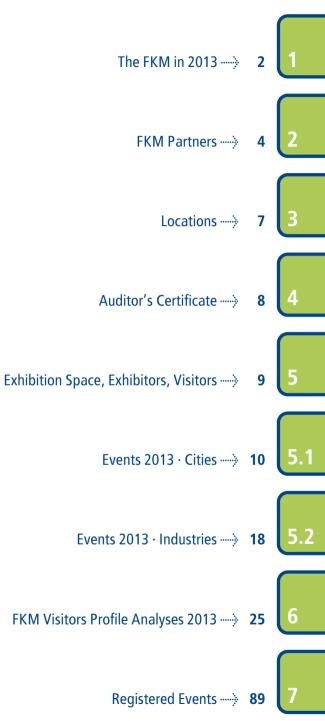


Certified Exhibition Data 2013



www.fkm.de





www.fkm.de

Report 2013

Certified Exhibition Data

The FKM in 2013

The number of FKM certified exhibitions in 2013 decreased somewhat due, above all, to the relatively small exhibition programme. However, the interest displayed by German organisers in having exhibitor and visitor figures for their trade fairs certified remained high.

H²VC GmbH Hessisch Hanseatisches Veranstaltungs-Contor GmbH became new member of the Society for Voluntary Control of Fair and Exhibitions Statistics (FKM). Messe Dresden, TMS GmbH and asfc GmbH are no longer member.

Currently 55 organisers in Germany are partners of FKM. In 2013, a total of 187 events in Germany were subject to certifying by FKM.

Two guest members from abroad, the Verona Trade Fair Company and the Hong Kong Trade Development Council, had a total of 15 exhibitions certified. Essentially, every FKM certification takes basic data on exhibitors who have their own stands, 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 businesses exhibiting at exhibitions, 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 80 % of the events certified. These provide information on visitors' regional origins, branches of industry, influence on decisions and the duration of their attendance.

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

Comparability and reliability

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 certification of trade fair statistics has achieved much greater public prominence in Germany, with the "FKM certified" logo appearing today on the exhibition websites of most large and medium-sized German trade fair companies, as well as on several specialist organisers' websites. This logo indicates that the exhibitor and visitor statistics have been certified by an auditing company working on behalf of the FKM. The certification, which marked a new direction in the FKM's communication strategy when it was introduced over two years ago, can therefore boast initial success.

Due to the growing debate about the quality of trade fair statistics, at the end of 2011 FKM members decided to use the "FKM certified" label to communicate data that has been collected and audited according to uniform standards more effectively.

Online Service

FKM has redesigned its website at www.fkm.de. It presents certified exhibitor and visitor statistics and the rules based upon which they have been obtained, offers tips for making use of data and has information on FKM's role as a provider of services for everyone involved with exhibitions.

The logo has been changed and in it, the green checkmark now gives certified, quality trade fair data the thumbs up!

International Exhibition Transparency

FKM and other European auditing organisations jointly compiled the brochure entitled Euro Fair Statistics, which since 2010 has been published by the Global Association of the Exhibition Industry (UFI). This task was previously undertaken by FKM. 23 countries have taken part: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Hungary, Italy, Luxembourg, Moldavia, Montenegro, Netherlands, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Turkey and Ukraine.

Out of nearly 2,500 events, with the exception of numbers of visitors, the key indicators are collected in the individual countries according to practically identical criteria. The observation of the rules is checked in each case by one or more auditors or other independent organisations. The brochure is published as a pdf file and can be downloaded at www.fkm.de. The FKM welcomes and supports the endeavours of the UFI – The Global Association of the Exhibition Industry in the implementation of a UFI standard for definitions and auditing of exhibition statistics, in order to secure a uniform basis for exhibition participations worldwide.

Wolfgang Marzin (Chairman)

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RAM Regio Ausstellungs GmbH Erfurt

Futterstraße 13, 99084 Erfurt Tel.: (03 61) 5 65 55-0, Fax: (03 61) 5 65 55-10 www.ram-messe.de E-Mail: infoerfurt@ram-gmbh.de

Eschborn

Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH Carl-Mannich-Straße 26, 65760 Eschborn Tel.: (0 61 96) 92 84 10, Fax: (0 61 96) 92 84 04 www.expopharm.de E-Mail: expopharm@wuv.aponet.de

Essen

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

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Messe Frankfurt GmbH

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Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG, Messe Freiburg Europaplatz 1, 79108 Freiburg Tel.: (07 61) 38 81-02, Fax: (07 61) 38 81-30 06 www.messe.freiburg.de E-Mail: info@messe.freiburg.de

Groß-Umstadt

KWF – Kuratorium für Waldarbeit und Forsttechnik GmbH Spremberger Straße 1, 64820 Groß-Umstadt Tel.: (0 60 78) 7 85-31 (-0), Fax: (0 60 78) 7 85-39 (-50) www.kwf-online.de E-Mail: info@kwf-online.de

Hamburg

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

H²VC GmbH Hessisch Hanseatisches Veranstaltungs-Contor GmbH Winterhuder Weg 43, 22085 Hamburg Tel.: (0 40) 60 84 75-58, Fax (0 40) 60 84 75-59 www.h2vc.de E-Mail: info@h2vc.de

Hannover

Deutsche Messe AG Messegelände, 30521 Hannover Tel.: (05 11) 89-0, Fax: (05 11) 8 93 26 26 www.messe.de E-Mail: info@messe.de

Fachausstellungen Heckmann GmbH

Hannover/Bremen Messegelände, Europaallee/Bürohaus 7, 30521 Hannover Tel.: (05 11) 89-3 04 00, Fax: (05 11) 89-3 04 01 www.heckmanngmbh.de E-Mail: info@fh.messe.de

Hohenschäftlarn

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Husum

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Idar-Oberstein

Intergem Messe GmbH John-F.-Kennedy-Straße 9, 55743 Idar-Oberstein Tel.: (0 67 81) 56 87 22 00, Fax: (0 67 81) 56 87 22 72 www.intergem.de E-Mail: office@intergem.de

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

Kempten

Kempten Tourismus- und Veranstaltungsservice Rathausplatz 24, 87435 Kempten (Allgäu) Tel.: (08 31) 25 25-5 32, Fax: (08 31) 25 25-4 27 www.festwoche.com E-Mail: festwoche@kempten.de

Köln/Cologne

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

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Leipziger Messe International GmbH

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

Lindau

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

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easyFairs Deutschland GmbH Balanstraße 73, Haus 8, 81541 München Tel.: (0 89) 1 27 16 50 , Fax: (0 89) 1 27 16 51 11 www.easyfairs.com E-Mail: sales@easyfairs.com

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

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AMA Service GmbH von-Münchhausen-Straße 49, 31515 Wunstorf Tel.: (0 50 33) 9 63 90, Fax: (0 50 33) 10 56 www.sensorfairs.de E-Mail: info@sensorfairs.de

FKM Partners

Guest members

Hongkong

Hong Kong Trade Development Council Exhibitions Departement, Unit 13, Expo Galleria, HKCEC, 1 Expo Drive Wanchai, Hongkong Tel.: 0 08 52-1 83 06 68 Fax: 0 08 52-28 24 02 49 www.hktdc.com E-Mail: exhibitions@hktdc.org

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Chairmen

Chairman

Wolfgang Marzin Messe Frankfurt GmbH, Frankfurt

1st Deputy

Britta Wirtz Karlsruher Messe- und Kongress GmbH, Karlsruhe

2nd Deputy

Carola Schwennsen Fachausstellungen Heckmann GmbH, Hannover

Honorary Chairman Prof. Dr. Manfred Busche

Managing Director Harald Kötter

Locations



• Trade Fairs and exhibitions

O FKM partners

• Trade fairs and exhibitions and FKM partners

Auditor's Certificate

A. Audit commission

The Society for the Voluntary Control of Fair and Exhibition Statistics commissioned us to check whether the statistics reported for the registered events conform to FKM's criteria for certifying trade fair and exhibition statistics. For this commission, also in relation to third parties, our General Terms and Conditions for Auditors and Auditing Companies of 1st January 2002 apply.

B. Object, type and scope of the activity

We have audited events registered for the first time without exception, a selection of recurring events without advance notice according to the to the certfication 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 2014

Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft

mahm

Josef Klute 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 2013 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 figures ((sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
FKM			Exhibitor	stand spa	ace					Exhibitors	5			Addition represer	ally ited firms		Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 89		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
Augsburg																			
Interlift	2	4	7.239	13.161		20.400	351	20.751	37.300	147	350	497	39				7.498	8.803	16.3
Bad Salzuflen	1	2	7.040	402		7.440		7 440	14 200	202	20	420	10	11		10	4.274	144	
FMB – The Supplier Show for Mechanical Engineering	1	3	7.046	403		7.449		7.449	14.200	393	36	429	10	11	5	16	4.274	144	4.
ZOW – International fair for suppliers to the furniture and design industries	1	4	5.403	2.777		8.180		8.180	17.800	251	143	394	27	7	4	11	8.106	2.980	11.(
Berlin																			
CMS Cleaning.Management.Services	2	4	10.386	1.737	574	12.697	122	12.819	25.400	272	88	360	20				14.055	2.157	16.2
FRUIT LOGISTICA	1	3	8.677	50.842		59.519	423	59.942	105.500	255	2.311	2.566	78				12.488	48.132	60.
Import Shop	1	5	3.245	3.136		6.381	853	7.234	19.700	252	325	577	60				40.658	703	41.
International Green Week	1	10	32.439	15.094		47.533	8.471	56.004	114.100	1.007	567	1.574	67				385.850	10.300	396.
ITB Berlin – THE WORLD'S LEADING TRAVEL TRADE SHOW®	1	5	27.945	59.766	146 60	87.917		87.917	155.300	1.597	5.757	7.354	189	550	1.782	2.332	94.573	35.852	130.
Moderner Staat	1	2	1.353	24		1.377	516	1.893	8.000	99	3	102	4				2.049	48	2.
SHOWTECH	2	3	5.719	1.484		7.203	858	8.061	15.400	200	77	277	21	9	12	21	5.010	2.182	7.
WASSER BERLIN	2	4	9.698	2.512	51	12.261	3.152	15.413	36.000	426	177	603	36				17.599	4.791	22.3
Bremen																			
BOATFIT	1	3	3.283	353		3.636	926	4.562	10.700	158	19	177	7				10.501	149	10.0
Bremen Classic Motorshow	1	3	18.060	1.584		19.644	1.336	20.980	45.100	548	55	603	10				38.521	2.899	41.4
CARAVAN	1	3	10.192	106		10.298		10.298	14.800	75	4	79	5						25.
CARAVAN / Reiselust	1	3	13.331	412		13.743	362	14.105	24.100	326	32	358	15	3	2	5			34.
HanseLife	1	9	17.134	985	1.965	20.084	2.177	22.261	47.700	747	33	780	13						75.9
RAD + OUTDOOR	1	2	2.643	72		2.715	4.260	6.975	14.600	164	10	174	5						13.4
Reiselust – Tourism fair	1	3	3.139	306		3.445	362	3.807	9.300	251	28	279	13	3	2	5	27.264	415	27.
Chemnitz																			
Baumesse Chemnitz – Trade fair of construction	1	3	3.267	45	111	3.423	179	3.602	8.400	209	3	212	2	33		33			9.
Dortmund																			
DKM – Finance and Insurance Industry	1	2	8.652	160		8.812		8.812	23.200	283	8	291	8				11.208	113	11.
ELEKTROTECHNIK		4	14.992	377		15.369	3.836	19.205		432	16	448	11	12	1	13	18.965	708	19.
Inter-tabac		3	8.064	5.491		13.555	665		30.100	156	237	393	51	2	2	4	6.324	3.316	9.
Dresden																			
aktiv+vital with bike+outdoor	1	3	3.768	53		3.821	6.200	10.021	18.500	195	5	200	5						11.
Pieta		3	2.625	184		2.809	100	2.909	6.700	90	10	100	5						1.4
SACHSENBACK – Trade fair for the bakery and confectionery trades	3	3	6.269	196		6.465	591		14.300	207	8	215	7	6	3	9			7.

5.1

+ 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 25 ff.

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

	ЕКМ			Exhib	ition s	pace fig	jures	(sq.m.)				Exhib	itor fig	ures					Visito	r <mark>figu</mark> r	es
				Exhibitor	stand spa	ace						Exhibitor	'S			Additionall represente			Entries (Explanat	ions see p	. 9)
	For the complete titles see pp. 89	Inter Da		Ha Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic F	oreign	Total	Domestic	Foreign	Total
	Düsseldorf																				
•	A + A – Safety, Security and Health at Work	2	4	27.341	32.122	1.173	60	60.696	1.906	62.602	114.400	519	1.088	1.607	54				47.048	16.445	63.493
•	BEAUTY	1	3	19.610	2.487			22.097	4.326	26.423	70.100	493	101	594	27				56.895	4.282	61.177
	BEAUTY/TOP HAIR INTERNATIONAL	1	4	25.052	3.418			28.470	11.523	39.993	108.300	637	137	774	27						73.404
•	boot – International Boat Show	1	9	43.334	42.996	101	281	86.712	17.338	104.050	214.200	895	783	1.678	63				181.924	37.262	219.186
•	CARAVAN SALON	1	10	63.419	21.180	1.705	325	86.629	6.456	93.085	133.100	369	162	531	21				154.457	21.663	176.120
	Caravan Salon/TourNatur	1	10	66.932	21.587	1.705	325	90.549	7.785	98.334	147.900	545	217	762	25						191.984
•	EuroCIS	1	4	4.950	1.962			6.912	155	7.067	13.300	163	72	235	22				4.447	2.612	7.059
•	GDS (spring)	1	3	14.919	21.698			36.617	4.619	41.236	79.500	287	572	859	38				11.645	7.763	19.408
•	GDS (autumn)	1	3	14.259	20.217			34.476	4.862	39.338	79.500	266	551	817	36				9.501	8.701	18.202
	GDS/Global Shoes (spring)	1	3	14.975	30.499			45.474	4.963	50.437	105.200	288	866	1.154	40				10.267	9.215	19.482
•	GLOBAL SHOES (spring)	1	3	56	8.801			8.857	344	9.201	25.700	1	294	295	12				1.524	4.571	6.095
•	GLOBAL SHOES (autumn)	1	3	56	9.742			9.798	344	10.142	25.700	1	341	342	15				1.087	3.314	4.401
•	K – Plastics and rubber	3	8	66.531	104.648	50	16	171.245		171.245	263.000	1.061	2.159	3.220	59				89.796	127.627	217.423
•	MEDICA / COMPAMED	1	4	47.648	79.908	482	18	128.056	2.111	130.167	262.700	1.321	4.046	5.367	70				58.179	74.047	132.226
•	ProWein	1	3	17.110	34.184	625		51.919	1.302	53.221	102.000	858	3.934	4.792	48				25.746	19.422	45.168
•	PSI Messe	1	3	19.310	14.105			33.415	534	33.949	61.600	489	465	954	32				5.690	7.729	13.419
•	REHACARE INTERNATIONAL	1	4	15.876	7.156	35		23.067		23.067	55.300	423	331	754	37				35.003	4.818	39.821
•	TOP HAIR INTERNATIONAL – Trend & Fashion Days	1	3	5.442	931			6.373	7.197	13.570	38.200	144	36	180	13				28.617	3.180	31.797
•	TourNatur	1	3	3.513	407			3.920	1.329	5.249	14.800	176	55	231	12				32.740	736	33.476
•	viscom düsseldorf	2	3	6.181	2.518	36		8.735	1.956	10.691	21.400	218	132	350	26				10.758	2.820	13.578
	Enfront																				
	Erfurt Haus.Bau.Energie. – House building, Living and Modernizing	1	3	2.099	50	854		3.003	1.070	4.073	6.650	132	3	135	4						3.574
	Rapid.Tech	1		731	45			776	45	821	2.600	71	5	76	5						1.533
	Reiten-Jagen-Fischen – Riding, Hunting and Fishing			5.282	317	634		6.233	1.983	8.216	19.200	201	17	218	9						24.453
-	Thüringen Ausstellung Erfurt – Handicraft		-	5.202	517	00 7		5.255		0.210		201	.,	210							21.133
	and Consumer Goods Exhibition	1	9	11.240	234			11.474	2.349	13.823	25.000	606	14	620	7	29		29			68.310
	Essen																				
•	EQUITANA	2	9	25.973	6.915			32.888	14.108	46.996	95.700	603	210	813	30				144.787	16.087	160.874
	E-world energy & water	1		19.637	3.236			22.873	2.137	25.010	47.500	472	105	577	23				15.972	2.752	18.724
+•	INTERGEO	1		7.333	4.772	212	306	12.623	609	13.232	24.200	287	201	488	30	17	11	28	12.648	3.735	16.383
	IPM Essen — The world's leading trade fair for horticulture		-	19.394	23.535			42.929	3.917		105.000	599	937	1.536	46			-	35.210	14.381	49.591
1	SCHWEISSEN & SCHNEIDEN	4		24.535				47.194	500		86.600	422	589	1.011	40				25.769	22.943	48.712
	Frankfurt/Main																				
_	Ambiente	1	5	66 505	123.427			189.932	1.665	191.597	329 300	1 165	3.549	4.714	81				72.106	67.261	139.367
- e i			5	00.303	123.421			105.552	1.005	131.337	323.300	1.105	5.545	7.714	01				72.100	07.201	155.507
	Christmasworld	1	5	22.566	32.741			55.307	1.854	57 161	97.100	247	696	943	41				13.935	16.706	30.641

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Multiple answers were permitted ³⁾ Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Multiple answers were permitted ⁴⁾ accertained by a representative poll

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			Exhibi	tion s	pace fig	jures ((sq.m.)				Exhib	itor fig	ures					Visito	r <mark>figur</mark>	es
FKM			Exhibitor	stand spa	ice						Exhibitor	s			Addition represent	nally nted firms		Entries (Explanati	ions see p	. 9)
For the complete titles see pp. 89		erval/ ays			Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domesti	: Foreign	Total	Domestic	Foreign	Tota
FACILITY MANAGEMENT	1	3	2.588	49			2.637	371	3.008	6.550	124	10	134	5	31	2	33	4.846	166	5.0
Hair & Beauty	1	2	2.707	599			3.306	1.948	5.254	12.300	111	38	149	13				9.372	228	9.
Heimtextil	1	4	25.110	91.719			116.829	3.938	120.767	206.700	324	2.292	2.616	62				22.577	43.258	65.
IFFA	3	6	36.838	34.039	112	40	71.029	1.741	72.770	109.000	410	556	966	46				23.209	37.300	60.
ISH	2	5	102.302	67.565	879	939	171.685	669	172.354	258.500	1.017	1.419	2.436	56				123.594	63.985	187.
Musikmesse	1	4	15.855	22.755	60	230	38.900	1.500	40.400	89.200	468	902	1.370	51				48.574	22.289	70
Paperworld	1	4	17.333	35.404			52.737	1.258	53.995	118.000	347	1.437	1.784	64				17.129	28.231	45
ProLight + Sound	1	4	14.946	19.552	860	663	36.021	1.000	37.021	73.500	354	539	893	41				21.667	21.046	42
Techtextil	2	3	11.186	18.187			29.373	343	29.716	53.100	443	887	1.330	48				11.747	15.671	27
Tendence	1	4	35.434	19.848			55.282	1.453	56.735	102.400	790	500	1.290	56				30.338	6.968	37
Texprocess	2	4	5.965	7.185			13.150	463	13.613	41.400	111	219	330	38				5.798	6.330	12
Hamburg																				
DU UND DEINE WELT – Hamburgs's shopping and event fair	1	9	13.732	1.272	258		15.262	2.464	17.726	42.300	440	50	490	22				76.877	855	77
hanseboot	1	9	16.917	4.007	65		20.989	2.318	23.307	54.500	419	106	525	17				71.370	3.520	74
INTERNORGA	1	6	46.626	6.560	820	12	54.018		54.018	89.500	969	183	1.152	23						90
REISEN HAMBURG – The Holiday, Caravaning, Outdoor and Cycling Exhibition	1	5	23.835	2.893	12		26.740	1.496	28.236	66.000	631	223	854	53						78
Hannover																				
ABF – The Leisure and Sales Exhibition	1	9	37.519	1.208	315		39.042	8.107	47.149	99.400	741	57	798	20						124
AGRITECHNICA	2	7	136.725	102.197	1.135	2.104	242.161	4.654	246.815	423.800	1.384	1.513	2.897	46	6	27	33	342.071	106.841	448
BIOTECHNICA	2	3	6.592	2.174			8.766	1.291	10.057	23.600	385	168	553	28				9.643	1.649	11
CeBIT	1	5	108.457	36.635	1.377		146.469	3.810	150.279	261.800	1.730	1.652	3.382	69				228.528	44.504	273
DOMOTEX	1	4	15.850	67.796			83.646	5.654	89.300	167.400	188	1.135	1.323	59				14.583	22.429	37
EMO	2	6	80.864	97.834			178.698	1.884	180.582	289.500	894	1.237	2.131	43				95.674	47.123	142
HANNOVER MESSE	1	5	148.294	79.164	2.848	352	230.658	17.835	248.493	401.600	3.023	3.370	6.393	62				169.484	47.525	217
Hannover Messe: ComVac	1	5	5.530	6.355			11.885		11.885	21.500	52	134	186	26				19.495	10.452	29
Hannover Messe: Digital Factory	1	5	4.726	761			5.487		5.487	10.600	176	26	202	12				28.579	6.359	34
Hannover Messe: Energy	1	5	21.010	15.952	191	35	37.188	286	37.474	66.500	415	595	1.010	47				68.282	19.824	88
Hannover Messe: Industrial Automation	1	5	48.751	10.088	1.957		60.796	388	61.184	102.100	640	371	1.011	38				79.005	28.631	107
Hannover Messe: Industrial Supply		5	14.564	16.248			30.812	773	31.585		555	1.014	1.569	46				38.969	20.708	59
Hannover Messe: IndustrialGreenTec	1	5	1.527	504			2.031		2.031	5.800	72	32	104	10				24.092	6.289	30
Hannover Messe: MDA – Motion, Drive & Automation		5	19.342	22.134	181	17	41.674	96		59.900	318	796	1.114	36				56.380	23.479	79
Hannover Messe: MobiliTec	_	5	3.010	262	387		3.659	15.180		24.600	120	27	147	10				21.177	5.732	26
Hannover Messe: Research & Technology	_	5	7.441	1.077	132	300	8.950	473	9.423		310	127	437	12				36.685	8.887	45
Hannover Messe: Surface Technology	_	5	5.745	1.281			7.026	192		14.000	155	82	237	19				27.906	9.203	37
Hannover Messe: Wind		5		1.122			8.240	447	8.687		136	59	195	16				53.564	13.058	66

Events 2013 · Cities

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+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry representative poll at Hannover Messe. Multiple answers were permitted

* Visitors Profil Analyses see page 25 ff.

¹⁾ ascertained by a representative poll

²⁾ Visitor attendance determined by a

FKM V			Exhib	ition s	pace fig	gures	(sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
			Exhibito	r stand sp	ace						Exhibitor	5			Additionally represented			Entries (Explanat	ions see p.	9)
For the complete titles see pp. 89		erval/ ays		lls Foreign	Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Fo	oreign	Total	Domestic	Foreign	Tota
infa – Information and Sales Exhibition	1	9	30.614	2.885	523	48	34.070	7.682	41.752	95.800	1.174	146	1.320	30						181.43
LIGNA	2	5	57.316	48.613	10.796	4.091	120.816	2.381	123.197	209.200	749	799	1.548	46				57.059	32.798	89.85
Pferd & Jagd – Equestrain sports, hunting and fishing	1	4	16.165	1.967	66		18.198	10.503	28.701	83.500	713	90	803	24						77.59
Promotion World	1	5	1.301	139			1.440	349	1.789	6.300	68	11	79	6				11.649	1.589	13.2
Husum																				
New Energy Husum	1	4	5.250	549	548	55	6.402	20	6.422	12.900	229	33	262	11				11.400	2.039	13.4
Nord Gastro & Hotel	1	2	4.116	100	28		4.244		4.244	8.900	183	4	187	4						4.5
Idar-Oberstein																				
INTERGEM	1	4	2.090	131			2.221	108	2.329	5.000	118	10	128	8						2.58
Karlsruhe																				
LEARNTEC	1	3	2.532	355			2.887	1.245	4.132	10.500	149	25	174	13						4.1
NUFAM – Commercial vehicles	2	4	21.988	1.281	1.486	80	24.835	4.122	28.957	49.200	273	38	311	10	3	3	6	16.707	732	17.4
Kempten Allgäuer Festwoche – Rural Tradition Exhibition	1	9	5.466	180	3.061	10	8.717	884	9.601	24.900	342	12	354	5						104.4
Köln																				
Anuga	2	5	34.072	117.909			151.981	213	152.194	262.000	773	5.854	6.627	98	52	98	150	52.833	101.809	154.6
aquanale / FSB	2	4	13.817	20.476			34.293	2.241	36.534	100.000	308	494	802	45	56	16	72	10.907	14.043	24.9
Asia-Pacific Sourcing	2	3	12	7.255			7.267		7.267	24.200	1	619	620	12				2.081	2.650	4.73
didacta	1	5	32.030	855			32.885	2.546	35.431	77.900	768	54	822	23	46	2	48	94.721	2.329	97.0
dmexco - Digital Marketing Exposition & Conference	1	2	17.260	3.186	8		20.454	1.071	21.525	44.300	558	177	735	24	7	3	10	21.927	5.143	27.0
Eu'Vend/coffeena	2	3	4.274	1.579			5.853	134	5.987	13.500	125	92	217	23				3.257	1.605	4.8
Farbe – Paint – finishing & facade	3	4	22.290	2.633			24.923	120	25.043	50.000	312	86	398	16	2		2	41.371	5.100	46.4
FIBO	1	4	26.123	18.035			44.158	3.619	47.777	116.300	364	313	677	32				84.773	17.363	102.1
h+h cologne	1	3	5.303	5.030			10.333	668	11.001	24.200	111	210	321	37				9.650	2.948	12.5
IDS – International Dental Show	2	5	37.038	36.584			73.622	685	74.307	147.900	647	1.355	2.002	56	7	49	56	65.292	60.035	125.3
imm cologne – The international furnishing show / LivingKitchen	1	7	84.597	73.421			158.018	2.862	160.880	261.000	437	673	1.110	51	76	46	122	99.615	41.976	141.5
interzum		4	27.235	49.508			76.743	1.915	78.658		372	1.075	1.447	57	19	38	57	17.477	35.011	52.4
ISM – International Sweets and Biscuits Fair	1	4	13.061	31.591			44.652	724	45.376	110.000	219	1.141	1.360	67	30	12	42	14.070	24.451	38.5
Kind + Jugend – The Trade Show for Kids' First Years	_	4		34.698			50.710	593	51.303		171	838	1.009	44	1	1	2	6.748	13.726	20.4
ProSweets Cologne		4	3.865	5.058			8.923	632		21.000	118	200	318	30	2	1	3	8.247	9.419	17.6
spoga horse (spring)	1	3	3.727	3.907			7.634	132		16.800	66	126	192	27	3	1	4	1.965	1.788	3.7
spoga+gafa / spoga horse (autumn)	1	3	26.277	73.299	78		99.654	3.240	102.894	224.400	312	1.482	1.794	57	8	50	58	15.090	20.595	35.6

+ Events with changing venues were permitted

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

on Industry * Visitors Profil Analyses see page 25 ff.

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

5.1

			Exhib	ition s	pace figu	ires (sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
FKM			Exhibitor	stand spa	ice						Exhibitors	5			Additional represented			Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 89	Inte Da		Hal Domestic		Open A Domestic Fe		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic I	Foreign	Total	Domestic	Foreign	Total
Loipzia																				
Leipzig CADEAUX – March	1	3	7.324	399			7.723	504	8.227	20.500	262	20	282	10	3		3			5.8
CADEAUX – March CADEAUX – September/Comfortex			9.740	542			10.282	1.367		35.900	328	20	352	10	6		S 6			11.84
efa – Building Systems, Electrical Engineering,	1	3	9.740	542			10.202	1.507	11.049	55.900	520	24	532		0		0			11.04
Air Conditioning and Automation	2	3	7.898	78			7.976		7.976	19.500	189	5	194	6	4		4	12.452	382	12.83
enertec – Generation, Distribution and Storage of Energy	_	3	1.823	135			1.958	720	2.678	8.000	162	21	183	7				8.130	330	8.40
FACHDENTAL Leipzig – Dental surgeries and laboratories	1	2	3.828	532			4.360	162	4.522	10.000	212	28	240	13	5	2	7			4.24
GÄSTE	2	4	5.049	199			5.248	824	6.072	12.400	162	8	170	7				9.612	766	10.3
Haus-Garten-Freizeit – Home – Garden – Leisure /																				
Central german handicraft fair/Beach & Boat	1	9	27.100	2.087			29.187	8.442	37.629	88.200	1.068	93	1.161	22	1		1	174.197	717	174.9
intec	2	4	20.572	853			21.425	253	21.678	44.000	870	78	948	22	4	1	5	19.053	691	19.7
intec / Z – SUBCONTRACTING FAIR	2	4	24.074	2.013			26.087	310	26.397	55.800	1.136	213	1.349	29	4	1	5			20.0
MIDORA	1	3	3.305	125			3.430	240	3.670	10.500	112	9	121	3				1.865	69	1.9
modell-hobby-spiel	1	4	17.994	941	359		19.294	16.402	35.696	83.800	560	52	612	10	1	1	2	106.648	1.845	108.4
PFLEGE + HOMECARE	2	3	4.046	45			4.091	2.020	6.111	16.000	222	4	226	5	2		2	10.129	99	10.2
SHKG Leipzig	2	3	5.751	439			6.190		6.190	14.500	180	15	195	9	2		2	11.771	227	11.9
SHKG Leipzig / efa	2	3	13.649	517			14.166		14.166	34.000	369	20	389	11	6		6			21.5
TerraTec	2	3	3.718	221			3.939	460	4.399	10.000	199	23	222	13	2		2	8.758	442	9.2
TerraTec / enertec	2	3	5.541	356			5.897	1.180	7.077	18.000	361	44	405	16	2		2			13.2
therapie	2	3	5.185	439			5.624	431	6.055	17.000	243	31	274	10	2	1	3	12.150	223	12.3
Z – SUBCONTRACTING FAIR	2	4	3.502	1.160			4.662	57	4.719	11.800	266	135	401	20				9.162	1.041	10.2
Magdeburg																				
LANDES-BAU-AUSSTELLUNG	1	3	1.863	12	347		2.222	669	2.891	6.600	116	1	117	2						3.9
MAGDEBOOT	1	3	3.239	12	198		3.449	128	3.577	9.800	102	1	103	2	9		9			5.8
MAGDEBURGER MEERESANGELTAGE - Fishing Exhibition	1	2	2.221	292	50		2.563	459	3.022	7.300	87	15	102	5						5.4
TIERWELT	1	3	2.092	10	56		2.158	1.616	3.774	9.800	144	1	145	2						14.3
Mainz																				
Rheinland-Pfalz-Ausstellung – Regional Exhibition	1	9	10.640	613	1.615		12.868	1.232	14.100	25.900	634	27	661	15						75.4
München																				
BAU	2	6	96.365	22.784	1.081	101	120.331	508	120.839	183,400	1.457	571	2.028	41				172.752	60.149	232.9
BAUMA		7	61.716		167.385 11		412.178		413.337		1.347	2.074	3.421	57				322.254		535.0
drinktec		, 5	43.612	41.721			85.333	1.606	86.939		556	876	1.432	76				25.629	41.143	66.7
eCarTec Munich / MATERIALICA		3	6.870	2.859	879	90	10.698	2.028	12.726		358	133	491	20				9.445	2.297	11.7
EXPO REAL – Property and Investment	_	3	24.236	8.276	575	50	32.512	2.887	35.399		1.260	393	1.653	33				24.542	9.135	33.6
f.re.e – Fair for Leisure and Travel		5	19.338	6.016			25.354	9.102	34.456		668	416	1.035	59	41	7	48	109.054		111.2
INHORGENTA MUNICH	_	4	24.016	10.225			34.241	1.752		76.000	667	534	1.201	39		,	10	20.525	9.019	29.5
Internationale Handwerksmesse/Garten München	_	7	27.241	4.646			31.887	1.752		74.000	867	554	1.201	55				20.323	5.015	138.7

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹¹ Visitor attendance determined by a representative poll in the combination of TerraTec/enertec. Multiple answers were permitted

¹⁾ Visitor attendance determined by a representative poll in the combination of SHKG vers were permitted ³⁾ Visitor attendance determined by a representative poll in the

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14 combination of intec/Z - Subcontracting Fair. Multiple answers were permitted

FKM			Exhib	ition s	pace fig	jures	(sq.m.)				Exhibi	itor fig	ures					Visito	r <mark>figur</mark> e	es
			Exhibitor	stand spa	ace						Exhibitors	5			Addition represen			Entries (Explanat	ons see p.	9)
For the complete titles see pp. 89	Intei Da		Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Intersolar Europe	1	3	29.488	24.629	1.102	509	55.728	1.890	57.618	115 500	610	682	1.292	47				28.000	18.929	46.929
ispo	1		26.274	79.246	1.102	505	105.520	5.590	111.110		370	2.066	2.436	50				28.704	52.879	81.583
LASER World of PHOTONICS		4	13.917	7.433			21.350	1.826	23.176	42.000	455	675	1.130	37	1	5	6	12.346	14.236	26.582
opti – Intern. Trade Show for Optics & Design	- 1		15.817	6.157			21.974	366	22.340	40.000	270	221	491	31				17.604	5.639	23.243
Productronica	2		27.546	13.691			41.237	1.466	42.703	77.000	673	545	1.218	39	4	7	11	18.606	19.202	37.808
transport logistic	2		36.490	18.563	5.599	2.169	62.821		62.821		1.102	911	2.013	63				33.090	19.218	52.308
Münster IPOMEX – Intern. police meeting and exhibition	2		1.062	15	200		1.277	1.700	2.977	8.000	105	2	107	2						2.439
Nürnberg	2	5	1.002	15	200		1.277	1.700	2.577	0.000	105		107	2						2.433
ALTENPFLEGE	2	3	22.545	723			23.268	805	24.073	49.600	588	38	626	15				29.785	1.376	31.161
AUTOMOTIVE ENGINEERING EXPO	2	3	1.066	345			1.411	108	1.519	3.000	45	22	67	9				506	205	711
BIOFACH / VIVANESS	1	4	16.201	22.180			38.381	3.761	42.142	82.100	686	1.727	2.413	87				23.524	18.270	41.794
ELTEC	2	3	9.287	115			9.402	653	10.055	20.200	261	9	270	6				11.638	225	11.863
embedded world	1		14.205	5.773			19.978		19.978	38.000	478	387	865	37				16.058	6.489	22.547
European Coatings SHOW	2	3	17.050	17.574			34.624	269	34.893	62.900	351	611	962	44				9.652	16.193	25.845
FachPack		3	43.787	9.829			53.616		53.616	98.700	1.039	400	1.439	34				26.880	7.718	34.598
HOGA Nürnberg	2	4	18.363	1.112			19.475	3.101	22.576	40.100	583	59	642	12						30.721
it-sa – IT Security	1	3	4.264	669			4.933	525	5.458	11.900	282	76	358	22				6.599	346	6.945
IWA OutdoorClassics	1	4	14.405	27.230			41.635	502	42.137	75.200	291	918	1.209	49				15.189	23.076	38.265
mailingtage	1		4.845	330			5.175	1.260	6.435	14.800	277	26	303	12				6.889	479	7.368
PCIM Europe – Power Electronics, Intelligent Motion, Renewable Energy and Energy Management		3	5.867	3.782			9.649	288	9.937	18.500	191	201	392	27	22	66	88	6.003	3.441	9.444
POWTECH/TechnoPharm	1	3	20.613	7.305			27.918		27.918	52.100	658	301	959	29				11.189	5.616	16.805
RemaDays Europe	1	3	1.757	957			2.714	298	3.012	6.500	67	85	152	15				1.409	447	1.856
SENSOR + TEST	1	3	5.894	2.072			7.966	1.254	9.220	19.000	363	180	543	28				6.014	1.796	7.810
SMT / HYBRID / PACKAGING	1	3	11.109	2.332			13.441	404	13.845	27.000	338	178	516	27	15	39	54	16.015	4.004	20.019
Spielwarenmesse – International Toy Fair	1	6	48.725	55.820			104.545		104.545	160.000	807	1.940	2.747	60	2	3	5	31.942	40.653	72.595
SPS IPC Drives – Electric Automation – Systems and Components	1	3	59.128	10.603			69.731	249	69.980	114.000	1.137	485	1.622	42	131	82	213	46.248	13.779	60.027
Stone+tec	2	4	11.811	8.847			20.658		20.658	56.000	224	319	543	30				15.139	4.423	19.562
Werkstätten:Messe	1	4	6.455	193			6.648		6.648	13.000	215	19	234	5						21.909
Offenbach																				
I.L.M – International Leather Goods Fair Offenbach – Summer Styles	1	3	7.968	4.730			12.698	800	13.498	20.100	140	108	248	20				4.460	1.447	5.907
I.L.M – International Leather Goods Fair Offenbach – Winter Styles	1	3	7.889	4.870			12.759	800	13.559	20.100	123	111	234	16				4.480	1.246	5.726

+ Events with changing venues

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* Visitors Profil Analyses see page 25 ff.

			Exhibi	tion s	pace fig	ures (sq.m.)				Exhibi	tor fig	ures					Visito	r figure	es
FKM			Exhibitor	stand spa	ice						Exhibitors	;			Addition represen	ally ited firms		Entries (Explanati	ons see p.	9)
or the complete titles see pp. 89		erval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota
Offenburg																				
Badische Weinmesse – Regional Wine Exhibition	1	2	1.048	15	10		1.073	76	1.149	6.000	129	1	130	2				4.477	286	4.
DBERRHEIN-MESSE – Consumer fair		9	9.876	757	9.199	26	19.858	2.169	22.027	47.000	461	32	493	12	1		1	68.965	4.402	73.
De ste sk																				
Rostock																				
AUTO Trend	1	3	6.828		1.900		8.728	7.700	16.428	21.700	81		81	1						20.
Stuttgart																				
ANIMAL	1	2	4.020	93			4.113	5.249	9.362	22.700	170	10	180	7				34.090	696	34
BLICKFANG – Furniture, Jewellery and Fashion		3	1.246	279			1.525	50	1.575	2.900	160	31	191	10						16
MT – The Holiday exhibition	_	9	50.374	8.838	283		59.495	3.876		106.800	1.379	544	1.923	71	54	4	58	206.329	2.084	208
Composites Europe		3	5.860	2.407		35	8.302	930	9.232	20.800	269	137	406	27				6.420	2.751	
NE BESTEN JAHRE – The exhibition for staying active	_	2	909	9			918	471	1.389	4.900	81	2	83	2				0.120	2.751	4
tefa – Trade fair for the electrical sector	_	3	19.923	514	35		20.472	550	21.022	42.100	440	22	462	13	31	6	37	22.598	228	22
ACHDENTAL SÜDWEST	_	2	4.676	593			5.269	158	5.427	11.600	240	36	276	15	1	5	6	6.148	190	
AIR HANDELN – Fair trade and globally		-	1.070	555			5.205	150	5.127	11.000	210	50	270	15				0.110	150	
esponsible trade and activities	1	4	1.845	223			2.068	162	2.230	5.300	126	18	144	14	2	2	4	19.144	193	19
amilie & Heim / Intern.mineral and fossil exchange	1	9	13.693	771			14.464	1.639	16.103	42.000	532	59	591	22						78
GARTEN outdoor ambiente	1	4	4.511	142			4.653	204	4.857	10.500	133	7	140	7						43
łobby + Elektronik	1	4	3.037	7	48		3.092	1.881	4.973	10.600	75	1	76	2				44.270	903	45
IYBRID EXPO	1	3	581	21			602	241	843	2.250	32	2	34	3	4		4	3.751	1.323	5
NTERVITIS/ INTERFRUCTA	3	4	17.660	6.871	243	21	24.795	3.142	27.937	57.600	370	197	567	22	30	26	56	21.275	5.655	26
nvest	1	2	3.220	486			3.706	517	4.223	10.500	98	23	121	10	2	1	3	11.262	230	11
T & Business / DMS Expo / CRM-expo	1	3	7.535	387			7.922	1.184	9.106	21.000	421	43	464	12	11	1	12	7.856	591	8
Greativ- & Bastelwelt	1	4	4.284	222			4.506	294	4.800	13.900	193	18	211	8				49.626	1.535	51
ogiMAT	1	3	29.875	5.496	558	54	35.983	1.207	37.190	73.400	824	179	1.003	26				26.713	2.355	29
Medizin / TheraPro	1	3	3.020	129			3.149	403	3.552	10.500	189	9	198	6	1	3	4	6.682	136	6
Aineralien, Fossilien, Schmuck – Minerals, ossils, jewellery	1	3	1.559	200			1.759	467	2.226	10.500	159	38	197	17						14
Aodell Süd / Modelmaking and model railways		4	1.670	189			1.859	2.957	4.816	12.900	87	11	98	7				43.283	437	43
Retro Classics	_	4	39.718	5.780			45.498	5.797		104.100	619	100	719	16				69.060	6.830	75
low Food	_	4	4.184	569			4.753	2.064	6.817	16.200	365	71	436	10				49.911	504	50
low Food / FAIR HANDELN / Mineral and				505				2.007	0.017	. 0.200			150						501	50
ossil exchange / GARTEN outdoor ambiente	1	4	12.099	1.134			13.233	2.897	16.130	42.500	783	134	917	32	2	2	4			75
tuttgarter Messeherbst		9	29.538	1.406	48		30.992	15.333		107.000	1.215	107	1.322	25				171.994	1.737	173
üdback – Bakery and confectionery trades	1	4	24.418	3.327	12		27.757	660	28.417	52.500	508	88	596	17	11	7	18	29.389	3.266	32
üddeutsche Spielemesse – Exh. for games	1	4	1.925	115			2.040	2.842	4.882	11.400	77	6	83	5				48.636	1.504	50
Nächtersbach																				
Aesse Wächtersbach – Consumer Exhibition		9	4.556	99	4.402	115	9.172	4.866	44.000	23.100	297	11	308	9						59

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+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter ² Visitor attendance determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted

			Exhib	ition s	pace figures ((sq.m.)				Exhibi	tor fig	ures					Visito	r figure	es
			Exhibito	r stand sp	ace					Exhibitors	;			Additiona represent	lly ed firms		Entries (Explanat	ons see p.	9)
For the complete titles see pp. 89		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
Hong Kong																			
Baby Products Fair	1	4	1.468	5.552		7.020		7.020	14.400	103	308	411	27				12.642	12.624	25.26
electronicAsia		4	1.962	4.367		6.329		6.329	10.800	175	420	595	12				12.398	20.424	32.82
Electronics Fair (Autumn Edition)	1	4	21.635	20.215		41.850		41.850	79.700	1.463	1.800	3.263	30				24.015	44.120	68.13
Electronics Fair (Spring Edition)	1	4	15.849	17.287		33.136		33.136	65.200	1.082	1.459	2.541	21				22.213	38.159	60.37
Fashion Week (Fall/Winter)	1	4	6.813	12.153		18.966		18.966	36.600	466	857	1.323	20				13.164	9.410	22.57
Gifts and Premium Fair	1	4	22.373	17.275		39.648		39.648	77.200	2.012	1.697	3.709	37				23.784	26.421	50.20
Houseware Fair	1	4	7.898	15.792		23.690		23.690	49.900	500	1.181	1.681	32				12.839	14.599	27.43
International Jewellery Show	1	5	29.330	21.092		50.422		50.422	94.400	1.638	1.703	3.341	49				16.146	25.967	42.11
International Lighting Fair (Autumn Edition)	1	4	12.261	23.991		36.252		36.252	69.600	634	1.726	2.360	38				11.319	26.711	38.03
Optical Fair	1	3	4.652	8.173		12.825		12.825	25.000	211	451	662	26				5.553	8.361	13.91
Toys and Games Fair	1	4	15.258	14.714		29.972		29.972	57.800	826	1.003	1.829	41				19.945	19.791	39.73
Watch & Clock Fair	1	5	13.007	2.892		15.899		15.899	34.800	551	173	724	15				10.429	8.399	18.82
Verona																			
MARMOMACC	1	4	30.831	25.157	10.689 3.464	70.141	3.748	73.889	195.400	551	838	1.389	56	28	8	36	24.893	29.715	54.60
PULIRE	2	3	12.131	1.162	208	13.501	4.410	17.911	40.500	203	67	270	20				10.495	3.744	14.23
Vinitaly – SOL&AGRIFOOD – Enolitech	1	4	88.185	738	506	89.429	9.495	98.924	179.600	3.795	80	3.875	26	410	60	470	90.524	51.753	142.27

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			Exhib	ition s	pace fig	jures	(sq.m.)				Exhibi	tor fig	ures					Visito	r figur	es
			Exhibitor	stand spa	ace						Exhibitors				Addition represen	ally ited firms		Entries (Explanat	ions see p.	. 9)
for the complete titles see pp. 89		rval/ ays	Ha Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota
A MULTI-INDUSTRY FAIRS	Fair	s																		
nt. Handwerksmesse/Garten München, München	1	7	27.241	4.646			31.887		31.887	74.000	867	206	1.073	34	15	3	18	135.739	3.053	138.7
A2 Investment Goods Trade Fairs																				
ANNOVER MESSE, Hannover	1	5	148.294	79.164	2.848	352	230.658	17.835	248.493	401.600	3.023	3.370	6.393	62				169.484	47.525	217.0
A3 Consumer Goods Trade Fairs																				
Ambiente, Frankfurt/Main	1	5	66.505	123.427			189.932	1.665	191.597	329.300	1.165	3.549	4.714	81				72.106	67.261	139.
Fendence, Frankfurt/Main		4	35.434	19.848			55.282	1.453	56.735		790	500	1.290	56				30.338	6.968	37.3
SPECIALIZED TRADE FAIRS AND Agriculture; Forestry, Fishery, Vit	icult	ure,	Horticult	ure, Lan	1 0.				246.045	433.000	1 20 4	1.542	2.007	10		27	22	242.074	100.011	440
AGRITECHNICA, Hannover		7	136.725 17.660	102.197 6.871	1.135 243	2.104	242.161 24.795	4.654	246.815 27.937	423.800	1.384 370	1.513	2.897	46	6 30	27 26	33 56	342.071 21.275	106.841 5.655	448.
NTERVITIS/ INTERFRUCTA, Stuttgart PM — The world's leading trade fair for horticulture		4	19.394	23.535	245	21	42.929	3.142 3.917	46.846		599	197 937	1.536	22 46	50	20	00	35.210	14.381	49.
52 Food, Drink and Tobacco, Restaut Anuga, Köln	2	5	34.072	117.909			151.981		152.194		773	5.854	6.627	98	52	98	150	52.833	101.809	154.
Badische Weinmesse, Offenburg	1	2	1.048	15	10		1.073	76	1.149	6.000	129	1	130	2				4.477	286	4.
drinktec, München	4	5	43.612	41.721			85.333	1.606	86.939	132.500	556	876	1.432	76				25.629	41.143	66.
u'Vend/coffeena, Köln	2	3	4.274	1.579			5.853	134	5.987	13.500	125	92	217	23				3.257	1.605	4.
RUIT LOGISTICA, Berlin	1	3	8.677	50.842			59.519	423	59.942	105.500	255	2.311	2.566	78				12.488	48.132	60.
GÄSTE, Leipzig		4	5.049	199			5.248	824	6.072	12.400	162	8	170	7				9.612	766	10
IOGA Nürnberg, Nürnberg		4	18.363	1.112			19.475	3.101	22.576	40.100	583	59	642	12						30
FFA, Frankfurt/Main		6	36.838	34.039	112	40	71.029	1.741	72.770		410	556	966	46				23.209	37.300	60.
	1		32.439	15.094	020	40	47.533	8.471	56.004		1.007	567	1.574	67				385.850	10.300	396.
· · · · · · · · · · · · · · · · · · ·		6	46.626	6.560	820	12	54.018		54.018	89.500	969	183	1.152	23	2	2	4	6 224	2.246	90
VTERNORGA, Hamburg		2	0.004	E 404			12 555	CCE	14.220	20 100	150						4	6.324	3.316	9.
NTERNORGA, Hamburg nter-tabac, Dortmund	1	3	8.064	5.491			13.555	665	14.220	30.100	156	237	393	51	2			14.070	24 451	20
NTERNORGA, Hamburg nter-tabac, Dortmund SM — International Sweets and Biscuits Fair, Köln	1	4	13.061	31.591	28		44.652	665 724	45.376	110.000	219	1.141	1.360	67	30	12	42	14.070	24.451	
NTERNORGA, Hamburg nter-tabac, Dortmund SM – International Sweets and Biscuits Fair, Köln Iord Gastro & Hotel, Husum	1 1 1	4	13.061 4.116	31.591 100	28		44.652 4.244	724	45.376 4.244	110.000 8.900	219 183	1.141 4	1.360 187	67 4	30					4.
NTERNORGA, Hamburg Inter-tabac, Dortmund SM – International Sweets and Biscuits Fair, Köln Iord Gastro & Hotel, Husum IroSweets Cologne, Köln	1 1 1 2	4 2 4	13.061 4.116 3.865	31.591 100 5.058			44.652 4.244 8.923	724 632	45.376 4.244 9.555	110.000 8.900 21.000	219 183 118	1.141 4 200	1.360 187 318	67 4 30			42	8.247	9.419	4. 17.
NTERNORGA, Hamburg hter-tabac, Dortmund SM – International Sweets and Biscuits Fair, Köln lord Gastro & Hotel, Husum troSweets Cologne, Köln troWein, Düsseldorf	1 1 1 2 1	4	13.061 4.116	31.591 100	28		44.652 4.244	724	45.376 4.244	110.000 8.900 21.000	219 183	1.141 4	1.360 187	67 4	30					4. 17. 45.
NTERNORGA, Hamburg hter-tabac, Dortmund SM – International Sweets and Biscuits Fair, Köln lord Gastro & Hotel, Husum roSweets Cologne, Köln roWein, Düsseldorf achsenback, Dresden	1 1 1 2 1 3	4 2 4 3	13.061 4.116 3.865 17.110	31.591 100 5.058 34.184			44.652 4.244 8.923 51.919	724 632 1.302	45.376 4.244 9.555 53.221 7.056	110.000 8.900 21.000 102.000	219 183 118 858	1.141 4 200 3.934	1.360 187 318 4.792	67 4 30 48	30	12	3	8.247	9.419	4. 17. 45. 7.
NTERNORGA, Hamburg nter-tabac, Dortmund SM – International Sweets and Biscuits Fair, Köln Jord Gastro & Hotel, Husum ProSweets Cologne, Köln ProWein, Düsseldorf Gachsenback, Dresden Jow Food, Stuttgart	1 1 1 2 1 3 3	4 2 4 3 3	13.061 4.116 3.865 17.110 6.269	31.591 100 5.058 34.184 196			44.652 4.244 8.923 51.919 6.465	724 632 1.302 591	45.376 4.244 9.555 53.221 7.056 6.817	110.000 8.900 21.000 102.000 14.300	219 183 118 858 207	1.141 4 200 3.934 8	1.360 187 318 4.792 215	67 4 30 48 7	30	12	3	8.247 25.746	9.419 19.422	38. 4. 17. 45. 7. 50. 32.
nternational Green Week, Berlin NTERNORGA, Hamburg nter-tabac, Dortmund SM – International Sweets and Biscuits Fair, Köln Nord Gastro & Hotel, Husum ProSweets Cologne, Köln ProWein, Düsseldorf Sachsenback, Dresden Slow Food, Stuttgart üdback – Bakery and confectionery trades, Stuttgart Textiles, Clothing, Shoes, Leather	1 1 2 1 3 1 1 1	4 2 4 3 3 4 4	13.061 4.116 3.865 17.110 6.269 4.184 24.418	31.591 100 5.058 34.184 196 569 3.327	625		44.652 4.244 8.923 51.919 6.465 4.753	724 632 1.302 591 2.064	45.376 4.244 9.555 53.221 7.056 6.817	110.000 8.900 21.000 102.000 14.300 16.200	219 183 118 858 207 365	1.141 4 200 3.934 8 71	1.360 187 318 4.792 215 436	67 4 30 48 7 11	30 2 6	12 1 3	3	8.247 25.746 49.911	9.419 19.422 504	4. 17. 45. 7. 50.

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5.2

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted

* Visitors Profil Analyses see page 25 ff. "¹⁰ Visitor attendance determined by a representative poll in the combination of Mineralien- und

			Exhib	ition s	pace fig	ures ((sq.m.)				Exhib	itor fig	ures					Visito	r figur	es
FKM			Exhibito	r stand sp	ace						Exhibitor	s			Additionall represente			Entries (Explanat	ions see p.	9)
For the complete titles see pp. 89		erval/ ays	Ha Domestic		Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic F	oreign	Total	Domestic	Foreign	Total
GDS (spring), Düsseldorf	1	3	14.919	21.698			36.617	4.619	41.236	79.500	287	572	859	38				11.645	7.763	19.40
GDS (autumn), Düsseldorf		3	14.259	20.217			34.476	4.862	39.338	79.500	266	551	817	36				9.501	8.701	18.20
GLOBAL SHOES (spring), Düsseldorf	1	3	56	8.801			8.857	344	9.201	25.700	1	294	295	12				1.524	4.571	6.0
GLOBAL SHOES (autumn), Düsseldorf	1	3	56	9.742			9.798	344	10.142	25.700	1	341	342	15				1.087	3.314	4.4
I.L.M. Summer Styles – Intern. leather goods fair, Offenbach	1	3	7.968	4.730			12.698	800	13.498	20.100	140	108	248	20				4.460	1.447	5.90
I.L.M. Winter Styles – Intern. leather goods fair, Offenbach	1	3	7.889	4.870			12.759	800	13.559	20.100	123	111	234	16				4.480	1.246	5.72
INHORGENTA MUNICH, München	1	4	24.016	10.225			34.241	1.752	35.993	76.000	667	534	1.201	39				20.525	9.019	29.54
INTERGEM, Idar-Oberstein	1	4	2.090	131			2.221	108	2.329	5.000	118	10	128	8						2.58
Kind + Jugend, Köln	1	4	16.012	34.698			50.710	593	51.303	96.000	171	838	1.009	44	1	1	2	6.748	13.726	20.47
MIDORA, Leipzig		3	3.305	125			3.430	240	3.670	10.500	112	9	121	3				1.865	69	1.9
Techtextil, Frankfurt/Main	2	3	11.186	18.187			29.373	343	29.716	53.100	443	887	1.330	48				11.747	15.671	27.4
Texprocess, Frankfurt/Main	2		5.965	7.185			13.150	463	13.613	41.400	111	219	330	38				5.798	6.330	12.1
B4 Building, Completion and Extensi Asia-Pacific Sourcing, Köln	_	and t	heir Equi 12	pment 7.255			7.267		7.267	24.200	1	619	620	12				2.081	2.650	4.7
BAU, München		6	96.365	22.784	1.081	101	120.331	508	120.839		1.457	571	2.028	41				172.752	60.149	232.9
BAUMA, München	_	7	61.716	66.060	167.385 11		412.178	1.159	413.337		1.347	2.074	3.421	57					212.811	535.00
EXPO REAL – Property and Investment, München		3	24.236	8.276	107.505		32.512	2.887	35.399	64.000	1.260	393	1.653	33				24.542	9.135	33.67
FACILITY MANAGEMENT, Frankfurt/Main	_	3	2.588	49			2.637	371	3.008	6.550	124	10	134	5	31	2	33	4.846	166	5.0
FARBE – Paint - finishing & facade, Köln		4	22.290	2.633			24.923	120	25.043	50.000	312	86	398	16	2		2	41.371	5.100	46.4
Haus.Bau.Energie, Erfurt	_	3	2.099	50	854		3.003	1.070	4.073	6.650	132	3	135	4						3.5
Interlift, Augsburg	_	4	7.239	13.161			20.400	351		37.300	147	350	497	39				7.498	8.803	16.3
ISH, Frankfurt/Main		5	102.302	67.565	879	939	171.685	669	172.354		1.017	1.419	2.436	56				123.594	63.985	187.5
LANDES-BAU-AUSSTELLUNG, Magdeburg	_	3	1.863	12	347		2.222	669	2.891	6.600	116	1	117	2						3.9
SHKG Leipzig, Leipzig	_	3	5.751	439			6.190		6.190	14.500	180	15	195	9	2		2	11.771	227	11.99
Stone+tec, Nürnberg	_	4	11.811	8.847			20.658		20.658	56.000	224	319	543	30	-			15.139	4.423	19.5
B5 Furnishings, Household Appliance	es, H	ouse	eware, an	d their E	quipment															
Blickfang, Stuttgart	_	3	1.246	279			1.525	50	1.575	2.900	160	31	191	10				44.500	22.122	16.1
DOMOTEX, Hannover	1	4	15.850	67.796			83.646	5.654	89.300	167.400	188	1.135	1.323	59				14.583	22.429	37.0
imm cologne – The international furnishing show/ LivingKitchen, Köln	1	7	84.597	73.421			158.018	2.862	160.880	261.000	437	673	1.110	51	76	46	122	99.615	41.976	141.59
interzum, Köln	2	4	27.235	49.508			76.743	1.915	/8.058	149.600	372	1.075	1.447	57	19	38	57	17.477	35.011	52.4
ZOW — Intern. fair for suppliers to the furniture and interior design industries, Bad Salzuflen	1	4	5.403	2.777			8.180		8.180	17.800	251	143	394	27	7	4	11	8.106	2.980	11.0
B6 Health, Body Care, Protection at	Norl	k, an	d their Eq	uipmen	t															
A + A, Düsseldorf	2	4		32.122	1.173	60	60.696	1.906		114.400	519	1.088	1.607	54				47.048	16.445	63.4
ALTENPFLEGE, Nürnberg	2	3	22.545	723			23.268	805	24.073	49.600	588	38	626	15				29.785	1.376	31.1
BEAUTY INTERNATIONAL, Düsseldorf	1	3	19.610	2.487			22.097	4.326	26.423	70.100	493	101	594	27				56.895	4.282	61.17

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹ Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Multiple answers were permitted ² ascertained by a representative poll in the combination of SHKG Leipzig/efa. Multiple answers were permitted ⁴ Visitor attendance determined by a representative poll in the combination of BEAUTY/TOP HAIR international. Multiple answers were permitted

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FK				Exhibi	tion s	pace fig	jures	(sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
				Exhibitor	stand spa	ice						Exhibitors	5			Addition represen	ally ted firms		Entries (Explanat	ions see p	o. 9)
For the co	mplete titles see pp. 89	Inter Da		Hall Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota
Fachdenta	al Leipzig, Leipzig	1	2	3.828	532			4.360	162	4.522	10.000	212	28	240	13	5	2	7			4.2
	TAL SÜDWEST, Stuttgart	1	2	4.676	593			5.269	158	5.427	11.600	240	36	276	15	1	5	6	6.148	190	6.3
Hair & Bea	auty, Frankfurt/Main	1	2	2.707	599			3.306	1.948	5.254	12.300	111	38	149	13				9.372	228	9.6
DS – Inte	rnational Dental Show, Köln	2	5	37.038	36.584			73.622	685	74.307	147.900	647	1.355	2.002	56	7	49	56	65.292	60.035	125.
MEDICA /	COMPAMED, Düsseldorf	1	4	47.648	79.908	482	18	128.056	2.111	130.167	262.700	1.321	4.046	5.367	70				58.179	74.047	132.2
Medizin /	TheraPro, Stuttgart	1		3.020	129			3.149	403	3.552	10.500	189	9	198	6	1	3	4	6.682	136	6.8
PFLEGE +	HOMECARE, Leipzig	2	3	4.046	45			4.091	2.020	6.111	16.000	222	4	226	5	2		2	10.129	99	10.2
	E INTERNATIONAL, Düsseldorf	1	4	15.876	7.156	35		23.067		23.067	55.300	423	331	754	37				35.003	4.818	39.8
therapie,	,	2		5.185	439			5.624	431	6.055	17.000	243	31	274	10	2	1	3	12.150	223	12.
	Int. Trend & Fashion Days, Düsseldorf	1	3	5.442	931			6.373	7.197	13,570	38.200	144	36	180	13				28.617	3.180	31.
				~																	
	nvironment Protection, Safety, C						ieir Equ														
	ning.Management.Services, Berlin	2	4	10.386	1.737	574		12.697	122	12.819	25.400	272	88	360	20				14.055	2.157	16.2
	- Intern. police meeting ition, Münster	2	2	1.062	15	200		1.277	1.700	2.977	8.000	105	2	107	2						2.
TerraTec,		2	3	3.718	221	200		3.939	460	4.399	10.000	105	23	222	13	2		2	8.758	442	9.
	BERLIN, Berlin	2		9.698	2.512	51		12.261	3.152	15.413	36.000	426	177	603	36	2		2	17.599	4.791	22.3
	ransport, Traffic, Logistics, and t nd, Rostock	heir 1		pment 6.828		1.900		8.728	7.700	16.428	21.700	81		81	1						20.8
AUTOMO	TIVE ENGINEERING EXPO, Nürnberg	2	3	1.066	345			1.411	108	1.519	3.000	45	22	67	9				506	205	
Bremen C	assic Motorshow, Bremen	1	3	18.060	1.584			19.644	1.336	20.980	45.100	548	55	603	10				38.521	2.899	41.4
eCarTec N	Iunich / MATERIALICA, München	1	3	6.870	2.859	879	90	10.698	2.028	12.726	44.000	358	133	491	20				9.445	2.297	11.
Hannover	Messe: MobiliTec, Hannover	1	5	3.010	262	387		3.659	15.180	18.839	24.600	120	27	147	10				21.177	5.732	26.
LogiMAT,	Stuttgart	1	3	29.875	5.496	558	54	35.983	1.207	37.190	73.400	824	179	1.003	26				26.713	2.355	29.
NUFAM -	Commercial vehicles, Karlsruhe	2	4	21.988	1.281	1.486	80	24.835	4.122	28.957	49.200	273	38	311	10	3	3	6	16.707	732	17.
Retro Clas	sics, Stuttgart	1	4	39.718	5.780			45.498	5.797	51.295	104.100	619	100	719	16				69.060	6.830	75.
transport	logistic, München	2	4	36.490	18.563	5.599	2.169	62.821		62.821	110.200	1.102	911	2.013	63				33.090	19.218	52.
	-				et. a		F ¹														
	nformation, Communication, Off					-	0, FIIM,				201.000	1 700	1.052	2 202	<u></u>				220 520	44 504	272
CeBIT, Ha		1		108.457	36.635	1.377		146.469		150.279		1.730	1.652	3.382	69	7	2	40	228.528	44.504	273.
	Digital Marketing Exposition & Conference, Köln	1		17.260	3.186	8		20.454	1.071	21.525	44.300	558	177	735	24	7	3	10	21.927	5.143	27.
	Düsseldorf	1		4.950	1.962			6.912	155	7.067		163	72	235	22	11	1	12	4.447	2.612	7.0
	ess / DMS Expo / CRM-expo, Stuttgart	1		7.535	387			7.922	1.184		21.000	421	43	464	12	11	1	12	7.856	591	8.4
	Security, Nürnberg	1		4.264	669			4.933	525		11.900	282	76	358	22				6.599	346	6.9
	ge, Nürnberg	1		4.845	330			5.175	1.260		14.800	277	26	303	12				6.889	479	7.3
	- Sound, Frankfurt/Main	1		14.946	19.552	860	663	36.021	1.000		73.500	354	539	893	41		12	24	21.667	21.046	42.7
	CH, Berlin	2	3	5.719	1.484			7.203	858	8.061	15.400	200	77	277	21	9	12	21	5.010	2.182	7.1

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+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ Visit TerraTec/enertec. Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted

¹⁾ Visitor attendance determined by a representative poll in the combination of ³⁾ ascertained by a representative poll

	FKM			Exhib	ition s	pace fig	ures	(sq.m.)				Exhib	itor fig	ures					Visito	r <mark>figur</mark>	es
				Exhibitor	stand spa	ice						Exhibitor	s			Additio represe	nally nted firms		Entries (Explanat	ions see p	. 9)
	For the complete titles see pp. 89	Inte Da	rval/ ays	Hal Domestic		Open / Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domesti	c Foreign	Total	Domestic	Foreign	Total
	B10 Education, Setting up a business																				
+•	didacta, Köln	1	5	32.030	855			32.885	2.546	35.431	77.900	768	54	822	23	46	2	48	94.721	2.329	97.050
	LEARNTEC, Karlsruhe	1	3	2.532	355			2.887	1.245	4.132	10.500	149	25	174	13						4.156
	B11 Sports, Games, Leisure, and their	Equi	ipme	nt																	
•	ABF, Hannover	1	9	37.519	1.208	315		39.042	8.107	47.149	99.400	741	57	798	20						124.116
	aktiv+vital with bike+outdoor, Dresden	1	3	3.768	53			3.821	6.200	10.021	18.500	195	5	200	5						11.189
	ANIMAL, Stuttgart	1	2	4.020	93			4.113	5.249	9.362	22.700	170	10	180	7				34.090	696	34.786
•	aquanale / FSB	2	4	13.817	20.476			34.293	2.241	36.534	100.000	308	494	802	45	56	16	72	10.907	14.043	24.950
	BOATFIT, Bremen	1	3	3.283	353			3.636	926	4.562	10.700	158	19	177	7				10.501	149	10.650
•	boot – International boat show, Düsseldorf	1	9	43.334	42.996	101	281	86.712	17.338	104.050	214.200	895	783	1.678	63				181.924	37.262	219.186
	CARAVAN, Bremen	1	3	10.192	106			10.298		10.298	14.800	75	4	79	5						25.960
•	CARAVAN SALON, Düsseldorf	1	10	63.419	21.180	1.705	325	86.629	6.456	93.085	133.100	369	162	531	21				154.457	21.663	176.120
	CMT – The holiday exhibition, Stuttgart	1	9	50.374	8.838	283		59.495	3.876	63.371	106.800	1.379	544	1.923	71	54	4	58	206.329	2.084	208.413
•	Creativeworld, Frankfurt/Main	1	4	4.411	4.725			9.136	424	9.560	15.700	77	162	239	25				4.024	3.181	7.205
•	EQUITANA, Essen	2	9	25.973	6.915			32.888	14.108	46.996	95.700	603	210	813	30				144.787	16.087	160.874
•	f.re.e – Fair for leisure and travel, München	1	5	19.338	6.016			25.354	9.102	34.456	66.200	668	416	1.084	59	41	7	48	109.054	2.226	111.280
	FIBO, Köln	1	4	26.123	18.035			44.158	3.619	47.777	116.300	364	313	677	32				84.773	17.363	102.136
	GARTEN outdoor ambiente, Stuttgart	1	4	4.511	142			4.653	204	4.857	10.500	133	7	140	7						43.864
•	h+h cologne, Köln	1	3	5.303	5.030			10.333	668	11.001	24.200	111	210	321	37				9.650	2.948	12.598
	hanseboot, Hamburg	1	9	16.917	4.007	65		20.989	2.318	23.307	54.500	419	106	525	17				71.370	3.520	74.890
•	Heimtextil, Frankfurt/Main	1	4	25.110	91.719			116.829	3.938	120.767	206.700	324	2.292	2.616	62				22.577	43.258	65.835
	Hobby + Elektronik, Stuttgart	1	4	3.037	7	48		3.092	1.881	4.973	10.600	75	1	76	2				44.270	903	45.173
•	ispo, München	1	4	26.274	79.246			105.520	5.590	111.110	179.800	370	2.066	2.436	50				28.704	52.879	81.583
•	ITB – The world's leading travel trade show, Berlin	1	5	27.945	59.766	146	60	87.917		87.917	155.300	1.597	5.757	7.354	189	550	1.782	2.332	94.573	35.852	130.425
	IWA OutdoorClassics, Nürnberg	1	4	14.405	27.230			41.635	502	42.137	75.200	291	918	1.209	49				15.189	23.076	38.265
	Kreativ- & Bastelwelt, Stuttgart	1	4	4.284	222			4.506	294	4.800	13.900	193	18	211	8				49.626	1.535	51.161
	MAGDEBOOT, Magdeburg	1	3	3.239	12	198		3.449	128	3.577	9.800	102	1	103	2	9		9			5.893
	Magdeburger Meeresangeltage – Fishing		-			50			150			07	45	400	_						
	Exhibition, Magdeburg		2	2.221	292	50		2.563	459	3.022	7.300	87	15	102	5						5.407
	Mineral, fossils, jewellery, Stuttgart	1	3	1.559	200			1.759	467	2.226	10.500	159	38	197	17						14.817
	MODELL SÜD – Modelmaking and model railways, Stuttgart	1	4	1.670	189			1.859	2.957	4.816	12.900	87	11	98	7				43.283	437	43.720
	modell-hobby-spiel, Leipzig	_	4	17.994	941	359		19.294	16.402	35.696		560	52	612	10	1	1	2	106.648	1.845	108.493
•	Musikmesse, Frankfurt/Main	_	4	15.855	22.755	60	230	38.900	1.500	40.400		468	902	1.370	51				48.574	22.289	70.863
	Pferd & Jagd – Equestrian sports, hunting, fishing,																				
	Hannover	1	4	16.165	1.967	66		18.198	10.503	28.701	83.500	713	90	803	24						77.599
	RAD + OUTDOOR. Bremen	1	2	2.643	72			2.715	4.260	6.975	14.600	164	10	174	5						13.456
	Reiselust – Tourism fair, Bremen	1	3	3.139	306			3.445	362	3.807	9.300	251	28	279	13	3	2	5	27.264	415	27.679
	REISEN HAMBURG – Holiday Exhibition, Hamburg	1	5	23.835	2.893	12		26.740	1.496	28.236	66.000	631	223	854	53						78.772

+ Events with changing venues Messeherbst. Multiple answers were permitted * Visitor attendance determined by a representative poll in the combination of Stuttgarter * Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted * Visitor attendance determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted * Visitor attendance determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted

For the complete titles see pp. 89 D eiten – jagen – fischen – riding, hunting, fishing, irfurt 1 ippelwarenmesse – International Toy Fair, Nürnberg 1 poga horse (spring), Köln 1 poga+gafa / spoga horse (autumn), Köln 1 isüddeutsche Spielemesse, Stuttgart 1 TERWELT, Magdeburg 1 rourNatur, Düsseldorf 1 B12 Electrical Engineering and Electronic efa – Building Systems, Electrical Engineering, Nir Conditioning, Automation, Leipzig 2 ELEKTROTECHNIK, Dortmund 2 ELTEC, Nürnberg 1 PCIM Europe, Nürnberg 1 Productronica, München 2 SMT / HYBRID / PACKAGING, Nürnberg 1	terva Days	 H Domesti 5.282 48.725 3.727 26.277 1.925 2.092 3.513 7.898 	317 55.820 3.907 73.299 115 10 407	Copen Air Domestic Foreign 634 78 56	6.233 104.545 7.634 99.654 2.040 2.158 3.920	Special Shows 1.983 132 3.240 2.842 1.616 1.022	4.882	16.800 224.400	Exhibitors Domestic			from countries 9 60 27	Additionarepresent	ted firms	5	Entries (Explanat Domestic 31.942	40.653	9) Tota 24.4 72.5
For the complete titles see pp. 89 D eiten – jagen – fischen – riding, hunting, fishing, irfurt 1 ippelwarenmesse – International Toy Fair, Nürnberg 1 poga horse (spring), Köln 1 poga+gafa / spoga horse (autumn), Köln 1 iüddeutsche Spielemesse, Stuttgart 1 TERWELT, Magdeburg 1 iourNatur, Düsseldorf 1 B12 Electrical Engineering and Electronic efa – Building Systems, Electrical Engineering, Air Conditioning, Automation, Leipzig 2 ELEKTROTECHNIK, Dortmund 2 ELTEC, Nürnberg 1 PCIM Europe, Nürnberg 1 Productronica, München 2 MIT / HYBRID / PACKAGING, Nürnberg 1	Days 1 3 1 6 1 3 1 3 1 3 1 3 1 3 1 3 2 3 2 4 2 3	Domesti 5.282 48.725 3.727 2.6277 1.925 2.092 3.513 7.898	c Foreign 317 55.820 3.907 73.299 115 10 407	Domestic Foreign 634 78	6.233 104.545 7.634 99.654 2.040 2.158	Shows 1.983 132 3.240 2.842 1.616	(net) 8.216 104.545 7.766 102.894 4.882	(gross) 19.200 160.000 16.800 224.400	201 807 66	17 1.940	Total 218 2.747	countries 9 60	2	3	5		40.653	24.4
irfurt 1 spielwarenmesse – International Toy Fair, Nürnberg 1 poga horse (spring), Köln 1 poga+gafa / spoga horse (autumn), Köln 1 süddeutsche Spielemesse, Stuttgart 1 TERWELT, Magdeburg 1 rourNatur, Düsseldorf 1 812 Electrical Engineering and Electronic efa – Building Systems, Electrical Engineering, Aur Conditioning, Automation, Leipzig 2 siLEKTROTECHNIK, Dortmund 2 elltefa, Stuttgart 2 embedded world, Nürnberg 1 Productronica, München 2 MIT / HYBRID / PACKAGING, Nürnberg 1	1 6 1 3 1 4 1 3 1 3 1 3 2 3 2 4 2 3 2 3	48.725 3.727 26.277 1.925 2.092 3.513 7.898	55.820 3.907 73.299 115 10 407	78	104.545 7.634 99.654 2.040 2.158	132 3.240 2.842 1.616	104.545 7.766 102.894 4.882	160.000 16.800 224.400	807 66	1.940	2.747	60				31.942		
poga horse (spring), Köln 1 poga +gafa / spoga horse (autumn), Köln 1 süddeutsche Spielemesse, Stuttgart 1 TIERWELT, Magdeburg 1 rourNatur, Düsseldorf 1 312 Electrical Engineering and Electronic efa – Building Systems, Electrical Engineering, Air Conditioning, Automation, Leipzig 2 ELEKTROTECHNIK, Dortmund 2 ELEC, Nürnberg 2 eltefa, Stuttgart 2 endeded world, Nürnberg 1 Productronica, München 2 Str / HYBRID / PACKAGING, Nürnberg 1	1 3 1 3 1 4 1 3 1 3 cs 3 2 3 2 4 2 3	3.727 26.277 1.925 2.092 3.513 7.898	3.907 73.299 115 10 407		7.634 99.654 2.040 2.158	3.240 2.842 1.616	7.766 102.894 4.882	16.800 224.400	66							31.942		72.
Poga+gafa / spoga horse (autumn), Köln 1 poga+gafa / spoga horse (autumn), Köln 1 iüddeutsche Spielemesse, Stuttgart 1 TERWELT, Magdeburg 1 fourNatur, Düsseldorf 1 B12 Electrical Engineering and Electronic efa – Building Systems, Electrical Engineering, Air Conditioning, Automation, Leipzig 2 ELEKTROTECHNIK, Dortmund 2 ELEC, Nürnberg 2 eltefa, Stuttgart 2 embedded world, Nürnberg 1 Productronica, München 2 SMT / HYBRID / PACKAGING, Nürnberg 1	1 3 1 4 1 3 1 3 cs 2 3 2 4 2 3	26.277 1.925 2.092 3.513 7.898	73.299 115 10 407		99.654 2.040 2.158	3.240 2.842 1.616	102.894 4.882	224.400		126	192	27	3	1				
üddeutsche Spielemesse, Stuttgart 1 TERWELT, Magdeburg 1 TourNatur, Düsseldorf 1 B12 Electrical Engineering and Electronic afa – Building Systems, Electrical Engineering, 2 Air Conditioning, Automation, Leipzig 2 ELEKTROTECHNIK, Dortmund 2 ELTEC, Nürnberg 2 enbedded world, Nürnberg 1 PCIM Europe, Nürnberg 1 Productronica, München 2 MT / HYBRID / PACKAGING, Nürnberg 1	1 4 1 3 1 3 cs 2 3 2 4 2 3	1.925 2.092 3.513 7.898	115 10 407		2.040 2.158	2.842 1.616	4.882		242						4	1.965	1.788	3.
TERWELT, Magdeburg 1 TourNatur, Düsseldorf 1 Statur, Düsseldorf 2 Statur, Conditioning, Automation, Leipzig 2 ELEKTROTECHNIK, Dortmund 2 SLTEC, Nürnberg 2 embedded world, Nürnberg 1 Productronica, München 2 SMT / HYBRID / PACKAGING, Nürnberg 1	1 3 1 3 cs 2 3 2 4 2 3	2.092 3.513 7.898	10 407	56	2.158	1.616		44.400	312	1.482	1.794	57	8	50	58	15.090	20.595	35.
FourNatur, Düsseldorf 1 B12 Electrical Engineering and Electronic B13 Electrical Engineering and Electronic B14 Electrical Engineering, Automation, Leipzig B15 ELEKTROTECHNIK, Dortmund B16 Stattgart B17 Eletfa, Stuttgart B18 Eletroneg B19 Productronica, München B10 PACKAGING, Nürnberg B11 HYBRID / PACKAGING, Nürnberg	1 3 cs 2 3 2 4 2 3	3.513	407	56				11.400	77	6	83	5				48.636	1.504	50.
Blectrical Engineering and Electronic afa – Building Systems, Electrical Engineering, 2 kir Conditioning, Automation, Leipzig 2 ELEKTROTECHNIK, Dortmund 2 ELEKTROTECHNIK, Dortmund 2 elltefa, Stuttgart 2 embedded world, Nürnberg 1 PCIM Europe, Nürnberg 1 Productronica, München 2 MT / HYBRID / PACKAGING, Nürnberg 1	cs 2 3 2 4 2 3	7.898			3.920	4	3.774	9.800	144	1	145	2						14.
efa – Building Systems, Electrical Engineering, vir Conditioning, Automation, Leipzig 2 ELEKTROTECHNIK, Dortmund 2 ELEG, Nürnberg 1 PCIM Europe, Nürnberg 1 Productronica, München 2 MT / HYBRID / PACKAGING, Nürnberg 1	2 3 2 4 2 3					1.329	5.249	14.800	176	55	231	12				32.740	736	33.
Air Conditioning, Automation, Leipzig 2 ELEKTROTECHNIK, Dortmund 2 ELEC, Nürnberg 2 Eltefa, Stuttgart 2 embedded world, Nürnberg 1 PCIM Europe, Nürnberg 1 Productronica, München 2 SMT / HYBRID / PACKAGING, Nürnberg 1	2 4 2 3																	
LTEC, Nürnberg 2 eltefa, Stuttgart 2 embedded world, Nürnberg 1 PCIM Europe, Nürnberg 1 Productronica, München 2 MT / HYBRID / PACKAGING, Nürnberg 1	2 3	1/ 002	78		7.976		7.976	19.500	189	5	194	6	4		4	12.452	382	12
2 2 Imbedded world, Nürnberg 1 PCIM Europe, Nürnberg 1 Productronica, München 2 IMT / HYBRID / PACKAGING, Nürnberg 1	_	14.592	377		15.369	3.836	19.205	42.600	432	16	448	11	12	1	13	18.965	708	19
embedded world, Nürnberg 1 PCIM Europe, Nürnberg 1 Productronica, München 2 IMT / HYBRID / PACKAGING, Nürnberg 1	2 3	9.287	115		9.402	653	10.055	20.200	261	9	270	6				11.638	225	11
PCIM Europe, Nürnberg 1 Productronica, München 2 SMT / HYBRID / PACKAGING, Nürnberg 1		19.923	514	35	20.472	550	21.022	42.100	440	22	462	13	31	6	37	22.598	228	22
Productronica, München 2 MT / HYBRID / PACKAGING, Nürnberg 1	1 3	14.205	5.773		19.978		19.978	38.000	478	387	865	37				16.058	6.489	22
MT / HYBRID / PACKAGING, Nürnberg 1	1 3	5.867	3.782		9.649	288	9.937	18.500	191	201	392	27	22	66	88	6.003	3.441	9
	2 4	27.546	13.691		41.237	1.466	42.703	77.000	673	545	1.218	39	4	7	11	18.606	19.202	37
PS/IPC/DRIVES, Nürnberg 1	1 3	11.109	2.332		13.441	404	13.845	27.000	338	178	516	27	15	39	54	16.015	4.004	20
	1 3	59.128	10.603		69.731	249	69.980	114.000	1.137	485	1.622	42	131	82	213	46.248	13.779	60
Metal-Working, Automation, Measu	ıring																	
· · · · · · · · · · · · · · · · · · ·	1 3	5.860		35		930	9.232	20.800	269	137	406	27				6.420	2.751	9
	2 6	_			178.698	1.884	180.582		894	1.237	2.131	43				95.674	47.123	142
5	1 5				5.487		5.487	10.600	176	26	202	12				28.579	6.359	34
· · · · · · · · · · · · · · · · · · ·	1 5			1.957	60.796	388		102.100	640	371	1.011	38				79.005	28.631	107
7 1 3	2 4	20.572			21.425	253	21.678	44.000	870	78	948	22	4	1	5	19.053	691	19
· · · · · · · · · · · · · · · · · · ·	4 6				47.194	500	47.694	86.600	422	589	1.011	40				25.769	22.943	48
ENSOR + TEST, Nürnberg 1	1 3	5.894	2.072		7.966	1.254	9.220	19.000	363	180	543	28				6.014	1.796	7
814 Plastic and Wood Processing																		
· · · · · · · · · · · · · · · · · · ·	3 8			50 16			171.245		1.061	2.159	3.220	59					127.627	217
IGNA, Hannover 2	2 5	57.316	48.613	10.796 4.091	120.816	2.381	123.197	209.200	749	799	1.548	46				57.059	32.798	89
Power Supply Industry																		
enertec – Generation, Distribution and Storage	2 3	1.823	135		1.958	720	2.678	8.000	162	21	183	7				8.130	330	8
of Energy, Leipzig 2 E-world energy & water, Essen 1					22.873	2.137	25.010	47.500	472	105	577	23				15.972	2.752	ہ 18

