

# Certified Exhibition Data 2012



www.fkm.de

# The FKM in 2012

In 2012, there was a small increase in comparison to the previous year in the number of exhibitions certified by FKM. German organisers generally remain keen for auditing to be carried out on the exhibitor and visitor statistics of their exhibitions.

GJC InterMedia GmbH, Berlin, became new member of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM). Messe Niederrhein GmbH, Lohse-Paarmann-Unternehmertage GbR, Mannheimer Ausstellungs-GmbH, Südwest Messe- und Ausstellungs-GmbH, Koelnmesse Ausstellungen GmbH and HIGH END SOCIETY, Wuppertal are no longer members.

Currently 57 organisers in Germany are partners of FKM. In 2012, a total of 220 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 17 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. **Since 2012: certification instead of auditing** As of 2012 auditing by FKM is defined as certification, thereby underlining the role of FKM as a voluntary, customeroriented auditing organisation.

Accordingly, FKM has put together a communications concept which has been implemented since spring 2010. As of early 2012 all members are obliged to comply with the new set of rules, which were agreed in late 2009.

## **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.

## **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 companies 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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## Wunstorf

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### Guest members

#### Hongkong

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

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## Chairmen

## Chairman

Wolfgang Marzin Messe Frankfurt GmbH, Frankfurt

**1st Deputy Egon Galinnis** Messe Essen GmbH, Essen

## **2nd Deputy**

Carola Schwennsen Fachausstellungen Heckmann GmbH, Hannover

Honorary Chairman Prof. Dr. Manfred Busche Berlin

Managing Director Harald Kötter

# Locations



• Trade Fairs and exhibitions

O FKM partners

• Trade fairs and exhibitions and FKM partners

# **Auditor's Certificate**

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 2013

Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft

malten

Josef Klute Public accountant



Jörg Brüggemann Public accountant





# **Exhibition Space, Exhibitors, Visitors**

## **Space figures**

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

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

## **Exhibitor figures**

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

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

## **Visitor figures**

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

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

## **FKM Visitors Profile Analyses**

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

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

The visitors profile analyses are subject to independent audit in just the same way as the quantitative visitor figures. In as far as structural analysis were not carried out for exhibitions of 2012 in the reporting year, the year of the last survey is given behind the title of event.

For the official detailed regulations see the brochure FKM-Certification

			Exhib	ition s	pace fig	jures	(sq.m.)				Exhibi	tor fig	ures					Visito	r <mark>figur</mark>	es
FKM			Exhibitor	stand spa	ace						Exhibitors	5			Additior represer	ally nted firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 100		erval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
Augsburg																				
Arbeitsschutz aktuell – Safety and Health	2	3	6.621	940			7.561	411	7.972	22.000	212	35	247	13				10.144	357	10.50
GrindTec – Int. Trade Fair for Grinding Technology		4	11.847	4.157			16.004	96	16.100	29.400	280	145	425	25				9.784	3.805	13.58
RENEXPO – Int. Energy Trade Fair	1	_	4.030	1.469	749	532	6.780		6.780	16.100	280	50	330	13						13.65
Bad Salzuflen																				
FMB – The Supplier Show for the Machinery Industry	1	3	6.634	373			7.007		7.007	13.300	367	29	396	10	11	1	12	4.354	101	4.45
ZOW – Components and Accessories for Furniture and Interior Design		4	9.996	7.249			17.245		17.245	32.900	355	307	662	35	4	5	9	11.306	6.435	17.74
			5.550							52.500			002							
Berlin																				
bautec	2	5	10.740	1.042	66		11.848	5.059	16.907	36.500	488	63	551	22				32.883	4.315	37.19
belektro	2	3	9.791	246			10.037	1.195	11.232	24.300	228	14	242	10						15.1
FRUIT LOGISTICA	1	3	8.815	50.419			59.234	448	59.682	109.200	262	2.271	2.533	83				13.229	44.791	58.0
Import Shop	1	5	3.400	3.026			6.426	176	6.602	18.900	261	331	592	54				37.988	736	38.72
InnoTrans	2	4	38.044	48.882	5.355	2.504	94.785		94.785	161.400	1.085	1.430	2.515	49				60.533	65.577	126.1
International Green Week	1	10	33.712	14.217			47.929	7.206	55.135	115.000	1.059	517	1.576	56				418.326	8.102	426.42
ITB – Travel trade show	1	5	28.810	59.937	146		88.893		88.893	160.000	1.596	5.680	7.276	190	540	2.307	2.847	98.123	34.225	132.34
Moderner Staat – Public Administration	1	2	2.619	159			2.778	375	3.153	8.400	157	4	161	5	35		35			3.05
Bernburg-Strenzfeld																				
DLG Field Days	2	3	709	124	100.147	2.288	103.268	533	103.801	186.800	283	42	325	15				20.584	1.888	22.47
Bopfingen																				
KWF – Expo – Forest Machinery and Innovation DemoFair	4	4	1.430	187	59.957	13.961	75.535	20.300	95.835	147.100	381	153	534	26				45.778	4.528	50.30
Bremen																				
BOATFIT	1	3	3.070	345			3.415	768	4.183	8.950	155	16	171	7				9.497	264	9.76
Bremen Classic Motorshow	1		18.631	1.440			20.071	1.193	21.264	45.100	566	53	619	10				35.560	1.911	37.47
CARAVAN		3	9.662	120			9.782		9.782	14.800	68	3	71	4				551500		27.93
CARAVAN / Reiselust		3	12.579	434			13.013	362	13.375	24.100	316	30	346	17						34.19
fish international	2		3.188	973			4.161	1.775	5.936	14.600	153	84	237	23				4.782	975	5.7
HanseLife		9	17.623	629	1.673	18	19.943	5.090	25.033	50.000	840	27	867	11						73.1
RAD + OUTDOOR	1	2	3.668	125	55		3.848	3.658	7.506	14.600	152	6	158	4						12.14
Reiselust – Tourism fair	1	3	2.917	314			3.231	362	3.593	9.300	248	27	275	15				29.210	505	29.7
Chemnitz																				
Baumesse Chemnitz – Trade fair of construction	1	3	3.314	50	68		3.432	260	3.692	8.400	216	3	219	3	40		40			7.52
mtex / LiMA		3	942	50	00		998	44	1.042	5.000	76	6	82	6	40	2	40			1.21
Intex / LINIA	2	5	542	50			550	44	1.042	5.000	70	U	02	U	0	2	0			1.2

5.1

<sup>1)</sup> Visitor attendance determined by a representative poll in the combination of CARAVAN/

			Exhib	ition s	pace figur	res (s	q.m.)				Exhibi	itor fig	ures					Visito	r <mark>figur</mark>	es
			Exhibitor	stand spa	ace						Exhibitor	5			Additiona represent			Entries (Explanati	ons see p.	. 9)
For the complete titles see pp. 100		erval/ ays	Hal Domestic		Open Air Domestic Fore	eign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Dortmund																				
DKM – Finance and insurance	1	2	9.044	208			9.252		9.252	23.200	281	8	289	7				12.419	160	12.579
easyFairs SCHÜTTGUT	2	2	5.758	568			6.326		6.326	13.400	314	39	353	9				3.873	427	4.300
Inter-tabac	1	3	8.100	4.596			12.696	285	12.981	28.600	166	196	362	45		3	3	5.500	3.104	8.604
START Nordrhein-Westfalen	1	2	961	40	24		1.025	582	1.607	3.800	110	4	114	5	15	1	16	2.842	15	2.857
Dresden																				
aktiv+vital with bike+outdoor	1	3	3.531	89			3.620	7.378	10.998	19.500	210	5	215	6						9.733
Dresdner Ostern – Garden, pet and handicraft fair	1	4	7.360	234	200		7.794	3.700	11.494	19.100	294	22	316	7						48.779
Düsseldorf																				
ALUMINIUM	2	3	13.078	22.559			35.637	734	36.371	75.000	363	544	907	51				10.539	10.969	21.508
BEAUTY	_	3	20.507	2.883			23.390	5.055	28.445	78.400	525	110	635	26				42.914	4.141	47.055
BEAUTY/TOP HAIR INTERNATIONAL		4	25.280	3.622			28.902	8.718		104.100	652	140	792	26						72.356
boot	1	9	46.702	42.517	67		89.386	14.113	103.499	214.200	948	718	1.666	60				204.761	41.939	246.70
CARAVAN SALON	_	10	62.155	21.565			84.899	3.529		133.000	354	162	516	24				142.430	22.994	165.424
CARAVAN SALON/TourNatur	1	10	65.801	21.947	922	257	88.927	5.029	93.956	147.800	536	223	759	31						175.778
Composites Europe	1	3	5.234	2.477			7.711	754	8.465	16.400	246	146	392	26				5.122	3.009	8.131
drupa – print media messe	4	14	59.514	105.235	410	1	65.159	1.410	166.569	241.800	613	1.231	1.844	52				125.699	188.549	314.248
EuroCIS	1	3	4.909	1.365			6.274	102	6.376	12.500	167	69	236	25				3.990	2.415	6.405
GDS (Spring)	1	3	15.891	22.397			38.288	4.644	42.932	79.500	290	567	857	40				14.559	7.978	22.537
GDS (Autumn)	1	3	15.496	22.282			37.778	4.609	42.387	79.500	289	596	885	38				11.274	9.262	20.536
GDS/Global Shoes (Spring)	1	3	15.941	32.622			48.563	4.884	53.447	99.500	291	923	1.214	45						23.223
GDS/Global Shoes (Autumn)	1	3	15.552	32.845			48.397	4.953	53.350	105.200	290	969	1.259	42						20.601
glasstec with solarpeq	2	4	21.077	39.243	133		60.453	7.275	67.728	123.600	397	778	1.175	54				17.602	24.812	42.414
GLOBAL SHOES (Spring)	1	3	50	10.225			10.275	240	10.515	20.000	1	356	357	13				2.949	4.670	7.619
GLOBAL SHOES (Autumn)	1	3	56	10.563			10.619	344	10.963	25.700	1	373	374	16				1.883	6.129	8.012
IMA – Amusement and Vending Machines	1	4	10.839	1.762			12.601	405	13.006	21.000	110	31	141	13	1	9	10	8.979	596	9.575
InterCool	2	4	4.094	1.857			5.951		5.951	9.000	116	66	182	14				2.761	1.448	4.209
InterMeat	2	4	3.092	1.389			4.481	432	4.913	8.000	86	59	145	14				3.140	1.676	4.816
InterMopro	2	4	2.940	1.259			4.199	284	4.483	8.000	57	55	112	13				3.672	1.103	4.775
MEDICA / COMPAMED	1	4	50.088	77.681	451	1	28.220	2.427	130.647	250.100	1.356	3.880	5.236	66				55.653	70.832	126.485
METAV	2	5	24.362	11.717			36.079		36.079	59.800	485	204	689	26				36.801	3.863	40.664
ProWein	1	3	15.830	27.512			43.342	1.561	44.903	83.700	828	3.153	3.981	47	35	196	231	26.637	14.030	40.667
PSI – Promotional Product Industry	1	3	19.139	16.627		130	35.896	1.299	37.195	62.200	531	476	1.007	29				7.209	8.958	16.167
REHACARE INTERNATIONAL	1	4	23.313	8.191	98		31.602		31.602	73.100	531	330	861	33				44.019	6.059	50.078
TOP HAIR International Trend & Fashion Days	1	3	4.773	739			5.512	3.663	9.175	25.700	127	30	157	11				28.366	2.135	30.501
TourNatur	1	3	3.646	382			4.028	1.500	5.528	14.800	182	61	243	17				29.974	674	30.648
Tube	2	5	16.773	21 704			48.477	602	40.070	86.100	327	851	1.178	48				15.770	18.889	34.659

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+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 26 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of BEAUTY/TOP HAIR international. Multiple answers were permitted <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Multiple answers were permitted <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Multiple answers were permitted <sup>3)</sup> Visitor attendance determined by a representative poll 11

			Exhib	ition s	pace fig	ures	(sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
FKM			Exhibitor	stand spa	ace						Exhibitors	s			Addition represen	ally ted firms		Entries (Explanat	ions see p.	. 9)
or the complete titles see pp. 100	Inter Da		Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tot
ALVE WORLD EXPO	2	3	3.625	11.937			15.562		15.562	32.700	130	461	591	37				3.311	7.267	10.5
vire	2	5	16.292	41.077			57.369	955	58.324	96.100	338	975	1.313	50				15.226	23.321	38.
Erfurt																				
Grüne Tage Thüringen — Agricultural fair	2	3	5.021	91	7.625		12.737	3.702	16.439	33.400	264	4	268	4				23.765	143	23
łaus.Bau.Energie – House building, living and modernizing	1	3	2.123	61	241		2.425	144	2.569	6.700	145	4	149	4						4
noga with IKA/Culinary Olympics	2	4	3.447	555	38		4.040	4.158	8.198	23.600	165	22	187	14				14.560	1.967	16
Rapid.Tech	1	2	675	42			717	63	780	2.600	63	3	66	4				1.130	152	1
Reiten – Jagen – Fischen – Riding, hunting and fishing	1	3	5.175	342	916		6.433	1.925	8.358	15.700	191	18	209	12						20
hüringen-Ausstellung -Handicraft and consumer goods exhibition	1	9	9.828	309			10.137	2.000	12.137	23.000	562	19	581	8	73	1	74			71
Essen																				
DEUBAU	2	5	17.751	1.537			19.288	498	19.786	53.000	526	54	580	15				53.432	1.881	55
-world energy & water	1	3	18.093	3.266			21.359	725	22.084	44.000	499	114	613	19				18.508	2.814	21
IBO	1	4	19.254	14.703			33.957	2.227	36.184	78.300	305	287	592	32	7	6	13	65.924	10.289	76
AUS GARTEN GENUSS - Consumer goods exhibition	1	5	7.036	404			7.440	1.333	8.773	27.500	280	15	295	9				44.360	403	44
PM – Plants, technical equipment, floristry, sales promotion	1	4	19.915	23.225			43.140	3.994	47.134	105.000	603	912	1.515	44				39.381	20.197	59
MODE-HEIM-HANDWERK – Consumer goods exhibition	1	9	10.230	797			11.027	5.967	16.994	50.500	668	37	705	14						139
REIFEN — No. 1 in tires and more	2	4	15.286	15.836	957		32.079	200	32.279	56.000	220	447	667	43				8.936	9.413	18
SECURITY – Security & Fire Prevention	2	4	27.443	9.927	293		37.663	124	37.787	78.000	575	463	1.038	40				23.874	12.856	36
HK Essen – Sanitary, heating, air conditioning, enewable energies	2	4	29.837	1.964			31.801		31.801	70.900	508	52	560	12				49.453	2.114	51
The NRW Holiday fair	1	5	30.337	2.189	32.526	2.724	35.250	50.500	930	258	1.188	32								92
Frankfurt/Main																				
Ambiente	1	5	67.336	121.664			189.000	2.404	191.404	331.700	1.122	3.408	4.530	88				72.153	65.905	138
Automechanika	2	6	59.613	101.009	13.861	3.839	178.322	643	178.965	294.300	858	3.739	4.597	74				66.947	80.768	147
Christmasworld	1	5	23.355	30.860			54.215	1.304	55.519	98.600	260	683	943	40				14.676	16.798	31
Creativeworld	1	4	4.550	4.417			8.967	498	9.465	15.700	75	155	230	24				4.114	3.067	7
ACILITY MANAGEMENT	1	3	2.558	61			2.619	207	2.826	6.300	125	7	132	5				4.856	191	5
lair & Beauty	1	2	3.605	751			4.356	2.139	6.495	23.300	119	40	159	13				13.633	290	13
leimtextil	1	4	25.804	90.245			116.049	3.911	119.960	202.500	332	2.269	2.601	61				23.592	43.859	67
ight + Building	2	6	73.928	62.997	41	931	137.897	5.722	143.619	235.000	903	1.399	2.302	53				108.767	86.815	195
Musikmesse		4			275	177	43.425	1.700	45.125	107.900	573	965	1.538	51				44.699	23.888	68
Paperworld	1	4	18.156				55.203			123.000	361	1.429	1.790	65				18.030	29.856	47
ProLight + Sound	1	4	14.129	19.495	1.055	900	35.579	1.000	36.579	68.300	345	533	878	41				23.568	17.326	40
Fendence	1	5	38.440				67.010			130.600	845	1.013	1.858	67				36.422	9.055	45
「excare	4	5		11.585			19.460			30.700	95	167	262	26				7.605	8.045	15
<i>v</i> iscom frankfurt		3	6.376	2.240	47		8.663			18.800	220	110	330	26				9.726	2.349	12.

**Events 2012 · Cities** 

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<sup>1)</sup> ascertained by a representative poll

	EKM			Exhibi	ition s	pace figur	es (	sq.m.)				Exhibi	tor fig	ures					Visito	r figur	es
				Exhibitor	stand spa	ice						Exhibitor	5			Additiona represent			Entries (Explanat	ions see p.	. 9)
	For the complete titles see pp. 100		erval/ ays	Hal Domestic		Open Air Domestic Fore	ign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
	Freiburg																				
•	INTER BRUSH	4	3	3.028	6.748			9.776		9.776	21.500	42	155	197	27				1.562	3.492	5.054
	Hamburg																				
	AIRCRAFT INTERIORS EXPO	1	3	5.291	11.387			16.678	600	17.278	30.000	188	348	536	28				4.769	3.106	7.875
	DU UND DEINE WELT	1	9	16.366	1.120	32		17.518	5.247	22.765	45.200	426	40	466	17						81.141
	GET Nord	2	3	20.944	650	12		21.606	2.767	24.373	49.400	469	29	498	12	3		3	37.955	775	38.730
	hanseboot	1	9	21.329	6.262	24		27.615	8.202	35.817	66.800	509	122	631	20				74.375	4.079	78.454
	HANSEPFERD	2	3	11.331	1.601	303	90	13.325	9.778	23.103	46.800	399	58	457	15	1	1	2	42.699	694	43.393
	INTERNORGA	1	6	46.511	6.509	741	16	53.777		53.777	89.400	931	191	1.122	26	17		17	91.582	3.028	94.610
	NORTEC	2	4	7.396	250			7.646	585	8.231	18.300	318	31	349	12				8.807	152	8.959
	REISEN HAMBURG	1	5	18.824	2.401	72		21.297	1.659	22.956	45.200	604	195	799	46	20	1	21	59.521	845	60.366
•	SMM	2	4	25.675	27.944	853 7	/58	55.230		55.230	91.600	696	1.385	2.081	62	7	14	21	33.691	14.715	48.406
	Hannover																				
	ABF	1	9	35.228	965	297		36.490	1.500	37.990	94.100	777	44	821	16						123.078
+	ALTENPFLEGE	2	3	21.658	640			22.298	1.971	24.269	66.100	597	36	633	17						30.926
	BioEnergy Decentral	2	4	13.622	1.435	735 3	865	16.157	1.444	17.601	39.000	425	52	477	14				31.335	7.019	38.354
•	CeBIT	1	5	121.206	33.313	669	39	155.227	8.139	163.366	260.600	1.862	1.711	3.573	70				260.480	51.099	311.579
+	didacta – The Education Trade Fair	1	5	32.449	681	62		33.192	1.430	34.622	63.800	729	45	774	14				80.474	895	81.369
•	DOMOTEX	1	4	22.323	69.667			91.990	3.969	95.959	168.400	233	1.129	1.362	58				20.882	24.911	45.793
•	EuroBLECH	2	5	46.388	37.658			84.046		84.046	141.100	781	724	1.505	39				39.782	20.403	60.185
•	EuroTier with BioEnergy Decentral	2	4	74.362	45.834	735 3	865	121.296	3.855	125.151	251.400	1.282	1.146	2.428	51	14	27	41	122.320	37.576	159.896
•	HANNOVER MESSE	1	5	124.007	45.576	970 1	04	170.657	14.065	184.722	330.800	2.611	2.261	4.872	69				143.558	39.552	183.110
	Hannover Messe: CoilTechnica		5	1.517	726			2.243	162	2.405	7.100	44	43	87	18				16.121	9.881	26.002
	Hannover Messe: Digital Factory		5	4.486	511			4.997		4.997	9.000	163	26	189	16				31.150	11.698	42.848
	Hannover Messe: Energy		5	26.105	14.641	125	35	40.906	204	41.110	75.700	488	587	1.075	46				79.810	24.380	104.190
	Hannover Messe: Industrial Automation		5	46.537	8.071	224	49	54.881	1.395	56.276	97.700	676	361	1.037	39				90.788	34.093	124.881
	Hannover Messe: Industrial Supply		5	16.536	15.663			32.199	674	32.873	59.300	600	971	1.571	47				45.325	22.426	67.751
	Hannover Messe: IndustrialGreenTec	1	5	2.408	557			2.965		2.965	10.700	83	33	116	12				33.306	9.725	43.031
	Hannover Messe: MobiliTec		5	4.409	207	489		5.105	10.570	15.675	19.100	120	13	133	6				34.105	6.545	40.650
	Hannover Messe: Research & Technology		5	7.242	1.233	132		8.607	442	9.049	15.900	290	115	405	16				40.483	11.154	51.637
	Infa	1	9	30.666	2.388	557	48	33.659	1.956	35.615	94.200	1.209	110	1.319	29						188.863
+	INTERGEO		3	8.105	4.287		102	12.894	821	13.715	28.000	328	204	532	32				11.105	4.714	15.819
	Pferd & Jagd – Equestrian sports, hunting and fishing		4	21.718	1.797	60		23.575	7.552	31.127	80.700	716	79	795	22						75.755
	Promotion World		5	1.979	147			2.126	273	2.399	6.300	92	8	100	8				11.801	2.115	13.916
													-								
	Hof																				
	Oberfranken-Ausstellung Hof – Regional Exhibition	2	9	4.261	99	2.079	41	6.480	726	7 206	12.000	212	10	222	7	11		11			36.176
	Coefficience Ausstellung for Regional EXhibition	2	5	7.201	55	2.075	*1	0.400	720	7.200	12.000	212	10	222	/						50.170

+ Events with changing venues were permitted

• Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 26 ff.

<sup>1)</sup> Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers

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FKM V							(sq.m.)					itor fig						VISICO	r figure	es
			Exhibitor	stand spa	ice						Exhibitor	s			Additional represente			Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 100	Inter Day		Hall Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic I	Foreign	Total	Domestic	Foreign	Tota
Husum																				
HUSUM WindEnergy	2	5	20.399	8.420	1.127	340	30.286	9.493	39.779	55.900	745	378	1.123	28				20.740	9.275	30.0
New Energy Husum	1		5.634	548	630	9	6.821	271	7.092		225	43	268	12				12.810	2.115	14.9
Nord Gastro & Hotel	1	_	4.142	54			4.196		4.196	8.900	170	4	174	3						4.5
dar-Oberstein																				
NTERGEM	1	4	2.405	178			2.583	150	2.733	5.000	131	13	144	9						2.5
Karlsruhe																				
NVENTA	1	4	10.531	354			10.885	50	10.935	26.000	314	15	329	7						20.
T-TRANS	2	3	1.330	946			2.276	1.379	3.655	12.500	82	59	141	23				1.017	1.134	2.
EARNTEC	1	3	1.910	315			2.225		2.225	10.000	171	30	201	11				5.253	306	5.
Kempten																				
Allgäuer Festwoche – Rural tradition exhibition	1	9	5.293	275	3.276	30	8.874	675	9.549	24.700	335	21	356	5						100.
Köln																				
Anuga FoodTec	3	4	36.522	26.179			62.701	2.595	65.296	117.800	639	652	1.291	41	14	15	29	19.311	23.780	43.
dmexco – Digital Marketing Exposition & Conference	1	2	14.820	2.313	9		17.142		17.142	35.000	466	112	578	17				19.698	3.221	22.
n+h cologne	1	3	4.980	4.313			9.293	951	10.244	19.300	96	179	275	34				8.219	3.134	11.
mm cologne — The international furnishing show / .ivingInteriors	1	7	68.852	68.451			137.303	3.255	140.558	235.800	413	660	1.073	50	47	43	90	86.621	29.377	115.
nternationale Eisenwarenmesse – Intern. hardware fair	2	4	21.770	45.827			67.597	338	67.935	142.000	387	2.276	2.663	50				19.883	28.050	47.
SM – International Sweets and Biscuits Fair	1	4	13.200	31.974			45.174	618	45.792	99.300	218	1.143	1.361	63	10	21	31	14.764	24.063	38.
Kind + Jugend – The Trade Show for Kids' First Years	1	4	16.260	33.301			49.561	1.001	50.562	95.300	178	759	937	45				7.485	13.816	21.
DRGATEC	2	5	29.638	30.862			60.500	1.065	61.565	106.900	226	360	586	35	31	9	40	26.007	22.430	48.
ProSweets Cologne	2	4	3.867	5.020			8.887	320	9.207	20.000	134	194	328	32	4		4	8.036	8.456	16.
spoga horse (spring)	1	3	3.798	3.953			7.751	132	7.883	16.800	69	127	196	25	6	7	13	2.088	2.025	4.
spoga+gafa / spoga horse (autumn)	1	3	30.763	77.270	252		108.285	3.220	111.505	223.300	374	1.570	1.944	55	12	37	49	15.177	20.174	35.
Leipzig																				
CADEAUX – February	1		7.819	430			8.249	519		25.600	254	22	276	11	3		3			7.
CADEAUX – September/Comfortex	1	3	11.892	1.035			12.927	1.207	14.134	40.600	397	56	453	14	5	3	8			9.
denkmal	2	3	5.999	2.260			8.259	213		18.900	344	115	459	14	2	1	3	10.932	1.161	12.
ACHDENTAL Leipzig – Dental surgeries and laboratories	1	2	3.857	420			4.277	181	4.458	10.000	205	23	228	11	1	2	3			4.
HAUS-GARTEN-FREIZEIT – Home – Garden –Leisure/ Central German Handicrafts Fair/Beach & Boat	1	9	25.515	1.899			27.414	8.331	35 745	82.700	1.085	84	1.169	17	1		1			170.
ndustrial Exhibition of Leipzig Veterinary Congress	2		2.786	105			2.891	300	3.191		173	7	1.105	6	2		2	8.444	856	9.
NUMERICAL CONTRACT OF A CONTRACT							2.001		0.101	7.000				0			4	0.777	000	J

**Events 2012 · Cities** 

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

			Exhibi	ition s	pace figu	ires (	(sq.m.)				Exhib	itor fig	ures					Visito	r figuro	es
			Exhibitor	stand spa	ace						Exhibitor	s			Addition represen	ally ited firms		Entries (Explanati	ions see p.	. 9)
For the complete titles see pp. 100		erval/ ays	Hal Domestic		Open Ai Domestic Fo		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign		from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Mittelständischer Unternehmertag	1	1	1.202	43	60		1.305		1.305	6.950	134	3	137	3						1.45
modell-hobby-spiel — Modelling, Model Railways, Creative Art and Play	1	3	17.869	974	450		19.293	16.849	36.142	84.000	541	52	593	14	2	1	3			95.14
ORTHOPÄDIE & REHA-TECHNIK	2	4	11.583	4.488			16.071	1.352	17.423	41.000	289	247	536	39				11.811	7.057	18.8
Touristik & Caravaning International / abgefahren — bike and triathlon	1	5	33.356	1.544			34.900	5.411	40.311	71.100	871	158	1.029	39	132	44	176			61.95
Magdeburg																				
AIR MAGDEBURG	2	3	1.460	180	2.109		3.749	1.280	5.029	9.100	68	4	72	5						4.50
LBA – Regional Building Trade Exhibition Saxony-Anhalt	1	3	1.976	12	160		2.148	405	2.553	6.250	124	1	125	2	1		1			5.17
MAGDEBOOT	1	3	3.615	41	582		4.238	120	4.358	9.800	111	3	114	4						6.44
Mainz																				
Rheinland-Pfalz-Ausstellung – Regional exhibition	1	9	11.314	511	2.652		14.477	2.568	17.045	27.600	706	18	724	8						70.5
München																				
Analytica	2	4	16.650	6.209	120		22.979	2.336	25.315	55.200	662	364	1.026	37	7	7	14	21.123	9.358	30.4
AUTOMATICA	2	4	21.875	3.747			25.622	2.051	27.673	55.000	481	203	684	40				19.580	10.068	29.6
ceramitec	_	4	11.027	8.595			19.622		19.622	35.800	259	354	613	42				8.112	8.621	16.7
eCarTec / MATERIALICA		3	8.960	2.460			11.420	2.074	13.494	31.500	362	100	462	21	24	6	30	11.060	1.699	12.7
electronica		4	45.921	34.492			80.413	1.342		143.000	997	1.672	2.669	50	99	304	403	39.176	33.875	73.0
EXPO REAL – Commercial Property and Investment		3	24.773	7.362			32.135	2.355	34.490	64.000	1.265	395	1.660	31	40		40	24.639	9.239	33.8
EXPOPHARM	_	4	17.725	2.048			19.773	0 720	19.773	33.000	420	94	514	29	21	6	27	19.174	3.927	23.1
f.re.e – Fair for Leisure and Travel iba – World Market for Baking		5 6	18.430 37.789	5.714 42.836			24.144 80.625	8.728 1.204	32.872 81.829	66.300 132.000	719 518	423	1.142	53 58	43	8	51	121.684 28.619	2.483	124.
IFAT ENTSORGA		о 5	75.466	35.026	15.168	5.137	130.797	11.000	141.797		1.783	1.156	2.939	54				74.360	41.184	124.2
inhorgenta Munich		э 4	24.698	8.588	15.100	5.157	33.286	576	33.862	65.000	696	416	1.112	36				20.332	49.840 8.599	28.
Internationale Handwerksmesse/Garten München		7	24.000	4.752			33.182	2.845	36.027	67.900	932	227	1.159	27	18	1	19	132.992	3.410	136.
ntersolar Europe		3	45.920	40.634	2.529	589	89.672	4.163		171.600	871	999	1.870	48				37.688	25.304	62.
spo	_	4	27.447	76.883		12	104.342	4.040	108.382		366	1.971	2.337	45				27.733	50.011	77.
MAINTAIN		3	4.606	335			4.941	237	5.178	9.600	178	24	202	12	5		5	3.044	319	3.
opti – Intern.Trade Show for Optics & Design	1	3	16.958	4.944			21.902	462	22.364	40.000	283	173	456	27				18.121	4.987	23.
Nürnberg																				
BioFach / Vivaness	1	4	18.260	22.860			41.120	3.731	44.851	86.200	732	1.688	2.420	83				23.591	16.724	40.
Brau Beviale	1	3	24.406	15.921			40.327		40.327	77.000	702	582	1.284	49				20.325	12.485	32.
Chillventa	2	3	16.640	18.504			35.144	817	35.961	64.600	318	596	914	43				12.663	15.799	28.
embedded world	1	3	13.819	5.348			19.167		19.167	38.000	475	398	873	37				15.943	6.319	22.
Euroguss	2	3	6.251	4.381			10.632	550	11.182	21.500	223	160	383	28				6.216	2.199	8.4

+ Events with changing venues

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\* Visitors Profil Analyses see page 26 ff.

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			Exhib	ition s	pace figu	ures (	(sq.m.)				Exhib	oitor fig	ures					Visito	r <mark>figur</mark> o	es
FKM			Exhibitor	stand spa	ice						Exhibito	rs			Addition represer	ally nted firms		Entries (Explanati	ons see p.	. 9)
For the complete titles see pp. 100		erval/ ays	Hal Domestic		Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	c Foreign		from countries	Domestic	: Foreign	Total	Domestic	Foreign	Tot
FachPack	1	3	44.790	9.024			53.814	242	54.056	100.900	1.102	364	1.466	38				29.413	7.573	36
GaLaBau	2	_	44.312	11.081			55.393	3.092		107.000	902	253	1.155	32				57.746	4.114	61
HOLZ-HANDWERK / fensterbau/frontale	2	_	68.759	20.439			89.198	339		144.300	867	408	1.275	37				73.210	25.763	98
FH/INTHERM	2	_	34.788	3.985			38.773	561	39.334	66.700	605	87	692	18	1		1	44.490	1.047	45
Interzoo	2	_	19.479	33.409			52.888	501		100.000	320	1.219	1.539	53				12.726	24.066	36
t-sa IT-Security Messe	1	_	3.920	520			4.440	840	5.280	11.500	284	50	334	18				5.831	477	
WA & OutdoorClassics	1		14.440	25.739			40.179	753	40.932	74.400	300	904	1.204	54				13.908	22.096	30
nailingtage – Trade fair for Customer Dialogue		2	5.621	280			5.901	1.160	7.061	16.900	324	21	345	11				6.805	492	
PCIM Europe	1	_	5.127	3.183			8.310	1.100	8.454	16.500	176	188	364	28	18	71	89	4.173	2.706	
SENSOR + TEST	1	_	5.989	1.956			7.945	1.361	9.306	19.000	358	178	536	20	10		05	6.410	1.818	
SMT / HYBRID / PACKAGING	1		12.178	2.370			14.548	467	15.015	27.700	383	173	565	27	11	43	54	16.514	5.838	2
pielwarenmesse – International Toy Fair	1		51.278	53.774			105.052	1.381		160.000	838	1.882	2.720	61	3	2	5	34.321	41.734	7
SPS/IPC/DRIVES		3	54.990	8.943			63.933	312		106.100	1.029	429	1.458	41	119	78	197	44.401	12.473	5
TART Bayern	1		655	3			658	512	1.169	2.850	71	425	72	2	113	1	18	44.401	12.475	
Werkstätten:Messe	1		6.733	183			6.916	511	6.916		239	8	247	4	17		10			18
<b>Offenbach</b> .L.M. Summer Styles – Intern. Leather Goods Fair	1	3	7.703	4.707			12.410	800	13.210	19.700	145	108	253	14				4.583	1.260	
L.M. Winter Styles – Intern. Leather Goods Fair	1		7.855	4.395			12.250	350	12.600	18.400	146	96	242	15				4.561	1.109	
Offenburg		5	1.000	1.555			12.230		12.000	10.100	110								1.105	
Badische Weinmesse – Regional wine exhibition	1	2	1.032	28			1.060	80	1.140	6.000	113	2	115	3				4.276	201	4
DBERRHEIN-MESSE – Consumer goods fair	1	9	9.082	973	10.129	130	20.314	3.068	23.382	48.900	440	43	483	15	3		3			6
Passau																				
Passauer Frühling DreiLänderMesse – Regional exhibition	2	9	7.991	1.499	1.760	40	11.290	1.254	12.544	21.700	343	79	422	7						60
Rosenheim																				
Neue Messe Rosenheim – Regional exhibition	2	9	5.680	377	2.705		8.762	697	9.459	15.900	282	18	300	7	8		8			25
Rostock																				
AUTO Trend	1	3	6.688		1.715		8.403	5.280	13.683	19.000	77		77	1						1
Stuttgart																				
AMB – Intern. exhibition for metal working	2	5	51.787	17.318			69.105	258	60 262	108.100	977	367	1.344	29	35	29	64	77.601	10.582	88
ANIMAL		_	3.422	99			3.521	4.867		21.600	171	10	1.544	6	55	29	04	77.001	10.362	34
		2						4.007												
BLICKFANG – Furniture, Jewellery and Fashion		3	1.750 49.597	143 9 705	445		1.893	4.010	1.893	3.500 106.800	180	47 540	227	12	20	10	40	222.004	2.243	224
CMT – The holiday exhibition		9		8.705		20	58.747	4.813			1.397	540	1.937	70	28	12	40	222.084		
DACH + HOLZ International – Roof and timber	2	4	30.044	3.332	1.327	26	34.729	796	35.525	66.400	491	115	606	26	2		2	51.071	4.562	55

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

<sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter

16 Messeherbst. Multiple answers were permitted.

			Exhib	tion s	pace figur	res (s	sq.m.)				Exhib	itor fig	ures					Visito	r figur	es
FKM			Exhibitor	stand spa	ace						Exhibitor	s			Additior represer	nally nted firms		Entries (Explanati	ions see p.	. 9)
For the complete titles see pp. 100		erval/ ays	Hal Domestic		Open Air Domestic For	eign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	c Foreign	Total	Domestic	Foreign	Total
DIE BESTEN JAHRE – The Exhibition for Staying Active	1	2	1.034	18			1.052	471	1.523	4.900	90	2	92	2						4.72
FACHDENTAL SÜDWEST – Dental Surgeries and Laboratories		2	5.042	386			5.428	140	5.568	11.800	245	27	272	13	1	2	3	6.950	142	7.09
FAIR HANDELN – Fairtrade and Globally Responsible Trade and Activities	1	4	1.476	190			1.666	396	2.062	5.300	110	25	135	10				23.006	232	23.23
Familie + Heim / International mineral and fossil exchange	1	9	13.087	826			13.913	3.335	17.248	42.000	524	65	589	21						76.89
GARTEN outdoor ambiente	1	4	4.689	123			4.812	182	4.994	10.500	132	6	138	6						55.04
Hobby + Elektronik	1	4	3.803	118	24		3.945	1.411	5.356	10.700	97	2	99	3				48.675	492	49.16
Interbad	2	4	12.117	5.402	63	40	17.622	852	18.474	35.400	332	176	508	22	7	4	11	11.259	4.164	15.42
INTERGASTRA with GELATISSIMO	2	5	39.432	5.010	60	6	44.508	1.773	46.281	89.800	1.024	178	1.202	25	40	18	58	84.924	858	85.78
Invest	1	3	4.482	884			5.366	1.871	7.237	20.900	142	35	177	14				13.824	282	14.10
International mineral and fossil exchange	1	3	1.561	179			1.740	494	2.234	10.500	159	35	194	13				19.792	200	19.99
IT & Business / DMS Expo	1	3	6.986	511			7.497	1.148	8.645	21.000	382	33	415	12	9		9	7.925	506	8.43
Kreativ- & Bastelwelt	1	4	4.444	175			4.619	478	5.097	13.900	212	14	226	7				45.073	920	45.99
LASYS	2	3	2.636	679			3.315	291	3.606	8.500	129	49	178	16	1		1	4.129	1.164	5.29
LogiMat	1	3	25.627	4.980	324	84	31.015	1.004	32.019	62.900	764	150	914	25				26.366	2.703	29.06
Medizin	1	3	2.745	92			2.837	284	3.121	10.500	166	8	174	8	2		2	6.543	66	6.60
MODELL SÜD – Modelmaking and model railways	1	4	1.332	138			1.470	1.727	3.197	12.900	67	10	77	6				39.614	808	40.42
0&S – Int. Trade Fair for Surface Treatments & Coatings	2	3	6.405	862			7.267	222	7.489	17.200	258	71	329	19				5.380	1.517	6.89
Pflege & Reha	2	3	4.618	202			4.820	192	5.012	10.800	235	11	246	8	13	1	14			6.56
R + T – Roller shutters, doors / gates and sun																				
protection systems	3	5	24.527	40.193			64.720	584	65.304	109.000	278	538	816	39	3	4	7	29.040	29.040	58.08
Retro Classics	1	4	41.142	2.965			44.107	6.740	50.847	103.700	638	60	698	14				56.791	3.625	60.41
Slow Food	1	4	3.762	342			4.104	2.020	6.124	14.700	344	51	395	9				55.573	561	56.13
Slow Food / FAIR HANDELN / Mineral and																				
Fossil exchange / GARTEN outdoor ambiente	1	4	11.488	834			12.322	3.092	15.414	41.000	745	117	862	24						81.67
Stuttgarter Messeherbst	1	9	29.506	1.482	24		31.012	14.700	45.712	106.800	1.252	110	1.362	26				171.303	1.730	173.03
Süddeutsche Spielemesse	1	4	2.384	108			2.492	2.411	4.903	12.400	91	7	98	5				45.760	934	46.69
SÜFFA	1	3	8.540	255			8.795	1.169	9.964	21.000	257	13	270	7	11		11	7.783	324	8.10
TV TecStyle Visions	2	3	5.358	1.917			7.275	853	8.128	18.300	147	62	209	23	7	6	13	8.931	1.335	10.26
VISION	1	3	6.307	4.061			10.368	300	10.668	21.900	188	184	372	32	1		1	4.494	2.528	7.02
WETEC — Signmaking, Large Format Printing & Light Advertising	2	3	3.445	393		20	3.858		3.858	10.000	127	19	146	9				7.424	559	7.98
Wächtersbach																				
Messe Wächtersbach	1	9	5.677	210	4.732	25	10.644	5.166	15.810	25.000	344	15	359	8						60.14
Hong Kong																				
Baby Products Fair	1	4	1.275	4.896			6.171		6 171	11.700	98	272	370	18				12.453	15.198	27.65
electronicAsia		4	2.151	4.030			6.176			10.900	184	391	575	13				12.433	20.334	33.05

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 26 ff. <sup>11</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted. <sup>21</sup> 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 fig	gures	(sq.m.)				Exhibi	itor fig	ures				Visito	r figur	es
			Exhibitor	r stand spa	ace						Exhibitor	s			Additionall represente	y d firms	Entries (Explanat	tions see p	. 9)
For the complete titles see pp. 100		erval/ ays	Ha Domestic		Oper Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic F	oreign Total	Domestic	Foreign	Tot
Electronics Fair (Autumn Edition)	1	4	22.089	19.182			41.271		41.271	79,900	1.489	1.680	3.169	28			24.309	40.169	64.
Electronics Fair (Spring Edition)		4	15.551	17.004			32.555		32.555	65.900	1.063	1.448	2.511	27			21.212	36.387	57.
Fashion Week (Fall/Winter)	1	4	7.970	13.581			21.551		21.551	40.600	523	947	1.470	23			11.578	8.727	20
Gifts and Premium Fair	1	4	24.400	16.171			40.571		40.571	79.100	2.188	1.617	3.805	35			21.998	25.050	47
Houseware Fair	1	4	8.658	15.037			23.695		23.695	52.600	553	1.150	1.703	32			12.174	14.595	26
International Jewellery Show	1	5	28.728	19.852			48.580		48.580	93.900	1.546	1.572	3.118	48			15.079	23.029	38
International Lighting Fair (Autumn Edition)	1	4	11.755	24.209			35.964		35.964	69.300	580	1.699	2.279	37			11.066	25.128	36
Optical Fair	1	3	4.539	7.950			12.489		12.489	25.000	217	412	629	22			4.663	8.173	12.
Toys and Games Fair	1	4	15.558	14.149			29.707		29.707	57.000	871	949	1.820	43			16.826	19.051	35.
Watch & Clock Fair	1	5	12.636	2.609			15.245		15.245	32.500	547	153	700	12			9.904	7.657	17.
Shanghai																			
bauma China	2	4	62.813	40.330	63.163	23.701	190.007		190.007	300.000	1.882	836	2.718	38			154.491	22.589	177
Verona																			
Eurocarne	3	4	10.360	1.010			11.370	1.119	12.489	29.500	199	24	223	21	26	69 95	13.363	1.817	15
FIERAGRICOLA	2	4	40.520	1.368	10.257	54	52.199	10.037	62.236	161.300	635	41	676	23	459	44 503	76.644	11.379	88
MARMOMACC	1	4	31.165	24.322	10.389	3.628	69.504	3.954	73.458	195.200	584	799	1.383	58	32	16 48	27.623	29.002	56
Vinitaly/SOL/Enolitech	1	4	87.622	764	686		89.072	13.820	102.892	180.000	4.024	83	4.107	22	480	66 546	87.876	47.351	135

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				Exhib	ition s	pace fig	jures	(sq.m.)				Exhibi	itor fig	ures					Visito	r <mark>figu</mark> r	es
Ľ				Exhibitor	stand spa	ace						Exhibitor	5			Additiona represent			Entries (Explanati	ions see p.	. 9)
For t	the complete titles see pp. 100		rval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
	MULTI-INDUSTRY FAIRS Investment and Consumer Goods	Fair	's																		
Int. H	Handwerksmesse/Garten München, München	1	7	28.430	4.752			33.182	2.845	36.027	67.900	932	227	1.159	27	18	1	19	132.992	3.410	136.402
A2	Investment Goods Trade Fairs																				
HAN	NOVER MESSE, Hannover	1	5	124.007	45.576	970	104	170.657	14.065	184.722	330.800	2.611	2.261	4.872	69				143.558	39.552	183.110
A3	Consumer Goods Trade Fairs																				
Amb	iente, Frankfurt/Main	1	5	67.336	121.664			189.000	2.404	191.404	331.700	1.122	3.408	4.530	88				72.153	65.905	138.058
Tend	lence, Frankfurt/Main	1	5	38.440	28.570			67.010	1.427	68.437	130.600	845	1.013	1.858	67				36.422	9.055	45.477
B B1	SPECIALIZED TRADE FAIRS AND F Agriculture; Forestry, Fishery, Vit					dscaping, a	and the	ir Equipn	nent												
	-Field Days, Bernburg-Strenzfeld	2	3	709	124	100.147	2.288	103.268	533	103.801	186.800	283	42	325	15				20.584	1.888	22.472
	Tier with BioEnergy Decentral, Hannover	_	4	74.362	45.834	735	365	121.296	3.855		251.400	1.282	1.146	2.428	51	14	27	41	122.320	37.576	159.896
	aBau, Nürnberg	_	4	44.312	11.081	7.695		55.393	3.092		107.000	902	253	1.155	32				57.746	4.114	61.860
	ne Tage Thüringen, Erfurt		3	5.021	91	7.625		12.737	3.702	16.439	33.400	264	4	268	4				23.765	143	23.908
	Plants, technical equipment, floristry, sales promotion, Essen – Expo, Bopfingen	_	4	19.915 1.430	23.225	59.957	13.961	43.140 75.535	3.994 20.300		105.000	603 381	912 153	1.515 534	44 26				39.381 45.778	20.197 4.528	59.578 50.306
	trial Exhibition of Leipzig Veterinary Congress, Leipzig		4	2.786	107	59.957	15.901	2.891	300	3.191	7.000	173	7	180	6	2		2	43.778	4.528	9.300
B2	Food, Drink and Tobacco, Restaur	ant				ring, and t	heir Equ		2.595			639	652	1.291	41	14	15	29	19.311	23.780	43.091
	sche Weinmesse, Offenburg		2	1.032	20.175			1.060	80	1.140	6.000	113	2	115	3	14	15	25	4.276	201	4.477
	Beviale, Nürnberg	_	3	24.406	15.921			40.327		40.327	77.000	702	582	1.284	49				20.325	12.485	32.810
	nternational, Bremen	2	3	3.188	973			4.161	1.775	5.936	14.600	153	84	237	23				4.782	975	5.757
FRUI	IT LOGISTICA, Berlin	1	3	8.815	50.419			59.234	448	59.682	109.200	262	2.271	2.533	83				13.229	44.791	58.020
iba, I	München	3	6	37.789	42.836			80.625	1.204	81.829	132.000	518	737	1.255	58				28.619	41.184	69.803
inoga	a with IKA, Erfurt	2	4	3.447	555	38		4.040	4.158	8.198	23.600	165	22	187	14				14.560	1.967	16.527
Inter	Cool, Düsseldorf	2	4	4.094	1.857			5.951		5.951	9.000	116	66	182	14				2.761	1.448	4.209
	RGASTRA with GELATISSIMO, Stuttgart	_	5	39.432	5.010	60	6	44.508	1.773	46.281	89.800	1.024	178	1.202	25	40	18	58	84.924	858	85.782
	Meat, Düsseldorf		4	3.092	1.389			4.481	432	4.913	8.000	86	59	145	14				3.140	1.676	4.816
	Mopro, Düsseldort	2		2.940	1.259			4.199	284	4.483	8.000	57	55	112	13				3.672	1.103	4.775
	national Green Week, Berlin RNORGA, Hamburg	_	10	33.712 46.511	14.217 6.509	741	16	47.929 53.777	7.206	55.135 53.777	115.000 89.400	1.059 931	517 191	1.576	56 26	17		17	418.326 91.582	8.102 3.028	426.428 94.610
	-tabac, Dortmund	_	6 3	46.511 8.100	4.596	/41	10	12.696	285	12.981	28.600	166	191	362	45	17	3	3	5.500	3.028	8.604
	<ul> <li>International Sweets and Biscuits Fair, Köln</li> </ul>	_	4	13.200	31.974			45.174	618	45.792		218	1.143	1.361	63	10	21	31	14.764	24.063	38.827
	Gastro & Hotel, Husum		2	4.142	51.574			4.196	010	4.196	8.900	170	4	174	3	10	21	51	14.704	24.005	4.593
	weets Cologne, Köln	_	4	3.867	5.020			8.887	320		20.000	134	194	328	32	4		4	8.036	8.456	16.492
1103		2	+	5.007	5.020			0.007	520	5.207	20.000	134	194	520	52	4		4	0.050	0.450	10.472

+ Events with changing venues

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ndustry \* Visitors Profil Analyses see page 26 ff.

ge 26 ff. <sup>1)</sup> ascertained by a representative poll

5.2

Art         Art <th></th> <th></th> <th></th> <th>Exhib</th> <th>ition s</th> <th>pace figures</th> <th>(sq.m.)</th> <th></th> <th></th> <th></th> <th>Exhib</th> <th>itor fig</th> <th>ures</th> <th></th> <th></th> <th></th> <th></th> <th>Visito</th> <th>r figure</th> <th>es</th>				Exhib	ition s	pace figures	(sq.m.)				Exhib	itor fig	ures					Visito	r figure	es
Parte     Porte     Porte   <	FKM			Exhibito	stand spa	ace					Exhibitor	S			Addition represen	ally nted firms			ions see p.	. 9)
Same Face Sungart       1       4       3 262       4.101       2.020       6.124       17.00       247       13       295       95 <th>For the complete titles see pp. 100</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>Total</th> <th></th> <th></th> <th></th> <th>Domestic</th> <th>Foreign</th> <th>Total</th> <th></th> <th>Domestic</th> <th>: Foreign</th> <th>Total</th> <th>Domestic</th> <th>Foreign</th> <th>То</th>	For the complete titles see pp. 100						Total				Domestic	Foreign	Total		Domestic	: Foreign	Total	Domestic	Foreign	То
Signer Food Surgeyrt       1       4       3 372       4.104       2.020       6.124       1.700       2.87       395       9	DroWein Düsselderf	1	2	15 920	27 5 1 2		42 242	1 5 6 1	44.002	92 700	010	2 152	2 0 0 1	47	25	100	221	26.627	14.020	40
SpirpA		_	_												35	196	231			40
And Names         Seven Lys, and their Equipment         Seven Lys, and Lys, Surgart         Seven Lys, Lys, Lys, Lys, Lys, Lys, Lys, Lys,															11		11			30
ARI KANDEN, Studgart       1       4       1       75.9       15.89       22.00       73.90       100       25       73.90       73						Equipment	0.795	1.109	9.904	21.000	237	15	270	1				7.765	524	
GGS (Auring), Dissellof       1       3       15.466       2.2.82       37.78       4.609       4.2.37       78.00       2.8       556       8.85       3.8		_					1.666	396	2.062	5.300	110	25	135	10				23.006	232	23
GLOBAL SHOES (spring), Dissededorf       1       3       9       10.225       2440       10.955       20.000       1       356       377       13       ::::::::::::::::::::::::::::::::::::	GDS (Spring), Düsseldorf	1	3	15.891	22.397		38.288	4.644	42.932	79.500	290	567	857	40				14.559	7.978	2
GLOBAL SHOES (gring), Dissection       1       2       5       0       0.225       240       10.55       2.000       1       2.56       3.7       1.3       ::::::::::::::::::::::::::::::::::::		1	3	15.496	22.282		37.778	4.609	42.387	79.500	289	596							9.262	20
GLOBALSHOPS / Anturnel, Daske Good Far, Offendard       1       3       5       10.519       3.44       10.619       3.70       1       3.73       3.74       16		1	3	50	10.225		10.275				1	356		13				2.949	4.670	
LLM. Winter Splis – Intern. Leather Goods Fair, Offenbach       1       3       7.855       4.955       1.2.50       350       12.6.00       18.400       146       96       2.42       15       4.561       1.109         infloringend maturich, Munchen       1       4       2.4638       8.588       33.286       56       500       666       416       1.12       36       2.032       8.599         Kind + Jagend - The Trade Show for Kids' First Years, Kain       1       4       2.450       33.201       49.561       1.001       50.562       9.530       178       79       9.37       45		1	3	56	10.563		10.619	344	10.963	25.700	1	373	374	16				1.883	6.129	1
inborgenetal Munich, München       1       4       246 698       8.588       33.266       576       33.862       65.00       666       416       1.112       36       20.332       8.599         INTERGEM, Idar-Oberstein       1       4       12.005       178       2.583       150       2.733       5.000       131       13       144       9       1       3       14       16.200       33.31       49.561       1.0.01       50.562       93.00       178       759       937       45	I.L.M. Summer Styles – Intern. Leather Goods Fair, Offenbach	1	3	7.703	4.707		12.410	800	13.210	19.700	145	108	253	14				4.583	1.260	
INTERGEM, Idar-Obserstain       1       4       2.405       178       2.583       150       2.733       5.000       131       13       144       9         Kind + Jaged - The Tade Show for Kidf First Yeas, Kai       1       4       1.626       33.01       49.0561       1.01       50.562       95.300       178       759       937       45       7.485       13.816         MUDRA, Legrag       1       3       3.434       157       3.5302       0.900       76       6       82       6       2       8       7.485       13.816         Treexite, Frankfurt/Main       4       5       7.875       11.585       19.400       99       95.593       0.700       95       167       262       20       7       6       13       8.381       1.33       1.44       9       7       7.605       8.435       1.757       1.585       1.916       7.275       8.53       8.128       8.300       1.47       62       209       23       7       6       13       8.331       1.35         Baideing, Completion and Extension, Stuttgart       2       3       1.640       1.544       6.559       16.907       3.6.500       488       63       551	I.L.M. Winter Styles - Intern. Leather Goods Fair, Offenbach	1	3	7.855	4.395		12.250	350	12.600	18.400	146	96	242	15				4.561	1.109	
Kind + Juged - The Trade Show for Kids' First Years, Kind       1       4       16.260       33.301	inhorgenta Munich, München	1	4	24.698	8.588		33.286	576	33.862	65.000	696	416	1.112	36				20.332	8.599	2
MIDORA, Leipzig       1       3       3.345       157       3.502       90       3.502       10.500       120       7       127       4         mitex / LMA, Chemnitz       2       3       942       56       998       44       1.042       5.000       76       6       82       6       6       2       8         TV TecStyle Visions, Stuttgart       2       3       5.358       1.917       7.275       853       8.128       18.300       147       62       2.09       2.3       7       6       13       8.931       1.335         Building, Completion and Extension, and their Equipment         bautes, Senin       2       5       10.740       1.042       66       11.848       5.059       16.907       36.500       488       63       551       22       2.2       51.071       4.562         Chillwents, Numberg       2       3       16.640       8.504       35.144       817       35.956       64.600       318       56       914       43       2       1       3       10.932       1.161         DEVBAUE, Sene       2       5       1775       1.537       19.288       48.19       30.0<	INTERGEM, Idar-Oberstein	1	4	2.405	178		2.583	150	2.733	5.000	131	13	144	9						
mitex / LIMA, Chemnitz       2       3       942       56       998       44       1.042       5.000       76       6       82       6       6       2       8         Texcare, Frankfurt/Main       4       5       7.75       11.585       19.600       99       19.559       30.700       95       167       262       26       7       6       13       8.93       1.335         BA       Building, Completion and Extension, and Extension, and Extension (100 and Extension)       157       6.503       8.128       18.300       147       62       209       23       7       6       13       8.931       1.335         Bauted, Berlin       2       5       10.740       1.042       66       11.848       5.059       16.907       36.500       488       63       551       22       22       2.833       4.315         Chilwenta, Numberg       2       3       16.640       18.322       12.847       37.65       8.725       15.37       12.837       1.537       1.537       1.537       1.537       1.537       1.537       1.537       1.537       1.537       1.537       1.537       1.537       1.537       1.533       8.995       1.55	Kind + Jugend – The Trade Show for Kids' First Years, Köln	1	4	16.260	33.301		49.561	1.001	50.562	95.300	178	759	937	45				7.485	13.816	2
Texcare, Frankfurt/Main       4       5       7.875       11.585       19.460       99       19.559       30.700       95       167       262       26       7       6       13       8.931       1.335         BUILding, Completion and Extension, an	MIDORA, Leipzig	1	3	3.345	157		3.502	90	3.592	10.500	120	7	127	4						
IV TecStyle Visions, Stuttgart       2       3       5.358       1.917       7.275       853       8.128       18.300       147       62       2.09       2.3       7       6       1.3       8.931       1.335         B4       Building, Completion and Extension       V       ViceStyle       ViceStyle<	mtex / LiMA, Chemnitz	2	3	942	56		998	44	1.042	5.000	76	6	82	6	6	2	8			
Building, Completion and Extension, and Ext	Texcare, Frankfurt/Main	4	5	7.875	11.585		19.460	99	19.559	30.700	95	167	262	26				7.605	8.045	1!
bautec, Berlin       2       5       10.740       1.042       66       11.848       5.059       16.907       36.500       488       63       551       22       32.883       4.315         Chillventa, Nürnberg       2       3       16.600       18.504       33.144       817       35.561       64.600       318       596       914       43       43       12.663       15.799         DACH + HOLZ International, Stuttgart       2       4       30.044       3.332       1.327       26       34.729       796       35.55       64.00       418       505       914       43       2       2       5.0171       4.562         OBLAGH, Kiprig       2       5       17.751       1.537       19.288       438       19.76       5.00       54       580       15       53.432       1.881         EXPO REAL, München       1       3       2.558       61       2.019       2.012       2.166       2.019       2.025       54       580       15       53.432       1.881         EXPO REAL, München       1       3       2.528       61       2.019       2.012       2.125       7       1.32       5       4.465       11	TV TecStyle Visions, Stuttgart	2	3	5.358	1.917		7.275	853	8.128	18.300	147	62	209	23	7	6	13	8.931	1.335	1(
Childwarta, Nümberg       2       3       16.640       18.504       35.144       817       35.961       64.600       318       596       914       4.3        12.663       15.799         DACH + HOLZ International, Stuttgart       2       4       30.044       3.332       1.327       26       34.72       796       35.525       66.400       491       115       666       26       2       2       51.071       4.562         denknal, Leipzig       2       3       5.999       2.60       8.259       21.3       8.472       18.00       344       115       646       26       2       2       51.071       4.562         DEUBAU, Essen       1       3       2.4773       7.362       2.155       2.440       6.300       125       77       132       5       5.449       4.49       4.0       4.00       4.463       9.239       7.575         FACILITY MANAGEMENT, Frankfurt/Main       1       3       2.173       61       2.41       2.455       144       2.569       6.700       145       4       149       4       4       4       4       4       4       4       4       4       4       4       4 </td <td>B4 Building, Completion and Extensi</td> <td>ion, a</td> <td>and t</td> <td>heir Equi</td> <td>pment</td> <td></td>	B4 Building, Completion and Extensi	ion, a	and t	heir Equi	pment															
DACH + HOLZ International, Stuttgart       2       4       30.044       3.32       1.327       26       34.72       796       35.525       66.400       491       115       606       26       2       2       5       51.071       4.562         denkmal, Leipzig       2       3       5.999       2.260       8.259       213       8.472       18.900       344       115       459       14       2       1       3       10.932       1.161         DEUBAU, Essen       2       5       17.751       1.537       19.288       498       19.786       53.000       526       54       580       15       53.432       1.881         EXPO REAL, München       1       3       2.4773       7.362       32.135       2.355       34.490       64.000       1.265       395       1.660       31       40       40       24.639       9.239         FACILITY MANAGEMENT, Frankfurt/Main       1       3       2.123       61       2.11       2.160       2.767       2.437       39.400       469       29       498       12       3       37.955       7.75         IFM/INTHERM, Nürnberg       2       4       3.173       61       2.17	bautec, Berlin	2	5	10.740	1.042	66	11.848	5.059	16.907	36.500	488	63	551	22				32.883	4.315	3
denkmal, Leipzig       2       3       5.999       2.260       8.259       213       8.472       18.900       344       115       459       14       2       1       3       10.932       1.161         DEUBAU, Essen       2       5       17.751       1.537       19.288       498       19.786       53.000       526       54       580       15       53.432       1.881         EXPO REAL, München       1       3       2.4.73       7.362       32.135       2.355       34.40       64.000       1.265       395       1.60       31       40       40       24.639       9.239         FACILITY MANAGEMENT, Frankfurt/Main       1       3       2.558       61       2.160       2.767       24.373       49.400       469       29       498       12       3       3       37.955       775         Haus. Bau. Energie, Erfurt       3       2.123       61       241       2.425       144       2.569       6.700       145       4       149       4       44       44.490       1.047         Internationale Eisenwarenmesse, Köln       2       4       31.987       7.527       338       67.951       338       67.95       <		2	3	16.640	18.504		35.144	817	35.961	64.600	318	596	914	43				12.663	15.799	2
DEUBAU, Essen       2       5       17.751       1.537       19.288       498       19.786       53.000       526       54       580       15       53.432       1.881         EXPO REAL, München       1       3       24.773       7.362       32.135       2.355       34.490       64.000       1.265       395       1.660       31       40       40       24.639       9.239         FACILITY MANAGEMENT, Frankfurt/Main       1       3       2.558       61       2.619       207       2.826       6.300       125       7       132       5       4.856       191         GET Nord, Hamburg       2       3       20.944       650       12       21.666       2.767       24.373       49.400       469       29       498       12       3       3       37.955       775         Haus, Bau Energie, Erfurt       1       3       2.123       61       241       2.425       144       2.569       6.700       145       4       149       4<	DACH + HOLZ International, Stuttgart	2	4	30.044	3.332	1.327 26	34.729	796	35.525	66.400	491	115	606	26	2		2	51.071	4.562	55
EXPO REAL, München       1       3       24.773       7.362       32.135       2.355       34.490       64.000       1.265       395       1.660       31       40       40       24.639       9.239         FACILITY MANAGEMENT, Frankfurt/Main       1       3       2.558       61       2.619       2.07       2.826       6.300       125       7       132       5       4.856       191         GET Nord, Hamburg       2       3       2.0.944       650       12       21.606       2.767       24.373       49.400       469       29       498       12       3       3       37.955       775         Haus.Bau.Energie, Erfurt       1       3       2.123       61       241       2.425       144       2.569       6.700       145       4       149       4       44.90       1.047         Internationale Eisenwarenmeses, Köln       2       4       34.788       3.985       67.597       338       67.935       124       1       125       2       1       1       44.490       1.047         Internationale Eisenwarenmeses, Köln       2       4       1.770       45.827       67.997       338       67.935       124       1<	denkmal, Leipzig	2	3	5.999	2.260		8.259	213	8.472	18.900	344	115	459	14	2	1	3	10.932	1.161	1
FACILITY MANAGEMENT, Frankfurt/Main       1       3       2.558       61       2.619       2.07       2.826       6.300       125       7       132       5       4.856       191         GET Nord, Hamburg       2       3       2.0.944       650       12       21.66       2.767       2.826       6.300       125       7       132       5       4.856       191         GET Nord, Hamburg       2       3       2.0.944       650       12       21.60       2.767       2.4373       49.400       469       29       498       12       3       3       37.955       775         Haus.Bau.Energie, Erfurt       1       3       2.123       61       241       2.425       144       2.569       6.700       145       4       149       4         Iternationale Eisenwarenmesse, Köln       2       4       34.788       3.985       67.597       338       67.935       142.00       387       2.276       2.663       50       1       1       44.490       1.047       1.047       1.047       1.047       1.047       1.048       2.050       1.041       1.05       2.0       1       1       1       4.866       1.047       2	DEUBAU, Essen	2	5	17.751	1.537		19.288	498	19.786	53.000	526	54	580	15				53.432	1.881	55
GET Nord, Hamburg       2       3       20.944       650       12       21.606       2.767       24.373       49.400       469       29       498       12       3       3       37.955       775         Haus.Bau.Energie, Erfurt       1       3       2.123       61       241       2.425       144       2.569       6.700       145       4       149       4	EXPO REAL, München	1	3	24.773	7.362		32.135	2.355	34.490	64.000	1.265	395	1.660	31	40		40		9.239	3
Haus,Bau,Energie, Erfurt       1       3       2.123       61       241       2.425       144       2.569       6.700       145       4       149       4       1       1       44.490       1.047         IFH/INTHERM, Nümberg       2       4       34.788       3.985       38.773       561       39.334       66.700       605       87       692       18       1       1       44.490       1.047         Internationale Eisenwarenmesse, Köln       2       4       21.770       45.827       67.597       338       67.935       142.00       387       2.276       2.663       50       1       1       44.490       1.047         LANDES-BAU-AUSSTELLUNG, Magdeburg       1       3       1.976       12       160       2.148       405       2.553       6.250       124       1       125       2       1       1       18.803       28.050       19.833       28.050       18.81       18.81       108.767       86.815       18.81       18.81       18.91       1.801       2.802       53       6.203       19.83       1.399       2.302       53       18.81       19.83       2.9040       2.9040       2.9040       2.9040       2.9040	FACILITY MANAGEMENT, Frankfurt/Main	1	3	2.558	61		2.619	207	2.826	6.300	125	7	132					4.856	191	
IFH/INTHERM, Nürnberg       2       4       34.788       3.985       38.773       561       39.334       66.700       605       87       692       18       1       1       44.490       1.047         Internationale Eisenwarenmesse, Köln       2       4       21.770       45.827       67.597       338       67.935       142.000       387       2.276       2.663       50       1       1       44.490       1.047         LANDES-BAU-AUSSTELLUNG, Magdeburg       1       3       1.976       12       160       2.148       405       2.553       6.250       124       1       125       2       1       1       44.490       1.047         Light + Building, Frankfurt/Main       2       6       73.928       62.997       41       931       37.897       5.722       143.619       2300       1.399       2.302       5.3       6.815       108.767       86.815         R + T, Stuttgart       3       5       24.527       40.193       64.720       584       65.304       109.000       278       538       816       39       3       4       7       29.040       29.040         SHK Essen       2       4       29.837       1.6		2	3	20.944	650	12	21.606	2.767	24.373	49.400	469	29	498	12	3		3	37.955	775	3
Internationale Eisenwarenmesse, Köln       2       4       21.770       45.827       67.597       338       67.935       142.000       387       2.276       2.663       50       19.883       28.050         LANDES-BAU-AUSSTELLUNG, Magdeburg       1       3       1.976       12       160       2.148       405       2.553       6.250       1124       1       125       2       1		1	3			241														4
LANDES-BAU-AUSSTELLUNG, Magdeburg       1       3       1.976       12       160       2.148       4.05       2.553       6.250       124       1       125       2       1       1         Light + Building, Frankfurt/Main       2       6       73.928       62.997       4.1       931       137.897       5.722       143.619       25.500       903       1.399       2.302       5.35       6.35       108.767       86.815         R + T, Stuttgart       3       5       24.527       40.193       62.997       4.1       931       137.897       5.722       143.619       25.500       903       1.399       2.302       5.35       6.35       108.767       86.815         R + T, Stuttgart       3       5       24.527       40.193       64.720       5.84       65.304       109.000       2.78       5.38       816       39       3       4       7       29.040	¥	2	4	34.788				561	39.334	66.700					1		1	44.490		4
Light + Building, Frankfurt/Main       2       6       73.928       62.997       41       931       137.897       5.722       143.619       23.000       903       1.399       2.302       53       108.767       86.815         R + T, Stuttgart       3       5       24.527       40.193       64.720       584       65.304       109.000       278       538       816       39       3       4       7       29.040       29.040       29.040         SHK Essen       2       4       29.837       1.964       31.801       31.801       70.900       508       52       560       12       49.453       2.114         B5       Furnishings, Household Appliance       V		2	4									2.276		50				19.883	28.050	4
R + T, Stuttgart       3       5       24.527       40.193       64.720       584       65.304       109.000       278       538       816       39       3       4       7       29.040       29.040         SHK Essen       2       4       29.837       1.964       31.801       31.801       70.900       508       52       560       12       58       4       7       29.040       29.040         Bickfang, Stuttgart       1       3       1.750       143       1.893       1.893       3.500       180       47       29.040 </td <td></td> <td>1</td> <td>3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td></td> <td>2</td> <td>1</td> <td></td> <td>1</td> <td></td> <td></td> <td>1</td>		1	3									1		2	1		1			1
SHK Essen       2       4       29.837       1.964       31.801       31.801       70.900       508       52       560       12       49.453       2.114         B5       Furnishings, Household Appliances, Howsehold Appliances, Howsehol	· · ·	2	6			41 931														195
Bickfang, Stuttgart         1         3         1.750         143         1.893         1.893         3.500         180         47         227         12		_	_					584							3	4	7			58
Blickfang, Stuttgart         1         3         1.750         143         1.893         1.893         3.500         180         47         227         12	SHK Essen	2	4	29.837	1.964		31.801		31.801	70.900	508	52	560	12				49.453	2.114	5
		_	_			quipment	(		4 000	2 500	400			10						
DOMOTEX, Hannover 1 4 22.323 69.667 91.990 3.969 95.959 168.400 233 1.129 1.362 58 20.882 24.911																				45

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+ 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 26 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Mineralien- und <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Multiple answers were permitted

	EKM			Exhib	ition s	pace fig	ures (	(sq.m.)				Exhibi	tor fig	ures					Visito	r figur	es
				Exhibitor	stand spa	ice						Exhibitor	5			Addition represen	ally ted firms		Entries (Explanat	ions see p.	9)
	For the complete titles see pp. 100		rval/ ays	Hal Domestic		Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
•	imm cologne — The international furnishing show LivingInteriors, Köln	1	7	68.852	68.451			137.303	3.255	140.558	235.800	413	660	1.073	50	47	43	90	86.621	29.377	115.998
	ZOW – Components and Accessories for Furniture and Interior Design, Bad Salzuflen	1	4	9.996	7.249			17.245		17.245	32.900	355	307	662	35	4	5	9	11.306	6.435	17.741
	B6 Health, Body Care, Protection at W	/ork	c, and	d their Eq	uipment																
+	ALTENPFLEGE, Hannover	2	3	21.658	640			22.298	1.971	24.269	66.100	597	36	633	17						30.926
+	Arbeitsschutz aktuell – Safety and Health, Augsburg	2	3	6.621	940			7.561	411	7.972	22.000	212	35	247	13				10.144	357	10.501
•	BEAUTY, Düsseldorf	1	3	20.507	2.883			23.390	5.055	28.445	78.400	525	110	635	26				42.914	4.141	47.055
+	EXPOPHARM, München	1	4	17.725	2.048			19.773		19.773	33.000	420	94	514	29	21	6	27	19.174	3.927	23.101
	Fachdental Leipzig, Leipzig	1	2	3.857	420			4.277	181	4.458	10.000	205	23	228	11	1	2	3			4.214
	FACHDENTAL SÜDWEST, Stuttgart	1	2	5.042	386			5.428	140	5.568	11.800	245	27	272	13	1	2	3	6.950	142	7.092
	Hair & Beauty, Frankfurt/Main	1	2	3.605	751			4.356	2.139	6.495	23.300	119	40	159	13				13.633	290	13.923
	Interbad, Stuttgart	2	4	12.117	5.402	63	40	17.622	852	18.474	35.400	332	176	508	22	7	4	11	11.259	4.164	15.423
•	MEDICA / COMPAMED, Düsseldorf	1	4	50.088	77.681	451		128.220	2.427	130.647	250.100	1.356	3.880	5.236	66				55.653	70.832	126.485
	Medizin, Stuttgart	1	3	2.745	92			2.837	284	3.121	10.500	166	8	174	8	2		2	6.543	66	6.609
	ORTHOPÄDIE & REHA-TECHNIK, Leipzig	2	4	11.583	4.488			16.071	1.352	17.423	41.000	289	247	536	39				11.811	7.057	18.868
	Pflege & Reha, Stuttgart	2	3	4.618	202			4.820	192	5.012	10.800	235	11	246	8	13	1	14			6.561
•	REHACARE INTERNATIONAL, Düsseldorf	1	4	23.313	8.191	98		31.602		31.602	73.100	531	330	861	33				44.019	6.059	50.078
•	TOP HAIR international, Düsseldorf	1	3	4.773	739			5.512	3.663	9.175	25.700	127	30	157	11				28.366	2.135	30.501
	87 Environment Protection, Safety, C	lear	ning,	Commun	al Servi	ces, and the	eir Equ	ipment													
•	IFAT ENTSORGA, München	2	5	75.466	35.026	15.168	5.137	130.797	11.000	141.797	217.500	1.783	1.156	2.939	54				74.360	49.840	124.200
	SECURITY, Essen		4	27.443	9.927	293		37.663	124	37.787	78.000	575	463	1.038	40				23.874	12.856	36.730
	B8 Transport, Traffic, Logistics, and th	eir	Equi	ipment																	
	AIR MAGDEBURG		3	1.460	180	2.109		3.749	1.280	5.029	9.100	68	4	72	5						4.507
	AIRCRAFT INTERIORS EXPO, Hamburg		3	5.291	11.387			16.678	600	17.278	30.000	188	348	536	28				4.769	3.106	7.875
	AUTO Trend, Rostock		3	6.688		1.715		8.403	5.280	13.683	19.000	77		77	1						16.761
•	Automechanika, Frankfurt/Main		6	59.613	101.009	13.861	3.839	178.322	643			858	3.739	4.597	74				66.947	80.768	147.715
	Bremen Classic Motorshow, Bremen		3	18.631	1.440			20.071	1.193	21.264	45.100	566	53	619	10				35.560	1.911	37.471
	easyFairs SCHÜTTGUT, Dortmund		2	5.758	568			6.326		6.326	13.400	314	39	353	9				3.873	427	4.300
	eCarTec / MATERIALICA, München		3	8.960	2.460			11.420	2.074	13.494		362	100	462	21	24	6	30	11.060	1.699	12.759
	Hannover Messe: MobiliTec, Hannover	_	5	4.409	207	489		5.105	10.570		19.100	120	13	133	6				34.105	6.545	40.650
•	InnoTrans, Berlin		4	38.044	48.882	5.355	2.504	94.785			161.400	1.085	1.430	2.515	49				60.533	65.577	126.110
	IT-TRANS, Karlsruhe		3	1.330	946			2.276	1.379		12.500	82	59	141	23				1.017	1.134	2.151
	LogiMat, Stuttgart	_	3	25.627	4.980	324	84	31.015	1.004		62.900	764	150	914	25				26.366	2.703	29.069
	REIFEN, Essen		4	15.286	15.836	957		32.079	200		56.000	220	447	667	43				8.936	9.413	18.349
	Retro Classics, Stuttgart		4	41.142	2.965			44.107	6.740		103.700	638	60	698	14				56.791	3.625	60.416
•	SMM, Hamburg	2	4	25.675	27.944	853	758	55.230		55.230	91.600	696	1.385	2.081	62	7	14	21	33.691	14.715	48.406

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry • Poll in the combination of BEAUTY INTERNATIONAL/TOP HAIR INTERNATIONAL. Multiple answers were permitted.

