportion of trade vi	sitor	s	95%
Germany (total)			89
of which			
		lielsen 4	3
Bremen		avaria	3
Hamburg		lielsen 5+6	3
Lower Saxony		erlin	
Schleswig-Holstein		randenburg	
		lecklenburg-	
		Vest Pommerar	
		axony-Anhalt	
Hesse Rhineland-Palatinate		lielsen 7	3
Saarland		axony	
Nielsen 3b	- I 4	huringia	
Baden-Württemb.	4		
	-		
Foreign (total) of which			11
EU			70
Other europ	ean c	ountries	18
Other countr			12
Distance to home			%
up to 50 km			42
more than 50 km up to	100 k	m	14
more than 100 km up to	o 300	km	34
over 300 km			11
Countries with the hig	phest	visitor shares	%
Netherlands			18
Belgium			16
Austria			10
Switzerland			8
Luxembourg			4
Frequency of visits to	trad	e fair	%
Previous event			47
Earlier events			62
First visit			30
Average length of sta	у	1,	3 days
Influence on purchasi	na/p	rocurement	
decisions	5.6		%
Decisively			56
Collectively			11
In an advisory capacity			20
No			9

Area of responsibility	%
Management	44
Research/development/design	
Manufacturing, production, quality control	1
Buying/procurement	1
Finance/accounting, controlling	
Information and communication technology	1
Personnel administration, administration	-
Sales	13 3
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport Maintenance/repairs	1.1
Other area	32
Student	4
	-
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	69
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manager	
branch manager, head of public office	1
Department head, group head, team leader	1
Other salaried staff, civil servant,	14
skilled worker Lecturer, teacher	14
Trainee	8
Other position	1
Student	4
Economic sector	%
Cosmetic institute	53
Nail studio	11
Foot care practice	11
Hairdressing salon	7
Beauty farm, wellness facilities, spa	2
Drugstore	2 2
Doctor's practice, hospital Pharmacy	_
Pharmacy	1 1
Cosmetic school	
Cosmetic school Perfumery	1
Cosmetic school	
Cosmetic school Perfumery	1
Cosmetic school Perfumery Other	1
Cosmetic school Perfumery Other Size of company/organisation: Number of employees: 1- 4 65 500 - 999	1 8
Cosmetic school Perfumery Other Size of company/organisation: Number of employees:	1 8
Cosmetic school Perfumery Other Size of company/organisation: Number of employees: 1- 4 65 500 - 999 5- 9 11 1000 and more 10- 49 8 Student	1 8 % - 1 4
Cosmetic school Perfumery Other Size of company/organisation: Number of employees: 1- 4 65 500 - 999 5- 9 11 1000 and more	1 8 % - 1

Conducted by: Wissler & Partner, Basel

boot (2017) ------> Düsseldorf

Private visitors' profile

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

Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	56
no	18
maybe	26
Follow-up business Intend to buy at later date	%
ves	42
no	17
maybe	41

Conducted by: Wissler & Partner, Basel

CARAVAN SALON -----> Düsseldorf

Private visitors' profile

Visitors (number of entries)	250 211
Proportion of private visitors	93%
Germany (total)	90
of which	50
Nielsen 1 11 Nielsen 4	5
Bremen 1 Bavaria	5
Hamburg 1 Nielsen 5+0	
Lower Saxony 8 Berlin	<u> </u>
Schleswig-Holstein 1 Brandenbui	ra -
Nielsen 2 62 Mecklenbu	
North Rhine-Westph. 62 West Pomm	
Nielsen 3a 15 Saxony-Anł	
Hesse 7 Nielsen 7	1
Rhineland-Palatinate 8 Saxony	1
Saarland 1 Thuringia	-
Nielsen 3b 3	
Baden-Württemb. 3	
F oreign (total) of which	10
EU	87
Other european countries	10
Other countries	3
Countries with the highest visitor sha	res %
Netherlands	35
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	%
l person	9
2 persons	53
3 persons	16
4 persons	15
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
ver 70 years	4

Position in the company/organisation	%
Intrepreneur, co-owner, freelancer	12
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manager	
pranch manager, head of public office	4
Department head, group head, team leader Dther salaried staff, civil servant,	12
killed worker	34
.ecturer, teacher	4
Trainee	1
Other position	7
Student	3
lousewife/man	
Old-age pensioner	18
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
les	39
10	19
naybe	43
Follow-up business	%
ntend to buy at later date	
les	36
10	12
naybe	52
Conducted by: Wissler & Partner, Basel	
,,,,,,	

Visitors (number of	entr	ies)	4 329
Proportion of trade	visit	ors	98 %
Germany (total) of which			69
Nielsen 1	11	Nielsen 4	12
Bremen	1	Bavaria	12
Hamburg	3	Nielsen 5+6	5
Lower Saxony	6	Berlin	-
Schleswig-Holstein	2	Brandenburg	-
Nielsen 2	42	Mecklenburg-	
North Rhine-Westph		West Pommera	
Nielsen 3a	15	Saxony-Anhalt	
Hesse Rhineland-Palatinate	10	Nielsen 7	3
Saarland	: 4 1	Saxony Thuringia	
Nielsen 3b	11	muningia	
Baden-Württemb.	11		
Foreign (total) of which			31
EU			68
	opea	n countries	8
Africa			7
South-, Ea	ast-, (Central Asia	7
Other cou	ntrie	5	10
Distance to home			%
up to 50 km			19
more than 50 km up			8
more than 100 km up	o to 3	00 km	41
over 300 km			33
Frequency of visits	to tra	ade fair	%
Previous event			12
Earlier events First visit			22 74
Average length of s	stay	1	,5 days
Influence on purcha decisions	asing	/procurement	%
Decisively			20
Collectively			30
In an advisory capaci	tv		28
	- 1		
No			14

Trade visitors' profile

Area of responsibility	%
Management	24
Research/development/design	26
Manufacturing, production, quality control Buying/procurement	-
Finance/accounting, controlling	1
Information and communication technology	
Personnel administration. administration	
Sales	2.
Marketing, advertising, PR	4
Logistics: storage, material management,	1
transport	
Maintenance/repairs	
Other area	10
Student	
Position in the company/organisation Entrepreneur, co-owner, freelancer	% 1!
Managing director, board member,	13
head of an authority etc.	1
Area manager, works manager, plant manager	
branch manager, head of public office	' s
Department head, group head, team leader	2
Other salaried staff, civil servant,	-
skilled worker	2
Lecturer, teacher	2
Trainee	
Other position	3
Student	
Economic sector	%
Manufacturer of storage solutions and systems	13
Manufacturer of accessories and component	1(
Wholesaler energy storage	1
Power station	4
Renewable energy producers	6
	3
Municiple services	2
Network operators	1
Network operators Energy user	
Network operators Energy user Craftsman, installer, electrician	4
Network operators Energy user Craftsman, installer, electrician Science, research, development	14
Network operators Energy user Craftsman, installer, electrician Science, research, development Bank, insurance, venture capital	14
Network operators Energy user Craftsman, installer, electrician Science, research, development Bank, insurance, venture capital Telecommunication industry	14
Network operators Energy user Craftsman, installer, electrician Science, research, development Bank, insurance, venture capital Telecommunication industry Energy consulting	14
Network operators Energy user Craftsman, installer, electrician Science, research, development Bank, insurance, venture capital Telecommunication industry Energy consulting Project planning	14
Network operators Energy user Craftsman, installer, electrician Science, research, development Bank, insurance, venture capital Telecommunication industry Energy consulting Project planning Local authorities, public institutions, ministries	14
Network operators Energy user Craftsman, installer, electrician Science, research, development Bank, insurance, venture capital Telecommunication industry Energy consulting Project planning	14

ENERGY STORAGE EUROPE (2017) -----> Düsseldorf

Size of company/organisation:

Number		oyees:	%
1-	4 11	200 - 499	8
5-	96	500 - 999	5
10- 4	9 18	1 000 and more	29
50-19	9 14	Student	7
Conduct	ed hv: W	lissler & Partner Rasel	

EuroCIS

Trade visitors' profile

Visitors (number of entries)	11 991
Proportion of trade visitors	99%
Germany (total) of which	50
Nielsen 1 12 Nielsen	4 10
Bremen - Bavaria	
Hamburg 3 Nielsen	
Lower Saxony 6 Berlin	
Schleswig-Holstein 3 Brande	nbura -
Nielsen 2 45 Meckle	
	ommerania -
Nielsen 3a 18 Saxony	
Hesse 12 Nielsen	
Rhineland-Palatinate 5 Saxony	
Saarland - Thuring	ia -
Nielsen 3b 9	
Baden-Württemb. 9	
Foreign (total)*) of which	50
EU	74
Other european countri	es 13
Middle East	4
South-, East-, Central A	sia 4
Other countries	5
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	36
over 300 km	44
Countries with the highest visito	or shares*) %
Netherlands	15
United Kingdom	7
Russia	6
Belgium	5
Italy	5
Frequency of visits to trade fair	%
Previous event	39
Earlier events	34
First visit	48
Average length of stay	1,4 days
Influence on purchasing/procure	
decisions	%
Decisively	22
Collectively	35
In an advisory capacity	31
No	11 1
Student Other not gainfully employed	1

*) Determined by visitor registration.

Other industry

Other sectors

1- 4

5-9

10- 49

50-199

200-499

Other not gainfully employed

Number of employees:

Size of company/organisation:

5

20

17

10

Conducted by: Wissler & Partner, Basel

Student

glasstec -----> Düsseldorf

42 603

97%

16

4

1

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)			ies)
Management Research/development/design	14 3	Proportion of	of trade v	visit	ors
Manufacturing, production, quality control	1				
Buying/procurement	3	Germany (to	ital)		
Finance/accounting, controlling	1	of which			
nformation and communication technology	30	Nielsen 1		12	Nie
Personnel administration, administration	1	Bremen		1	Bay
ales	16	Hamburg		1	Nie
arketing, advertising, PR	5	Lower Saxon		9	Ber
gistics: storage, material management,		Schleswig-Ho	listein	1	Bra
ansport	1	Nielsen 2	A	37	Me
laintenance/repairs	2	North Rhine-	westpn.	37	We
ther area	4	Nielsen 3a		16	Sax
Commerce	5	Hesse		7	Nie
uditing, security	1	Rhineland-Pa	latinate	9	Sax
usiness Development	11	Saarland			Th
nopfitting, shop furnishing, shop design	1	Nielsen 3b		9	
udent	1	Baden-Württe	emb.	9	
ner not gainfully employed	1				
an ear a car		Foreign (tota	al)*)		
sition in the company/organisation	%	of which			
repreneur, co-owner, freelancer	14	EL	-		
naging director, board member,			ther euro	pear	n cou
ad of an authority etc.	17		frica		
ea manager, works manager, plant manage			orth Ame		
anch manager, head of public office	18		outh and		tral /
partment head, group head, team leader	27		iddle Eas		
her salaried staff, civil servant,			outh-, Eas	st-, C	Centi
illed worker	19	Au	ustralia		
turer, teacher					
inee		Distance to l	nome		
her position	3	up to 50 km			
udent	1	more than 50			
ner not gainfully employed	1	more than 10 over 300 km	0 km up	to 3	00 kı
onomic sector	%				
rade	33	Countries wi	ith the h	ighe	est v
service	26	Italy		-	
onsulting, agency	5	Netherlands			
ayment systems	5	France			
nancial services, bank	3	United States	of Amer	rica	
ther service	9	Poland			
and safety engineering	8				
ther industry	6	Frequency o	f vicite t	o tr:	haha

6

3

1

1

%

9

30

1

1

No

Student

500 - 999

Student

employed

1 000 and more

Other not gainfully

	, /0
Germany (total)	36
of which	
Nielsen 1 12 Nielsen 4	13
Bremen 1 Bavaria	13
Hamburg 1 Nielsen 5+6	7
Lower Saxony 9 Berlin	2
Schleswig-Holstein 1 Brandenburg	2
Nielsen 2 37 Mecklenburg-	
North Rhine-Westph. 37 West Pommerania	1
Nielsen 3a 16 Saxony-Anhalt	2
Hesse 7 Nielsen 7	7
Rhineland-Palatinate 9 Saxony	7 5 2
Saarland - Thuringia	2
Nielsen 3b 9	
Baden-Württemb. 9	
Foreign (total)*) of which	64
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 d	ays
Influence on purchasing/procurement	
decisions	%
Decisively	28
Collectively	27
In an advisory capacity	24
	16

Area of responsibility	%
Management	24
Research/development/design	17
Manufacturing, production, guality control	21
Buying/procurement	5
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	-
Sales	13
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	1
Maintenance/repairs	4
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.	15
Area manager, works manager, plant manager	er,
branch manager, head of public office	15
Department head, group head, team leader	19
Other salaried staff, civil servant,	
skilled worker	18
Lecturer, teacher	2
Trainee	3
Other position	3
Student	4
Other not gainfully employed	1
Economic sector	%
Industry: manufacture, proccessing of glass,	
glass finishing	31
Machine and plant construction	25
Suppliers, commerce	18
Skilled trades	7
Manufacture of window and facade	4
Architecture/construction	3
Other sectors	7
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4 12 500-999	6

ees:	employe	er or e	NUMD
500 - 999	12	4	1-
1 000 and more	7	9	5-
Student	20	49	10-
Other not gainfully	19	199	50-
employed	13	499	200-4

MEDICA -----> Düsseldorf

Trade visitors' profile

6

20

4

1

Visitors (number of entries)	109 890
Proportion of trade visitors	99%
Germany (total) of which	27
Nielsen 1 9 Nielsen 4	9
Bremen - Bavaria	9
Hamburg 2 <u>Nielsen 5+6</u>	6
Lower Saxony 4 Berlin	4
Schleswig-Holstein 3 Brandenburg	1
Nielsen 2 48 Mecklenburg	
North Rhine-Westph. 48 West Pomme	
Nielsen 3a 17 Saxony-Anha	
Hesse 11 Nielsen 7	4
Rhineland-Palatinate 6 Saxony	2
Saarland 1 Thuringia	2
Nielsen 3b 7 Baden-Württemb. 7	
Foreign (total)*)	73
of which	46
EU Other european countries	46 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 sha	res*) %
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

Position in the compa	any/organisation	%
Entrepreneur, co-owne	r, freelancer	22
Managing director, bo		21
head of an authority et Area manager, works r	c. nanager, plant manage	
branch manager, head	of public office	13
Department head, grou		13
Other salaried staff, civ skilled worker	vil servant,	17
Lecturer, teacher		2
Trainee		2
Other position Student		2
Other not gainfully em	oloved	9
Economic sector Doctor's practice		% 5
	siotherapy, ergotherap	
logopaedia		3
Hospital/university hos	pital/clinic	8
Hospital owner Medical care centre		2 2
Rehabilitation centre		2
Old people's home		1
Industry (manufacturer Import/export	.)	13 19
Medical and healthcare	e suppliers, sales	15
representatives		8
Buying cooperative		2
Pharmacy Other trade		2 2 3 3
Medical laboratories		3
Other service		7
Research, science, colle technical college	ege, university,	4
Public authority, other	state authority	4
Other sectors	,	8
Student		9
Other not gainfully em	ployed	1
Size of company/orga		
Number of employee	s:	%
1- 4 13 5- 9 13	500 - 999 1 000 and more	4 12
10-49 28	Student	12
50 100 16	Other net gainfully	

4	500 - 999	13	1- 4		
12	1 000 and more	13	5-9		
1	Student	28	10- 49		
	Other not gainfully	16	50-199		
9	employed	6	200-499		
	Conducted by: Wissler & Partner, Basel				

urer, te	eacher		2
nee			2
er posit	ion		2 2 9 1
lent			9
er not g	jainfully em	iployed	1
nomic	sector		%
tor's pr	actice		5
		ysiotherapy, ergothera	οy,
paedia		/····	
	niversity ho	spital/clinic	8
pital ov			2
	re centre		2
	ion centre		2
	's home		3 8 2 2 2 2
	anufacture	er)	13
ort/exp			19
		e suppliers, sales	
esenta		e suppliers/ sures	8
	perative		
rmacy	perative		2
er trade			2 2 3 3 7
	oratories		2
er servi			7
		lege, university,	
inical c		lege, university,	4
		state authority	1
		state authority	8
er secto lent	015		-
		المتنام	9 1
er not g	jainfully em	ιριογεά	
	npany/org		
	f employe		%
- 4	13	500 - 999	4
- 9	13	1 000 and more	12

Other not gainfully employed *) Determined by visitor registration.

Other not gainfully employed *) Determined by visitor registration.

decisions

Decisively

No

Student

Collectively

In an advisory capacity

Influence on purchasing/procurement

% 32 26

21

12

9

METAV (2016) -----> Düsseldorf

Trade visitors' profile

/isitors (number of	entr	ies)	35 750
Proportion of trade	visit	ors	96 %
Germany (total)			89
of which Vielsen 1	5	Nielsen 4	4
Bremen	-	Bavaria	4
lamburg	1	Nielsen 5+6	1
ower Saxony	4		_
chleswig-Holstein	1	Brandenburg	-
Vielsen 2	69		-
North Rhine-Westph.	69		
Vielsen 3a	13	Saxony-Anha	lt -
lesse	5	Nielsen 7	3
Rhineland-Palatinate	7	Saxony	-
aarland	1	Thuringia	-
Vielsen 3b Baden-Württemberg	5 5	-	
Foreign (total)			11
EU			68
Other euro	pear	n countries	13
		Central Asia	10
Other cou	ntries	5	10
Distance to home			%
ip to 50 km			35
nore than 50 km up t	o 10	0 km	20
nore than 100 km up	to 3	00 km	25
over 300 km			20
Countries with the h	nighe	est visitor sha	res %
Belgium	-		22
Vetherlands			17
Austria			11
requency of visits t	o tra	ade fair	%
Previous event			30
arlier events			40
irst visit			44
Average length of s	tay		1,3 days
nfluence on purcha	sing	/procurement	
lecisions			%
Decisively			17
Collectively			28
n an advisory capacit	y		20
No			22
tudent			12
Other not gainfully en	nploy	/ed	2

)	Area of responsibility	%
	Management	13
b	Research/development/design	10
	Manufacturing, production, quality control	38
9	Buying/procurement	3
·	Finance/accounting, controlling	
1	Information and communication technology	1
1	Personnel administration, administration	1
i		10
	Sales	
-	Marketing, advertising, PR	2
-	Logistics: storage, material management,	
	transport	
-	Maintenance/repairs	4
-	Other area	5
3	Student	12
-	Other not gainfully employed	2
-		
	Position in the company/organisation	%
	Entrepreneur, co-owner, freelancer	14
-	Managing director, board member,	
1	head of an authority etc.	5
	Area manager, works manager, plant manage	er,
3	branch manager, head of public office	10
3	Department head, group head, team leader	16
5	Other salaried staff, civil servant,	
)	skilled worker	22
_	Lecturer, teacher	3
6	Trainee	12
5	Other position	3
5	Student	12
5		2
3 3 0 0 0 5 0 0 5 0 0 7	Other not gainfully employed	2
J	Economic costor	%
	Economic sector	
0	Manufacturer/Industry	57
2	Skilled trades	9
	Technical retail trade	4
	Other trade	1
-	Media, press, publishing	1
)	Other service	5 2
)	Public authority	2
)	University/college/polytechnic	3
1	Other sectors	3
_	Student	12
5	Other not gainfully employed	2
_		
	Size of company/organisation:	
5 7 3 0 2 2 2	Number of employees:	%
7	1- 4 8 500 - 999	6
3	5-961000 and more	14
,	10- 49 19 Student	12
5	50- 199 21 Other not gainfully	14
-		2
<u>.</u>		2
<u> </u>	Conducted by: Gelszus Messe-Markt-	
	forschung GmbH, Dortmund	

ProWein -----> Düsseldorf

Trade visitors' profile

	60 560
Proportion of trade visitors	95%
Germany (total)	44
of which	~
Nielsen 1 10 Nielsen 4	6
Bremen 1 Bavaria	6
Hamburg 1 <u>Nielsen 5+6</u>	6
Lower Saxony 5 Berlin	4
Schleswig-Holstein 2 Brandenburg	
Nielsen 2 33 Mecklenburg	
North Rhine-Westph. 33 West Pomme	
Nielsen 3a 31 Saxony-Anha	
Hesse 11 <u>Nielsen 7</u>	3
Rhineland-Palatinate 20 Saxony	-
Saarland - Thuringia	
Nielsen 3b 12	
Baden-Württemb. 12	
Foreign (total)*)	56
of which EU	70
Other european countries	10
North America	8
South and Central America	2
South-, East-, Central Asia	6
Other countries	4
Distance to home	%
up to 50 km	9
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 sha	res*) %
Netherlands	
France	8
Belgium	7
Italy	6 5
	5
United States of America	
	%
United States of America Frequency of visits to trade fair Previous event	45
United States of America Frequency of visits to trade fair	
United States of America Frequency of visits to trade fair Previous event	45
United States of America Frequency of visits to trade fair Previous event Earlier events	45 50
United States of America Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay	45 50 36 2,0 days
United States of America Frequency of visits to trade fair Previous event Earlier events First visit	45 50 36 2,0 days
United States of America Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions	45 50 36 2,0 days
United States of America Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively	45 50 36 2,0 days t % 43
United States of America Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively	45 50 36 2,0 days
United States of America Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively	45 50 36 2,0 days t % 43 23

*) Determined by visitor registration.

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student	4 1
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant mana branch manager, head of public office Department head, group head, team leade Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student	3 3 ger, 1 1
Economic sector Specialist Wine, sparkling wine, spirituous beverages Retail trade Wholesale/foreign trade Catering Hotel Manufacturing sector Media, press, publishing Other service Other sectors Student	1 1 2 1
Size of company/organisation: Number of employees: 1- 4 31 200 - 499 5- 9 14 500 - 999 10- 49 20 1 000 and more 50- 199 13 Student	ç

Conducted by: Wissler & Partner, Basel

/isitors (number of entries)	50 612
Proportion of trade visitors	70 %
Germany (total) If which	75
Jielsen 1 9 Nielsen 4	4
Bremen - Bavaria	4
lamburg 1 Nielsen 5+6	4
ower Saxony 7 Berlin	2
chleswig-Holstein 1 Brandenburg	1
lielsen 2 69 Mecklenburg-	
Jorth Rhine-Westph. 69 West Pommera	nia 1
lielsen 3a 9 Saxony-Anhalt	
lesse 4 <u>Nielsen 7</u>	2
Rhineland-Palatinate 4 Saxony	1
aarland - Thuringia	1
lielsen 3b 4	
Jaden-Württemb. 4	
f oreign (total)*) if which	25
EU	67
Other european countries	10
Middle East	3
South-, East-, Central Asia	12
Australia	3
Other countries	5
Distance to home	%
ip to 50 km	35
nore than 50 km up to 100 km	16
nore than 100 km up to 300 km	32
ver 300 km	17
Countries with the highest visitor share	s*) %
letherlands	14
Belgium	8
taly	7
rance	5
Inited Kingdom	5
requency of visits to trade fair	%
revious event	27
arlier events	48
irst visit	44
Average length of stay 1	,4 days
nfluence on purchasing/procurement	
	%
lecisions	13
lecisions Decisively	
lecisions Decisively Collectively	22
lecisions Decisively Collectively n an advisory capacity	22 25
lecisions Jecisively collectively an an advisory capacity lo	22 25 24
lecisions Jecisively Collectively n an advisory capacity Jo tudent	22 25 24 12
lecisions Jecisively collectively an an advisory capacity lo	22 25 24
lecisions becisively collectively na na advisory capacity lo tudent bther not gainfully employed	22 25 24 12 3
lecisions Jecisively Collectively n an advisory capacity Jo tudent	22 25 24 12

REHACARE

Trade visitors' profile

%

%

. 14

%

Δ

%

*) Determined by visitor registration.



Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area
Other area Student Other not gainfully employed

12

3

%

11 8

8 12 3

Position in the company/organisation

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	
head of an authority etc.	6
Area manager, works manager, plant manage	er,
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 tra	da
	iue
Nursing home, retirement home	
Rehabilitation facilities	
Special facilities (school, workshop, nursery)	1
Hospital/clinic	
Service	
Public authority	
Import/export	
Other practices (physiotherapy, ergotherap	v.
logopaedia)	
Out-patient nursing services	
Assisted living	
Orthopaedic trade	
Association, organisation	
Auxiliary materials	
Cost unit	
University/college/polytechnic	
Other industry	
Medical technical service	
Building industry (architecture, specialist	
planning office etc.)	
Other sectors	
Student	
Other not gainfully employed	

Size of company/organisation:

vees.	empioy	Number of	
500 - 999	10	1- 4	
1 000 and more	7	5-9	
Student	21	10- 49	
Other not gainfully	19	50-199	
employed	10	200-499	
ssler & Partner, Basel	by: Wi	Conducted	

Visitors (number of entries)		ies) 37	04
Proportion of trade v	/isit	ors 9	99 9
Germany (total)			9
of which			
Nielsen 1	16	Nielsen 4	
Bremen	1	Bavaria	
Hamburg	1	Nielsen 5+6	
Lower Saxony	11	Berlin	
Schleswig-Holstein	3	Brandenburg	
Nielsen 2	40	Mecklenburg-	
North Rhine-Westph.	40	West Pommerania	
Nielsen 3a	14	Saxony-Anhalt	
Hesse	6	Nielsen 7	
Rhineland-Palatinate	7	Saxony	
Saarland	1	Thuringia	
Nielsen 3b	9		
Baden-Württemb.	9		
EU Other euroj Other coun			8
Distance to home			9
up to 50 km			2
more than 50 km up to	o 10	0 km	1
more than 100 km up t	to 3	00 km	4
over 300 km			2
Countries with the hi	iahe	est visitor shares	9
Austria			3
Netherlands			2
Switzerland			1
Luxembourg			1
Belgium			
Frequency of visits to	o tra	ade fair	0
Previous event			5
Earlier events First visit			7
			2

Trade visitors' profile

Average length of stay	1,3 days
------------------------	----------

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

Area of responsibility G Management S Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales 2 Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Position in the company/organisation C Entrepreneur, co-owner, freelancer S Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, mater craftsman Journeyman Collector for the context of the stressent
Management 5 Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales 2 Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs 1 Position in the company/organisation 5 Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. 6 Area manager, works manager, plant manager, branch manager, bead of public office Department head, group head, team leader Foreman, master craftsman Jurneyman
Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales 2 Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area 1 Position in the company/organisation Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales 2 Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area 1 Position in the company/organisation Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales 2 Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area 1 Position in the company/organisation Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales 2 Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area 1 Position in the company/organisation Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
Personnel administration, administration Sales 2 Marketing, advertising, PR 2 Logistics: storage, material management, transport Maintenance/repairs Other area 1 Position in the company/organisation 5 Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
Sales 2 Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area 1 Position in the company/organisation Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area 1 Position in the company/organisation 5 Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
Logistics: storage, material management, transport Maintenance/repairs Other area 1 Position in the company/organisation 5 Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
transport Maintenance/repairs Other area 1 Position in the company/organisation 5 Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
Maintenance/repairs Other area 1 Position in the company/organisation 5 Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Journeyman
Department head, group head, team leader Foreman, master craftsman Journeyman
Journeyman
Other salaried staff, civil servant, skilled worker 3
Lecturer, teacher
Trainee
Economic sector G Hairdressers' trade g
Other skilled trades
Cosmetics/pharmaceuticals/chemical industry
Other industry
Trade
Service
Other
Size of company/organisation:
Number of employees:
1- 4 48 200-499 5- 9 30 500-999
10- 49 18 1 000 and more
50- 199 2
Conducted by: Wissler & Partner, Basel

TOP HAIR INTERNATIONAL (2017) ------> Düsseldorf

TourNatur -----> Düsseldorf

Private visitors' profile

Visitors (number of ent	,	.9*
Proportion of private v	isitors 9	3%
Germany (total)		99
of which	Nieless 4	
Nielsen 1 5 Bremen -	 <u>Nielsen 4</u> Bavaria 	
	- Nielsen 5+6	
Lower Saxony -		
Schleswig-Holstein ·		
Nielsen 2 88		
North Rhine-Westph. 88		
Nielsen 3a 5		
Hesse 2	Nielsen 7	
Rhineland-Palatinate 3	8 Saxony	
	 Thuringia 	
Nielsen 3b	•	
Baden-Württemb.	-	
Foreign (total)		
Distance to home		%
up to 50 km		6
more than 50 km up to 1		1!
more than 100 km up to	300 km	1
over 300 km		
Frequency of visits to t	rade fair	%
Previous event		4
Earlier events		59
First visit		32
Sex		%
Male		4
Female		53
Size of household		9
1 person		1
2 persons		5
3 persons		1
4 persons		
5 persons and more		
Age		9
up to 20 years		
over 20 up to 30 years		1
over 30 up to 40 years		1
over 40 up to 50 years		2
over 50 up to 60 years		3
over 60 up to 70 years		
over 70 years		

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

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	% 9
head of an authority etc.	1
Area manager, works manager, plant manag	
branch manager, head of public office	3
Department head, group head, team leader Other salaried staff, civil servant,	9
skilled worker	33
Lecturer, teacher	7
Trainee	1
Other position	8
Student	6
Housewife/man	1
Old-age pensioner	20
Other not gainfully employed	1
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
ves	35
no	18
maybe	47
Follow-up business Intend to buy at later date	%
yes	27
no	12
maybe	61
Conducted by: Wissler & Partner, Basel	

Tube -----> Düsseldorf

Trade visitors' profile

Visitors (number of entries)	29 838
Proportion of trade visitors	99 %
Germany (total)	33
of which	
Nielsen 1 9 Nielsen 4	19
Bremen 1 Bavaria	- 9
lamburg 1 Nielsen 5	5+6 3
ower Saxony 6 Berlin	
Schleswig-Holstein 2 Brandenl	hura -
Nielsen 2 56 Mecklenl	
	nmerania -
Nielsen 3a 8 Saxony-A	
Hesse 5 Nielsen 7	
	4
· · · · · · · · · · · · · · · · · · ·	-
Saarland - Thuringia	- 1
Nielsen 3b 11	
Baden-Württemb. 11	
Foreign (total)*)	67
of which	
EU	55
Other european countries	s 13
Africa	6
North America	7
South and Central Americ	ca 6
Middle East	4
South-, East-, Central Asi	a 8
Australia	1
Distance to home	%
up to 50 km	10
nore 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
Furkey	7
France	5
Netherlands	5
United States of America	5
Shired States of America	
Frequency of visits to trade fair	%
Previous event	41
Earlier events	39
First visit	46
Average length of stay	2,1 days
average length of stay	2,1 uays
nfluence on purchasing/procuren	
lecisions	%
Decisively	36
Collectively	33
n an advisory capacity	19
lo	11
Student	2

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

*) Determined by visitor registration.

Area of responsibility		9
Management		2
Research/development/de		1
Manufacturing, production	n, quality control	2
Buying/procurement		1
Finance/accounting, contr		
Information and communi		
Personnel administration, Sales	administration	2
Marketing, advertising, PF	2	2
Logistics: storage, materia		
transport	,	
Maintenance/repairs		
Other area		1
Student		
Position in the company	/organisation	9
Entrepreneur, co-owner, fr	reelancer	1
Managing director, board	member,	
head of an authority etc.		1
Area manager, works mar		
branch manager, head of		1
Department head, group h		2
Other salaried staff, civil s skilled worker	ervant,	1
Lecturer, teacher		
Trainee		
Other position		
Student		
Economic sector		9
Tube industry (manufactur	rers, users)	2
Iron, steel and non-ferrous		1
Motor vehicle industry inc	l. supply industry	
Oil and gas industry		
Construction industry		1
Other industry Trade		1
Other sectors		1
Student		
Size of company/organis	sation:	0
Number of employees:	200 - 499	9
1-48 5-96	200 - 499 500 - 999	1
J J J	1 000 and more	
5- 9 6 10- 49 20 50- 199 24	1 000 and more Student	2

VALVE WORLD EXPO (2016) ------> Düsseldorf

Trade visitors' profile

Visitors (number of entries)	12 422
Proportion of trade visitors	99 %
Germany (total) of which Nielsen 1 9 Nielsen 4 Nielsen 1 9 Nielsen 4 Bremen 1 Bavaria Hamburg 3 Nielsen 5+6 Lower Saxony 5 Berlin Schleswig-Holstein 1 Brandenburg Nielsen 2 54 Mecklenburg- North Rhine-Westph. 54 West Pommer Nielsen 3a 13 Saxony-Anhal Hessen 8 Nielsen 7 Rhineland-Palatinate 3 Saxony Saarland 1 Thuringia Nielsen 3b 12	
Foreign (total) of which	68
EU Other european countries South and Central America Middle East South-, East-, Central Asia Other countries	61 12 3 6 15 4
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 11 7 25 57
Countries with the highest visitor shar Italy Netherlands United Kingdom China, People's Republic France	es % 12 10 7 7 5
Frequency of visits to trade fair Previous event Earlier events First visit	% 32 28 57
Average length of stay	1,7 days
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	% 33 29 24

No

Student

Other not gainfully employed

Area of responsibility	%
Management	24
Research/development/design	13
Manufacturing, production, quality control	7
Buying/procurement	11
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	
Sales	25
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	3
Planning/work preparation	4
Design Student	1
	1
Other not gainfully employed	
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 mana	
branch manager, head of public office	15
Department head, group head, team leader	27
Other salaried staff, civil servant,	
skilled worker	18
Lecturer, teacher	2
Trainee	4
Other position Student	1
Other not gainfully employed	1
Other not gainfully employed	
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
	2
Media, press, publishing	
Media, press, publishing University/college/polytechnic	
Media, press, publishing University/college/polytechnic Other sectors	13
Media, press, publishing University/college/polytechnic	1 13 1

Number of employees: 1- 4 500 - 999

1 000 and more	9	. 9	5-	
Student	28	49	10-	
Other not gainfully	18	199	50-	
employed	11	499	200-	
Conducted by: Wissler & Partner, Basel				

wire

% 7 18

Trade visitors' profile

/isitors (number of entries)	42 248
Proportion of trade visitors	99 %
Germany (total) If which	32
lielsen 1 6 Nielsen 4	16
Bremen - Bavaria	16
Iamburg 1 Nielsen 5+6	4
ower Saxony 4 Berlin	-
chleswig-Holstein 1 Brandenburg	-
Vielsen 2 51 Mecklenburg-	
Iorth Rhine-Westph. 51 West Pommerar	
lielsen 3a 9 Saxony-Anhalt	-
lesse 6 <u>Nielsen 7</u>	4
hineland-Palatinate 3 Saxony	-
aarland 1 Thuringia	-
lielsen 3b 11	
Baden-Württemb. 11	
f oreign (total)*) If which	68
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	%
ip to 50 km	7
nore than 50 km up to 100 km	8
nore than 100 km up to 300 km	21
over 300 km	64
Countries with the highest visitor shares	5*) %
taly	9
urkey	7
rance	5
letherlands	5
Inited States of America	5
requency of visits to trade fair	%
revious event	41
arlier events	42
irst visit	43
	2 days
Average length of stay 2,	
nfluence on purchasing/procurement	%
nfluence on purchasing/procurement lecisions	32
nfluence on purchasing/procurement lecisions Decisively	% 32 31 22
nfluence on purchasing/procurement lecisions Jecisively Collectively	32 31
nfluence on purchasing/procurement lecisions Decisively collectively n an advisory capacity	32 31 22

*) Determined by visitor registration.

Visitors Profile Analyses 2018

50-199

200-499

28

12

Conducted by: Wissler & Partner, Basel

Other not gainfully

employed

1

Private visitors' profile

Area of responsibility	%	Visitors (nu
Management	25	
Research/development/design	16	Proportion
Manufacturing, production, quality control	29	
Buying/procurement	10	Germany (t
Finance/accounting, controlling	-	of which
Information and communication technology		Nielsen 1
Personnel administration, administration		Bremen
Sales	11	Hamburg
Marketing, advertising, PR	1	Lower Saxor
Logistics: storage, material management,		Schleswig-H
transport	1	Nielsen 2
Maintenance/repairs	3	North Rhine
Other area	2	Nielsen 3a
Student	2	Hessen
Other not gainfully employed	1	Rhineland-P
		Saarland
Position in the company/organisation	%	Nielsen 3b
Entrepreneur, co-owner, freelancer	18	Baden-Würt
Managing director, board member,		
head of an authority etc.	16	Foreign (to
Area manager, works manager, plant manag	er,	
branch manager, head of public office	18	Distance to
Department head, group head, team leader	23	up to 50 km
Other salaried staff, civil servant,		more than 5
skilled worker	18	more than 1
Lecturer, teacher	-	over 300 km
Trainee	2	
Other position	2	Frequency
Student	2	Previous eve
Other not gainfully employed	1	Earlier event
		First visit
Economic sector	%	
Wire industry	37	Sex
Cable industry	16	Male
Iron, steel and non-ferrous metals industry	11	Female
Motor vehicle industry incl. supply industry	6	
Construction industry	3	Size of hous
Chemical industry	3	1 person
Other industry	10	2 persons
Trade	5	3 persons
Other sectors	6	4 persons
Student	2	5 persons ar
Other not gainfully employed	1	
		Age
Size of company/organisation:		up te
Number of employees:	%	over 20 up to
1- 4 6 500-999	7	over 30 up to
5- 9 6 1 000 and more	18	over 40 up to
10- 49 20 Student	2	over 50 up to
EQ 100 20 Other pet gainfully		over 60 up te

Visitors (number of e	ntries)		30 857
Proportion of private	e visitors	;	87%
Germany (total) of which			100
Nielsen 1	- Nie	lsen 4	1
Bremen		aria	1
Hamburg		lsen 5+6	2
Lower Saxony	- Ber		-
Schleswig-Holstein		ndenburg	
Nielsen 2 North Rhine-Westph.		cklenburg- st Pommer	
Nielsen 3a		ony-Anhali	
Hessen		lsen 7	. 94
Rhineland-Palatinate	- Sax		94 1
Saarland		ringia	93
Nielsen 3b	-	inigia	
Baden-Württemberg	-		
Foreign (total)			0
Distance to home			%
up to 50 km			55
more than 50 km up to			33
more than 100 km up t	to 300 kn	n	10
over 300 km			2
Frequency of visits to	o trade f	air	%
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 19
over 60 up to 70 years over 70 years			19
over 70 years			ŏ

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 manag	er,
branch manager, head of public office	
Department head, group head, team leader	2
Other salaried staff, civil servant,	
skilled worker	52
Lecturer, teacher	3
Trainee	2
Other not gainfully employed	3 2 2 7
Student	
Housewife/man	1
Old-age pensioner	21
Other position	1
Buying and ordering capacity	%
Purchase or order made or intended	,.
at the exhibition	
ves	24
no	32
maybe	44
Follow-up business	%
Intend to buy at later date	
yes	25
no	35
maybe	40
· · · · · · · · · · · · · · · · · · ·	uho
Conducted by: Honestly MT GmbH, Karlsr	

Trade visitors' profile

Proportion of trade v	/isit	ors	91%
Germany (total)			95
of which	_		
Nielsen 1	7	Nielsen 4	25
Bremen	1	Bavaria Nielsen 5+6	25 8
Hamburg Lower Saxony	2 3	Berlin	8 6
Schleswig-Holstein	-	Brandenburg	2
Nielsen 2	8	Mecklenburg-	2
North Rhine-Westph.	8	West Pommerania	
Nielsen 3a	9	Saxony-Anhalt	' 2
Hesse	6	Nielsen 7	32
Rhineland-Palatinate	3	Saxony	11
Saarland	-	Thuringia	21
Nielsen 3b	9		
Baden-Württemb.	9		
Foreign (total)			5
EU			62
Other europ	near	o countries	31
South-, Eas			8
Distance to home			%
up to 50 km			15
more than 50 km up to	o 10) km	11
more than 100 km up 1	to 30	00 km	43
over 300 km			31
Frequency of visits to	o tra	de fair	%
Previous event			20
Earlier events			22
First visit			58
Influence on purchas	ing	/procurement	
decisions			%
Decisively			12
Collectively			31
In an advisory capacity	/		39
No			8
Student			9
Other not gainfully em		l	2

Area of responsibility	%
Management	13
Research/development/design	48
Manufacturing, production, quality control	12
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration Sales	8
Marketing, advertising, PR	3
Logistics: storage, material management,	5
transport	1
Maintenance/repairs	1
Other area	4
Student	5
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member,	~
head of an authority etc.	3
Area manager, works manager, plant manager	, 6
branch manager, head of public office Department head, group head, team leader	17
Other salaried staff, civil servant,	
skilled worker	36
Lecturer, teacher	5
Trainee	4
Other position	3
Student	13
Other not gainfully employed	1
Economic sector	%
3D Printing at home	5
3D Scanner	1
Architects	1
Automobile industry	12
Design, art, jewellery	2
Electrical engineering	6
Research, development, science	19
Measuring equipment	1
Construction	6
Aviation sector industry	2 10
machinery and plant engineering, accessories Medical technology	10
Software and visualization	3
Materials, filament	4
	6
Loolmaking modelling and moulding practice	2
Toolmaking, modelling and moulding practice	
loolmaking, modelling and moulding practice Dental technology Other	14

Size of company/organisation: Number of employees:					
1- 4	14	200 - 499			
5-9	4	500 - 999			
10- 49	16	1 000 and more			
50-199	15	Student			

Conducted by: Messe Erfurt GmbH, Erfurt

% 13 8

Trade visitors' profile

Proportion			ies)	22 274
	n of trade	visit	ors	97 %
Germany ((total)			81
of which				
Nielsen 1		13	Nielsen 4	10
Bremen		1	Bavaria	10
Hamburg		4	Nielsen 5+6	6
Lower Saxo	ony	7	Berlin	4
Schleswig-	Holstein	2	Brandenburg	1
Nielsen 2		46	Mecklenburg-	
North Rhin	e-Westph.	46	West Pommera	nia 1
Nielsen 3a	1.1	11	Saxony-Anhalt	1
Hesse		7	Nielsen 7	5
Rhineland-	Palatinate	3	Saxony	4
Saarland	rulutinute	1	Thuringia	2
Nielsen 3b		10	manngia	-
Baden-Wür	rttemb.	10		
Foreign (to	otal)			19
of which				
	EU			67
	Other euro	pear	n countries	19
			Central Asia	8
	Other cour	ntries	5	6
Distance t	o home			%
up to 50 kn				23
more than	 50 km un t	o 10) km	9
more than	100 km un	to 3	00 km	21
over 300 kr				46
Countries	with the h	iaha	est visitor share	s %
United Kind		igne	st visitor sidle	s 70 14
				13
Switzorland				1.5
Switzerland	c			0
Netherland	s			
	S			7
Netherland Italy Austria				7
Netherland Italy Austria Frequency	of visits t	o tra	ade fair	7 7 %
Netherland Italy Austria Frequency Previous ev	of visits t	o tra	ade fair	7 7 % 29
Netherland Italy Austria Frequency Previous ev Earlier ever	of visits t	o tra	ade fair	7 7 % 29 33
Netherland Italy Austria Frequency	of visits t	o tra	ade fair	7 7 % 29 33
Netherland Italy Austria Frequency Previous ev Earlier ever	of visits t vent nts			9 7 7 29 33 45 ,4 days
Netherland Italy Austria Frequency Previous ev Earlier ever First visit Average le	r of visits t vent nts ength of si	tay		7 7 29 33 45
Netherland Italy Austria Frequency Previous ev Earlier ever First visit Average le Influence o	r of visits t vent nts ength of si	tay	1,	7 7 29 33 45 ,4 days
Netherland Italy Austria Frequency Previous eve Earlier ever First visit Average le Influence of decisions	r of visits t vent nts ength of si	tay	1,	7 7 29 33 45 ,4 days %
Netherland Italy Austria Frequency Previous ev Earlier ever First visit Average le Influence of decisions Decisively	ength of st	tay	1,	7 7 29 33 45 ,4 days % 18
Netherland Italy Austria Frequency Previous ev Earlier ever First visit Average le Influence of decisions Decisively Collectively	r of visits t rent nts ength of st on purcha	tay sing	1,	7 7 29 33 45 ,4 days % 18 29
Netherland Italy Austria Frequency Previous eve Earlier ever First visit Average le Influence of decisions Decisively Collectively In an advisi	r of visits t rent nts ength of st on purcha	tay sing	1,	7 7 29 33 45 ,4 days ,4 days 18 29 24
Netherland Italy Austria Frequency Previous ev Earlier ever First visit Average le	r of visits t rent nts ength of st on purcha	tay sing	1,	7 7 29 33 45

Area of respo	onsibil	ity
Management Research/deve	alonmo	nt/design
		luction, quality control
Buying/procur		
Finance/accou		
		munication technology
	ninistra	ation, administration
Sales		
Marketing, ad		ng, PR laterial management,
transport	age, m	laterial management,
Maintenance/	renairs	
Other area	repuirs	
Student		
Other not gair	nfully e	mployed
Position in th	ie com	pany/organisation
		ner, freelancer
		ooard member,
head of an au		
		s manager, plant manag ad of public office
Department h	per, neo pad a	roup head, team leader
Other salaried	l staff,	civil servant,
skilled worker		
Lecturer, teac Trainee	ner	
Other position	1	
Student		
Other not gair	nfully e	mployed
Economic sec	ctor	
Power supply		
Consultants, s		
		cil representatives
Research, pres		ociations industrial enterprises
Other sectors	mers,	industrial enterprises
Student		
Other not gair	nfully e	mployed
Size of comp	any/or	ganisation:
Number of e		ees:
1- 4	6	500 - 999
5-9	6	1 000 and more
10- 49 50- 199	12	Student Other net gainfully
	13 11	Other not gainfully employed
200-499		

IPM -----> Essen

Trade visitors' profile

Visitors (number of entries)	41 008
Proportion of trade visitors	96 %
Germany (total)	62
of which	
	lsen 4 8
	varia 8
	lsen 5+6 4
Lower Saxony 17 Ber	
Schleswig-Holstein 1 Bra	ndenburg 1
	cklenburg-
	st Pommerania -
	ony-Anhalt 1
	<u>lsen 7</u> 3
	ony 1
	iringia 2
Nielsen 3b 10	
Baden-Württemb. 10	
Foreign (total) of which	38
EU	71
Other european cou North America	intries it
Middle East	3
South-, East-, Centr Australia	ar Asia 10 2
Other countries	2
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	11
more than 100 km up to 300 kr	
over 300 km	48
Countries with the highest vi	isitor shares %
Netherlands	24
Italy	8
China, People's Republic	4
France	4
Poland	4
Frequency of visits to trade f	air %
Previous event	33
Earlier events	42
First visit	36
Average length of stay	1,4 days
Influence on purchasing/pro	
decisions	%
Decisively	31
Collectively	23
In an advisory capacity	17
No	21
Student	8