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁰ Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted ²⁰ Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted ³⁰ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted ³⁰ Visitor attendance determined by a representative poll in the combination of TerraTec/enertec. Multiple answers were permitted ⁴⁰ Visitor attendance determined by a representative poll in the combination of TerraTec/enertec. Multiple answers were permitted

	FKM			Exhib	ition s	pace fig	jures (sq.m.)				Exhib	itor fig	ures					Visito	r figure	es
				Exhibitor	stand spa	ace						Exhibitor	s			Additiona represent			Entries (Explanat	ions see p.	9)
	For the complete titles see pp. 89	Inter Da		Ha Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
•	Hannover Messe: Energy, Hannover	1	5	21.010	15.952	191	35	37.188	286	37.474	66.500	415	595	1.010	47				68.282	19.824	88.106
•	Hannover Messe: Wind, Hannover	1	5	7.118	1.122			8.240	447	8.687	9.300	136	59	195	16				53.564	13.058	66.622
•	Intersolar Europe, München	1	3	29.488	24.629	1.102	509	55.728	1.890	57.618	115.500	610	682	1.292	47				28.000	18.929	46.929
	New Energy Husum, Husum	1	4	5.250	549	548	55	6.402	20	6.422	12.900	229	33	262	11				11.400	2.039	13.439
	B16 Other Investment Goods Industrie	es																			
•	BIOTECHNICA, Hannover	2	3	6.592	2.174			8.766	1.291	10.057	23.600	385	168	553	28				9.643	1.649	11.292
	European Coatings SHOW, Nürnberg	2	3	17.050	17.574			34.624	269	34.893	62.900	351	611	962	44				9.652	16.193	25.845
	FachPack, Nürnberg	1	3	43.787	9.829			53.616		53.616	98.700	1.039	400	1.439	34				26.880	7.718	34.598
	FMB – Supplier show for mechanical engineering, Bad Salzuflen	1	3	7.046	403			7.449		7.449	14.200	393	36	429	10	11	5	16	4.274	144	4.418
•	Hannover Messe: ComVac, Hannover	1	5	5.530	6.355			11.885		11.885	21.500	52	134	186	26				19.495	10.452	29.947
•	Hannover Messe: Industrial Supply, Hannover	1	5	14.564	16.248			30.812	773	31.585	52.700	555	1.014	1.569	46				38.969	20.708	59.677
•	Hannover Messe: IndustrialGreenTec, Hannover	1	5	1.527	504			2.031		2.031	5.800	72	32	104	10				24.092	6.289	30.381
•	Hannover Messe: MDA – Motion, Drive & Automation, Hannover	1	5	19.342	22.134	181	17	41.674	96	41.770	59.900	318	796	1.114	36				56.380	23.479	79.859
•	Hannover Messe: Research & Technology, Hannover	1	5	7.441	1.077	132	300	8.950	473	9.423	16.400	310	127	437	12				36.685	8.887	45.572
•	Hannover Messe: Surface Technology, Hannover	1	5	5.745	1.281			7.026	192	7.218	14.000	155	82	237	19				27.906	9.203	37.109
	HYBRID EXPO, Stuttgart	1	3	581	21			602	241	843	2.250	32	2	34	3	4		4	3.751	1.323	5.074
+•	INTERGEO, Essen	1	3	7.333	4.772	212	306	12.623	609	13.232	24.200	287	201	488	30	17	11	28	12.648	3.735	16.383
•	LASER World of PHOTONICS, München	2	4	13.917	7.433			21.350	1.826	23.176	42.000	455	675	1.130	37	1	5	6	12.346	14.236	26.582
	POWTECH/TechnoPharm, Nürnberg	1	3	20.613	7.305			27.918		27.918	52.100	658	301	959	29				11.189	5.616	16.805
	Rapid.Tech, Erfurt	1	2	731	45			776	45	821	2.600	71	5	76	5						1.533
	Z – Subcontracting fair, Leipzig	2	4	3.502	1.160			4.662	57	4.719	11.800	266	135	401	20				9.162	1.041	10.203
	B17 Other Consumer Goods and Servi	ce In	dust	tries																	
	BIOFACH / VIVANESS, Nürnberg	1	4	16.201	22.180			38.381	3.761	42.142	82.100	686	1.727	2.413	87				23.524	18.270	41.794
	CADEAUX – März, Leipzig	1	3	7.324	399			7.723	504	8.227	20.500	262	20	282	10	3		3			5.854
	CADEAUX – September/Comfortex, Leipzig	1	3	9.740	542			10.282	1.367	11.649	35.900	328	24	352	11	6		6			11.845
•	Christmasworld, Frankfurt/Main	1	5	22.566	32.741			55.307	1.854	57.161	97.100	247	696	943	41				13.935	16.706	30.641
	DKM – Finance and Insurance Industry, Dortmund	1	2	8.652	160			8.812		8.812	23.200	283	8	291	8				11.208	113	11.321
	Invest, Stuttgart	1	2	3.220	486			3.706	517	4.223	10.500	98	23	121	10	2	1	3	11.262	230	11.492
•	Moderner Staat, Berlin	1	2	1.353	24			1.377	516	1.893	8.000	99	3	102	4				2.049	48	2.097
	Opti – International Trade Show for Optics & Design, München	1	3	15.817	6.157			21.974	366	22.340	40.000	270	221	491	31				17.604	5.639	23.243
•	Paperworld, Frankfurt/Main		4	17.333	35.404			52.737	1.258		118.000	347	1.437	1.784	64				17.129	28.231	45.360
	Pieta, Dresden	_	3	2.625	184			2.809	100	2.909	6.700	90	10	100	5						1.408
•	Promotion World, Hannover		5	1.301	139			1.440	349	1.789	6.300	68	11	79	6				11.649	1.589	13.238
•	PSI Messe, Düsseldorf		3	19.310	14.105			33.415	534		61.600		465	954	32				5.690	7.729	13.419
	RemaDays Europe, Nürnberg	1	3	1.757	957			2.714	298	3.012	6.500	67	85	152	15				1.409	447	1.856

+ Events with changing venues answers were permitted * Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted * Visitor attendance determined by a representative poll at Hannover Messe. Multiple * Visitor attendance determined by a representative poll at Hannover Messe. Multiple * Visitor attendance determined by a representative poll at Hannover Messe. Multiple * Visitor attendance determined by a representative poll at Hannover Messe. Multiple * Visitor attendance determined by a representative poll at Hannover Messe. Multiple * Visitor attendance determined by a representative poll at Hannover Messe. Multiple * Visitor attendance determined by a representative poll at Hannover Messe. Multiple * Visitor attendance determined by a representative poll at Hannover Messe. Multiple * Visitor attendance determined by a representative poll at Hannover Messe. Multiple * Visitor attendance determined by a representative poll at Hannover Messe. Multiple * Visitor attendance determined by a representative poll at Hannover Messe. Multiple * Visitor attendance determined by a representative poll at Hannover Messe. Multiple * Visitor attendance determined by a representative poll * Visitor * Visitor

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			Exhibit	ion s	pace fig	ures (sq.m.)				Exhibi	itor figu	ures				Visito	[,] figure	es
FKM			Exhibitor st	ta <mark>nd sp</mark> a	ice						Exhibitor	s			Additionally represented firms		Entries (Explanati	ons see p.	9)
For the complete titles see pp. 89	Inte Da		Halls Domestic F		Open / Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Foreign	Total	Domestic	Foreign	Tota
viscom düsseldorf, Düsseldorf	2	3	6.181	2.518	36		8.735	1.956	10.691	21.400	218	132	350	26			10.758	2.820	13.5
Werkstätten: Messe, Nürnberg	1	4	6.455	193			6.648		6.648	13.000	215	19	234	5					21.9
C MULTI-SECTOR PUBLIC EXHIBITIO	ONS																		
Allgäuer Festwoche, Kempten	1	9	5.466	180	3.061	10	8.717	884	9.601	24.900	342	12	354	5					104.4
Baumesse Chemnitz, Chemnitz	1	3	3.267	45	111		3.423	179	3.602	8.400	209	3	212	2	33	33			9.0
DIE BESTEN JAHRE – Exhibition for staying active, Stuttgart	1	2	909	9			918	471	1.389	4.900	81	2	83	2					4.8
DU UND DEINE WELT, Hamburg	1	9	13.732	1.272	258		15.262	2.464	17.726	42.300	440	50	490	22			76.877	855	77.
Familie + Heim / International mineral and fossil exchange, Stuttgart	1	9	13.693	771			14.464	1.639	16.103	42.000	532	59	591	22					78.8
HanseLife, Bremen	1	9	17.134	985	1.965		20.084	2.177	22.261	47.700	747	33	780	13					75.
Haus-Garten-Freizeit – Home – Garden – Leisure / Central german handicraft fair/Beach & Boat, Leipzig	1	9	27.100	2.087			29.187	8.442	37.629	88.200	1.068	93	1.161	22	1	1	174.197	717	174.9
Import Shop, Berlin	1	5	3.245	3.136			6.381	853	7.234	19.700	252	325	577	60			40.658	703	41.
Infa, Hannover	1	9	30.614	2.885	523	48	34.070	7.682	41.752	95.800	1.174	146	1.320	30					181.
Messe Wächtersbach, Wächtersbach	1	9	4.556	99	4.402	115	9.172	4.866	14.038	23.100	297	11	308	9					59.
OBERRHEIN-MESSE, Offenburg	1	9	9.876	757	9.199	26	19.858	2.169	22.027	47.000	461	32	493	12	1	1	68.965	4.402	73.
Rheinland-Pfalz-Ausstellung, Mainz	1	9	10.640	613	1.615		12.868	1.232	14.100	25.900	634	27	661	15					75.
Thüringen-Ausstellung, Erfurt	1	9	11.240	234			11.474	2.349	13.823	25.000	606	14	620	7	29	29			68.

5.2

+ Events with changing venues 24 Messeherbst. Multiple answers were permitted

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

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

interlift ----- Augsburg

Trade visitors' profile

Visitors (number of entries)	16 301
Proportion of trade visitors	99 %
Germany (total) of which	45
Nielsen 1 3 Nielsen 4	31
Bremen - Bavaria	31
Hamburg 1 Nielsen 5+6	5
Lower Saxony - Berlin	4
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 16 Mecklenburg-	
North Rhine-Westph. 16 West Pommera	nia -
Nielsen 3a 8 Saxony-Anhalt	
Hesse 7 <u>Nielsen 7</u>	10
Rhineland-Palatinate 1 Saxony	9
Saarland - Thuringia Nielsen 3b 26	
Baden-Württemberg 26	
Foreign (total) of which	55
EU	57
Other European countries	17
Middle East	6
South-, East-, Central Asia	15
Other countries	6
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 over 300 km	13 74
Countries with the highest visitor sha	res %
Switzerland	13
Italy	10
Austria	9
Spain	9
Sweden	8
Frequency of visits to exhibition	%
Previous event Earlier events	45 34
First visit	34 43
Average length of stay 1,	8 days

Area of I	responsibility	9
Managem		1
	/development/design	1
	uring, production, quality control	
	ocurement ccounting, controlling	
	on and communication technology	
	administration, administration	
Sales	daministration, daministration	1
Marketing	g, advertising, PR	
Logistics:	storage, material management,	
transport		
	nce/repairs	1
	department	
Other are Student	d	
	gainfully employed	
Position	in the company/organization	q
	eur, co-owner, freelancer	1
	g director, board member,	
	in authority etc.	1
	ager, works manager, plant manage	r,
	anager, head of public office	1
	ent head, group head, team leader aried staff, civil servant,	1
skilled wo		5
Lecturer,		
Trainee		
Other pos	sition	
Student		
Other not	gainfully employed	
Economi		0
	construction	4
	assembly/installation nce/servicing	1
	al engineering	1
	echnology, accessories	1
	engineering industrie	1
Trade	5 5	
	king and processing	
	trade, electrical installation	
	, public services	
	s, planning professions	
Other ser		
Architects Other ser Other sec		
Other ser Other sec	tors ompany/organization:	
Other ser Other sec Size of c Number	tors ompany/organization: of employees	q
Other ser Other sec Size of c Number 1- 4	tors ompany/organization: of employees 10 500 - 999	
Other ser Other sec Size of c Number	tors ompany/organization: of employees 4 10 500 - 999 8 1 000 and more	۹ 1

1-	4	10	500 - 999
5-	9	8	1 000 and more
10-	49	27	Student
50-	199	13	Other not gainfully
200-	199	19	employed

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

Trade visitors' profile

Visitors (number of entries)	16 212
Proportion of trade visitors	99 %
Germany (total) of which	87
Nielsen 1 19 Niel	sen 4 9
Bremen 1 Bav	aria 9
	sen 5+6 35
Lower Saxony 9 Berl	
	ndenburg 8
	klenburg-
	t Pommerania 4
	ony-Anhalt 3 sen 7 7
Hesse 6 <u>Niel</u> Rhineland-Palatinate 2 Saxe	
	ringia 2
Nielsen 3b 10	iliyia 2
Baden-Württemberg 10	
Foreign (total) of which	13
EU	71
Other European cou	
Other countries	12
Distance to home	%
up to 50 km	21
more than 50 km up to 100 k	
more than 100 km up to 300 over 300 km	km 21 55
Country with the highest vis	
Austria	16
Frequency of visits to exhibit Previous event	ition % 42
Earlier events	42
First visit	44
Average length of stay	1,4 days
Influence on purchasing/pro decisions	curement %
Decisively	29
Collectively	40
In an advisory capacity	19
No	10
A	
Student	1

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	% 38 3 6 10 2 1 6 10 1 1 5 17 1 1
Position in the company/organization 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	% 23 11 r, 19 22 15 2 4 3 1 1
Economic sector Service Skilled trades Industry Authority/public services Wholesale/foreign trade School, university, education Retail trade Association/guild/chamber Research/science Other sectors Student Other not gainfully employed	% 54 22 15 8 6 6 1 1 5 1
Size of company/organization:Number of employees1-48500 - 9995-9101 000 and more10-4919Student50-19918Other not gainfully200-49915employed	% 7 21 1

Conducted by: Hopp & Partner, Berlin



FRUIT LOGISTICA ------> Berlin

Trade visitors' profile

		Area of responsibility Management
Proportion of trade visitors	97%	Research/development/design
	20	Manufacturing, production, qua
Germany (total) of which	20	Buying/procurement
	11	Finance/accounting, controlling
Nielsen 1 22 Nielsen 4	11	Information and communication
Bremen 1 Bavaria	11	Organization, personnel, admin
Hamburg 3 <u>Nielsen 5+6</u>	33	Sales
Lower Saxony 15 Berlin	24	Marketing, advertising, PR
Schleswig-Holstein 3 Brandenburg	5	Logistics: storage, material ma
Nielsen 2 13 Mecklenburg-	-	transport
North Rhine-Westph. 13 West Pommerania		Maintenance/repairs
Nielsen 3a 6 Saxony-Anhalt	2	Other area
Hesse 4 <u>Nielsen 7</u>	4	Student
Rhineland-Palatinate 2 Saxony	2	Other not gainfully employed
Saarland - Thuringia	2	
Nielsen 3b 9		Position in the company/orga
Baden-Württemberg 9		Entrepreneur, co-owner, freelar
		Managing director, board mem
Foreign (total)	80	head of an authority etc.
of which		Area manager, works manager,
EU	59	branch manager, head of publi
Other European countries	11	Department head, group head,
Africa	8	Other salaried staff, civil serva
North America	8	skilled worker
South and Central America	5	Lecturer, teacher
Middle East	5	Trainee
South-, East-, Central Asia	4	Other position
Australia	1	Student
		Other not gainfully employed
Distance to home	%	
up to 50 km	5	Economic sector
more than 50 km up to 100 km	1	Fruit and vegetable growers
more than 100 km up to 300 km	4	Importers, exporters
over 300 km	90	Industry
		Retail trade (central buying)
Countries with the highest visitor shares	%	Retail trade (distribution)
Italy	11	Own wholesale trade of retail
Netherlands	9	Other wholesale trade
France	7	Hotel, catering trade
Spain	7	Packaging companies
United Kingdom	6	Packaging machinery manufact
		Freight forwarders, transport of
Frequency of visits to exhibition	%	Other service
Previous event	33	Authority/public services
Earlier events	32	Association, society, institution
First visit	45	Research, apprenticeship, train
		Other sectors
Average length of stay 1,9 d	ays	Student
5 5 7	<u> </u>	Other not gainfully employed
Influence on purchasing/procurement		5 5 1 77
decisions	%	Size of company/organization
Decisively	42	Number of employees
Collectively	31	1- 4 16
In an advisory capacity	14	5-9 13 1 000
No	7	
Student	5	10- 49 27 50- 199 18 Other no
Other not gainfully employed	2	200-499 8
	-	200 400 0
etter net gannanj emplojea		Conducted Los House C. Post

Area of responsibility	q
Management	3
Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	1
Finance/accounting, controlling Information and communication technology	
Organization, personnel, administration	
Sales	1
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area Student	
Other not gainfully employed	
Position in the company/organization	0
Entrepreneur, co-owner, freelancer	3
Managing director, board member,	1
head of an authority etc. Area manager, works manager, plant manag	1 or
branch manager, head of public office	פי, 1
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	0
Fruit and vegetable growers	2
Importers, exporters Industry	2
Retail trade (central buying)	
Retail trade (distribution)	
Own wholesale trade of retail grocery trade	
Other wholesale trade	
Hotel, catering trade	
Packaging companies	
Packaging machinery manufacturer	
Freight forwarders, transport companies Other service	
Authority/public services	
Association, society, institution, organisation	h
Research, apprenticeship, training	
Other sectors	1

Internationale Grüne Woche Berlin -----> Berlin

Trade visitors' profile

%

5

500 - 999

employed

Student

1 000 and more

Other not gainfully

Conducted by: Hopp & Partner, Berlin

roportion of trade	visitors	24%
iermany (total) f which		95
	12 Nielsen 4	5
remen	- Bavaria	5
lamburg	1 Nielsen 5+	
ower Saxony	7 Berlin	30
chleswig-Holstein	4 Brandenbur	r g 2 1
lielsen 2	5 Mecklenbur	g-
Iorth Rhine-Westph.	5 West Pomm	
lielsen 3a	3 Saxony-Anh 2 Nielsen 7	
lesse hineland-Palatinate	2 <u>Nielsen 7</u> 1 Saxony	5
aarland	- Thuringia	
lielsen 3b	3	-
aden-Württemberg	3	
oreign (total)		5
f which EU		65
Other coun	trios	35
Other court	uies	5.
istance to home		%
p to 50 km		38
hore than 50 km up t	to 100 km	9
nore than 100 km up	to 300 km	22
ver 300 km		31
requency of visits t	o exhibition	%
revious event		36
arlier events		45
irst visit		4(
verage length of st	tay	1,4 days
nfluence on purchas	ing/procureme	
ecisions		%
ecisively		16
ollectively		23
n an advisory capacit	у	15
lo tudent		23 19
	ployed	19
ner not gainfully en	прюуеа	t t
other not gainfully en	nployed	

Area of respo Management	nsibility	9 1
Research/devel		1
Buying/procure	production, quality control	
	ting, controlling	1
	d communication technology	
	personnel, administration	
Sales		
Marketing, adv	ge, material management,	1
transport	ge, matenai management,	
Maintenance/re	pairs	
Other area		2
Student		1
Other not gain	fully employed	
	e company/organization	9
	co-owner, freelancer ctor, board member,	1
head of an aut		
	works manager, plant manager	
branch manage	er, head of public office	1
	ad, group head, team leader	
	staff, civil servant,	1
skilled worker Lecturer, teach	or	1
Trainee		1
Other position		
Student		1
Other not gain	fully employed	
Economic sect		9
Agriculture/fore	estry	2
Food industry	aurant trade, catering	1
	ndscape gardening	
	al college, university	
Retail trade	5. ,	
Association, ins		
Wholesale/forei	ign trade	
Other sectors Student		1
Other not gain	fully employed	1
	iuliy elliployeu	_
Size of compa Number of en	ny/organization:	9
	20 500 - 999	7
5-9	9 1 000 and more	
	18 Student	1
	12 Other not gainfully	
200 400	5 omployed	

200-499

Private visitors' profile

% 15

19 6

% 18

14

6

% 23

9

% 5 7

employed

,		ries)	396 150
Proportion of privat	e vi	sitors	76 %
Germany (total) of which			98
Nielsen 1	7	Nielsen 4	3
Bremen	-	Bavaria	3
Hamburg	-	Nielsen 5+	6 74
Lower Saxony	4	Berlin	36
Schleswig-Holstein	3	Brandenbur	g 26
Nielsen 2	3	Mecklenbur	
North Rhine-Westph.	3	West Pomm	
Nielsen 3a	2	Saxony-Anh	
Hesse	1	Nielsen 7	10
Rhineland-Palatinate	1	Saxony	7
Saarland	-	Thuringia	3
<u>Nielsen 3b</u> Baden-Württemberg	1 1		
Foreign (total) of which			2
EU			66
Other coun	tries		35
Distance to home			%
up to 50 km			46
more than 50 km up	to 1	00 km	12
more than 100 km up			
more than 100 km up over 300 km			24 18
over 300 km	o to	300 km	24
	o to	300 km	24 18 %
over 300 km Frequency of visits 1 Previous event	o to	300 km	24 18 % 42
over 300 km Frequency of visits t	o to	300 km	24 18 % 42 52
over 300 km Frequency of visits t Previous event Earlier events First visit	o to	300 km	24 18 % 42 52 29
over 300 km Frequency of visits t Previous event Earlier events First visit Sex	o to	300 km	24 18 % 42 52 29 %
over 300 km Frequency of visits t Previous event Earlier events First visit	o to	300 km	24 18 % 42 52 29 % 36
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female	o to	300 km	24 18 % 42 52 29 % 36 64
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household	o to	300 km	24 18 % 42 52 29 % 36 64 %
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person	o to	300 km	24 18 % 42 52 29 % 36 64 % 17
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household	o to	300 km	24 18 % 42 52 29 % 36 64 % 77 50
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	o to	300 km	24 18 % 42 52 29 % 36 64 64 % 17 50 50 16
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons	o to	300 km	24 18 % 42 52 29 % 36 64 % 77 50 64
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	o to	300 km	24 18 % 42 52 29 % 36 64 % 17 50 50 16 11
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Fremale Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age	to e	300 km	24 18 % 42 52 29 29 % % 64 % 17 50 64 11 11 6
over 300 km Frequency of visits t 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 year	to e	300 km	24 18 % 42 29 29 36 64 77 50 11 11 11 6 4 % 6 4
ver 300 km Frequency of visits t 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 year over 20 up to 30 year	to e	300 km	24 18
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Feemale Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 year over 30 up to 30 year over 30 up to 40 year	to e	300 km	24 18 % 42 52 29 29 29 29 29 29 29 29 29 29 29 29 29
Age up to 20 year by to 30 year by to 40 year by to 40 year by to 50 year b	to e	300 km	24 18 % 42 52 29 % 36 64 64 77 50 16 11 11 11 11 11 11 11 11 11 11 11 11
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Feemale Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 year over 30 up to 30 year over 30 up to 40 year		300 km	24 18 % 42 52 29 % 64 64 64 77 50 16 11 6 % 6 13

ITB ----> Berlin

Trade visitors' profile

Position in the company/organization	%	Visitors (number of entries) 130
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	° 1	Proportion of trade visitors
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 Student Other not gainfully employed Buying and ordering capacity Purchase or order made or intended at the exhibition yes	2 5 35 3 7 7 30 %	Germany (total)of whichNielsen 1BremenHamburgHamburgLower SaxonySchleswig-HolsteinSchleswig-HolsteinNielsen 2North Rhine-Westph.North Rhine-Westph.Nielsen 3aHasseNielsen 7Nielsen 3aNielsen 3aNielsen 3bThineland-PalatinateSaarlandNielsen 3bTBaden-WürttembergT
no maybe	10 15	Foreign (total)
Follow-up business Intend to buy at later date yes no maybe Conducted by: Hopp & Partner, Berlin	% 24 31 45	of which EU Other European countries Africa Middle East South-, East-, Central Asia 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
		Countries with the highest visitor shares Austria Poland Turkey Switzerland Netherlands
		Frequency of visits to exhibition Previous event Earlier events First visit
		Average length of stay 2,1
		Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed

prome			
entries) 130	425	Area of responsibility	%
		Management	22
visitors 5	54%	Research/development/design	2
		Manufacturing, production, quality control	3
	59	Buying/procurement	4
		Finance/accounting, controlling	1
12 Nielsen 4	13	Information and communication technology	3
1 Bavaria	13	Personnel administration, administration	2
4 <u>Nielsen 5+6</u>	40	Sales	11
6 Berlin	29	Marketing, advertising, PR	13
2 Brandenburg	6	Logistics: storage, material management,	
10 Mecklenburg-		transport	1
10 West Pommerania		Maintenance/repairs	
11 Saxony-Anhalt	2	Other area	14
7 Nielsen 7	6	Student	22
3 Saxony	4	Other not gainfully employed	2
1 Thuringia	2		
7		Position in the company/organization	%
7		Entrepreneur, co-owner, freelancer	21
		Managing director, board member,	
	41	head of an authority etc.	12
		Area manager, works manager, plant manage	r,
	61	branch manager, head of public office	[′] 5
pean countries	17	Department head, group head, team leader	14
	8	Other salaried staff, civil servant,	
t	5	skilled worker	15
st-, Central Asia	6	Lecturer, teacher	3
tries	4	Trainee	3
		Other position	3
	%	Student	22
	20	Other not gainfully employed	2
to 100 km	20	other not gainfully employed	2
to 300 km	12	Economic sector	%
	66	Tour operator	22
	00		16
nighest visitor shares	%	Travel agency	11
lightest visitor shares	14	Hotel company Tourism organizations	9
	9		7
	6	Publishing houses/press	
	5	PR/advertising/consultancy	6
	4	Business travel	5
	4	Tourism federations/associations	3
to outlibition	0/	Travel technology, information and	~
to exhibition	%	reservation systems	3
	36	Research institute/educational institution	3
	41	Transport carriers (bus, train, ship and air	-
	44	companies)	2
		Exhibition organizer/conference and congress	
tay 2,1 d	lays	organizer	2
		Leisure centre/leisure park	1
sing/procurement		Telecommunication	1
	%	Other sectors	14
	26	Student	22
	23	Other not gainfully employed	2
ty	13		
	14	Size of company/organization:	
	22	Number of employees	%
nployed	2	1- 4 18 500 - 999	4
· · ·		5- 9 10 1 000 and more	8
		10- 49 18 Student	22
		50- 199 13 Other not gainfully	~~
			2
		200- 499 5 employed	2

Private visitors' profile

Visitors (number of entries) 130	425
Proportion of private visitors 4	6 %
Germany (total) of which Nielsen 1 4 Bremen - Hamburg 1 Nielsen 5+6 Lower Saxony 2 Berlin Schleswig-Holstein 1 Brandenburg 2 Nielsen 2 2 North Rhine-Westph. 2 Vest Pommerania Nielsen 3a 2 Saxony 5 Saarland - Nielsen 3b 1 Baden-Württemberg 1	93 2 2 86 63 19 2 3 2 1
Foreign (total) of which EU Other countries	7 83 17
Countries with the highest visitor shares	%
Poland	49
Austria	14
Distance to home	%
up to 50 km	72
more than 50 km up to 100 km	4
more than 100 km up to 300 km	10
over 300 km	14
Frequency of visits to exhibition	%
Previous event	38
Earlier events	54
First visit	32
Sex	%
Male	42
Female	58
Size of household	%
1 person	22
2 persons	50
3 persons	14
4 persons	10
5 persons and more	4
Age	%
up to 20 years	7
over 20 up to 30 years	18
over 30 up to 40 years	12
over 40 up to 50 years	21
over 50 up to 60 years	19
over 60 up to 70 years	18
over 70 years	6

Follow-up business	N/A
Buying and ordering capacity	N/A
Other not gainfully employed	2
Old-age pensioner	19
Housewife/man	2
Student	13
Other position	4
Frainee	2
ecturer, teacher	5
Other salaried staff, civil servant, skilled worker	37
Department head, group head, team leade	r 6
pranch manager, head of public office	2
Area manager, works manager, plant manag	
head of an authority etc.	1
Entrepreneur, co-owner, freelancer Managing director, board member,	8
Position in the company/organization	%

Import Shop -----> Berlin

Private visitors' profile

Visitors (number of	enti	ries) 41	361	Pos Ent
Proportion of privat	e vi	sitors	89%	Ma
				hea
Germany (total)			99	Are
of which				bra
Nielsen 1	2	Nielsen 4	1	Dep
Bremen	-	Bavaria	1	Oth
Hamburg	-	Nielsen 5+6	96	skil
Lower Saxony	1	Berlin	74	Lec
Schleswig-Holstein	1	Brandenburg	21	Trai
Nielsen 2	1	Mecklenburg-		Oth
North Rhine-Westph.	1	West Pommerania		Stu
Nielsen 3a	-	Saxony-Anhalt	1	Hou
Hesse Rhineland-Palatinate	-	Nielsen 7	1	Old Oth
Saarland	1	Saxony Thuringia	1	Uth
Nielsen 3b	1	muningia	1	Buy
Baden-Württemberg	2			Pur
baach-wurtteniberg	-			at t
Foreign (total)			1	yes
· or origin (to tail)				no
Distance to home			%	may
up to 50 km			88	
more than 50 km up			4	Fol
more than 100 km up	o to	300 km	4	Inte
over 300 km			4	yes
		1.11.14	01	no
Frequency of visits 1	o e	xnibition	%	may
Previous event			48 58	Cor
Earlier events First visit			58 24	
			24	
Sex			%	
Male			11	
Female			89	
Size of household			%	
1 person			28	
2 persons			42	
3 persons			15	
4 persons			11	
5 persons and more			4	
			%	
Age			E	
up to 20 year			5	
up to 20 year over 20 up to 30 year	s		7	
up to 20 year over 20 up to 30 year over 30 up to 40 year	'S 'S		7 8	
up to 20 year over 20 up to 30 year over 30 up to 40 year over 40 up to 50 year	rs rs rs		7 8 24	
	rs rs rs rs		7 8	

Area manager, works manager, plant manager, pranch manager, head of public office 2 Department head, group head, team leader Other salaried staff, civil servant, skilled worker 39 .ecturer, teacher 6 frainee 1 Other position 4 Student 7 Housewife/man 3 Old-age pensioner 22 Other not gainfully employed 3 Buying and ordering capacity % Purchase or order made or intended at the exhibition res 93 10 2 10	Entrepreneur, co-owner, freelancer Managing director, board member,	
pranch mañager, head of public office 2 Department head, group head, team leader 6 Deher salaried staff, civil servant, skilled worker 39 ecturer, teacher 6 Irainee 1 Other position 4 Student 7 Housewife/man 3 Did-age pensioner 22 Dither not gainfully employed 3 Buying and ordering capacity % Purchase or order made or intended at the exhibition res 93 to 22 maybe 6 Follow-up business % ntend to buy at later date res 35 to 20 maybe 44	head of an authority etc.	
Department head, group head, team leader 6 Other salaried staff, civil servant, skilled worker 39 excturer, teacher 6 Trainee 1 Dther position 4 Other not gainfully employed 3 Buying and ordering capacity % Parchase or order made or intended at the exhibition res 93 res 93 no 2 maybe 6 Follow-up business res % net to buy at later date res 35		
Dther salaried staff, civil servant, skilled worker 39 secturer, teacher 6 frainee 1 Dther position 4 Student 7 dousewife/man 3 Didage pensioner 22 Dther not gainfully employed 3 Buying and ordering capacity % Purchase or order made or intended at the exhibition yes 93 res 93 100 2 maybe 6 Follow-up business % nted to buy at later date yes 35 10 20 maybe 44		_
ecturer, teacher 6 frainee 1 Dther position 4 Student 7 Housewife/man 3 Did-age pensioner 22 Dther not gainfully employed 3 Buying and ordering capacity % Purchase or order made or intended 4 at the exhibition 2 res 93 no 2 maybe 6 Follow-up business % ntend to buy at later date 20 res 35 no 20 maybe 44	Other salaried staff, civil servant,	
Trainee 1 Other position 4 Student 7 Jousewife/man 3 Old-age pensioner 22 Other not gainfully employed 3 Buying and ordering capacity % Purchase or order made or intended at the exhibition res 93 10 2 maybe 6 Follow-up business rotend to buy at later date res 35 10 20 maybe 44		
20ther position 4 Student 7 Housewife/man 3 Jold-age pensioner 22 Dather not gainfully employed 3 Buying and ordering capacity % Purchase or order made or intended at the exhibition % res 93 no 2 maybe 6 Follow-up business rop % need to buy at later date (res 35 no 20 maybe 44		
Student 7 Housewife/man 3 Dold-age pensioner 22 Other not gainfully employed 3 Buying and ordering capacity % Purchase or order made or intended at the exhibition yes 93 no 2 maybe 6 Follow-up business no % res 35 no 20 maybe 44	- Contract	
Dld-age pensioner 22 Dther not gainfully employed 3 Buying and ordering capacity % Purchase or order made or intended at the exhibition res 93 too 2 maybe 6 Follow-up business % ntend to buy at later date res 35 too 20 maybe 44		
Dld-age pensioner 22 Dther not gainfully employed 3 Buying and ordering capacity % Purchase or order made or intended at the exhibition res 93 too 2 maybe 6 Follow-up business % ntend to buy at later date res 35 too 20 maybe 44		7
Dther not gainfully employed 3 Buying and ordering capacity % Purchase or order made or intended at the exhibition (res % Purchase or order made or intended 7 Purchase or order made or order made or intended 7 Purchase or order made or order made or order made or intended 7 Purchase or order made or orde		3
Buying and ordering capacity % Purchase or order made or intended at the exhibition yes 93 10 2 maybe 6 Follow-up business % ntend to buy at later date yes 35 10 20 maybe 44		
no 2 maybe 6 Follow-up business % ntend to buy at later date res 35 no 20 maybe 44	Buying and ordering capacity Purchase or order made or intended at the exhibition	%
naybe 6 Follow-up business % ntend to buy at later date res 35 no 20 maybe 44		
ntend to buy at later date /es 35 no 20 maybe 44	maybe	6
res 35 no 20 maybe 44	Follow-up business	%
no 20 naybe 44		25
naybe 44		
Conducted by: Hopp & Partner, Berlin	· ·	44
	Conducted by: Hopp & Partner, Berlin	

Trade visitors' profile

Visitors (number of	fent	ries)	2 097
Proportion of trade	e vis	itors	100%
Germany (total)			98
of which			
Nielsen 1	9	Nielsen 4	9
Bremen	- 7	Bavaria	9
Hamburg	2		54
Lower Saxony	6	bernin	33
Schleswig-Holstein	1	Brandenburg	16
Nielsen 2	13	Mecklenburg-	
North Rhine-Westph	. 13	West Pommera	ania 2
Nielsen 3a	9	Saxony-Anhalt	2
Hesse	7	Nielsen 7	6
Rhineland-Palatinate	1	Saxony	4
Saarland	1	Thuringia	1
Nielsen 3b	1	- J -	
Baden-Württemberg	1		
Foreign (total)			2
Distance to home			%
up to 50 km			44
more than 50 km up	to '	100 km	5
more than 100 km i	ip to	300 km	14
over 300 km	1		37
Frequency of visits	to e	xhibition	%
Previous event			37
Earlier events			42
First visit			43
Average length of	stay	1	,2 days
Influence on purch	asino	n/procurement	
decisions		, p. o ca. chiene	%

Decisively Collectively

No

Student

In an advisory capacity

2 2 6 4	transport Maintenance/repairs Other area Student
1	Position in the company/organization Head of department, senior civil servant Lord Mayor, department head, treasurer, head of division
2	Team manager, head of office
%	Department manager, subdivision manager, head of division, section head, subject head
44	Commercial clerk, desk officer
5	Other salaried public service employee
14	Member of the board, managing director,
37	owner
%	Area manager, authorized signatory Department head, group head
37	Commercial clerk, skilled worker
42	Lecturer, teacher
43	Trainee
	Other position
iys	Student
	Economic sector
%	Federal administration
10	Regional administration
35 24	Local government, city council
24	Private enterprise, public enterprise,
20	owner-operated municipal enterprises Associations, societies, unions, foundations,
5	NGO
	Politics (federal)
	Politics (regional)
	Politics (municipal)
	Educational/training institutions, academy
	Consulting
	Other sectors

Area of responsibility

Buying/procurement

Marketing, advertising, PR

Sales

Management Research/development/design Manufacturing, production, quality control

Finance/accounting, controlling Information and communication technology

Personnel administration, administration

Logistics: storage, material management,

Size of company/organization:

Number of	employees		%
1- 4	1	200 - 499	17
5-9	1	500 - 999	13
10- 49	13	1 000 and more	35
50-199	16	Student	5

Conducted by: Wissler & Partner, Basel

SHOWTECH

Trade visitors' profile

%

12

4 1

2

18

18 9

5

14

10 27 4

4

12

4

2

-7

5

%

12 22

24

12

2

1

3

8 13

isitors (number of	ent	ries)	7 192
Proportion of trade	visi	tors	100%
Germany (total) of which			81
Vielsen 1	11	Nielsen 4	7
Bremen	2	Bavaria	7
Hamburg	2	Nielsen 5+6	57
ower Saxony	6	Berlin	47
Schleswig-Holstein	1	Brandenburg	5
Vielsen 2	7	Mecklenburg-	
North Rhine-Westph.	7	West Pommerar	nia 1
Vielsen 3a	3	Saxony-Anhalt	5
lesse	2	Nielsen 7	11
Rhineland-Palatinate	1	Saxony	9
Saarland	-	Thuringia	2
Vielsen 3b	4		
Baden-Württemberg	4		
Foreign (total)			19
EU			65
Other Euro	beau	n countries	24
Other cou			11
Distance to home			%
up to 50 km			42
nore than 50 km up	to 1	00 km	2
more than 100 km u	p to	300 km	17
over 300 km			39
Country with the hi	ighe	st visitor share	%
Norway	-		12
Frequency of visits	to e	xhibition	%
Previous event			36
Earlier events			36
First visit			48
Average length of	stay	1,5	i days
	sing	/procurement	
nfluence on purcha			%
decisions			23
decisions Decisively			
decisions Decisively Collectively			30
decisions Decisively Collectively n an advisory capac	ity		30 20
decisions Decisively Collectively n an advisory capac No	ity		30 20 14
decisions Decisively Collectively n an advisory capac			30 20

 \mathbf{m}

Visitors Profile Analyses 20



1- 4 5- 9

10- 49

50-199

200-499

Other not gainfully employed

Size of company/organization: Number of employees

15

7

18

16

17

Conducted by: Wissler & Partner, Basel

WASSER BERLIN INTERNATIONAL ------> Berlin

Trade visitors' profile

Area of responsibility	%	Visitors (number of
Management	19	
Research/development/design	5	Proportion of trade
Manufacturing, production, quality control	14	Comment (Control)
Buying/procurement	3	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology	1	Nielsen 1
Personnel administration, administration	1	Bremen
Sales	4	Hamburg
Marketing, advertising, PR	3	Lower Saxony
Logistics: storage, material management,		Schleswig-Holstein
transport	1	Nielsen 2
Maintenance/repairs	5	North Rhine-Westph
Other area	30	Nielsen 3a
Student	11	Hesse
Other not gainfully employed	1	Rhineland-Palatinate
		Saarland
Position in the company/organization	%	Nielsen 3b
Entrepreneur, co-owner, freelancer	19	Baden-Württemberg
Managing director, board member,	_	
head of an authority etc.	5	Foreign (total)
Area manager, works manager, plant manage		of which
branch manager, head of public office	5	EU
Department head, group head, team leader	28	Other Eur
Other salaried staff, civil servant,		South-, Ea
skilled worker	19	Other cou
Lecturer, teacher	1	
Trainee	6	Distance to home
Other position	3	up to 50 km
Student	12	more than 50 km up
Other not gainfully employed	1	more than 100 km u
		over 300 km
Economic sector	%	
Theatres, operas, concert houses, stage venues	42	Country with the h
Multipurpose halls, congress centres,		United Kingdom
exhibition sites, hotels	3	
Event locations, clubs, discotheques	2	Frequency of visits
Concert, event, marketing agencies/		Previous event
departments/organisers	6	Earlier events
Architecture, construction planning		First visit
and specialist planning	4	
Film, radio, TV	5	Average length of
Media, associations, organisations	1	
Colleges, universities, vocational and		Influence on purch
advanced training	2	decisions
Cultural office administration and management		Decisively
Renting and event services, production companies		Collectively
Industrial producer	6	In an advisory capa
Wholesalers and specialist retailers	2	No
Exhibition stand construction	1	Student
Lighting design	3	Other not gainfully e
Museum	2	
Other sectors	6	
Student	12	

1

%

9

5

12

1

500 - 999

Student

employed

1 000 and more

Other not gainfully

isitors (number o	f ent	ries)	22 390
roportion of trade visitors			
ermany (total) f which			79
ielsen 1	11	Nielsen 4	5
remen	-	Bavaria	5
amburg	1	Nielsen 5+6	49
ower Saxony	7	Berlin	26
chleswig-Holstein	2	Brandenburg	12
ielsen 2	10	Mecklenburg	
orth Rhine-Westph		West Pomme	
ielsen 3a	7	Saxony-Anha	
esse	5	Nielsen 7	13
hineland-Palatinate		Saxony	8
aarland	12	Thuringia	5
ielsen 3b	5		
aden-Württemberg	5		
oreign (total) f which			21
EU			68
Other Eu	ropea	n countries	12
South-, E	ast-,	Central Asia	7
Other cou	untrie	S	14
istance to home			%
p to 50 km			26
ore than 50 km u			4
ore than 100 km	up to	300 km	24
ver 300 km			47
ountry with the l	nighe	st visitor sha	re %
nited Kingdom			9
requency of visits	s to e	xhibition	%
revious event			37
arlier events			28
rst visit			51
verage length of	stay		1,5 days
fluence on purch	asino	g/procuremen	t
ecisions			%
ecisively			18
ollectively			30
i an advisory capa	city		24
0			15
e al cara de la cara de			13
tudent ther not gainfully			1

Area of responsibility	%
Management	22
Research/development/design	13
Manufacturing, production, quality control	5
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	1
Marketing/sales/advertising/PR	10
Logistics: storage, material management,	
transport	2
Maintenance/repairs	9
Other area	16
Student	13
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member,	
head of an authority etc.	8
Area manager, works manager, plant manage	r,
branch manager, head of public office	9
Department head, group head, team leader	21
Other salaried staff, civil servant,	
skilled worker	26
Lecturer, teacher	4
Trainee	2
Other position	3
Student	13
Other not gainfully employed	1
Economic sector	%
Waste supply companies	21
Industry	15
Engineer's/architect's office	15
Pipeline construction	14
Waste disposal companies	13
Civil engineering	12
Public authorities, administration, ministries	8
Trade	7
University, college, institute	6
Association/society	3
Skilled trades	2
Surveillance, certification company	1
Other construction companies	3
Other sectors	14
Student	13
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4 10 500 - 999	4
5-961000 and more	15
10- 49 23 Student	13
50-199 19 Other not gainfully	
200- 499 9 employed	1
and the second	

Conducted by: Hopp & Partner, Berlin

BOATFIT (2012) ------> Bremen

Private visitors' profile

Visitors (number of entries)	9 761
Proportion of private visitors	91 %
Germany (total)	98
of which	
Nielsen 1 84 Nielsen 4	1
Bremen 26 Bavaria	1
Hamburg 3 Nielsen 5+6	
Lower Saxony 49 Berlin	1
Schleswig-Holstein 6 Brandenburg	
Nielsen 2 10 Mecklenburg	
North Rhine-Westph. 10 West Pomm	
Nielsen 3a 2 Saxony-Anha	
Hesse 1 Nielsen 7	1
Rhineland-Palatinate 1 Saxony	1
Saarland - Thuringia	-
Nielsen 3b 1	
Baden-Württemberg 1	
Foreign (total)	2
Distance to home	%
up to 50 km	45
more than 50 km up to 100 km	16
more than 100 km up to 300 km	30
over 300 km	9
2011 2010 2009 2008 Earlier events First visit	34 33 25 16 7 39
Sex	%
Male	82
Female	18
Size of household	%
1 person	18
2 persons	49
3 persons	13
4 persons	13
5 persons and more	7
Age	%
up to 20 years	4
over 20 up to 30 years	5
over 30 up to 40 years	9
over 40 up to 50 years	21
over 50 up to 60 years	25
over 60 up to 70 years over 70 years	26 11

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant manage	۰r -
branch manager, head of public office	4
Department head, group head, team leader	8
Other salaried staff, civil servant,	0
skilled worker	21
Lecturer, teacher	4
Trainee	1
Other position	
Student	4 3 1
Housewife/man	2
	32
Old-age pensioner	
Other not gainfully employed	4
Buying and ordering capacity	%
Purchase or order made or intended	70
at the exhibition	
	62
yes	17
no	
maybe	21
Follow-up business	%
Intend to buy at later date	70
	40
yes no	40
maybe	43
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

6

Bremen Classic Motorshow ------> Bremen

Private visitors' profile

roportion of private visitors	94%
ermany (total)	93
f which	
ielsen 1 85 Nielsen 4	
remen 15 Bavaria	
amburg 6 <u>Nielsen 5+6</u>	2
ower Saxony 56 Berlin	-
chleswig-Holstein 8 Brandenburg	-
ielsen 2 11 Mecklenburg-	
orth Rhine-Westph. 11 West Pommerania	
ielsen 3a 1 Saxony-Anhalt	1
esse 1 <u>Nielsen 7</u>	-
hineland-Palatinate - Saxony	-
aarland - Thuringia	-
ielsen 3b -	
aden-Württemberg -	
preign (total)	7
f which	0.2
EU	92
Other countries	8
ountries with the highest visitor shares	%
etherlands	33
enmark	22
weden	19
istance to home	%
o to 50 km	29
ore than 50 km up to 100 km	20
ore than 100 km up to 300 km	44
ver 300 km	8
requency of visits to exhibition	%
revious event	41
arlier events	54
rst visit	26
ex	%
lale	82
emale	18
ize of household	%
person	15
persons	43
persons	18
persons	14
persons and more	10
ge	%
	10
up to 20 years	9
ver 20 up to 30 years ver 30 up to 40 years	9 11
ver so up to 40 years	
ver 40 up to 50 years	24
In EQ up to CQ upper	20
ver 50 up to 60 years ver 60 up to 70 years	26 15

6

Position in the company/organization % Entrepreneur, co-owner, freelancer 15 Managing director, board member, 3 head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office 4 Department head, group head, team leader 8 Other salaried staff, civil servant, skilled worker 25 Lecturer, teacher 3 Trainee 3 Other position 7 Student 8 Housewife/man 2 Old-age pensioner 17 Other not gainfully employed 5 Buying and ordering capacity % Purchase or order made or intended at the exhibition 49 yes no 20 maybe 31 Follow-up business % Intend to buy at later date 24 yes 27 no 49 maybe Conducted by: Gelszus Messe-Marktforschung GmbH. Dortmund

Visitors (number of	cint	iies)	75 96
Proportion of privat	te v	isitors	97 %
Germany (total) of which			10
Nielsen 1	98	Nielsen 4	
Bremen	46	Bavaria	
Hamburg	- 7	Nielsen 5+6	
Lower Saxony	52	Berlin	
Schleswig-Holstein Nielsen 2	1	Brandenburg	
North Rhine-Westph.	1	Mecklenburg- West Pommer	ania
Nielsen 3a	-	Saxony-Anhalt	
Hesse	1	Nielsen 7	
Rhineland-Palatinate	-	Saxony	
Saarland	-	Thuringia	
Nielsen 3b	- 1		
Baden-Württemberg	1		
Distance to home			9
up to 50 km			8
more than 50 km up more than 100 km up			1
over 300 km	μιο	SUU KIII	
Frequency of visits Previous event Earlier events First visit	10 6	exhibition	9 4 7 1
Sex			9
Male			2
Female			7
Size of household			9
1 person			1
2 persons			4
3 persons 4 persons			1
5 persons and more			
Age			9
up to 20 yea	rs		
over 20 up to 30 yea	rs		1
over 30 up to 40 yea			1
over 40 up to 50 yea			2
over 50 up to 60 yea over 60 up to 70 yea	rs		2
	12		1
over 70 years			

HanseLife -----> Bremen

Private visitors' profile

Position in the company/organization 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 6 Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student

Housewife/man

Old-age pensioner

Other not gainfully employed

Buying and ordering capacity

Purchase or order made or intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes no maybe Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

RAD + OUTDOOR (2012)

Private visitors' profile

%

5

36

2

3

7

7

8

20

4

%

79

5

16

%

20

20

60

		ries)	12 141
Proportion of priva	te v	isitors	98 %
Germany (total) of which			99
Nielsen 1	96	Nielsen 4	
Bremen	36	Bavaria	-
Hamburg	1	Nielsen 5+6	-
Lower Saxony	58	Berlin	-
Schleswig-Holstein	1	Brandenburg Mecklenburg-	-
<u>Nielsen 2</u> North Rhine-Westph.		West Pommer	ania -
Nielsen 3a	1	Saxony-Anhalt	
Hesse	1	Nielsen 7	1
Rhineland-Palatinate	-	Saxony	1
Saarland	-	Thuringia	-
<u>Nielsen 3b</u> Baden-Württemberg	1		
Foreign (total)			1
Distance to home			% 68
up to 50 km more than 50 km up	to	100 km	18
more than 100 km u			12
over 300 km	p 10	500 1111	2
From of visits	+0.0	whibition	%
Frequency of visits 2011	10 6	AUDITION	33
2010			16
2009			13
Earlier events			9
First visit			38
Sex			%
Male			62
Male Female Size of household			62 38 %
Male Female Size of household 1 person			62 38 % 18
Male Female Size of household 1 person 2 persons			62 38 % 18 38
Male Female Size of household 1 person 2 persons 3 persons			62 38
Male Female Size of household 1 person 2 persons			62 38 % 18 38 17
Male Female Size of household 1 person 2 persons 3 persons 4 persons			62 38 18 38 17 17 9
Male Female Size of household 1 person 2 persons 3 persons 5 persons and more Age up to 20 yea			62 38 18 38 17 17 9 % 12
Male Female Size of household 1 person 2 persons 4 persons 5 persons and more Age up to 20 yea over 20 up to 30 yea	irs		62 38 % 18 38 38 38 17 17 17 9 9 % 12 13
Male Female Size of household 1 person 2 persons 3 persons 5 persons and more Age up to 20 yea over 20 up to 30 yea over 30 up to 40 yea	ars ars		62 38 18 38 17 17 17 9 % 12 13 12
Male Female Size of household 1 person 2 persons 3 persons 5 persons and more Age up to 20 yea over 20 up to 30 yea over 40 up to 50 yea	ars ars ars		62 38 % 18 38 17 17 9 % 12 13 12 29
Male Female Size of household 1 person 2 persons 3 persons 5 persons and more Age up to 20 yea over 20 up to 30 yea over 30 up to 40 yea	ars ars ars ars		62 38 % 18 38 38 38 17 17 17 9 9 % 12 13 12

over 70 years



ReiseLust -----> Bremen

Private visitors' profile

Position in the company/organization	%	Visitors (number of entries) 27 6	79*)
Entrepreneur, co-owner, freelancer Managing director, board member,	6	Proportion of private visitors	94%
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 Student	3 11 33 5 2 5 13	Germany (total) of which Nielsen 1 96 Nielsen 4 Bremen 31 Bavaria Hamburg 1 Nielsen 5+6 Lower Saxony 63 Berlin Schleswig-Holstein 1 Brandenburg Nielsen 2 2 Mecklenburg- North Rhine-Westph. 2 West Pommerania	99 - 1 - - -
Housewife/man Old-age pensioner Other not gainfully employed	3 14 4	Nielsen 3a 1 Saxony-Anhalt Hesse - Nielsen 7 Rhineland-Palatinate - Saxony Saarland - Thuringia	
Buying and ordering capacity Purchase or order made or intended at the exhibition	%	<u>Nielsen 3b</u> - Baden-Württemberg -	
yes no	36 27	Foreign (total)	1
maybe	37	Distance to home up to 50 km	% 67
Follow-up business Intend to buy at later date yes no	% 32 18	more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	20 11 3
maybe Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	51	Frequency of visits to exhibition Previous event Earlier events First visit	% 40 44 34
		Sex Male Female	% 39 61
		Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 11 64 11 10 3
		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	% 2 8 7 20 28 25 10

Visitor attendance determined by a representative poll	
in the combination of CARAVAN/Reiselust Multiple	

answers were permitted.

*)

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manage	
branch manager, head of public office	'´2
Department head, group head, team leader	6
Other salaried staff, civil servant,	0
skilled worker	28
Lecturer, teacher	
Trainee	2
	3 2 6
Other position	6
Student	4
Housewife/man	5
Old-age pensioner	33
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
ves	23
no	39
maybe	38
Follow-up business	%
Intend to buy at later date	
yes	25
no	20
maybe	55
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

Baumesse Chemnitz —>> Chemnitz

Private visitors' profile

Visitors (number of entries)	9 056
Proportion of private visitors	91%
Germany (total)of whichNielsen 1BremenHamburgLower SaxonySchleswig-HolsteinNielsen 2North Rhine-WestphHesseSaarlandHasden-PalatinateSaarlandNielsen 3bBaden-Württemberg-Baden-Württemberg-	100 - - 1 - - - - - - - - - - - - - - -
Distance to home	%
up to 50 km	96
more than 50 km up to 100 km	3
more than 100 km up to 300 km	1
over 300 km	-
Frequency of visits to exhibition	%
Previous event	32
Earlier events	22
First visit	46
Sex	%
Male	65
Female	35
Size of household	%
1 person	6
2 persons	55
3 persons	22
4 persons	16
5 persons and more	1
Age	%
up to 20 years	-
over 20 up to 30 years	18
over 30 up to 40 years	25
over 40 up to 50 years	16
over 50 up to 60 years	15
over 60 up to 70 years	18
over 70 years	8

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manage	
branch manager, head of public office	2
Department head, group head, team leader Other salaried staff, civil servant,	2
skilled worker	47
Lecturer, teacher	1
Trainee	1
Other position	
Student	9 3
Other not gainfully employed	22
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
yes	5
no	95
maybe	-
Follow-up business	%
Intend to buy at later date	
ves	6
no	80
maybe	14
Conducted by: C ³ Chemnitzer Veranstaltun	nc-
zentren GmbH. Chemnitz	93-

ELEKTROTECHNIK -----> Dortmund

Trade visitors' profile

Visitors (number of entries)	19 673	Area of responsibility
Proportion of trade visitors	97 %	Management Research/development/d
Germany (total)	97	Manufacturing, production Buying/procurement
of which		Finance/accounting, cont
Nielsen 1 4 Nielsen 4	1	Information and commu
Bremen - Bavaria	1	Personnel administration
Hamburg - Nielsen 5+6	1	Sales
Lower Saxony 4 Berlin	-	Marketing, advertising,
Schleswig-Holstein - Brandenburg	-	Logistics: storage, mate
Nielsen 2 88 Mecklenburg-		transport
North Rhine-Westph. 88 West Pommer	rania -	Maintenance/repairs
Nielsen 3a 5 Saxony-Anhal	t -	Other area
Hesse 2 Nielsen 7	-	Student
Rhineland-Palatinate 3 Saxony		Other not gainfully empl
Saarland - Thuringia		
Nielsen 3b 1		Position in the compar
Baden-Württemberg 1		Entrepreneur, co-owner,
		Managing director, boar
Foreign (total)	3	head of an authority etc
of which	-	Area manager, works ma
FU	70	branch manager, head o
Other European countries	30	Department head, group
		Other salaried staff, civil
Distance to home	%	skilled worker
up to 50 km	45	Lecturer, teacher
more than 50 km up to 100 km	27	Trainee
more than 100 km up to 300 km	23	Other position
over 300 km	5	Student
		Other not gainfully empl
Frequency of visits to exhibition	%	
Previous event	36	Economic sector
Earlier events	44	Electrical skilled trade
First visit	31	other skilled trades
		Electrical industry
Average length of stay	I,1 days	Other industry Electrical wholesale trad
Influence on purchasing/procurement		Other wholesale trade
decisions	%	Electrical retail trade
Decisively	18	Energy supply company,
Collectively	28	operator
In an advisory capacity	22	Engineering, planning of
No	23	Service companies
Student	8	Specialist authority, adm
Other not gainfully employed	1	Training institution
other not guinning employed		Other sectors Student

Area of responsibility	%
Management	12
Research/development/design	5
Manufacturing, production, quality	
Buying/procurement	3
Finance/accounting, controlling	
Information and communication to	
Personnel administration, adminis	
Sales	10
Marketing, advertising, PR	
Logistics: storage, material manage	jement, 1
transport Maintenance/repairs	30
Other area	14
Student	8
Other not gainfully employed	1
Position in the company/organi	zation %
Entrepreneur, co-owner, freelance	
Managing director, board membe	
head of an authority etc.	. 2
Area manager, works manager, pla	ant manager,
branch manager, head of public of	
Department head, group head, te	am leader 12
Other salaried staff, civil servant,	
skilled worker	27
Lecturer, teacher	3
Trainee Other position	22
Student	8
Other not gainfully employed	1
Economic sector	%
Electrical skilled trade	41
other skilled trades	1
Electrical industry	13
Other industry	9
Electrical wholesale trade	4
Other wholesale trade	2
Electrical retail trade	1
Energy supply company, distribution	on network
operator	4
operator Engineering, planning office, archi	itects 3
operator Engineering, planning office, archi Service companies	itects 3
operator Engineering, planning office, archi Service companies Specialist authority, administratior	itects 3 5 n 2
operator Engineering, planning office, archi Service companies Specialist authority, administratior	4 itects 3 5 1 2 3
operator Engineering, planning office, archi Service companies Specialist authority, administratior Training institution	4 itects 3 5 1 2 3 4
operator Engineering, planning office, archi Service companies Specialist authority, administration Training institution Other sectors Student	4 itects 3 1 2 3 4 8
operator Engineering, planning office, archi Service companies Specialist authority, administratior Training institution Other sectors Student Other not gainfully employed	4 itects 3 1 2 3 4 8
operator Engineering, planning office, archi Service companies Specialist authority, administratior Training institution Other sectors Student Other not gainfully employed Size of company/organization:	4 itects 3 1 2 3 4 8 1
operator Engineering, planning office, archi Service companies Specialist authority, administratior Training institution Other sectors Student Other not gainfully employed Size of company/organization: Number of employees	4 itects 3 1 2 3 4 8 1
operator Engineering, planning office, archi Service companies Specialist authority, administratior Training institution Other sectors Student Other not gainfully employed Size of company/organization: Number of employees	4 itects 3 1 2 3 4 8 1 1 0 - 999 7
operator Engineering, planning office, archi Service companies Specialist authority, administratior Training institution Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 14 500 5- 9 11 1 000 an	4 tects 3 5 1 2 3 4 4 8 8 1 1 0 - 999 7 d more 19
operator Engineering, planning office, archi Service companies Specialist authority, administratior Training institution Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 14 500 5- 9 11 1 000 an	4 itects 3 1 2 3 4 8 1 0 - 999 7 d more 19 5tudent 8

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

Inter-tabac ----> Dortmund

Trade visitors' profile

%

Visitors (number of entries	s) 9 640
Proportion of trade visitor	s 95%
Germany (total) of which	64
	elsen 4
	ivaria
	elsen 5+6
	rlin 4
Schleswig-Holstein 1 Br	andenburg
	ecklenburg-
	est Pommerania
	xony-Anhalt
	elsen 7
	xony uringia
	uringia 2
Nielsen 3b 6	
Baden-Württemberg 6	
Foreign (total) of which	30
EU	6
Other European co	ountries 10
South-, East-, Cen	tral Asia 8
Other countries	1:
Distance to home	9
up to 50 km	1
more than 50 km up to 100	
more than 100 km up to 30	
over 300 km	50
Countries with the highest	visitor shares %
United Kingdom	10
Netherlands	10
France	8
Spain	
Frequency of visits to exhi	bition %
Previous event	4.
Previous event	
	37
Previous event Earlier events	43 33 44 1,5 day :
Previous event Earlier events First visit Average length of stay	3: 44 1,5 day :
Previous event Earlier events First visit Average length of stay Influence on purchasing/pr decisions	3: 44 1,5 day :
Previous event Earlier events First visit Average length of stay Influence on purchasing/pr decisions Decisively	3: 44 1,5 day: ocurement % 5;
Previous event Earlier events First visit Average length of stay Influence on purchasing/pr decisions	3: 44 1,5 day: ocurement %

No

Student

Other not gainfully employed

Area of responsibility Management	4
Research/development/design	4
Manufacturing, production, quality control	
Buying/procurement	1
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	_
Sales	2
Marketing, advertising, PR	
Logistics: storage, material management, transport	
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organization	0
Entrepreneur, co-owner, freelancer Managing director, board member,	5
head of an authority etc.	1
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	1
Lecturer, teacher	
Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	q
Tobacco products retail, smoker's requisites,	
with press/lottery	3
Tobacco products retail, smoker's requisites,	
with food/drink	1
Exclusively tobacco products retail, smoker's	
requisites	
Wholesale trade	1
Foreign trade	
Industrial producer	1
Skilled trades	
Other sectors	1
Student Other not gainfully employed	

	f employ	yees
1- 4	42	500 - 999
5-9	21	1 000 and more
10- 49	16	Student
50-199	7	Other not gainfully
200-499	4	employed

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

SACHSENBACK

Trade visitors' profile

%

3

5

-

-

%

%

2

> %

isitors (number of	entries)	7 149
Proportion of trade	visitors	95%
Germany (total) of which		99
Vielsen 1	2 Nielsen 4	L 1
Bremen	- Bavaria	1
lamburg	- Nielsen 5	
ower Saxony	- Berlin	2
chleswig-Holstein	- Brandenb	
Vielsen 2	 Mecklenk 	
North Rhine-Westph.		
Vielsen 3a	1 Saxony-A	
lesse	- Nielsen 7	
Rhineland-Palatinate	- Saxony	- 72
aarland	- Thuringia	
Vielsen 3b	-	
Baden-Württemberg	-	
oreign (total)		1
Distance to home		%
ıp to 50 km		39
nore than 50 km up		24
nore than 100 km up	o to 300 km	33
over 300 km		4
requency of visits	to exhibition	%
revious event		40
arlier events		48
irst visit		32
Average length of s	tay	1,1 days
nfluence on purcha	sing/procurer	
lecisions		%
Decisively		25
Collectively		29
n an advisory capaci	ty	21
lo		20
itudent		4
Other not gainfully er		1



A + A ----- Düsseldorf

Trade visitors' profile

Area of responsibility	%	Visitors (number of
Management Research/development/design	23 1	Proportion of trade
Manufacturing, production, quality control	43	
Buying/procurement	3	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology	2	Nielsen 1
Personnel administration, administration	-	Bremen
Sales	15	Hamburg
Marketing, advertising, PR	1	Lower Saxony
Logistics: storage, material management,		Schleswig-Holstein
transport	1	Nielsen 2
Maintenance/repairs	1 5	North Rhine-Westph.
Other area Student	5 4	<u>Nielsen 3a</u> Hesse
Other not gainfully employed	4	Rhineland-Palatinate
other not gainfully employed	1	Saarland
Position in the company/organization	%	Nielsen 3b
Entrepreneur, co-owner, freelancer	30	Baden-Württemberg
Managing director, board member,		souch manachiberg
head of an authority etc.	2	Foreign (total)
Area manager, works manager, plant manage		of which
branch manager, head of public office	6	EU
Department head, group head, team leader	6	Other Europ
Foreman, master craftsman	9	Africa
Other salaried staff, civil servant,		North Ame
skilled worker	30	Middle Eas
Lecturer, teacher	1	South-, Eas
Trainee	11	Australia
Other position	1	Other coun
Student	4 1	Distance to home
Other not gainfully employed	1	Distance to home up to 50 km
Economic sector	%	more than 50 km up t
Pure baking craft	30	more than 100 km up
Pure confectioner craft	8	over 300 km
Baker's/Confectioner's Trade	53	
Bread, cake and pastry industry	7	Countries with the h
Other industry	4	Netherlands
Café	8	Belgium
Catering	7	United Kingdom
Hotel	1	France
Retail grocery trade	3	Italy
University, polytechnic, vocational school	3	
Other sectors	6	Frequency of visits t
Cine of communications		Previous event
Size of company/organization:	%	Earlier events First visit
Number of employees 1- 4 19 500 - 999	% 2	FIIST VISIT
5-9 22 1 000 and more	2	Average length of st
10- 49 29 Student	2	Average length of st
50- 199 17 Other not gainfully	4	Influence on purchas
200- 499 6 employed	1	decisions
		Decisively
Conducted by: Landesmesse Stuttgart Gm	IDH,	Collectively
Stuttgart		In an advisory capacit
		No
		Student
		Other net gainfully on

Visitors (number of entries) 6	3 493
Proportion of trade visitors	99 %
Germany (total)	74
of which	
Nielsen 1 11 Nielsen 4	8 8
Bremen - Bavaria Hamburg 1 Nielsen 5+6	8 4
Hamburg 1 <u>Nielsen 5+6</u> Lower Saxony 7 Berlin	4
Schleswig-Holstein 3 Brandenburg	
Nielsen 2 53 Mecklenburg-	
North Rhine-Westph. 53 West Pommerar	nia -
Nielsen 3a 14 Saxony-Anhalt	
lesse 7 <u>Nielsen 7</u>	3
Rhineland-Palatinate 6 Saxony	
Saarland 1 Thuringia	
<u>Vielsen 3b</u> 9	
Baden-Württemberg 9	
oreign (total) f which	26
EU	63
Other European countries	10
Africa	3
North America	4
Middle East	5
South-, East-, Central Asia	9
Australia	3
Other countries	2
Distance to home	%
ip to 50 km	24
nore than 50 km up to 100 km	11
nore than 100 km up to 300 km	23
ver 300 km	42
ountries with the highest visitor share	es %
letherlands	9
elgium	9
Inited Kingdom	6
rance	5
aly	5
requency of visits to exhibition	%
Previous event	45
arlier events	42
irst visit	40
verage length of stay 1,6	days
fluence on purchasing/procurement	
lecisions	%
Decisively	22
Collectively	33
n an advisory capacity	33
lo tudent	9
tudent	2
ther not gainfully employed	1
rea of responsibility	%
lanagement	13
tesearch/development/design	6

Research/development/design Manufacturing, production, quality control

8

Buying/procurement	10
Finance/accounting, controlling	1
Information and communication technology	4
Personnel administration, administration Sales	4
	2
Marketing, advertising, PR	2
Logistics: storage, material management,	_
transport	2
Maintenance/repairs	4
Other area	41
Student	2
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member,	
head of an authority etc.	9
Area manager, works manager, plant manager	er,
branch manager, head of public office	11
Department head, group head, team leader	22
Other salaried staff, civil servant,	
skilled worker	31
Lecturer, teacher	2
Trainee	1
Other position	5
Student	2
Other not gainfully employed	1
Economic sector	%
Industry	43
Trade	10
Authority/public services	8
Other services, technical management	
consultancy	5
Skilled trades	4
Transport/travel/logistics	4
Public protection institution	2
Hospital/clinic/practice/med.laboratory/institut	
Employers' liability insurance association	2
University/college/polytechnic	1
Public health service/welfare work	1
Security service provider	1
Health and safety executive, public safety	
	1
supervisor Security systems Manufacturer	1
Engineering office for electrical engineering,	1
electronics	1
Information and communication technology	
Construction engineers, planners, architects	1
Technical inspection centre	1
Other sectors	9
Student	2
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4 8 500 - 999	<u>c</u>

999 5- 9 6 1 000 and more 28 10- 49 13 Student 2 50-199 17 Other not gainfully 200-499 13 employed

1

Conducted by: Wissler & Partner, Basel

BEAUTY INTERNATIONAL ------> Düsseldorf

Trade visitors' profile

Visitors (number o	of ent	ries) 6'	1 177*]
Proportion of trac	le vis	itors	93%
Germany (total)			93
of which Nielsen 1	13	Nielson 4	4
Bremen	15	<u>Nielsen 4</u> Bavaria	4
Hamburg	1	Nielsen 5+6	
Lower Saxony	9		- 1
Schleswig-Holstein	2		1
Nielsen 2	60		
North Rhine-Westp		West Pommera	ania 1
Nielsen 3a	13	Saxony-Anhalt	1
Hesse	6	Nielsen 7	2
Rhineland-Palatinat	e 6	Saxony	1
Saarland	1	Thuringia	1
Nielsen 3b	6		
Baden-Württemberg	g 6		
Foreign (total)			7
of which EU			71
	ropoa	n countries	15
Other co			14
		-	
Distance to home			%
up to 50 km		100 1	32
more than 50 km u more than 100 km		200 km	26
over 300 km	up to	500 KIII	24
Countries with the	e hiał	est visitor sha	res %
Belgium			22
Netherlands			11
Austria			11
Frequency of visit	s to e	exhibition	%
Previous event			53
Earlier events			64
First visit			22
Average length of	f stay	1	,4 days
Influence on purcl	hasing	g/procurement	
decisions			%
Decisively			46
Collectively			19
In an advisory capa	acity		15
No Student			15
Other not gainfully	omel	wod	5
other not gainfully	emplo	byeu	

*) Visitor attendance determined by a representative poll in the combination of BEAUTY INTERNATIONAL / TOP HAIR INTERNATIONAL. Multiple answers were permitted.

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Organization, personnel, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student	% 34 1 3 5 1 - 4 9 2 - 1 35 5
Other not gainfully employed	1
Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member,	% 64
head of an authority etc.	3
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,	3
skilled worker	9 2 8 4
Lecturer, teacher	2
Trainee	8
Other position	4
Student	5
Other not gainfully employed	1
Economic sector	%
Cosmetic institute	27
Hair salon, hairdressing	26
Nail studio	13
Foot care practice	10
Beauty farm, wellness facilities	3
Cosmetic school	2

E A A A A A A A A A A A A A A A A A A A						
Foot care practice						
Beauty farm, wellness facilities						
Cosmetic school						
Health professionals						
Cosmetics/pharmaceuticals/chemical industry						
Other sectors						
Student						
Other not gainfully employed						
Size of company/organization:						
Number of employees						
1- 4 59 500 - 999						

1.5	4	59	200 - 222	
5-	9	11	1 000 and more	2
10-	49	9	Student	5
50-1	99	2	Other not gainfully	
200-4	99	1	employed	1
			N/A	10

Conducted by: Wissler & Partner, Basel

2

2 11

5

1

%

1

boot -----> Düsseldorf

Private visitors' profile

Visitors (number of entries) 21	9 186	Position in the company/organization Entrepreneur, co-owner, freelancer	
Proportion of private visitors	86%	Managing director, board member,	
Germany (total)	87	head of an authority etc. Area manager, works manager, plant manage	
of which	07	branch manager, head of public office	
Nielsen 1 7 Nielsen 4	5	Department head, group head, team leader	
Bremen - Bavaria	5	Other salaried staff, civil servant,	
Hamburg 1 Nielsen 5+6	2	skilled worker	
Lower Saxony 5 Berlin	ī	Lecturer, teacher	
Schleswig-Holstein 1 Brandenburg	1	Trainee	
Nielsen 2 68 Mecklenburg-	- 1 - I	Other position	
North Rhine-Westph. 68 West Pommeran	ia -	Student	
Nielsen 3a 12 Saxony-Anhalt	-	Housewife/man	
Hesse 6 Nielsen 7	1	Old-age pensioner	
Rhineland-Palatinate 5 Saxony	1	Other not gainfully employed	
Saarland 1 Thuringia	1		
Nielsen 3b 6		Buying and ordering capacity	
Baden-Württemberg 6		Purchase or order made or intended	
		at the exhibition	
Foreign (total)	13	yes	
of which		no	
EU	77	maybe	
Other European countries	18		
Other countries	5	Follow-up business	
		Intend to buy at later date	
Countries with the highest visitor share		yes	
Netherlands	31	no	
Belgium	16	maybe	
Switzerland	13	Conducted by: Wissler & Partner, Basel	
Austria	9		
Distance to home	%		
up to 50 km	37		
more than 50 km up to 100 km	18		
more than 100 km up to 300 km	34		
over 300 km	11		
Frequency of visits to exhibition	%		
Previous event	50		
Earlier events	72		
First visit	20		
Sex	%		
Male	74		
Female	26		
Size of household	%		
1 person	15		
2 persons	45		
3 persons	15		
4 persons	19		
5 persons and more	6		
Age	%		
up to 20 years	5		
over 20 up to 30 years	8		
over 30 up to 40 years	12		
over 40 up to 50 years	32		
over 50 up to 60 years over 60 up to 70 years	26 12		
	4		
over 70 years			

CARAVAN SALON (2012) -----> Düsseldorf Private visitors' profile % tion in the company/organization

Visitors (number of entries)	165 424
Proportion of private visitors	91%
Germany (total) Nielsen 1 of which 10 Nielsen 4 Bremen - Bavaria Hamburg 1 Nielsen 5+6 Lower Saxony 7 Berlin Schleswig-Holstein 2 Brandenburg Nielsen 2 66 Mecklenburg North Rhine-Westph. 66 West Pomme Nielsen 3a 16 Saxony-Anha Hesse 8 Nielsen 7 Shineland-Palatinate 7 Saxony Saarland 1 Thuringia Nielsen 3b 3 3 Baden-Württemberg 3 3	erania -
Foreign (total) of which EU Other European countries Other countries	12 86 11 3
Countries with the highest visitor sh	iares %
Netherlands	34
Belgium	22
Switzerland	9
France	8
Luxembourg	6
Distance to home	%
up to 50 km	30
more than 50 km up to 100 km	21
more than 100 km up to 300 km	31
over 300 km	19
Frequency of visits to exhibition	%
Previous event	47
Earlier events	64
First visit	26
Sex	%
Male	58
Female	42
Size of household	%
1 person	8
2 persons	52
3 persons	16
4 persons	17
5 persons and more	7
Age	%
up to 20 years	1
over 20 up to 30 years	4
over 30 up to 40 years	9
over 40 up to 50 years	30
over 50 up to 60 years	31
over 60 up to 70 years	21
over 70 years	5

Position in the company/organization	%	Visitors
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	12 3	Proporti
Area manager, works manager, plant mana		Germany
branch manager, head of public office	4	of which
Department head, group head, team leader Other salaried staff, civil servant,	8	Nielsen 1 Hamburg
skilled worker	31	Bremen
Lecturer, teacher	5	Lower Sa
Trainee	1	Schleswig
Other position	6	Nielsen 2
Student Housewife/man	2 2	North Rh Nielsen 3
Old-age pensioner	4	Hesse
Other not gainfully employed	24	Rhineland
		Saarland
Buying and ordering capacity Purchase or order made or intended	%	Nielsen 3 Baden-W
at the exhibition	45	Foreign
yes no	45 16	Foreign of which
maybe	39	or which
Follow-up business	%	
Intend to buy at later date yes	34	Distance
no	10	up to 50
maybe	56	more tha
Conducted by: Wissler & Partner, Basel		more tha
		over 300
		Countrie
		Netherla United K
		Switzerla
		Belgium
		Frequen
		Previous
		Earlier ev
		First visit
		Average
		Influence decision Decisively Collective In an adv No Student

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

4

EuroCIS



GDS (spring) ------> Düsseldorf

Trade visitors' profile

Area of responsibility	%
Management	17
Research/development/design	2
Manufacturing, production, quality control	-
Buying/procurement	2
Finance/accounting, controlling	2
Information and communication technology	21
	1
Organization, personnel, administration	
Sales	20
Marketing, advertising, PR	6
Logistics: storage, material management,	
transport	2
Maintenance/repairs	1
Other area	22
Student	4
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member,	
head of an authority etc.	12
Area manager, works manager, plant manage	
branch manager, head of public office	', 16
Department head, group head, team leader Other salaried staff, civil servant,	27
skilled worker	21
Lecturer, teacher	-
Trainee	1
Other position	1
Student	4
Economic sector	%
Retail trade	35
Mail order	1
Online retail	2
Wholesale trade	8
	-
ndustry	12
Service	28
Media, press, publishing	2
Authority, association, organisation, institute	1
University/college/polytechnic	1
Other sectors	6
Student	4
Size of company/organization:	
Number of employees	%
1- 4 10 500 - 999	7
5-991000 and more	26
5- 9 9 1000 and more	20

Student

N/A

4

2

10- 49

50-199

200-499

18 15

9

Conducted by: Wissler & Partner, Basel

Visitors (number of entries) 19 4	08*)
Proportion of trade visitors	<mark>98</mark> %
Germany (total) of which	60
Nielsen 1 12 Nielsen 4	9
Bremen 1 Bavaria	9
Hamburg 5 Nielsen 5+6	3
Lower Saxony 6 Berlin	2
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 56 Mecklenburg-	
North Rhine-Westph. 56 West Pommerania	a -
Nielsen 3a 13 Saxony-Anhalt	
Hesse 8 Nielsen 7	1
Rhineland-Palatinate 5 Saxony	
Saarland - Thuringia	1
Nielsen 3b 6	
Baden-Württemberg 6	
Foreign (total) of which	40
EU	68
Other European countries	15
Middle East	5
South-, East-, Central Asia	5
Other countries	8
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	10
more than 100 km up to 300 km	22
over 300 km	47
Countries with the highest visitor shares	
Netherlands United Kingdom	21
	5
Portugal Switzerland	4
Frequency of visits to exhibition	%
Previous event	60
Earlier events	73
First visit	24
Average length of stay 1,6	days
Influence on purchasing/procurement	
decisions	%
Decisively	68
Collectively	13
n an advisory capacity	10
No	7
Student	2

*) Visitor attendance determined by a representative poll in the combination of GDS/Global Shoes. Multiple

answers were permitted.