\* Visitors Profil Analyses see page 26 ff. <sup>1)</sup> ascertained by a representative poll <sup>3)</sup> Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted 5.2

<sup>2)</sup> Visitor attendance determined by a representative

			Exhib	ition s	pace figu	ires (	(sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
FKM			Exhibitor	stand spa	ace						Exhibitor	s			Additiona represent	ally ted firms		Entries (Explanat	tions see p.	. 9)
For the complete titles see pp. 100		erval/ ays	Ha Domestic		Open Ai Domestic Fo		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	: Foreign	Total
B9 Information, Communication, O	ffice,	Enter	rtainmen	t Electro	nics, Photo,	Film,	and their	Equipme	ent											
CeBIT, Hannover	1	5	121.206	33.313	669	39	155.227	8.139	163.366	260.600	1.862	1.711	3.573	70				260.480	51.099	311.5
dmexco – Digital Marketing, Köln	1	2	14.820	2.313	9		17.142		17.142	35.000	466	112	578	17				19.698	3.221	22.9
drupa, Düsseldorf	4	14	59.514	105.235	410		165.159	1.410	166.569	241.800	613	1.231	1.844	52				125.699	188.549	314.2
EuroCIS, Düsseldorf	1	3	4.909	1.365			6.274	102	6.376	12.500	167	69	236	25				3.990	2.415	6.4
IT & Business / DMS Expo, Stuttgart	1	3	6.986	511			7.497	1.148	8.645	21.000	382	33	415	12	9		9	7.925	506	8.4
it-sa IT-Security Messe, Nürnberg	1	3	3.920	520			4.440	840	5.280	11.500	284	50	334	18				5.831	477	6.3
mailingtage, Nürnberg	1	2	5.621	280			5.901	1.160	7.061	16.900	324	21	345	11				6.805	492	7.2
ORGATEC, Köln	2	5	29.638	30.862			60.500	1.065	61.565	106.900	226	360	586	35	31	9	40	26.007	22.430	48.4
ProLight + Sound, Frankfurt/Main	1	4	14.129	19.495	1.055	900	35.579	1.000	36.579	68.300	345	533	878	41				23.568	17.326	40.8
viscom frankfurt, Frankfurt/Main	2	3	6.376	2.240	47		8.663	1.429	10.092	18.800	220	110	330	26				9.726	2.349	12.0
WETEC, Stuttgart	2	3	3.445	393		20	3.858		3.858	10.000	127	19	146	9				7.424	559	7.9
B10 Education, Setting up a business	_	-					22.402	4 420			700									
didacta – The Education Trade Fair, Hannover		5	32.449	681	62		33.192	1.430	34.622	63.800	729	45	774	14				80.474	895	81.3
LEARNTEC, Karlsruhe	_	3	1.910	315			2.225		2.225	10.000	171	30	201	11				5.253	306	5.5
START Bayern, Nürnberg	_	2	655	3			658	511	1.169	2.850	71	1	72	2	17	1	18			9
START Nordrhein-Westfalen, Dortmund	1	2	961	40	24		1.025	582	1.607	3.800	110	4	114	5	15	1	16	2.842	15	2.8
B11 Sports, Games, Leisure, and the	ir Equ	ipme	nt																	
ABF, Hannover	1	9	35.228	965	297		36.490	1.500	37.990	94.100	777	44	821	16						123.0
aktiv+vital with bike+outdoor, Dresden	1	3	3.531	89			3.620	7.378	10.998	19.500	210	5	215	6						9.7
ANIMAL, Stuttgart	1	2	3.422	99			3.521	4.867	8.388	21.600	171	10	181	6						34.4
BOATFIT, Bremen	1	3	3.070	345			3.415	768	4.183	8.950	155	16	171	7				9.497	264	9.7
boot, Düsseldorf	1	9	46.702	42.517	67	100	89.386	14.113	103.499	214.200	948	718	1.666	60				204.761	41.939	246.7
CARAVAN, Bremen	1	3	9.662	120			9.782		9.782	14.800	68	3	71	4						27.9
CARAVAN SALON, Düsseldorf	1	10	62.155	21.565	922	257	84.899	3.529	88.428	133.000	354	162	516	24				142.430	22.994	165.4
CMT – The holiday exhibition		9	49.597	8.705	445		58.747	4.813		106.800	1.397	540	1.937	70	28	12	40	222.084	2.243	224.3
Creativeworld, Frankfurt/Main	_	4	4.550	4.417			8.967	498	9.465	15.700	75	155	230	24				4.114	3.067	7.1
f.re.e – Fair for Leisure and Travel, München		5	18.430	5.714			24.144	8.728	32.872	66.300	719	423	1.142	53	43	8	51	121.684	2.483	124.1
FIBO, Essen	_	4	19.254	14.703			33.957	2.227	36.184	78.300	305	287	592	32	7	6	13	65.924	10.289	76.2
GARTEN outdoor ambiente, Stuttgart	_	4	4.689	123			4.812	182	4.994	10.500	132	6	138	6		-				55.0
h+h cologne, Köln		3	4.980	4.313			9.293	951	10.244	19.300	96	179	275	34				8.219	3.134	11.3
hanseboot, Hamburg	_	9	21.329	6.262	24		27.615	8.202		66.800	509	122	631	20				74.375	4.079	78.4
HANSEPFERD, Hamburg		3	11.331	1.601	303	90	13.325	9.778	23.103		399	58	457	15	1	1	2	42.699	694	43.3
HAUS GARTEN GENUSS, Essen	_	5	7.036	404	505	50	7.440	1.333		27.500	280	15	295	9			2	44.360	403	44.7
Heimtextil, Frankfurt/Main	_	4	25.804	90.245			116.049	3.911	119.960		332	2.269	2.601	61				23.592	43.859	67.4
Hobby + Elektronik, Stuttgart	_	4	3.803	118	24		3.945	1.411		10.700	97	2.209	2.001	3				48.675	45.859	49.1
IMA, Düsseldorf	_		10.839	1.762	24					21.000	110			13	1	9	10	8.979	596	9.5
INIA, DUSSEIUUTI		4	10.659	1.762			12.601	405	15.000	21.000	110	31	141	13		9	10	0.979	ספכ	9.

22 + Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 26 ff. <sup>1</sup>) ascertained by a representative poll <sup>2</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted <sup>3</sup> Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted <sup>4</sup> 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

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				Exhib	ition s	pace figures	(sq.m.)				Exhibi	itor fig	ures					Visito	r <mark>figur</mark>	es
	FKM			Exhibitor	stand spa	ice					Exhibitors	5			Addition represe	nally nted firms		Entries (Explanat	ions see p.	. 9)
	For the complete titles see pp. 100	Inte Da		Hal Domestic		Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domesti	c Foreign	Total	Domestic	Foreign	Total
	Interzoo, Nürnberg	2	4	19.479	33.409		52.888		52.888	100.000	320	1.219	1.539	53				12.726	24.066	36.792
•	ispo, München	1	4	27.447	76.883	12	104.342	4.040	108.382	181.000	366	1.971	2.337	45				27.733	50.011	77.744
•	ITB – Travel trade show, Berlin	1	5	28.810	59.937	146	88.893		88.893	160.000	1.596	5.680	7.276	190	540	2.307	2.847	98.123	34.225	132.348
	IWA & OutdoorClassics, Nürnberg	1	4	14.440	25.739		40.179	753	40.932	74.400	300	904	1.204	54				13.908	22.096	36.004
	Kreativ- & Bastelwelt, Stuttgart	1	4	4.444	175		4.619	478	5.097	13.900	212	14	226	7				45.073	920	45.993
	MAGDEBOOT, Magdeburg	1	3	3.615	41	582	4.238	120	4.358	9.800	111	3	114	4						6.443
	Mineral and fossil exchange, Stuttgart	1	3	1.561	179		1.740	494	2.234	10.500	159	35	194	13				19.792	200	19.992
	MODELL SÜD, Stuttgart	1	4	1.332	138		1.470	1.727	3.197	12.900	67	10	77	6				39.614	808	40.422
	modell-hobby-spiel, Leipzig	1		17.869	974	450	19.293	16.849	36.142	84.000	541	52	593	14	2	1	3			95.143
•	Musikmesse, Frankfurt/Main	1		19.004	23.969	275 177	43.425	1.700		107.900	573	965	1.538	51				44.699	23.888	68.587
	Pferd & Jagd – Equestrian sports, hunting, fishing, Hannover	1	4	21.718	1.797	60	23.575	7.552	31.127	80.700	716	79	795	22						75.755
	RAD + OUTDOOR. Bremen	1	2	3.668	125	55	3.848	3.658	7.506	14.600	152	6	158	4						12.141
	Reiselust, Bremen	1		2.917	314		3.231	362	3.593	9.300	248	27	275	15				29.210	505	29.715
	REISEN HAMBURG, Hamburg	1		18.824	2.401	72	21.297	1.659	22.956	45.200	604	195	799	46	20	1	21	59.521	845	60.366
	Riding – hunting – fishing, Erfurt	1		5.175	342	916	6.433	1.925	8.358	15.700	191	18	209	12	20		21	55.521	045	20.898
	Spielwarenmesse – International Toy Fair, Nürnberg	1	6	51.278	53.774	510	105.052	1.381	106.433		838	1.882	2.720	61	3	2	5	34.321	41.734	76.055
	spoga horse (Spring), Köln	1	-	3.798	3.953		7.751	132	7.883	16.800	69	127	196	25	6	7	13	2.088	2.025	4.113
•	spoga+gafa / spoga horse (Autumn), Köln	1		30.763	77.270	252	108.285	3.220	111.505		374	1.570	1.944	55	12	37	49	15.177	20.174	35.351
	Süddeutsche Spielmesse, Stuttgart	1		2.384	108	232	2.492	2.411	4.903	12.400	91	7	98	5	12	57	49	45.760	934	46.694
				30.337	2.189		32.526	2.724	35.250		930	258	1.188	32				43.700	554	92.603
	The NRW-holiday fair, Essen	1	С	30.337	2.169		32.320	2.724	35.250	50.500	930	200	1.100	32						92.003
	Touristik & Caravaning International / abgefahren – bike and triathlon, Leipzig	1	5	33.356	1.544		34.900	5.411		71.100	871	158	1.029	39	132	44	176			61.959
•	TourNatur, Düsseldorf	1	3	3.646	382		4.028	1.500	5.528	14.800	182	61	243	17				29.974	674	30.648
	B12 Electrical Engineering and Electro	nics																		
	belektro, Berlin	2		9.791	246		10.037	1.195		24.300	228	14	242	10						15.153
•	electronica, München	2		45.921	34.492		80.413	1.342		143.000	997	1.672	2.669	50	99	304	403	39.176	33.875	73.051
	embedded world, Nürnberg	1	3	13.819	5.348		19.167		19.167	38.000	475	398	873	37				15.943	6.319	22.262
	Hannover Messe: CoilTechnica, Hannover	1	5	1.517	726		2.243	162	2.405	7.100	44	43	87	18				16.121	9.881	26.002
	PCIM Europe, Nürnberg	1	3	5.127	3.183		8.310	144	8.454	16.500	176	188	364	28	18	71	89	4.173	2.706	6.879
	SMT / HYBRID / PACKAGING, Nürnberg	1	3	12.178	2.370		14.548	467	15.015	27.700	383	182	565	27	11	43	54	16.514	5.838	22.352
	SPS/IPC/DRIVES, Nürnberg	1	3	54.990	8.943		63.933	312	64.245	106.100	1.029	429	1.458	41	119	78	197	44.401	12.473	56.874
	B13 Metal-Working, Automation, Mea	asuri	ng, (	Quality As	surance															
•	ALUMINIUM, Düsseldorf	2	3	13.078	22.559		35.637	734	36.371	75.000	363	544	907	51				10.539	10.969	21.508
	AMB, Stuttgart		5	51.787	17.318		69.105	258		108.100	977	367	1.344	29	35	29	64	77.601	10.582	88.183
•	AUTOMATICA, München	2		21.875	3.747		25.622	2.051		55.000	481	203	684	40				19.580	10.068	29.648
	Composites Europe, Düsseldorf	_	3	5.234	2.477		7.711	754		16.400	246	146	392	26				5.122	3.009	8.131
				5.257	2.077			137	0.105		210	. 10	552	20				5.122	0.000	5.15

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 26 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted <sup>2)</sup> 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 <sup>3)</sup> ascertained by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted <sup>6)</sup> Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted <sup>6)</sup> Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted

			Exhib	ition s	pace figur	es (so	l.m.)				Exhibi	tor fig	ures				Visito	r figur	es
FKM			Exhibitor	stand spa	ice						Exhibitors	5			Additionally represented firm	ns	Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 100		erval/ ays	Ha Domestic		Open Air Domestic Fore	eign T	ſotal	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Foreig	ın Total	Domestic	Foreign	Tota
EuroBLECH, Hannover	2	5	46.388	37.658		8	34.046		84.046	141.100	781	724	1.505	39			39.782	20.403	60.1
GrindTec – Grinding Technology, Augsburg	2	4	11.847	4.157		1	6.004	96	16.100	29.400	280	145	425	25			9.784	3.805	13.5
EUROGUSS, Nürnberg	2	3	6.251	4.381		1	0.632	550	11.182	21.500	223	160	383	28			6.216	2.199	8.4
Hannover Messe: Digital Factory, Hannover	1	5	4.486	511			4.997		4.997	9.000	163	26	189	16			31.150	11.698	42.8
Hannover Messe: Industrial Automation, Hannover	1	5	46.537	8.071	224	49 5	54.881	1.395	56.276	97.700	676	361	1.037	39			90.788	34.093	124.8
METAV, Düsseldorf	2	5	24.362	11.717		3	36.079		36.079	59.800	485	204	689	26			36.801	3.863	40.0
NORTEC, Hamburg	2	4	7.396	250			7.646	585	8.231	18.300	318	31	349	12			8.807	152	8.9
SENSOR + TEST, Nürnberg	1	3	5.989	1.956			7.945	1.361	9.306	19.000	358	178	536	29			6.410	1.818	8.
Tube, Düsseldorf	2	5	16.773	31.704		4	18.477	602	49.079	86.100	327	851	1.178	48			15.770	18.889	34.
VALVE WORLD EXPO, Düsseldorf	2	3	3.625	11.937		1	15.562		15.562	32.700	130	461	591	37			3.311	7.267	10.
wire, Düsseldorf	2	5	16.292	41.077		5	57.369	955	58.324	96.100	338	975	1.313	50			15.226	23.321	38.
B14 Plastic and Wood Processing																			
HOLZ-HANDWERK / fensterbau/frontale, Nürnberg B15 Power Supply Industry	2	4	68.759	20.439		8	39.198	339	89.537	144.300	867	408	1.275	37			73.210	25.763	98.9
BioEnergy Decentral, Hannover	2	4	13.622	1.435	735 3	365 1	6.157	1.444	17.601	39.000	425	52	477	14			31.335	7.019	38.
E-world energy & water, Essen	1	3	18.093	2.460		2	21.359	725	22.084	44.000	499	114	613	19			18.508	2.814	21.3
Hannover Messe: Energy, Hannover	1	5	26.105	14.641	125	35 4	10.906	204	41.110	75.700	488	587	1.075	46			79.810	24.380	104.
HUSUM WindEnergy, Husum	2	5	20.399	8.420	1.127	340 3	30.286	9.493	39.779	55.900	745	378	1.123	28			20.740	9.275	30.
Intersolar Europe, München	1	3	45.920	40.634	2.529	589 8	39.672	4.163	93.835	171.600	871	999	1.870	48			37.688	25.304	62.
New Energy Husum, Husum	1	4	5.634	548	630	9	6.821	271	7.092	16.000	225	43	268	12			12.810	2.115	14.
RENEXPO – Energy Trade Fair, Augsburg	1	4	4.030	1.469	749	532	6.780		6.780	16.100	280	50	330	13					13.
B16 Other Investment Goods Industri	es																		
Analytica, München		4	16.650	6.209	120		22.979	2.336		55.200	662	364	1.026	37	7 7	14	21.123	9.358	30.
ceramitec, München		4	11.027	8.595			19.622		19.622	35.800	259	354	613	42			8.112	8.621	16.
FachPack, Nürnberg	1	3	44.790	9.024			53.814	242		100.900	1.102	364	1.466	38			29.413	7.573	36.
FMB – Suppplier Show for the machinery industry, Bad Salzuflen	1	3	6.634	373			7.007		7.007	13.300	367	29	396	10	11 1	12	4.354	101	4.
glasstec with solarpeq, Düsseldorf	2	4	21.077	39.243	133		50.453	7.275		123.600	397	778	1.175	54			17.602	24.812	42.
Hannover Messe: Industrial Supply, Hannover		5	16.536	15.663			32.199	674	32.873	59.300	600	971	1.571	47			45.325	22.426	67.
Hannover Messe: IndustrialGreenTec, Hannover		5	2.408	557			2.965		2.965	10.700	83	33	116	12			33.306	9.725	43.
Hannover Messe: Research & Technology, Hannover		5	7.242	1.233	132		8.607	442	9.049	15.900	290	115	405	16			40.483	11.154	51.
INTER BRUSH, Freiburg		3	3.028	6.748			9.776			21.500	42	155	197	27			1.562	3.492	5.
INTERGEO, Hannover	1	3	8.105	4.287	100	402 1	12.894	821	13.715	28.000	328	204	532	32			11.105	4.714	15.
LASYS, Stuttgart	2	3	2.636	679			3.315	291	3.606	8.500	129	49	178	16	1	1	4.129	1.164	5.
MAINTAIN, München	2	3	4.606	335			4.941	237	5.178	9.600	178	24	202	12	5	5	3.044	319	3.
Mittelständischer Unternehmertag, Leipzig	1	1	1.202	43	60		1.305		1.305	6.950	134	3	137	3					1.
O & S, Stuttgart	2	3	6.405	862			7.267	222	7.489	17.200	258	71	329	19			5.380	1.517	6.
opti – Intern.Trade Show for Optics & Design, München	1	3	16.958	4.944		2	21.902	462	22.364	40.000	283	173	456	27			18.121	4.987	23.

5.2

+ Events with changing venues
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 answers were permitted
 <sup>2)</sup> ascertained by a representative poll

\* Visitors Profil Analyses see page 26 ff. <sup>1)</sup>Visitor

<sup>1)</sup>Visitor attendance determined by a representative poll at Hannover Messe. Multiple

Da 1 2	erval/ ays 2	Exhibitor Hal Domestic	Is	ace Open A										Addition	ally		Entries		
Da 1 2	ays			Onor						Exhibitors					ited firms		(Explanati	ons see p.	9)
2	2		. or eight	Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
		675	42			717	63	780	2.600	63	3	66	4				1.130	152	1.282
1	3	1.939		100		2.039	574	2.613	7.500	147	3	150	4	8		8			1.800
	3	6.307	4.061			10.368	300	10.668	21.900	188	184	372	32	1		1	4.494	2.528	7.022
e Ir	ndust	tries																	
-			22.860			41.120	3.731	44.851	86.200	732	1.688	2.420	83				23.591	16.724	40.315
									25.600	254			11	3		3			7.836
			1.035			12.927		14.134	40.600	397	56		14	5	3	8			9.395
										260				-	-	-	14.676	16.798	31.474
		9.044	208			9.252		9.252	23.200	281	8	289	7				12.419	160	12.579
							1.871						14						14.106
		2.619	159			2.778	375	3.153	8.400	157	4	161	5	35		35			3.057
1	4	18.156	37.047			55.203	1.536	56.739	123.000	361	1.429	1.790	65				18.030	29.856	47.886
1	5	1.979	147			2.126	273	2.399	6.300	92	8	100	8				11.801	2.115	13.916
1	3	19.139	16.627		130	35.896	1.299	37.195	62.200	531	476	1.007	29				7.209	8.958	16.167
1	4	6.733	183			6.916		6.916	13.000	239	8	247	4						18.560
NS																			
		5 293	275	3 276	30	8 874	675	9 549	24 700	335	21	356	5						100.582
					50									40		40			7.522
																			4.729
				200															48.779
	_									426									81.141
1	9	13.087	826			13.913	3.335	17.248	42.000	524	65	589	21						76.891
1	9	17.623	629	1.673	18	19.943	5.090	25.033	50.000	840	27	867	11						73.160
1	9	25.515	1.899			27.414	8.331	35.745	82.700	1.085	84	1.169	17	1		1			170.015
1	5	3.400	3.026			6.426	176	6.602	18.900	261	331	592	54				37.988	736	38.724
1	9	30.666	2.388	557	48	33.659	1.956	35.615	94.200	1.209	110	1.319	29						188.863
1	4	10.531	354			10.885	50	10.935	26.000	314	15	329	7						20.627
1		5.677	210	4.732	25	10.644	5.166	15.810	25.000	344	15	359	8						60.141
							5.967												139.578
							697												25.185
		4.261	99		41		726				10		7			11			36.176
					130					440	43	483	15	3		3			64.744
		7.991	1.499	1.760	40	11.290	1.254			343	79	422	7						66.505
1	9	11.314	511	2.652		14.477				706	18	724	8						70.549
1	9	9.828	309			10.137	2.000	12.137	23.000	562	19	581	8	73	1	74			71.928
	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	19	1       3       7.819         1       3       11.892         1       5       23.355         1       2       9.044         1       3       4.482         1       2       2.619         1       4       18.156         1       5       1.979         1       3       19.139         1       4       6.733         NS	1       3       7.819       430         1       3       11.892       1.035         1       5       23.355       30.860         1       2       9.044       208         1       3       4.482       884         1       2       2.619       159         1       4       18.156       37.047         1       5       1.979       147         1       3       19.139       16.627         1       4       6.733       183         NS	1       3       7.819       430         1       3       11.892       1.035         1       5       23.355       30.860         1       2       9.044       208         1       3       4.482       884         1       2       2.619       159         1       4       18.156       37.047         1       5       1.979       147         1       3       19.139       16.627         1       4       6.733       183         NS	1       3       7.819       430         1       3       11.892       1.035         1       5       23.355       30.860         1       2       9.044       208         1       3       4.482       884         1       2       2.619       159         1       4       18.156       37.047         1       5       1.979       147         1       3       19.139       16.627       130         1       4       6.733       183	1       3       7.819       430       8.249         1       3       11.892       1.035       12.927         1       5       23.355       30.860       54.215         1       2       9.044       208       9.252         1       3       4.482       884       5.366         1       2       2.619       159       2.778         1       4       18.156       37.047       55.203         1       5       1.979       147       2.126         1       3       19.139       16.627       130       35.896         1       4       6.733       183       6.916         NS              1       9       5.293       275       3.276       30       8.874         1       3       3.314       50       68       3.432         1       2       1.034       18       1.052         1       4       7.360       234       200       7.794         1       9       15.366       1.120       32       17.518         1       9       17.623 <t< td=""><td>1       3       7.819       430       8.249       519         1       3       11.892       1.035       12.927       1.207         1       5       23.355       30.860       54.215       1.304         1       2       9.044       208       9.252         1       3       4.482       884       5.366       1.871         1       2       2.619       159       2.778       375         1       4       18.156       37.047       55.203       1.536         1       5       1.979       147       2.126       273         1       3       19.139       16.627       130       35.896       1.299         1       4       6.733       183       6.916       1.299         1       4       6.733       183       6.916       1.299         1       4       6.733       183       1.052       471         1       4       7.360       234       200       7.794       3.700         1       9       16.366       1.120       32       17.518       5.247         1       9       13.087       826</td><td>1       3       7.819       430       8.249       519       8.768         1       3       11.892       1.035       12.927       1.207       14.134         1       5       23.355       30.860       54.215       1.304       55.519         1       2       9.044       208       9.252       9.252         1       3       4.482       884       5.366       1.871       7.237         1       2       2.619       159       2.778       375       3.153         1       4       18.156       37.047       55.203       1.536       56.739         1       5       1.979       147       2.126       273       2.399         1       3       19.139       16.627       130       35.896       1.299       37.195         1       4       6.733       183       6.916       6.916       6.916         NS      </td><td>1       3       7.819       430       8.249       519       8.768       25.600         1       3       11.892       1.035       12.927       1.207       14.134       40.600         1       5       23.355       30.860       54.215       1.304       55.519       98.600         1       2       9.044       208       9.252       9.252       23.200         1       3       4.482       884       5.366       1.871       7.237       20.900         1       2       2.619       159       2.778       375       3.153       8.400         1       4       18.156       37.047       2.126       27.3       2.399       6.300         1       3       19.139       16.627       130       35.896       1.299       37.195       62.200         1       4       6.733       183       6.916       6.916       6.916       13.000         NS      </td><td>1         3         7.819         430         8.249         519         8.768         25.600         254           1         3         11.892         1.035         12.927         1.207         14.134         40.600         397           1         5         23.355         30.860         54.215         1.304         55.519         98.600         260           1         2         9.044         208         9.252         9.252         23.200         281           1         3         4.482         884         5.366         1.871         7.237         20.900         142           1         2         2.619         159         2.778         375         3.153         8.400         157           1         4         18.156         37.047         5.203         1.536         56.739         12.3000         361           1         4         6.733         183         6.916         6.916         13.000         239           1         4         6.733         183         6.916         6.916         13.000         239           1         9         5.293         2.75         3.276         30         8.874</td><td>1       3       7.819       430       8.249       519       8.768       25.600       254       22         1       3       11.892       1.035       12.927       1.207       14.134       40.600       397       56         1       5       23.355       30.860       54.215       1.304       55.519       98.600       260       683         1       2       9.044       208       9.252       9.252       23.200       281       8         1       3       4.482       884       5.366       1.871       7.237       20.900       142       35         1       4       18.156       37.047       52.03       1.536       56.739       12.300       361       1.429         1       5       1.979       147       2.126       273       2.399       6.300       92       8         1       4       6.733       183       6.916       6.916       13.000       239       8         NS       2       1.034       18       1.052       471       1.523       4.900       90       2         1       9       5.293       2.75       3.276       30       8.</td><td>1         3         7.819         430         8.249         519         8.768         25.600         254         22         276           1         3         11.892         1.035         12.927         1.207         14.134         40.600         397         56         453           1         5         23.355         30.860         54.215         1.304         55.519         98.600         260         683         943           1         2         9.044         208         9.252         9.252         23.200         281         88         289           1         3         4.482         884         5.366         1.871         7.237         20.900         142         35         1777           1         4         18.156         37.047         55.203         1.536         56.739         123.000         361         1.429         1.790           1         3         19.139         16.627         130         35.896         1.299         37.195         6.200         531         476         1.007           1         9         5.293         2.775         3.276         30         8.874         675         9.49         24.700</td></t<> <td>1       3       7.819       430       8.249       519       8.768       25.600       254       22       276       11         1       3       11.892       1.035       12.927       1.207       14.134       40.600       397       56       453       14         1       5       23.355       30.860       54.215       1.304       55.19       98.600       260       683       943       40         1       2       9.044       208       9.252       9.252       23.200       281       8       289       7         3       4.482       884       5.366       1.871       7.237       2.090       142       35       177       14         4       18.156       37.047       55.203       1.536       56.739       12.200       361       1.429       1.790       65         1       3       19.19       16.627       130       35.896       1.299       37.195       6.200       531       476       1.007       29         1       4       6.733       183       6.916       3.000       239       8       247       4         1       3       3.314       5</td> <td><math display="block"> \begin{array}{ c c c c c c c c c c c c c c c c c c c</math></td> <td><math display="block"> \begin{array}{ c c c c c c c c c c c c c c c c c c c</math></td> <td>1       3       7.819       430       8.249       519       8.768       25600       254       22       276       11       3       3         1       3       1.822       1.035       1.2927       1.207       14.134       40600       397       56       453       14       5       3       8         1       2       2.335       30.800       54.215       1.304       55.519       98.600       260       683       943       40         1       2       2.419       159       2.778       3.153       8.400       157       4       161       5       35       35         1       3       4.482       884       5.366       1.871       7.237       20.900       142       35       177       14         4       4.1856       3.070       1.336       6.300       92       8       100       8       100       8         1       3       19.139       16627       130       38.896       1.299       3.7.195       62.00       531       4.76       1.007       29       29         1       4       6.733       183       6.616       6.916       13.000<td><math display="block"> \begin{array}{ c c c c c c c c c c c c c c c c c c c</math></td><td>1       3       7.819       430       8.249       519       8.768       25.600       254       22       276       11       3       3         1       3       11.822       1.035       12.927       1.207       14.134       40.600       397       56       453       14       5       3       8         1       2       9.044       208       9.252       9.252       23.200       281       8       289       7       12.419       160         1       3       4.462       884       5.366       1.871       7.237       20.900       142       35       177       14       13.824       20.2         1       2       2.619       159       .2778       375       3.153       8.400       157       4       161       5       35       35         1       3       18.19       16.27       130       358.96       1.200       361       1.429       1.790       65       18.030       29.856       18.10       2.151       1.3       11.810       2.151       1.802       2.151       1.802       2.151       1.802       2.151       1.802       2.151       1.802       2.151       1</td></td>	1       3       7.819       430       8.249       519         1       3       11.892       1.035       12.927       1.207         1       5       23.355       30.860       54.215       1.304         1       2       9.044       208       9.252         1       3       4.482       884       5.366       1.871         1       2       2.619       159       2.778       375         1       4       18.156       37.047       55.203       1.536         1       5       1.979       147       2.126       273         1       3       19.139       16.627       130       35.896       1.299         1       4       6.733       183       6.916       1.299         1       4       6.733       183       6.916       1.299         1       4       6.733       183       1.052       471         1       4       7.360       234       200       7.794       3.700         1       9       16.366       1.120       32       17.518       5.247         1       9       13.087       826	1       3       7.819       430       8.249       519       8.768         1       3       11.892       1.035       12.927       1.207       14.134         1       5       23.355       30.860       54.215       1.304       55.519         1       2       9.044       208       9.252       9.252         1       3       4.482       884       5.366       1.871       7.237         1       2       2.619       159       2.778       375       3.153         1       4       18.156       37.047       55.203       1.536       56.739         1       5       1.979       147       2.126       273       2.399         1       3       19.139       16.627       130       35.896       1.299       37.195         1       4       6.733       183       6.916       6.916       6.916         NS	1       3       7.819       430       8.249       519       8.768       25.600         1       3       11.892       1.035       12.927       1.207       14.134       40.600         1       5       23.355       30.860       54.215       1.304       55.519       98.600         1       2       9.044       208       9.252       9.252       23.200         1       3       4.482       884       5.366       1.871       7.237       20.900         1       2       2.619       159       2.778       375       3.153       8.400         1       4       18.156       37.047       2.126       27.3       2.399       6.300         1       3       19.139       16.627       130       35.896       1.299       37.195       62.200         1       4       6.733       183       6.916       6.916       6.916       13.000         NS	1         3         7.819         430         8.249         519         8.768         25.600         254           1         3         11.892         1.035         12.927         1.207         14.134         40.600         397           1         5         23.355         30.860         54.215         1.304         55.519         98.600         260           1         2         9.044         208         9.252         9.252         23.200         281           1         3         4.482         884         5.366         1.871         7.237         20.900         142           1         2         2.619         159         2.778         375         3.153         8.400         157           1         4         18.156         37.047         5.203         1.536         56.739         12.3000         361           1         4         6.733         183         6.916         6.916         13.000         239           1         4         6.733         183         6.916         6.916         13.000         239           1         9         5.293         2.75         3.276         30         8.874	1       3       7.819       430       8.249       519       8.768       25.600       254       22         1       3       11.892       1.035       12.927       1.207       14.134       40.600       397       56         1       5       23.355       30.860       54.215       1.304       55.519       98.600       260       683         1       2       9.044       208       9.252       9.252       23.200       281       8         1       3       4.482       884       5.366       1.871       7.237       20.900       142       35         1       4       18.156       37.047       52.03       1.536       56.739       12.300       361       1.429         1       5       1.979       147       2.126       273       2.399       6.300       92       8         1       4       6.733       183       6.916       6.916       13.000       239       8         NS       2       1.034       18       1.052       471       1.523       4.900       90       2         1       9       5.293       2.75       3.276       30       8.	1         3         7.819         430         8.249         519         8.768         25.600         254         22         276           1         3         11.892         1.035         12.927         1.207         14.134         40.600         397         56         453           1         5         23.355         30.860         54.215         1.304         55.519         98.600         260         683         943           1         2         9.044         208         9.252         9.252         23.200         281         88         289           1         3         4.482         884         5.366         1.871         7.237         20.900         142         35         1777           1         4         18.156         37.047         55.203         1.536         56.739         123.000         361         1.429         1.790           1         3         19.139         16.627         130         35.896         1.299         37.195         6.200         531         476         1.007           1         9         5.293         2.775         3.276         30         8.874         675         9.49         24.700	1       3       7.819       430       8.249       519       8.768       25.600       254       22       276       11         1       3       11.892       1.035       12.927       1.207       14.134       40.600       397       56       453       14         1       5       23.355       30.860       54.215       1.304       55.19       98.600       260       683       943       40         1       2       9.044       208       9.252       9.252       23.200       281       8       289       7         3       4.482       884       5.366       1.871       7.237       2.090       142       35       177       14         4       18.156       37.047       55.203       1.536       56.739       12.200       361       1.429       1.790       65         1       3       19.19       16.627       130       35.896       1.299       37.195       6.200       531       476       1.007       29         1       4       6.733       183       6.916       3.000       239       8       247       4         1       3       3.314       5	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$	1       3       7.819       430       8.249       519       8.768       25600       254       22       276       11       3       3         1       3       1.822       1.035       1.2927       1.207       14.134       40600       397       56       453       14       5       3       8         1       2       2.335       30.800       54.215       1.304       55.519       98.600       260       683       943       40         1       2       2.419       159       2.778       3.153       8.400       157       4       161       5       35       35         1       3       4.482       884       5.366       1.871       7.237       20.900       142       35       177       14         4       4.1856       3.070       1.336       6.300       92       8       100       8       100       8         1       3       19.139       16627       130       38.896       1.299       3.7.195       62.00       531       4.76       1.007       29       29         1       4       6.733       183       6.616       6.916       13.000 <td><math display="block"> \begin{array}{ c c c c c c c c c c c c c c c c c c c</math></td> <td>1       3       7.819       430       8.249       519       8.768       25.600       254       22       276       11       3       3         1       3       11.822       1.035       12.927       1.207       14.134       40.600       397       56       453       14       5       3       8         1       2       9.044       208       9.252       9.252       23.200       281       8       289       7       12.419       160         1       3       4.462       884       5.366       1.871       7.237       20.900       142       35       177       14       13.824       20.2         1       2       2.619       159       .2778       375       3.153       8.400       157       4       161       5       35       35         1       3       18.19       16.27       130       358.96       1.200       361       1.429       1.790       65       18.030       29.856       18.10       2.151       1.3       11.810       2.151       1.802       2.151       1.802       2.151       1.802       2.151       1.802       2.151       1.802       2.151       1</td>	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$	1       3       7.819       430       8.249       519       8.768       25.600       254       22       276       11       3       3         1       3       11.822       1.035       12.927       1.207       14.134       40.600       397       56       453       14       5       3       8         1       2       9.044       208       9.252       9.252       23.200       281       8       289       7       12.419       160         1       3       4.462       884       5.366       1.871       7.237       20.900       142       35       177       14       13.824       20.2         1       2       2.619       159       .2778       375       3.153       8.400       157       4       161       5       35       35         1       3       18.19       16.27       130       358.96       1.200       361       1.429       1.790       65       18.030       29.856       18.10       2.151       1.3       11.810       2.151       1.802       2.151       1.802       2.151       1.802       2.151       1.802       2.151       1.802       2.151       1

+ Events with changing venues poll at Hannover Messe. Multiple answers were permitted

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\* Visitors Profil Analyses see page 26 ff. <sup>1)</sup> ascertained by a representative poll <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted

<sup>2)</sup> Visitor attendance determined by a representative 25

# 

# Arbeitsschutz Aktuell ------ Augsburg

## Trade visitors' profile

Visitors (number of	ent	iiesj	10 501
Proportion of trade	visi	tors	<b>97</b> %
Germany (total)			97
of which			
Nielsen 1	3	Nielsen 4	60
Bremen	-	Bavaria	60
Hamburg	1	Nielsen 5+6	5 3
Lower Saxony	2	Berlin	1
Schleswig-Holstein	1	Brandenburg	, 1 -
Nielsen 2	7	Mecklenburg	
North Rhine-Westph.	7	West Pomm	
Nielsen 3a	7	Saxony-Anh	
Hesse	3	Nielsen 7	5
Rhineland-Palatinate	3	Saxony	3
Saarland	1	Thuringia	2
Nielsen 3b	15		_
Baden-Württemberg	15		
Foreign (total)			3
of which			
EU			84
Other cour	ntrie	s	16
Distance to home			%
up to 50 km			25
more than 50 km up	to '	100 km	20
more than 100 km up	o to	300 km	29
over 300 km			27
Frequency of visits	to t	rade fair	%
Previous event			17
Earlier events			26
First visit			67
Average length of s	tay		1,3 days
Influence on purcha decisions	sing	g/procureme	nt %
Decisively			15
Collectively			38
In an advisory capaci	ty		30
No			10
Student			4
Other not gainfully er	nplo	byed	3

Area of responsibility	% 5
Management Research/development/design	4
Manufacturing, production, quality control	12
Buying/procurement	2
Finance/accounting, controlling	1
Organization, personnel, administration	3
Information and communication technology	1
Sales	5
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	3
Maintenance/repairs	7
Other area	8 40
Work safety, security management Student	40
Other not gainfully employed	4
	5
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	9
Department head, group head, team leader Other salaried staff, civil servant,	28
skilled worker	29
Lecturer, teacher	29
Trainee	2
Other position	11
Student	4
Other not gainfully employed	3
Economic sector	%
Industry	39
Waste disposal companies	2
Trade	6
Learned professions	3
Skilled trades	3
Research facility Service	13
Administration	15
Vocational school/polytechnic/university	2
Association/society	1
Other sectors	8
Student	4
Other not gainfully employed	3
Size of company/organization:	
Size of company/organization: Number of employees	%
1- 4 8 500 - 999	12
5-9 3 1 000 and more	34
10- 49 8 Student	4
EQ 100 16 Other net gainfully	

1-	4	8	500 - 999
5-	9	3	1 000 and more
10-	49	8	Student
50- 1	199	16	Other not gainfully
200-4	199	12	employed
			szus Messe-Markt- Dortmund

# **GrindTec** — Augsburg

## Trade visitors' profile

Visitors (number of	ent	ries)	13 589
Proportion of trade	visi	tors	<b>99</b> %
Germany (total)			72
of which Nielsen 1	1	Nielsen 4	44
Bremen	1	Bavaria	44
Hamburg	1	Nielsen 5+6	1
Lower Saxony	1	Berlin	
Schleswig-Holstein	12	Brandenburg	
Nielsen 2	7	Mecklenburg-	
North Rhine-Westph.	7	West Pommera	inia 🚽
Nielsen 3a	9	Saxony-Anhalt	1
Hesse	6	Nielsen 7	6
Rhineland-Palatinate	2	Saxony	5
Saarland	1	Thuringia	1
Nielsen 3b	30		
Baden-Württemberg	30		
Foreign (total)			28
of which EU			50
Other euro		o countrios	22
North Ame		r countries	24
		Central Asia	1
Other cour			4
Distance to home			%
up to 50 km			10
more than 50 km up	to 1	00 km	12
more than 100 km u	p to	300 km	32
over 300 km			47
Countries with the h	ighe	st visitor share	
Switzerland			15
Austria			11
Italy Poland			- E
Polanu			
Frequency of visits	to t	rade fair	9
2010			39
2008			35
2006			26
2004			18
Earlier events			11
First visit			51
Average length of s	stay	1	4 day
Influence on purcha	sino	/procurement	

Influence on	purchasing/procurement
decisions	
Decisively	
Collectively	
In an advisor	y capacity
No	
Student	
Other not ga	infully employed

Area of responsibility	%
Management	25
Research/development/design	11
Manufacturing, production, quality control	42
Buying/procurement	4
Finance/accounting, controlling	-
Information and communication technology	-
Organization, personnel, administration	1
Sales	11
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area	- 2
Student	2
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	18
Managing director, board member,	
head of an authority etc.	12
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	3
Department head, group head, team leader	18
Other salaried staff, civil servant,	
skilled worker	44
Lecturer, teacher	1
Trainee	1
Other position	1
Student	-2
Other not gainfully employed	1
Economic sector	%
Metalworking industry	52
Cutting machine specialists	17
Other industry	6
Wood, plastics processing industry	4
Glass, ceramic, stone industry	6
Service	6
Metal trade	14
Trade	4
Other skilled trades	3
	5

# Size of company/organization: Number of employees

Numb	er o	f employe	ees	%
1-	4	12	500 - 999	6
5-	9	8	1 000 and more	19
10-	49	20	Student	2
50-	199	20	Other not gainfully	
200-	499	12	employed	1
			se- und Congress- Wulmstorf	

Other sectors

Other not gainfully employed

Student

# **RENEXPO®** (2011)

## Trade visitors' profile

Visitors (number of		iicsy	15 136
Proportion of trade	e visi	itors	<b>62</b> %
<b>Germany (total)</b> of which			93
Nielsen 1	-	Nielsen 4	85
Bremen	-	Bavaria	85
Hamburg	-	Nielsen 5+6	1
Lower Saxony	-	Berlin	-
Schleswig-Holstein		Brandenburg	-
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph	1		ania -
Nielsen 3a	3		-
Hesse	2		-
Rhineland-Palatinate		Saxony	-
Saarland	- 7	Thuringia	
<u>Nielsen 3b</u> Baden-Württemberg	10 10		
5	10		
Foreign (total) of which			7
EU			49
Other cou	ntrie	S	51
Distance to home			%
up to 50 km			43
more than 50 km up	to '	100 km	21
more than 100 km u	ip to	300 km	24
over 300 km	1		12
Frequency of visits	to e	xhibition	%
2010	35	Earlier events	11
2009	19	First visit	54
2008	14		
Average length of	stay	1	,1 days
Influence on purch	asing	g/procurement	
decisions			%
Decisively			32
Collectively			26
In an advisory capac	ity		12
No			9
Student Other not gainfully e			16 4



Area of responsibility

#### Management 26 Research/development/design 7 Manufacturing, production, quality control 5 Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Organisation, personnel, administration Sales 14 Marketing, advertising, PR 2 Logistics: storage, material management, transport Maintenance/repairs 8 Other area 12 Student 16 4 Other not gainfully employed % Position in the company/organisation Entrepreneur, co-owner, freelancer 35 Managing director, board member, head of an authority etc. 5 Area manager, works manager, plant mana-ger, branch manager, head of public office 5 Department head, group head, team leader 13 Other salaried staff, civil servant, skilled worker 14 Lecturer, teacher 3 Trainee 3 Other position 3 Student 16 Other not gainfully employed 4 Economic sector % Public office, authority, ministry 5 Plant construction, industry, production 10 Architect 3 Engineer's office Energy consulting Δ Energy supplies 8 Financing, business promotion, insurance 2 Agriculture and forestry 12 Trade/sales Skilled trades, installation, sanitary/heating/ 13 air-conditioning Science, research, development 3 Other sectors 7 Student 16 Other not gainfully employed 4

Size of com employees	pany/o	organisation: Number of	F %
1- 4	34	500 - 999	2
5-9	8	1 000 and more	9
10- 49	13	Student	16
50-199	8	Other not gainfully	
200- 499	6	employed	4

## **Private visitors' profile**

0/\_

Visitors (number of	entries)	15 13	
Proportion of private visitors			
Germany (total)			
of which			
Nielsen 1	1 Nielsen 4		
Bremen	- Bavaria		
Hamburg	<ul> <li>Nielsen 5+6</li> </ul>		
Lower Saxony	1 Berlin		
Schleswig-Holstein	<ul> <li>Brandenburg</li> </ul>		
Nielsen 2	<ul> <li>Mecklenburg-</li> </ul>		
North Rhine-Westph	<ul> <li>West Pommer</li> </ul>	rania	
Nielsen 3a	- Saxony-Anhal	t	
Hesse	- Nielsen 7		
Rhineland-Palatinate	- Saxony		
Saarland	- Thuringia		
Nielsen 3b	5		
Baden-Württemberg	5		
Foreign (total)			
Distance to home			
up to 50 km			
more than 50 km up	to 100 km		
more than 100 km up			
	10 300 km		
over 300 km Frequency of visits t			
over 300 km Frequency of visits t 2010 2009 2008 Earlier events First visit Sex			
over 300 km Frequency of visits t 2010 2009 2008 Earlier events First visit Sex Male			
over 300 km Frequency of visits t 2010 2009 2008 Earlier events First visit Sex			
over 300 km Frequency of visits t 2010 2009 2008 Earlier events First visit Sex Male Female Size of household			
over 300 km Frequency of visits t 2010 2009 2008 Earlier events First visit Sex Male Female Size of household 1 person			
over 300 km Frequency of visits 1 2010 2009 2008 Earlier events First visit Sex Male Female Size of household 1 person 2 persons			
over 300 km Frequency of visits 1 2010 2009 2008 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons			
over 300 km Frequency of visits t 2010 2009 2008 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons			
over 300 km Frequency of visits 1 2010 2009 2008 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons			
over 300 km  Frequency of visits t 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			
over 300 km  Frequency of visits t 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	o exhibition		
over 300 km  Frequency of visits t 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 year	s exhibition		
over 300 km  Frequency of visits t 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 year over 30 up to 40 year	s s		
over 300 km  Frequency of visits t 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 year over 30 up to 40 year over 30 up to 50 year	s s s		
over 300 km Frequency of visits t 2010 2009 2008 Earlier events First visit Sex Male Female Size of household 1 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 30 up to 40 year over 50 year 60 year over 50 year 60 year	s s		
over 300 km  Frequency of visits t 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 year over 30 up to 40 year over 30 up to 50 year	s s		

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer Managing director, board member, head	10
of an authority etc.	2
Area manager, works manager, plant mana-	
ger, branch manager, head of public office Department head, group head, team leader	4
Other salaried staff, civil servant,	12
	38
.ecturer, teacher Trainee	2
Other position	4
Student	4
Housewife/man DId-age pensioner	4 18
Other not gainfully employed	3
10	% 15 42 43
Follow-up business	%
	42
	16
	42
orschung GmbH, Dortmund	
ntend to buy at later date res no maybe Conducted by: Gelszus Messe-Markt-	4

# bautec (2010) ----- Berlin

41

## Basic data trade visitors

Total number of visitors	49 186
Proportion of trade visitors	83%
Region of residence	%
up to 50 km more than 50 km up to 100 km	66
more than 100 km up to 300 km	1
over 300 km	16
Total Germany	92
Baden- North Rhine- Württemberg 2 Westphalia	:
Bavaria 1 Rhineland-	4
Berlin 53 Palatinate	
Brandenburg 29 Saarland	
Bremen - Saxony Hamburg 1 Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 2 Thuringia Lower Saxony 3	
Rest of Europe Middle East other countries	18 33 12
<b>Position in the company/organisation</b> Entrepreneur, partner, self-employed Managing director, board member,	% 39
Managing director, board member, head of an authority etc. Senior department head, other employee	(
with managerial responsibility	
Department head, group head	1
Other salaried staff/public service Skilled worker	1
Lecturer, teacher, scientific assistant	
Trainee	
Other position Student	
Other not gainfully employed	
Frequency of visits to exhibition	9
	3
2006	2
2004 Earlier events	19
carrier events	10

#### 2008 2006 2004 Earlier events First visit

#### Economic sector % Industry à Construction industry 31 Other skilled trades Retail trade/building materials trade Wholesale/foreign trade 3 Building owner Authority/public services Architect's, planner's, engineer's office 17 Other service Research/science Association/guild/chamber Universities Other sectors Student Other not gainfully employed 3 L. C. State and Leader of

Additional data trade visitors

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 30 27 20 14 7 2
Other not gainfully employed	2
Area of responsibility Management	% 26 8
Research/development/design Planning/work preparation	24
Manufacture/production	12
Production, quality control	4 9 4
Buying/procurement	9
Finance/accounting, controlling	
Information, communication technology Administration/organisation/personnel/	(EDP) 3
social welfare/training	3
Marketing/sales/advertising/PR	3
Storage/material management/logistics/	-
transport	3
Maintenance/repairs	10
Other area	14
Student	7
Other not gainfully employed	2

Size o	f cor	npany/o	rganisation:	
Numbe	er of	employe	es:	
1-	4	33	500 -	999
5-	9	11	1 000 -	9 999
10-	49	18	10 000 ar	nd more
50-		5		Student
100-1		6	other not o	ainfully
200-4	99	7	er	nployed

Length o	of stay				%
1. Length	of stay	(days):			
one	84	three	2	five	1
two	13	four			
2. Averag	e lengtł	n of stay		1,2	days
3. Share	of visito	rs on the e	vent's	days:	%
1st day	27	3rd day	29	5th day	17
2nd da	v 24	3rd day 4th day	23	sen aay	

Conducted by: Hopp & Partner, Berlin

%

4

4

# belektro (2010) -----> Berlin

Basic data trade visitors

#### Additional data trade visitors

Student

Other not gainfully employed

Total number of visitors	14 576
Proportion of trade visitors	<b>96</b> %
Region of residence	%
up to 50 km	64
more than 50 km up to 100 km	11
more than 100 km up to 300 km	19
over 300 km	6
Total Germany	98
Baden- North Rhine-	
Württemberg 1 Westphalia	1
Bavaria 2 Rhineland-	
Berlin 47 Palatinate	
Brandenburg 32 Saarland	
Bremen - Saxony	5
Hamburg - Saxony-Anhalt	5
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania 4 Thuringia	1
Lower Saxony 1	
Total Foreign	2
of which EU	80
Rest of Europe	20
other countries	
Position in the company/organisation	%
Entrepreneur, partner, self-employed	21
Managing director, board member,	-
head of an authority etc.	3
Senior department head, other employee	
with managerial responsibility	1
Department head, group head Other salaried staff/public service	9 14
Skilled worker	14
Lecturer, teacher, scientific assistant	2
Trainee	24
Other position	1
Student	6
Other not gainfully employed	2
Frequency of visits to exhibition	%
2008	42
2006	30
2003	21
e la la companya de l	

Economic sector	9 1
Energy supplies Industry	1
Wholesale trade	
Retail trade	
Skilled trades	3
Logistics and transportation Education/science/research	
Training and further training	
Planning, technical consultants	
Architects	
Other private service providers	
Other public services/administration Other sectors	
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	9 1
Decisively Collectively	3
In an advisory capacity	2
No	2
Student	
Other not gainfully employed	
Area of responsibility	9
Management	2
Research/development/design	2
Planning/work preparation Manufacture/production	1
Production, quality control	
Buying/procurement	1
Finance/accounting, controlling	
Information, communication technology (E Administration/organisation/personnel/	DP)
social welfare/training	
Marketing/sales/advertising/PR	
Storage/material management/logistics/	
transport	2
Maintenance/repairs Other area	2
Student	2
Other not gainfully employed	
Size of company/organisation:	
Number of employees:	9
1-4 23 500- 999	
5-9 14 1 000-9 999	1
10-49 16 10 000 and more	
E0 00 C C Lot	
50-99 6 Student	
50-99         6         Student           100-199         6         other not gainfully           200-499         7         employed	

1. Length one	of stay 88	(days): two	7	three	5
2. Averag	e lengtl	n of stay		1,2	days
3. Share 1st day	of visito / 36	rs on the 2nd day	event's 46	days: 3rd day	% 35
Conduct	ed by:	Hopp & P	artner,	Berlin	

24 40

Cormany		7%
	(total)	22
of which Nielsen 1	20 Nielsen 4	1
Bremen	20 <u>Nielsen 4</u> 2 Bavaria	1
Hamburg	5 <u>Nielsen 5+6</u>	30
Lower Sax		24
Schleswig		
Nielsen 2	10 Mecklenburg- ne-Westph. 10 West Pommerania	
Nielsen 3 Hesse		-
		2
Saarland		
Nielsen 3 Baden-Wi	irttemberg 10	
	3	78
Foreign ( of which	total)	7
	EU	64
	Other european countries	1
	Africa	
	North America	4
	South and Central America	(
	Middle East	
	South-, East-, Central Asia	
	Australia	-
Distance	to home	%
up to 50	km	
	n 50 km up to 100 km	
more than	n 100 km up to 300 km	1
over 300	km	88
	with the highest visitor shares	%
Countries	man are ingriese visitor shares	7
Spain	-	13
Spain Netherlan	-	13
Spain Netherlan France	-	13
Spain Netherlan France Italy	ds	13
Spain Netherlan France	ds	13
Spain Netherlan France Italy United Kin	ds ngdom <b>y of visits to trade fair</b>	13
Spain Netherlan France Italy United Kin Frequenc Previous e	ds ngdom <b>y of visits to trade fair</b> event	1 1 9 3
Spain Netherlan France Italy United Kin Frequenc Previous e Earlier eve	ds ngdom <b>y of visits to trade fair</b> event	13 1 3 3
Spain Netherlan France Italy United Kin Frequenc Previous e	ds ngdom <b>y of visits to trade fair</b> event	13 1 1 2 2 3
Spain Netherlan France Italy United Kin Frequenc Previous e Earlier ever First visit	ds ngdom <b>y of visits to trade fair</b> event	1: 1 1 3 3 4
Spain Netherlan France Italy United Kiu Frequence Previous e Earlier eve First visit Average	ds ngdom y of visits to trade fair event ents length of stay 2,0 d	1 1 3 3 4
Spain Netherlan France Italy United Kii Frequenc Previous o Earlier evo First visit Average Influence decisions	ds ngdom y of visits to trade fair event event ents length of stay 2,0 d on purchasing/procurement	1: 1 3: 3: 4: <b>ay</b> 9
Spain Netherlan France Italy United Kii Frequenc Previous e Earlier eve First visit Average Influence decisions Decisively	ds ngdom y of visits to trade fair event ents length of stay 2,0 d on purchasing/procurement	1: 1 1 34 34 4: 8 4: 8 4: 8 4: 8 4: 8 4: 8 4:
Spain Netherlan France Italy United Kii Frequenc Previous e Earlier ew First visit Average Influence decisions Decisively Collective	ds ngdom y of visits to trade fair event ents length of stay 2,0 d on purchasing/procurement	1: 1 34 4: 8 4: 8 4: 8 4: 8 4: 8 4: 8 4: 8 4
Spain Netherlan France Italy United Kii Frequenc Previous & Earlier evv First visit Average Influence decisions Decisively Collective In an adv	ds ngdom y of visits to trade fair event ents length of stay 2,0 d on purchasing/procurement	1: 1: 1: 34 34 4: 34 4: 34 34 4: 34 31 10
Spain Netherlan France Italy United Kii Frequenc Previous e Earlier eve First visit Average Influence decisions Decisively Collective	ds ngdom y of visits to trade fair event ents length of stay 2,0 d on purchasing/procurement	1: 1 34 4: 8 4: 8 4: 8 4: 8 4: 8 4: 8 4: 8 4

Trade visitors' profile

Visitors (number of entries)

FRUIT LOGISTICA -----> Berlin

58 020

4

1

200-499

#### 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 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 16 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 Fruit and vegetable growers Importers, exporters Industry 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 services Authority/public services Association, society, institution, organisation Research, apprenticeship, training Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 15 500 - 999 5- 9 14 1 000 and more 25 10- 49 Student 50-199 18 7 Other not gainfully

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## **Import Shop Berlin**

## Private visitors' profile

0/\_

29

7

10

Q

2

19

6

1

%

35

15

۵

5

1

%

32

24

7

Λ

5

Λ

%

5

10

4

1

employed

Visitors (number of	entries)	38 724
Proportion of private	e visitors	<b>89</b> %
Germany (total)		98
of which Nielsen 1	1 Nielsen 4	
Bremen	- Bavaria	
Hamburg	- Nielsen 5+6	97
Lower Saxony	1 Berlin	76
Schleswig-Holstein	- Brandenburg	20
Nielsen 2	1 Mecklenburg-	20
North Rhine-Westph.	1 West Pommer	ania 1
Nielsen 3a	1 Saxony-Anhalt	-
Hesse	- Nielsen 7	1
Rhineland-Palatinate	<ul> <li>Thuringia</li> </ul>	
Saarland	- Saxony	1
Nielsen 3b	-	
Baden-Württemberg	-	
<b>Foreign (total)</b> of which		2
EU		64
Other coun	tries	36
Distance to home		%
up to 50 km		90
more than 50 km up		4
more than 100 km up over 300 km	to 300 km	3
		3
Frequency of visits t	o trade fair	%
Previous event		49
Earlier events		63
First visit		18
Sex		%
Male		14
Female		86
Size of household		%
1 person		24
2 persons		45
3 persons		17 10
4 persons		4
5 persons and more		4
Age		%
up to 20 years	-	6 11
over 20 up to 30 year over 30 up to 40 year		7
over 40 up to 50 year		22
over 50 up to 60 year	5	25
see. So up to so yeur		
over 60 up to 70 year	S	23

Earlier events

First visit



# InnoTrans ----> Berlin

## Trade visitors' profile

Position in the company/organization	%	Visito
Entrepreneur, co-owner, freelancer Managing director, board member, boad of an authority etc.	9 2	Propo
head of an authority etc. Area manager, works manager, plant mana-		Germa
ger, branch manager, head of public office	1	of whi
Department head, group head, team leader	7	Nielsei
Other salaried staff, civil servant,	'	Breme
skilled worker	34	Hambu
Lecturer, teacher	6	Lower
Trainee	1	Schles
Other position	4	Nielsei
Student	9	North
Housewife/man	3	Nielsei
Old-age pensioner	22	Hesse
Other not gainfully employed	2	Rhinel
other not gainfully employed	2	Saarla
Buying and ordering capacity	%	Nielsei
Purchase or order made or intended at the exhibition	70	Baden
yes	94	Foreig
no	3	of whi
maybe	4	0. 111
Follow-up business	%	
Intend to buy at later date		
yes	36	
no	24	
maybe	40	Distan
Conducted by: Hopp & Partner, Berlin		up to more t more t over 3
		Count
		Austria Switze France Czech Poland
		Freque

		ries)	126 110
Proportion of trad	e vis	itors	<b>96</b> %
Germany (total)			62
of which			
Nielsen 1	14	Nielsen 4	12
Bremen	1	Bavaria	12
Hamburg	2	Nielsen 5+	
Lower Saxony	8	Berlin	20
Schleswig-Holstein	2	Brandenbu	rg 10
Nielsen 2	11	Mecklenbu	g-
North Rhine-Westph	i. 11	West Pomr	nerania 2
Nielsen 3a	8	Saxony-Anl	nalt 4
Hesse	6	Nielsen 7	13
Rhineland-Palatinate	2	Saxony	11
Saarland	11	Thuringia	2
Nielsen 3b	7		-
Baden-Württemberg			
Foreign (total)			38
of which EU			67
Other eu	ropea	n countries	17
South-, E	ast-,	Central Asia	6
North An			5
Other co	untrie	S	5
Distance to home			%
up to 50 km			16
more than 50 km u			2
more than 50 km u more than 100 km			
more than 50 km u more than 100 km			2
more than 50 km u more than 100 km over 300 km	up to	300 km	2 18 65
more than 50 km u more than 100 km over 300 km <b>Countries with the</b> Austria	up to	300 km	2 18 65
more than 50 km u more than 100 km over 300 km <b>Countries with the</b> Austria	up to	300 km	2 18 65 ares %
more than 50 km u more than 100 km over 300 km <b>Countries with the</b> Austria Switzerland	up to	300 km	2 18 65 ares % 10
more than 50 km u more than 100 km over 300 km Countries with the Austria Switzerland France	up to	300 km	2 18 65 <b>ares %</b> 10 10
more than 50 km u more than 100 km over 300 km Countries with the Austria Switzerland France Czech Republic	up to	300 km	2 18 65 ares % 10 10 9
more than 50 km u more than 100 km over 300 km Countries with the Austria Switzerland France Czech Republic Poland	highe	300 km est visitor sh	2 18 65 ares % 10 10 9 7
more than 50 km u more than 100 km over 300 km Countries with the Austria Switzerland France Czech Republic Poland Frequency of visits	highe	300 km est visitor sh	2 18 65 10 10 9 7 6
more than 50 km u more than 100 km over 300 km Countries with the Austria Switzerland France Czech Republic Poland Frequency of visites Previous event	highe	300 km est visitor sh	2 18 65 10 10 9 7 6 % 39
more than 50 km u more than 100 km over 300 km Countries with the Austria Switzerland France Czech Republic Proland Frequency of visits Previous event Earlier events	highe	300 km est visitor sh	2 18 65 10 10 9 7 6 %
more than 50 km u more than 100 km over 300 km	hight hight	300 km est visitor sh trade fair	2 18 65 10 10 9 7 6 6 % 39 36
more than 50 km u more than 100 km over 300 km Countries with the Austria Writzerland France Czech Republic Proland Frequency of visits Frequency of visits Earlier events First visit Average length of	highe s to t	300 km est visitor sh rrade fair	2 18 65 ares % 10 10 9 9 7 6 % 39 36 36 46 4 6 <b>1,6 days</b>
more than 50 km u more than 100 km over 300 km Countries with the Austria Switzerland France Czech Republic Poland Frequency of visits Previous event Earlier events First visit	highe s to t	300 km est visitor sh rrade fair	2 18 65 ares % 10 10 9 9 7 6 % 39 36 36 46 4 6 <b>1,6 days</b>
more than 50 km u more than 100 km over 300 km Countries with the Austria Switzerland France Czech Republic Poland Frequency of visits Previous event Earlier events First visit Average length of Influence on purch	highe s to t	300 km est visitor sh rrade fair	2 18 65 10 10 9 7 6 % 39 36 46 46 <b>1,6 days</b>
more than 50 km u more than 100 km over 300 km Countries with the Austria Switzerland France Czech Republic Poland Frequency of visits Previous event Earlier events First visit Average length of Influence on purch decisions Decisively	highe s to t	300 km est visitor sh rrade fair	2 18 65 10 10 9 7 6 6 % 39 36 46 1,6 days
more than 50 km u more than 100 km over 300 km Countries with the Austria Writzerland France Czech Republic Poland Frequency of visits Frequency of visits Earlier events First visit Average length of Influence on purch decisions Decisively Collectively	higher stot	300 km est visitor sh rrade fair	2 18 65 10 10 9 7 6 % 39 36 46 <b>1,6 days</b> ent % 12
more than 50 km u more than 100 km over 300 km Countries with the Austria Switzerland France Czech Republic Poland Frequency of visitt Frevious event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively In an advisory capa	higher stot	300 km est visitor sh rrade fair	2 18 65 10 10 9 7 6 % 39 36 46 46 <b>1,6 days</b> int % 12 30 32
more than 50 km u more than 100 km over 300 km Countries with the Austria Switzerland France Czech Republic Poland Frequency of visits Errevious event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively	higher stot	300 km est visitor sh rrade fair	2 18 65 10 10 9 7 6 % 39 36 46 46 <b>1,6 days</b> *nt % 12 30

Area of responsibility	%
Management Research/development/design	9 19
Manufacturing, production, quality control	12
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	4
Organization, personnel, administration	2
Sales	9 2
Marketing, advertising, PR Logistics: storage, material management,	2
transport	4
Maintenance/repairs	12
Other area	12
Student	7
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant mana-	0
ger, branch manager, head of public office	11
Department head, group head, team leader	22
Other salaried staff, civil servant,	
skilled worker	37
Lecturer, teacher	2
Trainee	3
Other position Student	4
Other not gainfully employed	2
	_
Economic sector	%
Industry Skilled trades	43
Retail trade	1
Wholesale/foreign trade	1
Service	29
Politics, public administration	4
Association/guild/chamber	1
Research/science	2
School, university, education	1
Media Other sectors	6
Student	7
Other not gainfully employed	2
Size of company/organization:	
and the second	0/

1-	4	5	500 - 999	7
5-	9	3	1 000 and more	42
10-	49	11	Student	7
50-	199	14	Other not gainfully	
200-	499	11	employed	2

# 

## Trade visitors' profile

Visitors (number o			
Proportion of trade visitors			
Germany (total)			100
of which Nielsen 1	10	Nieless 4	
	10	Nielsen 4 Bavaria	8
Bremen	-	barana	
Hamburg	2	Nielsen 5+6	47
Lower Saxony	5	Berlin	32
Schleswig-Holstein	3	Brandenburg	10
Nielsen 2	14	Mecklenburg-	
North Rhine-Westpl			
Nielsen 3a	11	Saxony-Anha	
Hesse	4	Nielsen 7	6
Rhineland-Palatinat		Saxony	4
Saarland	2	Thuringia	1
Nielsen 3b	5		
Baden-Württemberg	1 5		
buden mantemberg	, ,		
	, ,		%
Distance to home	, ,		
Distance to home up to 50 km	, -	100 km	37
Distance to home up to 50 km more than 50 km u	ip to		37
Distance to home up to 50 km	ip to		37 3 19
Distance to home up to 50 km more than 50 km u more than 100 km over 300 km	p to up to	300 km	37 3 19 41
Distance to home up to 50 km more than 50 km u more than 100 km	p to up to	300 km	37 3 19 41 %
Distance to home up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visit	p to up to	300 km	37 3 19 41 % 34
Distance to home up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visit Previous event	p to up to	300 km	37 3 19 41 % 34 40
Distance to home up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visit Previous event Earlier events	up to up to s to 1	300 km trade fair	% 37 3 19 41 % 34 40 47 <b>1,3 days</b>
Distance to home more than 50 km u more than 100 km over 300 km Frequency of visit Previous event Earlier events First visit Average length of Influence on purcl	ip to up to s to t	300 km rade fair	37 3 19 41 % 34 40 47 <b>1,3 days</b>
Distance to home more than 50 km u more than 50 km u more than 100 km over 300 km Frequency of visit Previous event Earlier events First visit Average length of	ip to up to s to t	300 km rade fair	37 3 19 41 % 34 40 47 <b>1,3 days</b> t
Distance to home more than 50 km u more than 100 km over 300 km Frequency of visit Previous event Earlier events First visit Average length of Influence on purcl	ip to up to s to t	300 km rade fair	37 3 19 41 % 34 40 47 <b>1,3 days</b> t
Distance to home up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visit Previous event Earlier events First visit Average length of Influence on purcl decisions	ip to up to s to t	300 km rade fair	37 3 19 41 % 34 40 47 <b>1,3 days</b> t <b>1,3 days</b>
Distance to home more than 50 km u more than 100 km over 300 km Frequency of visit Previous event Earlier events First visit Average length of Influence on purcl decisions Decisively	p to up to s to t f stay	300 km rade fair	37 3 19 41 % 34 40 40 47 <b>1,3 days</b> t <b>1,3 days</b> t
Distance to home more than 50 km u more than 50 km u more than 100 km over 300 km Frequency of visit Frequency of visit Frequency of visit Earlier events First visit Average length of Influence on purcl decisions Decisively Collectively	p to up to s to t f stay	300 km rade fair	37 3 19 41 % 34 40 47 <b>1,3 days</b>