Other not gainfully employed

Mana				
	ot resp	onsibili	ity	
	gemen			2
			nt/design	
		ng, proa urement	uction, quality control	1
			controlling	
			munication technology	
			tion, administration	
Sales				1
		dvertisir		
		orage, m	aterial management,	
trans Maint		e/repairs		
Other		mepuns		1
Stude	nt			
Other	not ga	infully e	mployed	
Posit	ion in t	the com	pany/organisation	
Entre	preneui	r, co-owi	ner, freelancer	2
			oard member,	
		uthority		
			s manager, plant manage ad of public office	4,
			oup head, team leader	
Other	salarie	d staff, o	civil servant,	
	d worke			1
Lectu Traine	rer, tea	cner		1
	ee positio	n		
Stude				
		infully e	mployed	
		actor		(
Econ	omic se			
Devo	rative p	lants, sh	irubs	2
Devoi Nurse	rative p ry	lants, sh		2
Devoi Nurse Hortic	rative p ry culture a	lants, sh and land	lscape gardening	2 1 1
Devo Nurse Hortic Fruit a	rative p ry culture a and veg	lants, sh and land Jetable g	lscape gardening	2 1 1
Devor Nurse Hortic Fruit a Ceme	rative p ry culture a and veg try gare	lants, sh and land Jetable g deners	lscape gardening prowing	2 1 1
Devoi Nurse Hortic Fruit a Ceme Gardi Floris	rative p culture a and veg try gare ng shoj t, specia	lants, sh and land getable g deners p, nurser alist reta	lscape gardening prowing y	2 1 1
Devoi Nurse Hortic Fruit a Ceme Gardi Floris Garde	rative p culture a and veg try garo ng shoj t, specia en centi	lants, sh and land getable g deners p, nurser alist reta re	lscape gardening rowing y iler	2 1 1
Devoi Nurse Hortic Fruit a Ceme Gardi Floris Garde Floris	rative p culture and veg try gard ng shop t, specia en centro t whole	lants, sh and land getable g deners p, nurser alist reta	lscape gardening rowing y iler	2 1 1
Devoi Nurse Hortic Fruit a Ceme Gardi Floris Garde Floris Seed	rative p ry culture a and veg try gard ng shop t, specia en centri t whole trade	lants, sh and land getable g deners p, nurser alist reta re sale trac	lscape gardening prowing y iler le	2 1 1
Devoi Nurse Hortic Fruit a Ceme Gardi Floris Garde Floris Seed Other	rative p culture c and veg try gard ng shop t, speci- en centri t whole trade	lants, sh and land getable g deners p, nurser alist reta re sale trad	lscape gardening yrowing iler de	2 1 1
Devoi Nurse Hortic Fruit a Ceme Gardi Floris Garde Floris Seed Other Public	ative p culture and veg try gard ng shop t, speci- en centr t whole trade whole c autho	lants, sh and land getable g deners p, nurser alist reta re sale trad	lscape gardening prowing y iler le	2 1 1
Devoi Nurse Hortic Fruit a Ceme Gardi Floris Garde Floris Seed Other Public Lands Home	rative p ry culture a and veg try gard ng shop t, speci- en centri t whole trade whole cauthole cape d	lants, sh and land jetable g deners p, nurser alist reta re sale trad sale trad rity, mur	lscape gardening yrowing iler le le iicipal garden departmen	2 1 1
Devoi Nurse Hortic Fruit a Ceme Gardi Floris Garde Floris Seed Other Public Lands Home Mail c	rative p ry culture a and veg try gard ng shop t, speci- en centri t whole trade wholes autholes cape d impro- order	lants, sh and land getable g deners p, nurser alist reta re sale trad sale trad rity, mur esigner vement o	lscape gardening yrowing iler le le iicipal garden departmen	
Devoi Nurse Hortic Fruit a Ceme Gardi Floris Garde Floris Seed Other Public Lands Home Mail c Other	rative p ry culture a and veg try garu ng shop t, speci- en centri t whole trade wholes a uthole cape d e impro- order sectors	lants, sh and land getable g deners p, nurser alist reta re sale trad sale trad rity, mur esigner vement o	lscape gardening yrowing iler le le iicipal garden departmen	2 1 1 1
Devoi Nurse Hortic Fruit a Ceme Gardi Floris Garde Floris Seed Other Public Lands Home Mail c Other Stude	rative p ery culture a and veg try gard ng shop t, speci- en centri t whole: c author cape d improv order sector: at sector: ant	lants, sh and land jetable g deners p, nurser alist reta re sale trad rity, mur esigner vement o s	lscape gardening yrowing y iler de icipal garden departmen centre	
Devoi Nurse Hortic Fruit a Ceme Gardi Floris: Garde Floris: Seed Other Public Lands Home Mail d Other Stude Other	rative p ery culture a and veg try gara ng shop t, specie en centri t whole: cape d e impro- order s sectors nt in ont ga	lants, sh and land getable <u>g</u> deners p, nurser alist reta re sale trad rity, mur esigner vement o s infully en	lscape gardening yrowing y iler le icipal garden departmen centre mployed	
Devoi Nurse Hortic Fruit a Ceme Gardi Floris' Seed Other Public Lands Home Mail d Other Stude Other Stude	rative p ery culture a and veg try gara ng shop t, speci- en centre t whole: cape d improv- order sectors int inot ga of comp	lants, sh and land jetable <u>c</u> deners p, nurser alist reta re sale trad sale trad rity, mur esigner vement o s infully er pany/or	Iscape gardening rowing y iler de icipal garden departmen centre mployed ganisation:	
Devoi Nurse Hortic Fruit a Ceme Gardi Floris' Seed Other Public Lands Home Mail d Other Stude Other Stude Other	rative p ery culture a and veg try gard ng shop t, specia t whole trade trade cape d author cape d author order sectors nt no gard sectors order sectors	lants, sh and land getable <u>c</u> deners p, nurser alist reta re sale trad sale trad rity, mur esigner vement o s infully e pany/or employe	Iscape gardening rowing y iler de icipal garden departmen centre mployed ganisation: ees:	1
Devoi Nurse Hortic Fruit a Ceme Gardi Floris' Seed Other Public Lands Home Mail d Other Stude Other Stude	rative p ry culture a and veg try garr ng shop t, specie en centr t whole trade whole cape d e impro- order sectors ant not ga ber of 4	lants, sh and land jetable <u>c</u> deners p, nurser alist reta re sale trad sale trad rity, mur esigner vement o s infully er pany/or	Iscape gardening rowing y iler de icipal garden departmen centre mployed ganisation:	1
Devoi Nurse Hortict Ceme Gardii Floris: Garde Floris: Seed Other Public Lands Home Mail d Other Stude Other Stude Other Stude Other 1- 5- 10-	rative p rry ulture i and veg try gar ng shoj t, speci n c entit t whole trade whole: a autho iccape d whole: a autho iccape d impro- order sector: nt not ga off com f com	lants, sh and land jetable <u>c</u> deners p, nurser alist reta re ssale trad rity, mur esigner vement o s infully en pany/or employe 22	Iscape gardening rowing y iler de e nicipal garden departmen centre mployed ganisation: ees: 500 - 999	1
Devoi Nurse Hortic Fruit a Ceme Gardi Florisi Seed Other Public Lands Home Mail d Other Stude Stude St	rative p rry ulture - and veg try gar ng shojo t, speci- trade whole: authoo ccape d whole: authoo ccape d impro- order sector: nt not ga of comp 4 9 49 199	lants, sh and land getable g deners p, nurser alist reta re sale trad rity, mur esigner vement of s infully ei pany/or employe 22 18 30 12	Iscape gardening prowing y iler te e icipal garden department centre mployed ganisation: ees: 500 - 999 1 000 and more Student Other not gainfully	1
Devoi Nurse Hortict Ceme Gardii Floris: Garde Floris: Seed Other Public Lands Home Mail d Other Stude Other Stude Other Stude Other 1- 5- 10-	rative p rry ulture - and veg try gar ng shojo t, speci- trade whole: authoo ccape d whole: authoo ccape d impro- order sector: nt not ga of comp 4 9 49 199	lants, sh and lants, sh getable g deners p, nurser alist reta re sale trad rity, mur esigner vement o s infully en pany/or employe 22 18 30	Iscape gardening prowing y iler de icipal garden department centre mployed ganisation: ses: 500 - 999 1 000 and more Student	1

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

security

Trade visitors' profile

% 26

2

% 29

%

Visitors (number	of entri	es)	33 022
Proportion of tra	de visit	ors	99 %
Germany (total)			63
of which	12	Mit days a	
Nielsen 1	13	Nielsen 4	4
Bremen	1	Bavaria	4
Hamburg	3	Nielsen 5+6	
Lower Saxony	7	Berlin	5
Schleswig-Holsteir	1 2 49	Brandenburg Mecklenburg-	2
<u>Vielsen 2</u> North Rhine-West		West Pommera	ania 1
Vielsen 3a	15	Saxony-Anhalt	
Hesse	10	Nielsen 7	2
Rhineland-Palatina		Saxony	1
Saarland	ale J	Thuringia	1
Vielsen 3b	9	munigia	
Baden-Württemb.	9		
			37
Foreign (total) of which			57
EU			72
Other e	uropear	countries	14
Africa			4
South-,	East-, C	entral Asia	7
Other c	ountries		4
istance to home			%
ip to 50 km			18
nore than 50 km ι	p to 100) km	11
nore than 100 km			21
ver 300 km			50
Countries with th	e highe	st visitor share	es %
letherlands	-		16
Austria			6
lelgium			6
Czechia			5
taly			5
requency of visi	ts to tra	de fair	%
revious event			34
arlier events			27
irst visit			48
Average length o	f stay	1	I,4 days
nfluence on pure	hasing	procurement	
lecisions	, asing/		%
Decisively			28
Collectively			28
n an advisory cap	acitv		20
lo			16
tudent			5
Other not gainfully	employ	ed	4
Area of responsil	vility		%
	muy		20
Aanagement	non+/da	ian	20
lesearch/develop	aduction	nyn Guality contro	
Aanufacturing, prouving/procureme		, quality contro	2 I
		alling	
nance/accountin		olling	1



Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader 15 Other salaried staff, civil servant. skilled worker Lecturer, teacher Trainee Other position Head of Corporate Security Fire prevention officer Security advisor IT-Manager Student Other not gainfully employed **Economic sector** Industry Retail trade Wholesale trade General contractors Engineer's office Planner Installation company Electrical engineering Police/fire brigade/judiciary Other local government authorities State, federal government, municipality Banks, saving banks Insurance Hotel Logistics Airports/airline Guards/surveillance sector Housing industry Investor Other sectors Student Other not gainfully employed

Size of company/organisation: Number of employees:					
1-	4	13	500 -		
5-	9	10	1 000 and r		

24	1 000 and more	10	5-9
5	Student	18	10- 49
	Other not gainfully	15	50-199
4	employed	6	200-499

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SHK -----> Essen

Trade visitors' profile

10

13

3

3

10

19

5

4

%

20

7

8

17

1

8

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14

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96%
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9 3! 2(3) 1(
% 2
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lay
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2
2
2
2
-

Area of res		ity	%
Managemer			23
Research/de Manufacturi		nt/design uction, quality control	7
Buying/proc		uction, quality control	3
Finance/acco		controlling	-
		munication technology	2
	lministra	tion, administration	1
Sales Marketing, a	dvortisir	ng PR	13
		aterial management,	2
ransport	5.	J	1
Maintenanc	e/repairs		28
Other area Student			11
Other not ga	infully e	mploved	4
other not ge	initially ci	npioyeu	
		pany/organisation	%
		ner, freelancer oard member,	18
head of an a			5
		s manager, plant manage	
		nd of public office	5
Department Other salarie		oup head, team leader	9
skilled work		civil servant,	17
Lecturer, tea			3
Trainee			25
Other positic Fitter	on		3
Student			11 4
Other not ga	infully e	mployed	2
Economic s	ector		%
Sanitary syst	ems		54
Heating syst			31
Air conditior	ling and	ventilation system	17
Architect			2
Planner			6
Engineer, ex	pert		3
Trade, whole		de	6
Industrial pr		+- \	3
Institutions (Building owi		s etc.)	1
Housing indi			2
Association/		amber	1
Energy cons			2
Other sector	s		6
Student Other not ga	infully e	nploved	4
Size of com Number of			%
1- 4	18	500 - 999	4
5-9	17	1 000 and more	12
10- 49	26	Student	4
50- 199	1/	Other not gainfully	

50-199 14 Other not gainfully 200-499 4 employed Conducted by: Gelszus Messe-Markt-

2

Other not gainfully employed

*) Determined by visitor registration.

3

forschung GmbH, Dortmund

Ambiente ------> Frankfurt/Main

Trade visitors' profile

Visitors (number of	entr	ies) 133	582
Proportion of trade	e visit	tors	91%
Germany (total)			38
of which	_	A11.1	
Nielsen 1	7	Nielsen 4	15
Bremen	1	Bavaria	15
Hamburg	4	Nielsen 5+6	5
Lower Saxony	2	Berlin	3
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	10	Mecklenburg-	
North Rhine-Westph		West Pommerania	1
Nielsen 3a	48	Saxony-Anhalt	
Hesse	37	Nielsen 7	
Rhineland-Palatinate		Saxony	
Saarland	2	Thuringia	
Nielsen 3b	12		
Baden-Württemb.	12		
Foreign (total)*)			6
of which EU			4
	0000	n countries	4
Africa	opea	ncountries	
North Am	orica		
		tral America	1
Middle Ea		Indi America	
		Central Asia	1
Australia	ast-, (Central Asia	10
Distance to home up to 50 km more than 50 km up more than 100 km up			% 13 13
over 300 km			69
Countries with the	high	est visitor shares*)	
France			
United Kingdom			
Italy			
Spain			
Switzerland			1
Frequency of visits	to tra	ade fair	9
Previous event			4
Earlier events			5
First visit			3
Average length of	stay	2,4 0	lay
Influence on purch	asing	/procurement	
decisions			%
Decisively			4
Collectively			2
In an advisory capac	ity		12
No			12
Student			

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	% 35 5 3 16 - 1 1 16 5 1 - 9 5 3
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, etc. Area manager, works manager, plant manage branch manager Department head, group head Other salaried staff, skilled workers Lecturer, teacher Trainee Other position Student Other not gainfully employed	% 40 15 9 12 10 2 2 5 3
Economic sector Retail trade Wholesale/foreign trade Service Industry Skilled trades Other sectors Student Other not gainfully employed	% 46 20 15 3 3 5 3
Size of company/organisation: Number of employees: 1- 4 31 500 - 999 5- 9 12 1 000 and more 5- 9 12 1 000 and more	% 3 10

Numl	ber of	employe	es:
1-	4	31	500 - 999
5-	9	12	1 000 and more
10-	49	20	Student
50-	199	11	Other not gainfully
200-	499	5	employed
Cond	ucted	by: Wise	sler & Partner, Basel

5

Automechanika/REIFEN ------> Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	34 622
Proportion of trade visitors	95%
Germany (total)	37
of which	
Nielsen 1 6 Nielsen 4	14
Bremen - Bavaria	14
lamburg 1 Nielsen 5+6	2
ower Saxony 4 Berlin	
Schleswig-Holstein 1 Brandenburg	_
Nielsen 2 13 Mecklenburg-	
North Rhine-Westph. 13 West Pommera	inia -
Nielsen 3a 44 Saxony-Anhalt	-
Hesse 29 Nielsen 7	1
Rhineland-Palatinate 13 Saxony	- 1
Saarland 2 Thuringia	
Nielsen 3b 20	
Baden-Württemb. 20	
Juden Wurttenib. 20	
Foreign (total)*	63
of which	05
EU	56
Other european countries	10
Africa	7
	3
North America	
South and Central America Middle East	5
South-, East-, Central Asia	12
Australia	2
Plates and the bases	0/
Distance to home	%
ip to 50 km	8
more than 50 km up to 100 km	7
more than 100 km up to 300 km	16
over 300 km	69
Countries with the highest visitor share	s*) %
taly	8
France	7
Jnited Kingdom	5
Spain	4
Portugal	4
Frequency of visits to trade fair	%
Previous event	43
Earlier events	45
First visit	45 39
Average length of stay 2	,4 days
Influence on nurchasing/prosurement	
nfluence on purchasing/procurement lecisions	%
Decisively	36
Collectively	23
n an advisory capacity	14
No	20
NO Student	20

622	Area of responsibility	9 3				
	Management					
95%	Research/development/design Manufacturing, production, quality control					
37	Buying/procurement	1				
	Finance/accounting, controlling					
14	Information and communication technology					
14	Personnel administration, administration					
2	Sales Marketing advartising PR	1				
1.1	Marketing, advertising, PR Logistics: storage, material management,					
	transport					
	Maintenance/repairs	1				
	Other area					
1	Student					
1.1	Other not gainfully employed					
1.1	Position in the company/organisation	9				
	Entrepreneur, co-owner, freelancer	3				
	Managing director, board member, etc.	1				
63	Area manager, works manager, plant manag					
56	branch manager	1				
10	Department head, group head Other salaried staff, skilled workers	1				
7	Lecturer, teacher					
3	Trainee					
5	Other position					
5	Student					
12 2	Other not gainfully employed					
2	Economic sector	9				
%	Workshop, filling station	3				
8	Trade					
7	Industry	1				
16 69	Service					
09	Other sectors Student					
%	Other not gainfully employed					
8						
7	Size of company/organisation:					
5	Number of employees:	9				
4 4	1- 4 21 500 - 999 5- 9 12 1 000 and more	1				
4	5- 9 12 1 000 and more 10- 49 23 Student	1				
%	50- 199 16 Other not gainfully					
43	200- 499 5 employed					
45	Conducted by: Wissler & Partner, Basel					
30	conducted by, wissier a raratel, basel					

Trade visitors' profile

% 33

Δ

%

Δ

% 37 35

Δ

% 4

Visitors (number of	entri	ies)	43 450
Proportion of trade	visit	ors	91 %
Germany (total)			34
of which	~	All days a	22
Nielsen 1	8	Nielsen 4	23
Bremen	-	Bavaria	23
Hamburg	3	Nielsen 5+6	5
Lower Saxony	2	Berlin	2
Schleswig-Holstein	3	Brandenburg	
Nielsen 2	16	Mecklenburg-	
North Rhine-Westph.		West Pommera	nia 1
Nielsen 3a	26	Saxony-Anhalt	2
Hesse	14	Nielsen 7	6
Rhineland-Palatinate	10	Saxony	4
Saarland	2	Thuringia	2
Nielsen 3b	16	5	
Baden-Württemb.	16		
Foreign (total)*)			66
of which			00
EU			67
Other euro	pear	n countries	10
North Ame			7
		tral America	2
		Central Asia	10
Australia	. , .		2
Other cour	ntries		2
Distance to home			%
up to 50 km			7
more than 50 km up t	o 10) km	4
more than 100 km up	to 30	00 km	15
over 300 km			74
Countries with the hi	nhos	t visitor shares*) %
Italy	9		15
France			9
United Kingdom			8
Netherlands			7
United States of Ame	rica		6
Frequency of visits t	o tra	de fair	%
Previous event			39
Earlier events			39
First visit			41
Average length of s	tay	2,	1 days
Influence on purcha	sing	/procurement	
decisions			%
Decisively			44
Collectively			23
In an advisory capacit	y		14
No			12
Student			4
Other not gainfully on	anlos	n d	2

*) Determined by visitor registration.

Other not gainfully employed

Area of responsibility	
Management	3
Research/development/design	
Manufacturing, production, quality contro	d i
Buying/procurement	1
Finance/accounting, controlling	
Information and communication technolog	ду
Personnel administration, administration Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organisation	
Entrepreneur, co-owner, freelancer	2
Managing director, board member, etc.	1
Area manager, works manager, plant mar	nager,
branch manager	
Department head, group head	1
Other salaried staff, skilled workers	1
Lecturer, teacher	
Trainee Other position	
Student	
Other not gainfully employed	
5 7 1 7	
Economic sector	
Retail trade	
Wholesale/foreign trade Service	
Service Skilled trades	
Industry	
Other sectors	
Student	
Other not gainfully employed	
5 5 1 5	
Size of company/organisation: Number of employees:	
1- 4 36 500 - 999)
5- 9 12 1 000 and more	
10- 49 18 Student	
50- 199 11 Other not gainfully	
200- 499 7 employed	
Conducted by: Wissler & Partner, Base	1 - C

Heimtextil

Trade visitors' profile

%

5

8

%

%

%

Visitors (number of	entr	ies) 68	584
Proportion of trade visitors 9			
Germany (total) of which			28
Nielsen 1	11	Nielsen 4	14
Bremen	1	Bavaria	14
Hamburg	2	Nielsen 5+6	4
Lower Saxony	6	Berlin	
Schleswig-Holstein	2	Brandenburg	1.1
Nielsen 2	21		
North Rhine-Westph.	21	West Pommerania	1.
Nielsen 3a	29	Saxony-Anhalt	1.
Hesse	18	Nielsen 7	4
Rhineland-Palatinate	8	Saxony	
Saarland	3	Thuringia	1.1
Nielsen 3b	17	. . .	
Baden-Württemb.	17		
Foreign (total)*) of which			72
EU			53
		n countries	10
Africa	pea	lountries	3
North Ame	arica		6
		tral America	5
Middle East		u di America	2
		Central Asia	20
Australia	st-, t	Lenual Asia	1
Distance to home			%
up to 50 km			7
more than 50 km up t			2
more than 100 km up	to 3	00 km	13
over 300 km			78
Countries with the h	nighe	est visitor shares*)	
India			6
Italy			6
United Kingdom			6
France			5
Spain			5
Frequency of visits t	o tra	ade fair	%
Previous event			40
Earlier events			54
First visit			35
Average length of s	tay	2,4 d	lays
Influence on purcha	sing	/procurement	•
decisions			%
Decisively			38
Collectively			

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.

Student

Other not gainfully employed

*) Determined by visitor registration.

Trade visitors' profile

Area of responsibility	%	Visitors (number of
Management	33	
Research/development/design	9	Proportion of trade
Manufacturing, production, quality control	7 13	
Buying/procurement	13	Germany (total) of which
Finance/accounting, controlling	1	Nielsen 1
Information and communication technology Personnel administration, administration		Bremen
Sales	15	Hamburg
Marketing, advertising, PR	5	Lower Saxony
Logistics: storage, material management,	5	Schleswig-Holstein
transport	1	Nielsen 2
Maintenance/repairs	1	North Rhine-Westph.
Other area	7	Nielsen 3a
Student	5	Hesse
Other not gainfully employed	2	Rhineland-Palatinate
		Saarland
Position in the company/organisation	%	Nielsen 3b
Entrepreneur, co-owner, freelancer	39	Baden-Württemb.
Managing director, board member, etc.	15	
Area manager, works manager, plant manag	er,	Foreign (total)*)
branch manager	8	of which
Department head, group head	12	EU
Other salaried staff, skilled workers	12	Other euro
Lecturer, teacher	1	Africa
Trainee	3	North Ame
Other position	3	South and
Student	5	Middle Eas
Other not gainfully employed	2	South-, Ea
		Australia
Economic sector	% 33	Distance to home
Retail trade	33 21	Distance to home
Wholesale/foreign trade	17	up to 50 km more than 50 km up t
Service	14	more than 100 km up
Industry Skilled trades	4	over 300 km
Other sectors	4	over 500 km
Student	5	Countries with the h
Other not gainfully employed	2	France
other not gainfully employed		Italy
Size of company/organisation:		Netherlands
Number of employees:	%	United Kingdom
1- 4 26 500-999	5	India
5- 9 10 1 000 and more	10	
10- 49 20 Student	5	Frequency of visits t
50-199 15 Other not gainfully		Previous event
200- 499 7 employed	2	Earlier events
Conducted by: Wissler & Partner, Basel		First visit
Conducted by: Wissier & Partier, Baser		Average length of st
		Influence on purcha
		influence on Durchd

Germany (total) of which Nielsen 1 7 Bremen - Hamburg - Lower Saxony 6 Berlin 5 Schleswig-Holstein 1 Brandenburg 18 Nielsen 2 18 North Rhine-Westph. 18 Nesse 26 Rhineland-Palatinate 11 Saarland 4 Nielsen 3b 14 Baden-Württemb. 14	47 14 14 - - 2 -
of which <u>Nielsen 1</u> 7 <u>Nielsen 4</u> Bremen - Bavaria Hamburg - <u>Nielsen 5+6</u> Lower Saxony 6 Berlin Schleswig-Holstein 1 Brandenburg <u>Nielsen 2</u> 18 Mecklenburg- North Rhine-Westph. 18 West Pommerania <u>Nielsen 3a</u> 41 Saxony-Anhalt Hesse 26 <u>Nielsen 7</u> Rhineland-Palatinate 11 Saxony Saarland 4 Thuringia <u>Nielsen 3b</u> 14 Baden-Württemb. 14 Foreign (total)*)	14 14 - - 2
Nielsen 1 7 Nielsen 4 Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony 6 Berlin Schleswig-Holstein 1 Brandenburg Nielsen 2 18 Mecklenburg- North Rhine-Westph. 18 West Pommerania Nielsen 3a 41 Saxony-Anhalt Hesse 26 Nielsen 7 Rhineland-Palatinate 11 Saxony Saarland 4 Thuringia Nielsen 3b 14 Baden-Württemb. 14	14 - - 2
Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony 6 Berlin Schleswig-Holstein 1 Brandenburg Nielsen 2 18 Mecklenburg- North Rhine-Westph. 18 West Pommerania Nielsen 3a 41 Saxony-Anhalt Hesse 26 Nielsen 7 Rhineland-Palatinate 11 Saxony Saarland 4 Thuringia Nielsen 3b 14 Baden-Württemb. 14	14 - - 2
Hamburg - Nielsen 5+6 Lower Saxony 6 Berlin Schleswig-Holstein 1 Brandenburg Nielsen 2 18 Mecklenburg- North Rhine-Westph. 18 West Pommerania Nielsen 3a 41 Saxony-Anhalt Hesse 26 Nielsen 7 Rhineland-Palatinate 11 Saxony Saarland 4 Thuringia Nielsen 3b 14 Baden-Württemb. 14	4 2
Lower Saxony 6 Berlin Schleswig-Holstein 1 Brandenburg Nielsen 2 18 Mecklenburg- North Rhine-Westph. 18 West Pommerania Nielsen 3a 41 Saxony-Anhalt Hesse 26 Nielsen 7 Rhineland-Palatinate 11 Saxony Saarland 4 Thuringia Nielsen 3b 14 Baden-Württemb. 14	
Schleswig-Holstein 1 Brandenburg Nielsen 2 18 Mecklenburg- North Rhine-Westph. 18 West Pommerania Nielsen 3a 41 Saxony-Anhalt Hesse 26 Nielsen 7 Rhineland-Palatinate 11 Saxony Saarland 4 Thuringia Nielsen 3b 14 Baden-Württemb. 14	2
Nielsen Ž 18 Mecklenburg- North Rhine-Westph. 18 West Pommerania Nielsen 3a 41 Saxony-Anhalt Hesse 26 Nielsen 7 Rhineland-Palatinate 11 Saxony Saarland 4 Thuringia Nielsen 3b 14 Baden-Württemb. 14 Foreign (total)*) Foreign (total)	2
North Rhine-Westph. 18 West Pommerania Nielsen 3a 41 Saxony-Anhalt Hesse 26 Nielsen 7 Rhineland-Palatinate 11 Saxony Saarland 4 Thuringia Nielsen 3b 14 Baden-Württemb. 14	2
Nielsen 3a 41 Saxony-Anhalt Hesse 26 Nielsen 7 Rhineland-Palatinate 11 Saxony Saarland 4 Thuringia Nielsen 3b 14 Baden-Württemb. 14	2
Hesse 26 <u>Nielsen 7</u> Rhineland-Palatinate 11 Saxony Saarland 4 Thuringia <u>Nielsen 3b</u> 14 Baden-Württemb. 14 Foreign (total)*)	2
Rhineland-Palatinate 11 Saxony Saarland 4 Thuringia Nielsen 3b 14 Baden-Württemb. 14	
Saarland 4 Thuringia <u>Nielsen 3b</u> 14 Baden-Württemb. 14 Foreign (total)*)	ł
Nielsen 3b 14 Baden-Württemb. 14 Foreign (total)*)	
Baden-Württemb. 14 Foreign (total)*)	
	53
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 India	5
	5
Frequency of visits to trade fair	%
	44
	46
First visit	41
Average length of stay 2,3 da	ays
Influence on purchasing/procurement	
decisions	%
	30
	24
	22
In an advisory capacity No	17

*) Determined by visitor registration.

Other not gainfully employed

Student

Area				
	of resi	onsibili	tv	%
	gemen		-	25
			nt/design	1
			uction, quality control	÷.
		urement	action, quality control	2
			controlling	
			munication technology	5
			tion, administration	-
Sales				14
	etina, a	dvertisir	na, PR	
			aterial management,	
trans	oort		3 .	
		e/repairs		
Other		1.1		1!
Stude	nt			1
Other	not ga	infully e	mployed	
Posit	ion in t	the com	pany/organisation	9
			her, freelancer	3
			oard member, etc.	1
			s manager, plant manage	
	h mana		o manager, plant manage	.,
			oup head	1
			skilled workers	2
	rer, tea			
Traine	e .			1
Other	positio	on		
Stude				
Other	not ga	infully e	mployed	
Econ	omic se	ector		
	o mic s o d trade			9
	d trade			9 1
Skille Indus	d trade			9 1 1
Skille Indus Retail Whole	d trade try trade esale/fo	s preign tra		9 1 1
Skillee Indus Retail Whole Engin	d trade try trade esale/fo eering,	s preign tra plannin	ade g office, architects	9 1 1 1
Skiller Indus Retail Whole Engin Other	d trade try trade esale/fo eering, service	s preign tra planning		9 1 1 1 1
Skiller Indus Retail Whole Engin Other Other	d trade try trade esale/fo eering, service sector	s preign tra planning		9 1 1 1 1 1 1
Skiller Indus Retail Whole Engin Other Other Stude	d trade try trade esale/fo eering, service sector nt	s preign tra plannin e s	g office, architects	9 1 1 1 1 1 1
Skiller Indus Retail Whole Engin Other Other Stude	d trade try trade esale/fo eering, service sector nt	s preign tra planning	g office, architects	9 19 19 19 19 19 19 19
Skiller Indus Retail Whole Engin Other Other Stude Other	d trade try trade esale/fo eering, service sector nt not ga	s preign tra plannin s s infully er	g office, architects	9 1 1 1 1 1 1
Skiller Indus Retail Whole Engin Other Other Stude Other	d trade try trade esale/fc eering, service sector nt not ga	s preign tra plannin s s infully er	g office, architects mployed ganisation:	9 1! 1! 1! 1!
Skiller Indus Retail Whole Engin Other Other Stude Other	d trade try trade esale/fo eering, service sector nt not ga of com	s preign tra plannin s infully er pany/or	g office, architects mployed ganisation:	9 1! 1! 1! 1!
Skiller Indus Retail Whole Engin Other Other Stude Other Size c Numl	d trade try trade esale/fo eering, service sector nt not ga of com ber of 4	s preign tra planning s infully er pany/or employe	g office, architects mployed ganisation: ses:	9 19 19 19 19 19 19 19 19 19 19 19 19 19
Skilled Indus Retail Whole Engin Other Other Stude Other Size C Numl 1- 5-	d trade try trade esale/fo eering, service sector nt not ga of com ber of 4	s preign tra planning s infully er pany/or employe 21	g office, architects mployed ganisation: ees: 500 - 999 1 000 and more Student	9 19 19 19 19 19 19 19 19 19 19 19 10 10 10 10 10 10 10 10 10 10 10 10 10
Skillee Indus Retail Whole Engin Other Other Stude Other Size C Numl 1- 5- 10-	d trade try trade esale/fo eering, service sector nt not ga of com ber of 4 9	s preign tra planning s infully er pany/or employe 21 10	g office, architects mployed ganisation: ses: 500 - 999 1 000 and more	9 19 19 19 11 14 10 10 11 14 10 11 14 10 11 14 11 14 10 11 14 11 14 11 14 11 14 11 14 11 14 14

Conducted	hv.	Wicclor	۶.	Partner	Racol
conducted	by.	AA133ICI	C.	r ur urci,	Dusci

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2

Musikmesse ----- Frankfurt/Main

Trade visitors' profile

Visitors (number of	entr	ies) 3	8 52
Proportion of trade	visit	ors	59 %
Germany (total)			6
of which			
Nielsen 1	7	Nielsen 4	10
Bremen	- 7	Bavaria	10
Hamburg	2	Nielsen 5+6	
Lower Saxony	4	Berlin	
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	14	Mecklenburg-	
North Rhine-Westph.	14	West Pommerani	а
Nielsen 3a	39	Saxony-Anhalt	
Hesse	27	Nielsen 7	1
Rhineland-Palatinate	10	Saxony	
Saarland	2	Thuringia	
Nielsen 3b	18		
Baden-Württemb.	18		
Foreign (total)*)			4
of which EU			6
Other euro	pea	n countries	1
North Ame			1
South and	Cen	tral America	
		Central Asia	
Other cour			
Distance to home			9
up to 50 km			1
more than 50 km up t	o 10	0 km	1
more than 100 km up			24
over 300 km			5
Countries with the h	ighe	est visitor shares*) %
Netherlands	-		i 1
Italy			
France			
United States of Ame	rica		
Belgium			
Frequency of visits t	o tra	ade fair	9
Previous event			3
Earlier events			6
First visit			3
Average length of st	tay	1,7	day
Influence on purcha	sing	/procurement	
decisions	- 1		9
Decisively			2
Collectively			1

Area of responsibility	%
Management	18
Research/development/design	3
Manufacturing, production, quality control	5
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	3
Personnel administration, administration	2
Sales	
Marketing, advertising, PR	2
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 manage	r,
branch manager	
Department head, group head	3
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	2
Skilled trades	5
Industry	5
Educational institution	27
Services/free-lance	40
Event venue	1
Media	
Other sectors	5
Size of company/organisation:	
Number of employees:	%
1- 4 33 500-999	2
5- 9 8 1 000 and more	

500 - 999	33	4	1.5
1 000 and more	8	9	5-
Student	14	49	10-
Other not gainfully	9	199	50-
employed	4	499	200-

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

*) Determined by visitor registration.

18

Paperworld ------> Frankfurt/Main

Trade visitors' profile

Visitors (number of	entri	es)	33 787		
Proportion of trade visitors					
Germany (total)			32		
of which					
lielsen 1	10	Nielsen 4	14		
remen	1.1	Bavaria	14		
amburg	3	Nielsen 5+6	6		
ower Saxony		Berlin	4		
chleswig-Holstein	2	Brandenburg	1		
lielsen 2	12	Mecklenburg-			
orth Rhine-Westph.	12	West Pommera	nia -		
ielsen 3a	38	Saxony-Anhalt	1		
esse	26		7		
hineland-Palatinate	- 9	Saxony	5		
aarland	3	Thuringia	2		
lielsen 3b	13	muningia	2		
aden-Württemb.	13				
which			68		
EU			53		
Other euro	pear	i countries	10		
Africa			8		
North Ame	erica		6		
South and	Cent	ral America	4		
Middle Ea	st		4		
South-, Ea	st C	entral Asia	15		
Australia	,		-		
istance to home			%		
o to 50 km			10		
ore than 50 km up t	~ 100) km	4		
			12		
ore than 100 km up	10 30	JU KM			
er 300 km			74		
ountries with the h	nighe	st visitor share			
nited Kingdom			7		
aly			7		
ance			6		
nited States of Ame	rica		5		
pain			4		
requency of visits t	o tra	de fair	%		
revious event			38		
arlier events			47		
rst visit			36		
verage length of s	tay	2	,1 days		
nfluence on purcha	sina	procurement			
ecisions			%		
ecisively			39		
ollectively			26		
an advisory capacit	v		14		
0	.,		12		
udent			12		

First visit	
Average length of stay	2,1 d
Influence on purchasing/pro	curement
decisions	
Decisively	
Collectively	
In an advisory capacity	
No	
Student	
Other not gainfully employed	

*) Determined by visitor registration.

Area of responsibility	%		
Management	35		
Research/development/design	4		
Manufacturing, production, qua	lity control 4		
Buying/procurement Finance/accounting, controlling	12		
Information and communication			
Personnel administration, admin			
Sales	19		
Marketing, advertising, PR	6		
Logistics: storage, material mar	lagement,		
transport	-		
Maintenance/repairs Other area	1		
Student	5		
Other not gainfully employed	4		
Position in the company/orga			
Entrepreneur, co-owner, freelan			
Managing director, board mem Area manager, works manager,			
branch manager	plant manager, 10		
Department head, group head	9		
Other salaried staff, skilled worl	-		
Lecturer, teacher	1		
Trainee	3		
Other position	1		
Student			
Other not gainfully employed	4		
Economic sector	%		
Retail trade	31		
Wholesale/foreign trade Service	23 15		
Industry	13		
Skilled trades	2		
Other sectors	8		
Student	5		
Other not gainfully employed	4		
Size of company/organisation			
Number of employees: 1- 4 26	% 500-999 3		
) and more 9		
10-49 22	Student 5		
	ot gainfully		
200-499 6	employed 4		
Conducted by: Wissler & Part			

Trade visitors' profile

Visitors (number of entries)	43 921
Proportion of trade visitors	82 %
Germany (total) of which	43
Nielsen 1 9 Nielsen 4	13
Bremen 1 Bavaria	13
Hamburg - Nielsen 5+6	10
Lower Saxony 7 Berlin	6
Schleswig-Holstein 1 Brandenburg	2
Nielsen 2 16 Mecklenburg-	
North Rhine-Westph. 16 West Pommera	nia -
Nielsen 3a 31 Saxony-Anhalt	2
Hesse 22 Nielsen 7	5
Rhineland-Palatinate 8 Saxony	3
Saarland 1 Thuringia	2
Nielsen 3b 17	
Baden-Württemb. 17	
Foreign (total)*) of which	57
EU	64
Other european countries	11
Africa	5
North America	7
South and Central America	6
South-, East-, Central Asia	5
Other countries	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	19
over 300 km	67
Countries with the highest visitor share	es*) %
Netherlands	8
Austria	7
Italy	7
Belgium	6
United Kingdom	5
Frequency of visits to trade fair	%
Previous event	43
Earlier events	56
First visit	31
Average length of stay 2	2,1 days
Influence on purchasing/procurement	
decisions	%
Decisively	31
Collectively	19
In an advisory capacity	16
No	15
Cr. da ar	14
Student Other not gainfully employed	5

*) Determined by visitor registration.

A			14.	
Area Mana		ponsibil	ity	
			ent/design	1
			uction, quality control	
		urement	action, quanty control	
			controlling	
			munication technology	
Persor	nnel a	dministra	ation, administration	
Sales				
		advertisi		
		orage, m	aterial management,	
transp				
		e/repairs		
Other				1
Stude		sinfully -	malayad	1
other	not ga	ainfully e	трюуеа	
			pany/organisation	
			ner, freelancer	3
			ooard member, etc.	
			s manager, plant manage	r,
brancl				
			roup head	
			skilled workers	1
Lectur Traine		acher		
Other		on		
Stude		011		1
		ainfully e	mployed	
			1	_
Econo Retail		ector		
		oreign tr	obe	
Skilled			auc	
Indust				
		institutio	n	1
		e-lance	201	-
Event				1
Media				
Other		rs		1
Cino -	£		manication	-
		employ	ganisation:	
Nume 1-		employ 32	ees: 500 - 999	
5-		52 12	1 000 and more	
-	49	12	Student	
			Other not gainfully	
50-				
50- 200-		6 1		
50- 200-		6 4	employed	

Conducted by: Wissler & Partner, Basel

Tendence

Trade visitors' profile

Visitors (number of entries)	17 736
Proportion of trade visitors	89%
Germany (total) of which	80
Nielsen 1 4 Nielsen	4 14
Bremen - Bavaria	14
Hamburg - Nielsen	5+6 3
Lower Saxony - Berlin	-
Schleswig-Holstein - Brander	nburg -
Nielsen 2 15 Meckle	nburg-
	ommerania -
Nielsen 3a 42 Saxony	
Hesse 34 <u>Nielsen</u>	
Rhineland-Palatinate 7 Saxony	-
Saarland 1 Thuring	ia -
Nielsen 3b 19	
Baden-Württemb. 19	
Foreign (total)*) of which	20
EU	71
Other european countrie	
South-, East-, Central A	
Other countries	6
Distance to home	%
up to 50 km	22
more than 50 km up to 100 km	13
more than 100 km up to 300 km	34
over 300 km	31
Countries with the highest visito	r shares*) %
Switzerland	13
Austria	12
France	10
Netherlands	10
United Kingdom	7
Frequency of visits to trade fair	%
Previous event	48
Earlier events	55
First visit	34
Average length of stay	1,6 days
Influence on purchasing/procure	
decisions	%
Decisively	50
Collectively	17
In an advisory capacity	15
No	12
Student Other not gainfully employed	5

*) Determined by visitor registration.

Size of company/organisation:

44

16

9

3

Conducted by: Wissler & Partner, Basel

15

Number of employees:

1- 4

5-9

10- 49

50-199

200-499

88 Nielsen 4

4 Bavaria

30 Berlin

18 Nielsen 5+6

36 Brandenburg

Mecklenburg-

39 426

88%

97

1

1

8

1

1

Trade visitors' profile

Area of responsibility	%	Visitors (number of	entr	ies)
Management Research/development/design	39 2	Proportion of trade		
Manufacturing, production, quality control	2	Proportion of trade	VISIT	ors
Buying/procurement	16	Germany (total)		
Finance/accounting, controlling	1	of which		
Information and communication technology	1	Nielsen 1	88	Nie
Personnel administration, administration	2	Bremen	4	Bay
ales	16	Hamburg	18	Nie
Aarketing, advertising, PR	6	Lower Saxony	30	Ber
ogistics: storage, material management,	Ŭ	Schleswig-Holstein	36	Bra
ransport		Nielsen 2	1	Me
Maintenance/repairs	1	North Rhine-Westph.		We
Other area	8	Nielsen 3a	11	Sax
tudent	5	Hesse		Nie
Other not gainfully employed	1	Rhineland-Palatinate	<u> </u>	Sax
viter not gainting employed		Saarland	-	Thu
Position in the company/organisation	%	Nielsen 3b	1	
ntrepreneur, co-owner, freelancer	53	Baden-Württemb.	1	
Aanaging director, board member, etc.	10	buden Warttenb.	1	
Area manager, works manager, plant manag		Foreign (total)		
iranch manager	6	of which		
Department head, group head	7	FU		
ther salaried staff, skilled workers	13	Other cou	ntrie	c
ecturer, teacher	1	other cou	nunc.	,
rainee	2	Distance to home		
Ither position	2	up to 50 km		
tudent	5	more than 50 km up t	0 10	0 km
ther not gainfully employed	1	more than 100 km up		
ther not gainfully employed		over 300 km	10 5	00 KI
conomic sector	%	over soo kiii		
tetail trade	60	Frequency of visits	to tra	ade f
Wholesale/foreign trade	9	Previous event	.5 41	
Skilled trades	5	Earlier events		
Service	8	First visit		
ndustry	2	- HOC VIDIC		
other sectors	10	Average length of s	tav	
tudent	5		cuy	
ther not gainfully employed	1	Influence on purcha	sina	/pro
and not gainting employed		decisions	9	

%

3

4

5

1

500 - 999

Student

employed

1 000 and more

Other not gainfully

North Rhine-Westph. 1 West Pommerania Nielsen 3a - Saxony-Anhalt Hesse - Nielsen 7 Rhineland-Palatinate - Saxony Saarland - Thuringia Nielsen 3b 1 Baden-Württemb.	5 2 1 1
Foreign (total) of which	3
EU Other countries	46 54
Distance to home	%
up to 50 km more than 50 km up to 100 km	36 24
more than 100 km up to 300 km	24 32
over 300 km	8
Frequency of visits to trade fair	%
Previous event	38
Earlier events First visit	30 47
Average length of stay 1,2 d	lays
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 19 32 18 26 4 1
decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility	19 32 18 26 4 1
decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management	19 32 18 26 4 1 % 17
decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design	19 32 18 26 4 1 % 17 3
decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control	19 32 18 26 4 1 % 17 3 8
decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement	19 32 18 26 4 1 % 17 3 8 2 1
decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology	19 32 18 26 4 1 % 17 3 8 2 1 3
decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration	19 32 18 26 4 1 % 17 3 8 2 1 3 1
decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales	19 32 18 26 4 1 % 17 3 8 2 1 3 1 7
decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR	19 32 18 26 4 1 % 17 3 8 2 1 3 1
decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management,	19 32 18 26 4 1 % 17 3 8 2 1 3 1 7
decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR	19 32 18 26 4 1 7 3 8 2 1 3 1 7 2 33
decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area	19 32 18 26 4 1 7 3 8 2 1 3 1 7 2 33 15
decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs	19 32 18 26 4 1 7 3 8 2 1 3 1 7 2 33

Entrepreneur, co-owner, freelancer 1. Managing director, board member, head of an authority etc. 1. Area manager, works manager, plant manager, branch manager, head of public office 1. Department head, group head, team leader 1. Other salaried staff, civil servant, skilled worker 2. Lecturer, teacher 2. Trainee 3. Other position 3. Student 9. Other not gainfully employed 9. Economic sector 9. Skilled trades company 6. (incl. commercial part/office) 6. Engineer's and planning office 7. Trade (retail and wholesale trade) 1. Industrial company 5. Public institutions, authorities, local 5. Developers, construction companies and 5. Duiling restoration companies 1. University, vocational-, polytechnic school, college 1. Municipal utility (public services, water supply companies) 1. Hospitals, social institutions 3. Architet's office 1. Housing business, property management		
Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader 1 Other salaried staff, civil servant, skilled worker 22 Lecturer, teacher 2 Trainee 3 Other position 5 Student 5 Other not gainfully employed 6 Economic sector 9 Skilled trades company 6 (incl. commercial part/office) 6 Industrial company 6 Service companies 7 Evelopers, construction companies and building restoration companies 7 Developers, construction companies and building restoration companies 7 Hospitals, social institutions 7 Architect's office 7 Hospitals, social institutions 7 Architect's office 7 Housing business, property management 7 Facility management 7 Other not gainfully employed 7 Size of company/organisation: 7 Number of employees:		%
head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker 22 Lecturer, teacher Trainee 3 Other position Student Other not gainfully employed Economic sector 9 Skilled trades company (incl. commercial part/office) 6 Engineer's and planning office Trade (retail and wholesale trade) Industrial company Service companies Energy suppliers, energy systems Public institutions, authorities, local construction authorities, local construction authorities Developers, construction companies and building restoration companies University, vocational-, polytechnic school, college Municipal utility (public services, water supply companies Hospitals, social institutions Architect's office Housing business, property managemen		14
Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker 22 Lecturer, teacher 21 Trainee 3 Other position 32 Student 40 Other not gainfully employed 6 Economic sector 9 Skilled trades company 6 Industrial company 6 Industrial company 6 Industrial company 6 Service companies 5 Energy suppliers, energy systems 7 Public institutions, authorities, local 6 Construction authorities 5 Developers, construction companies and 5 University, vocational-, polytechnic school, 6 college 7 Municipal utility (public services, water supply 7 Hospitals, social institutions 7 Architect's office 7 Housing business, property management 7 Facility management 7 Other not gainfully employed 7 <	Managing director, board member,	~
branch manager, head of public office Department head, group head, team leader 1 Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee 3 Other position Student Other not gainfully employed Economic sector 9 Skilled trades company (incl. commercial part/office) 6 Engineer's and planning office Trade (retail and wholesale trade) Industrial company Service companies Energy suppliers, energy systems Public institutions, authorities, local construction authorities, local construction authorities, local construction authorities, local construction authorities, local construction authorities, local construction authorities Developers, construction companies and building restoration companies University, vocational-, polytechnic school, college Municipal utility (public services, water supply companies) Hospitals, social institutions Architect's office Housing business, property management Facility management Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 16 500 - 999 5 - 9 18 1000 and more 10 - 49 26 Student		. 3
Department head, group head, team leader 1 Other salaried staff, civil servant, 22 Lecturer, teacher 22 Lecturer, teacher 3 Other position 3 Student 3 Other not gainfully employed 6 Economic sector 9 Skilled trades company 6 (incl. commercial part/office) 66 Engineer's and planning office 7 Trade (retail and wholesale trade) 1 Industrial company 5 Service companies 5 Energy suppliers, energy systems 7 Public institutions, authorities, local 6 construction authorities 5 Developers, construction companies and 5 University, vocational-, polytechnic school, college 6 Municipal utility (public services, water supply companies) 5 Hospitals, social institutions 7 Architect's office 7 Housing business, property management 7 Facility management 7 Other not gainfully employed 7 Size of com		' 4
Other salaried staff, civil servant, 22 Lecturer, teacher 23 Trainee 3 Other position 35 Student 36 Other not gainfully employed 37 Economic sector 9 Skilled trades company 66 Engineer's and planning office 17 Trade (retail and wholesale trade) 161 Industrial company 36 Service companies 37 Energy suppliers, energy systems 47 Public institutions, authorities, local 36 construction authorities 36 Developers, construction companies and 36 building restoration companies 37 University, vocational-, polytechnic school, college 36 Municipal utility (public services, water supply companies) 37 Housing business, property management 57 Facility management 37 Size of company/organisation: 37 Number of employees: 9 1- 4 16 500 - 999 5- 9 18 1000 and more		
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Lecturer, teacher 3 Trainee 3 Other position 5 Student 6 Other not gainfully employed 6 Economic sector 9 Skilled trades company 6 Industrial company 6 Trade (retail and wholesale trade) 6 Industrial company 6 Service companies 6 Energy suppliers, energy systems 7 Public institutions, authorities, local 6 construction authorities 6 Developers, construction companies 6 University, vocational-, polytechnic school, college 6 Municipal utility (public services, water supply companies) 6 Hospitals, social institutions 7 Architect's office 7 Housing business, property management 6 Facility management 7 Other not gainfully employed 7 Size of company/organisation: 7 Number of employees: 9 1- 4 16 50- 9 18 1000 and more		29
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Student 9 Commic sector 9 Skilled trades company 60 Industrial company 60 Industrial company 60 Industrial company 60 Service companies 60 Energy suppliers, energy systems 7 Public institutions, authorities, local 60 construction authorities, local 60 Construction authorities, local 60 University, vocational-, polytechnic school, college 60 Municipal utility (public services, water supply companies) 60 Hospitals, social institutions 60 Architect's office 7 Housing business, property management 60 Facility management 60 Other not gainfully employed 7 Size of company/organisation: 90 Number of employees: 90 1- 4 16 500 - 999 5- 9 18 1000 and more 10- 49 26 Student		31
Student 9 Commic sector 9 Skilled trades company 60 Industrial company 60 Industrial company 60 Industrial company 60 Service companies 60 Energy suppliers, energy systems 7 Public institutions, authorities, local 60 construction authorities, local 60 Construction authorities, local 60 University, vocational-, polytechnic school, college 60 Municipal utility (public services, water supply companies) 60 Hospitals, social institutions 60 Architect's office 7 Housing business, property management 60 Facility management 60 Other not gainfully employed 7 Size of company/organisation: 90 Number of employees: 90 1- 4 16 500 - 999 5- 9 18 1000 and more 10- 49 26 Student	Other position	2
Economic sector 9 Skilled trades company (incl. commercial part/office) 6i Engineer's and planning office 1 Trade (retail and wholesale trade) 1 Industrial company 5 Service companies 5 Energy suppliers, energy systems 7 Public institutions, authorities, local 6 construction authorities 5 Developers, construction companies and 5 University, vocational-, polytechnic school, 6 college Municipal utility (public services, water supply Municipal utility (public services, water supply 6 Architect's office 7 Housing business, property management 7 Facility management 6 Other not gainfully employed 7 Size of company/organisation: 7 Number of employees: 9 1- 4 16 500 - 999 5- 9 18 1000 and more 10- 49 26 Student		4
Skilled trades company 6 Industrial part/office) 6 Engineer's and planning office 7 Trade (retail and wholesale trade) 1 Industrial company 5 Service companies 7 Energy suppliers, energy systems 7 Public institutions, authorities, local 7 construction authorities 7 Developers, construction companies and 7 University, vocational-, polytechnic school, college 7 Municipal utility (public services, water supply companies) 7 Hospitals, social institutions 7 Architect's office 7 Housing business, property management 7 Facility management 7 Other not gainfully employed 7 Size of company/organisation: 7 Number of employees: 9 1 - 4 16 500 - 999 5 - 9 18 1000 and more 10 - 49 26 Student 50 - 199 10 ther not gainfully 7	Other not gainfully employed	1
Skilled trades company 6 Industrial part/office) 6 Engineer's and planning office 7 Trade (retail and wholesale trade) 1 Industrial company 5 Service companies 7 Energy suppliers, energy systems 7 Public institutions, authorities, local 7 construction authorities 7 Developers, construction companies and 7 University, vocational-, polytechnic school, college 7 Municipal utility (public services, water supply companies) 7 Hospitals, social institutions 7 Architect's office 7 Housing business, property management 7 Facility management 7 Other not gainfully employed 7 Size of company/organisation: 7 Number of employees: 9 1 - 4 16 500 - 999 5 - 9 18 1000 and more 10 - 49 26 Student 50 - 199 10 ther not gainfully 7	Economic sector	%
(incl. commercial part/office) 60 Engineer's and planning office 1 Trade (retail and wholesale trade) 1 Industrial company 5 Service companies 6 Energy suppliers, energy systems 7 Public institutions, authorities, local 6 construction authorities 1 Developers, construction companies and 1 building restoration companies 1 University, vocational-, polytechnic school, 1 college 1 1 Municipal utility (public services, water supply 1 companies) 1 1 Hospitals, social institutions 1 Architect's office 1 Housing business, property management 1 Facility management 1 1 Other not gainfully employed 1 1 Size of company/organisation: 1 1 Number of employees: 9 1 10- 49 26 Student 10- 49 26 Student		
Engineer's and planning office Trade (retail and wholesale trade) Industrial company Service companies Energy suppliers, energy systems Public institutions, authorities, local construction authorities Developers, construction companies and building restoration companies University, vocational-, polytechnic school, college Municipal utility (public services, water supply companies) Hospitals, social institutions Architect's office Housing business, property management Facility management Other not gainfully employed Size of company/organisation: Number of employees: 9 1- 4 16 500 - 999 5- 9 18 1000 and more 10- 49 26 Student 50- 199 15 Other not gainfully		60
Industrial company Service companies Energy suppliers, energy systems Public institutions, authorities, local construction authorities, authorities, local construction authorities, local construction authorities Developers, construction companies and building restoration companies University, vocational-, polytechnic school, college Municipal utility (public services, water supply companies) Hospitals, social institutions Architect's office Housing business, property management Facility management Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 16 500 - 999 5 - 9 18 1000 and more 10 - 49 26 Student 50 - 199 15 Other not gainfully		5
Service companies Energy suppliers, energy systems Public institutions, authorities, local construction authorities Developers, construction companies and building restoration companies University, vocational-, polytechnic school, college Municipal utility (public services, water supply companies) Hospitals, social institutions Architect's office Housing business, property management Facility management Other not gainfully employed Size of company/organisation: Number of employees: 9 1- 4 16 500 - 999 5- 9 18 1000 and more 10- 49 26 Student 50- 199 15 Other not gainfully	Trade (retail and wholesale trade)	4
Energy suppliers, energy systems Public institutions, authorities, local construction authorities, local Developers, construction companies and building restoration companies University, vocational-, polytechnic school, college Municipal utility (public services, water supply companies) Hospitals, social institutions Architect's office Housing business, property management Facility management Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 9 1- 4 16 500 - 999 5- 9 18 1000 and more 10- 49 26 Student 50- 199 15 Other not gainfully		4
Public institutions, authorities, local construction authorities Image: Construction companies and building restoration companies University, vocational-, polytechnic school, college Image: Construction companies Municipal utility (public services, water supply companies) Image: Construction companies Hospitals, social institutions Architect's office Housing business, property management Image: Construction companies Student Image: Construction companies Other not gainfully employed Size of company/organisation: Number of employees: Number of employees: 9 1 - 4 16 500 - 999 5 - 9 18 1000 and more 10 - 49 26 Student 10 - 49 26 Student		3
construction authorities Developers, construction companies and building restoration companies University, vocational-, polytechnic school, college Municipal utility (public services, water supply companies) Hospitals, social institutions Architect's office Housing business, property management Facility management Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1-416500-999 5-9181000 and more 10-4926 Student 50-19915 Other not gainfully		4
Developers, construction companies and building restoration companies University, vocational-, polytechnic school, college Municipal utility (public services, water supply companies) Hospitals, social institutions Architect's office Housing business, property management Facility management Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 16 500 - 999 5 - 9 18 1000 and more 10 - 49 26 Student 50 - 199 15 Other not gainfully		~
building restoration companies University, vocational-, polytechnic school, college Municipal utility (public services, water supply companies) Hospitals, social institutions Architect's office Housing business, property management Facility management Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 16 500 - 999 5- 9 18 1000 and more 10- 49 26 Student 50- 199 15 Other not gainfully		2
University, vocational-, polytechnic school, college Municipal utility (public services, water supply companies) Hospitals, social institutions Architect's office Housing business, property management Facility management Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 16 500 - 999 5 - 9 18 1000 and more 10 - 49 26 Student 50 - 199 15 Other not gainfully		1
college Municipal utility (public services, water supply companies) Hospitals, social institutions Architect's office Housing business, property management Facility management Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 16 500 - 999 5- 9 18 1000 and more 10- 49 26 Student 50- 199 15 Other not gainfully		
Municipal utility (public services, water supply companies) Hospitals, social institutions Architect's office Housing business, property management facility management Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1-416500-999 5-9181000 and more 10-4926 Student 50-19915 Other not gainfully		1
companies) Hospitals, social institutions Architect's office Housing business, property management Facility management Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 16 500 - 999 5- 9 18 1000 and more 10- 49 26 Student 50- 199 15 Other not gainfully		
Hospitals, social institutions Architect's office Housing business, property management Facility management Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 16 500 - 999 5- 9 18 1000 and more 10- 49 26 Student 50- 199 15 Other not gainfully		2
Architect's office Housing business, property management Facility management Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 16 500 - 999 5 - 9 18 1000 and more 10 - 49 26 Student 50 - 199 15 Other not gainfully		1
Facility management		1
Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees: % 1 - 4 16 500 - 999 5 - 9 18 1000 and more 10 - 49 26 Student 50 - 199 15 Other not gainfully	Housing business, property management	2
Student Other not gainfully employed Size of company/organisation: Number of employees: Number of employees: % 1- 4 16 500 - 999 5- 9 18 1000 and more 10 10- 49 26 Student 50 50- 199 15 Other not gainfully		2
Other not gainfully employed Size of company/organisation: Number of employees: 9 1- 4 16 500 - 999 5- 9 18 1000 and more 10-49 26 Student 10- 49 26 Student 50-199 10-49 26 Student	Other sectors	2
Size of company/organisation: Number of employees: % 1- 4 16 500 - 999 5 5- 9 18 1000 and more 10 49 26 Student 50- 199 15 Other not gainfully 50 10 49 26 50 10 49 10 </td <td>Student</td> <td>4</td>	Student	4
Number of employees: % 1- 4 16 500 - 999 9 5- 9 18 1 000 and more 10 10- 49 26 Student 50 50- 199 15 Other not gainfully 50	Other not gainfully employed	1
1- 4 16 500-999 5- 9 18 1000 and more 10- 49 26 Student 50- 199 15 Other not gainfully	Size of company/organisation:	
5- 9 18 1 000 and more 10- 49 26 Student 50- 199 15 Other not gainfully		%
10- 49 26 Student 50- 199 15 Other not gainfully		5
50- 199 15 Other not gainfully		8
		4
200- 499 7 employed		1
	200-499 / employed	1