Area of rea		ty	9
Managemei			4
Research/de			
		iction, quality control	1
Buying/proc Finance/acc		ontrolling	
		munication technology	
		tion, administration	
Sales	unninstru	aon, auministration	1
Marketing,	advertisin	a, PR	1
		aterial management,	
transport			
Maintenanc	e/repairs		
Other area			
Student			
		pany/organization	9
		er, freelancer	5
		oard member,	
head of an			_1
		manager, plant manage d of public office	зı,
		oup head, team leader	
Other salari	ed staff, o	civil servant,	
skilled work			
Lecturer, te Trainee	acher		
Other positi	on		
Student			
Economic s	ector		0
Specialist sl			3
Shoe retail			
Specialist le	ather goo	ds	
		let, clothing chain	1
Sports retai			
Department Mail order		online shop,	
Internet tra		onnine shop,	
Other retail	uc		
Commercial	agency		
		de (Import/Export)	
Other secto		5 F F. 7	1
Student			
Size of con			
Number of			9
1- 4	37	200 - 499	
5-9	15	500 - 999	
10 /0	20	1 000 and more	

Numb	er of	employees	
1-	4	37	200 - 499
5-	9	15	500 - 999
10-	49	20	1 000 and more
50-	199	11	Student

Conducted by: Wissler & Partner, Basel

6

2

Student

Other not gainfully employed

GDS (autumn) -----> Düsseldorf

Trade visitors' profile

Visitors (number of	ent	ries)	18 202
Proportion of trade	visi	tors	98%
Germany (total)			52
of which			_
Nielsen 1	13	Nielsen 4	7
Bremen	-	Bavaria	7 5 5
Hamburg	4	Nielsen 5+6	5
Lower Saxony Schleswig-Holstein	7	Berlin Brandenburg	5
Nielsen 2	51	Mecklenburg-	-
North Rhine-Westph.		West Pommer	ania -
Nielsen 3a	15	Saxony-Anhali	
Hesse	6	Nielsen 7	. 1
Rhineland-Palatinate	8	Saxony	
Saarland	-	Thuringia	1
Nielsen 3b	8		
Baden-Württemberg	8		
Foreign (total)			48
of which EU			65
Other Euro	opea	n countries	13
		tral America	4
South-, Ea	st-,	Central Asia	8
Other cour			11
Distance to home			%
up to 50 km			19
more than 50 km up			5
more than 100 km u	p to	300 km	8
over 300 km			68
Countries with the	high	est visitor sha	
Netherlands			15
France			7
United Kingdom			5
Spain			4
Belgium			4
Frequency of visits	to e	xhibition	%
Previous event			61
Earlier events First visit			69 27
Average length of s	stay	1	I,7 days
Influence on purcha	sinc	/procurement	
decisions			%
Decisively			63
Collectively			16
In an advisory capaci	ity		9
No			7
Ctudopt			-

Area of responsibility	%
Management	46
Research/development/design	3
Manufacturing, production, quality control	3
	16
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	-
	15
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	-
Maintenance/repairs	-
Other area	6
Student	3
Other not gainfully employed	3
Position in the company/organization	%
	43
Managing director, board member,	~~
	22
Area manager, works manager, plant manager,	
branch manager, head of public office	5
Department head, group head, team leader	7
Other salaried staff, civil servant,	~
skilled worker	8
Lecturer, teacher	-
Trainee	2 7
Other position	
Student	3
Other not gainfully employed	3
Economic sector	%
	37
Shoe retail chain	5
Specialist leather goods	4
	13
Sports retailer	1
Hypermarket, self-service department store,	
discounter	1
Department store	1
Mail order, online retail	4
Other retail	2
Commercial agency	2
Wholesale/foreign trade (Import/Export)	7
	17
Student	3
Other not gainfully employed	3
	_
Size of company/organization:	

Size of company/organization: Number of employees					
1- 4	27	500 - 999			
5-9	14	1 000 and more			
10- 49	24	Student			
50-199	11	Other not gainfully			
200- 499	4	employed			

Conducted by: Wissler & Partner, Basel

3

3

%

4

8

3

GLOBAL SHOES —> Düsseldorf

Trade visitors' profile

Visitors (number of entries) 6 0	95*)	Area of responsibility	
Proportion of trade visitors	96%	Management Research/development/design	
		Manufacturing, production, quality control	
Germany (total)	24	Buying/procurement	
of which		Finance/accounting, controlling	
Nielsen 1 23 Nielsen 4	2	Information and communication technology	
Bremen 7 Bavaria	2	Personnel administration, administration	
Hamburg 6 <u>Nielsen 5+6</u>		Sales	
Lower Saxony 10 Berlin	-	Marketing, advertising, PR	
Schleswig-Holstein - Brandenburg	-	Logistics: storage, material management,	
Nielsen 2 62 Mecklenburg-		transport	
North Rhine-Westph. 62 West Pommerania	1 - I	Maintenance/repairs	
Nielsen 3a 10 Saxony-Anhalt	-	Other area	
Hesse - <u>Nielsen 7</u>	-	Student	
Rhineland-Palatinate 10 Saxony			-
Saarland - Thuringia		Position in the company/organization	
Nielsen 3b 4		Entrepreneur, co-owner, freelancer	
Baden-Württemberg 4		Managing director, board member,	
		head of an authority etc.	
Foreign (total)	76	Area manager, works manager, plant manage	3
of which		branch manager, head of public office	
EU	55	Department head, group head, team leader	
Other European countries	6	Other salaried staff, civil servant,	
South and Central America	12	skilled worker	
South-, East-, Central Asia	15	Lecturer, teacher	
Other countries	12	Trainee	
Plates of the based	0/	Other position	
Distance to home	%	Student	
up to 50 km	12	For sector sector	
more than 50 km up to 100 km	4	Economic sector	
more than 100 km up to 300 km	13	Importer	
over 300 km	71	Wholesaler	
Countries with the highest visitor shares	%	Manufacturers	
Countries with the highest visitor shares China (PR)	13	Chain with over 50 stores	
Netherlands	9	Chain with up to 50 stores Retailer	
ivenienanus	9	Other sectors	
Frequency of visits to exhibition	%	Student	
Previous event	45	Juueni	
Earlier events	51	Size of company/organization:	
First visit	44	Number of employees	
		1- 4 30 200 - 499	
Average length of stay 1,9 o	davs	5- 9 13 500 - 999	
		10- 49 25 1 000 and more	
Influence on purchasing/procurement		50- 199 13 Student	
decisions	%		
Decisively	65	Conducted by: Wissler & Partner, Basel	
Collectively	10		
In an advisory capacity	12		
No	11		
Student	1		

*) Visitor attendance determined by a representative poll in the combination of GDS/Global Shoes. Multiple answers were permitted.

GLOBAL SHOES (autumn) -----> Düsseldorf

Trade visitors' profile

Visitors (number of entries)	4 40
Proportion of trade visitors	100%
Germany (total)	2!
of which	
Nielsen 1 6 Nielsen 4	14
Bremen - Bavaria	14
Hamburg 1 Nielsen 5-	
Lower Saxony 6 Berlin	1.
Schleswig-Holstein - Brandenbu	
Nielsen 2 46 Mecklenbu	
North Rhine-Westph. 46 West Pom Nielsen 3a 14 Saxony-An	
	nait
Hesse 4 <u>Nielsen 7</u> Rhineland-Palatinate 6 Saxony	
Saarland 4 Thuringia	
Nielsen 3b 8	
Baden-Württemberg 8	
Foreign (total) of which	7
EU	5
Other European countries	5 1
South-, East-, Central Asia	
Other countries	1
Distance to home	9
up to 50 km	
more than 50 km up to 100 km	
more than 100 km up to 300 km	
over 300 km	8
Countries with the highest visitor	
China (PR)	1
Poland	
United Kingdom	
Frequency of visits to exhibition	9
Previous event	5
Earlier events First visit	6
	2
Average length of stay	2,0 day
Influence on purchasing/procurem	
decisions	9
Decisively	6
Collectively	2

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

Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student	9,4 1 2 1
Other not gainfully employed	
Position in the company/organization Entrepreneur, co-owner, freelancer	9 4
Managing director, board member, head of an authority etc. Area manager, works manager, plant manager	2
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	9
Importer Westerster	2
Wholesaler Manufacturers	2
Chain with over 50 stores	
Chain with up to 50 stores	
Retailer	1
Other sectors	1
Student	ĺ
Other not gainfully employed	

Number of employees

Numbe	r of empl	oyees	%
1-	4 24	500 - 999	2
5-	9 13	1 000 and more	5
10- 4	49 30	Student	1
50-19	99 16	Other not gainfully	
200-49	99 6	employed	2
Conducted by: Wissler & Partner, Basel			

K

%

-

%

%

Decisively

No Student

Collectively

In an advisory capacity

Other not gainfully employed

Trade visitors' profile

Visitors (number of	ent	ries) 2	217 423
Proportion of trade	visi	itors	97 %
Germany (total) of which			41
Nielsen 1	11	Nielsen 4	16
Bremen	-	Bavaria	16
Hamburg	2	Nielsen 5+6	2
Lower Saxony	8	Berlin	
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	40		
North Rhine-Westph.			
Nielsen 3a	14	Saxony-Anhalt	
Hesse	7	Nielsen 7	5
Rhineland-Palatinate	6	Saxony	-
Saarland	1	Thuringia	-
Nielsen 3b	13		
Baden-Württemberg	13		
Foreign (total) of which			59
EU			50
	opea	n countries	6
Africa			5
North Am			6
		ntral America	8
Middle East South-, East-, Central Asia			
Distance to home			%
up to 50 km			
more than 50 km up			8
more than 100 km u	p to	300 km	18
over 300 km			67
Countries with the	high	est visitor sha	
India			8
Netherlands			8
France			7
Belgium			5
Italy			5
Frequency of visits	to e	xhibition	%
Previous event			40
Earlier events			41
First visit			45
Average length of	stay	2	,5 days
Influence on purcha	sing	g/procurement	
decisions			%



MEDICA (2012) -----> Düsseldorf

Trade visitors' profile

Area of res		ility	%	Visitors (number of entries)
Managemen Research/de		ant/decign	23 24	Proportion of trade visitors
		duction, quality control	16	
Buying/proci			5	Germany (total)
Finance/acco			1	of which
		mmunication technology	-	Nielsen 1 10 Niels
Personnel a	dministr	ation, administration	1	Bremen 1 Bava
Sales			10	Hamburg 2 <u>Niel</u>
Marketing, a			2	Lower Saxony 5 Berli
	orage, i	material management,		Schleswig-Holstein 3 Bran
transport			1	Nielsen 2 48 Mec
Maintenance	e/repairs	5	2	North Rhine-Westph. 48 Wes
Other area			7	Nielsen 3a 12 Saxo
Student			6	Hesse 7 <u>Niel</u>
Other not g	aintully	empioyed	1	Rhineland-Palatinate 5 Saxo Saarland 1 Thur
Desition in	*ho .co	manularganization	0/	
		mpany/organization /ner, freelancer	% 16	Nielsen 3b 11 Baden-Württemberg 11
		board member,	10	Badell-Wurttenberg Ti
head of an			13	Foreign (total)
		s manager, plant manage		of which
		ead of public office	16	EU
		group head, team leader		Other European cou
		, civil servant,	20	Africa
skilled work			19	North America
Lecturer, tea	acher		1	South and Central A
Trainee			3	Middle East
Other position	on		3	South-, East-, Centra
Student			6	Australia
Other not g	ainfully	employed	1	
			01	Distance to home
Economic s			%	up to 50 km
Manufacture		try	71	more than 50 km up to 100 km
	Skilled trades Technical retail trade		3 5	more than 100 km up to 300 l over 300 km
Other trade	tall trac	le	3	OVEL SUD KIII
Agriculture			5 1	Countries with the highest v
Logistics, dis	tributio	n	2	Netherlands
Other servic			4	Italy
University/co		olvtechnic	2	United Kingdom
Other sector		oryteenne	3	France
Student	5		6	India
Other not g	ainfullv	employed	1	
	- 1			Frequency of visits to exhibi
Size of com	npany/o	rganization:		Previous event
Number of	employ	vees	%	Earlier events
1- 4	6	500 - 999	8	First visit
5-9	5	1 000 and more	19	
10- 49	18	Student	6	Average length of stay
50-199	23	Other not gainfully		Influence on number to the
200- 499	12	employed	1	Influence on purchasing/proc
Conducted	by: Wi	ssler & Partner, Basel		decisions Decisively
				Collectively

Visitors (number of entries) 12	6 485
Proportion of trade visitors	98 %
Germany (total) of which	43
Nielsen 1 10 Nielsen 4	10
Bremen 1 Bavaria	10
Hamburg 2 Nielsen 5+6	5
	3
Schleswig-Holstein 3 Brandenburg	1
Nielsen 2 48 Mecklenburg-	
North Rhine-Westph. 48 West Pommerar	
Nielsen 3a 12 Saxony-Anhalt	1
Hesse 7 <u>Nielsen 7</u>	4
Rhineland-Palatinate 5 Saxony	3
Saarland 1 Thuringia	1
Nielsen 3b 11	
Baden-Württemberg 11	
Foreign (total) of which	57
EU	49
Other European countries	10
Africa	7
North America	4
South and Central America	5
Middle East	11
South-, East-, Central Asia	13
Australia	2
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	8
more than 100 km up to 300 km	24
over 300 km	55
Countries with the highest visitor share	
Netherlands	7
Italy	6
United Kingdom	6
France	4
India	4
Frequency of visits to exhibition	%
Previous event	40
Earlier events	54
First visit	34
Average length of stay 2,1	days
Influence on purchasing/procurement	
decisions	%
Decisively	34
Collectively	24
In an advisory capacity	22
No	12
Student	7
Other not gainfully employed	1
other not gainfully employed	

Position in the company/o	organization	%
Entrepreneur, co-owner, free	elancer	26
Managing director, board m		
head of an authority etc.		19
Area manager, works manager	ger, plant manager	r. È
branch manager, head of p		11
Department head, group he		16
Other salaried staff, civil se		
skilled worker	,	15
Lecturer, teacher		
Trainee		2
Other position		2 2 3
Other not gainfully employe	h	1
Student		7
Economic sector		%
Doctor's practice		7
Doctors' practices, physiothe	erapy, ergo-	
therapy, logopaedia	ciup)/ cigo	4
Other practices		1
Medical laboratory/institute		4
Rehabilitation and spa facili	ities	2
Medical care centre		1
Industry		17
Hospital/university hospital/	clinic	18
Medical and healthcare sup		10
representatives	pilers, suies	14
Pharmacy		1
Other trade		6
Service		7
Other sectors		11
Student		7
Other not gainfully employe	d	1
other not gainfully employe	:u	
Size of company/organiza	tion:	
Number of employees		%
1- 4 13	500 - 999	4
5-9 12 10	00 and more	13

5- 9 10- 49 12 26 Student 50-199 15 Other not gainfully 200-499 8 employed Conducted by: Wissler & Partner, Basel

7

1

Student

Other not gainfully employed

ProWein (2012) ----> Düsseldorf

Trade visitors' profile

Visitors (number of	ent	ries) 40	667
Proportion of trade	vis	itors 9	95%
Germany (total)			65
of which	0	Nielen 4	
Nielsen 1	9 1	Nielsen 4	9
Bremen Hamburg	2	Bavaria Nielsen 5+6	5
Lower Saxony	5	Berlin	3
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	33	Mecklenburg-	
North Rhine-Westph.			1
Nielsen 3a	29	Saxony-Anhalt	
Hesse	8	Nielsen 7	2
Rhineland-Palatinate	20	Saxony	2
Saarland	1	Thuringia	
Nielsen 3b	14		
Baden-Württemberg	14		
Foreign (total)			35
of which			7-
EU Other From			75
North Am		n countries	6
		Central Asia	3
Other cou			6
Distance to home			%
up to 50 km			15
more than 50 km up	to	100 km	7
more than 100 km u			31
over 300 km			47
Countries with the	high	nest visitor shares	%
Netherlands	-		15
France			9
Austria			7
Belgium			6
Sweden			5
Frequency of visits	to e	exhibition	%
Previous event			47
Earlier events			52
First visit			35
Average length of	stay	1,8 d	lays
Influence on purcha	sing	g/procurement	
decisions			%
Decisively			42
Collectively			26
In an advisory capac	ity		16
No			10

Area of responsibility	%
Management	32
Research/development/design	2
Manufacturing, production, quality control	4
Buying/procurement	14
	1
Finance/accounting, controlling	
Information and communication technology	1
Organization, personnel, administration	1
Sales	22
Marketing, advertising, PR	7
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1.1
Other area	8
Student	6
	1
Other not gainfully employed	
Residen in the seminant/superiori	0/
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	42
Managing director, board member,	
head of an authority etc.	10
Area manager, works manager, plant manage	r,
branch manager, head of public office	11
Department head, group head, team leader	12
Other salaried staff, civil servant,	14
skilled worker	10
Lecturer, teacher	2
Trainee	4
Other position	2
Student	6
Other not gainfully employed	1
Economic sector	%
Specialist Wine, sparkling wine, spirituous	
beverages	19
Independent Retail grocery trade	3
Other retail	6
Wholesale trade for wine, sparkling wine	
and spirits	9
	9
Import/export	
Other wholesale/foreign trade	3
Catering	12
Hotel	5
Manufacturing sector	6
Media, press, publishing	3
Other service	7
Trade association, institution	1
Specialist writers	1
	2
University/college/polytechnic	1
Public authority	
Other sectors	7
Student	6
Other not gainfully employed	1
Size of company/organization:	~
Number of employees	%
1- 4 32 500 - 999	2
5- 9 15 1 000 and more	5
10- /9 20 Student	6

Student
Other not gainfully
employed

Conducted by: Wissler & Partner, Basel

6

1

6

PSI ----> Düsseldorf

Trade visitors' profile

Visitors (number of	ent	ries)	13 419
Proportion of trade	visi	itors	100%
Germany (total) of which			42
Nielsen 1	16	Nielsen 4	13
Bremen	2	Bavaria	13
Hamburg	4	Nielsen 5+6	4
Lower Saxony	8		. 4
Schleswig-Holstein	2	Brandenburg	ı -
Nielsen Ž	40		, 1-
North Rhine-Westph.	40	West Pomm	
Nielsen 3a	18	Saxony-Anh	alt -
Hesse	10	Nielsen 7	2
Rhineland-Palatinate	7	Saxony	1
Saarland	1	Thuringia	1
Nielsen 3b	8		
Baden-Württemberg	8		
Foreign (total) of which			58
EU			71
		n countries	17
		Central Asia	4
Other cour	ntrie	S	8
Distance to home			%
up to 50 km			15
more than 50 km up	to 1	100 km	4
more than 100 km u	p to	300 km	23
over 300 km			58
Countries with the	high	est visitor s	
Netherlands			12
Switzerland			9
Belgium			8
Austria			6
France			6
Frequency of visits	to e	exhibition	%
Previous event			43
Earlier events			52
First visit			30
Average length of s	stay		1,9 days
Influence on purcha	sing	g/procureme	
decisions			%
Decisively			46
Collectively			30
In an advisory capaci	ity		14
No			7
Student			2
Other net gainfully a	mula	wood	2

3 4	119	Area of responsibility	%
		Management	39
10	0%	Research/development/design	3
		Manufacturing, production, quality control	3
	42	Buying/procurement	12
	40	Finance/accounting, controlling	1
	13	Information and communication technology	1
	13 4	Personnel administration, administration	1
	4	Sales Marketing, advertising, PR	20 12
	4	Logistics: storage, material management,	12
		transport	1
nia	_	Maintenance/repairs	1
nu		Other area	3
	2	Student	2
	1	Other not gainfully employed	2
	i		-
		Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	37
		Managing director, board member,	
	58	head of an authority etc.	16
		Area manager, works manager, plant manage	r,
	71	branch manager, head of public office	12
	17	Department head, group head, team leader	11
	4	Other salaried staff, civil servant,	
	8	skilled worker	15
		Lecturer, teacher	1
	%	Trainee	2
	15	Other position	2
	4	Student	2
	23	Other not gainfully employed	2
	58	Francomic contex	%
es	%	Economic sector	% 51
:5	12	Advertising speciality trader Advertising speciality wholesale trader	13
	9	Full-service agency	7
	8	Services, promotion fitting	3
	6	Textile finishing	3
	6	Advertising agency	4
		Manufacturers, importer	10
	%	Other sectors	6
	43	Student	2
	52	Other not gainfully employed	2
	30		
		Size of company/organization:	
da	ays	Number of employees	%
	-	1- 4 30 500 - 999	1
		5- 9 20 1 000 and more	3
	%	10- 49 31 Student	2
	16	FO 100 10 Other act asiafully	

50-199

200-499

Conducted by: Wissler & Partner, Basel

Other not gainfully

employed

REHACARE INTERNATIONAL (2012) -------> Düsseldorf

Trade visitors' profile

Visitors (number of entries)	50 078
Proportion of trade visitors	68 %
Germany (total)	83
of which	
Nielsen 1 11 Nielsen 4	4
Bremen 1 Bavaria Hamburg 1 Nielsen 5	4 +6 4
Lower Saxony 8 Berlin Schleswig-Holstein 1 Brandenbu	ura 2
Nielsen 2 63 Mecklenb	
North Rhine-Westph. 63 West Por	
Nielsen 3a 11 Saxony-Ar	
Hesse 6 Nielsen 7	3
Rhineland-Palatinate 5 Saxony	2
Saarland 1 Thuringia	1
Nielsen 3b 4	
Baden-Württemberg 4	
Foreign (total)	17
of which EU	68
Other European countries	11
South-, East-, Central Asi	
Other countries	14
Distance to home	%
up to 50 km	32
more than 50 km up to 100 km	15
more than 100 km up to 300 km	33
over 300 km	21
Countries with the highest visitor	shares %
France	8
Italy	8
Netherlands	8
United Kingdom	8
Frequency of visits to exhibition	%
Previous event	32
Earlier events	53
First visit	41
Average length of stay	1,3 days
Influence on purchasing/procurem	ent
decisions	%
Decisively	18
Collectively	27
In an advisory capacity	26
No	20
Student Other not gainfully employed	7
Area of responsibility	%
Management	14
Management Research/development/design	14 4
Management	14 4

Finance/accounting, controlling Information and communication technology Organization, personnel, administration

Sales

	Marketing, advertising, PR	2
	Logistics: storage, material management,	1
	transport Maintenance/repairs	1
	Other area	41
	Student	7
	Other not gainfully employed	3
	Position in the company/organization	%
	Entrepreneur, co-owner, freelancer	15
	Managing director, board member,	_
	head of an authority etc. Area manager, works manager, plant manage	5 r
	branch manager, head of public office	8
	Department head, group head, team leader	13
	Other salaried staff, civil servant,	20
	skilled worker Lecturer, teacher	30 4
	Trainee	7
-	Other position	9
	Student	7
	Other not gainfully employed	3
•	Economic sector	%
;	Medicine and sanitary/medical specialist	
	trade	12
-	Orthopaedic trade Rehabilitation facilities	4
	Special facilities (school, workshop, nursery)	4
	In-patient/stationary care and nursing	
	facilities	6
	Out-patient nursing services Medical technical service	6 2
	Cost unit	3
	Other practices	7
	Hospital/clinic	4
	Auxiliary materials	2 3
	Other industry Architect's/planning office	3
	Organisation on disability	3
	Welfare association	2
	Other service enterprises, consultancies	6
_	Other association, organisation Public authority	2 6
	University/college/polytechnic	1
-	Media, press, publishing	1
	Other sectors	10
	Student	7
	Other not gainfully employed	3
i	Size of company/organization:	
	Number of employees	%
	1- 4 11 1 000 and more 5- 9 8 Student	12 7
_	10- 49 22 Other not gainfully	'
	50-199 18 employed	3
-	200- 499 9 Ň/A	5
	500-999 6	

Conducted by: Wissler & Partner, Basel

TOP HAIR INTERNATIONAL

Trade visitors' profile

Visitors (number of entries)	31 797				
Proportion of trade visitors					
Germany (total) of which	90				
Nielsen 1 16 Nielsen 4	6				
Bremen 1 Bavaria	6				
Hamburg 2 Nielsen 5+6	4				
Lower Saxony 10 Berlin	1				
Schleswig-Holstein 3 Brandenburg Nielsen 2 50 Mecklenburg					
North Rhine-Westph. 50 West Pomme					
the second se					
Nielsen 3a 15 Saxony-Anha	alt 1 4				
Hesse 5 <u>Nielsen 7</u> Rhineland-Palatinate 8 Saxony	4				
Rhineland-Palatinate 8 Saxony Saarland 2 Thuringia	2				
<u>Nielsen 3b</u> 7 Baden-Württemberg 7	2				
Foreign (total) of which	10				
EU	77				
Other European countries	12				
Other countries	11				
Distance to home	%				
up to 50 km	25				
more than 50 km up to 100 km	18				
more than 100 km up to 300 km	27				
over 300 km	31				
Countries with the highest visitor sh	nares %				
Netherlands	30				
Belgium	23				
Austria	19				
Frequency of visits to exhibition	%				
Previous event	43				
Earlier events	56				
First visit	30				
Average length of stay	1,4 days				
Influence on purchasing/procuremen	ıt				
decisions	%				
Decisively	37				
Collectively	19				
In an advisory capacity	18				
	21				
No	21				
	4				

Other not gainfully employed



TourNatur (2012) -----> Düsseldorf

30 648*)

93%

98

1

1

-

.

1

.

.....

2

%

68 16

13

3

%

37

46 43

%

51

49

%

20

49 14

12

5

%

.

11

16 29

29

11

5

Private visitors' profile

Area of responsibility	%	Visitors (number of entries) 30 644
Management Research/development/design	40 1	Proportion of private visitors 93
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Organization, personnel, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organization Entrepreneur, co-owner, freelancer	6 3 - 6 5 2 - 1 29 4 2 4 2 %	Germany (total) Vielsen 1 of which 2 Nielsen 4 Nielsen 1 2 Nielsen 4 Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony 2 Berlin Schleswig-Holstein - Brandenburg Nielsen 2 92 Meckhenburg- North Rhine-Westph. 92 West Pommerania Nielsen 3 5 Saxony-Anhalt Hesse 3 Nielsen 7 Saarland - Thuringia Nielsen 3b - -
Managing director, board member, head of an authority etc.	4	Foreign (total)
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	2 5 14 2 17 3	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 exhibition
Student Other not gainfully employed	4 2	Previous event Earlier events First visit
Economic sector	%	
Hairdressers' trade Other skilled trades Cosmetics/pharmaceuticals/chemical industry	87 1 1	Sex Male Female
Trade Media, press, publishing Other service Other sectors Student Other not gainfully employed	3 1 1 4 2	Size of household 1 person 2 persons 3 persons 4 persons
Size of company/organization:		5 persons and more
Number of employees 1 - 4 47 500 - 999 5 - 9 23 1 000 and more 10 - 49 14 Student 50 - 199 2 Other not gainfully 200 - 499 1 employed 200 - 499 1 employed N/A Kissler & Partner, Basel	% 1 4 2 6	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

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

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manager	r,
branch manager, head of public office	5
Department head, group head, team leader Other salaried staff, civil servant,	11
skilled worker	45
Lecturer, teacher	4
Trainee	- 1
Other position	4
Student	4
Housewife/man	2
Old-age pensioner	4
Other not gainfully employed	13
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 58 10 32
Follow-up business Intend to buy at later date	%
Ves	36
no	8
maybe	56
Conducted by: Wissler & Partner, Basel	

viscom düsseldorf -----> Düsseldorf

Trade visitors' profile

ent	ries) 13	578
visi	itors 9	9%
		76
		7
		6
		-
		2
		1
		1
-		
	muningia	
0		
		24
		8
pea	n countries	1
		-
		9
		2
to 1	100 km	13
		29
		37
high	est visitor shares	%
		25
		10
to e	exhibition	%
		27
		39
		43
stay	1,2 d	ay
sing	g/procurement	
		%
		4
		2
ity		1
		10
		- 1
	visi 15 1 2 11 2 50 50 11 6 5 5 8 8 8 9 15 11 2 50 11 6 5 0 11 6 5 0 11 6 5 0 11 12 11 2 50 11 11 2 50 11 11 2 50 11 6 50 11 6 50 11 11 2 50 11 6 50 11 6 50 11 6 50 11 6 50 11 6 50 11 6 50 11 6 50 11 6 50 11 6 50 11 11 6 5 7 11 11 11 11 11 11 11 11 11	visitors S 15 Nielsen 4 1 Bavaria 2 Nielsen 5+6 11 Berlin 2 Brandenburg 50 Mecklenburg- 50 Mecklenburg- 50 West Pommerania 11 Saxony-Anhalt 6 Nielsen 7 5 Saxony-Anhalt 6 Nielsen 7 5 Saxony-Anhalt 8 No opean countries No to 100 km No p to 300 km Nighest visitor shares to exhibition Say stay 1,2 d

Other not gainfully employed

Area of responsibility	%
Management	39
Research/development/design	5
Manufacturing, production, quality control	13
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology Personnel administration, administration	1
Sales	14
Marketing, advertising, PR	13
Logistics: storage, material management,	15
transport	
Maintenance/repairs	1
Other area	5
Student	3
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	41
Managing director, board member,	
head of an authority etc.	12
Area manager, works manager, plant manage	
branch manager, head of public office	7
Department head, group head, team leader	14
Other salaried staff, civil servant,	
skilled worker	16
Lecturer, teacher	1
Trainee	4 2
Other position Student	3
Other not gainfully employed	1
	<u> </u>
Economic sector	%
Advertising	48
Publishing/printing	8
Media (print, broadcast media)	2
Service	11
Wholesale trade	5
Retail trade	4
Information/Communication Industry	4
Automotive industry	2
Clothing industry	1
Other sectors	13
Student	3
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4 37 500 - 999	
5- 9 17 1 000 and more	3 5
10- 49 21 Student	3
E0.400.40.000.000.000.000.000	

Conducted	bv:	Wissler	&	Partner.	Basel

Other not gainfully

employed

10

4

1

50-199

200-499

Haus.Bau.Energie. -----> Erfurt

Private visitors' profile

	entries)	3 574
Proportion of privat	e visitors	84%
Germany (total) of which		100
Nielsen 1	- Nielsen 4	1
Bremen	- Bavaria	1
Hamburg	- Nielsen 5+6	2
Lower Saxony	- Berlin	2
Schleswig-Holstein	- Brandenburg	
Nielsen 2	 Mecklenburg 	
North Rhine-Westph.	 West Pomme 	
Nielsen 3a	1 Saxony-Anha	
Hesse	1 Nielsen 7	97
Rhineland-Palatinate	- Saxony	1
Saarland	- Thuringia	. 96
Nielsen 3b	-	
Baden-Württemberg	-	
5		
Distance to home		%
up to 50 km		72
more than 50 km up		24
more than 100 km up	to 300 km	3
over 300 km		
Frequency of visits t	o exhibition	%
Previous event		22
Earlier events		27
First visit		52
Sex		%
Male		62
Female		38
Size of household		%
1 person		7
		51
z persons		25
		20
3 persons		25 11
2 persons 3 persons 4 persons 5 persons and more		
3 persons 4 persons 5 persons and more		11 7
3 persons 4 persons 5 persons and more Age		11 7 %
3 persons 4 persons 5 persons and more Age up to 20 year		11 7 % 4
3 persons 4 persons 5 persons and more Age up to 20 year over 20 up to 30 year	S	11 7 % 4 16
3 persons 4 persons 5 persons and more Age up to 20 year over 20 up to 30 year over 30 up to 40 year	s s	11 7 % 4 16 20
3 persons 4 persons 5 persons and more Age up to 20 year over 20 up to 30 year over 30 up to 40 year over 40 up to 50 year	s s s	11 7 % 4 16 20 18
3 persons 4 persons 5 persons and more Age up to 20 year over 20 up to 30 year over 30 up to 40 year over 40 up to 50 year over 50 up to 60 year	s s s s	11 7 % 4 16 20 18 22
3 persons 4 persons 5 persons and more Age up to 20 year over 20 up to 30 year over 30 up to 40 year over 40 up to 50 year	s s s s	11 7 % 4 16 20 18

Position in the company/organization Entrepreneur, co-owner, freelancer	% 14
Managing director, board member,	
nead of an authority etc.	-
Area manager, works manager, plant manage	r,
pranch manager, head of public office	-
Department head, group head, team leader	2
Commercial salaried employee	14
Other salaried staff, civil servant,	~
skilled worker	61
ecturer, teacher	1
Frainee Other position	25
Student	2 1
Judent	
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
/es	11
10	58
naybe	31
Follow-up business	%
ntend to buy at later date	/0
/es	66
10	16
naybe	18
Conducted by: Honestly MT GmbH, Karlsro	uhe

er, plant manage	er,	Germany (total)		
blic office		of which		
id, team leader	2	Nielsen 1	11	Nielsen 4
e	14	Bremen	-	Bavaria
/ant,		Hamburg	2	Nielsen 5+
	61	Lower Saxony	7	Berlin
	1	Schleswig-Holstein	2	Brandenbu
	2	Nielsen 2	11	Mecklenbu
	2 5	North Rhine-Westph.	11	West Pom
	1	Nielsen 3a	8	Saxony-An
		Hesse	7	Nielsen 7
ity	%	Rhineland-Palatinate	1	Saxony
ntended		Saarland	-	Thuringia
		Nielsen 3b	8	·····
	11	Baden-Württemberg	8	
	58	y		
	31	Foreign (total)		
		of which		
	%	EU		
			nea	n countries
	66		peu	
	16	Distance to home		
	18	up to 50 km		
		more than 50 km up	to 1	100 km
「GmbH, Karlsruhe		more than 100 km up over 300 km		
		Country with the high Switzerland	ghe	st visitor sl

Student

Nielsen I Nielsen 4	14
Bremen - Bavaria	14
Hamburg 2 Nielsen 5-	F6 13
Lower Saxony 7 Berlin	7
Schleswig-Holstein 2 Brandenbu	irg 2
Nielsen Ž 11 Mecklenbu	
North Rhine-Westph. 11 West Pom	merania -
Nielsen 3a 8 Saxony-An	halt 4
Hesse 7 Nielsen 7	35
Rhineland-Palatinate 1 Saxony	7
Saarland - Thuringia	28
Nielsen 3b 8	20
Baden-Württemberg 8	
Foreign (total) of which	12
EU	61
Other European countries	39
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	11
more than 100 km up to 300 km	
over 300 km	
Country with the highest visitor s	hare %
Switzerland	28
Frequency of visits to exhibition	%
Previous event	13
Earlier events	19
First visit	76
Average length of stay	1,3 days
Influence on purchasing/procurem	
decisions	%
Decisively	20
Collectively	24
In an advisory capacity	31
No	11
Co. July	

Rapid.Tech (2012) ------> Erfurt

1 282

100%

88

14

14

Trade visitors' profile

Visitors (number of entries)

Proportion of trade visitors

A search of a search that	
Area of responsibility	9
Management	1
Research/development/design	4
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Organization, personnel, administration Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	1
Position in the company/organization	c
Entrepreneur, co-owner, freelancer	1
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manage	er,
branch manager, head of public office	
Department head, group head, team leader	1
Other salaried staff, civil servant,	~
skilled worker Lecturer, teacher	3
Trainee	
Other position	
Student	1
Other not gainfully employed	
Economic sector	c
Industry	4
Skilled trades	1
Wholesale/foreign trade	
Retail trade	
Service	1
Authority/public services	2
Authority/public services Teaching (polytechnic/university/college)	
Authority/public services Teaching (polytechnic/university/college) Research	1
Authority/public services Teaching (polytechnic/university/college)	1
Authority/public services Teaching (polytechnic/university/college) Research Other Size of company/organization:	1
Authority/public services Teaching (polytechnic/university/college) Research Other Size of company/organization: Number of employees	1
Authority/public services Teaching (polytechnic/university/college) Research Other Size of company/organization: Number of employees 1- 4 8 200 - 499	1
Authority/public services Teaching (polytechnic/university/college) Research Other Size of company/organization: Number of employees 1- 4 8 200 - 499 5- 9 9 500 - 999	1 9 1
Authority/public services Teaching (polytechnic/university/college) Research Other Size of company/organization: Number of employees 1- 4 8 200 - 499	1

Reiten-Jagen-Fischen

Private visitors' profile

portion of privat	entries)	20 898
	te visitors	95%
rmany (total) which		100
lsen 1	- Nielsen 4	2
men	- Bavaria	2
mburg	 Nielsen 5+6 	2
ver Saxony	- Berlin	-
leswig-Holstein	 Brandenburg 	
lsen 2	 Mecklenburg- 	
rth Rhine-Westph.	- West Pommera	
lsen 3a	1 Saxony-Anhalt	2
se	1 Nielsen 7	95
neland-Palatinate arland	 Saxony Thuringia 	2
lsen 3b	- Thuringia	93
den-Württemberg	1	
tance to home		%
to 50 km		51
re than 50 km up		38
re than 100 km up	p to 300 km	10
er 300 km		1
quency of visits	to exhibition	%
vious event		65
lier events		77
it visit		18
(le		% 60
nale		40
liaie		40
		%
e of household		11
erson		43
erson		23
erson ersons ersons		18
erson ersons ersons ersons		
erson ersons ersons		6
erson ersons ersons ersons ersons and more e		%
erson ersons ersons ersons and more e up to 20 year		% 4
erson ersons ersons ersons and more e up to 20 year er 20 up to 30 year	rs	% 4 11
erson ersons ersons ersons and more e up to 20 year er 20 up to 30 year rr 30 up to 40 year	rs rs	% 4 11 12
erson ersons ersons ersons and more e up to 20 year rr 20 up to 30 year rr 40 up to 50 year	rs rs rs	% 4 11 12 26
erson ersons ersons ersons and more e up to 20 year er 20 up to 30 year rr 30 up to 40 year	rs rs rs rs	% 4 11 12
erson		2

Private visitors' profile

Position in the company/organization	%	Visitors (number of entri
Entrepreneur, co-owner, freelancer Managing director, board member,	11 1	Proportion of private vis
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 Student Housewife/man Old-age pensioner Other not gainfully employed	er, 1 52 1 1 1 5 1 1 24	Germany (total) of which - Nielsen 1 - Bremen - Hamburg - Lower Saxony - Schleswig-Holstein - Nielsen 2 - North Rhine-Westph. - Nielsen 3a 1 Hesse 1 Rhineland-Palatinate - Saarland -
Buying and ordering capacity Purchase or order made or intended at the exhibition	%	<u>Nielsen 3b</u> - Baden-Württemberg -
yes	77	Distance to home
no	11	up to 50 km
maybe	13	more than 50 km up to 10
Follow-up business Intend to buy at later date yes no maybe Conducted by: Messe Erfurt GmbH, Erfu	% 16 60 24 rt	more than 100 km up to 3 over 300 km Frequency of visits to ex 2011 2010 2009 2008 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

ntries)	71 928	Position in the comp
visitors	91 %	Entrepreneur, co-owne Managing director, bo head of an authority e
	100	Area manager, works r branch manager, head
 <u>Nielsen 4</u> Bavaria <u>Nielsen 5+6</u> Berlin Brandenburg Mecklenburg- West Pommer Saxony-Anhalt Nielsen 7 	t -	Department head, gro Other salaried staff, ci skilled worker Lecturer, teacher Trainee Other position Student Housewife/man
1 <u>Nielsen 7</u> - Thuringia	98 97	Old-age pensioner Other not gainfully em
- Saxony - - 0 100 km to 300 km	1 % 61 32 6	Buying and ordering Purchase or order mac at the exhibition yes no maybe
	1	Follow-up business Intend to buy at later
exhibition	% 42 39 32 23 25 25	yes no maybe Conducted by: Gelsz forschung GmbH, Do
	% 42 58	
	% 8 56 19 12 5	
	% 4 12 11 21 25 20 6	

in the company/organization	%
eur, co-owner, freelancer J director, board member,	7
in authority etc.	2
ager, works manager, plant manager	
anager, head of public office	' 2
ent head, group head, team leader	6
aried staff, civil servant,	0
orker	34
teacher	4
	2
sition	
	8 5 2
e/man	
bensioner	26
gainfully employed	3
nd ordering capacity	%
or order made or intended	
libition	76
	ģ
	16
p business	%
buy at later date	/0
baj at later auto	34
	21
	46
ed by: Gelszus Messe-Markt-	
g GmbH, Dortmund	
5,	

EQUITANA -----> Essen

Private visitors' profile

Visitors (number of entries) 16	0 874	
Proportion of private visitors 8		
Germany (total) of which	93	
Nielsen 1 8 Nielsen 4	4	
Bremen - Bavaria	4	
Hamburg - Nielsen 5+6	1	
Lower Saxony 7 Berlin		
Schleswig-Holstein 1 Brandenburg		
Nielsen 2 68 Mecklenburg-		
North Rhine-Westph. 68 West Pommeran	ia -	
Nielsen 3a 17 Saxony-Anhalt		
Hesse 7 <u>Nielsen 7</u>	1	
Rhineland-Palatinate 9 Saxony	1.1	
Saarland 1 Thuringia	1.1	
Nielsen 3b 2 Baden-Württemberg 2		
Foreign (total) of which	7	
EU	86	
Other European countries	12	
Other countries	2	
Countries with the highest visitor share	s %	
Netherlands	40	
Belgium	18	
Switzerland	.0	
Luxembourg	9	
Distance to home	%	
up to 50 km	31	
more than 50 km up to 100 km	20	
more than 100 km up to 300 km	36	
over 300 km	13	
Frequency of visits to exhibition	%	
Previous event	49	
Earlier events	56	
First visit	20	
Sex	%	
Male	12	
Female	88	
Size of household	%	
1 person	14	
2 persons	33	
3 persons	19	
4 persons	23	
5 persons and more	12	
Age	%	
up to 20 years	22	
over 20 up to 30 years over 30 up to 40 years	27	
	17	
over 40 up to 50 years	21	
over 50 up to 60 years over 60 up to 70 years	9 2	
over 70 years	2	
over to years	4	

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member,	Ŭ
head of an authority etc.	1
Area manager, works manager, plant manage	er.
branch manager, head of public office	[.] 3
Department head, group head, team leader	7
Other salaried staff, civil servant,	
skilled worker	28
Lecturer, teacher	3
Trainee	3 7 7
Other position	7
Student	24
Housewife/man	6
Old-age pensioner	5
Other not gainfully employed	2
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
Ves	84
no	4
maybe	12
Follow-up business	%
Intend to buy at later date	
yes	33
no	23
maybe	44
Conducted by: Wissler & Partner, Basel	

Trade visitors' profile

	N
Proportion of trade visitors	99% R
	N
Germany (total) of which	85 B
Nielsen 1 13 Nielsen 4	Fi 8 In
Bremen 1 Bavaria	8 P
Hamburg 3 Nielsen 5+6	6 S
Lower Saxony 7 Berlin	3 N
Schleswig-Holstein 2 Brandenburg	1 Lo
Nielsen 2 49 Mecklenburg-	tr
North Rhine-Westph. 49 West Pommerani	
Nielsen 3a 13 Saxony-Anhalt	1 0
Hesse 9 Nielsen 7	3 0
Rhineland-Palatinate 4 Saxony	2 St
Saarland - Thuringia	1 -
Nielsen 3b 8	Р
Baden-Württemberg 8	E
	N
Foreign (total)	15 h
of which	A
EU	71 b
Other European countries	20 D
Other countries	9 0
	sl
Distance to home	% Le
up to 50 km	23 Ti
more than 50 km up to 100 km	12 0
more than 100 km up to 300 km	26 S
over 300 km	39 0
Countries with the highest visitor share	s % E
Netherlands	16 P
United Kingdom	10 C
Switzerland	9 P
Belgium	7 R
Austria	7 B
Fraguancy of visits to avhibition	— 0 % St
Frequency of visits to exhibition Previous event	% Si 32 O
Earlier events	30 -
First visit	46 S
	— N
Average length of stay 1,3	days
Influence on purchasing/procurement	
decisions	%
Decisively	22 2
Collectively	31 C
n an advisory capacity	
n an advisory capacity No	13 fo
	13 ¹⁰ 8 1

responsibility % 18 ment n/development/design 7 cturing, production, quality control 3 procurement 11 accounting, controlling 4 tion and communication technology 11 el administration, administration 1 18 ng, advertising, PR 4 s: storage, material management, ance/repairs 3 12 rea ot gainfully employed 1 8 in the company/organization % neur, co-owner, freelancer 12 ng director, board member, an authority etc. 9 nager, works manager, plant manager, manager, head of public office 10 nent head, group head, team leader 23 alaried staff, civil servant, 33 vorker teacher 1 osition 2 8 ot gainfully employed 1 nic sector % 32 upply company ants, service providers 28 tilities, council representatives 8 h, press, associations 3 customers, industrial enterprises 13 ectors 8 ot gainfully employed 1 company/organization: of employees % 500 - 999 7 8 Δ 1 000 and more 28 9 7 49 14 Student 8 99 15 Other not gainfully 13 1 99 employed ted by: Gelszus Messe-Markt-

ing GmbH, Dortmund

INTERGEO -----> Essen

Trade visitors' profile

Visitors (number o	of ent	ries) 16	5 38
Proportion of trad	e vis	itors	98 %
Germany (total) of which			7
Nielsen 1	9	Nielsen 4	
Bremen	1	Bavaria	
Hamburg	2	Nielsen 5+6	
Lower Saxony	6	Berlin	
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	58	Mecklenburg-	
North Rhine-Westpl	ı. 58	West Pommeran	ia
Nielsen 3a	12	Saxony-Anhalt	
Hesse	6	Nielsen 7	
Rhineland-Palatinat		Saxony	
Saarland	1	Thuringia	
Nielsen 3b	7		
Baden-Württemberg	j 7		
Foreign (total) of which			2
EU			6
Other Eu	ropea	n countries	1
Other co	untrie	s	1
Distance to home			9
up to 50 km			2
more than 50 km u			1
more than 100 km	up to	300 km	2
over 300 km			3
Countries with the	e higł	nest visitor share	
Netherlands			1
Belgium Russia			1
United Kingdom			
Poland			
Frequency of visit	s to e	exhibition	9
Previous event Earlier events			3
First visit			3
			2
Average length of	stay	1,4	day
Influence on purch	nasing	g/procurement	
decisions			9
Decisively			1
Collectively			2
In an advisory capa	icity		2
No			2
Student			1

Other not gainfully employed

Area of responsibility	9
Management Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	
Storage/material management/logistics/ transport	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Training/further training	
Measurement Student	4
Other not gainfully employed	
5 7 1 7	
Position in the company/organization	0
Entrepreneur, co-owner, freelancer	1
Managing director, board member,	
head of an authority etc. Area manager, works manager, plant manage	r
branch manager, head of public office	.,
Department head, group head, team leader	2
Other salaried staff, civil servant,	
skilled worker	3
Lecturer, teacher Trainee	
Other position	
Student	1
Other not gainfully employed	
Economic sector	c
Industrial company	
Energy supplies	
Water supplies	
Wholesale/foreign trade Retail trade	
Engineer's office	2
Research	-
Architecture/construction	
Other service company	
	_
Authority/public services	3
Authority/public services Vocational school/polytechnic/university	3
Authority/public services Vocational school/polytechnic/university IT, software, hardware	3
Professional, specialist association Authority/public services Vocational school/polytechnic/university IT, software, hardware Other sectors Student	3
Authority/public services Vocational school/polytechnic/university IT, software, hardware Other sectors	
Authority/public services Vocational school/polytechnic/university IT, software, hardware Other sectors Student Other not gainfully employed	
Authority/public services Vocational school/polytechnic/university IT, software, hardware Other sectors Student Other not gainfully employed Size of company/organization:	1
Authority/public services Vocational school/polytechnic/university IT, software, hardware Other sectors Student Other not gainfully employed Size of company/organization: Number of employees	
Authority/public services Vocational school/polytechnic/university IT, software, hardware Other sectors Student Other not gainfully employed Size of company/organization:	1
Authority/public services Vocational school/polytechnic/university IT, software, hardware Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1-4 8 500 - 999	1

% 5 21 11 21 Student 16 Other not gainfully 9 employed 1 Conducted by: Gelszus Messe-Markt-

forschung GmbH, Dortmund

50- 199

200-499

1

IPM Essen

Trade visitors' profile

%

8

2

6

2

4

1

6

4

45

11

1

%

11

4

6

20

35

3

5 3

11

1

%

5

5

2 20

2

4

3

1

32

3

5 5

11

Visitors (number of entries) 49	591
Proportion of trade visitors	98%
Germany (total) of which	71
Nielsen 1 17 Nielsen 4	g
Bremen - Bavaria	g
Hamburg 1 Nielsen 5+6	4
Lower Saxony 12 Berlin	2
Schleswig-Holstein 4 Brandenburg	1
Nielsen 2 46 Mecklenburg-	
North Rhine-Westph. 46 West Pommerania	1
Nielsen 3a 12 Saxony-Anhalt	
Hesse 5 <u>Nielsen 7</u>	4
Rhineland-Palatinate 6 Saxony	2
Saarland 1 Thuringia	2
<u>Nielsen 3b</u> 9 Baden-Württemberg 9	
Baden-Württemberg 9	
Foreign (total)	29
of which EU	80
Other European countries	11
Other countries	8
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	14
more than 100 km up to 300 km over 300 km	28 43
	43
Countries with the highest visitor shares	%
Netherlands	31
Belgium	7
Denmark	6
Italy	6
Austria	5
Frequency of visits to exhibition	%
Previous event	33
Earlier events	44
First visit	30
Average length of stay 1,3 d	lays
Influence on purchasing/procurement	
decisions	%
Decisively	28
Collectively	27
In an advisory capacity	17
No Student	20
Student Other not gainfully employed	7
Area of responsibility	%
	23
Management	3
Management Research/development/design	
Management Research/development/design Manufacturing, production, quality control	15
Management Research/development/design Manufacturing, production, quality control Buying/procurement	15
Management Research/development/design Manufacturing, production, quality control	15



3

forschung GmbH, Dortmund

Conducted by: Gelszus Messe-Markt-

employed

200-499

SCHWEISSEN & SCHNEIDEN -----> Essen

13

4

1

Trade visitors' profile

Personnel administration, administration	1	Visitors (number of entries) 48	712
Sales Marketing, advertising, PR Logistics: storage, material management,	21 3	Proportion of trade visitors	98%
transport	2	Germany (total)	52
Maintenance/repairs	2	of which	
Other area	15	Nielsen 1 12 Nielsen 4	6
Student	7	Bremen 1 Bavaria	6
Other not gainfully employed	1	Hamburg 1 Nielsen 5+6	7
		Lower Saxony 9 Berlin	2
Position in the company/organization	%	Schleswig-Holstein 2 Brandenburg	2
Entrepreneur, co-owner, freelancer	25	Nielsen 2 46 Mecklenburg-	
Managing director, board member,		North Rhine-Westph. 46 West Pommerania	
head of an authority etc.	4	Nielsen 3a 17 Saxony-Anhalt	2
Area manager, works manager, plant manager		Hesse 8 Nielsen 7	4
branch manager, head of public office	6	Rhineland-Palatinate 7 Saxony	3
Department head, group head, team leader	9	Saarland 1 Thuringia	2
Other salaried staff, civil servant,	_	Nielsen 3b 9	
skilled worker	7	Baden-Württemberg 9	
Lecturer, teacher	2	Frankland (to to b)	40
Trainee	18	Foreign (total)	48
Other position	3	of which EU	64
Farmer, horticulturist Florist	13		13
Student	6 7	Other European countries Africa	3
Other not gainfully employed	1	North America	3
Other not gainfully employed	1	South and Central America	5
Economic sector	%	Middle East	2
Plant producer	18	South-, East-, Central Asia	9
Florist wholesale trade	5	Australia	1
Seed trade	1	, last and	
End-sales outlet	6	Distance to home	%
Public authority, municipal garden departmer	nt 4	up to 50 km	13
Horticulture and landscape gardening	12	more than 50 km up to 100 km	8
Landscape designer	1	more than 100 km up to 300 km	22
Garden centre	5	over 300 km	57
Gardening company	5		
Florist, specialist retailer	10	Countries with the highest visitor shares	%
Fruit and vegetable growing	2	Netherlands	11
Cemetry gardeners	3	Belgium	7
Substrate manufacturers	1	Italy	5
Nursery	6	Austria	5
Decorator, interior architect	1	France	5
Wholesale trade	3	manufacture and the second distribution	0/
Home improvement centre	1	Frequency of visits to exhibition	%
Hypermarket	1 7	Previous event Earlier events	27 22
Other sectors Student	7	First visit	53
	1		22
Other not gainfully employed		Average length of stay 1,7 d	lays
Size of company/organization:	0/	Influence on nurchasing/production	
Number of employees	% 2	Influence on purchasing/procurement decisions	%
1- 4 21 500 - 999 5- 9 20 1 000 and more	2 5		% 26
	5	Decisively Collectively	26 33
10- 49 29 Student 50- 199 12 Other not gainfully	/	In an advisory capacity	22
50-199 12 Other not gainfully 200-499 3 employed	1	No	13

No

Student

Other not gainfully employed

1

Area of responsibility	%
Management	15
Research/development/design	14
Manufacturing, production, quality control	30
Buying/procurement Finance/accounting, controlling	4
Information and communication technology	1
Personnel administration, administration	1
Sales	12
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	1
Maintenance/repairs Other area	8
Student	2
Other not gainfully employed	1
	_
Position in the company/organization	%
Entrepreneur, co-owner, freelancer Managing director, board member,	14
head of an authority etc.	10
Area manager, works manager, plant manage	
branch manager, head of public office	13
Department head, group head, team leader	20
Other salaried staff, civil servant,	
skilled worker	25
Lecturer, teacher	4
Trainee Other position	6
Student	2
Other not gainfully employed	1
Economic sector	%
Energy industry/water supplies/mining	í
Chemicals industry/oil processing	-
Plastics processing	1
Steel, mechanical and automotive	
engineering	40
Iron and non-ferrous metal products	9
Electrical engineering/precision engineering/	2
optics Building trade	1
Retail trade	
Wholesale trade	9
Research	-
Service	
Other sectors	(
Student	4
Other not gainfully employed	
Size of company/organization:	
Number of employees	%
1- 4 8 500 - 999	1
5- 9 8 1 000 and more	19
10- 49 22 Student	4

1-	- 4	8	500 - 999
5-	9	8	1 000 and more
10-	49	22	Student
50-	199	19	Other not gainfully
200-	100	12	employed

Ambiente ----- Frankfurt/Main

16

12

4

2

Trade visitors' profile

Proportion of trade visitors	88%
Germany (total)	47
of which	4.5
Nielsen 1 9 Nielsen 4	15
Bremen - Bavaria	15
Hamburg 2 Nielsen 5+6	4
Lower Saxony 6 Berlin	
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 14 Mecklenburg-	
North Rhine-Westph. 14 West Pommer	ania 🛛
Nielsen 3a 40 Saxony-Anhalt	
Hesse 29 Nielsen 7	2
Rhineland-Palatinate 9 Saxony	
Saarland 2 Thuringia	
Nielsen 3b 18	
Baden-Württemberg 18	
Badeli-wultteliberg 18	
Foreign (total) of which	53
EU	48
Other European countries	13
Africa	2
North America	
South and Central America	
Middle East	8
South-, East-, Central Asia	15
Australia	2
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	7
more than 100 km up to 300 km	19
over 300 km	6
Countries with the highest visitor sha	
Italy	8
Netherlands	6
France	6
United Kingdom	5
USA	5
Fraguency of visits to exhibition	%
Frequency of visits to exhibition Previous event	42
	42 51
Earlier events	
First visit	37
Average length of stay 2	,3 days
Influence on purchasing/procurement	
decisions	%
Decisively	4
Collectively	26
In an advisory canacity	10

In an advisory capacity

Other not gainfully employed

No

Student

1

Buying/procurement Finance/accounting, Information and com Personnel and social Sales	nt/design uction, quality control controlling imunication technology welfare	% 36 4 17 1 1 16
Marketing, advertisir Logistics: storage, m transport Maintenance/repairs Other area Student Other not gainfully e	aterial management,	8 - 6 4 2
Position in the com Entrepreneur, co-own		% 42
Managing director, k		15
	manager, plant manage	
branch manager		8
Department head, gi Other salaried staff,		12 13
Lecturer, teacher	skilled workers	1
Trainee		2
Other position		3
Student		4
Other not gainfully e	mployed	2
Economic sector		%
Retail and wholesale		43
Wholesale/foreign tra	ade	27
Service		13
Industry Skilled trades		5 3
Other sectors		3
Student		4
Other not gainfully e	mployed	2
Size of company/or	appization:	
Number of employ		%
1- 4 30	500 - 999	4
5-912	1 000 and more	10
10-49 20	Student	4
50-199 13	Other not gainfully	~
200-499 6	employed	2

Conducted by: Wissler & Partner, Basel

Visitors Profile Analyses 2013

Christmasworld ------> Frankfurt/Main

Trade visitors' profile

				Ma
Proportion of trade	vis	itors	93%	Res
Germany (total)			43	Ma Buy
of which			45	Fina
Nielsen 1	10	Nielsen 4	17	Info
Bremen	-	Bavaria	17	Org
Hamburg	1	Nielsen 5+6	3	Sale
Lower Saxony	7	Berlin	-	Ma
Schleswig-Holstein	2	Brandenburg		Log
Nielsen 2	13	Mecklenburg-		trar
North Rhine-Westph.		West Pommerania	a -	Ma
Nielsen 3a	36	Saxony-Anhalt	1	Oth
Hesse	27	Nielsen 7	6	Stu
Rhineland-Palatinate	8	Saxony	4	Oth
Saarland Nielsen 3b	1 15	Thuringia	2	Dee
Baden-Württemberg				Pos Enti
bauen-wurttemberg	10			Ma
Foreign (total)			57	Are
of which				bra
EU			69	Dep
Other Eur	opea	n countries	9	Oth
Africa	1		3	Lec
North Am	erica	1	7	Trai
South and	Cer	ntral America	3	Oth
Middle Ea			1	Stu
South-, Ea	ist-,	Central Asia	7	Oth
	ist-,	Central Asia	7 2	
South-, Ea Australia	ist-,	Central Asia	2	Oth Eco
South-, Ea Australia Distance to home	ist-,	Central Asia	2	Eco Ret
South-, Ea Australia Distance to home up to 50 km			2	Eco Ret Wh
South-, Ea Australia Distance to home	to	100 km	2 % 9	Eco Ret Who Serv
South-, Ea Australia Distance to home up to 50 km more than 50 km up	to	100 km	2 % 9 6	Eco Ret Wh Serv Indu Skil
South-, Ea Australia Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km	to p to	100 km 300 km	2 % 9 6 18 66	Eco Ret Wh Serv Indu Skil Oth
South-, Ea Australia Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Countries with the	to p to	100 km 300 km	2 % 9 6 18 66 ; %	Eco Ret Wh Serv Indu Skil Oth Stu
South-, Ea Australia Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Countries with the Italy	to p to	100 km 300 km	2 % 9 6 18 66 ; % 11	Eco Ret Wh Serv Indu Skil Oth Stu
South-, Ea Australia Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Countries with the	to p to	100 km 300 km	2 % 9 6 18 66 ; %	Eco Ret Wh Serv Indu Skil Oth Stud Oth
South-, Ea Australia Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Countries with the Italy France	to p to	100 km 300 km	2 9 6 18 66 ; % 11 10	Eco Ret Wh Serv Indu Skil Oth
South-, Ea Australia Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Countries with the Italy France United Kingdom	to p to	100 km 300 km	2 9 6 18 66 5 % 11 10 7	Eco Ret Whi Serv Indu Skil Oth Stud Oth
South-, Ea Australia Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Countries with the Italy France United Kingdom Netherlands Austria	to p to higł	100 km 300 km nest visitor shares	2 % 9 6 18 66 ; % 11 10 7 6 6	Eco Ret Wh Ser Ind Skil Oth Stu Oth
South-, Ea Australia Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Countries with the Italy France United Kingdom Netherlands Austria Frequency of visits	to p to higł	100 km 300 km nest visitor shares	2 % 9 6 18 66 ; % 11 10 7 6 6 %	Eco Ret Wh Ser Ind Skil Oth Stu Oth Stu Oth
South-, Ea Australia Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Countries with the Italy France United Kingdom Netherlands Austria Frequency of visits Previous event	to p to higł	100 km 300 km nest visitor shares	2 % 9 6 18 66 3 5 % 11 10 7 6 6 % 42	Eco Ret Wh Ser Ind Skil Oth Stur Oth Size Nu
South-, Ea Australia Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Countries with the Italy France United Kingdom Netherlands Austria Frequency of visits Frequency of visits Frequency of visits	to p to higł	100 km 300 km nest visitor shares	2 % 9 6 18 66 5 % 11 10 7 6 6 6 % 42 44	Eco Ret Wh Ser Ind Skil Oth Stur Oth Size Nu
South-, Ea Australia Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Countries with the Italy France United Kingdom Netherlands Austria Frequency of visits Previous event	to p to higł	100 km 300 km nest visitor shares	2 % 9 6 18 66 3 5 % 11 10 7 6 6 % 42	Eco Ret Wh Ser Ind Skil Oth Stu Oth Stu Oth

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

Area of responsibility	%
Management	36
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	16
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	1
Sales	13
Marketing, advertising, PR	6
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area	9 8
Student Other pet gainfully employed	8 2
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	46
Managing director, board member, etc.	12
Area manager, works manager, plant manag	
branch manager	7
Department head, group head	10
Other salaried staff, skilled workers	11
Lecturer, teacher	1
Trainee Other position	1
Other position Student	د 8
Other not gainfully employed	2
Economic sector	%
Retail trade	44
Wholesale/foreign trade	16
Service	16
Industry	3
Skilled trades	5
Other sectors Student	6 8
	-
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4 36 500 - 999	3
5- 9 12 1 000 and more	4
	8
10- 49 20 Student	
10- 49 20 Student 50- 199 12 Other not gainfully 200- 499 3 employed	2

rtained by a representative poll

Heimtexti	l 🛶 Fran	kfurt/Main
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Trade visitors' profile

Visitors (number of	ent	ries)	65 83
Proportion of trade	visi	tors	97%
Germany (total)			33
of which Nielsen 1	10	Nielsen 4	14
Bremen	-	Bavaria	14
Hamburg	2	Nielsen 5+6	5
Lower Saxony	6	Berlin	3
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	18	Mecklenburg-	
North Rhine-Westph.		West Pommera	
<u>Nielsen 3a</u> Hesse	31 21	Saxony-Anhalt Nielsen 7	1
Rhineland-Palatinate	21	Saxony	-
Saarland	2	Thuringia	
Nielsen 3b	18	maningia	
Baden-Württemberg	18		
Foreign (total)			67
of which			
EU			4
Other Euro Africa	opea	n countries	12
North Am	orica		3
		tral America	2
		Central Asia	17
Australia			3
Middle Ea	st		6
Distance to home			%
up to 50 km			7
more than 50 km up			3 15
more than 100 km u over 300 km	p to	300 km	75
Countries with the	high	est visitor shar	
United Kingdom India			i i i i i i i i i i i i i i i i i i i
Italy			6
USA			ě
China (PR)			5
Frequency of visits	to e	xhibition	%
Previous event			42
Earlier events			55
First visit			34
Average length of	stay	2,	2 days
Influence on purcha	asino	/procurement	
docicione		.p. scarchient	0/

Average length of stay	2,2 days
Influence on purchasing/proc	urement
decisions	%
Decisively	36
Collectively	28
In an advisory capacity	17
No	11
Student	5
Other not gainfully employed	3

Area of responsibility	%
Management	35
Research/development/design	9
Manufacturing, production, quality control	7
Buying/procurement	11
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	1
Sales	16
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	-
Maintenance/repairs	1
Other area	7
Student	5
Other not gainfully employed	3
Entrepreneur, co-owner, freelancer Managing director, board member, etc. Area manager, works manager, plant manage branch manager	10
Department head, group head	11
Other salaried staff, skilled workers	12
Lecturer, teacher Trainee	1
	3 2 5
Other position Student	2
Other not gainfully employed	2 3
other not gainfully employed	2
Economic sector	%
Retail trade	33
Wholesale/foreign trade	25
Industry	11
Skilled trades	5
Service	14

	,		-
Economic s	ector		%
Retail trade			33
Wholesale/fo	oreian t	rade	25
Industry			11
Skilled trade	s		5
Service			14
Other sector	s		
Student			4 5
Other not q	ainfully	employed	3
Size of com	npany/c	organization:	
Number of	emplo		%
1- 4	23	500 - 999	4
5-9	12	1 000 and more	8
10- 49	20	Student	5
50-199	19	Other not gainfully	
200- 499	6	employed	3

Conducted by: Wissler & Partner, Basel

I	F	E	Α
-	-		

Trade visitors' profile _

	ent	nesj v	60 509
Proportion of trade	visi	itors	95 %
Germany (total) of which			36
Nielsen 1	9	Nielsen 4	15
Bremen	-	Bavaria	15
Hamburg	-	Nielsen 5+6	3
Lower Saxony	8	Berlin	-
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	20	Mecklenburg-	
North Rhine-Westph.			nia -
<u>Nielsen 3a</u>	30	Saxony-Anhalt	-
Hesse	20	Nielsen 7	4
Rhineland-Palatinate	9	Saxony	
Saarland Nielsen 3b	1 19	Thuringia	
Baden-Württemberg	19		
Foreign (total)			64
of which EU			41
	nnea	n countries	16
Africa	opcu	ii countries	6
North Am	erica		6
		tral America	12
Middle Ea			4
South-, Ea	st-,	Central Asia	12
Australia			4
Distance to home			%
up to 50 km			6
more than 50 km up			5
more than 100 km u	p to	300 km	17
over 300 km			72
Countries with the	high	est visitor shar	
Russia			5
Spain Belgium			5
Netherlands			о 4
Austria			4
Frequency of visits Previous event	to e	exhibition	% 39
Earlier events			39
First visit			38 47

Influence on purchasing/procurement	
decisions	%
Decisively	30
Collectively	30
In an advisory capacity	20
No	17
Student	3



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6

1

Trade visitors' profile

Area of responsibility	%
Management	32
Research/development/design	11
Manufacturing, production, quality control	17
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	18
Marketing, advertising, PR Logistics: storage, material management,	2
transport	1
Maintenance/repairs	4
Other area	5
Student	3
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member, etc. Area manager, works manager, plant manag	16 er.
branch manager	17
Department head, group head	15
Other salaried staff, skilled workers	12
Lecturer, teacher	2
Trainee	7
Other position	3
Student	3
Economic sector	%
Retail trade	16
Wholesale/foreign trade	12
Skilled trades	11
Slaughterhouse operations	4
Industry	43
Service	5
Other sectors	6
Student	3
Size of company/organization:	
Number of smultises	0/

Size of company/organization:				
Numb	er o	f employees		%
1-	4	11	200 - 499	12
5-	9	9	500 - 999	8
10-	49	25	1 000 and more	12
50- 1	99	19	Student	3

Conducted by: Wissler & Partner, Basel

Germany (total) 6 Nielsen 1 6 Nielsen 1 6 Bremen - Bawaria 1 Hamburg 1 Nielsen 5+6 1 Lower Saxony 4 Berlin 5 Schleswig-Holstein 1 Brandenburg 1 Nielsen 2 17 Morth Rhine-Westph. 17 North Rhine-Westph. 17 North Rhine-Vestph. 17 North Rhine-Westph. 17 North Rhine-Vestph. 17 Nielsen 3a 42 Saxony-Anhalt 1 Saarland 1 Thuringia 1 Saarland 1 Thuringia 3 Of which 6 EU 6 Other European countries 1 Africa North America South and Central America 1 Middle East South-, East-, Central Asia Australia 1 Distance to home 1	Visitors (number of	entries)	187 579
of which Nielsen 1 6 Nielsen 4 1 Sremen - Bavaria 1 Hamburg 1 Nielsen 5+6 Lower Saxony 4 Berlin Nielsen 2 17 Mecklenburg- North Rhine-Westph. 17 West Pommerania Nielsen 3a 42 Saxony-Anhalt Hesse 29 Nielsen 7 Rhineland-Palatinate 11 Saxony Saarland 1 Thuringia Nielsen 3b 18 Baden-Württemberg 18 Foreign (total) 3 of which EU 6 Other European countries 1 Africa North America South and Central America Middle East South-, East-, Central Asia Australia Distance to home 9 up to 50 km 1 more than 100 km up to 300 km 2 pover 300 km Countries with the highest visitor shares 9 France Netherlands taly Switzerland Belgium Frequency of visits to exhibition 9 Previous event 4 Earlier events 5 Firist visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions 9 Decisively 22 Sutan 20 Particely 22 Soute 20 North America 20 Australia 2 Distance to home 9 Previous event 4 Earlier events 5 Firist visit 3 Average length of stay 1,7 day	Proportion of trade	visitors	94 %
Nielsen 1 6 Nielsen 4 1 Bremen - Bavaria 1 Hamburg 1 Nielsen 5+6 1 Lower Saxony 4 Berlin 1 Schleswig-Holstein 1 Brandenburg 1 Nielsen 2 17 Mecklenburg 1 North Rhine-Westph. 17 West Pommerania 1 Nielsen 3a 42 Saxony-Anhalt 1 Hesse 29 Nielsen 7 Nielsen 7 Rhineland-Palatinate 11 Saxony 3 Saarland 1 Thuringia 1 Nielsen 3b 18 8 8 Baden-Würtemberg 18 6 6 Of which 2 6 0 6 Of which 2 6 0 1 6 Of which 2 6 0 1 6 1 Morth America South-, East-, Central Asia 1 1 1 1 1 1 1 1 1 1 1	Germany (total) of which		65
Bremen - Bavaria 1 Hamburg 1 <u>Nielsen 5+6</u> Lower Saxony 4 Berlin Schleswig-Holstein 1 Brandenburg Schleswig-Holstein 1 Brandenburg- Nielsen 2 17 Mecklenburg- North Rhine-Westph. 17 West Pommerania <u>Nielsen 3a</u> 42 Saxony-Anhalt Hesse 29 <u>Nielsen 7</u> Rhineland-Palatinate 11 Saxony Saarland 1 Thuringia <u>Nielsen 3b</u> 18 Baden-Württemberg 18 Foreign (total) 3 of which EU 6 Other European countries 1 Africa North America South and Central America Middle East South-, East-, Central Asia Australia Distance to home 9 up to 50 km 1 more than 50 km up to 100 km 2 previous event 1 Katherlands taly Switzerland Belgium Frequency of visits to exhibition 9 Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions 0 Decisively 22 Collectively 22	Nielsen 1	6 Nielsen 4	10
Hamburg 1 Nielsen 5+6 Lower Saxony 4 Berlin Schleswig-Holstein 1 Brandenburg Nielsen 2 17 Mecklenburg- North Rhine-Westph. 17 West Pommerania Nielsen 3a 42 Saxony-Anhalt Hesse 29 <u>Nielsen 7</u> Rhineland-Palatinate 11 Saxony Saarland 1 Thuringia Nielsen 3b 18 Baden-Württemberg 18 Foreign (total) 5 of which EU 6 Other European countries 1 Africa North America South and Central America Middle East South-, East-, Central Asia Australia Distance to home 9 up to 50 km 1 more than 100 km up to 300 km 2 Sover 300 km 4 Countries with the highest visitor shares 5 France Netherlands taly Switzerland Belgium Frequency of visits to exhibition 7 Previous event 5 France 1 S France 1 S South of stay 1,7 day Influence on purchasing/procurement decisions 0 Decisively 2 2			10
Schleswig-Holstein 1 Brandenburg Nielsen 2 17 Mecklenburg- North Rhine-Westph. 17 West Pommerania Nielsen 3a 42 Saxony-Anhalt Hesse 29 Nielsen 7 Rhineland-Palatinate 11 Saxony Saarland 1 Thuringia Nielsen 3b 18 Baden-Württemberg 18 Foreign (total) 3 of which EU 6 Other European countries 1 Africa North America South and Central America Middle East South-, East-, Central Asia Australia Distance to home 9 up to 50 km 10 more than 50 km up to 100 km 11 more than 50 km up to 100 km 12 South-, East-, Central Asia Australia Distance to home 9 up to 50 km 12 more than 50 km up to 100 km 13 more than 100 km up to 300 km 24 South-, East-, Central Asia Australia Distance to home 9 up to 50 km 14 more than 100 km up to 300 km 24 Distence on purchasing/procurement decisions 9 Decisively 24 Collectively 22 Collectively 22	Hamburg	1 Nielsen 5+6	3
Nielsen 2 17 Mecklenburg- North Rhine-Westph. 17 West Pommerania Nielsen 3a 42 Saxony-Anhalt Hesse 29 Nielsen 7 Rhineland-Palatinate 11 Saxony Saarland 1 Thuringia Nielsen 3b 18 Baden-Württemberg 18 Foreign (total) 3 of which 6 EU 6 Other European countries 1 Africa North America South and Central America Middle East South -, East-, Central Asia Australia Distance to home 9 up to 50 km 100 km more than 50 km up to 100 km 1 more than 50 km up to 300 km 2 over 300 km 4 Countries with the highest visitor shares 9 France 1 Verbreiands 5 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement 4 decisions 2 Decisively 2	Lower Saxony	4 Berlin	-
North Rhine-Westph. 17 West Pommerania Nielsen 3a 42 Saxony-Anhalt Hesse 29 Nielsen 7 Rhineland-Palatinate 11 Saxony Saarland 1 Thuringia Nielsen 3b 18 Baden-Württemberg 18 Foreign (total) 3 of which EU EU 6 Other European countries 1 Africa North America South and Central America Middle East South-, East-, Central Asia Australia Distance to home 9 up to 50 km 1 more than 100 km up to 300 km 2 Switzerland 1 Ketherlands 1 taly Switzerland Belgium 5 France 1 Requency of visits to exhibition 9 Previous event 4 Countries with the highest visitor shares 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement 9 Decisively 2 Collectively 2	Schleswig-Holstein		-
Nielsen 3a 42 Saxony-Anhalt Hesse 29 Nielsen 7 Rhineland-Palatinate 11 Saxony Saarland 1 Thuringia South European countries 1 Africa North America South-, East-, Central Asia Australia South-, East-, Central Asia 1 Biggium 100 km 2 Countries with the highest visitor shares 1 <tr< td=""><td></td><td></td><td></td></tr<>			
Hesse 29 Nielsen 7 Rhineland-Palatinate 11 Saxony Saarland 1 Thuringia Nielsen 3b 18 18 Baden-Württemberg 18 6 Foreign (total) 3 6 of which EU 6 Other European countries 1 Africa North America 5 South and Central America Middle East 5 South -, East-, Central Asia 4 1 Distance to home 9 9 up to 50 km 100 km 1 more than 100 km up to 100 km 1 1 more than 100 km up to 300 km 2 2 Switzerland 8 5 5 France 1 4 5 Vetherlands 4 5 5 First visit 3 3 4 Average length of stay 1,7 day 1 Influence on purchasing/procurement 2 2 Decisively 2 2 2 Collectively			
Rhineland-Palatinate 11 Saxony Saarland 1 Thuringia Nielsen 3b 18 Foreign (total) 3 of which EU 6 Other European countries 1 Africa North America 5 South and Central America Middle East South-, East-, Central Asia Australia Distance to home 9 up to 50 km 1 more than 50 km up to 100 km 1 more than 100 km up to 300 km 2 bover 300 km 4 Countries with the highest visitor shares 9 France Netherlands taly Switzerland Belgium Frequency of visits to exhibition 9 Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions 2 Decisively 2			- 4
Saarland 1 Thuringia Nielsen 3b 18 Baden-Württemberg 18 Foreign (total) 3 of which EU 6 Other European countries 1 Africa North America South and Central America Middle East South-, East-, Central Asia Australia Distance to home 1 up to 50 km 1 more than 50 km up to 100 km 1 more than 100 km up to 300 km 2 pover 300 km 4 Countries with the highest visitor shares 2 France Netherlands taly Switzerland Belgium Frequency of visits to exhibition 9 Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions 0 Decisively 22 Collectively 22			4
Nielsen 3b 18 Baden-Württemberg 18 Foreign (total) 3 of which EU 6 Other European countries 1 Africa North America 1 South and Central America South and Central America 1 Middle East South and Central America 1 Distance to home 1 1 more than 50 km up to 100 km 1 1 more than 50 km up to 300 km 2 2 over 300 km 4 4 4 Countries with the highest visitor shares 1 1 France 1 1 4 Switzerland 8 5 5 First visit 3 3 4 Average length of stay 1,7 day 1 Influence on purchasing/procurement 2 2 Decisively 2 2 2 Collectively 2 2 3			
Baden-Württemberg 18 Foreign (total) of which EU Other European countries Africa North America South and Central America Middle East South-, East-, Central Asia Australia Distance to home up to 50 km Distance to home up to 50 km Countries with the highest visitor shares France Countries with the highest visitor shares France France Frequency of visits to exhibition Previous event Earlier events Erist visit Average length of stay Influence on purchasing/procurement decisions Collectively Collective Collectively Collectively Collective Collectively Collectivel			
of which EU 6 Other European countries 1 Africa North America 5 South and Central America Middle East 5 South-, East-, Central Asia Australia 2 Distance to home 9 up to 50 km 100 km 11 more than 50 km up to 100 km 12 more than 50 km up to 300 km 24 more than 100 km up to 300 km 24 more than 100 km up to 300 km 24 more than 100 km up to 300 km 24 more than 50 km up to 300 km up to 300 km 24 km up to 300 km up to 300 km 24 km up to 300 km up	Baden-Württemberg		
EU 6 Other European countries 1 Africa North America South and Central America Middle East South-, East-, Central Asia Australia Distance to home 0 up to 50 km 1 more than 50 km up to 100 km 1 more than 100 km up to 300 km 2 over 300 km 4 Countries with the highest visitor shares 9 France 1 Netherlands 1 Italy 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement 2 Decisively 2 Collectively 2	Foreign (total)		35
Other European countries 1 Africa North America South and Central America Middle East South-, East-, Central Asia Australia Distance to home 9 up to 50 km 1 more than 50 km up to 100 km 1 more than 100 km up to 300 km 2 voer 300 km 4 Countries with the highest visitor shares 9 France 1 Netherlands 1 taly 5 Switzerland 5 Belgium 4 Frequency of visits to exhibition 9 Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement 9 decisions 2 Decisively 2 Collectively 2			64
Africa North America South and Central America Middle East South-, East-, Central Asia Australia Distance to home up to 50 km 1 more than 50 km up to 100 km 1 more than 100 km up to 300 km 2 over 300 km 4 Countries with the highest visitor shares 1 France France France France Frequency of visits to exhibition Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions 2 Decisively 2		opean countries	14
South and Central America Middle East South-, East-, Central Asia Australia South-, East-, Central Asia Australia Distance to home up to 50 km 1 more than 50 km up to 100 km 1 more than 100 km up to 300 km 2 voer 300 km 4 Countries with the highest visitor shares trance 9 France 4 Selgium 4 Frequency of visits to exhibition Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions 9 Decisively 2 Collectively 2			5
Middle East South-, East-, Central Asia Australia Distance to home 9 up to 50 km 1 more than 50 km up to 100 km 1 more than 50 km up to 300 km 2 over 300 km 4 Countries with the highest visitor shares 1 France 1 Netherlands 1 Belgium 4 Frequency of visits to exhibition 9 Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement 2 Decisively 2 Collectively 2			4
South-, East-, Central Asia Australia Distance to home 9 up to 50 km 1 more than 50 km up to 100 km 1 more than 100 km up to 300 km 2 over 300 km 4 Countries with the highest visitor shares 9 France 1 Netherlands taly Switzerland Belgium Frequency of visits to exhibition 9 Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions 9 Decisively 2 Collectively 2			2
Australia Distance to home up to 50 km up to 50 km up to 100 km more than 50 km up to 100 km more than 100 km up to 300 km down down down down down down down down			5
up to 50 km 1 more than 50 km up to 100 km 1 more than 100 km up to 300 km 2 over 300 km 4 Countries with the highest visitor shares 9 France 4 Netherlands Italy Switzerland Belgium 4 Frequency of visits to exhibition 4 Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions 2 Decisively 2		ist-, Central Asia	6
more than 50 km up to 100 km 1 more than 100 km up to 300 km 2 pover 300 km 4 Countries with the highest visitor shares 1 France 1 Netherlands italy Switzerland Belgium 7 Frequency of visits to exhibition 4 Frequency of visits to exhibition 4 Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions 2 Collectively 2	Distance to home		%
more than 100 km up to 300 km 2 over 300 km 4 Countries with the highest visitor shares 4 France 1 Netherlands taly Switzerland Belgium Frequency of visits to exhibition 4 Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions 2 Decisively 2 Collectively 2			14
over 300 km 4 Countries with the highest visitor shares 1 France 1 Netherlands 1 Italy Switzerland Belgium 4 Frequency of visits to exhibition 9 Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement 9 Decisions 2 Collectively 2			11
Countries with the highest visitor shares france 1 France 1 Vetherlands taly Witzerland Belgium Frequency of visits to exhibition 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions 2 Decisively 2 Decisively 2		p to 300 km	29 46
France 1 Netherlands taly Switzerland Belgium Frequency of visits to exhibition Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions 2 Decisively 2 Decisively 2			40
Netherlands taly Switzerland Belgium Frequency of visits to exhibition Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions 9 Decisively 22 Collectively 22		highest visitor sha	
Italy Switzerland Belgium Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay I,7 day Influence on purchasing/procurement decisions Decisively 2 Collectively 2			7
Switzerland Belgium Frequency of visits to exhibition Previous event Earlier events First visit SAverage length of stay Influence on purchasing/procurement decisions Decisively Collectively 2			é
Belgium Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively 2 Collectively 2 Col	Switzerland		5
Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions 2 Decisively 2 Collectively 2	Belgium		5
Previous event 4 Earlier events 5 First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions 2 Decisively 2 Collectively 2	Frequency of visits	to exhibition	%
First visit 3 Average length of stay 1,7 day Influence on purchasing/procurement decisions Decisively 2 Collectively 2	Previous event		46
Average length of stay 1,7 day Influence on purchasing/procurement decisions Decisively 2 Collectively 22	Earlier events		50
Influence on purchasing/procurement decisions 2 Decisively 2 Collectively 2	First visit		35
decisions 2 Decisively 2 Collectively 2	Average length of	stay 1	,7 days
Decisively 2 Collectively 2		asing/procurement	
Collectively 2	decisions		%
	Decisively		25
in an advisory capacity 2	Collectively		27
	in an advisory capac	ity	21