Area of responsibility	%
Management	15
Research/development/design	2
Manufacturing, production, quality control	
Buying/procurement	2
Finance/accounting, controlling	ē
Information and communication technology	19
Organization, personnel, administration	22
Sales	10
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area	16
Student	-
Position in the company/organization	%
Head of department, senior civil servant	1
Lord Mayor, department head, treasurer,	
head of division	- 5
Head of public office, department head	- 5
Department manager, subdivision manager, head of division, section head, subject head	
head of division, section head, subject head	19
Commercial clerk, desk officer	15
Other salaried public service employee	19
Member of the board, managing director,	
owner	
Area manager, authorized signatory	2
Department head, group head	
Commercial clerk, skilled worker	2
Lecturer, teacher	1
Trainee	
Other professional positions in the private	
sector	5
Student	
Other not gainfully employed	
	_
Economic sector	%
Regional administration	2!
Local government, city council	23
Federal administration	13
Private industry	13
Service	1
Educational/training institutions, academy	4
Politics (municipal)	1
Politics (regional)	
Politics (federal)	
Associations, societies, unions, foundations	1
Other sectors	(
Size of company/organization:	
Number of employees	%
1- 4 5 200 - 499	19
5-93500-999	12
10- 49 7 1 000 and more	10

		employees		%
1-	4	5	200 - 499	19
5-	9	3	500 - 999	12
10-	49	7	1 000 and more	40
50-	199	13	Student	2

Conducted by: Wissler & Partner, Basel

# International Green Week (2011) ------> Berlin

## All visitors' profile

## Trade visitors' profile

Germany (total) of which <u>Vielsen 1</u> 8 <u>Nielsen 4</u> Jremen - Bavaria	
Nielsen 1 8 Nielsen 4	97
	-
	3
	3
Hamburg - <u>Nielsen 5+6</u>	72
ower Saxony 6 Berlin	38
Schleswig-Holstein 2 Brandenburg	23
Vielsen 2 3 Mecklenburg-	
North Rhine-Westph. 3 West Pommerania	
<u>Vielsen 3a</u> 2 Saxony-Anhalt	7
lesse 2 <u>Nielsen 7</u>	10
Rhineland-Palatinate 1 Saxony	7
Saarland - Thuringia	3
Vielsen 3b 1	
Baden-Württemberg 1	
Foreign (total)	3
of which Other european countries	26
Other countries	18
EU	56
20	50
Distance to home	%
ip to 50 km	49
nore than 50 km up to 100 km	8
nore than 100 km up to 300 km	25
over 300 km	18
Country with the highest visitor share	%
Poland	9
Sector to the second second sector	0/
Position in the company/organisation	%
ntrepreneur, co-owner, freelancer	10
Managing director, board member,	
nead of an authority etc.	2
Area manager, works manager, plant mana	
ger, branch manager, head of public office	1
Department head, group head, team leader Dther salaried staff, civil servant,	4
skilled worker	33
	4
	5
ecturer, teacher	
ecturer, teacher Trainee	
.ecturer, teacher Trainee Dther position	
Lecturer, teacher Frainee Other position Student	4
ecturer, teacher 'rainee Dther position Student	
ecturer, teacher irainee Dther position Student Dther not gainfully employed Frequency of visits to exhibition	12 26 %
ecturer, teacher Trainee Other position Student Other not gainfully employed	12
ecturer, teacher irainee Dther position Student Dther not gainfully employed Frequency of visits to exhibition	12 26 %
ecturer, teacher rainee Dther position tudent Dther not gainfully employed Frequency of visits to exhibition 2010	12 26 % 37
Lecturer, teacher Trainee Dther position Student Dther not gainfully employed Frequency of visits to exhibition 2010 2009	12 26 % 37 34
ecturer, teacher rainee 2ther position tudent 2ther not gainfully employed Frequency of visits to exhibition 2010 2009	12 26 % 37 34 31

/isitors (number of	ent	ries)	424 176
Proportion of trade	visi	tors	23%
Germany (total)			94
of which <u>Vielsen 1</u> Bremen Hamburg Jower Saxony Schleswig-Holstein <u>Vielsen 2</u> Vorth Rhine-Westph. <u>Vielsen 3a</u> Hesse	11 - 1 8 3 4 4 3 1	Nielsen 4 Bavaria Nielsen 5+6 Berlin Brandenburg West Pomme Saxony-Anha Nielsen 7	rania 5
Rhineland-Palatinate Saarland <u>Vielsen 3b</u> Baden-Württemberg	1 1 2 2	Saxony Thuringia	7
F <b>oreign (total)</b> of which			6
EU		n countries	59 29 12
Distance to home up to 50 km nore than 50 km up nore than 100 km up over 300 km	to 1 o to	00 km 300 km	% 45 7 22 26
Frequency of visits 2010 2009 2008	32 28 26	2007 Earlier events First visit	42
Average length of s			1,5 days
influence on purcha Jecisions Decisively Collectively n an advisory capaci No Student Dther not gainfully er	ty		t 18 19 13 23 18 9

Area of responsibility	%
Management	18
Research/development/design	5
Manufacturing, production, quality control	23
Buying/procurement	9
Finance/accounting, controlling	5
Information and communication technology	3
Organisation, personnel, administration	10
Marketing/sales/advertising/PR	8
Logistics: storage, material management,	_
transport	5
Maintenance/repairs	3
Other area Student	21 18
Other not gainfully employed	9
other not gainfully employed	9
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member, head of a	an
authority etc.	4
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	1
Department head, group head, team leader	4
Other salaried staff, civil servant,	~~
skilled worker	22
Lecturer, teacher	7
Trainee	12
Other position Student	4 18
Other not gainfully employed	9
other not guintary employed	
Economic sector	%
Food, drinks and tobacco	14
Agriculture and forestry	18
Retail trade	9
Catering trade (restaurants, hotels and guest	
houses)	7
Wholesale/foreign trade	3
Horticulture, landscape gardening	6
Other service company	10
Other industry	3
Authorities, public facilities, associations School, technical college, university	8
Other sectors	9
Student	9 19
Other not gainfully employed	19
	0
Size of company/organisation:	
Number of employees	%
1- 4 20 500 - 999	4
5- 9 8 1 000 and more	7
50- 199 17 Student	18
200- 499 5 Other not gainfully	
employed	9

## Private visitors' profile

Proportio	n of privat	e v	isitors	77%
Germany of which	(total)			98
Nielsen 1		8	Nielsen 4	3
Bremen			Bavaria	3
Hamburg		-	Nielsen 5+6	74
Lower Sa	ronv		Berlin	39
Schleswig		5 2 2	Brandenburg	24
Nielsen 2	noistein	2	Mecklenburg-	
	ne-Westph.	2	West Pommeran	ia 5
Nielsen 3		2	Saxony-Anhalt	7
Hesse	-	2	Nielsen 7	10
Rhineland	-Palatinate	1	Saxony	7
Saarland		-	Thuringia	3
Nielsen 3	b	1		
Baden-Wi	irttemberg	1		
Foreign ( of which	total)			2
or which	EU			53
			n countries	22
	Other cour	ntrie	s	25
Distance	to home			%
up to 50	km			51
more than	n 50 km up	to	100 km	8
	n 100 km u	o to	300 km	26
over 300	кш			16
Frequenc	y of visits	to e	exhibition	%
Frequenc 2010		to e	exhibition	%
<b>Frequenc</b> 2010 2009		to e	xhibition	% 38 36
<b>Frequenc</b> 2010 2009 2008		to e	exhibition	% 38 36 33
<b>Frequenc</b> 2010 2009 2008 2007	y of visits	to e	xhibition	% 38 36 33 29
<b>Frequenc</b> 2010 2009 2008 2007 Earlier eve	y of visits	to e	exhibition	% 38 36 33 29 44
<b>Frequenc</b> 2010 2009 2008 2007	y of visits	to e	whibition	% 38 36 33
Frequenc 2010 2009 2008 2007 Earlier eve First visit Sex	y of visits	to e	whibition	% 38 36 33 29 44 30
Frequenc 2010 2009 2008 2007 Earlier eve First visit	y of visits	to e	exhibition	% 38 36 33 29 44 30 % 58
Frequenc 2010 2009 2008 2007 Earlier eve First visit Sex Male	y of visits	to e	exhibition	% 38 36 33 29 44 30 % 58 42
Frequenc 2010 2009 2008 2007 Earlier eve First visit Sex Male Female	y of visits	to e	exhibition	% 38 36 33 29 44 30 58 42 %
Frequenc 2010 2009 2008 2007 Earlier eve First visit Sex Male Female Size of he	y of visits	to e	exhibition	% 38 36 33 29 44 30 % 58 42 % 17
Frequenc 2010 2009 2008 2007 Earlier eve First visit Sex Male Female Size of h 1 person 2 persons 3 persons	y of visits ents ousehold	to e	exhibition	% 38 36 33 29 44 30 58 42 % 17 48 17
Frequenc 2010 2009 2008 2007 Earlier eve First visit Sex Male Female Size of h 1 persons 3 persons 3 persons	y of visits ents ousehold	to e	exhibition	% 38 36 33 29 44 30 58 42 % 17 48 17 12
Frequenc 2010 2009 2008 2007 Earlier eve First visit Sex Male Female Size of h 1 persons 3 persons 3 persons	y of visits ents ousehold	to e	exhibition	% 38 36 33 29 44 30 58 42 % 17 48 17
Frequenc 2010 2009 2008 2007 Earlier eve First visit Sex Male Female Size of h 1 person 2 persons 3 persons 4 persons 5 persons	y of visits ents ousehold and more	to e	exhibition	9% 388366333 33663333 333329 44 302 9% 48430 177 172 66 9%
Frequenc 2010 2009 2008 2007 Earlier eve First visit Sex Male Female Size of h 1 person 3 persons 3 persons 5 persons	y of visits and more vears		exhibition	9% 388366333 3333333333 2929 44 300 588363 422 9% 422 422 9% 422 422 9% 9% 99 99 99
Frequenc 2010 2009 2008 2007 Earlier eve First visit Sex Male Female Size of h 1 person 3 persons 3 persons 5 persons	y of visits and more vears		exhibition	% 388366333 33336629 29229 444366 588565 422 % 428457 177 122 6 6 % 9 9 9 9 9 133
Frequenc 2010 2009 2008 2007 Earlier eve First visit Sex Male Female Size of h 1 person 2 persons 3 persons 5 persons 4 persons 5 persons 4 persons 5 persons	y of visits ents ousehold and more years o to 30 years o to 40 years	rs rs	exhibition	% 3836 333 292 44 300 % 588 42 42 % 77 17 17 17 17 12 6 6 % 9 9 9 13 11
Frequenc 2010 2009 2008 2007 Earlier eve First visit Sex Male Female Size of h 1 persons 3 persons 3 persons 5 persons 5 persons Age up to 20 over 20 up over 30 up over 30 up	y of visits ents ousehold and more years o to 30 yeau o to 40 yeau o to 50 yeau	rs rs rs	exhibition	% 383 36 333 36 333 36 37 29 29 29 29 58 42 % 58 42 % 77 17 17 17 12 6 6 % 9 9 9 5 13 11 11 20
Frequenc 2010 2009 2008 2007 Earlier eve First visit Sex Male Female Size of h 1 person 3 persons 4 persons 5 persons 4 persons 5 persons Age up to 20 over 20 uj over 30 uj over 30 uj over 40 uj over 50 uj	y of visits ents ousehold and more years o to 30 years o to 40 years	rs rs rs	exhibition	% 3836 333 292 44 300 % 588 42 42 % 77 17 17 17 17 12 6 6 % 9 9 9 13 11

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head	
of an authority etc.	1
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	
Department head, group head, team leader	4
Other salaried staff, civil servant,	
skilled worker	36
Lecturer, teacher	3
Trainee	2
Other position	4
Student	10
Housewife/man	3
Old-age pensioner	25
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	~~
yes	36
no	26
maybe	38
Follow-up business	%
Intend to buy at later date	
ves	23
no	34
maybe	43
· · · · · · · · · · · · · · · · · · ·	-15
Conducted by: Hopp & Partner, Berlin	

# ITB ----> Berlin

132 348

## All visitors' profile Visitors (number of entries)

#### Germany (total) 76 of which 9 Nielsen 4 Nielsen 1 6 Bremen 1 Bavaria 6 Hamburg 2 Nielsen 5+6 63 47 Lower Saxony 4 Berlin Schleswig-Holstein 1 Brandenburg 14 7 Mecklenburg-Nielsen Ž North Rhine-Westph. 7 West Pommerania 2 Nielsen 3a Saxony-Anhalt 2 7 Hesse Nielsen 7 5 4 Rhineland-Palatinate 2 Saxony 4 Saarland 1 Thuringia 1 Nielsen 3b 3 Baden-Württemberg 3 Foreign (total) 24 of which EU 67 Other european countries 13 Africa 6 South and Central America 2 Middle East 4 South-, East-, Central Asia 6 Other countries 2 Distance to home % 43 up to 50 km more than 50 km up to 100 km 3 more than 100 km up to 300 km 11 over 300 km 43 Countries with the highest visitor shares % Poland 13 Austria 11 Switzerland 5 United Kingdom 5 Spain 4 Position in the company/organization % Entrepreneur, co-owner, freelancer 15 Managing director, board member, head of an authority etc. 6 Area manager, works manager, plant mana-ger, branch manager, head of public office 4 Department head, group head, team leader 10 Other salaried staff, civil servant, skilled worker 26 Lecturer, teacher 4 Trainee 2 Other position 3 Student 18 Other not gainfully employed 13 Frequency of visits to trade fair % Previous event 38 Earlier events 48 36 First visit

## Trade visitors' profile

Proportio	on of trade visitors	57%
Germany	(total)	6
of which	13 Nielsen 4	1
Nielsen 1 Bremen		1
Hamburg	4 <u>Nielsen 5+6</u>	4
Lower Sa		2
Schleswig		
Nielsen 2	13 Mecklenburg-	
	ne-Westph. 13 West Pommer	
Nielsen 3		t
Hesse	6 <u>Nielsen 7</u>	
	l-Palatinate 4 Saxony	
Saarland	1 Thuringia	
Nielsen 3		
Baden-Wi	ürttemberg 6	
Foreign (	total)	3
of which	EU	6
	Other european countries	1
	Africa	
	Middle East	
	South-, East-, Central Asia	
	Other countries	
Distance	Other countries	
Distance up to 50	Other countries to home	Q
up to 50	Other countries to home km	2
up to 50 more thai more thai	Other countries to home km n 50 km up to 100 km n 100 km up to 300 km	9 2 1
up to 50 more thai	Other countries to home km n 50 km up to 100 km n 100 km up to 300 km	9 2 1
up to 50 more than more than over 300	Other countries to home km n 50 km up to 100 km n 100 km up to 300 km	9 2 1 6
up to 50 more than more than over 300	Other countries to home km n 50 km up to 100 km n 100 km up to 300 km km	9 2 1 6 es 9
up to 50 more than more than over 300 Countries	Other countries to home km n 50 km up to 100 km n 100 km up to 300 km km	9 2 1 6 es 9
up to 50 more than more than over 300 Countries Austria Poland	Other countries to home km n 50 km up to 100 km n 100 km up to 300 km km with the highest visitor share	9 2 1 6 9 8 9 1 1
up to 50 more than more than over 300 Countries Austria	Other countries to home km n 50 km up to 100 km n 100 km up to 300 km km with the highest visitor share	9 2 1 6 9 1 1
up to 50 more than over 300 Countries Austria Poland United Kin	Other countries to home km 1 50 km up to 100 km 1 100 km up to 300 km km with the highest visitor share ngdom	9 2 1 6 9 9 1 1
up to 50 more than over 300 Countries Austria Poland United Kii Spain Switzerlar Frequenc	Other countries to home km 1 50 km up to 100 km 1 100 km up to 300 km km with the highest visitor share ngdom nd y of visits to trade fair	9 2 1 6 9 1 1 1
up to 50 more than more than over 300 Countries Austria Poland United Kii Spain Switzerlar Frequenc Previous o	Other countries to home km n 50 km up to 100 km n 100 km up to 300 km km s with the highest visitor share ngdom nd y of visits to trade fair event	9 2 1 6 9 1 1 1 9 3
up to 50 more than more than over 300 Countriess Austria Poland United Kii Spain Switzerlar Frequence Previous o Earlier evi	Other countries to home km n 50 km up to 100 km n 100 km up to 300 km km s with the highest visitor share ngdom nd y of visits to trade fair event	وم 1 6 1 1 1 3 4
up to 50 more than more than over 300 Countries Austria Poland United Kii Spain Switzerlar Frequenc Previous o	Other countries to home km n 50 km up to 100 km n 100 km up to 300 km km s with the highest visitor share ngdom nd y of visits to trade fair event	وم 1 6 1 1 1 3 4
up to 50 more than more than over 300 Countries Austria Poland United Ki Spain Switzerlar Frequenc Previous o Earlier ew First visit	Other countries to home km 1 50 km up to 100 km 1 100 km up to 300 km km with the highest visitor share ngdom nd y of visits to trade fair event ents	2 1 6 1 1 1 3 4 4
up to 50 more than more than over 300 <b>Countries</b> Austria Poland United Kii Spain Switzerlar <b>Frequenc</b> Previous of Earlier evv. First visit <b>Average</b>	Other countries to home km 1 50 km up to 100 km 1 100 km up to 300 km km with the highest visitor share ngdom nd y of visits to trade fair event ents	2 1 6 1 1 1 2,1 day
up to 50 more than more than over 300 <b>Countries</b> Austria Poland United Kii Spain Switzerlar <b>Frequenc</b> Previous of Earlier evv. First visit <b>Average</b>	Other countries to home km 150 km up to 100 km 100 km up to 300 km km with the highest visitor share ingdom ind ty of visits to trade fair event ents length of stay on purchasing/procurement	es 9 1 1 1 1 1 2,1 day
up to 50 more than more than over 300 Countries Austria Poland United Kii Spain Switzerlar Frequenc Previous e Earlier eve First visit Average Influence	Other countries to home km 150 km up to 100 km 100 km up to 300 km km swith the highest visitor share ngdom nd cy of visits to trade fair event ents length of stay on purchasing/procurement	و 2 2 1 6 6 9 1 1 1 1 1 1 2 3 4 4 4 2,1 day
up to 50 more than more than more than over 300 Countries Austria Poland United Ki Spain Switzerlar Frequence Previous of Earlier ev- First visit Average Influenced decisions Decisively Collective	Other countries to home km 150 km up to 100 km 100 km up to 300 km km with the highest visitor share ingdom ad y of visits to trade fair event ents length of stay y on purchasing/procurement ly	9 2 1 6 6 9 1 1 1 1 1 1 2 2 2 2 2 2 2
up to 50 more than more than more than over 300 Countries Austria Poland United Ki Spain Switzerlar Frequence Previous of Earlier ev- First visit Average Influence decisions Decisively Collective In an adv	Other countries to home km n 50 km up to 100 km n 100 km up to 300 km km with the highest visitor share ngdom nd ty of visits to trade fair event ents length of stay on purchasing/procurement	9 2 1 6 9 1 1 1 1 1 3 3 4 4 4 5 7 1 4 9 2 2 2 1 1
up to 50 more than more than more than over 300 Countries Austria Poland United Ki Spain Switzerlar Frequence Previous of Earlier ev- First visit Average Influenced decisions Decisively Collective	Other countries to home km 150 km up to 100 km 100 km up to 300 km km with the highest visitor share ingdom ad y of visits to trade fair event ents length of stay y of purchasing/procurement ly	9 2 1 6 9 1 1 1 1 1 1 2 2,1 day 2 2 2 2 2 2 2 2 1 1
up to 50 more than more than more than over 300 Countries Austria Poland United Ki Spain Switzerlar Frequenc Previous G Earlier ev- First visit Average Influence decisions Decisively Collective In an adv No Student	Other countries to home km 150 km up to 100 km 100 km up to 300 km km with the highest visitor share ingdom ad y of visits to trade fair event ents length of stay y of purchasing/procurement ly	9 2 1 6 9 1 1 1 9 3 4 4 2,1 day

Area of responsibility	%
Management	21
Research/development/design	3
Manufacturing, production, quality control Buying/procurement	2 4
Finance/accounting, controlling	2
Information and communication technology	2
Personnel administration, administration	1
Sales	16
Marketing, advertising, PR	12
Logistics: storage, material management,	
transport	1
Maintenance/repairs	- 10
Other area Student	10 23
Other not gainfully employed	4
	4
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	20
Managing director, board member,	14
head of an authority etc.	11
Area manager, works manager, plant mana-	- 5
ger, branch manager, head of public office Department head, group head, team leader	5 13
Other salaried staff, civil servant,	15
skilled worker	17
Lecturer, teacher	3
Trainee	3
Other position	2
Student	23
Other not gainfully employed	3
Economic sector	%
Tour operator	23
Travel agency	17
Hotel company	9
Tourism organizations	7
Publishing houses/press	6
PR/advertising/consultancy	5
Transport carriers (bus, train, ship and air companies)	4
Travel technology, information and	4
reservation systems	3
Business travel	3
Research institute/educational institution	3
Tourism federations/associations	3
Trade fair organizer/conference and	
congress organizer	3
Vacation property	1
Telecommunication	1
	12
Other sectors	
Other sectors Student	23
Other sectors	
Other sectors Student Other not gainfully employed	23
Other sectors Student Other not gainfully employed Size of company/organization:	23 4
Other sectors Student Other not gainfully employed	23
Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 18 500 - 999 5- 9 11 1 000 and more	23 4 %
Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 18 500 - 999	23 4 % 2
Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 18 500 - 999 5- 9 11 1 000 and more	23 4 % 2 7

## Private visitors' profile

Visitors (number of entries) 1	32 348
Proportion of private visitors	43%
Germany (total) of which5Nielsen 4Nielsen 15Nielsen 4Bremen-BavariaHamburg1Nielsen 5+6Lower Saxony3BerlinSchleswig-Holstein1BrandenburgNielsen 23Mecklenburg-North Rhine-Westph.3Saxony-AnhaltHesse2Nielsen 7Rhineland-Palatinate1SaxonySadend1ThuringiaNielsen 3b1Baden-Württemberg1	<b>95</b> 2 84 62 19 ania 2 1 3 3 1
Foreign (total) of which EU Other european countries Other countries	57 21 23
Country with the highest visitor share	%
Poland	34
Distance to home	%
up to 50 km	71
more than 50 km up to 100 km	5
more than 100 km up to 300 km	10
over 300 km	14
Frequency of visits to trade fair	%
Previous event	37
Earlier events	56
First visit	29
Sex	%
Male	41
Female	59
Size of household	%
1 person	25
2 persons	47
3 persons	15
4 persons	9
5 persons and more	5
Age	%
up to 20 years	4
over 20 up to 30 years	16
over 30 up to 40 years	12
over 40 up to 50 years	21
over 50 up to 60 years	23
over 60 up to 70 years	17
over 70 years	8

Follow-up business	N/A
Buying and ordering capacity	N/A
Other not gainfully employed	2
Old-age pensioner	21
Housewife/man	3
Student	11
Other position	4
Trainee	2
Lecturer, teacher	5
Other salaried staff, civil servant, skilled worker	36
Department head, group head, team leader	6
ger, branch manager, head of public office	2
Area manager, works manager, plant mana-	
Managing director, board member, head of an authority etc.	1
Entrepreneur, co-owner, freelancer	9
Position in the company/organization	%

# DLG Field days -----> Bernburg-Strenzfeld

#### Trade visitors' profile

	472
roportion of trade visitors	<b>97</b> %
ermany (total)	92
which	
ielsen 1 22 Nielsen 4	16
remen - Bavaria	16
amburg - Nielsen 5+6	26
ower Saxony 18 Berlin	1
chleswig-Holstein 3 Brandenburg	4
ielsen 2 7 Mecklenburg-	
orth Rhine-Westph. 7 West Pommerania	
ielsen 3a 11 Saxony-Anhalt	19
esse 7 <u>Nielsen 7</u>	6
nineland-Palatinate 3 Saxony	6
aarland - Thuringia	6
ielsen 3b 7	
aden-Württemberg 7	
anaign (total)	8
oreign (total) <sup>-</sup> which	0
EU	79
Other european countries	16
Other countries	5
other countries	
istance to home	%
o to 50 km	10
ore than 50 km up to 100 km	7
ore than 100 km up to 300 km	35
ver 300 km	48
ountries with the highest visitor shares	%
ustria	13
enmark	13
equency of visits to trade fair	%
revious event	46
arlier events	55
rst visit	34
verage length of stay 1,2	days
fluence on purchasing/procurement	0/
ecisions	%
	39
ecisively	20
ollectively	10
ollectively an advisory capacity	12
ollectively an advisory capacity o	12
ollectively an advisory capacity	

#### rea of responsibility 0/ lanagement 31 esearch/development/design 10 lanufacturing, production, quality control 15 10 iving/procurement ance/accounting, controlling З formation and communication technology 4 rganization, personnel, administration Λ 17 les larketing, advertising, PR 7 ogistics: storage, material management, ansport laintenance/repairs ther area udent ther not gainfully employed 1 osition in the company/organization % ntrepreneur, co-owner, freelancer 36 lanaging director, board member, ead of an authority etc. 10 rea manager, works manager, plant mana-5 er, branch manager, head of public office epartment head, group head, team leader 6 ther salaried staff, civil servant. illed worker 23 ecturer, teacher 2 rainee 4 ther position 3 udent her not gainfully employed 1 conomic sector % 52 gricultural business, company rvice supply agency 2 gricultural contractors, agricultural achinery 10 dustry 10 onsulting, other services 7 niversity/polytechnic 3 uthority/public services 4 ther sectors 2 udent ther not gainfully employed ze of company/organization: umber of employees % 1-4 39 500 - 999 2 5-9 8 1 000 and more 5 10- 49 17 Student 7 50- 199 10 Other not gainfully 200-499 3 employed 1 7 Ń/A

Conducted by: Wissler & Partner, Basel

## **BOATFIT** -----> Bremen

## **Private visitors' profile**

Visitors (number of	ent	ries)	9 761
Proportion of privat	te vi	sitors	91%
Germany (total)			98
of which Nielsen 1	84	Nielsen 4	1
Bremen	26	Bavaria	1
Hamburg	3	Nielsen 5+6	2
Lower Saxony	49	Berlin	1
Schleswig-Holstein	6	Brandenburg	1
Nielsen 2	10	Mecklenburg-	
North Rhine-Westph.	10	West Pommera	ania -
Nielsen 3a	2	Saxony-Anhalt	-
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			16
more than 100 km u	p to	300 km	30
over 300 km			9
Frequency of visits	to t	rado fair	%
2011		luuc luii	34
2010			33
2009			25
2008			16
Earlier events			7
First visit			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 yea	rs		5
over 30 up to 40 yea	rs		9
over 40 up to 50 yea			21
over 50 up to 60 yea			25
over 60 up to 70 yea	rs		26
over 70 vears			11

11

over 70 years

1	Position in the company/organization	%
	Entrepreneur, co-owner, freelancer	16
6	Managing director, board member,	3
8	head of an authority etc. Area manager, works manager, plant mana-	5
•	ger, branch manager, head of public office	4
1	Department head, group head, team leader	8
1	Other salaried staff, civil servant,	
2 1	skilled worker	21
1	Lecturer, teacher Trainee	4
·	Other position	4
- 1	Student	3
-	Housewife/man	1
1	Old-age pensioner	32
1	Other not gainfully employed	4
_	Buying and ordering capacity Purchase or order made or intended at the exhibition	%
2	yes	62
_	no	17
6	maybe	21
5 6	Follow-up business	%
0	Intend to buy at later date	/0
9	yes	40
_	no	17
6	maybe	43
4 3 5 6	Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	
7		
9		
6		
2		
8		
% 8		
9		
9 3 3 7		
3		
7		
6		
4		
5		
0		

## **Bremen Classic Motorshow**

## Private visitors' profile

isitors (number of entries) 33	7 471
roportion of private visitors	<b>94</b> %
ermany (total)	95
which	1
ielsen 1 85 <u>Nielsen 4</u> remen 19 Bavaria	1
	2
amburg 5 <u>Nielsen 5+6</u> ower Saxony 53 Berlin	1
chleswig-Holstein 8 Brandenburg	
ielsen 2 10 Mecklenburg-	
orth Rhine-Westph. 10 West Pommeran	ia -
ielsen 3a 2 Saxony-Anhalt	
esse 1 Nielsen 7	1
hineland-Palatinate - Saxony	
aarland - Thuringia	
ielsen 3b -	
aden-Württemberg -	
oreign (total) which	5
EU	87
Other countries	13
ountries with the highest visitor shares	%
enmark	33
etherlands	21
weden	18
istance to home	%
o to 50 km	33
ore than 50 km up to 100 km	16
ore than 100 km up to 300 km	43
ver 300 km	9
requency of visits to trade fair	%
011	47
010	43
009	37
arlier events	23
rst visit	24
ex	%
ale	85
emale	15
ze of household	%
person	15
persons	48 16
persons	15
persons persons and more	7
qe	%
	5
o to 20 years	
o to 20 years ver 20 up to 30 years	17
o to 20 years ver 20 up to 30 years ver 30 up to 40 years	12
o to 20 years ver 20 up to 30 years ver 30 up to 40 years ver 40 up to 50 years	28
o to 20 years ver 20 up to 30 years ver 30 up to 40 years	12 28 25 17



# fish international -----> Bremen

## Trade visitors' profile

	~
Position in the company/organization	%
ntrepreneur, co-owner, freelancer	15
Aanaging director, board member, lead of an authority etc.	5
area manager, works manager, plant mana-	
ger, branch manager, head of public office	4 10
Department head, group head, team leader Other salaried staff, civil servant.	10
killed worker	26
ecturer, teacher	20
rainee	2
other position	6
itudent	4
lousewife/man	1
Did-age pensioner	20
Other not gainfully employed	5
	-
Buying and ordering capacity	%
Purchase or order made or intended	
t the exhibition	
es	51
0	20
naybe	29
ollow-up business	%
ntend to buy at later date	
es	26
0	25
naybe	49
onducted by: Gelszus Messe-Markt-	
orschung GmbH, Dortmund	
sociality on any portinuna	

Visitors (number of en	tries)	5 757
Proportion of trade vis	itors	<b>92</b> %
Germany (total) of which		82
Nielsen 1 70		4
Bremen 20		4
Hamburg 5		6
Lower Saxony 39		1
Schleswig-Holstein 7 Nielsen 2 10	Brandenburg	1
Nielsen 2 10 North Rhine-Westph. 10		ania 4
Nielsen 3a 5	Saxony-Anhalt	illid 4
Hesse 3	Nielsen 7	2
Rhineland-Palatinate 2	Saxony	1
Saarland -	Thuringia	1
Nielsen 3b 2		
Baden-Württemberg 2		
Foreign (total) of which		18
EU		71
Other europea		16
Other countrie	es	12
Distance to home		%
up to 50 km	100 1	21 16
more than 50 km up to more than 100 km up to	100 Km	34
over 300 km	500 Kill	29
Countries with the high	est visitor share	s %
Denmark		18
Netherlands		16
Frequency of visits to	trade fair	%
2010		31
2008		25
2006		19
Earlier events		13
First visit		43
Average length of stay	/ 1,	,2 days
Influence on purchasin	g/procurement	
decisions		%
Decisively		32 32
Collectively In an advisory capacity		32 21
No		11
Student		3
Student		5

Other not gainfully employed

92%	Research/development/design	1
00	Manufacturing, production, quality control	12
82	Buying/procurement	13
	Finance/accounting, controlling	1
4	Information and communication technology	1
4	Organization, personnel, administration	1
6	Sales	24
1	Marketing, advertising, PR	3
1	Logistics: storage, material management,	
	transport	3
i 4	Maintenance/repairs	1
-	Other area	11
2	Student	3
1	Other not gainfully employed	1
1	5 7 1 7	
	Position in the company/organization	%
	Entrepreneur, co-owner, freelancer	27
	Managing director, board member,	
18	head of an authority etc.	9
	Area manager, works manager, plant mana-	-
71	ger, branch manager, head of public office	12
16	Department head, group head, team leader	17
12	Other salaried staff, civil servant,	
12	skilled worker	19
%		2
21	Lecturer, teacher	7
16	Trainee	
34	Other position	5 3
	Student	
29	Other not gainfully employed	1
%	Economic sector	%
18	Catering, communal catering	21
16	Industry	24
	Service	13
%	Press	1
31	Retail trade	14
25	Wholesale trade	16
19	Other sectors	8
13	Student	3
43	Other not gainfully employed	1
lays	Size of company/organization:	
-	Number of employees	%
	1- 4 20 500 - 999	4
%	5- 9 15 1 000 and more	12
32	10- 49 22 Student	3
32	50-199 18 Other not gainfully	1
21		

Area of responsibility

Research/development/design

Management

200- 499	6	employed
Conducted	by: Gelszus	Messe-Markt-
forschung	Cinhu Dort	en un el

forschung GmbH, Dortmund

# HanseLife ----> Bremen

## **Private visitors' profile**

%

Proportion of priv	ate visitors	95%
Germany (total)		100
of which		100
Nielsen 1	99 Niels	en 4
Bremen	48 Bava	
Hamburg	- Niels	en 5+6
Lower Saxony	50 Berlin	1
Schleswig-Holstein		lenburg
Nielsen 2		lenburg-
North Rhine-Westp		Pommerania
Nielsen 3a		ny-Anhalt
Hesse Rhineland-Palatinat	- <u>Niels</u> e - Saxor	
Saarland	e - Saxoı - Thuri	
Nielsen 3b	- 11011	ligia
Baden-Württemberg		
Distance to home		9
up to 50 km		8
more than 50 km i		
more than 100 km	up to 300 k	m 4
	1	
over 300 km		
over 300 km Frequency of visit Previous event		air %
Frequency of visit		air %
Frequency of visit Previous event		
Frequency of visit Previous event Earlier events		air % 4
Frequency of visit Previous event Earlier events First visit Sex Male		air 9 41 61 11 9 31
Frequency of visit Previous event Earlier events First visit Sex		air 9 41 61 11 9 31
Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household		iair 9 44 64 11 9 33 77 9
Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person		air 9 44 66 11 9 33 37 77 9 9
Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons		air 9 41 66 11 9 31 71 71 71 71 71 71 71 71 71 71 71 71 71
Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons		air 9 44 66 11 9 30 31 71 71 9 1 1 5 11 11
Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons	s to trade f	air 9 44 66 11 9 31 77 7 7 7 7 1 1 5 1 1 5 1 1
Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	s to trade f	air 9 4 6 1 9 3 7 7 9 1 5 1 5 1 1
Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and mor Age	s to trade f	air 9 4 6 1 9 3 7 7 9 1 1 5 1 1 5 9
Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 5 persons and mor Age up to 20 years	s to trade f	air 9 4 6 1 9 3 7 7 7 9 1 5 1 5 1 9
Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and mor Age up to 20 years over 20 up to 30 yu	s to trade f	air 9 4 6 1 9 3 7 7 9 1 5 5 1 1 5 9 1 9 1 9 1
Frequency of visit Frevious event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and mor Age up to 20 years over 20 up to 30 yr over 30 up to 40 yr	e e ears	air 9 44 66 11 9 33 70 70 11 5 5 11 11 1 1 1 1 1 1 1 1 1 1 1
Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 5 persons and mor Age up to 20 years over 20 up to 30 yr over 30 up to 30 yr over 40 up to 50 yr	e e ears ears ears	air 9 4 6 1 9 3 3 7 7 7 7 7 7 9 1 5 5 1 1 1 5 9 1 1 5 9 1 1 5 1 1 5 1 1 2 2
Frequency of visit Frevious event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and mor Age up to 20 years over 20 up to 30 yr over 30 up to 40 yr	e e e e e e e e e e e e e e e e e e e	air % 4 6 1 9

Position in the company/organization Entrepreneur, co-owner, freelancer	% 6
Managing director, board member, head of an authority etc. Area manager, works manager, plant mana-	1
ger, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	2 6
skilled worker Lecturer, teacher	36 2
Trainee Other position Student	2 3 6 6
Housewife/man Old-age pensioner	6 22
Other not gainfully employed	3
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	77
no maybe	5 18
Follow-up business Intend to buy at later date	%
yes	23
no	19
maybe	58
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

# RAD + OUTDOOR ------> Bremen

## **Private visitors' profile**

sitors (number of entries) 1	2 141	Position in the company/organization Entrepreneur, co-owner, freelancer	
roportion of private visitors	98%	Managing director, board member,	
		head of an authority etc.	
Germany (total)	99	Area manager, works manager, plant mana-	
of which		ger, branch manager, head of public office	
Nielsen 1 96 Nielsen 4		Department head, group head, team leader	
Bremen 36 Bavaria		Other salaried staff, civil servant,	
Hamburg 1 Nielsen 5+6		skilled worker	
Lower Saxony 58 Berlin		Lecturer, teacher	
Schleswig-Holstein 1 Brandenburg		Trainee	
Nielsen 2 2 Mecklenburg-		Other position	
North Rhine-Westph. 2 West Pommeran	ia -	Student	
Nielsen 3a 1 Saxony-Anhalt		Housewife/man	
Hesse 1 Nielsen 7	1	Old-age pensioner	
Rhineland-Palatinate - Saxony	1	Other not gainfully employed	
Saarland - Thuringia			
Nielsen 3b -		Buying and ordering capacity	
Baden-Württemberg -		Purchase or order made or intended	
		at the exhibition	
Foreign (total)	1	yes	
5 ( )		no	
Distance to home	%	maybe	
up to 50 km	68	· · · · · · · · · · · · · · · · · · ·	
more than 50 km up to 100 km	18	Follow-up business	
more than 100 km up to 300 km	12	Intend to buy at later date	
over 300 km	2	yes	
		no	
Frequency of visits to trade fair	%	maybe	
2011	33	Conducted by: Gelszus Messe-Markt-	
2010	16	forschung GmbH, Dortmund	
2009	13	forschung dinbh, borthlund	
Earlier events	9		
First visit	38		
Sex	%		
Male	62		
Female	38		
Size of household	%		
1 person	18		
2 persons	38		
3 persons	17		
4 persons	17		
5 persons and more	9		
Age	%		
up to 20 years	12		
over 20 up to 30 years	13		
over 30 up to 40 years	12		
over 40 up to 50 years	29		
over 50 up to 60 years	19		
over 60 up to 70 years	13		
over 70 years	3		

# ReiseLust -----> Bremen

## Private visitors' profile

		ries) 2	9 715*)
Proportion of priva	ate v	isitors	<b>95</b> %
Germany (total)			98
of which Nielsen 1	95	Nielsen 4	1
Bremen	37	Bavaria	1
Hamburg	1	Nielsen 5+6	1
Lower Saxony	56	Berlin	
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	3	Mecklenburg-	
North Rhine-Westph		West Pommer	
Nielsen 3a Hesse	1	Saxony-Anhal Nielsen 7	t -
Rhineland-Palatinate		Saxony	
Saarland	-	Thuringia	
Nielsen 3b		J	
Baden-Württemberg	-		
Foreign (total)			2
Distance to home			%
up to 50 km			66
more than 50 km u			18
more than 100 km over 300 km	up to	300 km	13 4
			4
Frequency of visits	s to t	rade fair	%
Previous event			33
Earlier events			37
First visit			38
Sex			%
Male			46
Female			54
Size of household			%
1 person			13
2 persons			62
3 persons			11
4 persons 5 persons and more			9 4
	-		4
Age			%
up to 20 years			2
over 20 up to 30 ye			8 9
over 30 up to 40 ye over 40 up to 50 ye	ars		20
			20
over 50 up to 60 ve			
over 50 up to 60 ye over 60 up to 70 ye			24

\*) 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.	2
Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	3 7
	29
Lecturer, teacher	
Trainee	3 2 6
Other position	6
Student	4
Housewife/man	6
	31
Other not gainfully employed	3
<b>Buying and ordering capacity</b> Purchase or order made or intended at the exhibition	%
ves	24
	43
maybe	33
	%
Follow-up business	
Follow-up business Intend to buy at later date	
Intend to buy at later date	24
Intend to buy at later date yes	24 21
Intend to buy at later date yes no	

# **Baumesse Chemnitz (2011)**

## **Private visitors' profile**

%

Visitors (number of	entries)	7 789
Proportion of private visitors		
Germany (total) of which		100
Nielsen 1	- Nielsen 4	
Bremen	- Bavaria	-
Hamburg	<ul> <li>Nielsen 5+6</li> </ul>	1
Lower Saxony	- Berlin	
Schleswig-Holstein	- Brandenburg	
Nielsen 2	<ul> <li>Mecklenburg-</li> </ul>	
North Rhine-Westph.	- West Pomme	
Nielsen 3a	- Saxony-Anhal	
Hesse Rhineland-Palatinate	- Nielsen 7	99 97
Saarland	<ul> <li>Saxony</li> <li>Thuringia</li> </ul>	97
Nielsen 3b	- Thuringia	2
Baden-Württemberg		
bauen-wurtteniberg	<u> </u>	
Distance to home		%
up to 50 km		90
more than 50 km up	to 100 km	8
more than 100 km up over 300 km	o to 300 km	2
Frequency of visits	to exhibition	%
Previous event		28
Earlier events		26
First visit		45
Sex		%
Male		59
Female		41
Size of household		%
1 person		5
2 persons		49
3 persons		24
4 persons		15
5 persons and more		7



# SIT -----> Chemnitz

1 800

## Trade visitors' profile Visitors (number of entries)

~ (

Age	%
up to 20 years	2
over 20 up to 30 years	17
over 30 up to 40 years	18
over 40 up to 50 years	21
over 50 up to 60 years	21
over 60 up to 70 years	15
over 70 years	5
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	17
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	2
Department head, group head, team leader Other salaried staff, civil servant,	6
skilled worker	46
Lecturer, teacher	1
Trainee	1
Other position	2
Student	2 3
Housewife/man	1
Old-age pensioner	17
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
yes	12
no	63
maybe	25
Follow-up business	%
Intend to buy at later date	
yes	26
no	43
maybe	31
Conducted by: C <sup>3</sup> Chemnitzer Veranstal-	
tungszentren GmhH Chemnitz	

tungszentren GmbH, Chemnitz

		tors	
Germany (total)			100
of which Nielsen 1		Nielsen 4	2
Bremen	2	Bavaria	2 2 2
Hamburg	2	Nielsen 5+6	2
Lower Saxony	2	Berlin	1
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pommeran	ia .
Nielsen 3a	÷.	Saxony-Anhalt	10 1
Hesse	2	Nielsen 7	95
Rhineland-Palatinate	2	Saxony	92
Saarland	2	Thuringia	32
Nielsen 3b		munnyia	3
Baden-Württemberg			
over 300 km			2
Frequency of visits t	o t	rade fair	%
2010			
			15
2008			15 12
2008 2007			15 12 10
2008 2007			20 15 12 10 71
2009 2008 2007 First visit Average length of st	ay	1,0	15 12 10
2008 2007 First visit Average length of st Influence on purchas	-		15 12 10 71 days
2008 2007 First visit Average length of st Influence on purchas decisions	-		15 12 10 71 <b>days</b>
2008 2007 First visit Average length of si Influence on purchas decisions Decisively	-		15 12 10 71 <b>days</b> %
2008 2007 First visit Average length of st Influence on purchas decisions Decisively Collectively	sing		15 12 10 71 <b>days</b> %
2008 2007 First visit Average length of st Influence on purchas decisions Decisively Collectively In an advisory capacit	sing		15 12 10 71 <b>days</b> % 19 10 17
2008 2007 First visit Average length of st Influence on purchas decisions Decisively Collectively In an advisory capacit No	sing		15 12 10 71 <b>days</b> % 19 10 17
2008 2007 First visit Average length of st Influence on purchas decisions Decisively Collectively	sing y	j/procurement	15 12 10 71

Area of responsibility Management	
Research/development/design	1
Manufacturing, production, quality control	1
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	
Managing director, board member,	
head of an authority etc. Area manager, works manager, plant mana-	
ger, branch manager, head of public office	
Department head, group head, team leader	
Other salaried staff, civil servant,	
skilled worker	
Lecturer, teacher	
Trainee	
Other position Student	
Other not gainfully employed	
5 , 1 ,	_
Economic sector	
Mechanical, appliance and plant engineering metal production and processing	1
Plastics processor	
Electrical engineering/electronics	
Surface treatment, thermal treatment	
Information and communication technology	
Vehicle building	
Trade	
Research and development	
Banking/insurance	
Training and further training Services provided for companies, contract	
manufacturers, suppliers	
Other sectors	1
Student	1
Other not gainfully employed	

Size o	of cor	npany/o	organization:	
Numb	er of	employ	yees	%
1-	4	10	500 - 999	5
5-	9	7	1 000 - 9 999	9
10-	49	20	Student	19
50-	199	16	Other not gainfully	
200-	499	7	employed	7
Cond	ucted	by: C <sup>3</sup>	Chemnitzer Veranstal-	

tungszentren GmbH, Chemnitz

# Inter-tabac ---> Dortmund

## Trade visitors' profile

Proportion of trade visitors	91%
Germany (total) of which	76
Nielsen 1 18 Nielsen 4	5
Bremen 1 Bavaria	5
Hamburg 2 Nielsen 5+6	
Lower Saxony 12 Berlin	. 3
Schleswig-Holstein 2 Brandenburg	
Nielsen 2 55 Mecklenburg	
North Rhine-Westph. 55 West Pomm	
Nielsen 3a 10 Saxony-Anha	
Hesse 6 <u>Nielsen 7</u> Rhineland-Palatinate 3 Saxony	2
Rhineland-Palatinate 3 Saxony Saarland 1 Thuringia	- 2
Nielsen 3b 4	2
Baden-Württemberg 4	
Foreign (total)	24
of which	<b>C1</b>
EU Other european countries	61 15
Other countries	25
Distance to home up to 50 km	% 20
more than 50 km up to 100 km	15
more than 100 km up to 300 km	25
over 300 km	40
Country with the highest visitor sha	are %
Netherlands	13
Frequency of visits to trade fair	%
Previous event	40
Earlier events	42
First visit	45
Average length of stay	1,3 days
Average length of stay Influence on purchasing/procuremen	nt
Influence on purchasing/procuremen decisions	
Influence on purchasing/procuremen decisions Decisively	nt %
Influence on purchasing/procuremen decisions Decisively Collectively	nt % 46 30
Influence on purchasing/procuremen decisions Decisively Collectively In an advisory capacity	nt % 46 30 16
Influence on purchasing/procuremen decisions Decisively Collectively	nt % 46 30

Area of responsibility Management Research/development/design	% 38 3
Manufacturing, production, quality control Buying/procurement	3 10
Finance/accounting, controlling	2
Information and communication technology Organization, personnel, administration	1
Sales	34
Marketing, advertising, PR Logistics: storage, material management,	4
transport	1
Maintenance/repairs Other area	- 3
Student	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer Managing director, board member,	52
head of an authority etc.	12
Area manager, works manager, plant mana- ger, branch manager, head of public office	10
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	10
Lecturer, teacher	1
Trainee Other position	3 4
Student	1
Economic sector	%
Tobacco products retail, smoker's requisites, with press/lottery	44
Tobacco products retail, smoker's requisites,	
with food/drink Exclusively tobacco products retail,	12
smoker's requisites	4
Wholesale trade Foreign trade	13 3
Industrial producer Skilled trades	11 3
Other sectors	11
Student	1
Size of company/organization:	
Number of employees           1-         4         42         200 - 499	% 4
5- 9 21 500 - 999	2
10- 49 15 1 000 and more 50- 199 9 Student	7
So has been been been	1

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

## ALUMINIUM -----> Düsseldorf

#### Trade visitors' profile

Visitors (number of entries)	21 508	Area of responsib
Proportion of trade visitors	<b>99</b> %	Management Research/developm
Germany (total)	51	Manufacturing, pro Buying/procuremen
of which		Finance/accounting
Nielsen 1 7 Nielsen 4	11	Information and co
Bremen - Bavaria	11	Organization, perso
Hamburg 1 Nielsen 5+6	2	Sales
Lower Saxony 4 Berlin	1	Marketing, advertis
Schleswig-Holstein 1 Brandenburg		Logistics: storage,
Nielsen 2 56 Mecklenburg-		transport
North Rhine-Westph. 56 West Pommer	ania -	Maintenance/repair
Nielsen 3a 8 Saxony-Anhalt	-	Other area
Hesse 3 <u>Nielsen 7</u>	2	Student
Rhineland-Palatinate 4 Saxony	2	Other not gainfully
Saarland 1 Thuringia	1	
Nielsen 3b 14		Position in the co
Baden-Württemberg 14		Entrepreneur, co-ov
	40	Managing director,
Foreign (total)	49	head of an authori
of which	C1	Area manager, wo
EU Other european countries	61 12	ger, branch manag
Other european countries Africa	3	Department head, Other salaried staff
North America	7	skilled worker
Middle East	6	Lecturer, teacher
South-, East-, Central Asia	8	Trainee
Other countries	3	Other position
		Student
Distance to home	%	Other not gainfully
up to 50 km	16	
more than 50 km up to 100 km	10	Economic sector
more than 100 km up to 300 km	17	Aluminium manufa
over 300 km	57	Aluminium processi
		Other industries, er
Countries with the highest visitor share		Skilled trades
Netherlands	10	Light metal trade
Austria	8	Other trade
Italy	7	Logistics and trans
France	5	Design
United Kingdom	2	Building, constructi Media, press, publi
Frequency of visits to trade fair	%	Other service
Previous event	29	Authority/public ser
Earlier events	26	University/college/p
First visit	53	Other sectors
		Student
Average length of stay 1	,5 days	Other not gainfully
Influence on purchasing/procurement		Size of company/o
decisions	%	Number of emplo
Decisively	29	1-49
Collectively	32	5-911
In an advisory capacity	24	10-49 20
No	10	50-199 21
Student Other not gainfully employed	3	200- 499 12

1

Area of responsibility	
Management	1
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	
Position in the company/organization	
Entrepreneur, co-owner, freelancer	
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant mana- ger, branch manager, head of public office	
Department head, group head, team leader	1
Other salaried staff, civil servant,	1
skilled worker	
Lecturer, teacher	
Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	
Aluminium manufacturing industry	
Aluminium processing industry	
Other industries, end users Skilled trades	
Light metal trade	
Other trade	
Logistics and transportation	
Design	
Building, construction	
Media, press, publishing	
Other service	
Authority/public services	
University/college/polytechnic	
Other sectors	
Student	
Other not gainfully employed	
Size of company/organization:	
Number of employees 1- 4 9 500 - 999	
5- 9 11 1 000 and more 10- 49 20 Student	

Conducted	hue	Micclor	9. D	artnor	Pacol
conducted	<b>UV</b> .	<b>WISSIEI</b>	αr	aluel,	Daser

Other not gainfully

employed

1

# **BEAUTY INTERNATIONAL (2011)** — Düsseldorf

Area of responsibility

Buying/procurement Finance/accounting, controlling Information and communication technology Organisation, personnel, administration

Research/development/design Manufacturing, production, quality control

Marketing, advertising, PR

Other not gainfully employed

Logistics: storage, material management,

Position in the company/organisation Entrepreneur, co-owner, freelancer

Area manager, works manager, plant manager, branch manager, head of public office

Department head, group head, team leader

Managing director, board member, head of an authority etc.

Other salaried staff, civil servant,

Other not gainfully employed

Beauty farm, wellness facilities

Management

Sales

transport Maintenance/repairs Other area

Student

skilled worker Lecturer, teacher Trainee Other position Student

Economic sector

Cosmetic institute Nail studio

Foot care practice

Hairdressing salon

## Trade visitors' profile

	visitors	92%
Germany (total)		91
of which		
Nielsen 1 Bremen	13 <u>Nielsen 4</u> 1 Bavaria	
		2
Lower Saxony Schleswig-Holstein	9 <u>Nielsen 5+6</u> 2 Berlin	2
	59 Brandenburg	-
North Rhine-Westph.		
	14 West Pomme	
Hesse	7 Saxony-Anha	
Hamburg	1 Nielsen 7	3
Rhineland-Palatinate	6 Saxony	2
Saarland	1 Thuringia	1
Nielsen 3b	5	
Baden-Württemberg	5	
<b>Foreign (total)</b> of which		9
EU		81
	ean countries	1
Other count		9
Distance to home		9
up to 50 km		32
more than 50 km up t	o 100 km	19
more than 100 km up	to 300 km	23
over 300 km		20
Country with the hig Netherlands	hest visitor sha	re %
Nethenands		2:
Frequency of visits t	o exhibition	%
Previous event		54
Earlier events First visit		58
		Ζ.
Average length of st	ау	1,4 day
Influence on purchas	ing/procuremen	
<b>decisions</b> Decisively		% 27
Collectively		27
	M.	24
In an advisory capacity	у	16
In an advisory capacity		
In an advisory capacity No Student		

answers were permitted.

Cosmetic school Industry Wholesale, import, export Perfumery Health professionals Doctor's practice, hospital Pharmacy Tanning studios Service Other sectors St Ot Si N NAL / TOP HAIR INTERNATIONAL. Multiple

Stude Other		ainfully	employed
		npany/o employ	rganisation:
1-	4	60	1 000 and more
5-	9	9	Student
10-	49	8	Other not gainfully
50-	199	4	employed
200-	499	1	N/A
500-	999	1	

Conducted by: Wissler & Partner, Basel

## boot (2011)

## Private visitors' profile

0/

41

3

10

1

29

7

1

%

64

3

2

4

% 37

16

12

5

4

2

%

7

1

8

Visitors (number of entries) 252 441				
Proportion of private visitors 84%			84%	
Germany (total) of which			88	
Nielsen 1	7	Nielsen 4	4	
Bremen	-	Bavaria	4	
Hamburg	1	Nielsen 5+6	2	
Lower Saxony	5	Berlin	1	
Schleswig-Holstein	1	Brandenburg	1	
Nielsen 2	69	Mecklenburg-		
North Rhine-Westph		West Pommerar	nia -	
Nielsen 3a	13	Saxony-Anhalt	-	
Hesse Rhineland-Palatinate	6 5	Nielsen 7	2	
Saarland	1	Saxony Thuringia	1	
Nielsen 3b	4	muningia		
Baden-Württemberg	4			
Foreign (total) of which			12	
EU			78	
	onea	n countries	16	
Other cou			6	
Countries with the l	hiahe	est visitor shares	%	
Netherlands	ingine	St visitor shares	37	
Belgium			13	
Switzerland			9	
Luxembourg			7	
Austria			7	
Distance to home			%	
up to 50 km			38	
more than 50 km up			20	
more than 100 km up to 300 km		23		
over 300 km			19	
Frequency of visits	to e	exhibition	%	
Previous event			46	
Earlier events			71	
First visit			21	
Sex			%	
Male			72	
Female			28	
Size of household			%	
1 person			17	
			39	
2 persons				
2 persons 3 persons 4 persons			16 20	

Other not gainfully employed



## CARAVAN SALON -----> Düsseldorf

165 424

### **Private visitors' profile** Visitors (number of entries)

<b>Age</b> up to 20 years	% 6
over 20 up to 30 years	10
over 30 up to 40 years	14
over 40 up to 50 years	31
over 50 up to 60 years	23
over 60 up to 70 years	12
over 70 years	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	5
Department head, group head, team leader Other salaried staff, civil servant.	11
skilled worker	28
Lecturer, teacher	3
Trainee	2
Other position	3 2 4
Student	8
Other not gainfully employed	17
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
Ves	58
no	15
maybe	27
hidybe	27
Follow-up business Intend to buy at later date	%
Ves	42
no	18
maybe	41
· ·	
Conducted by: Wissler & Partner, Basel	

	91%
<b>Germany (total)</b> of which	88
Nielsen 1 10 Nielsen 4	3
Bremen - Bavaria	3
Hamburg 1 Nielsen 5+6	2
Lower Saxony 7 Berlin	1
Schleswig-Holstein 2 Brandenburg	-
Nielsen 2 66 Mecklenburg-	
North Rhine-Westph. 66 West Pommerani	
Nielsen 3a 16 Saxony-Anhalt Hesse 8 Nielsen 7	-
Rhineland-Palatinate 7 Saxony	
Saarland 1 Thuringia	-
Nielsen 3b 3	
Baden-Württemberg 3	
Foreign (total)	12
of which EU	86
Other european countries	11
Other countries	3
Countries with the highest visitor shares	%
Netherlands Balaium	34
Belgium Switzerland	22 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 trade fair	%
Previous event	47 64
Earlier events	26
Earlier events First visit	
First visit	
First visit Sex	%
First visit Sex Male	% 58
First visit <b>Sex</b> Male Female	% 58 42
First visit Sex Male Female Size of household	% 58
First visit <b>Sex</b> Male Female	% 58 42 %
First visit Sex Male Female Size of household 1 person 2 persons 3 persons	% 58 42 % 8 52 16
First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons	% 58 42 % 8 52 16 17
First visit Sex Male Female Size of household 1 person 2 persons 3 persons	% 58 42 % 8 52 16
First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 4 persons 5 persons and more Age	% 58 42 % 8 52 16 17 7 %
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	% 58 42 % 8 52 16 17 7 %
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	% 58 42 % 52 16 17 7 % 14
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	% 58 42 % 8 52 16 17 7 % 1 4 9
First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 30 years over 30 up to 50 years over 40 up to 50 years	% 58 42 % 8 52 16 17 7 % 11 4 9 30
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	% 58 42 % 8 52 16 17 7 % 1 4 9

% 12 3 4 8 31
3 4 8
4
4
8
8
Ĭ
31
31
5
1
6
6 2 2
2
4
24
%
45
16
39
%
24
34 10
•••
56

## **COMPOSITES EUROPE** —> Düsseldorf

### Trade visitors' profile

Visitors (number of entries)	8 131
Proportion of trade visitors	98%
Germany (total)	58
of which	
Nielsen 1 15 Nielsen 4	17
Bremen 1 Bavaria	17
Hamburg 3 Nielsen 5+6	5
Lower Saxony 10 Berlin	3
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 26 Mecklenburg-	
North Rhine-Westph. 26 West Pommer	
Nielsen 3a 12 Saxony-Anhalt	
Hesse 5 Nielsen 7	10
Rhineland-Palatinate 6 Saxony	8
Saarland - Thuringia	2
Nielsen 3b 16	
Baden-Württemberg 16	
<b>Foreign (total)</b> of which	42
EU	81
Other european countries	11
Other countries	8
other countries	
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	7
more than 100 km up to 300 km	24
over 300 km	60
Countries with the highest visitor share	s %
Netherlands	25
Austria	9
Belgium	9
France	8
Italy	8
Frequency of visits to trade fair	%
Previous event	17
Earlier events	20
First visit	66
	,3 days
	/ <b>,</b>
Average length of stay 1 Influence on purchasing/procurement	
Average length of stay 1 Influence on purchasing/procurement decisions	%
Average length of stay 1 Influence on purchasing/procurement decisions Decisively	%
Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively	% 18 27
Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	% 18 27 24
Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	% 18 27 24 13
Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	% 18 27 24

Area of responsibility	%
Management	17
Research/development/design	38
Manufacturing, production, quality control	8
	2
Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	
Sales	10
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	
Maintenance/repairs	1
Other area	2
Student	16
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member,	
head of an authority etc.	9
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	9
Department head, group head, team leader	21
Other salaried staff, civil servant,	
skilled worker	25
Lecturer, teacher	2
Trainee	1
Other position	2
Student	16
Other not gainfully employed	2
Frank and a state	0/
Economic sector	%
Manufacturers of composite finished	
products	18
Manufacturers of machines, equipment,	
systems	8
Manufacturers of raw materials for	
composites	8
Manufacturers of composite semi-finished	
products	4
Manufacturers of composite intermediate	
products	1
Users of composites	10
Trade	5
Skilled trades	1
Research and development institute	7
Other service	6
University/college/polytechnic	3
Other sectors	11
Student	16
	2
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4 8 500 - 999	7
F 0 4 1000 and more	

%	ees	employ	er ot	Numb
7	500 - 999	8	4	1-
23	1 000 and more	4	9	5-
16	Student	16	49	10-
	Other not gainfully	14	199	50-
2	employed	10	499	200-
	sler & Partner Rasel	hv: Wis	icted	Condu

## drupa - print media messe -----> Düsseldorf

#### Trade visitors' profile

Visitors (number of entries) 314	4 248	Area of responsibili Management
Proportion of trade visitors	<b>97</b> %	Research/developmen
Germany (total)	40	Manufacturing, produ Buying/procurement
of which		Finance/accounting, c
Nielsen 1 11 Nielsen 4	13	Information and com
Bremen - Bavaria	13	Organization, personr
Hamburg 2 Nielsen 5+6	4	Sales
Lower Saxony 6 Berlin	2	Marketing, advertisin
Schleswig-Holstein 3 Brandenburg	1	Logistics: storage, ma
Nielsen 2 39 Mecklenburg-		transport
North Rhine-Westph. 39 West Pommerani		Maintenance/repairs
Nielsen 3a 13 Saxony-Anhalt	1	Other area
Hesse 8 <u>Nielsen 7</u>	5	Student
Rhineland-Palatinate 4 Saxony	4	Other not gainfully er
Saarland 1 Thuringia	2	Post in the design of
Nielsen 3b 15		Position in the com
Baden-Württemberg 15		Entrepreneur, co-own Managing director, b
Foreign (total)	60	head of an authority
of which	00	Area manager, works
EU	46	ger, branch manager,
Other european countries	10	Department head, gr
Africa	6	Other salaried staff, o
North America	5	skilled worker
South and Central America	9	Lecturer, teacher
Middle East	6	Trainee
South-, East-, Central Asia	14	Other position
Australia	3	Student
		Other not gainfully en
Distance to home	%	
up to 50 km	10	Economic sector
more than 50 km up to 100 km	6	Printing
more than 100 km up to 300 km	17	Pre-print and product
over 300 km	68	Book binding compar
en e	0/	Multimedia, e-techno
Countries with the highest visitor shares	%	Marketing, advertisin
India Relative	7	IT, advisory services,
Belgium	7 7	agencies, DL
France Netherlands	6	Publishing and media
United Kingdom	5	Paper, cardboard and Pre-print, print and p
	5	suppliers
Frequency of visits to trade fair	%	Trade specializing in
Previous event	47	demands
Earlier events	43	IT, computer output,
First visit	39	Packaging industry
		University/college/pol
Average length of stay 3,0	days	Other sectors
		Student
Influence on purchasing/procurement	0/	Other not gainfully er
decisions Decisively	%	Cine of common torre
Decisively	29 28	Size of company/org
Collectively	28 24	Number of employe
	24	1-4 10
In an advisory capacity	12	
No	13	5-98
	13 5 1	5-98 10-4924 50-19921

Area of responsibility Management	% 29
Research/development/design Manufacturing, production, quality control	10 21
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology Organization, personnel, administration	2
Sales	10
Marketing, advertising, PR	7
Logistics: storage, material management,	
transport Maintenance/repairs	1
Other area	6
Student	5
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer Managing director, board member,	22
head of an authority etc.	16
Area manager, works manager, plant mana-	
ger, branch manager, head of public office Department head, group head, team leader	14 18
Other salaried staff, civil servant,	10
skilled worker	17
Lecturer, teacher	2
Trainee Other position	4
Student	5
Other not gainfully employed	1
Economic sector	%
Printing	44
Pre-print and production technology Book binding company and processing	12 5
Multimedia, e-technologies and Internet	1
Marketing, advertising and PR	4
IT, advisory services, infromation logistics,	~
agencies, DL Publishing and media industry	3
Paper, cardboard and packaging material	5
Pre-print, print and post-print technology,	
suppliers	3
Trade specializing in printers' and designers' demands	2
IT, computer output, databases etc.	1
Packaging industry	4
University/college/polytechnic	2
Other sectors Student	75
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4 10 500 - 999	- 5

employed	17 2 4 2 5 1
	%
	44
uction technology	12
bany and processing	5
nologies and Internet	1
sing and PR	4
s, infromation logistics,	
	3 2 5
dia industry	2
nd packaging material	5
l post-print technology,	
	3
in printers' and designers'	
a database an	2
it, databases etc.	1
- Interstation	4
olytechnic	2
	5
employed	2 1 4 2 7 5 1
employed	
organization:	
vees	%
500 - 999	5
1 000 and more	13
Student	5
Other not gainfully	
employed	1
Ň/A	3

Conducted by: Wissler & Partner, Basel

# EuroCIS (2010) -----> Düsseldorf

#### Basic data trade visitors

Total number of visitors	5 003
Proportion of trade visitors	<b>99</b> %
Region of residence	%
up to 50 km	21
more than 50 km up to 100 km more than 100 km up to 300 km	11
over 300 km	20 48
Total Germany	63
Baden- North Rhine- Württemberg 10 Westphalia Bavaria 8 Rhineland-	50
Berlin 3 Palatinate	3
Brandenburg 1 Saarland	3
Bremen 1 Saxony	3 3 2 1
Hamburg 4 Saxony-Anhalt	1
Hesse 7 Schleswig-	3
Mecklenburg- Holstein West Pommerania - Thuringia	2
Lower Saxony 5	
Total Foreign	37
of which EU	73 12
Rest of Europe South-, East-, Central Asia	8
other countries	7
The four countries with the highest visitor shares Netherlands Great Britain Austria Belgium	% 18 9 7 7
Position in the company/organisation Entrepreneur, partner, self-employed	% 15
Managing director, board member, head of an authority etc.	18
Senior department head, other employee	
with managerial responsibility	12 26
Department head, group head Other salaried staff/public service	20
Skilled worker	- 3
Lecturer, teacher, scientific assistant	-
Trainee	
Other position Other not gainfully employed	4 1
Frequency of visits to exhibition	%
2009	30
2008	30 21
2007 First visit	52
THOC VISIC	52

#### Additional data trade visitors

Retail trade Wholesale/foreign trad	0	
Industry	e	
Service		2
Catering/hotels		
Petrol station, conveni Media, press, publishin		
University/college/poly	technic	
Other		
Other not gainfully em	ployed	
Influence on purchas	ing/	
procurement decision Decisively	15	
Collectively		
In an advisory capacit	Y	
No		
Other not gainfully em	ployed	
Area of responsibility	/	
Management Research/development	/design	4
Planning/work prepara		
Manufacture/productio	n	
Production, quality cor	ntrol	
Buying/procurement Finance/accounting, co	ntrolling	
Information, communic	cation technolog	av (EDP)
Administration/organis	ation/personnel	, ( <i>)</i>
social welfare/training		
Marketing/sales/advert Storage/material mana		: د
transport	igement/logistic	.57
Maintenance/repairs		
Other area		
Other not gainfully em	ployed	
	anisation:	
Size of company/org		
Number of employees		
Size of company/org Number of employees 1- 4 9 5- 9 6	500 -	999
Number of employees 1- 4 9 5- 9 6 10- 49 21	500 -	999 999
Number of employees 1- 4 9 5- 9 6 10- 49 21 50- 99 8	500 - 99 1 000 - 99 10 000 and m other not gainf	999 999 ore ully
Number of employees 1- 4 9 5- 9 6 10- 49 21 50- 99 8 100-199 7	500 - 9 1 000 - 9 10 000 and m	999 999 ore ully
Number of employees 1- 4 9 5- 9 6 10- 49 21 50- 99 8	500 - 99 1 000 - 99 10 000 and m other not gainf	999 ore ully
Number of employees 1- 4 9 5- 9 6 10- 49 21 50- 99 8 100- 199 7 200-499 8 Length of stay	500 - 9 1 000 - 9 10 000 and m other not gainf emplo	999 999 ore ully yed
Number of employees 1- 4 9 5- 9 6 10- 49 21 50- 99 8 100- 199 7 200- 499 8 Length of stay 1.Length of stay (days	500 - 9 1 000 - 9 10 000 and m other not gainf emplo	999 999 ore ully yed
Number of employees 1- 4 9 5- 9 6 10- 49 21 50- 99 8 100- 199 7 200-499 8 Length of stay	500- 9 1 000- 99 10 000 and m other not gainf emplo	999 999 ore ully yed

Conducted by: Wissler & Partner, Basel

Region of residence up to 50 km more than 50 km up to 100 km	% 15
more than 100 km up to 300 km over 300 km	23 52
Total Germany Baden- North Rhine-	55
Württemberg 9 Westphalia Bavaria 11 Rhineland-	44
Berlin 4 Palatinate Brandenburg 1 Saarland	5
Bremen 1 Saxony Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig-	1
Hesse 7 Schleswig- Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 9	2 1
Total Foreign of which EU	<b>4</b> 5 64
Rest of Europe South and Central America	11
Middle East South-, East-, Central Asia	12
other countries	5
Countries with the highest visitor shares	
Netherlands France	% 17
Netherlands	17
Netherlands France Great Britain Belgium Austria ————————————————————————————————————	17
Netherlands France Great Britain Belgium Austria Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	17 6 6 6 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
Netherlands France Great Britain Belgium Austria Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	17 6 6 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
Netherlands France Great Britain Belgium Austria Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	17 6 6 6 7 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
Netherlands France Great Britain Belgium Austria Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	17 6 6 6 7 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
Netherlands France Great Britain Belgium Austria Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	17 6 6 6 7 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
Netherlands France Great Britain Belgium Austria Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	17 6 6 6 7 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
Netherlands France Great Britain Belgium Austria Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	17 6 6 6 7 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
Netherlands France Great Britain Belgium Austria Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to exhibition	17 6 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
Netherlands France Great Britain Belgium Austria Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to exhibition Autumn 2009 2009 (Spring)	9% 44 12 12 12 12 12 12 12 12 12 12 12 12 12
Netherlands France Great Britain Belgium Austria Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to exhibition Autumn 2009	17

**GDS (Spring) (2010)** 

24 163\*)

**92**%

Basic data trade visitors

Total number of visitors

**Proportion of trade visitors** 

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



### Additional data trade visitors

% 34

- 3

%

Economic sector Shoe retail trade Shoe retail chain Specialist textile/clothing retail, boutique Mail order Online shop Specialist leather goods Buying alliances, buying groups Department store Other retail Wholesale trade Commercial agency Import, Export Designer Other service Shoe manufacturing Other industry Other Student Other not gainfully employed
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed
Area of responsibility