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

Private visitors' profile

Visitors (number of entri	ies)	46 487
Proportion of private vis	itors	90%
Germany (total) of which		99
Nielsen 1 91 Bremen 1	<u>Nielsen 4</u> Bavaria	-
Hamburg 23	Nielsen 5+6	7
Lower Saxony 22	Berlin	1
Schleswig-Holstein 45 Nielsen 2 1	Brandenburg Mecklenburg-	1
North Rhine-Westph. 1	West Pommer	ania 5
Nielsen 3a 1	Saxony-Anhal	
Hesse 1 Rhineland-Palatinate -	Nielsen 7 Saxony	-
Saarland	Thuringia	
<u>Nielsen 3b</u> - Baden-Württemb	5	
Foreign (total)		1
Distance to home		%
up to 50 km		49
more than 50 km up to 100 more than 100 km up to 30		27 20
over 300 km		4
Frequency of visits to tra	ade fair	%
Previous event Earlier events		56 36
First visit		29
Sex		%
Male Female		8 92
		-
Size of household 1 person		% 10
2 persons		30
3 persons		22
4 persons 5 persons and more		26 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 over 50 up to 60 years		13 8
over 60 up to 70 years		1
over 70 years		1

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 manag	
branch manager, head of public office	1
Department head, group head, team leader	6
Other salaried staff, civil servant,	
skilled worker	26
Lecturer, teacher	1
Trainee	8
Other position	6
Student	41
Housewife/man	2
Old-age pensioner	1
Other not gainfully employed	2
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	87
no	4
maybe	9
Follow-up business Intend to buy at later date	%
yes	36
no	20
maybe	44
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries) 9	5 342	Logistics: storage, material management,
Proportion of trade visitors	89%	transport Maintenance/repairs
	0070	Other area
Germany (total)	93	Kitchen, Production
of which		Service sector
Nielsen 1 52 Nielsen 4	6	Bakery
Bremen 2 Bavaria	6	Student
Hamburg 15 Nielsen 5+6	11	Other not gainfully employed
Lower Saxony 24 Berlin	5	
Schleswig-Holstein 11 Brandenburg	2	Position in the company/organisation
Nielsen 2 17 Mecklenburg-		Entrepreneur, co-owner, freelancer
North Rhine-Westph. 17 West Pommerani		Managing director, board member,
Nielsen 3a 7 Saxony-Anhalt	2	head of an authority etc.
Hesse 4 Nielsen 7	4	Area manager, works manager, plant man
Rhineland-Palatinate 2 Saxony	3	branch manager, head of public office
Saarland 1 Thuringia	1	Department head, group head, team leade
Nielsen 3b 3		Other salaried staff, civil servant,
Baden-Württemb. 3		skilled worker
		Lecturer, teacher
Foreign (total)	7	Trainee
of which		Other position
EU	65	Student
Other european countries	16	Other not gainfully employed
Other countries	19	
ant of the second se		Economic sector
Distance to home	%	Restaurant
up to 50 km	22	Hotels/guest house
more than 50 km up to 100 km	11	Bakery, confectioners, café
more than 100 km up to 300 km	28	Franchise restaurant
over 300 km	39	Large-scale canteens
Countries with the birth set visitor of such	%	Catering
Countries with the highest visitor shares		Industrie (food, nonfood)
Austria Switzerland	10 10	Large kitchen specialist trade
Netherlands	8	Large-scale hospitals, homes
Nethenanus	0	Coffee shop
Frequency of visits to trade fair	%	Large-scale schools
Previous event	40	Planning, architecture, interior furnishings,
Earlier events	40	design offices
First visit	40 32	Retail grocery trade
	52	Snack bars, filling stations
Average length of stay 1,3	days	Discotheque, night club, bar
Average length of stay 1,5	uays	beverage wholesale Butcher
Influence on purchasing/procurement		Other sectors
decisions	%	Student
Decisively	33	Other not gainfully employed
Collectively	34	other not gainuity employed
In an advisory capacity	16	Size of company/organisation:
No	11	Number of employees:
Student	5	1- 4 14 500-999
Other not gainfully employed	1	5- 9 14 1000 and more
other not guinning employed		10- 49 27 Student
Area of responsibility	%	50- 199 19 Other not gainfully
Management	30	
Research/development/design	2	· · · · · · · · · · · · · · · · · · ·
Manufacturing, production, quality control	2 -	Conducted by: Gelszus Messe-Markt-
Buying/procurement	4	forschung GmbH, Dortmund
Finance/accounting_controlling	4	

Finance/accounting, controlling Information and communication technology

Personnel administration, administration

Marketing, advertising, PR

Logistics: stor	rage, m	aterial management,	
transport			
Maintenance/	repairs		
Other area Kitchen, Prod	uction		2
Service sector			2
Bakery			
Student			
Other not gai	nfully er	mployed	
Position in th	ne com	pany/organisation	9
Entrepreneur,	co-owi	ner, freelancer	3
		oard member,	
head of an au	thority	etc.	
Area manage	r, works	s manager, plant manage	r,
		d of public office oup head, team leader	1
Other salaried			
skilled worker		livii servant,	1
Lecturer, teac			1
Trainee			
Other positior	ı		
Student			
Other not gai	nfully er	mployed	
Economic se	ctor		9
Restaurant			2
Hotels/guest l			1
Bakery, confe Franchise rest		s, care	1
Large-scale ca			
Catering	anteens		
Industrie (foo	d. nonfo	(boc	
Large kitchen			
Large-scale h	ospitals	, homes	
Coffee shop			
Large-scale so			
		e, interior furnishings,	
design offices			
Retail grocery Snack bars, fi		tions	
Discotheque,			
beverage who		any nat	
Butcher			
Other sectors			1
Student			
Other not gai	nfully er	nployed	
Size of comp	any/or	ganisation:	
Number of e			9
1- 4	14	500 - 999	
5-9	14	1 000 and more	
10- 49	27	Student	
50-199	19	Other not gainfully	
200- 499	7	employed	

Trade visitors' profile

% 32

´11

Δ

%

16

Δ

%

Visitors (number of	entr	ies)	11 514
Proportion of trade	visit	ors	94 %
Germany (total)			98
of which			
Nielsen 1	84	Nielsen 4	2
Bremen	2 35	Bavaria Nielsen 5+6	2
Hamburg Lower Saxony	35 16	Berlin	2
Schleswig-Holstein	31	Brandenburg	- 2
Nielsen 2	4	Mecklenburg-	
North Rhine-Westph.	4	West Pommerai	nia 3
Nielsen 3a	1	Saxony-Anhalt	1
Hesse	1	Nielsen 7	2
Rhineland-Palatinate	1	Saxony	1
Saarland	-	Thuringia	1
Nielsen 3b	2	5	
Baden-Württemb.	2		
Foreign (total)			2
EU			78
Other euro	pear	n countries	15
Other cour			7
Distance to home			%
up to 50 km			58
more than 50 km up t			14
more than 100 km up	to 3	00 km	16
over 300 km			12
Frequency of visits t	o tra	ade fair	%
Previous event			26
Earlier events			23
First visit			61
Average length of st	tay	1,	2 days
Influence on purcha	sing	/procurement	
decisions			%
Decisively			18
Collectively			33
In an advisory capacit	y		19
No Student			19
	nle	und	9 2
Other not gainfully en	ibio)	lea	2

Area of resp		ity			
Managemen Research/de Manufacturi	velopme	nt/design uction, quality control			
Buying/procurement					
Finance/acco					
		munication technology ation, administration			
Sales					
Marketing, a		ng, PR aterial management,			
transport	nuge, m	atenai management,			
Maintenance	e/repairs				
Other area Student					
Other not ga	infully e	mployed			
		pany/organisation			
		ner, freelancer board member,			
head of an a					
Area manage	er, work	s manager, plant manag	er,		
		ad of public office oup head, team leader			
Other salarie					
skilled worke			1		
Lecturer, tea Trainee	cher				
Other positio	n				
Student					
Other not ga	infully e	mployed			
Economic se	ector				
Industry Skilled trade	s				
Service comp					
Trade		han shart shart said			
Vocational se Authority/pu		lytechnic/university ices			
Association/s		ices			
Other sectors	s ´				
Student Other not ga	infully o	mploved			
Size of com Number of e					
1- 4	9	500 - 999			
5-9	5	1 000 and more	2		
10- 49 50- 199	17 17	Student Other not gainfully			
200- 499	14	employed			
Conducted	bv: Gels	zus Messe-Markt-			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

oohh!

%

2

%

%

% 7

Private visitors' profile

visitors (number of	entri	ies) 7	1 194
Proportion of private visitors			<mark>93</mark> %
Germany (total) of which			99
Vielsen 1	94	Nielsen 4	
Bremen	-	Bavaria	-
Hamburg	41	Nielsen 5+6	3
Lower Saxony	18	Berlin	1
Schleswig-Holstein	35	Brandenburg	
Vielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pommeran	ia 2
Vielsen 3a	-	Saxony-Anhalt	
Hesse	-	Nielsen 7	
Rhineland-Palatinate Saarland	1	Saxony	
Nielsen 3b	-	Thuringia	
Baden-Württemb.	- 1		
Juden Wurttenib.			
Foreign (total)			1
Distance to home			%
up to 50 km			70
nore than 50 km up t			17
nore than 100 km up	to 3	00 km	10
over 300 km			3
Frequency of visits t	o tra	ade fair	%
Previous event			40
Earlier events			60
First visit			31
Sex			%
Male			52
Female			48
Size of household			%
l person			17
2 persons			59
B persons			12 10
4 persons			
5 persons and more			3
Age			%
up to 20 years			4
over 20 up to 30 years			14
			10
over 30 up to 40 years	-		
over 40 up to 50 years			18
	S		18 28 19

Sales

SMM ------ Hamburg

45 604

96%

Trade visitors' profile

Position in the company/organisation	%	Visitors (number of entries)
Entrepreneur, co-owner, freelancer Managing director, board member,	7	Proportion of trade visitors
head of an authority etc. Area manager, works manager, plant mana branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	3	Germany (total) of which Nielsen 1 74 Bremen 5 Hamburg 29 Lower Saxony 21 Ber Schleswig-Holstein Nielsen 2 6 North Rhine-Westph. 6 Nielsen 3a 2 Hesse 1 Rhineland-Palatinate 1 Saarland -
Buying and ordering capacity Purchase or order made or intended at the exhibition	%	Nielsen 3b 4 Baden-Württemb. 4
no maybe	27 33 39	Foreign (total)*) of which EU Other european cou
Follow-up business Intend to buy at later date yes no maybe Conducted by: Gelszus Messe-Markt-	% 28 20 52	Africa North America South and Central A Middle East South-, East-, Centr Australia
forschung GmbH, Dortmund		Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 kr over 300 km
		Countries with the highest vis Netherlands Denmark United Kingdom Italy Norway
		Frequency of visits to trade f Previous event Earlier events First visit
		Average length of stay
		Influence on purchasing/pro- decisions Decisively Collectively

of which			46
	74	Nielsen 4	3
Bremen	5	Bavaria	3
	29	Nielsen 5+6	10
Schleswig-Holstein	21 19	Berlin Brandenburg	3
Nielsen 2	6	Mecklenburg-	
North Rhine-Westph.	6 2	West Pommerania	6
Nielsen 3a Hesse	2	Saxony-Anhalt Nielsen 7	1
Rhineland-Palatinate	1	Saxony	1
Saarland	-	Thuringia	1
Nielsen 3b Baden-Württemb.	4 4		
Foreign (total)*) of which			54
EU			58
Other europ	bear	n countries	17
Africa			1
North Amer			4
South and C Middle East		ral America	2
South-, East		entral Asia	15
Australia	.,.		1
Distance to home			%
up to 50 km more than 50 km up to	100) km	22
more than 100 km up to			16
over 300 km			53
Countries with the hig	hes	t visitor shares*)	%
Netherlands Denmark			9 7
United Kingdom			7
Italy			6
Norway			5
For an and a fortable set	o tra	ide fair	%
Frequency of visits to			
Previous event			40
Previous event Earlier events			40
Previous event Earlier events First visit			40 44
Previous event Earlier events First visit Average length of sta	·	1,7 d	40 44
Previous event Earlier events First visit Average length of sta Influence on purchasi	·		40 44
Previous event Earlier events First visit Average length of sta Influence on purchasi decisions	·		40 44 ays
Previous event Earlier events First visit Average length of stat Influence on purchasi decisions Decisively	·		40 44 lays
Previous event Earlier events First visit Average length of sta Influence on purchasi decisions	ing		40 44 ays % 25
Previous event Earlier events First visit Average length of stat Influence on purchasi decisions Decisively Collectively In an advisory capacity No	ing		40 44 ays % 25 38 18 10
Previous event Earlier events First visit Average length of stat Influence on purchasi decisions Decisively Collectively In an advisory capacity	ing	/procurement	40 44 ays % 25 38 18

Area of resp	onsibili	ty	%
Management	t		26
Research/dev		nt/design	14
Manufacturin	ig, produ	ction, quality control	5
Buying/procu	rement		5
Finance/acco	unting, o	controlling	2
Information a	ind comi	nunication technology	2
Personnel ad	ministra	tion, administration	1
Sales			16
Marketing, ad	dvertisin	g, PR	2
Logistics: sto	rage, ma	aterial management,	
transport			2
Maintenance	/repairs		7
Sailor, nautic	al, deck	area, technical area	6
Safety and se	curity		1
Other area			2
Student			7
Other not gai	nfully en	nployed	2
Position in t	he comr	any/organisation	%
		er, freelancer	15
		pard member,	
head of an au			8
		manager, plant manage	
		d of public office	10
		oup head, team leader	23
Other salaried			
skilled worke			25
Lecturer, tead	her		1
Trainee			4
Other position	n		5
Student			7
Other not gai	nfully en	nployed	2
Economic se	ctor		%
Shipping and		g companies	17
Machine and			14
Shipyard, ship			11
Electrical eng			10
Maritime serv			10
Ship outfitter	s		5
Offshore wind	d, gas ar	d oil marine technology	3
ship design	-	57	3
Research, de	velopme	ent, science	2 2
		port, logistics	2
Navy, coast g	juard, po	blice	2
Training and			2
Security and o	defence	industry	1
		ty (e.g. flag state institutio	n) 1
Bank, credit i		-	1
Shipbroker, c			1
Other sectors			7
Student			7
Other not gai	nfully en	nployed	2
Size of comp	any/or	janisation:	
Number of e			%
1- 4	11	500 - 999	7
5-9	9	1 000 and more	22
10- 49	16	Student	7
50-199	16	Other not gainfully	
200- 499	10	employed	2

200-499 10 employed Conducted by: Gelszus Messe-Markt-forschung GmbH, Dortmund

WindEnergy ------ Hamburg

11

1

Trade visitors' profile

Visitors (number of	entri	ies)	33 59
Proportion of trade visitors			95%
Germany (total)			52
of which			
Nielsen 1	64	Nielsen 4	4
Bremen	5	Bavaria	4
Hamburg	26	Nielsen 5+6	13
Lower Saxony	17	Berlin	(
Schleswig-Holstein	16	Brandenburg	1
Nielsen 2	9 9	Mecklenburg-	ania 4
North Rhine-Westph. Nielsen 3a	5	West Pommer	
Hesse	3	Saxony-Anhal	
Rhineland-Palatinate	2	Nielsen 7	
Saarland	2	Saxony	
Nielsen 3b	3	Thuringia	
Baden-Württemb.	3		
buden Wurttenib.			
Foreign (total) of which			48
EU			74
Other euro	pear	n countries	9
Africa	÷		
North Ame	erica		3
South and	Cen	tral America	
Middle Eas			
South-, Ea	st-, C	Central Asia	11
Distance to home			%
up to 50 km			18
more than 50 km up t			
more than 100 km up	to 3	00 km	10
over 300 km			59
Countries with the h	ighe	est visitor shar	es %
Denmark	-		18
United Kingdom			12
Netherlands			1(
Spain			
France			(
Frequency of visits t	o tra	ade fair	9
Previous event			39
Earlier events			24
First visit			58
Average length of st	tay		1,7 day
Influence on purcha	sing	/procurement	
decisions			%
Decisively			22
Collectively			30
In an advisory capacit	y		23
No			13
Student			1.

Student

Other not gainfully employed

Area of responsibility	%
Management	26
Research/development/design	14
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	-
Information and communication technology Personnel administration, administration	2
Sales	11
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	2
Maintenance/repairs	-
Other area	10
Student	11
Other not gainfully employed	1
Position in the company/organization	%
Position in the company/organisation Entrepreneur, co-owner, freelancer	16
Managing director, board member,	
head of an authority etc.	8
Area manager, works manager, plant manager	
branch manager, head of public office	' g
Department head, group head, team leader	17
Other salaried staff, civil servant,	
skilled worker	30
Lecturer, teacher	1
Trainee	2
Other position	5
Student	11
Other not gainfully employed	1
Economic sector	%
Manufacture of wind installations and components	
Planner, engineering office	9
Technical services	9
Manufacturing machines of wind installations	
and components	8
Operations and maintenance	8
Research and development	2
Offshore Logistics Provider municipal utilities network operator	2
Provider, municipal utilities, network operator Financing and insurance	
Operator, operating companies	
Public administration	
Systems integration, installation	
Lawyers, technical experts	
Energy trade	-
Human resource management, training	1
and further training	2
Media	2
Other sectors	6
Student	11
Other not gainfully employed	1
Size of compony/organization.	
Size of company/organisation.	
Size of company/organisation: Number of employees:	
	%

Numb	er of	employee	es:
1-	4	12	500 - 999
5-	9	7	1 000 and more
10-	49	16	Student
50- 1	199	14	Other not gainfully
200- 4	199	8	employed
Condu	eted	hu Caler	we Massa Markt

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

26 11

1

Private visitors' profile

Visitors (number of e	entri	es) 9	0 553	Position in the company/organisation
Proportion of private	e vis	itors	97 %	Entrepreneur, co-owner, freelancer Managing director, board member,
Germany (total)			99	head of an authority etc. Area manager, works manager, plant manag
of which			33	branch manager, head of public office
Nielsen 1	94	Nielsen 4		Department head, group head, team leader
Bremen	-	Bavaria	-	Other salaried staff, civil servant,
Hamburg	1	Nielsen 5+6	2	skilled worker
Lower Saxony	93	Berlin	- 1	Lecturer, teacher
Schleswig-Holstein	1	Brandenburg	-	Trainee
Nielsen 2	3	Mecklenburg-		Other position
North Rhine-Westph.	3	West Pommerani	a -	Student
Nielsen 3a	1	Saxony-Anhalt	1	Housewife/man
Hesse	1	Nielsen 7	-	Old-age pensioner
Rhineland-Palatinate	-	Saxony	-	Other not gainfully employed
Saarland	-	Thuringia	-	
Nielsen 3b	-			Buying and ordering capacity
Baden-Württemb.	- 7			Purchase or order made or intended
				at the exhibition
Foreign (total)			1	yes
Plana and a large			0/	no
Distance to home			%	maybe
up to 50 km	- 100) I	65 26	n Harris I. States
more than 50 km up to more than 100 km up			26	Follow-up business
over 300 km	10 50	JU KIII	0 1	Intend to buy at later date ves
			1	no
Frequency of visits t	o tra	de fair	%	maybe
Previous event	• • •		33	-
Earlier events			65	Conducted by: Gelszus Messe-Markt-
First visit			24	forschung GmbH, Dortmund
Sex			%	
Male			46	
Female			54	
Size of household			%	
1 person			10	
2 persons			52	
3 persons			17 15	
4 persons 5 persons and more			15	
5 persons and more				
Age up to 20 years			% 4	
			12	
			12	
over 20 up to 30 years				
over 30 up to 40 years			18	
over 30 up to 40 years over 40 up to 50 years	5		18 26	
over 30 up to 40 years	5		18 26 20	

Trade visitors' profile

%

%

%

Proportion of trade visitors	99%
Germany (total)	99
of which	-
Nielsen 1 Bremen 2 Bavaria	2
Hamburg 2 Nielsen 5	
Lower Saxony 45 Berlin	3
Schleswig-Holstein 4 Brandenb	
<u>Nielsen 2</u> 20 Mecklenb	
North Rhine-Westph. 20 West Pon	
Nielsen 3a 8 Saxony-A	
Hesse 5 Nielsen 7	4
Rhineland-Palatinate 3 Saxony	1
Saarland - Thuringia	3
Nielsen 3b 1	
Baden-Württemb. 1	
Foreign (total)	1
of which EU	75
Other countries	25
Distance to home	%
up to 50 km	19
more than 50 km up to 100 km	20
more than 100 km up to 300 km over 300 km	43 18
Earlier events First visit	48
	48 45
First visit Average length of stay Influence on purchasing/procurem	48 45 1,1 days ient
First visit Average length of stay Influence on purchasing/procurem decisions	48 45 1,1 days tent
First visit Average length of stay Influence on purchasing/procurem decisions Decisively	48 45 1,1 days tent % 15
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively	48 49 1,1 days tent % 15 32
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity	48 45 1,1 days tent % 15 32 23
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity No	% 15 32 23 23
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity	48 49 1,1 days rent % 19 32 23 23 23
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity No Student	44 45 1,1 day: tent % 15 32 22 22 7 7
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management	48 45 1,1 day: 19 19 19 20 20 20 20 20 20 20 20 20 20 20 20 20
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design	48 45 1,1 days 16 17 22 23 23 23 24 25 25 25 25 25 25 25 25 25 25 25 25 25
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality cc	48 45 1,1 days 1,1 days 19 19 19 23 23 23 23 23 23 23 23 23 23 23 23 23
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality co Buying/procurement	48 45 1,1 day: 15 33 22 22 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality ce Buying/procurement Finance/accounting, controlling	48 45 1,1 days 19 19 19 22 23 23 23 24 25 25 25 25 25 25 25 25 25 25 25 25 25
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality co Buying/procurement Finance/accounting, controlling Information and communication tech	48 45 1,1 days nent % 15 32 22 22 23 7 7 7 7 7 7 7 7 7 7 7 7 7 7
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality ce Buying/procurement Finance/accounting, controlling	48 45 1,1 day: 19 19 19 10 10 10 10 10 10 10 10 10 10 10 10 10
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality of Buying/procurement Finance/accounting, controlling Information and communication tech Personnel administration, administra	48 45 1,1 days 15 32 23 7 1 1 0 0 0 0 0 1 0 0 1 0 0 1 1 0 0 0 1 1 0 0 1 1 0 0 1 1 0 0 1 1 0 1 1 1 0 1
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality ce Buying/procurement Finance/accounting, controlling Information and communication tech Personnel administration, administra	48 45 1,1 days 19 19 22 23 7 1 23 23 7 1 1 1 0 0 0 1 0 0 0 1 1 0 0 0 1 1 0 0 1 1 0 0 1 1 0 1
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality co Buying/procurement Finance/accounting, controlling Information and communication tech Personnel administration, administra Sales Marketing, advertising, PR Logistics: storage, material manager transport	48 45 1,1 days 19 22 23 23 7 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality ce Buying/procurement Finance/accounting, controlling Information and communication tech Personnel administration, administra Sales Marketing, advertising, PR Logistics: storage, material manager transport Maintenance/repairs	48 45 1,1 days 19 19 23 23 7 1 23 23 7 1 23 23 7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
First visit Average length of stay Influence on purchasing/procurent decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality of Buying/procurement Finance/accounting, controlling Information and communication tech Personnel administration, administra Sales Marketing, advertising, PR Logistics: storage, material manager transport Maintenance/repairs Other area	48 45 1,1 days 19 19 22 23 7 1 23 23 7 1 1 1 0 0 0 1 0 0 0 1 1 0 0 0 1 1 0 0 1 1 0 0 1 1 0 1
First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality co Buying/procurement Finance/accounting, controlling Information and communication tech Personnel administration, administra Sales Marketing, advertising, PR Logistics: storage, material manager transport Maintenance/repairs	4 1,1 day eent 1 3 2 2 2 control nology tion nent,

Nursin	g servio	.			
	supervis				
Therap		JIOII			
	n/house	ehold			
Organi	isation.	plannir	na. wor	k scheduling	
Studer			5,	J	
Other I	not gai	nfully er	m <mark>ploy</mark> e	d	
Positio	on in th	ne comi	panv/o	rganisation	
		co-owr			
		rector, d			
		gement			
(e.g. el	iderly, İ	handica	pped)		
	dminis				
Housel	hold ma	anager			
	n mana				
		ng servi	се		
Ward s					
		ector ma			
				vant with	
		esponsik			
		sentativ			
		, non-ex			
		e, nurse			
		atric nu		rse	
		tic worl	ker		
	er, teac	ner			
Traine					
Studer	positio	1			
		nfully er	mplovo	d	
otheri	iot gan	inuny ei	прюуе	u	
	mic se				
	g home				
		ort-term		g	
		e disable	ed		
Social					
		ursing s	ervices		
Hospit					
	e assoc				
	or, opei				
Public	authori	ity			
	ig, edu				
	oples' l				
	l reside				
	ed living				
	rial pro	aucer			
Other s					
Studer			malaura	d	
other	lot gai	nfully er	пріоуе	a	
		any/or		tion:	
		mploye	es:		
1-	4	4		500 - 999	
5-	9	5	1	000 and more	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

10- 49

50-199

200-499

CeMAT

Trade visitors' profile

%

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Λ

%

Other not gainfully

Student

employed

Visitors (number of	entr	ies) 7	1 867*)
Proportion of trade	visit	ors	91%
Germany (total) of which			65
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-	
North Rhine-Westph		West Pommera	
Nielsen 3a	6	Saxony-Anhalt	: 2
Hesse	4	Nielsen 7	5
Rhineland-Palatinate		Saxony	3
Saarland	- 2	Thuringia	2
<u>Nielsen 3b</u> Baden-Württemb.	5 5		
Foreign (total)			35
of which EU			51
Other eur	opea	n countries	11
Africa			2
North Am			3
		tral America	7
Middle Ea			4
	ast-, C	Central Asia	22
Australia			1
Distance to home			%
up to 50 km			13
more than 50 km up			10
more than 100 km u	o to 3	00 km	26
over 300 km			51
Countries with the		est visitor share	
China, People's Repu	ıblic		g
Netherlands			8
France			6
Poland			5
India			4
Frequency of visits	to tra	ade fair	%
Previous event			21
Earlier events			21
First visit			68
Average length of	stay	1	l,6 days
Influence on purcha decisions	asing	/procurement	%
Decisively			21

decisions	%
Decisively	21
Collectively	25
In an advisory capacity	23
No	15
Student	14
Other not gainfully employed	2

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



didacta ----- Hannover

Trade visitors' profile

rea of responsibility	%
lanagement	10
esearch/development/design	11
Nanufacturing, production, quality control	13
uying/procurement	4
inance/accounting, controlling	1
nformation and communication technology	4
ersonnel administration, administration	1
ales	11
Aarketing, advertising, PR	3
ogistics: storage, material management,	
ransport	18
Aaintenance/repairs	5
Other area	4
tudent	14
)ther not gainfully employed	2
the not gainting employed	
osition in the company/organisation	%
ntrepreneur, co-owner, freelancer	8
Ianaging director, board member,	
ead of an authority etc.	10
rea manager, works manager, plant manage	
ranch manager, head of public office	13
epartment head, group head, team leader other salaried staff, civil servant,	20
killed worker	25
ecturer, teacher	2
rainee	6
)ther position	1
tudent	14
ther not gainfully employed	2
conomic sector	%
ower industry	8
Ianufacturing sector	39
ort operations, port cargo handling systems	2
uilding trade	4
killed trades	3
rade	14
ervices provided by companies and	
reelancers	20
authority/public services	4
Other sectors	2
tudent	14
)ther not gainfully employed	2

Size of company/organisation:

Number of		ees:	%
1- 4	5	500 - 999	10
5-9	4	1 000 and more	20
10- 49	14	Student	14
50-199	20	Other not gainfully	
200-499	11	employed	2
Conducted	by: Wis	sler & Partner, Basel	

Visitors (number of entri	es) 73	320
Proportion of trade visite	ors 9	98%
Germany (total)		99
of which Nielsen 1 56	Nielsen 4	3
Bremen 2	Bavaria	3
Hamburg 3	Nielsen 5+6	11
Lower Saxony 46	Berlin	- 3
Schleswig-Holstein 5	Brandenburg	3
Nielsen 2 16	Mecklenburg-	1
North Rhine-Westph. 16	West Pommerania	
Nielsen 3a 8	Saxony-Anhalt	4
Hesse 7	Nielsen 7	
Rhineland-Palatinate 1	Saxony	
Saarland -	Thuringia	4
Nielsen 3b 1	5	
Baden-Württemb. 1		
Foreign (total)		
of which		
EU		92
Other countries		
Distance to home		%
up to 50 km		2
more than 50 km up to 100		20
more than 100 km up to 30	00 km	4
over 300 km		1!
Frequency of visits to tra	de fair	%
Previous event		_
Earlier events		5
First visit		4
Average length of stay	1,2 d	lay
	Involution	
Influence on purchasing/	procurement	•
decisions	procurement	
decisions Decisively	procurement	1
decisions Decisively Collectively	procurement	13
decisions Decisively Collectively In an advisory capacity	procurement	13 38 22
decisions Decisively Collectively In an advisory capacity No	procurement	13 38 22 14
decisions Decisively Collectively In an advisory capacity		% 13 38 22 14 13

Area of responsibility	%
Management Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	1
Personnel administration, administration	2
Sales	1
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport Maintenance/repairs	
Other area	75
Student	13
Other not gainfully employed	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	4
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manage branch manager, head of public office	er,
Department head, group head, team leader	ć
Other salaried staff, civil servant,	
skilled worker	18
Lecturer, teacher	38
Trainee	8
Other position	4
Student Other not gainfully employed	13
Economic sector	%
General education system	40
Authority/public services	1
Vocational education system	11
Services, training, consulting	3
Adult education	6
Trade Skilled trades	
Higher education system	
Industry	
University, research	- 3
Association, organisation, institution	3
Printed products, specialist literature	1
Administration	
Preschool, kindergarten	18
Further education	4
Other sectors Student	13
Other not gainfully employed	13
Size of company/organisation:	
Number of employees:	%
1- 4 5 500-999	4
5- 9 7 1 000 and more	5
10 10 22 Chudent	4.1

4	500 - 999	5	1- 4
5	1 000 and more	7	5-9
13	Student	32	10- 49
	Other not gainfully	29	50-199
1	employed	4	200-499

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

Trade visitors' profile

Visitors (number of entries)	45 110
Proportion of trade visitors	95 %
Germany (total)	36
of which	
Nielsen 1 37 Nielsen 4	8
Bremen 1 Bavaria	8
Hamburg 5 <u>Nielsen 5+6</u>	10
Lower Saxony 27 Berlin Schleswig-Holstein 4 Brandenburg	3
Schleswig-Holstein 4 Brandenburg Nielsen 2 26 Mecklenburg-	3
North Rhine-Westph. 26 West Pommer	ania 1
Nielsen 3a 10 Saxony-Anhal	
Hesse 6 Nielsen 7	4
Rhineland-Palatinate 3 Saxony	2
Saarland 1 Thuringia	2
Nielsen 3b 5	2
Baden-Württemb. 5	
Foreign (total)	64
of which EU	46
Other european countries	13
Africa	4
North America	6
South and Central America	4
Middle Fast	6
South-, East-, Central Asia	18
Australia	2
Distance to home	%
up to 50 km	6
more than 50 km up to 100 km	4
more than 100 km up to 300 km	16
over 300 km	75
Countries with the highest visitor shar	es %
India	8
United Kingdom	8
Turkey	6
Belgium	6
Netherlands	5
Frequency of visits to trade fair	%
Previous event	48
Earlier events	62
First visit	31
Average length of stay	2,0 days
Influence on purchasing/procurement	
decisions	%
Decisively	50
Collectively	21
In an advisory capacity	15
No	10
Student Other not gainfully employed	3

Area of responsibility	%
Management	36
Research/development/design	8
Manufacturing, production, quality control	7
Buying/procurement	12
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	21
Marketing, advertising, PR	5
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area	5
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	31
Managing director, board member,	
head of an authority etc.	23
Area manager, works manager, plant manager	1
branch manager, head of public office	12
Department head, group head, team leader	14
Other salaried staff, civil servant,	
skilled worker	13
Lecturer, teacher	1
Trainee	1
Other position	2
Student	3
Other not gainfully employed	1
Economic sector	%
Furnishing/furniture stores	11
Department stores, mail order, DIY stores	4
Timber trade	12
Other Specialist retail trade	10
Wholesale trade	25
Interior decorator	7
Parquet and floor layer	16
Painter	3
Other skilled trades	3
Architect/interior designer, contract furnisher	12
Industry	25
Other sectors	6
Student	3
Other not gainfully employed	1
Size of company/organisation:	

		f employe	
1-	4	16	500 - 999
5-	9	14	1 000 and more
10-	49	26	Student
50-	199	20	Other not gainfully
200-	499	8	employed
Cond	ucte	d by: Wiss	ler & Partner, Basel

%

4 8 3

EnergyDecentral ------> Hannover

Trade visitors' profile

Proportion of trade	visit	ors	96 %
Germany (total)			80
of which Nielsen 1	40	Nielsen 4	17
Bremen	40	Bavaria	17
Hamburg	- 0	Nielsen 5+6	
Lower Saxony	31	Berlin	1
Schleswig-Holstein	8	Brandenburg	
Nielsen 2	14		
North Rhine-Westph.			
Nielsen 3a	10		
Hesse	7	Nielsen 7	an 2
Rhineland-Palatinate			2
Saarland	-	Saxony Thuringia	4
Nielsen 3b	8	munnyia	2
Baden-Württemb.	8		
Foreign (total)**)			20
of which EU			54
		. countries	54 16
		n countries	20
Other cou		Central Asia	
Other cour	itries	b	10
Distance to home			%
up to 50 km			9
more than 50 km up t	o 10	0 km	8
more than 100 km up	to 3	00 km	33
over 300 km			49
Countries with the h	niahe	est visitor sha	ares**) %
Netherlands	5		13
China, People's Repu	blic		11
Frequency of visits t	o tra	ade fair	%
Previous event			63
Earlier events			59
First visit			26
Average length of s	tay		1,5 days
nfluence on purcha	sing	/procuremen	
decisions			%
Decisively			37
Collectively			24
n an advisory capacit	y		21
No			13
Student			4
Other not gainfully en	nploy	/ed	1

- coll in the combination of EuroTier/Energy Decentral. Multiple answers were permitted.
- **) Determined by visitor registration.

Area of responsibility	%
Management	50
Research/development/design	8
Manufacturing, production, quality control	5
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales Marketing, advertising, PR	2
Logistics: storage, material management,	2
transport	1
Maintenance/repairs	6
Other area	11
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	43
Managing director, board member,	
head of an authority etc.	15
Area manager, works manager, plant manager	er,
branch manager, head of public office	5
Department head, group head, team leader	6
Other salaried staff, civil servant,	
skilled worker Lecturer, teacher	11 4
Trainee	7
Other position	6
Student	4
Other not gainfully employed	1
Economic sector	%
Agricultural business, company	62
Forestry business	2
Contractors, industrial equipment hire	
companies	5
Industry	8
Trade/sales	3 2
Consultancy	2
Service providers for the renewable energies	
industry	2
Engineer's and planning office	2
Other service	3
University/college/polytechnic	3 4
Other sectors Student	4
Other not gainfully employed	4
Size of company/organisation:	
Number of employees:	%
1- 4 46 500-999	2
5- 9 11 1 000 and more	5
10- 49 13 Student	4
50- 199 7 Other not gainfully 200- 499 2 employed	1
200- 499 2 employed	

Conducted by: Wissler & Partner, Basel

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9

EuroBLECH ------> Hannover

Trade visitors' profile

Dronenti				
roportior	Proportion of trade visitors 93			
Germany (total)			51
of which				
Nielsen 1		26	Nielsen 4	11
Bremen		1	Bavaria	11
Hamburg		1	Nielsen 5+6	6
Lower Saxo	ony	21	Berlin	1
Schleswig-I	Holstein	3	Brandenburg	2
Nielsen 2		27	Mecklenburg-	
North Rhine	e-Westph.	27	West Pommeran	
Nielsen 3a		11	Saxony-Anhalt	2
Hesse		7	Nielsen 7	7
Rhineland-	Palatinate	4	Saxony	4
Saarland		-	Thuringia	3
Nielsen 3b		13	5	
Baden-Wür	ttemb.	13		
Foreign (to	otal)*)			49
of which	EU			65
	Other euro	pear	o countries	15
	Africa			2
	North Ame	erica		2
			ral America	2
	Middle Eas			3
			entral Asia	11
	Australia			1
Distance t	o home			%
	1			9
up to 50 km) km	
	50 km up te	o 100		7
more than !				23
more than ! more than	100 km up			
more than ! more than over 300 kr	100 km up n	to 3(23 61
more than the second se	100 km up n	to 3(00 km	23 61 *) % 7
more than the second se	100 km up n	to 3(00 km	23 61 *) %
more than more than over 300 kr Countries Italy Poland	100 km up n with the h	to 3(00 km	23 61 *) % 7
more than sover 300 kr over 300 kr Countries Italy Poland Netherland	100 km up n with the h	to 3(00 km	23 61 *) % 7 7
more than to more than over 300 kr Countries Italy Poland Netherland Austria	100 km up n with the h	to 3(00 km	23 61 *) % 7 7 6
more than sover 300 kr over 300 kr Countries Italy Poland Netherland Austria Sweden Frequency	100 km up n with the h s	to 30	00 km	23 61 *) % 7 7 6 5 5
more than s more than over 300 kr Countries Italy Poland Netherland Austria Sweden Frequency Previous ev	100 km up n with the h s of visits t rent	to 30	00 km	23 61 *) % 7 7 6 5 5
more than s more than over 300 kr Countries Italy Poland Netherland Austria Sweden Frequency Previous eve Earlier ever	100 km up n with the h s of visits t rent	to 30	00 km	23 61 *) % 7 7 6 5 5
up to 50 km more than 1 more than over 300 kr Countries Italy Poland Netherland Austria Sweden Frequency Previous ev Earlier ever First visit	100 km up n with the h s of visits t rent	to 30	00 km	23 61 *) % 7 7 6 5 5 5 8 42
more than 1 more than over 300 kr Countries Italy Poland Netherland Austria Sweden Frequency Previous ev Earlier ever First visit	100 km up n with the h s of visits t rent tts	to 30 ighe o tra	00 km est visitor shares Ide fair	23 61 *) % 7 7 6 5 5 5 % 42 41
more than 1 more than over 300 kr Countries Italy Poland Netherland Austria Sweden Frequency Previous ev Earlier ever First visit Average le Influence o	100 km up n with the h s of visits t rent ts ength of st	to 30 ighe o tra	00 km est visitor shares Ide fair	23 61 *) % 7 7 6 5 5 5 % 42 41 44 6 days
more than the second se	100 km up n with the h s of visits t rent ts ength of st	to 30 ighe o tra	00 km est visitor shares nde fair 1,1	23 61 *) % 7 7 6 5 5 5 % 42 41 44 6 days
more than the second se	100 km up n with the h s of visits t rent ts ength of st	to 30 ighe o tra	00 km est visitor shares nde fair 1,1	23 61 *) % 7 7 6 5 5 5 % 42 41 44 6 days
more than the second se	100 km up n with the h s of visits t rent its ength of st on purcha:	to 30 ighe o tra	00 km est visitor shares nde fair 1,1	23 61 *) % 7 7 6 5 5 5 % 42 41 44 6 days
more than 1 more than over 300 kr Countries Italy Poland Netherland Austria Sweden Frequency Previous ever Earlier ever First visit Average le Influence of decisions Decisively Collectively	100 km up n with the h s of visits t reent its ength of st on purcha:	ighe o tra	00 km est visitor shares nde fair 1,1	23 61 *) % 7 7 6 5 5 5 5 5 5 5 6 42 41 44 6 days 6 days
more than the second se	100 km up n with the h s of visits t reent its ength of st on purcha:	ighe o tra	00 km est visitor shares nde fair 1,1	23 61 *) % 7 7 7 7 6 5 5 5 5 8 42 41 44 44 6 days
more than 1 more than over 300 kr Countries Italy Poland Netherland Austria Sweden Frequency Previous ev Earlier ever First visit	100 km up n with the h s of visits t reent its ength of st on purcha:	ighe o tra	00 km est visitor shares nde fair 1,1	23 611 *) % 7 7 6 6 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5

*) Determined by visitor registration.

Area	of rest	oonsibil	itv	
	gemen		,	2
			ent/design	1
			uction, quality control	2
Buyin	g/procu	urement		
			controlling	
			munication technology	
	nnel ac	lministra	ation, administration	
Sales				1
		dvertisi		
		orage, m	aterial management,	
transp				
		e/repairs		
Other				
Stude		infully a	mplayed	
other	not ga	inituliy e	mployed	
Positi	on in t	the com	pany/organisation	C
Entrep	oreneu	r, co-ow	ner, freelancer	1
			ooard member,	
		uthority		1
			s manager, plant manage	er,
			ad of public office	1
			roup head, team leader	1
			civil servant,	
	l worke			2
	er, tea	cher		
Traine				
	positio	on		
Stude		infully a	mployed	
other	norga	in nuny e	mpioyeu	
Econo	omic se	ector		¢
Indust	try			7
		oreign tr	ade	
Retail		-		
	d trade	S		1
Servic				
		blic serv		
			olytechnic	
	sector	S		
Stude				
Other	not ga	infully e	mployed	
Size	f com	nanv/or	ganisation:	
		employ		
1-	4	5	500 - 999	
5-	9	5	1 000 and more	1
-	49	22	Student	
50-		25	Other not gainfully	
	199	16	other not gainfully	

16

Conducted by: Wissler & Partner, Basel

200-499

EuroTier

Trade visitors' profile

%

20 17 29

8

1

1 -12

1

1

% 15 13

1

%

73

5

2 12

6

1

2

6 1

% 6

14

6

1

employed

Visitors (number of entries)	154 948
Proportion of trade visitors	95%
Germany (total) of which	69
Nielsen 1 38 Nielsen 4	15
Bremen - Bavaria	15
Hamburg 1 Nielsen 5+6	7
Lower Saxony 30 Berlin	1
Schleswig-Holstein 7 Brandenburg	2
Nielsen 2 18 Mecklenburg	
North Rhine-Westph. 18 West Pomme	
Nielsen 3a 11 Saxony-Anha	
Hesse 7 Nielsen 7	4
Rhineland-Palatinate 3 Saxony	3
Saarland - Thuringia	2
Nielsen 3b 7	
Baden-Württemb. 7	
Foreign (total)*)	31
of which EU	57
Other european countries	17
Africa	3
North America	2
South and Central America	3
Middle East	4
South-, East-, Central Asia	15
Distance to home	%
up to 50 km	6
more than 50 km up to 100 km	8
more than 100 km up to 300 km	32
over 300 km	54
Countries with the highest visitor sha	res*)%
Netherlands	13 (res
China, People's Republic	7
Russia	5
Poland	5
Italy	4
Frequency of visits to trade fair	%
Previous event	53
Earlier events	52
First visit	31
Average length of stay	1,6 days
Influence on purchasing/procurement	
decisions	%
decisions Decisively	% 31
decisions Decisively Collectively	% 31 26
decisions Decisively Collectively In an advisory capacity	% 31 26 22
decisions Decisively Collectively In an advisory capacity No	% 31 26 22 16
decisions Decisively Collectively In an advisory capacity	% 31 26 22

*) Determined by visitor registration.