Baden-Wi	b 18 irttemberg 18		
Foreign (total)		
	EU		
	Other Europe	an countries	
	Africa		
	North Americ	a entral America	
	Middle East	anual America	
		, Central Asia	
	Australia		
Distance			
up to 50		100 1	
more than	1 50 km up to 1 100 km up to	100 km	
over 300		0 500 KIII	
Countries	with the hig	hest visitor s	hares
France			
Netherlan	ds		
Italy Switzerlar	d		
Belgium	iu ii		
5		and that are	
Previous e	y of visits to	exhibition	
Earlier eve			
First visit			
Average	length of stag	у	1,7
	on purchasir	ng/procureme	nt
decisions			
Decisively Collective	h.		
	isory capacity		
No	sory capacity		

Student

Other not gainfully employed

Area of responsibility	%
Management	26
Research/development/design	9
Manufacturing, production, quality control	5
Buying/procurement	6 1
Finance/accounting, controlling Information and communication technology	1
Personnel administration, administration	1
Sales	13
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	1
Maintenance/repairs	15
Other area	12
Student Other not gainfully employed	6 1
Other not gainfully employed	
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	25
Managing director, board member, etc.	10
Area manager, works manager, plant manage	er, 8
branch manager Department head, group head	15
Other salaried staff, skilled workers	23
Lecturer, teacher	1
Trainee	7
Other position	3
Student	6
Other not gainfully employed	1
Economic sector	%
Skilled trades	35
Industry	21
Trade	13
Service	16
Other sectors Student	8
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4 21 500 - 999 5- 9 12 1 000 and more	12
10- 49 22 Student	13 6
50- 199 13 Other not gainfully	0
200- 499 7 employed	1
Conducted has Miledan 0. Destant Devel	

Conducted by: Wissler & Partner, Basel

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Trade visitors' profile

Visitors (number of e	entries) 70 863	3*
Proportion of trade v	visitors 65	5%
Germany (total) of which		62
Nielsen 1	5 Nielsen 4	16
Bremen	- Bavaria	16
Hamburg	1 Nielsen 5+6	3
Lower Saxony	3 Berlin	2
Schleswig-Holstein	1 Brandenburg	1
	3 Mecklenburg-	
	3 West Pommerania	
Nielsen 3a 3	9 Saxony-Anhalt	1
	8 Nielsen 7	5
Rhineland-Palatinate 1	0 Saxony	2
Saarland	1 Thuringia	2
Nielsen 3b 1	9	
	9	
Foreign (total)		38
of which		50
EU		68
	ean countries	13
North Amer		5
	Central America	3
	-, Central Asia	5
Other count	ries	5
Distance to home		%
up to 50 km		17
	4001	
more than 50 km up t	0 100 km	8
more than 100 km up	to 300 km	24
more than 50 km up t more than 100 km up over 300 km	to 300 km	24
more than 100 km up over 300 km Countries with the hi	to 300 km	24 51 %
more than 100 km up over 300 km Countries with the hi Belgium	to 300 km	24 51 %
more than 100 km up over 300 km Countries with the hi Belgium Italy	to 300 km	24 51 %
more than 100 km up over 300 km Countries with the hi Belgium Italy Netherlands	to 300 km	24 51 % 8 7
more than 100 km up over 300 km Countries with the hi Belgium Italy Netherlands France	to 300 km	24 51 %
more than 100 km up over 300 km Countries with the hi Belgium Italy Netherlands	to 300 km	24 51 % 8 7 7 7
more than 100 km up over 300 km Countries with the hi Belgium Italy Netherlands France	to 300 km ighest visitor shares	24 51 % 8 7 7
more than 100 km up over 300 km Countries with the hi Belgium Italy Netherlands France Switzerland	to 300 km ighest visitor shares	24 51 % 8 7 7 7
more than 100 km up over 300 km Countries with the hi Belgium Italy Netherlands France Switzerland Frequency of visits to	to 300 km ighest visitor shares	24 51 % 8 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
more than 100 km up over 300 km Countries with the hi Belgium Italy Netherlands France Switzerland Frequency of visits to Previous event	to 300 km ighest visitor shares	24 51 % 8 7 7 7 7
more than 100 km up over 300 km Countries with the hi Belgium Italy Netherlands France Switzerland Frequency of visits to Previous event Earlier events	to 300 km ighest visitor shares o exhibition	24 51 % 8 77 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
more than 100 km up over 300 km Countries with the hi Belgium Italy Netherlands France Switzerland Frequency of visits to Previous event Earlier events First visit Average length of st	to 300 km ighest visitor shares o exhibition ay 1,8 da	24 51 % 8 77 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
more than 100 km up over 300 km Countries with the hi Belgium Italy Netherlands France Switzerland Frequency of visits to Previous event Earlier events First visit Average length of st Influence on purchas	to 300 km ighest visitor shares o exhibition ay 1,8 da	24 51 % 8 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
more than 100 km up over 300 km Countries with the hi Belgium Italy Netherlands France Switzerland Frequency of visits to Previous event Earlier events First visit Average length of st Influence on purchas decisions	to 300 km ighest visitor shares o exhibition ay 1,8 da	24 51 % 8 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
more than 100 km up over 300 km Countries with the hi Belgium Italy Netherlands France Switzerland Frequency of visits to Previous event Earlier events First visit Average length of st Influence on purchas decisions Decisively	to 300 km ighest visitor shares o exhibition ay 1,8 da	24 51 % 8 77 77 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
more than 100 km up over 300 km Countries with the hi Belgium Italy Netherlands France Switzerland Frequency of visits to Previous event Earlier events First visit Average length of st Influence on purchas decisions Decisively Collectively	to 300 km ighest visitor shares o exhibition ay 1,8 da ing/procurement	24 51 % 8 77 77 % 42 59 29 % 29 29 % 29 29 8 9% 20 8 77 77 77 77 77 77 77 77 77 77 77 77 7
more than 100 km up over 300 km Countries with the hi Belgium Italy Netherlands France Switzerland Frequency of visits to Previous event Earlier events First visit Average length of st Influence on purchas decisions Decisively Collectively In an advisory capacity	to 300 km ighest visitor shares o exhibition ay 1,8 da ing/procurement	24 51 % 8 7 7 7 7 % 42 59 29 % 29 29 8 9% 26 16 17
more than 100 km up over 300 km Countries with the hi Belgium Italy Netherlands France Switzerland Frequency of visits to Previous event Earlier events First visit Average length of st Influence on purchas decisions Decisively Collectively	to 300 km ighest visitor shares o exhibition ay 1,8 da ing/procurement	24 51 % 8 77 77 % 42 59 29 % 29 29 % 29 29 8 9% 20 8 77 77 77 77 77 77 77 77 77 77 77 77 7

Area of responsibility	%
Management	22
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	4
Finance/accounting, controlling	
Information and communication technology	2 3 2 6
Personnel administration, administration	2
Sales	6
Marketing, advertising, PR	3
Logistics: storage, material management,	5
	1
transport Maintenance (neuroine	1
Maintenance/repairs	3 19
Other area	
Student	24
Other not gainfully employed	5
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	21
Managing director, board member, etc.	6
Area manager, works manager, plant manage	
branch manager	3
Department head, group head	4
Other salaried staff, skilled workers	8
	23
Lecturer, teacher	25
Trainee	_
Other position	6
Student	24
Other not gainfully employed	4
Economic sector	%
Retail trade	12
Wholesale/foreign trade	6
Skilled trades	6
Industry	3
Educational institution	46
Services/free-lance	8
Event venue	1
Media	6
Other sectors	7
Other not gainfully employed	5
	5
Size of company/organization:	
Number of employees	%
1- 4 30 500 - 999	2
5- 9 8 1 000 and more	2 7
	24

1- 4	30	500 - 999	2
5-9	8	1 000 and more	7
10- 49	11	Student	24
50-199	10	Other not gainfully	
200- 499	4	employed	5
Conducted	by: Wis	sler & Partner, Basel	

*) ascertained by a representative poll

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Trade visitors' profile

roportion of trade	visito	rs	96 %
iermany (total)			36
f which			50
lielsen 1	10 N	ielsen 4	15
remen		avaria	15
lamburg		ielsen 5+6	6
ower Saxony		erlin	4
chleswig-Holstein		randenburg	1
lielsen 2		lecklenburg-	
Iorth Rhine-Westph.		lest Pommeran	ia -
lielsen 3a		axony-Anhalt	1
lesse		ielsen 7	4
hineland-Palatinate		axony	2
aarland		huringia	2
lielsen 3b	15		-
aden-Württemberg	15		
J	-		
oreign (total)			64
f which 📜			
EU			58
Other Euro	opean d	countries	11
Africa			6
North Am	erica		5
South and	Centra	al America	4
Middle Ea			5
South-, Ea	ist-, Ce	ntral Asia	10
Australia			2
istance to home			%
p to 50 km			10
nore than 50 km up			4
nore than 100 km u	p to 30	JU KM	15
ver 300 km			72
ountries with the	highor	t visitar shara	s %
countries with the caly	nignes	t visitor sildre	5 70
rance			7
Inited Kingdom			7
letherlands			6
ISA			5
			ر ر
requency of visits	to exh	ibition	%
revious event	LO CAN		44
arlier events			46
irst visit			36

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

11

1

Area of responsibility
Management
Research/development/design
Manufacturing, production, quality control
Buying/procurement Finance/accounting, controlling
Information and communication technology
Organization, personnel, administration
Sales
Marketing, advertising, PR
Logistics: storage, material management,
transport
Maintenance/repairs
Other area Student
Other not gainfully employed
5 5 1 5
Position in the company/organization
Entrepreneur, co-owner, freelancer Managing director, board member, etc.
Area manager, works manager, plant manag
branch manager
Department head, group head
Other salaried staff, skilled workers
Lecturer, teacher
Trainee
Other position Student
Other not gainfully employed
other not guintary employed
Economic sector
Retail trade Wholesale/foreign_trade
Wholesale/foreign trade
Service
Industry
Industry Skilled trades Other sectors
Industry Skilled trades Other sectors Student
Industry Skilled trades Other sectors Student
Industry Skilled trades Other sectors Student Other not gainfully employed
Industry Skilled trades Other sectors Student Other not gainfully employed Size of company/organization: Number of employees
Industry Skilled trades Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 22 500 - 999
5- 9 12 1 000 and more
Industry Skilled trades Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1 - 4 22 500 - 999 5 - 9 12 1000 and more 10 - 49 21 Student
Industry Skilled trades Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 22 500 - 999 5- 9 12 1 000 and more

ascertained by a representative poll

Visitors (number of entries) 42 713*)		
Proportion of trade visit	ors 86%	
Germany (total) of which	49	
Nielsen 1 7	Nielsen 4 13	
Bremen 1	Bavaria 13	
Hamburg 2	Nielsen 5+6 9	
Lower Saxony 4	Berlin 3	
Schleswig-Holstein 1	Brandenburg 2	
Nielsen 2 17	Mecklenburg-	
	West Pommerania 2	
Nielsen 3a 29	Saxony-Anhalt 2	
Hesse 21	Nielsen 7 6	
Rhineland-Palatinate 7 Saarland 2	Saxony 4 Thuringia 2	
Nielsen 3b 19	munnyia z	
Baden-Württemberg 19		
Foreign (total)	51	
of which EU	64	
Other European		
North America	3	
South-, East-, C		
Other countries	5	
Distance to home	%	
up to 50 km	9	
more than 50 km up to 1		
more than 100 km up to 3		
over 300 km	61	
Countries with the high		
Netherlands	12	
Switzerland	8	
Austria	7	
Austria France	7	
Austria France Finland	7 7 5	
Austria France Finland Frequency of visits to ex	7 7 5 chibition %	
Austria France Finland Frequency of visits to ex Previous event	7 7 5 chibition % 44	
Austria France Finland Frequency of visits to ex Previous event Earlier events	7 7 5 chibition % 44 56	
Austria France Finland Frequency of visits to ex Previous event	7 7 5 chibition % 44	
Austria France Finland Frequency of visits to ex Previous event Earlier events	7 7 5 chibition % 44 56	
Austria France Finland Frequency of visits to ex Previous event Earlier events First visit Average length of stay Influence on purchasing.	7 7 5 chibition % 44 56 31 1,9 days /procurement	
Austria France Finland Frequency of visits to ex Previous event Earlier events First visit Average length of stay Influence on purchasing. decisions	7 7 5 6hibition % 44 56 31 1,9 days (procurement %	
Austria France Finland Previous event Earlier events First visit Average length of stay Influence on purchasing, decisions Decisively	7 7 5 6hibition % 44 566 31 1,9 days 7/procurement % 255	
Austria France Finland Previous event Earlier events First visit Average length of stay Influence on purchasing, decisions Decisively Collectively	7 7 5 6hibition % 44 56 31 1,9 days 7procurement % 25 25	
Austria France Finland Frequency of visits to ex Previous event Earlier events First visit Average length of stay Influence on purchasing, decisions Decisively Collectively In an advisory capacity	7 7 5 chibition % 44 56 31 1,9 days /procurement % 25 25 77	
Austria France Finland Previous event Earlier events First visit Average length of stay Influence on purchasing, decisions Decisively Collectively	7 7 5 6hibition % 44 56 31 1,9 days 7procurement % 25 25	

Trade visitors' profile

Area of responsibility	9
Management	2
Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	2
Student	1
Other not gainfully employed	
Position in the company/organization	9
Entrepreneur, co-owner, freelancer	2
Managing director, board member, etc.	
Area manager, works manager, plant manag	
branch manager Department head, group head	
Other salaried staff, skilled workers	1
Lecturer, teacher	. '
Trainee	
Other position	
Student	1
Other not gainfully employed	
Economic sector	0
Retail trade	1
Wholesale/foreign trade	
Skilled trades	
Industry	
Educational institution	2
Services/free-lance	2
Event venue	
Media	
Other sectors	1
Other not gainfully employed	
Size of company/organization:	
Number of employees	9
1- 4 29 500 - 999	
5-9 11 1 000 and more	
	1
10- 49 18 Student	

*) ascertained by a representative poll

Techtextil

Trade visitors' profile

/isitors (number of	ent	ries) 2	7 418*)
Proportion of trade	visi	tors	99 %
Germany (total)			43
of which			
Vielsen 1	8	Nielsen 4	17
Bremen	1	Bavaria	17
lamburg	1	Nielsen 5+6	2
ower Saxony	5	Berlin	-
Schleswig-Holstein	1	Brandenburg	-
Vielsen 2	23	Mecklenburg-	
North Rhine-Westph.	23	West Pommer	ania -
Vielsen 3a	20	Saxony-Anhalt	
lesse	14	Nielsen 7	7
Rhineland-Palatinate	4	Saxony	6
Saarland	1		1
		Thuringia	
Vielsen 3b	24		
Baden-Württemberg	24		
F oreign (total) of which			57
EU			68
	nnoa	n countries	11
Africa	pcu	in countries	2
North Am			7
			2
		tral America	
South-, Ea Other cou		Central Asia s	7 3
Distance to home			%
ip to 50 km			5
nore than 50 km un	to 1	100 km	4
nore than 50 km up nore than 100 km u	n to	300 km	23
over 300 km	p 10	500 km	68
Countries with the	hiah	est visitor sha	res %
rance			12
taly			9
Jnited Kingdom			7
			7
Netherlands			
JSA			6
requency of visits	to e	xhibition	%
Previous event			37
arlier events			37
irst visit			49
Average length of s	stav	4	7 daw
			,7 days
nfluence on purcha lecisions	sing	J/procurement	%
Decisively			26
Collectively			30
n an advisory capac	ity		20
٥V			15
Student			9
Other not gainfully e	mplo	oved	1
	10.00	1	



Tendence ----- Frankfurt/Main

Trade visitors' profile

Area of responsibility	%	Visitors (number of
Management Research/development/design	20 28	Proportion of trade
Manufacturing, production, quality control	10	
Buying/procurement	6	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology		Nielsen 1
Personnel administration, administration		Bremen
Sales	14	Hamburg
Marketing, advertising, PR	4	Lower Saxony
Logistics: storage, material management,		Schleswig-Holstein
transport	1	Nielsen 2
Maintenance/repairs	1	North Rhine-Westph.
Other area	6	Nielsen 3a
Student	9	Hesse
Other not gainfully employed	1	Rhineland-Palatinate
ould not guinning employed		Saarland
Position in the company/organization	%	Nielsen 3b
Entrepreneur, co-owner, freelancer	19	Baden-Württemberg
Managing director, board member, etc.	13	buden Warttenberg
Area manager, works manager, plant manager		Foreign (total)
branch manager	13	of which
Department head, group head	19	EU
Other salaried staff, skilled workers	19	Other Euro
Lecturer, teacher	2	South-, Ea
Trainee	2	Other cour
Other position	4	
Student	9	Distance to home
Other not gainfully employed	1	up to 50 km
ould not guinting employed		more than 50 km up
Economic sector	%	more than 100 km u
Industry	63	over 300 km
Retail trade	2	
Wholesale/foreign trade	7	Countries with the
Skilled trades	2	Switzerland
Service	7	Austria
Research institut	3	Belgium
University/college/polytechnic	3	Netherlands
Other sectors	3	France
Student	9	
Other not gainfully employed	1	Frequency of visits
		Previous event
Size of company/organization:		Earlier events
Number of employees	%	First visit
1- 4 11 500 - 999	8	
5-9 6 1 000 and more	16	Average length of s
10- 49 16 Student	9	
50- 199 22 Other not gainfully	-	Influence on purcha
200- 499 12 employed	1	decisions
		Decisively
Conducted by: Wissler & Partner, Basel		Collectively
		In an advisory capaci
 *) ascertained by a representative poll 		No
		Ci. Juni

Student

Other not gainfully employed

tors (number of	ent	ries)	37 306
portion of trade	visi	itors	91%
many (total) vhich			80
lsen 1	6	Nielsen 4	9
men	1	Bavaria	9
nburg	1	Nielsen 5+6	4
ver Saxony	4	Berlin	-
leswig-Holstein	1	Brandenburg	
lsen 2	15	Mecklenburg	-
th Rhine-Westph.	15	West Pomme	erania -
sen 3a	46	Saxony-Anha	lt - 2
se	36	Nielsen 7	
neland-Palatinate	9	Saxony	-
rland	1	Thuringia	-
lsen 3b	19		
en-Württemberg	19		
eign (total) vhich			20
EU			63
Other Euro	opea	n countries	19
South-, Ea	st-,	Central Asia	10
Other cou	ntrie	S	8
tance to home			%
to 50 km			23
e than 50 km up			16
e than 100 km u	p to	300 km	29
r 300 km			32
intries with the	high	est visitor sh	
tzerland			12
tria			11
gium			10
herlands			9
nce			6
quency of visits	to e	exhibition	%
vious event			46
ier events			59
t visit			34
erage length of	stay		1,5 days
uence on purcha	sing	g/procuremen	
isions			%
isively			58
ectively			23
in advisory capac	ity		10
			6

Area of responsibility	%
Management	42
Research/development/design	3
Manufacturing, production, quality control	3
Buying/procurement	15
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	17
Marketing, advertising, PR	5
Logistics: storage, material management,	
transport	
Maintenance/repairs	-
Other area	8
Student	2
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	63
Managing director, board member, etc.	9
Area manager, works manager, plant manage	r,
branch manager	· 4
Department head, group head	7
Other salaried staff, skilled workers	10
Lecturer, teacher	-
Trainee	1
Other position	2
Student	2
Other not gainfully employed	1
Economic sector	%
Retail trade	56
Wholesale/foreign trade	11
Skilled trades	7
Service	15
Industry	2
Other sectors	6
Student	2
Other not gainfully employed	1
Cine of communications	
Size of company/organization: Number of employees	%
1- 4 53 500 - 999	
5- 9 14 1 000 and more	3 5 2
10- 49 13 Student	2
50-199 6 Other not gainfully	2
200 400 2 ampleural	4

200-499

2

1

3

Conducted by: Wissler & Partner, Basel

employed

1

decisions

Decisively

No Student

Collectively

In an advisory capacity

Other not gainfully employed

Texprocess -----> Frankfurt/Main

8

1

Trade visitors' profile

Proportion of trade	visitors	98 %
Germany (total)		47
of which		
Nielsen 1	7 Nielsen 4	18
Bremen	- Bavaria	18
Hamburg	2 Nielsen 5+6 4 Berlin	-
Lower Saxony	i beriin	n .
Schleswig-Holstein		
Nielsen 2 North Rhine-Westph.		
	22 Saxony-Anh	- C - C - C - C - C - C - C - C - C - C
	20 Nielsen 7	alt 2
Rhineland-Palatinate	2 Saxony	4
Saarland	1 Thuringia	
	22	
	22	
Foreign (total)		53
of which		
EU		55
	pean countries	10
Africa		9
North Ame		4
	Central America	(
Middle Eas	t t-, Central Asia	2
Australia	, Central Asia	
Distance to home		%
up to 50 km		10
more than 50 km up	to 100 km	
more than 100 km up	to 300 km	21
over 300 km		64
Countries with the h	ighest visitor s	hares %
France	-	9
Italy		8
United Kingdom		(
Turkey		
Belgium		2
Frequency of visits t	o exhibition	%
Previous event		35
First visit		65
Average length of s	tay	1,9 days

Area of responsibility	%
Management	23
Research/development/design	15
Manufacturing, production, quality control	24
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	8
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	1
Maintenance/repairs	3
Other area	9
Student	8
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	21
Managing director, board member, etc.	14
Area manager, works manager, plant manager	er,
branch manager	13
Department head, group head	15
Other salaried staff, skilled workers	14
Lecturer, teacher	4
Trainee	6
Other position	3
Student	8
Other not gainfully employed	1
Economic sector	%
Industry	54
Retail trade	5
Wholesale/foreign trade	9
Skilled trades	6
Service	8
University/college/polytechnic	4
Other sectors	5
Student	8
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4 14 500 - 999	8
5-9 8 1 000 and more	16
10- 49 18 Student	8
50-199 19 Other not gainfully	5
200 400 0 concerned	4

200-499	9	employed
Conducted	by: Wissler	& Partner, Basel

*) ascertained by a representative poll

Private visitors' profile

Visitors (number of entries) 77	732	P
Proportion of private visitors 9	95%	E
		h
Germany (total)	99	A
of which		b
Nielsen 1 97 <u>Nielsen 4</u> Bremen 1 Bavaria	1	D
Bremen 1 Bavaria Hamburg 59 Nielsen 5+6	1	0
	1	s
Lower Saxony 11 Berlin	1.1	L
Schleswig-Holstein 26 Brandenburg	1.1	T
<u>Nielsen 2</u> 1 Mecklenburg- North Rhine-Westph. 1 West Pommerania	1	0
	1	St
<u>Nielsen 3a</u> - Saxony-Anhalt	1.1	H
Hesse - <u>Nielsen 7</u>	1.1	0
Rhineland-Palatinate - Saxony	1.1	0
Saarland - Thuringia	1.1	
Nielsen 3b -		B
Baden-Württemberg -		P
Foreign (total)	1	ye
	<u> </u>	n
Distance to home	%	m
up to 50 km	81	_
nore than 50 km up to 100 km	11	F
more than 100 km up to 300 km	5	lr
over 300 km	3	y
Frequency of visits to exhibition	%	n m
	41	
2012	39	C
Earlier events	51	
First visit	26	
nat viait	20	
Sex	%	
Male	35	
Female	65	
Age	%	
up to 20 years	17	
over 20 up to 30 years	29	
over 30 up to 40 years	14	
over 40 up to 50 years	16	
	12	
over 50 up to 60 years	14	
over 50 up to 60 years over 60 up to 70 years	7	

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member,	
nead of an authority etc.	1
Area manager, works manager, plant mana	
pranch manager, head of public office	2
Department head, group head, team lead Dther salaried staff, civil servant,	
skilled worker	31
_ecturer, teacher	2
Frainee	8
Other position	5
Student	20
Housewife/man	4
Old-age pensioner	12
Other not gainfully employed	2
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
/es	65
10	13
naybe	22
Follow-up business ntend to buy at later date	%
/es	20
10	31
naybe	49
Conducted by: PhoneResearch KG, Han	nburg

hanseboot ------> Hamburg

Private visitors' profile

Visitors (number of er	ntries) 74 890
Proportion of private	visitors 84%
Germany (total)	97
of which Nielsen 1 82	Nielsen 4 2
Bremen 2	
Hamburg 37	
Lower Saxony 18	
Schleswig-Holstein 25	
Nielsen 2 5	
North Rhine-Westph. 5	5 West Pommerania
Nielsen 3a 1	Saxony-Anhalt 1
Hesse 1	
Rhineland-Palatinate	- Saxony 1
Saarland ·	- Thuringia 1
Nielsen 3b 1	
Baden-Württemberg 1	
Foreign (total)	3
Distance to home	%
up to 50 km	47
more than 50 km up to	100 km 15
more than 100 km up t	o 300 km 24
over 300 km	14
Frequency of visits to	exhibition %
Previous event	37
Earlier events	64
First visit	25
Sex	%
Male	75
Female	25
Size of household	%
1 person	20
2 persons	40
3 persons	16
4 persons	10
5 persons and more	9
Age	%
up to 20 years	16
over 20 up to 30 years over 30 up to 40 years	17
over 30 up to 40 years	18
over 40 up to 50 years	23
over 50 up to 60 years	14
over 60 up to 70 years	2
over 70 years	4

	_	Tra
Position in the company/organization	%	Visito
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	15 3	Prop
Area manager, works manager, plant manage		Germ
branch manager, head of public office	4	of w
Department head, group head, team leader	9	Niels
Other salaried staff, civil servant,		Brem
skilled worker	28	Hamb
Lecturer, teacher	4	Lowe
Trainee	3	Schle
Other position	2	Niels
Student	18	North
Housewife/man	2	Niels
Old-age pensioner	10	Hesse
Other not gainfully employed	2	Rhine
		Saarl
Buying and ordering capacity	%	Niels
Purchase or order made or intended at the exhibition		Bade
yes	37	Forei
no	34	of wh
maybe	29	
Follow-up business Intend to buy at later date	%	
yes	26	Dista
no	38	up to
maybe	37	more
Conducted by: PhoneResearch KG, Hamb	ura	more
conducted by. Phonenescaler red, name	urg	over
		Frequ
		Previ
		Earlie
		First
		Aver

INTERNORGA (2012)

ade visitors' profile

Proportion of trade		ries) 94	610
	e vis	itors	88%
Germany (total) of which			97
Vielsen 1	64	Nielsen 4	2
Bremen	3	Bavaria	2
Hamburg	16	Nielsen 5+6	12
ower Saxony	30	Berlin	3
Schleswig-Holstein	15	Brandenburg	2
Vielsen Ž	13		
North Rhine-Westph.	. 13	West Pommerani	a 5
Vielsen 3a	5	Saxony-Anhalt	2
lesse	4		2 3 2
Rhineland-Palatinate	1	Saxony	
Saarland	-	Thuringia	1
<u>Vielsen 3b</u>	1		
Baden-Württemberg	1		
F oreign (total) of which			3
EU			57
	opea	n countries	28
Other cou			15
Distance to home			%
up to 50 km			24
more than 50 km up	to '	100 km	13
nore than 100 km u	ip to	300 km	35
over 300 km			28
Frequency of visits	to e	xhibition	%
revious event			30
Earlier events			52
irst visit			37
Average length of	stav	1,2	davs



Large kitchen specialist trade

Other not gainfully employed

Number of employees 1- 4

Size of company/organization:

13

15

29

20

Other sectors

5-9

10- 49

50-199

Student

REISEN HAMBURG (2012) — Hamburg

Private visitors' profile

Area of responsibility	%	Visitors (number of entrie
Management	25	
Research/development/design	2	Proportion of private visit
Manufacturing, production, kitchen,		
quality control	23	Germany (total)
Buying/procurement	6	of which
Finance/accounting, controlling	1	Nielsen 1 97 N
Information and communication technology	1	Bremen - B
Organization, personnel, administration	2	Hamburg 44 N
Sales	13	Lower Saxony 19 B
Marketing, advertising, PR	3	Schleswig-Holstein 34 B
Logistics: storage, material management,		Nielsen 2 - N
transport	1	North Rhine-Westph W
Maintenance/repairs	1	<u>Nielsen 3a</u> - Sa
Other area	2	Hesse - <u>N</u>
Service sector	14	Rhineland-Palatinate - Sa
Student	6	Saarland - Tl
Other not gainfully employed	1	Nielsen 3b -
		Baden-Württemberg -
Position in the company/organization	%	
Entrepreneur, co-owner, freelancer	26	Foreign (total)
Managing director, board member,		5,
nead of an authority etc.	6	Distance to home
Area manager, works manager, plant manage	er.	up to 50 km
branch manager, head of public office	6	more than 50 km up to 100
Department head, group head, team leader	14	more than 100 km up to 30
Other salaried staff, civil servant,		over 300 km
killed worker	18	
.ecturer, teacher	1	Frequency of visits to exh
Trainee	18	Previous event
Other position	3	Earlier events
Student	5	First visit
Other not gainfully employed	1	
ther not gainfully employed	<u> </u>	Sex
conomic sector	%	Male
Hotels/quest house	17	Female
Restaurant	22	- Childre
ranchise restaurant	5	Size of household
Coffee shop	1	1 person
Discotheque, night club, bar	1	2 persons
Snack bars, filling stations	2	3 persons
arge-scale canteens, schools, hospitals,	2	4 persons
	0	
nomes Cataving	9	5 persons and more
Catering	4	Ago
Bakery, confectioners, café	16	Age
Butcher	1	u p to 20 years
Food trade, beverage wholesalers	3	over 20 up to 30 years
ndustrie (Food, Nonfood)	4	over 30 up to 40 years
lanning, architecture, interior furnishings,		over 40 up to 50 years
design offices	2	over 50 up to 60 years

2

5

6

1

%

3

6

5

500 - 999

Student

1 000 and more

Other not gainfully

Visitors (number of en	tries) 60	
Proportion of private	visitors	94%
Germany (total)		99
of which Nielsen 1 97	Nielen 4	
Nielsen 1 97 Bremen -	Nielsen 4 Bavaria	
Hamburg 44		2
Lower Saxony 19		4
Schleswig-Holstein 34		
Nielsen 2		
North Rhine-Westph.		1 2
Nielsen 3a		•
Hesse -		
Rhineland-Palatinate -		
Saarland -	Thuringia	
Nielsen 3b -		
Baden-Württemberg -		
Foreign (total)		1
Distance to home		%
up to 50 km		71
more than 50 km up to	100 km	18
more than 100 km up to		
		9
		9
over 300 km	o 300 km	
over 300 km Frequency of visits to	o 300 km	%
over 300 km Frequency of visits to	o 300 km	% 4
over 300 km Frequency of visits to Previous event	o 300 km	% 4 6
over 300 km Frequency of visits to Previous event Earlier events First visit Sex	o 300 km	% 41 65 24
over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male	o 300 km	% 4 6 2 4
over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male	o 300 km	% 4 6 2 4 5 2
over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male Female	o 300 km	% 41 65 24 % 52 48
over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male Female Size of household 1 person	o 300 km	% 41 65 24 % 52 48
over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male Female Size of household 1 person	o 300 km	% 41 65 24 % 52 48 % 20 56
over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	o 300 km	% 41 65 24 % 52 48 % 20 56
over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	o 300 km	% 41 65 24 % 52 48 % 20 56 11
over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male Female Size of household 1 persons 2 persons 3 persons 4 persons	o 300 km	% 41 65 24 % 52 48 % 20 56 11
over 300 km Frequency of visits to 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	o 300 km	% 41 65 24 % 52 48 % 20 56 61 1 52 48
over 300 km Frequency of visits to 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 u p to 20 years	o 300 km	% 41 65 22 % 52 48 % 20 56 66 11 56 56 11 56 22 %
over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male Female Size of household 1 person 3 persons 4 persons 5 persons and more Age u p to 20 years over 20 up to 30 years	o 300 km	% 41 65 22 % 52 48 % 20 56 11 % 20 56 11 % 20 56 11 % 20 56 11 %
over 300 km Frequency of visits to 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 u p to 20 years over 30 up to 40 years	o 300 km	% 41 65 24 % 52 48 % 20 56 61 52 48 % 20 56 61 1 52 48 % 20 56 61 1 52 48 %
over 300 km Frequency of visits to 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 u p to 20 years over 30 up to 30 years over 30 up to 50 years	o 300 km	% 41 65 24 % 52 24 % 20 56 11 52 24 % 20 56 11 52 24 % 20 56 11 21 20 20 20 20 20 20 20 20 20 20 20 20 20
over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male Female Size of household 1 persons 3 persons 4 persons 5 persons and more Age u p to 20 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years	o 300 km	% 41 65 24 % 52 24 % 20 56 11 20 56 11 21 21 20
over 300 km Frequency of visits to 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 u p to 20 years over 30 up to 30 years over 30 up to 50 years	o 300 km	% 41 65 24 % 52 48 % 20 56 61 1 52 48 % 20 56 61 1 52 48 % 20 56 61 1 2 48 % 20 52 48 %

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member,	
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 Other salaried staff, civil servant,	9
skilled worker	33
Lecturer, teacher	
Student	3 5 4 2 4
Other position	1
Trainee	2
Housewife/man	7
Old-age pensioner	32
Other not gainfully employed	1
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 24 41 35
Follow-up business	%
Intend to buy at later date	70
yes	27
no	24
maybe	49
Conducted by: PhoneResearch KG, Hamb	ourg

Private visitors' profile Visitors (number of entries) 123 078 Proportion of private visitors 97% Germany (total) 100 of which Nielsen 1 95 Nielsen 4 Bremen -Bavaria Hamburg Nielsen 5+6 1 Lower Saxony 95 Berlin -Schleswig-Holstein Brandenburg . Mecklenburg-Nielsen 2 3 North Rhine-Westph. 3 West Pommerania . Nielsen 3a Saxony-Anhalt 1 Nielsen 7 Hesse 1 Rhineland-Palatinate -Saxony Saarland Thuringia Nielsen 3b Baden-Württemberg Distance to home % 66

more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	
Frequency of visits to exhibition 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

up to 50 km

rosidon in die company/organization	/0
Entrepreneur, co-owner, freelancer	8
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manage	er –
branch manager, head of public office	
Department head, group head, team leader	6
Other salaried staff, civil servant,	0
skilled worker	21
	31
Lecturer, teacher	3
Trainee	1
Other position	3 1 7 4
Student	
Old-age pensioner	27
Housewife/man	7
Other not gainfully employed	4
Buying and ordering capacity Purchase or order made or intended	%
at the exhibition	
yes	69
no	11
maybe	20
Follow-up business	%
Intend to buy at later date	
yes	26
no	21
maybe	53
·	55
Conducted by: Gelszus Messe-Markt-	

forschung GmbH. Dortmund

Position in the company/organization

27

6

1

%

36

61

17

%

47

53

%

10 54

13

16

7

%

3

7

10

25

26 22

7

%

200-499	8	employed
Construction of	Los pla	n n i kan ka

Conducted by: PhoneResearch KG, Hamburg

Trade visitors' profile

Proportion of trade vis	itors	88%	Manageme Research/d
		0070	Manufactu
Germany (total)		75	Buying/pro
of which			Finance/ac
Nielsen 1 32	Nielsen 4	14	Informatio
Bremen -	Bavaria	. 14	Personnel
Hamburg -	Nielsen 5+6 Berlin	<u>5</u> 8 1	Sales
Lower Saxony 26 Schleswig-Holstein 6	Brandenburg		Marketing,
Nielsen 2 17	Mecklenburg		Logistics: s transport
North Rhine-Westph. 17	West Pomm		Maintenan
Nielsen 3a 15	Saxony-Anh		Other area
Hesse 8	Nielsen 7	4	Student
Rhineland-Palatinate 6	Saxony	2	Other not
Saarland 1	Thuringia	2	
Nielsen 3b 10	- J -		Position in
Baden-Württemberg 10			Entreprene
5			Managing
Foreign (total)		25	head of an
of which			Area mana
EU		66	branch ma
Other Europea	n countries	18	Departmen
Africa		2	Other sala
North America		6	skilled wor
South and Cer	ntral America	2	Lecturer, te
Middle East	Control Acia	1 3	Trainee
South-, East-, Australia	Central Asia	2	Other posi Student
Australia		2	Other not
Distance to home		%	
up to 50 km		8	Economic
more than 50 km up to	100 km	8	Agricultura
more than 100 km up to	300 km	28	Forestry
over 300 km		56	Contractor
			companies
Countries with the high	nest visitor s		Trade/sales
Switzerland Netherlands		10 9	Industry
Austria		9	Skilled trac
France		0 7	University/ Authorities
Ireland		6	Other sect
		0	Student
Frequency of visits to e	exhibition	%	Other not
Previous event		63	
Earlier events		61	Size of co
First visit		21	Number o
Average length of stay		1,8 days	1- 4 5- 9
		.,5 44,5	10-49
Influence on purchasing	g/procureme	nt	50- 199
decisions		%	200-499
Decisively		33	Conducted
Collectively		26	conducted
In an advisory capacity		20	
No		15	
Student		4	
Other not gainfully emply	avad	1	

1

Area of responsibility	%
Management	44
Research/development/design	7 8
Manufacturing, production, quality control Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	6
Marketing, advertising, PR	1
Logistics: storage, material management,	-
transport Maintenance (renairs	3
Maintenance/repairs Other area	10
Student	4
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	43
Managing director, board member,	
head of an authority etc.	11
Area manager, works manager, plant manage	er, 3
branch manager, head of public office Department head, group head, team leader	6
Other salaried staff, civil servant,	0
skilled worker	15
Lecturer, teacher	2
Trainee	6
Other position	8
Student	4
Other not gainfully employed	1
Economic sector	%
Agricultural business, company	56
Forestry	4
Contractors, industrial equipment hire	~
companies	8
Trade/sales	6 10
Industry Skilled trades (reparing)	2
University/college/polytechnic	2
Authorities, municipal authorities, association	_
Other sectors	6
Student	4
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4 47 500 - 999 5- 9 9 1 000 and more	2
5- 9 9 1 000 and more 10- 49 13 Student	8 4
50- 199 7 Other not gainfully	4
200-499 3 employed	1

BIOTECHNICA — Hannover

Trade visitors' profile

Visitors (number of e	ntries)	11 292
Proportion of trade v	isitors	98%
Germany (total) of which		85
	8 Nielsen 4	5
	3 Bavaria	5
	6 Nielsen 5+6	13
	6 Berlin	7
	4 Brandenburg 6 Mecklenburg-	1
	6 West Pommer	ania 1
	5 Saxony-Anhalt	
	4 Nielsen 7	. 7
Rhineland-Palatinate	1 Saxony	4
Saarland	- Thuringia	4
	6	
Baden-Württemberg	6	
Foreign (total) of which		15
EU		58
Other Europ	ean countries	15
	-, Central Asia	9
Other count	ries	18
Distance to home		%
up to 50 km		18
more than 50 km up to	5 100 km	10
more than 100 km up over 300 km	to 300 km	35 37
over 300 km		37
Countries with the hi	ghest visitor sha	
United Kingdom Netherlands		12 11
Switzerland		10
Switzenanu		10
Frequency of visits to	exhibition	%
Previous event		32
Earlier events		38 54
First visit		54
Average length of sta	ay 1	,3 days
Influence on purchasi	ng/procurement	
decisions Decisively		%
DecisiVelV		16
Collectively In an advisory capacity		31 18

Student

Other not gainfully employed

Research/development/design	。 46
Manufacturing, production, quality control	4
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	1
Sales	8
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	- 7
Maintenance/repairs	-
Other area Student	3 22
Other not gainfully employed	22
other not gaintury employed	
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manager	
branch manager, head of public office	4
Department head, group head, team leader	11
Other salaried staff, civil servant,	~~
skilled worker	20
Lecturer, teacher	25 1
Trainee Other position	3
Student	22
Other not gainfully employed	3
	-
Economic sector	%
Bioprocess engineering, laboratory technology	7
Bioinformatics	25
Bioanalysis Biotech services	8
Therapeutics, diagnostics, biomedicine	11
Nutrition, agriculture	5
Industrial biotechnology, environment	4
Marine biotechnology	1
Transgenic animals	1
Chemical industry	4
Pharmaceuticals industry	7
University/college	21
Research institut	17
Trade	5
Investor, financing	1
Other sectors	8
Student	22
Other not gainfully employed	3
Size of company/organization:	
Number of employees	%
1- 4 5 500 - 999	4
5-9 4 1 000 and more	21
10- 49 17 Student	22
FO 100 1F Other net minfully	

Area of responsibility

Management

Conducted by: Wissler & Partner, Basel

Other not gainfully

employed

15

8

50-199

200-499

22 3

CeBIT

% 8

3

Student

Other not gainfully employed

Trade visitors' profile

Visitors (number of e	entri	es)	273 032
Proportion of trade v	visit	ors	82%
Germany (total)			81
of which Nielsen 1 3	39	Nielsen 4	8
Bremen		Bavaria	8
	_	Nielsen 5+6	g
Hamburg			5
		Berlin	1
		Brandenburg	
		Mecklenburg-	
North Rhine-Westph. 2		West Pomme	
		Saxony-Anha	lt 2 5 3 2
Hesse		Nielsen 7	5
Rhineland-Palatinate		Saxony	5
Saarland		Thuringia	2
Nielsen 3b	7		
Baden-Württemberg	7		
Foreign (total)			19
of which EU			62
		countries	15
Other Europ Africa	Jean	countries	4
			2
North Amer			
South and C		rai America	2
Middle East			8
South-, East Australia	t-, C	entral Asia	7 1
Distance to home			%
up to 50 km			12
more than 50 km up t			8
more than 100 km up	to 3	300 km	32
over 300 km			47
Countries with the hi	iahe	st visitor sh	ares %
Netherlands	5		11
Poland			10
Austria			6
Belgium			5
Switzerland			4
Frequency of visits to	o ex	hibition	%
Previous event			40
Earlier events			64
First visit			30
Average length of st	ay		1,5 days
Influence on purchas	-		
decisions	y/	procuremen	۱ %
Decisively			28
Collectively			23
In an advisory capacity	v		21
No	,		12
Student			14

14 1

Other not gainfully employed



10- 49

50-199

200-499

DOMOTEX — Hannover

Trada visitars' profile

Area of responsibility	%	Visitors (num
Management	11	
Research/development/design Manufacturing, production, quality control	7 2	Proportion of
Buying/procurement	3	Germany (tot
Finance/accounting, controlling	3	of which
Information and communication technology	38	Nielsen 1
Personnel administration, administration	2	Bremen
Sales	7	Hamburg
Marketing, advertising, PR	4	Lower Saxony
Logistics: storage, material management,	4	Schleswig-Hol
	2	Nielsen 2
transport Maintenance (repairs	2	North Rhine-W
Maintenance/repairs	4	
Other area		Nielsen 3a
Student	14	Hesse
Other not gainfully employed	1	Rhineland-Pala
and the state of the state	01	Saarland
Position in the company/organization	%	Nielsen 3b
Entrepreneur, co-owner, freelancer	16	Baden-Württer
Managing director, board member,	•	
head of an authority etc.	8	Foreign (tota
Area manager, works manager, plant manage		of which
branch manager, head of public office	7	EU
Department head, group head, team leader	15	Oth
Other salaried staff, civil servant,		Afri
skilled worker	33	Nor
Lecturer, teacher	2	Sou
Trainee	5	Mic
Other position	-	Sou
Student	14	Aus
Other not gainfully employed	1	
		Distance to h
Economic sector	%	up to 50 km
Hardware manufacturer	4	more than 50
Telecommunications services	11	more than 100
Software and IT systems specialists	12	over 300 km
IT services, IT consultants	27	
Trade	9	Countries wit
Advertising sector	2	United Kingdo
Other service	8	Netherlands
Power industry	3	Belgium
Manufacturing sector	10	India
Authority/public services	12	Turkey
Media industry	3	
Skilled trades	2	Frequency of
Building trade	2	Previous event
Traffic and logistic	3	Earlier events
Travel and tourism	1	First visit
Banking, finance and insurance	4	
Health system and medical systems	3	Average leng
Other	1	
		Influence on
Size of company/organization:		decisions
Number of employees	%	Decisively
1- 4 13 500 - 999	5	Collectively
5-971000 and more	18	In an advisory
10 40 16 Student	1.4	No

/isitors (number of entries) 3	7 012
Proportion of trade visitors	96 %
Germany (total) of which	37
Nielsen 1 39 Nielsen 4	7
Bremen 2 Bavaria	7
Tamburg 5 <u>Nielsen 5+6</u>	6
ower Saxony 29 Berlin	2
Schleswig-Holstein 3 Brandenburg Vielsen 2 28 Mecklenburg-	2
<u>Vielsen 2</u> 28 Mecklenburg- Vorth Rhine-Westph. 28 West Pommeran	uia -
Vielsen 3a 9 Saxony-Anhalt	2
Hesse 6 Nielsen 7	
Rhineland-Palatinate 2 Saxony	5 3 2
Saarland 1 Thuringia	2
<u>Vielsen 3b</u> 6	
3aden-Württemberg 6	
F oreign (total) of which	63
EU	53
Other European countries	12
Africa	5
North America South and Central America	6 4
Middle East	5
South-, East-, Central Asia	13
Australia	2
Distance to home	%
ip to 50 km	5
nore than 50 km up to 100 km nore than 100 km up to 300 km	5 17
over 300 km	73
Countries with the highest visitor share	
Jnited Kingdom Vetherlands	9 8
Belgium	0 7
	6
ndia	5
ndia Furkey	
Furkey	%
	% 53
Furkey Frequency of visits to exhibition Previous event Earlier events	53 66
Frequency of visits to exhibition Previous event	53
Furkey Frequency of visits to exhibition Previous event Carlier events First visit	53 66
Furkey Frequency of visits to exhibition Previous event Carlier events First visit Average length of stay nfluence on purchasing/procurement	53 66 28 days
Furkey Frequency of visits to exhibition Previous event carlier events First visit Average length of stay Procurement decisions	53 66 28 days
Furkey Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay C,0 Influence on purchasing/procurement Jecisions Pecisively	53 66 28 0 days % 53
Furkey Frequency of visits to exhibition Previous event Carlier events First visit Average length of stay fluence on purchasing/procurement flecisions Decisively Collectively	53 66 28 0 days % 53 21
Furkey Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay C,0 Influence on purchasing/procurement Jecisions Pecisively	53 66 28

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling	% 39 7 7 11
Information and communication technology Organization, personnel, administration Sales Marketing, advertising, PR	- 24 4
Logistics: storage, material management, transport Maintenance/repairs Other area Student	1 1 4 2
Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member,	% 37
head of an authority etc. Area manager, works manager, plant manage	22 r
branch manager, head of public office	14
Department head, group head, team leader Other salaried staff, civil servant,	12
skilled worker Lecturer, teacher	11
Trainee	1
Other position Student	2 2
Economic sector	%
Specialist retail trade Wholesale trade	20 30
Interior decorator	7
Parquet and floor layer	11
Painter	3
Furnishing/furniture stores Architect's/interior designer's, Contract	С
furnishers	7
Facility management	1
Department stores, mail order, DIY stores Timber trade	1 9
Industry	28
Press, media	1
Other sectors Student	10 2
	2
Size of company/organization: Number of employees	%
1- 4 20 200 - 499	70 8
5- 9 15 500 - 999	4
10- 49 26 1 000 and more	7
50- 199 17 Student	2
Conducted by: Wissler & Partner, Basel	

EMO ------> Hannover

Trade visitors' profile

Visitors (number of entries) 142	797		
Proportion of trade visitors 9	7%		
Germany (total)	67		
of which Nielsen 1 33 Nielsen 4	11		
Nielsen 133Nielsen 4Bremen1Bavaria	11		
Hamburg 2 Nielsen 5+6	6		
Lower Saxony 26 Berlin	2		
Schleswig-Holstein 5 Brandenburg	1		
Nielsen 2 22 Mecklenburg-			
North Rhine-Westph. 22 West Pommerania	1		
Nielsen 3a 11 Saxony-Anhalt	3		
Hesse 8 Nielsen 7	6		
Rhineland-Palatinate 2 Saxony	3		
Saarland 1 Thuringia	3		
Nielsen 3b 11			
Baden-Württemberg 11			
Foreign (total)	33		
of which EU	54		
Other European countries	17		
Africa	2		
North America	4		
South and Central America	4		
Middle East	4		
South-, East-, Central Asia Australia	14 1		
Distance to home	%		
up to 50 km	11		
more than 50 km up to 100 km	9		
more than 100 km up to 300 km	27		
over 300 km	53		
Countries with the highest visitor shares	%		
Switzerland	7		
India	7		
Italy	6 5		
France Netherlands	5		
Frequency of visits to exhibition	%		
Previous event	38		
Earlier events First visit	32 43		
Average length of stay 1,9 d	ays		
Influence on purchasing/procurement	0/		
decisions Decisively	% 20		
Decisively Collectively	20		
In an advisory capacity	27		
	25 15		
Student	13		
Other not gainfully employed	1		
other not gaintaily employed			

Area of responsibility	%
Management	18
Research/development/design	15
Manufacturing, production, quality control	28
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	8
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	12
Maintenance/repairs	5
Other area	4
Student Other not gainfully employed	13 1
Other not gainfully employed	
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member,	
head of an authority etc.	8
Area manager, works manager, plant manage	
branch manager, head of public office	11
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	21
Lecturer, teacher	2
Trainee	9
Other position	3
Student	13
Other not gainfully employed	1
Economic sector	%
Manufacturer/Industry	60
Skilled trades	8
Trade	6
Service University/college/polytechnic	6
Other sectors	3
Student	د 13
Other not gainfully employed	13
other not gainting employed	
Size of company/organization:	
Number of employees	%
1- 4 6 500 - 999	7
5- 9 5 1 000 and more	19

10- 49 16 Student 13 18 12 50-199 Other not gainfully 200-499 employed

Conducted by: Wissler & Partner, Basel

Conducted by: Wissler & Partner, Basel

Student

employed

Other not gainfully

14

1

16

17

9

Trade visitors' profile

Visitors (number of entries) 217	009	Area of responsibility Management
Proportion of trade visitors 9	93%	Research/development/design
		Manufacturing, production, quality contr
Germany (total)	77	Buying/procurement
of which		Finance/accounting, controlling
Nielsen 1 41 Nielsen 4	8	Information and communication technology
Bremen 2 Bavaria	8	Personnel administration, administration
Hamburg 4 Nielsen 5+6	8	Sales
Lower Saxony 32 Berlin	4	Marketing, advertising, PR
Schleswig-Holstein 3 Brandenburg	1	Logistics: storage, material management
Nielsen 2 22 Mecklenburg-		transport
North Rhine-Westph. 22 West Pommerania	1	Maintenance/repairs
Nielsen 3a 8 Saxony-Anhalt	3	Other area
Hesse 6 Nielsen 7	5	Student
Rhineland-Palatinate 2 Saxony	3	Other not gainfully employed
	2	Other not gainfully employed
	Z	Public to day to day to day
Nielsen 3b 8		Position in the company/organization
Baden-Württemberg 8		Entrepreneur, co-owner, freelancer
		Managing director, board member,
Foreign (total)	23	head of an authority etc.
of which		Area manager, works manager, plant ma
EU	51	branch manager, head of public office
Other European countries	13	Department head, group head, team lea
Africa	3	Other salaried staff, civil servant,
North America	4	skilled worker
South and Central America	5	Lecturer, teacher
Middle East	4	Trainee
South-, East-, Central Asia	19	Other position
Australia	2	Student
		Other not gainfully employed
Distance to home	%	
up to 50 km	13	Economic sector
more than 50 km up to 100 km	10	Power industry
more than 100 km up to 300 km	31	Environmental management
over 300 km	46	Raw materials and production goods ind
		Investment goods industry
Countries with the highest visitor shares	%	Other processing industry
Netherlands	7	Building trade
China (PR)	6	Skilled trades
India	5	Trade
Italy	5	Telecommunication
Austria	4	Services (of companies and freelance)
Austria		Authority/public services
Frequency of visits to exhibition	%	Research institutes, industrial research
Previous event	31	Investor, financing
Earlier events	54	Other sectors
First visit	54 39	Student
FIISE VISIE	28	
Average length of stay 1,5 d	ays	Other not gainfully employed
Influence on purchasing/procurement		Size of company/organization:
decisions	%	Number of employees 1- 4 7 500 - 999
	% 22	
Decisively Collections		5- 9 6 1 000 and more
Collectively	25	10- 49 15 Studen
In an advisory capacity	18	50- 199 16 Other not gainfully
	12	200- 499 11 employed
No		
No Student Other not gainfully employed	12 19 4	Conducted by: Wissler & Partner, Ba

Area of responsibility	%
Management	11
Research/development/design	21
Manufacturing, production, quality control	12
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	1
Sales	12
Marketing, advertising, PR	3
Logistics: storage, material management,	1
transport Maintenance/repairs	5
Other area	5
Student	19
Other not gainfully employed	4
	4
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	~
head of an authority etc.	9
Area manager, works manager, plant manage	
branch manager, head of public office	8 15
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	2
Trainee	2
Other position	-
Student	19
Other not gainfully employed	4
For a state of the	0/
Economic sector	%
Power industry	14
Environmental management	3 12
Raw materials and production goods industry	26
Investment goods industry Other processing industry	20
Building trade	3
Skilled trades	3
Trade	7
Telecommunication	2
Services (of companies and freelance)	11
Authority/public services	4
Research institutes, industrial research	5
Investor, financing	1
Other sectors	1
Student	19
Other not gainfully employed	4
Size of company/organization:	~
Number of employees	%
1- 4 7 500 - 999	5
5-9 6 1 000 and more	18
10- 49 15 Student 50- 199 16 Other not gainfully	19
so iss is still not gaining	4
200- 499 11 employed	4

ComVac -----> Hannover Messe

Trade visitors' profile

		ries)	29 947*)
Proportion of trade	vis	itors	94 %
Germany (total)			63
of which Nielsen 1	38	Nielsen 4	10
Bremen	1	Bavaria	10
Hamburg	5	Nielsen 5+6	
Lower Saxony	29	Berlin	2
Schleswig-Holstein	3	Brandenbur	
Nielsen 2	19	Mecklenbur	
North Rhine-Westph.		West Pomm	
Nielsen 3a	11	Saxony-Anh	
Hesse	5	Nielsen 7	6
Rhineland-Palatinate	5	Saxony	3
Saarland	-	Thuringia	3
Nielsen 3b	10	5	
Baden-Württemberg	10		
Foreign (total) of which			37
EU			54
	opea	n countries	13
Middle Ea			7
South-, Ea	st-,	Central Asia	17
Other cou			9
Distance to home			%
up to 50 km			10
more than 50 km up			8
more than 100 km u	p to	300 km	22
over 300 km			60
Countries with the	high	nest visitor s	hares %
United Kingdom			7
China (PR)			6
Frequency of visits	to e	xhibition	%
Previous event			26
Earlier events			52
First visit			41
Average length of s (Hannover Messe over)	1,8 days
Influence on purcha	asino	a/procureme	nt
decisions		,	%
Decisively			26
Collectively			28
In an advisory capac	ity		22
No	1		12
			9
Student			

permitted.

Area of responsibility	%
Management	14
Research/development/design	20
Manufacturing, production, quality control	15
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	16
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	1
Maintenance/repairs	9
Other area	4
Student	9
Other not gainfully employed	3
other not gainting employed	5
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member,	
head of an authority etc.	10
Area manager, works manager, plant manage	
branch manager, head of public office	10
Department head, group head, team leader	17
Other salaried staff, civil servant.	17
	20
skilled worker	36
Lecturer, teacher	2
Trainee	1
Other position	1.2
Student	9
Other not gainfully employed	3
Economic sector	%
	70 14
Power industry	
Environmental management	3
Raw materials and production goods industry	
Investment goods industry	36
Other processing industry	5
Building trade	4
Skilled trades	4
Trade	9
Telecommunication	2
Company and freelancer services	9
Authority/public services	3 5
Research institut	5
Investor, financing	1
Other sectors	1

Other sectors Student

1- 4

5- 9

10- 49

50-199

200-499 16

Other not gainfully employed

Number of employees

Size of company/organization:

7

10

19

15

Conducted by: Wissler & Partner, Basel

Digital Factory

Trade visitors' profile

9

3

%

6

16

9

3

500 - 999

Student

employed

1 000 and more

Other not gainfully

Proportion of trade vis	itors	92%
Germany (total) f which		81
lielsen 1 36	Nielsen 4	8
Iremen 1	Bavaria	8
lamburg 5	Nielsen 5+6	10
ower Saxony 27		6
chleswig-Holstein 3		
lielsen 2 25		
Jorth Rhine-Westph. 25		
lielsen 3a 9		alt 2
lesse 6	Nielsen 7	4
thineland-Palatinate 3	Saxony	2
aarland -	Thuringia	2
lielsen 3b aden-Württemberg 8		
aden-wurttenberg 8		
oreign (total) f which		19
EU		49
Other Europea		15
South-, East-,		20
Other countrie	es .	17
istance to home		%
p to 50 km		11
nore than 50 km up to	100 km	10
nore than 100 km up to	300 km	32
ver 300 km		47
requency of visits to	exhibition	%
revious event		31
arlier events		52
irst visit		42
Average length of stay Hannover Messe overall		1,5 days
	,	
nfluence on purchasin lecisions	g/procuremer	nt %
Decisively		22
Collectively		24
n an advisory capacity		19
lo		9
tudent		22
	oyed	3

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

50-199

200-499

Energy ----- Hannover Messe

40 Nielsen 4

5 Nielsen 5+6

4 Brandenburg

23 Mecklenburg-

3 Bavaria

28 Berlin

88 106*)

94%

76

8

8

9

5

1

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	25	Proportion of trade visitors
Manufacturing, production, quality control	13	
Buying/procurement	2	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology	5	Nielsen 1 40 Niels
Personnel administration, administration	1	Bremen 3 Bava
Sales	6	Hamburg 5 Niels
Marketing, advertising, PR	3	Lower Saxony 28 Berli
Logistics: storage, material management,		Schleswig-Holstein 4 Bran
transport	2	Nielsen 2 23 Mec
Maintenance/repairs	4	North Rhine-Westph. 23 West
Other area	5	Nielsen 3a 9 Saxo
Student	22	Hesse 6 Niels
Other not gainfully employed	3	Rhineland-Palatinate 2 Saxo
		Saarland 1 Thur
Position in the company/organization	%	Nielsen 3b 7
Entrepreneur, co-owner, freelancer	12	Baden-Württemberg 7
Managing director, board member,		
head of an authority etc.	5	Foreign (total)
Area manager, works manager, plant manage	er,	of which
branch manager, head of public office	6	EU
Department head, group head, team leader	16	Other European cou
Other salaried staff, civil servant,		Africa
skilled worker	29	North America
Lecturer, teacher	3	South and Central A
Trainee	2	Middle East
Other position	-	South-, East-, Centra
Student	22	Australia
Other not gainfully employed	3	Distance to home
Economic sector	%	up to 50 km
Power industry	8	more than 50 km up to 100 km
Environmental management	2	more than 100 km up to 300 l
Raw materials and production goods industry	/ 12	over 300 km
Investment goods industry	26	
Other processing industry	2	Countries with the highest v
Building trade	2	Netherlands
Skilled trades	3	Austria
Trade	3	India
Telecommunication	2	United Kingdom
Company and freelancer services	18	China (PR)
Authority/public services	5	
Research institutes, industrial research	7	Frequency of visits to exhibi
Investor, financing	1	Previous event
Other sectors	1	Earlier events
Student	22	First visit
Other not gainfully employed	3	A construction of the
Size of company/organization:		Average length of stay (Hannover Messe overall)
Number of employees	%	
1- 4 9 500 - 999	5	Influence on purchasing/proc
5-9 3 1 000 and more	20	decisions
10- 49 11 Student	22	Decisively
FO 100 14 Other net minfully	~~	Collectively

Conducted by: Wissler & Partner, Basel

14

12

Other not gainfully

employed

3

North Rhine-Westph. 23 West Pomme	-
	erania 1
Nielsen 3a 9 Saxony-Anha	lt 2
Hesse 6 Nielsen 7	5
Rhineland-Palatinate 2 Saxony	5 3 2
Saarland 1 Thuringia	2
Nielsen 3b 7	
Baden-Württemberg 7	
Foreign (total) of which	24
EU	49
Other European countries	14
Africa	3
North America	4
South and Central America	7
Middle East	4
South-, East-, Central Asia	17
Australia	2
Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	9
more than 100 km up to 300 km	34
over 300 km	46
Countries with the highest visitor sh	nares %
Netherlands	
memenanus	7
Austria	6
	6
Austria	6
Austria India	6
Austria India United Kingdom China (PR) Frequency of visits to exhibition	6 5 5
Austria India United Kingdom China (PR) Frequency of visits to exhibition Previous event	6 5 5 4 % 34
Austria India United Kingdom China (PR) Frequency of visits to exhibition	6 5 5 4 %
Austria India United Kingdom China (PR) Frequency of visits to exhibition Previous event	6 5 5 4 % 34
Austria India United Kingdom China (PR) Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay	6 5 4 % 34 53
Austria India United Kingdom China (PR) Frequency of visits to exhibition Previous event Earlier events First visit	6 5 4 % 34 53 40
Austria India United Kingdom China (PR) Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay (Hannover Messe overall) Influence on purchasing/procuremen	6 5 5 4 % 34 53 40 1,6 days
Austria India United Kingdom China (PR) Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay (Hannover Messe overall) Influence on purchasing/procuremen decisions	6 5 5 4 % 34 53 40 1,6 days t
Austria India United Kingdom China (PR) Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay (Hannover Messe overall) Influence on purchasing/procuremen decisions Decisively	6 5 5 4 % 34 53 40 1,6 days tt
Austria India United Kingdom China (PR) Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay (Hannover Messe overall) Influence on purchasing/procuremen decisions	6 5 5 4 % 34 53 40 1,6 days t
Austria India United Kingdom China (PR) Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay (Hannover Messe overall) Influence on purchasing/procuremen decisions Decisively	6 5 5 4 % 34 53 40 1,6 days tt
Austria India United Kingdom China (PR) Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay (Hannover Messe overall) Influence on purchasing/procuremen decisions Decisively Collectively	6 5 5 4 % 34 53 40 1,6 days t t % 22 23
Austria India United Kingdom China (PR) Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay (Hannover Messe overall) Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	6 5 4 % 34 53 40 1,6 days t t % 22 233 18

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

Research/development/design Manufacturing, production, quality control Buying/procurement	13 20 10
	-
Finance/accounting, controlling	3 1
Information and communication technology Personnel administration, administration	2 2
Sales Marketing, advertising, PR	10
Logistics: storage, material management,	-
transport Maintenance/repairs	1 7
Other area	5 21
Other not gainfully employed	4
	% 11
Managing director, board member,	
head of an authority etc. Area manager, works manager, plant manager,	10
branch manager, head of public office	7
Department head, group head, team leader Other salaried staff, civil servant,	15
skilled worker 2 Lecturer, teacher	27
Trainee	3
Other position Student	- 21
Other not gainfully employed	4
	% 29
Environmental management	4
Raw materials and production goods industry Investment goods industry	9 15
Other processing industry	2
Building trade Skilled trades	4 2
Trade	5
Telecommunication Company and freelancer services	2 11
Authority/public services	4
Research institutes, industrial research Investor, financing	5 2
	2
Other sectors	
Other sectors	21 4

			rganization:	
Numb	er of	employ	rees	%
1-	4	8	500 - 999	5
5-	9	5	1 000 and more	19
10-	49	14	Student	21
50-	199	14	Other not gainfully	
200-	499	10	employed	4
Condu	ucted	by: Wis	ssler & Partner, Basel	

Free Prev Earl First Ave

Influence on purchasing/procurement	nt
decisions	%
Decisively	23
Collectively	27
In an advisory capacity	19
No	12
Student	17
Other not gainfully employed	2

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

Industrial Automation	Hannover Messe
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Trade visitors' profile

Visitors (number of	ent	ries)	107 636*
Proportion of trade	e visi	tors	95%
Germany (total) of which			7
Nielsen 1	39	Nielsen 4	
Bremen	2	Bavaria	
Hamburg	4	Nielsen 5-	
Lower Saxony	30	Berlin	-0
		Brandenbu	
Schleswig-Holstein Nielsen 2	23	Mecklenbi	
North Rhine-Westph.			
Nielsen 3a	10	Saxony-Ar	
Hesse	7	Nielsen 7	IIIdit
Rhineland-Palatinate			
Saarland	-	Saxony Thuringia	
Nielsen 3b	8	munnyia	
	0 8		
Baden-Württemberg	ð		
Foreign (total) of which			2
EU			4
Other Euro	opea	n countries	1
Africa			
North Am	erica		
South and	l Cen	tral Americ	a
Middle Ea	st		
South-, Ea	ast-, (Central Asia	a 2
Australia			
Distance to home			0
up to 50 km			1
more than 50 km up	to 1	00 km	1
more than 100 km u	in to	300 km	2
over 300 km	ip to	500 KIII	5
			5
Countries with the	high	est visitor	
China (PR)			1
United Kingdom			
India			
Austria			
Netherlands			
Frequency of visits	to e	xhibition	Q
Previous event			3
Earlier events			5
First visit			3
Average length of			1,6 day
(Hannover Messe ov	erall)		
Influence on purcha	asing	/procurem	
decisions			0
Decisively			2
Collectively			2
In an advisory capac	ity		1
No	-		1
			4

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	% 11 22 15 4 1 3 12 3 12 3 17 2
Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	% 10
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	33 2 2
Other position Student Other not gainfully employed	17 2
Economic sector Power industry Environmental management	% 11 2
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication	14 33 5 3 4 7 2
Company and freelancer services Authority/public services	11
Research institutes, industrial research Investor, financing Other sectors	4 1 1
Student Other not gainfully employed	17 2
Size of company/organization:	

Number of		/ees
1- 4	6	500 - 999
5- 9	5	1 000 and more
10- 49	15	Student
50-199	17	Other not gainfully
200- 499	11	employed
Conducted	by: Wi	ssler & Partner, Basel

%

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17

Industrial Supply ------> Hannover Messe

Trade visitors' profile

	M
Proportion of trade visitors	95% Re
Cormany (total)	— Ma 64 Bu
Germany (total) of which	64 Bu
Nielsen 1 38 Nielsen 4	10 Inf
Bremen 2 Bavaria	10 Pe
Hamburg 5 Nielsen 5+6	7 Sa
Lower Saxony 26 Berlin	3 Ma
Schleswig-Holstein 4 Brandenburg	1 Lo
Nielsen 2 22 Mecklenburg-	tra
North Rhine-Westph. 22 West Pommerania	a 1 Ma
Nielsen 3a 8 Saxony-Anhalt	2 Ot
Hesse 6 <u>Nielsen 7</u>	6 Sti
Rhineland-Palatinate 2 Saxony	4 Ot
Saarland - Thuringia	2
Nielsen 3b 10	Po
Baden-Württemberg 10	En
	Ma
Foreign (total) of which	36 he Ar
EU	56 bra
Other European countries	10 De
North America	5 Ot
South and Central America	6 ski
Middle East	4 Le
South-, East-, Central Asia	17 Tra
Other countries	2 Ot
	Sti
Distance to home	% Ot
up to 50 km	10 —
more than 50 km up to 100 km	7 Ec
more than 100 km up to 300 km	25 Po
over 300 km	59 En
Connection with the bink of winits of the	Ra
Countries with the highest visitor shares	
Netherlands China (BB)	10 Ot
China (PR) Poland	7 Bu 7 Sk
Italy	7 SK 5 Tra
India	5 Te
	Co
Frequency of visits to exhibition	% Au
Previous event	31 Re
Earlier events	51 Inv
First visit	42 Ot
	Sti
Average length of stay 1,7 o	days Ot
(Hannover Messe overall)	c :-
Influence on purchasing/procurement	
decisions	%
Decisively	31
Collectively	28
In an advisory canacity	16 1

Saarland - Thuringia	2	·····
Nielsen 3b 10	-	Position in the company/organization
Baden-Württemberg 10		Entrepreneur, co-owner, freelancer
buden Warttenberg To		Managing director, board member,
Foreign (total)	36	head of an authority etc.
of which	50	Area manager, works manager, plant manag
EU	56	branch manager, head of public office
Other European countries	10	Department head, group head, team leader
North America	5	Other salaried staff, civil servant,
South and Central America	6	skilled worker
Middle East	4	Lecturer, teacher
South-, East-, Central Asia	17	Trainee
Other countries	2	Other position
other couldles	~	Student
Distance to home	%	Other not gainfully employed
up to 50 km	10	other not gainting employed
more than 50 km up to 100 km	7	Economic sector
more than 100 km up to 300 km	25	Power industry
over 300 km	23 59	Environmental management
	29	
Countries with the highest visitor shares	s %	Raw materials and production goods industry
Netherlands	5 % 10	Investment goods industry Other processing industry
China (PR)	7	
Poland	7	Building trade
	5	Skilled trades
Italy India	5	Trade
India	2	Telecommunication
Francisco of cities as sublikition	0/	Company and freelancer services
Frequency of visits to exhibition Previous event	%	Authority/public services
	31	Research institutes, industrial research
Earlier events	51	Investor, financing
First visit	42	Other sectors
Average length of store 4.7	dave	Student
	days	Other not gainfully employed
(Hannover Messe overall)		Charles the standard sector of the
Influence on much seine (one surger set		Size of company/organization:
Influence on purchasing/procurement	0/	Number of employees
decisions	%	1- 4 7 500 - 999
Decisively	31	5-961000 and more
Collectively	28	10- 49 17 Student
In an advisory capacity	16	50- 199 18 Other not gainfully
No	9	200- 499 13 employed
Student	15	Conducted by: Wissler & Partner, Basel
Other not gainfully employed	1	

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

Area of responsibility	9
Management	1
Research/development/design	2
Manufacturing, production, quality control	1
Buying/procurement	1
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	1
Marketing, advertising, PR Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	1
Other not gainfully employed	1
Position in the company/organization	9
Entrepreneur, co-owner, freelancer	1
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manage	
branch manager, head of public office Department head, group head, team leader	1
Other salaried staff, civil servant,	
skilled worker	3
Lecturer, teacher	5
Trainee	
Other position	
Student	1
Other not gainfully employed	
Economic sector	9
Power industry	1
Environmental management	
Raw materials and production goods industry	
Investment goods industry	3
Other processing industry	
Building trade	
Skilled trades	
Trade	
Telecommunication	
Company and freelancer services	1
Authority/public services	
Research institutes, industrial research	
Investor, financing	
Other sectors	
Student	1
Other not gainfully employed	
Size of company/organization:	
Number of employees	9
1-47 500-999	

19

15

1

IndustrialGreenTec ----- Hannover Messe

Trade visitors' profile

Proportion of t	rade visi	tors	92%
Germany (total of which)		78
Nielsen 1	39	Nielsen 4	13
Bremen	2	Bavaria	13
Hamburg	6	Nielsen 5+6	
Lower Saxony	. 29	Berlin	
Schleswig-Holste		Brandenburg	
<u>Nielsen 2</u> North Rhine-We	19 ctph 10		
Nielsen 3a	stpri. 19	Saxony-Anh	
Hesse	6	Nielsen 7	
Rhineland-Palati		Saxony	alt 2
Saarland	-	Thuringia	2
Nielsen 3b	8	J	
Baden-Württeml	perg 8		
Foreign (total)			22
EU			52
	East (Central Asia	23
	countries		25
Distance to ho	me		%
up to 50 km			12
more than 50 k			10
more than 100 over 300 km	km up to	300 KM	29 49
Frequency of v	isits to e	xhibition	%
Previous event			26
Earlier events			45
First visit			49
Average length (Hannover Mess			1,5 days
Influence on p	urchasing	/procuremei	nt
decisions			%
Decisively			19
Collectively			22
In an advisory c	apacity		17
No Student			12 26
Student	مام مص	wood	26
Other not gainfu			

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/organization 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 13 Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Power industry Environmental management Raw materials and production goods industry 13 Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Investor, financing Other sectors Student Other not gainfully employed Size of company/organization:

Numl	oer of	employe	es	%
1-	4	9	500 - 999	4
5-	9	6	1 000 and more	15
10-	49	15	Student	26
50-	199	17	Other not gainfully	
200-	499	6	employed	3
Cond	uctod	by: Wiss	lor & Partner Rasel	

Conducted by: Wissler & Partner, Basel

MDA-Motion Drive & Automation

Trade visitors' profile

%

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%

12

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3 2

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26

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%

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3

8

1

11

5

5

1

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26

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Visitors (number of entries) 79 8	59*)
Proportion of trade visitors	96%
Germany (total) of which	70
Nielsen 1 37 Nielsen 4	10
Bremen 2 Bavaria	10
Hamburg 3 Nielsen 5+6	7
Lower Saxony 30 Berlin	3
Schleswig-Holstein 2 Brandenburg	1
Nielsen 2 23 Mecklenburg-	. 1
North Rhine-Westph. 23 West Pommerania Nielsen 3a 10 Saxony-Anhalt	1 1 3
<u>Nielsen 3a</u> Hesse 7 <u>Nielsen 7</u>	5 5
Rhineland-Palatinate 3 Saxony	2
Saarland 1 Thuringia	2
Nielsen 3b 9	-
Baden-Württemberg 9	
Foreign (total)	30
of which EU	50
Other European countries	13
Africa	3
North America	4
South and Central America	5
Middle East	5
South-, East-, Central Asia	20
Australia	1
Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	8
more than 100 km up to 300 km	26
over 300 km	55
Countries with the highest visitor shares	
China (PR)	6
United Kingdom	6
India	6
Denmark Netherlands	5
Frequency of visits to exhibition	%
Previous event	30
Earlier events	56
First visit	37
Average length of stay 1,6 of (Hannover Messe overall)	days
Influence on purchasing/procurement	
decisions	%
Decisively	26
	27
Collectively	
Collectively In an advisory capacity	17
Collectively In an advisory capacity No	10
Collectively In an advisory capacity	17 10 17 2

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

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MobiliTec ------> Hannover Messe

26 909*)

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	12 22	Proportion of trade visitors
Manufacturing, production, quality control	12	rioportion of trade visitors
Buying/procurement	6	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology	1	Nielsen 1 38 Niel
Personnel administration, administration	1	Bremen 1 Bave
Sales	15	Hamburg 5 Niel
Marketing, advertising, PR	2	Lower Saxony 29 Berl
ogistics: storage, material management,		Schleswig-Holstein 2 Bra
ransport	1	Nielsen 2 19 Med
Maintenance/repairs	6	North Rhine-Westph. 19 Wes
Other area	3	Nielsen 3a 11 Sax
Student	17	Hesse 7 Niel
Other not gainfully employed	2	Rhineland-Palatinate 3 Sax
		Saarland - Thu
Position in the company/organization	%	Nielsen 3b 9
Entrepreneur, co-owner, freelancer	11	Baden-Württemberg 9
Managing director, board member,		
head of an authority etc.	10	Foreign (total)
Area manager, works manager, plant manage	r,	of which
pranch manager, head of public office	9	EU
Department head, group head, team leader	18	South-, East-, Cent
Other salaried staff, civil servant,		Other countries
skilled worker	30	
ecturer, teacher	2	Distance to home
Trainee	2	up to 50 km
Other position		more than 50 km up to 100 k
Student	17	more than 100 km up to 300
Other not gainfully employed	2	over 300 km
Economic sector	%	Country with the highest vi
Power industry	10	China (PR)
Environmental management	2	
Raw materials and production goods industry		Frequency of visits to exhib
Investment goods industry	35	Previous event
Other processing industry	4	Earlier events
Building trade	4	First visit
Skilled trades	4	Assessed to work of story
Frade	11	Average length of stay
Felecommunication	1 9	(Hannover Messe overall)
Company and freelancer services		Influence on purchasing/pro
Authority/public services	3 4	decisions
Research institutes, industrial research	4	Decisively
Investor, financing Other sectors	1	Collectively
Other sectors Student	17	In an advisory capacity
	2	No
Other not gainfully employed	2	Student
Size of company/organization:		Other not gainfully employed
Number of employees	%	
1- 4 6 500 - 999	6	
1 - 0 - 500 - 555		 Visitor attendance determined by

permitted.