Area of responsibility Management	% 36
Research/development/design	3
Planning/work preparation	1
Manufacture/production Production, quality control	2
	12
Buying/procurement Finance/accounting, controlling	12
Information, communication technology Administration/organisation/personnel/	(EDP) -
social welfare/training	1
Marketing/sales/advertising/PR	29
Storage/material management/logistics/	
transport	1
Maintenance/repairs	-
Other area	9
Student	9 3 2
Other not gainfully employed	2

### Size of company/organisation:

Number of	emplo	yees.			70
1- 4	30		500 -	999	3
5-9	12		- 000	9 999	6
10- 49	21	10	000 ar	id more	% 3 6 2 3
50- 99	6			Student	3
100-199	5	othe		jainfully	
200-499	6		en	nployed	2
Length of 1. Length of one	<b>stay</b> f stay ( 57	days): two	28	three	% 16
2 Average	lenath	of stav		16	davs

2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

<b>GDS</b> (Autumn)	(2010)	> Düsseldorf
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#### Basic data trade visitors

Total number of visitors 23	108*
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	14
more than 50 km up to 100 km	
more than 100 km up to 300 km over 300 km	19
	00
Total Germany	49
Baden- North Rhine-	
Württemberg 10 Westphalia Bavaria 9 Rhineland-	44
Berlin 6 Palatinate	
Brandenburg 1 Saarland	
Bremen - Saxony	
Hamburg 4 Saxony-Anhalt	
Hesse 6 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	3
West Pommerania - Thuringia Lower Saxony 7	
Total Faraian	51
Total Foreign of which EU	59
Rest of Europe	12
South and Central America	
Middle East	
South-, East-, Central Asia	
	1
other countries	11
other countries	
	9
other countries The five countries with the highest visitor shares Netherlands	9/ 12
other countries The five countries with the highest visitor shares Netherlands Great Britain	% 12
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium	% 12 6
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France	% 12 6
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France	% 12 6
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy	9% 12 6 6
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy Position in the company/organisation Entrepreneur, partner, self-employed	9% 12 6 6
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	9% 12 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9/ 12 13 14 12 14 14 14 14 14 14 14 14 14 14 14 14 14
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	9 11 12 12 12 12 12
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	9 12 13 14 14 14 14 14
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	9 11 1 1 1 1 1 1
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	9 11 12 11 12 12 11
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	9 12 13 14 14 11 11 11
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9% 12 6 6 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried Staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9 12 1 1 1 1 1 1 1 1
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department nead, orgun head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9 12 9 9 4 4 1 1 1 1 1
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to exhibition Spring 2010	9 9 12 12 12 12 12 12 12 12 12 12
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to exhibition Spring 2010 Autumn 2009	9% 12 12 12 12 12 12 12 12 12 12 12 12 12
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to exhibition Spring 2010 Autumn 2009 2009 (Spring)	% 12 6 6 6 6 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7
other countries The five countries with the highest visitor shares Netherlands Great Britain Belgium France Italy Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to exhibition Spring 2010 Autumn 2009	

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

Economic sector Specialist shoe shop	
Specialist leather goods	
Shoe retail chain Fashion houses, department stor	roc.
Clothing chain stores, chain fash	
Department store	
Mail order Online shop	
Commercial agency	
Wholesale/foreign trade (Import	
Shoe industry, shoe manufacture	9
Suppliers to shoe and leather manufacturers	
Media, press, publishing	
Designers, modellers	
Other sectors Student	
Influence on purchasing/	
procurement decisions	
procurement decisions Decisively	
procurement decisions Decisively Collectively	
procurement decisions Decisively	
procurement decisions Decisively Collectively In an advisory capacity	
procurement decisions Decisively Collectively In an advisory capacity No Student	
procurement decisions Decisively Collectively In an advisory capacity No Student Area of responsibility Management	
procurement decisions Decisively Collectively In an advisory capacity No Student 	
procurement decisions Decisively Collectively In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation	
procurement decisions Decisively Collectively In an advisory capacity No Student Area of responsibility Management Research/development/design	
procurement decisions Decisively Collectively In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement	
procurement decisions Decisively Collectively In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling	
procurement decisions Decisively Collectively In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication tecf	nnology (EDP onnel/
procurement decisions Decisively Collectively In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication tecl Administration/organisation/pers social welfare/traning	nnology (EDP onnel/
procurement decisions Decisively Collectively In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication tecl Administration/organisation/pers social welfare/training Marketing/sales/advertising/PR	onnel/
procurement decisions Decisively Collectively In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication tecl Administration/organisation/pers social welfare/training Marketing/sales/advertising/PR	onnel/
procurement decisions Decisively Collectively In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication tecl Administration/organisation/pers social welfare/training Marketing/sales/advertising/PR	onnel/
procurement decisions Decisively Collectively In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication tecl Administration/organisation/pers social welfare/training Marketing/sales/advertising/PR Storage/material management/lo transport	onnel/

Number of	employees:			
1- 4	28		500	- 999
5-9	16	1	000	- 9999
10-49	19	10	000	and more
50-99	7			student
100-199	5			N/A
200-499	7			

Length o 1. Length	f stay				%
i. Length one	of stay	(days): two	27	three	18
2. Averag	e lengt	h of stay		1,6	days
3. Share o	of visito	rs on the	event's	days:	N/A
Conducte	ed by:	Wissler 8	k Partn	er, Basel	

# glasstec (2010) ------> Düsseldorf

#### Basic data trade visitors

Total number of visitors	44 298
Proportion of trade visitors	<b>97</b> %
Region of residence	%
up to 50 km	7
more than 50 km up to 100 km more than 100 km up to 300 km	9
over 300 km	18 67
Total Cormony	43
Total Germany Baden- North Rhine-	43
Württemberg 7 Westphalia	39
Bavaria 15 Rhineland-	
Bavaria 15 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland	7
Brandenburg 1 Saarland	1
Bremen - Saxony Hamburg - Saxony-Anhalt	4
Hamburg - Saxony-Anhalt Hesse 6 Schleswig-	5
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	3
Lower Saxony 9	
Total Foreign	57
of which EU	58
Rest of Europe	10
Africa North America	د 7
South and Central America	
	6
Middle Fast	6 5
Middle East South-, East-, Central Asia	6 5 7
Middle Fast	5 7 6 5 7 3
Middle East South-, East-, Central Asia Australia The five countries with the highest	
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares	%
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy	%
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands	%
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France	% 9 7 7
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium	%
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA	% 9 7 6 6
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA Position in the company/organisation Entrepreneur, partner, self-employed	% 9 7 7 6 6
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 9 7 7 6 6 6
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 9 7 7 6 6 6
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	% 9 7 6 6 6 1 23 23 17 e
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 9 7 6 6 6 1 2 3 17 e 10
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service	% 9 7 6 6 23 23 17 e 10 21 21
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	% 9 7 6 6 23 23 17 e 10 21 21
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worke Lecturer, teacher, scientific assistant	% 9 7 6 6 23 23 17 e 10 21 21
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 9 7 6 6 23 23 17 e 10 21 21
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 9 7 6 6 6 23 17 e 10 21 11
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 9 7 6 6 23 23 17 e 10 21 21
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 9 7 6 6 23 17 e 10 21 11 1 1 1 6 2 2 5 3 3 2 2 2 2 2 2 3 3 2
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed With managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to exhibition 2008	9 9 7 6 6 23 23 17 e 10 21 11 11 6 2 2 2 2 2 2 2 3 3 2 2 7 %
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to exhibition 2008 2006	% 9 7 7 6 6 23 23 21 11 6 21 21 21 21 22 3 3 2 2 5 3 3 2 2 5 3 49 40
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Italy Netherlands France Belgium USA Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed With managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to exhibition 2008	% 9 7 6 6 6 23 23 17 e 10 21

#### Additional data trade visitors

Machine and plant construction	1 4
Glass industry Solar industry	
Glass supply industry	i
Other industry	
Glass crafts, other handicrafts	
Glass trade	
Building materials trade, other trade	
Architects, engineering and planning	
Offices, facade planning Consulting, engineering for machinery	
industrie	
Other service	1
University/college/polytechnic	
Other sectors	
Student Other not gainfully employed	
other not gaintany employed	
Influence on purchasing/	
procurement decisions	9
Decisively Collectively	2
Collectively	3
In an advisory capacity No	14
Student	
Other not gainfully employed	
Anno of non-antibility	
Area of responsibility Management	% 2
Research/development/design	1
Planning/work preparation	
Manufacture/production	1
Production, quality control	
Buying/procurement	
Finance/accounting, controlling Information, communication technology (E	
Administration/organisation/personnel/	,
social welfare/training	
Marketing/sales/advertising/PR	1.
Storage/material management/logistics/	
transport Maintenance/repairs	
Other area	i
Student	
Other not gainfully employed	
Size of company/organisation:	9
Number of employees: 1- 4 13 500- 999	7
5-9 7 1 000- 9 999	1
10- 49 19 10 000 and more	
50-99 9 Student	
100-199 8 other not gainfully	
200-499 12 employed	
Length of stay	9
1. Length of stay (days):	
one 45 three 13	
two 28 four 13	
	0 day
2. Average length of stay 1,	9 day

### IMA -----> Düsseldorf

#### Trade visitors' profile

/isitors (number of	ent	ries)	9 575
Proportion of trade	visi	tors	<b>95</b> %
Germany (total) of which			91
Vielsen 1	15	Nielsen 4	11
Bremen	1	Bavaria	11
lamburg	2	Nielsen 5+6	8
ower Saxony	10	Berlin	4
chleswig-Holstein	3	Brandenburg	3
Vielsen 2	32	Mecklenburg-	
Jorth Rhine-Westph.			
<u>Vielsen 3a</u>	16	Saxony-Anhalt	1
lesse		Nielsen 7	4
Rhineland-Palatinate		Saxony	3
aarland	1	Thuringia	1
<u>Vielsen 3b</u>	14		
Baden-Württemberg	14		
Foreign (total) of which			9
EU			75
Other cour	ntries		25
Distance to home			%
ip to 50 km			13
nore than 50 km up	to 1	00 km	9
nore than 100 km u	n to	300 km	33
over 300 km	p .co	500 1.11	45
Country with the hi	aho	t visitor share	%
Austria	giie.	or visitor share	25
Austria			23
requency of visits	to t	rade fair	%
Previous event			44
arlier events			47
irst visit			32
Average length of s	stay	1,	5 days
nfluence on purcha	sina	/procurement	
lecisions			%
Decisively			21
Collectively			26
n an advisory capaci	ity		28
lo	1		19
tudent			3
Other not gainfully e	mplo	ved	3
	mplo	yed	3 3

Area of responsibility	%
Management	37
Research/development/design	3
Manufacturing, production, quality control	5 4
Buying/procurement Finance/accounting, controlling	4
Information and communication technology	
Organization, personnel, administration	2 3
Sales	9
Marketing, advertising, PR	4
Logistics: storage, material management, transport	3
Maintenance/repairs	11
Other area	11
Student	3
Other not gainfully employed	3
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	40
Managing director, board member,	
head of an authority etc.	8
Area manager, works manager, plant mana- ger, branch manager, head of public office	7
Department head, group head, team leader	13
Other salaried staff, civil servant,	
skilled worker	16
Lecturer, teacher	1
Trainee Other position	7
Other position Student	3
Other not gainfully employed	3
Economic sector	%
Industry (manufacturer)	19
Retail trade	17
Wholesale/foreign trade	6
Skilled trades Bank	4
Insurance	1
Other service	26
Authority/public services	1
University/college/polytechnic	1
Other sectors	20
Student Other pet gainfully employed	3
Other not gainfully employed	3
Size of company/organization:	
Number of employees	%
1- 4 23 500 - 999 5- 9 12 1 000 and more	3 14
10- 49 22 Student	14
50- 199 13 Other not gainfully	5
200 400 7	2

200-499

7

Conducted by: Wissler & Partner, Basel

employed

3

## InterCool (2010) -----> Düsseldorf

#### Basic data trade visitors

Total number of visitors	8 829*
Proportion of trade visitors	95%
Region of residence	9
up to 50 km	19
more than 50 km up to 100 km	14
more than 100 km up to 300 km over 300 km	28 39
Total Germany	78
Baden- North Rhine-	50
Württemberg 6 Westphalia Bavaria 5 Rhineland-	50
Berlin 3 Palatinate	
Brandenburg - Saarland Bremen 2 Saxony	
Hamburg 3 Saxony-Anhalt	
Hesse 6 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 1 Thuringia	
Lower Saxony 12	
Total Foreign	2
OT WHICH FU	8
of which EU other countries	
other countries The country with the highest visitor share	Ī! 9
	Ī! 9
other countries The country with the highest visitor share Netherlands Position in the company/organisation	1: % 2 n %
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed	8 19 2 n % 2!
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	1: 9 2 n 9 2:
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	1: 9 2 n 9 2: 11
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	1 9 2 n 9 2! 1! 2!
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility	1 9 2 n 9 2 n 9 2 1 2 2 1 2 2
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head	1 9 2 n 9 2 1 2 2
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility	1 9 2 n 9 2 1 1 2 2 1 1
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Excurre, teacher, scientific assistant	1 9 2 n 9 2 1 2 2 1
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	1 9 2 n 9 2 1 2 2 1
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	1 9 2 2 n 9 9 2 1 2 2 1
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	1 9 2 n 9 2 1 1 20 1 2 1
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	1 n 9 2 n 9 2 1 1 2 2
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	1 9 2 n 9 2 1 ::ee 2 : 1
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	1 9 2 n 9 2 1 1 22 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other ont gainfully employed Frequency of visits to exhibition 2008 2006	1 9 2 1 1 2 2 1 2 1 2 1 1 2 1 2 1 2 1 2
other countries The country with the highest visitor share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to exhibition 2008	1: 9 2 n 9 2: 11

\*) Visitor attendance determined by a representative poll in the combination of InterCool/InterMeat/ InterMopro/hogatec. Multiple answers were permitted.

#### Additional data trade visitors

%

1,3 days

N/A

Economic sector

Food whole	trade salers		1
	trade: te	echnology fixtures and	
Import/expo	ort		
		food manufacture	1
	consulti	ng companies	
Hotel Gastronomy	, mass o	catering, catering & and quick-service	
Outlet	c, shuck	and quick service	
Association		ion	1
Specialist p			1
Other secto Student	rs		
Other not g	ainfully	employed	
Influence o	on purch	asing/	
procureme	nt decis	ions	3
Decisively Collectively			2
In an advis	ory capa	city	2
No			1
Student			
Other not g	aintuily	employed	
		19	
Area of res Manageme		lity	2
Research/de		ent/design	4
Planning/wo			
Manufactur	e/produc	tion	
Production,			
Buying/proc			2
Finance/acc	commu	inication technology (El	)P)
		nisation/personnel/	,
social welfa	re/traini	ng	
Marketing/s			2
	terial ma	anagement/logistics/	
transport Maintenanc	o/ronaire		
Other area	enepairs	•	
Student			
Other not g	ainfully	employed	
		rganisation:	
Number of			0
1- 4 5- 9	13 8	500- 999 1 000- 9 999	1
10-49	17	10 000 and more	
	10	Student	
50- 99	0	other not gainfully	
100-199	9	other not gainung	
	6	employed	

73

22

2. Average length of stay

one

two

three

four

3. Share of visitors on the event's days:

Conducted by: Wissler & Partner, Basel

5

#### **Proportion of trade visitors 95**% Region of residence % up to 50 km 20 more than 50 km up to 100 km 16 more than 100 km up to 300 km 28 37 over 300 km Total Germany 77 Baden-North Rhine-54 Württemberg 7 Westphalia Bavaria 7 Rhineland-Berlin 2 Palatinate 3 Brandenburg - Saarland Bremen 1 Saxony 4 Saxony-Anhalt Hamburg 1 5 Schleswig-Hesse Mecklenburg-Holstein 1 West Pommerania 1 Thuringia Lower Saxony 14 **Total Foreign** 23 of which EU 66 Rest of Europe 14 20 other countries The two countries with the highest visitor shares % 16 Belgium Netherlands 13 **Position in the company/organisation** Entrepreneur, partner, self-employed % 23 Managing director, board member, 12 head of an authority etc. Senior department head, other employee with managerial responsibility 10 Department head, group head Other salaried staff/public service 22 13 Skilled worker 6 Lecturer, teacher, scientific assistant Trainee Other position 2 Student

InterMeat (2010)

15 503\*)

Basic data trade visitors

Total number of visitors

Other not gainfully employed Frequency of visits to exhibition 2008

% 46 34 2006 Earlier events 17 42 First visit

1

\*) Visitor attendance determined by a representative poll in the combination of InterCool/InterMeat/ InterMopro/hogatec. Multiple answers were permitted.

6



#### Additional data trade visitors

% 9

1

% 25 3

% 8

Economic sector Food retail trade
Food wholesalers
Wholesale, trade: technology fixtures and
fittings/equipment
Specialist trade: food and beverage Import/export
Foodstuff industry
Supply industry for food manufacture
Butchers
Service and consulting companies
Hotel
Gastronomy, mass catering, catering & party service, snack and quick-service outlet
Association, institution
Specialist press
University/college/polytechnic
Other sectors
Student
Other not gainfully employed

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

Area of responsibility Management	% 25
Research/development/design	3
Planning/work preparation	
Manufacture/production	5
Production, quality control	1 5 3
Buying/procurement	14
Finance/accounting, controlling	2 (EDP) 1
Information, communication technology	(EDP) 1
Administration/organisation/personnel/	
social welfare/training	2
Marketing/sales/advertising/PR	36
Storage/material management/logistics/	
transport	1
Maintenance/repairs	-
Other area	5
Student	5 3
Other not gainfully employed	1

Size of	company/organisation:	
Numbo	of omployees	

%	es:	employees	er of	Numb
999 8	500 -	9	4	1-
9 999 11	1 000 -	14	9	5-
nd more 6	10 000 a	22	49	10-
Student 3		8	99	50-
gainfully	other not	10		100-
mployed 1		9	499	200-4

Length 1. Length	of stay	(days):		%
one	72 ′	three	5	
two	20	four	4	
2. Average	ge lengt	h of stay		1,4 days

3. Share of visitors on the event's days: N/A

Conducted by: Wissler & Partner, Basel

## InterMopro (2010) -----> Düsseldorf

### Basic data trade visitors

Total number of visi	tors 10	219*
Proportion of trade	visitors	93%
Region of residence		%
up to 50 km		25
more than 50 km up t	to 100 km	11
more than 100 km up	to 300 km	24
more than 100 km up over 300 km		41
Total Germany		80
Baden-	North Rhine-	
Württemberg	2 Westphalia	49
	2 Rhineland-	
Berlin	1 Palatinate	5
Brandenburg	- Saarland	
Bremen	1 Saxony	3
Hamburg	4 Saxony-Anhalt	
Hesse	9 Schleswig-	
Mecklenburg-	Holstein	1
West Pommerania	1 Thuringia	1
Lower Saxony 1	1	
Total Foreign		20
of which EU		72
other count	ries	28
Position in the comp	any/organisation	%
Entrepreneur, partner, Managing director, bo	self-employed	14
Managing director, bo	ard member,	
nead of an authority e	etc.	9
Senior department he	ad, other employee	
with managerial respo	nsibility	9
Department head, gro	up head	24
Other salaried staff/pu	iblic service	18
Skilled worker	and a second second	8
Lecturer, teacher, scie	ntific assistant	4
Trainee Other position		
Other position Student		
Other not gainfully en	nployed	1
Frequency of visits t	o exhibition	%
2008	o cambruon	37
2006		22
Earlier events		21
First visit		50
	ermined by a represent n of InterCool/InterMea Aultiple answers were	

Economic sector Food retail trade	% 19
Food wholesalers Wholesale, trade: technology fixtures and	13
fittings/equipment	1
Specialist trade: food and beverage	3
Import/export Foodstuff industry	4 26
Supply industry for food manufacture	20
Butchers	333
Service and consulting companies	3
Hotel Gastronomy, mass catering, catering &	3
party service, snack and quick-service outlet	6
Association, institution	1
Specialist press University/college/polytechnic	1
Other sectors	10
Student	2
Other not gainfully employed	1
Influence on purchasing/ procurement decisions	%
procurement decisions Decisively	% 21
Collectively	32
In an advisory capacity	23
No Student	21
Other not gainfully employed	1
Area of responsibility	%
Management Persoarch/development/decign	14 7
Research/development/design Planning/work preparation	1
Manufacture/production	5
Production, quality control	2 18
Buying/procurement Finance/accounting, controlling	10
Information, communication technology (EDP	) 1
Administration/organisation/personnel/	
social welfare/training Marketing/sales/advertising/PR	2 37
Storage/material management/logistics/	57
transport	1
Maintenance/repairs	1
Other area Student	8
Other not gainfully employed	1
Size of company/organisation: Number of employees:	%
1- 4 8 500- 999	6
5-9 6 1 000-9 999	17
10-49 18 10 000 and more	5 2
50-99         11         Student           100-199         12         other not gainfully	2
200-499 13 employed	1
Length of stay	%
1. Length of stay (days):	, ,
one 73 three 4	
two 21 four 2	ave
2. Average length of stay 1,3 d	
2. Average length of stay 1,3 d	V/A

Additional data trade visitors

# MEDICA ----> Düsseldorf

### Trade visitors' profile

Visitors (I	number of entries)	126 485
Proportio	n of trade visitors	<b>98</b> %
Germany	(total)	43
of which Nielsen 1	10 Nielsen 4	10
Bremen	1 Bavaria	10
Hamburg	2 Nielsen 5+6	5
Lower Sax		3
Schleswig-		1
Nielsen 2	48 Mecklenburg-	
North Rhi	ne-Westph. 48 West Pommer	rania 1
Nielsen 3a		
Hesse	7 <u>Nielsen 7</u>	4
	-Palatinate 5 Saxony	3
Saarland	1 Thuringia	1
Nielsen 3k		
Baden-Wu	irttemberg 11	
Foreign (1 of which	total)	57
or which	EU	49
	Other european countries	10
	Africa	7
	North America	4
	South and Central America	5
	Middle East	11
	South-, East-, Central Asia Australia	13
Distance		%
up to 50 l	את א 50 km up to 100 km	12
	1 100 km up to 300 km	24
over 300 l		55
Countries	with the highest visitor share	es %
Netherland	ds	7
Italy		6
United Kir	ngdom	6
France		4
India		4
	y of visits to trade fair	%
Previous e		40
Earlier eve	ents	54
First visit		34
Average	length of stay	2,1 days
Influence	on purchasing/procurement	
decisions		%
Decisively		34
Collective		24
	isory capacity	22
No		12
Student	antafalla anala di	7
uther not	gainfully employed	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	26
Managing director, board member,	
head of an authority etc.	19
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	11
Department head, group head, team leader Other salaried staff, civil servant,	16
skilled worker	15
Lecturer, teacher	
Trainee	2
Other position	3
Other not gainfully employed	1
Student	7
Economic sector	%
Doctor's practice	7
Doctors' practices, physiotherapy, ergo-	
therapy, logopaedia	4
Other practices	
Medical laboratory/institute	4
Rehabilitation and spa facilities	2
Medical care centre	1
Industry	17
Hospital/university hospital/clinic	18
Medical and healthcare suppliers, sales	
representatives	14
Pharmacy	1
Other trade	6
Service Other sectors	11
Other sectors Student	5
	1
Other not gainfully employed	
Size of company/organization:	
Number of employees	0/

Number of	emplo	yees	%
1- 4	13	500 - 999	4
5-9	12	1 000 and more	13
10- 49	26	Student	7
50-199	15	Other not gainfully	
200-499	8	employed	1
Conducted	by: Wi	issler & Partner, Basel	

## METAV -----> Düsseldorf

#### Trade visitors' profile

Visitors (number of entries)	40 664 A	re
Proportion of trade visitors	97% Re	
	M	
Germany (total)	91 Bi	
of which Nielsen 1 6 Nielsen 4	Fi 4 In	
<u>Nielsen 1</u> 6 <u>Nielsen 4</u> Bremen - Bavaria		
Hamburg 1 Nielsen 5+6	4 0 2 Sa	
Lower Saxony 4 Berlin	- M	
Schleswig-Holstein - Brandenburg	- 10	
Nielsen 2 65 Mecklenburg-	tr	
North Rhine-Westph. 65 West Pommer		
Nielsen 3a 15 Saxony-Anhalt		
Hesse 7 Nielsen 7	2 St	
Rhineland-Palatinate 7 Saxony	2 0	
Saarland 1 Thuringia	1 -	
Nielsen 3b 6	P	0
Baden-Württemberg 6	Er	nt
	M	
Foreign (total)	<b>9</b> he	
of which	A	re
EU	75 ge	er
Other european countries	14 Ď	ep
Other countries	11 0 <sup>-</sup>	th
	sk	
Distance to home	% Le	
up to 50 km	33 Tr	
more than 50 km up to 100 km	21 0	
more than 100 km up to 300 km	25 St	
over 300 km	21 0	th
Countries with the highest visitor share	es % Ee	со
Belgium	16 M	la
Austria	14 A	ut
Netherlands	14 Su	
	0	
Frequency of visits to trade fair	% SI	
Previous event	34 Te	
Earlier events	40 0	
First visit	45 U	
Average length of stay 1	,3 days St	
Average length of stay	<b>,5 uays</b> 50	
Influence on purchasing/procurement	0/	
decisions	% Si	
Decisively Collections	16 N	
Collectively	26	
In an advisory capacity No	24 22	
NO Student		1
Other not gainfully employed	17	5
other not gainfully employed	· 2	0

664	Area of responsibility	%
	Management	13
7%	Research/development/design	9
	Manufacturing, production, quality control	35
91	Buying/procurement	4
	Finance/accounting, controlling	-
4	Information and communication technology	1
4	Organization, personnel, administration	1
2	Sales	7
1	Marketing, advertising, PR	1
1	Logistics: storage, material management,	1
	transport Maintenance/repairs	7
1	Other area	7
2	Student	12
2	Other not gainfully employed	1
ī		
	Position in the company/organization	%
	Entrepreneur, co-owner, freelancer	13
	Managing director, board member,	
9	head of an authority etc.	4
	Area manager, works manager, plant mana-	
75	ger, branch manager, head of public office	10
14	Department head, group head, team leader	19
11	Other salaried staff, civil servant,	24
0/	skilled worker	21
% 33	Lecturer, teacher	5 13
21	Trainee Other position	13
25	Student	12
21	Other not gainfully employed	1
21	other not gaintany employed	
%	Economic sector	%
16	Machine and plant construction	30
14	Automobile industry	6
14	Supplier to the automobile industry	4
	Other industry	17
%	Skilled trades	10
34	Technical retail trade	6
40	Other service	5
45	University/college/polytechnic	5
	Other sectors	2
ays	Student	12
	Other not gainfully employed	1
%	Size of company/organization:	
16	Number of employees	%
26	1- 4 7 500 - 999	70
24	5- 9 4 1 000 and more	16
22	10- 49 20 Student	12
12	50- 199 19 Other not gainfully	
1	200- 499 12 employed	1
	Conducted hus Wiseley & Deutron Decel	

Conducted by: Wissler & Partner, Basel

# ProWein -----> Düsseldorf

#### Trade visitors' profile

Visitors (number of	ent	ries)	40 667
Proportion of trade	e vis	tors	95%
Germany (total)			65
of which Nielson 1	9	Nielcon 4	9
Nielsen 1	9	Nielsen 4	
Bremen	2	Bavaria	9 5 3
Hamburg	5	<u>Nielsen 5+6</u> Berlin	2
Lower Saxony Schleswig-Holstein	1	Brandenburg	2
Nielsen 2	33		
North Rhine-Westph			ania 1
Nielsen 3a	29		
Hesse	8	Nielsen 7	- 2 2
Rhineland-Palatinate		Saxony	2
Saarland	1	Thuringia	2
Nielsen 3b	14	maningia	
Baden-Württemberg	14		
Foreign (total)			35
of which			
EU			75
		n countries	11
North Am			6
South-, Ea Other cou		Central Asia	3
Other Cou	ntrie	5	
Distance to home			%
up to 50 km			15
more than 50 km up			7
more than 100 km u	ip to	300 km	31
over 300 km			47
Countries with the I	nighe	est visitor share	
Netherlands			15
France			9
Austria			7
Belgium			6
Sweden			5
Frequency of visits	to t	rade fair	%
Previous event			47
Earlier events			52
First visit			35
	stay	1	,8 days
Average length of			
Influence on purch	asing	g/procurement	
Influence on purcha	asing	g/procurement	%
Influence on purcha decisions Decisively	asing	g/procurement	42
Influence on purcha decisions Decisively Collectively		J/procurement	42
Influence on purcha decisions Decisively		J/procurement	42

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

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

#### Size of company/organization:

		employe	es	%
1-	4	32	500 - 999	2
5-	9	15	1 000 and more	5
10-	49	20	Student	6
50-	199	13	Other not gainfully	
200- 4	499	4	employed	1

Conducted by: Wissler & Partner, Basel

P	S	

### Trade visitors' profile

•	entries)	16 167
Proportion of trade	visitors	100%
Germany (total) of which		45
Vielsen 1	14 Nielsen 4	11
Bremen	2 Bavaria	11
Hamburg	5 Nielsen 5+6	5 2
ower Saxony	5 Berlin	- 2
Schleswig-Holstein	3 Brandenburg	q-
Vielsen 2	36 Mecklenburg	
North Rhine-Westph.		
Vielsen 3a	19 Saxony-Anh	alt -
lesse	9 Nielsen 7	2
Rhineland-Palatinate	9 Saxony	2
Saarland	1 Thuringia	1
Vielsen 3b	16	
Baden-Württemberg	16	
Foreign (total) of which		55
EU		77
	pean countries	14
Other cour		10
Distance to home		%
up to 50 km		15
nore than 50 km up	to 100 km	4
nore than 100 km u	p to 300 km	24
over 300 km		57
Countries with the h	ighest visitor sha	ares %
Vetherlands	-	11
Belgium		5
Austria		4
rance		4
Switzerland		4
Frequency of visits	to trade fair	%
Previous event		45
arlier events		42
		31
First visit		
Average length of s	stay	2,0 days
Average length of s		nt
Average length of s nfluence on purcha decisions		nt %
Average length of s nfluence on purcha decisions Decisively		nt %
Average length of s nfluence on purcha decisions Decisively Collectively	sing/procureme	nt % 36 34
Average length of s nfluence on purcha decisions Decisively Collectively n an advisory capaci	sing/procureme	nt % 36 34 19
Average length of s nfluence on purcha decisions Decisively Collectively n an advisory capaci No	sing/procureme	nt % 36 34 19 7
Average length of s nfluence on purcha decisions Decisively Collectively n an advisory capaci	ising/procureme	nt % 36 34 19



### 

#### Trade visitors' profile

Area of responsibility	%	Visitors (num
Management Research/development/design	36 1	Proportion of
Manufacturing, production, quality control	3	
Buying/procurement	17	Germany (tota
Finance/accounting, controlling	1	of which Nielsen 1
Information and communication technology	1	Bremen
Organization, personnel, administration Sales	22	Hamburg
Marketing, advertising, PR	13	Lower Saxony
Logistics: storage, material management,	15	Schleswig-Hols
transport	1	Nielsen 2
Maintenance/repairs	1	North Rhine-W
Other area	3	Nielsen 3a
Student	2	Hesse
Other not gainfully employed	1	Rhineland-Pala
		Saarland
Position in the company/organization	%	Nielsen 3b
Entrepreneur, co-owner, freelancer	38	Baden-Württen
Managing director, board member,		
head of an authority etc.	14	Foreign (total
Area manager, works manager, plant mana-		of which
ger, branch manager, head of public office	10	EU
Department head, group head, team leader	14	Othe
Other salaried staff, civil servant,		Sout
skilled worker	18	Othe
Lecturer, teacher	1	Distance to h
Trainee Other position	3	up to 50 km
Student	2	more than 50
Other not gainfully employed	1	more than 100
		over 300 km
Economic sector	%	
Advertising speciality trader	48	Countries with
Advertising speciality wholesale trader	17	France
Full-service agency	7	Italy
Services, promotion fitting	4	Netherlands
Textile finishing	5	United Kingdor
Advertising agency	3	F
Manufacturers, importer	9	Frequency of
Other sectors Student	4 2	Previous event Earlier events
	1	First visit
Other not gainfully employed		FIIST VISIT
Size of company/organization:		Average lengt
Number of employees	%	
1- 4 28 500 - 999	1	Influence on p
5- 9 22 1 000 and more	4	decisions
10- 49 30 Student	2	Decisively
50-199 10 Other not gainfully	1	Collectively
200- 499 3 employed	1	In an advisory No
Conducted by: Wissler & Partner, Basel		No Student
		Other not gain

Visitors (number of entries) 5	0 078
Proportion of trade visitors	<b>68</b> %
Germany (total) of which	83
Nielsen 1 11 Nielsen 4	4
Bremen 1 Bavaria	4 4
Hamburg 1 <u>Nielsen 5+6</u> Lower Saxony 8 Berlin	4
Schleswig-Holstein 1 Brandenburg	2
Nielsen 2 63 Mecklenburg-	
North Rhine-Westph. 63 West Pommeran	
Nielsen 3a 11 Saxony-Anhalt Hesse 6 Nielsen 7	- 3
Rhineland-Palatinate 5 Saxony	2
Saarland 1 Thuringia	1
Nielsen 3b 4	
Baden-Württemberg 4	
<b>Foreign (total)</b> of which	17
EU	68
Other european countries	11
South-, East-, Central Asia Other countries	6 14
Distance to home	% 32
up to 50 km more than 50 km up to 100 km	32 15
more than 50 km up to 100 km more than 100 km up to 300 km	33
over 300 km	21
Countries with the highest visitor shares	%
France	8
Italy Netherlands	8 8
United Kingdom	8
	0/
Frequency of visits to trade fair Previous event	% 32
Earlier events	53
First visit	41
Average length of stay 1,3	days
Influence on purchasing/procurement	
decisions	% 18
Decisively Collectively	27
In an advisory capacity	26
No	20
Student Other not gainfully employed	7 3
other not gainting employed	
Area of responsibility	%
Management Research/development/design	14 4
Manufacturing, production, quality control	4
Buying/procurement	4
Finance/accounting, controlling	2
Information and communication technology Organization, personnel, administration	y 1 7
Sales	10

Acchites Out-patient nursing services Medical technical service Cost unit Other practices Hospital/clinic Auxiliary materials Other industry Architect's/planning office Organisation on disability Welfare association Other service enterprises, consultancies Other association, organisation Public authority University/college/polytechnic Media, press, publishing Other sectors Student Other not gainfully employed	1
facilities Out-patient nursing services Medical technical service Cost unit Other practices Hospital/clinic Auxiliary materials Other industry Architect's/planning office Organisation on disability Welfare association Other service enterprises, consultancies Other association, organisation Public authority University/college/polytechnic Media, press, publishing Other sectors	1
facilities Out-patient nursing services Medical technical service Cost unit Other practices Hospital/clinic Auxiliary materials Other industry Architect's/planning office Organisation on disability Welfare association Other service enterprises, consultancies Other association, organisation Public authority University/college/polytechnic Media, press, publishing	
facilities Out-patient nursing services Medical technical service Cost unit Other practices Hospital/clinic Auxiliary materials Other industry Architect's/planning office Organisation on disability Welfare association Other service enterprises, consultancies Other association, organisation Public authority University/college/polytechnic	
facilities Out-patient nursing services Medical technical service Cost unit Other practices Hospital/clinic Auxiliary materials Other industry Architect's/planning office Organisation on disability Welfare association Other service enterprises, consultancies Other association, organisation Public authority	
facilities Out-patient nursing services Medical technical service Cost unit Other practices Hospital/Clinic Auxiliary materials Other industry Architect's/planning office Organisation on disability Welfare association, organisation Other service enterprises, consultancies Other association, organisation	
facilities Out-patient nursing services Medical technical service Cost unit Other practices Hospital/clinic Auxiliary materials Other industry Architect's/planning office Organisation on disability Welfare association	
facilities Out-patient nursing services Medical technical service Cost unit Other practices Hospital/clinic Auxiliary materials Other industry Architect's/planning office Organisation on disability	
facilities Out-patient nursing services Medical technical service Cost unit Other practices Hospital/clinic Auxiliary materials Other industry Architect's/planning office	
facilities Out-patient nursing services Medical technical service Cost unit Other practices Hospital/clinic Auxiliary materials Other industry	
facilities Out-patient nursing services Medical technical service Cost unit Other practices Hospital/clinic Auxiliary materials	
facilities Out-patient nursing services Medical technical service Cost unit Other practices Hospital/clinic	
facilities Out-patient nursing services Medical technical service Cost unit Other practices	
facilities Out-patient nursing services Medical technical service Cost unit	
facilities Out-patient nursing services Medical technical service	
facilities Out-patient nursing services	
In-patient/stationary care and nursing	
Special facilities (school, workshop, nursery)	
Rehabilitation facilities	
trade Orthopaedic trade	1
Medicine and sanitary/medical specialist	9
Economic sector	9
Other not gainfully employed	
Student	
Other position	
Lecturer, teacher Trainee	
skilled worker	3
Department head, group head, team leader Other salaried staff, civil servant,	1
ger, branch manager, head of public office	1
Area manager, works manager, plant mana	
head of an authority etc.	
Managing director, board member,	
Position in the company/organization Entrepreneur, co-owner, freelancer	9 1
5 7 1 7	
Student Other not gainfully employed	
	4
Other area	
Maintenance/repairs Other area	

Size of con	ipany/o	organization:	
Number of	employ	yees	%
1- 4	11	1 000 and more	12
5-9	8	Student	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 (2011) -----> Düsseldorf

#### Trade visitors' profile

	ries) 29 234*
Proportion of trade vision	itors 94%
Germany (total)	92
of which	
Nielsen 1 14	Nielsen 4
Bremen 1	Bavaria
Hamburg 2	Nielsen 5+6
Lower Saxony 10	Berlin 2
Schleswig-Holstein 1	Brandenburg
Nielsen 2 48	Mecklenburg-
North Rhine-Westph. 48	West Pommerania
Nielsen 3a 11	Saxony-Anhalt 2 Nielsen 7
Hesse 6 Rhineland Palatinets 5	
Rhineland-Palatinate 5 Saarland 1	
	Saxony 2
Baden-Württemberg 8	
Foreign (total) of which	٤
FU	82
Other countrie	
	5 10
Distance to home	%
up to 50 km	23
more than 50 km up to	
more than 100 km up to	
over 300 km	35
Country with the highe	st visitor share %
Netherlands	4'
	4
Frequency of visits to e	
Previous event	45
Earlier events	50
First visit	32
Average length of stay	1,4 days
	- I
Influence on numerication	
Influence on purchasing	0/
decisions	
decisions Decisively	17
decisions Decisively Collectively	17
decisions Decisively Collectively In an advisory capacity	% 17 22 27 26
decisions Decisively Collectively In an advisory capacity No	17
decisions Decisively Collectively In an advisory capacity	1 22 22 20

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

Area of responsibility	%
Management	38
Research/development/design	1
Manufacturing, production, quality control	6
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	2
Organisation, personnel, administration	2
Sales	9
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area	30
Student	6
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	45
Managing director, board member,	
head of an authority etc.	4
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	2
Department head, group head, team leader	4
Other salaried staff, civil servant,	
skilled worker	14
Lecturer, teacher	1
Trainee	17
Other position	4
Student	6
Other not gainfully employed	3
Economic sector	%
Hairdressers' trade	84
Other skilled trade	04
Cosmetics/pharmaceuticals/chemical industry	1
Other industry	1
Trade	
Other service	2
Other service	- 1

Size of con Number of		organisation: yees
1- 4	41	500 - 99
5-9	27	1 000 and more
10- 49	14	Studen
50-199	2	Other not gainfully
200- 499	1	employe

Other not gainfully employed

Other sectors

Student

Conducted by: Wissler & Partner, Basel

%

1

6

### TourNatur ----> Düsseldorf

#### **Private visitors' profile**

/isitors (number of entries) 30	) 648*)	Position in the company/organization
Proportion of private visitors	93%	Entrepreneur, co-owner, freelancer Managing director, board member,
		head of an authority etc.
Germany (total)	98	Area manager, works manager, plant mana
of which		ger, branch manager, head of public office
Nielsen 1 2 Nielsen 4	1	Department head, group head, team leade
Bremen - Bavaria	1	Other salaried staff, civil servant,
Hamburg - Nielsen 5+6	1	skilled worker
Lower Saxony 2 Berlin	-	Lecturer, teacher
Schleswig-Holstein - Brandenburg	-	Trainee
Nielsen 2 92 Mecklenburg-		Other position
North Rhine-Westph. 92 West Pommera	ania -	Student
Nielsen 3a 5 Saxony-Anhalt	1	Housewife/man
Hesse 3 Nielsen 7	-	Old-age pensioner
Rhineland-Palatinate 3 Saxony	-	Other not gainfully employed
Saarland - Thuringia	-	
Nielsen 3b -		Buying and ordering capacity
Baden-Württemberg -		Purchase or order made or intended
		at the exhibition
Foreign (total)	2	yes
		no
Distance to home	%	maybe
up to 50 km	68	
more than 50 km up to 100 km	16	Follow-up business
more than 100 km up to 300 km	13	Intend to buy at later date
over 300 km	3	yes
		no
Frequency of visits to trade fair	%	maybe
Previous event	37	Conducted by: Wissler & Partner, Basel
Earlier events	46	
First visit	43	
Sex	%	
Male	51	
Female	49	
Size of household	%	
1 person	20	
2 persons	49	
3 persons	14	
4 persons	12	
5 persons and more	5	
Age	%	
up to 20 years	-	
over 20 up to 30 years	11	
over 30 up to 40 years	16	
over 40 up to 50 years	29	
over 50 up to 60 years	29	
over 60 up to 70 years	11	
over 70 years	5	

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

## Tube (2010) ----> Düsseldorf

#### Basic data trade visitors

Total number of visitors	31 961
Proportion of trade visitors	<b>99</b> %
Region of residence	% 15
up to 50 km more than 50 km up to 100 km	9
more than 100 km up to 300 km	17
over 300 km	59
Total Germany	48
Baden- North Rhine- Württemberg 11 Westphalia	56
Bavaria 9 Rhineland-	50
Berlin 1 Palatinate	4
Brandenburg - Saarland	1
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	2
Hesse 5 Schleswig-	2
Mecklenburg- Holstein	1
West Pommerania - Thuringia	2
Lower Saxony 6	
Total Foreign	52
of which EU	57
Rest of Europe Africa	9 5
North America	6
South and Central America	6
Middle East	6
South-, East-, Central Asia	10
South-, East-, Central Asia Australia	2
Australia The five countries with the highest visitor shares Netherlands Italy France India Spain	
The five countries with the highest visitor shares Netherlands Italy France India Spain	2 % 9 6 5 5
The five countries with the highest visitor shares Netherlands Italy France India Spain Position in the company/organisation Entrepreneur, partner, self-employed	2 % 9 6 5 5
The five countries with the highest visitor shares Netherlands Italy France India Spain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	2 % 9 9 6 5 5 5 5 20 20 15
The five countries with the highest visitor shares Netherlands Italy France India Spain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	2 % 9 9 6 5 5 5 5 20 20 20 20 20
The five countries with the highest visitor shares Netherlands Italy France India Spain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	2 % 9 9 6 5 5 5 5 20 20 20 15 e 11
The five countries with the highest visitor shares Netherlands Italy France India Spain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	2 % 9 9 9 6 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
The five countries with the highest visitor shares Netherlands Italy France India Spain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	2 % 9 6 5 5 5 20 20 20 20 20 21 15 e 11 27 16
The five countries with the highest visitor shares Netherlands Italy France India Spain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	2 % 9 9 6 5 5 5 20 20 20 20 15 e 11 27 16 5 5
The five countries with the highest visitor shares Netherlands Italy France India Spain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	2 % 9 9 9 6 5 5 5 5 5 5 20 20 20 20 20 21 5 5 5 2 2
The five countries with the highest visitor shares Netherlands Italy France India Spain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	2 % 9 6 55 5 20 15 e 11 27 16 5 5 2 4 4
The five countries with the highest visitor shares Netherlands Italy France India Spain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	2 % 9 9 9 6 5 5 5 5 5 5 20 20 20 20 20 21 5 5 5 2 2
The five countries with the highest visitor shares Netherlands Italy France India Spain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to exhibition	2 % 9 6 5 5 5 20 20 20 15 2 11 27 16 2 2 4 4 11 27 8 %
The five countries with the highest visitor shares Netherlands Italy France India Spain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to exhibition 2008	2 % 9 9 6 5 5 5 5 5 7 20 20 20 15 e 11 27 16 6 5 5 4 11 1 1 1 9 %
The five countries with the highest visitor shares Netherlands Italy France India Spain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to exhibition 2008 2006	2 % 9 9 6 5 5 5 5 20 20 20 20 15 e 11 27 16 5 5 2 4 11 27 4 4 1 1 1 1 2 7 4 4 4 2 4 4 2 4 4 2 4 4 2 4 4 2 9 9 9 9
The five countries with the highest visitor shares Netherlands Italy France India Spain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to exhibition 2008	2 % 9 9 6 5 5 5 5 5 5 20 20 20 15 e 11 27 16 6 5 - 2 4 11 1 1 1 1 3 %

#### Additional data trade visitors

Additional data trade visitors	
Economic sector	%
Pipeline manufacturing	21
Iron, steel and non-ferrous metals industry	10
Motor vehicle industry	6
Manufacturer of pipe construction machines	
and systems	4
Chemical industry	3 2
Construction industry	2
Oil and gas, pipelines, refineries Other industry, manufacturer	16
Other industry, manufacturer Fechnical retail trade	12
Other trade	10
Skilled trades	5
Service	6
Public authority	1
Other Student	5 1
Other not gainfully employed	1
stiller not gaintaily employed	
nfluence on purchasing/	
procurement decisions	%
Decisively	36 34
Collectively n an advisory capacity	- 34 - 18
No	11
Student	1
Other not gainfully employed	1
Annual of the state of the life of	~
Area of responsibility	% 25
Management Research/development/design	11
Planning/work preparation	5
Manufacture/production	13
Production, quality control	2
Buying/procurement	17
Finance/accounting, controlling	1
nformation, communication technology (EDF Administration/organisation/personnel/	.) 1
social welfare/training	-
Marketing/sales/advertising/PR	19
Storage/material management/logistics/	
ransport	1
Maintenance/repairs	1
Other area Student	3
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1-4 8 500- 999	7
5-971000-9999	13
10- 49 22 10 000 and more	7
50-99         11         Student           100-199         11         other not gainfully	1
100-199 11 other not gainfully 200-499 11 employed	1
200 400 The employed	
length of stay	%
1. Length of stay (days):	
one 52 three 13 five	5
two 26 four 5	
. Average length of stay 1,9 c	lays
. Share of visitors on the event's days:	N/A
tendented for Minder O Deute D. 1	

Conducted by: Wissler & Partner, Basel

### **Valve World Expo**

#### Trade visitors' profile

Visitors (number of entries)	10 578
Proportion of trade visitors	99%
Germany (total) of which	31
Nielsen 1 9 Nielsen 4	5
Bremen 1 Bavaria	5
Hamburg 3 <u>Nielsen 5+6</u>	1
Lower Saxony 4 Berlin	1
Schleswig-Holstein 2 Brandenburg	
Nielsen 2 57 Mecklenburg-	
North Rhine-Westph. 57 West Pommera	inia -
Nielsen 3a 16 Saxony-Anhalt	-
Hesse 9 Nielsen 7	4
Rhineland-Palatinate 6 Saxony	3
Saarland 1 Thuringia	1
Nielsen 3b 9	
Baden-Württemberg 9	
Foreign (total)	69
of which EU	62
Other european countries	8
Africa	3
North America	3
Middle East	6
South-, East-, Central Asia	13
Other countries	4
Distance to home	%
up to 50 km	10
	7
nore than 50 km up to 100 km nore than 100 km up to 300 km	25
over 300 km	59
Countries with the highest visitor share	s %
Netherlands	12
taly	10
United Kingdom	g
Belgium	6
India	e
Frequency of visits to trade fair	%
Previous event	29
Earlier events	23
First visit	61
Average length of stay 1,	7 days
Influence on purchasing/procurement	
Influence on purchasing/procurement decisions	%
	35
decisions	35
decisions Decisively	35
decisions Decisively Collectively	35 29 18
decisions Decisively Collectively in an advisory capacity	



200-499

12

Conducted by: Wissler & Partner, Basel

## wire (2010) ------> Düsseldorf

#### Basic data trade visitors

Area of res		lity	%	Total n
Managemen			25	
Research/dev			11	Propor
		luction, quality control	5	
Buying/procu			15	Region
Finance/acco			1	up to 5
		nmunication technology	1.1	more th
	, persor	nnel, administration	-	more th
Sales		22	30	over 30
Marketing, a			3	
	orage, n	naterial management,		Total C
transport			1	Baden-
Maintenance	/repairs		4	Württer
Other area			3	Bavaria
Student			2	Berlin
Other not ga	ainfully e	employed	1	Brande
	a			Bremen Hambu
		npany/organization	%	Hesse
		ner, freelancer	14	Meckle
		board member,	47	West P
head of an a			17	Lower S
		ks manager, plant mana-		
		r, head of public office	16	Total F
		roup head, team leader	27	of whic
		civil servant,	20	or write
skilled worke			20	
Lecturer, tea	cner		-	
Trainee			2	
Other position	on		3 2	
Student	infully .	amplayed	1	
Other not ga	aintully e	empioyea		
Economic s			%	The fiv
Fittings man			25	visitor
		, other industries,		France
manufacture			19	Great E
Skilled trade			1	Netherl
Fittings trade	e		19	ltaly India
Other trade			7	inuta
Service			9	
Association			1	Positio
Other sector	S		19	Entrepr
Student			2	Managi head of
Other not ga	ainfully e	employed	1	Senior
C				with m
		rganization:	0/	Departr
Number of			%	Other s
1- 4	8	500 - 999	5	Skilled
5-9	10	1 000 and more	18	Lecture
10- 49	24	Student	2	Trainee
50-199	20	Other not gainfully		Other p

employed

1

Total number of visitors	37 144
Proportion of trade visitors	<b>98</b> %
Region of residence	%
up to 50 km	9
more than 50 km up to 100 km	11 13
more than 30 km up to 300 km over 300 km	68
Total Germany	39
Baden- North Rhine- Württemberg 12 Westphalia	49
Bavaria 12 Rhineland-	2
Berlin 2 Palatinate Brandenburg 1 Saarland	3 1
Bremen 1 Saxony	2
Hamburg 1 Saxony-Anhalt	1
Hesse 9 Schleswig- Mecklenburg- Holstein	
West Pommerania 1 Thuringia	2
Lower Saxony 4	-
Total Foreign	61
of which EU	56 10
Rest of Europe Africa	
North America	5 7
South and Central America	7
Middle East South- East- Central Asia	4
South-, East-, Central Asia Australia	1
The five countries with the highest	
visitor shares	%
France Great Britain	87
Netherlands	7
Italy	8 7 7 7 7
India	/
Position in the company/organisation Entrepreneur, partner, self-employed	n % 18
Managing director, board member, head of an authority etc.	18
Senior department head, other employe	
	13
with managerial responsibility	25
with managerial responsibility Department head, group head	25
with managerial responsibility Department head, group head Other salaried staff/public service	25 13
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	13 6 1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	6 1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	6 1 - 5
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	6 1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	6 1 - 5 1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to exhibition 2008	6 1 - 5 1 1 % 50
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to exhibition	6 1 - 5 1 1 %

Additional data trade visitors	
Economic sector	%
Wire production	26
Cable production Iron, steel and non-ferrous metals industry	7
Production of connecting/fastening elements	7
Springs production	5
Manufacture of other wire products Motor vehicle industry	3
Other industry, manufacturer	15
Technical retail trade Other trade	4
Skilled trades	13 7 5 3 15 4 3 4 3
Service	4
University/college/polytechnic Other	1 2 1
Student	ī
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	% 32
Decisively Collectively	36
In an advisory capacity	21
No Student	9 1
Other not gainfully employed	1
Area of responsibility Management	% 27
Research/development/design	16
Planning/work preparation	3 21
Manufacture/production Production, quality control	21 3
Buying/procurement	9
Finance/accounting, controlling Information, communication technology (EDF	1 P) 1
Administration/organisation/personnel/	/ '
social welfare/training	-
Marketing/sales/advertising/PR Storage/material management/logistics/	13
transport	-
Maintenance/repairs	2
Other area Student	2 2 1 1
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	% 7
1-4 7 500- 999	7 10
5- 9 6 1 000- 9 999 10- 49 20 10 000 and more	10
50- 99 14 Student	1
100-199 14 other not gainfully 200-499 14 employed	1
Length of stay	%
1. Length of stay (days): one 43 three 14 five	7
two 29 four 7	
2. Average length of stay 2,1 c	lays
3 Share of visitors on the event's days:	N/A

# 3. Share of visitors on the event's days: N/A

Conducted by: Wissler & Partner, Basel

# Grüne Tage Thüringen ------> Erfurt

### Private visitors' profile

Visitors (number of entries)	23 908
Proportion of private visitors	<b>76</b> %
Germany (total) of which·Nielsen 1 Bremen-Nielsen 4 BavariaHamburg-Nielsen 5+6 Lower SaxonySchleswig-Holstein Nielsen 2-Berlin SandenburgNielsen 2 North Rhine-Westph Hesse-West Pommer Vest Pommer 2 Saxony-Anhalt HesseHesse2Naicsen 7 Saxony Saarland Nielsen 3b Baden-Württemberg-	
Foreign (total)	1
Distance to home	%
up to 50 km	48
more than 50 km up to 100 km	40
more than 100 km up to 300 km	11
over 300 km	2
Frequency of visits to trade fair	%
2010	47
2008	28
Earlier events	30
First visit	26
<b>Sex</b>	%
Male	43
Female	57
Size of household	%
1 person	8
2 persons	44
3 persons	21
4 persons	18
5 persons and more	9
Age	%
up to 20 years	3
over 20 up to 30 years	13
over 30 up to 40 years	15
over 40 up to 50 years	25
over 50 up to 60 years	22
over 60 up to 70 years	14
over 70 years	7

Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant mana-	% 8 1
ger, branch manager, head of public office	2
Department head, group head, team leader Other salaried staff, civil servant,	7
skilled worker	30
Lecturer, teacher	3
Trainee	3
Other position	10 3 3
Student	3
Housewife/man	3
Old-age pensioner	22
Other not gainfully employed	7
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
ves	74
no	11
maybe	15
Follow-up business Intend to buy at later date	%
yes	30
no	28
maybe	42
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

# Haus.Bau.Energie (2011) ------> Erfurt

#### **Private visitors' profile**

Visitors (number of	entries)	4 734	Age up to
Proportion of private	e visitors	90%	over 2
Germany (total) of which <u>Nielsen 1</u> Bremen Hamburg Lower Saxony	- <u>Nielsen 4</u> - Bavaria - <u>Nielsen 5+6</u> - Berlin	100 - - 1 -	over 2 over 2 over 2 over 6 over 7 Positi
Schleswig-Holstein <u>Nielsen 2</u> North Rhine-Westph. <u>Nielsen 3a</u> Hesse Rhineland-Palatinate Saarland <u>Nielsen 3b</u> Baden-Württemberg	<ul> <li>Brandenburg</li> <li>Mecklenburg-</li> <li>West Pommera</li> <li>Saxony-Anhalt</li> <li><u>Nielsen 7</u></li> <li>Saxony</li> <li>Thuringia</li> </ul>	- ania - 1 97 1 96	Entrep Mana head Area ger, b Depar Other skilled Lectur Traine
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km		% 72 23 4 1	Other Stude Other Buyin
Frequency of visits t 2010 Earlier events First visit	o exhibition	% 36 31 41	at the yes no maybe
<b>Sex</b> Male Female		% 57 43	Follov Intenc yes
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more		% 8 51 22 12 7	no maybo Cond

Age	%
up to 20 years	-
over 20 up to 30 years	10
over 30 up to 40 years	18
over 40 up to 50 years	21
over 50 up to 60 years	24
over 60 up to 70 years	23
over 70 years	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant mana	
ger, branch manager, head of public office	1
Department head, group head, team leade	r 3
Other salaried staff, civil servant,	
skilled worker	57
ecturer, teacher	
Trainee	
Other position Student	-
Other not gainfully employed	2 27
other not gainfully employed	27
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
yes	14
no	62
maybe	24
Follow-up business	%
Intend to buy at later date	
yes	42
no	13
an an de a	45
maybe	irt

inoga with IKA	÷ I	Erfurt
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#### Trade visitors' profile

Visitors (number of	entries)	16 527
Proportion of trade	visitors	36%
Germany (total) of which		85
Nielsen 1	4 Nielsen 4	6
Bremen	- Bavaria	6
Hamburg	- Nielsen 5+6	9
Lower Saxony	3 Berlin	2
Schleswig-Holstein	1 Brandenburg	1
Nielsen 2	2 Mecklenburg	
North Rhine-Westph.	2 West Pomme	
Nielsen 3a	12 Saxony-Anha	
Hesse	10 Nielsen 7	66
Rhineland-Palatinate	1 Saxony	7
Saarland	- Thuringia	58
Nielsen 3b	2	
Baden-Württemberg	2	
Foreign (total)		15
of which EU		53
	pean countries	19
North Ame		16
Other coun		12
Distance to home		%
up to 50 km		32
more than 50 km up		20
more than 100 km up	) to 300 km	21
over 300 km		27
Countries with the hi	ghest visitor sha	
USA		16
Sweden		9
Frequency of visits t	o trade fair	%
Previous event		14
Earlier events		20
First visit		74
Average length of s	tay	1,4 days
Influence on purchas	sing/procuremen	
decisions		%
Decisively		25
Collectively		25
In an advisory capacit	ty	18
No		24
Student	anloyed	4
Other not gainfully en	прюуеа	6

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

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
Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed
Economic sector Catering Hotel Catering Wholesale trade Retail trade/specialist trade Industry Skilled trades Manufacturing sector Authority/public services Association/society Educational institutions, vocational and advanced training Other sectors Student Other not gainfully employed

Area of responsibility

		organization:	
Number of	employ	yees	%
1- 4	18	500 - 999	4
5-9	16	1 000 and more	7
10- 49	26	Student	4
50-199	15	Other not gainfully	
200- 499	5	employed	6

### **Private visitors' profile**

10 2

Visitors (number of entries) 16 527			
Proportion of private visitors 64			
Germany (total) of which			94
Nielsen 1	1	Nielsen 4	5
Bremen	1	Bavaria	5
Hamburg	-	Nielsen 5+6	6
Lower Saxony	1	Berlin	2
Schleswig-Holstein	1	Brandenburg	2
Nielsen 2	1	Mecklenburg-	-
North Rhine-Westph.	1	West Pommera	nia -
Nielsen 3a	3		
Hesse	2	Nielsen 7	83
Rhineland-Palatinate	1	Saxony	2
Saarland	1	Thuringia	80
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)			6
Distance to home			%
up to 50 km			58
more than 50 km up			17
more than 100 km up	to to	300 km	13
over 300 km			12
Frequency of visits t	to t	rade fair	%
Previous event			16
Earlier events			35
First visit			57
Sex			%
Male			39
Female			61
Size of household			%
Age			%
up to 20 years			18
over 20 up to 30 year	S		14
over 30 up to 40 year	S		6
over 40 up to 50 year	S		16
over 50 up to 60 year			21
over 60 up to 70 year over 70 years	S		17
over //) vears			8

#### Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Rapid. Tech -----> Erfurt

### Trade visitors' profile

%

4

3

6

8

5

3

16

%

Visitors (number of er	ntries) 1 282
Proportion of trade vi	sitors 100%
Germany (total) of which	88
Nielsen 1 11	Nielsen 4 14
	- Bavaria 14
Hamburg 2	
Lower Saxony	
Schleswig-Holstein 2	
Nielsen 2 11	
North Rhine-Westph. 11	West Pommerania
Nielsen 3a 8	
Hesse	
Rhineland-Palatinate 1	
Saarland	
Nielsen 3b 8	
Baden-Württemberg 8	}
Foreign (total)	1:
of which	
EU Other europe	an countries 6
Other europe	an countries 5:
Distance to home	9
up to 50 km	1
more than 50 km up to	100 km 1
more than 100 km up t	
over 300 km	43
Country with the high	est visitor share %
Switzerland	28
Frequency of visits to	trade fair %
Previous event	13
Earlier events	1
First visit	70
	y 1,3 day
Average length of sta	
Influence on purchasir	ıg/procurement
Influence on purchasin decisions	9
Influence on purchasin decisions Decisively	9/ 20
Influence on purchasin decisions Decisively Collectively	20 24
Influence on purchasin decisions Decisively Collectively In an advisory capacity	20 24 3
Influence on purchasin decisions Decisively Collectively	20 24

Area of responsibility	9
Management	1
Research/development/design	4
Manufacturing, production, quality control	1
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Organization, personnel, administration	
Sales	
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport Maintenance (renaire	
Maintenance/repairs Other area	
Student	1
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 mana-	
ger, branch manager, head of public office Department head, group head, team leader	1
Other salaried staff, civil servant,	
skilled worker	3
Lecturer, teacher	
Trainee	
Other position	
Student	1
Other not gainfully employed	
Economic sector	9
Industry	4
Skilled trades	1
Wholesale/foreign trade	
Retail trade	
Service	1
Service Authority/public services	į.
Service Authority/public services Teaching (polytechnic/university/college)	2
Service Authority/public services Teaching (polytechnic/university/college) Research	2
Service Authority/public services Teaching (polytechnic/university/college)	2
Service Authority/public services Teaching (polytechnic/university/college) Research Other	2
Service Authority/public services Teaching (polytechnic/university/college) Research	2
Service Authority/public services Teaching (polytechnic/university/college) Research Other Size of company/organization:	2
Service Authority/public services Teaching (polytechnic/university/college) Research Other Size of company/organization: Number of employees	2 1 9 1
Service Authority/public services Teaching (polytechnic/university/college) Research Other Size of company/organization: Number of employees 1- 4 8 200 - 499	1 2( 1) 1) 1) 2( 1)

Conducted by: Messe Erfurt GmbH, Erfurt

# 

### Private visitors' profile

Visitors (number of entries)	20 898
Proportion of private visitors	95%
Germany (total) of which	100
Nielsen 1 - Nielsen 4	2
Bremen - Bavaria	2
Hamburg - Nielsen 5+0	
Lower Saxony - Berlin	-
Schleswig-Holstein - Brandenbur Nielsen 2 - Mecklenbur	
<u>Nielsen 2</u> - Mecklenbur North Rhine-Westph West Pomm	
Nielsen 3a 1 Saxony-Anh	
Hesse 1 Nielsen 7	95
Rhineland-Palatinate - Saxony	2
Saarland - Thuringia	93
Nielsen 3b -	
Baden-Württemberg -	
Distance to home	%
up to 50 km	51
more than 50 km up to 100 km	38
more than 100 km up to 300 km	10
over 300 km	1
Frequency of visits to trade fair	%
Frequency of visits to trade fair Previous event	
Frequency of visits to trade fair Previous event Earlier events	% 65
Frequency of visits to trade fair Previous event Earlier events First visit	% 65 77 18
Frequency of visits to trade fair Previous event Earlier events First visit	% 65 77
Frequency of visits to trade fair Previous event Earlier events First visit Sex Male	% 65 77 18 %
Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female	% 65 77 18 % 60 40
Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household	% 65 77 18 % 60 40
Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	% 65 77 18 % 60 40 % 11
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons	% 65 77 18 % 60 40 40 % 11
Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	% 65 77 18 % 60 40 % 11
Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons	% 65 77 18 % 60 40 % 11 43 323 23 18
Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 65 777 18 % 600 40 40 % 111 11 143 23 18 6
Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age	% 65 777 18 % 60 40 % 11 13 323 18 6 %
Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years	% 665 777 18 % 60 40 40 40 40 40 40 40 40 40 40 40 40 40
Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years	% 65 77 18 % 60 40 % 40 % 40 % 40 % 40 % 40 % 41 11
Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years	% 65 777 18 % 60 40 40 40 40 40 40 40 41 11 43 23 318 6 6 6 7 % 4 4 11 12
Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 50 years	% 65 777 18 % 60 40 40 40 40 40 40 40 40 40 41 11 12 26
Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons	% 655 777 18 % 60 40 40 % 40 % 40 % 40 % 40 40 % 41 11 11

<b>Position in the company/organization</b> Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	% 11 1
Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	1 1
skilled worker	52
Lecturer, teacher	1
Trainee	1
Other position Student	1 5 1
Housewife/man	2
Old-age pensioner	1
Other not gainfully employed	24
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
Ves	77
no	11
maybe	13
Follow-up business Intend to buy at later date	%
yes	16
no	60
maybe	24
Conducted by: Messe Erfurt GmbH, Erfurt	

## Thüringen Ausstellung ------> Erfurt

#### **Private visitors' profile**

Visitors (number of	entries)		71 928	Position in the contract of th
Proportion of privat	e visito	rs	91%	Managing director head of an author
Germany (total) of which			100	Area manager, wo
Nielsen 1	- Nie	lsen 4	1	Department head,
Bremen		/aria	1	Other salaried sta
Hamburg		lsen 5+6	1	skilled worker
Lower Saxony	- Ber		1.1	Lecturer, teacher
Schleswig-Holstein		ndenburg		Trainee
Nielsen 2	- Me	cklenburg-		Other position
North Rhine-Westph.	- We	st Pommer	ania -	Student
Nielsen 3a	1 Sax	ony-Anhalt		Housewife/man
Hesse		lsen 7	98	Old-age pensioner
Rhineland-Palatinate		ıringia	97	Other not gainfull
Saarland	- Sax	ony	1	
Nielsen 3b	-			Buying and orde
Baden-Württemberg	-			Purchase or order at the exhibition
Distance to home			%	yes
up to 50 km			61	no
more than 50 km up	to 100	km	32	maybe
more than 100 km up			6	majac
over 300 km			1	Follow-up busine
				Intend to buy at I
Frequency of visits t	to trade	e fair	%	yes
2011			42	no
2010 2009			39 32	maybe
2009			23	Conducted by: G
Earlier events			25	forschung GmbH
First visit			25	
Sex Male			% 42	
Female			42 58	
remale			00	
Size of household			% 8	
1 person 2 persons			o 56	
2 persons 3 persons			50 19	
4 persons			12	
5 persons and more			5	
Age			%	
up to 20 years			4	
over 20 up to 30 year			12	
over 30 up to 40 year			11	
over 40 up to 50 year			21	
over 50 up to 60 year			25	
over 60 up to 70 year	S		20 6	
over 70 years			Ø	

		Ird
sition in the company/organization	%	Visit
trepreneur, co-owner, freelancer anaging director, board member,	7	Prop
ad of an authority etc.	2	-
ea manager, works manager, plant mana-	~	Gerr
r, branch manager, head of public office	2	of w
partment head, group head, team leader	6	Niels
her salaried staff, civil servant, lled worker	24	Bren
	34 4	Ham
cturer, teacher		Lowe Schle
ainee	2 8	Niels
her position Ident	5	Nort
usewife/man	2	Niels
d-age pensioner	26	Hess
her not gainfully employed	3	Rhin
ner not gannung employed	5	Saar
ying and ordering capacity	%	Niels
rchase or order made or intended the exhibition	70	Bade
	76	Fore
	9	of w
ybe	16	0. 1
llow-up business	%	
end to buy at later date		Dist
5	34	up te
	21	more
vbe	46	more
nducted by: Gelszus Messe-Markt-		over
rschung GmbH, Dortmund		Cou
		Neth
		Freq
		2010
		2008
		2006
		2004
		2002
		Earli
		First
		Ave
		Influ
		deci
		Deci

## DEUBAU -----> Essen

#### Trade visitors' profile

Visitors (number of er	ntries)	55 313
Proportion of trade vi	sitors	91%
Germany (total)		96
of which		
	3 <u>Nielsen 4</u>	1
	- Bavaria	1
namburg	- Nielsen 5+6	1
	3 Berlin	
Schleswig-Holstein Nielsen 2 80	- Brandenburg	
North Rhine-Westph. 80		ania 1
	3 Saxony-Anhalt	
	1 Nielsen 7	1
	5 Saxony	
	- Thuringia	1
Nielsen 3b		
Baden-Württemberg		
Foreign (total)		4
of which		75
EU		75
Other countri	les	25
Distance to home		%
up to 50 km		37
more than 50 km up to		23
more than 100 km up t	o 300 km	34
over 300 km		7
Country with the high	est visitor share	e %
Netherlands		42
Frequency of visits to	trade fair	%
2010		25
2008		23
2006		15
2004		12
2002		9
Earlier events		13
First visit		39
Average length of sta	y 1	,1 days
Influence on purchasi	ng/procurement	
decisions		%
Decisively		26
Collectively		22
In an advisory capacity		18
No		17
Student Other not gainfully emr	1	14

Other not gainfully employed

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 Managing director, board member, head of an authority etc. Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed
Economic sector Construction industry Main construction trade Secondary construction trade Skilled trades Building materials industry Architect's, planners, engineers Building materials trade Housing industry Ministry/public authority/municipal administration University/polytechnic, research Private property owner Other sectors Student Other not gainfully employed Size of company/organization:
Number of employees
1-         4         28         500 - 999           5-         9         11         1 000 and more           10-         49         19         Student           50-         199         10         Other not gainfully           200-         499         6         employed

Area of responsibility

Research/development/design

Manufacturing, production, quality control Buying/procurement

Management

# The NRW holiday fair

#### **Private visitors' profile**

% 

%

Visitors (number o	of entries)	92 603
Proportion of priv	ate visitors	<b>97</b> %
Germany (total)		99
of which Nielsen 1	1 Nielsen 4	1
Bremen	- Bavaria	1
Hamburg	- Nielsen 5-	-
Lower Saxony	1 Berlin	
Schleswig-Holstein	- Brandenbu	ira -
Nielsen 2	95 Mecklenbu	
North Rhine-Westp		
Nielsen 3a	2 Saxony-Ar	
Hesse	1 Nielsen 7	-
Rhineland-Palatinat		-
Saarland	- Thuringia	-
Nielsen 3b	-	
Baden-Württemberg	g -	
Foreign (total)		1
Distance to home		%
up to 50 km		60
more than 50 km i	ip to 100 km	24
more than 100 km		15
over 300 km		2
Frequency of visit	s to trade fair	%
2011	5 to trade full	26
2010		20
2009		15
2008		9
Earlier events		34
First visit		30
Sex		%
Male		60
Female		40
Size of household		%
1 person		11
2 persons		55
3 persons		12
4 persons		15
5 persons and mor	е	7
Age		%
up to 20 years		2
over 20 up to 30 ye	ears	6
over 30 up to 40 ye	ears	8
over 40 up to 50 ye		25
over 50 up to 60 ye		27
over 60 up to 70 ye	ears	24