Visitors Profile Analyses 2018

Trade visitors' profile

				V
Area of respo	nsibilit	у	%	Р
Management			43	-
Research/deve			6	6
		ction, quality control	6	0
Buying/procure	ement		5	Ν
inance/accou	nting, c	ontrolling	2	B
nformation ar	nd comn	nunication technology	1	H
Personnel adm	ninistrat	ion, administration	2	L
Sales			10	S
Marketing, ad	vertising	g, PR	3	Ν
Manufacture/p	oroducti	on	11	Ν
Other area			13	Ν
Student			4	H
Other not gain	fully em	ployed	1	R
				S
Position in the	e comp	any/organisation	%	N
ntrepreneur,			40	B
Managing dire	ctor, bo	ard member.		-
nead of an aut			12	F
		manager, plant manage	er.	0
		l of public office	4	
		up head, team leader	7	
Other salaried				
killed worker	scarry ci	in servarie,	15	
ecturer, teach	her		2	
Frainee			8	
Other position			6	
Student			4	
Other not gain	fully em	ployed	1	-
			0/	C
Economic sec			%	u
Agricultural bu		company	56	n
orestry busin		and the second second	1	n
	idustriai	equipment hire		0
ompanies			4	-
ndustry			13	9
rade/sales			5	0
eterinary sur	geon		2	N
Other service			6	ļ.
	id polyte	echnics, science	2	Ν
Other sectors			5	P
Student			4	
Other not gain	fully em	ployed	1	F
				Р
Size of compa				E
Number of en	nployee		%	F
1- 4	43	500 - 999	2	-
5-9	9	1 000 and more	5	A
10- 49	15	Student	4	-
50-199	9	Other not gainfully		- h
200- 400	2	omployed	1	h

Conducted by: Wissler & Partner, Basel

3

employed

Ń/A

1

9

200-499

Visitors (number of entries) 18	88 914*)
Proportion of trade visitors	94 %
Germany (total) of which	69
Nielsen 1 43 Nielsen 4	8
Bremen 3 Bavaria	8
Hamburg 4 Nielsen 5+6	8
Lower Saxony 33 Berlin	4
Schleswig-Holstein 3 Brandenburg	1
Nielsen 2 21 Mecklenburg-	
North Rhine-Westph. 21 West Pommer Nielsen 3a 7 Saxony-Anhalt	
Hesse 5 Nielsen 7	4
Rhineland-Palatinate 2 Saxony	2
Saarland 1 Thuringia	2
Nielsen 3b 9	
Baden-Württemb. 9	
Foreign (total) of which	31
EU	48
Other european countries	10
Africa	2
North America South and Central America	4 10
Middle East	3
South-, East-, Central Asia	22
Australia	1
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	27
over 300 km	52
Countries with the highest visitor share	
China, People's Republic Netherlands	7
India	
Mexico	5 5
Poland	5
Frequency of visits to trade fair	%
Previous event	30
Earlier events	45
First visit	46
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
decisions Decisively	% 21
Collectively	21
In an advisory capacity	19
No	12
Student	21
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	20
Manufacturing, production, quality control	14
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	5
Personnel administration, administration	1
Sales	9
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	3
Maintenance/repairs	4
Other area	5
Student	2
Other not gainfully employed	-
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	
head of an authority etc.	8
Area manager, works manager, plant manage	
branch manager, head of public office	
Department head, group head, team leader	17
Other salaried staff, civil servant,	~
skilled worker	28
Lecturer, teacher	3
Trainee	2
Other position	2
Student Other not gainfully employed	2
Other not gainfully employed	
Economic sector	%
Power industry	13
Environmental management	
Manufacturing sector	3
Building trade	4
Skilled trades	-
Trade	-
Telecommunication	1
Services provided by companies and	
freelancers Authority/public convisor	14
Authority/public services	6
Research institutes, industrial research	
Investor, financing	
Other sectors Student	2
Student Other not gainfully employed	2

1- 4	7	500 - 999
5-9	4	1 000 and more
10- 49	13	Student
50-199	17	Other not gainfully
200- 499	9	employed

%

6

21

21

2

Student

permitted.

Other not gainfully employed

*) Visitor attendance determined by a representative

poll at Hannover Messe. Multiple answers were

Trade visitors' profile

Visitors (number of	entr	ies)	89 734*
Proportion of trade	visit	ors	96 %
Germany (total)			6
of which			
Nielsen 1	40	Nielsen 4	1
Bremen	3	Bavaria	1
Hamburg	5	Nielsen 5+6	
Lower Saxony	30	Berlin	
Schleswig-Holstein	3	Brandenburg	
Nielsen 2	21	Mecklenburg	-
North Rhine-Westph	. 21	West Pomme	rania
Nielsen 3a	8	Saxony-Anha	lt
Hesse	6	Nielsen 7	
Rhineland-Palatinate	2	Saxony	
Saarland	-	Thuringia	
Nielsen 3b	9		
Baden-Württemb.	9		
Foreign (total)			3
of which EU			4
		n countries	
North Am			
		tral America	1
Middle Ea			
South-, Ea	ast-, C	Central Asia	2
Other cou	ntries	5	
Distance to home			9
up to 50 km			1
more than 50 km up			
more than 100 km up	o to 3	00 km	2
over 300 km			5
Countries with the		est visitor sha	
China, People's Repu	iblic		
Netherlands			
France			
Mexico			
India			
Frequency of visits	to tra	ade fair	9
Previous event			2
Earlier events			4
First visit			4
Average length of s	stay		1,8 day
Influence on purcha	asing	/procurement	
decisions	-		9
Decisively			2
Collectively			2
In an advisory capaci	ty		2
No	'		1
Ctudent			

Area of responsibility	%
Management	11
Research/development/design	19
Manufacturing, production, quality control	13
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	8
Personnel administration, administration	1
Sales	8
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	2
Maintenance/repairs	3
Other area	5
Student	21
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member,	
head of an authority etc.	8
Area manager, works manager, plant manage	er,
branch manager, head of public office	10
Department head, group head, team leader	19
Other salaried staff, civil servant,	
skilled worker	25
Lecturer, teacher	2
Trainee	2
Other position	
Student	21
Other not gainfully employed	1
Economic sector	%
Power industry	10
Environmental management	2
Manufacturing sector	36
Building trade	5
Skilled trades	2
Trade	4
Telecommunication	4
Services provided by companies and	
freelancers	19
Authority/public services	5
Research institutes, industrial research	6
Investor, financing	1
Other sectors	1
	21
Student	

Size of com Number of		
1- 4	6	500 - 999
5-9	4	1 000 and more
10- 49	13	Student
50-199	17	Other not gainfully
200- 499	9	employed
Conducted	by: Wis	sler & Partner, Basel

21

1

%

6

23

21

Energy ----- Hannover Messe

Trade visitors' profile

Visitors (number of entries) 84 0	067*)	Area of responsibility
Proportion of trade visitors	93%	Management Research/development/design
Proportion of trade visitors	9370	Manufacturing, production, quality control
Germany (total)	67	Buying/procurement
of which		Finance/accounting, controlling
Nielsen 1 45 Nielsen 4	8	Information and communication technology
Bremen 3 Bavaria	8	Personnel administration, administration
Hamburg 4 Nielsen 5+6	9	Sales
Lower Saxony 35 Berlin	5	Marketing, advertising, PR
Schleswig-Holstein 3 Brandenburg	1	Logistics: storage, material management,
Nielsen 2 20 Mecklenburg-		transport
North Rhine-Westph. 20 West Pommerania	a 1	Maintenance/repairs
Nielsen 3a 6 Saxony-Anhalt	2	Other area
Hesse 4 Nielsen 7	4	Student
Rhineland-Palatinate 1 Saxony	2	Other not gainfully employed
Saarland 1 Thuringia	2	
Nielsen 3b 8		Position in the company/organisation
Baden-Württemb. 8		Entrepreneur, co-owner, freelancer
		Managing director, board member,
Foreign (total)	33	head of an authority etc.
of which		Area manager, works manager, plant mana
EU	44	branch manager, head of public office
Other european countries	12	Department head, group head, team leader
Africa	3	Other salaried staff, civil servant,
North America South and Central America	4 12	skilled worker
Middle East	4	Lecturer, teacher
South-, East-, Central Asia	21	Trainee Other position
Australia	1	Student
Australia		Other not gainfully employed
Distance to home	%	o ther not gammany employed
up to 50 km	13	Economic sector
more than 50 km up to 100 km	8	Power industry
more than 100 km up to 300 km	26	Environmental management
over 300 km	53	Manufacturing sector
		Building trade
Countries with the highest visitor shares	%	Skilled trades
China, People's Republic	6	Trade
Mexico	6	Telecommunication
Netherlands	5	Services provided by companies and
Poland	5	freelancers
India	5	Authority/public services
The second state of the second state	0/	Research institutes, industrial research
Frequency of visits to trade fair	%	Investor, financing
Previous event Farlier events	32 48	Other sectors
First visit	48 44	Student
	44	Other not gainfully employed
Average length of stay 1,8	days	Size of company/organisation:
Influence on purchasing/procurement		Number of employees: 1- 4 8 500 - 999
decisions	%	5- 9 5 1 000 and more
Decisively	22	10- 49 14 Student
Collectively	24	50- 199 16 Other not gainfully
In an advisory capacity	17	200- 499 9 employed
No	11	
Student	23	Conducted by: Wissler & Partner, Basel
Other not gainfully employed	23	
erier net guinning employed	-	

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

rea of res	ponsibil	ity	%
lanagemer	nt		11
esearch/de			19
		uction, quality control	12
uying/proc			4
		controlling	1
		munication technology	3
	dministra	ition, administration	1
ales			9
larketing,			3
	orage, m	aterial management,	2
ansport	- (2
laintenanc	e/repairs		5 5
ther area tudent			23
ther not ga	a an	mployed	23
ther not ga	annuny e	inpioyeu	2
osition in	the com	pany/organisation	%
		ner, freelancer	11
		oard member,	
ead of an a			9
rea manag	er, work	s manager, plant manag	er,
ranch man	ager, hea	ad of public office	9
		oup head, team leader	17
		civil servant,	
cilled work			25
ecturer, tea	acher		3
rainee			2
ther position	on		
tudent			23
ther not ga	ainfully e	mployed	2
conomic s	ector		%
ower indus			26
nvironmen		gement	3
lanufacturi			27
uilding trad			6
killed trade			2
rade			5
elecommu	nication		4
		companies and	
eelancers			12
uthority/pu	ublic serv	ices	5
esearch ins	stitutes, i	ndustrial research	5
vestor, fin			1
ther sector	'S -		2
tudent			23
ther not ga	ainfully e	mployed	2
ize of com	nanular	appication:	
umber of		ganisation:	%
1- 4	empioyo 8	500 - 999	% 6
1- 4 5- 9	5	1 000 and more	18
10-49	14	Student	23
50- 199	14	Other not gainfully	25
20- 199	9	employed	2
.00-499	9	empioyeu	4

Industrial Supply ------ Hannover Messe

Trade visitors' profile

Visitors (number of entries)	68 009*)
Proportion of trade visitors	96 %
Germany (total)	64
of which	
Nielsen 1 44 Nielsen 4	8
Bremen 2 Bavaria	8
Hamburg 4 Nielsen 5-	
Lower Saxony 35 Berlin	5
Schleswig-Holstein 2 Brandenbu	
Nielsen 2 21 Mecklenbu	
North Rhine-Westph. 21 West Pom	
Nielsen 3a 8 Saxony-Ar	nhalt 2
Hesse 5 <u>Nielsen 7</u>	5 2
Rhineland-Palatinate 2 Saxony	2
Saarland 1 Thuringia	2
Nielsen 3b 8	
Baden-Württemb. 8	
Foreign (total)	36
of which EU	45
Other european countries	8
Africa	3
North America	6
South and Central America	ı 9
Middle East	4
South-, East-, Central Asia	25
Australia	1
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	8
more than 100 km up to 300 km	23
over 300 km	56
Countries with the highest visitor s	
China, People's Republic	8
Netherlands	7
India	5
Mexico	5
Poland	5
Frequency of visits to trade fair	%
Previous event	30
Earlier events	45
First visit	46
Average length of stay	1,8 days
Influence on purchasing/procureme	
decisions	%
Decisively	25
Collectively	24
In an advisory capacity	19
No	10
Student	20
Other not gainfully employed	2

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

Area or responsibility	
Management	
Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organisation	
Entrepreneur, co-owner, freelancer	
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant mana	aer
branch manager, head of public office	90.7
Department head, group head, team leader	
Other salaried staff, civil servant,	
skilled worker	
Lecturer, teacher	
Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	
Power industry	
Environmental management	
Manufacturing sector	
Building trade	
Skilled trades	
Trade	
Telecommunication	
Services provided by companies and	
freelancers	
Authority/public services	
Research institutes, industrial research	
Investor, financing	
Investor, financing Other sectors	
Investor, financing	

Area of responsibility

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

Conducted by: Wissler & Partner, Basel

In No Student Other not gainfully employed

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

1

Integrated Automation, Motion & Drives

visito

%

4

11

3

2

%

11 10

%

11

41

7

3 7

3

13

3

5

1 1

20

2

%

6

19

20

2

2

/isitors (number o	f entri	ies)	133 184*)
Proportion of trad	e visit	ors	95%
Germany (total) of which			65
Vielsen 1	42	Nielsen 4	9
Bremen	2	Bavaria	9
Hamburg	5	Nielsen 5+	-6 8
ower Saxony	32	Berlin	4
Schleswig-Holstein <u>Nielsen 2</u>	22	Brandenbu Mecklenbu	ıra-
North Rhine-Westp	n. 22	West Pom	merania 1
<u>Vielsen 3a</u>	6	Saxony-Ar	
lesse	4	Nielsen 7	4
Rhineland-Palatina		Saxony	3
Saarland Nielsen 3b	1 9	Thuringia	2
Baden-Württemb.	9		
oreign (total)			35
of which EU			46
	roneau	n countries	40
Africa	ropea	r countines	2
North A	nerica		6
South ar	id Cent	tral America	12
Middle E			2
		Central Asia	24
Australia	1		1
Distance to home			%
ip to 50 km			11
nore than 50 km up			8
nore than 100 km ι	ip to 3	00 km	25
ver 300 km			55
ountries with the		est visitor s	
China, People's Rep	ublic		8
Vetherlands Aexico			5
Poland			5
rance			4
requency of visit	s to tra	de fair	%
revious event			30
arlier events			44
irst visit			47
Average length of	stay		1,8 days
nfluence on purch	asing	/procureme	ent %
decisions Decisively			21
Collectively			21
n an advisory capa	city		18
lo			12
tudent			21
Other not gainfully	omploy	od	1



59 886*)

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	11 21	Proportion of trade visitors
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	15 3 1 5 1 9 3 2 4 4 21 1	Germany (total) of which Nielsen 1 46 Bremen 3 Hamburg 4 Lower Saxony 36 Schleswig-Holstein 2 Nielsen 2 18 North Rhine-Westph. 18 Nielsen 3 7 Hesse 4 Rhineland-Palatinate 2 Sax 5
Position in the company/organisation	%	Saarland 1 Thu Nielsen 3b 9
Entrepreneur, co-owner, freelancer	10	Baden-Württemb. 9
Managing director, board member, head of an authority etc. Area manager, works manager, plant manage branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed	9 9 18 28 2 2 2 21 1	Foreign (total) of which EU Other european cou North America South and Central / Middle East South, East, Centr Other countries Distance to home
Economic sector	%	up to 50 km more than 50 km up to 100 km
Power industry Environmental management	10 2 43	more than 100 km up to 300 ki over 300 km
Manufacturing sector Building trade Skilled trades Trade Telecommunication Services provided by companies and freelancers Authority/public services	43 5 2 5 3 13 4	Countries with the highest v Netherlands China, People's Republic Mexico Poland France
Research institutes, industrial research Investor, financing Other sectors Student	6 1 1 21	Frequency of visits to trade the previous event Earlier events First visit
Other not gainfully employed	1	Average length of stay
Size of company/organisation: Number of employees: 1 - 4 6 500 - 999 5 - 9 4 1000 and more 10 - 49 14	% 6 22 21	Influence on purchasing/pro decisions Decisively Collectively
50-199 17 Other not gainfully		In an advisory canacity

, 500 - 999	6	4	1-	
1 000 and more	4	9	5-	
Student	14	49	10-	
Other not gainfully	17	199	50-	
employed	9	499	200-	
Conducted by: Wissler & Partner, Basel				

1

Student

Proportion of trac	le visit	ors 9	94%
Germany (total) of which			69
Nielsen 1	46	Nielsen 4	9
Bremen	3	Bavaria	9
Hamburg	4	Nielsen 5+6	7
Lower Saxony	36	Berlin	4
Schleswig-Holstein		Brandenburg	1
Nielsen 2	18	Mecklenburg-	
North Rhine-Westp		West Pommerania	1
Nielsen 3a	7	Saxony-Anhalt	2
Hesse Rhineland-Palatina	4 Ite 2	Nielsen 7 Saxony	4
Saarland	1 1 1	Thuringia	3
Nielsen 3b	9	munnyia	2
Baden-Württemb.	9		
Foreign (total)			31
of which EU			45
	uronea	n countries	11
North A		lountiles	4
		tral America	11
Middle		and a merica	2
		Central Asia	25
Other co			2
Distance to home			%
up to 50 km			16
more than 50 km u	p to 10	0 km	7
more than 100 km			24
over 300 km			53
Countries with th	e highe	est visitor shares	%
Netherlands			8
China, People's Re	public		8
Mexico			5
Poland			5
France			5
Frequency of visit	s to tra	ade fair	%
Previous event			30
Earlier events			43
First visit			48
Average length o	f stay	1,8 c	lays
Influence on purc	hasing	/procurement	0/
decisions			%
Decisively			20
Collectively	city		24 18
In an advisory capa No	icity		10
			10

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

26

2

permitted.

Other not gainfully employed

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 Personnel administration, administration	с 1
Sales	7
Marketing, advertising, PR	2
Logistics: storage, material management,	2
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 manag	
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	20
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:	%
1-46500-999	6

		npany/orga		
Numbe	r of	employee	s:	%
1-	4	6	500 - 999	6
5-	9	3	1 000 and more	20
10-	49	12	Student	26
50-1	99	15	Other not gainfully	
200-4	99	9	employed	2
Conducted by: Wissler & Partner, Basel				

Private visitors' profile

entri	ies) 1	68 559
e vis	sitors	98%
		10
~ 1	Mit days A	
91		
-		
-		
_		nia
-		
-		
-		
-		
		9
		6
o 10	0 km	2
to 3	00 km	1.
o tra	ade fair	9
		4
		74
		14
		9
		2
		7
		9
		1
		4
		1
		1
		9
		1
		1
		14
5		1
		1
•		1
	91 - - 90 1 5 5 1 - - - - - - - - - - - - - - - -	e visitors 91 Nielsen 4 - Bavaria - Nielsen 5+6 90 Berlin 1 Brandenburg- 5 West Pommera 1 Saxony-Anhalt - Nielsen 7 - Saxony - Thuringia o 100 km to 300 km o trade fair

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	3 3 8 5 7
Housewife/man	/ 19
Old-age pensioner Other not gainfully employed	19
Other not gainfully employed	5
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
yes	91
no	3 7
maybe	7
Follow-up business	%
Intend to buy at later date	70
Ves	27
no	27
maybe	46
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

Private visitors' profile

/isitors (number of	entr	ies)	94 257
Proportion of private visitors			94 %
Germany (total) of which			100
Vielsen 1	83	Nielsen 4	1
remen	-	Bavaria	1
Hamburg	1	Nielsen 5+6	6
ower Saxony	78		1
chleswig-Holstein	4	Brandenburg	1
Vielsen 2	7	Mecklenburg-	
North Rhine-Westph.	7	West Pommer	ania 1
lielsen 3a	2	Saxony-Anhal	t 3
lesse	2	Nielsen 7	1
Rhineland-Palatinate	-	Saxony	-
aarland	-	Thuringia	
Vielsen 3b	-	5	
aden-Württemb.	-		
istance to home			%
p to 50 km			33
nore than 50 km up t	o 10	0 km	31
nore than 100 km up	to 3	00 km	33
over 300 km			4
requency of visits t	o tra	ade fair	%
Previous event			52
arlier events			72
irst visit			17
ex			%
Male			32
emale			68
ize of household			%
person			11
persons			35
persons			20
persons			21
persons and more			12
ge			%
up to 20 years			17
ver 20 up to 30 years			26
ver 30 up to 40 years			15
ver 40 up to 50 years			15
ver 50 up to 60 years			15
ver 60 up to 70 years	s		7
ver 70 years			4

s and the second s	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant mana branch manager, head of public office	ger, 3
Department head, group head, team leader Other salaried staff, civil servant,	e
skilled worker	30
Lecturer, teacher	3
Trainee	3
Other position	4
Student	16
Housewife/man	3
Old-age pensioner	6
Other not gainfully employed	4
Buying and ordering capacity Purchase or order made or intended	%
at the exhibition	00
yes	90
	4
maybe	/
Follow-up business	%
Intend to buy at later date	
yes	36
no	24
maybe	41
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)			4 417	
Proportion of trade visitors			99 %	
Germany (total) of which			99	
Nielsen 1	94	Nielsen 4	1	
Bremen	2	Bavaria	1	
Hamburg	9	Nielsen 5+6	4	
Lower Saxony	3	Berlin	1	
Schleswig-Holstein	80	Brandenburg	2	
Nielsen 2	-	Mecklenburg-		
North Rhine-Westph.	-	West Pommerani	a 1	
Nielsen 3a	-	Saxony-Anhalt	-	
Hesse	-	Nielsen 7	-	
Rhineland-Palatinate	-	Saxony	-	
Saarland	-	Thuringia		
Nielsen 3b	1			
Baden-Württemb.	1			
Foreign (total)			1	
Distance to home			%	
up to 50 km				
more than 50 km up to 100 km				
more than 100 km up to 300 km				
over 300 km			4	

Average length of stay	1,3 days
Previous event	48
First visit	26
Earlier events	96
Frequency of visits to trade fair	%
over 300 km	4
more than 100 km up to 300 km	16
more than 50 km up to 100 km	28
up to Jo kill	52

Average length of stay

Influence on purchasing/procurer	ment
decisions	%
Decisively	40
Collectively	24
In an advisory capacity	29
No	5
Student	2

Area of responsibility	
Management Research/development/design Manufacturing, production, quality control Buving/procurement	
Finance/accounting, controlling Information and communication technology Personnel administration, administration	
Marketing, advertising, PR Logistics: storage, material management, transport	
Maintenance/repairs Other area Student	
Position in the company/organisation	
Entrepreneur, co-owner, freelancer	
Managing director, board member, head of an authority etc.	
Area manager, works manager, plant manager	er
branch manager, head of public office	
Department head, group head, team leader	
Other salaried staff, civil servant,	
skilled worker	-
Lecturer, teacher	
Trainee Other position	
Student	
Other not gainfully employed	
Economic sector	
Communal catering	
Butcher, baker, confectioner etc.	
Hotel Postaurante coféc	
Restaurants, cafés Bars, pubs	
Other	1
Charles and the standard st	

Size of company/organisation:

amuv	er or	employees:	
1-	4	13	200 - 499
5-	9	18	500 - 999
10-	49	37	1 000 and more
50-	199	18	Student

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

IT-TRANS

Trade visitors' profile

% 15

15

7

%

%

%

-	entr	ies)	4 331
roportion of trade	visit	ors	100%
iermany (total) f which			64
lielsen 1	7	Nielsen 4	13
remen	1	Bavaria	13
lamburg	2	Nielsen 5+6	5
ower Saxony	4	Berlin	3
chleswig-Holstein	1	Brandenburg	1
lielsen 2	14		
Iorth Rhine-Westph.			nia 1
lielsen 3a	17	Saxony-Anhalt	
lesse	13	Nielsen 7	4
hineland-Palatinate	4	Saxony	3
aarland	-	Thuringia	1
<u>lielsen 3b</u> aden-Württemb.	39 39		
oreign (total) f which			36
EU			59
Other euro		countries	24
South- Fa	ct. (Central Asia	6
Other cour			11
)istance to home			%
p to 50 km			16
	o 10	0 km	6
iore than 50 km up t			
nore than 50 km up t nore than 100 km up ver 300 km			6 23 55
nore than 50 km up t nore than 100 km up ver 300 km Countries with the h	to 3	00 km	23 55 s %
nore than 50 km up t nore than 100 km up ver 300 km Countries with the h witzerland	to 3	00 km	23 55 s % 17
nore than 50 km up t nore than 100 km up ver 300 km Countries with the h witzerland zechia	to 3	00 km	23 55 s % 17 7
nore than 50 km up t nore than 100 km up ver 300 km Countries with the h witzerland zechia jelgium	to 3	00 km	23 55 s % 17 7 6
nore than 50 km up t nore than 100 km up ver 300 km Countries with the h witzerland izechia lelgium Inited Kingdom	to 3	00 km	23 55 s % 17 7 6 6
nore than 50 km up t nore than 100 km up ver 300 km Countries with the h witzerland zechia jelgium	to 3	00 km	23 55 s % 17 7 6 6
ore than 50 km up t nore than 100 km up ver 300 km Countries with the h witzerland zechia legium Inited Kingdom ustria requency of visits t	to 3	00 km	23 55 s % 17 7 6 6 6 6 6
nore than 50 km up t nore than 100 km up ver 300 km countries with the h witzerland zechia lelgium Inited Kingdom ustria requency of visits t revious event	to 3	00 km	23 55 s % 17 7 6 6 6 6 6 6 8 34
nore than 50 km up t nore than 100 km up ver 300 km countries with the h witzerland zechia lelgium Inited Kingdom uustria requency of visits t revious event arlier events	to 3	00 km	23 55 s % 17 7 6 6 6 6 6 6 8 8 34 22
nore than 50 km up t nore than 100 km up ver 300 km countries with the h witzerland zechia lelgium Inited Kingdom ustria requency of visits t revious event	to 3	00 km	23 55 s % 17 7 6 6 6 6 6 6 8 8 34 22
nore than 50 km up t nore than 100 km up ver 300 km countries with the h witzerland zechia lelgium Inited Kingdom uustria requency of visits t revious event arlier events	to 3	00 km est visitor share ade fair	23 55 5 5 5 5 5 6 6 6 6 6 6 6 7 7 7 7 7 7
iore than 50 km up t nore than 100 km up ver 300 km iountries with the h witzerland zechia elgium Inited Kingdom ustria requency of visits t revious event arlier events irst visit iverage length of s nfluence on purcha	to 3 iighe tay	00 km est visitor share ade fair 1	23 55 8 % 17 7 6 6 6 6 6 6 8 34 22 59 ,5 days
iore than 50 km up t nore than 100 km up ver 300 km iountries with the h witzerland zechia lelgium Inited Kingdom ustria requency of visits t revious event arlier events irst visit uverage length of si nfluence on purcha lecisions	to 3 iighe tay	00 km est visitor share ade fair 1	23 55 s % 17 7 6 6 6 6 6 8 34 22 59 59 ,5 days
iore than 50 km up t nore than 100 km up ver 300 km iountries with the h witzerland zechia lelgium Inited Kingdom sustria requency of visits t revious event arlier events irst visit verage length of st nfluence on purcha lecisions lecisively	to 3 iighe tay	00 km est visitor share ade fair 1	23 55 55 7 7 6 6 6 6 6 6 6 6 6 7 7 5 9 ,5 days 77 7 7 7 7 7 6 6 6 7 7 7 7 6 7 7 7 7 6 6 7
iore than 50 km up t nore than 100 km up ver 300 km iountries with the h witzerland zechia requency of visits t revious event arilier events irst visit verage length of st nfluence on purcha lecisions vecisively iollectively	to 3 iight tay sing	00 km est visitor share ade fair 1	23 55 55 55 6 6 6 6 6 6 6 6 7 34 22 59 59 59 59 59 59 59 77 40
iore than 50 km up t nore than 100 km up ver 300 km iountries with the h witzerland zechia lelgium Inited Kingdom sustria requency of visits t revious event arlier events irst visit verage length of st nfluence on purcha lecisions lecisively	to 3 iight tay sing	00 km est visitor share ade fair 1	23 55 s % 7 7 7 6 6 6 6 6 8 34 22 59 5 5 5 5 5 5 5 5 5 5 5 5 7 7 7 7 7 7

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

LEARNTEC		sruhe
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10 105

100%

94

16

16

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2

1

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)	10 1
Management	15 9	Duran antian af the da si si tana	100
Research/development/design	2	Proportion of trade visitors	100
Manufacturing, production, quality control	2	Cormony (total)	
Buying/procurement Finance/accounting, controlling	1	Germany (total) of which	
Information and communication technology	15	Nielsen 1 7 Nielsen 4	
Personnel administration, administration	1	Bremen - Bavaria	
Sales	9	Hamburg 3 Nielsen 5+6	
Marketing, advertising, PR	4	Lower Saxony 3 Berlin	
Logistics: storage, material management,	-	Schleswig-Holstein 1 Brandenburg	
transport	3	Nielsen 2 15 Mecklenburg-	
Maintenance/repairs	2	North Rhine-Westph. 15 West Pommer	ania
Other area	5	Nielsen 3a 17 Saxony-Anhali	
Project manager	21	Hesse 10 Nielsen 7	
Training	2	Rhineland-Palatinate 7 Saxony	
Consulting	4	Saarland 1 Thuringia	
Traffic-, fleetplanning	4	Nielsen 3b 40	
Student	5	Baden-Württemb. 40	
Position in the company/organisation	%	Foreign (total)	
Entrepreneur, co-owner, freelancer	7	of which	
Managing director, board member,		EU	
head of an authority etc.	11	Other european countries	
Area manager, works manager, plant manage	er,		
branch manager, head of public office	15	Distance to home	
Department head, group head, team leader	26	up to 50 km	
Other salaried staff, civil servant,		more than 50 km up to 100 km	
skilled worker	32	more than 100 km up to 300 km	
Lecturer, teacher, scientific assistant	1	over 300 km	
Trainee	1		
Other position	3	Frequency of visits to trade fair	
Student	5	Previous event	
		Earlier events	
Economic sector	%	First visit	
Traffic - Street	33	A	
Traffic - Rail	21	Average length of stay	1,4 da
Other traffic	3	Influence on number in a land one of the	
IT, software, hardware	16	Influence on purchasing/procurement decisions	
Public authority/administration	3 4	Decisively	
Industry (manufacturer) Trade/sales	4	Collectively	
	2		
Educational facility	1	In an advisory capacity No	
Research/teaching	3	Student	
Consultancy Service	3	Other not gainfully employed	
Association	4	other not gaintuny employed	
Other sectors	4	Area of responsibility	
Student	4 5	Management	
	5	Research/development/design	
Size of company/organisation:		Manufacturing, production, quality contro	,
Number of employees:	%	Buying/procurement	1
1- 4 5 200-499	16	Finance/accounting, controlling	
5-9950-999	12	Information and communication technolog	av
10- 49 13 1 000 and more	28	Personnel administration, administration	57
50- 199 12 Student	5	Sales	
So iss iz Student	5	Marketing advertising PR	

Nielsen 3b 40 Baden-Württemb. 40	
Foreign (total) of which	6
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 Student	6 5
Other not gainfully employed	5 1
Area of responsibility	%
Management	9 3 2 1
Research/development/design	3
Manufacturing, production, quality control Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technolog	
Personnel administration, administration	, j 11
Sales	4
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	-

Maintenance/repairs Other area	
EDP	
Training/further training	2
	23
University, teaching School	-
Consulting	
Student	, i
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant mana	ger,
branch manager, head of public office	
Department head, group head, team leader Other salaried staff, civil servant,	1
skilled worker	3
Lecturer, teacher	1
Trainee	
Other position	3
HR manager	
scientific employee	(
Student	
Other not gainfully employed	
Economic sector	%
Educational facility	2
Research/teaching	
Public authority/administration	
Industry	1
Trade/sales	
Banks, insurance companies	-
Transport, tourism, hotel sector	
Medicine Association	
Publishing house	
Consulting	
IT, software	1
Training	-
Multimedia	
Service	1
Other sectors	
Student	
Other not gainfully employed	

Number of	employ	ees:	%
1- 4	7	500 - 999	8
5- 9	4	1 000 and more	36
10- 49	12	Student	5
50-199	18	Other not gainfully	
200-499	10	employed	1
Conducted	hv: Gole	zus Mosso-Markt-	

Conducted by: Gelszus Mess forschung GmbH, Dortmund

Private visitors' profile

Visitors (number of entries) 3	2 978
Proportion of private visitors	96 %
Germany (total) of which Nielsen 1 - Bremen - Hamburg - Hamburg - Nielsen 5+6 Lower Saxony - Berlin - Schleswig-Holstein - Nielsen 2 1 Mecklenburg 1 North Rhine-Westph. 1 West Pommeran Nielsen 7 Rhineland-Palatinate 20 Saarland 1 Nielsen 3b 73 Baden-Württemb. 73	97 2 1 - - - - - -
Foreign (total) of which EU Other countries The country with the highest visitor share France	3 78 22 e % 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

Buying and ordering capacity Purchase or order made or intended at the exhibition	%
Ves	73
no	12
maybe	16
Follow-up business Intend to buy at later date	%
ves	30
no	22
maybe	48
Conducted by Colerus Messo Markt	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of	entr	ies)	50 627
Proportion of trade	visit	ors	98 %
Germany (total)			53
of which			
Nielsen 1	16	Nielsen 4	13
Bremen	1	Bavaria	13
Hamburg	1	Nielsen 5+6	5
ower Saxony	8	Berlin	2
Schleswig-Holstein	6	Brandenburg	-
Vielsen 2	41	Mecklenburg-	
North Rhine-Westph.	41	West Pommer	
Vielsen 3a	14		
lesse	7	Nielsen 7	1
Rhineland-Palatinate		Saxony	1
aarland	1	Thuringia	
Vielsen 3b	11		
aden-Württemb.	11		
oreign (total)			47
of which			
EU			58
	opear	n countries	13
Africa			5
North Am			4
		tral America	6
Middle Ea			4
	st-, (Central Asia	9
Australia			2
istance to home			%
p to 50 km			12
nore than 50 km up t	o 10	0 km	6
nore than 100 km up			20
ver 300 km	10 5		62
ountries with the I	niaha	et visitor char	es %
letherlands	iigiit	St visitor silui	12
taly			6
witzerland			5
Jnited Kingdom			5
elgium			4
eigium			4
requency of visits	to tra	ade fair	%
revious event			23
arlier events			19
irst visit			69
verage length of s	tay		1,7 days
nfluence on purcha	sina	/procurement	
lecisions	ung	procurement	%
Decisively			23
			23
ollectively	h.		28
n an advisory capaci Io	LY		
-			10
tudent			14
ther not gainfully er	nbio	leu	1

	onsibility	9
Management		1
	elopment/design	1
	g, production, quality control	1
Buying/procur		
	inting, controlling	
	nd communication technology	
	ninistration, administration	
Sales	untining DD	1
Marketing, ad		
	age, material management,	
transport Maintenance/	ropairc	
Other area	Tepairs	
Student		14
	Ifully employed	
e aller not gui	inanj emplojeu	
	e company/organisation	%
	co-owner, freelancer	10
	ector, board member,	
head of an aut		10
	, works manager, plant manage	
	er, head of public office	12
	ead, group head, team leader staff, civil servant,	19
skilled worker	stall, civil servalit,	19
Lecturer, teacl	aor	11
Trainee	ici	3
Other position		2
Student		14
	fully employed	
other not gain		

Economic sec	tor	9
Economic sec	tor	% 58
Economic sec Industry Trade	itor	% 58
Economic sec Industry Trade Skilled trades	tor	% 58
Economic sec Industry Trade Skilled trades Agriculture	tor	% 5
Economic sec Industry Trade Skilled trades Agriculture Service		9
Economic sec Industry Trade Skilled trades Agriculture Service Public authorit	ty/administration	9 5
Economic sec Industry Trade Skilled trades Agriculture Service Public authorit University, res	ty/administration	9/ 5
Economic sec Industry Trade Skilled trades Agriculture Service Public authorit	ty/administration	9
Economic sec Industry Trade Skilled trades Agriculture Service Public authorit University, res Other sectors Student	ty/administration earch	9/ 5/ 1/
Economic sec Industry Trade Skilled trades Agriculture Service Public authori University, res Other sectors Student Other not gair	ty/administration earch ıfully employed	9/ 5/ 1/
Economic sec Industry Trade Skilled trades Agriculture Service Public authorii University, res Other sectors Student Other not gair Size of compa	ty/administration earch fully employed any/organisation:	99 58 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
Economic see Industry Trade Skilled trades Agriculture Service Public authori University, res Other sectors Student Other not gair Size of comp Number of er	ty/administration earch Ifully employed any/organisation: mployees:	9 58 8 14
Economic sec Industry Trade Skilled trades Agriculture Service Public authori University, res Other sectors Student Other not gair Size of compr Number of en 1- 4	ty/administration earch ifully employed any/organisation: nployees: 7 500 - 999	9 58 14 9%
Economic see Industry Trade Skilled trades Agriculture Service Public authori University, res Other sectors Student Other not gair Size of compi Number of et 1 - 4 5 - 9	ty/administration earch fully employed any/organisation: mployees: 7 500 - 999 6 1 000 and more	9 58 14 14
Economic sece Industry Trade Skilled trades Agriculture Service Public authori University, res Other sectors Student Other not gair Size of comp. Number of er 1- 4 5- 9 10- 49	ty/administration earch fully employed any/organisation: mployees: 7 500 - 999 6 1 000 and more 16 Student	9 58 14 14 20 14
Economic see Industry Trade Skilled trades Agriculture Service Public authori University, res Other sectors Student Other not gair Size of compi Number of et 1 - 4 5 - 9	ty/administration earch fully employed any/organisation: mployees: 7 500 - 999 6 1 000 and more	9 58 14 14

Trade visitors' profile

Visitors (number of entries)	45 126
Proportion of trade visitors	97%
Germany (total)	90
of which Nielsen 1 14 Nielsen 4	6
Nielsen 1 Bremen 1 Bavaria	6
Hamburg 1 Nielsen 5+6	3
Lower Saxony 11 Berlin	1
Schleswig-Holstein 2 Brandenburg	1
Nielsen 2 38 Mecklenburg	-
North Rhine-Westph. 38 West Pomme	
Nielsen 3a 28 Saxony-Anha	lt 1
Hesse 13 Nielsen 7	4
Rhineland-Palatinate 13 Saxony	1
Saarland 2 Thuringia	2
Nielsen 3b 8	
Baden-Württemb. 8	
Foreign (total) of which	10
EU	73
Other european countries	18
Other countries	9
Distance to home	%
up to 50 km	17
more than 50 km up to 100 km	17
more than 100 km up to 300 km	37
over 300 km	29
The country with the highest visitor s	hare %
Belgium	22
Frequency of visits to trade fair	%
Previous event	26
Earlier events	38
First visit	48
	1,3 days
Average length of stay	.,
Average length of stay Influence on purchasing/procurement decisions	:
Influence on purchasing/procurement decisions Decisively	: %
Influence on purchasing/procurement decisions Decisively Collectively	: % 22 28
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	- % 22 28 23
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	22 28 23 23
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	

Area of responsibility Management	1
Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology	
Personnel administration, administration Sales	
Marketing, advertising, PR	
Logistics: storage, material management, transport	
Maintenance/repairs	
Other area	
Construction, assembly Training, education	4
Student	
Other not gainfully employed	
Position in the company/organisation	
Entrepreneur, co-owner, freelancer	2
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manage branch manager, head of public office	er,
Department head, group head, team leader	
Foreman, master craftsman	
Other salaried staff, civil servant,	
skilled worker	2
Lecturer, teacher	
Trainee Other position	4
Other position Student	
Other not gainfully employed	
Economic sector	
Industry	
Skilled trades	
Retail trade/building materials trade	
Wholesale/foreign trade	
Architect/interior designer Other service	
Housing business, building owner, property	
management,	
Private property owner	
Teaching (polytechnic/university/college)	
Research	
Other sectors	
Student	
Other not gainfully employed	

Number of employees:						
1- 4	25	500 - 999				
5-9	25	1 000 and more				
10- 49	30	Student				
50-199	6	Other not gainfully				
200- 499	3	employed				

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

dmexco (2017)

Trade visitors' profile

% 19

% 7 73

%

C

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n

isitors (number of	entri	ies)	41 504
Proportion of trade	visit	ors	99 %
Germany (total) of which			70
Vielsen 1	12	Nielsen 4	11
Bremen	1.	Bavaria	11
lamburg	7	Nielsen 5+6	10
ower Saxony	4	Berlin	10
chleswig-Holstein	1	Brandenburg	-
Vielsen 2	43	Mecklenburg-	
North Rhine-Westph.	43	West Pommera	nia -
Vielsen 3a	12	Saxony-Anhalt	
lesse	8	Nielsen 7	1
Rhineland-Palatinate	3	Saxony	1
aarland	1	Thuringia	
<u>Vielsen 3b</u> Baden-Württemb.	11 11		
oreign (total)			30
of which			~
EU Other ourc	0023	n countries	62 12
North Ame		l countries	10
Middle East			7
		Central Asia	4
Other cour			4
Distance to home			%
ıp to 50 km			23
nore than 50 km up t			6
nore than 100 km up	to 3	00 km	18
over 300 km			54
Countries with the h	ighe	est visitor shares	
Jnited Kingdom			13
Vetherlands			12
United States of Ame	rica		9
Austria srael			8
Frequency of visits t	o tra	ide fair	%
Previous event			34
arlier events			36
irst visit			53
Average length of s	tay	1,	7 days
nfluence on purcha	sing	/procurement	
lecisions			%
Decisively			27
Collectively			40
n an advisory capacit	y		23
No Student			7
Student Other not gainfully en	nle	und	3 1
other not gainfully eff	ihio)	eu	

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Trade visitors' profile

Area of resp		ity	% 16	Vi	sitors (number of	entr	ies)
Managemen Research/de		ent/design	3	Pr	oportion of trade	visit	ors
Manufacturii	ng, prod	luction, quality control	1				
Buying/procu			2		ermany (total)		
Finance/acco			3		which		
		munication technology	8		elsen 1	16	Nie
	iministra	ation, administration	1 11		emen	1	Bav Nie
Sales	duartici	ng DD	51		imburg wer Saxony	2 9	Ber
Marketing, a		lig, PK laterial management,	51		hleswig-Holstein	3	Bra
ransport	naye, m	latenai manayement,			elsen 2	38	Me
Maintenance	/renairs		1		orth Rhine-Westph.		We
Other area	in cpuils		2		elsen 3a	13	Sax
Student			3		sse	7	Nie
Other not ga	infully e	mploved	1		ineland-Palatinate	6	Sax
	, c	1.17.22			arland	1	Thu
Position in t	he com	pany/organisation	%		elsen 3b	14	
		ner, freelancer	18	Ba	den-Württemb.	14	
		board member,					
head of an a	uthority	etc.	9	Fo	reign (total)		
Area manage	er, work	s manager, plant manage	er,	of	which		
		ad of public office	7		EU		
		roup head, team leader	28		Other euro		
Other salarie		civil servant,			Other cour	ntrie	S
skilled worke			31				
Lecturer, tea	cher		1		stance to home		
Trainee			1		to 50 km	. 10	
Other positio	n		2		ore than 50 km up t		
Student Other not ga	infully a	malayad	3 1		ore than 100 km up er 300 km	10.3	UU KI
Julei not ga	inituity e	Inployed		00			
Economic se	ector		%	Co	ountries with the h	nigh	est v
Industry			9		etherlands		
Trade			14		lgium		
Skilled trade	S		1		istria		
Service			34		vitzerland		
Media			27	Fra	ance		
Authority/pu		lices	2	-			
University, re			1		equency of visits t	o tr	ade
Association,		ation	1		evious event		
Other sectors	5		9		rlier events st visit		
Student Other not ga	infully a	mplayed	3 1	r Ir	SUVISIL		
other not ga	inituity e	прюуец	1	Av	verage length of s	tay	
		ganisation:				-	1
Number of			%		fluence on purcha	sing	/pro
1- 4	8	500 - 999	6		cisions		
5-9	8	1 000 and more	20		cisively		
10- 49	23	Student	3		llectively		
50-199	20	Other not gainfully	1	IN No	an advisory capacit	.y	
200- 499	11	employed	1) udant		

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

	47 %
Germany (total) of which	80
Nielsen 1 16 Nielsen 4	12
Bremen 1 Bavaria	12
Hamburg 3 Nielsen 5+6	3
Lower Saxony 9 Berlin	
Schleswig-Holstein 3 Brandenburg	
Nielsen 2 38 Mecklenburg-	
North Rhine-Westph. 38 West Pommera	nia -
Nielsen 3a 13 Saxony-Anhalt	-
Hesse 7 Nielsen 7	4
Rhineland-Palatinate 6 Saxony	1
Saarland 1 Thuringia	-
Nielsen 3b 14	
Baden-Württemb. 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 share Netherlands	17
Belgium	13
Austria	10
Switzerland	7
France	6
Frequency of visits to trade fair	%
Previous event	39
Previous event Earlier events	39 36
Previous event	39
Previous event Earlier events First visit	39 36
Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement	39 36 46 ,6 days
Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions	39 36 46 ,6 days %
Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively	39 36 46 ,6 days % 24
Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively	39 36 46 ,6 days % 24 21
Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	39 36 46 ,6 days ,6 days ,6 days 24 21 19
Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	39 36 46 ,6 days ,6 days 24 21 19 15
Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	39 36 46 ,6 days ,6 days 24 21 19
Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	39 36 46 ,6 days 24 21 19 15 17 3
Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility	39 36 46 ,6 days 24 21 19 15 17 3
Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management	39 36 46 ,6 days % 24 21 19 15 17 3 % 22
Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design	39 36 46 ,6 days ,6 days 24 21 19 15 17 3 17 3 % 22 2 2
Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control	39 36 46 ,6 days 24 21 19 15 17 3 % 22 2 2 2 1
Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement	39 36 46 ,6 days ,6 days 24 21 19 15 17 3 17 3 % 22 2 2
Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling	39 36 46 ,6 days ,6 days ,6 days 24 24 19 15 17 3 3 % 22 2 2 1 5 2 2
Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement	39 36 46 ,6 days ,6 days ,6 days 24 24 19 15 17 3 3 % 22 2 2 1 5 2 2

Marketing, advertising, I	PR	4
Logistics: storage, mater		
transport		1
Maintenance/repairs		1
Other area		29
Student		17
Other not gainfully emplo	oyed	3
Position in the compan	y/organisation	%
Entrepreneur, co-owner,		25
Managing director, boar	d member,	
head of an authority etc.		8
Area manager, works ma		
branch manager, head o		5 9
Department head, group Other salaried staff, civil		9
skilled worker	servant,	13
Lecturer, teacher		3
Trainee		11
Other position		5
Student		17
Other not gainfully emplo	oyed	3
Economic sector		%
Fitness studio		29
Martial arts studio, marti	ial arts school	2
Company with sports fac	ility, multifunctional	
facility		2
Tanning studios		1
Sauna facilities		1
Physiotherapy		6 1
Doctor's practice 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	1	2
Other trade		1
Independent, individual	entrepreneur,	2
learned professions		2
Design, interior designer IT, Software, E-Business		2
Other service		2
Public sector, administra	tion, state authority	2
Association, society, inst		2
Other sectors		14
Student		17
Other not gainfully emplo	oyed	3
Size of company/organ	isation:	
Number of employees:		%
1- 4 19	500 - 999	2
5-913	1 000 and more	11
40 40 00	Cr. Juni	47

10- 49 20 Student 17 50-199 10 Other not gainfully 200-499 4 employed 3

Private visitors' profile

Visitors (number of	entri	ies) 150	003
Proportion of privat	e vis	sitors	53%
Germany (total)			93
of which	1.4	Mislam 4	
<u>Nielsen 1</u> Bremen	14	<u>Nielsen 4</u> Bavaria	8
Hamburg	1	Nielsen 5+6	4
Lower Saxony	9	Berlin	
Schleswig-Holstein	3	Brandenburg	
Nielsen 2	43	Mecklenburg-	
North Rhine-Westph.	43	West Pommerania	a -
Nielsen 3a	18	Saxony-Anhalt	
Hesse	8	Nielsen 7	2
Rhineland-Palatinate	9	Saxony	
Saarland	1	Thuringia	
<u>Nielsen 3b</u> Baden-Württemb.	11 11		
Foreign (total)			7
of which			
EU			74
Other euro Other cour			22
Countries with the h	iahe	est visitor shares	%
Austria			27
Switzerland			20
Belgium			15
Distance to home			%
up to 50 km			21
more than 50 km up to			13
more than 100 km up	to 3	00 km	33
over 300 km			33
Frequency of visits t Previous event	o tra	ade fair	% 28
Earlier events			20
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 Managing director, board member,	7
head of an authority etc.	3
Area manager, works manager, plant manager,	
branch manager, head of public office	3 7
Department head, group head, team leader	7
Other salaried staff, civil servant,	25
skilled worker Lecturer, teacher	25 2
Trainee	11
Other position	9
Student	29
Housewife/man	3
Old-age pensioner	3 1 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	-