Size of company/organization: Number of employees						
6	500 - 999	6				
6	1 000 and more	19				
17	Student	17				
17	Other not gainfully					
12	employed	2				
	employ 6 6 17 17	employees 500 - 999 6 1 000 and more 17 Student 17 Student 17 Other not gainfully				

Conducted by: Wissler & Partner, Basel

roportion of trade	visi	tors	91%
ermany (total) f which			77
	38	Nielsen 4	11
remen	1	Bavaria	11
amburg	5	Nielsen 5+6	8
ower Saxony	29	Berlin	4
chleswig-Holstein	2	Brandenburg	-
	19	Mecklenburg-	
	19	West Pommeran	
	11	Saxony-Anhalt	2
esse	7	Nielsen 7	4
hineland-Palatinate	3	Saxony	1
aarland	-	Thuringia	3
ielsen 3b	9		
aden-Württemberg	9		
preign (total) f which			23
EU			37
South-, Eas	t-,	Central Asia	33
Other count	trie	s	30
istance to home			%
o to 50 km			12
ore than 50 km up t	to '	100 km	11
ore than 100 km up			27
ver 300 km	10	JOU KIII	51
ountry with the hig	ghe	st visitor share	%
hina (PR)			16
requency of visits t	:o e	xhibition	%
revious event			31
arlier events			55
rst visit			39
verage length of st lannover Messe over			days
fluence on purchas	sind	n/procurement	
ecisions		,	%
ecisively			20
ollectively			24
an advisory capacit	v		20
			13
0			
			19

Area of responsibility	9
Management	
Research/development/design	2
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	1
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	1
Other not gainfully employed	
Position in the company/organization	9
Entrepreneur, co-owner, freelancer	
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manager	
branch manager, head of public office	
Department head, group head, team leader	1
Lecturer, teacher	
Trainee	
Other position	
Student	1
Other not gainfully employed	
Other salaried staff, civil servant,	
skilled worker	3
Economic sector	9
Power industry	1
Environmental management	
Raw materials and production goods industry	1
Investment goods industry	2
Other processing industry	
Building trade	
Skilled trades	
Trade	
Telecommunication	
Company and freelancer services	1
	ľ
Authority/public services	
Research institutes, industrial research	
Investor, financing	
Other sectors	
Student	1
Other not gainfully employed	
Cine of commonweating time.	
Size of company/organization:	q
Number of employees 1- 4 4 500 - 999	
	2
5- 9 8 1 000 and more	2
10- 49 14 Student	1
FO 100 14 Other act as a fully	

1-	4	4	500 - 999
5-	9	8	1 000 and more
10-	49	14	Student
50-	199	14	Other not gainfully
200-	499	9	employed
Cond	ucted	by: Wis	sler & Partner, Basel

4

Research & Technology — Hannover Messe

Trade visitors' profile

Visitors (number of entries) 45 57	2*)
Proportion of trade visitors 9	4%
Germany (total)	79
of which	
Nielsen 1 42 Nielsen 4 Bremen 3 Bavaria	8
Hamburg 5 Nielsen 5+6	11
Lower Saxony 31 Berlin	5
Schleswig-Holstein 3 Brandenburg	1
Nielsen 2 19 Mecklenburg-	
North Rhine-Westph. 19 West Pommerania	1
Nielsen 3a 7 Saxony-Anhalt	3
Hesse 4 Nielsen 7	4
Rhineland-Palatinate 2 Saxony	3 2
Saarland - Thuringia	2
Nielsen 3b 8	
Baden-Württemberg 8	
Foreign (total) of which	21
EU	53
Other European countries	18
South-, East-, Central Asia	16
Other countries	14
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km more than 100 km up to 300 km	11
	31
over 300 km	45
Countries with the highest visitor shares	%
Netherlands	11
Turkey	7
Frequency of visits to exhibition	%
Previous event	34
Earlier events	54
First visit	39
Average length of stay 1,5 d (Hannover Messe overall)	ays
Influence on purchasing/procurement	
decisions	%
Decisively	20
Collectively	23
In an advisory capacity	17
No	9
Student	26
Other not gainfully employed	4
 Visitor attendance determined by a representative at Hannover Messe. Multiple answers were permitted. 	poll

Size of company/organization:	
Other not gainfully employed	4
Student	26
Other sectors	1
Investor, financing	2
Research institutes, industrial research	10
Authority/public services	9
Company and freelancer services	11
Telecommunication	2
Trade	3
Skilled trades	2
Building trade	4
Investment goods industry	21
Other processing industry	2
Raw materials and production goods industry	
Environmental management	4
Power industry	11
Economic sector	%
Other not gainfully employed	4
Student	26
Other position	-
Trainee	2
Lecturer, teacher	4
skilled worker	28
Other salaried staff, civil servant,	12
Department head, group head, team leader	12
branch manager, head of public office	er, 6
head of an authority etc. Area manager, works manager, plant manage	9
Managing director, board member,	
Entrepreneur, co-owner, freelancer	10
Position in the company/organization	%
Other not gainfully employed	4
Student	26
Other area	5
Maintenance/repairs	2
transport	
Logistics: storage, material management,	2
Marketing, advertising, PR	2
Personnel administration, administration Sales	4
Information and communication technology	2
Finance/accounting, controlling	1
Buying/procurement	2
Manufacturing, production, quality control	8
Research/development/design	34
Management	9
Area of responsibility	%

Number of employees				
1- 4	8	500 - 999		
5-9	5	1 000 and more		
10- 49	9	Student		
50-199	13	Other not gainfully		
200- 499	10	employed		

Conducted by: Wissler & Partner, Basel

% 4

22

26

SurfaceTechnology ----- Hannover Messe

Trade visitors' profile

Proportion of trade visitors	94 %
Germany (total)	75
of which	/5
Nielsen 1 35 Nielsen 4	11
Bremen 2 Bavaria	11
Hamburg 4 Nielsen 5+6	6
Lower Saxony 28 Berlin	3
Schleswig-Holstein 2 Brandenburg	1
Nielsen 2 25 Mecklenburg-	
North Rhine-Westph. 25 West Pommeran	ia 1
Nielsen 3a 9 Saxony-Anhalt	2
Hesse 6 Nielsen 7	3
Rhineland-Palatinate 3 Saxony	3
Saarland 1 Thuringia	1
Nielsen 3b 11	
Baden-Württemberg 11	
Foreign (total)	25
of which	
EU	45
Other European countries	12
South-, East-, Central Asia	25
Other countries	18
Distance to home	%
Distance to home	% 12
up to 50 km nore than 50 km up to 100 km	8
more than 100 km up to 300 km	29
over 300 km	51
Country with the highest visitor share	%
China (PR)	11
Frequency of visits to exhibition	%
Previous event	31
Earlier events	54
First visit	39
Average length of stay1,6(Hannover Messe overall)	days
nfluence on purchasing/procurement	
decisions	%
Decisively	21
Collectively	30
n an advisory capacity	22
No	7
	17
Student Other not gainfully employed	3

	%
Management	10
Research/development/design	29
Manufacturing, production, quality control	13
Buying/procurement	5
Finance/accounting, controlling Information and communication technology	1
Personnel administration, administration	1
Sales	g
Marketing, advertising, PR	2
Logistics: storage, material management,	4
transport	1
Maintenance/repairs	2
Other area	4
Student	17
Other not gainfully employed	3
	~
Position in the company/organization Entrepreneur, co-owner, freelancer	%
Managing director, board member,	-
head of an authority etc.	11
Area manager, works manager, plant manage	
branch manager, head of public office	΄ε
Department head, group head, team leader Other salaried staff, civil servant,	17
skilled worker	32
Lecturer, teacher	2
Trainee	1
Other position	
Student	17
Other not gainfully employed	3
Economic sector	%
Power industry	8
Environmental management	2
Raw materials and production goods industry	19
	19 32
Raw materials and production goods industry Investment goods industry Other processing industry	32
Raw materials and production goods industry Investment goods industry Other processing industry Building trade	32
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades	32 2 3
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade	32
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication	32
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services	32
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services	32
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research	32 2 3 3 4 3 6 3 6 3 6 3 6 3 6 3 6 3 6 3 7
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Investor, financing	32 2 3 3 6 3 3 4 3 3 5 2 2 4 7 7 1
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Investor, financing Other sectors	32 2 3 3 4 3 3 4 3 3 6 6 3 3 5 2 2 4 7 7 1 1
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Investor, financing Other sectors Student	32 2 3 3 6 3 3 6 3 3 5 4 7 7 1 1 1 7
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Investor, financing Other sectors	32 2 3 3 4 3 3 4 3 3 6 6 3 3 5 2 2 4 7 7 1 1
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Investor, financing Other sectors Student Other not gainfully employed Size of company/organization:	32 2 3 6 3 4 7 7 1 1 7 7 1 1 7 3
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Investor, financing Other sectors Student Other not gainfully employed Size of company/organization: Number of employees	32 2 3 6 3 9 2 2 7 7 1 1 7 7 1 1 7 7 9 8 9 8 9 8 9 8 9 8 9 8 9 9 8 9 9 9 9
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Investor, financing Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 5 500 - 999	32 2 3 6 3 9 2 7 7 1 1 1 7 7 1 1 7 7 1 1 7 7 2 9 8 8 9 8 9 8 9 8 9 9 9 9 9 9 9 9 9 9
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Investor, financing Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1 - 4 5 500 - 999 5 - 9 4 1 000 and more	32 2 3 3 4 3 6 3 5 2 4 7 7 1 1 7 7 1 1 7 7 3 3 9 % 2 2 1
Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Investor, financing Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 5 500 - 999	32 2 3 6 3 9 2 7 7 1 1 1 7 7 1 1 7 7 1 1 7 7 2 9 8 8 9 8 9 8 9 8 9 9 9 9 9 9 9 9 9 9

Conducted by: Wissler & Partner, Basel

Wind ----- Hannover Messe

Trade visitors' profile

Visitors (number of er	ntries) 66 622	2*)
Proportion of trade vi	sitors 9'	1%
Germany (total) of which		79
Nielsen 1 48	3 Nielsen 4	8
Bremen 4		8
Hamburg 7		8
Lower Saxony 32		4
Schleswig-Holstein		1
Nielsen 2 19		
North Rhine-Westph. 19	West Pommerania	2
Nielsen 3a 8	3 Saxony-Anhalt	2
	Nielsen 7	4
	3 Saxony	2
	l Thuringia	2
Nielsen 3b		
Baden-Württemberg 7	7	
Foreign (total) of which		21
EU		53
Other Europe	an countries	12
	entral America	8
	, Central Asia	17
Other countri		9
Distance to home		%
up to 50 km		14
more than 50 km up to	100 km	10
more than 100 km up to		33
over 300 km	0 500 km	44
Countries with the high	hest visitor shares	%
Denmark	,	7
Netherlands		7
India		6
Belgium		5
Frequency of visits to	exhibition	%
Previous event		32
Earlier events		52
First visit		41
Average length of sta (Hannover Messe overa		ays
Influence on purchasi	ng/procurement	
decisions		%
Decisively		19
Collectively		22
In an advisory capacity		21
No		12
Student	laural.	22
Other not gainfully emp	поуеа	4

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

Area of responsibility	%
Management	10
Research/development/design	20
Manufacturing, production, quality control	10
Buying/procurement	3
Finance/accounting, controlling	2
Information and communication technology	1
Personnel administration, administration	2
Sales	11
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	1
Maintenance/repairs	5
Other area	6
Student	22
Other not gainfully employed	4
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	
head of an authority etc.	8
Area manager, works manager, plant manager	
branch manager, head of public office	′ 7
Department head, group head, team leader	14
Other salaried staff, civil servant,	14
skilled worker	30
Lecturer, teacher	3
Trainee	2
Other position	2
Student	22
Other not gainfully employed	4
	4
Economic sector	%
Power industry	27
Environmental management	5
Raw materials and production goods industry	9
Investment goods industry	17
Other processing industry	2
Building trade	
	3 2
Skilled trades	6
Trade	
Telecommunication	1
Company and freelancer services	12
Authority/public services	5
Research institutes, industrial research	6
Investor, financing	2
Other sectors	1
Student	22
Other not gainfully employed	4

Size of company/organization: Number of emp

		f employ		%
1-				
	4	/	500 - 999	5
5-	9	5	1 000 and more	20
10-	49	14	Student	22
50-	199	15	Other not gainfully	
200-	499	10	employed	4

Conducted by: Wissler & Partner, Basel

infa (2012)

Private visitors' profile

Visitors (number of entries) 188 863				
Proportion of private visitors				
Germany (total) of which			100	
Nielsen 1	91	Nielsen 4		
Bremen	-	Bavaria		
Hamburg	-	Nielsen 5+6	2	
Lower Saxony	90	Berlin	-	
Schleswig-Holstein	1	Brandenburg		
Nielsen 2	5	Mecklenburg-		
North Rhine-Westph		West Pommerania		
Nielsen 3a	- 7	Saxony-Anhalt	1	
Hesse		Nielsen 7	1	
Rhineland-Palatinate Saarland	e -	Saxony Thuringia	1	
Nielsen 3b		munngia		
Baden-Württemberg	-			
Distance to home			%	
up to 50 km			65	
more than 50 km u	p to '	100 km	24	
more than 100 km	up to	300 km	11	
over 300 km			1	
Frequency of visits	s to e	exhibition		
Previous event	s to e	exhibition	40	
Previous event Earlier events	s to e	exhibition	40 66	
Previous event	s to e	exhibition	40 66	
Previous event Earlier events First visit Sex	s to e	exhibition	% 40 66 16	
Previous event Earlier events First visit Sex Male	s to e	xhibition	40 66 16 % 22	
Previous event Earlier events First visit Sex	s to e	exhibition	40 66 16 % 22	
Previous event Earlier events First visit Sex Male Female Size of household	s to e	exhibition	40 66 16 22 78 %	
Previous event Earlier events First visit Sex Male Female Size of household 1 person	s to e	exhibition	40 66 16 22 78 % 15	
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons	s to e	exhibition	40 66 16 22 78 % 15 46	
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	s to e	exhibition	40 66 16 22 78 78 15 46 18	
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons		exhibition	40 66 16 22 78 78 15 46 18 18	
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons		exhibition	40 66 16 22 78 78 15 46 18 18	
Previous event Earlier events First visit Sex Male Female Size of household 1 persons 2 persons 3 persons 4 persons 5 persons and more Age	•	exhibition	40 66 16 22 78 % 15 46 18 16 6 %	
Previous event 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 ye	ars	exhibition	40 666 16 % 222 78 % 15 46 18 16 6 % 44	
Previous event 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 ye over 20 up to 30 ye	e ars ars	exhibition	40 66 16 9% 222 78 % 15 46 18 16 6 6 % 410	
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 ye over 20 up to 30 ye over 30 up to 40 ve	ars ars	exhibition	40 66 16 % 22 78 % 15 46 18 16 6 % 4 10 15	
Previous event 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 ye over 20 up to 30 ye over 30 up to 40 ye over 40 up to 50 ye	e ars ars ars ars	exhibition	40 66 16 % 22 78 % 15 46 18 16 6 % 4 10 15 22	
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 ye over 20 up to 30 ye over 30 up to 40 ve	e ars ars ars ars ars ars	exhibition	40 66 16 9% 222 78 % 15 46 18 16 6 6 % 410	

permitted.



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8

2

Trade visitors' profile

Position in the company/organization Entrepreneur, co-owner, freelancer	% 6	Visitors (number of entries)	89 857
Managing director, board member, head of an authority etc.	0	Proportion of trade visitors	95%
Area manager, works manager, plant manage branch manager, head of public office		Germany (total) of which	62
Department head, group head, team leader	6	Nielsen 1 35 Nielsen 4	11
Other salaried staff, civil servant,		Bremen 1 Bavaria	11
skilled worker	34	Hamburg 2 Nielsen 5+6	7
Lecturer, teacher	3	Lower Saxony 28 Berlin	2
Trainee	3	Schleswig-Holstein 4 Brandenburg	2
Other position	6	Nielsen 2 25 Mecklenburg-	
Student	3	North Rhine-Westph. 25 West Pommera	
Housewife/man	10 22	Nielsen 3a 9 Saxony-Anhalt Hesse 5 Nielsen 7	2
Old-age pensioner	4	Rhineland-Palatinate 3 Saxony	2
Other not gainfully employed	4	Saarland - Thuringia	2
Buying and ordering capacity	%	Nielsen 3b 9	5
Purchase or order made or intended	70	Baden-Württemberg 9	
at the exhibition			
yes	84	Foreign (total)	38
no	4	of which	
maybe	12	EU Other European countries	54
Follow-up business	%	Other European countries Africa	17 3
Intend to buy at later date	70	North America	9
yes	24	South and Central America	5
no	25	Middle East	2
maybe	51	South-, East-, Central Asia	7
Conducted by: Gelszus Messe-Markt-		Australia	3
forschung GmbH, Dortmund		Distance to home	%
		up to 50 km	6
		more than 50 km up to 100 km	9
		more than 100 km up to 300 km	26
		over 300 km	59
		Countries with the highest visitor sha	
		Switzerland Austria	6 5
		USA	5
		Italy	5
		Belgium	4
		Frequency of visits to exhibition	%
		Previous event	45
		Earlier events	54
		First visit	36
		Average length of stay 1	,8 days
		Influence on purchasing/procurement	
		decisions	%
		Decisively	37
		Collectively	23
		In an advisory capacity	16
		No	14

Student

Other not gainfully employed

Area of responsibility	%
Management	26
Research/development/design	11
Manufacturing, production, quality control Buying/procurement	31
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	9
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	4
Student	8
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member,	
head of an authority etc.	14
Area manager, works manager, plant manager branch manager, head of public office	', 10
Department head, group head, team leader	12
Other salaried staff, civil servant,	12
skilled worker	23
Lecturer, teacher	3
Trainee	5
Other position Student	8
Other not gainfully employed	2
Economic sector	%
Agriculture and forestry	9
Raw materials and production goods industry	13
Investment goods industry	8
Consumer goods industry	9
Other processing industry	6 10
Building trade Skilled trades	26
Power industry	- 3
Trade	8
Service	7
Authority/public services	4
Other sectors Student	-
Other not gainfully employed	8
	_
Size of company/organization: Number of employees	%
1- 4 18 500 - 999	4
5- 9 11 1 000 and more	6

Numb	oer of	employ	/ees
1-	4	18	500 - 999
5-	9	11	1 000 and more
10-	49	23	Student
50-	199	19	Other not gainfully
200-	499	9	employed
Cond	ucted	by: Wis	ssler & Partner, Basel

8

2

Private visitors' profile

Visitors (number of		ries) 7	
Proportion of privat	e vi	sitors	92%
Germany (total)			100
of which Nielsen 1	86	Nielsen 4	
Bremen	1	Bavaria	
Hamburg	1	Nielsen 5+6	4
	82	Berlin	
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2	7		
North Rhine-Westph.	7	West Pommera	
Nielsen 3a	2	Saxony-Anhalt	3
Hesse Rhineland-Palatinate	2	Nielsen 7	1
Saarland	2	Saxony Thuringia	1
Nielsen 3b	1	munigia	
Baden-Württemberg	-		
Distance to home			%
up to 50 km			38
more than 50 km up			32
more than 100 km up over 300 km	o to	300 km	28
	-	whibition	0/
Frequency of visits t Previous event Earlier events First visit	to e	xhibition	% 46 62 18
Previous event Earlier events First visit	to e	xhibition	46 62 18
Previous event Earlier events First visit Sex	to e	xhibition	46 62 18
Previous event Earlier events First visit Sex Male	to e	xhibition	46 62 18 % 35
Previous event Earlier events First visit Sex Male Female	to e	xhibition	40 62 18 %
Previous event Earlier events First visit Sex Male Female Size of household	to e	xhibition	40 62 18 % 35 65
Previous event Earlier events First visit Sex Male Female Size of household 1 person	to e	xhibition	46 62 18 % 35 65 %
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons	to e	xhibition	46 62 18 % 35 65 % 12 36
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	to e	xhibition	46 62 18 % 35 65 65 % 12 36 19
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons	to e	xhibition	46 62 18 % 35 65 % 12 36 19 22
Previous event 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		xhibition	46 62 18 % 35 65 65 7% 12 36 19 22 12
Previous event 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 year	2	xhibition	46 62 18 % 35 65 65 % 12 36 19 22 12 12
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 5 persons and more Age up to 20 year over 20 up to 30 year	5	xhibition	46 62 18 % 35 65 65 % 12 36 19 22 12 12 12
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 year over 20 up to 30 year over 20 up to 40 year	5	xhibition	46 62 18 % 35 65 65 7% 12 36 12 22 12 12 12 12 12
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 year over 20 up to 30 year over 30 up to 50 year	S S S S S S	xhibition	46 62 18 % 35 65 % 12 36 12 22 12 12 12 12 12 12 12 12 12 5 5 5 5
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 year over 20 up to 30 year over 20 up to 40 year		xhibition	46 62 18 % 35 65 65 7% 12 36 12 22 12 12 12 12 12

	-
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manage	er,
branch manager, head of public office	2
Department head, group head, team leader	8
Other salaried staff, civil servant,	
skilled worker	28
Lecturer, teacher	2 7
Trainee	
Other position	8
Student	19
Housewife/man	4
Old-age pensioner	6
Other not gainfully employed	4
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
yes	90
no	3 7
maybe	7
Follow-up business	%
Intend to buy at later date	,-
ves	35
no	22
maybe	43
Conducted by: Gelszus Messe-Markt-	
conducted by. Geiszüs Messe-Markt-	

forschung GmbH, Dortmund

Trade visitors' profile

Proportion of trade visitors	76%
•	
Germany (total)	88
of which	
Nielsen 1 34 Nielse	
Bremen 2 Bavar	
	en 5+6 8
Lower Saxony 28 Berlin	
	enburg 2
	enburg-
	Pommerania -
	y-Anhalt 2
Hesse 7 <u>Nielse</u>	
Rhineland-Palatinate 3 Saxon	
Saarland 1 Thurin	igia 2
Nielsen 3b 10	
Baden-Württemberg 10	
Foreign (total)	12
of which	
EU	57
Other countries	43
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	
more than 100 km up to 300 kr	
over 300 km	45
Frequency of visits to exhibiti	
Previous event	29
Earlier events	28
First visit	57
Average length of stay	1,3 days
Hannover Messe overall)	i,5 udys
nfluence on purchasing/procu	rement
decisions	%
Decisively	36
Collectively	36
	17
n an advisory capacity	
n an advisory capacity No	
n an advisory capacity No Student	7

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

Area of responsibility	%
Management	17
Research/development/design	9
Manufacturing, production, quality control	8
Buying/procurement	6
inance/accounting, controlling	2
nformation and communication technology	2
Personnel administration, administration	3
Sales	15
Marketing, advertising, PR	29
ogistics: storage, material management,	
ransport	1
Maintenance/repairs	1
Other area	4
Student	4
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	% 14
Managing director, board member,	14
	4.4
nead of an authority etc.	11
Area manager, works manager, plant manage	
oranch manager, head of public office	10
Department head, group head, team leader	19
Other salaried staff, civil servant,	
killed worker	39
ecturer, teacher	1
Trainee	3
Other position	
Student	4
Other not gainfully employed	1
conomic sector	%
Authority/public services	9
Marketing, advertising and PR	8
nsurance and finance sector	2
lotel, catering trade	1
Other service	18
Power industry	7
Trade	8
skilled trades	4
nvestment goods industry	20
Other processing industries	29
Fraffic and logistic	23
	1
Other coctors	
Other sectors	
Other sectors Student Other not gainfully employed	4

		rganization:
Number o	f employ	/ees
1- 4	11	500 - 999
5-9	5	1 000 and more
10- 49	19	Student
50-199	21	Other not gainfully
200- 499	15	employed
Conducted	bv: Wi	ssler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	13 43
Proportion of trade visitors	68 %
Germany (total) of which	8
Nielsen 1 82 Nielsen 4	
Bremen 2 Bavaria	
Hamburg 6 Nielsen 5+6	
Lower Saxony 11 Berlin	
Schleswig-Holstein 63 Brandenburg	
Nielsen 2 6 Mecklenburg-	
North Rhine-Westph. 6 West Pommer	ania
Nielsen 3a - Saxony-Anhalt	
Hesse - Nielsen 7	
Rhineland-Palatinate - Saxony	
Saarland - Thuringia	
Nielsen 3b 4	
Baden-Württemberg 4	
Foreign (total) of which	1
EU	7
North America	
Middle East	
South-, East-, Central Asia	1
Other countries	
Distance to home	9
up to 50 km	3
more than 50 km up to 100 km	1
more than 100 km up to 300 km over 300 km	1
	5.
Countries with the highest visitor sha	
Denmark	3
Switzerland	1
Poland	
Sweden India	
Frequency of visits to exhibition	9
Previous event Earlier events	4
Earlier events First visit	3
Average length of stay 1	,4 day

nt
%
35
28
23
14

Area of responsibili Management Research/developmer Manufacturing, produ	it/design
Buying/procurement Finance/accounting, of Information and com Personnel administra Sales Marketing, advertisin Logistics: storage, m transport Maintenance/repairs Other area	munication technology tion, administration g, PR
Position in the com Entrepreneur, co-own	er, freelancer
	etc. 1 manager, plant manager,
branch manager, hea Department head, gr	d of public office oup head, team leader
Other salaried staff, skilled worker Lecturer, teacher	
Trainee Other position Student Other not gainfully e	mployed
Economic sector	
Banking, finance and Building industry, arc project management Biogas, biomass	
Biofuels Block heating works Geothermics, heat pu wood	imps, solar heating,
Tradesmen, technical Association, institutio Agriculture	n
Media, press, publish Solar power	ing 1
Other service Small wind installation	ns, wind industry
Supplier Other	1

		employees	nization:	%
1-	4	30	200 - 499	3
5-	9	14	500 - 999	2
10-	49	28	1 000 and more	7
50-	199	15		

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

Nord Gastro und Hotel (2012)

Trade visitors' profile

% 35

Visitors (number o	f ent	ries)	4 593
Proportion of trad	100%		
Germany (total)			100
of which Nielsen 1	99	Nielsen 4	
Bremen	- 25	Bavaria	
Hamburg	2	Nielsen 5+6	
Lower Saxony	1	Berlin	
Schleswig-Holstein		Brandenburg	
Nielsen 2	-	Mecklenburg-	
North Rhine-Westph	ı	West Pommer	ania -
Nielsen 3a	-	Saxony-Anhalt	i -
Hesse	-	Nielsen 7	
Rhineland-Palatinate	e -	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemberg	-		
Distance to home			%
up to 50 km			69
more than 50 km u	n to '	100 km	23
more than 100 km			7
over 300 km	ap 10	500 1.11	2
Frequency of visits	s to e	xhibition	%
Previous event			50
Earlier events			54
First visit			27
Average length of	stay	1	,1 days
Influence on purch	asino	g/procurement	
decisions			%
			37
Decisively			27
Decisively Collectively In an advisory capa	city		26



LEARNTEC ----- Karlsruhe

4 156

Trade visitors' profile Visitors (number of entries)

Area of responsibility	%
Management	41
Research/development/design	1
Manufacturing, production, quality control	19
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	3
Sales	18
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	1
Maintenance/repairs	2
Other area	7
Position in the company/organization	%

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	45
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manage	r,
branch manager, head of public office	4
Department head, group head, team leader	5
Other salaried staff, civil servant,	
skilled worker	31
Lecturer, teacher	2
Trainee	6
Other position	3
Other not gainfully employed	2

%

16

Economic sector

Communal catering
Butcher, baker, confectioner etc.
Hotel
Restaurants, cafés
Bars, pubs
Other sectors

Size of company/organization:

		employees		%
1-	4	28	200 - 499	4
5-	9	23	500 - 999	2
10-	49	35	1 000 and more	-
50- 1	99	9		

Conducted by: Messe Husum HWG mbH & Co. KG, Husum

Germany (total) of which	92
Nielsen 1 6 Nielsen 4	14
Bremen - Bavaria	14
Hamburg 2 <u>Nielsen 5+6</u>	4
Lower Saxony 3 Berlin	3
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 14 Mecklenburg-	
North Rhine-Westph. 14 West Pommerani	
Nielsen 3a 17 Saxony-Anhalt	1
Hesse 10 <u>Nielsen 7</u>	3
Rhineland-Palatinate 6 Saxony	
Saarland 1 Thuringia	1
Nielsen 3b 43	
Baden-Württemberg 43	
Foreign (total)	8
of which EU	59
Other European countries	38
Other countries	
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	19
more than 100 km up to 300 km	33
over 300 km	33
Countries with the highest visitor share	s %
Austria	32
Constant and a seal	32
Switzerland	%
Frequency of visits to exhibition	20
Frequency of visits to exhibition Previous event	3
Frequency of visits to exhibition Previous event Earlier events	6
Frequency of visits to exhibition Previous event	Ŭ
Frequency of visits to exhibition Previous event Earlier events First visit	day
Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,3 Influence on purchasing/procurement	day
Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,3 Influence on purchasing/procurement decisions	day:
Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay I,3 Influence on purchasing/procurement decisions Decisively	day %
Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,3 Influence on purchasing/procurement decisions Decisively Collectively	day % 11 39
Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	day: %
Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay I,3 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	9 11 39 28
Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	day: %

Area of responsibility	%
Management	11
Research/development/design	6
Manufacturing, production, quality control	2
Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology Organization, personnel, administration	12
Sales	ہ 40
Marketing, advertising, PR	40
Logistics: storage, material management,	
transport	4
Maintenance/repairs	
Other area	4
Student	8
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manage	
branch manager, head of public office	5
Department head, group head, team leader	23
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	17
Trainee	1
Other position	3
Student	8
Other not gainfully employed	1
Economic sector	%
Educational facility	23
Research/teaching	5
Public authority/administration	4
Industry	13
Trade/sales	3
Banks, insurance companies	3
Transport, tourism, hotel sector Medicine	2
Association	2
Publishing house	2
Consulting	6
IT, software	9
Training	3
Multimedia	3
Service	8
Other sectors	2
Student	8
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4 11 500 - 999	7
F 0 C 1 000 and man	

500 - 999	11	1- 4
1 000 and more	6	5-9
Student	13	10- 49
Other not gainfully	12	50-199
employed	8	200- 499

35

8

1

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

NUFAM -----> Karlsruhe

Trade visitors' profile

-	cine	ries)	17 439
Proportion of trade	e vis	itors	80%
Germany (total)			95
of which Nielsen 1	1	Nielsen 4	3
Bremen	1	Bavaria	3
Hamburg	- 1	Nielsen 5+6	1
Lower Saxony	1	Berlin	
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	3	Mecklenburg-	
North Rhine-Westph		West Pomme	
Nielsen 3a	19	Saxony-Anha	
Hesse	4	Nielsen 7	` 1
Rhineland-Palatinate	15	Saxony	1
Saarland	1	Thuringia	1
Nielsen 3b	72		
Baden-Württemberg	72		
Foreign (total)			5
of which			
EU			72
Other cou	ntrie	S	28
Distance to home			%
up to 50 km			50
more than 50 km up	to '	100 km	21
more than 100 km i	ip to	300 km	20
			c
over 300 km			5
over 300 km Frequency of visits	to e	exhibition	%
	to e	exhibition	
Frequency of visits	to e	exhibition	%
Frequency of visits 2009	to e	exhibition	% 19
Frequency of visits 2009 2011			% 19 34
Frequency of visits 2009 2011 First visit	stay		% 19 34 61 1,1 days
Frequency of visits 2009 2011 First visit Average length of	stay		% 19 34 61 1,1 day s
Frequency of visits 2009 2011 First visit Average length of Influence on purch	stay		% 19 34 61 1,1 day s
Frequency of visits 2009 2011 First visit Average length of Influence on purch decisions Decisively Collectively	stay asing		% 19 34 61 1,1 days t % 23
Frequency of visits 2009 2011 First visit Average length of Influence on purch decisions Decisively Collectively In an advisory capad	stay asing		9% 19 34 61 1,1 days t t 23 34 22
Frequency of visits 2009 2011 First visit Average length of Influence on purch decisions Decisively Collectively In an advisory capao No	stay asing		9% 19 34 61 1,1 days t t 23 34 22 16
Frequency of visits 2009 2011 First visit Average length of Influence on purch decisions Decisively Collectively In an advisory capad	stay asing	g/procurement	% 19 34 61 1,1 day s

Area of responsibility Management	% 20
Research/development/design	- 20
Manufacturing, production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	
Sales	9
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport Maintenance/repairs	6
Other area	7
Vehicle fleet management	11
Driver	21
Workshop, technical service	5
Student	2
Other not gainfully employed	3
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	28
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager	
branch manager, head of public office	' 8
Department head, group head, team leader	14
Other salaried staff, civil servant,	
skilled worker	24
Lecturer, teacher	3
Trainee	4
Other position	11
Student	2
Other not gainfully employed	3
Economic sector	%
Forwarder, logistics	37
Industry	7
Manufacturers	9
Trade/sales Skilled trades	8 11
Services, training, consulting	8
Research/science/teaching	1
Educational facility	1
Authority/public services	3
Municipal business	5
Publishers, media	1
EDP, software, IT	1
Other sectors	4
Student	2
Other not gainfully employed	3
Size of company/organization:	%
Number of employees 1- 4 16 500 - 999	% 4
I- 4 IO 500- 999	12

Number of		/ees
1- 4	16	500 - 999
5-9	12	1 000 and more
10- 49	25	Student
50-199	17	Other not gainfully
200- 499	9	employed

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

13

2

Private visitors' profile

Proportion of private visit	ors 100%
Germany (total)	100
of which	
	ielsen 4 94
	avaria 94
	ielsen 5+6 -
	erlin -
	andenburg -
	ecklenburg-
	est Pommerania -
	axony-Anhalt -
	ielsen 7 -
	axony -
Saarland - Th	nuringia -
<u>Nielsen 3b</u> 5	
Baden-Württemberg 5	
Distance to home	%
up to 50 km	81
more than 50 km up to 100	
nore than 100 km up to 30	0 km E
over 300 km	0 km 5 2
over 300 km	2
over 300 km Frequency of visits to exh	2 ibition %
over 300 km Frequency of visits to exh Previous event	2 ibition % 53
over 300 km Frequency of visits to exh Previous event Earlier events	2 ibition % 53 85
over 300 km Frequency of visits to exh Previous event	2 ibition % 53
over 300 km Frequency of visits to exh Previous event Farlier events First visit	2 ibition % 53 85 8
over 300 km Frequency of visits to exh Previous event arlier events First visit Sex	2 ibition % 53 85 8 8 %
over 300 km Frequency of visits to exh Previous event Earlier events First visit Sex Male	2 ibition % 53 85 85 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
over 300 km Frequency of visits to exh Previous event arlier events First visit Sex	2 ibition % 53 85 8 8 %
over 300 km Frequency of visits to exh Previous event Earlier events First visit Sex Male	2 ibition % 53 85 85 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
over 300 km Frequency of visits to exh Previous event Earlier events First visit Sex Wale Female Size of household	2 ibition % 53 85 8 8 % 52 48
over 300 km Frequency of visits to exh Previous event Earlier events First visit Sex Male Female Size of household I person	2 ibition % 53 85 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
over 300 km Frequency of visits to exh Previous event carlier events eirst visit Sex Vale eemale Size of household person person person person	2 ibition % 533 85 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
aver 300 km Frequency of visits to exh revious event arlier events sirst visit Sex Male Female Size of household 1 person 2 persons persons persons	2 ibition % 53 85 8 % 52 48 % 18 37 18
aver 300 km Frequency of visits to exh Previous event Earlier events First visit Sex Vale Female Size of household 1 persons 2 persons 3 persons 4 persons 4 persons	2 ibition % 53 85 8 8 % 52 48 8 % 18 37
aver 300 km Frequency of visits to exh revious event arlier events sirst visit Sex Male Female Size of household 1 person 2 persons persons persons	2 ibition % 53 85 8 8 % 52 48 % 18 37 18 37 18 52 52 48 52 52 52 52 52 52 52 53 53 53 53 53 53 53 53 53 53 53 53 53
aver 300 km Frequency of visits to exh Previous event Earlier events First visit Sex Vale Female Size of household 1 persons 2 persons 3 persons 4 persons 4 persons	2 ibition % 53 85 8 8 % 52 48 % 18 37 18 37 18 52 52 48 52 52 52 52 52 52 52 53 53 53 53 53 53 53 53 53 53 53 53 53
Aver 300 km requency of visits to exh Previous event carlier events errist visit Sex Vale ermale Size of household 1 persons 3 persons 4 persons 5 persons and more Age up to 20 years	2 ibition % 53 85 8 % 52 48 % 18 37 7 18 37 18 15 11
aver 300 km Frequency of visits to exh revious event arlier events First visit Sex Male Fermale Size of household I persons 5 persons 5 persons and more Age	2 ibition % 53 85 8 % 52 48 % 18 37 18 37 18 15 11 %
Aver 300 km requency of visits to exh Previous event carlier events errist visit Sex Vale ermale Size of household 1 persons 3 persons 4 persons 5 persons and more Age up to 20 years	2 ibition % 53 85 8 % 52 48 8 % 18 37 11 11 % 4 % 4 % 4 % 4 % 4 % 4 % 4 % 4 %
Aver 300 km Frequency of visits to exh Previous event carlier events cirist visit Sex Vale emale Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 20 up to 30 years	2 ibition % 53 85 8 % 52 48 % 18 37 18 15 11 % 4 4 16
Age up to 20 years persons	2 ibition % 53 85 8 % 52 48 % 18 37 18 37 18 15 11 % 4 16 17 17 18 16 17 18 19 11 11 11 16 16 16 17 17 18 18 18 18 18 18 18 18 18 18
Aver 300 km Frequency of visits to exh Previous event arlier 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 30 up to 40 years Sover 30 up to 40 years	2 ibition % 53 85 8 % 52 48 48 8 % 18 15 11 11 % 4 4 8 77 18 15 11 11 11 % 4 16 17 200

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	5
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant mana branch manager, head of public office	ger,
pranch manager, head of public office	
Department head, group head, team leade Other salaried staff, civil servant,	
skilled worker	50
Lecturer, teacher	3
Other position	1
Trainee	2
Farmer	4
Student	4
Housewife/man	8
Old-age pensioner	21
Other not gainfully employed	1
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
/es	60
, 10	16
maybe	23
Follow-up business	%
ntend to buy at later date	
/es	26
10	28
maybe	46
Conducted by: Messe- und Congressber Dirr, Neu Wulmstorf	atung

Trade visitors' profile

Proportion of trade visitors	95%
Germany (total) of which	42
Nielsen 1 13 Nielsen 4	5
Bremen 1 Bavaria	5
Hamburg 3 Nielsen 5-	
	<u>+0</u> 3 2
Schleswig-Holstein 2 Brandenbu Nielsen 2 61 Mecklenbu	
North Rhine-Westph. 61 West Pom	
Nielsen 3a 13 Saxony-Ar Hesse 7 Nielsen 7	2
·····	1
	1
Saarland - Thuringia Nielsen 3b 4	-
Baden-Württemberg 4	
Foreign (total) of which	58
EU	53
Other European countries	10
Africa	6
North America	6
South and Central Americ	
Middle East	5
South-, East-, Central Asia	a 12
Australia	1
	1
Distance to home	%
up to 50 km more than 50 km up to 100 km	%
up to 50 km more than 50 km up to 100 km	% 17
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	% 17 6
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands France Italy USA	% 17 6 15 61
Distance to home up to 50 km more than 50 km up to 100 km over 300 km Countries with the highest visitor Netherlands France Italy USA Belgium Frequency of visits to exhibition Previous event Earlier events First visit	% 17 61 55 61 shares % 9 7 5 5 4
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands France Italy USA Belgium Frequency of visits to exhibition Previous event Earlier events First visit	% 17 6 15 61 \$hares 9 7 5 4 4 4 4 4 29 9 7 5 3 3
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands France Italy USA Belgium Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay	% 17 6 15 61 5 8 9 7 5 4 4 4 4 29 33 35 7 7 2,2 days
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands France Italy USA Belgium Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay Influence on purchasing/procurem	% 17 6 15 61 9 7 5 4 4 4 29 33 57 2,2 days eent
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands France Italy USA Belgium Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay Influence on purchasing/procurem decisions	% 17 6 15 61 shares % 9 7 5 4 4 4 4 4 4 29 33 57 2,2 days eent %
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands France Italy USA Belgium Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay Influence on purchasing/procurem decisions Decisively	**************************************
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands France Italy USA Belgium Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively	% 17 6 15 61 9 7 5 4 4 4 4 4 29 33 57 7 2,2 days eent % 35 57
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands France Italy USA Belgium Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively In an advisory capacity	**************************************
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands France Italy USA Belgium Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay Influence on purchasing/procurem decisions Decisively Collectively	% 17 6 15 61 9 7 5 4 4 4 4 4 29 33 57 7 2,2 days eent % 35 57

Area of responsibility	%
Management	26
Research/development/design	6
Manufacturing, production, quality control	8
Buying/procurement	13
Finance/accounting, controlling	1
Information and communication technology Personnel administration, administration	1
Sales	17
Marketing, advertising, PR	9
Logistics: storage, material management,	
transport	2
Maintenance/repairs	1
Other area	6
Student	9 1
Other not gainfully employed	
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	27
Managing director, board member,	
head of an authority etc. Area manager, works manager, plant manage	14
branch manager, head of public office	", 11
Department head, group head, team leader	15
Other salaried staff, civil servant,	
skilled worker	10
Lecturer, teacher	1
Trainee	7
Other position Student	5
Other not gainfully employed	1
Economic sector	%
Wholesale trade Retail trade	20 9
Retail chain/cooperative head office	2
Specialized retail trade	2
Commercial agent	2
Import/export	15
Skilled trades	2
Catering	12
Service	5 14
Industry Other sectors	14
Student	9
Other not gainfully employed	1
Size of company/organization: Number of employees	%
1- 4 14 500 - 999	% 5
5- 9 9 1 000 and more	12
10- 49 22 Student	9
50- 199 20 Other not gainfully	
200-400 8 omployed	1

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

8

200-499

employed

1

aquanale/FSB

Trade visitors' profile

	24 950
Proportion of trade visitors	94%
Germany (total) of which	47
Nielsen 1 12 Nielsen 4	8
Bremen 1 Bavaria	Ē
Hamburg 1 Nielsen 5+6	5
ower Saxony 8 Berlin	2
Schleswig-Holstein 2 Brandenburg	1
Vielsen 2 49 Mecklenburg-	
North Rhine-Westph. 49 West Pommer	ania 1
Nielsen 3a 14 Saxony-Anhalt	
Hesse 8 Nielsen 7	
Rhineland-Palatinate 6 Saxony	2
Saarland - Thuringia	2
Nielsen 3b 8	-
Baden-Württemberg 8	
Foreign (total)	53
of which EU	63
Other European countries	15
North America	4
South and Central America	3
Middle East	5
South-, East-, Central Asia	7
Other countries	4
Distance to home	%
Distance to home	
ıp to 50 km	% 12
ıp to 50 km	12
	12
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km	12 9 21 59
ıp to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km	12 9 21 59
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Countries with the highest visitor sh a	12 21 59 ares %
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Countries with the highest visitor sha Vetherlands	12 21 59 ares %
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor sha Vetherlands Selgium	12 21 59 ares % 11 7
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor sha Vetherlands Belgium Switzerland	12 21 59 ares % 11 7 6
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor sha Vetherlands Belgium Switzerland France Jnited Kingdom	12 55 ares % 11 7 6 6 5 5 9%
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km yver 300 km Countries with the highest visitor sha Vetherlands Belgium Switzerland Frequency of visits to exhibition Previous event	12 55 ares % 11 7 6 6 5
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor sha Vetherlands Belgium Switzerland France Jnited Kingdom	12 55 ares % 11 7 6 6 5 5 9%
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km yver 300 km Countries with the highest visitor sha Vetherlands Belgium Switzerland Frequency of visits to exhibition Previous event	12 9 21 59 ares % 11 7 6 6 6 5 9% 41
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Countries with the highest visitor sha Vetherlands Belgium switzerland rrance Jnited Kingdom Frequency of visits to exhibition Previous event arlier events First visit	12 55 21 55 7 7 6 6 6 6 5 7 % 41 40
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor sha Vetherlands Selgium Switzerland rrance Jnited Kingdom Frequency of visits to exhibition Previous event Carlier events Serist visit Average length of stay 1 nfluence on purchasing/procurement	12 5 21 55 ares % 11 7 6 6 5 5 41 40 41 40 48 1,7 days
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km yver 300 km Countries with the highest visitor sha Vetherlands Belgium Writzerland Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions	12 9 21 55 ares % 11 7 6 6 5 5 41 40 41 40 41 40 48
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor sha Vetherlands Selgium Switzerland rrance Jnited Kingdom Frequency of visits to exhibition Previous event Carlier events Serist visit Average length of stay 1 nfluence on purchasing/procurement	12 9 21 55 7 7 6 6 6 6 5 9 41 40 41 40 48 1,7 days
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km yver 300 km Countries with the highest visitor sha Vetherlands Belgium Writzerland Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions	12 9 21 55 ares % 11 7 6 6 5 5 41 40 41 40 41 40 48
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km yver 300 km Countries with the highest visitor sha Vetherlands Belgium witzerland France Jurited Kingdom Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1 mfluence on purchasing/procurement Jecisions	12 9 21 55 7 7 6 6 6 6 5 9 41 40 41 40 48 1,7 days
ip to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Countries with the highest visitor sha Vetherlands Belgium Switzerland Frequency of visits to exhibition Previous event Carlier events Frequency of stay 1 Mercage length of stay 1 Influence on purchasing/procurement Jecisions Decisively Collectively	12 9 21 55 ares % 11 7 7 6 6 6 5 9 % 41 40 48 1,7 days
ip to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Countries with the highest visitor sha Vetherlands Belgium Switzerland rrance Jnited Kingdom Frequency of visits to exhibition Previous event carlier events eirist visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively n an advisory capacity	12 5 21 55 21 55 21 55 21 55 21 55 21 55 21 55 21 55 21 55 21 55 21 55 21 55 21 55 21 55 21 55 21 21 55 21 55 21 55 21 55 21 55 21 55 21 55 21 55 21 21 55 21 55 21 55 21 55 21 21 55 21 21 55 21 21 55 21 21 55 21 21 55 21 21 21 21 21 21 21 21 21 21



200-499

4 731

97%

57

3

1

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries
Management Research/development/design	41 7	Proportion of trade visitors
Manufacturing, production, quality control	4	
Buying/procurement	8	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology	1	Nielsen 1 10 Nie
Personnel administration, administration	2	Bremen 2 Ba
Sales	13	Hamburg 1 <u>Nie</u>
Marketing, advertising, PR	5	Lower Saxony 7 Be
Logistics: storage, material management,		Schleswig-Holstein - Bra
transport	1	Nielsen 2 55 Me
Maintenance/repairs	3	North Rhine-Westph. 55 We Nielsen 3a 14 Sa
Other area	10 4	
Student Other pet gainfully employed	4	Hesse 3 <u>Nie</u> Rhineland-Palatinate 10 Sa
Other not gainfully employed		Saarland 1 Th
Position in the company/organization	%	Nielsen 3b 12
Entrepreneur, co-owner, freelancer	30	Baden-Württemberg 12
Managing director, board member,	50	baden-warttenberg 12
head of an authority etc.	19	Foreign (total)
Area manager, works manager, plant manag		of which
branch manager, head of public office	12	EU
Department head, group head, team leader		Other European co
Other salaried staff, civil servant,		Other countries
skilled worker	13	
Lecturer, teacher	1	Distance to home
Trainee	1	up to 50 km
Other position	4	more than 50 km up to 100
Student	4	more than 100 km up to 300
Other not gainfully employed	1	over 300 km
Economic sector	%	Countries with the highest
Industry	18	Netherlands
Specialist trade	12	United Kingdom
Wholesale trade	6	Belgium
Import/export Skilled trades	8 5	Frequency of visits to exhi
Service	18	Earlier events
Catering	10	First visit
Learned professions	5	Previous event
Local authorities, public institutions,	5	
municipalities	16	Average length of stay
University, research	1	
Other sectors	7	Influence on purchasing/pr
Student	4	decisions
Other not gainfully employed	1	Decisively
		Collectively
Size of company/organization:		In an advisory capacity
Size of company/organization: Number of employees	%	No

6

4

1

Number of		
1- 4	16	500 - 999
5-9	18	1 000 and more
10- 49	29	Student
50-199	16	Other not gainfully

6

employed Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

nich	
<u>en 1</u> 10 <u>Nielsen 4</u>	5
nen 2 Bavaria	5
burg 1 <u>Nielsen 5+6</u>	2
er Saxony 7 Berlin	2
eswig-Holstein - Brandenburg	-
en 2 55 Mecklenburg-	
h Rhine-Westph. 55 West Pommerania	
en <u>3a</u> 14 Saxony-Anhalt	
e 3 Nielsen 7	1
eland-Palatinate 10 Saxony	1
land 1 Thuringia	
ien 3b 12	
en-Württemberg 12	
ign (total)	43
hich	
EU	77
Other European countries	12
Other countries	12
ance to home	%
o 50 km	18
e than 50 km up to 100 km	12
than 100 km up to 300 km	27
e than 50 km up to 100 km e than 100 km up to 300 km 300 km	43
ntries with the highest visitor shares	%
erlands	19
ed Kingdom	13
um	9
uency of visits to exhibition	%
er events	39
visit	46
ious event	44
rage length of stay 1,4 d	lays
ence on purchasing/procurement	
sions	%
sively	51
ctively	33
n advisory capacity	13

Other	not	gainfully	/ emp	loyed	

Area of responsibility	%
Management	37
Research/development/design	7
Manufacturing, production, quality control	5
Buying/procurement	29
Finance/accounting, controlling	1.7
Information and communication technology	1.7
Personnel administration, administration	-
Sales Marketing advartising PP	13
Marketing, advertising, PR Logistics: storage, material management,	2
transport	4
Maintenance/repairs	
Other area	2 2
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	38
Managing director, board member,	
head of an authority etc.	19
Area manager, works manager, plant manage	
branch manager, head of public office	11
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	9
Lecturer, teacher	9
Trainee	1
Other position	2
Other not gainfully employed	1
Economic sector	%
Industry	31
Retail trade	15
Wholesale/foreign trade	38
Commercial agent	2
Skilled trades	3
Service	- 8
Other sectors	2
Other not gainfully employed	1
Size of company/organization:	
Size of company/organization: Number of employees	%
Number of employees	70

Number of	employ	ees	70
1- 4	23	500 - 999	4
5-9	16	1 000 and more	9
10- 49	27	Other not gainfully	
50-199	13	employed	1
200-499	8		
Conducted	by: fact	x Gesellschaft für Ma	rkt-

Conducted by: factx Gesel und Sozialforschung, Köln

didacta -----> Köln

Trade visitors' profile

Visitors (number of ent	ries) 97 05
Proportion of trade visi	tors 97%
Germany (total) of which	9
Nielsen 1 6	Nielsen 4
Bremen -	Bavaria
Hamburg 1	Nielsen 5+6
Lower Saxony 4	Berlin
Schleswig-Holstein 1	Brandenburg
Nielsen 2 68	Mecklenburg-
North Rhine-Westph. 68	West Pommerania
Nielsen 3a . 16	Saxony-Anhalt
Hesse 7	Nielsen 7
Rhineland-Palatinate 8	Saxony
Saarland 1	Thuringia
Nielsen 3b 3	
Baden-Württemberg 3	
Foreign (total) of which	
FU	8
Other countries	
Distance to home	9
up to 50 km	3
more than 50 km up to 1	
more than 100 km up to	
over 300 km	1
Country with the highe	st visitor share
Belgium	4
Frequency of visits to e	xhibition %
Previous event	1
Earlier events	6
First visit	3
Average length of stay	1,2 day
Influence on purchasing	/procurement
Influence on purchasing decisions	9
Influence on purchasing decisions Decisively	- 9
Influence on purchasing decisions Decisively Collectively	- 9 1 4
Influence on purchasing decisions Decisively Collectively In an advisory capacity	9 1 4 2
Influence on purchasing decisions Decisively Collectively	9 1 4 2 1

Area of responsibility	%
Management	1
Research/development/design	1
Manufacturing, production, quality control	1
Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	1
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	1.7
Maintenance/repairs	-
Other area Student	84 7
Other not gainfully employed	1
other not gainfully employed	
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member,	-
head of an authority etc.	2
Area manager, works manager, plant manage	r,
branch manager, head of public office	2
Department head, group head, team leader	9
Other salaried staff, civil servant,	
skilled worker	16
Lecturer, teacher	48
Trainee	5
Other position	4
Student	7
Other not gainfully employed	1
Economic sector	%
General education schools	46
Authority/public services	8
Vocational education system	10
Services, training, consulting	3
Adult education	3
Trade	1
Higher education system	1
Industry	2
University, research	1
Association, organisation, institution	2
Printed products, specialist literature	1
Administration	1
Preschool, kindergarten	10
Further education	1
Other sectors	3
Student	7
Other not gainfully employed	1
Size of company/organization:	

		mpany/or f employ	ganization: ees
1-	4	6	500 - 999
5-	9	8	1 000 and more
10-	49	33	Student
50-	199	31	Other not gainfully
200- 4	499	5	employed

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

%

4

6

7

dmexco ------> Köln

Trade visitors' profile

isitors (number of entries)	27 070
Proportion of trade visitors	100%
Germany (total)	81
f which lielsen 1 12 Nielsen 4	15
remen - Bavaria	15
lamburg 8 Nielsen 5+6	10
ower Saxony 3 Berlin	.0
chleswig-Holstein 1 Brandenburg lielsen 2 41 Mecklenburg-	-
Jorth Rhine-Westph. 41 West Pommer	ania -
lielsen 3a 12 Saxony-Anhalt	-
lesse 9 Nielsen 7	3
hineland-Palatinate 2 Saxony	2
aarland 1 Thuringia Jielsen 3b 8	-
aden-Württemberg 8	
oreign (total) f which	19
EU	65
Other European countries	11
North America	10
Other countries	13
Distance to home	%
p to 50 km	24
ore than 50 km up to 100 km	8
nore than 100 km up to 300 km	17
ver 300 km	52
ountries with the highest visitor sha	
Inited Kingdom	17
letherlands	11
ISA	9
ustria	8
rance	8
requency of visits to exhibition	%
revious event	34
arlier events	30
irst visit	59
verage length of stay 1	,5 days
nfluence on purchasing/procurement	
lecisions	%
Decisively	24
ollectively	39
n an advisory capacity	24
lo	5
udent	7

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	10
Marketing, advertising, PR	52
Logistics: storage, material management,	
transport Maintenance/repairs	
Other area	3
Student	-
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member, head of an authority etc.	1(
Area manager, works manager, plant manage	
branch manager, head of public office	1
Department head, group head, team leader	2
Other salaried staff, civil servant,	
skilled worker	30
Lecturer, teacher Trainee	
Other position	
Student	-
Economic sector	9
Industry	1
Trade	12
Service	39
Media	29
Authority/public services University, research	
Association, organization Other sectors	
Association, organization	
Association, organization Other sectors	(
Association, organization Other sectors Student	%
Association, organization Other sectors Student Size of company/organization: Number of employees 1- 4 13 200 - 499	(
Association, organization Other sectors Size of company/organization: Number of employees 1- 4 13 200 - 499 5- 9 8 500 - 999	% 1(
Association, organization Other sectors Student Size of company/organization: Number of employees 1- 4 13 200 - 499	% 1

Eu'Vend/coffeena (2011) ------ Köln

Trade visitors' profile

Visitors (number of entries)	5 584
Proportion of trade visitors	95 %
Proportion of trade visitors Germany (total) of which Nielsen 1 10 Bremen - Hamburg 3 Nielsen 5+6 Lower Saxony 6 Berlin 1 Schleswig-Holstein 1 Nielsen 2 42 West Pommera Nielsen 3a 15 Saxony-Anhalt Hesse 8 Saarland 1 Nielsen 3b 11	69 13 13 5 3 1
Foreign (total) of which EU Other European countries South-, East-, Central Asia Other countries	31 74 14 8 3
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	% 16 9 25 50
Countries with the highest visitor shares Netherlands Switzerland Italy Great Britain Frequency of visits to exhibition	14 10 8 8
Previous events Earlier events First visit Average length of stay 1,	35 25 59 3 days
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student	% 41 26 24 8 2

Area of responsibility	%
Management	3
Research/development/design Manufacturing, production, quality control	
Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology	
Organisation, personnel, administration	
Sales	20
Marketing, advertising, PR Logistics: storage, material management,	(
transport	
Maintenance/repairs	
Other area	1
Student	
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 manage	
branch manager, head of public office	1
Department head, group head, team leader	1
Other salaried staff, civil servant,	
skilled worker Lecturer, teacher	1
Trainee	į
Other position	
Student	
Economic sector	9
Industry Wholesale/foreign trade	2
Retail trade	1
Skilled trades	
Service	3
Authority/public services	
University research	
Association	
Other sectors Student	
Size of company/organisation:	
Number of employees 1- 4 28 200 - 499	
Number of employees 1- 4 28 200 - 499 5- 9 15 500 - 999	
Number of employees 1- 4 28 200 - 499	9

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

Farbe

Trade visitors' profile

/isitors (number of	ent	ries) 40	5 471
Proportion of trade	visi	tors	97%
Germany (total) of which			90
Vielsen 1	9	Nielsen 4	11
Bremen	-	Bavaria	11
lamburg	1	Nielsen 5+6	3
ower Saxony	6	Berlin	1
Schleswig-Holstein	2	Brandenburg	1
Vielsen 2	38	Mecklenburg-	
North Rhine-Westph.	38	West Pommerani	a -
Vielsen 3a	23	Saxony-Anhalt	1
lesse	10		3
Rhineland-Palatinate	11	Saxony	2
aarland	2	Thuringia	1
<u>Vielsen 3b</u>	14		
Baden-Württemberg	14		
Foreign (total) of which			10
EU			73
	nea	n countries	16
Other cou			11
Distance to home			%
ip to 50 km			15
nore than 50 km up	to '	100 km	14
nore than 100 km u	p to	300 km	35
over 300 km			36
Countries with the	high	est visitor share	s %
Vetherlands	-		17
Belgium			15
Switzerland			11
Austria			9
Frequency of visits	to e	exhibition	%
Previous event			35
arlier events			50
First visit			44
Average length of s	stay	1,3	days
nfluence on purcha	sing	g/procurement	
lecisions			%
Decisively			32
Collectively			25
n an advisory capaci	ity		23
No			16
Student Other not gainfully e			3



10-49 24

Trade visitors' profile

102 136

58%

76

11

5

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	36 2	Proportion of trade visitors
Manufacturing, production, quality control	11	
Buying/procurement	6	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology	1	Nielsen 1 10 Niels
Personnel administration, administration	1	Bremen 1 Bava
Sales	9	Hamburg 2 <u>Niels</u>
Marketing, advertising, PR	3	Lower Saxony 7 Berlin
Logistics: storage, material management,		Schleswig-Holstein 1 Bran
transport	1	Nielsen 2 48 Meck
Maintenance/repairs	9	North Rhine-Westph. 48 West
Other area	17	Nielsen 3a 18 Saxo
Student	3	Hesse 9 <u>Niels</u>
Other not gainfully employed	1	Rhineland-Palatinate 8 Saxo
		Saarland 1 Thuri
Position in the company/organization	%	Nielsen 3b 8
Entrepreneur, co-owner, freelancer	38	Baden-Württemberg 8
Managing director, board member,		
head of an authority etc.	5	Foreign (total)
Area manager, works manager, plant manag		of which
branch manager, head of public office	5	EU
Department head, group head, team leader	7	Other European cour
Other salaried staff, civil servant,		Africa
skilled worker	13	Middle East
Lecturer, teacher	3	South-, East-, Centra
Trainee	21	Other countries
Other position	3	
Student	3	Distance to home
Other not gainfully employed	1	up to 50 km
		more than 50 km up to 100 km
Economic sector	%	more than 100 km up to 300 k
Industry	8	over 300 km
Trade	8	
Skilled trades	67	Countries with the highest vi
Construction company	3	Netherlands
Housing industry	1	Switzerland
Interior designer	1	Belgium
Organisation/federation	1	Austria
Consulting company	1	France
Other service	1	
Authority/public services	2	Frequency of visits to exhibit
University, technical college, institution	1	Previous event
Other sectors	2	Earlier events
Student	3	First visit
Other not gainfully employed	1	Average length of stay
Size of company/organization:		
Number of employees	%	Influence on purchasing/proc
1- 4 30 500 - 999	2	decisions
5- 9 22 1 000 and more	8	Decisively
10 10 21 Student	2	Collectively

3

Student

Other not gainfully employed

Student

50-199	9	Other not gainfully	
200- 499	2	employed 1	
Conducted und Sozialf		Gesellschaft für Markt- , Köln	

	10	Michael A	~
			9 9
			4
vonv	_		2
			1
		Mecklenburg-	
		West Pommerania	
			1
<u> </u>	.0	Nielsen 7	4
l-Palatinate	8		2
	1	Thuringia	2
b	8		
ürttemberg	8		
total)			24
EU			66
	opea	n countries	16
Africa			4
			5
			5
Other cou	ntrie	S	5
to home			%
			23
			13
	p to	300 km	27 38
кш			20
	high	est visitor shares	%
ds			18
nd			10
			9
			8
			5
	to e	exhibition	%
			39
ents			39
			39
length of	stay	1,5 d	lays
	asing	g/procurement	
	sing	g/procurement	%
	asing	g/procurement	28
ly		g/procurement	28 22
		g/procurement	28
	a -Palatinate b inttemberg total) EU Other Euro Africa Middle Euro Middle a South-, Ea Other cou to home km 100 km up 100 km uk into km uk swith the ds dd y of visits event ents	-Holstein 1 48 ne-Westph. 48 a 18 9 -Palatinate 8 irttemberg 8 total) EU Other Europea Africa Middle East South-, East-, Other countrie to home km 100 km up to 'n 100 km up to 'n 100 km up to 'n 100 km up to 'n swith the high ds ds	1 Bavaria 2 Nielsen 5+6 Kony 7 Berlin -Holstein 1 Brandenburg 48 Mecklenburg- ne-Westph. 48 West Pommerania a 18 Saxony-Anhalt 9 Nielsen 7 - -Palatinate 8 Saxony 1 Thuringia - b 8 - irttemberg 8 - total) - - EU Other European countries - Africa - - Middle East - - South-, East-, Central Asia - - Other countries - - to home - - - km 100 km up to 100 km - - 100 km up to 300 km - - - ad - - - - y of visits to exhibition - - - event - - - <td< td=""></td<>

	_
Area of responsibility	%
Management	30
Research/development/design	2
Manufacturing, production, quality control	2
Buying/procurement Finance/accounting, controlling	3 1
Information and communication technology	1
Personnel administration, administration	4
Sales	8
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area	28
Student	11
Other not gainfully employed	5
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	36
Managing director, board member,	•
head of an authority etc. Area manager, works manager, plant manage	8
branch manager, head of public office	', 6
Department head, group head, team leader	10
Other salaried staff, civil servant,	10
skilled worker	10
Lecturer, teacher	4
Trainee	8
Other position	3
Student	11
Other not gainfully employed	5
Economic sector	%
Fitness studio	32
Physiotherapy	5
Health care center	5 4
Sport club Multifunctional system	3
Sport retail trade	3
Other trade	2
Sporting goods industry	2
Rehabilitation centre	2
Doctor's practice	2
Sports association	2
Company/authority with sports facilities	1
Other service	11
Public administration	2
Other sectors	10
Student	11
Other not gainfully employed	5
Size of company/organization:	
Number of employees	%
1- 4 24 500 - 999 5- 9 13 1 000 and more	3 6
5- 9 13 1 000 and more	0

3	500 - 999	24	4	1-
6	1 000 and more	13	9	5-
11	Student	25	49	10-
	Other not gainfully	11	199	50-
5	employed	3	499	200-

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	12 598
Proportion of trade visitors	95%
Germany (total) of which	76
Nielsen 1 13 Nielsen 4	12
Bremen 1 Bavaria	12
Hamburg 1 Nielsen 5+6	4
Lower Saxony 8 Berlin	1
Schleswig-Holstein 3 Brandenburg	1
Nielsen 2 38 Mecklenburg-	
North Rhine-Westph. 38 West Pommer	
Nielsen 3a 17 Saxony-Anhalt	
Hesse 9 <u>Nielsen 7</u> Rhineland-Palatinate 6 Saxony	3 2
Rhineland-Palatinate 6 Saxony Saarland 2 Thuringia	2
Nielsen 3b 12	
Baden-Württemberg 12	
Foreign (total) of which	24
EU	65
Other European countries	23
Other countries	12
Distance to home	%
up to 50 km	13 10
more than 50 km up to 100 km more than 100 km up to 300 km	27
over 300 km	51
Countries with the highest visitor sha	
Netherlands	17
Switzerland	15
Belgium	9 8
Austria	8
Frequency of visits to exhibition	%
Previous event	57
Earlier events	66
First visit	28
Average length of stay 1	,5 days
Influence on purchasing/procurement decisions	%
Decisively	% 67
Collectively	19
In an advisory capacity	11
No	2
Other not gainfully employed	1

Area of responsibility	%
Management	44
Research/development/design	3
Manufacturing, production, quality control	8
Buying/procurement	14
Finance/accounting, controlling	-
Personnel administration, administration	-
Sales	20
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	1
Maintenance/repairs	-
Other area	6
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	79
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manage	r,
branch manager, head of public office	2
Department head, group head, team leader	4
Other salaried staff, civil servant,	
skilled worker	4
Lecturer, teacher	3
Trainee	1
Other position	2
Student	1
Other not gainfully employed	1
Economic sector	%
Industry	3
Retail trade	68
Wholesale/foreign trade	6
Commercial agent	2
Skilled trades	10
Service	3
Social institution	4
Other sectors	4
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4 74 500 - 999	1
5- 9 11 1 000 and more	1

5-9 11 1 000 and more 10- 49 6 4 Other not gainfully 50-199 employed 200-499 2

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

IDS ------> Köln

Trade visitors' profile

roportion of trade visitors	98 %
ermany (total)	63
f which	
ielsen 1 13 Nielsen 4	10
remen 1 Bavaria	10
amburg 1 Nielsen 5+6	4
ower Saxony 9 Berlin	2
chleswig-Holstein 2 Brandenburg	1
ielsen 2 45 Mecklenburg-	
orth Rhine-Westph. 45 West Pommerar	ia -
ielsen 3a 15 Saxony-Anhalt	1
esse 8 Nielsen 7	3
hineland-Palatinate 6 Saxony	2
aarland 1 Thuringia	1
ielsen 3b 10	
aden-Württemberg 10	
1 B	
oreign (total)	37
f which	47
EU Other European countries	47
Other European countries	17
Africa	9
North America	4
South and Central America	5
Middle East	8
South-, East-, Central Asia	8
Australia	2
istance to home	%
p to 50 km	14
ore than 50 km up to 100 km	9
ore than 100 km up to 300 km	21
ver 300 km	55
ountries with the highest visitor share	es %
etherlands	7
aly	5
gypt	5
rance	5
witzerland	5
nonuonau of visita to ovhibiti	0/
requency of visits to exhibition	%
revious event	45
arlier events irst visit	51
	39
verage length of stay 2,2	days
nfluence on purchasing/procurement	
ecisions	%
ecisively	34
	29
ollectively	
ollectively an advisory capacity	21
ollectively	

Area of responsibility	%
Management Research/development/design	31 5
Manufacturing, production, quality control	14
Buying/procurement	8
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	3
Sales	8
Marketing, advertising, PR Logistics: storage, material management,	4
transport	1
Maintenance/repairs	1
Other area	18
Student	4
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	39
Managing director, board member,	7
head of an authority etc. Area manager, works manager, plant manage	
branch manager, head of public office	', 5
Department head, group head, team leader	10
Other salaried staff, civil servant,	10
skilled worker	15
Lecturer, teacher	3
Trainee	9
Other position	7
Student	4
Other not gainfully employed	1
Economic sector	%
Dental surgery	46
Surgery-laboratory	4
Dental laboratory	16
Dental trade Retail trade	10 1
Industry, dental industry	8
Service	5
University, research	2
Other sectors	3
Student	4
Other not gainfully employed	1
Size of company/organization: Number of employees	%
1- 4 23 500 - 999	2
5- 9 28 1 000 and more	5
10- 49 27 Student	4
50-199 9 Other not gainfully	
200-499 2 employed	1
200- 499 2 employed	

imm cologne (2012) ------ Köln

Trade visitors' profile

Visitors (number of er	ntries) 115	998
Proportion of trade vi	sitors 7	5%
Germany (total)		70
of which Nielsen 1 11	Nielsen 4	8
Bremen		8
		3
	6 Berlin	2
Schleswig-Holstein		
Nielsen 2 48		
North Rhine-Westph. 48		
Nielsen 3a 15		
Hesse 6		- 2
Rhineland-Palatinate 7		2
Saarland 1		
Nielsen 3b 14		
Baden-Württemberg 14	ļ.	
Foreign (total) of which		30
EU		68
Other Europe	an countries	14
North Americ	a	2
Middle East		3
	, Central Asia	ġ
Other countri		3
Distance to home		%
up to 50 km		16
more than 50 km up to	100 km	10
more than 100 km up t	o 300 km	27
over 300 km		47
Countries with the hig	hest visitor shares	%
Austria	·	12
Netherlands		12
Belgium		9
Italy		9
France		6
Frequency of visits to	exhibition	%
Previous event		39
Earlier events		53
First visit		40
Average length of sta	y 1,6 d	ay
Influence on purchasi	ng/procurement	
decisions		%
Decisively		25
Collectively		24
In an advisory capacity		18
No		15
Student		17
Other not gainfully emp	loved	1

Other not gainfully employed

	4 11 11 1	
	of responsibility	-
Manag		2
	ch/development/design acturing, production, quality control	1
	/procurement	
	e/accounting, controlling	
	ation and communication technology	
	zation, personnel, administration	
Sales	zation, personnel, administration	1
Market	ting, advertising, PR	
	cs: storage, material management,	
transpo		
Mainte	nance/repairs	
Other a	area	1
Studen		1
Other r	not gainfully employed	
Positio	on in the company/organization	
	reneur, co-owner, freelancer	-
	ing director, board member,	1
	of an authority etc.	
	nanager, works manager, plant manage	r,
	manager, head of public office	ſ
Departi	ment head, group head, team leader	1
Other s	salaried staff, civil servant,	
	worker	1
	er, teacher	
Trainee		
	position	
Other p		
Studen	t	
Studen		
Studen Other r	t not gainfully employed mic sector	1
Studen Other r Econor Industr	t not gainfully employed mic sector	1
Studen Other r Econor Industr Trade	t not gainfully employed mic sector Y	1
Studen Other r Econor Industr Trade Skilled	t not gainfully employed mic sector Y trades	1
Studen Other r Econor Industr Trade Skilled Service	t not gainfully employed mic sector y trades	1
Studen Other r Econor Industr Trade Skilled Service Public	t not gainfully employed mic sector y trades authority/administration	1
Studen Other r Econor Industr Trade Skilled Service Public Univers	t not gainfully employed mic sector y trades authority/administration sity, research	
Studen Other r Industr Trade Skilled Service Public Univers Other s	t not gainfully employed mic sector y trades authority/administration sity, research sectors	1 1 2 1
Studen Other r Industr Trade Skilled Service Public Univers Other s Studen	t not gainfully employed mic sector y trades authority/administration sity, research sectors t	1 1 2 1
Studen Other r Industr Trade Skilled Service Public Univers Other s Studen	t not gainfully employed mic sector y trades authority/administration sity, research sectors	1 1 2 1
Studen Other r Industr Trade Skilled Service Public Univers Other s Studen Other r	t not gainfully employed mic sector y trades authority/administration sity, research sectors t	1 1 2 1
Studen Other r Industr Trade Skilled Service Public Univers Other s Studen Other r Studen Studen	t not gainfully employed mic sector y trades authority/administration sity, research sectors t not gainfully employed f company/organization: er of employees	1 1 2 1 1
Studen Other r Industr Trade Skilled Service Public Univers Other s Studen Other r Size of Numbe 1-	t not gainfully employed mic sector y trades authority/administration sity, research sectors t not gainfully employed f company/organization: er of employees 4 24 500 - 999	1 1 2 1 1
Studen Other r Industr Trade Skilled Service Public S Univers Other s Studen Other r Size of Number 1- 5-	t not gainfully employed mic sector y trades authority/administration sity, research sectors t not gainfully employed f company/organization: er of employees 4 24 500 - 999 9 11 1 000 and more	1 1 2 1 1
Studen Other r Industr Trade Skilled Service Public S Univers Other s Studen Other r Size of Numbe 1- 5- 10-	t not gainfully employed mic sector y trades authority/administration sity, research sectors t not gainfully employed f company/organization: er of employees 4 24 500 - 999 9 11 1 000 and more 49 15 Student	1 1 2 1 1
Studen Other r Industr Trade Skilled Service Public S Univers Other s Studen Other r Size of Number 1- 5-	t not gainfully employed mic sector y trades authority/administration sity, research sectors t not gainfully employed f company/organization: er of employees 4 24 500 - 999 9 11 1 000 and more 49 15 Student 199 15 Other not gainfully	1 1 2 1 1

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

1

interzum

Trade visitors' profile

Visitors (number of	ent	nes)	52 488
Proportion of trade	visi	itors	99 %
Germany (total)			47
of which	12	Nielson 4	6
Nielsen <u>1</u> Bremen	12	<u>Nielsen 4</u> Bavaria	6
Hamburg		Nielsen 5+6	4
Lower Saxony	8		2
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	50	Mecklenburg-	
North Rhine-Westph.	50	West Pommera	nia -
Nielsen 3a	16	Saxony-Anhalt	-
Hesse	7	Nielsen 7	2
Rhineland-Palatinate	9		1
Saarland		Thuringia	1
Nielsen 3b	10		
Baden-Württemberg	10		
Foreign (total)			53
of which EU			51
	nea	n countries	16
Africa	peu	in countries	5
North Am	erica		7
South and	Cer	ntral America	6
Middle Ea			3
South-, Ea	st-,	Central Asia	11
Australia			2
Distance to home			%
up to 50 km			10
more than 50 km up	to 1	100 km	8
more than 100 km u	p to	300 km	22
over 300 km			60
Countries with the	high	nest visitor shar	
Netherlands			7
Belgium			7
Switzerland United Kingdom			5
USA			5
UJA			5
Frequency of visits	to e	exhibition	%
Previous event			35
Earlier events			40 49
First visit			49
Average length of s			8 days

Influence on purchasing/procurement	
decisions	%
Decisively	39
Collectively	28
In an advisory capacity	20
No	8
Student	6
Other not gainfully employed	1



Trade visitors' profile

38 521

95%

42

6

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	26 17	Proportion of trade visitors
Manufacturing, production, quality control	13	Floportion of trade visitors
Buying/procurement	11	Germany (total)
Finance/accounting, controlling	12	of which
Information and communication technology	1	Nielsen 1 15 Niels
Personnel administration, administration	1	Bremen 2 Bava
Sales	12	Hamburg 6 Niel
Marketing, advertising, PR	6	Lower Saxony 5 Berli
ogistics: storage, material management,		Schleswig-Holstein 2 Bran
ransport	1	Nielsen 2 50 Mec
Maintenance/repairs	-	North Rhine-Westph. 50 Wes
Other area	7	Nielsen 3a 10 Saxo
Student	6	Hesse 5 Niel
Other not gainfully employed	1	Rhineland-Palatinate 5 Saxo
		Saarland - Thur
Position in the company/organization	%	Nielsen 3b 5
ntrepreneur, co-owner, freelancer	32	Baden-Württemberg 5
Managing director, board member,		
lead of an authority etc.	14	Foreign (total)
Area manager, works manager, plant manag		of which
ranch manager, head of public office	9 15	EU
Department head, group head, team leader		Other European cou
Other salaried staff, civil servant,	4.2	Africa
killed worker	13	North America
ecturer, teacher	1	South and Central A
rainee	5 5	Middle East
)ther position	5	South-, East-, Centr Australia
tudent ther not gainfully employed	1	Australia
thei not gainung employed		Distance to home
conomic sector	%	up to 50 km
ndustry	44	more than 50 km up to 100 k
Vholesale/foreign trade	15	more than 100 km up to 300
letail trade	5	over 300 km
killed trades	14	
ervice	4	Countries with the highest v
earned professions	6	Netherlands
uthority/public services	1	United Kingdom
Iniversity, research	1	Belgium
Other sectors	3	Italy
tudent	6	France
ther not gainfully employed	1	
3, 1,		Frequency of visits to exhibi
Size of company/organization:		Previous event
Number of employees	%	Earlier events
1- 4 18 500 - 999	6	First visit
5- 9 10 1 000 and more	10	
10- 49 22 Student	6	Average length of stay
50- 199 20 Other not gainfully		
00- 499 9 employed	1	Influence on purchasing/proc
onducted by: factx Gesellschaft für Ma	rkt-	decisions
ind Sozialforschung, Köln		Decisively