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



# 

19 786

**98%** 

### Trade visitors' profile

Position in the company/organization	%	Visitors (number of entries)
Entrepreneur, co-owner, freelancer Managing director, board member, board of an authority etc.	7	Proportion of trade visitors
head of an authority etc. Area manager, works manager, plant mana ger, 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	2	Germany (total)         of which       Nielsen 1       12       Niels         Bremen       1       Bava         Hamburg       3       Niels         Lower Saxony       6       Berli         Schleswig-Holstein       3       Brann         Nielsen 2       56       Mecc         North Rhine-Westph.       56       Wess         Nielsen 3a       10       Saxo         Hesse       7       Niels
Other not gainfully employed	4	Rhineland-Palatinate 3 Saxo
Buying and ordering capacity Purchase or order made or intended at the exhibition	%	Saarland 1 Thur <u>Nielsen 3b</u> 7 Baden-Württemberg 7
yes	43	Foreign (total)
no	25	of which
maybe	31	EU Other ouronoon cou
Follow-up business Intend to buy at later date	%	Other european cou Other countries
ves	29	Distance to home
no	21	up to 50 km
maybe Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	50	more than 50 km up to 100 ki more than 100 km up to 300 l over 300 km
		Countries with the highest vis Great Britain Switzerland Netherlands Belgium
		Frequency of visits to exhibi 2010 2009 2008 2007 2006 Earlier events First visit
		Average length of stay
		Influence on purchasing/proc decisions

Germany	(total)			85
of which Nielsen 1		12	Nielsen 4	6
Bremen		1	Bavaria	6
Hamburg		3	Nielsen 5+6	6
Lower Sax	kony	6	Berlin	4
Schleswig	-Holstein	3	Brandenburg	1
Nielsen 2		56	Mecklenburg-	
	ne-Westph.	56	West Pommerania	-
Nielsen 3	a	10	Saxony-Anhalt	1
Hesse	Deletiente	7 3	Nielsen 7	3 2
Saarland	-Palatinate	3 1	Saxony Thuringia	2
Nielsen 3	h	7	munnyia	
	u irttemberg	7		
Foreign (		-		15
of which	(Utal)			15
	EU			70
			n countries	22
	Other cour	ntrie	5	8
Distance	to home			%
up to 50	km			28
	n 50 km up			13
	י 100 km uן י	o to	300 km	22
over 300	km			37
Countries	with the h	ighe	st visitor shares	%
Great Brit		-		16
Switzerlan				13
Netherlan	ds			12
Belgium				9
	y of visits	to e	xhibition	%
2010				29
2009				21
2008				17 10
2007 2006				9
Earlier eve	onto			8
First visit				53
A	longth of c	+	1.2 4	
Average	length of s	ldy	1,3 d	ays
	on purcha	sing	/procurement	0/
decisions				%
Decisively				12 25
Collectivel		tv		25 33
No	isory capaci	LY .		55 19
Student				10

	_
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	% 18 5 2 10 5 9 1 16 6 1 3 13 10
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student	% 10 9 24 33 1 1 2 10
Economic sector Power supply company Consultants, service providers Public utilities, council representatives Research, press, associations Business customers, industrial enterprises Other sectors Student	% 29 28 7 2 12 10 10
Size of company/organisation: Number of employees 1 - 4 8 200 - 499 5 - 9 5 500 - 999 10 - 49 14 1 000 and more 50 - 199 15 Student Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	% 9 7 33 10

## Haus Garten Genuss ------> Essen

#### **Private visitors' profile**

	44 763
Proportion of private visitors	<b>95</b> %
Germany (total)	99
of which	
Nielsen 1 - Nielsen 4	
Bremen - Bavaria	-
Hamburg - <u>Nielsen 5+6</u>	1
Lower Saxony - Berlin Schleswig-Holstein - Brandenburg	
Schleswig-Holstein - Brandenburg Nielsen 2 99 Mecklenburg	
North Rhine-Westph. 99 West Pomme	
Nielsen 3a - Saxony-Anha	
Hesse - Nielsen 7	
Rhineland-Palatinate - Saxony	
Saarland - Thuringia	
Nielsen 3b -	
Baden-Württemberg -	
Foreign (total) of which	1
EU	87
Other countries	13
Distance to home	%
up to 50 km	86
more than 50 km up to 100 km	9
more than 100 km up to 300 km	4
over 300 km	2
For an	0/
Frequency of visits to trade fair	%
2011	26
2010	26 18
2009 2008	18
Earlier events	11
First visit	48
	%
Sex	
Male	39
	39 61
Male Female 	61 %
Male Female Size of household 1 person	61 % 11
Male Female 	61 % 11 60
Male Female Size of household 1 person 2 persons 3 persons	61 % 11 60 14
Male Female Size of household 1 person 2 persons 3 persons 4 persons	61 % 11 60 14 12
Male Female Size of household 1 person 2 persons 3 persons	61 % 11 60 14
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	61 % 11 60 14 12
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years	61 % 11 60 14 12 3 % 3
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years	61 % 11 60 14 12 3 % 3 5
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	61 % 11 60 14 12 3 % 3 5 8
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	61 % 11 60 14 12 3 % 3 5 8 8 21
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	61 % 11 60 14 12 3 3 % 3 5 8 8 21 29
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	61 % 11 60 14 12 3 % 3 5 8 8 21

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	2
Department head, group head, team leader	2
Other salaried staff, civil servant,	
skilled worker	20
	28
Lecturer, teacher	3
Trainee	1
Other position	1 5 3
Student	
Housewife/man	10
Old-age pensioner	30
Other not gainfully employed	2
<b>Buying and ordering capacity</b> Purchase or order made or intended at the exhibition	%
yes	64
no	11
maybe	25
,	
Follow-up business	%
Intend to buy at later date	
yes	26
no	20
maybe	55
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

## FIBO -----> Essen

#### Trade visitors' profile

Visitors (number of entri	es) 76 213
Proportion of trade visito	ors 56%
Germany (total)	80
of which Nielsen 1 11 M	Vielsen 4 12
	Bavaria 12
	Vielsen 5+6 6
	Berlin 2
Schleswig-Holstein 3 E	Brandenburg 1
	Mecklenburg-
North Rhine-Westph. 45	Vest Pommerania 2
	axony-Anhalt 2
	Vielsen 7 3
	axony 2
	huringia 1
Nielsen 3b 7	
Baden-Württemberg 7	
Foreign (total) of which	20
EU	73
Other european	countries 17
Other countries	10
Distance to home	%
up to 50 km	16
more than 50 km up to 10	0 km 15
more than 100 km up to 3	00 km 28
over 300 km	41
Countries with the highest	t visitor shares %
Netherlands	22
Belgium	14
Austria	8
Switzerland	8
Frequency of visits to tra	
Previous event	29
Earlier events	33
First visit	45
Average length of stay	1,4 days
Influence on purchasing/	procurement
decisions	%
Decisively	23
Collectively	20
In an advisory capacity	23
No	17
Student Other not gainfully employe	14 ed 3

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,	% 27 2 3 2 1 6 8 3
transport	1
Maintenance/repairs Other area	1 28
Student	14
Other not gainfully employed	3
Position in the company/organization	%
Entrepreneur, co-owner, freelancer Managing director, board member,	31
head of an authority etc.	5
Area manager, works manager, plant mana-	~
ger, branch manager, head of public office Department head, group head, team leader	6 10
Other salaried staff, civil servant,	
skilled worker Lecturer, teacher	11 5
Trainee	9
Other position	5
Student Other not gainfully employed	14 3
Economic sector Fitness studio	% 37
Physiotherapy	6
Sport club	4
Health care center Multifunctional system	3 3
Sporting goods industry	2
Sports association	2
Sport retail trade Other trade	2 1
Management consultancy	2
Rehabilitation centre	1
Hospitals, rehabilitation	1
Hospitals, rehabilitation Other service	1 8
Hospitals, rehabilitation	1
Hospitals, rehabilitation Other service Public administration	1 8 2
Hospitals, rehabilitation Other service Public administration Other sectors	1 8 2 9
Hospitals, rehabilitation Other service Public administration Other sectors Student	1 8 2 9 14
Hospitals, rehabilitation Other service Public administration Other sectors Student Other not gainfully employed Size of company/organization: Number of employees	1 8 2 9 14 3
Hospitals, rehabilitation Other service Public administration Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 20 500 - 999	1 8 2 9 14 3 %
Hospitals, rehabilitation Other service Public administration Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 20 500 - 999 5- 9 13 1 000 and more	1 8 2 9 14 3
Hospitals, rehabilitation Other service Public administration Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 20 500 - 999 5- 9 13 1 000 and more 10- 49 28 Student 50- 199 11 Other not gainfully	1 8 9 14 3 % 2 6 14
Hospitals, rehabilitation Other service Public administration Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1 - 4 20 500 - 999 5 - 9 13 1 000 and more 10 - 49 28 Student	1 8 2 9 14 3 % 2 6

### **Private visitors' profile**

Proportion of private	visitors	44%
· · ·	151(015	
Germany (total) of which		95
Vielsen 1 8	Nielsen 4	5
Bremen -	Bavaria	5
Hamburg 1	Nielsen 5+6	2
ower Saxony 7		1
Schleswig-Holstein -		1
Vielsen 2 69		
North Rhine-Westph. 69		
Vielsen 3a 10		
Hesse 6		1
Rhineland-Palatinate 4		1
Saarland 1		
<u>Vielsen 3b</u> 5 Baden-Württemberg5		
3aden-Württemberg 5		
Foreign (total)		5
of which EU		97
Other countri	05	3
Other Countri	e5	
Country with the high	est visitor share	%
Belgium		36
Distance to home		%
up to 50 km		37
nore than 50 km up to	100 km	17
more than 100 km up to	o 300 km	30
over 300 km		16
Frequency of visits to	trade fair	%
revious event		25
Earlier events		21
First visit		57
Sex		%
Vale		69
emale		31
Age		%
up to 20 years		28
over 20 up to 30 years		40
over 30 up to 40 years		16
over 40 up to 50 years		11
over 50 up to 60 years		2
		1
over 60 up to 70 years		

Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	1
Department head, group head, team leader	8
Other salaried staff, civil servant.	
skilled worker	30
Lecturer, teacher	3
Trainee	1
Other position	7
Student	28
Other not gainfully employed	4
Purchase or order made or intended at the exhibition yes	67
no	10
maybe	24
Follow-up business	%
Intend to buy at later date	
yes	31
no	20
maybe	49
Conducted by: Wissler & Partner, Basel	
Conducted by: Wissler & Partner, Basel	
Conducted by: Wissler & Partner, Basel	

## IPM (2011)

#### Trade visitors' profile

Visitors (number of entries) 47	729
Proportion of trade visitors	<b>96</b> %
<b>Germany (total)</b> of which	67
Nielsen 1 17 Nielsen 4	9
Bremen 1 Bavaria	9
	3
	د 1
	1
Schleswig-Holstein 3 Brandenburg	1
Vielsen 2 48 Mecklenburg-	
North Rhine-Westph. 48 West Pommerani	a 1
<u>Vielsen 3a</u> 11 Saxony-Anhalt	
lesse 5 <u>Nielsen 7</u>	5
Rhineland-Palatinate 5 Saxony	3
Saarland - Thuringia	2
<u>Vielsen 3b</u> 8 Baden-Württemberg 8	
F <b>oreign (total)</b> of which	33
EU	78
Other european countries	9
North America	4
Other countries	9
Distance to home	%
ıp to 50 km	13
nore than 50 km up to 100 km	13
more than 100 km up to 300 km	29
over 300 km	44
	%
Vetherlands	27
Vetherlands France	27 7
Vetherlands France taly	27 7 6
Vetherlands France taly Poland	27 7 6 5
Netherlands France taly Poland	27 7 6
Vetherlands rance taly Poland Belgium Frequency of visits to exhibition	27 7 6 5 5 %
Vetherlands rance taly Ooland Belgium Frequency of visits to exhibition 2010	27 7 6 5 5 % 33
Vetherlands rance taly Poland Belgium Frequency of visits to exhibition 2010	27 7 6 5 5 % 33 33
Vetherlands rance taly Poland Selgium Frequency of visits to exhibition 2010 2009 2008	27 7 6 5 5 % 33 33 28
Vetherlands rance taly Poland Belgium Frequency of visits to exhibition 2010 2009 2008 2007	27 7 6 5 5 % 33 33 28 24
Vetherlands rance taly Voland Selgium requency of visits to exhibition 2010 2009 2008 2007 2006	27 7 6 5 5 % 33 33 28 24 22
Vetherlands rance taly Yoland Belgium Frequency of visits to exhibition 2010 2009 2008 2007 2006 Earlier events	27 7 6 5 5 33 33 28 24 22 22
Countries with the highest visitor shares Netherlands France Italy Poland Belgium Frequency of visits to exhibition 2010 2009 2008 2007 2006 Earlier events First visit	27 7 6 5 5 % 33 33 28 24 22
Netherlands France taly Poland Belgium Frequency of visits to exhibition 2010 2009 2008 2007 2006 Earlier events First visit	27 7 6 5 5 33 33 28 24 22 22
Netherlands France taly Poland Belgium Frequency of visits to exhibition 2010 2009 2008 2007 2006 Earlier events First visit Average length of stay 1,3 Influence on purchasing/procurement	27 7 6 5 5 33 33 28 24 22 22 36 <b>days</b>
Netherlands rrance taly Poland Belgium Frequency of visits to exhibition 2010 2009 2008 2007 2006 Earlier events First visit Average length of stay 1,3 Influence on purchasing/procurement decisions	27 7 6 5 5 5 7 8 33 33 28 24 22 22 36 <b>days</b>
Vetherlands irance taly Poland Belgium Frequency of visits to exhibition 2009 2009 2008 2007 2006 Carlier events First visit Average length of stay 1,3 nfluence on purchasing/procurement Becisions Decisively	27 7 6 5 5 5 7 8 8 33 33 28 24 22 22 36 <b>days</b> 9% 19
Vetherlands rance taly Poland Selgium Frequency of visits to exhibition 1010 1009 1009 1008 1007 1006 1007 1006 1007 1006 1007 1006 1007 1006 1007 1006 1007 1006 1007 1008 1008 1007 1008 1008 1008 1007 1008	27 7 6 5 5 5 5 7 8 8 33 33 28 24 22 22 36 <b>days</b> <b>days</b>
Vetherlands rance taly Yoland Belgium Frequency of visits to exhibition 2010 2009 2008 2007 2006 Earlier events First visit Average length of stay Average length of stay I,3 nfluence on purchasing/procurement Jecisions Decisively Collectively n an advisory capacity	27 7 6 5 5 5 7 8 % 33 3 33 32 8 24 22 22 36 <b>days</b> <b>days</b> 9 % 19 26 29
Vetherlands irance taly Poland Belgium Frequency of visits to exhibition 2009 2009 2008 2007 2006 Carlier events Cirst visit Average length of stay 1,3 nfluence on purchasing/procurement Hecisions Decisively Collectively n an advisory capacity Vo	27 7 6 5 5 5 5 7 % 33 3 3 3 8 28 24 22 22 36 <b>days</b> <b>days</b> 9 % 19 26 29 19
Vetherlands rrance taly Poland Belgium  Frequency of visits to exhibition 2010 2009 2009 2007 2006 arilier events arilier events arilier events arilier stativ  Average length of stay  1,3  nfluence on purchasing/procurement decisions Decisively Collectively n an advisory capacity Vo Student	277 7 6 5 5 5 5 7 8 8 33 3 33 28 24 22 22 36 <b>days</b> <b>days</b> 9 6
Vetherlands rance taly Yoland Belgium Frequency of visits to exhibition 2010 2009 2008 2007 2006 Earlier events First visit Average length of stay Average length of stay I,3 nfluence on purchasing/procurement Jecisions Decisively Collectively n an advisory capacity	27 7 6 5 5 5 5 7 % 33 3 3 3 8 28 24 22 22 36 <b>days</b> <b>days</b> 9 % 19 26 29 19
Vetherlands rrance taly Poland Selgium  Frequency of visits to exhibition 2009 2009 2009 2007 2006 2007 2006 Carlier events First visit  Average length of stay  filuence on purchasing/procurement decisions Secisively Collectively n an advisory capacity No Student Cher not gainfully employed  Area of responsibility	2777766555 5%333332824422223366 days %%9192662991996611 %%
Vetherlands 'rance taly Poland Belgium  Frequency of visits to exhibition 2010 2009 2007 2006 Earlier events irist visit Average length of stay 1,3 nfluence on purchasing/procurement Jecisions Decisively Collectively n an advisory capacity Vo Student Dther not gainfully employed Area of responsibility Vanagement	27777665555783333332842422223366 dayss %%1992662991996611 %%266
Vetherlands rrance taly Poland Selgium  Frequency of visits to exhibition 2009 2009 2009 2007 2006 2007 2006 Carlier events First visit  Average length of stay  filuence on purchasing/procurement decisions Secisively Collectively n an advisory capacity No Student Cher not gainfully employed  Area of responsibility	2777766555 5%333332824422223366 days %%9192662991996611 %%



### MODE HEIM HANDWERK ------ Essen

#### Private visitors' profile

Buying/procurement	7	Visitors (number of entrie
Finance/accounting, controlling	1	Description of animate visit
Information and communication technology Organisation, personnel, administration	1 1	Proportion of private visit
Sales	21	Germany (total)
Marketing, advertising, PR	2	of which
Logistics: storage, material management,	2	Nielsen 1 - N
transport	2	Bremen - B
Other area	13	Hamburg - N
Student	6	Lower Saxony - B
Other not gainfully employed	1	Schleswig-Holstein - B
outer not guintary employed	<u> </u>	Nielsen 2 99 M
Position in the company/organisation	%	North Rhine-Westph. 99 W
Entrepreneur, co-owner, freelancer	27	Nielsen 3a - Sa
Managing director, board member,		Hesse - N
head of an authority etc.	5	Rhineland-Palatinate - S
Area manager, works manager, plant mana-		Saarland - Tl
ger, branch manager, head of public office	7	Nielsen 3b -
Department head, group head, team leader	9	Baden-Württemberg -
Foreman, master craftsman	4	
Other salaried staff, civil servant,		Distance to home
skilled worker	8	up to 50 km
Lecturer, teacher	3	more than 50 km up to 100
Trainee	18	more than 100 km up to 30
Farmer, horticulturist	9	over 300 km
Other position	2	- • • •
Student	6	Frequency of visits to trac
Other not gainfully employed	1	Previous event
The second s	0/	Earlier events
Economic sector	% 21	First visit
Plant producer Florist wholesale trade	4	Sex
Seed trade	2	Male
End-sales outlet	7	Female
Public authority, municipal garden	/	remale
department	3	Size of household
Horticulture and landscape gardening	11	1 person
Landscape designer	1	2 persons
Garden centre	4	3 persons
Gardening company	7	4 persons
Florist, specialist retailer	11	5 persons and more
Fruit and vegetable growing	1	
Cemetry gardeners	3	Age
Substrate manufacturers	1	up to 20 years
Nursery	5	over 20 up to 30 years
Wholesale trade	3	over 30 up to 40 years
Home improvement centre	1	over 40 up to 50 years
Mail order	1	over 50 up to 60 years
Other sectors	9	over 60 up to 70 years
Student	6	over 70 years
Other not gainfully employed	1	

%

2

4

1

6

999

Size of company/organisation:				
Numbe	er of	employ	ees	
1-	4	26	500 -	

5-9	22	1 000 and more
10- 49	24	Student
50-199	13	Other not gainfully
200- 499	4	employed

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

of entries)	139 578	Position i
ivate visitors	<b>97</b> %	Entrepren Managing
	100	head of a Area man
- Nielsen 4	-	ger, brand Departme
- Bavaria	-	Other sala
- <u>Nielsen 5+</u> - Berlin	<u> </u>	skilled wo Lecturer, 1
- Brandenbur	- -	Trainee
99 Mecklenbur		Other pos
ph. 99 West Pomn		Student
- Saxony-Anh	ialt -	Housewife
- Nielsen 7	-	Old-age p
ate - Saxony	-	Other not
- Thuringia	-	
- irg -		Buying and Purchase at the exh
e	%	yes
	92	no
up to 100 km	6	maybe
n up to 300 km	2	
	1	Follow-up
ten en encola data	0/	Intend to
its to trade fair	%	yes
	52 74	no
	16	maybe
		Conducte forschung
	%	Torschung
	25	
	75	
d	%	
	16	
	45	
	17	
ore	16 5	
	% 4	
years	10	
years	11	
years	25	
years	24	
	47	

17 8

sition in the company/organization	%
repreneur, co-owner, freelancer	5
naging director, board member,	
nd of an authority etc.	1
a manager, works manager, plant mana	a- 2
, branch manager, head of public office partment head, group head, team leader	
her salaried staff, civil servant,	
led worker	37
turer, teacher	
inee	2 2 4
er position	4
dent	5
usewife/man	11
-age pensioner	21
er not gainfully employed	5
chase or order made or intended	%
chase or order made or intended	
chase or order made or intended	84
chase or order made or intended the exhibition	84
chase or order made or intended the exhibition ybe	84 5 11
chāse or order māde or intended he exhibition ybe <b>low-up business</b>	84 5 11 %
chāse or order māde or intended he exhibition ybe <b>low-up business</b>	% 84 5 11 % 26
chase or order made or intended the exhibition ybe <b>Iow-up business</b> end to buy at later date	84 5 11 % 26 24
ving and ordering capacity chase or order made or intended the exhibition ybe low-up business end to buy at later date ybe	84 5 11 %

### **REIFEN** -----> Essen

#### Trade visitors' profile

visitors (ni	umber of entries)	18 349
Proportion	of trade visitors	<b>97</b> %
Germany ( of which	total)	48
Nielsen 1	12 Nielsen 4	7
Bremen	1 Bavaria	7
Hamburg	2 Nielsen 5+6	3
Lower Saxo		1
Schleswig-H		1
Nielsen 2	45 Mecklenburg-	rania 1
Nielsen 3a	e-Westph. 45 West Pomme 16 Saxony-Anhal	
Hesse	5 Nielsen 7	. 3
Rhineland-F		
Saarland	2 Thuringia	- 1
Nielsen 3b	13	
Baden-Wür	ttemberg 13	
Foreign (to	otal)	52
of which	U	66
	Other european countries	16
	Africa	3
	Viddle East	
	South-, East-, Central Asia	5
(	Other countries	5
Distance to		%
up to 50 kr		9
more than	50 km up to 100 km	2
more than over 300 ki	100 km up to 300 km	25 59
	vith the highest visitor shar	
Netherlands	5	12
Belgium		6
Poland France		6
Italy		5
Frequency	of visits to trade fair	%
Previous ev		34
Earlier ever	its	37
First visit		45
Average le	ngth of stay	1,5 days
	on purchasing/procurement	
decisions		%
Decisively		44
Collectively		31
in an advis	ory capacity	13
No		8

Student

Other not gainfully employed

Area of res	ponsibili	ty	
Managemen			
Research/dev Manufacturir			ulity control
Buying/procu		iction, qu	control
Finance/acco		ontrollin	a
			on technology
Organization			
Sales	/ person	inci, aaiii	
Marketing, a	dvertisin	q, PR	
Logistics: sto	orage, m	aterial m	anagement,
transport			
Maintenance	/repairs		
Other area			
Student			
Other not ga	ainfully e	mployed	
Position in	the com	pany/or	ganization
Entrepreneur	, co-owr	er, freela	ancer
Managing di	irector, b	oard me	mber,
head of an a			
			er, plant mana
			f public office
Department	head, gr	oup head	d, team leader
Other salarie skilled worke		civil serv	ant,
Lecturer, tea Trainee	cher		
Other positio	n		
Student			
Other not ga	ainfully e	mployed	
Economic s	actor		
Tyre service			
Tyre trade			
Vulcanizing	company		
Motor vehicl	e worksl	пор	
Filling statio	n		
Transport co	mpany		
Tire trade, c			iny
Independent			
Contractually			
Tire manufac			
Tire manufac	cturing a	na desigi	n
Industry Public autho	ritu		
Other sector			
Student	2		
Other not ga	ainfully e	mployed	
	annuny c	mpioyeu	
Size of com			on:
Number of		ees	
1-4	24		500 - 999

ees	employe	per of	Numb
500 - 999	24	4	1-
1 000 and more	22	9	5-
Student	21	49	10-
Other not gainfully	14	199	50-
employed	4	499	200-

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

2

2

%

38

4

4 11

1

2

.

20

4

2

6

3

2

2

%

40

15

12

11

12

-

2 2

2

2

% 27

34

3

6

6

8

2

2

% 3 8

2

### SECURITY -----> Essen

#### Trade visitors' profile

Visitors (number of entries)	36 730	A
Proportion of trade visitors	98%	R
	5070	Ň
Germany (total)	71	В
of which		Fi
Nielsen 1 14 Nielsen 4	9	İr
Bremen - Bavaria	9	0
Hamburg 2 Nielsen 5+6	6	S
Lower Saxony 8 Berlin	4	N
Schleswig-Holstein 4 Brandenburg	1	L
Nielsen 2 44 Mecklenburg-		tr
North Rhine-Westph. 44 West Pommera	nia 1	N
Nielsen 3a 15 Saxony-Anhalt	1	0
Hesse 9 <u>Nielsen 7</u>	4	St
Rhineland-Palatinate 6 Saxony	3	0
Saarland 1 Thuringia	2	-
Nielsen 3b 8		P
Baden-Württemberg 8		E
		N
Foreign (total)	29	h
of which		A
EU	76	g
Other european countries	14	D
Other countries	10	0
		s
Distance to home	%	Le
up to 50 km	14	T
more than 50 km up to 100 km	10	0
more than 100 km up to 300 km	29	St
over 300 km	47	0
Countries with the highest visitor shares	%	E
Netherlands	22	In
United Kingdom	8	Р
Austria	6	S
Belgium	5	N
Denmark	5	R
		P
Frequency of visits to trade fair	%	Fi
Previous event	30	0
Earlier events	29	В
First visit	50	G
Assessed to a start of store at	4	In
Average length of stay 1,	4 days	E
Influence an analysis for the second		A
Influence on purchasing/procurement	0/	P
decisions	%	0
Decisively	25	St
Collectively	33 24	0
In an advisory capacity No	24 14	-
No Student		S
Other not gainfully employed	3 1	N

0	Area of responsibility	%
-	Management	19
%	Research/development/design	8
	Manufacturing, production, quality control	3
1	Buying/procurement	5
~	Finance/accounting, controlling	-
9	Information and communication technology	9
9	Organization, personnel, administration	3
6	Sales	16
4 1	Marketing, advertising, PR	3
1	Logistics: storage, material management,	1
1	transport Maintenance/remains	1 13
1	Maintenance/repairs	16
4	Other area Student	3
4 3		3 1
2	Other not gainfully employed	
2	Position in the company/organization	%
	Entrepreneur, co-owner, freelancer	20
_	Managing director, board member,	
9	head of an authority etc.	9
	Area manager, works manager, plant mana-	
6	ger, branch manager, head of public office	11
4	Department head, group head, team leader	19
0	Other salaried staff, civil servant,	
_	skilled worker	25
6	Lecturer, teacher	1
4	Trainee	7
0	Other position	4
9	Student	3
7	Other not gainfully employed	1
6	Economic sector	%
2	Industry	22
8	Plant security	7
6	Skilled trades	14
5	Wholesale trade	7
5	Retail trade	5
_	Police	1
%	Fire brigade	2
0	Other local government authorities	5
9	Banks, saving banks	1
0	Guards/surveillance sector	10
_	Insurance	2
s	Engineer's consultant's office	6
_	Architect, architect's office	1
	Public institutions	1
6	Other sectors	13
5	Student	3
5 3	Other not gainfully employed	1
4		
4	Size of company/organization:	
3	Number of employees	%
1	1- 4 12 1 000 and more	29
	5- 9 10 500 - 999	6
	10- 49 17 Student	3
	50-199 14 Other not gainfully	2
	200- 499 8 employed	1
	cmpioyed	1.1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## SHK -----> Essen

#### Trade visitors' profile

Visitors (number of en	tries) 5	1 567
Proportion of trade vis	itors	<b>89</b> %
Germany (total)		90
of which Nielsen 1 8	Nielese 4	
Nielsen 1 8 Bremen -	Nielsen 4 Bavaria	
Hamburg - Lower Saxony 8	<u>Nielsen 5+6</u> Berlin	
Schleswig-Holstein -	Brandenburg	
Nielsen 2 81	Mecklenburg-	
North Rhine-Westph. 81	West Pommerar	nia
Nielsen 3a 8	Saxony-Anhalt	lia
Hesse 2	Nielsen 7	
Rhineland-Palatinate 6	Saxony	
Saarland -	Thuringia	
Nielsen 3b -	mannigia	
Baden-Württemberg -		
Foreign (total)		
of which		
EU		7
Other countrie	25	2!
Distance to home		9
up to 50 km		3
more than 50 km up to	100 km	2
more than 100 km up to		3
over 300 km	500 111	(
Country with the high	est visitor share	9
Belgium		2
Frequency of visits to	trade fair	9
2010		39
2008		29
2006		22
2004		1!
2002		13
Earlier events		12
First visit		34
Average length of stay	· 1,1	day
Influence on purchasin	a/procurement	
decisions	5. p. o cui cincilit	9
Decisively		2
Collectively		28
In an advisory capacity		2
No		2
Student		

Other not gainfully employed

1	Maintenance/repairs Other area	28 12
1	Student Other not gainfully employed	5 2
	Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member,	% 24
4	head of an authority etc. Area manager, works manager, plant mana-	2
75	ger, branch manager, head of public office	5
25	Department head, group head, team leader Other salaried staff, civil servant,	11
%	skilled worker	29
35	Lecturer, teacher	2
25	Trainee	19
35	Other position	2
6	Student	5 2
%	Other not gainfully employed	2
% 25	Formania contan	%
25	Economic sector	% 47
%	Sanitary systems Heating systems	20
39	Air conditioning and ventilation system con-	20
29	struction	3
22	Architect's, planners, engineers	3 5 3 1 1 2 5 5 2
15	Wholesale, retail	5
13	Industrial producer	3
12	Institutions (hospitals etc.)	1
34	Building owner	1
	Housing industry	2
ays	Energy consulting	2
	Other sectors	5
0/	Student	5
% 21	Other not gainfully employed	2
21	Size of company/organization.	
20	Size of company/organization: Number of employees	%
23	1- 4 26 500 - 999	70 4
5	5- 9 18 1 000 and more	7
2	10- 49 23 Student	5
	50-199 10 Other not gainfully	-
	200- 499 6 employed	2
	Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

Area of responsibility

Marketing, advertising, PR

Research/development/design Manufacturing, production, quality control Buying/procurement

Finance/accounting, controlling Information and communication technology

Organization, personnel, administration

Logistics: storage, material management,

Management

Sales

transport

### Ambiente

#### Trade visitors' profile

%

18

8 6

Λ

2

1

2 12

1

1 28 12

Visitors (number of entries)	138 058
Proportion of trade visitors	<b>90</b> %
<b>Germany (total)</b> of which	48
Nielsen 1 7 Nielsen 4	12
Bremen - Bavaria	12
Hamburg 1 <u>Nielsen 5+6</u>	
Lower Saxony 4 Berlin	3
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 15 Mecklenburg	
North Rhine-Westph. 15 West Pomm	
Nielsen 3a 44 Saxony-Anha	
Hesse 31 Nielsen 7	2
Rhineland-Palatinate 12 Saxony	1
Saarland 2 Thuringia	1
Nielsen 3b 16	
Baden-Württemberg 16	
Foreign (total) of which	52
EU	47
Other european countries	16
Africa	3
North America	6
South and Central America	3
Middle East	7
South-, East-, Central Asia	16
Australia	2
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	8
more than 100 km up to 300 km	19
over 300 km	60
Countries with the highest visitor sha	
France	6
Italy	6
Switzerland	6
Netherlands	5
USA	4
Frequency of visits to trade fair	%
Previous event	45
Earlier events	54
First visit	32
Average length of stay	2,2 days
Influence on purchasing/procurement	
decisions	%
Decisively	43 24
Collectively	24 16
In an advisory capacity No	10
No Student	5
Other not gainfully employed	2



## Automechanika -----> Frankfurt/Main

147 715

**95**%

#### Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	37 5	Proportion of trade visitors
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	4 16 1 1 17 6 1 - 6 5	Germany (total)           of which           Nielsen 1         8           Bremen         1           Bawa           Hamburg         1           Lower Saxony         6           Schleswig-Holstein         1           Nielsen 2         15           North Rhine-Westph.         15           Nielsen 3a         42           Hesse         29
Other not gainfully employed Position in the company/organization Entrepreneur, co-owner, freelancer	2 % 43	Rhineland-Palatinate 11 Saxo Saarland 2 Thuri <u>Nielsen 3b</u> 18 Baden-Württemberg 18
Managing director, board member, etc. Area manager, works manager, plant mana ger, branch manager Department head, group head Other salaried staff, skilled workers Lecturer, teacher Trainee Other position Student Other not gainfully employed	9 10 12 1 2 5 2	Foreign (total) of which EU Other european cour Africa North America South and Central A Middle East South, East-, Centra Australia
Economic sector Retail trade Wholesale/foreign trade Service Industry Skilled trades Other sectors Student	% 45 19 13 5 4 7 5	Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 k over 300 km Countries with the highest vis
Other not gainfully employed Size of company/organization: Number of employees 1- 4 34 500 - 999 5- 9 13 1 000 and more	2 % 4 9 5	Italy United Kingdom Belgium India Netherlands
10-         49         15         Student           50-         199         12         Other not gainfully           200-         499         7         employed           Conducted by:         Wissler & Partner         Rasel	2	Frequency of visits to trade the Previous event Earlier events First visit

Conducted by: Wissler & Partner, Basel

rioportion of trade visitors	3370
Germany (total) of which	44
Nielsen 1 8 Nielsen 4	12
Bremen 1 Bavaria	12
Hamburg 1 Nielsen 5+6	2
Lower Saxony 6 Berlin	-
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 15 Mecklenburg-	
North Rhine-Westph. 15 West Pommeran	ia -
Nielsen 3a 42 Saxony-Anhalt	-
Hesse 29 Nielsen 7	3
Rhineland-Palatinate 11 Saxony	-
Saarland 2 Thuringia	-
Nielsen 3b 18	
Baden-Württemberg 18	
Foreign (total)	56
of which EU	50
Other european countries	13
Africa	11
North America	3
South and Central America	5
Middle East	6
South-, East-, Central Asia	10
Australia	3
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	6
more than 100 km up to 300 km	21
over 300 km	64
Countries with the highest visitor shares	%
Italy	5
United Kingdom	5
Belgium India	4 4
Netherlands	4
	4
Frequency of visits to trade fair	%
Previous event	49
Earlier events	46
First visit	38
Average length of stay	days
Influence on purchasing/procurement	
decisions	%
Decisively	34
Collectively	26
In an advisory capacity	18
No Student	15 5
Other not gainfully employed	2
other not gainfully employed	2

Decisively

No

Student

Collectively

Area of responsibility	%
Management	35
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	1 15
Marketing, advertising, PR	3
Logistics: storage, material management,	5
transport	2
Maintenance/repairs	14
Other area	5
Student	5
Other not gainfully employed	2
5	
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	31
Managing director, board member, etc.	18
Area manager, works manager, plant mana-	
ger, branch manager	10
Department head, group head Other salaried staff, skilled workers	14 12
Lecturer, teacher	2
Trainee	6
Other position	
Student	2 5
Other not gainfully employed	2
Economic sector	%
Workshop, filling station	38
Trade	33
Industry Service	11 5
Other sectors	5 6
Student	5
Other not gainfully employed	5 2
	- 2
Size of company/organization:	
Number of employees	%
1- 4 17 500 - 999	5
5-9 14 1 000 and more	10
	10
10- 49 26 Student	5
10-         49         26         Student           50-         199         15         Other not gainfully	5
10- 49 26 Student	

<b>Christmasworld</b>	
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#### Trade visitors' profile

Visitors (number o	f ent	ries) :	31 474*
Proportion of trad	e vis	tors	<b>94</b> %
Germany (total)			44
of which	~	Mitches A	
Nielsen 1	6 2	Nielsen 4	19
Bremen		Bavaria	19
Hamburg Lower Saxony	1	Nielsen 5+6 Berlin	
Schleswig-Holstein	3 1	Brandenburg	
Nielsen 2	18	Mecklenburg-	
North Rhine-Westph		West Pomme	
Nielsen 3a	36	Saxony-Anhal	
Hesse	25	Nielsen 7	
Rhineland-Palatinate		Saxony	
Saarland	2	Thuringia	
Nielsen 3b	17		
Baden-Württemberg	17		
Foreign (total)			5
of which			
EU			7.
Other eu	ropea	n countries	1
North An			
		tral America	
		Central Asia	
Other co	untrie	S	
Distance to home			9
up to 50 km			1
more than 50 km u			1
more than 100 km	up to	300 km	2
over 300 km			6
Countries with the	highe	est visitor shar	es %
Italy			1
France			1.
Austria			
Netherlands			
United Kingdom			
Frequency of visits	s to t	rade fair	9
Previous event			4
Earlier events			4
First visit			3
Average length of	stay		1,8 day
Influence on purch	asino	g/procurement	t
decisions			9
Destationalis			

Decisively Collectively

No

Student

In an advisory capacity

Other not gainfully employed

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	% 33 5 16 1 - 1 18 5 1 1 8 8 1
Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member, etc. Area manager, works manager, plant manager, branch manager Department head, group head Other salaried staff, skilled workers Lecturer, teacher	% 47 10 7 13 10
Trainee Other position Student Other not gainfully employed	1 3 8 1
Economic sector Retail trade Wholesale/foreign trade Service Industry Skilled trades Other sectors Student Other not gainfully employed	% 45 17 16 4 5 1 8
Size of company/organization:           Number of employees           1-         4         35         500 - 999           5-         9         11         1 000 and more           10-         49         20         Student           50-         199         12         Other not gainfully           200-         499         4         employed	% 3 7 8 1

Conducted by: Wissler & Partner, Basel

\*) ascertained by a representative poll

42 28 13

7 8

1

## Creativeworld (2011) ------> Frankfurt/Main

#### Trade visitors' profile

Visitors (number of entries)	5 372*) Area of responsibili
Proportion of trade visitors	90% Management 90% Research/developmer
Germany (total) of which	46 Manufacturing, produ Buying/procurement
	Finance/accounting, of 13 Information and com
Nielsen 1 6 Nielsen 4 Bremen - Bavaria	
Hamburg - <u>Nielsen 5-</u>	
Lower Saxony 4 Berlin	- Marketing, advertisin urg 1 Logistics: storage m
Schleswig-Holstein 2 Brandenbu	
Nielsen 2 12 Mecklenbu	
North Rhine-Westph. 12 West Pom	
Nielsen 3a 43 Saxony-Ar	
Hesse 39 <u>Nielsen 7</u> Rhineland-Palatinate 3 Saxony	4 Student
	1 Other not gainfully e
Saarland 2 Thuringia Nielsen 3b 19	-
	Position in the com
Baden-Württemberg 19	Entrepreneur, co-owr
Fausting (tastal)	Managing director, b 54 Area manager, work
Foreign (total) of which	- · · · · · · · · · · · · · · · · · · ·
EU	ger, branch manager 80 Department head gr
Other countries	bepartment medal, gr
Other countries	et other submer starry
Distance to home	Lecturer, teacher
Distance to home	
up to 50 km	13 Other position 6 Student
more than 50 km up to 100 km more than 100 km up to 300 km	- bradent
over 300 km	18 Other not gainfully e
over SOU KIII	Economic sector
Frequency of visits to exhibition	% Retail trade
Previous event	34 Wholesale/foreign tra
Frevious event Earlier events	34 Wholesale/foreign tra 38 Service
First visit	50 Service 51 Industry
inst visit	Skilled trades
Average length of stay	1,7 days Other sectors
riverage length of stuy	Student
Influence on purchasing/procurem	
decisions	N/A Other not gainfully e

\*) ascertained by a representative poll

Area of responsibility	%
Management	40
Research/development/design	2
Manufacturing, production, quality control	4
Buying/procurement	11
Finance/accounting, controlling	-
Information and communication technology Organisation, personnel, administration	1
Sales	22
Marketing, advertising, PR	23 3
Logistics: storage, material management,	5
transport	_
Maintenance/repairs	
Other area	6
Student	7
Other not gainfully employed	4
	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	52
Managing director, board member, etc.	11
Area manager, works manager, plant mana-	
ger, branch manager	4
Department head, group head	11
Other salaried staff, skilled workers	7
Lecturer, teacher	1
Trainee	1
Other position	2 7
Student	7
Other not gainfully employed	4
Economic sector	%
Retail trade	40
Wholesale/foreign trade	15
Service	11
Industry	7
Skilled trades	3
Other sectors	13
Student	7
Other not gainfully employed	4
Size of company/organisation:	
N	0/

#### Number of employees 1- 4 47 500 - 999 5-10-50-200-9 16 1 000 and more

10- 49	13	Student
50-199	8	Other not gainfully
200- 499	4	employed
Conducted	by: Wis	sler & Partner, Basel

%

1

7

4

## Hair & Beauty (2011) ------> Frankfurt/Main

#### Trade visitors' profile

Proportion of trade	visi	tors a	8 <b>9</b> %
Germany (total) of which			93
Nielsen 1	5	Nielsen 4	9
Bremen	-	Bavaria	9
Hamburg	1	Nielsen 5+6	3
Lower Saxony	3	Berlin	1
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	9	Mecklenburg-	
North Rhine-Westph.	9	West Pommerania	
Nielsen <u>3a</u>	64		1
Hesse	43	Nielsen 7	2
Rhineland-Palatinate	16		1
Saarland	4	Thuringia	1
Nielsen 3b	8		
Baden-Württemberg	8		
Foreign (total)			7
Distance to home			%
up to 50 km			25

Influence on purchasing/procurement decisions	
Average length of stay	1,2 days
First visit	35
Earlier events	50
Previous event	38
Frequency of visits to exhibition	%
over 300 km	21
more than 100 km up to 300 km	28
more than 50 km up to 100 km	16
up to 50 km	35
Distance to nome	7

First visit	35
Average length of stay	1,2 days
Influence on purchasing/procu	
decisions	N/A
Area of responsibility	N/A

Position in	the co	mpany/organisation	%
Entrepreneur, co-owner, freelancer			
Managing d	irector,	board member, etc. ks manager, plant mana-	4
ger, branch			3
Department	head,	group head	3
Other salarie	ed staff	, skilled workers	16
Lecturer, tea	cher		1
Trainee			18
Other position	วท		2
Student			6
Other not ga	ainfully	employed	5
Economic s			%
Skilled trade	S		59
Trade			6
Service prov	ider		15
Industry Other sector	~		2
Student	5		6
Other not ga	ainfully	employed	5
			_
Size of com Number of		organisation:	%
1- 4	54	500 - 999	1
5-9	16	1 000 and more	2
10- 49	11	Student	6
50-199	5	Other not gainfully	
200- 499	-	employed	5
	by: Wi	ssler & Partner, Basel	
Conducted			
		anrecentative nell	
Conducted *) ascertained	d by a re	epresentative poir	
	d by a re	epresentative pon	
	d by a re	epresentative poir	
	d by a re	presentative poin	
	d by a re	presentative pon	
	d by a re	presentative poin	
	d by a re	presentative poin	
	d by a re	presentative poin	

### Heimtextil

#### Trade visitors' profile

Visitors (number of	ent	ries)	67 451
Proportion of trade	visi	tors	96%
Germany (total) of which			33
	10	Nielsen 4	16
Bremen	1	Bavaria	16
Hamburg	2	Nielsen 5+6	4
Lower Saxony	7	Berlin	2
Schleswig-Holstein	1	Brandenburg	1
	16	Mecklenburg-	
	16	West Pomme	
	34	Saxony-Anhal	
	23	Nielsen 7	5
Rhineland-Palatinate	9	Saxony	5 3 2
Saarland	2	Thuringia	2
Nielsen 3b	15	5	
Baden-Württemberg	15		
Foreign (total) of which			67
EU			45
Other euro	peai	n countries	13
Africa			6
North Ame			6
		tral America	5
Middle Eas	t		7
South-, Eas	st-, (	Central Asia	16
Australia			2
Distance to home			%
up to 50 km			7
more than 50 km up more than 100 km up	to 1	00 km	4
	o to	300 km	15
over 300 km			73
Countries with the hi	ighe	st visitor shar	
India			8
Italy			6
France			5
Turkey			5
United Kingdom			5
Frequency of visits t	to t	rade fair	%
Previous event			44
Earlier events			60
			30
Earlier events First visit			
	tay		2,3 days
First visit Average length of s Influence on purchas			t
First visit Average length of s Influence on purchas decisions			t %
First visit Average length of s <sup>-</sup> Influence on purchas decisions Decisively			t % 37
First visit Average length of s <sup>-</sup> Influence on purchas decisions Decisively Collectively	sing		t % 37 28
First visit Average length of s' Influence on purcha: decisions Decisively Collectively In an advisory capacit	sing		t % 37 28 17
First visit Average length of s Influence on purcha: decisions Decisively Collectively In an advisory capacit No	sing		t 37 28 17 12
First visit Average length of s' Influence on purcha: decisions Decisively Collectively In an advisory capacit	sing	/procurement	t % 37 28 17



### 

#### Trade visitors' profile

Area of responsibility	% 38	Visitors (number of entries)
Management Research/development/design	38 9	Proportion of trade visitors
Manufacturing, production, quality control	7	
Buying/procurement	13	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology	-	Nielsen 1 7 Nielsen 4
Organization, personnel, administration		Bremen - Bavaria
Sales	15	Hamburg 1 Nielsen
Marketing, advertising, PR	5	Lower Saxony 5 Berlin
Logistics: storage, material management,		Schleswig-Holstein 1 Brandenl
transport	1	Nielsen 2 16 Mecklen
Maintenance/repairs		North Rhine-Westph. 16 West Po
Other area	6	Nielsen 3a 41 Saxony-A
Student	4	Hesse 24 Nielsen
Other not gainfully employed	2	Rhineland-Palatinate 14 Saxony
·····		Saarland 3 Thuringia
Position in the company/organization	%	Nielsen 3b 16
Entrepreneur, co-owner, freelancer	40	Baden-Württemberg 16
Managing director, board member, etc.	18	
Area manager, works manager, plant mana-		Foreign (total)
ger, branch manager	9	of which
Department head, group head	13	EU
Other salaried staff, skilled workers	9	Other european countrie
Lecturer, teacher	1	Africa
Trainee	3	North America
Other position	2	South and Central Amer
Student	4	Middle East
Other not gainfully employed	2	South-, East-, Central As
5 7 1 7		Australia
Economic sector	%	
Retail trade	30	Distance to home
Wholesale/foreign trade	26	up to 50 km
Industry	12	more than 50 km up to 100 km
Skilled trades	4	more than 100 km up to 300 km
Service	17	over 300 km
Other sectors	5	
Student	4	Countries with the highest visitor
Other not gainfully employed	2	Austria
		France
Size of company/organization:		Italy
Number of employees	%	Switzerland
1- 4 27 500 - 999	4	United Kingdom
5- 9 11 1 000 and more	9	
10- 49 22 Student	4	Frequency of visits to trade fair
50-199 16 Other not gainfully		Previous event
200- 499 7 employed	2	Earlier events
Conducted by: Wissler & Partner, Basel		First visit
		Average length of stay

Other not gainfully employed

· · ·		
Visitors (number of entries) 1	95 582	Area of responsibility
Proportion of trade visitors	96%	Management Research/development/de
rioportion of trade visitors	30 /0	Manufacturing, productio
Germany (total)	54	Buying/procurement
of which		Finance/accounting, contr
Nielsen 1 7 Nielsen 4	14	Information and commun
Bremen - Bavaria	14	Organization, personnel,
Hamburg 1 Nielsen 5+6	3	Sales
Lower Saxony 5 Berlin	1	Marketing, advertising, P
Schleswig-Holstein 1 Brandenburg	1	Logistics: storage, mater
Nielsen 2 16 Mecklenburg-		transport
North Rhine-Westph. 16 West Pommer		Maintenance/repairs
Nielsen 3a 41 Saxony-Anhalt		Other area
Hesse 24 <u>Nielsen 7</u>	3	Student
Rhineland-Palatinate 14 Saxony	2	Other not gainfully emplo
Saarland 3 Thuringia	2	
Nielsen 3b 16		Position in the compan
Baden-Württemberg 16		Entrepreneur, co-owner,
Foreign (total)	46	Managing director, board
Foreign (total) of which	46	Area manager, works ma
EU	56	manager, branch manage Department head, group
Other european countries	12	Other salaried staff, skille
Africa	4	Lecturer, teacher
North America	3	Trainee
South and Central America	5	Other position
Middle East	8	Student
South-, East-, Central Asia	11	Other not gainfully emplo
Australia	2	
Distance to home	%	Economic sector Skilled trades
up to 50 km	11	Industry
more than 50 km up to 100 km	9	Retail trade
more than 100 km up to 300 km	24	Wholesale/foreign trade
over 300 km	56	Service
Countries with the highest visitor share	s %	Other sectors Student
Austria	8	Other not gainfully emplo
France	7	
Italy	7	Size of company/organi
Switzerland	6	Number of employees
United Kingdom	5	1- 4 18
<b>9</b> * *		5-910
Frequency of visits to trade fair	%	10- 49 22
Previous event	44	50-199 14 Oth
Earlier events	41	200- 499 6
First visit	43	Conducted by: Wissler
Average length of stay 2	,1 days	
Influence on purchasing/procurement	~	
decisions	%	
Decisively	29	
Collectively	26	
In an advisory capacity No	22 15	
No Student	15	
Other net gainfully employed	2	

2

ibility	%	Visitors (n
ment/design	26 12	Proportion
roduction, quality control	5	Порогаот
ent	6	Germany
ig, controlling	1	of which
communication technology	4	Nielsen 1
sonnel, administration	1	Bremen
	12	Hamburg
tising, PR	3	Lower Sax
e, material management,		Schleswig-
	1	Nielsen 2
airs	10	North Rhin
	12 6	Nielsen 3a Hesse
ly amployed	2	Rhineland-
ly employed	2	Saarland
company/organization	%	Nielsen 3b
owner, freelancer	27	Baden-Wü
or, board member, etc.	11	buden fra
orks manager, plant		Foreign (t
manager	11	of which
, group head	14	
aff, skilled workers	22	
	1	
	4	
	2	
la and laural	6 2	Distance t
ly employed	2	up to 50 k
	%	more than
	23	more than
	22	over 300 k
	5	
n trade	10	Countries
	23	Netherland
	9	United Kin
	6	Austria
ly employed	2	Belgium
		France
//organization:	%	Fraguance
loyees 500 - 999	<sup>%</sup> 7	Frequency Previous ev
1 000 and more	15	Earlier eve
Student	6	First visit
Other not gainfully	v	Thise visit
employed	2	Average I
1.4	-	
Nissler & Partner, Basel		Influence
		decisions
		Decisively
		Callentinal

### Musikmesse ----- Frankfurt/Main

18 17

13

4 24

#### Trade visitors' profile

Proportion of trade	visitors 71	%
Germany (total)	5	6
of which		
Nielsen 1	6 Nielsen 4 1	16
Bremen	- Bavaria	16
Hamburg	1 Nielsen 5+6	2
Lower Saxony	4 Berlin	3
Schleswig-Holstein	1 Brandenburg	
	12 Mecklenburg-	
	12 West Pommerania	
Theisen bu	41 Saxony-Anhalt	1
	31 <u>Nielsen 7</u>	6
Rhineland-Palatinate	9 Saxony	4
Saarland	1 Thuringia 15	1
	15	
Foreign (total)	4	4
of which	-	
EU Other ouror		
North Ame		
	t-, Central Asia	1
Other count		1
Distance to home		%
up to 50 km		4
more than 50 km up 1		
more than 100 km up		2
over 300 km	5	5
Countries with the high	ghest visitor shares	%
United Kingdom		1
Austria		1
Belgium		ł
France		
Frequency of visits t	o trade fair	9
Previous event	2	
Earlier events		5
First visit	3	31
Average length of st	tay 1,7 day	1
Influence on purchas		
decisions		%
Decisively	2	2

Collectively

No

Student

In an advisory capacity

Other not gainfully employed

Area of responsibility	%
Management	22
Research/development/design	4
Manufacturing, production, quality control	5
Buying/procurement	4
Finance/accounting, controlling Information and communication technology	2
Organization, personnel, administration	2
Sales	6
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	1
Maintenance/repairs	3 19
Other area Student	24
Other not gainfully employed	4
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	21
Managing director, board member, etc.	6
Area manager, works manager, plant manager, branch manager	3
Department head, group head	5
Other salaried staff, skilled workers	8
Lecturer, teacher	22
Trainee	2
Other position	5
Student	24 4
Other not gainfully employed	4
Economic sector	%
Retail trade	14
Wholesale/foreign trade	6
Skilled trades	5
Industry Educational institution	5 46
Services/free-lance	40
Event venue	1
Media	6
Other sectors	2
Other not gainfully employed	4
Size of company/organization:	
Number of employees	%
1- 4 33 500 - 999	2
5-9 7 1 000 and more	7
10- 49 11 Student	24
50-199 9 Other not gainfully	

1- 4	33	500 - 999	2
5-9	7	1 000 and more	7
10- 49	11	Student	24
50-199	9	Other not gainfully	
200- 499	3	employed	4
Conducted	by: Wis	sler & Partner, Basel	

\*) ascertained by a representative poll

# Paperworld ------> Frankfurt/Main

#### Trade visitors' profile

Proportion of trade visitors	<b>95</b> %
Germany (total)	36
of which	
Nielsen 1 10 Nielsen 4	16
Bremen - Bavaria	16
Hamburg 2 Nielsen 5+6	5
Lower Saxony 5 Berlin	3
Schleswig-Holstein 2 Brandenburg	
Nielsen 2 17 Mecklenburg-	
North Rhine-Westph. 17 West Pommerar	
Nielsen 3a 31 Saxony-Anhalt	2
Hesse 24 <u>Nielsen 7</u>	4
Rhineland-Palatinate 6 Saxony	3
Saarland 1 Thuringia	1
Nielsen 3b 17	
Baden-Württemberg 17	
Foreign (total)	64
F <b>oreign (total)</b> of which	04
EU	60
Other european countries	10
Africa	5
North America	5
South and Central America	5
Middle East	4
South-, East-, Central Asia	10
Australia	2
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	3 17
more than 100 km up to 300 km	71
over 300 km	/1
Countries with the highest visitor shares	%
France	9
Italy	6
Netherlands	6
United Kingdom	6
Belgium	4
· · · · · · · · · · · · · · · · · · ·	
Frequency of visits to trade fair	%
Previous event	39
Earlier events	45
First visit	38
Average length of stay 2,0	days

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

4

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
Position in the company/organization
Entrepreneur, co-owner, freelancer Managing director, board member, etc.
Area manager, works manager, plant
manager, branch manager
Department head, group head
Other salaried staff, skilled workers
Lecturer, teacher
Trainee
Other position Student
Other not gainfully employed
Economic sector
Retail trade
Wholesale/foreign trade
Service
Industry
Skilled trades
Other sectors Student
Other not gainfully employed
Size of company/organization: Number of employees
1- 4 27 500 - 999
5- 9 12 1 000 and more
10- 49 16 Student
50- 199 12 Other not gainfully 200- 499 4 employed
· · · · · · · · · · · · · · · · · · ·
Conducted by: Wissler & Partner, Basel

Prolight + S	Sound 🛶	Frank	furt/Main
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#### Trade visitors' profile

Visitors (number of entries)	40 894*)
Proportion of trade visitors	88%
Germany (total) of which	57
Nielsen 1 9 Nielsen 4	13
Bremen 1 Bavaria	13
Hamburg 1 <u>Nielsen 5+6</u>	5
Lower Saxony 7 Berlin	2
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 18 Mecklenburg	
North Rhine-Westph. 18 West Pomme	
Nielsen 3a 27 Saxony-Anha	
Hesse 20 <u>Nielsen 7</u>	6
Rhineland-Palatinate 6 Saxony	3
Saarland 1 Thuringia Nielsen 3b 22	3
Nielsen 3b 22 Baden-Württemberg 22	
Foreign (total) of which	43
EU	68
Other european countries	12
Africa	5
South and Central America	4
South-, East-, Central Asia Other countries	8 4
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	6
more than 100 km up to 300 km over 300 km	28 56
Countries with the highest visitor share	
Netherlands	11
Belgium	10
Austria	75
France Switzerland	5
Frequency of visits to trade fair	%
Previous event	48
Earlier events	59
First visit	27
Average length of stay	1,8 days
Influence on purchasing/procuremen	
decisions	%
Decisively	34
Collectively	20
In an advisory capacity	17
No Other pet gainfully employed	13 4
Other not gainfully employed Student	4 12
Juuent	12

A second second statistics
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
Position in the company/organization
Entrepreneur, co-owner, freelancer
Managing director, board member, etc.
Area manager, works manager, plant
manager, branch manager
Department head, group head
Other salaried staff, skilled workers Lecturer, teacher
Trainee
Other position
Student
Other not gainfully employed
Economic sector
Retail trade
Wholesale/foreign trade
Skilled trades
Industry
Educational institution
Services/free-lance
Event venue
Media
Other sectors
Other not gainfully employed
Size of company/organization:
Number of employees
1- 4 34 500 - 999
5- 9 12 1 000 and more
10- 49 16 Student
50- 199 8 Other not gainfully
200- 499 5 employed
Conducted by: Wissler & Partner, Basel
conducted by. Wissier & rartiel, basel

\*) ascertained by a representative poll

Tendence

% 29

% 12

% 12

%

### Trade visitors' profile

Visitors (number of	ent	ries)	45 477
Proportion of trade	e visi	tors	91%
Germany (total)			79
of which Nielsen 1	7	Nielsen 4	10
Bremen	<i>'</i> _	Bavaria	10
	1		2
Hamburg	5	<u>Nielsen 5+6</u> Berlin	2
Lower Saxony	2		
Schleswig-Holstein Nielsen 2	15	Brandenburg Mecklenburg-	
North Rhine-Westph.		West Pommer	ania -
Nielsen 3a	47	Saxony-Anhal	
Hesse	35	Nielsen 7	2
Rhineland-Palatinate		Saxony	-
Saarland	1	Thuringia	
Nielsen 3b	17	muningia	
Baden-Württemberg	17		
Foreign (total)			21
of which			
EU			55
Other euro	opea	n countries	21
South-, Ea	ast-,	Central Asia	16
Other cou	ntrie	S	8
Distance to home			%
up to 50 km			23
more than 50 km up	to 1	100 km	13
more than 100 km u	p to	300 km	33
over 300 km			31
Countries with the H	niahe	st visitor shar	es %
Switzerland			13
Austria			8
Netherlands			8
Belgium			7
France			7
Frequency of visits	to t	rade fair	%
Previous event			49
Earlier events			59
First visit			30
Average length of	stay		1,7 days
nfluence on purcha	asing	j/procurement	
decisions			%
Decisively			53
Collectively			25
n an advisory capac	ity		11
No			7
Student Other not gainfully e			4
			1



### Texcare International -----> Frankfurt/Main

15 650

4

2

#### Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design Manufacturing, production, quality control	44 2 3	Proportion of trade visitors
Buying/procurement Finance/accounting, controlling	17	Germany (total) of which
Information and communication technology	1	Nielsen 1 16 Niels
Organization, personnel, administration	-	Bremen 1 Bava
Sales	14	Hamburg 2 Niels
Marketing, advertising, PR	5	Lower Saxony 11 Berlin
Logistics: storage, material management,		Schleswig-Holstein 3 Bran
transport	1	Nielsen 2 29 Meck
Maintenance/repairs	-	North Rhine-Westph. 29 West
Other area	7	Nielsen 3a 17 Saxo
Student	4	Hesse 9 <u>Niels</u>
Other not gainfully employed	1	Rhineland-Palatinate 8 Saxo
		Saarland - Thuri
Position in the company/organization	%	Nielsen 3b 17
Entrepreneur, co-owner, freelancer	58	Baden-Württemberg 17
Managing director, board member, etc.	12	= 1 (r + 1)
Area manager, works manager, plant	-	Foreign (total)
manager, branch manager	5	of which
Department head, group head	6	EU
Other salaried staff, skilled workers	9	Other european cour
Lecturer, teacher	1	Africa
Trainee	1	Middle East
Other position	2	Other countries
Student	4	Distance to home
Other not gainfully employed	1	Distance to home up to 50 km
Economic sector	%	more than 50 km up to 100 km
Retail trade	57	more than 100 km up to 300 k
Wholesale/foreign trade	12	over 300 km
Skilled trades	6	
Service	15	Countries with the highest vis
Industry	2	Switzerland
Other sectors	3	France
Student	4	Italy
Other not gainfully employed	1	United Kingdom
	-	Belgium
Size of company/organization:		
Number of employees	%	Frequency of visits to trade
1- 4 51 500 - 999	2	Previous event
5- 9 14 1 000 and more	4	Earlier events
10- 49 15 Student	4	First visit

5- 9	14	1 000 and more
10- 49	15	Student
50-199	7	Other not gainfully
200- 499	2	employed

1

Conducted by: Wissler & Partner, Basel

Proportion	of trade v	isi	tors	98%
Germany (t	otal)			49
of which		_		
Nielsen 1	1	6	Nielsen 4	11
Bremen		1	Bavaria	11
Hamburg		2	Nielsen 5+6	6
Lower Saxo		1	Berlin	4
Schleswig-H		3	Brandenburg	
Nielsen 2		9		
North Rhine		7		
Nielsen 3a Hesse		9	Saxony-Anhalt Nielsen 7	
Rhineland-P		9 8	Saxony	
Saarland	didtillate	•	Thuringia	1
Nielsen 3b	1	7	munnyia	
Baden-Würt		7		
Foreign (to	tal)			51
of which				~
_	U			63
	ther europ	eai	n countries	22
	.frica 1iddle East			
	ther count	rio		
-			,	
Distance to				%
up to 50 km		- 1	00.1	
more than 5				
more than 1 over 300 km		to	300 km	27
OVEL SOU KI	1			
	vith the hig	jhe	st visitor shares	%
Switzerland				12
France				1
Italy	1			-
United King	aom			
Belgium				
Frequency		o ti	rade fair	%
Previous eve				40
Earlier event	LS			37
First visit				4:
Average le	ngth of st	ay	1,8 d	lay
	n purchasi	ing	/procurement	
decisions				%
Decisively				32
Collectively	m, conocit			20
In an advice				

In an advisory capacity

Other not gainfully employed

No Student

Area of responsibility	%
Management	39
Research/development/design	6
Manufacturing, production, quality control	18
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology Organization, personnel, administration	1
Sales	9
Marketing, advertising, PR	2
Logistics: storage, material management,	-
transport	2
Maintenance/repairs	5
Other area	8
Student	4
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	29
Managing director, board member, etc.	18
Area manager, works manager, plant	
manager, branch manager	13
Department head, group head	13
Other salaried staff, skilled workers	13
Lecturer, teacher	1
Trainee	5
Other position	3
Student	4
Other not gainfully employed	2
Economic sector	%
Laundry	30
Textile cleaning	21
Hospital, nursing home, sanatorium	5
Other service	10
Industry Whalesale/ferrige_trade	15 10
Wholesale/foreign trade Other sectors	10
Student	2 4
Other not gainfully employed	2
	-
Size of company/organization:	
Number of employees	%
1- 4 11 500-999	6
5- 9 11 1 000 and more	10

#### 50- 199 21 Other not gainfully 200-499 9 employed

Student

4

2

10-49 27

Conducted by: Wissler & Partner, Basel

## viscom -----> Frankfurt/Main

### Trade visitors' profile

Visitors (number of entr	ies)	12 07
Proportion of trade visit	ors	<b>99</b> %
Germany (total)		8
of which	Nielese 4	4
Nielsen 1 10 Bremen 1	Nielsen 4 Bavaria	1.
Hamburg 1	Nielsen 5+6	1
Lower Saxony 6	Berlin	
Schleswig-Holstein 2	Brandenburg	
Nielsen 2 21	Mecklenburg-	
	West Pommera	inia
Nielsen 3a 30	Saxony-Anhalt	
Hesse 17	Nielsen 7	
Rhineland-Palatinate 11	Saxony	
Saarland 2	Thuringia	
Nielsen 3b 16	-	
Baden-Württemberg 16		
Foreign (total)		1
of which EU		8
Other countries		1
Distance to home		9
up to 50 km		1
more than 50 km up to 10		
more than 100 km up to	300 km	4
over 300 km		3
Countries with the highes	st visitor share	
Austria		1
Belgium		1
Netherlands		1
Frequency of visits to tr	ade fair	9
Previous event		2
Earlier events		4
First visit		4
Average length of stay	1,	2 day
Influence on purchasing	/procurement	
decisions		9
Decisively		4
Collectively		2
In an advisory capacity		2
ALC: A CONTRACT OF A CONTRACT.		
No		
No Student Other not gainfully employ	und	

Area of responsibility	%
Management	40
Research/development/design	3
Manufacturing, production, quality control	10
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	2
Organization, personnel, administration	
Sales Marketing adverticing PR	12 15
Marketing, advertising, PR	15
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	7
Student	5
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	43
Managing director, board member,	
head of an authority etc.	8
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	6
Department head, group head, team leader	13
Other salaried staff, civil servant,	
skilled worker	14
Lecturer, teacher	-
Trainee	6
Other position	3
Student	5
Other not gainfully employed	2
Economic sector	%
Advertising	49
Publishing/printing	9
Service	8
Wholesale trade	4
Automobile industry	4
Retail trade	4
Information-/Communication Industry	3
Media (print, broadcast media)	2
Authority/public services	1
Clothing industry	1
Other sectors	11
Student	5
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%

Number of		yees	%
1- 4	40	500 - 999	2
5-9	13	1 000 and more	8
10- 49	19	Student	5
50-199	9	Other not gainfully	
200- 499	3	employed	2
Conducted	by: Wi	celor & Partner Bacel	

Conducted by: Wissler & Partner, Basel

# 

#### Trade visitors' profile

Area of responsibility
Management Research/development/d
Manufacturing, producti Buying/procurement Finance/accounting, con
Information and commu
Organization, personnel
Sales
Marketing, advertising,
Logistics: storage, mate
transport
Maintenance/repairs
Other area
Student
Other not gainfully emp
Position in the compa
Entrepreneur, co-owner,
Managing director, boar
head of an authority etc
Area manager, works m
ger, branch manager, h
Department head, group
Other salaried staff, civi
skilled worker
Lecturer, teacher
Trainee
Other position
Student
Other not gainfully emp
Economic sector
Industry (manufacturer)
Trade
Service/consulting
Users
Research/science
Other sectors Student
Other not gainfully emp
Size of company/organ
Number of employees
1-49
5-96
10-49 27
50- 199 28 0 <sup>-</sup> 200- 499 11

Influence or	purchasing/procurement
decisions	
Decisively	
Collectively	
In an advisor	y capacity
No	
Student	
Other not ga	infully employed

1 1

Management	%
	43
Research/development/design	10
Manufacturing, production, quality control	22
Buying/procurement	6
Finance/accounting, controlling	2
Information and communication technology	1
Organization, personnel, administration	-
Sales	8 1
Marketing, advertising, PR	
Logistics: storage, material management, transport	1
Maintenance/repairs	
Other area	3 2
Student	1
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	26
Managing director, board member,	
head of an authority etc.	26
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	16
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	10
Trainee	- 1
Other position	1
Student	1
Other not gainfully employed	1
Economic sector	%
Industry (manufacturer)	83
	7
Trade	
Service/consulting	4
Service/consulting Users	1
Service/consulting Users Research/science	1 3
Service/consulting Users Research/science Other sectors	1 3 1
Service/consulting Users Research/science Other sectors Student	1 3 1
Service/consulting Users Research/science Other sectors Student	1 3 1
Service/consulting Users Research/science Other sectors Student Other not gainfully employed	1 3 1
Service/consulting Users Research/science Other sectors Student Other not gainfully employed Size of company/organization:	1 3 1
Service/consulting Users Research/science Other sectors Student Other not gainfully employed Size of company/organization:	1 3 1 1
Service/consulting Users Research/science Other sectors Student Other not gainfully employed Size of company/organization: Number of employees	1 3 1 1 1
Service/consulting Users Research/science Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1 - 4 9 500 - 999 5 - 9 6 1 000 and more 10 - 49 27 Student	1 3 1 1 1 % 6
Service/consulting Users Research/science Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 9 500 - 999 5- 9 6 1 000 and more 10- 49 27 Student 50- 199 28 Other not gainfully	1 3 1 1 1 1 % 6 10 1
Service/consulting Users Research/science Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1 - 4 9 500 - 999 5 - 9 6 1 000 and more 10 - 49 27 Student	1 3 1 1 1 1 % 6 10

# 

#### **Basic data private visitors**

0/2

Total number of v	isito	rs	93 592
Proportion of priv	ate	visitors	<b>95</b> %
<b>Region of residen</b> up to 50 km more than 50 km u more than 100 km over 300 km	p to		% 77 15 6 2
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	51 -	North Rhine- Westphalia Rhineland- Palatinate Saarany Saxony-Anhalt Schleswig- Holstein Thuringia	100 - - - - - - - - - - - - - - - - - -
Position in the col Entrepreneur, partn Managing director, head of an authorit Senior department with managerial res Department head, o Other salaried staff Skilled worker	er, se boar y etc head spons group /publ	elf-employed d member,  , other employed ibility o head ic service	6 1

Entrepreneur, partner, self-employed Managing director, board member,	6
head of an authority etc.	1
Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed	ree 1 5 34 6 2 5 5 5 14 13 3
Frequency of visits to exhibition 2009 2008 Earlier events First visit	% 35 36 31 22

Sex	9
Male	31
Female	6
Age	9
up to 20 years	1
over 20 up to 30 years	2
over 30 up to 40 years	1
over 40 up to 50 years	2
over 50 up to 60 years	1
over 60 up to 70 years	1
over 70 years	1
Net household income           up to         900,- EUR           more than         900,- EUR up to 1 500,- EUR           more than 1 500,- EUR up to 2 000,- EUR           more than 2 000,- EUR up to 2 600,- EUR           more than 3 600,- EUR up to 3 600,- EUR           more than 3 600,- EUR up to 5 000,- EUR           more than 5 000,- EUR	9 1 1 1 1 1 2
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	9/ 18 43 10 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	9/ 7( 19
Follow-up business	%
Intend to buy at later date	1 <sup>-</sup>