Trade visitors' profile

Visitors (number of	entr	ies)	15 993
Proportion of trade	visit	ors	92 %
Germany (total)			75
of which	10	Nieless 4	10
<u>Vielsen 1</u>	10	<u>Nielsen 4</u> Bavaria	12 12
Bremen	1		5
Hamburg Lower Saxony	6	Nielsen 5+6 Berlin	5 1
ichleswig-Holstein	2	Brandenburg	2
Vielsen 2	45		2
North Rhine-Westph.		West Pommer	ania 2
Vielsen 3a	14	Saxony-Anhali	
lesse	8	Nielsen 7	
Rhineland-Palatinate	5	Saxony	2
Saarland	1	Thuringia	1
lielsen 3b Baden-Württemb.	11 11	·····	
oreign (total)			25
of which			
EU			66
		n countries	20
Other cour	ntries	5	14
Distance to home			%
up to 50 km			20
hore than 50 km up t			11
nore than 100 km up	to 3	00 km	19
ver 300 km			49
ountries with the h	ighe	est visitor shar	es %
Vetherlands			16
witzerland			12
ustria			8
rance			8
requency of visits t	o tra	ade fair	%
Previous event			43
arlier events			55
irst visit			36
Average length of st	tay		1,5 days
nfluence on purcha decisions	sing	/procurement	%
Decisively			% 63
Collectively			17
n an advisory capacit	v		13
li ali auvisory capacit lo	у		3
itudent			3
Other not gainfully en	nlo	ued.	2
and not guinning en	נטיקי		2

93	Area of responsibility	%
	Management	37
2%	Research/development/design	2
	Manufacturing, production, quality control	13
75	Buying/procurement	12
	Information and communication technology	1
12	Finance/accounting, controlling	1
12	Personnel administration, administration	1
5	Sales	19
1 2	Marketing, advertising, PR	3
2	Logistics: storage, material management,	
2	transport Maintanance (ranaire	- 1
1	Maintenance/repairs Other area	8
3	Student	3
2	Other not gainfully employed	2
1	other not gain any employed	
	Position in the company/organisation	%
	Entrepreneur, co-owner, freelancer	71
	Managing director, board member,	
25	head of an authority etc.	7
	Area manager, works manager, plant manager	er,
66	branch manager, head of public office	3
20	Department head, group head, team leader	3
14	Other salaried staff, civil servant,	
	skilled worker	7
%	Lecturer, teacher	2
20	Trainee	- 2
11	Other position	2
19 49	Student	2
49	Other not gainfully employed	2
%	Economic sector	%
16	Industry	3
12	Retail trade	56
8	Wholesale/foreign trade	6
8	Commercial agent	1
	Skilled trades	17
%	Service	5
43	Social institution, public institution, school	2
55	Other sectors	6
36	Student	3
	Other not gainfully employed	2
iys	Size of company/organization.	
	Size of company/organisation: Number of employees:	%
%	1- 4 72 500-999	70 1
63	5- 9 8 1 000 and more	2
17	10- 49 6 Student	3
13	50-199 3 Other not gainfully	J
3	200- 499 3 employed	2
3		
2	Conducted by: factx Gesellschaft für Mark	α-
	und Sozialforschung, Köln	

Trade visitors' profile

Visitors (number of	entr	ies) 5	649
Proportion of trade	visit	ors	99%
Germany (total) of which			59
Nielsen 1	9	Nielsen 4	13
Bremen		Bavaria	13
Hamburg	1	Nielsen 5+6	9
Lower Saxony	7	Berlin	-
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	34	Mecklenburg-	
North Rhine-Westph.	34	West Pommerania	1
Nielsen 3a	18	Saxony-Anhalt	
Hessen	.9	Nielsen 7	
Rhineland-Palatinate	8	Saxony	
Saarland	1	Thuringia	2
Nielsen 3b	10		
Baden-Württemberg	10		
Foreign (total)			4
of which			
EU			8
		n countries	
Other cour	ntrie	5	13
Distance to home			9
up to 50 km			9
more than 50 km up t	o 10	0 km	9
more than 100 km up	to 3	00 km	23
over 300 km			5
Countries with the h	ighe	est visitor shares	%
Netherlands			13
Italy			9
United Kingdom			9
Denmark			8
Frequency of visits t	o tra	ade fair	%
Previous event			33
Earlier events			32
First visit			52
Average length of s	tay	1,3	day
Influence on purcha	sing	/procurement	
decisions	-		%
Decisively			30
Collectively			34
the second state of the second state of the			1

In an advisory capacity

Other not gainfully employed

No

Student

649	Area of responsibility	
	Management	3
99 %	Research/development/design	1
	Manufacturing, production, quality control	
59	Buying/procurement	
	Finance/accounting, controlling	
13	Information and communication technology	
13	Personnel administration, administration	
9	Sales	1
2	Marketing, advertising, PR	
3	Logistics: storage, material management,	
2	transport	
2 2	Maintenance/repairs	
2	Other area Student	
5	Other not gainfully employed	
4	Other not gainfully employed	
4	Position in the company/organisation	
	Entrepreneur, co-owner, freelancer	2
	Managing director, board member,	4
41	head of an authority etc.	1
	Area manager, works manager, plant manager	
81	branch manager, head of public office	1
7	Department head, group head, team leader	1
13	Other salaried staff, civil servant,	
	skilled worker	1
%	Lecturer, teacher	
9	Trainee	
9	Other position	
23	Student	
59	Other not gainfully employed	
%	Economic sector	
13	Processor, user	3
9	Plant constructor, architect, planner, engineer	
9	Plant operator, facility manager etc.	
8	Manufacturers	2
	Service provider	1
%	Researcher, scientist	
33	Dealer, importer, sales/marketing company	1
32	Other sectors	
52	Student	
lave	Other not gainfully employed	
lays	Size of company/organisation:	
	Number of employees:	
%	1- 4 13 500-999	
36	5- 9 15 1 000 and more	1
34	10- 49 21 Student	
11	50-199 16 Other not gainfully	
16	200- 499 8 employed	
1	200 100 0 chipioyeu	

Conducted by: Wissler & Partner, Basel

imm cologne

Trade visitors' profile

%

%

[′]15

%

%

/isitors (number of entries)	26 674			
Proportion of trade visitors 76%				
Germany (total) of which	68			
Vielsen 1 7 Nielsen 4	9			
Bremen 1 Bavaria	9			
Tamburg 2 Nielsen 5+6	3			
ower Saxony 3 Berlin	3			
chleswig-Holstein 1 Brandenburg	-			
<u>Vielsen 2</u> 57 Mecklenburg-				
North Rhine-Westph. 57 West Pommera				
Vielsen 3a 13 Saxony-Anhalt	- 1			
Hesse 6 <u>Nielsen 7</u> Rhineland-Palatinate 6 Saxony	1			
Rhineland-Palatinate 6 Saxony Gaarland 1 Thuringia				
Nielsen 3b 10				
Baden-Württemb. 10				
Foreign (total) of which	32			
EU	63			
Other european countries	16			
South and Central America	3			
Middle East	3			
South-, East-, Central Asia	12			
Other countries	2			
Distance to home	%			
ip to 50 km	20			
nore than 50 km up to 100 km	11			
nore than 100 km up to 300 km	24			
over 300 km	45			
Countries with the highest visitor share	s %			
Austria	11			
Vetherlands	10			
Belgium	6			
taly	6			
witzerland	6			
requency of visits to trade fair	%			
Previous event	34			
arlier events First visit	44 47			
Average length of stay 1	,7 days			
nfluence on purchasing/procurement lecisions	%			
Decisively	23			
Collectively	22			
	19			
n an advisory capacity				
n an advisory capacity No	17			
	17 19			

INTERNATIONALE EISENWARENMESS	E 🔆 Köln
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47 424

97%

40

7

7

11

3

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management	16	
Research/development/design	8	Proportion of trade visitors
Manufacturing, production, quality control	15	6 1 1 1 1
Buying/procurement	6	Germany (total)
Finance/accounting, controlling Information and communication technology	1	of which Nielsen 1 5 Nie
Personnel administration, administration	1	Bremen - Bay
Sales	14	Hamburg 1 Nie
Marketing, advertising, PR	8	Lower Saxony 3 Ber
Logistics: storage, material management,	0	Schleswig-Holstein 1 Bra
transport	1	Nielsen 2 60 Me
Maintenance/repairs	1	North Rhine-Westph. 60 We
Other area	9	Nielsen 3a 18 Sax
Student	19	Hesse 6 Nie
Other not gainfully employed	1	Rhineland-Palatinate 10 Sax
		Saarland 2 Thu
Position in the company/organisation	%	Nielsen 3b 8
Entrepreneur, co-owner, freelancer	25	Baden-Württemb. 8
Managing director, board member,	7	Fausian (tatal)
head of an authority etc.		Foreign (total) of which
Area manager, works manager, plant manag branch manager, head of public office	er, 7	EU
Department head, group head, team leader	9	Other european cou
Other salaried staff, civil servant,	9	Africa
skilled worker	14	North America
Lecturer, teacher	2	South and Central A
Trainee	14	Middle East
Other position	4	South-, East-, Centr
Student	19	Australia
Other not gainfully employed	1	
Fromomic costor	%	Distance to home
Economic sector		up to 50 km
Industry Trade	18 20	more than 50 km up to 100 km more than 100 km up to 300 kr
Skilled trades	20	over 300 km
Service	13	Over 500 km
Authority/public services	2	Countries with the highest v
University, research	2	China, People's Republic
Other sectors	6	United Kingdom
Student	19	Netherlands
Other not gainfully employed	1	Spain
		Italy
Size of company/organisation:	0/	Francisco de catalan de tras de f
Number of employees:	%	Frequency of visits to trade f
1- 4 18 500 - 999 5- 9 12 1 000 and more	3 9	Previous event Earlier events
5- 9 12 1 000 and more 10- 49 18 Student	9 19	First visit
50-199 13 Other not gainfully	19	
200-499 8 employed	1	Average length of stay
Conducted by: factx Gesellschaft für Mark		
Conducted by: facty Gesellschaft für Mark	(T-	

No

Student

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Dictition		Duvunu	
Hamburg	1	Nielsen 5+6	2
Lower Saxony	3	Berlin	1
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	60	Mecklenburg-	
North Rhine-Westph.	60	West Pommera	nia
Nielsen 3a	18	Saxony-Anhalt	1
Hesse	6	Nielsen 7	1
Rhineland-Palatinate	10	Saxony	1
Saarland	2	Thuringia	1
Nielsen 3b	8		
Baden-Württemb.	8		
Foreign (total)			60
of which EU			5
Other euro	opear	n countries	12
Africa			4
North Am	erica		
South and	Cen	tral America	
Middle Ea	st		(
South-, Ea	ist-, (Central Asia	16
Australia			3
Distance to home			%
up to 50 km			15
more than 50 km up t	io 10	0 km	
more than 100 km up	to 3	00 km	1
over 300 km			6
Countries with the l		est visitor share	
China, People's Repu	blic		8
United Kingdom			
Netherlands			(
Spain			-
Italy			
Frequency of visits	to tra	ade fair	%
Previous event			33
Earlier events			4
First visit			49
Average length of s	tay	2	,1 day
Influence on purcha	sing	/procurement	
decisions			%
Decisively			39
Collectively			30
In an advisory capacit	ty		1
No			1

5 Nielsen 4

- Bavaria

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 15 200-499	10
5- 9 12 500-999	6
10- 49 23 1 000 and more	13
50- 199 17 Student	3
Conducted by: factx Gesellschaft für Mark	-
und Sozialforschung, Köln	
und Sozialiorschung, Kom	

Trade visitors' profile

Visitors (number of	entri	ies) 398	344*
Proportion of trade	visit	ors	96 %
Germany (total) of which			41
Nielsen 1	13	Nielsen 4	11
Bremen		Bavaria	11
Hamburg	4	Nielsen 5+6	e
Lower Saxony	6	Berlin	4
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2	46	Mecklenburg-	
North Rhine-Westph.		West Pommerania	a .
Nielsen 3a	15	Saxony-Anhalt	
Hesse	7	Nielsen 7	4 13 14
Rhineland-Palatinate	7	Saxony	
Saarland	1	Thuringia	1
Nielsen 3b	ż	manngia	
Baden-Württemb.	7		
Foreign (total)			60
of which EU			58
Other euro	noar	countries	13
Africa	pear	reountries	2
North Ame	vrica		
		tral America	2
Middle Eas		I al America	-
South- Ea	ol ct. C	Central Asia	-
Australia	si-, c	central Asia	
Distance to home			%
up to 50 km			13
more than 50 km up t	o 10) km	(
more than 100 km up			10
over 300 km			6
Countries with the h	iahe	est visitor shares	%
United Kingdom	5		1
Netherlands			8
Belgium			
Italy			
Spain			(
Frequency of visits t	o tra	de fair	9
Previous event	5		3!
Earlier events			4
First visit			4
Average length of st	tay	2,0	day
Influence on purcha	sina	procurement	
decisions			%
Decisively			3!
Collectively			30
In an advisory capacit	v		20
No.	2		1

Other not gainfully employed

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

No

Student

12

3

1

Area o	f resi	onsibili	tv	%
Manag			· ·	29
		velopme	nt/design	8
			ction, quality control	8
Buying	/proci	urement		14
			controlling	1
			nunication technology	1
	nel ac	iministra	tion, administration	1
Sales				24
		dvertisin		6
		orage, ma	aterial management,	
transpo				1
		e/repairs		1
Other a Studen				4
		infully en	aplayed	2 1
Othern	iot ga	innuny en	npioyeu	
Positio	on in t	the comp	oany/organisation	%
			er, freelancer	32
			oard member,	
		uthority e		11
			manager, plant manage	
			d of public office	11
			oup head, team leader	16
			ivil servant,	
skilled				16
Lecture		cher		1
Trainee				4
Other p		on		6
Studen		infully en	anloyed	3
Othern	iot ga	innuny en	npioyeu	
Econo	mic s	ector		%
Industr	y			34
		oreign tra	de	23
Retail t	rade			16
Skilled	trade	s		4
Service				9
Caterin				3
Other s		S		6
Studen				3
Other r	not ga	infully en	nployed	1
Size of	fcom	nanv/org	anisation:	
		employe		%
1-	4	17	500 - 999	5
5-	9	10	1 000 and more	13
	40	20	1 000 and more	2

1- 4 5- 9	17 10	500 - 999 1 000 and more
10- 49	20	Student
50-199	20	Other not gainfully
200-499	12	employed

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

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Trade visitors' profile

Visitors (number of e	entr	ies)	24 812
Proportion of trade	visit	ors	97 %
Germany (total)			33
of which			
Nielsen 1	9	Nielsen 4	15
Bremen	-	Bavaria	15
Hamburg	2	Nielsen 5+6	5
Lower Saxony	6	Berlin	5
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	47	Mecklenburg-	
North Rhine-Westph.	47	West Pommera	inia -
Nielsen 3a	11	Saxony-Anhalt	-
Hesse	6	Nielsen 7	3
Rhineland-Palatinate	4	Saxony	3
Saarland	1	Thuringia	1
Nielsen 3b	11	manngia	
Baden-Württemb.	11		
Foreign (total)			67
of which			
EU			58
Other euro		n countries	6
North Ame			5
		tral America	3
		Central Asia	21
Other cour	tries	5	8
Distance to home			%
up to 50 km			11
more than 50 km up to			4
more than 100 km up	to 3	00 km	11
over 300 km			74
Countries with the h	ighe	est visitor share	
China, People's Reput	olic		9
United Kingdom			9
Spain			7
Netherlands			6
France			6
Frequency of visits t	o tra	ade fair	%
Previous event			32
Earlier events			36
First visit			54
Average length of st	ay	2	,1 days
Influence on purcha	sing	/procurement	
decisions			%
Decisively			44
Collectively			29
In an advisory capacit	у		14
No			8

	facturi	velopment/design ng, production, quality control	3
		urement	13
		ounting, controlling	2
		and communication technology	
	nnei ac	Iministration, administration	18
Sales Marke	ting a	dvertising, PR	10
		prage, material management,	10
transp		nage, material management,	
		e/repairs	
Other			6
Studer	nt		3
Other	not ga	infully employed	1
Positi	on in t	the company/organisation	%
		r, co-owner, freelancer	43
		irector, board member,	
		uthority etc.	13
Area n	nanag	er, works manager, plant manag	
		ager, head of public office	8
		head, group head, team leader	12
	worke	ed staff, civil servant,	12
	er, tea		12
Traine		cher	2
	positic	n	5
Studer			
Studer	nt	infully employed	3
Stude Other	nt not ga	infully employed	3
Studer Other Econo	nt not ga omic se	infully employed	3 1 %
Studer Other Econo Manuf	nt not ga omic se facture	infully employed e ctor rr/Industry	3 1 % 17
Studer Other Econo Manuf Whole	nt not ga omic se facture esale tr	infully employed ector r/Industry ade	% 17 12
Studer Other Econo Manuf Whole Specia	not ga omic se facture sale tr alist ret	infully employed ector r/Industry ade ail trade	3 1 17 12 16
Studer Other Econo Manuf Whole Specia Buying	not ga omic se facture sale tr alist ret g assoc	infully employed ector r/Industry ade ail trade	3 1 17 17 12 16
Studer Other Econo Manuf Whole Specia Buying	nt not ga facture sale tr sale tr salist ret g assoc rder co	infully employed ector rr/Industry ade tail trade iation	3 1 17 17 12 16 1 1 2
Studer Other Econo Manuf Whole Specia Buying Mail o Chain Depar	nt not ga facture sale tr alist ret g assoc rder co store tment	infully employed ector rr/Industry ade tail trade iation	3 1 17 12 16 1 1 2 6
Studer Other Econo Manuf Whole Specia Buying Mail o Chain Depar Online	not ga pmic se facture sale tr alist ret g assoc rder co store tment shop	infully employed ector rr/Industry ade tail trade iation ompany	3 1 12 12 16 1 1 2 6 15
Studer Other Econo Manuf Whole Specia Buying Mail o Chain Depar Online Other	not ga pmic se facture sale tr alist ret g assoc rder co store tment shop retail	infully employed ector pr/Industry ade tail trade iation ompany store, hypermarket, drug store	3 1 12 12 16 1 1 2 6 15
Studer Other Econo Manuf Whole Specia Buying Mail o Chain Depar Online Other Comm	not ga mic se facture sale tr alist ret g assoc rder co store tment shop retail ercial	infully employed ector rr/Industry ade ciali trade ciation ompany store, hypermarket, drug store agent	3 1 12 12 16 1 1 2 6 15
Studer Other Econo Manud Whole Specia Buying Mail o Chain Ochain Online Other Comm Import	not ga mic se facture sale tr alist ret g assoc rder co store tment shop retail iercial t/expo	infully employed ector rr/Industry ade ciali trade ciation ompany store, hypermarket, drug store agent	3 1 12 12 16 1 1 2 6 15
Studer Other Manual Whole Specia Buying Mail o Chain Depar Online Other Comm Import	not ga not ga facture sale tr alist ret g assoc rder co store tment shop retail nercial t/expore	infully employed ector rr/Industry ade tail trade tait trade taiton ompany store, hypermarket, drug store agent rt	3 1 12 12 16 1 1 2 6 15
Studer Other Manuf Whole Specia Buying Mail o Chain Depar Online Other Comm Import Service Media	nt not ga facture sale tr alist ret g assoc rder co store tment shop retail nercial t/expoi e	infully employed ector rr/Industry ade ciail trade ciation ompany store, hypermarket, drug store agent rt	3 1 12 12 16 1 1 2 6 15
Studer Other Manuf Whole Specia Buying Mail o Chain Depar Online Other Comm Import Service Media Other	nt not ga facture sale tr alist ret g assoc rder co store tment e shop retail ercial t/expoi e , press sector	infully employed ector rr/Industry ade ciail trade ciation ompany store, hypermarket, drug store agent rt	3 1 12 12 16 1 1 2 6 15
Studer Other Manuf Whole Specia Buying Mail o Chain Depar Online Other Comm Impor Service Media Other Studer	nt not ga facture sale tr alist ret g assoce rder co store tment e shop retail ercial t/expoie a, press sectors nt	infully employed ector rr/Industry ade ciation ompany store, hypermarket, drug store agent rt s, publishing s	3 1 17 12 16 16 1 1 1 2 2 2 2 2 2 2 2 2 2 2 2
Studer Other Econo Manui Whole Specia Buying Mail o Chain Depar Online Other Servicc Media Other Studer Other	nt not ga facture resale tr g assoc store tment t/expoi e l, press sector: nt not ga	infully employed ector rr/Industry ade iail trade ciation smpany store, hypermarket, drug store agent rt s, publishing s infully employed	3 1 17 12 16 16 1 1 1 2 2 2 2 2 2 2 2 2 2 2 2
Studer Other Manui Whole Specia Buying Mail o Chain Depar Online Other Servici Media Other Studer Other Studer Other	nt not ga facture facture sisale tri sisale	infully employed ector rr/Industry ade ciation pmpany store, hypermarket, drug store agent rt i, publishing s infully employed pany/organisation:	3 1 1 1 1 2 1 6 1 1 2 2 2 2 2 2 2 2 2 2 2
Studer Other Manuti Whole Specia Buying Mail o Chain Depar Online Chain Depar Other Comm Impori Servicc Media Other Studer Other Studer Studer Studer	nt not ga prices facture sale tri list ret g assoc rder co store triment e shop retail ercial t/expoi e i, press sector: nt not ga f com per of o	infully employed ector r/Industry ade iail trade iation ompany store, hypermarket, drug store agent rt i, publishing s infully employed pany/organisation: employees:	3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Studer Other Manui Whole Specia Buying Mail o Chain Depar Online Other Servici Media Other Studer Other Studer Other	nt not ga facture facture sisale tri sisale	infully employed ector rr/Industry ade iail trade ciation pmpany store, hypermarket, drug store agent rt s, publishing s infully employed pany/organisation: employees: 30 500 - 999	3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Studer Other Econo Manui Whole Specia Buying Mail o Chain Depar Online Other Comm Import Servic Other Studer Other Studer Other 1-	nt not ga facture sale tr list red g assoc rder cc store tment t shop retail t/expoi e , press sector: nt not ga f comm 9	infully employed ector rr/Industry ade iail trade ciation pmpany store, hypermarket, drug store agent rt s, publishing s infully employed pany/organisation: employees: 30 500 - 999	3 1 1 1 1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Studer Other Econo Manuid Whole Specia Buying Mail o Chain Depar Other Other Servicc Mediaa Other Studer Other Studer Other Studer Other Studer Other Studer	nt not ga mics sa facture sale tr alist ret g assoc rder cc store tment eretail lercial retail eretail t/expo e , press sector: nt not ga f com 4 9 49	infully employed ector r/Industry ade ciation pmpany store, hypermarket, drug store agent rt i, publishing s infully employed pany/organisation: employees: 30 500 - 999 16 1000 and more	3 1 % 17 12 16 11 15 5 5 5 7 7 7 7 3 3 5 5 5 7 7 7 7 3 3 5 5 5 7 7 7 7

Area of responsibility

Research/development/design

Management

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Trade visitors' profile

%

Visitors (number of entries)	54 946
Proportion of trade visitors	98%
Germany (total) of which	52
Nielsen 1 12 Nielsen 4	13
Bremen - Bavaria	13
Hamburg 2 Nielsen 5+	
Lower Saxony 8 Berlin	3
Schleswig-Holstein 2 Brandenbu	
Nielsen 2 41 Mecklenbu	
North Rhine-Westph. 41 West Pom	
Nielsen 3a 14 Saxony-An	
Hessen 10 Nielsen 7	4
Rhineland-Palatinate 3 Saxony	3
Saarland 1 Thuringia	1
Nielsen 3b 14	
Baden-Württemberg 14	
Baden-wurttenberg 14	
Foreign (total) of which	48
EU	59
Other european countries	8
Africa	4
North America	5
Middle East	6
South-, East-, Central Asia	15
Other countries	4
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	6
more than 100 km up to 300 km	21
over 300 km	61
Countries with the highest visitor s	
Netherlands	9
Belgium	8
Italy	7
United Kingdom	7
France	5
Frequency of visits to trade fair	%
Previous event	37
Earlier events	36
First visit	50
Average length of stay	1,9 days
Influence on purchasing/procureme	
decisions	%
Decisively	31
Collectively	32
In an advisory capacity	22
No	11
Student	4
Other not gainfully employed	1

	of responsibility	
	gement	
	rch/development/design	
	facturing, production, quality control	
	g/procurement ce/accounting, controlling	
	nation and communication technology	
	nnel administration, administration	
Sales	mici duministration, duministration	
	eting, advertising, PR	
	tics: storage, material management,	
transp	oort	
	tenance/repairs	
Other		
Stude		
Other	not gainfully employed	
	ion in the company/organisation	
	preneur, co-owner, freelancer iging director, board member,	
	of an authority etc.	
	manager, works manager, plant manag	
	h manager, head of public office	с,
	rtment head, group head, team leader	
	salaried staff, civil servant,	
	d worker	
	rer, teacher	
Traine		
	position	
Stude		
Other	not gainfully employed	
	omic sector	
Indust		
Trade	u trades	
Skille	0	
Skille Servic		
Skiller Servic Bank	and insurance	
Skilled Servic Bank Autho	and insurance prity/public services	
Skilled Servic Bank Autho Unive	and insurance	
Skilled Servic Bank Autho Unive	and insurance prity/public services rsity, research sectors	
Skilled Servic Bank Autho Unive Other Stude	and insurance prity/public services rsity, research sectors	
Skiller Servic Bank Autho Unive Other Stude Other	and insurance rity/public services rsity, research sectors nt	
Skilled Servic Bank Autho Unive Other Stude Other Size o Numl	and insurance rity/public services rsity, research sectors nt not gainfully employed of company/organisation: ber of employees:	
Skiller Servic Bank Autho Unive Other Stude Other Size o Numl 1-	and insurance prity/public services rsity, research sectors nt not gainfully employed of company/organisation: ber of employees: 4 17 500 - 999	
Skilled Servic Bank Autho Unive Other Stude Other Size o Numl 1- 5-	and insurance prity/public services rsity, research sectors nt not gainfully employed of company/organisation: ber of employees: 4 17 500 - 999 9 13 1 000 and more	
Skilled Servic Bank Autho Unive Other Stude Other Size o Numl 1- 5- 10-	and insurance prity/public services rsity, research sectors int not gainfully employed of company/organisation: ber of employees: 4 17 500 - 999 9 13 1 000 and more 49 20 Student	
Skilled Servic Bank Autho Unive Other Stude Other Size o Numl 1- 5- 10- 50-	and insurance prity/public services rsity, research sectors nt not gainfully employed of company/organisation: ber of employees: 4 17 500 - 999 9 13 1 000 and more 49 20 Student 199 17 Other not gainfully	
Skilled Servic Bank Autho Unive Other Stude Other Size o Numl 1- 5- 10-	and insurance prity/public services rsity, research sectors nt not gainfully employed f company/organisation: ber of employees: 4 17 500 - 999 9 13 1 000 and more 49 20 Student 199 17 Other not gainfully	

ProSweets Cologne

Trade visitors' profile

/isitors (number of entries) 21	734*)
Proportion of trade visitors	97 %
Germany (total)	44
of which Vielsen 1 17 Nielsen 4	8
Bremen 2 Bavaria	8
Hamburg 4 Nielsen 5+6	4
ower Saxony 7 Berlin	2
Schleswig-Holstein 5 Brandenburg	-
Vielsen 2 49 Mecklenburg-	
North Rhine-Westph. 49 West Pommeran	ia 1
Vielsen 3a 9 Saxony-Anhalt	<u> </u>
lesse 6 Nielsen 7	2
Rhineland-Palatinate 3 Saxony	2
Saarland 1 Thuringia	1
Nielsen 3b 11	
3aden-Württemb. 11	
F oreign (total) of which	56
EU	63
Other european countries	17
Africa	4
South and Central America	5
Middle East	4
South-, East-, Central Asia	4
Other countries	4
Distance to home	%
ip to 50 km	14
nore than 50 km up to 100 km	6
nore than 100 km up to 300 km	18
over 300 km	63
Countries with the highest visitor shares	%
Vetherlands	11
Belgium	10
Jnited Kingdom	9
Switzerland	8
Spain	5
Frequency of visits to trade fair	%
Previous event	29
arlier events	38
irst visit	52
Average length of stay 1,8	8 days
nfluence on purchasing/procurement	
lecisions	%
Decisively	30
Collectively	35
n an advisory capacity	23
Vo	8
Sector and the second	4
Student	

*) poll in the combination of ISM/ProSweets Cologne. Multiple answers were permitted.

No

Student

Other not gainfully employed

12

und Sozialforschung, Köln

Conducted by: factx Gesellschaft für Markt-

employed

200-499

3 582

98%

50

9

9

2

1

.

2

2

1

2

50

78

10

13

% 17

7

28

48

%

23

12

9

%

37

47

40

%

47

23

14

10

5

2

1,6 days

Trade visitors' profile

Area of respor	nsibility	%	Visitors (number of entries)	3 5
Management Research/devel		25 19	Proportion of trade visitors	98
Buying/procure		12 9 1	Germany (total)	
	ting, controlling		of which	
	d communication technology	1 1	Nielsen 1 16 Nielse Bremen 2 Bavar	
	nistration, administration	17	Bremen 2 Bavar Hamburg 2 Nielse	
Sales	entining DR	7		
Marketing, adv		/		
	ge, material management,			lenburg-
transport Maintenance/re		1	North Rhine-Westph. 55 West	
Other area	epairs	2		ronnerania ny-Anhalt
Student		4	Hesse 6 Nielse	
Other not gainf	ully employed	1	Rhineland-Palatinate 3 Saxor	
Other not gain	ully employed		Saarland 2 Thurin	
Position in the	company/organisation	%	Nielsen 3b 4	iyia
	o-owner, freelancer	26	Baden-Württemb. 4	
	tor, board member,	20	baden-warttenib. 4	
head of an auth		12	Foreign (total)	
	works manager, plant manag		of which	
	r, head of public office	12	EU	
	ad, group head, team leader	19	South-, East-, Central	Asia
	staff, civil servant,	15	Other countries	/ 15/14
skilled worker	itan, civil servant,	17		
Lecturer, teach	⊃r	12	Distance to home	
Trainee		3	up to 50 km	
Other position		7	more than 50 km up to 100 km	
Student		4	more than 100 km up to 300 km	
Other not gainf	ully employed	1	over 300 km	
Economic sect	or	%	Countries with the highest visi	tor shares
Industry		56	Netherlands	
Trade		23	France	
Skilled trades		5	Belgium	
Service		7		
Authority/publi		1	Frequency of visits to trade fai	r
University, rese	arch	1	Previous event	
Other sectors		3	Earlier events	
Student		4	First visit	
Other not gainf	ully employed	1	Average length of stay	1,6 da
	ny/organisation:			
Number of em		%	Influence on purchasing/procu	rement
	13 500 - 999	8	decisions	
	11 1 000 and more	16	Decisively	
	15 Student	4	Collectively	
	21 Other not gainfully	1	In an advisory capacity	
	12 amployed			

No

Student

Other not gainfully employed

1

Area of responsibility	9
Management	3
Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	1
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	1
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organisation	(
Entrepreneur, co-owner, freelancer	4
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manag	er,
branch manager, head of public office	
Department head, group head, team leader	
Other salaried staff, civil servant,	
skilled worker	1
Lecturer, teacher	
Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	(
Industry	1
Trade	4
Skilled trades	
Service	1
Authority/public services	
University, research	
Other sectors	
Student	
Other not gainfully employed	
Size of company/organisation:	
Number of employees:	0
1_ / /5 500_000	

Num		employe	C3 .	/0		
1-	4	45	500 - 999	-		
5-	9	20	1 000 and more	2		
10-	49	12	Student	5		
50-	199	10	Other not gainfully			
200-	499	4	employed	2		
	Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln					

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

Trade visitors' profile

Visitors (number of en	tries) 3	9 104
Proportion of trade vis	itors	94%
Germany (total)		42
of which		
Nielsen 1		6
	1 Bavaria	6
	2 Nielsen 5+6	5
Lower Saxony	7 Berlin	2
Schleswig-Holstein Nielsen 2	3 Brandenburg 7 Mecklenburg-	4
North Rhine-Westph. 5		
Nielsen 3a 1		1
	5 Nielsen 7	
	5 Saxony	2
	1 Thuringia	
	5	
	5	
Foreign (total)		58
of which EU		64
Other europe	an countries	
Africa	un countries	
North Americ	а	
South-, East-		15
Australia		2
Other countri	es	4
Distance to home		%
up to 50 km		13
more than 50 km up to 1		9
more than 100 km up to	300 km	15
over 300 km		63
Countries with the hig	hest visitor shares	%
Netherlands		14
United Kingdom		9
China, People's Republic	:	
France		
Italy		(
Frequency of visits to t	rade fair	%
Previous event		33
Earlier events		46
First visit		44
Average length of stay	r 1,7	day

Influence on purchasing/procurement

%

41

31

20 5

3

2

decisions

Decisively

No Student

Collectively

In an advisory capacity

Other not gainfully employed

Area of responsibili	ty	%
Management	·	31
Research/developme	nt/design	5
Manufacturing, produ	uction, quality control	5
Buying/procurement		16
Finance/accounting, o	controlling	1
	munication technology	
Personnel administra	tion, administration	1
Sales		22
Marketing, advertisin		6
Logistics: storage, ma	aterial management,	
transport		1
Maintenance/repairs		1
Other area Student		3
Other not gainfully er	nnloved	2
	npioyeu	
Position in the com		%
Entrepreneur, co-owr	ier, freelancer	35
Managing director, b		
head of an authority e		16
	manager, plant manage	
branch manager, hea		12
	oup head, team leader	14
Other salaried staff, c	ivil servant,	10
skilled worker		12 1
Lecturer, teacher		1
Trainee Other position		
Other position Student		5 3
Other not gainfully er	nnloved	2
	npioyed	~
Economic sector		%
Industry Trade		16 58
Skilled trades		58 4
Service		10
Authority/public servi	coc	10
University, research	Ces	1
Other sectors		8
Student		3
Other not gainfully er	nnloved	2
	npioyed	~
Size of company/org		%
Number of employe		
1-427 5-99	500 - 999 1 000 and more	2 11
5-99 10-4921	Student	3
10- 49 21 50- 199 18		3
50-199 18 200 400 7	Other not gainfully	2

200-499 7 employed Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

1	1	
		ſ

CADEAUX (Autumn) (2017) ------ Leipzig

Trade visitors' profile

			545
Proportion of trade v	isit	ors	90%
Germany (total) of which			98
Nielsen 1	1	Nielsen 4	5
Bremen	-	Bavaria	5
Hamburg	-	Nielsen 5+6	31
Lower Saxony	1	Berlin	4
Schleswig-Holstein	-	Brandenburg	7
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pommerania	2
Nielsen 3a	1	Saxony-Anhalt	18
Hesse	1	Nielsen 7	61
Rhineland-Palatinate	-	Saxony	49
Saarland	-	Thuringia	12
Nielsen 3b	1		
Baden-Württemb.	1		
Foreign (total)			2
Distance to home			%
up to 50 km			22
more than 50 km up to	10	0 km	25
more than 100 km up t			25
more than 100 km up t over 300 km	o 3	00 km	25 46
more than 100 km up t over 300 km Frequency of visits to	o 3	00 km	25 46 8
more than 100 km up t over 300 km Frequency of visits to Previous event	o 3	00 km	25 46 8 %
more than 100 km up t over 300 km Frequency of visits to Previous event Earlier events	o 3	00 km	25 46 8 % 54
more than 50 km up to more than 100 km up to over 300 km Frequency of visits to Previous event Earlier events First visit Average length of sta	o 3	00 km	25 46 8 % 54 60 32
more than 100 km up t over 300 km Frequency of visits to Previous event Earlier events First visit Average length of sta Influence on purchas	o 3 o tra	00 km ade fair 1,1 c	25 46 8 54 60 32 Jays
more than 100 km up t over 300 km Frequency of visits to Previous event Earlier events First visit Average length of sta Influence on purchas decisions	o 3 o tra	00 km ade fair 1,1 c	25 46 8 54 60 32 Jays
more than 100 km up t over 300 km Frequency of visits to Previous event Earlier events First visit Average length of sta Influence on purchas decisions Decisively	o 3 o tra	00 km ade fair 1,1 c	25 46 8 54 60 32 Jays 50
more than 100 km up t over 300 km Frequency of visits to Previous event Earlier events First visit Average length of sta Influence on purchas decisions Decisively Collectively	o 3 o tra ay ing	00 km ade fair 1,1 c	25 46 8 54 60 32 days % 50 29
more than 100 km up t over 300 km Frequency of visits to Previous event Earlier events First visit Average length of sta Influence on purchas decisions Decisively Collectively In an advisory capacity	o 3 o tra ay ing	00 km ade fair 1,1 c	25 46 8 % 54 60 32 Jays % 50 29 16
more than 100 km up t over 300 km Frequency of visits to Previous event Earlier events First visit Average length of sta Influence on purchas decisions Decisively Collectively In an advisory capacity No	o 3 o tra ay ing	00 km ade fair 1,1 c	25 46 8 54 60 32 Jays 50 29 16 3
more than 100 km up t over 300 km Frequency of visits to Previous event Earlier events First visit Average length of sta Influence on purchas decisions Decisively Collectively In an advisory capacity	o 3 o tra ay ing	00 km ade fair 1,1 c /procurement	25 46 8 % 54 60 32 Jays % 50 29 16

Area of responsibility Management	% 37	Visitors (number of e	entries)
Research/development/design	2	Proportion of trade v	visitors
Manufacturing, production, quality control	4		1311013
uying/procurement	12	Germany (total)	
inance/accounting, controlling	1	of which	
nformation and communication technology	-	Nielsen 1	8 Nie
ersonnel administration, administration	1	Bremen	- Bav
Sales	33	Hamburg	3 Nie
Aarketing, advertising, PR	5	Lower Saxony	5 Ber
ogistics: storage, material management,		Schleswig-Holstein	1 Bra
ransport	1	Nielsen 2	7 Me
laintenance/repairs	-	North Rhine-Westph.	7 We
Other area	3	Nielsen 3a	10 Sax
Student	2	Hessen	7 <u>Nie</u>
ther not gainfully employed	1	Rhineland-Palatinate	3 Sax
		Saarland	1 Thu
Position in the company/organisation	%	Nielsen 3b	5
Entrepreneur, co-owner, freelancer	70	Baden-Württemberg	5
Managing director, board member,	-	Frankling (to to b)	
head of an authority etc.	5	Foreign (total)	
Area manager, works manager, plant manage	er, 4	of which EU	
branch manager, head of public office	4	EU Other europ	
Department head, group head, team leader Dther salaried staff, civil servant,	/	Other coun	
skilled worker	10		
Lecturer, teacher	-	Distance to home	
Frainee	-	up to 50 km	
Other position	2	more than 50 km up to) 100 km
Student	2	more than 100 km up t	
Other not gainfully employed	ĩ	over 300 km	
Economic sector	%	Countries with the hi	ighest v
Retail trade	63	Poland	-
Skilled trades	16	Russia	
Catering/hotels	4	Sweden	
ndustry	3	Belgium	
Wholesale/foreign trade	2	Austria	
Association, organisation, institution	2		
Architect, planner, engineer's office, services	1	Frequency of visits to	o trade f
Other sectors	6	Previous event	
Student	2	Earlier events	
Other not gainfully employed	1	First visit	
Size of company/organisation:		Average length of st	ay
Number of employees:	%	Influence on nurches	ing/pro
1- 4 64 500 - 999 5- 9 9 1 000 and more	1	Influence on purchas decisions	ing/pro
	- 2	Decisively	
10- 49 13 Student 50- 199 6 Other not gainfully	2	Collectively	
200- 499 4 employed	1	In an advisory capacity	,
200-433 4 employed		No	1
Conducted by: Gelszus Messe-Markt- orschung GmbH, Dortmund		Student	

denkmal (2016) ------> Leipzig

Trade visitors' profile

Visitors (number of	entri	ies)	11 328
Proportion of trade	visit	ors	84%
Germany (total) of which			88
Nielsen 1	8	Nielsen 4	9
Bremen	-	Bavaria	9
Hamburg	3	Nielsen 5+6	25
Lower Saxony	5	Berlin	7
Schleswig-Holstein	1	Brandenburg	8
Nielsen 2	7	Mecklenburg-	
North Rhine-Westph. Nielsen 3a	7 10	West Pommera	inia 2 8
Hessen	7	Saxony-Anhalt Nielsen 7	35
Rhineland-Palatinate	3	Saxony	28
Saarland	1	Thuringia	20
Nielsen 3b	5	manngia	
Baden-Württemberg	5		
Foreign (total) of which			12
EU			80
Other euro	near	o countries	17
Other cour			3
Distance to home			%
up to 50 km			15
more than 50 km up t			11
more than 100 km up over 300 km	to 30	00 km	39 35
over 300 km			30
Countries with the h	ighe	est visitor share	
Poland			19
Russia			9 9
Sweden Belgium			9
Austria			8
Frequency of visits t	o tra	de fair	%
Previous event			25
Earlier events			33
First visit			58
Average length of st	tay	1	,3 days
Influence on purcha	sing	/procurement	0/
decisions			% 18
Decisively Collectively			21
In an advisory capacit	v		21
No	,		15
Student			20
Other not gainfully en	nploy	ved	2
not gainally ch)		-

Buying/procu Finance/acco Information a	velopme ng, prod prement ounting, and com ministra	luction, quality control controlling imunication technology ation, administration	
Logistics: sto transport	rage, m	aterial management,	
Maintenance	/repairs	5	
Other area Student			
Other not gai	infully e	mployed	
		pany/organisation	
		ner, freelancer	-
head of an au		ooard member,	
		s manager, plant manage	۰r
		ad of public office	,
		roup head, team leader	
Other salarie		civil servant,	
skilled worke			1
Lecturer, tea Trainee	cher		
Other positio	n		
Student			1
Other not gai	infully e	mployed	
Economic se	ector		
Industry			
Specialist tra	de		
Skilled trades	s, Buildi	ng trade	-
Restorer	en ar		
Restorer in S			
databases)	net, mu	Iltimedia, documentation,	
	itecture	, engineer's and	
planning offic			
Other service			
	Author	ity, public services,	
foundation	dovela	nmont	
Research and Training and			
Other sectors		a daming	
Student			1
Other not gai	infully e	mployed	
Size of com	oany/or	ganisation:	
Number of e		ees:	
1- 4	31	500 - 999	
5-9	12	1 000 and more	
10- 49 50- 199	17	Student	-
200-499	8 3	Other not gainfully employed	
200-433	2	empioyed	

Area of responsibility Management

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

FACHDENTAL

Trade visitors' profile

%

q

20

%

2

%

25

% 3

20

Visitors (number of e	ntr	ies)	3 854	
Proportion of trade visitors			82%	
Germany (total)			99	
of which		Nieless 4	-	
Nielsen 1 Bremen	4	<u>Nielsen 4</u> Bavaria	5	
	-		33	
Hamburg	1	Nielsen 5+6 Berlin	23	
Lower Saxony Schleswig-Holstein	1	Brandenburg	4	
Nielsen 2	1	Mecklenburg-	c	
North Rhine-Westph.	1	West Pommer	onio	
Nielsen 3a	6	Saxony-Anhal		
Hesse	2	Nielsen 7	50	
Rhineland-Palatinate	1	Saxony	45	
Saarland	2	Thuringia	5	
Nielsen 3b	2	manngia		
Baden-Württemb.	2			
Foreign (total)			1	
Distance to home			%	
up to 50 km			45	
more than 50 km up to	10	0 km	35	
more than 100 km up t	o 3	00 km	18	
over 300 km			2	
Frequency of visits to	o tra	de fair	%	
Previous event			38	
Earlier events			53	
First visit			30	
Average length of st	ay		1,1 days	
Influence on purchas	ing	/procurement		
decisions		·	%	
Decisively			15	
Collectively			40	
In an advisory capacity	1		23	
No			13	
Student			8	
Other not gainfully em		l	1	

	4	Nielsen 4	5
ien	- 1	Bavaria	5
burg	- 7	Nielsen 5+6	33
er Saxony	- 7	Berlin	4
eswig-Holstein	- 7	Brandenburg	8
en 2	- 7	Mecklenburg-	
h Rhine-Westph.	1	West Pommer	
ien 3a	6	Saxony-Anhal	
e	2		50
eland-Palatinate	1	Saxony	45
land	2	Thuringia	5
en 3b	2		
en-Württemb.	2		
ign (total)			1
ance to home			%
50 km			45
than 50 km up to	o 10	0 km	35
than 100 km up	to 3	00 km	18
300 km			2
uency of visits t	o tra	ade fair	%
ious event			38
er events			53
visit			30
rage length of st	ay		1,1 days
ence on purcha	sing	/procurement	
sions			%
sively			15
			40
ctively			22
	y .		23
ctively advisory capacit	y		23 13
	у		

Stuttgart

HAUS-GARTEN-FREIZEIT	(2017)	> Leipzig
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177 103

Private visitors' profile

Position in the company/organisation	%	Visitors (number of e	/isitors (number of entries)	
Entrepreneur, co-owner, freelancer Managing director, board member,	15	Proportion of private	e vis	sitors
head of an authority etc.	2			
Area manager, works manager, plant manager		Germany (total)		
branch manager, head of public office	7	of which		
Department head, group head, team leader	10	Nielsen 1	1	Nie
Other salaried staff, civil servant,		Bremen	- 7	Bav
skilled worker	32	Hamburg	- 7	Nie
Lecturer, teacher	1	Lower Saxony	-	Ber
Trainee	15	Schleswig-Holstein	1	Bra
Other position	7	Nielsen 2	-	Me
Student	8	North Rhine-Westph.	-	We
Other not gainfully employed	1	Nielsen 3a	-	Sax
		Hesse	-	Nie
Economic sector	%	Rhineland-Palatinate	-	Sax
Practice	37	Saarland	-	Thu
Group practice	19	Nielsen 3b	1	
Clinic	7	Baden-Württemb.	1	
Surgery-laboratory	11			
Dental technology laboratory	19	Foreign (total)		
Training/consulting	3			
Service	7	Distance to home		
University, polytechnic, vocational school	6	up to 50 km		
Dental trade	6	more than 50 km up to		
Other	8	more than 100 km up	to 3	00 kr
		over 300 km		
Size of company/organisation:				
Number of employees:	%	Frequency of visits to	o tra	ade t
1- 4 25 500-999	2	Previous event		
5- 9 28 1 000 and more	- 2	Earlier events		
10- 49 21 Student	8	First visit		
50-199 9 Other not gainfully				
200- 499 5 employed	1	Sex		
Conducted by: Landesmesse Stuttgart Gm	bH.	Male		
		Female		

Proportion of private	e vis	itors	B1 %
Germany (total) of which			99
Nielsen 1	1	Nielsen 4	
Bremen	-	Bavaria	
Hamburg	-	Nielsen 5+6	27
Lower Saxony	-	Berlin	
Schleswig-Holstein	1	Brandenburg	3
Nielsen 2	-	Mecklenburg-	
North Rhine-Westph.	-	West Pommerania	
Nielsen 3a	-	Saxony-Anhalt	25
Hesse	-	Nielsen 7	7(
Rhineland-Palatinate	-	Saxony	63
Saarland	-	Thuringia	1
Nielsen 3b	-	-	
Baden-Württemb.	-		
Foreign (total)			
Distance to home			%
up to 50 km			56
more than 50 km up to			26
more than 100 km up t	03	00 km	- 16
over 300 km			1
Frequency of visits to	o tra	ade fair	%
Previous event			55
Earlier events			68
First visit			23
Sex			%
A.A., L.			
Male			- 38
Female			-
Female Age			62
Age up to 20 years			62 % 1
Age up to 20 years over 20 up to 30 years			62 % 11 12
Female Age up to 20 years over 20 up to 30 years over 30 up to 40 years			62 9/ 11 12 14
Female Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years			62 % 11 12 14
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years			62 9/ 11 12 14 19 20
Female Age up to 20 years over 20 up to 30 years over 30 up to 40 years			62 % 11 12 14

Position in the company/organisation Entrepreneur, co-owner, freelancer	%
Managing director, board member,	5
head of an authority etc.	1
Area manager, works manager, plant manag	er,
branch manager, head of public office	2
Department head, group head, team leader	6
Other salaried staff, civil servant,	
skilled worker	40
Lecturer, teacher	2
Trainee	4
Other position	8
Student	9
Housewife/man	9 3 2
Old-age pensioner	2 19
Other not gainfully employed	19
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
Ves	79
no	5
maybe	17
Follow-up business	%
Intend to buy at later date	70
yes	31
no	15
maybe	54
Durchführung: IMK Institut für angewan Marketing- und Kommunikationsforschu GmbH, Erfurt	