Student

Conducted by: factx und Sozialforschung,	für	Markt-

Nielsen 1	15	Nielsen 4	11
Bremen	2	Bavaria	11
Hamburg	6		7
Lower Saxony Schleswig-Holstein	5 2		4
Nielsen 2	2 50		1
North Rhine-Westph.			ania -
Nielsen 3a	10	Saxony-Anhalt	
Hesse	5	Nielsen 7	3
Rhineland-Palatinate	5	Saxony	2
Saarland	-	Thuringia	1
Nielsen 3b	5		
Baden-Württemberg	5		
Foreign (total) of which			58
EU			62
	opea	n countries	11
Africa			6
North Ame		ntral America	4
Middle Ea		itral America	4
		Central Asia	6
Australia	ы-,	Central Asia	2
Distance to home			%
up to 50 km			13
more than 50 km up	to 1	100 km	6
more than 100 km u	p to	300 km	18
over 300 km			64
Countries with the	high	est visitor sha	
Netherlands			12
United Kingdom			10
Belgium			7
Italy France			6
ridille			0
Frequency of visits	to e	exhibition	%
Previous event Earlier events			40 52
First visit			52 38
			20
Average length of s	stay	1	,9 days
Influence on purcha	ising	g/procurement	
decisions			%
Decisively			38
Collectively	itu		27
In an advisory capaci No	ity		18 11
NO			11

Area of responsibility	%
Management	27
Research/development/design	8
Manufacturing, production, quality control	6
Buying/procurement	13
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	23
Marketing, advertising, PR	11
Logistics: storage, material management,	
transport	1
Maintenance/repairs	
Other area	4
Student	6
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	27
Managing director, board member,	
head of an authority etc.	15
Area manager, works manager, plant manage	er.
branch manager, head of public office	12
Department head, group head, team leader	17
Other salaried staff, civil servant,	
skilled worker	13
Lecturer, teacher	-
Trainee	3
Other position	6
Student	6
Economic sector	%
Industry	35
Wholesale/foreign trade	21
Retail trade	19
	3
Skilled trades	7
Skilled trades Service	3
Service Catering	
Service Catering University, research	1
Service Catering	1 4 6
Service Catering University, research Other sectors Student	1
Service Catering University, research Other sectors Student Size of company/organization:	1 4 6
Service Catering University, research Other sectors Student Size of company/organization: Number of employees	1 4 6 %
Service Catering University, research Other sectors Student Size of company/organization: Number of employees 1- 4 15 200 - 499	1 4 6 % 8
Service Catering University, research Other sectors Student Size of company/organization: Number of employees 1- 4 15 200 - 499 5- 9 10 500 - 999	1 4 6 % 8 7
Service Catering University, research Other sectors Student Size of company/organization: Number of employees 1- 4 15 200 - 499	1 4 6 % 8

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

Trade visitors' profile

Visitors (number of o	entries)	20 474
Proportion of trade	visitors	96 %
Germany (total) of which		42
	10 Nielsen 4	16
Bremen	1 Bavaria	16
Hamburg	2 Nielsen 5+	
Lower Saxony	5 Berlin	1
Schleswig-Holstein	2 Brandenbu	
	51 Mecklenbu	
North Rhine-Westph.		
	10 Saxony-An	
Hesse	6 Nielsen 7	11a1t 1
Rhineland-Palatinate	4 Saxony	3
Saarland	1 Thuringia	1
Nielsen 3b	6	
Baden-Württemberg	6	
Foreign (total)		58
of which		
EU		68
Other Europ	bean countries	7
	t-, Central Asia	
Other coun	tries	11
Distance to home		%
up to 50 km		14
more than 50 km up t		6
more than 100 km up	to 300 km	18
over 300 km		63
Countries with the h	ighest visitor	
Netherlands		15
United Kingdom		12
France		9
Poland		5
Belgium		5
Frequency of visits t	o exhibition	%
Previous event		36
Earlier events		43
First visit		47
Average length of st	tay	1,9 days
Influence on purchas	ing/procurem	ent
decisions	-	%
Decisively		53
Collectively		23
In an advisory capacit	y	14
No	•	7
Student		2
Other net gainfully an	المعد مع العد	

Other not gainfully employed

Area of responsibility	%
Management	38
Research/development/design	6
Manufacturing, production, quality control	4
Buying/procurement	13
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	
Sales	19
Marketing, advertising, PR Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	8
Student	2
Other not gainfully employed	2
	_
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	50
Managing director, board member,	
head of an authority etc.	14
Area manager, works manager, plant manage	
branch manager, head of public office	8
Department head, group head, team leader	11
Other salaried staff, civil servant,	
skilled worker Lecturer, teacher	2
Trainee	
Other position	-
Student	-
Other not gainfully employed	
Economic sector	%
Industry	13
Wholesale trade	13
Specialist retail trade	19
Buying association	
Mail order company	4
Chain store	-
Department store, hypermarket, drug store	(1
Online shop Other retail	5
Commercial agent	-
Import/export	2
Service	2
Media, press, publishing	2
Other sectors	9
	2
Student	

Size of company/organization:				
Number of	emplo	yees		
1- 4	40	500 - 999		
5-9	13	1 000 and more		
10- 49	14	Student		
50-199	10	Other not gainfully		
200-499	5	employed		

2

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

%

3

11

2

ProSweets Cologne -----> Köln

Trade visitors' profile

Visitors (number of entries) 1	7 666	Area of rea Management
Proportion of trade visitors	93 %	Research/de Manufactur
Germany (total)	50	Buying/proc
of which		Finance/acc
Nielsen 1 11 Nielsen 4	11	Information
Bremen 2 Bavaria	11	Organizatio
Hamburg 2 <u>Nielsen 5+6</u>	4	Sales
Lower Saxony 5 Berlin	3	Marketing,
Schleswig-Holstein 2 Brandenburg		Logistics: s
Nielsen 2 52 Mecklenburg-		transport
North Rhine-Westph. 52 West Pommerar		Maintenand
Nielsen 3a 12 Saxony-Anhalt	1	Other area
Hesse 6 <u>Nielsen 7</u>	2	Student
Rhineland-Palatinate 7 Saxony	1	Other not g
Saarland - Thuringia	1	
Nielsen 3b 8		Position in
Baden-Württemberg 8		Entrepreneu
Foreign (total)	51	Managing of head of an
Foreign (total) of which	21	Area manac
EU	57	branch man
Other European countries	12	Department
Africa	5	Other salari
North America	6	skilled work
South and Central America	7	Lecturer, te
Middle East	4	Trainee
South-, East-, Central Asia	7	Other positi
Australia	3	Student
, tubt and		Other not g
Distance to home	%	
up to 50 km	17	Economic :
more than 50 km up to 100 km	7	Industry
more than 100 km up to 300 km	17	Trade
over 300 km	60	Skilled trad
		Service
Countries with the highest visitor share	es %	Authority/pi
Belgium	10	University,
Netherlands	9	Other secto
France	6	Student
Switzerland	5	Other not g
United Kingdom	5	<u>.</u>
Frequency of visits to exhibition	%	Size of cor Number of
Previous event	30	1- 4
Earlier events	37	5-9
First visit	52	10- 49
		50-199
Average length of stay 1,7	′ days	200- 499
Influence on nurchasing/procurament		Conducted
Influence on purchasing/procurement decisions	%	und Sozial
	70	

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

31

31

20

11

6

1

%
2
1
1
2
%
2
1
r,
1
2
1
1
9
5
1
1
1
%
1
1
kt-

Trade visitors' profile

Visitors (number of	ent	ries) 3	753
Proportion of trade	vis	itors	94%
Germany (total)			54
of which	10	Nielese 4	
Nielsen 1 Bremen	19	<u>Nielsen 4</u> Bavaria	(
Hamburg	1	Nielsen 5+6	2
Lower Saxony	16		
Schleswig-Holstein	3		
Nielsen 2	40		
North Rhine-Westph.			a
Nielsen 3a	18	Saxony-Anhalt	
Hesse	4	Nielsen 7	
Rhineland-Palatinate	9	Saxony	
Saarland	5	Thuringia	
Nielsen 3b	10		
Baden-Württemberg	10		
Foreign (total)			4
of which			7
EU Other Fur		n countries	7
		Central Asia	- 19
Other cou			
	Turic	5	
Distance to home			%
up to 50 km			1
more than 50 km up	to	100 km	3
more than 100 km u over 300 km	ρ το	300 km	5
over 300 km			5.
Countries with the	high	est visitor shares	
Netherlands			2
Belgium France			-
Fidille			
Frequency of visits	to e	exhibition	%
Previous event			4
Earlier events			4
First visit			3
Average length of s	stay	1,4	day
Influence on purcha	sing	g/procurement	
decisions			9
Decisively			5
Collectively			2

y
nployed

13

6

3

1

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organization 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 Industry Trade Skilled trades Service Authority/public services Other sectors Student Other not gainfully employed Size of company/organization:

		employe	es	%
1-	4	56	500 - 999	1
5-	9	12	1 000 and more	1
10-	49	13	Student	3
50-1	99	10	Other not gainfully	
200-4	99	3	employed	1

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

spoga+gafa/spoga horse

Trade visitors' profile

%

40

3

3

11

1

23

9

5

3

1

%

58

11

6

7

11

1

3

3

1

%

12

56

4 16

1

6

3

1

/isitors (number of entries)	35 685
Proportion of trade visitors	93%
G ermany (total) of which	43
Vielsen 1 9 Nielsen 4	7
Bremen - Bavaria	7
Tamburg 3 <u>Nielsen 5+6</u>	2
ower Saxony 4 Berlin	1
chleswig-Holstein 1 Brandenburg	1
Vielsen 2 57 Mecklenburg- North Rhine-Westph. 57 West Pomme Vielsen 3a 14 Saxony-Anhal	
North Rhine-Westph. 57 West Pomme	
	t -
Hesse 8 Nielsen 7 Rhineland-Palatinate 5 Saxony	3
Saarland 1 Thuringia	2
Vielsen 3b 8	2
Baden-Württemberg 8	
F oreign (total) of which	57
EU	65
Other European countries	9
Africa	4
North America	5
Middle East	3
South-, East-, Central Asia	9
Australia	4
Other countries	2
Distance to home	%
ip to 50 km	14
nore than 50 km up to 100 km	8
nore than 100 km up to 300 km over 300 km	20 59
Countries with the highest visitor sh	ares %
Vetherlands	13
rance	10
Jnited Kingdom	
Belgium	6
China (PR)	4
requency of visits to exhibition	%
Previous event	39
Earlier events	47
	43
First visit	

Influence on purchasing/procurement	
decisions	%
Decisively	48
Collectively	28
In an advisory capacity	14
No	6
Student	2
Other not gainfully employed	1

(autumn) — Köln

CADEAUX Leipzig (2012) (autumn) ------> Leipzig

Trade visitors' profile

Area of responsibility	%
Management	30
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	18
Finance/accounting, controlling	1
nformation and communication technology	-
Personnel administration, administration	-
Sales	24
Marketing, advertising, PR	7
Logistics: storage, material management,	
transport	2
Maintenance/repairs	- 1
Other area	6
Student	2
Other not gainfully employed	1
5 5 - 1 - 5	
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	39
Managing director, board member,	
nead of an authority etc.	17
Area manager, works manager, plant manage	r,
pranch manager, head of public office	10
Department head, group head, team leader	14
Other salaried staff, civil servant,	
skilled worker	11
Lecturer, teacher	-
Trainee	1
Other position	4
Student	2
Other not gainfully employed	1
Economic sector	%
Industry	15
Specialist retail trade	25
Specialist wholesale, retail trade	15
Foreign trade	3
Online/catalogue sales	6
	3
Department store	3 7
Supermarkets, cash & carry, discount stores	1
Shopping centre	
Buying association	1
Commercial agent	4
Skilled trades	3

Comm	ciciai	ayem	
Skilled	trad	es	
Service			
Author	ity/pu	ublic serv	vices
Other	sécto	rs	
Studen	t		
Other	not g	ainfully (employed
		npany/o employ	rganization: ees
1-	4	26	500 - 999
5-	9	13	1 000 and more

10

1

3

2

1

%

4

10	1 000 and more	13	9	5-
2	Student	21	49	10-
	Other not gainfully	19	199	50-
1	employed	4	499	200-
larkt-	Gesellschaft für Ma	hy: fact	ucted	Condu

und Sozialforschung, Köln

Influence on purchasing/procurement decisions	92% 99 3 3 29 5 9 9 13 62 50 12
of which Nielsen 1 Sielsen 1 Barmen Hamburg Hamburg Schleswig-Holstein Nielsen 2 North Rhine-Westph. Nielsen 3 Nielsen 3 Nielsen 3 Nielsen 3 Nielsen 3 Savarland Foreign (total) Distance to home up to 50 km more than 50 km up to 100 km more than 50 km up to 300 km over 300 km Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay I Nielsen 3 1 Savanant 1 Savan 1 1 Savan 1 Savan 1 Savan 1 Savan 1 Savan 1 Savan 1 Savan 1 Savan 1 Savan Sava	3 29 5 9 a 2 13 62 50
Nielsen 1 3 Nielsen 4 Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony - Berlin Schleswig-Holstein - Brendenburg Nielsen 2 - Mecklenburg- North Rhine-Westph. - West Pommerani Nielsen 3a 1 Saxony-Anhalt Hesse - Nielsen 7 Rhineland-Palatinate - Saxony Saarland - Thuringia Nielsen 3b 1 - Baden-Württemberg 1 - Foreign (total) - - Distance to home up to 50 km more than 100 km up to 300 km over 300 km - Frequency of visits to exhibition Previous event Earlier events First visit - Average length of stay 1,1 Influence on purchasing/procurement decisions 1,1	3 29 5 9 a 2 13 62 50
Hamburg - Nielsen 5+6 Lower Saxony - Berlin Schleswig-Holstein - Brandenburg - Mecklenburg- North Rhine-Westph West Pommerani Nielsen 3a 1 Saxony-Anhalt Hesse - Nielsen 7 Rhineland-Palatinate - Saxony Saarland - Thuringia Nielsen 3b 1 Baden-Württemberg 1 Foreign (total) Distance to home up to 50 km more than 50 km up to 100 km more than 50 km up to 300 km over 300 km Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,1	29 5 9 a 2 13 62 50
Lower Saxony - Berlin Schleswig-Holstein - Mecklenburg Nielsen 2 - Mecklenburg- North Rhine-Westph West Pommerani Nielsen 3a 1 Saxony-Anhalt Hesse - Nielsen 7 Rhineland-Palatinate - Saxony Saarland - Thuringia Nielsen 3b 1 Baden-Württemberg 1 Foreign (total) 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 exhibition Previous event Earlier events First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	5 9 a 2 13 62 50
Schleswig-Holstein - Brandenburg Nielsen 2 - West Pommerani Nielsen 3a 1 Saxony-Anhalt Hesse - Viest Pommerani Nielsen 3a 1 Saxony-Anhalt Hesse - Nielsen 7 Nielsen 7 Nielsen 3b 1 Baden-Württemberg 1 Foreign (total) Distance to home up to 50 km more than 50 km up to 100 km more than 50 km up to 300 km over 300 km Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	a 2 13 62 50
Nielsen 2 - Mecklenburg- North Rhine-Westph. - West Pommerani Neisen 3a 1 Saxony-Anhalt Hesse - Nielsen 7 Rhineland-Palatinate Saxony-Anhalt Saarland - Thuringia Nielsen 3b 1 Baden-Württemberg 1 Foreign (total) - Distance to home up to 50 km wore 300 km - Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	a 2 13 62 50
North Rhine-Westph. - West Pommerani Nielsen 3a 1 Saxony-Anhalt Hesse - Nielsen 7 Saarland - Saxony Saarland - Thuringia Nielsen 3b 1 Baden-Württemberg Baden-Württemberg 1 Image: Saxony Foreign (total) - Thuringia Distance to home up to 50 km more than 100 km up to 300 km over 300 km - Frequency of visits to exhibition Previous event Earlier events First visit - Average length of stay 1,1 Influence on purchasing/procurement decisions 1,1	13 62 50
Nielsen 3a 1 Saxony-Anhalt Hesse - Nielsen 7 Rhineland-Palatinate - Saxony Saarland - Thuringia Nielsen 3b 1 - Baden-Württemberg 1 - Foreign (total) - - Distance to home - - up to 50 km w up to 100 km - more than 100 km up to 300 km - - Frequency of visits to exhibition - Previous event - - Earlier events - - First visit - 1,1 Influence on purchasing/procurement decisions -	13 62 50
Hesse - Nielsen 7 Rhineland-Palatinate - Saxony Saarland - Thuringia Nielsen 3b 1 Baden-Württemberg 1 Foreign (total)	62 50
Rhineland-Palatinate - Saxony Saarland - Thuringia Nielsen 3b 1 Baden-Württemberg 1 Foreign (total) Distance to home up to 50 km up to 100 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	50
Saarland - Thuringia Nielsen 3b 1 Baden-Württemberg 1 Foreign (total) 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 exhibition Previous event Earlier events First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	
Nielsen 3b 1 Baden-Württemberg 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 1 Frequency of visits to exhibition Previous event Earlier events First visit 1 Average length of stay 1,1 Influence on purchasing/procurement decisions 1	12
Baden-Württemberg 1 Foreign (total) Distance to home Up to 50 km wore than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	
Foreign (total) 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 exhibition Previous event Earlier events First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	
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 exhibition Previous event Earlier events First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	
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 exhibition Previous event Earlier events First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	1
more than 50 km up to 100 km more than 100 km up to 300 km Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	%
more than 100 km up to 300 km over 300 km Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	21
over 300 km Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	21
Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	50
Previous event Earlier events First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	8
Earlier events First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	%
First visit Average length of stay 1,1 Influence on purchasing/procurement decisions	54
Average length of stay 1,1 Influence on purchasing/procurement decisions	67
Influence on purchasing/procurement decisions	26
decisions	days
Decisively	%
Collectively	44
In an advisory capacity	44 28
No	44 28 19
Student Other not gainfully employed	44 28 19 7
other not gainfully employed	44 28 19

Area of responsibility	%
Management	35
Research/development/design	1
Manufacturing, production, quality control	9
Buying/procurement	14
Finance/accounting, controlling	2
Information and communication technology Organization, personnel, administration	1
Sales	24
Marketing, advertising, PR	- 1
Logistics: storage, material management,	
transport	2
Maintenance/repairs	1
Other area	8
Student	1
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	61
Managing director, board member,	_
head of an authority etc.	6
Area manager, works manager, plant manage branch manager, head of public office	۳, 4
Department head, group head, team leader	6
Other salaried staff, civil servant,	
skilled worker	13
Lecturer, teacher	1
Trainee	6
Other position	2
Student Other pet gainfully employed	1
Other not gainfully employed	
Economic sector	%
Retail trade	51
Skilled trades	34
Wholesale/foreign trade Other service	6 5
Industry	
Commercial agent	2
Architect, planner, engineer's office, services	5 2 2
Interior designer	2
Catering/hotels	1
Authority/public services	1
Other sectors	2
Student	1
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4 64 500 - 999	1
5- 9 14 1 000 and more	3
10- 49 11 Student 50- 199 3 Other not gainfully	1

Conducted by: Institut für Marktforschung GmbH, Leipzig

employed

1

3

200-499

efa ----> Leipzig

Trade visitors' profile

Visitors (number of		12 834*)
Proportion of trade	visitors	97%
Germany (total) of which		97
Nielsen 1	- Nielsen 4	. 1
Bremen	- Bavaria	1
Hamburg	- Nielsen 5	
Lower Saxony	- Berlin	20 20
Schleswig-Holstein	- Brandenb	
Nielsen 2	 Mecklenb 	
North Rhine-Westph.	- West Pon	
Nielsen 3a	- Saxony-A	
Hesse	- Nielsen 7	
Rhineland-Palatinate	- Saxony	55
Saarland	- Thuringia	15
Nielsen 3b	-	
Baden-Württemberg	-	
Foreign (total)		3
of which		
EU		80
Other coun	tries	20
Distance to home		%
up to 50 km		29
more than 50 km up	to 100 km	28
more than 100 km up	to 300 km	39
over 300 km		5
Country with the hig	hest visitor	
Poland		55
Frequency of visits t	o exhibition	%
Previous event		41
Earlier events		42
First visit		4
Average length of st	tay	1,1 days
Influence on nurcha	sing/procuren	nent
		%
decisions		18
decisions Decisively		
decisions Decisively Collectively		28
decisions Decisively Collectively In an advisory capacit	у	28
decisions Decisively Collectively In an advisory capacit No	у	28 30 17
decisions Decisively Collectively In an advisory capacit		28 30 17 6

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

Area of responsibility	%
Management	15
Research/development/design	3
Manufacturing, production, quality control	12
Buying/procurement	4
Finance/accounting, controlling	
Information and communication technology	4
Personnel administration, administration	2
Sales	8
Marketing, advertising, PR	- 7
Logistics: storage, material management,	
transport Maintenance/repairs	28
Other area	15
Student	6
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	20
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manage	
branch manager, head of public office	3
Department head, group head, team leader Other salaried staff, civil servant,	12
skilled worker	29
Lecturer, teacher	4
Trainee	20
Other position	3
Student	6
Other not gainfully employed	1
Economic sector	%
Handicraft, commercial processor	37
Industry, industrial processing	12
Energy and utilities industry	9
Industrial electrician	9
Architect/engineer's and planning office	6 5
Wholesale, retail, specialised retail Educational facility	5
Chamber of commerce, guild, crafts	4
association, society	3
Ministries, administrative bodies, public	5
authorities	2
Facility management	1
Construction industry	1
Other sectors	5
Caudana	-

Size of company/organization: Number of employees

Other not gainfully employed

Student

1- 4	20	500 - 999
5-9	12	1 000 and more
10- 49	19	Student
50-199	17	Other not gainfully
200- 499	8	employed

Conducted by: FGM GmbH, Leipzig

6

6

1

% 6

12 6

enertec ----> Leipzig

8 460*)

Consulting

Plant operator

Skilled trades

Trade

supply companies)

Municipal utility (public services, water

Public authority/administration

Agriculture and forestry

housing companies

Other sectors

1- 4 5-9

10- 49

50-199

200-499

Student

Recycling companies

Operating companies Municipalities

Other not gainfully employed

Number of employees 19

Size of company/organization:

7

17

15

10

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Installation and network operators

Developers, construction companies and

Real estate industry, facility management

Trade visitors' profile Visitors (number of entries)

Proportion of trade	visitors	93%
Germany (total)		96
of which		
Nielsen 1	7 Nielsen 4	
Bremen	- Bavaria	
Hamburg	1 Nielsen 5+6	23
Lower Saxony	4 Berlin	
Schleswig-Holstein	1 Brandenburg	y (
Nielsen 2	3 Mecklenburg	- 1-
North Rhine-Westph.	3 West Pomm	, erania '
Nielsen 3a	1 Saxony-Anha	alt 11
Hesse	1 Nielsen 7	59
Rhineland-Palatinate	- Saxony	48
Saarland	- Thuringia	10
Nielsen 3b	3	
Baden-Württemberg	3	
Foreign (total) of which		4
EU		76
Other coun	tries	24
Distance to home		%
up to 50 km		34
more than 50 km up	to 100 km	18
more than 100 km up		32
over 300 km	10 JUU KIII	16
Frequency of visits t	to exhibition	%
Previous event		23
Earlier events		2
First visit		65
Average length of s	tay	1,1 day
Influence on purcha	sing/procureme	
decisions		%
		19
Decisively		28
Decisively Collectively		
	ty	21
Collectively	ty	21 14
Collectively In an advisory capacit	ty	

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

Area of responsibility	%	Visito
Management	19	
Research/development/design	10	Propo
Manufacturing, production, quality control	2	<u> </u>
Buying/procurement	2	Germ
Finance/accounting, controlling		of wh
Information and communication technology	2	Nielse
Organization, personnel, administration	1	Hamb
Sales	15	Brem
Marketing, advertising, PR	1	Lowe
Logistics: storage, material management,		Schle
transport	-	Nielse
Maintenance/repairs	4	North
Other area	25	Nielse
Student	15	Hesse
Other not gainfully employed	3	Rhine
other not gaintany employed		Saarla
Position in the company/organization	%	Nielse
Entrepreneur, co-owner, freelancer	24	Bader
Managing director, board member,		
head of an authority etc.	6	Dista
Area manager, works manager, plant manage	r.	up to
branch manager, head of public office		more
Department head, group head, team leader		more
Other salaried staff, civil servant,		over
skilled worker	24	
Lecturer, teacher	3	Frequ
Trainee	3	Previo
Other position		Earlie
Student	15	First
Other not gainfully employed	3	i ii St
		Avera
Economic sector	%	
Industry in general	15	Influe
Engineer's and planning office		decis
Research, apprenticeship, training	7	Decis
Consulting	7	Calles

7

6

6

Λ

2

2

9

15

3

%

5

9

15

3

500 - 999

employed

Student

1 000 and more

Other not gainfully

Trade visitors' profile

Visitors (number of	entries)	4 242
Proportion of trade	visitors	99 %
Germany (total)		100
of which	2 Nº 1 4	
Nielsen 1	2 Nielsen 4	1
Hamburg	- Bavaria	1
Bremen	- Nielsen 5+6	34
Lower Saxony	- Berlin	5
Schleswig-Holstein	- Brandenburg	6
Nielsen 2	- Mecklenburg	
North Rhine-Westph.	- West Pomme	
Nielsen 3a	 Saxony-Anha 	
Hesse	- Nielsen 7	62
Rhineland-Palatinate	- Saxony	53
Saarland	- Thuringia	8
Nielsen 3b	1	
Baden-Württemberg	1	
Distance to home		%
up to 50 km		42
more than 50 km up		22
more than 100 km up	to 300 km	34
over 300 km		2
Frequency of visits t	o exhibition	%
Previous event		38
Earlier events		55
First visit		28
Average length of st	tay	1,0 days
Influence on purchas	sing/procuremen	t
decisions		%
Decisively		26
Collectively		32
In an advisory capacit	у	24
No		11
Student		c

Influence on purchasing/procurement
decisions
Decisively
Collectively
In an advisory capacity
No
Student
Other not gainfully employed
5 3 1 3

6

1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	33
Managing director, board member,	
head of an authority etc. Area manager, works manager, plant manager	1
branch manager, head of public office	2
Department head, group head, team leader	3
Other salaried staff, civil servant.	J
skilled worker	37
Lecturer, teacher	1
Trainee	12
Other position	4
Student	6
Other not gainfully employed	1
Economic sector	%
Dentist's practice,- clinic	74
Orthodontics	5
Oral and maxillofacial surgery	6
Dental technology laboratory	13
Dental trade	3 5 3
University, polytechnic, vocational school	5
Other	3
Size of company/organization:	
Number of employees	%
1- 4 37 500 - 999	1
5- 9 36 1 000 and more	1
10- 49 16 Student	6
50- 199 2 Other not gainfully	
200- 499 2 employed	1
Conducted by: Landesmesse Stuttgart Gn Stuttgart	ıbH,

GÄSTE

Trade visitors' profile

	enτ	ries)	10 378
roportion of trade	visi	itors	93%
iermany (total) f which			93
lielsen 1	3	Nielsen 4	3
remen	-	Bavaria	3
lamburg	-	Nielsen 5+6	26
ower Saxony	2	Berlin	3
chleswig-Holstein		Brandenburg	4
lielsen Ž	1 1	Mecklenburg	
Iorth Rhine-Westph.			
<u>lielsen 3a</u>	1	Saxony-Anha	
lesse	1	Nielsen 7	67
hineland-Palatinate	- 7	Saxony	56
aarland	- 7	Thuringia	11
lielsen 3b	- 7		
aden-Württemberg	- 7		
oreign (total) f which			7
EU			95
Other cour	ntrie	S	5
istance to home			%
p to 50 km			37
nore than 50 km up	to '	100 km	21
+ 100 line	n to	300 km	34
hore than 100 km u			
ver 300 km	0 10		8
ver 300 km		ct visitor cha	
ver 300 km		st visitor sha	re %
ver 300 km Country with the hi oland	ghe		re % 78
ver 300 km country with the hi oland requency of visits	ghe		re % 78
ver 300 km country with the hi oland requency of visits revious event	ghe		re % 78 % 26
ver 300 km country with the hi oland requency of visits revious event arlier events	ghe		re % 78 % 26 31
ver 300 km country with the hi oland requency of visits revious event	ghe		re % 78 % 26
ver 300 km country with the hi oland requency of visits revious event arlier events	ghe to e	exhibition	re % 78 % 26 31
ver 300 km country with the hi oland requency of visits revious event arlier events irst visit werage length of s	ghe to e	exhibition	re % 78 26 31 57 1,1 days
ver 300 km country with the hi oland requency of visits revious event arlier events irst visit	ghe to e	exhibition	re % 78 26 31 57 1,1 days
ver 300 km country with the hi oland requency of visits revious event arlier events irst visit verage length of s nfluence on purcha	ghe to e	exhibition	re % 78 26 31 57 1,1 days t
ver 300 km ountry with the hi oland requency of visits revious event arlier events irst visit werage length of s influence on purcha lecisions	ghe to e	exhibition	re % 78 26 31 57 1,1 days t \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
ver 300 km country with the hi oland requency of visits revious event arlier events irst visit verage length of s nfluence on purcha lecisions lecisively	ghe to e stay	exhibition	re % 78 26 31 57 1,1 days t %
ver 300 km ountry with the hi oland requency of visits revious event arlier events irst visit verage length of s nfluence on purcha lecisions becisively ollectively	ghe to e stay	exhibition	re % 78 26 31 57 1,1 days t 4 25 27
ver 300 km ountry with the hi oland requency of visits revious event arlier events irst visit werage length of s nfluence on purcha lecisions vecisively iollectively an advisory capaci	ghe to e stay	exhibition	re % 78 26 31 57 1,1 days t % 25 27 22



HAUS-GARTEN-FREIZEIT (2011) -------> Leipzig

183 789

85%

99

31

-

3

28

67

61

6

1

%

58

27

14

1

%

53

69

22

%

52

48

N/A

%

5

15

14 25

22 16

4

Private visitors' profile

Area of responsibility	%	Visitors (number of entries) 18	83 7
Management	29	Burn of an interaction of the	0.5
Research/development/design	1 11	Proportion of private visitors	85
Manufacturing, production, quality control Buying/procurement	6	Germany (total)	
Finance/accounting, controlling	1	of which	
Information and communication technology	1	Nielsen 1 - Nielsen 4	
Personnel administration, administration	2	Bremen - Bavaria	
Sales	13	Hamburg - Nielsen 5+6	
Marketing, advertising, PR	2	Lower Saxony - Berlin	
Logistics: storage, material management,	-	Schleswig-Holstein - Brandenburg	
transport	1	Nielsen 2 - Mecklenburg-	
Maintenance/repairs	1	North Rhine-Westph West Pommera	nia
Other area	22	Nielsen 3a 1 Saxony-Anhalt	
Student	8	Hesse - Nielsen 7	
Other not gainfully employed	2	Rhineland-Palatinate - Saxony	
		Saarland - Thuringia	
Position in the company/organization	%	Nielsen 3b -	
Entrepreneur, co-owner, freelancer	33	Baden-Württemberg -	
Managing director, board member,			
head of an authority etc.	5	Foreign (total)	
Area manager, works manager, plant manager	er,		
branch manager, head of public office	6	Distance to home	
Department head, group head, team leader	10	up to 50 km	
Other salaried staff, civil servant,		more than 50 km up to 100 km	
skilled worker	14	more than 100 km up to 300 km	
Lecturer, teacher	5	over 300 km	
Trainee	14		
Other position	3	Frequency of visits to exhibition	
Student	8	Previous event	
Other not gainfully employed	2	Earlier events	
		First visit	
Economic sector	%	6	
Catering	39	Sex	
Hotel	19	Male	
Communal catering	5	Female	
Café	3	Size of household	
Catering/party service	3	Size of nousehold	Ν
Butchers' trade, butcher's shop	2	Ago.	
Consulting, planning	2 2	Age up to 20 years	
Specialist wholesale, retail trade	2	over 20 up to 30 years	
Bakerys'trade, baker's shop, pastry shop	1	over 30 up to 40 years	
Discotheque, night club, bar Franchise restaurant	1	over 40 up to 50 years	
Other sectors	10	over 50 up to 60 years	
Student	8	over 60 up to 70 years	
Other not gainfully employed	8 2	over 70 years	
other not gainfully employed	2	over 70 years	

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 manage	er,
branch manager, head of public office	3
Department head, group head, team leader	5
Other salaried staff, civil servant,	
skilled worker	45
Lecturer, teacher	2
Trainee	2 2 7 7 2
Other position	7
Student	7
Housewife/man	2
Old-age pensioner	19
Other not gainfully employed	2
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
ves	77
no	6
maybe	17
Follow-up business	%
Intend to buy at later date	
yes	33
no	14
maybe	54

Conducted by: Institut für Marktforschung

GmbH, Leipzig

MIDORA ----> Leipzig

1

Trade visitors' profile

Visitors (number of	ent	ries)	1 934
Proportion of trade	vis	itors	92 %
Germany (total)			97
of which			
Nielsen 1	3	Nielsen 4	2
Bremen	1	Bavaria	2
Hamburg	1	Nielsen 5+6	34
Lower Saxony	2	Berlin	6
Schleswig-Holstein	1	Brandenburg	8
Nielsen 2	3	Mecklenburg-	
North Rhine-Westph.	3	West Pommera	
Nielsen 3a	2	Saxony-Anhalt	18
Hesse		Nielsen 7	51
Rhineland-Palatinate	- 7	Saxony	39
Saarland	-	Thuringia	12
Nielsen 3b	3		
Baden-Württemberg	3		
Foreign (total)			3
Distance to home			%
up to 50 km			20
more than 50 km up	to	100 km	21
more than 100 km up			41
over 300 km			18
Frequency of visits	to e	xhibition	%
Previous event			46
Earlier events			67
First visit			28
Average length of s	tay	1,	2 days
Influence on purcha	sind	g/procurement	
decisions			%
Decisively			51
Collectively			27
In an advisory capaci	ty		13
No			7
Student			2
out			

Other not gainfully employed

Area of responsibility	%
Management	39
Research/development/design	1
Manufacturing, production, quality control	9
Buying/procurement	14
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	25
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	- 7
Maintenance/repairs	2
Other area	6
Student	2
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	71
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manager	r,
branch manager, head of public office	2
Department head, group head, team leader	2
Other salaried staff, civil servant,	
skilled worker	12
Lecturer, teacher	1
Trainee	3
Other position	2
Student	2
Other not gainfully employed	1
Economic sector	%
Specialist retail trade in watches,	
jewellery etc.	53
Gold and silversmith, design sector	15
Other service	11
Chain, department store, mail order,	
wholesale	6
Commercial agent	4
Industry	3
Boutique, piercing studio, hair salon,	
cosmetic studio, drugstore	2
Other sectors	3
Student	2
Other not gainfully employed	1
Size of company/organization:	

		organization:	
Number of	employ	yees	%
1- 4	69	500 - 999	1
5- 9	12	1 000 and more	4
10- 49	8	Student	2
50-199	2	Other not gainfully	
200- 499	1	employed	1
Conducted	by: FG	M GmbH, Leipzig	

Size of company/organization: Number of a

yees	empio	er or	NUTTE
500 - 999	26	4	1-
1 000 and more	14	9	5-
Student	26	49	10-
Other not gainfully	15	199	50-
employed	5	499	200-

%

2

3 8

2

Conducted by: FGM GmbH, Leipzig

m

modell-hobby-spiel ----- Leipzig

Private visitors' profile

Visitors (number of	-	070/
Proportion of privat	te visitors	97%
Germany (total) of which		98
Nielsen 1	3 Nielsen 4	2
Bremen	- Bavaria	2
Hamburg	- Nielsen 5+	
Lower Saxony	2 Berlin	3
Schleswig-Holstein	- Brandenbu	
Nielsen 2	- Mecklenbu	ra-
North Rhine-Westph.	- West Pom	nerania -
Nielsen 3a	1 Saxony-An	
Hesse	1 Nielsen 7	68
Rhineland-Palatinate	- Saxony	56
Saarland	- Thuringia	12
Nielsen 3b	-	
Baden-Württemberg	-	
Foreign (total) of which		2
EU		60
Other cour	ntrios	40
other cour	inics	
Distance to home		%
up to 50 km		
		39
nore than 50 km up	to 100 km	26
nore than 50 km up more than 100 km u	to 100 km p to 300 km	26 29
nore than 50 km up	to 100 km p to 300 km	26
nore than 50 km up more than 100 km u	p to 300 km	26 29
nore than 50 km up more than 100 km up over 300 km F requency of visits Previous event	p to 300 km	26 29 6
nore than 50 km up more than 100 km up over 300 km Frequency of visits	p to 300 km	26 29 6 %
nore than 50 km up more than 100 km up over 300 km F requency of visits Previous event	p to 300 km	26 29 6 % 44
nore than 50 km up nore than 100 km up over 300 km F requency of visits Previous event Earlier events	p to 300 km	26 29 6 % 44 60
nore than 50 km up nore than 100 km up over 300 km Frequency of visits Previous event Earlier events First visit Sex Male	p to 300 km	26 29 6 % 44 60 31 % 56
nore than 50 km up more than 100 km up over 300 km Frequency of visits Previous event Earlier events First visit Sex	p to 300 km	26 29 6 % 44 60 31
nore than 50 km up nore than 100 km up over 300 km Frequency of visits Previous event Earlier events First visit Sex Male	p to 300 km	26 29 6 % 44 60 31 % 56
nore than 50 km up more than 100 km up over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female	p to 300 km	26 29 6 % 44 60 31 % 56 44
hore than 50 km up more than 100 km up over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household	p to 300 km	26 29 6 % 44 60 31 % 56 44 %
hore than 50 km up more than 100 km up by a solo km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons	p to 300 km	26 29 6 44 60 31 % 56 44 % 13
hore than 50 km up more than 100 km up over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	p to 300 km	26 29 6 44 60 31 % 56 44 9% 13 31
hore than 50 km up more than 100 km up by a solo km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons	p to 300 km	26 29 6 % 44 60 31 % 56 44 44 % 13 31 24
hore than 50 km up more than 100 km up over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	p to 300 km	26 29 6 % 44 60 31 31 % 56 44 9% 13 31 24 23
hore than 50 km up more than 100 km up over 300 km Frequency of visits Previous event First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age	p to 300 km	26 29 6 % 44 60 31 31 33 31 24 23 9 9 9 %
hore than 50 km up more than 100 km up over 300 km Frequency of visits Previous event First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age	p to 300 km	26 29 6 % 44 60 31 31 % 56 44 % 13 31 24 23 9 9 % 23
hore than 50 km up more than 100 km up over 300 km Frequency of visits Previous event First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 yea over 20 up to 30 yea over 30 up to 40 yea	rs rs rs	26 29 6 % 44 60 31 31 % 56 56 44 44 % 13 31 24 23 9 9 % 23 25
hore than 50 km up more than 100 km up over 300 km Frequency of visits Previous event First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 yea over 20 up to 30 yea over 30 up to 40 yea	rs rs rs	26 29 6 44 60 31 56 56 44 44 23 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
hore than 50 km up more than 100 km up over 300 km Frequency of visits Previous event First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 yea over 20 up to 30 yea over 30 up to 40 yea	rs rs rs	26 29 6 44 60 31 56 44 44 % 13 31 24 23 9 9 % 23 25 19 17 7
hore than 50 km up more than 100 km up over 300 km Frequency of visits 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 yea over 20 up to 30 yea	rs rs rs rs rs rs rs	26 29 6 44 60 31 56 56 44 44 23 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9

Position in the company/organizat Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant branch manager, head of public offic	5
head of an authority etc. Area manager, works manager, plant	2
Area manager, works manager, plant	2
branch manager band of public offic	
Department head, group head, team	leader 7
Other salaried staff, civil servant,	
skilled worker	37
Lecturer, teacher	2
Trainee	6
Other position	8
Student	24
Other not gainfully employed	7
Buying and ordering capacity Purchase or order made or intended	%
at the exhibition	
	74
yes	14
no	21
maybe	21
Follow-up business	%
Intend to buy at later date	
ves	33
no	15
maybe	52
Conducted by: FGM GmbH, Leipzi	~
Conducted by: Fold Gilbh, Leipzi	y

Trade visitors' profile

	entries)	10 228
Proportion of trade	visitors	99 %
Germany (total)		99
of which Nielsen 1	1 Nielsen 4	2
Bremen	- Bavaria	2
Hamburg	- Nielsen 5+6	29
Lower Saxony	1 Berlin	23
Schleswig-Holstein	- Brandenburg	4
Nielsen 2	1 Mecklenburg-	4
North Rhine-Westph.	1 West Pommer	ania 1
Nielsen 3a	1 Saxony-Anhalt	
Hesse	1 Nielsen 7	63
Rhineland-Palatinate	1 Saxony	55
Saarland	- Thuringia	8
Nielsen 3b	1	0
Baden-Württemberg	1	
Foreign (total)		1
Distance to home		%
up to 50 km		34
more than 50 km up		25
more than 100 km up	o to 300 km	34
over 300 km		7
Frequency of visits	to exhibition	%
Previous event		30
Earlier events		30
First visit		54
Average length of s	tay 1	,2 days
Influence on purcha	sing/procurement	
decisions		%
Decisively		11
Collectively		22
	ту	35
In an advisory capacit		
In an advisory capaci No Student		27 4

Manager	
Management	
Research/develo	
	production, quality control
Buying/procurer	
Finance/account	
	d communication technology
Personnel admi	nistration, administration
Sales	
Marketing, adv	ertisina. PR
	ge, material management,
transport	,
Maintenance/re	nairs
Other area	puils
Nursing sector	
Training/further	training
	uanniy
Student	
Destation in the	
	company/organization
Entrepreneur, c	o-owner, freelancer
	tor, board member, director,
	head of administration etc.
	g, ward sister, department
head	
	es with managerial functions
	staff, civil servant,
skilled worker	
Lecturer, teache	or .
Trainee	
Nursing personi	nol
Other position	
Student	
Student	
	
Economic sect	
	, social care facilities
	t/stationary care facilities
Hospital	
Disabled/Old pe	
University, tech	nical college, vocational
college	
	paying authority
	ary, medical technical
specialised trad	
Association, clu	
Association, clu	D, SUCIELY
Home care com	ipanies
	rehabilitation facilities
Other sectors	
Student	

Area of responsibility

Numb	per of	employe	ees
1-	4	4	200 - 499
5-	9	5	500 - 999
10-	49	33	1 000 and more
50-	199	23	Student

SHKG

%

9

2

-6

4

11 8

8

4

6

1 5 4

Trade visitors' profile

Visitors (number of	entries)		11 998*)
Proportion of trade	visitors		89 %
Germany (total) of which			98
Nielsen 1	1 Nie	lsen 4	2
Bremen		aria	2
Hamburg		lsen 5+6	
Lower Saxony	1 Ber		3
Schleswig-Holstein		ndenburg	-
Nielsen 2		cklenburg	
North Rhine-Westph.		st Pomme	
Nielsen 3a		ony-Anha	
Hesse		lsen 7	59
Rhineland-Palatinate		isen 7	48
Saarland		iringia	10
Nielsen 3b	1	iningia	10
Baden-Württemberg	1		
Foreign (total)			2
Distance to home			%
up to 50 km			36
more than 50 km up	to 100 l	m	23
more than 100 km up			34
over 300 km	10 500	KIII	6
Frequency of visits t	o exhib	oition	%
Previous event			41
Earlier events			40
First visit			42
Average length of s	tay		1,1 days
Influence on purchas	sing/pro	ocuremen	ıt
decisions			%
Decisively			25
Collectively			30
In an advisory capacit	y		29
No	-		9
Student			7
Other not gainfully en	nployed		1
 *) Visitor attendance det in the combination of answers were permitte 	ermined b SHKG Lei		



TerraTec -----> Leipzig

Trade visitors' profile

Area of responsibility	%	Visitors (number of entri
Management	22	
Research/development/design	6	Proportion of trade visite
Manufacturing, production, quality control	4	Comment (to to b)
Buying/procurement	5 1	Germany (total)
Finance/accounting, controlling		of which
Information and communication technology	2	Nielsen 1 5
Personnel administration, administration	1	Bremen - I Hamburg 1
Sales	12	
Marketing, advertising, PR		Lower Saxony 3
Logistics: storage, material management,		Schleswig-Holstein 1
transport	1	Nielsen 2 2
Maintenance/repairs	12	North Rhine-Westph. 2
Other area	27	Nielsen 3a 2
Student	7	Hesse 2
Other not gainfully employed	1	Rhineland-Palatinate -
		Saarland -
Position in the company/organization	%	Nielsen 3b 2
Entrepreneur, co-owner, freelancer	37	Baden-Württemberg 2
Managing director, board member,		
head of an authority etc.	4	Foreign (total)
Area manager, works manager, plant manage	er,	of which
branch manager, head of public office	4	EU
Department head, group head, team leader	8	Other European
Other salaried staff, civil servant,		
skilled worker	30	Distance to home
Lecturer, teacher	3	up to 50 km
Trainee	5	more than 50 km up to 10
Other position	1	more than 100 km up to 3
Student	7	over 300 km
Other not gainfully employed	1	
		Frequency of visits to ex
Economic sector	%	Previous event
Handicraft, commercial processor	45	Earlier events
Architect/engineer's and planning office	12	First visit
Wholesale, retail, specialised retail	8	
Industry, industrial processing	7	Average length of stay
Energy and utilities industry	5	
Ministries, administrative bodies, public		Influence on purchasing/
authorities	3	decisions
Educational facility	3	Decisively
Construction industry	2	Collectively
Commercial homeowners and housing		In an advisory capacity
administration, building society, real estate		No
industry	1	Student
Facility management	1	Other not gainfully employ
Chamber of commerce, guild, crafts		· · · · · · · · · · · · · · · · · · ·
association, society	1	
Hospital, nursing home, sanatorium	1	 Visitor attendance determine
Energy consulting	1	in the combination of TerraT
Other sectors	2	answers were permitted.
Student	-	

Economic sector	
landicraft, commercial processor	45
rchitect/engineer's and planning office	12
Wholesale, retail, specialised retail	8
Industry, industrial processing	7
Energy and utilities industry	5
Ministries, administrative bodies, public	
authorities	3
Educational facility	3 3 2
Construction industry	2
Commercial homeowners and housing	_
administration, building society, real estate	
industry	1
Facility management	1
Chamber of commerce, guild, crafts	
	1
Chamber of commerce, guild, crafts association, society Hospital, nursing home, sanatorium	1
association, society Hospital, nursing home, sanatorium	1
association, society	1
association, society Hospital, nursing home, sanatorium Energy consulting Dther sectors	1
association, society Hospital, nursing home, sanatorium Energy consulting	1
association, society Hospital, nursing home, sanatorium Energy consulting Other sectors Student Other not gainfully employed	1 1 2 7
association, society Hospital, nursing home, sanatorium Energy consulting Other sectors Student Other not gainfully employed Size of company/organization:	1 1 2 7
association, society Hospital, nursing home, sanatorium Energy consulting Other sectors Student Other not gainfully employed	1 1 2 7 1
association, society Hospital, nursing home, sanatorium Energy consulting Other sectors Student Other not gainfully employed Size of company/organization: Number of employees	1 1 2 7 1
association, society dospital, nursing home, sanatorium inergy consulting Dther sectors Student Dther not gainfully employed Size of company/organization: Number of employees 1- 4 35 500 - 999	1 1 2 7 1 %
association, society Hospital, nursing home, sanatorium Energy consulting Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1 - 4 35 500 - 999 5 - 9 15 1 000 and more 10 - 49 16 Student	1 1 2 7 1 % 1 7
association, society Hospital, nursing home, sanatorium Energy consulting Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1 - 4 35 500 - 999 5 - 9 15 1 000 and more 10 - 49 16 Student	1 1 2 7 1 % 1 7

oportion of trade visitors						
	oportion of trade visitors 94%					
ermany (total) which	95					
elsen 1 5 Nielsen 4	5					
emen - Bavaria	5					
amburg 1 Nielsen 5+6	24					
wer Saxony 3 Berlin	4					
hleswig-Holstein 1 Brandenburg	5					
elsen 2 2 Mecklenburg-						
orth Rhine-Westph. 2 West Pomme	rania 1					
elsen 3a 2 Saxony-Anhal						
esse 2 Nielsen 7	60					
nineland-Palatinate - Saxony	47					
arland - Thuringia	13					
elsen 3b 2						
aden-Württemberg 2						
vreign (total) which	5					
EU	54					
Other European countries	46					
stance to home	%					
to 50 km	34					
ore than 50 km up to 100 km	20					
ore than 100 km up to 300 km	33					
ver 300 km	14					
equency of visits to exhibition	%					
evious event	22					
irlier events	30					
rst visit	59					
verage length of stay	1,1 days					
fluence on purchasing/procurement						
ecisions	%					
ecisively	17					
ollectively	26					
an advisory capacity	24					
٥.	14					
udent	15					
ther not gainfully employed	3					

Area of re		%
Managemei		17
	evelopment/design	8
Buying/proc	ing, production, quality control	1
	ounting, controlling	1
	and communication technology	2
	n, personnel, administration	1
Sales	- durantining DD	14
	advertising, PR torage, material management,	1
Maintenanc	e/repairs	4
Other area		31
Student		15
Other not g	ainfully employed	3
Entrepreneu	the company/organization Ir, co-owner, freelancer	% 19
Managing o	lirector, board member,	
	authority etc.	6
Area manag branch man	jer, works manager, plant manage ager, head of public office	er, 7
Department	ed staff, civil servant,	13
skilled work		25
Lecturer, te	acher	2
Trainee Other positi		4
Student	011	15
	ainfully employed	3
Economic s	sector	%
Industry in		12
	pprenticeship, training	8
	and planning office	7
	ority/administration	7
Consulting Recycling co	ompanies	6
Plant opera		6
	tility (public services, water	
supply com		5
Skilled trade	es	4
Trade Municipaliti	PC	3
	and forestry	2
	and network operators	2
Operating of	ompanies	1
	construction companies and	
housing cor		1
Association Agriculture	and fisheries	1
Other secto		g
Student		15
Other not g	ainfully employed	3
Size of cor	npany/organization:	
Number of	employees	%
1- 4	16 500 - 999	6
5- 9 10- 49	7 1 000 and more 16 Student	10
10- 49 50- 199	16 Other not gainfully	10
200- 199	10 Other not gainfully 11 omployed	3

200-499 11

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

3

employed

therapie (2011) -------> Leipzig

Trade visitors' profile

Proportion of trade			
	VIS	itors	96%
Germany (total) of which			98
Nielsen 1	7	Nielsen 4	10
Bremen	/	Bavaria	10
Hamburg	1	Nielsen 5+6	28
	4	Berlin	4
Lower Saxony Schleswig-Holstein	2	Brandenburg	5
Nielsen 2	3	Mecklenburg-	J
North Rhine-Westph.	3	West Pommerania	1
Nielsen 3a	4	Saxony-Anhalt	17
Hesse	3	Nielsen 7	45
Rhineland-Palatinate	1	Saxony	35
Saarland	1	Thuringia	10
Nielsen 3b	4	munnyia	10
Baden-Württemberg	4		
Foreign (total)			2
Distance to home			%
			% 17
up to 50 km more than 50 km up			
up to 50 km more than 50 km up more than 100 km up			17 22 38
up to 50 km more than 50 km up more than 100 km up			17 22
up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits	o to	300 km	17 22 38
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits Previous events	o to	300 km	17 22 38 23
up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits Previous events Earlier events	o to	300 km	17 22 38 23 % 26 23
up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits Previous events Earlier events	o to	300 km	17 22 38 23 % 26
up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits	to to	300 km	17 22 38 23 % 26 23 63
up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits Previous events Earlier events First visit	to to tay	300 km exhibition 1,3 c	17 22 38 23 % 26 23 63

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Organisation, personnel, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student	% 15 1 - 1 1 2 - 1 68 8
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	% 24 4 r, 3 11 26 4 19 3 8
Economic sector Ambulant rehabilitation centre Facility for the disabled Vocational school/technical college Fitness studio Hospital Health cure and medicinal baths Medical technical specialised trade Stationary nursing facility Therapeutical practice University/academy/specialist school Association, society, self-help group Prophylaxis and rehabilitation facilities Other sectors	
Size of company/organisation: Number of employees 1- 4 27 200 - 499 5- 9 14 500 - 999 10- 49 18 1 000 and more 50- 199 16 Student	% 8 4 6 8

Num		cilipioy	ccs
1-	4	27	200 - 499
5-	9	14	500 - 999
10-	49	18	1 000 and more
50-	199	16	Student
Cond	ucted	by: Inst	itut für Marktforschung

GmbH, Leipzig

Z – Subcontracting Fair —>>> Leipzig

Trade visitors' profile

Proportion of trade	visitors	96 %
Germany (total) of which		90
Nielsen 1	4 Nielsen 4	6
Bremen	- Bavaria	6
Hamburg	2 Nielsen 5+6	22
Lower Saxony	2 Berlin	3
Schleswig-Holstein	- Brandenburg	5
Nielsen 2	6 Mecklenburg-	
North Rhine-Westph.	6 Mecklenburg- 6 West Pommera	nia 3
Nielsen 3a	3 Saxony-Anhalt	11
Hesse	2 Nielsen 7	56
Rhineland-Palatinate	1 Saxony	46
Saarland	1 Thuringia	10
Nielsen 3b	3	
Baden-Württemberg	3	
Foreign (total) of which		10
EU		76
Other cour	trioc	24
Other Cour	luies	24
Distance to home		%
up to 50 km		21
more than 50 km up more than 100 km up	to 100 km	19
more than 100 km up	o to 300 km	35
over 300 km		25
Country with the hi	ghest visitor share	%
Poland	-	31
Frequency of visits	to exhibition	%
		30
Previous event		31
Previous event Earlier events		
Earlier events	tay 1,2	57 2 days
Earlier events First visit Average length of s Influence on purcha		57
Earlier events First visit Average length of s Influence on purcha decisions		57 2 days %
Earlier events First visit Average length of s Influence on purcha decisions Decisively		57 2 days % 30
Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	sing/procurement	57 2 days % 30 31
Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively In an advisory capaci	sing/procurement	57 2 days % 30
Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	sing/procurement	57 2 days % 30 31
Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively In an advisory capaci	sing/procurement	57 2 days % 30 31 21

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

Area of	responsibi	lity	%
Manager	nent	-	17
Research	/developme	ent/design	10
Manufac	turing, proc	Juction, quality control	15
Buying/p	rocurement		20
inance/a	accounting,	controlling	-
		nmunication technology	1
ersonne	administr	ation, administration	1
ales			18
Marketin	g, advertisi	ng, PR	2
		naterial management,	
ransport			1
/laintena	ance/repairs		3
Other ar			4
tudent			6
	t gainfully	emploved	1
	. <u>J</u>	· · · / · · / · ·	
osition	in the cor	npany/organization	%
		mer, freelancer	19
Managin	g director,	board member,	
nead of	an authorit	y etc.	6
		s manager, plant manage	er,
		ad of public office	10
		roup head, team leader	21
Other sa	laried staff,	civil servant,	
killed w			28
ecturer,	teacher		1
rainee			4
Other po	sition		3
Student			6
ther no	t gainfully	employed	1
conomi	ic sector		%
	ic sector		% 61
ndustry skilled tr	adac		8
	aues		8 13
ervice			
Research			4
	l retail trad	e	7
tudent			6
other no	t gainfully	employed	1
ize of (omnany/o	rganization:	
	of employ		%
	4 9	500 - 999	7
	9 4	1 000 and more	8
		Student	6
50-19			0
50-19		Other not gainfully	1

200-499

15

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

employed

1

Visitors (number of	entri	es) 70	549
Proportion of priva	te vis	itors 9	94%
Germany (total) of which			100
Nielsen 1	- 1	Vielsen 4	
Bremen		Bavaria	
Hamburg	- 1	Vielsen 5+6	
Lower Saxony		Berlin	
Schleswig-Holstein	- E	Brandenburg	
Nielsen 2	- 1	Mecklenburg-	
North Rhine-Westph.		Nest Pommerania	
Nielsen 3a		Saxony-Anhalt	
Hesse		Vielsen 7	
Rhineland-Palatinate		Saxony	
Saarland		Fhuringia	
Nielsen 3b	1		
Baden-Württemberg	1		
Distance to home			9
up to 50 km			8
more than 50 km up	to 10	0 km	1
more than 100 km u			
over 300 km			
Frequency of visits 2011 2010 2009 Earlier events First visit	to ex	nibition	% 50 45 38 49 13
Sex			%
Male			4
Female			5
Size of household			%
1 person			
2 persons			4
3 persons			2
4 persons			1
5 persons and more			
Age			9
up to 20 yea	rs rc		1
over 20 up to 30 yea over 30 up to 40 yea	15		1
over 30 up to 40 yea	rc		2
over 50 up to 60 yea			2
over 60 up to 70 yea			1
over 70 years	13		

Private visitors' profile

Position in the company/organization 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 9 Other salaried staff, civil servant, 37

skilled worker

Other position

Housewife/man

Old-age pensioner

at the exhibition

Follow-up business

Intend to buy at later date

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

Lecturer, teacher

BAU

%

8

2

4

3

2

6

8

5

15

2

%

73

5

%

31

15

55

22

Trade visitors' profile

Visitors (number of	ent	ries) 232	901
Proportion of trade	visi	itors	93%
Germany (total) of which			73
Nielsen 1	5	Nielsen 4	51
Bremen	-	Bavaria	51
Hamburg	1	Nielsen 5+6	3
Lower Saxony	3	Berlin	1
Schleswig-Holstein	-		1
Nielsen 2	7	Mecklenburg-	
North Rhine-Westph.	7		
Nielsen 3a	10	Saxony-Anhalt	1
Hesse	4 4	Nielsen 7	4
Rhineland-Palatinate Saarland	4	Saxony	2
Nielsen 3b	19	Thuringia	2
Baden-Württemberg	19		
Foreign (total)	-		27
of which			~
EU Othor Fur		n countries	62 24
Other Euro		n countries	24
other cou	Turic	5	
Distance to home			%
up to 50 km			13
more than 50 km up			10
more than 100 km u	p to	300 km	28
over 300 km			49
Countries with the	high	est visitor shares	%
Austria			16
Italy			8
Switzerland			8
Turkey			4
Frequency of visits	to e	xhibition	%
Previous event			37
Earlier events			39
First visit			45
Average length of s	stay	1,5 c	lays
Influence on purcha	sing	1/procurement	
decisions	uni	pprocurement	%
Decisively			34
Collectively			27
In an advisory capaci	ity		19
No	.,		11



bauma -----> München

Trade visitors' profile

Area of responsibility	%
Management	20
Research/development/design	5
Manufacturing, production, quality control	15
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	12
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	2
Maintenance/repairs	3
Other area	5
Product development/design	4
Planning	17
Student	9
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	28
Managing director, board member,	
head of an authority etc.	9
Area manager, works manager, plant manage	
branch manager, head of public office	6
Master craftsman, foreman	5
Department head, group head, team leader	13
Other salaried staff, civil servant,	
skilled worker	18
Lecturer, teacher Trainee	2
Other position	2
Student	9
Economic sector	%
Construction industry	34
Other skilled trades	5
Architect, architect's office	12
Constructional engineers Planner	3 4
Building materials trade	4 8
Other trade	3
Building materials manufacturer	7
Other manufacturers	4
Building owner	2
Real estate industry	2
Service	4
Authority/public services	3
University, technical, vocational college,	5
research institute	1
Student	9

Size of company/organization: Number of employees 1 9 35 500 10 49 23 1 000 an 500 - 999 1 000 and more

10- 49	23	1 000 and more	11
50-199	14	Student	9
200- 499	5		

%

4

Student

Other not gainfully employed

Conducted by: TNS Infratest Wirtschafts-forschung, München

Proportion of	f trade visitors	84%
Germany (to	tal)	56
of which		
Nielsen 1	5 <u>Nielser</u>	
Bremen	1 Bavaria	
Hamburg	1 Nielser	
Lower Saxony	2 Berlin	1
Schleswig-Hol		
Nielsen 2	8 Meckle	
North Rhine-V		ommerania -
Nielsen 3a		-Anhalt -
Hesse	3 Nielser	
Rhineland-Pal		
Saarland	1 Thuring 23	jia 2
Nielsen 3b		
Baden-Württe	mberg 23	
Foreign (tota of which	I)	44
EU		57
	er European counti	
Afr		2
	rth America	3
	ith and Central Am	
	ldle East	3
	th-, East-, Central	
Aus	stralia	3
Distance to h	iome	%
up to 50 km		9
more than 50	km up to 100 km 0 km up to 300 km	8
	0 km up to 300 km	26
over 300 km		57
Countries wit	th the highest visi	tor shares %
Austria	in the highest visi	17
Switzerland		10
Italy		7
France		5
	antatan an andathatata	
	visits to exhibitio	n %
Previous even Earlier events	ι	38
First visit		48
		40
Average leng	th of stay	1,9 days
Influence on	purchasing/procu	ement
decisions		%
Decisively		23
		27
Collectively In an advisory	capacity	27 22
Collectively	capacity	

Area of responsibility	%
Management Research/development/design	18 7
Manufacturing, production, quality control	9
Buying/procurement	2
Finance/accounting, controlling Information and communication technology	1
Personnel administration, administration	-
Sales Marketing adverticing PR	5 2
Marketing, advertising, PR Logistics: storage, material management,	
transport Maintenance/repairs	5 6
Other area	7
Building management	15
Mechanical department, building machine,	12
equipment department Student	12 9
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	18
Managing director, board member,	10
head of an authority etc. Area manager, works manager, plant manager	10 Ior
branch manager, head of public office	8
Department head, group head, team leade	r 12
Master craftsman, building foreman, head	7
mason Other salaried staff, civil servant,	7
skilled worker	16
Construction machine operator	7
Lecturer, teacher Trainee	1 6
Other position	4
Student	9
Other not gainfully employed	1
Economic sector	%
Construction company Mining and extraction of raw materials	26 1
Horticulture and landscape gardening	1
Building materials, non-metallic minerals	5
Machine and plant construction	15
Other industry/skilled trades Trade	4 8
Service	13
Building authorities, administration	7
University, technical college, institution Other sectors	2 11
Student	9
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4 10 500 - 999 5- 9 10 1 000 and more	5 16
10-49 21 Student	9
50- 199 19 Other not gainfully	
200- 499 9 employed	1

Conducted by: TNS Infratest, München

9

1

drinktec ----- München

Trade visitors' profile

Proportion of trade visitors	95 %
Germany (total) of which	36
Nielsen 1 6 Nielsen 4	59
Bremen - Bavaria	59
Hamburg 1 Nielsen 5+6	2
Lower Saxony 3 Berlin	1
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 7 Mecklenburg-	
North Rhine-Westph. 7 West Pommera	nia -
Nielsen 3a 10 Saxony-Anhalt	
Hesse 4 Nielsen 7	3 2 2
Rhineland-Palatinate 5 Saxony	2
Saarland 1 Thuringia	2
Nielsen 3b 13	
Baden-Württemberg 13	
Foreign (total) of which	64
EU	47
Other European countries	16
Africa	5
North America	5
South and Central America	7
Middle East	4
South-, East-, Central Asia	14
Australia	
	1
Distance to home	1%
Distance to home up to 50 km more than 50 km up to 100 km	%
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	% 6 12
Distance to home up to 50 km more than 50 km up to 100 km	% 6 12
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 Countries with the highest visitor shar	% 6 12 73 res %
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 Countries with the highest visitor shar Italy	6 12 73 res % 11
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 Countries with the highest visitor shar Italy Russia	6 12 73 res % 11
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 Countries with the highest visitor shar Italy Russia Switzerland	% 12 73 res % 11
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 Countries with the highest visitor shar Italy Russia Switzerland USA	% 12 73 res % 11 55
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 Countries with the highest visitor shar Italy Russia Switzerland	% 12 73 res % 11 55
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 Countries with the highest visitor shar Italy Russia Switzerland USA	% 12 73 res % 11 5 5 5 3
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 Countries with the highest visitor shar Italy Russia Switzerland USA Austria Frequency of visits to exhibition Previous event	% 12 73 res % 11 55 53
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 Countries with the highest visitor shar Italy Russia Switzerland USA Austria Frequency of visits to exhibition Previous event Earlier events	% 12 73 res % 11 5 5 3 3 % 29 24
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 Countries with the highest visitor shar Italy Russia Switzerland USA Austria Frequency of visits to exhibition Previous event	% 12 73 res % 11 5 5 3 3 % 29 24
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 Countries with the highest visitor shar Italy Russia Switzerland USA Austria Frequency of visits to exhibition Previous event Earlier events First visit	% 6 12 73
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 Countries with the highest visitor shar Italy Russia Switzerland USA Austria Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 2, Influence on purchasing/procurement	% 12 73 res % 11 5 5 5 3 3 % 29 24 62 24 62 24 62
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 Countries with the highest visitor shar Italy Russia Switzerland USA Austria Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 2, Influence on purchasing/procurement decisions	% 12 73 73 73 73 73 73 73 73 73 73 73 73 73
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 Countries with the highest visitor shar Italy Russia Switzerland USA Austria Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 2, Influence on purchasing/procurement decisions Decisively	% 6 12 73 73 73 73 73 73 73 25 5 5 5 5 5 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 to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Italy Russia Switzerland USA Austria Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 2, Influence on purchasing/procurement decisions Decisively Collectively	% 6 12 73 7 7 7 7 7 7 7 7 7 11 1 1 1 5 5 5 5 2 2 2 2 2 2 2 2 2 2 2
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 Countries with the highest visitor shar Italy Russia Switzerland USA Austria Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 2, Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	% 6 12 73 73 73 73 73 7 5 5 5 5 5 5 5 5 5 5 5
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 Countries with the highest visitor shar Italy Russia Switzerland USA Austria Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 2, Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	% 6 12 733 73 73 73 73 73 73 73 73 73 73 73 73
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 Countries with the highest visitor shar Italy Russia Switzerland USA Austria Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 2, Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	% 6 12 73 73 73 73 73 73 73 73 73 73 73 73 74 73 73 74 73 73 73 73 73 73 73 73 73 73 73 73 73

Area of responsibility	%
Management	18
Research/development/design	13
Manufacturing, production, quality control	29
Buying/procurement	6
Finance/accounting, controlling	
Information and communication technology	1
Personnel administration, administration	1
Sales	13
Marketing, advertising, PR	5
Logistics: storage, material management,	
transport	1
Maintenance/repairs	3
Other area	5
Student	6
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member,	
head of an authority etc.	11
Area manager, works manager, plant manage	r,
branch manager, head of public office	12
Department head, group head, team leader	20
Other management positions with	
personnel/budget responsibility	7
Foreman, master craftsman	- 5
Other salaried staff, civil servant,	
skilled worker	16
Lecturer, teacher	2
Trainee	4
Other position	З
Student	6
Other not gainfully employed	1
Economic sector	%
Producer/manufacturer	50
Supplier	21
beverage wholesale and retail	10
Service	11
University/polytechnic	2
Public authority	1
Other sectors	6
Student	6
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 9 13 1 000 and more	25
10- 49 16 Student	6
E0 240 20 Other net gainfully	

1- 9	13	1 000 and more	25	
10- 49	16	Student	6	
50-249	20	Other not gainfully		
250-499	11	employed	1	
500-999	8			
Conducted	by: TNS	Infratest Wirtschafts-		

forschung, München

Trade visitors' profile

Visitors (number of entries) 12	759
Proportion of trade visitors	36 %
Germany (total)	81
of which	
Nielsen 1 9 Nielsen 4	43
Bremen 4 Bavaria	43
Hamburg 2 Nielsen 5+6	12
Lower Saxony 2 Berlin	5
Schleswig-Holstein 1 Brandenburg	2
Nielsen 2 7 Mecklenburg-	
North Rhine-Westph. 7 West Pommerania	3
Nielsen 3a 11 Saxony-Anhalt	2
Hesse 7 Nielsen 7	4
Rhineland-Palatinate 3 Saxony	1
Saarland 1 Thuringia	3
Nielsen 3b 12	J
Baden-Württemberg 12	
Baden-wurttenberg 12	
Foreign (total) of which	19
EU	79
Other countries	21
Distance to home	%
up to 50 km	20
more than 50 km up to 100 km	16
more than 100 km up to 300 km	21
over 300 km	42
Countries with the highest visitor shares	%
Austria	14
United Kingdom	13
Frequency of visits to exhibition	%
Previous event	62
Earlier events	46
First visit	43
Assessed and the of stars of the stars	
Average length of stay 1,0 c	idys
Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	37
In an advisory capacity	19
No	15
Area of responsibility	%
Management	14
Research/development/design	24
Manufacturing, production, quality control	12
Buying/procurement	6
Finance/accounting, controlling	2
Information and communication technology	1
Organization, personnel, administration	3
Sales	10
Marketing advertising PR	

3 10

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1

7

Student Other not gainfully employ	red
Position in the company	
Entrepreneur, co-owner, fr Managing director, board	eelancer
head of an authority etc.	member,
Area manager, works mana	ager plant manage
branch manager, head of	nublic office
Department head, group h	lead team leader
Other salaried staff, civil s	
skilled worker	
Lecturer, teacher	
Trainee	
Other position	
Student	
Factoria conten	
Economic sector Adaptronics	
Aerospace	
Automation, mechanical e	naineerina
Automotive passenger veh	
Automotive utility vehicles	leieb
Shipbuilding, boatbuilding	
Motorcycles	
Plastics	
Metal	
Chemistry	
Composites	
Electrical engineering/elect	ronics
Energy	
Medicine	
Finances	
Information and communic	ation technology
Logistics, car hire services	
Surface treatment technolo	ogy
Bicycle Sports	
Building industry, architect	uro
Design	ure
Ceramics	
Authority/public services	
University/college, research	ı
Other	
Size of company/organiz	ation:
Number of employees	200 100
1-48	200 - 499
5-95	500 - 999
	000 and more
50-199 26	

Visitors (number of entries)	111 280
Proportion of private visitors	89%
Germany (total) of which	98
Nielsen 1 - Niels	en 4 97
Bremen - Bava	
	en 5+6
Lower Saxony - Berlin	
	denburg
	lenburg-
North Rhine-Westph West	Pommerania
	ny-Anhalt
Hesse - Niels	en 7 1
Rhineland-Palatinate - Saxo	ny
Saarland - Thuri	ngia ·
Nielsen 3b 1	
Baden-Württemberg 1	
Foreign (total)	2
of which EU	61
Other countries	39
Distance to home	%
up to 50 km	67
more than 50 km up to 100 km	
more than 100 km up to 300 k over 300 km	
Frequency of visits to exhibit	
Previous event	45
Earlier events	57
First visit	32
Sex	%
Male Female	55 45
renale	40
Size of household	%
1 person	22
2 persons	43
3 persons	16
4 persons	12
5 persons and more	7
	%
Age	
up to 20 years	
up to 20 years over 20 up to 30 years	20
up to 20 years over 20 up to 30 years over 30 up to 40 years	8 20 14
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	20 14 21
up to 20 years over 20 up to 30 years over 30 up to 40 years	20 14

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		Trade visito
Position in the company/organization	%	Visitors (numbe
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	9	Proportion of tr
Area manager, works manager, plant manag branch text Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	er, 2	Germany (total) of which <u>Nielsen 1</u> Bremen Hamburg Lower Saxony Schleswig-Holstei <u>Nielsen 2</u> North Rhine-Wes <u>Nielsen 3a</u> Hesse Rhineland-Palatir
Buying and ordering capacity Purchase or order made or intended at the exhibition	%	Saarland <u>Nielsen 3b</u> Baden-Württemb
yes no maybe	32 36 32	Foreign (total) of which EU Other
Follow-up business	%	Other
Intend to buy at later date yes no maybe Conducted by: TNS Infratest, München	30 14 56	Distance to hon up to 50 km more than 50 km more than 100 k over 300 km
		Countries with Austria Netherlands Italy Switzerland United Kingdom
		Frequency of vi

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tors' profile

Visitors (number of	entr	ries)	29 544
Proportion of trade	visi	tors	94 %
Germany (total) of which			68
Nielsen 1	9	Nielsen 4	39
Bremen	-	Bavaria	39
Hamburg	2	Nielsen 5+6	4
Lower Saxony	4	Berlin	2
Schleswig-Holstein	3	Brandenburg	1
Nielsen 2	11	Mecklenburg	
North Rhine-Westph.	11	West Pomme	
<u>Nielsen 3a</u>	9	Saxony-Anha	
Hesse	4	Nielsen 7	2
Rhineland-Palatinate	5	Saxony	2
Saarland	1	Thuringia	-
Nielsen 3b	25		
Baden-Württemberg	25		
F oreign (total) of which			32
EU			81
		n countries	12
Other cou	ntries		7
Distance to home			%
up to 50 km			13
more than 50 km up			6
more than 100 km u	p to	300 km	23
over 300 km			57
Countries with the	high	est visitor sh	
Austria			25
Netherlands			7
Italy			7
Switzerland			7
United Kingdom			6
Frequency of visits	to e	xhibition	%
2012 2011			55 52
Earlier events			52 49
First visit			24
FIIST VISIT			24
Average length of	stay		1,7 days
Influence on purcha	asing	/procuremen	
decisions			%
Decisively			46
Collectively			25
n an advisory capac	ity		14
No			9
Student Other net gainfully a	mal-	und	6
Other not gainfully e	mpio	yeu	1

transport Maintenance/repairs

Other area

Marketing, advertising, PR

Logistics: storage, material management,



Trade visitors' profile

Area of responsibility	%
Management	35
Research/development/design	1
Manufacturing, production, quality control	6
Buying/procurement	6
Finance/accounting, controlling	2
Information and communication technology	-
Personnel administration, administration	-
Sales	15
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	-
Maintenance/repairs	1
Other area	7
Product development/design	14
Student	6
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	53
Managing director, board member,	
head of an authority etc.	5

Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manage	r,
branch manager, head of public office	3
Department head, group head, team leader	5
Foreman, master craftsman	3
Other salaried staff, civil servant,	
skilled worker	13
Lecturer, teacher	1
Trainee	7
Other position	2
Student	6
Other not gainfully employed	1

%

%

Economic sector

Classical retail trade in fashion jewellery,	
watches and jewellery	28
Trend shop with lifestyle jewellery and watches	s 9
Other retail	7
Department store	2
Wholesale and foreign trade in fashion	
jewellery, watches and gemstones	5
Other wholesale trade	2
Commercial agent	1
Mail order business, TV/Internet-shopping	1
Gold/silversmith without retail outlet	15
Watchmaker without retail outlet	1
Producer	5
Supplying company belonging to the sector	1
Designer	7
Gallery	2
Polytechnics	5 1 7 2 2 6
Other sectors	
Student	6
Other not gainfully employed	1

Size of company/organization:

oloyees	empl	per of	Numb
3 500 - 999	53	4	1-
3 1 000 and more	18	9	5-
l Student	11	49	10-
Other not gainfully	4	199	50-
8 employed	3	499	200-
Gelszus Messe-Markt-	by: G	ucted	Cond

forschung GmbH, Dortmund

	visitors	29 %
Germany (total) of which <u>Nielsen 1</u> Bremen Hamburg Lower Saxony Schleswig-Holstein <u>Nielsen 2</u> North Rhine-Westph. <u>Nielsen 3a</u> Hesse Rhineland-Palatinate Saarland	1 <u>Nielsen 4</u> - Bavaria - Nielsen 5-1 1 Berlin - Brandenbu 1 Mecklenbu West Pom 1 Saxony-An 1 <u>Nielsen 7</u> - Saxony - Thuringia	94 94 94 94 94 94 94 94 94 94 94 94 94 9
<u>Nielsen 3b</u> Baden-Württemberg	2	
Foreign (total) of which EU Other coun	tries	60 34
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km	to 100 km o to 300 km	9 48 21 19
Country with the hig Austria	ghest visitor s	hare %
Frequency of visits t Previous event Earlier events First visit	to exhibition	9 31 41 30
Average length of s	tay	1,1 day
Influence on purchas decisions Decisively	sing/procurem	ent 9 22 2 2

	_
Position in the company/organization Entrepreneur, co-owner, freelancer	% 26
Managing director, board member,	20
head of an authority etc.	3
Area manager, works manager, plant manag	er,
branch manager, head of public office	2
Department head, group head, team leader	
Foreman, master craftsman	12
Other salaried staff, civil servant,	
skilled worker Lecturer, teacher	16 4
Trainee	13
Other position	4
Student	9
Other not gainfully employed	5
Economic sector	%
Skilled trades	42
Industry	8
Producer/manufacturer Retail and wholesale trade	2 3 5 2 1 7 3
Horticulture and landscape gardening	5
Architect/interior designer	2
Florists	1
Service sector	ż
Public authority	3
Polytechnic, college	4
Health service	1
Financial services	7
Student	9 5
Other not gainfully employed	5
Size of company/organization:	
Number of employees	%
1- 4 30 500 - 999	2
5- 9 12 1 000 and more	12
10- 49 16 Student	5
50- 199 10 Other not gainfully	
200- 499 4 employed	9

Private visitors' profile

Visitors (number of entries)	138 792
Proportion of private visitors	71%
Germany (total) of which	99
Nielsen 1 - Nielsen 4	98
Bremen - Bavaria	98
Hamburg - Nielsen 5+	
Lower Saxony - Berlin	<u> </u>
Schleswig-Holstein - Brandenbur	- -
Nielsen 2 - Mecklenbur	
North Rhine-Westph West Pomm	
Nielsen 3a - Saxony-Anh	ait -
Hesse - <u>Nielsen 7</u>	
Rhineland-Palatinate - Saxony	
Saarland - Thuringia	-
Nielsen 3b 1	
Baden-Württemberg 1	
Foreign (total)	1
of which	
EU	88
Other countries	12
Country with the highest visitor sh	are %
Austria	are %
Austria	52
Distance to home	%
up to 50 km	67
more than 50 km up to 100 km	20
more than 100 km up to 300 km	11
over 300 km	2
	2
Frequency of visits to exhibition	%
Previous event	44
Earlier events	62
First visit	20
	20
Sex	%
Male	42
	58
Female	
Size of household	%
Size of household 1 person	15
Size of household	
Size of household 1 person	15 51
Size of household 1 person 2 persons	15
Size of household 1 person 2 persons 3 persons	15 51 14 14
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	15 51 14 14 6
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age	15 51 14 14 6 %
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years	15 51 14 14 6 % 3
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	15 51 14 14 6 % 3 7
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	15 51 14 14 6 % 3 7 8
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	15 51 14 14
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	15 51 14 14 6
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	15 51 14 14 6 % 3 7 7 8 7 7 8 7 7