Additional data private visitors

Follow-up business	70
Intend to buy at later date	17
no maybe	29 54
Conducted by: PhoneResearch KG, I	

## **GET Nord**

#### Trade visitors' profile

isitors (number of	ent	ries)	38 730
roportion of trade	visi	itors	<b>89</b> %
iermany (total)			99
f which	~~	Mit days a	
lielsen 1	89 23		
Iremen	23 34	barana	- 8
lamburg ower Saxony	34 29		5
chleswig-Holstein	29	Brandenburg	1
lielsen 2	2	Mecklenburg-	
Jorth Rhine-Westph.		West Pomme	
lielsen 3a	-	Saxony-Anhal	
lesse		Nielsen 7	
hineland-Palatinate	1	-	
aarland			
lielsen 3b	1.1		
aden-Württemberg	-		
oreign (total)			1
istance to home			%
p to 50 km			37
nore than 50 km up	to '	100 km	25
nore than 100 km u	p to	300 km	32
ver 300 km			6
requency of visits	to t	rade fair	%
revious event			32
arlier events			31
irst visit			48
verage length of s	stay		1,1 days
nfluence on purcha	asing	g/procurement	t
lecisions			%
Decisively			21
Collectively			32
n an advisory capac	ity		15
lo			30
tudent			3

Student

## 

#### **Private visitors' profile**

Area of responsibility	%	Visitors (number of entries) 78	454
Management Research/development/design Manufacturing, production, quality control	15 5 13	Proportion of private visitors 8	<b>30</b> %
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	2 2 2 2 8 1 32 13 3	Germany (total) of which         81         Nielsen 4           Bremen         2         Bavaria           Hamburg         34         Nielsen 5+6           Lower Saxony         19         Berlin           Schleswig-Holstein         26         Brandenburg           Nielsen 2         4         Mecklenburg-           North Rhine-Westph.         4         West Pommerania           Nielsen 3         2         Saxony-Anhalt           Hesse         2         Nielsen 7           Rhineland-Palatinate         - Saxony	<b>96</b> 2 9 2 1 6 -
Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	% 13 4	Ninietanda analata - Saxiny Saarland - Thuringia <u>Nielsen 3b</u> 1 Baden-Württemberg 1	-
Area manager, works manager, plant mana- ger, branch manager, head of public office		Foreign (total)	4
ger, branch manager, nead of public office Department head, group head, team head, master craftsman Other employee, civil servant, skilled worker Lecturer, teacher Trainee	2 14 27 2 33	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	% 45 15 28 12
Other position Student	2 3	Frequency of visits to trade fair Previous event Earlier events	% 38 59
Economic sector Craftman's company	% 57	First visit	26
Engineer's and planning office Architect's office Trade	6 2 6	Sex Male Female	% 77 23
Industrial company Developers, construction companies and building restoration companies Housing business, property management Municipal utility (public services, water supply companies) Facility management	5 1 1 2 2 5	Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 17 42 18 15 8
Energy suppliers, energy systems Service companies (total) Hotels, fitness centres, holiday homes Public institutions, authorities, local construction authorities Hospitals, social institutions University, vocational-, polytechnicschool, college	5 5 1 2 1 2	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	% 14 15 13 23 17 13
Other sectors	-	over 70 years	5

Size of company/organization:					
Numb	oer o	f employees			
1-	4	18	200 - 499		
5-	9	20	500 - 999		
10-	49	28	1 000 and more		
50-	199	16	Student		

3

3

Conducted by: PhoneResearch KG, Hamburg

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	3
Department head, group head, team leader	10
Other salaried staff, civil servant,	
skilled worker	24
Lecturer, teacher	3
Trainee	4 3
Other position	3
Student	17
Housewife/man	14
Old-age pensioner	2
Other not gainfully employed	2
Buying and ordering capacity Purchase or order made or intended	%

Purchase or order made or intended at the exhibition	
yes	
no	

33

30

37

N/A

#### Follow-up business

maybe

Conducted by: PhoneResearch KG, Hamburg

HansePferd	Hamburg
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#### Private visitors' profile

	ntries) 43	393
Proportion of private	visitors 9	1%
Germany (total)		99
of which Nielsen 1 9	4 Nielsen 4	
Bremen	- Bavaria	- 1
	9 Nielsen 5+6	4
	8 Berlin	1
	7 Brandenburg	1
Nielsen 2	1 Mecklenburg-	
North Rhine-Westph.	1 West Pommerania	3
Nielsen 3a	1 Saxony-Anhalt	-
Hesse	1 Nielsen 7	
Rhineland-Palatinate Saarland	- Saxony	1
Nielsen 3b	- Thuringia	- 1
Baden-Württemberg	-	
Foreign (total)		1
roreign (total)		
Distance to home		%
up to 50 km		58
more than 50 km up to		25
	to 300 km	12
over 300 km	to 300 km	
		12 5 %
		5 %
over 300 km Frequency of visits to		5
over 300 km Frequency of visits to Previous event		5 % 49
over 300 km Frequency of visits to Previous event Earlier events First visit		5 49 51 30
over 300 km Frequency of visits to Previous event Earlier events		5 % 49 51 30 %
over 300 km Frequency of visits to Previous event Earlier events First visit Sex		5 % 49 51 30 %
over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male Female		5 49 51 30 % 9
over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male Female Size of household		5 49 51 30 % 9
over 300 km Frequency of visits tc Previous event Earlier events First visit Sex Male Female Size of household 1 person		5 49 51 30 9 91 %
over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons		5 49 51 30 % 9 91 % 8 26
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		5 49 51 30 9 91 % 8 26 27
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		5 49 51 30 9 91 % 8 26 27
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 5 persons and more		5 % 49 51 30 % 9 91 % 8 26 27 28 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		5 % 49 51 30 % 9 91 % 8 26 27 28 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 4 persons 5 persons and more  Age up to 20 years		5 % 49 51 30 % 9 91 % 8 26 27 28 11 % 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 up to 20 years over 20 up to 30 years		5 % 49 51 30 % 9 91 % 8 26 27 28 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 5 persons and more		5 % 49 51 30 % 9 91 % 8 26 27 28 11 % 48 23

over 60 up to 70 years

over 70 years

1

Position in the company/organization Entrepreneur, co-owner, freelancer	%
Managing director, board member,	J
head of an authority etc.	1
Area manager, works manager, plant mana-	
	2
ger, branch manager, head of public office Department head, group head, team leader	2
Other salaried staff, civil servant,	С
skilled worker	22
	22
Lecturer, teacher	_
Trainee	10
Other position	3
Student	46
Old-age pensioner	1
Housewife/man	3
Other not gainfully employed	1
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
Ves	76
no	9
maybe	15
indybe	15
Follow-up business	%
Intend to buy at later date	
yes	27
no	28
maybe	45
Conducted by: PhoneResearch KG, Hamb	urg

### **INTERNORGA** — Hamburg

#### Trade visitors' profile

Visitors (number of		,	94 610
Proportion of trade	visit	ors	88%
Germany (total)			97
of which			
Nielsen 1		Nielsen 4	2
Bremen		Bavaria	2
Hamburg	16	Nielsen 5+6	12
Lower Saxony	30	Berlin	3
Schleswig-Holstein		Brandenburg	2
Nielsen 2		Mecklenburg-	
North Rhine-Westph.	13	West Pomme	rania 5
Nielsen 3a	5	Saxony-Anhal	t 2
Hesse	4	Nielsen 7	3
Rhineland-Palatinate	1	Saxony	2
Saarland		Thuringia	1
Nielsen 3b	1	-	
Baden-Württemberg	1		
Foreign (total)			3
of which			
EU			57
Other euro	noan	countries	28
Other cou		countries	15
Other cour	nunes		15
Distance to home			%
up to 50 km			24
more than 50 km up	to 10	00 km	13
more than 100 km u			35
over 300 km			28
		and a statu	0/
Frequency of visits	το τη	ade tair	%
Previous event			30
Earlier events			52
First visit			37
Average length of s	stay		1,2 days
Influence on purcha	asina/	procurement	:
decisions			%
Decisively			15
Collectively			28
In an advisory capac	ity		33
No	1		17
Student			5
Other not gainfully e	volam	/ed	1

Area of responsibility Management	
Research/development/design	
Manufacturing, production, kitchen,	
quality control	
Buying/procurement Finance/accounting, controlling	
Information and communication technology	y
Organization, personnel, administration	
Sales Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs Other area	
Service sector	
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 man	
ger, branch manager, head of public office	
Department head, group head, team leade Other salaried staff, civil servant,	er
skilled worker	
Lecturer, teacher Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	
Hotels/guest house Restaurant	
Franchise restaurant	
Coffee shop	
Discotheque, night club, bar Snack bars, filling stations	
Large-scale canteens, schools, hospitals,	
homes	
Catering Bakery, confectioners, café	
Butcher	
Food trade, beverage wholesalers	
Industrie (Food, Nonfood)	
Planning, architecture, interior furnishings, design offices	
Large kitchen specialist trade	
Other sectors	
Student Other not gainfully employed	
Size of company/organization:	
Numper of employees	
Number of employees 1- 4 13 500 - 999	

50-199

200- 499

20

8

Conducted by: PhoneResearch KG, Hamburg

Other not gainfully

employed

### **NORTEC** — Hamburg

#### Trade visitors' profile

1

Visitors (number of entries)	8 959		
Proportion of trade visitors			
Germany (total)	98		
of which			
Nielsen 1 Bremen 2 Nielsen 4 Bavaria			
Hamburg 29 Nielsen 5+6	- i 8		
Lower Saxony 20 Berlin	<u> </u>		
Schleswig-Holstein 35 Brandenburg			
Nielsen 2 4 Mecklenburg			
North Rhine-Westph. 4 West Pomm			
Nielsen 3a 2 Saxony-Anh			
Hesse 1 Nielsen 7	-		
Rhineland-Palatinate - Saxony	-		
Saarland - Thuringia			
Nielsen 3b 1			
Baden-Württemberg 1			
Foreign (total)	2		
Distance to home	%		
up to 50 km	55		
up to 50 km more than 50 km up to 100 km	55 19		
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	55 19 17		
up to 50 km more than 50 km up to 100 km	55 19		
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair	55 19 17 9		
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event	55 19 17 9 % 23		
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events	55 19 17 9 % 23 36		
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event	55 19 17 9 % 23		
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events	55 19 17 9 % 23 36		
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement	55 19 17 9 % 23 36 52 1,1 days nt		
up to 50 km more than 50 km up to 100 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions	55 19 17 9 % 23 36 52 1,1 days nt %		
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively	55 19 17 9 % 23 36 52 1,1 days nt % 8		
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively	55 19 17 9 % 23 36 52 1,1 days 1,1 days nt % 8 26		
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	55 19 17 9 % 23 366 52 1,1 days nt % 8 266 34		
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	55 19 17 9 % 23 36 52 1,1 days nt % 8 26 34 24		
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	55 19 17 9 % 23 36 52 1,1 days 1,1 days nt % 8 26		

Manag Resear Manuf Buying Financ Inform	gement rch/dev acturin g/procu ce/acco action a	elopmer ig, produ rement unting, c and com	it/des iction contro munic	, qua olling catio	ality contro n technolo nistration	
Marke	ics: sto	dvertisin rage, m			inagement	
		/repairs				
Other Studer						
		infully e	mploy	yed		
Entrep Manag head of Area r ger, bi Depart Other skilled Lecture Traine Other Studer	reneur, ging di of an a manage ranch r tment l salarie worke er, tea e positio nt	, co-own rector, b iuthority er, works manager head, gr d staff, o r cher	ier, fr oard etc. mar hea oup h civil s	reelan men nagen d of nead, serva	nber, r, plant ma public offi , team lea	ce
Indust Trade	<b>mic se</b> ry trades					
	e provi					
		olic servi				
	onal so sectors		ytecn	inic/L	iniversity	
Studer		,				
		infully e	mploy	yed		
		pany/or		atio	n:	
		employe	es			
	9	7 8	1		500 - 999 and more	
10	40	22			Ctudopt	

10- 49

50-199

200- 499

23

22

12

#### file Visitors (number of entries) 60 366 **94**% Proportion of private visitors Germany (total) 99 of which Nielsen 1 97 Nielsen 4 - Bavaria Bremen -Hamburg 44 Nielsen 5+6 2 19 Berlin Lower Saxony Schleswig-Holstein 34 Brandenburg -Nielsen Ž Mecklenburg--North Rhine-Westph. - West Pommerania 2 Nielsen 3a - Saxony-Anhalt -Hesse -Nielsen 7 Rhineland-Palatinate - Saxony Saarland Thuringia Nielsen 3b Baden-Württemberg Foreign (total) 1 Distance to home % up to 50 km 71 more than 50 km up to 100 km 18 9 more than 100 km up to 300 km over 300 km 2 Frequency of visits to trade fair % 41 Prev 65 Earl 24 First % 52 48 Sex

requeries of visits to trade run	/0
Previous event	41
Earlier events	65
First visit	24
Sex	%
Male	52
Female	48
Size of household	%
1 person	20
2 persons	56
3 persons	11
4 persons	9
5 persons and more	4
Age	%
up to 20 years	4
over 20 up to 30 years	10
over 30 up to 40 years	11
over 40 up to 50 years	21
over 50 up to 60 years	20
over 60 up to 70 years	24

11

REISEN HAMBURG	
Private visitors' profile	

%

15

11

31

7

1

1

11

1

2

7

3

8

1

%

13

4

11

16

29

3

12

3

8

1

%

50

6

14

10

3

4

4

8

1

%

6

14

8

1

Student

employed

Other not gainfully

Conducted by: PhoneResearch KG, Hamburg

over 70 years



## SMM ------> Hamburg

### Trade visitors' profile

Entrepreneur, co-owner, freelancer 7 Managing director, board member, head of an authority etc. 1 Area manager, works manager, plant mana- ger, branch manager, head of public office 2 Department head, group head, team leader 9 Vielss Student 3 Student 5 Student 5 Student 5 Student 5 Student 6 Other spation 4 Nielss Other spation 4 Nielss Other position 4 Nielss Other position 4 Nielss Other not gainfully employed 1 <b>Buying and ordering capacity</b> % Purchase or order made or intended at the exhibition 2 yes 24 Nort Follow-up business % Intend to buy at later date 2 yes 27 no 24 maybe 49 Conducted by: PhoneResearch KG, Hamburg Dista Use 27 Nort Coun Denn Unite Nether 27 Nort Coun	Position in the company/organization	%	Visite
head of an authority etc. 1 Area manager, works manager, plant mana- ger, branch manager, head of public office 2 Other salaried staff, civil servant, skilled worker 33 Lecturer, teacher 3 Student 5 Other position 4 Hamt Housewife/man 4 Old-age pensioner 32 Other not gainfully employed 1 Buying and ordering capacity % Purchase or order made or intended at the exhibition yes 24 no 41 no 41 maybe 35 Follow-up business % Intend to buy at later date yes 27 no 24 maybe 49 Conducted by: PhoneResearch KG, Hamburg Dista up to full and the staff of the sta		/	Prop
Area manager, works manager, plant manager, branch manager, head of public office       2         ger, branch manager, head of public office       2         Other salaried staff, civil servant,       Brem         skilled worker       33         Lecturer, teacher       3         Student       5         Other position       4         Trainee       2         North       Niels         Othage pensioner       32         Hamt       5         Buying and ordering capacity       %         Purchase or order made or intended       8         at the exhibition       24         yes       24         no       41         maybe       35         Follow-up business       %         Intend to buy at later date       98         yes       24         maybe       49         Conducted by: PhoneResearch KG, Hamburg       Distat         up to more       more         more       0         North       Nether		1	Пор
ger, branch manager, head of public office 2 of wi Department head, group head, team leader 9 Student staff, civil servant, skilled worker 33 Lecturer, teacher 3 Student 5 Other position 4 Housewife/man 4 Old-age pensioner 32 Other not gainfully employed 1 <b>Buying and ordering capacity</b> % Purchase or order made or intended at the exhibition 24 pro 41 maybe 35 Follow-up business % Intend to buy at later date yes 27 no 24 maybe 49 Conducted by: PhoneResearch KG, Hamburg Dista up to Conducted by: PhoneResearch KG, Hamburg Count Nether 10 Dista			Germ
Department head, group head, team leader       9       Niels         Other salaried staff, civil servant,       33       Hamil         Lecturer, teacher       3       Lowe         Student       5       Schle         Other position       4       Niels         Trainee       2       Nortf         Housewife/man       4       Niels         Old-age pensioner       32       Hesse         Other not gainfully employed       1       Rhine         Buying and ordering capacity       %       Niels         Purchase or order made or intended       ad       of will         at the exhibition       yes       24       Forei         no       41       of will       of will         maybe       35       S       Intend to buy at later date       yes         yes       27       no       24       more         maybe       49       Conducted by: PhoneResearch KG, Hamburg       Distat       up to         Our       Cound       Denn       Uption       Norti         Notice       Notice       Notice       Notice       Notice         Note       Addition       Adit       Notice       Notice			of w
Other salaried staff, civil servant, skilled workerBrem stalled workerskilled worker33Lecturer, teacher3Under position4NielsOther position4NielsTrainee2NorthHousewife/man4NielsOld-age pensioner32HesseOther not gainfully employed1Buying and ordering capacity%Purchase or order made or intended at the exhibition yes24yes24no41of will maybe35Follow-up business%Intend to buy at later date yes27no24maybe49Conducted by: PhoneResearch KG, HamburgDistation up to more more overCoundDenn Unite Nethel			Niels
skilled worker 33 Hamt Lecturer, teacher 3 Lowe Student 5 Schle Trainee 2 North Housewife/man 4 Niels Trainee 2 North Housewife/man 2 Hesse Other not gainfully employed 1 Rhine Saart Purchase or order made or intended at the exhibition yes 24 Forei no 41 of wi maybe 35 Follow-up business % Intend to buy at later date yes 27 no 24 maybe 49 Conducted by: PhoneResearch KG, Hamburg Dista		-	
Lecturer, teacher 3 Lowe Student 5 Schle Other position 4 Niels Other position 4 Niels Old-age pensioner 32 Hessa Old-age pensioner 32 Hessa Buying and ordering capacity % Niels Purchase or order made or intended at the exhibition yes 24 Forei no 41 of wi maybe 35 Follow-up business % Intend to buy at later date yes 27 no 24 maybe 49 Conducted by: PhoneResearch KG, Hamburg Dista up to Coun Denn Unite		33	Hamb
Student       5       Schle         Other position       4       Niels         Other position       4       Niels         Trainee       2       North         Housewife/man       4       Niels         Old-age pensioner       32       Hesse         Other not gainfully employed       1       Rhine         Buying and ordering capacity       %       Niels         Purchase or order made or intended       at the exhibition       Bade         yes       24       Forei         no       41       of with         maybe       35       Stone         Follow-up business       %       Niels         yes       24       Forei         no       24       maybe         Conducted by: PhoneResearch KG, Hamburg       Distation to not more more over         Ward       Over       Notein         Notein       Nether       Nether	Lecturer, teacher		Lowe
Other position       4       Niels         Trainee       2       North         Housewife/man       4       Niels         Old-age pensioner       32       Hesse         Old-age pensioner       32       Hesse         Buying and ordering capacity       %       Niels         Purchase or order made or intended       at the exhibition       Bade         yes       24       Forei         no       41       of with         maybe       35       Forei         Follow-up business       %       North         no       24       maybe         Conducted by: PhoneResearch KG, Hamburg       Distation up to more more more more more more more mor			
Trainee       2       North         Housewife/man       4       Niels         Old-age pensioner       32       Hesso         Other not gainfully employed       1       Rhine         Buying and ordering capacity       %       Niels         Purchase or order made or intended       at the exhibition       gaar         yes       24       Forei         no       41       of wit         maybe       35       Follow-up business       %         Intend to buy at later date       27       no       24         yes       27       mo       24       Ocnducted by: PhoneResearch KG, Hamburg       Distat         Conducted by: PhoneResearch KG, Hamburg       Distat       pon       over       Northered         Nether       Nether       Nethered       Northered       Northered       Northered         Nether       Northered			
Housewife/man       4       Niels         Old-age pensioner       32       Hesse         Other not gainfully employed       1       Rhine         Buying and ordering capacity       %       Niels         Purchase or order made or intended       at the exhibition       Bade         yes       24       Forei         no       41       of wl         maybe       35       Intend to buy at later date         yes       27       7         no       24       Other         Maybe       49       Other         Conducted by: PhoneResearch KG, Hamburg       Distation         Weither       With Nethin       With Nethin			
Old-age pensioner       32       Hessa         Other not gainfully employed       1       Saar         Buying and ordering capacity       %       Nielss         Purchase or order made or intended at the exhibition yes       24       Forei         no       41       of whether with the state of the st			
Other not gainfully employed       1       Rhime         Buying and ordering capacity       %       Niels         Purchase or order made or intended       Bade       Bade         at the exhibition       24       Forei         yes       24       Forei         no       41       of wh         maybe       35       Follow-up business       %         Intend to buy at later date       27       7         no       24       24       24         maybe       49       Conducted by: PhoneResearch KG, Hamburg       Distate         Counducted by: PhoneResearch KG, Hamburg       Distate       0         Noner       Noner       Noner       0         Noner       Noner       Noner       0         Support       KG, Hamburg       Noner       Noner         Noner       Norer       Norer       Noner         Noner       Norer       Norer       Norer         Norer       Norer       Norer       Norer         Norer       Norer       Norer       Norer         Norer       Norer       Norer       Norer         Norer       Norer       Norer       Norer			
Saarl       Saarl         Buying and ordering capacity       %         Purchase or order made or intended       Bade         at the exhibition       gade         yes       24         no       41         maybe       35         Follow-up business       %         Intend to buy at later date       27         yes       24         maybe       49         Conducted by: PhoneResearch KG, Hamburg       Distate         Word       Up the normal state         word       Word         No       24         no       24         Maybe       49         Conducted by: PhoneResearch KG, Hamburg       Distate         Word       Word         No       Word         No       Word         No       Word         No       Word         Conducted by: PhoneResearch KG, Hamburg       Distate         No       Word         No			
Buying and ordering capacity       %       Niels.         Purchase or order made or intended at the exhibition       Bade       Bade         the exhibition       41       of whether of whether of the provided of t	other not gainfully employed		
Purchase or order made or intended at the exhibition yes 24 Forei no 41 of wi maybe 35 Follow-up business % Intend to buy at later date yes 27 no 24 maybe 49 Conducted by: PhoneResearch KG, Hamburg Dista up to Conducted by: ConeResearch KG, Hamburg Count up to Norei Nor	Buying and ordering capacity	0/2	
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Intend to buy at later date yes 27 no 24 maybe 49 Conducted by: PhoneResearch KG, Hamburg Dista up to more over Coun Unite Nether	Пауре	22	
Intend to buy at later date yes 27 no 24 maybe 49 Conducted by: PhoneResearch KG, Hamburg Dista up to more over Coun Unite Neth	Follow-up business	%	
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no 24 maybe 49 Conducted by: PhoneResearch KG, Hamburg Dista up to more over Coun Unite Neth		27	
49 Conducted by: PhoneResearch KG, Hamburg up to more over Coun Unite Neth			
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more more over Coun Denn Unite Neth			
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<b>Coun</b> Denn Unite Neth			
Denn Unite Neth			
Unite Netho			Coun
Nethe			Denn
Nethe			
			Finlar

	48 406
Proportion of trade visitors	84%
Germany (total)	66
of which Nielsen 1 78 Nielsen 4	4
Bremen 6 Bavaria	4
Hamburg 33 Nielsen 5+6	ç
Lower Saxony 18 Berlin	2
Schleswig-Holstein 21 Brandenburg	
Nielsen 2 5 Mecklenburg-	
North Rhine-Westph. 5 West Pommer	ania 7
Nielsen 3a 2 Saxony-Anhalt	: · ·
Hesse 2 <u>Nielsen 7</u>	
Rhineland-Palatinate - Saxony	
Saarland - Thuringia	
Nielsen 3b 2	
Baden-Württemberg 2	
F <b>oreign (total)</b> of which	34
EU	66
Other european countries	11
Africa	1
North America	3
South and Central America	2
Asia	16
Australia	
Distance to home	%
up to 50 km	29
more than 50 km up to 100 km	11
more than 100 km up to 300 km	17
over 300 km	42
Countries with the highest visitor share	es %
Denmark	16
United Kingdom	9
Netherlands	8
	6
Finland	5
Finland France Frequency of visits to trade fair	
Finland France Frequency of visits to trade fair Previous event	32
Finland France Frequency of visits to trade fair Previous event Earlier events	32 34
Finland France Frequency of visits to trade fair Previous event	% 32 34 50
Finland Frequency of visits to trade fair Previous event Carlier events First visit	32 34
Finland Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement	32 34 50 , <b>6 days</b>
Finland France Frequency of visits to trade fair Previous event Farlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions	32 34 50 1 <b>,6 days</b> %
Finland France Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively	32 34 50 1 <b>,6 days</b> % 15
Finland France Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement Jecisions Decisively Collectively	32 34 50 1 <b>,6 days</b> % 15 23
Finland France Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively n an advisory capacity	32 34 50 1 <b>,6 days</b> % 15 23 24
Finland France Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively No	32 34 50 1,6 days % 15 23 24 24
Finland France Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively n an advisory capacity	32 34 50 1 <b>,6 days</b> % 15 23

Area of responsibility	% 16
Management Research/development/design	16
Manufacturing, production, quality control	8
Buying/procurement	7
Finance/accounting, controlling	2
Information and communication technology	1
Organization, personnel, administration Sales	2 10
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	2
Maintenance/repairs	6
Other area Seafaring and navigation	11
Student	12
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant mana-	0
ger, branch manager, head of public office	7
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	20
Trainee	10
Other position	4
Student	12
Other not gainfully employed	2
Economic sector	%
Shipping and shipping companies Navy, defence industry	14 9
Shipbuilding industry, shipyard industry	12
Ship outfitters	7
Machine and plant construction	9
metal production and processing	2
Electrical engineering/electronics Other industry	6
Engineer's office	5
Offshore	3
Research, science, university vocational	
school	2
Authority/public services Other sectors	3 10
Student	10
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%

1-	4	6	500 - 999	
5-	9	8	1 000 and more	1
10-	49	17	Student	1
50-	199	17	Other not gainfully	
200-	499	14	employed	

## ABF ----- Hannover

### **Private visitors' profile**

Visitors (number of	entr	ries) 1	23 078
Proportion of privat	te vi	sitors	<b>97</b> %
Germany (total) of which			100
Nielsen 1	95	Nielsen 4	
Bremen	-	Bavaria	-
Hamburg	-	Nielsen 5+6	1
Lower Saxony	95	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	3	Mecklenburg-	
North Rhine-Westph.	3	West Pommera	inia - 1
Nielsen 3a Hesse	1	Saxony-Anhalt Nielsen 7	1
Rhineland-Palatinate	1	Saxony	
Saarland	1	Thuringia	-
Nielsen 3b	-		
Baden-Württemberg	-		
Distance to home			%
up to 50 km			66
more than 50 km up			27
more than 100 km u	p to	300 km	6
over 300 km			1
Frequency of visits	to tr	ade fair	%
Previous event			36
Earlier events			61
First visit			17
Sex			%
Male			47
Female			53
Size of household			%
1 person			10
2 persons			54
3 persons			13
4 persons			16
5 persons and more			7
Age			%
up to 20 years			3
over 20 up to 30 yea			7
over 30 up to 40 yea			10
over 40 up to 50 yea			25
over 50 up to 60 yea over 60 up to 70 yea	rs rc		26 22
over 70 years	13		
over 70 years			

Position in the company/organization Entrepreneur, co-owner, freelancer	% 8
Managing director, board member, head of an authority etc. Area manager, works manager, plant mana-	2
ger, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	1 6
skilled worker	31
Lecturer, teacher	3
Trainee	1
Other position	1 7
Student	4
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	%
Ves	26
no	20
maybe	53
-	55
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

## 

### Additional data trade visitors

roportion of trade visitors egion of residence p to 50 km lore than 50 km up to 100 km lore than 100 km up to 300 km ver 300 km otal Germany aden- North Rhine- /ürttemberg 2 Westphalia avaria 2 Rhineland- erlin 2 Palatinate randenburg 2 Saarland remen 2 Saxony-Anhalt	99% 22 17 44 18 99 20
p To 50 km lore than 50 km up to 100 km lore than 100 km up to 300 km ver 300 km total Germany aden- North Rhine- Jürttemberg 2 Westphalia avaria 2 Rhineland- erlin 2 Palatinate randenburg 2 Saarland remen 2 Saxony	22 17 44 18 <b>99</b>
iore than 50 km up to 100 km ore than 100 km up to 300 km ver 300 km otal Germany aden- North Rhine- /ürttemberg 2 Westphalia avaria 2 Rhineland- erlin 2 Palatinate randenburg 2 Saarland remen 2 Saxony	17 44 18 <b>99</b>
ore than 100 km up to 300 km ver 300 km otal Germany aden- North Rhine- /ürttemberg 2 Westphalia avaria 2 Rhineland- erlin 2 Palatinate randenburg 2 Saarland remen 2 Saxony	44 18 <b>99</b>
ore than 100 km up to 300 km ver 300 km otal Germany aden- North Rhine- /ürttemberg 2 Westphalia avaria 2 Rhineland- erlin 2 Palatinate randenburg 2 Saarland remen 2 Saxony	18 99
otal Germany aden- North Rhine- /ürttemberg 2 Westphalia avaria 2 Rhineland- erlin 2 Palatinate randenburg 2 Saarland remen 2 Saxony	99
aden- North Rhine- lürttemberg 2 Westphalia avaria 2 Rhineland- erlin 2 Palatinate randenburg 2 Saarland remen 2 Saxony	
/ürttemberg 2 Westphalia avaria 2 Rhineland- erlin 2 Palatinate randenburg 2 Saarland remen 2 Saxony	20
avaria 2 Rhineland- erlin 2 Palatinate randenburg 2 Saarland remen 2 Saxony	20
avaria 2 Rhineland- erlin 2 Palatinate randenburg 2 Saarland remen 2 Saxony	
erlin 2 Palatinate randenburg 2 Saarland remen 2 Saxony	
randenburg 2 Saarland remen 2 Saxony	2
remen 2 Saxony	1
	1
amburg 2 Saxony-Anhalt esse 6 Schleswig-	4
Iecklenburg- Holstein	5
lest Pommerania 3 Thuringia	2
ower Saxony 46	
otal Foreign	1
osition in the company/organisation ntrepreneur, partner, self-employed lanaging director, board member, hom irector etc. hief administrator itchen manager ther salaried staff, civil servant with lanagerial responsibility ead of nursing service Jard sister alaried staff, civil servant	9 9 1 4 12 5 6
eriatric nurse, nurse/male nurse	21
ssistant geriatric nurse, nurse	5
ecturer, teacher, scientific assistant	2
killed domestic worker	2
rainee	11
ther position	5
tudent	5
aucin	5
requency of visits to exhibition	%
ürnberg 2009	<sup>70</sup> 9
anover 2008	34
ürnberg 2007	
ürnberg 2007 anover 2006	25
rnberg 2007	25 19 34

**Basic data trade visitors** 

Economic sector Old peoples' home Nursing home Old peoples' and nursing home Day-care facilities Social ward Out-patient nursing services Hospital Welfare association Sponsor Public authority School Residental home for the elderly Therapeutic facility Rehabilitation clinic Sanitary products retailer, pharmacy Other Student	% 11 19 26 1 3 10 3 1 1 2 2 1 1 2 2 1 1 2 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 17 28 26 24 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Nursing service Kitchen/household Other area Student	% 18 1 5 1 2 5 3 2 10 4 2 2 52 5 10 5
Size of company/organisation:           Number of employees:           1-         4         5         200-         499           5-         9         4         500-         999           10-         49         28         1         000-         999           50-         99         24         10         000 and more           100-         19         15         Student	% 7 4 7 1 5
Length of stay 1. Length of stay (days): one 90 two 8 three	% 2

3. Share of visitors on the event's days:%1st day402nd day423rd day29 Conducted by: Gelszus Messe-Marktfor-schung GmbH, Dortmund

1,1 days

2. Average length of stay

## **BioEnergy Decentral** — Hannover

#### Trade visitors' profile

Visitors (number of entries)	38 354
Proportion of trade visitors	<b>96</b> %
Germany (total)	82
of which Nielsen 1 38 Nielsen 4	11
Bremen 1 Bavaria	11
Hamburg 1 Nielsen 5-	
Lower Saxony 31 Berlin	2
Schleswig-Holstein 5 Brandenbu	
Nielsen 2 20 Mecklenbi	
North Rhine-Westph. 20 West Pom	
Nielsen 3a 11 Saxony-Ar	nhalt 2
Hesse 8 Nielsen 7	5
Rhineland-Palatinate 3 Saxony	5 3 2
Saarland 1 Thuringia	2
Nielsen 3b 10	
Baden-Württemberg 10	
Foreign (total)	18
FU	63
Other european countries	13
South and Central Americ	
Other countries	15
Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	11
more than 100 km up to 300 km	35
over 300 km	46
Frequency of visits to trade fair	%
Previous event	55
Earlier events	50
First visit	29
Average length of stay	1,4 days
Influence on purchasing/procurem	ent
decisions	%
Decisively	36
Collectively	24
In an advisory capacity	21
No	14
	14 4 1

Area of responsibility Management	% 49
Research/development/design	8
Manufacturing, production, quality control	9
Buying/procurement	3 2 2
Finance/accounting, controlling Information and communication technology	2
Organization, personnel, administration	1
Sales	6
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	2
Maintenance/repairs Other area	4 10
Student	4
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer Managing director, board member,	46
head of an authority etc.	11
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	5
Department head, group head, team leader Other salaried staff, civil servant,	6
skilled worker	15
Lecturer, teacher	2
Trainee	7
Other position Student	4
Other not gainfully employed	1
Economic sector	%
Agricultural business, company	58
Contractors, industrial equipment hire companies	3
Industry	8
Trade/sales	
Engineer's and planning office	3 3
Local utilities, energy suppliers	3
Service providers for the renewable	
energies industry	2 7
Other service University/college/polytechnic	2
Other sectors	6
Student	4
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%

Size of company/organization:				
Numb	per o	of employ	ees	
1-	4	51	500 - 999	
5-	9	7	1 000 and more	
10-	49	12	Student	
50-	199	7	Other not gainfully	
200-	499	4	employed	
			Ň/A	

Conducted by: Wissler & Partner, Basel

### **CeBIT**

#### Trade visitors' profile

Visitors (number of entries)	311 579
Proportion of trade visitors	80%
Germany (total)	80
of which Nielsen 1 40 Nielsen 4	7
Bremen 2 Bavaria	7
Hamburg 5 <u>Nielsen 5+6</u>	10
Lower Saxony 30 Berlin	5
Schleswig-Holstein 4 Brandenburg	1
Nielsen 2 20 Mecklenburg-	
North Rhine-Westph. 20 West Pommer	ania 1
Nielsen 3a . 11 Saxony-Anhalt	t 2
Hesse 7 Nielsen 7	4
Rhineland-Palatinate 3 Saxony	3
Saarland - Thuringia	2
Nielsen 3b 7	
Baden-Württemberg 7	
<b>Foreign (total)</b> of which	20
EU	60
Other european countries	14
Africa	4
North America	2
South and Central America	4
Middle East	8
South-, East-, Central Asia	7
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	34
over 300 km	45
Countries with the highest visitor share	es %
Netherlands	13
Austria	6
Belgium	5
Poland	5
Switzerland	4
Frequency of visits to trade fair	%
	39
Previous event	65
Earlier events	30
Previous event Earlier events First visit	50
Earlier events First visit	
Earlier events First visit	,4 days
Earlier events First visit Average length of stay 1	,4 days
Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively	,4 days % 26
Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively	, <b>4 days</b> % 26 26
Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	4 days % 26 26 19
Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	9% 26 26 19 14
Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	, <b>4 days</b> % 26 26



5- 9

10- 49

Other not gainfully employed

Size of company/organization: Number of employees 1- 4 12 50

6

16

### didacta -----> Hannover

#### Trade visitors' profile

Area of responsibility	%	Visitors (number
Management	11	Durantian of the
Research/development/design	7 3	Proportion of tra
Manufacturing, production, quality control	2	Cormony (total)
Buying/procurement	3	Germany (total) of which
Finance/accounting, controlling Information and communication technology	36	Nielsen 1
Organization, personnel, administration	4	Bremen
Sales	8	Hamburg
Marketing, advertising, PR	4	Lower Saxony
Logistics: storage, material management,	4	Schleswig-Holstein
transport	2	Nielsen 2
Maintenance/repairs	2	North Rhine-Westp
Other area	4	Nielsen 3a
Student	14	Hesse
Other not gainfully employed	2	Rhineland-Palatina
employed		Saarland
Position in the company/organization	%	Nielsen 3b
Entrepreneur, co-owner, freelancer	14	Baden-Württember
Managing director, board member,		
head of an authority etc.	8	Foreign (total)
Area manager, works manager, plant mana-		of which
ger, branch manager, head of public office	6	EU
Department head, group head, team leader	13	Other co
Other salaried staff, civil servant,		
skilled worker	35	Distance to home
Lecturer, teacher	3	up to 50 km
Trainee	5	more than 50 km
Other position	-	more than 100 km
Student	14	over 300 km
Other not gainfully employed	2	
		Frequency of visi
Economic sector	%	Previous event
Manufacturers of hardware, end devices,		Earlier events
infrastructure	3	First visit
Telecommunications services	9	A
Software and IT systems specialists	8	Average length o
IT services, IT consultants	24	Influence on nur
Trade	9	Influence on purc decisions
Company and freelancer services	10	
Power industry	2 10	Decisively Collectively
Manufacturing sector Authority/public services	13	In an advisory cap
Media industry	3	No
Skilled trades	2	Student
Building trade	2	Other not gainfully
Traffic and logistic	3	other not gaintuny
Travel and tourism	1	
Banking, finance and insurance	4	
Health system and medical systems	3	
Other sectors	1	
Student	14	
Other act asiafully smalleyed		

2

%

6

20

14

2

500 - 999

Student

1 000 and more

Proportion of trade visitors	
	<b>97</b> %
Germany (total) of which	99
	2
	3
Bremen 2 Bavaria	3
Hamburg 3 Nielsen 5+6	7 3
Lower Saxony 53 Berlin	3
Schleswig-Holstein 5 Brandenburg	1
Nielsen 2 16 Mecklenburg	
North Rhine-Westph. 16 West Pomme	
Nielsen 3a 6 Saxony-Anha	
Hesse 5 <u>Nielsen 7</u>	3
Rhineland-Palatinate 1 Saxony	1
Saarland - Thuringia	3
Nielsen 3b 2	
Baden-Württemberg 2	
Foreign (total)	1
of which	
EU	68
Other countries	32
Distance to home	%
up to 50 km	25
more than 50 km up to 100 km	18
	10
more than 100 km up to 300 km	44
more than 100 km up to 300 km	44
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event	44 14
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events	44 14 % 9 59
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event	44 14 % 9
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events	44 14 % 9 59
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	44 14 % 9 59 41 <b>1,2 days</b>
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay	44 14 % 9 59 41 <b>1,2 days</b>
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen	44 14 % 9 59 41 <b>1,2 days</b> t
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions	44 14 9 59 41 <b>1,2 days</b> t
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively	44 14 % 9 59 41 <b>1,2 days</b> <b>t</b> % 17
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively In an advisory capacity No	44 14 % 9 59 41 <b>1,2 days</b> t % 17 42
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively In an advisory capacity	44 14 % 9 59 41 <b>1,2 days</b> <b>t</b> % 17 42 20

Area of responsibility	%
Management	6 1
Research/development/design Manufacturing, production, quality control	1
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	1
Organization, personnel, administration	1
Sales Marketing advertising PP	1
Marketing, advertising, PR Logistics: storage, material management,	
transport	1
Maintenance/repairs	-
Other area	2
Educationist, teacher etc.	71
Further education, training	4
Student	9 1
Other not gainfully employed	
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	4
Managing director, board member,	2
head of an authority etc. Area manager, works manager, plant mana-	2
ger, branch manager, head of public office	1
Department head, group head, team leader	5
Other salaried staff, civil servant,	
skilled worker	16
Lecturer, teacher	56
Trainee	4
Other position Student	2
Other not gainfully employed	1
For a sector	0/
Economic sector General education system	% 45
Authority/public services	11
Vocational education system	11
Services, training, consulting	3
Adult education	5
Trade	1
Skilled trades	1
Higher education system	2 3
Industry University, research	2
Association, organisation, institution	2
Printed products, specialist literature	1
Administration	1
Preschool, kindergarten	10
Further education	2
Other sectors	6
Student Other not gainfully employed	9 1
Size of company/organization:	0/
Number of employees 1- 4 5 500 - 999	% 2
5-971000 and more	4
10- 49 38 Student	9
50- 199 32 Other not gainfully	
200-499 4 employed	1

200-499

Hannover

4

Conducted by: Deutsche Messe AG / mafo-dl,

employed

1

### **DOMOTEX** — Hannover

#### Trade visitors' profile

Proportio	number of entries)	45 793
	n of trade visitors	<b>96</b> %
Germany of which	(total)	44
Nielsen 1	37 Nielsen 4	7
Bremen	2 Bavaria	7
Hamburg	5 Nielsen 5+6	9
Lower Sax		5
Schleswig-		1
Nielsen 2	26 Mecklenburg-	
	ne-Westph. 26 West Pomme	
Nielsen 3a	a 10 Saxony-Anha	lt 2
Hesse	7 Nielsen 7	4
Rhineland-	-Palatinate 3 Saxony	2
Saarland	- Thuringia	1
Nielsen 3b		
Baden-Wü	rttemberg 7	
Foreign (t	total)	56
of which	EU	52
	Other european countries	14
	Africa	4
	North America	6
	South and Central America	3
	Middle East	6
	South-, East-, Central Asia	14
	Australia	2
<b>Distance</b>		%
up to 50 k		7
	50 km up to 100 km	4
over 300 k	100 km up to 300 km	20 70
0001 300 1	XIII	70
Countries Netherland	with the highest visitor shar	es %
India	12	c 7
United Kin	adom	7
Belgium	Igaom	5
France		5
	y of visits to trade fair	%
Frequency		48
Frequency Previous e		
Previous e Earlier eve		64
Previous e		64
Previous e Earlier eve First visit	ents	64 30
Previous e Earlier eve First visit <b>Average I</b>	ents	64 30 1,9 days t
Previous e Earlier eve First visit Average I Influence decisions	ents length of stay	64 30 1,9 days t
Previous e Earlier eve First visit Average I Influence decisions Decisively	ents length of stay on purchasing/procurement	64 30 <b>1,9 days</b> t % 52
Previous e Earlier eve First visit Average I Influence decisions Decisively Collectively	ints length of stay on purchasing/procurement y	64 30 <b>1,9 days</b> t % 52 22
Previous e Earlier eve First visit Average I Influence decisions Decisively Collectively In an advi	ents length of stay on purchasing/procurement	64 30 <b>1,9 days</b> t % 52 22 13
Previous e Earlier eve First visit Average I Influence decisions Decisively Collectively In an advi No	ints length of stay on purchasing/procurement y	64 30 <b>1,9 days</b> t % 52 22 13 9
Previous e Earlier eve First visit Average I Influence decisions Decisively Collectively In an advi No Student	ents length of stay on purchasing/procurement y sory capacity	64 30 <b>1,9 days</b> t % 52 22 13 9 1
Previous e Earlier eve First visit Average I Influence decisions Decisively Collectively In an advi No Student	ints length of stay on purchasing/procurement y	64 3( <b>1,9 day</b> t % 52 22 13

<b>Area of responsibility</b> Management Research/development/design Manufacturing, production, quality control Buying/procurement	% 39 6 7 9
Finance/accounting, controlling Information and communication technology Organization, personnel, administration Sales Marketing, advertising, PR	1 1 25 4
Logistics: storage, material management, transport Maintenance/repairs Other area Student	1 1 5 1
Other not gainfully employed	1
<b>Position in the company/organization</b> Entrepreneur, co-owner, freelancer Managing director, board member,	% 38
head of an authority etc.	18
Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	12 10
skilled worker Lecturer, teacher	16 1
Trainee	2
Other position Student	2
Other not gainfully employed	1
Economic sector	%
Specialist retail trade	20
Wholesale trade	26
Interior decorator Parquet and floor layer	8 15
Painter	4
Furnishing/furniture stores	3
Architect's/interior designer's, Contract	-
furnishers	6
Department stores, mail order, DIY stores	2
Timber trade	6
Industry Pross. modia	22
Press, media Other sectors	2
Student	1
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1 4 24 500 000	

Size of company/organization:		
Number of	employ	yees
1- 4	24	500 - 999
5-9	14	1 000 and more
10- 49	26	Student
50-199	16	Other not gainfully
200- 499	7	employed
Conducted	by: Wi	ssler & Partner, Basel

50-199	15	Other not gainfully
200-499	9	employed

Conducted by: Wissler & Partner, Basel

4

1

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#### Trade visitors' profile

	gem
99% Resea Manu	
66 Buying	
Financ	e/a
10 Inform	natio
10 Organ	izati
8 Sales	
	not
-	
3 skilled	
4 Lectur	er. t
3 Traine	
7 Other	pos
2 Studer	
	ΠΟΙ
	omic
26 Whole	
61 Retail Skilled	
res % Servic	e
8 Public	aut
5 Other	not
% Size o	
46 5-	
1,5 days 50-	199
200	499
t 200-	
t Condu	
t Condo 34	
t Condu % 34 31	
t Condo 34	
	Finance Finance 10 Inform 10 Organs 3 Marke 2 Logist - transp rania 1 Maint 1 3 Other 7 Stude 5 Other 2 Positi Barrey 34 head Area 1 65 ger, b 13 Depar 3 Other 3 other 3 difference 4 Lectur 3 Traine 7 Other 2 Studel 6 Econc 7 Indust 26 Whole 6 1 Retail 7 Studel 8 Public 8 Univer 8 Duble 8 Duble 9 Other 5 Studel 1 Retail 9 Service 1 Retail 1 Retail 1 Skilled 1 Retail 1 Retail 1 Retail 1 Skilled 1 Retail 1 Retail 1 Retail 1 Skilled 1 Retail 1

Area of responsibility	%
Management	22
Research/development/design	17
Manufacturing, production, quality control	28
Buying/procurement	8
Finance/accounting, controlling	1
Information and communication technology	
Organization, personnel, administration	1
Sales	12
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	1
Maintenance/repairs	4
Other area	3
Student	3
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member,	
head of an authority etc.	15
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	13
Department head, group head, team leader	20
Other salaried staff, civil servant,	
skilled worker	30
Lecturer, teacher	1
Trainee	4
Other position	1
Student	3
Other not gainfully employed	1
Economic sector	%
Industry	76
Wholesale/foreign trade	6
Retail trade	1
Skilled trades	11
Service	6
Public authority/administration	1
University/college/polytechnic	1
Other sectors	1
Student	3
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4 6 500 - 999	8
5-951000 and more	15
10- 49 22 Student	3
50-199 27 Other not gainfully	
200- 499 14 employed	1
Conducted by: Wissler & Partner, Basel	
conducted by: moner a rander, baser	

EuroTier with BioEnergy I	Dezentral	> Hannover
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#### Trade visitors' profile

Visitors (number of entries)	159 896
Proportion of trade visitors	<b>94</b> %
Germany (total)	76
of which	
Nielsen 1 37 Nielsen 4	11
Bremen - Bavaria	11
Hamburg - <u>Nielsen 5+6</u> Lower Saxony 30 Berlin	8 1
Schleswig-Holstein 6 Brandenburg	2
Nielsen 2 19 Mecklenburg-	
North Rhine-Westph. 19 West Pomme	
Nielsen 3a 11 Saxony-Anhal	
Hesse 7 Nielsen 7	5
Rhineland-Palatinate 3 Saxony	5 3 2
Saarland 1 Thuringia	2
Nielsen 3b 8	
Baden-Württemberg 8	
Foreign (total) of which	24
EU	64
Other european countries	13
Africa	5
North America	3
South and Central America	3
Middle East	6
South-, East-, Central Asia	5
Australia	1
Distance to home	%
up to 50 km	7
more than 50 km up to 100 km more than 100 km up to 300 km	8 36
over 300 km	50
Countries with the highest visitor shar	es %
Netherlands	12
Austria	6
France	5
Belgium	4
Denmark	4
Frequency of visits to trade fair	%
Previous event	52
Earlier events First visit	47 29
Average length of stay	1,5 days
Influence on purchasing/procurement	: %
decisions Decisively	% 35
Collectively	26
In an advisory capacity	20
No	14
Student	4
Other net asinfully employed	1

Other not gainfully employed

Mana Resea Manu Buying Finan Organ Sales Marke Logist transp Maint Other Stude	gemen rch/de facturii g/procu ce/acco nation ization eting, a ics: sto ort enance area nt	velopmen ng, proc irement bunting, and cor advertisi brage, r e/repairs	ent/design duction, quality control controlling mmunication technology nnel, administration ing, PR material management,	r
Entrep Mana head Area ger, b Depar Other skilled Lectur Traine Other Stude	oreneui ging d of an a manag manag manch tment salarie l worke rer, tea e positio nt	r, co-ow irector, authorit er, worl manage head, <u>c</u> ed staff, er icher	mpany/organization vner, freelancer board member, y etc. ks manager, plant man- er, head of public office yroup head, team leade , civil servant, employed	
Agricu Contra compa Indust Trade Veteri Servic Unive Other Stude	actors, anies try /sales nary si e rsity/co sector nt	busines industri urgeon ollege/po s	s, company ial equipment hire plytechnic employed	
Numb 1- 5- 10-	<b>ber of</b> 4 9 49 199	pany/o employ 51 7 13 8 3	rganization: yees 500 - 999 1 000 and more Student Other not gainfully employed N/A	

Conducted by: Wissler & Partner, Basel

### **HANNOVER MESSE**

#### Trade visitors' profile

% 47 6

%

% 59

6

% 2

	number of entr	ies) 1	83 110
Proportio	n of trade visit	ors	<b>94</b> %
Germany	(total)		77
of which			_
<u>Vielsen 1</u>	42	Nielsen 4	7
Bremen	2	Bavaria	7
lamburg		Nielsen 5+6	8
ower Sa		Berlin	4
Schleswig		Brandenburg	1
Vielsen 2		Mecklenburg-	
		West Pommera	
Vielsen 3		Saxony-Anhalt	3
lesse		Nielsen 7	5
	-Palatinate 2	Saxony	5 3 2
Saarland		Thuringia	2
Vielsen 3			
Baden-Wi	irttemberg 8		
oreign (	total)		23
of which	EU		48
	Other european	countries	13
	Africa	countries	2
	North America		4
	South and Cent	ral America	5
	Middle East	Indi America	4
	South-, East-, C	ontral Asia	24
	Australia	cilital Asia	1
Distance	to home		%
			13
up to 50	KIII EO km un to 1	00 km	10
nore that	n 50 km up to 1 n 100 km up to 1	200 km	31
over 300		SUU KIII	46
over 500	КШ		40
	with the highest	st visitor share	
China (PR			10
Vetherlan	ds		8
			5
ndia			5
Poland			
Poland	ıd		3
Poland Switzerlar	nd <b>y of visits to tr</b>	ade fair	3%
Poland Switzerlar Frequenc Previous e	y of visits to tr	ade fair	% 35
Poland Switzerlar Frequenc Previous e Earlier eve	y of visits to tr	ade fair	%
Poland Switzerlar F <b>requenc</b>	y of visits to tr	ade fair	% 35
Poland Switzerlar Frequenc Previous e Farlier eve First visit	y of visits to tr		% 35 53
Poland Switzerlar Frequenc Previous e Earlier eve First visit Average	y of visits to tr event ents length of stay	1,	% 35 53 39
Poland Switzerlar Frequenc Previous e Earlier eve First visit Average	<b>y of visits to tr</b> event ents	1,	% 35 53 39
Poland Gwitzerlar Previous e Earlier eve First visit Average nfluence	y of visits to tr event ents length of stay	1,	% 35 53 39 5 days
Poland Switzerlar Previous e Earlier eve First visit Average Influence decisions Decisively	y of visits to tr event length of stay on purchasing,	1,	% 35 53 39 <b>5 days</b> % 21
Poland Switzerlar Previous e Earlier eve First visit Average nfluence Jecisively Collectivel	y of visits to tr event length of stay on purchasing.	1,	% 35 53 39 <b>5 days</b> % 21 25
Poland Switzerlar Previous e arlier eve irst visit Average nfluence decisions Decisively Collectivel Collectivel n an adv	y of visits to tr event length of stay on purchasing,	1,	% 35 39 <b>5 days</b> % 21 25 18
Poland Switzerlar Previous e Earlier eve First visit Average nfluence Jecisively Collectivel	y of visits to tr event length of stay on purchasing.	1,	% 35 53 39 5 days

Student

Other not gainfully employed



## CoilTechnica ----- Hannover Messe

#### Trade visitors' profile

Area of responsibility	% 11	Visitors (number of entries)
Management Research/development/design	21	Proportion of trade visitors
Manufacturing, production, quality control	12	
Buying/procurement	5	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology	2	Nielsen 1 38 Niels
Organization, personnel, administration	1	Bremen 2 Bava
Sales	10	Hamburg 2 <u>Niels</u>
Marketing, advertising, PR	3	Lower Saxony 32 Berlin
Logistics: storage, material management,		Schleswig-Holstein 3 Bran
transport	1	Nielsen 2 16 Meck
Maintenance/repairs	5	North Rhine-Westph. 16 West
Other area	5	Nielsen 3a 10 Saxo
Student	22	Hesse 7 Niels
Other not gainfully employed	1	Rhineland-Palatinate 2 Saxo
Profile to the second second second second	0/	Saarland - Thuri
Position in the company/organization	%	Nielsen 3b 16
Entrepreneur, co-owner, freelancer	11	Baden-Württemberg 16
Managing director, board member,	9	Foreign (total)
head of an authority etc.		Foreign (total) of which
Area manager, works manager, plant mana- ger, branch manager, head of public office	9	EU
Department head, group head, team leader	16	South-, East-, Centra
Other salaried staff, civil servant,	10	Other countries
skilled worker	27	Other coultries
Lecturer, teacher	3	Distance to home
Trainee	2	up to 50 km
Other position	1	more than 50 km up to 100 km
Student	22	more than 100 km up to 300 k
Other not gainfully employed	1	over 300 km
Economic sector	%	Frequency of visits to trade
Power industry	15	Previous event
Environmental management	3	Earlier events
Raw materials and production goods		First visit
industry	12	
Investment goods industry	25	Average length of stay
Other processing industry	3	
Building trade	3	Influence on purchasing/proc
Skilled trades	2	decisions
Trade	5	Decisively
Telecommunication	2	Collectively
Service	11	In an advisory capacity
Authority/public services	4	No
Research institutes, industrial research	4	Student
Investors, financing, funding of infrastructure		Other not gainfully employed
projects	1	
Other sectors	2	*) Materia and and day of the
Student	22	<ul> <li>Visitor attendance determined by poll at Hannover Messe. Multiple</li> </ul>
Other not gainfully employed	2	permitted.

Size of company/organization: Number of employees						
1- 4	8	500 - 999				
5-9	4	1 000 and more				
10- 49	12	Student				
50-199	15	Other not gainfully				
200- 499	9	employed				

%

6 22 22

2

Conducted by: Wissler & Partner, Basel

Proportion of trad	e vis	itors	96%
Germany (total)			60
of which	20	NI Jacob	4.7
Nielsen 1	38	Nielsen 4	12 12
Bremen	2	Bavaria	12
Hamburg Lower Saxony	32	Nielsen 5+6 Berlin	4
Schleswig-Holstein	32		-
Nielsen 2	16		
North Rhine-Westph		West Pomme	
Nielsen 3a	10		
Hesse	7	Nielsen 7	2
Rhineland-Palatinate	e 2	Saxony	3
Saarland	-	Thuringia	1
Nielsen 3b	16	5	
Baden-Württemberg	16		
Foreign (total) of which			40
EU			47
South-, E		en al anti-	29
		Central Asia	
Other co			
			24
Other con Distance to home			24 %
Other com Distance to home up to 50 km	untrie	S	24 % 1
Other com Distance to home up to 50 km more than 50 km u	untrie p to	s 100 km	24 % 1
Other com Distance to home up to 50 km more than 50 km u more than 100 km	untrie p to	s 100 km	24 % 11 11
Other con Distance to home up to 50 km more than 50 km over 300 km	untrie p to up to	s 100 km 300 km	22 9/ 1 1 1 66
Other con Distance to home up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visits Previous event	untrie p to up to	s 100 km 300 km	22 9/ 17 17 60 9/ 32
Other con Distance to home up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visits Frevious event Earlier events	untrie p to up to	s 100 km 300 km	24 9% 11 66 9% 32 49
Other co	untrie p to up to	s 100 km 300 km	22 % 11 17 66 % 32 49
Other con Distance to home up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visits Frevious event Earlier events	p to up to <b>to t</b>	s 100 km 300 km r <b>rade fair</b>	24 9% 11 5 17 66 9% 32 49 43
Other con Distance to home up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visits Previous event Earlier events First visit Average length of Influence on purch	p to up to to to t stay	s 100 km 300 km <b>rade fair</b>	24 9% 11 17 66 9% 32 49 43 49 43 1,8 days
Other con Distance to home up to 50 km more than 50 km u more than 100 km Vover 300 km Frequency of visits Previous event Earlier events First visit Average length of Influence on purch decisions	p to up to to to t stay	s 100 km 300 km <b>rade fair</b>	24 9% 11 17 66 9% 32 49 43 1,8 days t
Other con Distance to home up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visits Previous event Earlier events First visit Average length of Influence on purch decisions Decisively	p to up to to to t stay	s 100 km 300 km <b>rade fair</b>	22 9% 11 17 17 66 66 9% 32 49 49 43 1,8 days t
Other con Distance to home up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visits Previous event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively	p to p to s to t stay	s 100 km 300 km <b>rade fair</b>	22 % 11 5 17 66 % 32 49 43 1,8 days t t
Other col Distance to home up to 50 km more than 50 km u more than 100 km Voer 300 km Frequency of visits Frevious event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively In an advisory capa	p to p to s to t stay	s 100 km 300 km <b>rade fair</b>	22 9% 11 5 17 66 9% 32 49 43 1,8 days t t % 30 32 49 43 1,8 days
Other con Distance to home up to 50 km more than 50 km u more than 50 km u more than 100 km Frequency of visits Frevious event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively In an advisory capa No	p to p to s to t stay	s 100 km 300 km <b>rade fair</b>	24 9% 11 5 5 66 9% 32 49 43 1,8 days t t \$ 30 32 15 6 6
Other col Distance to home up to 50 km more than 50 km u more than 100 km Voer 300 km Frequency of visits Frevious event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively In an advisory capa	p to up to <b>s to t</b> stay asing	s 100 km 300 km rade fair g/procurement	22 9% 11 5 17 66 9% 32 49 43 1,8 days t t % 30 32 49 43 1,8 days

poll	at	Hannover	Messe.	Multiple	answers	were	
perr	nitt	ted.					

Area of responsibility	%
Management	12
Research/development/design	26
Manufacturing, production, quality control	15
Buying/procurement	7
Finance/accounting, controlling	1
Information and communication technology Organization, personnel, administration	1
Sales	13
Marketing, advertising, PR	2
Logistics: storage, material management,	-
transport	1
Maintenance/repairs	4
Other area	4
Student	13
Other not gainfully employed	2
we have the state of the state	
Position in the company/organization	% 17
Entrepreneur, co-owner, freelancer Managing director, board member,	17
head of an authority etc.	ç
Area manager, works manager, plant mana	-
ger, branch manager, head of public office	16
Department head, group head, team leader	
Other salaried staff, civil servant,	
skilled worker	23
Lecturer, teacher	2
Trainee	1
Other position	1
Student Other not gainfully employed	13
Economic sector	%
Power industry	18
Environmental management	3 11
Primary and production industry Investment goods industry	36
Other processing industry	2
Building trade	2
Skilled trades	3
Trade	7
Telecommunication	3
Service	10
Authority/public services	3
Research institutes, industrial research	6
Investors, financing, funding of infrastructur	
projects	1
Other sectors	3
Student Other net geinfully employed	13
Other not gainfully employed	2
Size of company/organization:	
	%
	7.
Number of employees 1- 4 8 500 - 999 5- 9 8 1 000 and more	26

2	50- 199 200- 499	1	8 Ot 7	her	not gair empl	
~	anductod	have	Micelon	0	Dortmor	Dage

10

10- 49

#### Conducted by: Wissler & Partner, Basel

Student

13

2

permitted.

## 

#### Trade visitors' profile

	on of trade	visi	tors	95%
Germany	(total)			72
of which				
Nielsen 1		38	Nielsen 4	9
Bremen		3	Bavaria	9
Hamburg		4	Nielsen 5+6	10
Lower Sax	xony	28	Berlin	4
Schleswig	-Holstein	3	Brandenburg	2
Nielsen 2		23	Mecklenburg	-
North Rhi	ne-Westph.	23	West Pomme	erania 1
Nielsen 3	a	9	Saxony-Anha	lt 4
Hesse		5	Nielsen 7	4
Rhineland	-Palatinate	3	Saxony	3
Saarland		-	Thuringia	
Nielsen 3	b	8	-	
Baden-Wi	irttemberg	8		
Foreign (	total)			28
of which	<b>EU</b>			20
	EU Others area			39
			n countries	12
	North Ame			8
			tral America	7
	Other cour		Central Asia	27
Distance	to home			%
				11
up to 50				
up to 50		to 1	100 km	
more than	1 50 km up	to 1	100 km 300 km	8
more than	n 50 km up n 100 km uj	to 1 p to	100 km 300 km	29 53
more than more than over 300	n 50 km up n 100 km uj km	p to	300 km	8 29 53
more than more than over 300 Countries	n 50 km up n 100 km uj km s with the h	p to	100 km 300 km est visitor shar	29 53 res %
more than more than over 300 Countries China (PR	n 50 km up n 100 km uj km with the h	p to	300 km	8 29 53 res % 11
more than more than over 300 Countries	n 50 km up n 100 km uj km with the h	p to	300 km	29 53 res %
more than more than over 300 Countries China (PR Netherlan	n 50 km up n 100 km uj km s <b>with the h</b> t) ds	p to ighe	300 km est visitor sha	8 29 53 res % 11
more thar more thar over 300 Countries China (PR Netherlan Frequenc	n 50 km up n 100 km u km t with the h t) ds <b>wy of visits</b>	p to ighe	300 km est visitor sha	8 29 53 res % 11 9
more than more than over 300 Countries China (PR Netherlan	n 50 km up n 100 km uj km with the h t) ds vy of visits event	p to ighe	300 km est visitor sha	8 29 53 res % 11 9
more thar more thar over 300 Countries China (PR Netherlan Frequenc Previous e	n 50 km up n 100 km uj km with the h t) ds vy of visits event	p to ighe	300 km est visitor sha	res % 11 9% 33
more thar more thar over 300 Countries China (PR Netherlan Frequence Previous e Earlier evy First visit	n 50 km up n 100 km uj km with the h t) ds vy of visits event	p to ighe to t	300 km est visitor sha	res % 11 9% 33 49
more thar more thar over 300 Countries China (PR Netherlan Frequence Previous o Earlier evi First visit Average Influence	n 50 km up n 100 km uj km with the h b) ds y of visits event ents length of s	o to ighe to t	300 km est visitor sha	11 29 53 res % 11 9 % 33 49 41 1,7 days t
more thar more thar over 300 Countries China (PR Netherlan Frequenc Previous 6 Earlier evi First visit Average Influence decisions	n 50 km up n 100 km up km with the h t) ds y of visits event ents length of s	o to ighe to t	300 km est visitor shar rade fair	29 53 res % 11 5 % 33 49 41 1,7 days t %
more thar more thar over 300 Countries China (PR Netherlan Frequenc Previous of Earlier evi First visit Average Influence decisions Decisively	n 50 km up n 100 km u km with the h t) ds y of visits event ents length of s	o to ighe to t	300 km est visitor shar rade fair	29 53 res % 11 9 33 49 41 1,7 days t t
more thar more thar over 300 Countries China (PR Netherlan Frequenc Previous of Earlier evi- First visit Average Influence decisions Decisively Collective	n 50 km up n 100 km u km with the h ds y of visits event ents length of s on purcha	p to ighe to t stay	300 km est visitor shar rade fair	res % 11 9 33 49 41 1,7 days t t % 20 25
more thar more thar over 300 Countries China (PR Netherlan Frequenc Previous of Earlier ever First visit Average Influence decisions Decisively Collective In an adv	n 50 km up n 100 km u km with the h t) ds y of visits event ents length of s	p to ighe to t stay	300 km est visitor shar rade fair	**************************************
more thar more thar over 300 Countries China (PR Netherlan Frequenc First visit Average Influence decisions Decisively Collective In an adv No	n 50 km up n 100 km u km with the h ds y of visits event ents length of s on purcha	p to ighe to t stay	300 km est visitor shar rade fair	res % 11 9 % 33 49 41 1,7 days t t % 20 25 20 11
more thar more thar over 300 Countries China (PR Netherlan Frequenc Previous of Earlier eviv First visit Average Influence decisions Decisively Collective In an adv No Student	n 50 km up n 100 km u km with the h ds y of visits event ents length of s on purcha	o to ighe to t sing	300 km est visitor shar rade fair J/procuremen	29 53 res % 11 9 33 49 41 1,7 days t t

Area of responsibility	%
Management	11
Research/development/design	24
Manufacturing production quality control	
Manufacturing, production, quality control	13
Buying/procurement	2
Finance/accounting, controlling	
Information and communication technology	5
Organization, personnel, administration	
Sales	7
Marketing, advertising, PR	5
Logistics: storage, material management,	
transport	2
Maintenance/repairs	3
Other area	4
Student	23
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member,	12
head of an authority etc.	8
	0
Area manager, works manager, plant mana-	10
ger, branch manager, head of public office	10
Department head, group head, team leader	16
Other salaried staff, civil servant,	
skilled worker	22
Lecturer, teacher	2
Trainee	3
Other position	1
Student	23
Other not gainfully employed	2
Economic sector	%
Power industry	6
Environmental management	2
Raw materials and production goods	
industry	11
Investment goods industry	26
Other processing industry	3
Building trade	4
Skilled trades	2
Trade	2
Telecommunication	4
Service	18
Authority/public services	4
	7
Research institutes, industrial research	
Other sectors	2
Student	23
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4 7 500 - 999	7
	1

Number of	cilipio	CCS
1- 4	7	500 - 999
5- 9	4	1 000 and more
10- 49	11	Student
50-199	14	Other not gainfully
200-499	11	employed
Conducted	by: Wi	ssler & Partner, Basel

21 23

### **Energy** — Hannover Messe

#### Trade visitors' profile

Visitors (number of entries) 104 19		Area of responsibility Management
Proportion of trade visitors	95%	Research/development/d Manufacturing, producti
Germany (total)	76	Buying/procurement
of which		Finance/accounting, con
Nielsen 1 43 Nielsen 4	8	Information and commu
Bremen 3 Bavaria	8	Organization, personnel,
Hamburg 5 <u>Nielsen 5+6</u>	8	Sales
Lower Saxony 32 Berlin	4	Marketing, advertising,
Schleswig-Holstein 4 Brandenburg	1	Logistics: storage, mate
Nielsen 2 22 Mecklenburg-		transport
North Rhine-Westph. 22 West Pommerania		Maintenance/repairs
Nielsen 3a 8 Saxony-Anhalt	2	Other area
Hesse 6 <u>Nielsen 7</u>	5	Student
Rhineland-Palatinate 2 Saxony	3	Other not gainfully emp
Saarland - Thuringia	2	Post the standard second
<u>Nielsen 3b</u> 7 Baden-Württemberg7		Position in the compa
Baden-Württemberg 7		Entrepreneur, co-owner,
Eoroign (total)	24	Managing director, boar
Foreign (total) of which	24	head of an authority etc
EU	45	Area manager, works m
Other european countries	15	ger, branch manager, h
Africa	2	Department head, group Other salaried staff, civi
North America	5	skilled worker
South and Central America	5	Lecturer, teacher
Middle East	4	Trainee
South-, East-, Central Asia	22	Other position
Australia	1	Student
Australia		Other not gainfully emp
Distance to home	%	
up to 50 km	13	Economic sector
more than 50 km up to 100 km	8	Power industry
more than 100 km up to 300 km	32	Environmental managem
over 300 km	47	Raw materials and prod industry
Countries with the highest visitor shares	%	Investment goods indus
China (PR)	8	Other processing indust
Netherlands	8	Building trade
India	6	Skilled trades
Poland	5	Trade
USA	4	Telecommunication
		Service
Frequency of visits to trade fair	%	Authority/public services
Previous event	36	Research institutes, indu
Earlier events	53	Investors, financing, fun
First visit	38	projects
		Other sectors
Average length of stay 1,6 c	lays	Student Other net gainfully emp
Influence on purchasing/procurement		Other not gainfully emp
decisions	%	Size of company/organ
	21	Number of employees
Decisively		1-49
Decisively Collectively	25	
Decisively Collectively In an advisory capacity	17	5-94
Decisively Collectively In an advisory capacity No	17 12	5- 9 4 10- 49 12
Decisively Collectively In an advisory capacity	17	5-94

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

vianagement	
Research/development/design	18
Manufacturing, production, quality control	10
Buying/procurement	4
inance/accounting, controlling	1
nformation and communication technology	2
Organization, personnel, administration	1
Sales	11
Marketing, advertising, PR	4
.ogistics: storage, material management,	
ransport	1
Maintenance/repairs	5
Other area	7
Student	24
Other not gainfully employed	2
Position in the company/organization	%
ntrepreneur, co-owner, freelancer	12
Managing director, board member,	
nead of an authority etc.	9
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	10
Department head, group head, team leader	15
Other salaried staff, civil servant,	
killed worker	25
.ecturer, teacher	2
Trainee	2
Other position	1
Student	24
Other not gainfully employed	2
Economic sector	%
Power industry	26
nvironmental management	4
Raw materials and production goods	~
ndustry	9
nvestment goods industry	17
Other processing industry	2
Building trade	4
killed trades	2
Trade	4
Telecommunication	2
Service	11
Authority/public services	4
Research institutes, industrial research	4
nvestors, financing, funding of infrastructure	
projects	1
Other sectors	1
student	24
Other not gainfully employed	24
Other not gainfully employed Size of company/organization:	24 2
Dther not gainfully employed Size of company/organization: Number of employees	24 2 %
Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 9 500 - 999	24 2
Dther not gainfully employed       Size of company/organization:       Number of employees       1-     4       5-     9       4     1000 and more	24 2 % 5 22
Other not gainfully employed ize of company/organization: Jumber of employees 1- 4 9 500 - 999	24 2 % 5

14 Other not gainfully 8 employed

Conducted by: Wissler & Partner, Basel

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

2

### Industrial Automation ------> Hannover Messe

Area of responsibility

Buying/procurement

Maintenance/repairs

Research/development/design

Finance/accounting, controlling Information and communication technology

Marketing, advertising, PR

Other not gainfully employed

head of an authority etc.