Leipziger Tierärztekongress ------> Leipzig

Trade visitors' profile

	entr	ies) 13	750
Proportion of trade	visit	ors 1	00%
Germany (total)			95
of which Nielsen 1	18	Nielsen 4	9
Bremen	18	Bavaria	9
Hamburg	1	Nielsen 5+6	26
Lower Saxony	14	Berlin	20
Schleswig-Holstein	3	Brandenburg	6
Nielsen 2	9	Mecklenburg-	0
North Rhine-Westph.	9	West Pommerania	4
Nielsen 3a	7	Saxony-Anhalt	8
Hesse	5	Nielsen 7	26
Rhineland-Palatinate	2	Saxony	23
Saarland	1	Thuringia	- 4
Nielsen 3b	5	manngia	
Baden-Württemb.	5		
Foreign (total)			5
of which			
EU			72
Other cour	ntrie	5	28
Distance to home			%
			70
			15
up to 50 km more than 50 km up to	o 10	0 km	15
up to 50 km more than 50 km up to more than 100 km up			15
up to 50 km more than 50 km up to more than 100 km up			15 6 33
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the	to 3	00 km	15 6 33 46
up to 50 km more than 50 km up to	to 3	00 km	15 6 33 46
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits t	to 3 e hig	00 km hest visitor share	15 6 33 46 45 %
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits t Previous event	to 3 e hig	00 km hest visitor share	15 6 33 46 45 45 45
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits t Previous event Earlier events	to 3 e hig	00 km hest visitor share	15 6 33 46 % 45 % 56 58
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits t Previous event	to 3 e hig	00 km hest visitor share	15 6 33 46
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits t Previous event Earlier events	to 3 e hig o tra	00 km Ihest visitor share ade fair	15 6 33 46 % 45 % 56 58 31
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purchas	to 3 e hig o tra	00 km ihest visitor share ade fair 2,5	15 6 33 46 % 45 % 56 58 31
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purchas decisions	to 3 e hig o tra	00 km ihest visitor share ade fair 2,5	15 (33 40 % 45 % 56 58 31 %
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purchas decisions Decisively	to 3 e hig o tra	00 km ihest visitor share ade fair 2,5	15 6 33 46 9% 45 8 56 58 31 8 49 9% 25
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purchas decisions Decisively Collectively	to 3 e hig o tra tay sing	00 km ihest visitor share ade fair 2,5	15 6 33 46 9% 45 56 58 31 6 days
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purchas decisions Decisively Collectively In an advisory capacit	to 3 e hig o tra tay sing	00 km ihest visitor share ade fair 2,5	15 6 33 33 40 % 45 56 58 31 31 days
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purchas decisions Decisively Collectively	to 3 e hig o tra tay sing	00 km ihest visitor share ade fair 2,5	15 6 33 33 40 % 45 56 58 31 31 days
up to 50 km more than 50 km up to more than 100 km up over 300 km The country with the Austria Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purchas decisions Decisively Collectively In an advisory capacit	to 3 e hig o tra tay sing	00 km hest visitor share ade fair 2,5 /procurement	15 6 33 46 % 45 % 56 58

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 manag	
branch manager, head of public office	2
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	27
	37
Lecturer, teacher 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 Equine veterinary practice	8
Livestock veterinary practice	6
University/college	5
Industrial company	5
Small animal clinic	4
Testing facility, federal agency/institute, anim	ial [–]
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:	
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
10 45 Zi Studelli	

1-	4	32	500 - 999
5-	9	18	1 000 and more
10-	49	21	Student
50-	199	6	Other not gainfully
200-	499	5	employed

modell-hobby-spiel (2016) ------> Leipzig

Private visitors' profile

	s) 95 729
roportion of private visit	ors 95%
iermany (total)	98
f which	
lielsen 1 4 M	Vielsen 4 3
	Bavaria 3
	Vielsen 5+6 27
	Berlin 2
	Brandenburg 4
	Mecklenburg-
	Vest Pommerania 1
	axony-Anhalt 20
	Vielsen 7 62
	axony 52
	Thuringia 10
lielsen 3b 2	
aden-Württemberg 2	
oreign (total)	2
f which	
EU	63
Other european o	
Other countries	17
ountries with the highes	t visitor shares %
zechia	21
lustria	17
istance to home	%
p to 50 km	35
nore than 50 km up to 100 l	
nore than 100 km up to 300	
ver 300 km	9
requency of visits to trad	e fair %
revious event	50
irst visit	71
arlier events	23
ex 1ale	% 57
emale	43
	-
ize of household	%
person	17
persons	38
persons	20
persons	17
persons and more	8
	%
de	19
up to 20 years	
up to 20 years	
up to 20 years ver 20 up to 30 years	18 17
up to 20 years ver 20 up to 30 years ver 30 up to 40 years	18
up to 20 years ver 20 up to 30 years ver 30 up to 40 years ver 40 up to 50 years	18 17 17
up to 20 years ver 20 up to 30 years ver 30 up to 40 years	18 17

Entrepreneur, co-owner, freelancer Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant ma	anage
branch manager, head of public office	
Department head, group head, team lea	der
Other salaried staff, civil servant,	
skilled worker	
Lecturer, teacher	
Trainee	
Other position Student	
Other not gainfully employed	
Buying and ordering capacity Purchase or order made or intended	
at the exhibition	
yes	
no	
maybe	
Follow-up business	
Intend to buy at later date	
ves	
,	
no	
maybe	wand
maybe Durchführung: IMK Institut für anger Marketing- und Kommunikationsfors	
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maybe Durchführung: IMK Institut für anger Marketing- und Kommunikationsfors	

OTWorld (2016) ------> Leipzig

Trade visitors' profile

Visitors (number of entries)	21 259
Proportion of trade visitors	94%
Germany (total) of which	64
Nielsen 1 18 Nielsen 4	14
Bremen 1 Bavaria	14
Hamburg 3 Nielsen 5+6	
Lower Saxony 12 Berlin	4
Schleswig-Holstein 2 Brandenbur	
Nielsen 2 10 Mecklenbur	
North Rhine-Westph. 10 West Pomm	
Nielsen 3a 9 Saxony-Anh	
Hessen 4 <u>Nielsen 7</u>	26
Rhineland-Palatinate 4 Saxony	18
Saarland 1 Thuringia	8
Nielsen 3b 8	
Baden-Württemberg 8	
Foreign (total) of which	36
EU	57
Other european countries	15
Africa	5
Middle East	8
South-, East-, Central Asia	9
Other countries	7
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	24
over 300 km	62
Countries with the highest visitor sh	
Belgium	9
Netherlands	6
Spain	5
Poland	5
Italy	5
Frequency of visits to trade fair	%
Previous event	40
Earlier events	39
First visit	46
Average length of stay	2,0 days
Influence on purchasing/procurement	
decisions	%
decisions Decisively	18
decisions Decisively Collectively	18 25
decisions Decisively Collectively In an advisory capacity	18 25 27
decisions Decisively Collectively In an advisory capacity No	18 25 27 20
decisions Decisively Collectively	18 25 27

Buying/procu Finance/acco Information a Personnel ad Sales Marketing, au	t relopmen ig, produ rement unting, c and comministra dvertisin	nt/design Iction, quality control controlling munication technology tion, administration g, PR	% 19 6 33 5 1 1 4 8 2
Logistics: sto transport Maintenance Other area Student Other not gai	/repairs	aterial management, nployed	1 10 9 2
Entrepreneur Managing dii head of an au	, co-own ector, b ithority e	pany/organisation ler, freelancer oard member, etc. manager, plant manage	% 16 6 er.
branch mana	ger, hea nead, gro d staff, c r	d of public office oup head, team leader	8 15 28 2
Trainee Other positio Student Other not gai	n	nployed	13 3 9 2
Social service Rehabilitation Medical tech Association, s Doctor's prac	compani ademy/ j shoe cor ialist tra l practice hool/tec s n system nical spe society, s tice	polytechnic npanies de e hnical college	% 56 7 5 3 3 2 2 2 2 1 1 1 9
Size of comp Number of e 1- 4 5- 9 10- 49 50- 199	mploye 8 12 25 26	es: 500 - 999 1 000 and more Student Other not gainfully	% 4 7 9
200- 499	9	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) of which	63
Nielsen 1 4 Nielsen 4	60
Bremen - Bavaria	60
Hamburg 1 Nielsen 5+6	5
Lower Saxony 3 Berlin	2
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 7 Mecklenburg	
North Rhine-Westph. 7 West Pomme	
Nielsen 3a 7 Saxony-Anha	
Hesse <u>4 Nielsen 7</u>	2
Rhineland-Palatinate 3 Saxony	1
Saarland 1 Thuringia	1
<u>Nielsen 3b</u> Baden-Württemb. 15	
Foreign (total) of which	37
EU	55
Other european countries	17
North America	4
South and Central America	2
Middle East	5
South-, East-, Central Asia	15
Other countries	2
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	9
more than 100 km up to 300 km	19
over 300 km	51
Countries with the highest visitor sha	
Austria	12
Switzerland	8
Italy China, People's Republic	6
United Kingdom	5
Frequency of visits to trade fair	%
Previous event	44
Earlier events	40
First visit	43
Average length of stay	1,7 days
Influence on purchasing/procuremen	
decisions	%
Decisively	17
Collectively	32
In an advisory capacity	27
No Student	12 12
Other not gainfully employed	12

automatica -----> München

45 584*)

Trade visitors' profile Visitors (number of entries)

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	2
	-
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	
Lintepreneur, co-owner, neerancer	7
Managing director, board member,	/
	10
Managing director, board member,	10
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag	10
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office	10 Jer,
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader	10 Jer, 5
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	10 Jer, 5 18
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker	10 Jer, 5 18 26
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher	10 Jer, 5 18 26 9
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee	10 Jer, 5 18 26 9 4
Managing director, board member, head of an authority etc. Area manager, works manager, plant manage branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position	10 Jer, 5 18 26 9
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Head of the institute, tenured professor	10 Jer, 5 18 26 9 4 4
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Head of the institute, tenured professor or similar	10 Jer, 5 18 26 9 4
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Head of the institute, tenured professor or similar Project manager with personal and	10 Jer, 5 18 26 9 4 4 1
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Head of the institute, tenured professor or similar Project manager with personal and budget responsibility	10 Jer, 5 18 26 9 4 4 4 1 5
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Head of the institute, tenured professor or similar Project manager with personal and budget responsibility Student	10 Jer, 5 18 26 9 4 4 4 1 5 12
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Head of the institute, tenured professor or similar Project manager with personal and budget responsibility	10 Jer, 5 18 26 9 4 4 4 1 5
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Head of the institute, tenured professor or similar Project manager with personal and budget responsibility Student Other not gainfully employed	10 Jer, 5 18 26 9 4 4 1 5 12 1
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Head of the institute, tenured professor or similar Project manager with personal and budget responsibility Student Other not gainfully employed Economic sector	10 Jer, 5 18 26 9 4 4 1 5 12 1 %
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Head of the institute, tenured professor or similar Project manager with personal and budget responsibility Student Other not gainfully employed Economic sector User of instrumental analytics	10 Jer, 5 18 26 9 4 4 1 5 12 1 5 5 22 1 % 36
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Head of the institute, tenured professor or similar Project manager with personal and budget responsibility Student Other not gainfully employed Economic sector	10 Jer, 5 18 26 9 4 4 1 5 12 1 %

User of instrumental analytics
Manufacturer of instrumental analytics
Dealer in instrumental analytics
Service/consulting in connection with
instrumental analytics
Active in industrial research & development
Active in university research & development
Active in other reserach & development
Authority/public services
Other sectors
Student
Other not gainfully employed

5 10

8

4 2 12

1

1

Size of company/organisation:

Number of 6	empioy	ees:
1- 9	12	500 - 999
10- 49	22	1 000 and more
50-199	15	Student
200-499	12	Other not gainfully
		employed

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

a 5: 15+6 nburg nburg- ommerania -Anhalt 17 jia 6 es 1 sia 1 9 1 9 1
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smarter E Europe. Multiple answers were permitted.

Area of responsibility	9
Management	1
Research/development/design	2
Manufacturing, production, quality conti Buying/procurement	rol 2
Finance/accounting, controlling	
Information and communication technol	ogy
Personnel administration, administration	
Sales	
Marketing, advertising, PR Logistics: storage, material managemen	
transport	
Maintenance/repairs	
Other area	
Planning, production management	1
Student Other pet gainfully employed	1
Other not gainfully employed	
Position in the company/organisation Entrepreneur, co-owner, freelancer	9
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant ma	anager,
branch manager, head of public office Department head, group head, team lea	
Other salaried staff, civil servant,	uei z
skilled worker	2
Lecturer, teacher	
Trainee	
Other position Foreman, master craftsman	
Student	1
Other not gainfully employed	
Economic sector	9
Automobile manufacture, OEM and supp	olier 3
Construction industry Chemical industry	
Electrical engineering/electronics industr	v 1
Food and beverage idustry	<i>y</i> .
Timber processing industry	
Information-/communication Industry	
Plastics and rubber industry	
Logistics industry Aerospace industry	
Metalworking industry	1
Paper and printing industry	
Pharmaceuticals, cosmetics, medical tech	nology
Solar technology and energy storage ind	ustry
Packaging industry End user of service robotics	
Other sectors	1
Student	1
Other not gainfully employed	
Size of company/organisation:	
Number of employees:	00
1- 4 4 500-99 5- 9 3 1 000 and mo	nre 🗸
5- 9 3 1 000 and mo	
5- 9 3 1 000 and mo 10- 49 12 Stude 50- 199 15 Other not gainfu	ent 1
5- 9 3 1 000 and mo 10- 49 12 Stude	ent 1 Ily

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ceramitec -----> München

Trade visitors' profile

Visitors (number of entries)	15 512 99%	
Proportion of trade visitors		
Germany (total)	56	
of which		
Nielsen 1 6 Nielsen 4	39	
Bremen 1 Bavaria	39	
Hamburg - <u>Nielsen 5+6</u>	4	
Lower Saxony 4 Berlin	1	
Schleswig-Holstein 1 Brandenburg Nielsen 2 10 Mecklenburg-	1	
Nielsen 2 10 Mecklenburg- North Rhine-Westph. 10 West Pommera	nia	
Nielsen 3a 18 Saxony-Anhalt	inia 2	
Hesse 3 Nielsen 7	10	
Rhineland-Palatinate 13 Saxony		
Saarland 1 Thuringia	-	
Nielsen 3b 14	-	
Baden-Württemb. 14		
Foreign (total) of which	44	
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 share	s %	
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 day	
Influence on purchasing/procurement		
	%	
Decisively		
Decisively Collectively	30	
Collectively In an advisory capacity	30 29	
Decisively Collectively	19 30 29 13	

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,	4.2
head of an authority etc.	12
Area manager, works manager, plant manage	
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	g
Supplier automotive	ž
Medicine	9 3 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	
Other sectors	4
Student	9
Size of company/organisation:	

Size of company/organisation: Number of employees:				
1- 9	12	500 - 999		
10- 49	15	1 000 and more		
50-249	24	Student		
250-499	15			

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

% 6

17

electronica -----> München

Trade visitors' profile

		Management
Proportion of trade visitors	97 %	Research/development/des
Comment (Color)		Manufacturing, production,
Germany (total)	50	Buying/procurement
of which Nielsen 1 3 Nielsen 4	53	Finance/accounting, contro
Bremen - Bavaria	53	Information and communic
Hamburg 1 Nielsen 5+6	3	Personnel administration, a Sales
······································	2	
	1	Marketing, advertising, PR
Schleswig-Holstein - Brandenburg Nielsen 2 6 Mecklenburg-	1	Logistics: storage, material
North Rhine-Westph. 6 West Pommera	ania	transport Maintenance/repairs
Nielsen 3a 7 Saxony-Anhalt		Other area
Hesse 5 Nielsen 7	4	Design
Rhineland-Palatinate 1 Saxony	2	Consulting
Saarland 1 Thuringia	2	Student
Nielsen 3b 22	2	Other not gainfully employe
Baden-Württemb. 22		
		Position in the company/
Foreign (total)	50	Entrepreneur, co-owner, fre
of which		Managing director, board n
EU	63	head of an authority etc.
Other european countries	15	Area manager, works mana
Africa	1	branch manager, head of p
North America	5	Department head, group he
South and Central America	1	Other salaried staff, civil se
Middle East	4	skilled worker
South-, East-, Central Asia	12	Lecturer, teacher
Australia		Trainee
		Other position
Distance to home	%	Project manager with perso
up to 50 km	15	budget responsibility
more than 50 km up to 100 km	6	Blogger
more than 100 km up to 300 km	17	Student
over 300 km	62	Other not gainfully employe
Countries with the highest visitor share	es %	Economic sector
Italy	13	Application, use of electron
Austria	7	assembly group sub-system
United Kingdom	6	Manufacture of electronic c
France	6	Manufacture of electronic a
Switzerland	5	sub-systems
		Trade in electronic component
Frequency of visits to trade fair	%	assembly groups, sub-syste
Previous event	46	Service
Earlier events	41	Research and development
First visit	41	Teaching and training
Average length of stay	1,9 days	Public authority/Ministry Student
Influence on purchasing/procurement		Other not gainfully employe
	%	Size of company/organisa
decisions		Number of employees:
decisions Decisively	23	
Decisively	23 30	
Decisively Collectively	30	1-911
Decisively Collectively In an advisory capacity	30 23	1- 9 11 10- 49 16
Decisively Collectively	30	1-911

Manufactur Buying/prod	ing, prod	uction, quality control	1
Finance/acc Information	ounting, and com	controlling imunication technology	
Sales Marketing,		ation, administration	1
		aterial management,	
transport			
Maintenand Other area	e/repairs		
Design			
Consulting			
Student			
Other not g	ainfully e	mployed	
		pany/organisation	
		ner, freelancer	1
		ooard member,	
head of an a		etc. s manager, plant manage	r
branch man	ager. he	ad of public office	.,
Departmen	t head, q	roup head, team leader	1
Other salari	ed staff,	civil servant,	
skilled work			3
Lecturer, te	acher		
Trainee			
Other positi		a parconal and	
budget resp		h personal and	1
Blogger	onsidinty		
Student			
Other not g	ainfully e	mployed	
Economic s			
		lectronic components,	
assembly gi		systems ronic components	1
		ronic components ronic assembly groups,	4
sub-system:		aonie asseniory groups,	1
Trade in ele		omponents,	
assembly gi			
Service			
Research ar			1
Teaching ar			
Public authority	ority/Mini	istry	
Student Other pet a	ainfully a	mployed	
Other not g	aintuily e	трюуеа	
		ganisation:	
Number of 1- 9	employ 11	ees: 500 - 999	
10-49	16	1 000 and more	2
50-249	20	Student	-
250-499	9	Other not gainfully	
		employed	
Conducted	by: Gel	szus Messe-Markt-	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

f.re.e ----- München

Private visitors' profile

%

-

%

%

%

		0 415
Proportion of private v	isitors	88%
Germany (total)		98
of which Nielsen 1 -	Nielsen 4	98
Bremen ·	Bavaria	98
Hamburg -	Nielsen 5+6	50
Lower Saxony -	Berlin	
Schleswig-Holstein ·	Brandenburg	
	Mecklenburg-	
	West Pommeran	ia -
Nielsen 3a 🤺 -	Saxony-Anhalt	
Hesse -	Nielsen 7	
Rhineland-Palatinate ·	Saxony	
Saarland -	Thuringia	
Nielsen 3b		
Baden-Württemb.		
Foreign (total)		2
Distance to home		%
up to 50 km		61
more than 50 km up to 1		27
more than 100 km up to	300 km	10
over 300 km		2
Frequency of visits to t	rade fair	%
Previous event		
		- 39
Earlier events		53
Earlier events		53
Earlier events First visit		53 36
Earlier events First visit Sex		53 36 %
Earlier events First visit Sex Male Female		53 36 % 48 52
Earlier events First visit Sex Male Female Size of household		53 36 % 48
Earlier events First visit Sex Male Female Size of household 1 person		53 36 % 48 52
Earlier events First visit Sex Male Female Size of household 1 person 2 persons		53 36 % 48 52 % 18
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons		53 36 48 52 % 18 46
Earlier events First visit Sex Male Female Size of household 1 person 2 persons		53 36 48 52 % 18 46 15
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 4 persons		53 36 % 48 52 % 18 46 15 14 8 %
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years		53 36 48 52 9% 18 46 15 14 8 12 8 9% 10
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 5 persons and more Age up to 20 years over 20 up to 30 years		53 36 48 52 % 18 46 15 14 8 % 10 24
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years		53 36 % 48 52 % 18 46 15 14 8 % 10 24 14
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 50 years over 40 up to 50 years		553 36 % 48 52 52 % 18 18 40 40 19 19 14 14 8 % 10 24 14 16
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 20 up to 30 years over 30 up to 60 years		55336 9% 48 52 52 52 52 52 52 9% 18 19 19 14 46 19 19 14 8 8 8 9% 10 22 24 14 16 20 20 24 24 20 20 20 20 20 20 20 20 20 20 20 20 20
Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 50 years over 40 up to 50 years		553 36 % 48 52 52 % 18 18 40 40 19 19 14 14 8 8 % 10 24 14 16

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manage	er,
branch manager, head of public office	2
Department head, group head, team leader Other salaried staff, civil servant,	10
skilled worker	37
Lecturer, teacher	4
Trainee	2
Other position Student	10
Housewife/man	1
Old-age pensioner	2
Other not gainfully employed	13
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	35
yes no	25
maybe	40
Follow-up business	%
Intend to buy at later date	
yes	26
no maybe	11 63
Conducted by: Gelszus Messe-Markt-	05
forschung GmbH, Dortmund	

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Trade visitors' profile

Visitors (number of	entries)	77 020
Proportion of trade	visitors	94%
Germany (total)		39
of which		
Nielsen 1	5 Nielsen 4	59
Bremen	- Bavaria	59
Hamburg	1 <u>Nielsen 5+6</u> 3 Berlin	4
Lower Saxony Schleswig-Holstein	o ocimi	1
Nielsen 2	1 Brandenburg 7 Mecklenburg-	
North Rhine-Westph		ania 1
Nielsen 3a	8 Saxony-Anhalt	
Hesse	4 Nielsen 7	
Rhineland-Palatinate		2
Saarland	1 Thuringia	2
Nielsen 3b	15	
Baden-Württemb.	15	
Foreign (total) of which		61
EU		48
Other eur	opean countries	14
Africa		4
North Am	ierica	6
	d Central America	11
	ast-, Central Asia	10
Australia Middle Ea	act	4
Whome Ea	151	
Distance to home		%
up to 50 km		10
more than 50 km up	to 100 km	6
more than 100 km up	o to 300 km	14
over 300 km		70
Countries with the	highest visitor share	es %
Italy		6
Austria		6
Spain		5
United States of Ame	erica	4
Russia		4
Frequency of visits	to trade fair	%
Previous event		31
Earlier events		29
First visit		55
Average length of s	stay 2	2,2 days
Influence on purcha	asing/procurement	
decisions		%
Decisively		37
Collectively	it.	28 18
In an advisory capaci No	ity	13
		4
		1
Student Other not gainfully e	mployed	
Other not gainfully e		
Other not gainfully e		%
Other not gainfully e	ity	% 27 9

Visitors Profile Analyses 2018

Buying/procurement Finance/accounting, controlling Information and communication technology Sales Personnel administration, administration Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Bakerv Planning/work preparation Layout and design Student Other not gainfully employed

12

3

18

2

1

6

1

%

1

%

6

4

1

11

Position in the company/organisation % 27 Entrepreneur, co-owner, freelancer 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 Other salaried staff, civil servant, 16 skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed **Economic sector** 31 Bakery Agency, consultancy Coffee shop, coffee house chain Ice cream parlour Chain store bakery, franchise bakery Wholesale, purchasing association Manufacturer of raw materials and additives Confectioner's trade, cafe Food retail trade delivery bakery Mechanical engineering, production engineering Self-service discounter-bakery Confectionery industry University, training and further training Franchise restaurant, catering, hotel, canteen, filling station Other sectors Student Other not gainfully employed

Size of company/organisation:

lipio	yees.
10	500 - 999
11	1 000 and more
24	Student
22	Other not gainfully
12	employed
	10 11 24 22

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IFAT -----> München

Trade visitors' profile

Visitors (number of e	entri	ies) 1	42 472
Proportio	on of trade v	/isit	ors	97%
Germany	(total)			51
of which		4	Nieless 4	20
Nielsen 1		4	Nielsen 4	20
Bremen		-	Bavaria	20
Hamburg		1	Nielsen 5+6	3
Lower Sax		2	Berlin	1
Schleswig	-Holstein	-	Brandenburg	1
Nielsen 2		6	Mecklenburg-	
	ne-Westph.	6	West Pommera	
Nielsen 3a	<u>a</u>	8	Saxony-Anhalt	1
Hesse		5	Nielsen 7	
	-Palatinate	3	Saxony	
Saarland		1	Thuringia	1
Nielsen 3		8		
Baden-Wi	irttemb.	8		
Foreign (total)			49
of which				
	EU			60
	Other euro	pear	n countries	15
	Africa			1
	North Ame	rica		1
			tral America	4
	Middle Eas	t		5
	South-, Eas	t-, (Central Asia	10
	Australia			2
Distance	4 . h			%
Distance				50
up to 50 k		10	0 km	2
	1 50 km up to 1 100 km up 1			17
over 300		10 31	JU KM	71
	s with the h	igne	est visitor share	
Austria				
Italy	d			5
Switzerlar		lie		5
	ople's Repub	nic		2
Spain				
	y of visits to	o tra	ade fair	%
Previous e Earlier eve				37 34
First visit	:115			34 5(
FIIST VISIT				50
Average	length of st	ay	2	, <mark>2 d</mark> ays
Influence	on purchas	ing	/procurement	
decisions			•	%
Decisively				2
Collective				30
	sory capacity	/		26
No	, capacity	'		13
Student				10
	gainfully em	nlov	red	1
Surce not	gannany em	(טיק	Cu .	

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 3
Marketing, advertising, PR	3
Logistics: storage, material management,	1
transport Maintenance/repairs	1
Other area	5
Planning/work preparation	8
Application/process engineering	6
Environmental protection	12
Student	10
Other not gainfully employed	10
	<u> </u>
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 manage	er,
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	23
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:	0/
Number of employees:	%
1- 4 9 500-999	5
5- 9 9 1 000 and more	13
10- 49 24 Student	10
50- 199 20 Other not gainfully	
200- 499 11 employed	1
Conducted by: Gelszus Messe-Markt-	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INHORGENTA MUNICH (2017) ------> München

Trade visitors' profile

Design of the state		
Proportion of trade	visitors	94 %
Germany (total)		6
of which	7 Michael A	2
Nielsen 1	7 Nielsen 4	3
Bremen	1 Bavaria	3
Hamburg	1 Nielsen 5+6	
Lower Saxony	4 Berlin	
Schleswig-Holstein	1 Brandenburg	
Nielsen 2	15 Mecklenburg-	
North Rhine-Westph.		nia
Nielsen 3a		
Hesse Rhineland-Palatinate	5 <u>Nielsen 7</u> 4 Saxony	
Saarland		
	1 Thuringia 23	
<u>Nielsen 3b</u> Baden-Württemb.	23	
Foreign (total)		3
of which		
EU Other our	anoon countries	8
Other cou	opean countries ntries	· · ·
Distance to home		0
up to 50 km		1
more than 50 km up t	to 100 km	
more than 100 km up		2
over 300 km		5
Countries with the l	highest visitor share	s 9
Austria	5	2
Italy		1
Netherlands		
Switzerland		
Spain		
Frequency of visits	to trade fair	9
Previous event		
Earlier events		4
		5
Earlier events	tay 1	5
Earlier events First visit Average length of s Influence on purcha	-	5 2 ,6 day
Earlier events First visit Average length of s Influence on purcha decisions	-	5 2 ,6 day
Earlier events First visit Average length of s Influence on purcha decisions Decisively	-	5 2 ,6 day 4
Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	sing/procurement	5 2 ,6 day 4 2
Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively In an advisory capaci	sing/procurement	5 2 ,6 day 4 2 1
Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	sing/procurement	

Area of responsibility Management	% 39
Research/development/design Manufacturing, production, quality control	2 8
Buying/procurement Finance/accounting, controlling	7
Information and communication technology	1
Personnel administration, administration	1
Sales Marketing, advertising, PR	11 3
Logistics: storage, material management,	
transport	-
Maintenance/repairs Other area	2 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,	51
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 Student	3 5
Other not gainfully employed	2
Economic sector	%
Classical retail trade in fashion jewellery,	20
watches and jewellery Trend shop with lifestyle jewellery and watches	36
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 Watchmaker without retail outlet	16 2
Producer	5
Supplying company belonging to the sector	1
Designer Gallery	7 1
Polytechnics	
Other sectors	25
Student Other not gainfully employed	5 2
orner nor gainfully employed	4

	Size of company/organisation: Number of employees:	
1- 4	51	500 - 999
5- 9	15	1 000 and more
10- 49	15	Student
50-199	6	Other not gainfully
200- 499	2	employed

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%

2

2

5

2

INTERFORST -----> München

Trade visitors' profile

Visitors (number of entries)	50 264
Proportion of trade visitors	81%
Germany (total)	81
of which	76
Nielsen 1 - Nielsen 4 Bremen - Bavaria	76
Hamburg - <u>Nielsen 5</u>	+6 1
Lower Saxony - Berlin	
Schleswig-Holstein - Brandenk	ourg -
Nielsen 2 2 Mecklenk	
North Rhine-Westph. 2 West Pon Nielsen 3a 5 Saxony-A	
Hesse 2 Nielsen 7	
Rhineland-Palatinate 2 Saxony	2
Saarland 1 Thuringia	2
Nielsen 3b 12 Baden-Württemb. 12	
Foreign (total)	19
of which EU	70
	79 19
Other european countries Other countries	2
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	15
more than 100 km up to 300 km	39
over 300 km	36
Countries with the highest visitor	
Austria	41
Switzerland	15
Italy	10
Frequency of visits to trade fair	%
Previous event	46
Earlier events	37
First visit	43
Average length of stay	1,3 days
Influence on purchasing/procurem	
decisions	%
Decisively	27
Collectively	27
In an advisory capacity	23
No	16
Student	6
Other not gainfully employed	1

	a of responsibility agement	
	arch/development/design	
	uction, timber collection	
	ng/procurement	
	nce/accounting, controlling	
	mation and communication technology	
Pe Sa	onnel administration, administration	
	s keting, advertising, PR	
	stics: storage, material management,	
	sport	
	itenance/repairs	
	r area	
	ning/work preparation	
	ity assurance/control/test ent	
	r not gainfully employed	
	5 7 1 7	
	tion in the company/organisation	
	epreneur, co-owner, freelancer	
	aging director, board member, I of an authority etc.	
	manager, works manager, plant manage	٩r
bra	ch manager, head of public office	
De	artment head, group head, team leader	
	r salaried staff, civil servant,	
	ed worker	
	urer, teacher nee	
	r position	
	r management positions with	
	onnel/budget responsibility	
	man, master craftsman	
	ger	
	ent r not gainfully employed	
01	a not gainting employed	
	nomic sector	
	e forest	
	r public forest ate forest	
	stry sub-contractor	
	ery/landscape gardening	
	stry college/specialist school	
Fo	stry machine manufacturer	
	mill industry	
	r sectors	
	er trade d transport	
Se		
	r sectors	
	ent	
	r not gainfully employed	

imber of em	ployees:	
1- 4	39	500 - 999
5-9	14 10	00 and more
10- 49	18	Student
50-199	9 Other	not gainfully
0- 499	2	employed

forschung GmbH, Dortmund

INTERNATIONALE HANDWERKSMESSE ······ München

Private visitors' profile

%

%

%

tries)	121 52
visitors	73%
	9
Nieleen 4	9
	-
	9
	ania
	6
ioc	3
	5
	9
	6
00 km	2
300 km	
trade fair	9
	4
	6
	2
	9
	4
	5
	9
	1
	5
	1
	1
	9
	1
	1.
	2
	2
	- <u>Nielsen 4</u> - <u>Bavaria</u> - <u>Bavaria</u> - <u>Biesen 5+6</u> - <u>Berlin</u> - Brandenburg - West Pommer. - Saxony-Anhali - <u>Nielsen 7</u> - <u>Saxony</u> - Thuringia 1 1 - <u>Saxony</u> - Thuringia 1 - <u>Saxony</u> - Thuringia - <u>Saxony</u> - <u>Thuringia</u> - <u>Saxony</u> - <u>Thuringia</u> - <u>Saxony</u> - <u>Sa</u>

intrepreneur, co-owner, freelancer 8 Managing director, board member, lead of an authority etc. 1 Area manager, works manager, plant manager, oranch manager, head of public office 2 Department head, group head, team leader 7 Other salaried staff, civil servant, killed worker 28 lecturer, teacher 3 rainee 1 Other position 3 oreman, master craftsman 3 student 5 Dold-age pensioner 30 Other not gainfully employed 4 Buying and ordering capacity % Vurchase or order made or intended at the exhibition res 55 to 16 naybe 29 Follow-up business % ntend to buy at later date res 24 to 22 naybe 5 Conducted by: Gelszus Messe-Markt-	intrepreneur, co-owner, freelancer 8 Managing director, board member, ead of an authority etc. 1 Area manager, works manager, plant manager, oranch manager, head of public office 2 Department head, group head, team leader 7 Other salaried staff, civil servant, killed worker 28 ecturer, teacher 3 Trainee 1 Other position 3 Foreman, master craftsman 3 Student 5 Jold-age pensioner 30 Other not gainfully employed 4 Buying and ordering capacity 9 Purchase or order made or intended at the exhibition res 55 to 16 naybe 29 Follow-up business % Intend to buy at later date res 24 to 22 maybe 53 Conducted by: Gelszus Messe-Markt-	Position in the company/organisation	%
tead of an authority etc. 1 trea manager, works manager, plant manager, Plant manager, Plant manager, Plant manager, Plant group head, team leader 7 Dther salaried staff, civil servant, 4 killed worker 28 ecturer, teacher 3 rainee 1 Dther position 33 foruenan master craftsman 33 foruent 5 Jold-age pensioner 30 Dther not gainfully employed 4 Suying and ordering capacity % furchase or order made or intended tt he exhibition 1 tes 55 to 16 naybe 29 collow-up business % Intend to buy at later date 1 tes 24 to 22 tes 24 tes 24 to 22 tes 24 tes 2	nead of an authority etc. 1 Area manager, works manager, plant manager, 2 Department head, group head, team leader 7 Dther salaried staff, civil servant, skilled worker 28 ecturer, teacher 3 Trainee 1 Dther position 3 Trainee 1 Dther position 3 Dther not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended at the exhibition 1 res 5 To 16 maybe 29 Tollow-up business % Intend to buy at later date 1 res 24 To 22 Tollow-US Calaba See-Marktt-	Entrepreneur, co-owner, freelancer	8
Area manager, works manager, plant manager, raranch manager, head of public office 2 paratment head, group head, team leader 7 Dther salaried staff, civil servant, killed worker 28 eccturer, teacher 3 rainee 1 Dther position 33 roreman, master craftsman 33 tudent 55 Dld-age pensioner 300 Dther not gainfully employed 4 Buying and ordering capacity % vurchase or order made or intended tt the exhibition 16 Buying and ordering capacity 29 Follow-up business 75 no 16 maybe 29 Follow-up business 24 No 22 Table Salaries 24 No 22 Table Salaries 24 Table	Area manager, works manager, plant manager, pranch manager, head of public office 2 Department head, group head, team leader 7 Dther salaried staff, civil servant, killed worker 28 eccturer, teacher 3 Frainee 1 Dther position 3 Foreman, master craftsman 3 Student 5 Did-age pensioner 30 Dther not gainfully employed 4 Buying and ordering capacity 9 Purchase or order made or intended at the exhibition 16 res 55 to 16 maybe 29 Follow-up business % Intend to buy at later date 12 res 24 to 22 maybe 53 Conducted by: Gelszus Messe-Markt-		
rranch mañager, head of public office 2 Department head, group head, team leader 7 Uther salaried staff, civil servant, killed worker 28 ecturer, teacher 3 irainee 11 Uther position 3 foreman, master craftsman 3 tudent 5 Did-age pensioner 30 Dther not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended tt the exhibition 1 res 55 to 16 naybe 29 Follow-up business % ntend to buy at later date 1 res 24 to 22 collow-up business % ntend to buy at later date 1 res 24 to 22 collow-up celszus Messe-Markt-	oranch manager, head of public office 2 Department head, group head, team leader 7 Drher salaried staff, civil servant, skilled worker 28 Lecturer, teacher 3 Frainee 1 Dther position 3 Foreman, master craftsman 3 Student 5 Jol-age pensioner 30 Dther not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended at the exhibition 29 Follow-up business % Intend to buy at later date 29 Follow-up business 24 Intend to buy at later date 22 Intend to buy at later date 22 Intend to buy at later date 22 Intend to buy at later date 23 Intend to buy at later date 24 Intend to buy at later date 25 Intend to buy at later date 25 Intend to buy at later date 26 Intend to buy at later date 27 Intend to buy at later date 26 Intend 20 Intend 20 Inte		
Department head, group head, team leader 7 Other salaried staff, civil servant, 28 killed worker 28 ecturer, teacher 3 irainee 1 Dther position 3 oreman, master craftsman 3 student 5 Jold-age pensioner 30 Dther not gainfully employed 4 Buying and ordering capacity % vurchase or order made or intended 16 naybe 29 follow-up business % nend to buy at later date 22 ioage 23 collow-up business % naybe 53 Conducted by: Gelszus Messe-Markt-	Department head, group head, team leader 7 Other salaried staff, civil servant, 28 Jther salaried staff, civil servant, 28 Jecturer, teacher 3 Trainee 1 Dther position 3 Student 5 Jold-age pensioner 30 Dther not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended 16 maybe 29 Follow-up business % nend to buy at later date 22 read 23 Conducted by: Gelszus Messe-Marktt- 23	Area manager, works manager, plant manag	jer,
Dther salaried staff, civil servant, killed worker 28 ecturer, teacher 3 'rainee 1 Dther position 3 oreman, master craftsman 3 itudent 5 Jousewife/man 5 Dld-age pensioner 30 Dther not gainfully employed 4 Buying and ordering capacity % vurchase or order made or intended 55 no 16 maybe 29 collow-up business % netd to buy at later date 22 naybe 53 Conducted by: Gelszus Messe-Markt-	Dther salaried staff, civil servant, killed worker 28 kecturer, teacher 3 Trainee 1 Dther position 3 Foreman, master craftsman 3 student 5 Jold-age pensioner 30 Dicher not gainfully employed 4 Buying and ordering capacity % vurchase or order made or intended 4 at the exhibition 5 res 55 16 5 maybe 29 Follow-up business % no 22 naybe 22 coloux-up business 24 no 22 naybe 23 Conducted by: Gelszus Messe-Marktt-		
killed worker 28 kecturer, teacher 3 rainee 1 1 Uther position 3 istudent 5 Jold-age pensioner 30 Dther not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended it the exhibition 5 res 55 io 16 naybe 29 Follow-up business % Intend to buy at later date 12 res 24 to 22 collow-up Selszus Messe-Markt-	ikilled worker 28 .ecturer, teacher 33 frainee 1 Other position 33 foreman, master craftsman 33 fudent 55 Old-age pensioner 300 Other not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended at the exhibition res 55 to 166 naybe 29 Follow-up business % ntend to buy at later date res 24 to 22 Follow-up Sizes Messe-Markt-	Department head, group head, team leader Dther salaried staff, civil servant,	7
ecturer, teacher 3 rainee 1 Diher position 3 ioreman, master craftsman 3 ioreman, master craftsman 5 iousewife/man 5 Jold-age pensioner 30 Dither not gainfully employed 4 Suying and ordering capacity % Purchase or order made or intended 16 It the exhibition 55 ioo 16 maybe 29 collow-up business % need to buy at later date 22 ios 22 collow-up business % neaybe 53 Conducted by: Gelszus Messe-Markt-	ecturer, teacher 3 frainee 1 Dither position 3 soreman, master craftsman 3 student 5 Housewife/man 5 Jold-age pensioner 30 Dither not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended at the exhibition 16 ress 55 no 16 maybe 29 collow-up business % nend to buy at later date 24 no 22 collow-up business % nend to buy at later date 23 zogbe 23 conducted by: Gelszus Messe-Marktt- 33		28
Dther position 3 foreman, master craftsman 3 istudent 5 lousewife/man 5 Dld-age pensioner 30 Dther not gainfully employed 4 Buying and ordering capacity % vurchase or order made or intended 4 at the exhibition 5 iso 16 naybe 29 Follow-up business % ntend to buy at later date 22 res 24 io 22 conducted by: Gelszus Messe-Markt- 53	Dther position 3 Foreman, master craftsman 3 Student 5 Jobusewife/man 5 Did-age pensioner 30 Dther not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended at the exhibition res 55 res 55 no 16 maybe 29 Follow-up business % ntend to buy at later date 24 res 24 no 22 Follow-up business % naybe 53 Conducted by: Gelszus Messe-Markt-	ecturer, teacher	
oreman, master craftsman 3 tudent 5 lousewife/man 5 bld-age pensioner 30 Dther not gainfully employed 4 tuying and ordering capacity % Purchase or order made or intended % tit the exhibition 55 too 16 naybe 29 follow-up business % nend to buy at later date 22 res 24 too 22 collow-up business % naybe 53 Conducted by: Gelszus Messe-Markt-	Foreman, master craftsman 3 Student 5 Jousewife/man 5 Jol-age pensioner 30 Dather not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended 4 Buying and ordering capacity % Purchase or order made or intended 6 at the exhibition 6 res 55 no 16 maybe 29 Follow-up business % nend to buy at later date 24 no 22 maybe 53 Conducted by: Gelszus Messe-Markt-	Frainee	1
oreman, master craftsman 3 tudent 5 fousewife/man 5 Did-age pensioner 30 Other not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended it the exhibition 55 to 6 16 naybe 29 Follow-up business % ntend to buy at later date res 24 to 22 naybe 53 Conducted by: Gelszus Messe-Markt-	Foreman, master craftsman 3 Student 5 Jousewife/man 5 Did-age pensioner 30 Dther not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended % Purchase or order made or intended 16 maybe 29 Follow-up business % ntend to buy at later date 24 res 24 no 22 Follow-up business % neaded 23 Subject 23 Sconducted by: Gelszus Messe-Markt-	Other position	3
istudent 5 lousewife/man 5 Jol-age pensioner 30 Dither not gainfully employed 4 Buying and ordering capacity % Furchase or order made or intended it the exhibition 7 res 55 to 16 maybe 29 Follow-up business % Intend to buy at later date 7 res 24 to 22 maybe 53 Conducted by: Gelszus Messe-Markt-	Student 5 Jousewife/man 5 Jold-age pensioner 30 Dther not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended 4 State exhibition 5 res 55 no 16 maybe 29 Follow-up business % nend to buy at later date 22 naybe 23 Sconducted by: Gelszus Messe-Markt- 57	Foreman, master craftsman	3
Did-age pensioner 30 Other not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended % tit the exhibition 16 naybe 29 Follow-up business % nend to buy at later date 24 too 22 Tool on the set of the s	Did-age pensioner 30 Other not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended % Namble 29 Follow-up business network % Follow-up business network % res 24 No 22 Follow-up business % no 22 Follow-up business % naybe 23 Sconducted by: Gelszus Messe-Markt-	Student	5
Other not gainfully employed 4 Suying and ordering capacity % 'urchase or order made or intended % otto on the formation of the second of th	Dther not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended % the exhibition % res 55 no 16 maybe 29 Follow-up business % nend to buy at later date % res 24 no 22 maybe 53 Conducted by: Gelszus Messe-Markt-	Housewife/man	5
Buying and ordering capacity % Purchase or order made or intended % the exhibition 55 to 16 maybe 29 collow-up business % need 29 collow-up business % nees 24 to 22 naybe 53 Conducted by: Gelszus Messe-Markt-	Buying and ordering capacity % Purchase or order made or intended at the exhibition res \$55 too 16 maybe 29 Follow-up business % ntend to buy at later date res 24 too 22 Too 53 Conducted by: Gelszus Messe-Markt-	Old-age pensioner	30
Purchase or order made or intended it the exhibition res 55 io 16 naybe 29 Follow-up business % Intend to buy at later date res 24 io 22 Saladow 23 Saladow 25 Saladow 25 Sala	Purchase or order made or intended at the exhibition res 55 to 16 maybe 29 Follow-up business % ntend to buy at later date res 24 to 22 maybe 53 Conducted by: Gelszus Messe-Markt-	Other not gainfully employed	4
res 555 no 16 maybe 29 Follow-up business % Intend to buy at later date res 24 no 222 maybe 53 Conducted by: Gelszus Messe-Markt-	res 55 no 16 maybe 29 Follow-up business % ntend to buy at later date res 24 no 22 maybe 53 Conducted by: Gelszus Messe-Markt-	Buying and ordering capacity Purchase or order made or intended at the exhibition	%
no 16 naybe 29 Follow-up business % ntend to buy at later date 24 to 22 naybe 53 Conducted by: Gelszus Messe-Markt-	no 16 maybe 29 Follow-up business % ntend to buy at later date 24 to 22 to 22 maybe 53 Conducted by: Gelszus Messe-Markt-	/es	55
Follow-up business % intend to buy at later date 24 res 24 io 22 naybe 53 Conducted by: Gelszus Messe-Markt-	Follow-up business % ntend to buy at later date % res 24 10 22 maybe 53 Conducted by: Gelszus Messe-Markt-	0	
ntend to buy at later date res 24 to 22 naybe 53 Conducted by: Gelszus Messe-Markt-	ntend to buy at later date res 24 to 22 naybe 53 Conducted by: Gelszus Messe-Markt-	naybe	29
res 24 no 22 naybe 53 Conducted by: Gelszus Messe-Markt-	res 24 no 22 maybe 53 Conducted by: Gelszus Messe-Markt-	Follow-up business ntend to buy at later date	%
naybe 53 Conducted by: Gelszus Messe-Markt-	naybe 53 Conducted by: Gelszus Messe-Markt-	/es	24
Conducted by: Gelszus Messe-Markt-	Conducted by: Gelszus Messe-Markt-	10	22
		naybe	53
		Conducted by: Gelszus Messe-Markt- orschung GmbH, Dortmund	

BIOFACH + VIVANESS

Trade visitors' profile

Visitors (number of e	entries)	50 200
Proportion of trade	/isitors	94%
Germany (total)		49
of which Nielsen 1	10 Nielsen 4	48
Bremen	1 Bavaria	48
Hamburg	2 Nielsen 5+	
Lower Saxony	5 Berlin	<u> </u>
Schleswig-Holstein	2 Brandenbu	
Nielsen 2	6 Mecklenbu	
North Rhine-Westph.	6 West Pomr	
Nielsen 3a	12 Saxony-An	
Hesse	8 Nielsen 7	4
Rhineland-Palatinate	4 Saxony	3
Saarland	- Thuringia	1
Nielsen 3b	14	
Baden-Württemb.	14	
Foreign (total)*)		51
of which EU		68
	pean countries	12
Africa	pean countries	2
North Ame	rica	3
	Central America	7
	st-, Central Asia	7
Other coun		2
Distance to home		%
up to 50 km		10
more than 50 km up to) 100 km	7
more than 100 km up		25
over 300 km		58
Countries with the h	inhost visitor sl	nares* %
Italy	ignest visitor si	10
Austria		9
France		7
Netherlands		6
Spain		6
Frequency of visits to	o trade fair	%
Previous event		34
Earlier events		41
First visit		45
Average length of st	ау	1,7 days
Influence on purchas	ing/procureme	
decisions		%
Decisively		39
Collectively		27
In an advisory capacity	/	14
No		10
		, c
Student Other not gainfully em	played	1

*) Determined by visitor registration.

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

skilled worker Lecturer, teacher Trainee	
Other position Student	
Other not gainfully employed	
Economic sector	
Retail trade	
Retail trade Wholesale, import, export	
Wholesale, import, export	
Wholesale, import, export Manufacturers	
Wholesale, import, export Manufacturers Agriculture and fisheries	

Other not gainfully employed Size of company/organisation:

Student

Number of e	employ	ees:
1- 4	27	500 - 999
5-9	13	1 000 and more
10- 49	21	Student
50-199	13	Other not gainfully
200-499	6	employed

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BrauBeviale -----> Nürnberg

Trade visitors' profile

%

27

7 9

10

1

2

16

8

1

%

34

9

9

11

18

1

3

1

%

23

18 19

9 13

7

9

1

%

2

7

9

1

Visitors (number of	entr	ies) 40	882
Proportion of trade	visit	ors 9	93%
Germany (total)			5
of which	_	Att days A	-
Nielsen 1	5	Nielsen 4	5
Bremen	1	Bavaria	5
Hamburg Lower Saxony	3	<u>Nielsen 5+6</u> Berlin	
Schleswig-Holstein	5 1	Brandenburg	
Nielsen 2	9	Mecklenburg-	
North Rhine-Westph		West Pommerania	
Nielsen 3a	10	Saxony-Anhalt	
Hesse	5	Nielsen 7	
Rhineland-Palatinate		Saxony	
Saarland	1	Thuringia	
Nielsen 3b	12	5	
Baden-Württemb.	12		
Fausian (4444)*)			4
Foreign (total)*) of which			4
EU			6
	opea	n countries	
Other eur North Am	erica		6 1
Other eur North Am South and	erica I Cen		1
Other eur North Am South and Middle Ea	erica l Cen ist	tral America	1
Other eur North Am South and Middle Ea South-, Ea	erica l Cen ist ast-, (tral America Central Asia	1
Other eur North Am South and Middle Ea	erica l Cen ist ast-, (tral America Central Asia	1
Other eur North Am South and Middle Ea South-, Ea	erica l Cen ist ast-, (tral America Central Asia	1
Other eur North Am South and Middle Ea South-, Ea Other cou Distance to home up to 50 km	erica I Cen Ist ast-, (ntrie	tral America Central Asia s	9
Other eur North Am South and Middle Ea South-, Ei Other cou Distance to home up to 50 km more than 50 km up	erica I Cen Ist ast-, (ntrie to 10	tral America Central Asia s	9 1
Other eur North Am South and Middle Ea South-, Ea Other cou Distance to home up to 50 km more than 50 km up more than 100 km up	erica I Cen Ist ast-, (ntrie to 10	tral America Central Asia s	9 11 2
Other eur North Am South and Middle Ea South-, Ei Other cou Distance to home up to 50 km more than 50 km up	erica I Cen Ist ast-, (ntrie to 10	tral America Central Asia s	9 11 2
Other eur North Am South and Middle Ea South-, Ea Other cou Distance to home up to 50 km more than 50 km up more than 100 km up	erica I Cen Ist ast-, (ntries to 10 o to 3	tral America Central Asia s 0 km 00 km	9 1 2 5
Other eur North Am South and Middle Ea South-, Ei Other cou Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km	erica I Cen Ist ast-, (ntries to 10 o to 3	tral America Central Asia s 0 km 00 km	9 9 1 5 9
Other eur North Am South and Middle Ea South-, Ea Other cou Distance to home up to 50 km more than 50 km up wore 300 km Countries with the Italy Czechia	erica I Cen Ist ast-, (ntries to 10 o to 3	tral America Central Asia s 0 km 00 km	9 11 2 5
Other eur North Am South and Middle Ea South-, Ei Other cou Distance to home up to 50 km more than 50 km up more than 50 km up more than 100 km up over 300 km Countries with the Italy Czechia Switzerland	erica I Cen Ist ast-, (ntries to 10 o to 3	tral America Central Asia s 0 km 00 km	9 9 1 2 5
Other eur North Am South and Middle Ea South-, Ea Other cou Distance to home up to 50 km more than 50 km up more than 50 km up over 300 km Countries with the Italy Czechia Switzerland Austria	erica I Cen Ist ast-, (ntries to 10 o to 3	tral America Central Asia s 0 km 00 km	9 11 21 5
Other eur North Am South and Middle Ea South-, Ei Other cou Distance to home up to 50 km more than 50 km up more than 50 km up more than 100 km up over 300 km Countries with the Italy Czechia Switzerland	erica I Cen Ist ast-, (ntries to 10 o to 3	tral America Central Asia s 0 km 00 km	9 11 21 5
Other eur North Am South and Middle Ea South-, Ea Other cou Distance to home up to 50 km more than 50 km up more than 50 km up over 300 km Countries with the Italy Czechia Switzerland Austria	erica I Cen ist ast-, (ntrie: to 10 o to 3	tral America Central Asia s 0 km 00 km est visitor shares*)	9 1 2 5
Other eur North Am South and Middle Ea South-, Ei Other cou Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km Countries with the Italy Czechia Switzerland Austria Russia	erica I Cen ist ast-, (ntrie: to 10 o to 3	tral America Central Asia s 0 km 00 km est visitor shares*)	1 9 1 2 5 9
Other eur North Am South and Middle Ea South-, Ei Other cou Distance to home up to 50 km more than 50 km up more than 50 km up more than 100 km up over 300 km Countries with the Italy Czechia Switzerland Austria Russia Frequency of visits Previous event Earlier events	erica I Cen ist ast-, (ntrie: to 10 o to 3	tral America Central Asia s 0 km 00 km est visitor shares*)	9 9 1 5 9 3 3 3
Other eur North Am South and Middle Ea South-, Ea Other cou Distance to home up to 50 km more than 50 km up more than 50 km up over 300 km Countries with the Italy Czechia Switzerland Austria Russia	erica I Cen ist ast-, (ntrie: to 10 o to 3	tral America Central Asia s 0 km 00 km est visitor shares*)	9 11 5 9 3

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

%

31 31

17 12

9

1

*) Determined by visitor registration.