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	ç
Managing director, board member,	-
head of an authority etc.	1
Area manager, works manager, plant manage	
branch manager, head of public office	1
Department head, group head, team leader	7
Foreman, master craftsman	3
Other salaried staff, civil servant,	
skilled worker	25
Lecturer, teacher	2
Trainee	1
Other position	4
Student	4
Housewife/man	8
Old-age pensioner	33
Other not gainfully employed	2
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
Ves	60
no	12
maybe	28
	20
Follow-up business	%
Intend to buy at later date	
yes	26
no	22
maybe	52
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

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Trade visitors' profile

Visitors (number of entries) 20	5 582	Area of responsibility
Proportion of trade visitors	98%	Management Research/development/design
· · · · · · · · · · · · · · · · · · ·		Manufacturing, production, qu
Germany (total)	45	Buying/procurement
of which		Finance/accounting, controlling
Nielsen 1 13 Nielsen 4	40	Information and communication
Bremen 1 Bavaria	40	Personnel administration, adm
Hamburg 1 <u>Nielsen 5+6</u>	5	Sales
Lower Saxony 8 Berlin	3	Marketing, advertising, PR
Schleswig-Holstein 2 Brandenburg	1	Logistics: storage, material m
Nielsen 2 6 Mecklenburg-		transport
North Rhine-Westph. 6 West Pommeran	ia -	Maintenance/repairs
Nielsen 3a 9 Saxony-Anhalt	1	Other area
Hesse 5 Nielsen 7	11	Training/further training, study
Rhineland-Palatinate 3 Saxony	4	Student
Saarland 1 Thuringia	7	Other not gainfully employed
Nielsen 3b 16		
Baden-Württemberg 16		Position in the company/or
baden Warttenberg To		Entrepreneur, co-owner, freela
Foreign (total)	55	Managing director, board me
of which		head of an authority etc.
EU	57	Area manager, works manager
Other European countries	15	
North America	7	branch manager, head of pub
	16	Department head, group head
South-, East-, Central Asia		Project manager with manage
Other countries	6	responsibility
Plates and the based	0/	Other salaried staff, civil serva
Distance to home	%	skilled worker
up to 50 km	12	Lecturer, teacher
more than 50 km up to 100 km	3	Trainee
more than 100 km up to 300 km	15	Other position
over 300 km	71	Student
Countries with the highest visitor share	s %	Other not gainfully employed
France	9	Economic sector
United Kingdom	7	Industry: Optical engineering
Italv	7	Precision engineering industry
Switzerland	7	
Switzenanu		Toolmaking, mechanical engir
Exercise of visits to exhibition	%	Electrical engineering, electron
Frequency of visits to exhibition	34	semiconducting industry
Previous event		Medical, biotechnology indust
Earlier events	27	Other industry
First visit	57	Trade
Average length of stay 2,1	days	Skilled trades Service
Influence on purchasing/procurement		Non-university research institu
decisions	%	University/college/polytechnic Public administration
Decisively	17	
	29	Other sectors
Collectively	29	Student
In an advisory capacity		Other not gainfully employed
No	10	
Student	23	Size of company/organization
Other not gainfully employed	1	Number of employees
		1-46
		5-94100

Manufacturing, production, quality control 1 Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Training/further training, study Student 2 Other not gainfully employed Position in the company/organization 9 Entrepreneur, co-owner, freelancer Managing director, board member, head of nublic office Department head, group head, team leader Project manager, works manager, plant manager, branch manager, works manager, and thead group head, team leader Project manager with managerial responsibility 1 Other solaried staff, civil servant, skilled worker 1 Lecturer, teacher 1 Trainee 0 1 Other not gainfully employed 1 Economic sector 9 Industry: Optical engineering industry 1 Trainee 1 Other not gainfully employed 1 Economic sector	nagement earch/development/desig	43
Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Training/further training, study Student 2 Other not gainfully employed Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, of public office Department head, group head, team leader Project manager with managerial responsibility 1 Other salerid staff, civil servant, skilled worker 1 Lecturer, teacher 1 Trainee Other position Student 2 Other not gainfully employed Economic sector 9 Industry: Optical engineering industry Toolmaking, mechanical engineering industry Toolmaking, mechanical engineering industry University/college/polytechnic 1 Public administration Other sectors Student 2 Other industry 1 Trade Service Non-university research institute University/college/polytechnic 1 Public administration Other sectors Student 2 Other not gainfully employed		
Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Training/further training, study Student 2 Other not gainfully employed Position in the company/organization 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 Project manager with managerial responsibility 1 Other salaried staff, civil servant, skilled worker 1 trainee Other not gainfully employed Economic sector 1 Precision engineering industry Toolmaking, mechanical engineering industry Dother not gainfully employed Economic sector 1 Precision engineering industry Toolmaking, mechanical engineering industry Medical, biotechnology industry Other industry 1 Trade Service Non-university research institute University/college/polytechnic 1 Public administration Other sectors Student 2 Other not gainfully employed		1
Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Training/further training, study Student 2 Other not gainfully employed Position in the company/organization 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 Project manager with managerial responsibility 1 Other salaried staff, civil servant, skilled worker 1 Neturer, teacher 1 Trainee Other position Student 2 Other not gainfully employed Economic sector 9 Industry: Optical engineering 1 Precision engineering, electronic, semiconducting industry Other industry 1 Diditecthnology industry Other industry 1 Trade Service Non-university research institute University/college/polytechnic 1 Public administration Other sectors Student 2 Other not gainfully employed		
Sales Marketing, advertising, PR Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Trainingfurther training, study Student 2 Other not gainfully employed Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, loant manager, Department head, group head, team leader Project manager with managerial responsibility Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Industry: Optical engineering Precision engineering industry Toolmaking, mechanical engineering industry Electrical engineering, electronic, semiconducting industry Medical, biotechnology industry Other industry Trade Skilled trades Service Non-university research institute University/college/polytechnic 1 Public administration Other sectors Student 2 Other not gainfully employed		
Logistics: storage, material management, transport Maintenance/repairs Other area Training/further training, study Student 2 Other not gainfully employed Position in the company/organization 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 Project manager with managerial responsibility 1 Other salaried staff, civil servant, skilled worker 1 responsibility 1 Dther salaried staff, civil servant, skilled worker 1 trainee Other position Student 2 Other not gainfully employed Economic sector 9 Industry: Optical engineering 1 Precision engineering, electronic, semiconducting industry Dether industry 1 Dether industry 1 Trade Skilled trades Service Non-university research institute University/college/polytechnic 1 Public administration Other not gainfully employed Student 2 Other not gainfully employed		5
transport Maintenance/repairs Other area Training/further training, study Student 2 Other not gainfully employed Position in the company/organization 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 Project manager, works manager, alant manager, branch manager, head of public office Department head, group head, team leader Project manager, with managerial responsibility 1 Other salaried staff, civil servant, skilled worker 1 Lecturer, teacher 1 Trainee Other position Student 2 Other not gainfully employed Economic sector 9 Industry: Optical engineering industry Toolmaking, mechanical engineering industry Toolmaking, mechanical engineering industry Dothacial, biotechnology industry Other industry 1 Trade Skilled trades Service Non-university research institute University/college/polytechnic 1 Public administration Other sectors Student 2 Student 2 Size of company/organization: Number of employees		2
Maintenance/repairs Other area Training/further training, study Student 2 Other not gainfully employed Position in the company/organization 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 Project manager with managerial responsibility 1 Other solaried staff, civil servant, skilled worker 1 Recture, teacher 1 Trainee 0 Other not gainfully employed Economic sector 9 Industry: Optical engineering 1 Precision engineering, industry Toolmaking, mechanical engineering industry Dother industry Trade Skilled trades Service Non-university research institute University/college/polytechnic 1 Public administration 0 Cher not gainfully employed Size of company/organization: Number of employees		anagement,
Other area Training/further training, study Student 2 Other not gainfully employed 2 Position in the company/organization 9 Entrepreneur, co-owner, freelancer 9 Managing director, board member, head of an authority etc. 8 Area manager, works manager, plant manager, branch manager, head of public office 9 Department head, group head, team leader Project manager with managerial responsibility 1 Other salaried staff, civil servant, skilled worker 1 Lecturer, teacher 1 Trainee 0 Other not gainfully employed 2 Economic sector 9 Industry: Optical engineering 1 Precision engineering industry 1 Other not gainfully employed 1 Economic sector 9 Industry: Optical engineering industry 1 Other not gainfully employed 1 Trade 1 Skilled trades 2 Service 1 Non-university research institute 1 University/college/polytechnic <td></td> <td>1</td>		1
Student 2 Other not gainfully employed 2 Position in the company/organization 9 Entrepreneur, co-owner, freelancer 9 Managing director, board member, head of an authority etc. 9 Area manager, works manager, plant manager, branch manager, head of public office 9 Department head, group head, team leader 9 Project manager with managerial responsibility 1 Other salaried staff, civil servant, skilled worker 1 Lecturer, teacher 1 Trainee 0 Other not gainfully employed 1 Economic sector 9 Industry: Optical engineering industry 1 Toolmaking, mechanical engineering industry 1 Trade skilled trades 1 Servica 1 Inviersity/college/polytechnic 1 University/college/polytechnic 1 University/college/polytechnic 1 Public administration 1 Other not gainfully employed 2 Student 2 Other not gainfully employed 1 Trade 2		2
Other not gainfully employed Position in the company/organization 9 Entrepreneur, co-owner, freelancer 9 Managing director, board member, 9 head of an authority etc. 7 Area manager, works manager, plant manager, 1 branch manager, head of public office 1 Department head, group head, team leader Project manager with managerial responsibility 1 Other salaried staff, civil servant, skilled worker Lecturer, teacher 1 Trainee 0 Other not gainfully employed 1 Economic sector 9 Industry: Optical engineering 1 Precision engineering, electronic, semiconducting industry 1 Medical, biotechnology industry 1 Medical, biotechnology industry 1 University/college/polytechnic 1 Public administration 2 Other not gainfully employed 2 Student 2 Stilled 2 Other not gainfully employed 1 Trade 3 Stilled <td< td=""><td></td><td></td></td<>		
Position in the company/organization Entrepreneur, co-owner, freelancer 9 Managing director, board member, head of an authority etc. 9 Area manager, works manager, plant manager, branch manager, head of public office 9 Department head, group head, team leader 9 Project manager with managerial responsibility 1 Other salaried staff, civil servant, skilled worker 1 Lecturer, teacher 1 Trainee 0 Other position 2 Student 2 Other not gainfully employed 9 Economic sector 9 Industry: Optical engineering industry 1 Trade 9 Skilled trades 9 Service 1 Non-university research institute 1 University/college/polytechnic 1 Public administration 1 Other not gainfully employed 2 Student 2 Student 2 Student 2 Student 2 Other not gainfully employed 2 Student 2		23
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 Project manager with managerial responsibility 1 Other salaried staff, civil servant, skilled worker 1 trainee Other position Student 2 Other not gainfully employed Economic sector 9 Industry: Optical engineering 1 Precision engineering industry Dolmaking, mechanical engineering industry Dether industry 7 Dolmaking, mechanical engineering industry Dether industry 1 Toolmaking, mechanical engineering industry Other industry 1 Didher industry 1 Trade Service Non-university research institute University/college/polytechnic 1 Public administration Other sectors Student 2 Other not gainfully employed	er not gannung employe	
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 Project manager with managerial responsibility 1 Other salaried staff, civil servant, skilled worker 1 Lecturer, teacher 1 Trainee Other position 5 Student 2 Other not gainfully employed Economic sector 9 Industry: Optical engineering industry Toolmaking, mechanical engineering industry Toolmaking, mechanical engineering industry Electrical engineering, electronic, semiconducting industry Medical, biotechnology industry Other industry 1 Trade Skilled trades Service Non-university research institute University/college/polytechnic 1 Public administration Other not gainfully employed Size of company/organization: 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 Project manager with managerial responsibility 11 Other salaried staff, civil servant, skilled worker 1 Lecturer, teacher 1 Trainee Other position Student 2 Other not gainfully employed Economic sector 9 Precision engineering industry Toolmaking, mechanical engineering industry Electrical engineering, electronic, semiconducting industry Medical, biotechnology industry Other industry 1 Trade Skilled trades Service Non-university research institute University/college/polytechnic 1 Public administration Other not gainfully employed Size of company/organization: Number of employees		
Area manager, work's manager, plant manager, branch manager, head of public office Department head, group head, team leader Project manager with managerial responsibility 1 1 Other salaried staff, civil servant, skilled worker 1 trainee 0 Other position 2 Student 2 Other not gainfully employed 1 Economic sector 9 Industry: Optical engineering 1 Precision engineering industry Toolmaking, mechanical engineering industry Electrical engineering, electronic, semiconducting industry 1 Trade Skilled trades Service 1 Non-university research institute 1 University/college/polytechnic 1 Public administration 0 Other not gainfully employed 2 Size of company/organization: Number of employees 9		nber, 6
branch manager, head of public office Department head, group head, team leader Project manager with managerial responsibility 1 Other salaried staff, civil servant, skilled worker 1 Lecturer, teacher 1 Trainee Other position 2 Student 2 Other not gainfully employed Economic sector 9 Industry: Optical engineering 1 Precision engineering industry Toolmaking, mechanical engineering industry Toolmaking, mechanical engineering industry Dother industry 1 Medical, biotechnology industry 0 Other industry 1 Trade Skilled trades Service 1 Non-university research institute 1 University/college/polytechnic 1 Public administration 0 Other sectors 5 Student 2 Student 2 Other not gainfully employed		
Department head, group head, team leader Project manager with managerial responsibility 1 Other salaried staff, civil servant, skilled worker 1 Lecturer, teacher 1 Trainee 2 Other position 5 Student 2 Other not gainfully employed 2 Economic sector 1 Precision engineering industry 2 Odmaking, mechanical engineering industry 2 Ioolmaking, mechanical engineering industry 2 Electrical engineering, electronic, semiconducting industry 1 Medical, biotechnology industry 2 Other not gainfully employed 1 Frade 5 Skilled trades 5 Service 1 Non-university research institute 1 University/college/polytechnic 1 Public administration 2 Other not gainfully employed 2 Size of company/organization: 1 Number of employees 1		
responsibility 1 Other salaried staff, civil servant, skilled worker 1 Irainee Other position Student 2 Other not gainfully employed Economic sector 9 Industry: Optical engineering 1 Precision engineering industry Toolmaking, mechanical engineering industry Other industry Medical, biotechnology industry Other industry 1 Irade Skilled trades Service Non-university research institute University/college/polytechnic 1 Public administration Other not gainfully employed Size of company/organization: Number of employees	artment head, group he	, team leader 9
Other salaried staff, civil servant, skilled worker 1 Lecturer, teacher 1 Trainee 2 Other position 2 Student 2 Other not gainfully employed 2 Economic sector 9 Industry: Optical engineering industry 1 Precision engineering industry 1 Studical, biotechnology industry 1 Medical, biotechnology industry 1 Trade 2 Skilled trades 5 Service 1 Non-university research institute 1 University/college/polytechnic 1 Public administration 2 Student 2 Student 2 Student 2 Student 2 Size of company/organization: 2 Number of employees 9		
skilled worker 1 Lecturer, teacher 7 Trainee 0 Other position 5 Student 2 Conomic sector 9 Precision engineering industry 1 Toolmaking, mechanical engineering industry 1 Toolmaking, mechanical engineering industry 1 Electrical engineering, electronic, 1 semiconducting industry 1 Medical, biotechnology industry 1 Other industry 1 Trade 1 Skilled trades 1 Service 1 Non-university research institute 1 University/college/polytechnic 1 Public administration 1 Duher sectors 2 Student 2 Other not gainfully employed 1 Size of company/organization: 1 Number of employees 1		
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Other sectors Student 2 Other not gainfully employed Size of company/organization: Number of employees		17
Other not gainfully employed Size of company/organization: Number of employees		2
Size of company/organization: Number of employees		23
Number of employees	er not gainfully employe	1
Number of employees	of company/organiza	n:
		%
1- 4 6 500 - 999		500 - 999 5
		Student 23
50-199 17 Other not gainfully 200-499 6 employed)- 49 16	at an infully
Conducted by: TNS Infratest Wirtschafts-)- 49 16)- 199 17 Other	

Conducted by: TNS Infratest Wirtschaftsforschung, München

productronica ----> München

Trade visitors' profile

%

8

Proportion of trade visitors98%Germany (total)49of which5Nielsen 15Nielsen 18avariaBremen1Bavaria56Bremen1Nielsen 22Schleswig-Holstein1Brandenburg-Nielsen 25Mecklenburg-North Rhine-Westph.5North Rhine-Westph.5Neilsen 3a7Saxony-Anhalt1Hesse6Nielsen 3b18Baden-Württemberg18Foreign (total)51of which5EU64Other European countries20Middle East4South-, East-, Central Asia6Other countries6Distance to home%up to 50 km13more than 100 km up to 100 km7more than 100 km up to 300 km13witzria8Switzerland8Russia6Countries with the highest visitor shares%Influence on purchasing/procurement4Average length of stay1,7Average length of stay1,7Influence on purchasing/procurement26No9Student12Other not gainfully employed11Area of responsibility%Management21Research/development/idesign3System dievelopment/idesign3<	Visitors (number of entries)	37 808
of which Nielsen 1 5 Nielsen 4 56 Bremen 1 Bavaria 56 Hamburg 1 Nielsen 5+6 3 Lower Saxony 2 Berlin 2 Schleswig-Holstein 1 Brandenburg - Nielsen 2 5 Mecklenburg- North Rhine-Westph. 5 West Pommerania - Nielsen 3a 7 Saxony-Anhalt 1 Hesse 6 Nielsen 7 5 Rhineland-Palatinate 1 Saxony 2 Saarland - Thuringia 3 Nielsen 3b 18 Baden-Württemberg 18 Foreign (total) 51 of which EU 64 Other European countries 20 Middle East 4 South-, East-, Central Asia 6 Other countries 6 Distance to home % up to 50 km 31 more than 50 km up to 100 km 7 more than 100 km up to 300 km 18 over 300 km 63 Countries with the highest visitor shares % Italy 12 Austria 8 Switzerland	Proportion of trade visitors	98%
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Electronic development, design 9 Manufacturing, production, quality control 26		
Manufacturing, production, quality control 26		
	Buying/procurement	20 20

Finance/accounting, controlling	
Information and communication technology	1
Personnel administration, administration	
Sales	7
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	1
Maintenance/repairs	2
Other area	2
Student	12
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	
head of an authority etc.	10
Area manager, works manager, plant manage	
branch manager, head of public office	' g
Project manager with managerial responsibility	11
Department head, group head, team leader	17
Other salaried staff, civil servant,	
skilled worker	22
Lecturer, teacher	2
Trainee	3
Other position	3
Student	12
Other not gainfully employed	1
Economic sector	%
Manufacture of industrial electronics	17
Manufacture of motor vehicle electronics	9
Telecom products and consumer electronics	
manufacturers	4
Production of medical electronics	3
Production of military electronics	2
Semiconductor production	4
Printed circuit board production	5
Electrical engineering	
Precision engineering and optics	
Mechanical and apparatus enineering	. 5
Measuring, control and automation technology	1 5 y 3 2
Aerospace industry Automobile and vehicle manufacturing	3
Other processing industries, industry in genera	
Trade, craft/skilled trades	10
Service	10
Non-university research institute	1
University/college	2
Public administration	1
Other sectors	5
Student	12
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1-9950-999	9
10- 49 16 1 000 and more	22
50- 99 22 Student	12

200-499 9 Other not gainfully employed

Conducted by: TNS Infratest Wirtschaftsforschung, München

ALTENPFLEGE

Trade visitors' profile

Description of Angels stateme	000/
Proportion of trade visitors	99%
Germany (total) of which	98
Nielsen 1 2 Nielsen 4	59
Bremen - Bavaria	59
Hamburg 1 Nielsen 5+6	3
Lower Saxony 1 Berlin	1
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 4 Mecklenburg	
North Rhine-Westph. 4 West Pomme	
Nielsen 3a 9 Saxony-Anha	
Hesse 5 Nielsen 7	8
Rhineland-Palatinate 4 Saxony	5
Saarland - Thuringia	3
Nielsen 3b 15	
Baden-Württemberg 15	
Foreign (total) of which	2
EU	83
Other countries	17
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	45
over 300 km	21
Frequency of visits to exhibition	%
Previous event	10
Earlier events	60
First visit	34
Average length of stay	1,1 days
Influence on purchasing/procuremen	t
decisions	%
Decisively	15
Collectively	29
In an advisory capacity	26
No	21
	8
Student Other not gainfully employed	2



assisted living

Hospital/clinic

Facility for the disabled

Public authority, organization

Other not gainfully employed

Therapeutic facility

School, university Other sectors

Student

AUTOMOTIVE ENGINEERING EXPO ------> Nürnberg

Trade visitors' profile

Area of responsibility	%	Visitors (number
Management Research/development/design	12	Departion of two
Manufacturing, production, quality control	1	Proportion of tra
Buying/procurement	2	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology	1	Nielsen 1
Personnel administration, administration	2	Bremen
Sales	2	Hamburg
Marketing, advertising, PR	1	Lower Saxony
Logistics: storage, material management,		Schleswig-Holstein
transport	-	Nielsen 2
Maintenance/repairs	1	North Rhine-Westp
Other area	9	Nielsen 3a
Nursing service	54	Hesse
Kitchen/household	5	Rhineland-Palatina
Student	8	Saarland
Other not gainfully employed	2	Nielsen 3b
		Baden-Württember
Position in the company/organization	%	
Owner/Managing Director	8	Foreign (total)
Managing Director/Board of Directors –		of which
Benefactor's Association	1	EU
Homes management		Other E
(e.g. elderly, handicapped)	6	
Nursing management	13	Distance to home
Residential sector management	6	up to 50 km
Kitchen/Housekeeping management	4	more than 50 km
Social support	3	more than 100 km
Nursing staff	24	over 300 km
Skilled domestic worker	2	
Other management position	5	Average length o
Other specialist	4	
Nursing student	9	Influence on purc
Other position	5	decisions

Kitchen/Housekeeping management	4	more than 50 km u
Social support	3	more than 100 km
Nursing staff	24	over 300 km
Skilled domestic worker	2	
Other management position	5	Average length of
Other specialist	4	
Nursing student	9	Influence on purcl
Other position	5	decisions
Student	8	Decisively
Other not gainfully employed	2	Collectively
		In an advisory capa
Economic sector	%	No
Geriatric care, retirement home Ambulatory care, residential community,	50	Student

20

Λ

s (number of entries)	711	Area of responsibility
		Management
tion of trade visitors	99 %	Research/development/design
	<u> </u>	Manufacturing, production, quality control
ny (total)	68	Buying/procurement
h – – – – – – – – – – – – – – – – – – –		Finance/accounting, controlling
1 5 <u>Nielsen 4</u>	39	Information and communication technology
- Bavaria	39	Personnel administration, administration
rg 1 <u>Nielsen 5+6</u>	4	Sales
Saxony 4 Berlin	2	Marketing, advertising, PR
vig-Holstein - Brandenburg	1	Logistics: storage, material management,
2 14 Mecklenburg-		transport
Rhine-Westph. 14 West Pommera	nia -	Maintenance/repairs
3a 10 Saxony-Anhalt	1	Other area
9 Nielsen 7	6	Student
nd-Palatinate 2 Saxony	4	
d - Thuringia	3	Position in the company/organization
3b 22		Entrepreneur, co-owner, freelancer
Nürttemberg 22		Managing director, board member,
		head of an authority etc.
ı (total)	32	Area manager, works manager, plant manager
h		branch manager, head of public office
EU	65	Department head, group head, team leader
Other European countries	35	Other salaried staff, civil servant,
		skilled worker
e to home	%	Lecturer, teacher
0 km	9	Trainee
an 50 km up to 100 km	11	Other position
an 100 km up to 300 km	32	Student
0 km	48	
		Economic sector
e length of stay 1,	3 days	Industry
		Wholesale trade
ce on purchasing/procurement		Retail trade
ns	%	Import/export
ely	14	Service
vely	44	Public administration
dvisory capacity	27	Teaching, research
	14	Other sectors
	1	Student
		Charles I and the state of the
		Size of company/organization:
		Number of employees

Number o	of employe	es	%
1- 4	4	200 - 499	11
5-9	1	500 - 999	4
10- 49	11	1 000 and more	51
50-199	15	Student	1

Conducted	by:	Gelszus	Messe-Markt-
forschung	Gmb	H. Dortr	nund

Trade visitors' profile

Proportion of trade	enu	ries) 41	794
Proportion of trade	visi	tors	92%
Germany (total) of which			6
Nielsen 1	9	Nielsen 4	5
Bremen	-	Bavaria	5
Hamburg	2	Nielsen 5+6	
Lower Saxony	5	Berlin	
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	4	Mecklenburg-	
North Rhine-Westph.	4	West Pommerania	
Nielsen 3a	9	Saxony-Anhalt	
Hesse	7	Nielsen 7	
Rhineland-Palatinate	2	Saxony	
Saarland	1	Thuringia	
Nielsen 3b	16	- J -	
Baden-Württemberg	16		
Foreign (total)			4
of which EU			74
	nea	n countries	1
North Ame		countries	
South and	Cen	tral America	3
South-, East	st-, (Central Asia	1
Other cour	tries	5	
Distance to home			9
up to 50 km			1
more than 50 km up			
more than 100 km up	o to	300 km	30
over 300 km			52
Countries with the	high	est visitor shares	
Italy			1
Austria			
Russia			
Russia Spain			
Russia			
Russia Spain Poland Frequency of visits	to e	xhibition	%
Russia Spain Poland Frequency of visits Previous event	to e	xhibition	% 31
Russia Spain Poland Frequency of visits Previous event Earlier events	to e	xhibition	9 3 5
Russia Spain Poland Frequency of visits Previous event	to e	xhibition	9 31 51 3

Influence on purchasing/procurement	nt
decisions	%
Decisively	38
Collectively	30
In an advisory capacity	13
No	9
Student	10
Other not gainfully employed	1

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel and social welfare Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	% 31 8 7 9 1 1 17 5 1 17 5 1 17 5 10 10 1
Position in the company/organization 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	% 40 9 er, 10 15 2 2 2 4 10 1
Economic sector Retail trade Wholesale, import, export Manufacturers Agriculture and fisheries Service Other sectors Student Other not gainfully employed	% 38 12 15 9 8 10 10

Size of company/organization: Number of employees			
1- 4	30	500 - 999	4
5-9	11	1 000 and more	6
10- 49	24	Student	10
50-199	10	Other not gainfully	
200- 499	6	employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

		npany/org f employe	ganization: es	%
1-	4	4	500 - 999	5
5-	9	4	1 000 and more	10
10- 4	49	23	Student	8
50-1	99	35	Other not gainfully	
200-4	99	11	employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

eltec ----- Nürnberg

Trade visitors' profile

Visitors (number of entries)		11 863	
Proportion of trade visitors		97 %	
Germany (total) of which			98
Nielsen 1	2	Nielsen 4	00
	2	Bavaria	90 90
Bremen Hamburg	1		90
	1	Nielsen 5+6	2
Lower Saxony			
Schleswig-Holstein Nielsen 2	-	Brandenburg Mecklenburg-	
	1	Wecklenburg-	
North Rhine-Westph.		West Pommer	ania -
Nielsen 3a	1		-
Hesse	1	Nielsen 7	3
Rhineland-Palatinate	- 7	Saxony	2
Saarland	-	Thuringia	1
Nielsen 3b	2		
Baden-Württemberg	2		
Fausting (Astal)			2
Foreign (total)			-
Distance to home			%
Distance to home up to 50 km	to '	100 km	% 26
Distance to home up to 50 km more than 50 km up			% 26 24
Distance to home up to 50 km			% 26
Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km	p to	300 km	% 26 24 43 7
Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Frequency of visits	p to	300 km	% 26 24 43 7
Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event	p to	300 km	% 26 24 43 7 % 38
Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events	p to	300 km	% 26 24 43 7 % 38 43
Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event	p to	300 km	% 26 24 43 7 % 38
Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events	p to to e	300 km	% 26 24 43 7 % 38 43
Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha	p to to e stay	300 km exhibition	% 26 24 43 7 7 % 38 43 35
Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of s	p to to e stay	300 km exhibition	% 26 24 43 7 7 % 38 43 35
Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha	p to to e stay	300 km exhibition	% 26 24 43 7 % 38 43 35
Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of st Influence on purcha decisions Decisively	p to to e stay	300 km exhibition	% 26 24 43 7 % 38 43 35 1,1 days
Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	p to to e stay	300 km exhibition	% 26 24 43 7 % 38 43 35 1,1 days
Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of st Influence on purcha decisions Decisively	p to to e stay	300 km exhibition	% 26 24 43 7 % 38 43 35 1,1 days 1,1 days % 31 27
Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively In an advisory capac	p to to e stay	300 km exhibition	% 26 24 43 7 % 38 43 35 1,1 days % 31 ,1 days % 31 27 20

Area of responsibility	%
Management	14
Research/development/design	4
Manufacturing, production, quality control	5
Buying/procurement	2
Finance/accounting, controlling	2
Information and communication technology Personnel administration, administration	1
Sales	8
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	1
Maintenance/repairs	15
Other area	1
Installation/assembly	32
Student	2
Other not gainfully employed	
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	26
Managing director, board member,	2
head of an authority etc.	
Area manager, works manager, plant manage branch manager, head of public office	er,
Department head, group head, team leader	12
Foreman, master craftsman	11
Other salaried staff, civil servant,	
skilled worker	20
Lecturer, teacher	
Trainee	16
Other position	1
Student	4
Other not gainfully employed	1
Francis sentes	%
Economic sector Electrical skilled trade	51
Heating, hot water preparation,	J
air-conditioning, ventilation	1
Other skilled trades	-
Electrical engineering/electronics industry	1
Other industry	2
Electrical wholesale trade	5
Power supply company	2
Engineering, planning office, architects	2
Service	
Specialist authority, administration	
	2
	1
Specialist authority, administration Training institution Other sectors Student	

Size of company/organization: Number of employees			
1- 4	27	500 - 999	
5- 9	15	1 000 and more	
10- 49	15	Student	
50-199	12	Other not gainfully	
200- 499	7	employed	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

embedded world ----- Nürnberg

Trade visitors' profile

%

Visitors (number of entries)	22 547
Proportion of trade visitors	94 %
Germany (total)	60
of which	45
Nielsen 1 7 Nielsen 4	45
Bremen - Bavaria	45
Hamburg 2 Nielsen 5+6	7
Lower Saxony 4 Berlin	4
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 5 Mecklenburg	
North Rhine-Westph. 5 West Pomme	rania 1
Nielsen 3a 9 Saxony-Anha	lt 1
Hesse 6 Nielsen 7	7
Rhineland-Palatinate 2 Saxony	4
Saarland 1 Thuringia	3
Nielsen 3b 21	
Baden-Württemberg 21	
Foreign (total)	40
of which	
EU	66
Other European countries	23
South-, East-, Central Asia	6
Other countries	6
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	4
more than 100 km up to 300 km	34
over 300 km	53
Countries with the highest visitor sh	ares %
Czech Republic	12
Italy	10
Russia	10
Austria	7
Netherlands	6
Frequency of visits to exhibition	%
Previous event	42
Earlier events	52
First visit	37
Average length of stay	1.6. days
	1,6 days
Influence on purchasing/procuremen decisions	t %
Decisively	28
	28
Collectively	
In an advisory capacity	18
No	9
Student	13
Other not gainfully employed	1

Area of responsibility Management
Research/development/design
Manufacturing, production, quality control
Buying/procurement
Finance/accounting, controlling Information and communication technology
Personnel and social welfare
Sales
Marketing, advertising, PR
Logistics: storage, material management,
transport Maintenance/repairs
Other area
Student
Other not gainfully employed
Position in the company/organization
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
Other not gainfully employed
Economic sector
Industry
Wholesale trade
Retail trade
Service Public administration
Teaching, research
Other sectors
Student
Other not gainfully employed
Size of company/organization:
Number of employees 1- 4 8 500 - 999
5-9 6 1 000 and more
10- 49 21 Student
50- 199 15 Other not gainfully
200- 499 10 employed Conducted by: Gelszus Messe-Markt-

European Coatings SHOW

Trade visitors' profile

	845
roportion of trade visitors 10	0%
iermany (total)	45
f which	
lielsen 1 9 Nielsen 4	28
remen 1 Bavaria	28
Iamburg 2 <u>Nielsen 5+6</u>	4
ower Saxony 5 Berlin	1
chleswig-Holstein 2 Brandenburg	-
chleswig-Holstein 2 Brandenburg lielsen 2 17 Mecklenburg-	
Iorth Rhine-Westph. 17 West Pommerania	
lielsen 3a 17 Saxony-Anhalt	2
lesse 8 Nielsen 7	3
hineland-Palatinate 8 Saxony	1
aarland 1 Thuringia	2
lielsen 3b 23	
aden-Württemberg 23	
oreign (total)	55
f which EU	58
	13
Other European countries	10
Africa	
North America	7
South and Central America	5
Middle East	4
South-, East-, Central Asia	3
Distance to home	%
p to 50 km	4
hore than 50 km up to 100 km	3
nore than 100 km up to 300 km	22
ver 300 km	71
countries with the highest visitor shares	%
rance	6
aly	6
ustria	6
witzerland	6
pain	6
requency of visits to exhibition	%
revious event	39
arlier events	39
irst visit	45
not voit	40
verage length of stay 1,8 d	lays
nfluence on purchasing/procurement	
ecisions	%
	32
ecisively	35
Jecisively Collectively	
ollectively	19

Visitors Profile Analyses 20



FachPack ----- Nürnberg

34 598

Trade visitors' profile Visitors (number of entries)

Area of responsibility	%
Management	13
Research/development/design	41
Manufacturing, production, quality control	11
Buying/procurement	8
Finance/accounting, controlling	-
Personnel administration, administration	
Sales	16
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area	2
Student	3
Position in the company/organization	%
Entrepreneur co-owner freelancer	13

Entrepreneur, co-owner, freelancer	13
Managing director, board member,	
head of an authority etc.	9
Area manager, works manager, plant manage	r,
branch manager, head of public office	14
Department head, group head, team leader	30
Other salaried staff, civil servant,	
skilled worker	24
Lecturer, teacher	-
Trainee	2
Other position	4
Student	3

% 73

11

4

5

3 3

Economic sector

industrial producer	
Wholesale, import, export	
Commercial agent	
Service	
Public authority/administration	
Other sectors	
Student	

Size of company/organization: Number of employees

Numb	er o	f employe	ees	%
1-	4	7	500 - 999	7
5-	9	5	1 000 and more	25
10-	49	16	Student	-
50-	199	23	Other not gainfully	
200-	499	13	employed	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Proportion of trade visitors	99%
Germany (total) of which	79
Nielsen 1 11 Nielsen 4	34
Bremen 1 Bavaria	34
Hamburg 2 Nielsen 5+6	4
Lower Saxony 6 Berlin	2
Schleswig-Holstein 2 Brandenburg <u>Nielsen 2</u> 11 Mecklenburg- North Rhine-Westph. 11 West Pommerar	1
Nielsen 2 11 Mecklenburg-	
North Rhine-Westph. 11 West Pommerar	nia -
Nielsen 3a 13 Saxony-Anhalt	1
Hesse 8 <u>Nielsen 7</u>	9
Rhineland-Palatinate 5 Saxony	6
Saarland - Thuringia Nielsen 3b 20	3
<u>Nielsen 3b</u> 20 Baden-Württemberg 20	
Baden-wurttemberg 20	
Foreign (total) of which	21
EU	82
Other European countries	11
Other countries	6
Distance to home	%
up to 50 km	7
more than 50 km up to 100 km	8
more than 100 km up to 300 km	39 46
over 300 km	40
Countries with the highest visitor share	
Austria	17
Czech Republic	16
Italy Netherlands	8 8
Switzerland	6
	0
Frequency of visits to exhibition	%
Previous event	37
Earlier events First visit	39 41
FIRST VISIT	41
Average length of stay 1,2	days
Influence on purchasing/procurement	
decisions	%
Decisively	27
Collectively	38
In an advisory capacity	19
No	9
Ctudent	
Student Other not gainfully employed	5

Collectively
In an advisory capacity
No
Student
Other not gainfully employed

Annual of the second statistics	0
Area of responsibility	9
Management	1
Research/development/design	1
Manufacturing, production, quality control Buying/procurement	1
Finance/accounting, controlling	1.
Information and communication technology	
Personnel administration, administration	
Sales	2
Marketing, advertising, PR	- 1
Logistics: storage, material management,	
transport	1
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organization	9
Entrepreneur, co-owner, freelancer	1
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	1
Other salaried staff, civil servant,	
skilled worker	2
Lecturer, teacher	
Trainee	
Other position Student	
Other not gainfully employed	
Economic sector	9
Industry Skilled trades	6
Retail trade	
Wholesale trade	
Mail order	
Advertising business	
Other service	
Organisation/association/society	
Public authority/administration	
Other sectors	
Student	
Other not gainfully employed	
Size of company/organization:	
Number of employees	9
1- 4 7 500 - 999	
5-9 5 1 000 and more	2
10- 49 15 Student	

1-	4	7	500 - 999
5-	9	5	1 000 and more
10-	49	15	Student
50-	199	23	Other not gainfully
200-	499	16	employed

HOGA Nürnberg (2011) ------> Nürnberg

Trade visitors' profile

1

Proportion of trade visit Germany (total) of which Nielsen 1 -	ors 91%
of which	
	99
Nielsen 1 -	
	Nielsen 4 88
Bremen -	Bavaria 88
Hamburg -	Nielsen 5+6
	Berlin
Schleswig-Holstein -	Brandenburg
Nielsen 2 1 North Rhine-Westph. 1	Mecklenburg-
	West Pommerania
Nielsen 3a 3	Saxony-Anhalt
	Nielsen 7
	Saxony
Saarland - Nielsen 3b 4	Thuringia 2
Baden-Württemberg 4	
Foreign (total) of which	
of which	
EU	38
Other countries	6
Distance to home	9/
up to 50 km	44
more than 50 km up to 1	00 km 23
more than 100 km up to	300 km 28
over 300 km	!
Frequency of visits to ex	chibition %
2009	3
2007	2
2005	10
Earlier events	1
First visit	20
FIIST VISIT	4.4
Average length of stay	i, i day
Average length of stay	
Average length of stay	/procurement
Average length of stay Influence on purchasing decisions	/procurement
Average length of stay Influence on purchasing, decisions Decisively	/procurement
Average length of stay Influence on purchasing, decisions Decisively Collectively	/procurement % 2! 2
Average length of stay Influence on purchasing, decisions Decisively Collectively In an advisory capacity	/procurement 9 2! 2 11
Average length of stay Influence on purchasing, decisions Decisively Collectively	1,1 day: /procurement 2: 2: 10 2: 2: 2: 2: 2: 2: 2: 2: 2: 2: 2: 2: 2:

Area of responsibility	%
Management	24
Research/development/design	3 ity control 47
Manufacturing, production, qual Buying/procurement	21
Finance/accounting, controlling	21
Information and communication	
Organization, personnel, adminis	
Marketing/sales/advertising/PR	8 8
Logistics: storage, material man	
transport	agement, 10
Maintenance/repairs	5
Other area	23
Student	8
Other not gainfully employed	3
Position in the company/organ	
Entrepreneur, co-owner, freeland Managing director, board memb	
head of an authority etc.	er, 5
Area manager, works manager, p	
branch manager, head of public	office 3
Department head, group head, t	eam leader 10
Other salaried staff, civil servant	eann leauei Tu
skilled worker	" 13
Lecturer, teacher	2
Trainee	30
Other position	3
Student	8
atuuent	
Other not gainfully employed	3
Other not gainfully employed	3
Other not gainfully employed Economic sector	3
Other not gainfully employed Economic sector Pub/tavern	3 % 20
Other not gainfully employed Economic sector Pub/tavern Hotel	3 % 20 28
Other not gainfully employed Economic sector Pub/tavern Hotel Restaurant	3 % 20 28 24
Other not gainfully employed Economic sector Pub/tavern Hotel	3 % 20 28 24 13
Other not gainfully employed Economic sector Pub/tavern Hotel Restaurant Canteen/large-scale kitchen Café	3 % 20 28 24 13 6
Other not gainfully employed Economic sector Pub/tavern Hotel Restaurant Canteen/large-scale kitchen Café Boarding house	3 % 20 28 24 13 6 4
Other not gainfully employed Economic sector Pub/tavern Hotel Restaurant Canteen/large-scale kitchen Café	3 % 20 28 24 13 6 4 5
Other not gainfully employed Economic sector Pub/tavern Hotel Restaurant Canteen/large-scale kitchen Café Boarding house Foodproduction	3 % 20 28 24 13 6 4 5 12
Other not gainfully employed Economic sector Pub/tavern Hotel Restaurant Canteen/large-scale kitchen Café Boarding house Foodproduction Other sectors Student	3 % 20 28 24 13 6 4 4 5 12 8
Other not gainfully employed Economic sector Pub/tavern Hotel Restaurant Canteen/large-scale kitchen Café Boarding house Foodproduction Other sectors Student Other not gainfully employed	3 % 20 28 24 13 6 4 5 5 12 8 3 3
Other not gainfully employed Economic sector Pub/tavern Hotel Restaurant Canteen/large-scale kitchen Café Boarding house Foodproduction Other sectors Student Other not gainfully employed Size of company/organization:	3 % 20 28 24 13 6 4 5 5 12 8 8 3
Other not gainfully employed Economic sector Pub/tavern Hotel Restaurant Canteen/large-scale kitchen Café Boarding house Foodproduction Other sectors Student Other not gainfully employed Size of company/organization: Number of employees	3 % 20 28 24 13 36 4 4 5 12 28 33
Other not gainfully employed Economic sector Pub/tavern Hotel Restaurant Canteen/large-scale kitchen Café Boarding house Foodproduction Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4	3 % 20 28 24 13 6 4 5 5 12 8 3 3 0 00 - 999 3
Other not gainfully employed Economic sector Pub/tavern Hotel Restaurant Canteen/large-scale kitchen Café Boarding house Foodproduction Other not gainfully employed Size of company/organization: Number of employees 1- 4 15 5 9 16 1 000a	3 % 20 28 24 13 6 4 5 5 12 8 3 3 0 00 - 999 3 nd more 5
Other not gainfully employed Economic sector Pub/tavern Hotel Restaurant Canteen/large-scale kitchen Café Boarding house Foodproduction Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1 - 4 15 5 - 9 16	3 % 20 28 24 13 6 4 4 5 5 12 8 3 00 - 999 3 00 - 999 3 00 - 999 3 Student 3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

it-sa ----- Nürnberg

Trade visitors' profile

Proportion of trade visitors	98 %
Germany (total)	94
of which	
Nielsen 1 3 Nielsen 4	62
Bremen - Bavaria	62
Hamburg - Nielsen 5	+6 4
Lower Saxony 2 Berlin	2
Schleswig-Holstein - Brandenb	
Nielsen 2 6 Mecklenb	
North Rhine-Westph. 6 West Porr	
Nielsen 3a 9 Saxony-Ai	
Hesse 6 Nielsen 7	5
Rhineland-Palatinate 3 Saxony	4
Saarland 1 Thuringia	2
Nielsen 3b 12	
Baden-Württemberg 12	
Foreign (total)	6
of which	
EU	50
Other countries	50
Distance to home	%
up to 50 km	25
more than 50 km up to 100 km	12
more than 100 km up to 300 km	39
over 300 km	23
Frequency of visits to exhibition	%
Previous event	31
Earlier events	32
First visit	57
Average length of stay	1,2 days
Influence on purchasing/procurem	
decisions	%
Decisively	21
Collectively	31
In an advisory capacity	26
No	11
Student	11
Other not gainfully employed	1

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement	% 9 6 1
Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management,	54 1 7 1
transport Maintenance/repairs Other area Student Other not gainfully employed	3 6 11 1
Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member,	% 11
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,	7
skilled worker Lecturer, teacher Trainee	31 2 6 2
Other position Student Other not gainfully employed	11 1
Economic sector Industry Skilled trades Trade Police Public authority Banks, saving banks Insurance Information services Telecommunication Management consultancy Health service Education and schools Research Public institutions Other sectors	% 17 1 2 26 3 4 3 4 3 1 7
Student Other not gainfully employed	11 1
Size of company/organization: Number of employees 1- 4 7 500 - 999 5- 9 4 1 000 and more 10- 49 12 Student 50- 199 15 Other not gainfully 200- 499 10 employed	% 8 32 11 1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

mailingtage ----- Nürnberg

Trade visitors' profile

Visitors (number of	entri	ies)	7 368
Proportion of trade	visit	ors	99 %
Germany (total)			93
of which Nielsen 1	7	Nielsen 4	51
Bremen		Bavaria	51
Hamburg		Nielsen 5+6	5
Lower Saxony		Berlin	3
Schleswig-Holstein		Brandenburg	1
Nielsen 2		Mecklenburg-	
North Rhine-Westph.		West Pomme	rania -
Nielsen 3a		Saxony-Anhal	t -
Hesse		Nielsen 7	6
Rhineland-Palatinate		Saxony	5
Saarland		Thuringia	1
Nielsen 3b	17		
Baden-Württemberg	17		
Foreign (total) of which			7
EU			92
Other Euro	pean	countries	8
Distance to home			%
up to 50 km			17
more than 50 km up			9
more than 100 km up	o to 3	300 km	44
over 300 km			30
Country with the hi	ghes	t visitor shar	
Austria			39
Frequency of visits	to ex	hibition	%
Previous event			29
Earlier events			40
First visit			51
Average length of s	tay		1,3 days
Influence on purcha	sina/	procurement	
decisions			%
Decisively			24
			40
Collectively			23
Collectively In an advisory capaci	ty		20
In an advisory capaci No	ty		11
In an advisory capaci			23 11 2 2

Area of responsibility	%
Management	14
Research/development/design	1
Manufacturing, production, quality control Buying/procurement	4
Finance/accounting, controlling	4
Information and communication technology	2
Personnel administration, administration	1
Sales	17
Marketing, advertising, PR	51
Logistics: storage, material management,	
transport	-
Maintenance/repairs Other area	1
Student	2
Other not gainfully employed	2
outer not guintary employed	
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member,	_
head of an authority etc.	7
Area manager, works manager, plant manag branch manager, head of public office	er, 10
Department head, group head, team leader	
Other salaried staff, civil servant,	24
skilled worker	35
Lecturer, teacher	
Trainee	2
Other position	2
Student Other not gainfully employed	2
Economic sector	%
Industry	16
Trade Madia proce publishing	17
Media, press, publishing Service	20 35
Public administration	50
Other sectors	7
Student	2
Other not gainfully employed	2
Size of company/organization	
Size of company/organization: Number of employees	%
1- 4 11 500 - 999	10
	20
5-9 4 1 000 and more	
5-941000 and more 10-4918 Student	2
	2

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

POWTECH + TechnoPharm

Trade visitors' profile

Other not gainfully employed

Visitors (number of	ent	ries)	16 805
Proportion of trade	visi	tors	100%
Germany (total) of which			72
Nielsen 1	7	Nielsen 4	32
Bremen	-	Bavaria	32
Hamburg	1	Nielsen 5+6	5
Lower Saxony	3	Berlin	1
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2	11	Mecklenburg-	
North Rhine-Westph.	11	Brandenburg Mecklenburg- West Pommera	inia -
Nielsen 3a	15	Jakony-Annan	5
Hesse	10	Nielsen 7	8
Rhineland-Palatinate	5 1	Saxony	7
Saarland <u>Nielsen 3b</u> Baden-Württemberg	23 23	Thuringia	2
Foreign (total) of which			28
EU			67
	pea	n countries	19
		Central Asia	7
Other cour			7
Distance to home			%
up to 50 km			8
nore than 50 km up			6
more than 100 km u	p to	300 km	36
over 300 km			50
Countries with the	high	est visitor sha	res %
Switzerland			12
Austria			11
Czech Republic			10
Italy			7
Netherlands			7
Frequency of visits	to e	xhibition	%
Previous event			29
Earlier events			32
First visit			54
Average length of s	stay	1,	3 days
Influence on purcha	sing	/procurement	
decisions			%
Decisively			22
Collectively			43
In an advisory capaci	ity		21
No			8
Student Other net gainfully a			7



50-199

200- 499

SENSOR+TEST ------> Nürnberg

7 810

99%

77

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	13 30	Proportion of trade visitors
Manufacturing, production, quality control	20	Floportion of trade visitors
Buying/procurement	2	Germany (total)
Finance/accounting, controlling	- E.	of which
Information and communication technology	1.1	Nielsen 1 5 Niels
Personnel administration, administration	1	Bremen - Bava
Sales	13	Hamburg 1 Niels
Marketing, advertising, PR	2	Lower Saxony 4 Berli
Logistics: storage, material management,		Schleswig-Holstein 1 Bran
transport	1	Nielsen 2 6 Mec
Maintenance/repairs	7	North Rhine-Westph. 6 West
Other area	5	Nielsen 3a 10 Saxo
Student	7	Hesse 6 Niels
Other not gainfully employed	1	Rhineland-Palatinate 3 Saxo
		Saarland 2 Thur
Position in the company/organization	%	Nielsen 3b 19
Entrepreneur, co-owner, freelancer	12	Baden-Württemberg 19
Managing director, board member,		
head of an authority etc.	5	Foreign (total)
Area manager, works manager, plant manage		of which
branch manager, head of public office	11	EU
Department head, group head, team leader	32	Other European cou
Other salaried staff, civil servant,		Africa
skilled worker	26	
Lecturer, teacher	2	Distance to home
Trainee	1	up to 50 km
Other position	4	more than 50 km up to 100 km
Student	7	more than 100 km up to 300 over 300 km
Other not gainfully employed	1	over 300 km
Economic sector	%	Countries with the highest v
Industry Skilled trades	66 1	Switzerland Italy
Skilled trades Retail trade	1	Italy
Wholesale/foreign trade	2	Frequency of visits to exhibi
Engineer's and planning office	6	Previous event
Service companies (total)	7	Earlier events
Authority/public services	1	First visit
Teaching (polytechnic/university/college)	2	The visit
Research	5	Average length of stay
Other sectors	2	
Student	7	Influence on purchasing/proc
Other not gainfully employed	1	decisions
earler net guinning employed	<u> </u>	Decisively
Size of company/organization:		Collectively
Number of employees	%	In an advisory capacity
1- 4 8 500 - 999	8	No
5-9 3 1 000 and more	27	Student
10- 49 13 Student	7	Other not gainfully employed
50 100 10 01 1 1 1 1		· · · · ·

				Messe-Markt-
forschung	Gmb	H,	Dortr	nund

Other not gainfully

employed

1

18

16

or writch Nielsen 1 5 Nielsen 4 Bremen - Bavaria Hamburg 1 Nielsen 5+6 Lower Saxony 4 Berlin Schleswig-Holstein 1 Brandenburg North Rhine-Westph 6 West Pommerania Nielsen 3a 10 Saxony-Anhalt Hesse 6 Nielsen 7 Rhineland-Palatinate 3 Saxony Saarland 2 Thuringia Nielsen 3b 19 Baden-Württemberg 19	49 49 3 1 1 - 1 8 5 3
Foreign (total) of which	23
EU	63
Other European countries	17
Africa	20
Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	13
more than 100 km up to 300 km	35
over 300 km	41
Countries with the highest visitor shares	%
Switzerland	9
Italy	8
Frequency of visits to exhibition	%
Previous event	19
Earlier events	32
First visit	57
Average length of stay 1,2 d	ays
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 19 36 22 6 17 1

Area of responsibility	%
Management	7
Research/development/design	49
Manufacturing, production, quality control	8
Buying/procurement	1
Finance/accounting, controlling	
Information and communication technology	2
Personnel administration, administration	-
Sales	8
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	
Maintenance/repairs	3
Other area	2
Student	17
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member,	
head of an authority etc.	4
Area manager, works manager, plant manag	er,
branch manager, head of public office	6
Department head, group head, team leader	20
Other salaried staff, civil servant,	
skilled worker	35
Lecturer, teacher	3
Trainee	2
Other position	3
Student	17
Other not gainfully employed	1
Economic sector	%
Industry	58
Wholesale trade	1
Import/export	1
Service	9
Public administration	1
Teaching, research	9
Other sectors	2
Student	17
Other not gainfully employed	1
Size of company/organization:	01
Number of employees	%
1- 4 6 500 - 999	6
5- 9 5 1 000 and more	33
10- 49 12 Student	17
50- 199 10 Other not gainfully	
	1

10

forschung GmbH, Dortmund

Conducted by: Gelszus Messe-Markt-

200-499

employed

1

No

Student

Other not gainfully employed

Spielwarenmesse[®] (2012) — Nürnberg

Trade visitors' profile

Proportion of trade visitors	5 05
	79 %
Germany (total)	6
of which	
Nielsen 1 5 Nielsen 4	53
Bremen - Bavaria	- 53
Hamburg 1 Nielsen 5+6	
Lower Saxony 3 Berlin	3
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 6 Mecklenburg-	
North Rhine-Westph. 6 West Pommerani	ia
Nielsen 3a 9 Saxony-Anhalt	
Hesse 6 Nielsen 7	(
Rhineland-Palatinate 3 Saxony	2
Saarland - Thuringia	
Nielsen 3b 17	
Baden-Württemberg 17	
Foreign (total)	39
of which EU	62
Other European countries	13
Africa	4
North America	
South and Central America	-
Middle East	9
South-, East-, Central Asia	2
Australia	4
Distance to home	%
up to 50 km	14
more than 50 km up to 100 km	(
more than 100 km up to 300 km	29
over 300 km	51
Countries with the highest visitor share	8
Netherlands	
Netherlands Austria	(
Netherlands Austria Czech Republic	(
Netherlands Austria Czech Republic Switzerland	(
Netherlands Austria Czech Republic	(
Netherlands Austria Czech Republic Switzerland Italy Frequency of visits to exhibition	%
Netherlands Austria Czech Republic Switzerland Italy Frequency of visits to exhibition 2011	% 43
Netherlands Austria Czech Republic Switzerland Italy Frequency of visits to exhibition 2011 2010	% 43 38
Netherlands Austria Czech Republic Switzerland Italy Frequency of visits to exhibition 2011 2010 2009	% 43 38 32
Netherlands Austria Czech Republic Switzerland Italy Frequency of visits to exhibition 2011 2010 2009 2008	% 43 38 32 21
Netherlands Austria Czech Republic Switzerland Italy Frequency of visits to exhibition 2011 2010 2009	% 43 38 32
Netherlands Austria Czech Republic Switzerland Italy Frequency of visits to exhibition 2011 2010 2009 2008 Earlier events	% 43 38 32 21
Netherlands Austria Czech Republic Switzerland Italy Frequency of visits to exhibition 2011 2010 2009 2008 Earlier events First visit	% 43 38 32 21 21
Netherlands Austria Czech Republic Switzerland Italy Frequency of visits to exhibition 2011 2010 2009 2008 Earlier events First visit Average length of stay 2,0	9/ 43 32 21 21 30
Netherlands Austria Czech Republic Switzerland Italy Frequency of visits to exhibition 2011 2010 2009 2008 Earlier events First visit Average length of stay 2,0 Influence on purchasing/procurement	9% 43 32 21 30 day
Netherlands Austria Czech Republic Switzerland Italy Frequency of visits to exhibition 2011 2010 2009 2008 Earlier events First visit Average length of stay 2,0 Influence on purchasing/procurement decisions	(((((((((((((((((((
Netherlands Austria Czech Republic Switzerland Italy Frequency of visits to exhibition 2011 2010 2009 2008 Earlier events First visit Average length of stay 2,0 Influence on purchasing/procurement decisions Decisively	(((43 32 27 22 30 day :
Netherlands Austria Czech Republic Switzerland Italy Frequency of visits to exhibition 2011 2010 2009 2008 Earlier events First visit Average length of stay 2,0 Influence on purchasing/procurement decisions Decisively Collectively	(((38 32 27 27 30 day
Netherlands Austria Czech Republic Switzerland Italy Frequency of visits to exhibition 2011 2010 2009 2008 Earlier events First visit Average length of stay 2,0 Influence on purchasing/procurement decisions Decisively	(((43 32 27 22 30 day :

Area of responsibility Management	% 28
Research/development/design	20
Manufacturing, production, quality control	5
	12
Buying/procurement	12
Finance/accounting, controlling	
Information and communication technology	2
Organization, personnel, administration	
Sales	27
Marketing, advertising, PR	5
Logistics: storage, material management,	
transport	1
Maintenance/repairs	2
Other area	6
Student	3
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	48
Managing director, board member,	
head of an authority etc.	10
Area manager, works manager, plant manager	7
branch manager, head of public office	7
Department head, group head, team leader	11
Other salaried staff, civil servant,	
skilled worker	12
Lecturer, teacher	2
Trainee	2
Other position	4
Student	3 2
Other not gainfully employed	2
Economic sector	%
Wholesale/foreign trade	15
Retail trade/specialist trade	43
Department stores, mail order	3
Skilled trades	4
Services, professions, institutions	11
Media (press, radio, television)	3
Industry	8
Authority/public services	4
Chain stores, specialist stores	1
Other sectors	5
Student	3
Other not gainfully employed	2
Size of company/organization:	
Number of employees	0/

1-	4	45	500 - 999
5-	9	14	1 000 and more
10-	49	15	Student
50- 1	199	9	Other not gainfully
200- 4	199	3	employed

8

3

Stone+tec Nürnberg ------> Nürnberg

Trade visitors' profile

Proportion of trade visitors		Manageme
rioportion of trade visitors	94 %	Research/d
Germany (total)	78	Manufactur Buying/proc
of which Nielsen 1 8 Nielsen 4	36	Finance/acc Information
Bremen - Bavaria	36	Personnel a
Hamburg 1 Nielsen 5+6	6	Sales
Lower Saxony 5 Berlin	1	Marketing,
Schleswig-Holstein 1 Brandenburg	2	Logistics: s
Nielsen 2 9 Mecklenburg-		transport
North Rhine-Westph. 9 West Pommera		Maintenand
Nielsen 3a 14 Saxony-Anhalt Hesse 7 Nielsen 7	: 2 9	Other area Student
Hesse 7 <u>Nielsen 7</u> Rhineland-Palatinate 6 Saxony	5	Other not g
Saarland 1 Thuringia	4	other not g
Nielsen 3b 18	-	Position in
Baden-Württemberg 18		Entreprene
		Managing
Foreign (total)	22	head of an
of which EU	77	Area mana branch mar
Other European countries	14	Departmen
Other countries	9	Other salar
		skilled wor
Distance to home	%	Lecturer, te
up to 50 km	8	Trainee
more than 50 km up to 100 km more than 100 km up to 300 km	9 34	Other posit
over 300 km	49	Student Other not g
Countries with the highest visitor sha	ires %	Economic
Countries with the highest visitor sha Austria	11 11	Economic Industry
	11	Wholesale
Netherlands		
	9	Retail trade
Italy	9 8	Retail trade Skilled trad
Italy		Skilled trad Services (e.
Italy Switzerland Czech Republic	8 7	Skilled trad Services (e. Public auth
Frequency of visits to exhibition	8 7 %	Skilled trad Services (e. Public auth Polytechnic
Italy Switzerland Czech Republic	8 7	Skilled trad Services (e. Public auth
Italy Switzerland Czech Republic Frequency of visits to exhibition Previous event	8 7 % 45	Skilled trad Services (e. Public auth Polytechnic Other secto Student
Italy Switzerland Czech Republic Frequency of visits to exhibition Previous event Earlier events First visit	8 7 % 45 63	Skilled trad Services (e. Public auth Polytechnic Other secto Student Other not g Size of con
Italy Switzerland Czech Republic Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement	8 7 45 63 25 ,3 days	Skilled trad Services (e. Public auth Polytechnic Other secto Student Other not g Size of con Number of 1- 4
Italy Switzerland Czech Republic Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions	8 7 45 63 25 ,3 days	Skilled trad Services (e Public auth Polytechnic Other secto Student Other not 9 Size of con Number o 1- 4 5- 9
Italy Switzerland Czech Republic Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively	8 7 45 63 25 ,3 days	Skilled trac Services (e Public auth Polytechnic Other sector Student Other not g Size of coi Number o 1- 4 5- 9 10- 49
Italy Switzerland Czech Republic Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively	8 7 45 63 25 ,3 days % 46 24	Skilled trad Services (e. Public auth Polytechnic Other secto Student Other not g Size of con Number of 1- 4 5- 9 10- 49 50- 199
Italy Switzerland Czech Republic Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	8 7 45 63 25 ,3 days % 46 24 16	Skilled trad Services (e. Public auth Polytechnic Other secto Student Other not of Size of col Number of 1- 4 5- 9 10- 49
Italy Switzerland Czech Republic Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively	8 7 45 63 25 ,3 days % 46 24	Skilled trad Services (e. Public auth Polytechnic Other secto Student Other not g Size of con Number of 1- 4 5- 9 10- 49 50- 199

Area of responsibility	%
Management	39
Research/development/design Manufacturing, production, quality control	3 23
Buying/procurement	23 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 Maintenance/repairs	1 2
Other area	8
Student	3
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	55
Managing director, board member,	c
head of an authority etc. Area manager, works manager, plant manager	6
branch manager, head of public office	′ 5
Department head, group head, team leader	8
Other salaried staff, civil servant,	
skilled worker	14
Lecturer, teacher	1
Trainee Other position	6 2
Student	3
Other not gainfully employed	1
Economic sector	%
Industry	16
Wholesale trade	9
Retail trade Skilled tradec	6 55
Skilled trades Services (e.g. architects)	5 5
Public authority/administration	2
Polytechnics	1
Other sectors	2
Student	3
Other not gainfully employed	1
Size of company/organization:	0/
Number of employees 1- 4 44 500 - 999	%
5- 9 22 1 000 and more	3
10- 49 18 Student	3
50- 199 5 Other not gainfully	1
200- 499 3 employed	1
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

Werkstätten:Messe ------> Nürnberg

Trade visitors' profile

Visitors (number of	entries)	21 909
Proportion of trade	visitors	52%
Germany (total) of which		98
Nielsen 1	6 Nielsen 4	67
Bremen	- Bavaria	67
Hamburg	1 Nielsen 5+6	3
Lower Saxony	3 Berlin	1
Schleswig-Holstein	1 Brandenburg	
Nielsen 2	4 Mecklenburg	
North Rhine-Westph.	4 West Pomme	
Nielsen 3a	6 Saxony-Anha	
Hesse	5 Nielsen 7	4
Rhineland-Palatinate	1 Saxony	2
Saarland	- Thuringia	2
Nielsen 3b	11	
Baden-Württemberg	11	
Foreign (total)		2
EU		42
	pean countries	42
Other cour		53
	luies	-
Distance to home		%
up to 50 km		43
more than 50 km up	to 100 km	13
more than 100 km u	o to 300 km	26
over 300 km		18
Frequency of visits	to exhibition	%
Previous event		38
Earlier events		48
First visit		38
Average length of s	tay	1,2 days
Influence on purcha	sing/procuremen	t
decisions		%
Decisively		14
Collectively		24
In an advisory capaci	ty	20
		32
No		
		3

Management 7 Facility manager 8 Services manager 4 Production manager 4 Workshop council 4 Manufacturing, production, quality control 15 Buying/procurement 2 Sales 3 Finance/accounting, controlling 1 Personnel administration, administration 4 Marketing, advertising, PR 1 Other area 39 Student 3 Other not gainfully employed 8 Position in the company/organization % Entrepreneur, co-owner, freelancer 5 Area manager, works manager, plant manager, branch manager, head of public office 9 Department head, group head, team leader 24 Other salaried staff, civil servant, skilled worker 26 Lecturer, teacher 6 Trainee 50 Other position 10 Student 30 Other not gainfully employed 8 Economic sector % Public institution 29 Industry	Area of responsibility	%
Services manager 4 Production manager 4 Production manager 4 Manufacturing, production, quality control 15 Buying/procurement 2 Sales 3 Finance/accounting, controlling 1 Personnel administration, administration 4 Marketing, advertising, PR 1 Other area 39 Student 3 Other not gainfully employed 8 Position in the company/organization % Entrepreneur, co-owner, freelancer 5 Managing director, board member, 6 head of an authority etc. 5 Area manager, works manager, plant manager, 9 Department head, group head, team leader 24 Other salaried staff, civil servant, skilled worker skilled worker 6 Trainee 5 Other not gainfully employed 8 Economic sector % Public institution 29 Industry 6 Retail trade 1 Workshop with store 4 <td></td> <td></td>		
Production manager4Workshop council4Manufacturing, production, quality control15Buying/procurement2Sales3Finance/accounting, controlling1Personnel administration, administration4Markatting, advertising, PR1Other area39Student3Other not gainfully employed8Position in the company/organization%Entrepreneur, co-owner, freelancer5Managing director, board member, head of an authority etc.5Area manager, works manager, plant manager, branch manager, head of public office9Department head, group head, team leader24Other salaried staff, civil servant, skilled worker6Lecturer, teacher6Trainee50Other position10Student30Other not gainfully employed8Economic sector%Public institution29Industry6Retail trade1Workshop with store4Food industry1Hotel, catering trade1State/communal/social institution16Horticulture and landscape gardening2Automobile industry1Machine and plant construction1Workshop with store1Automobile industry1Machine and plant construction1Workshop multisen to struction1Machine and plant construction <t< td=""><td>Facility manager</td><td>-</td></t<>	Facility manager	-
Workshop council 4 Manufacturing, production, quality control 15 Buying/procurement 2 Sales 3 Finance/accounting, controlling 1 Personnel administration, administration 4 Marketing, advertising, PR 1 Other area 39 Student 3 Other not gainfully employed 8 Position in the company/organization % Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. 5 Area manager, works manager, plant manager, branch manager, head of public office 9 Department head, group head, team leader 24 Other salaried staff, civil servant, skilled worker 26 Lecturer, teacher 6 Trainee 50 Other not gainfully employed 8 Economic sector % Public institution 29 Industry 1 Hotel, catering trade 2 Kate/communal/social institution 16 Horticulture and landscape gardening 2 Aut		
Manufacturing, production, quality control 15 Buying/procurement 2 Sales 3 Finance/accounting, controlling 1 Personnel administration, administration 4 Marketing, advertising, PR 1 Other area 39 Student 3 Other not gainfully employed 8 Position in the company/organization % Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, works manager, plant manager, branch manager, head of public office 9 Department head, group head, team leader 24 Other not gainfully employed 8 Ecturer, teacher 6 Trainee 5 Other not gainfully employed 8 Economic sector % Public institution 29 Industry 6 Retail trade 2 Mail order 1 Workshop with store 4 Food industry 1 <tr< td=""><td></td><td></td></tr<>		
Buying/procurement 2 Sales 3 Sales 3 Finance/accounting, controlling 1 Personnel administration, administration 4 Marketing, advertising, PR 1 Other area 39 Student 3 Other not gainfully employed 8 Position in the company/organization % Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. 5 Area manager, works manager, plant manager, branch manager, head of public office 9 Department head, group head, team leader 24 Other salaried staff, civil servant, skilled worker 26 Lecturer, teacher 6 Trainee 5 Other not gainfully employed 8 Economic sector % Public institution 29 Industry 6 Retail trade 1 Workshop with store 4 Food industry 1 Hotel, catering trade 1 State/communal/social institution 16 <		
Sales3Sales3Finance/accounting, controlling1Personnel administration, administration4Marketing, advertising, PR1Other area39Student30Other not gainfully employed8Position in the company/organization%Entrepreneur, co-owner, freelancer5Managing director, board member,head of an authority etc.head of an authority etc.5Area manager, works manager, plant manager,branch manager, head of public office9Department head, group head, team leader24Other salaried staff, civil servant,skilled workerLecturer, teacher6Trainee50Other not gainfully employed8Economic sector%Public institution29Industry6Retail trade2Mail order1Workshop with store4Food industry1Hotel, catering trade1State/communal/social institution16Horticulture and landscape gardening2Automobile industry1Machine and plant construction1Workshop with store1Automobile industry1Machine and plant construction1Working2Textiles1Atts and crafts1Other sectors18Student3		
Finance/accounting, controlling 1 Personnel administration, administration 4 Marketing, advertising, PR 1 Other area 39 Student 3 Position in the company/organization % Entrepreneur, co-owner, freelancer % Managing director, board member, head of an authority etc. head of an authority etc. 5 Area manager, works manager, plant manager, 9 pepartment head, group head, team leader 24 Other salaried staff, civil servant, skilled worker skilled worker 26 Lecturer, teacher 6 Trainee 5 Other not gainfully employed 8 Economic sector % Public institution 29 Industry 6 Retail trade 2 Mail order 1 Workshop with store 4 Food industry 1 Hotel, catering trade 1 State/communal/social institution 16 Horticulture and landscape gardening 2 Automobile		
Personnel administration, administration 4 Marketing, advertising, PR 1 Marketing, advertising, PR 3 Other area 39 Student 3 Position in the company/organization % Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. 5 Area manager, works manager, plant manager, branch manager, head of public office 9 Department head, group head, team leader 24 Other position 10 Student 3 Other not gainfully employed 8 Economic sector % Public institution 29 Industry 6 Retail trade 2 Mail order 1 Workshop with store 4 Food industry 1 Hotel, catering trade 1 Hotel, catering trade 1 Marketaworking 2 Automobile industry 1 Morkshop with store 1 Food industry 1 Machine and plant construction 1 <td></td> <td></td>		
Marketing, advertising, PR 1 Other area 39 Student 30 Other not gainfully employed 8 Position in the company/organization % Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. 5 Area manager, works manager, plant manager, branch manager, head of public office 9 Department head, group head, team leader 24 Other salaried staff, civil servant, skilled worker 26 Lecturer, teacher 6 Trainee 5 Other not gainfully employed 8 Economic sector % Public institution 29 Industry 6 Retail trade 2 Mail order 1 Workshop with store 4 Food industry 1 Hotel, catering trade 1 State/communal/social institution 16 Horticulture and landscape gardening 2 Automobile industry 1 Machine and plant construction 1 Working 2		
Other area 39 Student 3 Other not gainfully employed 8 Position in the company/organization % Entrepreneur, co-owner, freelancer % Managing director, board member, head of an authority etc. head of an authority etc. 5 Area manager, works manager, plant manager, bead of public office Department head, group head, team leader 24 Other salaried staff, civil servant, skilled worker Skilled worker 26 Lecturer, teacher 6 Trainee 5 Other not gainfully employed 8 Economic sector % Public institution 29 Industry 6 Retail trade 2 Morden with store 4 Food industry 1 Hotel, catering trade 1 State/communal/social institution 16 Horticulture and landscape gardening 2 Automobile industry 1 Machine and plant construction 1 Workshop with store 1 Aut		
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Other not gainfully employed 8 Position in the company/organization % Entrepreneur, co-owner, freelancer 5 Managing director, board member, head of an authority etc. 5 Area manager, works manager, plant manager, branch manager, head of public office 9 Department head, group head, team leader 24 Other salaried staff, civil servant, skilled worker 26 Lecturer, teacher 6 Trainee 5 Other not gainfully employed 8 Economic sector % Public institution 29 Industry 6 Retail trade 2 Mail order 1 Workshop with store 4 Food industry 1 Hotel, catering trade 1 State/communal/social institution 16 Horticulture and landscape gardening 2 Automobile industry 1 Machine and plant construction 1 Working 2 Textiles 1 Machine and plant construction 1 Motel processing 3 Metalworking 2 Textiles 1 Arts and crafts 1 Other poecres 18 </td <td></td> <td></td>		
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Managing director, board member, head of an authority etc. 5 Area manager, works manager, plant manager, branch manager, head of public office 9 Department head, group head, team leader 24 Other salaried staff, civil servant, skilled worker 26 Lecturer, teacher 6 Trainee 5 Other position 10 Student 3 Other not gainfully employed 8 Retail trade 29 Industry 6 Retail trade 2 Mole, catering trade 1 Vorticulture and landscape gardening 2 Automobile industry 1 Hotel, catering trade 1 State/communal/social institution 16 Horticulture and landscape gardening 2 Automobile industry 1 Machine and plant construction 1 Workshig 2 Textiles 1 Machine and plant construction 1 Motel processing 3 Metalworking 2 Textiles 1 Other sectors <t< td=""><td></td><td>%</td></t<>		%
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Area manager, nead of public office 9 branch manager, head of public office 9 Department head, group head, team leader 24 Other salaried staff, civil servant, skilled worker Lecturer, teacher 6 Trainee 5 Other position 10 Student 3 Other not gainfully employed 8 Economic sector % Public institution 29 Industry 6 Retail trade 2 Mail order 1 Workshop with store 4 Food industry 1 Hotel, catering trade 1 State/communal/social institution 16 Horticulture and landscape gardening 2 Automobile industry 1 Machine and plant construction 1 Workshop works 1 Mochane and plant construction 1 Motel processing 3 Metalworking 2 Textiles 1 Arts and crafts 1 Other sectors 18 <td>head of an authority etc.</td> <td>5</td>	head of an authority etc.	5
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Other salaried staff, civil servant, skilled worker 26 Lecturer, teacher 6 Trainee 5 Other position 10 Student 3 Other not gainfully employed 8 Economic sector % Public institution 29 Industry 6 Retail trade 2 Mail order 1 Workshop with store 4 Food industry 1 Hotel, catering trade 1 State/communal/social institution 16 Horticulture and landscape gardening 2 Automobile industry 1 Machine and plant construction 1 Working 2 Textiles 1 Automobile industry 1 Machine and plant construction 1 Working 2 Textiles 1 Atta and crafts 1 Other sectors 18 Student 3		24
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Trainee5Other position10Student3Other not gainfully employed8Economic sector%Public institution29Industry6Retail trade2Mail order1Workshop with store4Food industry1Hotel, catering trade1State/communal/social institution16Horticulture and landscape gardening2Automobile industry1Machine and plant construction1Wood processing3Metalworking2Textiles1Arts and crafts1Other sectors18Student3		
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Industry6Retail trade2Mail order1Workshop with store4Food industry1Hotel, catering trade1State/communal/social institution16Horticulture and landscape gardening2Automobile industry1Machine and plant construction1Wood processing3Metalworking2Textiles1Arts and crafts1Other sectors18Student3		
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Food industry1Hotel, catering trade1State/communal/social institution16Horticulture and landscape gardening2Automobile industry1Machine and plant construction1Wood processing3Metalworking2Textiles1Arts and crafts1Other sectors18Student3		
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Automobile industry 1 Machine and plant construction 1 Wood processing 3 Metalworking 2 Textiles 1 Arts and crafts 1 Other sectors 18 Student 3		
Machine and plant construction 1 Wood processing 3 Metalworking 2 Textiles 1 Arts and crafts 1 Other sectors 18 Student 3		
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Metalworking2Textiles1Arts and crafts1Other sectors18Student3		
Textiles 1 Arts and crafts 1 Other sectors 18 Student 3		
Arts and crafts1Other sectors18Student3		
Other sectors 18 Student 3		
Student 3		
Other not gainfully employed 8		
	Other not gainfully employed	8

Private visitors' profile

Visitors (number of	t entries) 21	909
Proportion of priva	ate visitors	48%
Germany (total) of which		100
Nielsen 1	- Nielsen 4	97
Bremen	- Bavaria	97
Hamburg	 Nielsen 5+6 	1
Lower Saxony	- Berlin	
Schleswig-Holstein	 Brandenburg 	
Nielsen 2	 Mecklenburg- 	
North Rhine-Westph		a 1
Nielsen 3a	1 Saxony-Anhalt	
Hesse	1 Nielsen 7	1
Rhineland-Palatinate		
Saarland	- Thuringia	
Nielsen 3b	1	
Baden-Württemberg	1	
Distance to home		%
up to 50 km		86
more than 50 km up	n to 100 km	7
more than 100 km u		
	up to 300 km	5
	ıp to 300 km	
Frequency of visits Previous event Earlier events First visit	·	2 % 41
over 300 km Frequency of visits Previous event Earlier events First visit	·	45 41
over 300 km Frequency of visits Previous event Earlier events First visit Sex	·	2 % 41 45 41 %
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male	·	2 % 41 45 41 % 28
over 300 km Frequency of visits Previous event Earlier events First visit Sex	·	2 % 41 45 41 % 28
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male	·	2 % 41 45 41 %
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female	·	2 41 45 41 % 28 72
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household	·	2 41 45 41 28 72 %
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	·	2 % 41 45 41 % 28 72 % 18 18 41 17
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 persons 2 persons 3 persons 4 persons	·	2 % 41 45 41 % 28 72 % 18 41 17 18
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	·	2 % 41 45 41 % 28 72 % 18 41
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 persons 3 persons 4 persons 5 persons and more	·	2 % 41 45 41 % 28 72 % 18 41 17 18
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 persons 3 persons 4 persons 4 persons 5 persons and more Age up to 20 yet	to exhibition	2 % 41 45 41 % 28 72 % 18 41 17 18 6
over 300 km Frequency of visits 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	to exhibition	2 % 41 45 41 % 28 72 % 18 41 17 18 6 %
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 persons 3 persons 4 persons 4 persons 5 persons and more Age up to 20 yet	to exhibition	2 % 41 45 41 % 28 72 % 18 41 17 18 6 % 3
over 300 km Frequency of visits 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 yea over 20 up to 30 yea over 40 up to 50 yea	to exhibition	2 % 41 45 41 % 28 72 % 18 41 17 18 6 % 33 8
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 persons 3 persons 4 persons 5 persons and more Age up to 20 yea over 30 up to 40 yea over 30 up to 40 yea	to exhibition	2 % 41 45 41 28 72 % 18 41 17 18 6 % 33 8 8 11 121 26
over 300 km Frequency of visits 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 yea over 20 up to 30 yea over 40 up to 50 yea	to exhibition	2 % 41 45 41 % 28 72 % 18 41 17 18 6 % 33 8 8 11 21

Size of company/organization: Number of employees					
1-	4	6	500 - 999		
5-	9	4	1 000 and more		
10-	49	12	Student		
50-	199	17	Other not gainfully		
200- 4	499	24	employed		