Manufacturing, production, guality control

Organization, personnel, administration

Logistics: storage, material management,

Position in the company/organization Entrepreneur, co-owner, freelancer

Area manager, works manager, plant mana-

ger, branch manager, head of public office 11 Department head, group head, team leader

Managing director, board member,

Other salaried staff, civil servant,

Other not gainfully employed

Environmental management

Investment goods industry

Other processing industry

Authority/public services

Raw materials and production goods

Research institutes, industrial research

10

Conducted by: Wissler & Partner, Basel

Management

Sales

transport

Other area

skilled worker

Other position

Trainee

Student

industry

Trade

Service

200-499

1

Lecturer, teacher

Economic sector

Power industry

Building trade

Skilled trades

Telecommunication

Student

#### Trade visitors' profile

%

11

visitors (	number of	entries)	124 881*)
Proportio	n of trade	visitors	97%
Germany	(total)		72
of which		DC NULLING	
Nielsen 1		36 Nielsen 4	8
Bremen		2 Bavaria	8
Hamburg		3 <u>Nielsen 5+</u> 29 Berlin	<u>-6</u> 8 3
Lower Sax Schleswig		3 Brandenbu	-
Nielsen 2	noistein	24 Mecklenbu	
	ne-Westph.		
Nielsen 3a		8 Saxony-An	
Hesse	-	5 Nielsen 7	
	-Palatinate	2 Saxony	5
Saarland		- Thuringia	2
Nielsen 3	C	10	
Baden-Wü	irttemberg	10	
Foreign (	total)		28
of which	EU		46
		pean countries	12
	Africa	pean countries	2
	North Ame	erica	2
		Central Americ	
	Middle Eas		2
		st-, Central Asia	
	Australia		1
Distance	to home		%
up to 50 l			11
more than	50 km up	to 100 km	9
more than	i 100 km up	o to 300 km	28
over 300	km		52
Countries	with the h	ighest visitor sl	hares %
China (PR			12
Netherlan	ds		8
India			6
Poland			4
Sweden			2
		to trade fair	%
Previous e			37
Earlier eve	ents		56
First visit			36
Average	length of s	tay	1,6 days
	on purcha	sing/procurem	
decisions			%
Decisively			23
Collective		<b>6</b> .	28
	isory capaci	ty	19 10
No Student			10

Other sectors 2 Student 19 Other not gainfully employed Size of company/organization: Number of employees % 1- 4 500 - 999 5 7 5-9 1 000 and more 24 4 10- 49 13 Student 19 50-199 15 Other not gainfully

employed

## **Industrial Supply**

#### Trade visitors' profile

0/

10

22

15

5

2

11

4

6

Δ

19

1

%

9

9

18

28

2

2

1

19

1

%

12

2

13

33

3

4

2

5

2

10

3

5

1

1

Visitors (number of	entries)	67 751*)
Proportion of trade	visitors	<b>97</b> %
<b>Germany (total)</b> of which		66
	37 Nielsen 4	10
Bremen	2 Bavaria	10
Hamburg	3 Nielsen 5+	6 8
Lower Saxony	28 Berlin	- 4
Schleswig-Holstein	4 Brandenbu	rg 1
	23 Mecklenbu	rg-
North Rhine-Westph.		
<u>Nielsen 3a</u>	7 Saxony-An	halt 3
Hesse	5 Nielsen 7	5
Rhineland-Palatinate	2 Saxony	4
Saarland	- Thuringia	2
<u>Nielsen 3b</u> Baden-Württemberg	10 10	
Foreign (total)		34
of which EU		46
	pean countries	13
North Ame		5
	Central America	
Middle Eas		5
	st-, Central Asia	
Other coun		3
Distance to home		%
up to 50 km		9
more than 50 km up more than 100 km up	to 100 km	8
more than 100 km up	o to 300 km	25
over 300 km		58
Countries with the hi	ghest visitor sh	nares %
China (PR)	-	8
Netherlands		8
India		5
Turkey		5
USA		4
Frequency of visits	to trade fair	%
Previous event		35 55
Earlier events First visit		55 37
Average length of s	tay	1,7 days
Influence on purcha	sing/procureme	ent
decisions		%
Decisively		28
Collectively		30
In an advisory capacit	ty	16
No		.7
Causal and a		17
Student Other not gainfully er		1

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



### IndustrialGreenTec ----- Hannover Messe

Area of responsibility

Management

#### Trade visitors' profile

Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling	13 19 15 9 1	Proportio
Manufacturing, production, quality control Buying/procurement	15 9 1	
Buying/procurement	1	Cormoni
Finance/accounting, controlling		Germany
		of which
Information and communication technology	1	Nielsen 1
Organization, personnel, administration	1	Bremen
Sales	14	Hamburg
Marketing, advertising, PR	2	Lower Sa
Logistics: storage, material management,		Schleswig
transport	1	Nielsen 2
Maintenance/repairs	3	North Rhi
Other area	3	Nielsen 3
Student	17	Hesse
Other not gainfully employed	1	Rhineland
Protein to the	0/	Saarland
Position in the company/organization	%	Nielsen 3
Entrepreneur, co-owner, freelancer	13	Baden-Wi
Managing director, board member,	11	Foreign (
head of an authority etc.		Foreign ( of which
Area manager, works manager, plant mana- ger, branch manager, head of public office	11	or which
Department head, group head, team leader	19	
Other salaried staff, civil servant,	15	
skilled worker	24	
Lecturer, teacher	3	
Trainee	1	Distance
Other position	1	up to 50
Student	17	more that
Other not gainfully employed	1	more that
		over 300
Economic sector	%	
Power industry	10	Countries
Environmental management	2	China (PF
Raw materials and production goods		France
industry	21	_
Investment goods industry	31	Frequenc
Other processing industry	3	Previous
Building trade	4	Earlier ev
Skilled trades	2	First visit
Trade	9	
Telecommunication	2	Average
Service	8	Influence.
Authority/public services	4	Influence
Investors, financing, funding of infrastructure	1	decisions
projects Other sectors	1	Decisively
Other sectors	3	Collective In an adv
Student Other pet gainfully employed	17 1	No
Other not gainfully employed	1	Student
Size of company/organization:		Other not

%

#### Size of company/organization: Number of employees

/0			Humber of	
6	500 - 999	7	1- 4	
20	1 000 and more	4	5- 9	
17	Student	16	10- 49	
	Other not gainfully	17	50-199	
1	employed	11	200- 499	

Conducted by: Wissler & Partner, Basel

Visitors (number of entries) 43	031*)
Proportion of trade visitors	<b>94</b> %
Germany (total) of which	77
Nielsen 1 40 Nielsen 4	7
Bremen 2 Bavaria	7
Hamburg 5 Nielsen 5+6	11
Lower Saxony 29 Berlin	6
Schleswig-Holstein 4 Brandenburg	2
Nielsen 2 23 Mecklenburg-	-
North Rhine-Westph. 23 West Pommeran	ia 1
Nielsen 3a 6 Saxony-Anhalt	3
Hesse 5 Nielsen 7	6
Rhineland-Palatinate 1 Saxony	3
Saarland - Thuringia	2
Nielsen 3b 7	
Baden-Württemberg 7	
Foreign (total) of which	23
EU	45
Other european countries	8
South-, East-, Central Asia	30
Other countries	17
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	8
more than 100 km up to 300 km	31
over 300 km	47
Countries with the highest visitor shares	%
China (PR)	15
France	6
Frequency of visits to trade fair	%
Previous event	35
Earlier events	50
First visit	42
Average length of stay 1,7	days
Influence on purchasing/procurement	
decisions	%
Decisively	22
Collectively	25
In an advisory capacity	17
No	10
Student	24
Other not gainfully employed	2

 visitor attendance determined by a representative
poll at Hannover Messe. Multiple answers were
permitted.

		Management
trade visitors	94%	Research/development/desig
		Manufacturing, production,
l)	77	Buying/procurement
		Finance/accounting, control
40 Nielsen 4	7	Information and communication
2 Bavaria	7	Organization, personnel, ac
5 Nielsen 5+6	11	Sales
29 Berlin	6	Marketing, advertising, PR
ein 4 Brandenburg	2	Logistics: storage, material
23 Mecklenburg-		transport
estph. 23 West Pommerani	ia 1	Maintenance/repairs
6 Saxony-Anhalt	3	Other area
5 Nielsen 7	6	Student
inate 1 Saxony	3	Other not gainfully employ
- Thuringia	2	
7	4	Position in the company/
berg 7		Entrepreneur, co-owner, fre
uery /		Managing director, board r
	23	
	25	head of an authority etc.
	45	Area manager, works man
	45	ger, branch manager, head
r european countries	8	Department head, group he
n-, East-, Central Asia	30	Other salaried staff, civil se
r countries	17	skilled worker
		Lecturer, teacher
me	%	Trainee
	13	Other position
m up to 100 km	8	Student
km up to 300 km	31	Other not gainfully employ
	47	5 5 1 1 5
		Economic sector
the highest visitor shares	%	Power industry
<b>J</b>	15	Environmental managemen
	6	Raw materials and product
		industry
visits to trade fair	%	Investment goods industry
isto to trute full	35	Other processing industry
	50	Building trade
	42	Skilled trades
	42	
n of stay 1,7	days	Trade Telecommunication
i ui stay 1,7	udys	
urchasing /prosuromont		Service
urchasing/procurement	0/	Authority/public services
	%	Research institutes, industr
	22	Investors, financing, fundin
	25	projects
apacity	17	Other sectors
	10	Student
	24	Other not gainfully employ
ally employed	2	
		Size of company/organiza

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

Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Organization, personnel, administration Sales	9
Information and communication technology Organization, personnel, administration	3
Organization, personnel, administration	1
	3
Salos	1
	11
Marketing, advertising, PR	5
Logistics: storage, material management,	
transport	1
Maintenance/repairs Other area	4
Student	24
Other not gainfully employed	2
5 7 1 7	
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 mana- ger, branch manager, head of public office	9
Department head, group head, team leader	15
Other salaried staff, civil servant,	10
skilled worker	23
Lecturer, teacher	- 3
Trainee	2
Other position	1
Student	24
Other not gainfully employed	2
Farmania anatan	%
Economic sector Power industry	18
Environmental management	7
Raw materials and production goods	
industry	13
Investment goods industry	19
Other processing industry	2
Building trade	3
Skilled trades	2
Trade	4
Telecommunication	3
Service	14
Authority/public services	4
	5
Research institutes, industrial research	
Investors, financing, funding of infrastructure	
Investors, financing, funding of infrastructure projects	
Investors, financing, funding of infrastructure projects Other sectors	
Investors, financing, funding of infrastructure projects Other sectors Student	24
Investors, financing, funding of infrastructure projects Other sectors	24
Investors, financing, funding of infrastructure projects Other sectors Student Other not gainfully employed	24
Investors, financing, funding of infrastructure projects Other sectors Student	24
Investors, financing, funding of infrastructure projects Other sectors Student Other not gainfully employed Size of company/organization:	2
Investors, financing, funding of infrastructure projects Other sectors Student Other not gainfully employed Size of company/organization: Number of employees	24 2 % 5
Investors, financing, funding of infrastructure projects Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 9 500 - 999	24 2 % 5 18
Investors, financing, funding of infrastructure projects Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 9 500 - 999 5- 9 4 1 000 and more	24 2 %

Conducted by: Wissler & Partner, Basel

## 

#### Trade visitors' profile

%

11

19

Proportion of trade visitors	93%
Germany (total) of which	84
Nielsen 1 38 Nielsen 4	8
Bremen 2 Bavaria	
Hamburg 4 Nielsen 5+6	10
Lower Saxony 28 Berlin	
Schleswig-Holstein 4 Brandenburg	-
Nielsen 2 22 Mecklenburg-	
North Rhine-Westph. 22 West Pommera	nia <sup>.</sup>
Nielsen 3a 8 Saxony-Anhalt	
Hesse 6 Nielsen 7	-
Rhineland-Palatinate 2 Saxony	
Saarland - Thuringia	-
Nielsen 3b 10	
Baden-Württemberg 10	
Foreign (total)	1
of which	
EU	4
Other european countries	1
South-, East-, Central Asia Other countries	3
Other countries	
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	3
over 300 km	4
Country with the highest visitor share	9
China (PR)	1
Frequency of visits to trade fair	9
Previous event	3
Earlier events	5
First visit	4
Average length of stay 1,5	5 day
Influence on purchasing/procurement	
decisions	9
Decisively	1
Collectively	2
In an advisory capacity	14
No	10
Student	3
Other not gainfully employed	

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

ManagementResearch/development/design2Manufacturing, production, quality controlBuying/procurementFinance/accounting, controllingInformation and communication technologyOrganization, personnel, administrationSalesMarketing, advertising, PRLogistics: storage, material management,transportMaintenance/repairsOther areaStudentOther not gainfully employedPosition in the company/organizationPentrepreneur, co-owner, freelancerManaging director, board member,head of an authority etc.Area manager, works manager, plant manager, branch manager, head of public officeDepartment head, group head, team leaderOther not gainfully employedCher salaried staff, civil servant,skilled workerLecturer, teacherTraineeOther not gainfully employedEconomic sectorPower industryInvestment goods industryInvestment goods industryBuilding tradeSkilled tradesTradeTelecommunicationServiceAuthority/public servicesResearch institutes, industrial researchOther sectorsStudentStudentStildentBuilding tradeStudentStudentStudentStildent tradesStradeStudentStudentStudentStudentStudentStudent <th></th> <th></th>		
Management       I         Research/development/design       2         Manufacturing, production, quality control       I         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         Soften not gainfully employed       Position in the company/organization         Pentrepreneur, co-owner, freelancer       1         Managing director, board member, head of an authority etc.       Area manager, works manager, plant manager, branch manager, head of public office         Department head, group head, team leader       1         Other solaried staff, civil servant, skilled worker       2         Lecturer, teacher       7         Trainee       9         Other not gainfully employed       1         Economic sector       9         Power industry       1         Investment goods industry       2         Investment goods industry       2         Other processing industry       2         Investment goods industry       2         Deher processing industry       1<	Area of responsibility	%
Research/development/design2Manufacturing, production, quality controlBuying/procurementFinance/accounting, controllingInformation and communication technologyOrganization, personnel, administrationSalesMarketing, advertising, PRLogistics: storage, material management,transportMaintenance/repairsOther areaStudentStudentOther not gainfully employedPosition in the company/organizationPentrepreneur, co-owner, freelancer1Managing director, board member,head of an authority etc.Area manager, works manager, plant manager, branch manager, head of public officeDepartment head, group head, team leaderOther not gainfully employedTraineeOther not gainfully employedEconomic sectorPower industryInvestment goods industryInvestment goods industryUnder processing industryBuilding tradeSkilled tradesTradeTradeStudentSkilled tradesTradeStudentStudentStudentStudentStudentStudentStudentStudentStudentBuilding tradeSkilled tradesTradeTradeTradeTradeTradeServiceReserch institutes, industrial researchOther sectorsSetuet </td <td></td> <td>8</td>		8
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         Permeneur, co-owner, freelancer         Managing director, board member, head of an authority etc.         Area manager, works manager, plant mana- ger, branch manager, head of public office         Department head, group head, team leader         Other not gainfully employed         Student         Other not gainfully employed         Cher position         Student         Other position         Student         Other not gainfully employed         Economic sector         Power industry         Investment goods industry         Investment goods industry         Investment goods industry         Other processing industry         Investment goods industry         Buiding trade <t< td=""><td></td><td>23</td></t<>		23
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         Pentrepreneur, co-owner, freelancer         Managing director, board member, head of an authority etc.         Area manager, works manager, plant mana- ger, branch manager, head of public office         Department head, group head, team leader         Other salaried staff, civil servant, skilled worker         Lecturer, teacher         Trainee         Other not gainfully employed         Economic sector         Power industry         Investment goods industry         Investment goods industry         Building trade         Skilled trades         Trade         Tecommunication         Seervice         Student         Other processing industry         Building trade         Studet         Dinvestment goods industry		6
Finance/accounting, controlling Information and communication technology Organization, personnel, administration SalesMarketing, advertising, PR Logistics: storage, material management, transportMaintenance/repairs Other areaStudentSottion in the company/organization Pentrepreneur, co-owner, freelancer Nanaging director, board member, head of an authority etc.Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader Other positionOther not gainfully employedCotter, teacher TraineePoistion in the company/organization ger, branch manager, head of public office Department head, group head, team leader Skilled workerStudentOther not gainfully employedCotter salaried staff, civil servant, skilled workerStudentOther not gainfully employedEconomic sectorPower industry Investment goods industry Building trade Skilled trades TradeTrade 		3
Information and communication technology Organization, personnel, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student 3 Other not gainfully employed Position in the company/organization Other not gainfully employed Position in the company/organization Position framework manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other not gainfully employed Economic sector Power industry Environmental management Raw materials and production goods industry Investment goods industry Duling trade Skilled trades Trade Telecommunication Service Research institutes, industrial research Other sectors Student 3		1
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         Pentrepreneur, co-owner, freelancer         Managing director, board member,         head of an authority etc.         Area manager, works manager, plant manager, branch manager, head of public office         Department head, group head, team leader         Other salaried staff, civil servant,         skilled worker         Lecturer, teacher         Trainee         Other not gainfully employed         Economic sector         Power industry         Investment goods industry         Investment goods industry         Investment goods industry         Building trade         Skilled trades         Trade         Telecommunication         Service       1         Authority/public services         Research institutes, industrial research         Other sectors	Information and communication technology	2
SalesMarketing, advertising, PRLogistics: storage, material management, transportMaintenance/repairsOther areaStudent3Other not gainfully employedPosition in the company/organizationPentrepreneur, co-owner, freelancerManaging director, board member, head of an authority etc.Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leaderOther salaried staff, civil servant, skilled workerLecturer, teacher TraineeOther not gainfully employedEconomic sectorPower industryInvestment goods industryInvestment goods industryQuiling trade skilled tradesTrade TradeTrade TradeTrade TradeStudentStudentOther positionStudentStudentOther not gainfully employedEconomic sectorPower industryInvestment goods industryBuilding trade Skilled tradesTrade TelecommunicationService1 Authority/public services Research institutes, industrial research Other sectorsStudent3		1
Logistics: storage, material management, transport Maintenance/repairs Other area Student 3 Other not gainfully employed Position in the company/organization Position in the company/organization ger, branch manager, head of public office Departmen head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other not gainfully employed Cher not gainfully employed Economic sector Power industry Environmental management Raw materials and production goods industry Investment goods industry Q Other processing industry Building trade Skilled trades Trade Telecommunication Service Authority/public services Research institutes, industrial research Other sectors		9
Logistics: storage, material management, transport Maintenance/repairs Other area Student 3 Other not gainfully employed Position in the company/organization Position in the company/organization Popartment head, group head, team leader Department head, group head, team leader Department head, group head, team leader Uther salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other not gainfully employed Economic sector Power industry Investment goods industry Nuvestment goods industry Pouver industry Investment goods industry Building trade Skilled trades Trade Telecommunication Service Authority/public services Research institutes, industrial research Other sectors Student 3	Marketing, advertising, PR	4
transport Maintenance/repairs Other area Student <b>Position in the company/organization</b> Pentrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant mana- ger, branch manager, head of public office Departmen head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other not gainfully employed <b>Economic sector</b> Power industry Environmental management Raw materials and production goods industry Linvestment goods industry Other processing industry Building trade Stildet trades Trade Telecommunication Service Authority/public services Research institutes, industrial research Other sectors Student 3 Student 3 2 3 3 3 3 3 3 3 3 3 4 3 3 3 3 3 3 3 3 3 4 3 3 3 4 3 3 3 4 4 5 4 5 4 5 4 5 4 5 4 5 5 5 4 5 5 5 5 5 5 5 5 5 5 5 5 5		
Maintenance/repairs       Other area         Other not gainfully employed       3         Position in the company/organization       9         Entrepreneur, co-owner, freelancer       1         Managing director, board member, head of an authority etc.       4         Area manager, works manager, plant manager, branch manager, head of public office       1         Dother position       1         Skilled worker       2         Lecturer, teacher       2         Trainee       3         Other not gainfully employed       3         Economic sector       9         Power industry       1         Environmental management       7         Raw materials and production goods industry       2         Investment goods industry       2         Uther processing industry       3         Building trade       5         Skilled trades       1         Trade       1         Research institutes, industrial research       1         Skilled trades       1         Trade       1         Skilled trades       1         Trade       1         Trade       1         Service       1		1
Other area       Student       3         Other not gainfully employed       3         Position in the company/organization       9         Entrepreneur, co-owner, freelancer       1         Managing director, board member, head of an authority etc.       9         Area manager, works manager, plant mana- ger, branch manager, head of public office       9         Department head, group head, team leader       1         Other salaried staff, civil servant, skilled worker       2         Lecturer, teacher       7         Trainee       0         Other not gainfully employed       3         Other not gainfully employed       4         Economic sector       9         Power industry       1         Environmental management Raw materials and production goods industry       1         Investment goods industry       2         Other processing industry       1         Building trade       3         Skilled trades       1         Trade       1         Telecommunication       5         Service       1         Authority/public services       1         Research institutes, industrial research       1         Other sectors       5 <td></td> <td>3</td>		3
Student       3.         Other not gainfully employed       7         Position in the company/organization       9         Entrepreneur, co-owner, freelancer       1         Managing director, board member, head of an authority etc.       7         Area manager, works manager, plant mana- ger, branch manager, head of public office       7         Department head, group head, team leader       1         Other salaried staff, civil servant, skilled worker       2         Lecturer, teacher       7         Trainee       7         Other not gainfully employed       7         Economic sector       9         Power industry       1         Environmental management       7         Raw materials and production goods industry       1         Investment goods industry       2         Other processing industry       2         Building trade       5         Skilled trades       7         Tealecommunication       7         Service       1         Authority/public services       7         Research institutes, industrial research       7         Other sectors       7         Student       3		5
Other not gainfully employed       Position in the company/organization       9         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 manager, branch manager, head of public office       1         Department head, group head, team leader       1         Other salaried staff, civil servant, skilled worker       2         Lecturer, teacher       1         Trainee       0         Other position       3         Student       3         Other not gainfully employed       1         Economic sector       9         Power industry       1         Investment goods industry       2         Other processing industry       2         Under grade       3         Skilled trades       1         Trade       1         Telecommunication       1         Service       1         Authority/public services       1         Research institutes, industrial research       1         Other sectors       5		32
Position in the company/organization       9         Entrepreneur, co-owner, freelancer       1         Managing director, board member,       1         head of an authority etc.       1         Area manager, works manager, plant manager, branch manager, head of public office       1         Department head, group head, team leader       1         Other salaried staff, civil servant,       2         Lecturer, teacher       2         Trainee       0         Other not gainfully employed       3         Economic sector       9         Power industry       1         Environmental management       2         Raw materials and production goods industry       3         Investment goods industry       2         Building trade       3         Skilled trades       3         Trade       4         Telecommunication       5         Service       1         Authority/public services       1         Research institutes, industrial research       4         Other sectors       5         Student       3	Other not gainfully employed	2
Entrepreneur, co-owner, freelancer1Managing director, board member, head of an authority etc.1Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader1Other salaried staff, civil servant, skilled worker2Lecturer, teacher2Trainee3Other position3Student3Other not gainfully employed1Economic sector9Power industry1Investment goods industry2Other processing industry2Building trade3Skilled trades3Trade3Cher posticon3Student3Student4Aw materials and production goods industry1Investment goods industry2Other processing industry2Skilled trades3Trade3Cecommunication3Service1Authority/public services3Research institutes, industrial research Other sectors3		
Entrepreneur, co-owner, freelancer1Managing director, board member, head of an authority etc.1Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader1Other salaried staff, civil servant, skilled worker2Lecturer, teacher7Trainee3Other position3Student3Other not gainfully employed1Economic sector9Power industry1Environmental management Raw materials and production goods industry1Investment goods industry2Other processing industry2Building trade Skilled trades3Trade Telecommunication1Service1Authority/public services Research institutes, industrial research Other sectors3	Position in the company/organization	%
Managing director, board member, head of an authority etc.         Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader         Other salaried staff, civil servant, skilled worker       2         Lecturer, teacher       2         Trainee       3         Other position       3         Student       3         Other not gainfully employed       3         Economic sector       9         Power industry       1         Environmental management       7         Raw materials and production goods industry       1         Investment goods industry       2         Other processing industry       2         Skilled trades       5         Trade       4         Authority/public services       1         Research institutes, industrial research Other sectors       3		11
Area manager, works manager, plant manager, branch manager, head of public office         Department head, group head, team leader       1         Other salaried staff, civil servant, skilled worker       2         Lecturer, teacher       2         Trainee       3         Other not gainfully employed       3         Other not gainfully employed       9         Fconomic sector       9         Power industry       1         Investment goods industry       2         Investment goods industry       2         Building trade       3         Skilled trades       3         Trade       3         Teacommunication       4         Service       1         Authority/public services       3         Research institutes, industrial research       3	Managing director, board member,	
Area manager, works manager, plant manager, branch manager, head of public office         Department head, group head, team leader       1         Other salaried staff, civil servant, skilled worker       2         Lecturer, teacher       2         Trainee       3         Other position       3         Student       3         Other not gainfully employed       7         Fconomic sector       9         Power industry       1         Environmental management       2         Investment goods industry       2         Investment goods industry       2         Skilled trades       3         Traide       3         Service       1         Authority/public services       3         Research institutes, industrial research       3	head of an authority etc.	6
ger, 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         Power industry         Environmental management         Raw materials and production goods         industry         Investment goods industry         Skilled trades         Trade         Authority/public services         Research institutes, industrial research         Other sectors         Stildent         Student         Student         Student		
Department head, group head, team leader       1         Other salaried staff, civil servant, skilled worker       2         Lecturer, teacher       2         Trainee       0         Other position       3         Student       3         Other not gainfully employed       3         Economic sector       9         Power industry       1         Environmental management       3         Raw materials and production goods industry       2         Investment goods industry       2         Building trade       3         Skilled trades       4         Trade       4         Telecommunication       5         Service       1         Authority/public services       1         Research institutes, industrial research       1         Other sectors       5         Student       3		7
Other salaried staff, civil servant,         skilled worker       2         Lecturer, teacher       7         Trainee       2         Other position       3         Student       3         Other not gainfully employed       3         Economic sector       9         Power industry       1         Environmental management       3         Investment goods industry       2         Other processing industry       2         Building trade       3         Skilled trades       3         Trade       3         Telecommunication       3         Service       1         Authority/public services       3         Research institutes, industrial research       3         Other sectors       3	Department head, group head, team leader	16
Lecturer, teacher       Trainee         Other position       Student         Student       3         Other not gainfully employed       Student         Economic sector       9         Power industry       1         Environmental management       Raw materials and production goods industry         Investment goods industry       2         Other processing industry       8         Building trade       5         Skilled trades       7         Trade       7         Authority/public services       1         Authority/public services       1         Student       3	Other salaried staff, civil servant,	
Trainee       2         Other position       3         Student       3         Other not gainfully employed       3         Economic sector       9         Power industry       1         Environmental management       3         Raw materials and production goods industry       2         Investment goods industry       2         Other processing industry       3         Building trade       3         Skilled trades       4         Trade       4         Telecommunication       5         Service       1         Authority/public services       4         Research institutes, industrial research       4         Other sectors       5         Student       3	skilled worker	21
Other position       3         Student       3         Other not gainfully employed       3         Economic sector       9         Power industry       1         Environmental management       3         Investment goods industry       2         Other processing industry       2         Building trade       3         Skilled trades       3         Trade       7         Telecommunication       5         Service       1         Authority/public services       4         Research institutes, industrial research       0         Other sectors       5         Student       3	Lecturer, teacher	3
Student       3.         Other not gainfully employed       3.         Economic sector       9.         Power industry       1         Environmental management       3.         Raw materials and production goods       industry         Investment goods industry       2.         Other processing industry       3.         Building trade       5.         Skilled trades       7.         Trade       7.         Service       1.         Authority/public services       1.         Research institutes, industrial research       0.         Other sectors       5.         Student       3.		2
Other not gainfully employed       2         Economic sector       9         Power industry       1         Environmental management       2         Raw materials and production goods       1         industry       2         Investment goods industry       2         Other processing industry       2         Building trade       3         Skilled trades       7         Trade       4         Telecommunication       5         Service       1         Authority/public services       1         Authority/public services       3         Student       3		1
Economic sector       9         Power industry       1         Environmental management       2         Raw materials and production goods       1         Investment goods industry       2         Other processing industry       2         Building trade       3         Skilled trades       1         Trade       1         Telecommunication       5         Service       1         Authority/public services       1         Research institutes, industrial research       0         Other sectors       5         Student       3		32
Power industry       1         Environmental management       2         Raw materials and production goods industry       2         Investment goods industry       2         Other processing industry       2         Building trade       3         Skilled trades       7         Trade       7         Service       1         Authority/public services       1         Authority/public services       3         Student       3	Other not gainfully employed	2
Power industry       1         Environmental management       2         Raw materials and production goods industry       2         Investment goods industry       2         Other processing industry       2         Building trade       3         Skilled trades       7         Trade       7         Service       1         Authority/public services       1         Authority/public services       3         Student       3	Economic sector	%
Environmental management Raw materials and production goods industry Investment goods industry 2 Other processing industry Building trade Skilled trades Trade Teale Teale Teale Teale Authority/public services Research institutes, industrial research Other sectors Student 3		11
Raw materials and production goods industry       2         Investment goods industry       2         Other processing industry       2         Building trade       3         Skilled trades       7         Trade       7         Telecommunication       7         Service       1         Authority/public services       7         Research institutes, industrial research       0         Other sectors       5         Student       3		2
industry Investment goods industry 2 Other processing industry Building trade Skilled trades Trade Telecommunication Service 1 Authority/public services Research institutes, industrial research Other sectors Student 3		
Investment goods industry     2       Other processing industry     3       Building trade     3       Skilled trades     7       Trade     7       Telecommunication     3       Service     1       Authority/public services     1       Research institutes, industrial research     0       Other sectors     5       Student     3		9
Other processing industry     Building trade       Building trade     Skilled       Skilled trades     Trade       Trade     Telecommunication       Service     1       Authority/public services     1       Research institutes, industrial research     0       Other sectors     5       Student     3		21
Building trade         Skilled trades         Trade         Telecommunication         Service         Authority/public services         Research institutes, industrial research         Other sectors         Student       3	Other processing industry	2
Skilled trades Trade Telecommunication Service 1 Authority/public services Research institutes, industrial research Other sectors Student 3		3
Telecommunication		1
Telecommunication Service 1: Authority/public services Research institutes, industrial research Other sectors Student 3:		4
Service 1. Authority/public services Research institutes, industrial research Other sectors Student 3.		4
Authority/public services Research institutes, industrial research Other sectors Student 3		12
Research institutes, industrial research Other sectors Student 3.		5
Other sectors Student 3		6
Student 3		1
		32
Sector Proves		2

#### Size of company/organization: Number of employees 1- 4 6 500 - 999

5-9	5	1 000 and more
10- 49	10	Student
50-199	11	Other not gainfully
200- 499	6	employed
Conducted	by: Wi	ssler & Partner, Basel

%

5

24

32

## 

#### Trade visitors' profile

Visitors (number of entries) 5	1 637*)	Area of responsib Management
Proportion of trade visitors	95%	Research/developm Manufacturing, pro
Germany (total)	78	Buying/procuremen
of which		Finance/accounting
Nielsen 1 41 Nielsen 4	7	Information and co
Bremen 2 Bavaria	7	Organization, perso
Hamburg 4 Nielsen 5+6	10	Sales
Lower Saxony 31 Berlin	4	Marketing, advertis
Schleswig-Holstein 4 Brandenburg	1	Logistics: storage,
Nielsen 2 21 Mecklenburg-		transport
North Rhine-Westph. 21 West Pommera	ania 1	Maintenance/repair
Nielsen 3a 7 Saxony-Anhalt	3	Other area
Hesse 5 Nielsen 7	6	Student
Rhineland-Palatinate 2 Saxony	4	Other not gainfully
Saarland - Thuringia	2	,
Nielsen 3b 9		Position in the co
Baden-Württemberg 9		Entrepreneur, co-ov
		Managing director,
Foreign (total)	22	head of an authori
of which		Area manager, wo
EU	48	ger, branch manag
Other european countries	11	Department head,
North America	4	Other salaried staff
South and Central America	5	skilled worker
South-, East-, Central Asia	27	Lecturer, teacher
Other countries	6	Trainee
		Other position
Distance to home	%	Student
up to 50 km	13	Other not gainfully
more than 50 km up to 100 km	9	
more than 100 km up to 300 km	31	Economic sector
over 300 km	47	Power industry
		Environmental man
Countries with the highest visitor share	s %	Raw materials and
Netherlands	11	industry
China (PR)	11	Investment goods i
Poland	6	Other processing in
France	5	Building trade
India	5	Skilled trades
	5	Trade
Frequency of visits to trade fair	%	Telecommunication
Previous event	35	Service
Earlier events	53	Authority/public ser
First visit	39	Research institutes,
	55	Investors, financing
Average length of stay 1	,5 days	projects
Average length of stay	,5 uays	Other sectors
Influence on purchasing/procurement		
decisions	%	Student Other pet gainfully
Decisively	20	Other not gainfully
		Char of some court
Collectively	22	Size of company/o
In an advisory capacity	18	Number of emplo
No	10	1-47
Student	29	5-94
Other not gainfully employed	2	10-49 10
		EO 100 11

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

Area of responsibility	%
Management	
Research/development/design	3
Manufacturing, production, quality control	
Buying/procurement	1
Finance/accounting, controlling Information and communication technology	
Organization, personnel, administration	1
Sales	(
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	4
Student	2
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	1
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	
Department head, group head, team leader	1!
Other salaried staff, civil servant,	2
skilled worker	2
Lecturer, teacher	-
Trainee Other position	1
Student	2
Other not gainfully employed	1
Economic sector	9
Power industry	1
Environmental management	- 3
Raw materials and production goods	
industry	1
Investment goods industry	2
Other processing industry	
Building trade	
Skilled trades	
Trade	-
Telecommunication	ł
Service	1
Authority/public services	
Research institutes, industrial research	
Investors, financing, funding of infrastructure	
projects Other sectors	
Other sectors Student	2
Other not gainfully employed	2
Size of company/organization:	0.
	9
	1
Number of employees 1- 4 7 500 - 999 5 0 4 1 000 and mark	2

1 000 and more

Other not gainfully

Student

employed

11

8

Conducted by: Wissler & Partner, Basel

50-199

200-499

22

29

2

Visitors (number	of ent	ries) 188	863
Proportion of priv	vate v	isitors	97%
Germany (total)			100
of which		Mt. L	
Nielsen 1	91	Nielsen 4	
Bremen		Bavaria	
Hamburg Lower Saxony	90	<u>Nielsen 5+6</u> Berlin	2
Schleswig-Holstein	90	Brandenburg	
Nielsen 2	5	Mecklenburg-	
North Rhine-Westp		West Pommerania	a 1
Nielsen 3a	n. J -	Saxony-Anhalt	a 1
Hesse	- 1	Nielsen 7	
Rhineland-Palatinat		Saxony	
Saarland		Thuringia	1
Nielsen 3b		munigiu	
Baden-Württember	g -		
Distance to home			9
up to 50 km			6
more than 50 km i		100 km	24
more than 100 km			
	up to	300 km	11
over 300 km	up to	300 km	
over 300 km Frequency of visit			%
over 300 km Frequency of visit Previous event			% 4(
over 300 km Frequency of visit Previous event Earlier events			% 40 66
over 300 km Frequency of visit Previous event			% 40 66
over 300 km Frequency of visit Previous event Earlier events First visit Sex			11 % 40 66 16
over 300 km Frequency of visit Previous event Earlier events First visit Sex Male			% 40 60 10 % 22
over 300 km Frequency of visit Previous event Earlier events First visit Sex			% 40 60 10
over 300 km Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household	ts to 1		% 4( 66 16 22 78
over 300 km Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person	ts to 1		9% 40 60 10 22 78 9%
over 300 km Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons	ts to 1		% 40 66 10 9% 22 78 9% 1! 40
over 300 km Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	ts to 1		% 40 60 10 % 22 78 % 9% 11 40 18
over 300 km Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 persons 2 persons 3 persons 4 persons	ts to t		9% 40 60 10 9% 22 78 9% 11 40 18 10
over 300 km Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	ts to t		9% 40 60 10 9% 22 78 9% 11 40 18 10
over 300 km Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and mor Age	ts to t		9% 40 66 10 9% 22 78 9% 11 18 10 0 0%
over 300 km Frequency of visit 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 mor Age up to 20 years	e		9% 40 66 10 9% 22 78 9% 11 40 18 10 0 0%
over 300 km Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 persons 3 persons 4 persons 5 persons and mor Age up to 20 years over 20 up to 30 y	e ears		9% 40 60 10 9% 22 78 9% 11 10 10 0 9% 40 10 0 9% 40 10 0 9%
over 300 km Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and mor Age up to 20 years over 20 up to 30 y over 30 up to 40 y	e eears ears		9% 40 60 10 9% 22 78 9% 11 10 0 0 11 10 0 0 11
over 300 km Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and mor Age up to 20 years over 20 up to 30 y over 30 up to 30 y over 30 up to 30 y over 40 up to 50 y	e ears ears ears		9% 66 16 22 78 9% 40 19 19 19 19 19 19 40 10 10 10 19 22
over 300 km Frequency of visit Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and mor Age up to 20 years over 20 up to 30 y over 30 up to 40 y	e ears ears ears ears		% 40 60 10 % 22 78 % 9% 11 40 18

over 70 years

7

# infa -----> Hannover

### . . . . . . .

Managing director, board member, head of an authority etc.         Area manager, works manager, plant mana- ger, branch manager, head of public office         Department head, group head, team leader         Other salaried staff, civil servant, skilled worker         Staff, civil servant, skilled worker         Department head, group head, team leader         Other salaried staff, civil servant, skilled worker         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         1         Follow-up business       9 Intend to buy at later date yes	Position in the company/organization	%
head of an authority etc. Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker 3 Lecturer, teacher Trainee Other position Student 1 Housewife/man 1 Old-age pensioner 2 Other not gainfully employed Buying and ordering capacity Purchase or order made or intended at the exhibition yes 8 no 6 maybe 1 Follow-up business 9 Intend to buy at later date yes 2 no 2 Staff Staff	Managing director board member	0
Area manager, works manager, plant mana- ger, branch manager, head of public office         Department head, group head, team leader         Other salaried staff, civil servant, skilled worker       3         Lecturer, teacher       3         Trainee       3         Other position       3         Student       4         Housewife/man       1         Old-age pensioner       2         Other not gainfully employed       9         Buying and ordering capacity       9         Purchase or order made or intended at the exhibition yes       8         no       4         Follow-up business       9         Intend to buy at later date       2         no       2         maybe       2         So       2         no       2         follow-up business       9         Intend to buy at later date       2         no       2         maybe       5         Conducted by: Gelszus Messe-Markt-	head of an authority etc.	1
Department head, group head, team leader         Other salaried staff, civil servant,         skilled worker       3         Lecturer, teacher       3         Trainee       6         Other position       5         Student       1         Housewife/man       11         Old-age pensioner       2         Other not gainfully employed       9         Purchase or order made or intended at the exhibition yes       8         no       6         Follow-up business       9         Intend to buy at later date yes       2         no       2         maybe       5         Conducted by: Gelszus Messe-Markt-	Area manager, works manager, plant mana-	
Other salaried staff, civil servant,         skilled worker       3         Lecturer, teacher       3         Trainee       3         Other position       5         Student       4         Housewife/man       11         Old-age pensioner       2         Other not gainfully employed       9         Purchase or order made or intended at the exhibition yes       8         no       4         Follow-up business       9         Intend to buy at later date yes       2         no       2         maybe       5         Conducted by: Gelszus Messe-Markt-		2
skilled worker 3- Lecturer, teacher 7- Trainee 00 Other position 5- Student 1- Housewife/man 1- Old-age pensioner 2- Other not gainfully employed 9- Buying and ordering capacity 9- Purchase or order made or intended at the exhibition 9- yes 8- no 8- maybe 1- Follow-up business 9- Intend to buy at later date 9- yes 2- no 2- maybe 5- Conducted by: Gelszus Messe-Markt-		C
Trainee       Other position         Student       Housewife/man         Old-age pensioner       2         Other not gainfully employed       Purchase or order made or intended at the exhibition yes       9         Ruying and ordering capacity       9         Purchase or order made or intended at the exhibition       9         Intend to buy at later date       9         Intend to buy at later date       2         no       2         maybe       5         Conducted by: Gelszus Messe-Markt-		34
Other position       Student         Student       1         Housewife/man       1         Old-age pensioner       2         Other not gainfully employed       2         Buying and ordering capacity       9         Purchase or order made or intended at the exhibition yes       8         no       4         Follow-up business       9         Intend to buy at later date yes       2         no       2         maybe       5         Conducted by: Gelszus Messe-Markt-		3
Student       1         Housewife/man       11         Old-age pensioner       2         Other not gainfully employed       2         Buying and ordering capacity       9         Purchase or order made or intended at the exhibition yes       8         no       4         Follow-up business       9         Intend to buy at later date yes       2         no       2         maybe       5         Conducted by: Gelszus Messe-Markt-		3
Housewife/man       11         Old-age pensioner       2         Other not gainfully employed       2         Buying and ordering capacity       9         Purchase or order made or intended at the exhibition yes       8         no       7         Follow-up business       9         Intend to buy at later date yes       2         no       2         n		6
Old-age pensioner       2.         Other not gainfully employed       9         Buying and ordering capacity       9         Purchase or order made or intended       4         at the exhibition       8         yes       8         no       9         Follow-up business       9         Intend to buy at later date       2         yes       2         no       2         maybe       5         Conducted by: Gelszus Messe-Markt-		10
Buying and ordering capacity       9         Purchase or order made or intended at the exhibition       9         at the exhibition       8         no       9         maybe       1         Follow-up business       9         Intend to buy at later date       9         yes       2         no       2         maybe       5         Conducted by: Gelszus Messe-Markt-		22
Purchase or order made or intended at the exhibition yes 8 no 12 Follow-up business 9 Intend to buy at later date yes 2 no 2 maybe 5 Conducted by: Gelszus Messe-Markt-	Other not gainfully employed	4
at the exhibition yes 8 no 4 Follow-up business 9 Intend to buy at later date yes 2 no 2 maybe 5 Conducted by: Gelszus Messe-Markt-	Buying and ordering capacity	%
yes 8 no 1 Follow-up business 9 Intend to buy at later date 9 yes 2 no 2 maybe 5 Conducted by: Gelszus Messe-Markt-		
no n		84
maybe 1. Follow-up business 9 Intend to buy at later date yes 2. no 2 maybe 5 Conducted by: Gelszus Messe-Markt-	,	4
Intend to buy at later date yes 2 no 2 maybe 5 Conducted by: Gelszus Messe-Markt-		12
Intend to buy at later date 2: yes 2: no 2: maybe 5: Conducted by: Gelszus Messe-Markt-	Follow-up business	%
no 2 maybe 5 Conducted by: Gelszus Messe-Markt-		
maybe 5 Conducted by: Gelszus Messe-Markt-	,	24
Conducted by: Gelszus Messe-Markt-		25
	·	21
iorschung Ginbri, Dordhund		
	forschung Ginbh, Dorthland	

## **INTERGEO**

#### Trade visitors' profile

Visitors (number of	ent	ries)	15 819
Proportion of trade	visi	tors	98%
Germany (total)			70
of which Nielsen 1	36	Nielsen 4	7
Bremen	2	Bavaria	7
Hamburg	3	Nielsen 5+6	18
Lower Saxony	29	Berlin	5
Schleswig-Holstein	2	Brandenburg	3
Nielsen 2	14	Mecklenburg-	
North Rhine-Westph.		West Pommer	
Nielsen 3a	10	Saxony-Anhalt	
Hesse	4	Nielsen 7	9
Rhineland-Palatinate	5	Saxony	6
Saarland	- 6	Thuringia	3
Nielsen 3b Baden-Württemberg	6		
Foreign (total)			30
of which			
EU Other ours		o countrios	65 15
		n countries Central Asia	5
Other cour			15
other cour	iuic.	,	15
Distance to home			%
up to 50 km			9
more than 50 km up			5
more than 100 km u	p to	300 km	31
over 300 km			55
Countries with the h	iahe	st visitor share	es %
Belgium	5		10
Finland			7
France			6
Sweden			5
Frequency of visits	to t	rade fair	%
Previous event			30
Earlier events			57
First visit			37
Average length of s	stay	1	l,5 days
nfluence on purcha	sing	/procurement	
decisions			%
Decisively			19
Collectively			27
n an advisory capaci	ty		23
No			17
Student Other pet gainfully a	- m	wood	12
Other not gainfully e	mpic	yea	1



### Pferd & Jagd ------> Hannover

#### Private visitors' profile

Area of responsibility	%	Visitors (number of en
Management Research/development/design	10 8	Proportion of private
Manufacturing, production, quality control	3	
Buying/procurement	1	Germany (total) of which
Finance/accounting, controlling Information and communication technology	6	Nielsen 1 86
Organization, personnel, administration	2	Bremen 1
Sales	5	Hamburg 1
Marketing, advertising, PR	1	Lower Saxony 82
Logistics: storage, material management,		Schleswig-Holstein 2
transport	-	Nielsen 2 7
Maintenance/repairs	1	North Rhine-Westph. 7
Other area	8	Nielsen 3a 2
Measurement	42	Hesse 2
Student	12	Rhineland-Palatinate -
Other not gainfully employed	1	Saarland -
Profiles to decision decision for the	0/	Nielsen 3b
Position in the company/organization	%	Baden-Württemberg -
Entrepreneur, co-owner, freelancer Managing director, board member,	13	Distance to home
head of an authority etc.	8	up to 50 km
Area manager, works manager, plant mana-	0	more than 50 km up to
ger, branch manager, head of public office	6	more than 100 km up to
Department head, group head, team leader	19	over 300 km
Other salaried staff, civil servant,	15	
skilled worker	29	Frequency of visits to
Lecturer, teacher	3	Previous event
Trainee	6	Earlier events
Other position	3	First visit
Student	12	
Other not gainfully employed	1	Sex
		Male
Economic sector	%	Female
Industrial company	5	Size of household
Energy supplies	4 1	
Wholesale/foreign trade Retail trade	1	1 person 2 persons
Engineer's office	20	3 persons
Research	20	4 persons
Telecommunication	2	5 persons and more
Architecture/construction	4	
Other service company	4	Age
Professional, specialist association	1	up to 20 years
Authority/public services	29	over 20 up to 30 years
Vocational school/polytechnic/university	3	over 30 up to 40 years
IT, software, hardware	4	over 40 up to 50 years
Other sectors	5	over 50 up to 60 years
Student	12	over 60 up to 70 years over 70 years
Other not gainfully employed	1	

#### Size of company/organization: Number of om

		f employe	es	%
1-	4	10	500 - 999	5
5-	9	9	1 000 and more	18
10-		23	Student	12
50-		14	Other not gainfully	
200- 4	499	9	employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ors (number of entries)	75 755	Position in t
oortion of private visitors	<b>92</b> %	Entrepreneur, Managing dir
<b>nany (total)</b> hich	100	head of an au Area manage ger, branch m
sen 1 86 Nielsen 4	-	Department h
nen 1 Bavaria		Other salaried
burg 1 Nielsen 5+6	4	skilled worker
er Saxony 82 Berlin	-	Lecturer, teac
eswig-Holstein 2 Brandenburg	1	Trainee
en 2 7 Mecklenburg		Other position
h Rhine-Westph. 7 West Pomme		Student
en 3a 2 Saxony-Anha		Housewife/ma
e 2 <u>Nielsen 7</u>	1	Old-age pensi
eland-Palatinate - Saxony	-	Other not gai
land - Thuringia Sen 3b -	1	Densing and
en-Württemberg -		Buying and of Purchase or o
en-wurttenberg -		at the exhibit
ance to home	%	Ves
o 50 km	38	no
e than 50 km up to 100 km	32	maybe
e than 100 km up to 300 km	28	
300 km	2	Follow-up bu
		Intend to buy
uency of visits to trade fair	%	yes
ious event	46	no
er events	62	maybe
visit	18	Conducted b
	%	forschung Gi
	35	
ale	65	
of household	%	
rson	12	
rsons	36	
rsons	19	
rsons	22	
rsons and more	12	
	%	
o 20 years	21	
20 up to 30 years	21	
30 up to 40 years	15	
40 up to 50 years	25	
50 up to 60 years	11	
60 up to 70 years	5	
70 years	2	

ion in the company/organization	%
preneur, co-owner, freelancer	10
iging director, board member,	
of an authority etc.	1
manager, works manager, plant mana-	
branch manager, head of public office	2
rtment head, group head, team leader	8
r salaried staff, civil servant,	
d worker	28
rer, teacher	2
ee	
r position	8
ent	19
ewife/man	4
ge pensioner	0 4
r not gainfully employed	4
ng and ordering capacity	%
ase or order made or intended	
e exhibition	
	90
	3
e	7
w-up business	%
d to buy at later date	~ ~
	35
	22
e	43
lucted by: Gelszus Messe-Markt-	
hung GmbH, Dortmund	
-	

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#### Trade visitors' profile

Proportion of trade	vis	itors	84%
Germany (total) of which			84
Nielsen 1	38	Nielsen 4	-
Bremen	2	Bavaria	
Hamburg	4	Nielsen 5+6	ć
Lower Saxony	29		2
Schleswig-Holstein	3	Brandenburg	1
Nielsen 2	20		
North Rhine-Westph.	20	West Pommeran	ia
Nielsen 3a	8	Saxony-Anhalt	3
Hesse	6	Nielsen 7	e
<b>Rhineland-Palatinate</b>	2	Saxony	2
Saarland	-	Thuringia	3
Nielsen 3b	12	-	
Baden-Württemberg	12		
Foreign (total)			16
of which			
FU			4
20	onea	n countries	1
		Central Asia	1
Other cou			20
Distance to home			%
Distance to home up to 50 km	ntrie	S	%
Distance to home up to 50 km more than 50 km up	ntrie	s 100 km	% 1(
Distance to home up to 50 km more than 50 km up more than 100 km u	ntrie	s 100 km	% 16 28
Distance to home up to 50 km more than 50 km up more than 100 km u	ntrie	s 100 km	% 16 28
Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km Frequency of visits	to to	s 100 km 300 km	% 16 28 49
Distance to home up to 50 km more than 50 km up more than 100 km over 300 km Frequency of visits Previous event	to to	s 100 km 300 km	% 16 28 49 % 31
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	to to	s 100 km 300 km	% 16 28 49 % 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	to to	s 100 km 300 km	% 16 28 49 % 31
Other cou 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	to to to to	s 100 km 300 km rade fair	9/ 10 28 49 31 25 59
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	ntrie to p to to t stay	s 100 km 300 km rade fair 1,4	9 11 22 4! 9 3 2 5!
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 a Influence on purcha	ntrie to p to to t stay	s 100 km 300 km rade fair 1,4	9/ 16 28 49 3 22 59 59 59
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 si Influence on purcha decisions	ntrie to p to to t stay	s 100 km 300 km rade fair 1,4	9% 10 28 49 3 22 59 59 59 6 day
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 a Influence on purcha decisions Decisively	ntrie to p to to t stay	s 100 km 300 km rade fair 1,4	9 10 22 22 49 33 22 55 55 55 55 55 55 55 55 55 55 55 55
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 Influence on purcha decisions Decisively Collectively	ntrie p to to t stay	s 100 km 300 km rade fair 1,4	9 10 22 4 4 3 2 55 55 55 55 55 55 55 55 55 55 55 55 5
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 Collectively In an advisory capaci	ntrie p to to t stay	s 100 km 300 km rade fair 1,4	9 10 22 4 4 3 2 55 55 55 55 55 55 55 55 55 55 55 55 5
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 the Influence on purcha decisions Decisively Collectively In an advisory capac	ntrie p to to t stay	s 100 km 300 km rade fair 1,4	9% 10 8 228 49 9% 31 22 55 55 55 55 55 55 55 55 55 55 55 55
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 Collectively In an advisory capaci	ntrie p to to t stay asing	s 100 km 300 km rade fair 1,4 3/procurement	9 10 22 4 4 3 2 55 55 55 55 55 55 55 55 55 55 55 55 5

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

Area of responsibility	%
Management	15
Research/development/design	9
Manufacturing, production, quality control	8
Buying/procurement	6
Finance/accounting, controlling	2
Information and communication technology	1
Organization, personnel, administration	3
Sales	18
Marketing, advertising, PR	26
Logistics: storage, material management,	20
transport	2
Maintenance/repairs	2
Other area	3
Student	6
	1
Other not gainfully employed	
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member,	
head of an authority etc.	12
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	12
Department head, group head, team leader	18
Other salaried staff, civil servant,	10
skilled worker	32
Lecturer, teacher	2
Trainee	2
Other position	1
Student	6
Other not gainfully employed	1
Economic sector	%
Authority/public services	7
Marketing, advertising, PR services	10
Insurances and financial services	3
Hotel and catering industry	1
Other services	15
Power industry	9
Trade	9
Skilled trades	5
Investment goods industry	16
Other processing industries	25
Traffic and logistic	4
Other sectors	2
Student	6
Other not gainfully employed	1

#### Size of company/organization:

or employees		empi	oer o	NUME
9 500 - 999	99	.9	4	1-
9 1 000 and more	re	9	9	5-
20 Student	nt	20	49	10-
20 Other not gainfully	lly	20	199	50-
13 employed	ed	13	499	200-
d by: Wissler & Partner, Basel	asel	by: W	ucteo	Cond

%

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**Visitors Profile Analyses 20** 

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#### Trade visitors' profile

Visitors (number of entries) 30	0 015	Area of re Manageme
Proportion of trade visitors	<b>90%</b>	Research/c
Germany (total)	68	Manufactu Buying/pro
of which	00	Finance/ac
Nielsen 1 57 Nielsen 4	8	Informatio
Bremen 3 Bavaria	8	Organizati
Hamburg 12 Nielsen 5+6	9	Planning
Lower Saxony 14 Berlin	4	Marketing
Schleswig-Holstein 28 Brandenburg	2	Logistics:
Nielsen 2 11 Mecklenburg-		transport
North Rhine-Westph. 11 West Pommeran	ia 3	Maintenar
Nielsen 3a 5 Saxony-Anhalt	-	Other area
Hesse 2 <u>Nielsen 7</u>	5	Student
Rhineland-Palatinate 3 Saxony	4	Other not
Saarland - Thuringia	1	
Nielsen 3b 5		Position i
Baden-Württemberg 5		Entreprene
E-unitary (destal)	22	Managing
Foreign (total) of which	32	head of a
EU	66	Area man
North America	6	ger, branc Departme
Middle East	5	Other sala
South-, East-, Central Asia	14	skilled wo
Other countries	8	Lecturer, t
		Trainee
Distance to home	%	Other pos
up to 50 km	13	Student
more than 50 km up to 100 km	5	Other not
more than 100 km up to 300 km	17	
over 300 km	65	Economic
Countries with the highest visitor shares	%	Banks, fin Investmen
Denmark	23	Manufactu
China (PR)	9	Measuring
Netherlands	5	Planner
Poland	5	Network of
France	4	Lawyers, t
Frequency of visits to trade fair	%	Other serv
Previous event	31	Technical Insurance
Earlier events	36	Supplier
First visit	42	Other sect
		Student
Average length of stay 2,2	days	Other not
Influence on purchasing/procurement		Size of co
decisions	%	Number o
Decisively	26	1- 4
Collectively	27	5-9
In an advisory capacity	23	10- 49
No	16	50-199
Student	5	200- 499

015	Area of responsibility
<b>90</b> %	Management Research/development/design
68	Manufacturing, production, quality control Buying/procurement
	Finance/accounting, controlling
8	Information and communication technology
8	Organization, personnel, administration
9	Planning
4	Marketing/sales/advertising/PR
2	Logistics: storage, material management,
	transport
3	Maintenance/repairs
	Other area
5	Student
4	Other not gainfully employed
1	Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member,
32	head of an authority etc.
	Area manager, works manager, plant mana-
66	ger, branch manager, head of public office
6	Department head, group head, team leader
5	Other salaried staff, civil servant,
14	skilled worker
8	Lecturer, teacher
	Trainee
%	Other position
13	Student
5	Other not gainfully employed
17	
65	Economic sector
%	Banks, financiers
	Investment fund services
23 9	Manufacturers
5	Measuring equipment
5	Planner
5 4	Network operators
4	Lawyers, technical experts Other service
%	Technical services
31	Insurance
36	Supplier
42	Other sectors
72	Student
lays	Other not gainfully employed
	Size of company/organization:
%	Number of employees
26	1- 4 12 500 - 999
27	5-9 7 1 000 and more
23	10- 49 18 Student
16	50-199 19 Other not gainfully
5	200- 499 11 employed
1	· · · · · · · · · · · · · · · · · · ·
	Conducted by: Messe Husum

HWG mbH & Co. KG. Husum

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#### Trade visitors' profile

%

24

19

12 9

6

4

6

19

16

8

7

8

5

1

%

16

13

11

19

26

1

3

5

5 1

% 5

2

31

3 13

2

9 14

16

3

10

13

5

1

%

5 24 5

1

Visitors (number of ent	ries) 14 9	25
Proportion of trade vis	itors 68	8%
Germany (total)		82
of which Nielsen 1 84	Nielsen 4	2
Bremen 1	Bavaria	-
Hamburg 12	Nielsen 5+6	2
Lower Saxony 8	Berlin	2
Schleswig-Holstein 63	Brandenburg	Ĵ.
Nielsen 2 6	Mecklenburg-	
North Rhine-Westph. 6	West Pommerania	2
Nielsen 3a 2	Saxony-Anhalt	
Hesse 2	Nielsen 7	
Rhineland-Palatinate -	Saxony	
Saarland -	Thuringia	
Nielsen 3b 2		
Baden-Württemberg 2		
Foreign (total) of which		18
EU		87
Other countrie	S	13
Distance to home		%
up to 50 km		29
more than 50 km up to	100 km	2(
more than 100 km up to	300 km	23
over 300 km		20
Country with the highe	st visitor share	%
Denmark		57
Frequency of visits to t	rade fair	%
2011		28
2010		20
2009		-
2008		3
First visit		34
Average length of stay	1,3 da	ay
Influence on purchasing	g/procurement	
decisions		%
Decisively		37
Collectively		22
In an advisory capacity No		18

Area of responsibility	% 38
Management Research/development/design	14
Manufacturing, production, quality control	14
Buying/procurement	į
Finance/accounting, controlling	
Information and communication technology	
Organization, personnel, administration	
Sales, marketing, advertising, PR	-
Logistics: storage, material management,	
transport	
Maintenance/repairs	1
Other area	13
Student	
Other not gainfully employed	1
Position in the company/organization	9
Entrepreneur, co-owner, freelancer	3
Managing director, board member,	
head of an authority etc.	14
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	
Department head, group head, team leader	(
Other salaried staff, civil servant, skilled worker	20
Lecturer, teacher	2
Trainee	i
Other position	-
Student	i
Other not gainfully employed	
Economic sector	9
Banks, financial service providers, insurance	
companies	4
Building industry, architecture, planning,	
project management	14
Biogas, biomass	
Biofuels	
Block heating works	1
Geothermics, heat pumps, solar heating,	-
wood Tradacman, tashnisal sanisas	1
Tradesmen, technical services Association, institution	
Agriculture	ġ
Media, press, publishing	
Solar power	į
Other service	
Wind energy sector	13
Supplier	
Other sectors	1
Size of company/organization:	
Number of employees	%
1 1 23 500 - 000	

23

10

27

14

5

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

1- 4

5-9

10- 49

50-199

200-499

500 - 999

Student

employed

1 000 and more

Other not gainfully

2

9

6

2

#### Visitors (number of entries) 4 593 100% **Proportion of trade visitors** Germany (total) 100 of which Nielsen 1 99 Nielsen 4 - Bavaria Bremen 2 Nielsen 5+6 Hamburg Lower Saxony 1 Berlin Schleswig-Holstein 96 Brandenburg Nielsen Ž Mecklenburg-North Rhine-Westph. - West Pommerania -Nielsen 3a - Saxony-Anhalt Hesse - Nielsen 7 Rhineland-Palatinate - Saxony Saarland - Thuringia Nielsen 3b Baden-Württemberg % Distance to home 69 up to 50 km more than 50 km up to 100 km 23 more than 100 km up to 300 km 7 over 300 km 2 % Frequency of visits to trade fair 50 Previous event 54 27 Earlier events First visit Average length of stay 1,1 days

Influ	ence on purchasing/procurement	
deci	sions	%
Deci	sively	37
Colle	ectively	27
In a	n advisory capacity	26
No		10

Nord Gastro und Hotel

Other not gainfully employed



## INVENTA -----> Karlsruhe

20 627

### **Private 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	ı
Entropropour co-owner freelancer	

%

45

2

4

5

31

2

6

3

2

%

16

4 13

40

10

15

Entrepreneur, co-owner, freelancer
Managing director, board member,
head of an authority etc.
Area manager, works manager, plant mana-
ger, branch manager, head of public office
Department head, group head, team leader
Other salaried staff, civil servant,
skilled worker
Lecturer, teacher
Trainee
Other position
Other not gainfully employed

#### Economic sector

#### Size of company/organization:

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

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

Proportion of private visitors	<b>92</b> %
Germany (total)	9
of which Nielsen 1 - Nielsen 4	
Nielsen 1 - Nielsen 4 Bremen - Bavaria	
Hamburg - Nielsen 5+6	
Lower Saxony - Berlin	
Schleswig-Holstein - Brandenburg	
Nielsen 2 - Mecklenburg	
North Rhine-Westph West Pomme	
Nielsen 3a 13 Saxony-Anha	alt
Hesse - Nielsen 7	
Rhineland-Palatinate 12 Saxony	
Saarland - Thuringia	
Nielsen 3b 86	
Baden-Württemberg 86	
Foreign (total)	
Distance to home	9
up to 50 km	8
more than 50 km up to 100 km	1
more than 100 km up to 300 km	
over 300 km	
Frequency of visits to trade fair	9
Frequency of visits to trade fair 2011	
	3
2011	3
2011 2010 2009 Earlier events	3 3 2 1
2011 2010 2009	3 3 2 1
2011 2010 2009 Earlier events First visit Sex	3 3 2 1 4
2011 2010 2009 Earlier events First visit Sex Male	3 3. 2. 1 4. 9 3
2011 2010 2009 Earlier events First visit Sex	9 3 2 1 4 9 3 6
2011 2010 2009 Earlier events First visit Sex Male Female Size of household	3 3. 2. 1 4. 9 3 6. 9
2011 2010 2009 Earlier events First visit Sex Male Female Size of household 1 person	3 3 2 1 4 4 9 3 6
2011 2010 2009 Earlier events First visit Sex Male Female Size of household 1 person 2 persons	3 3 2 1 4 4 9 3 6 9 5 5
2011 2010 2009 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	3 3 2 1 4 4 3 6 6 9 9 5 1
2011 2010 2009 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons	3 3 2 1 4 4 9 3 6 6 9 9 5 1 1
2011 2010 2009 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	3 3 2 1 4 4 9 3 6 6 9 9 5 1 1
2011 2010 2009 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	3 3 2 1 4 9 3 6 6 9 9 5 1 1 1 9
2011 2010 2009 Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 4 persons 5 persons and more Age up to 20 years	3 3 2 1 4 9 3 6 9 5 1 1 1
2011 2010 2009 Earlier events First visit Sex Male Female Size of household 1 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years	3 3 2 1 4 9 3 6 6 9 5 5 1 1 1 1 9 1
2011 2010 2009 Earlier events First visit Sex Male Female Size of household 1 persons 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	3 3 2 4 4 9 3 3 5 5 1 1 1 9 9 1 1
2011 2010 2009 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	3 3 2 1 4 9 3 6 6 9 9 5 1 1 1 1 1 2 2
2011 2010 2009 Earlier events First visit Sex Male Female Size of household 1 persons 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	3 3. 2. 1 4. 9 3 6. 9

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	3
	2 8
Department head, group head, team leader	ð
Other salaried staff, civil servant,	
skilled worker	33
Lecturer, teacher	3
Trainee	2
Other position	7
Student	2
Housewife/man	3 2 7 2 9
Old-age pensioner	19
Other not gainfully employed	2
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended	70
at the exhibition	
yes	46
no	17
maybe	38
Fallen un husinese	%
Follow-up business	%
Intend to buy at later date	
yes	30
no	15
maybe	54
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

## IT-TRANS -----> Karlsruhe

### Trade visitors' profile

Proportion of trade vis	itors	97%
Germany (total)		45
of which Nielsen 1 6	Nieleen 4	
Nielsen 1 6 Bremen 1	Nielsen 4 Bavaria	-
Hamburg -		2
Lower Saxony 5	<u>Nielsen 5+6</u> Berlin	2
Schleswig-Holstein -	Brandenburg	
Nielsen 2 14	Mecklenburg-	
North Rhine-Westph. 14	West Pommeran	ia
Nielsen 3a 26	Saxony-Anhalt	
Hesse 21	Nielsen 7	
Rhineland-Palatinate 5	Saxony	(
Saarland -	Thuringia	
Nielsen 3b 38		
Baden-Württemberg 38		
Foreign (total)		5!
of which EU		7
Other europea	n countrios	1:
Other countrie		1
Distance to home		
up to 50 km	100	10
up to 50 km more than 50 km up to	100 km	10
up to 50 km more than 50 km up to more than 100 km up to	100 km 9 300 km	10
up to 50 km more than 50 km up to more than 100 km up to over 300 km	9 300 km	10 10 67
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the high	9 300 km	10 10 61
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the high France	9 300 km	10 10 61 9/ 11
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the high	9 300 km	10 10 61 9/ 11
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the high France Sweden Frequency of visits to	9 300 km est visitor shares	1( 1( 6) 1 1 1 1 1
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the high France Sweden Frequency of visits to 2011	9 300 km est visitor shares	10 10 61 9/ 11 11 11 9/ 14
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the high France Sweden Frequency of visits to 2011 2008	9 300 km est visitor shares	1( 6) 9/ 1 <sup>1</sup> 1 <sup>1</sup> 1 <sup>2</sup> 9/ 1 <sup>4</sup> 1(
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the high France Sweden Frequency of visits to 2011	9 300 km est visitor shares	9/ 10 67 11 67 11 11 11 11 11 11 11 11 11 11 11 11 11
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the high France Sweden Frequency of visits to 2011 2008	9 300 km est visitor shares trade fair	10 10 65 9/ 11 11 11 11 11 11 14 10 83
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the high France Sweden Frequency of visits to 2011 2008 First visit Average length of stay Influence on purchasin	o 300 km est visitor shares trade fair	10 10 6 9 11 11 11 10 8 8 <b>day</b> s
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the high France Sweden Frequency of visits to 2011 2008 First visit Average length of stay Influence on purchasin decisions	o 300 km est visitor shares trade fair	10 10 65 9% 11 11 14 10 8 <b>day</b> 9%
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the high France Sweden Frequency of visits to 2011 2008 First visit Average length of stay Influence on purchasin decisions Decisively	o 300 km est visitor shares trade fair	10 10 65 9 9 11 11 11 11 10 8 8 4 <b>day</b> 9 22
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the high France Sweden Frequency of visits to 2011 2008 First visit Average length of stay Influence on purchasin decisions Decisively Collectively	o 300 km est visitor shares trade fair	10 10 6 10 6 10 11 11 11 11 11 11 11 11 11 11 11 11
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the high France Sweden Frequency of visits to 1 2011 2008 First visit Average length of stay Influence on purchasin decisions Decisively Collectively In an advisory capacity	o 300 km est visitor shares trade fair	10 10 6 10 6 10 6 10 10 11 11 11 11 10 10 10 10
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the high France Sweden Frequency of visits to 2011 2008 First visit Average length of stay Influence on purchasin decisions Decisively Collectively In an advisory capacity No	o 300 km est visitor shares trade fair	10 10 6 10 6 10 11 11 11 11 11 11 11 11 11 11 11 11
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the high France Sweden Frequency of visits to 1 2011 2008 First visit Average length of stay Influence on purchasin decisions Decisively Collectively In an advisory capacity	o 300 km est visitor shares trade fair 7 1,7 g/procurement	11 11 6 9 11 1 1 1 1 1 8 <b>day</b> 9 22 33 22

Area of responsibility	1
Management Research/development/design	1
Manufacturing, production, quality control	1
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	2
Organization, personnel, 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	1
Entrepreneur, co-owner, freelancer	
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	1
Department head, group head, team leader	2
Other salaried staff, civil servant,	
skilled worker	2
Lecturer, teacher	
Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	
Traffic - Street	4
Traffic - Rail	2
Traffic - Air IT, software, hardware	2
Authority/public services	4
Manufacturer/Industry	
Trade/sales	
Educational facility	
Research/teaching	
Consultancy	
Service	
Publishers, media	
Other sectors	
Student	
Other not gainfully employed	
Size of company/organization:	
Number of employees	
1- 4 5 500 - 999	-

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

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

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#### Trade visitors' profile