Area of responsibility	%
Management	21
Research/development/design	8
Manufacturing, production, quality control Buying/procurement	26
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 manage	
branch manager, head of public office	14 16
Department head, group head, team leader Other salaried staff, civil servant,	10
skilled worker	18
Lecturer, teacher	10
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 18 500-999	5

/0		employee		Num
5	500 - 999	18	4	1-
13	1 000 and more	10	9	5-
9	Student	19	49	10-
	ther not gainfully	17	199	50-
1	employed	8	499	200-

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Chillventa -----> Nürnberg

Trade visitors' profile

Visitors (number of entri	les) 55	490
Proportion of trade visit	ors 9	7%
Germany (total) of which		42
Nielsen 1 4	Nielsen 4	41
Bremen -	Bavaria	41
Hamburg 1	Nielsen 5+6	6
Lower Saxony 2	Berlin	2
Schleswig-Holstein 1	Brandenburg	2
Nielsen 2 9 North Rhine-Westph. 9	Mecklenburg- West Pommerania	
Nielsen 3a 12	Saxony-Anhalt	1
Hesse 7	Nielsen 7	7
Rhineland-Palatinate 5	Saxony	2
Saarland 1	Thuringia	2
Nielsen 3b 22	5	
Baden-Württemb. 22		
Foreign (total)*)		58
of which EU		61
Other europear	n countries	18
Africa	reountities	
South and Cent	tral America	-
Middle East		3
South-, East-, C		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 30	00 km	26
over 300 km		63
Countries with the highe	est visitor shares*)	%
Italy		11
Austria		- 5
Poland		
Russia Spain		5
1		
Frequency of visits to tra	ade fair	%
Previous event Earlier events		35
Earlier events First visit		34 5(
i ii ac viate		50
Average length of stay	1,5 d	

Influence on purchasing/procureme	nt
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	1
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 manag	er,
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	2 3 3 3 9
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:	%

	Size of company/organisation:				
Number of e	Number of employees:				
1- 4	12	500 - 999			
5-9	14	1 000 and more			
10- 49	23	Student			
50-199	15	Other not gainfully			
200- 499	10	employed			
Conducted by: Gelszus Messe-Markt-					
forschung GmbH, Dortmund					

6

16 4

embedded world ------ Nürnberg

Trade visitors' profile

Visitors (number of	entri	es)	32 217
Proportion of trade	visit	ors	97%
Germany (total) of which			60
Nielsen 1	7	Nielsen 4	44
Bremen	1	Bavaria	44
Hamburg	2	Nielsen 5+6	6
Lower Saxony	4	Berlin	4
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	4	Mecklenburg-	
North Rhine-Westph.	4	West Pommera	
Nielsen 3a	10	Saxony-Anhalt	2
Hesse	7	Nielsen 7	6
Rhineland-Palatinate	3	Saxony	3
Saarland		Thuringia	3
Nielsen 3b	23		
Baden-Württemb.	23		
Foreign (total)*) of which			40
EU			73
Other euro			17
		Central Asia	4
Other cour	ntries		6
Distance to home			%
up to 50 km			11
more than 50 km up t	o 100) km	7
more than 100 km up	to 30	00 km	29
over 300 km			53
Countries with the h	nighe	st visitor share	s)* %
Austria			9
Italy			9
United Kingdom			7
Switzerland			7
Poland			5
Frequency of visits t	o tra	de fair	%
Previous event			30
Earlier events			35
First visit			53
Average length of s	tay	1,	5 days
Influence on purcha	sing	/procurement	0/
decisions Decisively			% 18
Decisively			30
Collectively			30 18
In an advisory capacit No	-y		18
No Student			20
	anlos	red	20
Other not gainfully en	inhidy	eu	

	onsibility	9
Managemen		
	velopment/design	4
Buying/procu	ng, production, quality control	
	ounting, controlling	
	and communication technology	
	ministration, administration	
Sales		
Marketing, a	dvertising, PR	
	orage, material management,	
transport	1	
Maintenance Other area	e/repairs	
Student		2
	infully employed	2
o aler not gu	interior comproject	
Position in t	he company/organisation	9
Entrepreneur	, co-owner, freelancer	1
	rector, board member,	
head of an au		
	er, works manager, plant manage	er,
	iger, head of public office head, group head, team leader	1
	d staff, civil servant,	
skilled worke		3
Lecturer, tea		
Trainee		
Other positio	n	
Student		2
Other not ga	infully employed	
Economic se	ector	0
Industry		5
Trade		
Import/expor	t	
Service		
Public admin Teaching, res		
Teaching, res Other sectors		2
Teaching, res Other sectors Student		2
Teaching, res Other sectors Student	infully employed	2
Teaching, res Other sectors Student Other not ga Size of comp	infully employed	_
Teaching, res Other sectors Student Other not gai Size of comp Number of e	infully employed pany/organisation: employees:	9
Teaching, res Other sectors Student Other not gai Size of comp Number of e 1- 4	infully employed pany/organisation: employees: 8 500 - 999	9
Teaching, res Other sectors Student Other not gai Size of comp Number of e 1- 4 5- 9	infully employed pany/organisation: employees: 8 500 - 999 6 1 000 and more	9
Teaching, res Other sectors Student Other not gai Size of comp Number of c 1- 4 5- 9 10- 49	infully employed pany/organisation : employees: 8 500 - 999 6 1000 and more 12 Student	9
Teaching, res Other sectors Student Other not ga Size of comp Number of f 1 - 4 5 - 9 10 - 49 50 - 199	infully employed pany/organisation: employees: 8 500 - 999 6 1 000 and more 12 Student 12 Other not gainfully	9
Teaching, res Other sectors Student Other not ga Size of comp Number of e 1 - 4 5 - 9 10 - 49 50 - 199 200 - 499	infully employed pany/organisation : employees: 8 500 - 999 6 1000 and more 12 Student	9

EUROGUSS -----> Nürnberg

Trade visitors' profile

Other not gainfully employed

*) Determined by visitor registration.

Visitors (number of entries)	15 354
Proportion of trade visitors	99 %
Germany (total) of which Nielsen 1 5 Bremen - Hamburg 2 Nielsen 5+6 Lower Saxony 2 Schleswig-Holstein 1 Brandenburg 7 Nielsen 2 7 Nielsen 3a 6 Saxony-Anhalt 1 Hesse 4 Rhineland-Palatinate 1 Saarland 1 Thuringia 28	56 46 3 1 - 1 6 3 3 3
Foreign (total)*) of which EU Other european countries South-, East-, Central Asia Other countries	44 64 14 16 7
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 8 11 33 48
Countries with the highest visitor share Italy Austria Czechia Turkey Poland	es*) % 16 9 8 7 6
Frequency of visits to trade fair Previous event Earlier events First visit	% 28 26 61
Average length of stay 1	,4 days
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other act action with amplement	% 23 39 21 13 3

	Area or resp		ity	
-	Managemen	t		
6	Research/dev	velopme	nt/design	1
_			uction, quality control	1
5	Buying/procu		dealon, quanty control	1
5				
	Finance/acco			
5 5 3	Information	and com	munication technology	
5	Personnel ad	ministra	ition, administration	
2	Sales		administration	
1		al		
1	Marketing, a			
-	Logistics: sto	orage, m	aterial management,	
	transport			
-	Maintenance	/renairs		
1	Other area	epana		
5 3 3	Student			
3	Other not ga	intully e	mployed	
3				
	Position in t	he com	pany/organisation	
			ner, freelancer	
_			oard member,	
1	head of an a			
	Area manage	er, work	s manager, plant manag	er,
4			ad of public office	1
1			oup head, team leader	
				1
5 7	Other salarie		civil servant,	
7	skilled worke	er		- 3
_	Lecturer, tea	cher		
6	Trainee			
5	Other positio			
5				
	Student			
3	Other not ga	infully e	mployed	
3				
_	Economic se	octor		
	Industry			
0				
0	Trade			
9	Import/expo	rt		
3	Service			
7	Public admin	istration	1	
	Teaching, res			
5				
-	Other sectors	S		
6	Student			
3	Other not ga	infully e	mploved	
5 3 1 3 3 5 5 6 5 7 5 7 5 7 5 7 5 7 5 7 5 7 5 7 5 7 5 7 5 7 5 7 5 7 7 7 7 7 7 7 7 7 7 7 7 7			1. 17.22	
1	Cine of com		appiention.	
	Size of com	pany/or	yanisation.	
-	Number of	employ		
s	1- 4	6	500 - 999	
-	5-9	3	1 000 and more	1
	10-49	12	Student	
	10- 49 E0 100	12	Other pet gainfully	

15

forschung GmbH, Dortmund

Conducted by: Gelszus Messe-Markt-

200-499

1

Area of responsibility

2 3 1 % 999 12 ore 33 Student 3 12 50-199 16 Other not gainfully

employed

LOWER SAKONY	5	Deriiii	4
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	13	Mecklenburg-	
North Rhine-Westph.	13		
Nielsen 3a	8	Saxony-Anhalt	1
Hesse	5	Nielsen 7	7
Rhineland-Palatinate	3	Saxony	1 7 5 2
Saarland	-	Thuringia	2
Nielsen 3b	17	manngia	-
Baden-Württemb.	17		
buuch wurttenib.			
Foreign (total)*)			29
of which			
EU			70
Other euro	pear	n countries	20
Africa	÷		3
South-, Ea	st (Central Asia	3
Other cour			4
Distance to home			%
up to 50 km			12
more than 50 km up to	0 10	0 km	9
more than 100 km up			32
over 300 km	10 5		48
			40
Countries with the h	ighe	est visitor shares*)	%
Austria	-		16
Czechia			11
Poland			8
Italy			8
Switzerland			8

8 Nielsen 4

5 Berlin

-

Bavaria

1 Nielsen 5+6

FachPack

Trade visitors' profile

Visitors (number of entries)

Proportion of trade visitors

Germany (total)

of which

Nielsen 1

Hamburg

Lower Saxony

Bremen

44 019

99%

71

43

43

6

4

%

11

24

27

12

1

1

1 11

2

Δ

3

3

1

%

12

8

12

21

31

1

9

2

3

1

%

79

5

1

Average length of stay	1,3 days
First visit	58
Earlier events	29
Previous event	29
Frequency of visits to trade fair	%

Influence on purchasing/procurement decisions % 26 Decisively Collectively 40 In an advisory capacity 18 10 No Student 6 Other not gainfully employed 1

*) Determined by visitor registration.

70

*) Determined by visitor registration.

FENSTERBAU	FRONTALE +	HOLZ-HANDWERK	····· Nürnberg
			• •

111 021

92%

68

3

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	15 11	Proportion of trade visitors
Manufacturing, production, quality control	14	Proportion of trade visitors
Buying/procurement	13	Germany (total)
Finance/accounting, controlling	-	of which
Information and communication technology	1	Nielsen 1 4 Nie
Personnel administration, administration		Bremen - Bay
Sales	16	Hamburg - Nie
Marketing, advertising, PR	4	Lower Saxony 2 Ber
Logistics: storage, material management,		Schleswig-Holstein 1 Bra
transport	12	Nielsen 2 6 Me
Maintenance/repairs	2	North Rhine-Westph. 6 We
Other area	4	Nielsen 3a 12 Sax
Student	6	Hesse 6 Nie
Other not gainfully employed	1	Rhineland-Palatinate 5 Sax
		Saarland - Thu
Position in the company/organisation	%	Nielsen 3b 22
Entrepreneur, co-owner, freelancer	12	Baden-Württemb. 22
Managing director, board member,		
head of an authority etc.	7	Foreign (total)*)
Area manager, works manager, plant manag		of which
branch manager, head of public office	14	EU
Department head, group head, team leader	23	Other european cou
Other salaried staff, civil servant,		North America
skilled worker	28	South and Central A
Lecturer, teacher	1	South-, East-, Centr
Trainee	6	Other countries
Other position	2	Plates a tabana
Student	6	Distance to home
Other not gainfully employed	1	up to 50 km
Economic sector	%	more than 50 km up to 100 km more than 100 km up to 300 ki
Industry	62	over 300 km
Skilled trades	4	OVEL SOO KIII
Retail trade	4	Countries with the highest v
Wholesale trade	4 9	Italy
Mail order	3	Austria
Advertising business	2	Poland
Other service	6	China, People's Republic
Public authority/administration	1	Russia
Other sectors	4	
Student	6	Frequency of visits to trade f
Other not gainfully employed	1	Previous event
earler net guinning employed		Earlier events
Size of company/organisation:		First visit
Number of employees:	%	
1-47 500-999	8	Average length of stay
5-9 3 1 000 and more	23	
10- 49 16 Student	6	Influence on purchasing/pro
50- 199 23 Other not gainfully		decisions
200- 499 14 employed	1	Decisively
Conducted by: Gelszus Messe-Markt-		Collectively
Conducted by: Geiszus Messe-Markt- forschung GmbH, Dortmund		In an advisory capacity

Conducted by: forschung GmbH, Dortmund

of which				Fina
Nielsen 1	4	Nielsen 4	44	Info
Bremen	-	Bavaria	44	Per
Hamburg	-	Nielsen 5+6	5	Sale
Lower Saxony	2	Berlin	1	Ma
Schleswig-Holstein	1	Brandenburg	2	Log
Nielsen 2	6	Mecklenburg-	_	trar
North Rhine-Westph.		West Pommerar	ia -	Ma
Nielsen 3a	12	Saxony-Anhalt	2	Oth
Hesse	6	Nielsen 7	9	Stu
Rhineland-Palatinate		Saxony	5	Oth
			2	Uli
Saarland	-	Thuringia	4	-
Nielsen 3b	22			Pos
Baden-Württemb.	22			Ent
				Ma
Foreign (total)*)			32	hea
of which				Are
EU			58	bra
Other euro	opea	n countries	20	Dep
North Am	erica		3	Oth
South and	Cen	tral America	3	skil
		Central Asia	12	Lec
Other cou			5	Tra
o ther cou	interio.	,		Oth
Distance to home			%	Stu
up to 50 km			9	Oth
more than 50 km up t	o 10	0 km	11	Ou
more than 100 km up			40	Eco
over 300 km	10 5		40	
Over SUU KIII			40	Ind
Commente o contelo elo o l			*) %	Ski
Countries with the l	ligno	est visitor shares		Tra
Italy			3	Ser
Austria			3	Aut
Poland			2	Oth
China, People's Repu	blic		2	Stu
Russia			2	Oth
Frequency of visits	to tra	ade fair	%	Siz
Previous event			40	Nu
Earlier events			43	
First visit			41	
Average length of stay 1,4 d			4 days	1
Influence on purcha	sina	/procurement		20
decisions			%	Col
Decisively			32	for
Collectively			25	
In an advisory capacit	tv		17	
No	L Y		18	
Student			6	
Student Other act as infully on			2	

Other not gainfully employed

A second free second to the	0/
Area of responsibility	% 24
Management Research/development/design	24
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 manage	er,
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 27 500-999	4

1- 4	27	500 - 999
5-9	16	1 000 and more
10- 49	22	Student
50-199	11	Other not gainfully
200-499	6	employed
Conducted	hv: Gels	zus Messe-Markt-

7

6

3

onducted by: Gelszus Mess rschung GmbH, Dortmund

FeuerTRUTZ ----- Nürnberg

Trade visitors' profile

Visitors (number of entries)	8 354			
Proportion of trade visitors	99 %			
Germany (total)	91			
of which				
Nielsen 1 7 Nielsen				
Bremen - Bavaria				
Hamburg 1 Nielsen				
Lower Saxony 4 Berlin	. 1			
Schleswig-Holstein 2 Brande				
Nielsen 2 5 Meckle				
and the second	ommerania 1			
	-Anhalt 4			
Hesse 6 Nielsen				
Rhineland-Palatinate 5 Saxony	ia 2			
Saarland 1 Thuring	jia 2			
Nielsen 3b 17 Baden-Württemb. 17				
Foreign (total)*)	g			
of which				
EU	78			
Other countries	23			
Distance to home	%			
up to 50 km				
more than 50 km up to 100 km				
more than 100 km up to 300 km				
over 300 km	31			
Countries with the highest visito				
Austria	24			
Switzerland	10			
Czechia	8			
Netherlands Slovenia	6			
	4			
Frequency of visits to trade fair Previous event	%			
	32			
Earlier events First visit	33 55			
Average length of stay	1,3 days			
Influence on purchasing/procure				
decisions	%			
Decisively	25			
Collectively	34 24			
In an advisory capacity No	24			
Student	3			
JUUCIII	3			
Other not gainfully employed	1			

*) Determined by visitor registration.

Area of responsibility	% 20
Management	20
Research/development/design 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	52
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	8
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:	0/
Number of employees:	%

Number of employees:					
1- 4	19	500 - 999			
5-9	9	1 000 and more			
10- 49	16	Student			
50-199	15	Other not gainfully			
200- 499	8	employed			

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

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21

3

GaLaBau ----- Nürnberg

Trade visitors' profile

	/isitors (number of entries)				
Proportion of trade visitors				94%	
Germany (tota of which	I)			91	
Vielsen 1		9	Nielsen 4	32	
Bremen		1	Bavaria	32	
Hamburg		1	Nielsen 5+6	5	
ower Saxony		7	Berlin	1	
Schleswig-Holst	ein	1	Brandenburg	2	
Vielsen 2		16			
North Rhine-We	estph.	16	West Pommera	ania -	
Vielsen 3a		14	Saxony-Anhalt	1	
lesse		8	Nielsen 7	7	
Rhineland-Pala	tinate	6	Saxony	4	
Saarland		1	Thuringia	3	
Vielsen 3b		18			
Baden-Württem	ıb.	18			
Foreign (total)	*)			9	
EU				70	
	er euro	nea	n countries	17	
Othe	er cour	ntries	S	13	
Distance to ho	mo			%	
up to 50 km				7	
nore than 50 ki	n un t	o 10) km	9	
nore than 100	cm iin	to 3	00 km	41	
ver 300 km				42	
				es*) %	
	the h	nahe	est visitor share		
Countries with	the h	lighe	est visitor share		
Countries with Austria	the h	lighe	est visitor share	21	
Countries with Austria taly	the h	lighe	est visitor share	21 8	
Countries with Austria taly Czechia	the h	nighe	est visitor share	21 8 8	
Countries with Austria taly Czechia France	the h	nighe	est visitor share	21 8 8 5 5	
Countries with Austria taly Czechia France Switzerland		5		21 8 8 5 5	
Countries with Austria taly Czechia France Switzerland Frequency of v		5		21 8 5 5 5	
Countries with Austria taly Zzechia France Switzerland Frequency of v Previous event		5		21 8 5 5 5 % 40	
Countries with Austria taly Zzechia France Switzerland Frequency of v Previous event Earlier events		5		21 8 5 5 % 40 44	
Countries with Austria taly Czechia France Switzerland Frequency of v Previous event Earlier events First visit	isits t	o tra	ade fair	21 8 5 5 % 40 44 38	
Countries with Austria taly Czechia France Switzerland Frequency of V Previous event Carlier events Girst visit	isits t	o tra	ade fair	21 8 8 5	
Countries with Austria taly Czechia France Switzerland Frequency of v revious event carlier events irist visit Average lengt nfluence on p	risits t h of st	tay	ade fair 1	21 8 8 5 5 5 7 40 44 38 1,4 days	
Countries with Austria taly Zzechia France Switzerland Frequency of v Previous event Earlier events First visit Average lengt nfluence on p Jecisions	risits t h of st	tay	ade fair 1	21 8 8 5 5 5 % 40 44 38 3 8	
Countries with Austria taly Zzechia France Frequency of v Previous event carlier events First visit Average lengt Average lengt nfluence on p Jecisively	risits t h of st	tay	ade fair 1	21 8 8 5 5 5 % 40 44 38 1,4 days	
Countries with Austria taly Zzechia France Switzerland Frequency of v Previous event Earlier events First visit Average lengt nfluence on p Jecisions	risits t h of st	tay	ade fair 1	21 8 8 5 5 5 % 40 44 38 1,4 days	
Countries with Austria taly Zzechia France Frequency of v Previous event carlier events First visit Average lengt Average lengt nfluence on p Jecisively	isits t h of st urcha	tay sing	ade fair 1	21 8 8 5 5 5 7 40 44 38 1,4 days 7 8 30 18	
Countries with Austria taly Zechia irance witzerland irequency of v revious event arlier events irist visit Average lengt Average lengt ollectively collectively n an advisory c	isits t h of st urcha	tay sing	ade fair 1	21 8 8 5 5 5 7 40 44 38 1,4 days 7 8 30 18	
Countries with Austria taly Zzechia irance Switzerland Frequency of v Previous event anlier events irst visit Average lengt nfluence on p Jecisions Decisively Collectively	isits t h of si urcha apacit	tay sing	ade fair 1 /procurement	21 8 8 5 5 5 % 40 44 38 3 8	

Area of respo	bility	%
Management		29
Research/devel	ment/design	2
Manufacturing,	roduction, quality control	11
Buying/procure		4
Finance/accour		1
	ommunication technology	1
	stration, administration	2
Sales		8
Marketing, adv		2
	, material management,	
transport		2
Maintenance/re		6 27
Other area Student		27
	u amployed	2
Other not gainf	y employed	_
Position in the	ompany/organisation	%
Entrepreneur, o	owner, freelancer	29
	r, board member,	
head of an auth		6
	orks manager, plant manager,	
	head of public office	8
		12
Other salaried		
skilled worker		20
Lecturer, teach		ł
Trainee		14
Other position		4
Student Other not gainf	u amployed	-
	yemployed	_
Economic sect		%
Green area /ou	oor area construction	
companies		39
Other construct	n companies	14
Architect		4
Specialist plann		3
Leisure facility		4
	ement and maintenance	1
Private sector of		3
		11
	uction, maintenance and	
management	terration de construction	4
	rised equipment and	
agricultural ma		1
Other sectors		15
Student		-
Other not gainf	y employed	2
Size of compa	/organisation:	
		%
Number of em		
Number of em 1- 4	J00 - JJJ	4
	1 000 and more	
1- 4 5- 9		4
1- 4 5- 9	1 000 and more	2 2 5

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

IFH/Intherm ------> Nürnberg

Trade visitors' profile

Visitors (number of entries)	40 351
Proportion of trade visitors	95%
Germany (total)	98
of which Nielsen 1 1 Nielse	n 4 62
Nielsen 1 1 Nielse Bremen - Bavari	
	n 5+6 1
Lower Saxony 1 Berlin	1
	enburg
	enburg-
	Pommerania
	y-Anhalt 1
Hesse 2 Nielse	n7 8
Rhineland-Palatinate 1 Saxon	
Saarland - Thurin	gia 4
Nielsen 3b 25	-
Baden-Württemb. 25	
Foreign (total) of which	2
EU	67
Other countries	33
Distance to home	%
up to 50 km	20
more than 50 km up to 100 km	20
more than 100 km up to 300 km	50
over 300 km	10
Frequency of visits to trade fair	
Previous event	44
Earlier events	50
First visit	33
Average length of stay	1,1 days
Influence on purchasing/procu	
decisions	%
Decisively	26
Collectively	29
In an advisory capacity	20
No	22
California	
Student Other not gainfully employed	- 1

Area of responsibility Management	
Management Research/development/design Manufacturing, production, quality Buying/procurement Finance/accounting, controlling Information and communication tec Personnel administration, administr	hnology
Sales Marketing, advertising, PR Logistics: storage, material manage transport	
Maintenance/repairs	
Other area Field-assembly work, after-sales ser Planning/work preparation Student Other not gainfully employed	vice
Position in the company/organisa Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	ation
Area manager, works manager, pla	nt manager,
branch manager, head of public offi Department head, group head, team Foreman, master craftsman	ce n leader
Other salaried staff, civil servant, skilled worker	3
Lecturer, teacher Trainee Other position	
Student Other not gainfully employed	
Economic sector Skilled trades	
Industry Wholesale/foreign trade Engineering, planning office, archite Energy consulting Housing industry Municipalities	ects
Service sector Polytechnic, college Other sectors Student	
Other not gainfully employed	
Size of company/organisation: Number of employees:	
	0 - 999

1-4 28 5-9 15 500 - 999

5-9	10	1 000 and more
10- 49	23	Student
50-199	13	Other not gainfully
200-499	6	employed
Conducted		szus Messe-Markt-

forschung GmbH, Dortmund

Insights-X (2017)

Trade visitors' profile

% 18

% 24

%

%

visitors (number of en	tries) 53	50
Proportion of trade vi	sitors 96	%
Germany (total) of which		60
	4 Nielsen 4	56
Bremen	- Bavaria	56
Hamburg	2 Nielsen 5+6	9
	1 Berlin	4
Schleswig-Holstein	- Brandenburg	3
Vielsen 2	8 Mecklenburg-	
	8 West Pommerania	1
	9 Saxony-Anhalt	
lesse	4 Nielsen 7	3
Rhineland-Palatinate	4 Saxony	3
Saarland	- Thuringia	1
Vielsen 3b 1	2	
Baden-Württemb. 1	2	
F oreign (total) of which		40
EU		62
		17
		10
Other countr		12
Distance to home		%
up to 50 km		18
nore than 50 km up to '		4
nore than 100 km up to		23
over 300 km		55
The country with the h	ighest visitor share	%
Czechia	-	6
Frequency of visits to		%
Previous event		33
Earlier events		23
First visit		60
Average length of stag	y 1,5 da	ys
nfluence on purchasir	ng/procurement	
decisions		%
Decisively		43
Collectively		27
n an advisory capacity		16
No		9
Student Other not gainfully emp		3

Interzoo ----- Nürnberg

Trade visitors' profile

Area of re	sponsibil	itv	%
Manageme			28
Research/d		ent/design	4
		luction, quality control	5
Buying/pro			15
		controlling	1
		munication technology	1
		ation, administration	1
Sales		,	28
Marketing,	advertisi	ng, PR	10
		aterial management,	
transport		<u> </u>	1
Maintenan	ce/repairs	5	-
Other area			4
Student			3
Other not g	ainfully e	mployed	1
Position in	the com	pany/organisation	%
		ner, freelancer	39
		poard member,	55
nead of an			11
		s manager, plant manage	
		ad of public office	
		roup head, team leader	12
		civil servant,	
skilled worl			17
Lecturer, te			1
Frainee	action		1
Other posit	ion		2
Student			3
Other not g	ainfully e	mployed	1
Economic	sector		%
Chain store		1	7
Specialist r			27
Wholesale '		-	18
Online reta			13
		rvice chain, cash & carry	1
Departmen			1
mport			12
Export			6
Drop shipp	ers		3
Commercia		r	3
Manufactu			24
Other secto			8
Student	-		3
Other not g	ainfully e	mployed	1
Size of cor	nanylo	manisation:	
Number of		rganisation: ees:	%
1- 4	24	500 - 999	4
5-9	11	1 000 and more	13
10-49	22	Student	3
50- 199	15	Other not gainfully	5

Numb	oer of	f employe	es:
1-	4	24	500 - 999
5-	9	11	1 000 and more
10-	49	22	Student
50-	199	15	Other not gainfully
200-	499	6	employed
Cond	ucteo	l by: Gelsz	us Messe-Markt-

1

forschung GmbH, Dortmund

Visitors (numbe	er of	entr	ies)	38 656			
Proportion of tr	ade	visit	ors	98 %			
Germany (total)				26			
of which							
Nielsen 1		9	Nielsen 4	37			
Bremen		1.2	Bavaria	37			
Hamburg		3	Nielsen 5+6	5			
Lower Saxony		4	Berlin	1			
Schleswig-Holste	ein	3	Brandenburg	-			
Nielsen 2		12	Mecklenburg-				
North Rhine-Wes	stph.	12	West Pommera	nia -			
Nielsen 3a		12	Saxony-Anhalt	3			
Hesse		7	Nielsen 7	8			
Rhineland-Palati	nate	4	Saxony	4			
Saarland		1	Thuringia	4			
Nielsen 3b		18	5				
Baden-Württemk	Э.	18					
Foreign (total)*)			74			
of which EU				55			
			n countries	16			
Africa		pear	n countries				
North				3			
			tral America	2			
			tral America	7			
Midd			Control Anto	3			
Austr		st-, c	Central Asia	13 2			
Austr	alla			2			
Distance to hon	ne			%			
up to 50 km				3			
more than 50 km				3			
more than 100 k	m up	to 3	00 km	16			
over 300 km				78			
Countries with	the h	niahe	est visitor share	s*) %			
Italy		5		6			
Spain				4			
France				3			
United Kingdom				3			
Netherlands				3			
Frequency of vi	sits t	o tra	ade fair	%			
Previous event				41			
Earlier events				37			
First visit				46			
Average length	of s	tay	2	,3 days			
Influence on pu	rcha	sina	/procurement				
decisions				%			
Decisively				53			
Collectively				26			
In an advisory ca	pacit	y		12			
No				6			
Student				2			
Other net gainful	llu on	oploy	hou	1			

Middle East	3	Traine
South-, East-, Central Asia	13	Other
Australia	2	Stude
		Other
Distance to home	%	
up to 50 km	3	Econo
more than 50 km up to 100 km	3	Indust
more than 100 km up to 300 km	16	Skilled
over 300 km	78	Retail
		Whole
Countries with the highest visitor share	s*) %	Servic
Italy	6	Autho
Spain	4	Teach
France	3	Resea
United Kingdom	3 3 3	Other
Netherlands	3	Stude
		Other
Frequency of visits to trade fair	%	
Previous event	41	Size o
Earlier events	37	Numb
First visit	46	1-
		5-
Average length of stay 2	,3 days	10-
Influence on purchasing/procurement		50- 200-
decisions	%	
Decisively	53	Condi
Collectively	26	forsch
In an advisory capacity	12	
No	6	
Student	2	
Other not gainfully employed	1	
other not gainfully employed		

*) Determined by visitor registration.

Area o	of resp	onsibilit	v	%
Manaq			,	32
		/elopmer	nt/design	5
			ction, quality control	6
Buying	/procu	irement		11
			ontrolling	1
Inform	ation a	and comr	nunication technology	1
	nel ad	ministrat	ion, administration	1
Sales				30
		dvertisin		4
		rage, ma	terial management,	
transpo		(1
Other a		/repairs		6
Studen				2
		infully en	nloved	1
ounceri	lot gu	intuny ch	ipioyeu	
Positio	on in t	he comp	any/organisation	%
Entrep	reneui	, co-own	er, freelancer	49
			oard member,	
		uthority e		12
			manager, plant manage	
			d of public office oup head, team leader	9
			ivil servant,	10
skilled			wii servarit,	13
Lecture				1
Trainee				1
Other r		n		3
Studen	it			2
Other r	า <mark>ot g</mark> a	infully en	nployed	1
Econo	micso	octor		%
Industr				14
Skilled				5
Retail t		,		42
		reign tra	de	24
Service				7
		blic servi		1
			/university/college)	1
Resear				1
Other s		5		4
Studen				2
Other r	າot ga	infully en	nployed	1
Size of	f com	anv/org	anisation:	
Numb	er of e	employe	es:	%
1-	4	37	500 - 999	2
5-	9	16	1 000 and more	7

500 555	57		
1 000 and more	16	5-9	
Student	22	10- 49	
Other not gainfully	12	50-199	
employed	3	200- 499	2
zus Messe-Markt-		Conducted	

2

1

chung GmbH, Dortmund

it-sa ----- Nürnberg

Trade visitors' profile

Visitors (number of entries)	14 290
Proportion of trade visitors	99 %
Germany (total)	93
of which	-
Nielsen 1 4 Nielsen 4	58
Bremen - Bavaria	58
Hamburg 1 <u>Nielsen 5+6</u>	
Lower Saxony 2 Berlin	
Schleswig-Holstein - Brandenburg	
Nielsen 2 7 Mecklenburg-	
North Rhine-Westph. 7 West Pommerar	
Nielsen 3a 8 Saxony-Anhalt	
Hesse 5 Nielsen 7	
Rhineland-Palatinate 2 Saxony	
Saarland 1 Thuringia	
Nielsen 3b 14	
Baden-Württemb. 14	
Foreign (total)*)	
of which	7
EU Other countries	7
Other countries	3
Distance to home	9
up to 50 km	2.
more than 50 km up to 100 km	1
more than 100 km up to 300 km	3
over 300 km	2
Countries with the highest visitor shares	
Austria	3
Switzerland	1
United Kingdom	
Czechia	
Netherlands	4
Frequency of visits to trade fair	9
Previous event	3
Earlier events	3
First visit	54
Average length of stay 1,	3 day
Influence on purchasing/procurement	
decisions	9
Decisively	1
Collectively	3
In an advisory capacity	2
No	1
Student	
Other not gainfully employed	
Area of responsibility	9
	1
Management	
Management Research/development/design	
Management	
Management Research/development/design	
Management Research/development/design Manufacturing, production, quality control	

*) Determined by visitor registration.

Personnel administratio	n. administration	1
Sales	.,	8
Marketing, advertising,	PR	2
Logistics: storage, mate		_
transport	indi management,	1
Maintenance/repairs		4
Other area		6
Student		7
	lavad	1
Other not gainfully emp	loyeu	
Desition in the compa	nular anisation	%
Position in the compa		
Entrepreneur, co-owner	, freelancer	11
Managing director, boa	rd member,	
head of an authority etc		4
Area manager, works m		
branch manager, head o		7
Department head, grou	p head, team leader	25
Other salaried staff, civi	l servant,	
skilled worker		35
Lecturer, teacher		1
Trainee		7
Other position		3
Student		7
Other not gainfully emp	loved	1
o ther not gamany emp	.ojeu	
Economic sector		%
Software and hardware	provider	7
Software and hardware		11
Reseller, wholesale trad		3
IT systems specialist	e	12
Distributor		12
		3
Computer centre		-
IT consulting, outsourcir	ig	18
Production, industry		10
Energy-supply companie		3
Public authority, munici	pal administration	9
Trade/services		9 3 2
University/college, resea	arch	2
Health service		3
Bank, finance sector		4
Insurance		1
Tax advice, justice		1
Transport, traffic		3
Media		3
Telecommunication		3
Consulting (business, co	mpanies)	3 3 3 4
Police, armed forces	1	3
Other sectors		8
Student		7
Other not gainfully emp	loved	1
	loyeu	<u> </u>
Size of company/orga	nisation:	
Number of employees		%
1- 4 8	500 - 999	10
5-93		33
10-49 11	1 000 and more	33 7
	Student Other not gainfully	/

Number of	empioy	ees:	
1- 4	8	500 - 999	
5- 9	3	1 000 and more	
10- 49	11	Student	
50-199	15	Other not gainfully	
200- 499	12	employed	
Conducted by: Gelszus Messe-Markt-			

forschung GmbH, Dortmund

Perimeter Protection ------> Nürnberg

Trade visitors' profile

Visitors (number of entries)	3 639
Proportion of trade visitors	99 %
Germany (total) of which	75
Nielsen 1 13 Nielsen 4	32
Bremen - Bavaria	32
Hamburg 3 <u>Nielsen 5+6</u>	5
ower Saxony 6 Berlin	2
Schleswig-Holstein 4 Brandenburg	2
Vielsen 2 21 Mecklenburg-	
North Rhine-Westph. 21 West Pommer	
Vielsen 3a 8 Saxony-Anhal	t 2
lesse 4 <u>Nielsen 7</u>	5
Rhineland-Palatinate 2 Saxony	3
Saarland 2 Thuringia	2
Nielsen 3b 17 Baden-Württemb. 17	
oreign (total)*)	25
of which EU	77
Other european countries	12
Other countries	12
Distance to home	%
p to 50 km	11
nore than 50 km up to 100 km	3
nore than 100 km up to 300 km	24
ver 300 km	62
Countries with the highest visitor shar	
l etherlands	17
Austria	9
oland	9
elgium witzerland	8
requency of visits to trade fair	%
revious event	27
arlier events	27
irst visit	63
Average length of stay	1,4 days
nfluence on purchasing/procurement	%
decisions Decisively	
Decisively	40 33
Collectively n an advisory capacity	33 15
n an advisory capacity No	15
	3
Student	

Area of responsibility	%
Management	3.
Research/development/design	
Manufacturing, production, quality control	9
Buying/procurement	
Finance/accounting, controlling	
Information and communication technolog	y 3
Personnel administration, administration	
Sales	23
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area Student	
	-
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	29
Managing director, board member,	1
head of an authority etc. Area manager, works manager, plant man	10
branch manager, head of public office	ager, 1
Department head, group head, team leade	
Other salaried staff, civil servant,	
skilled worker	10
Lecturer, teacher	
Trainee	1
Other position	1
Student	1
Economic sector	9
Industry	2
Manufacturers	1
Skilled trades	2
Retail trade	
Wholesale/foreign trade	
Import/export	
Service	10
Public authority/administration Other sectors	
Student	
Size of company/organisation:	
Number of employees:	%
1- 4 15 200-499	
5- 9 13 500-999	
10 10 20 1000	
10- 49 26 1 000 and more 50- 199 17 Student	

forschung GmbH, Dortmund

*) Determined by visitor registration.

Trade visitors' profile

	7 879			
Proportion of trade visitors	98%			
Germany (total) of which	79			
Nielsen 1 5 Nielsen 4	42			
Bremen - Bavaria	42			
Hamburg 1 Nielsen 5+6	5			
Lower Saxony 3 Berlin	2			
Schleswig-Holstein 1 Brandenburg	2			
Nielsen 2 6 Mecklenburg-	2			
North Rhine-Westph. 6 West Pommera	nia 1			
Nielsen 3a 9 Saxony-Anhalt	1			
Hesse 8 Nielsen 7	13			
Rhineland-Palatinate - Saxony	8			
Saarland 1 Thuringia	5			
Nielsen 3b 21				
Baden-Württemb. 21				
Foreign (total) of which	21			
EU	50			
Other european countries	15			
South-, East-, Central Asia	19			
Other countries	16			
Distance to home	%			
up to 50 km	11			
more than 50 km up to 100 km	11			
more than 100 km up to 300 km	40			
over 300 km	38			
Frequency of visits to trade fair	%			
Previous event	23			
Earlier events First visit	34 58			
	58			
Average length of stay 1	,3 days			
Influence on purchasing/procurement	01			
decisions	%			
Decisively	18			
Collectively	35			
In an advisory capacity	22 7			
No				
Student Other not gainfully employed	16 2			

Area	of rest	onsibil	itv	9
	gemen		.,	ĺ
			nt/design	4
			uction, quality control	
		urement		
Finan	ce/acco	ounting,	controlling	
			munication technology	1
			ition, administration	
Sales				10
Marke	eting, a	dvertisi	ng, PR	3
Logist	ics: sto	orage, m	aterial management,	
transp	ort			
Maint	enance	e/repairs		1
Other				4
Stude				1
Other	not ga	infully e	mployed	- 1
D				
			pany/organisation	%
			ner, freelancer board member,	1.
		uthority		
			s manager, plant manage	÷۲,
			ad of public office oup head, team leader	1
			civil servant,	13
	worke		civil servant,	3
	er, tea			5
Traine		chei		-
	positic	n		-
Stude				1
		infully e	mployed	
	omic se	ector		%
Indust				5
	esale tr	ade		
Retail				
	t/expo	rt		
Servic				
		istratior	1	
	ing, re			
	sector	S		
Stude				1
Other	not ga	infully e	mployed	
Sizo o	fcom	nanulor	ganisation:	
		pany/or employ		9
Numi 1-	4	empioy 9	500 - 999	7
5-	9	9	1 000 and more	2
-	49	12	Student	1
	199	13	Other not gainfully	
200-	100	10	amployed	

10 Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

200-499

Spielwarenmesse®

Trade visitors' profile

%

6

47

7

1

2

10

3

2

4

16

2

% 12

4

′5 19

35 2 3

3 16 2

%

58

2

9

1

7 3

16

% 7 26

16

2

employed

2

/isitors (number of entries)	70 348
Proportion of trade visitors	84%
Germany (total)	51
of which Nielsen 1 7 Nielsen 4	55
Bremen - Bavaria	55
Hamburg 2 Nielsen 5+6	5
Lower Saxony 3 Berlin	3
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 7 Mecklenburg-	
North Rhine-Westph. 7 West Pommer	ania 1
Nielsen 3a 7 Saxony-Anhal	
Hesse 4 Nielsen 7	5
Rhineland-Palatinate 3 Saxony	4
Saarland - Thuringia	2
Nielsen 3b 13	
Baden-Württemb. 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 Australia	6 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 share	es %
taly	8
Netherlands	7
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
nfluence on purchasing/procurement	
decisions	%
Decisively	50
Collectively	23
n an advisory capacity	15
No	9
Student	3
Other not gainfully employed	

50-199

Stone+tec -----> Nürnberg

Trade visitors' profile

11 819

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	29 6	Proportion of trade visitors
Manufacturing, production, quality control	5	
Buying/procurement	10	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology	2 1	Nielsen 1 Nie Bremen 1 Bay
Personnel administration, administration	24	Hamburg 1 Nie
	24	Lower Saxony 8 Ber
Marketing, advertising, PR .ogistics: storage, material management,	0	Schleswig-Holstein 1 Bra
ransport	1	Nielsen 2 12 Me
Maintenance/repairs	1	North Rhine-Westph. 12 We
Other area	8	Nielsen 3a 16 Sax
Student	3	Hesse 8 Nie
Other not gainfully employed	2	Rhineland-Palatinate 7 Sax
		Saarland 1 Thu
Position in the company/organisation	%	Nielsen 3b 16
Entrepreneur, co-owner, freelancer	43	Baden-Württemb. 16
Managing director, board member,		
head of an authority etc.	11	Foreign (total)*)
Area manager, works manager, plant manag	er,	of which
branch manager, head of public office	7	EU
Department head, group head, team leader	13	Other european cou
Other salaried staff, civil servant,		South-, East-, Centr
skilled worker	16	Other countries
ecturer, teacher	2	
Trainee	2	Distance to home
Other position	4	up to 50 km
Student	3 2	more than 50 km up to 100 km
Other not gainfully employed		more than 100 km up to 300 kr over 300 km
Economic sector	%	
Nholesale/foreign trade	19	Countries with the highest v
Retail trade/specialist retail trade	38	Austria
Department stores, mail order	4	Italy
Manufacturers	13	Netherlands
Services, professions, institutions	12	Poland
Media (press, radio, television)	3	Czechia
Social and public institution	6	The second state of the second state
Chain store company	1	Frequency of visits to trade
Self-service chain, supermarket, discounter	1	Previous event
Licensor, licensing agency	3	Earlier events
Other sectors Student	9 3	First visit
Other not gainfully employed	2	Average length of stay
Size of company/organisation:		Influence on purchasing/pro
Number of employees:	%	decisions
1- 4 40 500-999	4	Decisively
5- 9 12 1 000 and more	9	Collectively
10- 49 16 Student	3	In an advisory capacity
EQ 100 10 Other pet gainfully		No

5 200-499 employed Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Other not gainfully

2

10

Proportion of trade	visit	ors 9	6%
Germany (total)			80
of which			~
Nielsen 1	11	Nielsen 4	32
Bremen	1	Bavaria	32
Hamburg	1	Nielsen 5+6	6
Lower Saxony	8	Berlin	1
Schleswig-Holstein	1	Brandenburg	2
Nielsen 2 North Rhine-Westph.	12	Mecklenburg-	
	12 16	West Pommerania	-
<u>Nielsen 3a</u> Hesse		Saxony-Anhalt	-
Rhineland-Palatinate	8 7	Nielsen 7	
Saarland	1	Saxony	4
	16	Thuringia	-
<u>Nielsen 3b</u> Baden-Württemb.	16		
bauen-wurttennb.	10		
Foreign (total)*) of which			2(
EU			73
Other euro	pear	n countries	9
South-, Ea	st-, C	Central Asia	1
Other cour	ntries	5	
Distance to home			%
up to 50 km			
more than 50 km up t	o 10	0 km	9
more than 100 km up			3.
over 300 km			54
Countries with the h	ighe	est visitor shares*)	%
Austria			3
Italy			1
Netherlands			
Poland			
Czechia			
Frequency of visits t	o tra	ade fair	%
Previous event			39
Earlier events			5
First visit			33
Average length of st	tay	1,5 d	ay
Influence on purcha	sing	/procurement	
decisions			%
Decisively			4
Collectively			20
In an advisory capacit	у		1
No			1
Student			- 3

Juducin			
Other not	gainful	lv emp	loved

*) Determine	ed by visitor r	egistration.