Badische Weinmesse -----> Offenburg

% 3 18

Private visitors' profile

Position in the company/organization	%	Visitors (number of entries)	4 7
Entrepreneur, co-owner, freelancer Managing director, board member,	4	Proportion of private visitors	83
head of an authority etc.			0.
Area manager, works manager, plant manage	r	Germany (total)	
branch manager, head of public office		of which	
Department head, group head, team leader	6	Nielsen 1 1 Nielsen 4	
Other salaried staff, civil servant,	Ŭ	Bremen - Bavaria	
skilled worker	32	Hamburg - Nielsen 5+6	
Lecturer, teacher	4	Lower Saxony - Berlin	
Trainee	1	Schleswig-Holstein 1 Brandenburg	
Other position	6	Nielsen 2 - Mecklenburg-	
Student	4	North Rhine-Westph West Pomme	
Housewife/man	11	Nielsen 3a 4 Saxony-Anha	
Old-age pensioner	28	Hesse 2 Nielsen 7	
Other not gainfully employed	3	Rhineland-Palatinate 2 Saxony	
other not gaintany employed		Saarland 1 Thuringia	
Buying and ordering capacity	%	Nielsen 3b 94	
Purchase or order made or intended	70	Baden-Württemberg 94	
at the exhibition		baden warttemberg 54	
Ves	75	Foreign (total)	
no	7		
maybe	18	Distance to home	
		up to 50 km	
Follow-up business	%	more than 50 km up to 100 km	
Intend to buy at later date		more than 100 km up to 300 km	
yes	28	over 300 km	
no	18		
maybe	54	Frequency of visits to exhibition	
Conducted by: Gelszus Messe-Markt-		Previous event	
forschung GmbH, Dortmund		Earlier events	
lorschung Gillbri, Dorthlund		First visit	
		Sex	
		Male	
		Female	
		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	

4 763	Position in the company/organization	9 1
83%	Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	1
95	Area manager, works manager, plant manage branch manager, head of public office	r,
1	Department head, group head, team leader	1
1	Other salaried staff, civil servant,	
-	skilled worker	3
	Lecturer, teacher	
	Trainee	
	Other position	
ania -	Student	
	Housewife/man	
1	Old-age pensioner	1
- 1	Other not gainfully employed	
5	Buying and ordering capacity Purchase or order made or intended at the exhibition yes no	33
%	maybe	2
73 9 16 2	Follow-up business Intend to buy at later date yes no	9 5 1
%	maybe	3
23 45 31	Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg	
% 58 42		

Private visitors' profile

%

16

3

6

15

30

3

1

8

4

-

12

2

%

39

39 22

%

52

12

36

Visitors (number of entries)	73 367
Proportion of private visitors	100%
Germany (total)	94
of which	
Nielsen 1 - <u>Nielsen 4</u> Bremen - Bavaria	
Hamburg - Nielsen 5+6	- 1
Lower Saxony - Berlin	
Schleswig-Holstein - Brandenburg	
Nielsen 2 - Mecklenburg-	
North Rhine-Westph West Pommer	ania -
Nielsen 3a 1 Saxony-Anhalt	
Hesse 1 Nielsen 7	
Rhineland-Palatinate - Saxony	-
Saarland - Thuringia	
Nielsen 3b 98	
Baden-Württemberg 98	
Foreign (total)	6
of which	
EU	98
Other countries	2
Country with the highest visitor share	e %
France	98
Distance to home	%
up to 50 km	84
more than 50 km up to 100 km	10
more than 100 km up to 300 km	2
over 300 km	1
Frequency of visits to exhibition	%
Previous event	66
Earlier events	28
First visit	20
	0
Sex	%
Male	47
Female	53
Size of household	%
1 person	9
2 persons	43
3 persons	18
	20
4 persons 5 persons and more	10
4 persons 5 persons and more	
4 persons 5 persons and more Age	10
4 persons 5 persons and more Age up to 20 years	10 %
4 persons 5 persons and more Age up to 20 years over 20 up to 30 years	10 % 6
4 persons 5 persons and more Age up to 20 years over 20 up to 30 years	10 % 6 16 14
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	10 % 6 16
4 persons 5 persons and more Age up to 20 years over 20 up to 30 years	10 % 6 16 14 21

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manage	
branch manager, head of public office	
Department head, group head, team leader	6
Other salaried staff, civil servant,	Ŭ
skilled worker	37
Lecturer, teacher	
Trainee	3
Other position	3 3 5 7
Student	7
Housewife/man	4
Old-age pensioner	20
Other not gainfully employed	1
Buying and ordering capacity Purchase or order made or intended at the exhibition yes	% 67
no	18
maybe	15
Follow-up business	%
Intend to buy at later date	
yes	24
no	32
maybe	44
Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg	

CMT – Die Urlaubsmesse ------ Stuttgart

Private visitors' profile

Proportion of private visitors	88%
Germany (total)	99
of which	
Nielsen 1 - Nielsen 4	5
Bremen - Bavaria	5
Hamburg - Nielsen 5+6	-
Lower Saxony - Berlin	-
Schleswig-Holstein - Brandenburg	-
Nielsen Ž - Mecklenburg-	
North Rhine-Westph West Pommerani	a -
Nielsen 3a 4 Saxony-Anhalt	-
Hesse 2 <u>Nielsen 7</u>	-
Rhineland-Palatinate 2 Saxony	-
Saarland - Thuringia	-
Nielsen 3b 91	
Baden-Württemberg 91	
Foreign (total)	1
of which	
EU	-
Other European countries	75
Other countries	26
Country with the highest visitor share	%
Switzerland	70
Switzendila	15
Distance to home	%
up to 50 km	61
more than 50 km up to 100 km	23
more than 100 km up to 300 km	15
over 300 km	2
Frequency of visits to exhibition	%
Previous event	40
Earlier events	54
First visit	25
-	
Sex	%
Male	53 47
Female	47
Size of household	%
1 person	12
2 persons	53
3 persons	15
4 persons	15
5 persons and more	1
Age	%
Age	% 4
up to 20 years	4
over 20 up to 30 years	•
over 30 up to 40 years	9 21
over 30 up to 40 years over 40 up to 50 years	21
over 30 up to 40 years	-

Entrepreneur, co-owner, freelancer Managing director, board member, nead of an authority etc.	%
	8
head of an authority etc.	~
A second s	2
Area manager, works manager, plant manage	
branch manager, head of public office	3
Department head, group head, team leader Other salaried staff, civil servant,	9
skilled worker	32
_ecturer, teacher	3
Trainee	1
Other position	4
Student	4
Housewife/man	4
Old-age pensioner	26
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended	70
at the exhibition	
ves	37
no	33
maybe	30
·	
Follow-up business	%
ntend to buy at later date	
/es	41
no	14
maybe	45
	bH,
Conducted by: Landesmesse Stuttgart Gm Stuttgart	bH,

Trade visitors' profile

Visitors (number of entries)	9 171
Proportion of trade visitors	99 %
Germany (total) of which	75
Nielsen 1 6 Nielsen 4	24
Bremen 1 Bavaria	24
Hamburg 1 Nielsen 5+6	2
Lower Saxony 4 Berlin	1
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 14 Mecklenburg-	
North Rhine-Westph. 14 West Pommera	
Nielsen 3a 11 Saxony-Anhalt	1
Hesse 7 <u>Nielsen 7</u>	3
Rhineland-Palatinate 4 Saxony	2
Saarland - Thuringia Nielsen 3b 40	1
Nielsen 3b 40 Baden-Württemberg 40	
Foreign (total)	25
of which	70
EU Other Francisco constrict	70
Other European countries Other countries	19 11
Distance to home	%
up to 50 km	17
more than 50 km up to 100 km	10
more than 100 km up to 300 km	29
over 300 km	44
Countries with the highest visitor share	
Austria	14
Switzerland	11 10
France United Kingdom	8
Italy	7
Frequency of visits to exhibition Previous event	% 18
Earlier events	24
First visit	64
Average length of stay 1,	3 days
Influence on purchasing/procurement	0/
decisions Decisively	% 16
Decisively Collectively	27
In an advisory capacity	27
No	16
Student	15
Other not gainfully employed	1
John Market Market	

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/organization 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 22 Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed **Economic sector** Manufacturers of composite finished products 16 Manufacturers of raw materials for composites Manufacturers of machines, equipment, systems Manufacturers of composite semi-finished products Manufacturers of composite intermediate products Users of composites Trade Skilled trades Research and development institute Other service University/college/polytechnic Other sectors Student Other not gainfully employed

			ganization:	
Numbe	r of	f employe	es	%
1-	4	8	500 - 999	5
5-	9	4	1 000 and more	24
10- 4	49	15	Student	15
50-19	99	18	Other not gainfully	
200-49	99	10	employed	1

Conducted by: Wissler & Partner, Basel

eltefa

% 15

37

9

2

1

14

3

4

1

%

12

7

10

26

2

4

2

15

1

%

9

8

3

10

5

4

7

4

11

15

1

15

Trade visitors' profile

Visitors (number of en	tries)	22 826
Proportion of trade vis	sitors	99 %
Germany (total)		99
of which		
Nielsen 1 -	Nielsen 4	3
Bremen -	Bavaria	3
Hamburg -	Nielsen 5+6	
Lower Saxony -	Berlin	-
Schleswig-Holstein -		
Nielsen 2 -	Mecklenburg-	
North Rhine-Westph	West Pommera	inia -
Nielsen 3a 5		-
Hesse -	THE BETT	-
Rhineland-Palatinate -	Saxony	-
Saarland -	Thuringia	-
Nielsen 3b 91		
Baden-Württemberg 91		
Foreign (total)		1
Distance to home		%
up to 50 km		38
more than 50 km up to	100 km	31
more than 100 km up to	o 300 km	29
over 300 km		2
Frequency of visits to	exhibition	%
Previous event		39
Earlier events		46
First visit		33
Average length of stay	y 1,	1 days
Influence on purchasin	g/procurement	
		%
decisions		
decisions Decisively		26
decisions Decisively Collectively		26
decisions Decisively Collectively In an advisory capacity		26 30 24
decisions Decisively Collectively In an advisory capacity No		26 30 24 16
decisions Decisively Collectively In an advisory capacity		26 30 24 16 3



FACHDENTAL Südwest ------> Stuttgart

Trade visitors' profile

Area of responsibility	%
Management	19
Research/development/design	6
Manufacturing, production, quality control	13
Buying/procurement	5
Finance/accounting, controlling	5
	- 2
Information and communication technology	5
Personnel administration, administration	1
Sales	8
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	1
Maintenance/repairs	25
Other area	13
Student	3
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	22
Managing director, board member,	
head of an authority etc.	4
A data data data data data data data dat	

Δ

4

%

fiedu of all authority etc.	- 4
Area manager, works manager, plant manage	r,
branch manager, head of public office	5
Department head, group head, team leader	16
Other salaried staff, civil servant,	
skilled worker	31
Lecturer, teacher	2
Trainee	14
Other position	2
Student	2 3 1
Other not gainfully employed	1
Economic sector	%
Industry	28
Wholesale trade	7
Specialist trade	3
Skilled trades	47
Service	11
Authority, public services	9

University, polytechnic, vocational school Other

Size of company/organization: Number of employees **F**00 000

1	- 4	20	500 - 999	16
5	- 9	13	1 000 and more	6
10	- 49	19	Student	3
50	- 199	14	Other not gainfully	
200	- 499	8	employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Visitors (number of entries)			6 338
Proportion of trade	visi	tors	97 %
Germany (total)			97
of which			
Nielsen 1	1	Nielsen 4	6
Bremen	- 7	Bavaria	6
Hamburg	1.1	Nielsen 5+6	
Lower Saxony		Berlin	
Schleswig-Holstein		Brandenburg	-
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pommer	ania -
Nielsen 3a	5	Saxony-Anhal	t -
Hesse	2		-
Rhineland-Palatinate	3		-
Saarland	-	Thuringia	
Nielsen 3b	88	manngia	
Baden-Württemberg	~~		
Foreign (total)			3
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km			% 51 20 26 3
Frequency of visits	to e	xhibition	%
Previous event			40
Earlier events			58
First visit			23
Average length of s	stay	1	I,0 days
Influence on purcha	sing	/procurement	
decisions			%
Decisively			29
Collectively			30
In an advisory capaci	itv		23
No	.,		12
Student			4
Other not gainfully er	mplo	wed	2
other not guinding er	mpio	,,	2

39
3
1
6
31
1
11
3
4
2
%
69
5
4
12
4
3
11
%
1
1
4
2

Trade visitors' profile

Visitors (number of entries)	26 930
Proportion of trade visitors	96 %
Germany (total)	79
of which	
Nielsen 1 - Nielsen 4	12
Bremen - Bavaria	12
Hamburg - <u>Nielsen 5+6</u>	1
Lower Saxony - Berlin	-
Schleswig-Holstein - Brandenburg	-
Nielsen 2 1 Mecklenburg-	
North Rhine-Westph. 1 West Pommer	
Nielsen 3a 30 Saxony-Anhal	
Hesse 3 <u>Nielsen 7</u>	1
Rhineland-Palatinate 27 Saxony	-
Saarland 1 Thuringia	-
Nielsen 3b 54	
Baden-Württemberg 54	
Foreign (total)	21
of which EU	74
Other European countries	18
Other countries	8
Distance to home	%
up to 50 km	18
more than 50 km up to 100 km	12
more than 100 km up to 300 km	47
over 300 km	23
Countries with the highest visitor sha	
France	28
Austria	22
Switzerland	12
Italy	9
Frequency of visits to exhibition	%
Previous event	44
Earlier events	46
First visit	32
Average length of stay	l,2 days
Influence on purchasing/procurement	
decisions	%
Decisively	39
Collectively	24
In an advisory capacity	16
No	11
Student	8
Other not gainfully employed	2

Area of responsibility	%
Management	38
Research/development/design	5
Manufacturing, production, quality control	28
Buying/procurement	20
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales, marketing, advertising, PR	4
Logistics: storage, material management,	
transport	1
Maintenance/repairs	2
Other area	7
Student	8
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	46
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manage	er,
branch manager, head of public office	5
Department head, group head, team leader	6
Other salaried staff, civil servant,	
skilled worker	15
Lecturer, teacher	2
Trainee	8
Other position	2
Student	8
Other not gainfully employed	2
Economic sector	%
	70
Farming (incl.wine and fruit-growing)	10
Industry Skilled trades	4
	4
Trade companies	4
Service Training/conculting	
Training/consulting	4
Public authority, civil service, association	4 3 5 2
University, polytechnic, vocational school Other	2
Other	2
Size of company/organization:	
Number of employees	%
1- 4 50 500 - 999	2
5- 9 11 1 000 and more	4
10- 49 11 Student	8
FO 100 O Other act aciafully	0

1-	4	50	500 - 999	2
5-	9	11	1 000 and more	4
10-	49	11	Student	8
50-	199	9	Other not gainfully	
200-	499	3	employed	2
Cond	ucted	by: Lan	desmesse Stuttgart Gn	ıbH,

bH, Dy. Stuttgart

INVEST -----> Stuttgart

Trade visitors' profile

Visitors (number of	ent	ries)	11 492
Proportion of trade	visi	tors	52%
Germany (total)			97
of which	2	Mit da un d	45
Nielsen 1	2	<u>Nielsen 4</u> Bavaria	15 15
Bremen	1		15
Hamburg	1	Nielsen 5+6	
Lower Saxony	1	Berlin	
Schleswig-Holstein	-	Brandenburg	
Nielsen 2	4	Mecklenburg-	
North Rhine-Westph.	4	West Pommer	
Nielsen 3a	6	Saxony-Anhali	
Hesse	3	Nielsen 7	1
Rhineland-Palatinate	3	Saxony	
Saarland	1	Thuringia	-
Nielsen 3b	72		
Baden-Württemberg	72		
Foreign (total)			3
Distance to home			%
up to 50 km			47
more than 50 km up			17
more than 100 km up	o to	300 km	24
over 300 km			11
Frequency of visits	to e	xhibition	%
Previous event			38
Earlier events			46
First visit			36
Average length of s	tay	1	,1 days
Influence on purcha	sind	ı/procurement	
decisions	51115	procurement	%
Decisively			22
Collectively			17
In an advisory capaci	tv		16
No	-)		24
Student			17
Other not gainfully er	nnlo	wed	4
other not guillarly ci	inpit		-

1	Position in the company/organization	%
	Entrepreneur, co-owner, freelancer	26
	Managing director, board member,	
	head of an authority etc.	6
	Area manager, works manager, plant manage	
	branch manager, head of public office	5
	Department head, group head, team leader	6
	Other salaried staff, civil servant,	
	skilled worker	24
	Lecturer, teacher	3
	Trainee	8
	Other position	1
	Student	1
	Other not gainfully employed	4
Î	Economic sector	%
	Industry	ŝ
	Frade	6
1	Bank	28
1	nsurance	1
	Financial services	2
(Other service	1
	Public authority	
	Fraining/consulting	1
	University, polytechnic, vocational school	1
1	Specialist media	
(Other	1
į	Size of company/organization:	
	Number of employees	%
ľ	1- 4 23 500 - 999	
	5- 9 6 1 000 and more	2
	10- 49 6 Student	1
	50- 199 8 Other not gainfully	

Visitors (number of entries) 11 492				
Proportion of privation	te vi	sitors	48%	
Germany (total) of which			98	
Nielsen 1	-	Nielsen 4	11	
Bremen	-	Bavaria	11	
Hamburg	-	Nielsen 5+6		
Lower Saxony	-	Berlin		
Schleswig-Holstein	-	Brandenburg		
Nielsen 2	2	Mecklenburg-		
North Rhine-Westph.		West Pommera	nia	
Nielsen 3a	7	Saxony-Anhalt		
Hesse	2	Nielsen 7		
Rhineland-Palatinate Saarland	5	Saxony		
Nielsen 3b	- 77	Thuringia		
Baden-Württemberg	77			
Foreign (total)				
Distance to home			9	
up to 50 km			5	
more than 50 km up more than 100 km u	to 1	00 km	1!	
more than 100 km u				
	p to	300 km		
over 300 km	p to	300 km		
over 300 km Frequency of visits			9	
over 300 km Frequency of visits Previous event			9 4	
over 300 km Frequency of visits Previous event Earlier events			% 48 65	
over 300 km Frequency of visits Previous event			% 48 65	
over 300 km Frequency of visits Previous event Earlier events First visit Sex			2: % 48 6! 2: %	
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male			9/ 48 65 23 9/ 86	
over 300 km Frequency of visits Previous event Earlier events First visit Sex			% 48 65 23	
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household			9% 48 65 23 9% 86 14	
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person			99 44 69 22 99 89 14 99 29	
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons			9 44 6! 2: 9 81 14 9 2! 4	
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons			9 44 6! 2: 9 81 14 2! 2! 4! 4! 4! 4! 4! 4! 4! 4! 4! 4! 4! 4! 4!	
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 persons 2 persons 3 persons 4 persons			9 44 65 23 9 80 14 14 29 41 41 11	
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons			9/ 48 65 23 9/ 86	
over 300 km Frequency of visits 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	to e		99 44 61 22 99 88 14 14 14 14 14 14 14 14 19 99 99	
over 300 km Frequency of visits Previous event 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 yea	to e		9 44 61 22 9 88 14 14 14 14 14 14 14 14 14	
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 3 persons 3 persons 4 persons 5 persons and more Age up to 20 yea over 20 up to 30 yea	rs rs		99 44 65 22 99 86 14 14 14 14 14 14 14 14 14 14 14 14 14	
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 5 persons and more Age up to 20 yea over 20 up to 30 yea over 20 up to 40 yea	rs rs rs		9 44 6 2 2 2 2 3 8 8 1 1 - 1 9 9 2 2 2 4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
over 300 km Frequency of visits 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 yea over 20 up to 30 yea over 30 up to 40 yea over 40 up to 50 yea	rs rs rs rs		9 44 61 2 2 2 2 2 2 9 9 88 11 11 11	
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 5 persons and more Age up to 20 yea over 20 up to 30 yea over 20 up to 40 yea	rs rs rs rs rs		9% 48 65 23 9% 86 14 14 29 43 14	

Private visitors' profile

Position in the company/organization % Entrepreneur, co-owner, freelancer 10 Managing director, board member, head of an authority etc. 1 Area manager, works manager, plant manager, branch manager, head of public office 3 Department head, group head, team leader 11 Other salaried staff, civil servant, skilled worker 33 Lecturer, teacher 3 Trainee 1 Other position 3 Student 6 Housewife/man 1 Old-age pensioner 21 Other not gainfully employed 6 Buying and ordering capacity % Purchase or order made or intended at the exhibition 43 yes no 24 maybe 33 Follow-up business % Intend to buy at later date 42 yes 15 no 43 maybe Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

IT & Business / DMS EXPO /

Trade visitors' profile

	ent	ries)	8 447
Proportion of trade	e visi	tors	99 %
Germany (total) of which			93
Vielsen 1	4	Nielsen 4	14
Bremen	-	Bavaria	14
Hamburg	-	Nielsen 5+6	2
ower Saxony	-	Berlin	
Schleswig-Holstein	-	Brandenburg	
Vielsen 2	7	Mecklenburg-	
North Rhine-Westph.	. 7	West Pommerar	nia -
Vielsen 3a	11		
lesse	7	Nielsen 7	2
Rhineland-Palatinate			
Saarland	1	Thuringia	
Vielsen 3b	60	5	
Baden-Württemberg	60		
Foreign (total)			7
EU			71
	onea	n countries	25
Other cou			4
Distance to home			%
up to 50 km			34
more than 50 km up	to '	100 km	16
more than 100 km u			29
over 300 km	p to	500 km	21
Countries with the	hiak	est visitor share	es %
Austria	ingi	iest visitor situr	36
Switzerland			25
Frequency of visits	to e	exhibition	%
requeries of visits			26
Previous event			25
Previous event Earlier events			
Previous event			
Previous event Earlier events	stay	1,2	25 59 2 days
Previous event Earlier events First visit Average length of Influence on purcha			59 days
Previous event Carlier events First visit Average length of Influence on purcha decisions			59 2 days %
Previous event Earlier events First visit Average length of Influence on purcha Secisions Decisively			59 24 24
Previous event Earlier events First visit Average length of Influence on purcha Jecisions Decisively Collectively	asing		59 2 days % 24 32
Previous event Earlier events First visit Average length of Influence on purcha Secisions Decisively	asing		59 2 days % 24 32
Previous event Earlier events First visit Average length of Influence on purcha Jecisions Decisively Collectively	asing		59
Previous event Earlier events First visit Average length of Influence on purcha Jecisions Decisively Collectively n an advisory capac	asing	J/procurement	59 2 days 24 32 28

CRM-expo ------> Stuttgart

LogiMAT -----> Stuttgart

29 068

99%

92

25

25

2

1

-

Trade visitors' profile

%	Visitors (number of entries)
5	Proportion of trade visitors
2 3 36 1 14 7 1 5 6 1	Germany (total) of which 3 Nielsen 4 Nielsen 1 3 Bavaria Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony 3 Berlin Schleswig-Holstein - Brandenburg Nielsen 2 8 Mecklenburg North Rhine-Westph. 8 West Pommer: Nielsen 3a 12 Saxony-Anhalt Hesse 8 Nielsen 7 Rhineland-Palatinate 4 Saxony
% 17	Nielsen 3b 48 Baden-Württemberg 48
9 10 25 27 1 2 2 6 1	Foreign (total) of which EU Other European countries 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
% 28 12	Countries with the highest visitor sha Austria Switzerland
2 45 6 6 8	Frequency of visits to exhibition Previous event Earlier events First visit
% 7 20 6 1 1 1	Average length of stay 1 Influence on purchasing/procurement decisions Decisively Decisively Collectively In a advisory capacity No Student Other not gainfully employed
	17 5 1 2 3 6 1 1 4 7 1 1 5 6 1 1 2 5 6 1 2 7 2 6 1 2 2 6 1 2 2 6 1 2 2 6 1 2 2 6 1 1 2 2 6 1 1 1 4 7 7 1 2 3 6 1 1 1 4 7 7 1 2 3 6 1 1 1 1 5 6 1 1 1 5 6 1 1 1 5 6 1 1 1 5 6 1 1 1 5 6 1 1 1 5 6 1 1 1 5 6 1 1 1 5 6 1 1 1 5 6 1 1 1 5 6 1 1 1 5 7 7 1 1 5 7 7 1 1 5 7 7 1 1 5 7 7 1 1 5 7 7 1 1 5 7 7 1 1 5 7 7 1 1 5 7 7 1 1 5 7 7 1 1 5 7 7 1 1 1 5 7 7 1 1 1 1

Stuttgart

leisen 2 8 Mecklenburg- 8 ororth Rhine-Westph. 8 West Pommer ielsen 3a 12 Saxony-Anhali esse 8 Nielsen 7 hineland-Palatinate 4 Saxony aarland - Thuringia ielsen 3b 48	
oreign (total) f which	8
EU	65
Other European countries	29
Other countries	6
istance to home	%
p to 50 km	23
ore than 50 km up to 100 km	20
nore than 100 km up to 300 km	33
ver 300 km	24
ountries with the highest visitor sha	
ustria	33
witzerland	25
requency of visits to exhibition	%
revious event	34
arlier events	35
irst visit	50
verage length of stay 1	I,2 days
fluence on purchasing/procurement	
ecisions	%
ecisively	13
ollectively	35
n an advisory capacity	31
0	12
tudent	8
ther not gainfully employed	2

Collectively	
In an advisory capacity	
No	
Student	
Other not gainfully employed	

Area of responsibility	%
Management	11
Research/development/design	5
Manufacturing, production, quality control	9
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	5
Personnel administration, administration	-
Sales	11
Creation/graphic/design	1
Logistics: storage, material management,	
transport	36
Maintenance/repairs	2
Other area	5
Student	8
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manage	r,
branch manager, head of public office	13
Department head, group head, team leader	28
Other salaried staff, civil servant,	
skilled worker	26
Lecturer, teacher	1
Trainee	9 2
Other position	2
Student Other pet gainfully employed	8 2
Other not gainfully employed	2
Economic sector	%
Industry	49
Wholesale trade	11
Retail trade	3
Skilled trades	1
Freight forwarders, transport companies	7
Banks, insurance companies	1
Other service	11
Association, organization	1
Public authority University/college/polytechnic	1
Other sectors	5
Student	с 8
Other not gainfully employed	2
outer not guintary employed	~

Size of company/organization:

Number of		vees	%
1- 4	3	, 500 - 999	
5-9	1	1 000 and more	34
10- 49	11	Student	8
50-199	15	Other not gainfully	
200- 499	16	employed	1

Conducted by: Wissler & Partner, Basel

MEDIZIN/TheraPro ------> Stuttgart

Trade visitors' profile

Germany (total) 9 of which 1 Nielsen 1 Nielsen 1 1 Nielsen 5+6 Lower Saxony Berlin Schleswig-Holstein Brandenburg Nielsen 2 1 Mecklenburg- North Rhine-Westph. 1 West Pommerania Nielsen 3a 4 Saxony-Anhalt Hesse 2 Nielsen 7 Rhineland-Palatinate 2 Saxony Saarland - Thuringia Nielsen 3b 82 Baden-Württemberg 82 Foreign (total) Distance to home up to 50 km 100 km more than 50 km up to 100 km 0ver 300 km over 300 km 2 Frequency of visits to exhibition Previous event Earlier events 5 First visit 1,3 dat Influence on purchasing/procurement 2 Collectively 1 In an advisory capacity 3	Visitors (number of	ent	ries)	6 818
of which Nielsen 1 1 Nielsen 4 Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony - Berlin Schleswig-Holstein - Brandenburg Nielsen 2 1 Mecklenburg- North Rhine-Westph. 1 West Pommerania Nielsen 3a 4 Saxony-Anhalt Hesse 2 Nielsen 7 Rhineland-Palatinate 2 Saxony Saarland - Thuringia Nielsen 3b 82 Foreign (total) Distance to home up to 50 km more than 50 km up to 100 km more than 50 km up to 300 km over 300 km Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,3 day Influence on purchasing/procurement decisions Decisively Collectively No Student	Proportion of trade	vis	itors	98 %
Nielsen 1 1 Nielsen 4 Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony - Berlin Schleswig-Holstein - Brandenburg Nielsen 2 1 Mecklenburg- North Rhine-Westph. 1 West Pommerania Nielsen 3a 4 Saxony-Anhalt Hesse 2 Nielsen 7 Rhineland-Palatinate 2 Saxony Saarland - Thuringia Nielsen 3b 82 Baden-Württemberg Baden-Württemberg 82 Foreign (total) Distance to home up to 50 km 100 km more than 100 km up to 300 km averago length of sto 1,3 da Frequency of visits to exhibition Previous event First visit Average length of stay 1,3 da Influence on purchasing/procurement decisions Decisively Collectively 1 No Student Student Student				97
Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony - Berlin Schleswig-Holstein - Brandenburg Nielsen 2 1 Mecklenburg- North Rhine-Westph. 1 West Pommerania Nielsen 3a 4 Saxony-Anhalt Hesse 2 Nielsen 7 Rhineland-Palatinate 2 Saxony Saarland - Thuringia Nielsen 3b 82 Baden-Württemberg Baden-Württemberg 82 Satony Foreign (total) - Distance to home Distance to home up to 50 km Satony more than 100 km up to 300 km - Satony over 300 km - - Frequency of visits to exhibition - - Previous event - - Earlier events - - First visit - - Average length of stay 1,3 day Influence on purchasing/procurement - Oecisively -		1	Nielson 4	10
Hamburg - <u>Nielsen 5+6</u> Lower Saxony - Berlin Schleswig-Holstein - Brandenburg <u>Nielsen 2</u> 1 Mecklenburg- <u>North Rhine-Westph.</u> 1 West Pommerania <u>Nielsen 3a</u> 4 Saxony-Anhalt Hesse 2 <u>Nielsen 7</u> Rhineland-Palatinate 2 Saxony Saarland - Thuringia <u>Nielsen 3b</u> 82 Baden-Württemberg 82 Foreign (total) Distance to home up to 50 km 9 to 100 km 9 more than 50 km up to 100 km 9 more than 100 km up to 300 km 9 ever 300 km Frequency of visits to exhibition Previous event 2 Earlier events 5 Erist visit 2 Average length of stay 1,3 day Influence on purchasing/procurement decisions Decisively 5 Collectively 1 No Student				10
Lower Saxony - Berlin Schleswig-Holstein - Brandenburg Nielsen 2 1 Mecklenburg- North Rhine-Westph. 1 West Pommerania Nielsen 3a 4 Saxony-Anhalt Hesse 2 Nielsen 7 Rhineland-Palatinate 2 Saxony Saarland - Thuringia Nielsen 3b 82 Baden-Württemberg 82 Foreign (total) Distance to home up to 50 km up to 100 km more than 50 km up to 100 km more than 50 km up to 300 km over 300 km Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,3 dar Influence on purchasing/procurement decisions Decisively Collectively No Student				10
Schleswig-Holstein - Brandenburg Nielsen 2 1 Mecklenburg- North Rhine-Westph. 1 West Pommerania Nielsen 3a 4 Saxony-Anhalt Hesse 2 Nielsen 7 Rhineland-Palatinate 2 Saxony Saarland - Thuringia Nielsen 3b 82 Baden-Württemberg 82 Foreign (total) - Distance to home 9 up to 50 km more than 100 km up to 300 km more than 100 km up to 300 km - revious event - Earlier events - First visit - Average length of stay 1,3 da Influence on purchasing/procurement - Decisively - Collectively - In an advisory capacity - No - Student -				- 1
Nielsen Ž 1 Mecklenburg- North Rhine-Westph. 1 West Pommerania Nielsen 3a 4 Saxony-Anhalt Hesse 2 Nielsen 7 Rhineland-Palatinate 2 Saxony Saarland - Thuringia Nielsen 3b 82 Baden-Württemberg 82 Foreign (total) - 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 exhibition - Previous event - Earlier events - First visit - Average length of stay 1,3 day Influence on purchasing/procurement - Decisively - Collectively - n an advisory capacity - No -		-		-
North Rhine-Westph. 1 West Pommerania Nielsen 3a 4 Saxony-Anhalt Hesse 2 Nielsen 7 Rhineland-Palatinate 2 Saxony Saarland - Thuringia Nielsen 3b 82 Foreign (total) - Distance to home 9 up to 50 km 1 more than 50 km up to 100 km 1 more than 100 km up to 300 km 2 Frequency of visits to exhibition - Previous event 2 Earlier events - First visit - Average length of stay 1,3 day Influence on purchasing/procurement - decisions - Decisively - Collectively - In an advisory capacity - No -		1		
Nielsen 3a 4 Saxony-Anhalt Hesse 2 Nielsen 7 Rhineland-Palatinate 2 Saxony Saarland - Thuringia Nielsen 3b 82 Baden-Württemberg 82 Foreign (total) - Distance to home - up to 50 km - more than 100 km up to 300 km - over 300 km - Frequency of visits to exhibition Previous event - Earlier events - First visit - Average length of stay 1,3 da Influence on purchasing/procurement decisions Decisively - Collectively - n an advisory capacity No No -		1		
Hesse 2 Nielsen 7 Rhineland-Palatinate 2 Saxony Saarland - Thuringia Nielsen 3b 82 Baden-Württemberg 82 Baden-Württemberg 82 Saxony Saxony Foreign (total) Distance to home 9 9 Distance to home 9 100 km 9 more than 50 km up to 100 km 9 9 9 over 300 km 100 km 9 9 Frequency of visits to exhibition 7 1,3 day Frequency of stay 1,3 day 1,3 day Influence on purchasing/procurement decisions 9 Decisively 2 10 10 Soulectively 2 10 10 No 5 10 10 10			Saxony-Anha	lt -
Saarland - Thuringia Nielsen 3b 82 Baden-Württemberg 82 Foreign (total) Distance to home up to 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,3 dar Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student	Hesse	2		1
Saarland - Thuringia Nielsen 3b 82 Baden-Württemberg 82 Foreign (total) Distance to home up to 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,3 dar Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student	Rhineland-Palatinate	2	Saxony	-
Baden-Württemberg 82 Foreign (total) Distance to home up to 50 km 9 more than 50 km up to 100 km 9 more than 100 km up to 300 km 9 over 300 km 9 Frequency of visits to exhibition 9 Previous event 9 Earlier events 9 First visit 1,3 dat Influence on purchasing/procurement decisions Decisively 9 Collectively 10 No 5 Student 10	Saarland	-		-
Foreign (total) 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 exhibition Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student	Nielsen 3b	82		
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 exhibition Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student	Baden-Württemberg	82		
up to 50 km in the second seco	Foreign (total)			3
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student				%
more than 100 km up to 300 km over 300 km Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student				54
over 300 km Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student				16
Frequency of visits to exhibition Previous event Earlier events First visit Average length of stay 1,3 day Influence on purchasing/procurement decisions Decisively Collectively In advisory capacity No Student		p to	300 km	23
Previous event Earlier events First visit Average length of stay 1,3 da Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student	over 300 km			7
Earlier events First visit Average length of stay 1,3 da Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student	Frequency of visits	to e	exhibition	%
First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student				36 50
Average length of stay 1,3 day Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student				50 35
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student	FIRST VISIT			30
decisions Decisively Collectively In an advisory capacity No Student	Average length of s	stay		1,3 days
Decisively Collectively In an advisory capacity No Student		sing	g/procuremen	
Collectively In an advisory capacity No Student				%
In an advisory capacity No Student				32
No Student				24
Student		ty		22
				14
other not gainfully employed				6 2
	other not gainfully el	mple	byed	2

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	42
Managing director, board member,	42
head of an authority etc.	2
Area manager, works manager, plant manage	
branch manager, head of public office	'´2
Department head, group head, team leader	8
Other salaried staff, civil servant,	0
skilled worker	26
Lecturer, teacher	3
Trainee	4
Other position	3
Student	6
Other not gainfully employed	2
other not gaintany employed	2
Economic sector	%
Practice	58
Hospital/clinic	16
Medical care centre	2
Rehabilitation facilities	6
Nursing home	2
Medical laboratory/institute	2
Emergency services organizations	3
Association	1
Industry	2 2 3 1 3
Trade	1
Service	9
Public authorities/health service	1
Training/consulting	4
University, polytechnic, vocational school	6
Other	6
Size of company/organization:	
Number of employees	%

Number of employees 1- 4 33 5- 9 23 500 - 999 1 000 and more 10-49 13 Student Other not gainfully 50- 199 7 200-499 6 employed

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

3

7

6

südback -----> Stuttgart

Trade visitors' profile

Proportion of trade visitors	95 %
Germany (total)	90
of which Vielsen 1 2 Nielsen 4	23
Bremen - Bavaria	23
Hamburg - Nielsen 5+6	1
ower Saxony - Berlin	- 1
Schleswig-Holstein - Brandenburg	-
Vielsen 2 5 Mecklenburg-	
North Rhine-Westph. 5 West Pommera	nia -
Vielsen 3a 12 Saxony-Anhalt	-
lesse 4 Nielsen 7	1
Rhineland-Palatinate 6 Saxony	-
Saarland 2 Thuringia	-
<u>Vielsen 3b</u> 56 Baden-Württemberg 56	
Foreign (total)	10
of which	
EU	62
Other European countries Other countries	35
Other countries	3
Distance to home	3
Distance to home	
Distance to home up to 50 km nore than 50 km up to 100 km	%
Distance to home up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km	% 26 17 38
Distance to home up to 50 km nore than 50 km up to 100 km	% 26 17
Distance to home up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km	% 26 17 38 19
Distance to home up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km	% 26 17 38 19 %
Distance to home up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Countries with the highest visitor shares	% 26 17 38 19 % 27
Distance to home up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Countries with the highest visitor shares witzerland Austria	% 26 17 38 19 % 27 24 %
Distance to home up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Countries with the highest visitor shares witzerland Austria Frequency of visits to exhibition Previous event	% 26 17 38 19 % 27 24 % 46
Distance to home up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Countries with the highest visitor shares witzerland Austria Frequency of visits to exhibition Previous event arilier events	% 26 17 38 19 % 27 24 % 46 43
Distance to home up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Countries with the highest visitor shares witzerland Austria Frequency of visits to exhibition Previous event	% 26 17 38 19 %
Distance to home up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Countries with the highest visitor shares witzerland Austria Frequency of visits to exhibition Previous event Garlier events Garlier events Garlier to the state of th	% 26 17 38 19 % 27 24 % 46 43
Distance to home up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Countries with the highest visitor shares witzerland Austria Frequency of visits to exhibition revious event sarlier events sirist visit Average length of stay 1, nfluence on purchasing/procurement	% 26 17 38 19 % 27 24 % 46 43 33 33 2 days
Distance to home up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km countries with the highest visitor shares witzerland Austria Frequency of visits to exhibition revious event carlier events irist visit Average length of stay 1, nfluence on purchasing/procurement lecisions	% 26 17 38 19 % 27 24 % 46 43 33 33 2 days
Distance to home up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km ver 300 km Countries with the highest visitor shares witzerland Austria requency of visits to exhibition Previous event carlier events cirst visit Average length of stay 1, nfluence on purchasing/procurement lecisions pecisively	% 26 17 38 19 % 27 24 % 46 43 33 33 2 days % 27
Distance to home up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km ver 300 km Countries with the highest visitor shares witzerland Austria Frequency of visits to exhibition revious event arlier events arlier events arlier events irist visit Average length of stay 1, nfluence on purchasing/procurement lecisions Decisively Collectively	% 26 17 38 19 % 27 24 % 46 43 33 33 2 days 2 days 27 29
Distance to home up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km countries with the highest visitor shares witzerland Austria Frequency of visits to exhibition revious event carlier events irist visit Average length of stay 1, nfluence on purchasing/procurement lecisions Decisively collectively n an advisory capacity	% 266 177 389 19 % 27 24 46 43 33 33 33 2 days 2 days 27 29 21
Distance to home up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km ver 300 km Countries with the highest visitor shares witzerland Austria Frequency of visits to exhibition revious event arlier events arlier events arlier events irist visit Average length of stay 1, nfluence on purchasing/procurement lecisions Decisively Collectively	% 26 17 38 19 % 27 24 % 46 43 33 33 2 days 2 days 27 29

Area of responsibility	%
Management	25
Research/development/design	3
Manufacturing, production, quality control	38
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	15
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area	5
Student	2
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	25
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manage	er.
branch manager, head of public office	10
Department head, group head, team leader	9
Foreman, master craftsman	10
Other salaried staff, civil servant,	10
skilled worker	22
Lecturer, teacher	1
Trainee	12
	12
Other position Student	2
Other not gainfully employed	1
Economic sector	%
Pure baking craft	20
Pure confectioner craft	9
Baker's/Confectioner's Trade	39
Bread, cake and pastry industry	14
Other industry	8
Cafe	9
Catering	8
Hotel	2
Retail grocery trade	4
University, polytechnic, vocational school	3
Other sectors	9
Size of company/organization:	
Number of employees	%
1- 4 13 500 - 999	5
5- 9 16 1 000 and more	6
10- 49 29 Student	2
50- 199 19 Other not gainfully 200- 499 10 employed	

Conducted by: Landesmesse Stuttgart GmbH,

Stuttgart

Messe Wächtersbach ------> Wächtersbach

Private visitors' profile

isitors (number of entries)	59 194
roportion of private visitors	95%
ermany (total) Which	100
ielsen 1 - Nielsen 4	10
remen - Bavaria	10
amburg - <u>Nielsen 5+6</u>	-
ower Saxony - Berlin	-
chleswig-Holstein - Brandenburg	
ielsen 2 - Mecklenburg	
orth Rhine-Westph West Pomme	
i <u>elsen 3a</u> 89 Saxony-Anha esse 89 Nielsen 7	anu -
hineland-Palatinate - Saxony	-
aarland - Thuringia	
ielsen 3b 1	
aden-Württemberg 1	
istance to home	%
to 50 km	86
ore than 50 km up to 100 km	12
ore than 100 km up to 300 km	1
ver 300 km	1
requency of visits to exhibition	%
012	71
011	72
arlier events	76
rst visit	10
ex	%
ale	42
emale	58
ze of household	%
person	10
persons	39
persons	25
persons	17 7
persons and more	/
ge	% 3
up to 20 years ver 20 up to 30 years	3 12
	12
ior 30 up to 40 years	
ver 30 up to 40 years	
ver 40 up to 50 years	21
ver 30 up to 40 years ver 40 up to 50 years ver 50 up to 60 years ver 60 up to 70 years	21 22 16

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	5
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manage	er,
branch manager, head of public office	1
Department head, group head, team leader	(
Other salaried staff, civil servant,	
skilled worker	46
Lecturer, teacher	3
Trainee	- 2
Other position	
Farmer	
Student	1
Housewife/man	
Old-age pensioner	22
Other not gainfully employed	
Buying and ordering capacity	9
Purchase or order made or intended	
at the exhibition	
yes	6
no	1
maybe	2
Follow-up business	9
Intend to buy at later date	
yes	2
no	3
maybe	44
Conducted by: Messe- und Congress-	
conducted by messe and congress	

beratung Dirr, Neu Wulmstorf

6

Registered Events

Bad Salzuflen

Messe Ostwestfalen GmbH

kfo – Plastics Processing Fair, Bad Salzuflen March 2015

Bayreuth

bbg Betriebsberatungs GmbH

DKM – The Trade Fair for the Finance and Insurance Industry, Dortmund 28.10.-30.10.2014

Berlin

Messe Berlin GmbH

International Green Week Berlin – The world's biggest fair for food, agriculture and horticulture, Berlin

• 17.01.-26.01.2014

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

• 05.02.-07.02.2014

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

• 18.02.-21.02.2014

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

• 05.03.-09.03.2014

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

• 23.09.-26.09.2014

belektro – Trade fair for Electrical Engineering, Electronics and Lighting, Berlin 15.10.-17.10.2014

Bazaar Berlin (formerly Import Shop Berlin) – Retail show for handicrafts, design and natural products from around the world, Berlin

• 12.11.-16.11.2014

WASSER BERLIN INTERNATIONAL – International Trade Fair and Congress – Water and Wastewater, Berlin

• 24.03.-27.03.2015

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

• 22.09.-25.09.2015

Bielefeld

Clarion Events Deutschland GmbH ZOW – International fair for suppliers to the furniture

and design industries, Bad Salzuflen 10.02.-13.02.2014

ZOW – International Exhibition of Components and Accessories for the Furniture Industry, Istanbul 20.03.-23.03.2014

FMB – The Supplier Show for Mechanical Engineering, Bad Salzuflen 05.11.-07.11.2014

Bremen

MESSE BREMEN

WFB Wirtschaftsförderung Bremen GmbH Bremen Classic Motorshow – Classic vehicle fair, Bremen

31.01.-02.02.2014

BOATFIT – boats ... Enjoy their charm – maintain their value, Bremen 21.02.-23.02.2014

fish international – The German Seafood Show, Bremen 09.02.-11.02.2014

HanseLife – Regional Consumer Goods Exhibition, Bremen 20.09.-28.09.2014

ReiseLust – The tourism fair in Bremen, Bremen 14.11.-16.11.2014

Chemnitz

C³ Chemnitzer Veranstaltungszentren GmbH c/o Messe Chemnitz

Baumesse Chemnitz – trade fair of construction, Chemnitz

07.02.-09.02.2014

Chemnitz Trade Fairs: mtex – International Exhibition & Symposium for Textiles and Lightweight Design in Transportation; LiMA – International Exhibition and Symposium for Lightweight Design and Engineering and Plant Construction; SIT – Saxon Fair for Industry and Technology; IT Anwenderforum – Digital Applications for Business – Exhibition, Chemnitz 14.05.-16.05.2014

Dortmund

Messe Westfalenhallen Dortmund GmbH

Inter-tabac – International Trade Fair for Tobacco Products and Smoking Accessories, Dortmund 19.09.-21.09.2014

elektrotechnik – Leading Trade Fair for the Electrical and Electronics Industries, Dortmund 18.02.-20.02.2015

Düsseldorf

Messe Düsseldorf GmbH boot – Düsseldorf – International Boat Show, Düsseldorf

• 18.01.-26.01.2014

EuroShop – The World's Leading Retail Trade Fair, Düsseldorf

- 16.02.-20.02.2014
 GLOBAL SHOES Leading Trade Show for Sourcing, Düsseldorf
- 11.03.-14.03.2014

GDS – International Event for Shoes & Accessoires, Düsseldorf

• 12.03.-14.03.2014

METAV - International Fair for Manufacturing Technology and Automation, Düsseldorf

• 11.03.-15.03.2014

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

• 21.03.-23.03.2014

TOP HAIR INTERNATIONAL – Trend & Fashion Days Düsseldorf – Trade Fair – Show – Congress for the International Hairdressing Industry, Düsseldorf

• 22.03.-23.03.2014

ProWein – International Trade Fair Wines and Spirits, Düsseldorf

- 23.03.-25.03.2014
 Tube International Tube and Pipe Trade Fair, Düsseldorf
- 07.04.-11.04.2014

wire – International Wire and Cable Trade Fair, Düsseldorf

- 07.04.-11.04.2014
 interpack PROCESSES AND PACKAGING LEADING
- TRADE FAIR, Düsseldorf • 08.05.-14.05.2014

GDS – Global Destination for Shoes & Accessories, Düsseldorf

• 30.07.-01.08.2014

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

- 29.08.-07.09.2014
 TourNatur Hiking and Trekking Exhibition, Düsseldorf
- 05.09.-07.09.2014

InterCool – International Trade Fair Frozen Food, Ice Cream, Technology, Düsseldorf

• 21.09.-23.09.2014

InterMeat – International Trade Fair for Meat and Sausage, Düsseldorf

• 21.09.-23.09.2014

InterMopro - International Trade Fair for Dairy Products, Düsseldorf

• 21.09.-23.09.2014

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

• 24.09.-27.09.2014

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

• 21.10.-24.10.2014

MEDICA – World Forum for Medicine – International Trade Fair with Congress with COMPAMED – International Trade Fair Hightech Solutions for Medical Technology, until 14.11.2014, Düsseldorf

• 12.11.-15.11.2014

VALVE WORLD EXPO – Biennial Valve World Conference and Exhibition, Düsseldorf 02.12.-04.12.2014

EuroCIS – The Leading Trade Fair for Retail Technology, Düsseldorf

• 24.02.-26.02.2015

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

• 16.06.-20.06.2015

Registered Events

METEC – International Metallurgical Technology Trade Fair with Congresses, Düsseldorf

• 16.06.-20.06.2015

NEWCAST - International Trade Fair for Precision Castings, Düsseldorf

• 16.06.-20.06.2015

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

• 16.06.-20.06.2015

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

• 27.10.-30.10.2015

drupa – no. 1 for print and crossmedia solutions, Düsseldorf

• 31.05.-10.06.2016

K – International Trade Fair No.1 for plastics and rubber worldwide, Düsseldorf

• 19.10.-26.10.2016

Reed Exhibitions Deutschland GmbH

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

• 08.01.-10.01.2014

IMA – International Trade Fair for Amusement and Vending Machines, Düsseldorf

• 14.01.-17.01.2014

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

• 03.04.-06.04.2014

ISO – International Trade Fair for Industrial Insulation Materials and Technology, Cologne 08.05.-09.05.2014

ALUMINIUM – World Trade Fair & Conference, Düsseldorf

• 07.10.-09.10.2014

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

• 07.10.-09.10.2014

viscom frankfurt – International trade fair for visual communication, Frankfurt/Main

+• 05.11.-07.11.2014

MODERNER STAAT – Exhibition and Conference, Berlin 02.12.-03.12.2014

EQUITANA – Equestrian Sports World Fair, Essen
14.03.-22.03.2015

SHOWTECH – International Trade Show and Conference for Theatre, Film and Event, Frankfurt/Main

April 2015

HYBRID Expo — Materials, Technology & Components, Stuttgart 22.09.-24.09.2015

Erfurt

Messe Erfurt GmbH Rapid. Tech – Trade fair and user's conference for

rapid technology, Erfurt 14.05.-15.05.2014

inoga – Trade Fair for the Hotel, Catering and Hospitality Sector with IKA/Culinary Olympics, Erfurt 13.09.-15.09.2014

Grüne Tage Thüringen – The agricultural fair, Erfurt 19.09.-21.09.2014

inoga/IKA – Trade Fair for the Hotel, Catering and Hospitality Sector with IKA/Culinary Olympics, Erfurt 22.10.-25.10.2016

RAM Regio

Ausstellungs GmbH Erfurt

Thüringen Ausstellung Erfurt – Handicraft and Consumer Goods Exhibition (with Wedding and Celebration Fair), Erfurt 08.03.-16.03.2014

Eschborn

Werbe- und Vertriebsgesellschaft

Deutscher Apotheker mbH EXPOPHARM – International Pharmaceutical Trade Fair, Munich

+ 17.09.-20.09.2014

Essen

Messe Essen GmbH DEUBAUKOM - Trade fair for architecture, art of engineering and housing Industry, Essen 15.01.-18.01.2014 IPM ESSEN – The world's leading trade fair for horticulture, Essen 28.01.-31.01.2014

E-world energy & water – International trade fair and congress, Essen 11.02.-13.02.2014

SHK – Trade fair for sanitary, heating, air conditioning and renewable energies, Essen 12.03.-15.03.2014

METPACK – International trade fair for metal packaging, Essen 06.05.-10.05.2014

REIFEN – No 1 in tires and more, Essen 27.05.-30.05.2014

security essen – The world forum for security and fire prevention, Essen 23.09.-26.09.2014

SCHWEISSEN & SCHNEIDEN – International trade fair joining cutting surfacing, Essen 18.09.-23.09.2017

Frankfurt/Main

DLG e.V.

DLG-Feldtage – DLG Field Days – Meeting point for crop production experts, Bernburg-Strenzfeld 17.06.-19.06.2014

EnergyDecentral – International trade fair for innovative energy supply, Hanover 11.11.-14.11.2014

EuroTier – with Energy Decentral - The world's leading trade fair for animal production, Hanover

• 11.11.-14.11.2014

AGRITECHNICA – International DLG Exhibition for Agricultural Machinery, Hanover • 08.11.-14.11.2015

Messe Frankfurt Exhibition GmbH

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

- 08.01.-11.01.2014
- Christmasworld The World of Seasonal Decoration, Frankfurt/Main
- 24.01.-28.01.2014

Creativeworld – International Trade Fair for Hobby, Crafts and Artists Material, Frankfurt/Main 25.01.-28.01.2014

Paperworld – Leading International Trade Fair for Paper, Office Supplies and Stationery, Frankfurt/Main 25 01 - 28 01 2014

- Ambiente, Frankfurt/Main
- 07.02.-11.02.2014

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

• 12.03.-15.03.2014

Prolight + Sound - International Fair of Technologies and Services for Events and Entertainment, Frankfurt/Main

• 12.03.-15.03.2014

Light+Building – The World's Leading Trade Fair for Architecture and Technology, Frankfurt/Main

• 30.03.-04.04.2014

Hair & Beauty – with OMC Hairworld World Cup, Frankfurt/Main 03.05.-05.05.2014

Tendence, Frankfurt/Main

• 30.08.-02.09.2014

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

• 16.09.-20.09.2014

ISH — The World's Leading Trade Fair. The Bathroom Experience, Building, Energy, Air-conditioning Technology, Renewable Energies, Frankfurt/Main

• 10.03.-14.03.2015

Texprocess – Leading International Trade Fair for Processing Textile and Flexible Materials, Frankfurt/Main 04.05.-07.05.2015

Techtextil – International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main

• 05.05.-07.05.2015

IFFA - The No. 1 for the meat industry, Frankfurt/Main

• 07.05.-12.05.2016

Texcare International – World Market for Modern Textile Care, Frankfurt/Main 11.06.-15.06.2016

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

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

Intersolar Europe – The World's Largest Exhibition for the Solar Industry, Munich

• 04.06.-06.06.2014

ELECTRICAL ENERGY STORAGE (ees) – International trade fair for batteries, energy storage and innovative production, Munich 04.06.-06.06.2014

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

• May 2016

Groß-Umstadt

KWF – Kuratorium für Waldarbeit und Forsttechnik GmbH

KWF – Expo – Forest Machinery and Innovation DemoFair, not yet determined June 2016

Hamburg

H²VC GmbH Hessisch Hanseatisches Veranstaltungs-Contor GmbH

IMITFair – International Marine Interiors Trade Fair, Rostock 14.10.-16.10.2014

Hamburg Messe und Congress GmbH

NORTEC – The manufacturing trade fair in the North, Hamburg 21.01.-24.01.2014

REISEN HAMBURG – The Holiday, Caravaning, Outdoor and Cycling Exhibition, Hamburg 05.02.-09.02.2014

INTERNORGA – International Trade Show for the Hotel, Restaurant, Catering, Baking and Confectionery Industry, Hamburg 14.03.-19.03.2014

HansePferd Hamburg – The equestrian trade fair experience, Hamburg 25.04.-27.04.2014 SMM — the leading international maritime trade fair hamburg, Hamburg

• 09.09.-12.09.2014

DU UND DEINE WELT - hamburgs's shopping and event fair, Hamburg 03.10.-12.10.2014

hanseboot – Hamburg International Boat Show, Hamburg

25.10.-02.11.2014

GET Nord – Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning, Hamburg 20.11.-22.11.2014

Hannover

Deutsche Messe AG

DOMOTEX HANNOVER - The World of Flooring, Hanover

• 11.01.-14.01.2014

CeBIT – New Perspectives in IT Business, Hanover 10.03.-14.03.2014

10.03.-14.03.2014

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

• 07.04.-11.04.2014

Digital Factory / HANNOVER MESSE – Leading Trade Fair for Integrated Processes and IT Solutions, Hanover 07.04.-11.04.2014

Energy / HANNOVER MESSE – Leading Trade Fair for Renewable and Conventional Power Generation, Power Supply, Transmission, Distribution and Storage, Hanover 07.04.-11.04.2014

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

07.04.-11.04.2014

Industrial Supply / HANNOVER MESSE – Leading Trade Fair for Industrial Subcontracting and Lightweight Construction, Hanover 07.04.-11.04.2014

IndustrialGreenTec / HANNOVER MESSE – Leading Trade Fair for Environmental Technology, Hanover 07.04.-11.04.2014 MobiliTec / HANNOVER MESSE - Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions, Hanover 07.04.-11.04.2014

Research & Technology / HANNOVER MESSE - Leading Trade Fair for R&D and Technology Transfer, Hanover 07.04.-11.04.2014

PSI PROMOTION WORLD – Trade Show for Haptic & Multisensory Communication, Hanover 08.04.-10.04.2014

CeMAT – the world's leading fair for intralogistics, Hanover

19.05.-23.05.2014

0&S – International Trade Fair for Surface Treatments & Coatings, Stuttgart 24.06.-26.06.2014

parts2clean – Leading International Trade Fair for Industrial Parts and Surface Cleaning, Stuttgart 24.06.-26.06.2014

EuroBLECH – International Sheet Metal Working Technology Exhibition, Hanover

• 21.10.-25.10.2014

ComVac / HANNOVER MESSE – Leading Trade Fair for Compressed Air and Vacuum Technology, Hanover 13.04.-17.04.2015

MDA – Motion, Drive & Automation / HANNOVER MESSE – Leading Trade Fair for Power Transmission and Control, Hanover 13.04.-17.04.2015

SurfaceTechnology / HANNOVER MESSE – Leading Trade Fair for Surface Technology, Hanover 13.04.-17.04.2015

Wind / HANNOVER MESSE – Leading Trade Fair for Wind Generation Technology, Components and Services, Hanover 13.04.-17.04.2015

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

• 11.05.-15.05.2015

INTERSCHUTZ – DER ROTE HAHN - International Exhibition for Rescue, Fire Prevention, Disaster Relief, Safety and Security, Hanover

• 08.06.-13.06.2015

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

• 06.10.-08.10.2015

Fachausstellungen Heckmann GmbH

ABF — The Leisure and Sales Exhibition, Hanover 25.01.-02.02.2014

ALTENPFLEGE – Leading Exhibition for the Care Sector, Hanover

+ 25.03.-27.03.2014

infa – Information and Sales Exhibition, Hanover 18.10.-26.10.2014

CARAVAN – Motor caravans and Supplies Trade Exhibition, Bremen 14.11.-16.11.2014

Pferd & Jagd – Europe's biggest exhibition for equestrain sports, hunting and fishing, Hanover 04.12.-07.12.2014

Hohenschäftlarn

WNP Fachmessen GmbH

GiveADays – International Tradeshow for Promotional Products, Stuttgart 13.02.-15.02.2014

Wetec – International Tradeshow for Signmaking, Large Format Printing & Light Advertising, Stuttgart 13.02.-15.02.2014

Husum

Messe Husum & Congress GmbH & Co. KG

Nord Gastro & Hotel – Hotel and Restaurant Industry Trade Fair, Husum 10.02.-11.02.2014

New Energy Husum – The International Renewable Energy Trade Fair, Husum 20.03.-23.03.2014

HUSUM Wind – Trade Fair and Congress for the Wind Industry, Husum 15.09.-18.09.2015

Idar-Oberstein

Intergem Messe GmbH

INTERGEM – International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein 03.10.-06.10.2014

Karlsruhe

HINTE GmbH

Arbeitsschutz Aktuell – Safety & Health - Congress & Trade Fair. In connection with the XX world congress on safety and health at work, Frankfurt/Main + 25.08.-28.08.2014

INTERGEO – Conference and Trade Fair for Geodesy,

Geoinformation and Land Management, Berlin + 07.10-09.10.2014

Karlsruher Messe- und Kongress-GmbH

LEARNTEC – Learning with IT – International Trade Fair and Convention, Karlsruhe 04.02.-06.02.2014

IT-TRANS - International Conference and Exhibition for IT Solutions in Public Transport, Karlsruhe 18.02.-20.02.2014

TIERisch gut – Pet fair Karlsruhe, Karlsruhe 08.11.-09.11.2014

NUFAM - Trade fair for commercial vehicles, Karlsruhe 24.09.-27.09.2015

Kempten

Kempten Tourismus- und Veranstaltungsservice Allgäuer Festwoche

ALLGÄUER FESTWOCHE – TRADE FAIR – CULTURAL AND SPORTS EVENTS – RURAL TRADITION EXHIBITION IN KEMPTEN (ALLGÄU), Kempten 09.08.-17.08.2014

Köln/Cologne

Koelnmesse GmbH

imm cologne - The international furnishing show (in uneven years with LivingKitchen, in even years with LivingInteriors), Cologne

• 13.01.-19.01.2014

ISM – International Sweets and Biscuits Fair, Cologne

• 26.01.-29.01.2014

spoga horse (spring) – International Trade Fair for Equestrian Sports, Cologne 02.02.-04.02.2014

INTERNATIONALE EISENWARENMESSE KÖLN, Cologne

• 09.03.-12.03.2014

h+h cologne - International Trade Fair for Creative Handicraft + Hobby Supplies, Cologne 21.03.-23.03.2014

CFC – Children's Fashion Cologne 10.07.-12.07.2014

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

• 31.08.-02.09.2014

dmexco – Leading expo & conference for digital business, Cologne 10.09.-11.09.2014

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

• 11.09.-14.09.2014

ORGATEC – Modern Office & Facility, Cologne
21.10.-25.10.2014

ProSweets Cologne – The international supplier fair for the confectionery industry, Cologne 01.02.-04.02.2015

Asia-Pacific Sourcing – Products for Home and Garden from Far East, Cologne 03.03.-05.03.2015

IDS – International Dental Show, Cologne
 10.03.-14.03.2015

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

• 24.03.-27.03.2015

interzum – International fair for the furniture and interior construction industries' supplying sections, Cologne

• 05.05.-08.05.2015

Eu'Vend/coffeena – The International Trade Fair for the Vending Industry/coffeena - International Coffee Fair, Cologne 24.09.-26.09.2015 Anuga – The leading trade fair for the global food industry, Cologne

• 10.10.-14.10.2015

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

• 27.10.-30.10.2015

Leipzig

Leipziger Messe GmbH

Leipziger Tierärztekongress – Leipzig Veterinary Congress with Industrial Exhibition vetexpo, Leipzig 16.01.-18.01.2014

HAUS-GARTEN-FREIZEIT – Home – Garden – Leisure – The consumer fair for the whole family/ mitteldeutsche Handwerksmesse Central German Handicrafts Fair/ Beach & Boat Water Sports Exhibition, Leipzig 15.02.-23.02.2014

CADEAUX Leipzig (spring) – Trade Fair for Gifts and Lifestyle Trends, Leipzig 01.03.-03.03.2014

OTWorld - Orthopädie + Reha-Technik – International Trade Show and World Congress, Leipzig

• 13.05.-16.05.2014

CADEAUX Leipzig (autumn) – Trade Fair for Gifts and Lifestyle Trends – COMFORTEX, Trade Fair for Interior Design, Leipzig 06.09.-08.09.2014

MIDORA Leipzig – TRADE FAIR FOR WATCHES AND JEWELLERY, Leipzig 06.09.-08.09.2014

modell-hobby-spiel — models-hobbies-games. Exhibition for Model Building, Model Railways, Creative Arts and Play, Leipzig 03.10.-05.10.2014

denkmal – European Trade Fair for Conservation, Restoration and Old Building Renovation, Leipzig

• 06.11.-08.11.2014

TerraTec – International Trade Fair for Environmental Technologies and Services, Leipzig 27.01.-29.01.2015 enertec – International Trade Fair for the Generation, Distribution and Storage of Energy, Leipzig 27.01.-29.01.2015

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

• 24.02.-27.02.2015

Intec – International trade fair for machine tools, manufacturing and automation, Leipzig 24.02.-27.02.2015

therapie Leipzig — Trade Fair and Congress for Therapy, Medical Rehabilitation and Prevention, Leipzig 19.03.-21.03.2015

PFLEGE + HOMECARE LEIPZIG – Trade Fair and Congress for hospital, residential and home care, Leipzig 29.09.-01.10.2015

SHKG – Exhibition for Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig 28.10.-30.10.2015

efa — Trade Fair for Building Systems, Electrical Engineering, Light, Air Conditioning and Automation, Leipzig 28.10.-30.10.2015

GÄSTE – Trade Fair for the Restaurant, Hotel and Catering Business, Leipzig 01.11.-03.11.2015

Leipziger Messe International GmbH

LBA – Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg 28.02.-02.03.2014

Lindau-Bodolz

Kinold Ausstellungsgesellschaft mbH

Passauer Frühling, DreiLänderMesse – Regional Exhibition, Passau 29.03.-06.04.2014

Messe Hof - Regional Exhibition, Hof 27.09.-05.10.2014

Messe Rosenheim – Regional Consumer Goods Exhibition, Rosenheim 18.04.-26.04.2015

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGM)

MAGDEBOOT – Trade Fair for new and used boats, equipment and water sports, Magdeburg 14.03.-16.03.2014

TIERWELT – MESSE MAGDEBURG, Magdeburg 11.04.-13.04.2014

MAGDEBURGER MEERESANGELTAGE und MAGDE-BURGER RAUBFISCHANGELTAGE – International Fishing Exhibition, Magdeburg 08.11.-09.11.2014

Mainz

RAM Regio Ausstellungs GmbH

Rheinland-Pfalz-Ausstellung – Regional Consumer Goods Exhibition, Mainz 22.03.-30.03.2014

München

easyFairs Deutschland GmbH

SCHÜTTGUT – Trade show for solids technologies in processing industries, Dortmund 21.05.-22.05.2014

EUROEXPO Messe- und Kongress-GmbH

LogiMAT – International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart 25.02.-27.02.2014

transfairlog – Trade Fair for International Transport and Logistics Management, Hamburg 04.11.-06.11.2014

GHM Gesellschaft für Handwerksmessen mbH

opti – The International Trade Show for Optics & Design, Munich 10.01.-12.01.2014

DACH+HOLZ International – ROOF+TIMBER International – Trade Fair for timber construction and interior works, roof and wall, Cologne

+ 18.02.-21.02.2014

INTERNATIONALE HANDWERKSMESSE – The Leading Trade Fair for the Craft Trades and Medium-Sized Enterprises (with Garten München), Munich 12.03.-18.03.2014

IFH/Intherm – Trade Fair for Sanitation, Heating, Air Conditioning, Renewable Energies, Nuremberg 08.04.-11.04.2014

eltec – Trade fair for electrical and power enineering, Nuremberg 14.01.-16.01.2015

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

12.09.-17.09.2015

Farbe – Ausbau & Fassade – Paint – finishing & facade, Munich + 02.03.-05.03.2016

Messe München GmbH

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

• 26.01.-29.01.2014

INHORGENTA MUNICH – Jewelry, Timepieces, Lifestyle, Munich

• 14.02.-17.02.2014

f.re.e – Fair for Leisure and Travel, Munich
19.02.-23.02.2014

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

• 01.04.-04.04.2014

IFAT – resources.innovations.solutions. – World's leading Trade Fair for Water, Sewage, Waste and Raw Materials Management, Munich

• 05.05.-09.05.2014

AUTOMATICA – International Trade Fair for Automation and Mechatronics, Munich • 03.06.-06.06.2014

MAINTAIN – International Trade Fair for Industrial Maintenance, Munich 03.06.-06.06.2014

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

• 16.07.-20.07.2014

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

• 06.10.-08.10.2014

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

• 11.11.-14.11.2014

bauma China – International Trade Fair for Construction Machinery, Building Material & Machines, Construction Vehicles and Equipment, Shanghai

• 25.11.-28.11.2014

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

• 19.01.-24.01.2015

transport logistic – THE LEADING EXHIBITION, Munich • 05.05.-08.05.2015

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

22.06.-25.06.2015
 CERAMITEC – Technologies – Innovations – Materials,

Munich

• 20.10.-23.10.2015

productronica – International trade fair for innovative electronics production, Munich

• 10.11.-13.11.2015

bauma — International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, Munich

• 11.04.-17.04.2016

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

• 11.09.-15.09.2017

MunichExpo Veranstaltungs GmbH

eCarTec / MATERIALICA / sMove 360° – International Trade Fair for Electric & Hybrid Mobility/Lightweight Design for New Mobility/Car IT, Munich 21.10.-23.10.2014

Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

EPF – EstrichParkettFliese – Trade fair for floor construction, Feuchtwangen 26.06.-28.06.2014

Münster

Messe und Congress Centrum

Halle Münsterland GmbH IPOMEX – international police meeting and exhibition, Muenster 14.04.-16.04.2015

Nürnberg

AFAG Messen und Ausstellungen GmbH

HOGA Nürnberg – Trade Fair for Gastronomy, Hotel and Catering, Nuremberg 22.02.-25.02.2015

GrindTec – International Trade Fair for Grinding Technology, Augsburg 19.03.-22.03.2014

interlift – International Trade Fair for Elevators, Components & Accessories, Augsburg 13.10.-16.10.2015

NürnbergMesse GmbH

EUROGUSS – International Trade Fair for Die Casting – Technology, Processes, Products, Nuremberg 14.01.-16.01.2014

Perimeter Protection – International Trade Fair for Perimeter Protection, Fencing and Building Security, Nuremberg 14.01.-16.01.2014

BIOFACH + VIVANESS – World's leading Trade Fair for Organic Food / International Trade Fair for Natural Personal Care, Nuremberg 12.02.-15.02.2014

FeuerTRUTZ – Trade Fair with Congress for Preventive Fire Protection, Nuremberg 19.02.-20.02.2014

embedded world – Exhibition&Conference, Nuremberg 25.02.-27.02.2014

Registered Events

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

05.03.-06.03.2014

IWA OutdoorClassics – High performance in target sports, nature activities, protecting people, Nuremberg 07.03.-10.03.2014

Werkstätten:Messe – Workshops for the disabled show their excellence – variety – quality, Nuremberg 13.03.-16.03.2014

fensterbau/frontale + HOLZ-HANDWERK – Intern. Trade Fair Window, Door and Facade/Technologies, Components, Prefabricated Units + European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts, Nuremberg 26.03.-29.03.2014

CO-REACH – The exhibition for cross-media marketing, Nuremberg 25.06.-26.06.2014

GaLaBau – International Trade Fair for Urban Green and Open Spaces/ Design – Construction – Maintenance + PLAYGROUND + Deutsche Golfplatztage, Nuremberg 17.09.-20.09.2014

POWTECH + TechnoPharm – World-Leading Trade Fair for Processing, Analysis, and Handling of Powder and Bulk Solids + Int. Trade Fair for Life Science Process Technologies, Nuremberg 30.09.-02.10.2014

it-sa – The IT Security Expo and Congress, Nuremberg 07.10.-09.10.2014

Chillventa — International Trade Fair for Refrigeration, Air Conditioning, Ventilation and Heat Pumps, Nuremberg

• 14.10.-16.10.2014

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BrauBeviale – Raw Materials – Technologies – Logistics – Marketing, Nuremberg 11.11.-13.11.2014

European Coatings SHOW – plus Adhesives, Sealants, Construction Chemicals, Nuremberg 21.04.-23.04.2015

Stone+tec Nürnberg – International Trade Fair Natural Stone and Stoneprocessing Technology, Nuremberg 13.05.-16.05.2015 AUTOMOTIVE ENGINEERING EXPO – Connecting outstanding experts on car body manufacturing, painting and assembly, Nuremberg 09.06.-11.06.2015

FachPack, Nuremberg 29.09.-01.10.2015

Spielwarenmesse eG

Spielwarenmesse® – International Toy Fair Nürnberg, Nuremberg 29.01.-03.02.2014

Offenbach

Messe Offenbach GmbH

I.L.M – International Leather Goods Fair Offenbach – Winter Styles, Offenbach/Main • 08.03.-10.03.2014

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

• 06.09.-08.09.2014

Offenburg

Messe Offenburg-Ortenau GmbH

Badische Weinmesse – Regional Wine Exhibition, Offenburg 10.05.-11.05.2014

OBERRHEIN MESSE Offenburg 27.09.-05.10.2014

Rostock

Rostocker Messe- und

Stadthallengesellschaft mbH AutoTrend – Automobile Exhibition Mecklenburg-Western Pomerania, Rostock 04.04.-06.04.2014

Stuttgart

blickfang GmbH BLICKFANG – Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart 14.03.-16.03.2014

Landesmesse Stuttgart GmbH

CMT – The Holiday exhibition – Intern. exhibition for caravanning, motoring, tourism, with the special exhibitions cycling & adventure holidays with special section hiking, golf & wellness holidays, cruises & ship travel, Stuttgart 11.01.-19.01.2014

MEDIZIN/TheraPro – Trade fair and congress, Stuttgart 24.01.-26.01.2014

INTERGASTRA – Leading trade fair for innovative gastronomy / GELATISSIMO – The special trade fair for the manufacture of hand-made ice-cream, Stuttgart 01.02.-05.02.2014

RETRO CLASSICS – The whole world of classic vehicles, Stuttgart 13.03.-16.03.2014

TV TecStyle Visions – International trade fair for textile decoration and promotion, Stuttgart 13.02.-15.02.2014

didacta – The trade fair for education and training, Stuttgart

+ 25.03.-29.03.2014

Invest – Leading trade fair and congress for finance and investment, Stuttgart 04.04.-05.04.2014

FAIR HANDELN – International exhibition focusing on Fairtrade and globally responsible trade and activities, Stuttgart 10.04.-13.04.2014

GARTEN outdoor ambiente – Exhibition for garden and lifestyle, Stuttgart 10.04.-13.04.2014

Markt des guten Geschmacks – The market for good taste – the Slow Food Exhibition, Stuttgart 10.04.-13.04.2014

Mineralien, Fossilien, Schmuck – Minerals, fossils, jewellery, Stuttgart 11.04.-13.04.2014

PFLEGE & REHA – Trade fair for elderly care, nursing and rehabilitation with accompanying congress, Stuttgart 06.05.-08.05.2014 LASYS – International trade fair for laser material processing, Stuttgart 24.06.-26.06.2014

AMB – International exhibition for metal working, Stuttgart 16.09.-20.09.2014

FACHDENTAL Leipzig, Leipzig 26.09.-27.09.2014

SÜFFA – Trade fair for the meat industry, Stuttgart 28.09.-30.09.2014

IT & Business / DMS EXPO / CRM-expo – the trade fairs for IT solutions, Stuttgart 08.10.-10.10.2014

FACHDENTAL Südwest, Stuttgart 10.10.-11.10.2014

südback – Trade fair for the bakery and confectionery trades, Stuttgart 18.10.-21.10.2014

interbad – International trade fair for swimming pools, saunas and spas with congress for pool and bath technology, Stuttgart 21.10.-24.10.2014

Stuttgarter MesseHerbst – Messe Stuttgart's autumn line-up, Stuttgart 15.11.-23.11.2014

ANIMAL / Stuttgarter MesseHerbst — The pet exhibition, Stuttgart 15.11.-16.11.2014

Familie & Heim / Stuttgarter MesseHerbst – The shopping and experience exhibition with minerals, fossils, jewellery (15.11.-17.11.2014), Stuttgart 15.11.-23.11.2014

DIE BESTEN JAHRE / Stuttgarter Messeherbst – The best years – The exhibition for staying active, Stuttgart 17.11.-18.11.2014

HOBBY & ELEKTRONIK / Stuttgarter MesseHerbst – South Germany's large exhibition for computers and electronics, Stuttgart 20.11.-23.11.2014

KREATIV / Stuttgarter MesseHerbst — The trade fair for creative design, Stuttgart 20.11.-23.11.2014 Modell Süd / Stuttgarter MesseHerbst – The exhibition for modelmaking and model railways, Stuttgart 20.11.-23.11.2014

Spielemesse / Stuttgarter MesseHerbst – The meeting place for excitement, fun and games, Stuttgart 20.11.-23.11.2014

VISION – Leading world trade fair for machine vision, Stuttgart 04 11 -06 11 2014

 ${\rm R}$ + T - Leading world trade fair for roller shutters, doors / gates and sun protection systems, Stuttgart 24.02.-28.02.2015

eltefa – biggest regional trade fair for the electrical sector, Stuttgart 18.03.-20.03.2015

NewCome – Exhibition and state congress about freelancing, Stuttgart May 2015

INTERVITIS INTERFRUCTA – International technology trade fair for wine, fruit, fruit juice and spirits, Stuttgart March 2016

SACHSENBACK – Trade fair for the bakery and confectionery trades, Dresden 09.04.-11.04.2016

Mesago Messe Frankfurt GmbH

Facility Management – Exhibition and Conference, Frankfurt/Main 25.02.-27.02.2014

SMT Hybrid Packaging – International Exhibition and Conference for System Integration in Micro Electronics, Nuremberg 06.05.-08.05.2014

PCIM Europe – Power Electronics, Intelligent Motion, Renewable Energy and Energy Management – International Exhibition and Conference, Nuremberg 20.05.-22.05.2014

Mesago Messemanagement GmbH

SPS IPC Drives – Electric Automation - Systems and Components - International Exhibition & Conference, Nuremberg 25.11.-27.11.2014

Wächtersbach

Messe Wächtersbach GmbH Messe Wächtersbach – Consumer Goods Exhibition, Waechtersbach 24.05.-01.06.2014

Wiesbaden

WIRTSCHAFTSGEMEINSCHAFT Zoologischer Fachbetriebe GmbH

Interzoo – International Trade Fair for Pet Supplies, Nuremberg 29.05.-01.06.2014

Wunstorf

AMA Service GmbH

SENSOR+TEST – The Measurement Fair - International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nuremberg 03.06.-05.06.2014

Hongkong/SAR • 13.04.-16.04.2014

Honakona/SVR

06.01.-09.01.2014

Honakona/SAR

• 13.01.-16.01.2014

• 06.01 - 09.01.2014

• 03.03.-07.03.2014

Hongkong/SAR

• 03.03.-09.03.2014

Hong Kong Trade Development Council

HKTDC Hong Kong International Diamond,

HKTDC Hong Kong International Jewellery Show,

HKTDC Hong Kong Electronics Fair (Spring Edition),

Gem & Pearl Show , Hongkong/SAR

HKTDC Hong Kong Baby Products Fair, Hongkong/SAR

HKTDC Hong Kong Toys & Games Fair, Hongkong/SAR

HKTDC Hong Kong Fashion Week for Fall/Winter.

HKTDC Hong Kong Gifts & Premium Fair, Hongkong/SAR

- 27.04.-30.04.2014
- HKTDC Hong Kong Houseware Fair, Hongkong/SAR20.04.-23.04.2014
- HKTDC Hong Kong Watch & Clock Fair, Hongkong/SAR • 03.09.-07.09.2014

HKTDC Hong Kong Electronics Fair (Autumn Edition), Hongkong/SAR

• 13.10.-16.10.2014

electronicAsia – International Trade Fair for Components, Assemblies and Display Technologies, Hongkong/SAR

• 13.10.-16.10.2014

HKTDC Hong Kong International Lighting Fair (Autumn Edition), Hongkong/SAR 27.10.-30.10.2014

HKTDC Hong Kong Optical Fair, Hongkong/SAR

• 05.11.-07.11.2014

Ente Autonomo per le Fiere di Verona

Fieragricola – International agricultural technologies show, Verona

• 06.02.-09.02.2014

Verona

VINITALY/ENOLITECH/SOL&AGRIFOOD – International wine & spirits exhibition/International Exhibition of Wine-Growing and Cellar Techniques & Olive-Growing and Olive Oil Technologies/International Quality Agro-Foods Event, Verona

• 06.04.-09.04.2014

SAMOTER – International triennial Earthmoving and Building Machinery Exhibition, Verona

08.05.-11.05.2014
 MARMOMACC – International Trade Fair for Stone.

Design and Technology, Verona

• 24.09.-27.09.2014

EUROCARNE – International Exhibition of the Technologies for Processing, Conservation, Refrigeration and Meat Distribution, Verona

• 10.05.-13.05.2015

PULIRE – International Exhibition of Machines, Equipments, Products and Systems for Industrial Cleaning, Verona 19.05.-21.05.2015

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www.fkm.de



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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