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

Badische Weinmesse (2016) ------ Offenburg

Private visitors' profile

Visitors (number of ent	ries)	4 671
Proportion of private v	isitors	91 %
Germany (total)		97
of which	Alf also and	
Nielsen 1 Bremen -		
Bremen - Hamburg -	barana	
Lower Saxony 1		
Schleswig-Holstein -		
Nielsen 2 -		
North Rhine-Westph		ia -
Nielsen 3a 2		-
Hessen 2		-
Rhineland-Palatinate -	Saxony	-
Saarland -	Thuringia	-
Nielsen 3b 96	-	
Baden-Württemberg 96		
Foreign (total)		3
Distance to home		%
up to 50 km		68
more than 50 km up to 1		16
more than 100 km up to	300 km	12
over 300 km		4
Frequency of visits to t	rade fair	%
Previous event		21
Earlier events First visit		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 over 20 up to 30 years		3 31
over 30 up to 40 years		14
over 40 up to 50 years		14
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 manage	
branch manager, head of public office	4
Department head, group head, team leader Other salaried staff, civil servant,	10
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: Massa Offenburg Ortenau	

Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg

Trade visitors' profile

Visitors (number of entries)	12 209
Proportion of trade visitors	71%
Germany (total)	99
of which	
Nielsen 1 9 Nielsen 4	54
Bremen 1 Bavaria	54
Hamburg 1 Nielsen 5+6	
Lower Saxony 5 Berlin	2
Schleswig-Holstein 2 Brandenburg	
Nielsen 2 8 Mecklenburg	q-
North Rhine-Westph. 8 West Pomm	erania 1
Nielsen 3a 10 Saxony-Anh	alt 1
Hesse 5 Nielsen 7	7
Rhineland-Palatinate 3 Saxony	2
Saarland 2 Thuringia	5
Nielsen 3b 8	
Baden-Württemb. 8	
FU	
Other countries	-
Other countries	36
Other countries Distance to home	36
Other countries Distance to home up to 50 km	36
Other countries Distance to home up to 50 km more than 50 km up to 100 km	36 % 33 10
Other countries Distance to home up to 50 km	36 % 33 10 26
Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	36 % 33 10 26 31
Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	36 % 33 10 26 31
Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair	36 % 33 10 26 31 % 32
Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event	36 % 33 10 26 31 % 32 45
Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events	36 % 33 10 26 31 % 32 45 44
Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen	36 % 33 10 26 31 % 32 45 44 1,4 days it
Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions	36 % 33 10 26 31 % 32 45 44 1,4 days tt
Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km Prequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively	36 % 33 10 26 31 % 32 45 44 1,4 days 1,4 days
Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km Prequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively	36 % 33 10 26 31 % 32 45 44 1,4 days it % 10 26
Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km Prequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively	36 % 33 10 26 31 % 32 45 44 1,4 days tt % 10 26 18
Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	36 % 33 10 26 31 % 325 44 1,4 days t 1,4 days 1, 4 days 1, 4 days 1, 4 days 1, 4 days 1, 4 days
Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	64 36 33 10 26 31 % 32 45 44 44 1,4 days tt % 10 26 18 33 35 9 9

Area of responsibility
Management Research/development/design
Manufacturing, production, quality control
Buying/procurement
Finance/accounting, controlling
Information and communication technology
Personnel administration, administration
Sales
Marketing, advertising, PR
Logistics: storage, material management,
transport
Maintenance/repairs
Other area
Facility manager
Services manager
Production manager
Vocational training
Student Other pet gainfully employed
Other not gainfully employed
Position in the company/organisation
Entrepreneur, co-owner, freelancer
Managing director, board member,
head of an authority etc.
Area manager, works manager, plant manage
branch manager, head of public office
Department head, group head, team leader
Other salaried staff, civil servant,
skilled worker
Lecturer, teacher Trainee
Other position
Student
Other not gainfully employed
Economic sector
Workshop for people with disabilities, support
centre Production componies
Production companies
Service companies Trade companies, workshop shop
School, educational institution
State, public institutions, communal
institutions
Social welfare
Other sectors
Student
Other not gainfully employed
- · · ·
Size of company/organisation:
Number of employees: 1- 4 4 500 - 999
5- 9 3 1 000 and more
10- 49 10 Student

19

24

50-199

200-499

employed

Other not gainfully

9

Private visitors' profile

Visitors (number of e	ntries)	12 209
Proportion of private	visitors	29 %
Germany (total) of which		100
Nielsen 1	1 Nielsen 4	95
Bremen	- Bavaria	95
Hamburg	- Nielsen 5+6	
Lower Saxony	1 Berlin	1
Schleswig-Holstein Nielsen 2	 Brandenburg Mecklenburg 	
North Rhine-Westph.	- West Pomm	
Nielsen 3a	1 Saxony-Anh	
Hesse	1 Nielsen 7	1
Rhineland-Palatinate	- Saxony	-
Saarland	- Thuringia	
<u>Nielsen 3b</u> Baden-Württemb.	1	
Baden-wurttemp.	1	
Distance to home		%
up to 50 km	1001	82
more than 50 km up to		9 7
more than 100 km up t over 300 km	0 500 KIII	3
Frequency of visits to	trade fair	%
Previous event		48
Earlier events First visit		69
FIRST VISIT		22
Sex		%
Male Female		32
Female		68
Size of household		%
1 person		22 41
2 persons 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 9
over 70 years		9

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 Department head, group head, team leader 6 Other salaried staff, civil servant, skilled worker 40

3

1

5

3

6

4

24

%

78

8

14

%

27

24

48

Lecturer, teacher

Other position

Housewife/man

at the exhibition

Follow-up business

Intend to buy at later date

Old-age pensioner

Other not gainfully employed

Buying and ordering capacity

Purchase or order made or intended

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trainee

Student

yes no

yes

no

maybe

maybe

Proportion of trade v	isit	ors	97 %
Germany (total) of which			83
Nielsen 1	2	Nielsen 4	14
Bremen	4	Bavaria	14
Hamburg	-	Nielsen 5+6	1
Lower Saxony	-	Berlin	
Schleswig-Holstein	-	Brandenburg	
Nielsen 2	3	Mecklenburg-	
North Rhine-Westph.	3	West Pommeran	nia -
Nielsen 3a	7	Saxony-Anhalt	-
Hesse	4	Nielsen 7	3
Rhineland-Palatinate	2	Saxony	-
Saarland	-	Thuringia	-
	71		
Baden-Württemb.	71		
Foreign (total) of which			17
EU			52
Other europ			22
South-, East			19
Other count	ries		7
Distance to home			%
up to 50 km			28
more than 50 km up to			22
more than 100 km up to	0 3(00 km	27
over 300 km			23
Countries with the high	ghe	st visitor shares	%
Switzerland			16
Austria			12
Japan			5
Taiwan			4
India			4
Frequency of visits to	o tra	ide fair	%
Previous event			39
Earlier events			38
First visit			45
Average length of sta	ay	1,	3 days
Influence on purchasi	ing	/procurement	
decisions			%
Decisively			17
Collectively			29
In an advisory capacity			24
No			21
Student			7

Other not gainfully employed

AMB

Trade visitors' profile Visitors (number of entries)

91 016



267 823

88%

99

6

6

1

30

52

18

% 52

%

54 24

19

2

%

35 49

30

%

50

50

%

13

51

15

15

6

6

Private visitors' profile

Area of responsibility	%	Visitors (number of entries) 267 8
Management Research/development/design Manufacturing, production, quality control	11 21 34	Proportion of private visitors 88
Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	2 1 1 7 1 4 6 7 2	Germany (total) of which Nielsen 1 - Nielsen 4 Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony - Berlin Schleswig-Holstein - Brandenburg Nielsen 2 - Mecklenburg- North Rhine-Westph. - West Pommerania Nielsen 3a 4 Saxony-Anhalt Hesse - Nielsen 7 Rhineland-Palatinate - Saxony Saarland - Thuringia
Position in the company/organisation Entrepreneur, co-owner, freelancer	% 9	Nielsen 3b 88 Baden-Württemb. 88
Managing director, board member, head of an authority etc. Area manager, works manager, plant manage branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	8 20	Foreign (total) of which EU Other european countries Other countries
skilled worker Lecturer, teacher Trainee	30 2 11	The country with the highest visitor share Switzerland
Other position Student Other not gainfully employed	4 7 2	Distance to home up to 50 km more than 50 km up to 100 km
Economic sector Industry Skilled trades	% 80 11	more than 100 km up to 300 km over 300 km
Service Trade Training/consulting University, polytechnic, vocational school	5 3 3 6	Frequency of visits to trade fair Previous event Earlier events First visit
Other Authority, public services Size of company/organisation:	3	Sex Male Female
Number of employees: 1-4 6 500 - 999 5-9 5 1 000 and more 10-49 16 Student 50-199 23 Other not gainfully 200-499 14 employed Conducted by: Landesmesse Stuttgart Gm Student Gm	% 9 19 7 2 10H,	Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more
Stuttgart	-	Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant man	
branch manager, head of public office	-
Department head, group head, team leade Other salaried staff, civil servant,	er 8
skilled worker	3
Lecturer, teacher	
Trainee	
Other position	
Student	4
Housewife/man	3
Old-age pensioner	20
Other not gainfully employed	4
Buying and ordering capacity	9
Purchase or order made or intended	
at the exhibition	
yes	30
no	33
maybe	3
	9
Follow-up business	
Follow-up business Intend to buy at later date	
	30
Intend to buy at later date	30 22
Intend to buy at later date yes	-

FACHDENTAL Südwest -----> Stuttgart

Trade visitors' profile

Visitors (number of e	entr	ies)	5 794
Proportion of trade	visit	ors	98%
Germany (total)			98
of which Nielsen 1		Nielsen 4	3
Bremen	- 0	Bavaria	3
Hamburg	1	Nielsen 5+6	
Lower Saxony		Berlin	
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pommer	ania -
Nielsen 3a	2	Saxony-Anhalt	
Hesse	1	Nielsen 7	
Rhineland-Palatinate	1	Saxony	
Saarland	-	Thuringia	
Nielsen 3b	95	5	
Baden-Württemb.	95		
Foreign (total)			2
Distance to home			%
up to 50 km			54
more than 50 km up to	o 10	0 km	26
more than 100 km up	to 3	00 km	18
over 300 km			2
Frequency of visits to	o tra	ade fair	%
Previous event			44
Earlier events			46
First visit			29
Average length of st	ay		I,1 days
Influence on purchas	sing	/procurement	
decisions			%
Decisively			21
Collectively			33
In an advisory capacity	y		24
No			14

Student

Other not gainfully employed

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	25
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manager	
branch manager, head of public office	1
Department head, group head, team leader	7
Other salaried staff, civil servant,	
skilled worker	34
Lecturer, teacher	1
Trainee	16
Other position	7
Student	4
Other not gainfully employed	4
Economic sector	%
Practice	47
Group practice	25
Clinic	3
Surgery-laboratory	5
Dental technology laboratory	12
Dental trade	1
Training/consulting	1
Service	
University, polytechnic, vocational school	4
Other	6
Size of company/organisation:	
Number of employees:	%

		%
18	500 - 999	1
34	1 000 and more	2
35	Student	4
2	Other not gainfully	
1	employed	4
	employ 18 34	341 000 and more35Student2Other not gainfully

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

interbad ----- Stuttgart

Trade visitors' profile

Visitors (number of	entr	ies)	14 065
Proportion of trade	visit	ors	91%
Germany (total)			74
of which	_		
Nielsen 1	7	Nielsen 4	20
Bremen	1	Bavaria	20
Hamburg	1	Nielsen 5+6	4
Lower Saxony	4	Berlin	
Schleswig-Holstein	2	Brandenburg	
Nielsen 2	6	Mecklenburg	
North Rhine-Westph.		West Pomme	
Nielsen 3a	18	Saxony-Anha	
Hesse	8	Nielsen 7	1
Rhineland-Palatinate Saarland		Saxony	
Nielsen 3b	2 44	Thuringia	
Baden-Württemb.	44		
Foreign (total)			26
of which EU			67
	nea	n countries	23
Africa	-pea	countries	
North Am	erica		1
Middle Ea			1
		Central Asia	2
Australia	5070		1
Distance to home			%
up to 50 km			15
more than 50 km up t	o 10	0 km	11
more than 100 km up	to 3	00 km	31
over 300 km			42
Countries with the I	nighe	est visitor sha	
Switzerland			11
France			8
Austria			7
Italy			7
Sweden			6
Frequency of visits	to tra	ade fair	%
Previous event			38
Earlier events			38
First visit			40
Average length of s	tay		1,4 days
Influence on purcha	sing	/procurement	
decisions			%
Decisively			29
Collectively			
	ty		36 23 11

65	Position in the company/organisation	%
	Entrepreneur, co-owner, freelancer	21
1%	Managing director, board member,	
	head of an authority etc.	11
74	Area manager, works manager, plant manage	
20	branch manager, head of public office	20
20 20	Department head, group head, team leader	16
20	Other salaried staff, civil servant, skilled worker	21
4	Lecturer, teacher	1
1.1	Trainee	5
	Other position	3
-	Student	
-	Other not gainfully employed	1
1		
1.0	Economic sector	%
1.1	Industry	15
	Skilled trades	13
	Trade Public authority, municipality, civil service	14 37
26	Training/consulting	3/
20	Other service	15
67	University, polytechnic, vocational school	2
23	Other	10
1		
1	Size of company/organisation:	
1	Number of employees:	%
4	1- 4 18 500-999	3
1	5- 9 17 1 000 and more	3
0/	10- 49 34 Student	
% 15	50- 199 18 Other not gainfully 200- 499 7 employed	4
15		1
31	Conducted by: Landesmesse Stuttgart Gm	bH,
	Stuttgart	
42		

Trade visitors' profile

%

21

11

20

16

21

5

3

1

% 15

13

14

37 3

15

2

10

% 3

3

-

1

Visitors (number of entries)	98 677
Proportion of trade visitors	92 %
Germany (total) of which	96
Nielsen 1 1 Nielsen	4 14
Bremen - Bavaria	14
Hamburg - Nielsen	5+6 1
Lower Saxony - Berlin	
Schleswig-Holstein - Brander	ıburg ·
Nielsen 2 2 Meckler	iburg-
	mmerania ·
Nielsen 3a 9 Saxony-	
Hesse 4 Nielsen	<u>7</u> 1
Rhineland-Palatinate 5 Saxony	
Saarland 1 Thuring	a ·
Nielsen 3b 72	
Baden-Württemb. 72	
Foreign (total) of which	4
EU	62
Other european countrie	
Other countries	.s 23
Distance to home	%
up to 50 km	35
more than 50 km up to 100 km	22
more than 100 km up to 300 km over 300 km	34 9
Countries with the highest visito	r shares %
Switzerland	22
Austria	19
Italy	16
Frequency of visits to trade fair	%
Previous event	41
Earlier events	33
First visit	39
Average length of stay	1,2 days
Influence on purchasing/procure	
decisions	%
Decisively	29
Collectively	28
In an advisory capacity	22
No	15
Student	3
Other not gainfully employed	2

Position in the com		%
Entrepreneur, co-own Managing director, b		35
head of an authority		8
	s manager, plant manag	
branch manager, hea	od of public office	7 12
Other salaried staff,		12
skilled worker		17
Lecturer, teacher Trainee		1 10
Other position		4
Student		3
Other not gainfully e	mployed	2
Economic sector		%
Hotels/guest house		21
Catering, restaurant		43
Franchise restaurant Canteens, large-scale	a catoror homo and	5
hospital caterers	e caterer, nome and	11
Ice cream parlours		8
Bakery, confectioner	y, patisserie	7
Café, coffee shop Planning/architecture	lintorior furnichings	11 4
Discotheques, bars, t		4
scene catering	iena gastronomy,	4
Butchers' trade, butc		3
Fast food, snacks, pe		3 5 9 5 4
Food, drinks trade, tr Food industry/non-fo		9
Colleges, universities		2
Service and consultin		8
Other	5	9
Size of company/or		
Number of employe	ees:	%
1- 4 23	500 - 999	4
5-915 10-4926	1 000 and more Student	6
50-199 15	Other not gainfully	J
200-499 5	employed	2

Stuttgart

Conducted by: Landesmesse Stuttgart GmbH,

Student

Other not gainfully employed

NICISCII Ja	29	Jakony-Annan	
Hesse	6	Nielsen 7	1
Rhineland-Palatinate	22	Saxony	
Saarland	-	Thuringia	-
Nielsen 3b	56	-	
Baden-Württemb.	56		
Foreign (total) of which			17
EU			78
Other euro	pear	n countries	11
Other cour			10
Distance to home			%
up to 50 km			26
more than 50 km up t	o 10	0 km	16
more than 100 km up	to 3	00 km	41
over 300 km			18
Countries with the h	nighe	est visitor share	es %
Austria			25
France			24
Switzerland			9
Italy			8
Frequency of visits t	o tra	ade fair	%
Previous event			44
Earlier events			42
First visit			32
Average length of s	tay	1	l,1 days
Influence on purcha	sing	/procurement	
decisions	-		%
Decisively			32
Collectively			25
In an advisory capacit	y		18
No			11
A			

INTERVITIS INTERFRUCTA

1 Nielsen 4

- Nielsen 5+6

Brandenburg

Mecklenburg-

29 Saxony-Anhalt

- Bavaria

- Berlin

-

1 North Rhine-Westph. 1 West Pommerania

17 684

96%

83

12

12

1

-

-

- -

9

6

Trade visitors' profile Visitors (number of entries)

Proportion of trade visitors

Germany (total)

of which

Nielsen 1

Hamburg

Nielsen 2

Nielsen 3a

Lower Saxony

Schleswig-Holstein

Bremen

6

Student

Other not gainfully employed

Area of responsibility

Management 36 Research/development/design 3 Manufacturing, production, quality control 28 Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed 6 Position in the company/organisation % Entrepreneur, co-owner, freelancer Managing director, board member, 45 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 10 Trainee 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 Special cultures Service and consulting Public authority, civil service, association University, technical college, vocational college 8 Other sectors q

Size of company/organisation:

er of	employee	s:	%
4	47	500 - 999	1
9	12	1 000 and more	3
49	13	Student	9
99	7	Other not gainfully	
99	2	employed	6
	4 9 49 99	4 47 9 12 49 13 99 7	9 12 1 000 and more 49 13 Student 99 7 Other not gainfully

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

LASYS -----> Stuttgart

Trade visitors' profile

%

Visitors (number of entries)	5 800
Proportion of trade visitors	98%
Germany (total) of which	75
Nielsen 1 3 Nielsen 4	16
Bremen - Bavaria	16
Hamburg - Nielsen 5+6	1
Lower Saxony - Berlin	
Schleswig-Holstein - Brandenburg	
Nielsen 2 5 Mecklenburg-	
North Rhine-Westph. 5 West Pommeran Nielsen 3a 7 Saxony-Anhalt	ia
Nielsen 3a 7 Saxony-Anhalt	
Hesse 3 Nielsen 7	4
Rhineland-Palatinate 4 Saxony	3
Saarland - Thuringia	
<u>Nielsen 3b</u> 64 Baden-Württemb. 64	
Foreign (total)	2!
of which FU	50
Other european countries	20
South-, East-, Central Asia	19
Other countries	1
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 over 300 km	23 31
The country with the highest visitor shar	e %
Frequency of visits to trade fair	% 1
Previous event Earlier events	16
First visit	7(
	2 days
Average length of stay 1,2	- 1
5 5 7	
Average length of stay 1,2 Influence on purchasing/procurement decisions	9
Influence on purchasing/procurement decisions Decisively	
Influence on purchasing/procurement decisions Decisively Collectively	18
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	18 31 28
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	% 18 31 28 12
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	18 31 28

		onsibili	ty	%
Manag				11
			nt/design	38
			uction, quality control	15 3
		urement	controlling	- 3
			munication technology	- 1
			tion, administration	1
Sales	inci uc	inninstro	duministration	12
	ting, a	dvertisir	na. PR	2
			aterial management,	
transp	ort			-
Mainte	enance	e/repairs		1
Other a				5
Studer				10
Other I	not ga	infully e	mployed	1
			pany/organisation	%
			ner, freelancer	11
			oard member,	
		uthority		6
			s manager, plant manage	
			nd of public office	10 17
			oup head, team leader civil servant,	17
skilled			livii servarit,	36
Lecture				3
Traine		ener		3
Other (n		3
Studer				10
Other I	not ga	infully e	mployed	1
Econo	mic se	ector		%
Industi	ry			73
Trade	í			6
Service	5			11
Skilled				3
		sulting		2
			ic, vocational school	14
Other s	sector	S		6
			ganisation:	
		employe		%
1-	4	9	500 - 999	5
5-	9	5	1 000 and more	29
10-		15	Student	10
50-		15	Other not gainfully	
200-4	<u>199</u>	11	employed	1

200-499 11 employed Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

LogiMAT -----> Stuttgart

Trade visitors' profile

Visitors (number of entries)	55 375
Proportion of trade visitors	100%
Germany (total)	81
of which	47
Nielsen 1 8 Nielsen 4	17
Bremen 1 Bavaria	17
Hamburg 2 Nielsen 5+6	3
Lower Saxony 4 Berlin	-
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 12 Mecklenburg	
North Rhine-Westph. 12 West Pomme	
Nielsen 3a 11 Saxony-Anha	
Hesse 6 Nielsen 7	3
Rhineland-Palatinate 4 Saxony	-
Saarland 1 Thuringia	-
Nielsen 3b 46	
Baden-Württemb. 46	
Foreign (total) of which	19
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 sha	res %
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	t
decisions	%
Decisively	19
Collectively	38
In an advisory capacity	26
in an advisory capacity	
No	12
	12 5

Area of responsibility	%
Management	14
Research/development/design	6
Manufacturing, production, guality control	9
	7
Buying/procurement	1
Finance/accounting, controlling	
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
	21
Other salaried staff, civil servant,	27
skilled worker	27
Lecturer, teacher	1
Trainee	3
Other position	2
Student	5
Other not gainfully employed	1
Formania canton	0/
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 5 500-999	9
5-921000 and more	36
10- 49 10 Student	5
is is is function	5

50-199

200-499

17

15

Conducted by: Wissler & Partner, Basel

Other not gainfully

employed

00

MEDIZIN/TheraPro ----- Stuttgart

Trade visitors' profile

Visitors (number of entries)	11 749 Pos
Proportion of trade visitors	97% Entr
Common (total)	hea 97 Area
Germany (total) of which	97 Area brar
Nielsen 1 2 Nielse	
Bremen - Bavari	
Hamburg - Nielse	
Lower Saxony - Berlin	- Lect
	enburg - Trai
	enburg- Oth
	Pommerania - Stud
	y-Anhalt - Oth
Hesse 5 Nielse	n7 1 —
Rhineland-Palatinate 4 Saxon	y - Eco
Saarland - Thurin	gia - Prac
Nielsen 3b 71	Hos
Baden-Württemb. 71	Med
	Reh
Foreign (total)	3 Nur
of which	Eme
EU	65 Fitn
Other countries	35 Gro Trac
Distance to home	% Pub
up to 50 km	40 Univ
more than 50 km up to 100 km	18 Serv
more than 100 km up to 300 km	31 Trai
over 300 km	11 Oth
Frequency of visits to trade fair	% Size
Previous event	28 Nur
Earlier events	34 1
First visit	50 5
Average length of stay	10 1,2 days 50 200
Influence on purchasing/procur	rement
decisions	% Stu
Decisively	26
Collectively	24
In an advisory capacity	25
No	15
Student	9
Other not gainfully employed	1

Positi	on in [.]	the comp	any/organisation	
			er, freelancer	
			ard member,	
		uthority e	tc. manager, plant manag	or
			d of public office	er,
			up head, team leader	
			vil servant,	
skilled			,	
Lectur	er, tea	cher		
Traine	e			
Other		on		
Stude				
Other	not ga	ainfully em	iployed	
Econo	omic s	ector		
Practi				
Hospit				
		e centre		
		on facilitie	S	
Nursin			appientions	
Fitnes			ganisations	
Group		-		
Trade	pract	ice		
	autho	rities/hea	lth service	
			c, vocational school	
Servic	e	·		
Traini	ng/cor	sulting		
Other	1	-		
Size o	f com	pany/org	anisation:	
		employe		
1-	4	32	500 - 999	
5-	9	17	1 000 and more	
10-	49	20	Student	

10- 49	20	Student
50-199	9	Other not gainfully
200- 499	5	employed
Conducted b	oy: Lan	desmesse Stuttgart Gm

mbH, jart

Average length of stay	
Influence on purchasing/procur	ement

Frequency of visits to trade fair

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

parts2clean ------> Stuttgart

3 Nielsen 4

1 Berlin

-2 Nielsen 5+6

-

7

7

53

53

Other european countries

Countries with the highest visitor shares

Other countries

more than 50 km up to 100 km

more than 100 km up to 300 km

Bavaria

Brandenburg

Mecklenburg-

7 West Pommerania

10 Saxony-Anhalt

Nielsen 7

Saxony

Thuringia

4 4 2 6

99%

79

19

19

3

-

5

2

3

21

76

18

6

%

17

16

31

37

%

18

11

9

% 24

31

58

%

18 39 28

10

3 2

1,1 days

Trade visitors' profile

Visitors (number of entries)

Proportion of trade visitors

Germany (total)

of which

Nielsen 1

Bremen

Hamburg

Nielsen 2

Nielsen 3a

Saarland

of which

Nielsen 3b

Baden-Württemb.

Distance to home

up to 50 km

over 300 km

Switzerland

Previous event

Earlier events

First visit

Austria

France

9

1

Foreign (total)

Hesse

Lower Saxony

Schleswia-Holstein

North Rhine-Westph.

Rhineland-Palatinate 3

EU

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

Area of responsibility

Management

Economic sector	%
Industry	84
Trade	5
Service	12
Skilled trades	3
Training/consulting	4
University, technical college, vocational college	e 3
Other	3
Size of company/organisation: Number of employees:	%

		employe	es.	%
1-	4	6	500 - 999	7
5-	9	3	1 000 and more	31
10-	49	11	Student	3
50-	199	17	Other not gainfully	
200- 4	499	18	employed	2

PFLEGE PLUS

Trade visitors' profile

%

13

30 32

3

1

-

8

2

1

2

4

3

2

%

10

6

9

U

0

27

36

1

Λ

3

2

V

Visitors (number of entries) 6 439				
Proportion of trade	ors	98 %		
Germany (total)			99	
of which				
Vielsen 1	1	Nielsen 4	3	
Bremen	-	Bavaria	3	
Hamburg	-	Nielsen 5+6	-	
Lower Saxony	-	bernin	-	
Schleswig-Holstein	-		-	
Vielsen 2	-	Mecklenburg-		
North Rhine-Westph.	-	West Pommera	inia -	
Vielsen 3a	5	Saxony-Anhalt	-	
lesse	1	Nielsen 7	-	
Rhineland-Palatinate	3		-	
Saarland	-	Thuringia	-	
Vielsen 3b	90			
Baden-Württemb.	90			
Foreign (total)			1	
Distance to home			%	
up to 50 km			55	
nore than 50 km up to	o 10	0 km	21	
nore than 100 km up	to 3	00 km	20	
over 300 km			4	
Frequency of visits t	o tra	ade fair	%	
Previous event			28	
Earlier events			28	
First visit			54	
Average length of st	tay	1	,1 days	
nfluence on purcha	sina	/procurement		
decisions			%	
Decisively			10	
e il an il				

decisions	%
Decisively	10
Collectively	28
In an advisory capacity	32
No	23
Student	5
Other not gainfully employed	2



R+T ----- Stuttgart

Trade visitors' profile

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	er,
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 3 3
University, polytechnic, vocational school	3
Union, charity, association	2
Other	6
Size of company/organisation:	
Number of employees:	%
1- / 6 500-999	6

6	500 - 999	6	4	1-
14	1 000 and more	3	9	5-
5	Student	21	49	10-
	Other not gainfully	31	199	50-
2	employed	13	499	200-4

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

	65 603
Proportion of trade visitors	98%
Germany (total) of which	41
Vielsen 1 7 Nielsen 4	19
Bremen 1 Bavaria	19
lamburg 1 Nielsen 5+6	6
ower Saxony 4 Berlin	2
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 13 Mecklenburg-	
North Rhine-Westph. 13 West Pommerar	nia 2
Nielsen 3a 11 Saxony-Anhalt	1
lesse 5 <u>Nielsen 7</u>	2
Rhineland-Palatinate 6 Saxony	2
Saarland 1 Thuringia	1
<u>Vielsen 3b</u> 41	
Baden-Württemb. 41	
F oreign (total) of which	59
EU	57
Other european countries	14
Africa	4
North America	6
South and Central America	5
Middle East	4
South-, East-, Central Asia	6
Australia	4
Distance to home	%
ip to 50 km	9
nore than 50 km up to 100 km	5
nore than 100 km up to 300 km	19
over 300 km	67
Countries with the highest visitor shares	
taly	10
rance	9
witzerland	8
Austria	4
Jnited Kingdom	4
requency of visits to trade fair	%
Previous event	40
arlier events	31
irst visit	43
	1 days
Average length of stay 2,	
nfluence on purchasing/procurement	
nfluence on purchasing/procurement lecisions	%
nfluence on purchasing/procurement lecisions Decisively	44
nfluence on purchasing/procurement lecisions Jecisively Collectively	44 26
nfluence on purchasing/procurement lecisions Decisively Collectively n an advisory capacity	44 26 17
nfluence on purchasing/procurement lecisions Decisively Collectively n an advisory capacity lo	44 26 17 11
nfluence on purchasing/procurement lecisions Decisively Collectively n an advisory capacity	44 26 17

Area of resp Managemen		ity	% 42
Research/de		ent/design	9
Manufacturi	ng, prod	uction, quality control	10
Buying/proci			6
Finance/acco			1
Information	and com	munication technology	1
Sales		auon, aunimistration	19
Marketing, a	dvertisi	na. PR	2
		aterial management,	
transport			1
Maintenance	e/repairs		4
Other area Student			3
Other not ga	infully o	mployed	1
other not ga	initiality C	mpioyeu	
		pany/organisation ner, freelancer	% 37
		ner, freelancer board member,	5/
head of an a			18
		s manager, plant manage	
branch mana	ager, hea	ad of public office	11
Department	head, gi	roup head, team leader	10
Other salarie skilled worke		civil servant,	16
Lecturer, tea			10
Trainee	cher		2
Other positio	on		3
Student			1
Other not ga	infully e	mployed	1
Economic s	ector		%
Industry			51
Skilled trade	S		36
Service Trade			15 22
Training/con	sultina		3
Public autho		inistration	1
Other			5
Size of com	pany/or	ganisation:	
Number of	employ	ees:	%
1-4	20	500 - 999	3
5- 9 10- 49	18 27	1 000 and more Student	/
50-199	16	Other not gainfully	
200-499	6	employed	1
	by: Lan	desmesse Stuttgart Gm	ıbH.
	100		
Stuttgart			

RETRO CLASSICS —> Stuttgart

Private visitors' profile

Visitors (number of entrie	es) 84	62
Proportion of private visit	tors 6	56%
Germany (total) of which		88
	Nielsen 4	14
	Bavaria	14
	Nielsen 5+6	
	Berlin	
Schleswig-Holstein -	Brandenburg	
	Mecklenburg-	
	West Pommerania	
	Saxony-Anhalt	
	Nielsen 7	
	Saxony	
Nielsen 3b 75	Thuringia	
Baden-Württemb. 75		
Foreign (total)		12
of which EU		5
Other european	countries	3
Other countries	countries	
Countries with the highes	t visitor shares	9
Switzerland		3
Austria France		2
Distance to home		%
up to 50 km	1.5	4
more than 50 km up to 100 more than 100 km up to 300	km D.km	1
over 300 km	J KIII	1
Frequency of visits to trac	de fair	9
Previous event		3
Earlier events		4
First visit		3
Sex Male		% 8
Female		1
Size of household		9
1 person		1
2 persons		4
3 persons		1
4 persons 5 persons and more		1
Age		9
up to 20 years		
over 20 up to 30 years		14
over 30 up to 40 years		1
over 40 up to 50 years		1
over 50 up to 60 years		2
over 60 up to 70 years		1
over 70 years		

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	17
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manag	
branch manager, head of public office	ر بار بار
Department head, group head, team leader	9
Other salaried staff, civil servant,	9
skilled worker	27
Lecturer, teacher	2/
Trainee	4
Other position	5
Student	8 1
Housewife/man	
Old-age pensioner	15
Other not gainfully employed	4
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
yes	42
no	22
maybe	35
Follow-up business	%
Intend to buy at later date	
ves	21
no	26
maybe	53
Conducted by: Landesmesse Stuttgart G	npH,
Stuttgart	

SÜFFA -----> Stuttgart

Trade visitors' profile

Visitors (number of		,	
Proportion of trade	visit	ors	97%
Germany (total)			94
of which Nielsen 1	1	Nielsen 4	20
Bremen	1	Bavaria	20
Hamburg	1	Nielsen 5+6	20
Lower Saxony	1	Berlin	4
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	2	Mecklenburg-	
North Rhine-Westph.	2	West Pommerania	_
Nielsen 3a	14	Saxony-Anhalt	a
Hesse	7	Nielsen 7	
Rhineland-Palatinate	6	Saxony	
Saarland	2	Thuringia	
Nielsen 3b	61	muningia	
Baden-Württemb.	61		
F (1, (-, (-))			
Foreign (total) of which			(
EU			59
Other euro	nea	n countries	3
Other cour			_
			1
Distance to home			1
Distance to home up to 50 km	ntrie:	5	1 9 2
Distance to home up to 50 km more than 50 km up t	ntrie: o 10	s 0 km	1 9 2 2
Distance to home up to 50 km more than 50 km up t more than 100 km up	ntrie: o 10	s 0 km	1 9 2 2 3
Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km	o 10 to 3	s 0 km 00 km	1 9 2 2 3 1
Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km The country with th	o 10 to 3	s 0 km 00 km	1 9 2 3 1 1
Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km	o 10 to 3	s 0 km 00 km	1 9 2 3 1 1
Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km The country with the Switzerland Frequency of visits 1	o 10 to 3 e hig	s 0 km 00 km J hest visitor share	1 9 2 3 1 1 2 3 1 1 2 1 2 1 2 1 2 1 2 1 2 1
Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km The country with the Switzerland Frequency of visits t Previous event	o 10 to 3 e hig	s 0 km 00 km J hest visitor share	1 9 2 2 3 1 1 2 3 1 1 2 1 2 1 2 1 2 1 2 1 2
Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km The country with the Switzerland Frequency of visits 1 Previous event Earlier events	o 10 to 3 e hig	s 0 km 00 km J hest visitor share	1 9 2 3 3 1 1 2 3 3 1 1 1 2 6 9 2 6 9 3 3 4
Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km The country with the Switzerland Frequency of visits t Previous event	o 10 to 3 e hig	s 0 km 00 km J hest visitor share	1 9 2 3 3 1 1 2 3 3 1 1 1 2 6 9 2 6 9 3 3 4
Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km The country with the Switzerland Frequency of visits 1 Previous event Earlier events	o 10 to 3 e hig	s 00 km Jhest visitor share ade fair	1 9 2 2 3 1
Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km The country with the Switzerland Frequency of visits 1 Previous event Earlier events First visit Average length of s	o 10 to 3 e hig co tra	s 00 km jhest visitor share ade fair 1,1	1 9 2 3 3 1 1 1 2 3 3 1 1 9 2 3 4 3 3
Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km The country with the Switzerland Frequency of visits t Previous event Earlier events First visit	o 10 to 3 e hig co tra	s 00 km jhest visitor share ade fair 1,1	1 9 2 3 1 1 2 3 3 1 2 3 3 2 4 3 3 4 3 1 2 4 3 1 2 4 3 1 2 4 3 1 2 4 3 1 2 5 3 5 1 2 5 3 5 1 2 5 5 5 1 5 5 5 5 5 5 5 5 5 5 5 5 5
Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km The country with the Switzerland Frequency of visits t Previous event Earlier events First visit Average length of s' Influence on purcha decisions	o 10 to 3 e hig co tra	s 00 km jhest visitor share ade fair 1,1	1 9 2 2 3 3 1 1 2 2 3 3 2 4 3 3 4 3 3 4 3 3 4 3 9 9 9 9 9
Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km The country with the Switzerland Frequency of visits 1 Frevious event Earlier events First visit Average length of s' Influence on purcha decisions Decisively	o 10 to 3 e hig co tra	s 00 km jhest visitor share ade fair 1,1	1 9 2 3 3 1 1 2 3 3 4 3 3 4 3 3 4 3 3 4 3 3 4 3 3 4 3 3 4 3 3 4 3 3 4 3 3 4 3 3 4 3 3 3 4 3
Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km The country with the Switzerland Frequency of visits t Previous event Earlier events First visit Average length of s' Influence on purcha decisions	o 10 to 3 e hig to tra tay	s 00 km jhest visitor share ade fair 1,1	1 9 2 3 3 1 1 1 2 3 3 1 1 9 2 3 4 3 3

Area of responsibi	ility	% 29
Management Research/developm	ant/decign	29 4
	duction, quality control	26
Buying/procuremen		20
Finance/accounting		1
	mmunication technology	1
	ration, administration	1
Sales	anony aaninotiation	21
Marketing, advertis	ina, PR	2
	naterial management,	
transport		1
Maintenance/repair	S	2
Other area		6
Student		2
Other not gainfully	employed	1
	npany/organisation	%
Entrepreneur, co-ov		34
Managing director,		
head of an authority		6
	ks manager, plant manag	
branch manager, he		9
	roup head, team leader	8
Foreman, master cr		9
Other salaried staff,	civil servant,	10
skilled worker		15
Lecturer, teacher		3 10
Trainee Other position		3
Student		2
Other not gainfully	employed	1
	· · · · · · · ·	
Economic sector	chara hutchar's char	%
	chers, butcher's shop	68 8
Meat-processing in Supplier to the butc	hers' trade and industry	8 6
butchery	ners trade and mudstry	4
Large kitchen, cater	ing canteen	2
Catering	ing, cuiteen	7
Snack, fast-food, fil	ling station	2
Food and delicatess		9
Catering/party servi		12
Public authority, sei		1
Service and consult		5
	olytechnic/university	2
Other sectors	, ,	7
Size of company/o	rganisation:	
Number of employ		%
1-4 16	500 - 999	2
5-9 19	1 000 and more	4
10-49 35	Student	2
50-199 15	Other not gainfully	

200-499 6 employed 1 Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

SurfaceTechnology ------> Stuttgart

Trade visitors' profile

Visitors (number of	entr	ies)	6 051
Proportion of trade	visit	ors	98 %
Germany (total)			76
of which Nielsen 1	2	Nielsen 4	17
Bremen	-	Bavaria	17
Hamburg	-	Nielsen 5+6	2
Lower Saxony	-	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	13	Mecklenburg-	
North Rhine-Westph.	13	West Pommera	nia -
Nielsen 3a	9	Saxony-Anhalt	-
Hesse	5	Nielsen 7	5 3 2
Rhineland-Palatinate	3	Saxony	3
Saarland	1	Thuringia	2
Nielsen 3b	52		
Baden-Württemb.	52		
Foreign (total) of which			24
EU			56
Other euro	pear	n countries	19
		Central Asia	17
Other cour			9
Distance to home			%
up to 50 km			21
more than 50 km up t			16
more than 100 km up	to 3	00 km	26
over 300 km			37
Countries with the h	ighe	est visitor share	
Austria			14
Italy Switzerland			12 11
Switzenanu			
Frequency of visits t	o tra	ade fair	%
Previous event			31
Earlier events First visit			28 57
Average length of st	tay	1	,2 days
Influence on purcha	sina	/procurement	
decisions	5		%
Decisively			19
Collectively			40
In an advisory capacit	y		27
No			9
Student			4
Other not gainfully en	nploy	/ea	2

Managemen	onsibility	9 14
	velopment/design	34
	ng, production, quality control	2
Buying/procu		- 2
	ounting, controlling	
Information	and communication technology	
	ministration, administration	
Sales		1
	dvertising, PR	1
	prage, material management,	
transport	.	
Maintenance	e/repairs	
Other area		1
Student		4
Other not ga	infully employed	1
Position in t	the company/organisation	9
	r, co-owner, freelancer	1
Managing di	rector, board member,	1
head of an a		1
Area manage	er, works manager, plant manag	er,
	ager, head of public office	13
	head, group head, team leader	20
	d staff, civil servant,	~
skilled worke Lecturer, tea		3
	cher	
Trainee		
Trainee Other positio	n	
Trainee Other position Student		
Trainee Other positio Student Other not ga	infully employed	
Trainee Other positio Student Other not ga	infully employed	9
Trainee Other positio Student Other not ga Economic se Industry	infully employed	9 8
Trainee Other positic Student Other not ga Economic se Industry Trade	infully employed	9
Trainee Other positic Student Other not ga Economic se Industry Trade Service	infully employed	% 8 1
Trainee Other positic Student Other not ga Economic se Industry Trade Service Skilled trade	infully employed ector s	9 8 1
Trainee Other positic Student Other not ga Economic se Industry Trade Service Skilled trade: Training/con	infully employed ector s sulting	9 8 1
Trainee Other positic Student Other not ga Economic se Industry Trade Service Skilled trade: Training/con University, p	infully employed ector s	9 8 1
Trainee Other positic Student Other not ga Economic se Industry Trade Service Skilled trade: Training/con	infully employed ector s sulting	9 8 1
Trainee Other positic Student Other not ga Economic se Industry Trade Service Skilled tradee Training/con University, p Other Size of com	infully employed ector s sulting olytechnic, vocational school pany/organisation:	9 8 11
Trainee Other positic Student Other not ga Industry Trade Service Skilled trade Training/com University, p Other Size of comp Number of e	infully employed ector s sulting olytechnic, vocational school pany/organisation: employees:	99 8 11 11
Trainee Other positic Student Other not ga Economic se Industry Trade Service Skilled trade Training/con University, p Other Size of comm Number of o 1- 4	infully employed ector s sulting olytechnic, vocational school pany/organisation: employees: 6 500 - 999	9 8 11 11 11 11
Trainee Other positic Student Other not ga Economic se Industry Trade Service Skilled tradee Training/con University, p Other Size of com Number of 1 - 4 5 - 9	infully employed ector s sulting olytechnic, vocational school pany/organisation: employees: 6 500 - 999 5 1 000 and more	9 8 11 11 11 11 11 11 11 11 11 11 11 11 1
Trainee Other positic Student Other not ga Industry Trade Service Skilled tradee Training/con University, p Other Size of comp Number of of 1- 4 5- 9 10- 49	infully employed ector s sulting olytechnic, vocational school pany/organisation: employees: 6 500 - 999 5 1000 and more 17 Student	9 8 11 11 11 11 11 11 11 11 11 11 11 11 1
Trainee Other positic Student Other not ga Economic set Industry Trade Service Skilled tradet Training/con University, p Other Size of com Number of 1 - 4 5 - 9	infully employed ector s sulting olytechnic, vocational school pany/organisation: employees: 6 500 - 999 5 1 000 and more	9 8 11 11 11 11 11 11 11 11 11 11 11 11 1

TV TecStyle Visions

Trade visitors' profile

Visitors (number of	entri	ies) 1	1 112*)
Proportion of trade	visit	ors	97 %
Germany (total) of which			82
Nielsen 1	7	Nielsen 4	21
Bremen	1	Bavaria	21
Hamburg	1	Nielsen 5+6	3
Lower Saxony	4	Berlin	1
Schleswig-Holstein	2	Brandenburg	
Nielsen 2	8	Mecklenburg-	
North Rhine-Westph.	8	West Pommera	inia -
Nielsen 3a	14	Saxony-Anhalt	1
Hesse	7	Nielsen 7	2
Rhineland-Palatinate	6	Saxony	-
Saarland		Thuringia	-
Nielsen 3b	45		
Baden-Württemb.	45		
Foreign (total) of which			18
EU			57
Other euro	pear	n countries	38
Other cour			5
Distance to home			%
up to 50 km			17
more than 50 km up t	o 10	0 km	14
more than 100 km up	to 3	00 km	35
over 300 km			35
Countries with the h	nighe	est visitor share	s %
Switzerland			31
Austria			27
Frequency of visits t	o tra	ade fair	%
Previous event			42
Earlier events			36
First visit			40
Average length of s	tay	1	,2 days
Influence on purcha	sing	/procurement	
decisions			%
Decisively			58 23
Collectively			12
In an advisory capacit No	-y		12
			2
Student			

*) Vi poll in the combination of TV TecStyle Visions/ WETEC/GiveADays. Multiple answers were permitted.



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

Managing director, board member,	
head of an authority etc.	9
Area manager, works manager, plant manage	er,
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	3 2 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	employ	ees:	%
1- 4	53	500 - 999	-
5-9	15	1 000 and more	4
10- 49	15	Student	2
50-199	7	Other not gainfully	
200-499	4	employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

VISION -----> Stuttgart

Trade visitors' profile

%

45

3

6

1

10

8

1

% 57

17

Visitors (number of	enu	ies) 1	1 100
Proportion of trade	visit	ors	99%
Germany (total)			54
of which			
Nielsen 1	5	Nielsen 4	1
Bremen	1	Bavaria	1
Hamburg	2	Nielsen 5+6	
Lower Saxony	2	Berlin	
Schleswig-Holstein		Brandenburg	
Nielsen 2	9	Mecklenburg-	
North Rhine-Westph.	9	West Pommerani	а
Nielsen 3a	13	Saxony-Anhalt	
Hesse	9	Nielsen 7	
Rhineland-Palatinate	3	Saxony	
Saarland	1	Thuringia	
Nielsen 3b	48		
Baden-Württemb.	48		
Foreign (total)			4
of which			
EU			54
EU Other euro		n countries	54 19
EU Other euro North Am	erica		54 19
EU Other euro North Am South-, Ea	erica st-, (Central Asia	54 19 19
EU Other euro North Am	erica st-, (Central Asia	54 19 19
EU Other euro North Am South-, Ea	erica st-, (Central Asia	5 1 1
EU Other euro North Am South-, Ea Other cou	erica st-, (Central Asia	5 1 1 1
EU Other euro North Am South-, Ea Other cour Distance to home up to 50 km	erica st-, C ntries	Central Asia	5 1 1 9
EU Other euro North Am South-, Ea Other cour Distance to home	erica st-, (ntries	Central Asia 5	5 1 1 9
EU Other eurc North Am South-, Ea Other cour Distance to home up to 50 km more than 50 km up t	erica st-, (ntries	Central Asia 5	54 19
EU Other euro North Arm South-, Ea Other cour Distance to home up to 50 km more than 50 km up t more than 100 km up	erica ist-, (ntries to 10 to 3	Central Asia s 0 km 00 km	5 1 1 1 2 5
EU Other euro North Am South-, Ea Other cour Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km	erica ist-, (ntries to 10 to 3	Central Asia s 0 km 00 km	5- 11 11 9 11 11 11 11 11 11 11 11 11 11 1
EU Other eurc North Am South-, Ea Other cou Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km Countries with the I	erica ist-, (ntries to 10 to 3	Central Asia s 0 km 00 km	5 11 11 11 11 11 11 11 22 5 11 11
EU Other euro North Am South-, Ea Other cour Distance to home up to 50 km more than 50 km up t more than 100 km up over 300 km Countries with the H Italy	erica ist-, (ntries to 10 to 3	Central Asia s 0 km 00 km	5- 11 11 11 2 5- 5- 9 11 11
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% 24

33

24 10

9

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Area	of res	oonsibil	ity	(
	gemer			1					
			nt/design	5					
			uction, quality control						
		urement							
			controlling						
			munication technology						
Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management,									
							orage, m	aterial management,	
					transp				
Other		e/repairs							
Student Other not gainfully employed									
Positi	ion in t	the com	pany/organisation						
			ner, freelancer	1					
			oard member,						
		uthority							
Area r	manag	er, work	s manager, plant manage	er,					
branch manager, head of public office									
Department head, group head, team leader Other salaried staff, civil servant,				2					
			civil servant,						
	l work	- · · · ·		3					
Traine	rer, tea	icher							
	positio	20							
Stude									
Other not gainfully employed									
Juiel	norya	initiality e	mpioyeu						
	omic s	ector							
Indust	try			8					
Trade				1					
Service Training/consulting									
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		ecnnical	college, vocational						
college Other construction companies									
Other	consu		mpanies						
			ganisation:						
		employ							
1-	4	6	500 - 999						
5-	9	7	1 000 and more	2					
	49	23	Student						
50-		16	Other not gainfully						
200		10	amplayed						

200- 499	10	employed 1
Conducted Stuttgart	by: Lande	smesse Stuttgart GmbH,

Private visitors' profile

Visitors (number of	entr	ies) 5	57 49			
Proportion of private visitors						
Germany (total)			10			
of which Nielsen 1	1	Nielsen 4				
Bremen	1	Bavaria				
Hamburg	- 2	Nielsen 5+6				
Lower Saxony	1	Berlin				
Schleswig-Holstein	1	Brandenburg				
Nielsen 2		Mecklenburg-				
North Rhine-Westph.	-	West Pommeran	ia			
Nielsen 3a	89	Saxony-Anhalt	iu i			
Hessen	89	Nielsen 7				
Rhineland-Palatinate	-	Saxony				
Saarland	-	Thuringia				
Nielsen 3b	-					
Baden-Württemberg	-					
Distance to home			9			
up to 50 km						
more than 50 km up to 100 km						
more than 100 km up	to 3	00 km				
over 300 km						
		1. 6.1.				
Frequency of visits t	o tra	ade tair	9 5			
Previous event Earlier events			с 7			
First visit			1			
Sex			9			
Male			4			
Female			5			
Size of household			9			
1 person						
2 persons			4			
3 persons			1			
4 persons			1			
5 persons and more						
Age			9			
up to 20 years						
over 20 up to 30 years			1			
over 30 up to 40 years			1			
over 40 up to 50 years			2			
over 50 up to 60 years			2			
over 60 up to 70 years	5		1			
over 70 years						

%
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56
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30
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%
15
31
54

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 Baumesse 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 Accesories/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, Dusseldorf
 19.01.-27.01.2019

EuroCIS — The Leading Trade Fair for Retail Technology, Dusseldorf

• 19.02.-21.02.2019

ENERGY STORAGE EUROPE – International Trade Fair for Energy Systems-Solutions-Services, Dusseldorf

• 12.03.-14.03.2019

ProWein — International Trade Fair for Wine and Spirits, Dusseldorf

• 17.03.-19.03.2019

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

• 29.03.-31.03.2019

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

30.03.-31.03.2019
 GIFA – International Foundry Trade Fair with Technical

Forum, Dusseldorf

• 25.06.-29.06.2019

METEC – International Metallurgical Technology Trade Fair with Conferences, Dusseldorf

• 25.06.-29.06.2019

NEWCAST – International Trade Fair for Castings, Dusseldorf

• 25.06.-29.06.2019

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

• 25.06.-29.06.2019

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

• 30.08.-08.09.2019

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

• 06.09.-08.09.2019

REHACARE International – International Trade Fair and Congress – Self-determined living, Dusseldorf 18.09.-21.09.2019

- K The World's No. 1 Trade Fair for Plastics and Rubber, Dusseldorf
- 16.10.-23.10.2019

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

- 05.11.-08.11.2019
 MEDICA World Forum for Medicine International
- Trade Fair High tech solutions for Medical Technology, Dusseldorf
- 18.11.-21.11.2019

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

- 16.02.-20.02.2020
 - METAV International Exhibition for Metalworking Technologies, Dusseldorf
- 10.03.-13.03.2020

Tube – International Tube and Pipe Trade Fair, Dusseldorf

• 30.03.-03.04.2020

wire – International Wire and Cable Trade Fair, Dusseldorf

• 30.03.-03.04.2020

interpack – PROCESSING AND PACKAGING, Dusseldorf

- 07.05.-13.05.2020
- drupa no. 1 for printing technologies, Dusseldorf
- 16.06.-26.06.2020

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

• 20.10.-23.10.2020

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

• 01.12.-03.12.2020

Reed Exhibitions Deutschland GmbH

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

• 08.01.-10.01.2019

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

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

• 08.01.-10.01.2019

EQUITANA – Equestrian Sports World Fair, Essen

• 09.03.-17.03.2019

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. Dusseldorf

• 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

Ausstellungs 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

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 Woodworking and Wood Processing Plant, Machinery and Tools, Hanover

• 27.05.-31.05.2019

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

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 equestrain 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 Hopitality 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, Munich03.02.-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

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 Veranstaltungs 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 automotion – 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

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 Viticolture, 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



Society for Voluntary Control of Fair and Exhibition Statistics Littenstrasse 9 · 10179 Berlin Phone 030 24000-0 · Fax -340 www.fkm.de · info@fkm.de Graphic Design: CCL, Berlin Typesetting: Heider Druck GmbH, Bergisch Gladbach Cover photo: Messe Berlin GmbH / InnoTrans 2018 Editorial deadline: July 2019 Information on audited trade fair data of events in Austria are available from: **FKM Austria** Verein zur freiwilligen Kontrolle von Messezahlen Messeplatz 1 · A-1021 Wien Phone: +43 1 72720-0 · Fax: +43 1 72720-4709