Proportion of trade visitors98%Research/developmer Manufacturing, produ Buying/procurement finance/accounting, or Manufacturing, produ SalesForeign (total) of which EU of which EU forter countries2Marketing, advertisin Logistics: storage, m Maintenance/repairs Other not gainfully eDistance to home up to 50 km more than 100 km up to 300 km 20102Manufacturing, produ Managing director, b head of an authority Area manager, work ger, branch manager Other countries9Country with the highest visitor share Suitzerland%Economic sector TraineeCountry with the highest visitor share Suitzerland%Economic sector TraineeAverage length of stay Decisively1,3 daysMultimedia ServiceAverage length of stay Decisively1,3 daysMultimedia ServiceInfluence on purchasing/procurement decisions Decisively1,3 daysInfluence on purchasing/procurement decisions Decisively1,3 daysInfluence on purchasing/procurement decisions Decisively1,3 daysInfluence on purchasing/pr	Visitors (number of entries)	3 187	Area of responsibility Management
Germany (total)98Buying/procurement Finance/accounting, or Finance/accounting, or Finance/accounting, or 	Proportion of trade visitors	<b>98%</b>	Research/development
of which     Finance/accounting, of the second state of the		00	Manufacturing, produc
Nielsen 16Nielsen 413Nielsen 1-Bavaria13Bremen-Bavaria13Hamburg2Nielsen 5+63Lower Saxony3Berlin1Schleswig-Holstein1Brandenburg1Nielsen 216Mecklenburg-Marketing, advertisinNorth Rhine-Westph.16West Pommerania-Nielsen 3a12Saxony-Anhalt1Hesse7Nielsen 72Student1Thuringia1Nielsen 3b4747Baden-Württemberg47Position in the comForeign (total)2Cother countries3Other countries32Other countries32Other countries32Distance to home%20up to 50 km2020over 300 km203Zountry with the highest visitor share%Suitzerland42Frequency of visits to exhibition%200923200819200515First visit5Average length of stay1,3 daysInfluence on purchasing/procurement decisions%Medicine3Dickively20Collectively37No5No10Other sectorsStudent6Other sectorsStudent6 <td></td> <td>98</td> <td></td>		98	
Bremen-Bavaria13Organisation, personHamburg2Nielsen 5+63Lower Saxony3Berlin1Schleswig-Holstein1Brandenburg1Schleswig-Holstein1Brandenburg1Nielsen 216Mecklenburg-Marketing, advertisinNorth Rhine-Westph.16Wecklenburg-Maintenance/repairsNielsen 312Saxony-Anhalt1Hesse7Nielsen 72Rhineland-Palatinate5Saxony1Saarland1Thuringia1Nielsen 3b47Position in the comBaden-Württemberg47Portion in the comForeign (total)252of which52ger, branch manager, workEU52ger, branch manager, workMore than 50 km up to 100 km20Other not gainfully eMore than 50 km up to 300 km20Other not gainfully eover 300 km203Student200923Trade/sales200819Baks, insurance con200515Transport, tourism, hEarlier events19MedicineFirst visit55Grawks, insurance conDickively2037Observely20ServiceCould the sectors37Influence on purchasing/procurementTrainingMultimedia37Discively20Collectively37 <td></td> <td>10</td> <td></td>		10	
Hamburg2Nielsen 5+63SalesLower Saxony3Berlin1North Rhine-Westpin16Mecklenburg- Mecklenburg- North Rhine-Westph.16Mecklenburg- TransportNielsen 3a12Saxony-Anhalt1Hesse72StudentRhineland-Palatinate5Saxony1Sales72StudentNorth Rhine-Westph.16West Pommerania - Mecklenburg- 16West Pommerania - Mielsen 72Rhineland-Palatinate5Saxony1Saarland1Thuringia1Baden-Württemberg47Position in the com Entrepreneur, co-owr Managing director, b head of an authority Area manager, work ger, branch manager Department head, grOther countries3Other salaried staff, skilled workerDistance to home up to 50 km20Other positionSwitzerland42Ecturer, teacher TraineeFrequency of visits to exhibition 201022Other not gainfully eZoos15Earlier events19Earlier events19Association Public authority/admi IndustryInfluence on purchasing/procurement decisions43Average length of stay1,3 daysInfluence on purchasing/procurement decisions5No1020Collectively37In an advisory capacity27No1020Decisively20Othe			
Lower Saxony3Berlin1Schleswig-Holstein1Brandenburg1Schleswig-Holstein1Brandenburg1Nielsen 216Mecklenburg-Maintenance/repairsNorth Rhine-Westph.16West PommeraniaMaintenance/repairsNielsen 3a12Saxony-Anhalt1Hesse7Nielsen 72Rhineland-Palatinate5Saxony1Saarland1Thuringia1Nielsen 3b47Position in the comBaden-Württemberg47Entrepreneur, co-owrManaging director, bhead of an authorityArea manager, workger, branch managerOther countries3Other salaried staff,More than 50 km up to 100 km21Other not gainfully eCountry with the highest visitor share%Switzerland42Frequency of visits to exhibition%200923200819200923200819200923200819200923200515Farlier events19Average length of stay1,3 daysInfluence on purchasing/procurement decisions%Multimedia Decisively20Collectively37No10Other sectorsStudent6			
Schleswig-Holstein1Brandenburg1Nielsen 216Mecklenburg- Nielsen 3a12Saxony-Anhalt1North Rhine-Westph.16West Pommerania Vestph.Maintenance/repairsNielsen 3a12Saxony-Anhalt1Hesse7Nielsen 72Shineland-Palatinate5Saxony1Saarland1Thuringia1Nielsen 3b47Position in the com Portion in the com Managing director, bBaden-Württemberg47Position in the com Portion in the com Portion in the com Portion in the com Portion in the com Position in the ad of an authority Area manager, work Managing director, bDistance to home up to 50 km%Distance to home up to 50 km%Distance to home up to 50 km00 km20Country with the highest visitor share Switzerland%StudentFrequency of visits to exhibition 2010%%200819Public authority/admi Industry200923Trade/sales200819Public authority/admi Industry200515Transport, tourism, h MedicineAverage length of stay1,3 daysConsultancy Training MultimediaInfluence on purchasing/procurement decisions% ServiceService ServiceCollectively37Other sectors Student% ServiceNo1010ServiceStudent6Wittimedia			
Nielsen 216Mecklenburg- Maintenance/repairsNorth Rhine-Westph. 16West PommeraniaMaintenance/repairsNorth Rhine-Westph. 16West PommeraniaMaintenance/repairsHesse1Saxony-Anhalt1Hesse7Nielsen 72Rhineland-Palatinate5Saxony1Saarland1Thuringia1Baden-Württemberg47Position in the comForeign (total)2Cother european countries45Other countries3Other salaried staff, skilled workerGer, branch manager, workUther solaried staff, skilled worker20Other salaried staff, skilled workerDistance to home up to 50 km%Other countriesOther countries30Country with the highest visitor share Switzerland%Country with the highest visitor share 200515Economic sector Educational facility Research/teaching Public authority/admi IndustryInfluence on purchasing/procurement decisions1,3 daysMultimedia ServiceInfluence on purchasing/procurement decisions%Service Collectively37No1010WultimediaStudent17StudentOther sectors Student			
North Rhine-Westph. 16West Pommerania - Nielsen 3aMaintenance/repairs Other areaNielsen 3a12Saxony-Anhalt1Hesse7Nielsen 72Rhineland-Palatinate5Saxony1Saarland1Thuringia1Nielsen 3b47Position in the com Baden-Württemberg47Foreign (total)2Position in the com Managing director, b head of an authority.of whichEU52 Other european countries3Distance to home% Other countries2Distance to home% Other solaride staff, skilled worker2Distance to home% Other solaride staff, skilled worker0Country with the highest visitor share Suvitzerland%Frequency of visits to exhibition 200923200819 Banks, insurance con Transport, tourism, h MedicineAverage length of stay1,3 daysInfluence on purchasing/procurement decisions%Influence on purchasing/procurement decisions%Influence on purchasing/procurement decisions%No10No10No10No10Other sectors StudentStudent6		1	
Nielsen 3a12Saxony-Anhalt1Hesse7Nielsen 72Rhineland-Palatinate5Saxony1Saarland1Thuringia1Nielsen 3b47Position in the comBaden-Württemberg47Position in the comForeign (total)2Position in the comof which52Other co-worButter countries45Distance to homeOther countries3Other salaried staff,Distance to home%Uther not gainfully ewore than 50 km up to 100 km21Other not gainfully ecountry with the highest visitor share%Uther not gainfully eSwitzerland42Economic sectorFrequency of visits to exhibition%Public authority/admi200923Trade/sales200819Baks, insurance con200515Transport, tourism, hAverage length of stay1,3 daysInfluence on purchasing/procurement7,3 daysInfluence on purchasing/procurement7,3 daysInfluence on purchasing/procurement7,3 daysInfluence on purchasing/procurement7,3 daysInfluence on purchasing/procurement7, softwareCollectively37No10Other sectors5, studentStudent6		nia	
Hesse7Nielsen 72Rhineland-Palatinate5Saxony1Saarland1Thuringia1Saarland47Other not gainfully eBaden-Württemberg47Position in the comForeign (total)2The ad of an authorityof whichEU52Other european countries45Other countries3Distance to home%up to 50 km20more than 50 km up to 100 km21over 300 km20Country with the highest visitor share%Switzerland42Prequency of visits to exhibition%200819200515Earlier events19First visit55Average length of stay1,3 daysInfluence on purchasing/procurement decisions%Industry27No10Other solacity27No10Other solacity27No10Other solacity27No10Other sectorsStudent6			
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Saarland1Thuringia1Nielsen 3b47Position in the games of			
Nielsen 3b47Position in the comBaden-Württemberg47Entrepreneur, co-owrForeign (total)2head of an authorityof which52ger, branch manager, work:EU52Department head, grOther european countries3Distance to home%up to 50 km20more than 50 km up to 100 km21more than 50 km up to 300 km29over 300 km30Other not gainfully eCountry with the highest visitor share%Switzerland42Prequency of visits to exhibition%200923200819200515Earlier events19First visit55Average length of stay1,3 daysInfluence on purchasing/procurement decisions%Influence on purchasing/procurement decisions%No10No10Vo10Other sectorsStudent6			other not gainfully en
Baden-Württemberg47Baden-Württemberg47Foreign (total)2of which2EU52Other european countries45Other countries3Distance to home%up to 50 km20more than 50 km up to 100 km21Other value and family the highest visitor share%Switzerland42Frequency of visits to exhibition%200923200819200515Earlier events19Earlier events19Earlier events19Earlier events19Earlier events19Earlier events17. softwareInfluence on purchasing/procurement decisions%Influence on purchasing/procurement decisions%Sudent60Student60Student61Student61Collectively27No10Other solariedOther		1	Desision in the second
Foreign (total)2Managing director, bForeign (total)2head of an authorityof whichFrea manager, workEU52Other european countries45Other countries3Other countries3Country with the highest visitor share%Suitzerland42Frequency of visits to exhibition%Public authority/admitIndustry1Country with the highest visitor share%Suita55Forequency of visits to exhibition%Public authority/admitIndustry1Country with the high			
Foreign (total)2head of an authority Area manager, work Area manager, work ger, branch manager Department head, gr Other countriesDistance to home%Department head, gr Other countriesDistance to home%Lecturer, teacher Traineeup to 50 km20Traineemore than 100 km up to 300 km29Studentcountry with the highest visitor share SwitzerlandEconomic sector Educational facility Research/teachingFrequency of visits to exhibition 2009%200819200923200515200515First visit55Average length of stay1,3 daysInfluence on purchasing/procurement decisions%Influence on purchasing/procurement Collectively37No37No10Student6	Baden-wurttemberg 47		
of whichArea manager, workEU52Other european countries45Other countries3Distance to home%up to 50 km20more than 50 km up to 100 km21more than 100 km up to 300 km29over 300 km30Country with the highest visitor share%Switzerland42Frequency of visits to exhibition%200923200819200515Earlier events19Earlier events19Engle ength of stay1,3 daysIndustry20Collectively37Other stapacity27Student6Student6Student6Collectively37No10Other sectorsStudent6	Foreign (total)	2	
EU52ger, branch managerOther european countries45Department head, grOther countries3Other salaried staff, skilled workerDistance to home%Uter salaried staff, skilled workerup to 50 km20Other positionmore than 50 km up to 100 km21Other not gainfully ecountry with the highest visitor share%Uter not gainfully eCountry with the highest visitor share%Economic sectorSwitzerland42Economic sectorFrequency of visits to exhibition%Public authority/admi200923Trade/sales200819Banks, insurance con200515Transport, tourism, hEarlier events19MedicineFirst visit55Average length of stay1,3 daysInfluence on purchasing/procurement decisions%Influence on purchasing/procurement decisions%Influence on purchasing/procurement docisively20Solectively37Other sectors Student75Student6		2	
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Silled workerDistance to home%Distance to home%Distance to home%Distance to home%more than 50 km up to 100 km21more than 100 km up to 300 km29over 300 km30Country with the highest visitor share%Switzerland42Frequency of visits to exhibition%200923200819200515Earlier events19Earlier events19Influence on purchasing/procurementTrainingdecisions%Decisively20Collectively37No10Student6			
Distance to home%Lecturer, teacherup to 50 km20Traineemore than 50 km up to 100 km21Other positionmore than 100 km up to 300 km29Studentover 300 km30Other not gainfully eCountry with the highest visitor share%Switzerland42Frequency of visits to exhibition%200923200923200515Earlier events19First visit55Average length of stay1,3 daysInfluence on purchasing/procurement Decisively7Inglexity27Ollectively37No10Student6	Other countries	3	
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more than 50 km up to 100 km21 more than 100 km up to 300 kmOther position Studentmore than 100 km up to 300 km29 studentOther not gainfully eCountry with the highest visitor share Switzerland%Economic sector Educational facility Research/teaching Public authority/admi IndustryFrequency of visits to exhibition 2010 2009%Frade/sales200819 Banks, insurance con Transport, tourism, h Medicine Frist visit9 Banks, insurance con Transport, tourism, h Medicine Frist visitAverage length of stay Decisively1,3 daysConsultancy Training Multimedia Service Other sectors StudentIn an advisory capacity No27 StudentOther not gainfully e			
more than 100 km up to 300 km 29 over 300 km 30 Country with the highest visitor share % Switzerland 42 Frequency of visits to exhibition % 2010 22 2009 23 Trade/sales 2008 19 2005 15 First visit 55 First visit 55 Average length of stay 1,3 days Influence on purchasing/procurement decisions % Average length of stay 1,3 days Influence on purchasing/procurement decisions % Declisively 20 Collectively 37 No 10 Student 6 Multimedia 2 Consultancy 17, software 7 Student 4 Sudent 4 Student 4 St			
over 300 km30Other not gainfully eCountry with the highest visitor share Switzerland42Economic sector Educational facility Research/teaching Public authority/admi IndustryFrequency of visits to exhibition 201042Economic sector Educational facility Research/teaching Public authority/admi Industry200923Trade/sales200819Banks, insurance con Transport, tourism, h MedicineAverage length of stay1,3 daysConsultancy IT, software Training Multimedia DecisivelyInfluence on purchasing/procurement decisions% Other sectors StudentOther not gainfully eNo100			
Country with the highest visitor share       %         Switzerland       42         Frequency of visits to exhibition       %         2010       22         2009       23         2008       19         Barlier events       19         Earlier events       19         Frequency of visits       15         Earlier events       19         Barlier events       19         Average length of stay       1,3 days         Influence on purchasing/procurement       Training         Decisively       20         Declively       37         In an advisory capacity       27         No       10         Student       6			
Switzerland42Educational facility Research/teachingSwitzerland42Educational facility Research/teachingPrequency of visits to exhibition%201022200923200819200515Earlier events19First visit55Average length of stay1,3 daysInfluence on purchasing/procurement decisions%Influence on purchasing/procurement decisions%Decisively20ServiceOther sectors S tudentNo10Student6		50	Other not gainfully en
Frequency of visits to exhibition       %         Prequency of visits to exhibition       %         2010       22         2009       23         2008       19         2005       15         Earlier events       19         First visit       55         Average length of stay       1,3 days         Influence on purchasing/procurement       Training         decisions       %         Decisively       20         Sudent       37         No       10         Student       6			Economic sector
Frequency of visits to exhibition     %     Public authority/admit       2010     22     Industry       2009     23     Trade/sales       2008     19     Banks, insurance con       2005     15     Transport, tourism, h       2011     55     Association       Average length of stay     1,3 days     Publishing house       Influence on purchasing/procurement     Training       decisions     %     Multimedia       Decisively     20     Service       Collectively     37     Other sectors       No     10     Other not gainfully exit	Switzerland	42	
201022Industry200923Trade/sales200819Banks, insurance con200515Transport, tourism, hEarlier events19MedicineFirst visit55AssociationAverage length of stay1,3 daysConsultancyInfluence on purchasing/procurementTrainingdecisions%MultimediaDecisively20ServiceCollectively37Other sectorsIn an advisory capacity27StudentStudent66			
200923Trade/sales200923Trade/sales200819Banks, insurance con200515Transport, tourism, hEarlier events19MedicineFirst visit55AssociationAverage length of stay1,3 daysInfluence on purchasing/procurementTrainingdecisions%Decisively20Collectively37Other sectorsStudentNo10Other not gainfully e			Public authority/admin
2008     19     Banks, insurance con       2005     15     Transport, tourism, h       Earlier events     19     Medicine       First visit     55     Association       Average length of stay     1,3 days     Publishing house       Influence on purchasing/procurement     Training       decisions     %     Multimedia       Decisively     20     Service       Collectively     37     Other sectors       No     10     Other not gainfully e			
2005     15     Transport, tourism, h       Earlier events     19     Medicine       First visit     55     Association       Average length of stay     1,3 days     Consultancy       Influence on purchasing/procurement decisions     %     Utimedia       Decisively     20     Service       Collectively     37     Other sectors       In an advisory capacity     27     Student       No     10     Other not gainfully e			
Earlier events     19     Medicine       First visit     55     Association       Average length of stay     1,3 days     Consultancy       Influence on purchasing/procurement     Training       decisions     %     Multimedia       Decisively     20     Service       Collectively     37     Other sectors       In an advisory capacity     27     Student       No     10     Other not gainfully e			Banks, insurance com
First visit     55     Association       Average length of stay     1,3 days     Publishing house       Influence on purchasing/procurement     Training       decisions     %     Multimedia       Decisively     20     Service       Collectively     37     Other sectors       In an advisory capacity     27     Student       No     10     Other not gainfully e			
Average length of stay     1,3 days     Publishing house       Average length of stay     1,3 days     Consultancy       Influence on purchasing/procurement     Training       decisions     %     Multimedia       Decisively     20     Service       Collectively     37     Other sectors       In an advisory capacity     27     Student       Student     6			
Average length of stay     1,3 days     Consultancy       Influence on purchasing/procurement     IT, software       decisions     %       Decisively     20       Collectively     37       In an advisory capacity     27       No     10       Student     6	FIRST VISIT	55	
Influence on purchasing/procurement     Training       decisions     %       Decisively     20       Decisively     37       Collectively     37       In an advisory capacity     27       No     10       Other not gainfully e       Student     6	Average length of stay 1,	3 days	Consultancy
decisions     %     Multimedia       Decisively     20     Service       Collectively     37     Other sectors       In an advisory capacity     27     Student       No     10     Other not gainfully e       Student     6	Influence on purchasing/procurement		
Decisively     20     Service       Collectively     37     Other sectors       In an advisory capacity     27     Student       No     10     Other not gainfully e       Student     6		%	
Collectively     37     Other sectors       In an advisory capacity     27     Student       No     10     Other not gainfully e       Student     6			
In an advisory capacity 27 Student No 10 Other not gainfully e Student 6			
No 10 Other not gainfully e Student 6			
Student 6			
Other not gainfully employed 1 Size of company/or			Size of company/org

	Manufacturing, production, quality control
98	Buying/procurement
50	
13	Finance/accounting, controlling
13	Information and communication technology
	Organisation, personnel, administration
3	Sales
1	Marketing, advertising, PR
1	Logistics: storage, material management,
	transport
-	Maintenance/repairs
1	Other area
2	Student
1	Other not gainfully employed
1	
	Position in the company/organisation
	Entrepreneur, co-owner, freelancer
	Managing director, board member,
2	head of an authority etc.
-	Area manager, works manager, plant mana-
52	
45	ger, branch manager, head of public office
	Department head, group head, team leader
3	Other salaried staff, civil servant,
	skilled worker
%	Lecturer, teacher
20	Trainee
21	Other position
29	Student
30	Other not gainfully employed
%	Economic sector
42	Educational facility
	Research/teaching
%	Public authority/administration
22	Industry
23	Trade/sales
19	Banks, insurance companies
15	Transport, tourism, hotel sector
19	Medicine
55	Association
	Publishing house
iys	Consultancy
	IT, software
	Training
%	Multimedia
20	
	Service
37	Other sectors
27	Student
10	Other not gainfully employed
6	
1	Size of company/organisation:
	Number of employees
	1- 4 13 500 - 999
	5- 9 5 1 000 and more
	10- 49 10 Student
	50-199 15 Other not gainfully
	200- 499 11 employed
	· · · · · · · · · · · · · · · · · · ·
	Conducted by: Gelszus Messe-Markt-

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

# ALLGÄUER FESTWOCHE (2010) ----- Kempten

#### Basic data private visitors

% 15 10

36

%

% 26

%

6

Total number of visitors 1	17 182
Proportion of private visitors	97%
Region of residence	%
up to 50 km	85
more than 50 km up to 100 km	8
more than 100 km up to 300 km	5
over 300 km	2
Total Germany	99
Baden- North Rhine-	
Württemberg 5 Westphalia	
Bavaria 94 Rhineland-	
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg-Holstein	
West Pommerania 1 Thuringia Lower Saxony -	
Total Farairan	
Total Foreign of which EU other countries	1 88 12
of which EU	88
of which EU other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	88 12 %
of which EU other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	88 12 % 50 13 % 12
of which EU other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	88 12 5( 13 9 12
of which EU other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	88 12 9 5( 13 9 12
of which EU other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	88 12 99 50 13 12 12 12 12 12 12 12 12 12 12 12 12 12
of which EU other countries The two countries with the highest Visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, oup head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	88 12 9% 50 13 12 12 12 12 12 12 10
of which EU other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stafl/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	88 12 99 50 13 12 12 12 32 10
of which EU other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	88 12 50 13 97 12 33 31 10
of which EU other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, other employee Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	88 12 50 13 7 97 12 33 31 10
of which EU other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner	88 12 51 13 9% 12 13 14 14 14 14 14 14 14 14 14 14 14 14 14
of which EU other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, other employee Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	88 12 51 13 9% 12 13 14 14 14 14 14 14 14 14 14 14 14 14 14
of which EU other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Frequency of visits to exhibition	888 11 9 500 11 11 11 11 11 11 11 11 11 11 11 11 1
of which EU other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Frequency of visits to exhibition 2009	888 12 50 50 12 12 12 12 12 12 12 12 12 12 12 12 12
of which EU other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Frequency of visits to exhibition 2009 2008	888 11 555 51 11 11 11 11 11 11 11 11 11 11
of which EU other countries The two countries with the highest visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Frequency of visits to exhibition 2009	888 12 50 50 12 12 12 12 12 12 12 12 12 12 12 12 12

<b>Sex</b> Male Female	2
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	
Net household income           up to         900,- EUR           more than         900,- EUR up to 1 500,- EUR           more than         1 500,- EUR up to 2 000,- EUR           more than         2 000,- EUR up to 2 600,- EUR           more than         2 600,- EUR up to 3 600,- EUR           more than         3 600,- EUR up to 5 000,- EUR           more than         5 000,- EUR           More than         5 000,- EUR	1 1 1 2 1 1
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	1 2 1
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	1
Follow-up business Intend to buy at later date yes no maybe	1

### Anuga FoodTec

#### Trade visitors' profile

risitors (number	of entries)	43 091
Proportion of tra	ade visitors	<b>99</b> %
Germany (total) of which		56
Nielsen 1	14 Nie	lsen 4 15
Bremen		varia 15
Hamburg		lsen 5+6 3
Lower Saxony	8 Ber	
Schleswig-Holstei		ndenburg -
Nielsen 2		cklenburg-
North Rhine-West		
Nielsen 3a	14 Sax	ony-Anhalt 1
Hesse	7 Nie	lsen 7 1
Rhineland-Palatin	ate 6 Sax	ony -
Saarland	1 Thu	ıringia 1
Nielsen 3b	12	
Baden-Württembe	erg 12	
Foreign (total)		44
of which EU		56
	european co	
Africa	curopeun co	5
	America	6
	and Central	
Middle		5
	East-, Cent	
Austra		4
Distance to hom	0	0/,
Distance to hom	е	
up to 50 km		10
up to 50 km more than 50 km	up to 100	10 km 8
up to 50 km	up to 100	10 cm 8 km 22
up to 50 km more than 50 km more than 100 kr	up to 100   n up to 300	km 22 61
up to 50 km more than 50 km more than 100 kn over 300 km	up to 100   n up to 300	km 8 km 22 61 isitor shares %
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands United Kingdom	up to 100   n up to 300	cm 8 km 22 isitor shares % 14
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands United Kingdom Switzerland	up to 100   n up to 300	cm 8 km 22 isitor shares % 14 65
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands United Kingdom	up to 100   n up to 300	rm 8 km 22 isitor shares % 14 6 5 5 5 5
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands United Kingdom Switzerland	up to 100   n up to 300	rm 8 km 22 isitor shares % 14 6 5 5 5 5
up to 50 km more than 50 km more than 100 kn voer 300 km Countries with th Netherlands United Kingdom Switzerland Sweden JSA	up to 100   n up to 300 ne highest v	rm 8 km 22 isitor shares % 14 6 5 5 5 5 5
up to 50 km more than 50 km more than 100 kr over 300 km Countries with th Netherlands Juited Kingdom Switzerland Sweden	up to 100   n up to 300 ne highest v	rm 8 km 22 isitor shares % 14 6 5 5 5 5 5
up to 50 km more than 50 km more than 100 kr over 300 km Countries with th Netherlands Jnited Kingdom Switzerland Sweden JSA Frequency of vis	up to 100   n up to 300 ne highest v	km 8 km 22 isitor shares % 14 6 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
up to 50 km more than 50 km more than 100 kr over 300 km Countries with th Netherlands Jnited Kingdom Świtzerland Świtzerland Śweden USA Frequency of vis Previous event	up to 100   n up to 300 ne highest v	rm 8 km 222 61 isitor shares % 14 65 55 55 55 55 55 55 55 55 55
up to 50 km more than 50 km more than 100 kr over 300 km Countries with th Netherlands Jinted Kingdom Switzerland Sweden JSA Frequency of vis Previous event Carlier events	up to 100   n up to 300 ne highest v its to trade	rm 8 km 222 isitor shares % 14 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
up to 50 km more than 50 km more than 100 kr over 300 km Countries with th Netherlands Jnited Kingdom Switzerland Sweden JSA Frequency of vis Previous event Earlier events First visit Average length	up to 100 in up to 300 ne highest v its to trade	rm 8 km 222 isitor shares % 14 6 5 5 5 5 5 5 5 5 5 5 5 5 5
up to 50 km more than 50 km more than 100 kr over 300 km Countries with th Netherlands Jinited Kingdom Switzerland Sweden JSA Frequency of vis Previous event Earlier events First visit Average length	up to 100 in up to 300 ne highest v its to trade	km 22 km 22 isitor shares % 14 6 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
up to 50 km more than 50 km more than 100 kr over 300 km Countries with th Netherlands Jnited Kingdom Switzerland Switzerland Sweden JSA Frequency of vis Previous event Earlier events First visit Average length Influence on pur decisions	up to 100 in up to 300 ne highest v its to trade	km 22 isitor shares % isitor shares % 14 6 5 5 5 5 6 14 6 14 6 5 5 5 5 5 5 5 5 5 5 5 5 5
up to 50 km more than 50 km more than 100 kr over 300 km Countries with th Vetherlands Jinted Kingdom Switzerland Sweden JSA Frequency of vis Previous event Earlier events First visit Average length Influence on put decisions Decisively	up to 100 in up to 300 ne highest v its to trade	rm 8 km 222 isitor shares % 14 fair % 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
up to 50 km more than 50 km more than 100 kr over 300 km Countries with th Netherlands Jnited Kingdom Switzerland Sweden JSA Frequency of vis Previous event Earlier events Frirst visit Average length Influence on pur Jecisions Decisively Collectively	up to 100   n up to 300 e highest v its to trade of stay chasing/pro	rm 8 km 22 isitor shares % fair % fair % fair % 25 5 5 5 5 5 5 5 5 5 5 5 5 5
up to 50 km more than 50 km more than 100 kr over 300 km Countries with th Vetherlands Jinted Kingdom Switzerland Sweden JSA Frequency of vis Previous event Earlier events First visit Average length Influence on put decisions Decisively	up to 100   n up to 300 e highest v its to trade of stay chasing/pro	rm 8 km 22 isitor shares % fair % fair % fair % 25 5 5 5 5 5 5 5 5 5 5 5 5 5
up to 50 km more than 50 km more than 100 kr over 300 km Countries with th Netherlands Jinited Kingdom Switzerland Switzerland Sweden JSA Frequency of vis Previous event Earlier events First visit Average length Influence on put decisions Decisively n an advisory ca	up to 100   n up to 300 e highest v its to trade of stay chasing/pro	rm 8 km 222 isitor shares % 14 6 5 5 5 5 5 5 5 5 5 5 5 5 5

# imm cologne ----- Köln

115 998

75%

70

# Trade visitors' profile

Area of res		ility	%	Visitors (number o	f ent	ries)
Managemen Research/de		ant/docian	18 19	Proportion of trade	o vici	tore
		duction, quality control	15		: 115	liuis
Buying/procu			3	Germany (total)		
Finance/acco			-	of which		
		mmunication technology	1	Nielsen 1	11	Niels
		nnel, administration	1	Bremen	1	Bava
Sales	., 1		15	Hamburg	3	Niels
Marketing, a	advertisi	ing, PR	6	Lower Saxony	6	Berli
Logistics: sto	orage, r	naterial management,		Schleswig-Holstein	1	Bran
transport		<b>.</b>	1	Nielsen 2	48	Mec
Maintenance	e/repairs	5	4	North Rhine-Westph	. 48	
Other area			4	Nielsen 3a	15	Saxo
Student			11	Hesse	6	Niels
Other not ga	ainfully	employed	1	Rhineland-Palatinate		Saxo
				Saarland	1	Thuri
		mpany/organization	%	Nielsen 3b	14	
		ner, freelancer	12	Baden-Württemberg	14	
		board member,				
head of an a			11	Foreign (total)		
		ks manager, plant mana-		of which		
		er, head of public office	15	EU		
		group head, team leader	24	Other eur		
		, civil servant,	10	North Am		1
skilled work			16	Middle Ea		C
Lecturer, tea	acner		1	South-, Ea Other cou		
Trainee			5 4	Other Cou	inune	5
Other position Student	UII		11	Distance to home		
Other not ga	ainfully	employed	1	up to 50 km		
other not ge	unnuny	employed		more than 50 km up	n to '	100 kr
Economic s	ector		%	more than 100 km u		
Industry	cetor		63	over 300 km	.p .o	
Trade			9			
Skilled trade	s		2	Countries with the	hiahe	est vis
Agriculture	-		2	Austria	5	
Service			7	Netherlands		
Authority/pu	blic ser	vices	1	Belgium		
University, r			2	Italy		
Other sector	s		2	France		
Student			11			
Other not ga	ainfully	employed	1	Frequency of visits	to t	rade
				Previous event		
		rganization:		Earlier events		
Number of	employ		%	First visit		
1- 4	7	500 - 999	9			
5-9	5	1 000 and more	26	Average length of	stay	
10- 49	14	Student	11	1.0		
50-199	17	Other not gainfully		Influence on purch	asing	g/proc
200- 499	11	employed	1	decisions		
				Decisively		

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

of which	•
Nielsen 1 11 Nielsen 4	8
Bremen 1 Bavaria	8 3
Hamburg 3 <u>Nielsen 5+6</u> ower Saxony 6 Berlin	2
<u>Nielsen 2</u> 48 Mecklenburg- North Rhine-Westph. 48 West Pommer	rania
Nielsen 3a 15 Saxony-Anhal	
Hesse 6 Nielsen 7	2
Rhineland-Palatinate 7 Saxony	2
Saarland 1 Thuringia	4
Nielsen 3b 14	
Baden-Württemberg 14	
Foreign (total)	30
of which EU	68
Other european countries	14
North America	2
Middle East	2
South-, East-, Central Asia	9
Other countries	3
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	10
more than 100 km up to 300 km	27
over 300 km	47
Countries with the highest visitor share	es %
Austria	12
Netherlands	12
Belgium	9
taly	9
France	6
Frequency of visits to trade fair	%
Previous event	39
Earlier events	53
First visit	40
Average length of stay	1,6 days
nfluence on purchasing/procurement	
decisions	%
Decisively	25
Collectively	24
n an advisory capacity	18
No	15
No Student Other not gainfully employed	17

Area of responsibility	%	
Management	21	
Research/development/design Manufacturing, production, quality control	7	
Buying/procurement	6	
Finance/accounting, controlling	1	
Information and communication technology Organization, personnel, administration	1	
Sales	15	
Marketing, advertising, PR	9	
Logistics: storage, material management,	1	
transport Maintenance/repairs	1	
Other area	10	
Student	17	
Other not gainfully employed	1	
Position in the company/organization	%	
Entrepreneur, co-owner, freelancer Managing director, board member,	32	
head of an authority etc.	8	
Area manager, works manager, plant mana-		
ger, branch manager, head of public office	5 11	
Department head, group head, team leader Other salaried staff, civil servant,		
skilled worker	12	
Lecturer, teacher	2	
Trainee Other position	10 4	
Student	17	
Other not gainfully employed	1	
Economic sector	%	
Industry	17	
Trade Skilled trades	27 15	
Service	16	
Public authority/administration	2	
University, research	1	
Other sectors Student	5 17	
Other not gainfully employed	1	
Size of company/organization:	_	
Number of employees	%	
1- 4 24 500 - 999	4	
1- 4 24 500 - 999 5- 9 11 1 000 and more	4	
1- 4 24 500 - 999	4	

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

# INTERNATIONALE EISENWARENMESSE ..... Köln

## Trade visitors' profile

Proportion of trade visitors	47 933
Proportion of trade visitors	<b>97</b> %
Germany (total) of which	45
Nielsen 1 10 Nielsen 4	5
Bremen 1 Bavaria	5
Hamburg 1 Nielsen 5+6	
Lower Saxony 8 Berlin	! 1
Nielsen 2 58 Mecklenburg North Rhine-Westph. 58 West Pomm	
Hesse 5 <u>Nielsen 7</u>	1
Rhineland-Palatinate 9 Saxony	
Saarland 1 Thuringia	1
Nielsen 3b 7	
Baden-Württemberg 7	
Foreign (total)	55
of which EU	57
Other european countries	10
Africa	6
North America	5
South and Central America	3
Middle East	7
South-, East-, Central Asia	10
Australia	4
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	10
more than 100 km up to 300 km	16
over 300 km	60
Countries with the highest visitor sha	res %
Netherlands	8
United Kingdom	7
Italy	6
Belgium	5
Australia	3
Frequency of visits to trade fair	%
Previous event	39
	48
Earlier events	43
Earlier events First visit	
	1,9 days
First visit Average length of stay Influence on purchasing/procuremer	nt
First visit Average length of stay Influence on purchasing/procuremen decisions	nt %
First visit Average length of stay Influence on purchasing/procuremen decisions Decisively	nt %
First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively	nt % 45 27
First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively In an advisory capacity	nt % 45 27 16
First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively	nt %

Other not gainfully employed

2

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	% 322 5 7 18 1 1 19 6 2 2 3 3 2
Other not gainfully employed	2
Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member,	% 31
head of an authority etc.	17
Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	12 14
skilled worker	12
Lecturer, teacher	2
Trainee Other position	5 5 3 2
Student	3
Other not gainfully employed	2
Economic sector	%
Industry	32
Retail trade	16
Wholesale/foreign trade Mail order	30 2
Skilled trades	5
Service	6
Authority/public services	2
Other sectors	4
Student Other not gainfully employed	3
Size of company/organization:	
size of company, organization.	

Numbe		employe		%
1-	4	18	500 - 999	5
5-	9	13	1 000 and more	11
10-	49	25	Student	3
50-1	99	18	Other not gainfully	
200-4	99	7	employed	2

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

# 

## Trade visitors' profile

oportion of trade visitors	20/
armany (total)	93%
which	42
elsen 1 14 Nielsen 4	10
emen 1 Bavaria	10
mburg 5 Nielsen 5+6	1
wer Saxony 8 Berlin	1
hleswig-Holstein 1 Brandenburg	-
elsen 2 55 Mecklenburg-	
orth Rhine-Westph. 55 West Pommerania	-
elsen 3a 10 Saxony-Anhalt	
sse 7 <u>Nielsen 7</u>	2
ineland-Palatinate 3 Saxony	-
arland - Thuringia	2
elsen 3b 7	
den-Württemberg 7	
<b>reign (total)</b> which	58
EU	59
Other european countries	8
Africa	6
North America	5
South and Central America	5
Middle East	8
South-, East-, Central Asia	9
Australia	2
stance to home	%
to 50 km	13
pre than 50 km up to 100 km	7
pre than 100 km up to 300 km	18
er 300 km	61
untries with the highest visitor shares	%
nited Kingdom	9
ance	8
lgium	7
therlands	7
ly	6
equency of visits to trade fair	%
evious event	41
rlier events	47
st visit	43
verage length of stay 1,9 c	lays

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

827	Area of responsibility	%
3%	Management Research/development/design	28 7
3 /0	Manufacturing, production, quality control	7
42	Buying/procurement	15
	Finance/accounting, controlling	1
10 10	Information and communication technology	-
10	Organization, personnel, administration Sales	1 20
1	Marketing, advertising, PR	20
-	Logistics: storage, material management,	
	transport	1
-	Maintenance/repairs	12
2	Other area Student	5 5
-	Other not gainfully employed	1
2		
	Position in the company/organization	%
	Entrepreneur, co-owner, freelancer	29
58	Managing director, board member, head of an authority etc.	13
30	Area manager, works manager, plant mana-	15
59	ger, branch manager, head of public office	11
8	Department head, group head, team leader	16
6	Other salaried staff, civil servant,	
5 5	skilled worker	14
8	Lecturer, teacher Trainee	1 4
9	Other position	6
2	Student	5
	Other not gainfully employed	1
% 13	Formania anatan	%
7	Economic sector Industry	26
18	Wholesale/foreign trade	25
61	Retail trade	21
	Skilled trades	4
%	Service	9
9 8	Catering Other sectors	3 5
7	Student	5
7	Other not gainfully employed	1
6		
0/	Size of company/organization:	•
% 41	Number of employees 1- 4 16 500 - 999	% 6
47	5- 9 9 1 000 and more	14
43	10- 49 23 Student	5
	50- 199 18 Other not gainfully	
ays	200- 499 9 employed	1
	Conducted by: factx Gesellschaft für Marl	ct-
%	und Sozialforschung, Köln	
37		
26		
18		
12 5		
5		

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# Trade visitors' profile

Visitors (number of entries)	21 301
Proportion of trade visitors	<b>97</b> %
Germany (total) of which	36
Nielsen 1 7 Nielsen 4	13
Bremen - Bavaria	13
Hamburg 1 Nielsen 5+6	7
Lower Saxony 3 Berlin	4
Schleswig-Holstein 3 Brandenburg	2
Nielsen 2 50 Mecklenburg-	
North Rhine-Westph. 50 West Pomme	
Nielsen 3a 11 Saxony-Anha	
Hesse 7 Nielsen 7	3
Rhineland-Palatinate 4 Saxony	2
Saarland - Thuringia	1
Baden-Württemberg 9	
Foreign (total) of which	64
EU	58
Other european countries	3
North America	
South and Central America	
Middle East	
South-, East-, Central Asia	18
Other countries	5
Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	5
more than 100 km up to 300 km	14
over 300 km	7(
Countries with the highest visitor shar	es %
Spain	8
China (PR)	7
Netherlands	-
Poland	
United Kingdom	7
Frequency of visits to trade fair	%
Previous event	38
Earlier events	44
First visit	47
Average length of stay	2,2 days
Influence on purchasing/procurement	
decisions	%
Decisively	48
	22
Collectively	
Collectively In an advisory capacity	18
Collectively	18

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Organization, personnel, administration	% 36 7 5 15 1 -
Sales Marketing, advertising, PR Logistics: storage, material management,	20 9
transport	1
Maintenance/repairs	-
Other area	5
Student	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	42
Managing director, board member,	
head of an authority etc.	14
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	9
Department head, group head, team leader	15
Other salaried staff, civil servant,	
skilled worker	10 1
Lecturer, teacher	
Trainee Other position	2
Student	1
Economic sector	%
Manufacturer/Industry	17
Wholesale trade	15
Specialist retail trade	20
Buying association	1
Mail order company	1
Chain store	2
Department store, hypermarket, drug store	4
Online shop	11
Other retail	2
Commercial agent	3 8
Import/export Service	8 6
Media, press, publishing	3
Other sectors	6
Student	1

#### Size of company/organization:

Student

Numb	er of	employee	s	%
1-	4	33	200 - 499	6
5-	9	14	500 - 999	4
10-	49	19	1 000 and more	10
50-	199	14	Student	1
		by: factx forschung,	Gesellschaft für M Köln	arkt-

# ORGATEC

# Trade visitors' profile

Student Other not gainfully employed

Visitors (number of	entries)	48 437
Proportion of trade	visitors	98%
Germany (total)		59
of which Nielsen 1	11 Nielsen 4	11
Bremen	1 Bavaria	11
Hamburg	2 Nielsen 5+6	6
Lower Saxony	7 Berlin	4
Schleswig-Holstein	1 Brandenburg	-
Nielsen 2	42 Mecklenburg	
North Rhine-Westph.		
Vielsen 3a	13 Saxony-Anha	
Hesse	8 Nielsen 7	2
Rhineland-Palatinate		1
Saarland	- Thuringia	1
Nielsen 3b	16	
Baden-Württemberg	16	
	10	
F <b>oreign (total)</b> of which		41
EU		56
Other euro	opean countries	9
Africa		3
North Am		5
South and	Central America	5
Middle Ea	st	5
South-, Ea	st-, Central Asia	14
Australia		3
Distance to home		%
up to 50 km		16
more than 50 km up		6
more than 100 km u	p to 300 km	20
over 300 km		58
Countries with the h	nighest visitor shar	
Netherlands		12
United Kingdom		10
Austria		6
Belgium		5
taly		
Frequency of visits Previous event	to trade fair	% 39
Earlier events		47
First visit		47
Average length of	stay	1,7 days
Influence on purcha	asing/procuremen	t
decisions	5.	%
Decisively		32
Collectively		31
n an advisory capac	ity	22
No		10
Student		5
)ther not aginfully a	mployed	1

# 

# Trade visitors' profile

Area of responsibility	%	Visitors (number of entries) 1	6 492
Management Research/development/design	22 11	Proportion of trade visitors	95%
Manufacturing, production, quality control Buying/procurement	4 11	Germany (total)	45
Finance/accounting, controlling	2	of which	
Information and communication technology	2	Nielsen 1 13 Nielsen 4	11
Organization, personnel, administration	2	Bremen - Bavaria	11
Sales	19	Hamburg 4 Nielsen 5+6	4
Marketing, advertising, PR	7	Lower Saxony 6 Berlin	3
Logistics: storage, material management,	'	Schleswig-Holstein 3 Brandenburg	1
transport	1	Nielsen 2 48 Mecklenburg-	
Maintenance/repairs	1	North Rhine-Westph. 48 West Pommeran	ia -
Other area	14	Nielsen 3a 15 Saxony-Anhalt	-
Student	5	Hesse 10 Nielsen 7	2
Other not gainfully employed	1	Rhineland-Palatinate 5 Saxony	1
other not gainfully employed	<u> </u>	Saarland - Thuringia	- 1
Position in the company/organization	%	Nielsen 3b 8	
Entrepreneur, co-owner, freelancer	29	Baden-Württemberg 8	
Managing director, board member,	25	baden Warttenberg o	
head of an authority etc.	12	Foreign (total)	55
Area manager, works manager, plant mana-		of which	
ger, branch manager, head of public office	9	EU	58
Department head, group head, team leader	16	Other european countries	18
Other salaried staff, civil servant,	10	Africa	5
skilled worker	19	South and Central America	4
Lecturer, teacher	1	Middle East	4
Trainee	3	South-, East-, Central Asia	8
Other position	6	Other countries	4
Student	5		
Other not gainfully employed	1	Distance to home	%
		up to 50 km	9
Economic sector	%	more than 50 km up to 100 km	9
Industry	30	more than 100 km up to 300 km	20
Trade	20	over 300 km	61
Skilled trades	4		
Service	25	Countries with the highest visitor shares	%
Bank and insurance	2	Netherlands	14
Authority/public services	6	Italy	10
University, research	2	Switzerland	7
Other sectors	6	Belgium	6
Student	5	France	5
Other not gainfully employed	1		
		Frequency of visits to trade fair	%
Size of company/organization:		Previous event	28
Number of employees	%	Earlier events	31
1- 4 19 500 - 999	6	First visit	59
5-991 000 and more	16		
10- 49 17 Student	5	Average length of stay 1,7	days
50-199 17 Other not gainfully			

Number of	emplo	lees	70
1- 4	19	500 - 999	6
5-9	9	1 000 and more	16
10- 49	17	Student	5
50-199	17	Other not gainfully	
200- 499	10	employed	1
Conducted	by: fac	tx Gesellschaft für Ma	rkt-

und Sozialforschung, Köln

Nielsen 3a Hesse 10 Nielsen 7 Rhineland-Palatinate 5 Saxony-Anhali Nielsen 3b Nielsen 3b Baden-Württemberg 8	
Foreign (total) of which	55
EU	58
Other european countries	18
Africa	5
South and Central America Middle East	4 4
South-, East-, Central Asia	8
Other countries	4
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 over 300 km	20 61
Countries with the highest visitor share	
Netherlands	14
Italy Switzerland	10 7
Belgium	6
France	5
Frequency of visits to trade fair	%
Previous event	28
Earlier events First visit	31 59
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	% 35
Collectively	32
In an advisory capacity	20
No	10
Student	2
Other not gainfully employed	1

Marketing, advertising, PR     7       Logistics: storage, material management, transport     -       Maintenance/repairs     2       Other area     2       Student     2       Other not gainfully employed     1		
Research/development/design       17         Manufacturing, production, quality control       12         Buying/procurement       7         Finance/accounting, controlling       2         Information and communication technology       1         Organization, personnel, administration       -         Sales       20         Marketing, advertising, PR       7         Logistics: storage, material management, transport       -         Maintenance/repairs       2         Other area       2         Student       2         Other not gainfully employed       1         Management       28         Position in the company/organization       %         Entrepreneur, co-owner, freelancer       28         Managing director, board member, head of an authority tet.       9         Area manager, works manager, plant manager, branch manager, head of public office       14         Department head, group head, team leader       18         Skilled worker       17         Lecturer, teacher       17         Trainee       3         Other not gainfully employed       1         Student       2         Other not gainfully employed       1         Econ	Area of responsibility	0/2
Manufacturing, production, quality control       12         Buying/procurement       7         Finance/accounting, controlling       2         Information and communication technology       1         Organization, personnel, administration       -         Sales       20         Marketing, advertising, PR       7         Logistics: storage, material management,       -         transport       -         Maintenance/repairs       2         Other area       2         Student       2         Other not gainfully employed       1         Management       28         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 manager, branch manager, head of public office       14         Department head, group head, team leader       18         skilled worker       17         Lecturer, teacher       17         rationes       3         Student       2         Other not gainfully employed       1         Economic sector       %		
Buying/procurement       7         Finance/accounting, controlling       2         Information and communication technology       1         Organization, personnel, administration       -         Sales       20         Marketing, advertising, PR       7         Logistics: storage, material management,       -         transport       -         Maintenance/repairs       2         Other area       2         Student       2         Other not gainfully employed       1         Management       28         Position in the company/organization       %         Entrepreneur, co-owner, freelancer       28         Managing director, board member,       9         head of an authority etc.       9         Area manager, works manager, plant mana-       18         Other salaried staff, civil servant,       18         skilled worker       17         Lecturer, teacher       17         Trainee       30         Other not gainfully employed       1         Economic sector       %         Industry       57         Trade       18         Skilled trades       7         Service<		
Finance/accounting, controlling2Information and communication technology1Organization, personnel, administration-Sales20Marketing, advertising, PR7Logistics: storage, material management, transport2Maintenance/repairs2Other area2Student28Position in the company/organization gen, branding director, board member, head of an authority etc.9Area manager, works manager, plant mana- ger, branch manager, head of public office14Department head, group head, team leader18Other position6Student2Dother salaried staff, civil servant, skilled worker7Lecturer, teacher17Lecturer, teacher17Economic sector%Industry57Trade18Skilled trades7Service8Authority/public services1University, research2Other not gainfully employed1Student2Other not gainfully employed1Skilled trades7Service4Authority/public services1University, research2Other not gainfully employed1Size of company/organization: Number of employees%	Manufacturing, production, quality control	
Information and communication technology       1         Organization, personnel, administration       -         Sales       20         Marketing, advertising, PR       7         Logistics: storage, material management,       -         transport       -         Maintenance/repairs       2         Other area       2         Student       2         Other not gainfully employed       1         Management       28         Position in the company/organization       %         Entrepreneur, co-owner, freelancer       28         Managing director, board member,       9         head of an authority etc.       9         Area manager, works manager, plant manager, bread of public office       14         Department head, group head, team leader       18         Skilled worker       17         Lecturer, teacher       17         Trainee       33         Other not gainfully employed       1         Economic sector       %         Nudwity       57         Industry       77         Service       8         Authority/public services       1         University, research       2 <t< td=""><td></td><td></td></t<>		
Organization, personnel, administration       -         Sales       20         Marketing, advertising, PR       7         Logistics: storage, material management,       -         transport       -         Maintenance/repairs       2         Other area       2         Student       2         Other not gainfully employed       1         Management       28         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 mana-       18         Other sale dstaff, civil servant,       18         skilled worker       17         Lecturer, teacher       1         Trainee       3         Other not gainfully employed       1         Economic sector       %         Nuthority/public services       1         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Student		
Sales20Marketing, advertising, PR7Logistics: storage, material management, transport7Maintenance/repairs2Other area2Student2Other not gainfully employed1Management28Position in the company/organization Entrepreneur, co-owner, freelancer%Parea manager, vorks manager, plant mana- ger, branch manager, head of public office14Department head, group head, team leader18Other position6Other position6Student2Other salaried staff, civil servant, skilled worker7Lecturer, teacher7Cuter not gainfully employed1Student2Other not gainfully employed1Stilded trades7Service8Authority/public services1University, research2Other not gainfully employed1Size of company/organization: Number of employees%	Information and communication technology	1
Sales20Marketing, advertising, PR7Logistics: storage, material management, transport7Maintenance/repairs2Other area2Student2Other not gainfully employed1Management28Position in the company/organization Entrepreneur, co-owner, freelancer%Parea manager, vorks manager, plant mana- ger, branch manager, head of public office14Department head, group head, team leader18Other position6Other position6Student2Other salaried staff, civil servant, skilled worker7Lecturer, teacher7Cuter not gainfully employed1Student2Other not gainfully employed1Stilded trades7Service8Authority/public services1University, research2Other not gainfully employed1Size of company/organization: Number of employees%	Organization, personnel, administration	-
Logistics:       storage, material management, transport       -         Maintenance/repairs       2         Other area       2         Other area       2         Other area       2         Other not gainfully employed       1         Management       28         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 manager, bread of public office       14         Department head, group head, team leader       18         Other solaried staff, civil servant, skilled worker       17         Lecturer, teacher       1         Trainee       3         Other not gainfully employed       1         Economic sector       %         Industry       77         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Student       2         Other not gainfully employed       1         Student <td>Sales</td> <td>20</td>	Sales	20
Logistics:       storage, material management, transport       -         Maintenance/repairs       2         Other area       2         Other area       2         Other area       2         Other not gainfully employed       1         Management       28         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 manager, bread of public office       14         Department head, group head, team leader       18         Other solaried staff, civil servant, skilled worker       17         Lecturer, teacher       1         Trainee       3         Other not gainfully employed       1         Economic sector       %         Industry       77         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Student       2         Other not gainfully employed       1         Student <td>Marketing advertising PR</td> <td>7</td>	Marketing advertising PR	7
transport		
Maintenance/repairs       2         Other area       2         Student       2         Other not gainfully employed       1         Management       28         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 manager, bread of public office       14         Department head, group head, team leader       18         Skilled worker       17         Lecturer, teacher       17         Lecturer, teacher       17         Chter position       6         Student       2         Other not gainfully employed       1         Economic sector       %         Industry       57         Trades       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Size of company/organization:       1         Size of company/organization:       %		
Other not gainfully employed       1         Management       28         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 mana- ger, branch manager, head of public office       14         Department head, group head, team leader       18         Other salaried staff, civil servant, skilled worker       17         Lecturer, teacher       17         Trainee       3         Other position       6         Student       2         Other not gainfully employed       1         Economic sector       %         Industry       57         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Size of company/organization:       1         Number of employees       %		-
Other not gainfully employed       1         Management       28         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 mana- ger, branch manager, head of public office       14         Department head, group head, team leader       18         Other salaried staff, civil servant, skilled worker       17         Lecturer, teacher       17         Trainee       3         Other position       6         Student       2         Other not gainfully employed       1         Economic sector       %         Industry       57         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Size of company/organization:       1         Number of employees       %		2
Other not gainfully employed       1         Management       28         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 mana- ger, branch manager, head of public office       14         Department head, group head, team leader       18         Other salaried staff, civil servant, skilled worker       17         Lecturer, teacher       17         Trainee       3         Other position       6         Student       2         Other not gainfully employed       1         Economic sector       %         Industry       57         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Size of company/organization:       1         Number of employees       %		2
Management       28         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 manager, branch manager, head of public office       14         Department head, group head, team leader       18         Other salaried staff, civil servant,       17         skilled worker       17         Lecturer, teacher       1         Trainee       3         Other position       6         Student       2         Other not gainfully employed       1         Economic sector       %         Industry       57         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Student       2         Other not gainfully employed       1         Student       2         Other not gainfully employed       1         Student       2         Other not gainfully empl		2
Position in the company/organization       %         Entrepreneur, co-owner, freelancer       %         Managing director, board member,       %         head of an authority etc.       9         Area manager, works manager, plant mana-       9         ger, branch manager, head of public office       14         Department head, group head, team leader       18         Other salaried staff, civil servant,       skilled worker         skilled worker       17         Lecturer, teacher       1         Trainee       3         Other position       6         Student       2         Other not gainfully employed       1         Economic sector       %         Industry       57         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Student       2         Detroin the sectors       4         Student       2         Other not gainfully employed       1         Size of company/organization:       %         Number of	Other not gainfully employed	
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 manager, branch manager, head of public office       14         Department head, group head, team leader       18         Other salaried staff, civil servant,       skilled worker       17         Lecturer, teacher       1       17         Trainee       3       6         Other not gainfully employed       1       1         Economic sector       %       %         Nuthority/public services       1       1         Skilled trades       7       5         Service       8       4       2         Nuthority/public services       1       1         University, research       2       2         Other not gainfully employed       1       1         Scruce       8       4       2         Other sectors       4       2       1         Stilled trades       7       2       1         Stilled trades       4       2       1         Stuthority/public services       1       1       1	Management	28
Entrepreneur, co-owner, freelancer 28 Managing director, board member, head of an authority etc. 9 Area manager, works manager, plant mana- ger, branch manager, head of public office 14 Department head, group head, team leader 18 Other salaried staff, civil servant, skilled worker 17 Lecturer, teacher 17 Lecturer, teacher 3 Other position 6 Student 2 Other not gainfully employed 1 Economic sector % Industry 57 Trade 18 Skilled trades 7 Service 8 Authority/public services 1 University, research 2 Other not gainfully employed 1 Size of company/organization: Number of employees %	5	
Managing director, board member, head of an authority etc.       9         Area manager, works manager, plant mana- ger, branch manager, head of public office       14         Department head, group head, team leader       18         Other salaried staff, civil servant, skilled worker       17         Lecturer, teacher       1         Trainee       3         Other not gainfully employed       1         Economic sector       %         Industry       57         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Service       8         Suther sectors       4         Student       2         Other not gainfully employed       1         Student       2         Other sectors       4         Student       2         Other not gainfully employed       1         Size of company/organization:       1         Number of employees       %		
head of an authority etc. 9 Area manager, works manager, plant mana- ger, branch manager, head of public office 14 Department head, group head, team leader 18 Other salaried staff, civil servant, skilled worker 17 Trainee 3 Other position 6 Student 2 Other not gainfully employed 1 Economic sector % Industry 57 Trade 18 Skilled trades 7 Service 8 Authority/public services 1 University, research 2 Other not gainfully employed 1 Size of company/organization: Number of employees %		28
Area manager, works manager, plant manager, head of public office       14         ger, branch manager, head of public office       18         Other salaried staff, civil servant,       17         Lecturer, teacher       17         Lecturer, teacher       17         Trainee       3         Other position       6         Student       2         Other not gainfully employed       1         Economic sector       %         Industry       57         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Student       2         Other not gainfully employed       1	Managing director, board member,	
Area manager, works manager, plant manager, head of public office       14         ger, branch manager, head of public office       18         Other salaried staff, civil servant,       17         Lecturer, teacher       17         Lecturer, teacher       17         Trainee       3         Other position       6         Student       2         Other not gainfully employed       1         Economic sector       %         Industry       57         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Student       2         Other not gainfully employed       1	head of an authority etc.	9
ger, branch manager, head of public office       14         Department head, group head, team leader       18         Other salaried staff, civil servant, skilled worker       17         Lecturer, teacher       1         Trainee       3         Other position       6         Student       2         Other not gainfully employed       1         Economic sector       %         Industry       57         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Size of company/organization:       1         Size of company/organization:       %		
Department head, group head, team leader       18         Other salaried staff, civil servant, skilled worker       17         Lecturer, teacher       17         Trainee       3         Other position       6         Student       2         Other not gainfully employed       1         Economic sector       %         Industry       57         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Sident       2         Student       2         Other not gainfully employed       1         Stridet trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Size of company/organization:       1         Number of employees       %		1/
Other salaried staff, civil servant,         skilled worker       17         Lecturer, teacher       1         Trainee       3         Other position       6         Student       2         Other not gainfully employed       1         Economic sector       %         Industry       57         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Sizudent       2         Other not gainfully employed       1	Department head group head team leader	
skilled worker 17 Lecturer, teacher 17 Lecturer, teacher 1 Trainee 3 Other position 6 Student 2 Other not gainfully employed 1 Economic sector % Industry 57 Trade 18 Skilled trades 7 Service 8 Authority/public services 1 University, research 2 Other sectors 4 Student 2 Other not gainfully employed 1 Size of company/organization: Number of employees %	Other relation staff, stuil servert	10
Lecturer, teacher1Trainee3Other position6Student2Other not gainfully employed1Economic sector%Industry57Trade18Skilled trades7Service8Authority/public services1University, research2Other not gainfully employed1Sizudent2Other not gainfully employed1Size of company/organization:%Number of employees%		47
Trainee       3         Other position       6         Student       2         Other not gainfully employed       1         Economic sector       %         Industry       57         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Size of company/organization:       Number of employees         Number of employees       %		
Other position       6         Student       2         Other not gainfully employed       1         Economic sector       %         Industry       57         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other not gainfully employed       1         Size of company/organization:       Number of employees         Number of employees       %		
Student     2       Other not gainfully employed     1       Economic sector     %       Industry     57       Trade     18       Skilled trades     7       Service     8       Authority/public services     1       University, research     2       Other sectors     4       Student     2       Other not gainfully employed     1       Size of company/organization:     Number of employees		
Other not gainfully employed       1         Economic sector       %         Industry       57         Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other sectors       4         Student       2         Other not gainfully employed       1         Size of company/organization:       Number of employees	Other position	6
Economic sector     %       Industry     57       Trade     18       Skilled trades     7       Service     8       Authority/public services     1       University, research     2       Other sectors     4       Student     2       Other not gainfully employed     1       Size of company/organization:     Number of employees     %	Student	2
Economic sector     %       Industry     57       Trade     18       Skilled trades     7       Service     8       Authority/public services     1       University, research     2       Other sectors     4       Student     2       Other not gainfully employed     1       Size of company/organization:     Number of employees     %		
Industry     57       Trade     18       Skilled trades     7       Service     8       Authority/public services     1       University, research     2       Other sectors     4       Student     2       Other not gainfully employed     1       Size of company/organization:     8       Number of employees     %	······································	
Trade       18         Skilled trades       7         Service       8         Authority/public services       1         University, research       2         Other sectors       4         Student       2         Other not gainfully employed       1         Size of company/organization:       Number of employees       %		
skilled trades     7       Service     8       Authority/public services     1       University, research     2       Other sectors     4       Student     2       Other not gainfully employed     1       Size of company/organization:     Number of employees     %	Industry	57
skilled trades     7       Service     8       Authority/public services     1       University, research     2       Other sectors     4       Student     2       Other not gainfully employed     1       Size of company/organization:     Number of employees     %	Trade	18
Service     8       Authority/public services     1       University, research     2       Other sectors     4       Student     2       Other not gainfully employed     1       Size of company/organization:     Number of employees     %		
Authority/public services       1         University, research       2         Other sectors       4         Student       2         Other not gainfully employed       1         Size of company/organization:       Number of employees         Number of employees       %		
University, research     2       Other sectors     4       Student     2       Other not gainfully employed     1       Size of company/organization:     8       Number of employees     %		
Other sectors     4       Student     2       Other not gainfully employed     1       Size of company/organization:     1       Number of employees     %		
Student     2       Other not gainfully employed     1       Size of company/organization:     1       Number of employees     %		
Other not gainfully employed 1 Size of company/organization: Number of employees %		
Size of company/organization: Number of employees %		
Number of employees %	Other not gainfully employed	1
Number of employees %	Size of company/organization:	
		%

7	500 - 999	13	4	1-
16	1 000 and more	6	9	5-
2	Student	19	49	10-
	Other not gainfully	24	199	50-
1	employed	14	499	200-
larkt-	tx Gesellschaft für M	by: fac	ucted	Cond

No

Student

# und Sozialforschung, Köln

# 

# Trade visitors' profile

Visitors (number of entries)	4 113
Proportion of trade visitors	95%
Germany (total)	53
of which	1
	lsen 4 g
	varia 9 Isen 5+6 4
Hamburg 2 <u>Nie</u> Lower Saxony 7 Ber	19611 9 . 0
	ndenburg 1
	cklenburg-
	st Pommerania 1
	ony-Anhalt 1
	lsen 7
Rhineland-Palatinate 4 Sax	ony ·
	ringia ·
Nielsen 3b 9	5
Baden-Württemberg 9	
Foreign (total)	47
of which EU	63
Other european co	
Middle East	8
South-, East-, Cent	
Other countries	g
Distance to home	%
up to 50 km	15
more than 50 km up to 100 k	
more than 100 km up to 300	
over 300 km	53
Countries with the highest vi	
United Kingdom	12
France	12
Netherlands	10
Frequency of visits to trade	fair %
Previous event	46
Earlier events	49
First visit	34
Average length of stay	1,5 days
Influence on purchasing/pro	
decisions	%
Decisively	52
Collectively	22
In an advisory capacity	16
No	F

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	% 40 4 11 1 1 22 10 11 - 3 3
Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student	% 56 11 7 7 45 - 3 3
Economic sector Industry Trade Skilled trades Service Public authority/administration Other sectors Student	% 16 57 3 14 1 5 3

		npany/orgai employees		%
1-		47	200 - 499	3
5-	9	13	500 - 999	2
10-	49	18	1 000 and more	2
50-	199	13	Student	3

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

# 6

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**Visitors Profile Analyses 20** 

# spoga+gafa/spoga horse (autumn) ----- Köln

## Trade visitors' profile

Visitors (n	umber of	ent	ries)	35 3	351	Area of responsibilit Management
Proportion	n of trade	visi	tors	9	4%	Research/development
Germany of which	(total)				46	Manufacturing, produce Buying/procurement Finance/accounting, co
Nielsen 1		10	Nielsen 4		10	Information and comn
Bremen			Bavaria		10	Organization, personn
Hamburg		3	Nielsen 5+6	5	2	Sales
Lower Saxo		6	Berlin		1	Marketing, advertising
Schleswig-I	Holstein	1	Brandenbur		1	Logistics: storage, ma
Nielsen 2	o Wostab	50	Mecklenbur			transport
North Rhin Nielsen 3a		13	West Pomm Saxony-Anh		1	Maintenance/repairs Other area
Hesse		8	Nielsen 7	an	3	Student
Rhineland-I	Palatinate	4	Saxony		2	Other not gainfully en
Saarland	i ulutillute	1	Thuringia		ī	
Nielsen 3b		10				Position in the comp
Baden-Wür	ttemberg	10				Entrepreneur, co-owne
						Managing director, bo
Foreign (t	otal)				54	head of an authority e
of which					~~	Area manager, works
	EU				68	ger, branch manager,
		opea	n countries		7	Department head, gro
	Africa North Am				3 4	Other salaried staff, c skilled worker
			tral America		4	Lecturer, teacher
	Middle Ea		itiai America		3	Trainee
			Central Asia		10	Other position
	Australia		contrait / tota		5	Student
					-	Other not gainfully en
Distance t					%	
up to 50 k					15	Economic sector
more than more than					7 18	Industry Specialist retail trade
over 300 k		ριο	500 KIII		60	Specialist retail trade Specialist wholesale, r
0VEI 300 K					00	Foreign trade
		nighe	est visitor sha	ares	%	Mail order
Netherland					13	Department store
United King France	gaom				8 7	Supermarkets, cash &
Belgium					5	Procurement centres Buying association
Sweden					5	Commercial agent
JWCuch						Skilled trades
Frequency	of visits	to t	rade fair		%	Service
Previous ev					38	Authority/public servic
Earlier ever	nts				51	Other sectors
First visit					41	Student
Average le	ength of s	stay		1,6 d	ays	Other not gainfully en
Influence	on nursh-		Inconser	nt		Size of company/org
decisions	on purcha	ISING	J/procureme	nt	%	Number of employee
Decisively					<sup>70</sup> 45	5-913
Collectively	,				30	10-49 25
In an advis		itv			18	50-199 19
No	, inde	9			6	200-499 5
Student					2	
Other not	gainfully e	mplo	oyed		1	Conducted by: factx und Sozialforschung,
						and SociariorSchung

#### ity % 30 nt/design 5 uction, quality control 3 20 controlling 1 munication technology 1 nel, administration 23 ng, PR 9 aterial management, mployed 1 % pany/organization ner, freelancer 35 oard member. 17 etc. manager, plant manahead of public office 14 oup head, team leader 14 civil servant, 12 2 4 mployed 1 % 17 25 retail trade 15 3 a carry, discount stores Λ 10 ices employed ganization: ees % 500 - 999 4 1 000 and more 9 Student 2 Other not gainfully employed 1

Gesellschaft für Marktund Sozialforschung, Köln

Germany (total) of which	9
Nielsen 1 3 Nielsen 4	
Bremen - Bavaria	
Hamburg - Nielsen 5+6	2
Lower Saxony - Berlin	
Schleswig-Holstein - Brandenburg	1
Nielsen 2 - Mecklenburg-	
North Rhine-Westph West Pommerania	
Nielsen 3a 1 Saxony-Anhalt	1
Hesse - <u>Nielsen 7</u>	6
Rhineland-Palatinate - Saxony	5
Saarland - Thuringia	1
Nielsen 3b 1	
Baden-Württemberg 1	
Foreign (total)	
Distance to home	%
up to 50 km	2
more than 50 km up to 100 km	2
more than 100 km up to 300 km over 300 km	5
Frequency of visits to trade fair	9
Previous event	5
Earlier events	6
First visit	2
Average length of stay 1,1 d	lay
Influence on purchasing/procurement	
decisions	%
Decisively	4
Collectively	2
In an advisory capacity	1
No	
Student	
Other net asinfully employed	
Other not gainfully employed	
Area of responsibility	
Area of responsibility Management	3
Area of responsibility Management Research/development/design	3
Area of responsibility Management Research/development/design Manufacturing, production, quality control	3
Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement	3
Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling	3
Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology	3
Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling	3
Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Organization, personnel, administration	3
Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Organization, personnel, administration Sales	3
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	3
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,	3
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	3
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	9 3 1 1

# CADEAUX Leipzig (autumn) -------> Leipzig

9 395

**92**%

# Trade visitors' profile Visitors (number of entries)

**Proportion of trade visitors** 

Position in the company/organization Entrepreneur, co-owner, freelancer	% 61
Managing director, board member,	0
head of an authority etc.	6
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	4
Department head, group head, team leader Other salaried staff, civil servant,	6
skilled worker	13
Lecturer, teacher	
Trainee	6
Other position	4
Student	
Other not gainfully employed	
Economic sector	%
Retail trade	5
Skilled trades	3
Wholesale/foreign trade	
Other service Industry	
Commercial agent	
Architect, planner, engineer's office, services	
Interior designer	
Catering/hotels	
Authority/public services	
Other sectors	
Student	
Other not gainfully employed	
Size of company/organization:	
Number of employees	%
1- 4 64 500 - 999	
5- 9 14 1 000 and more	
10- 49 11 Student	
50-         199         3         Other not gainfully           200-         499         3         employed	
200 iss s cilipiojeu	
Conducted by: Institut für Marktforschung GmbH, Leipzig	J

# denkmal

## Trade visitors' profile

•	entries)	12 093
Proportion of trade	visitors	<b>90</b> %
<b>Germany (total)</b> of which		90
Nielsen 1	9 Nielsen 4	9
Bremen	- Bavaria	9
Hamburg	1 Nielsen 5+6	
Lower Saxony	7 Berlin	7
Schleswig-Holstein	1 Brandenburg	
Nielsen 2	7 Mecklenburg	
North Rhine-Westph.	7 West Pomme	
Nielsen 3a	6 Saxony-Anha	
Hesse	3 Nielsen 7	45
Rhineland-Palatinate	3 Saxony	34
Saarland	- Thuringia	11
Nielsen 3b	5	
Baden-Württemberg	5	
Foreign (total)		10
EU		85
	pean countries	11
	t-, Central Asia	4
Distance to home		%
up to 50 km		17
more than 50 km up	to 100 km	12
more than 100 km up		34
over 300 km		37
Countries with the hi	ghest visitor sha	res %
Poland	-	30
Czech Republic		23
Frequency of visits t	to trade fair	%
Previous event		26
Earlier events		32
First visit		57
Average length of s	tay	1,2 days
Influence on purchas	sing/procuremen	nt
decisions		%
Decisively		23
Collectively		22
In an advisory capacit	ty	24
No	-	13
Student		16

# 

## Trade visitors' profile

Area of responsibility	%	Visitors (nu
Management	21	
Research/development/design	9	Proportion
Manufacturing, production, quality control	10	
Buying/procurement	2	Germany (t
Finance/accounting, controlling	1	of which
Information and communication technology	1	Nielsen 1
Organization, personnel, administration	3	Bremen
Sales	3	Hamburg
Marketing, advertising, PR	-	Lower Saxor
Logistics: storage, material management,		Schleswig-He
transport	1	Nielsen 2
Maintenance/repairs	7	North Rhine
Other area	25	Nielsen 3a
Student	16	Hesse
Other not gainfully employed	2	Rhineland-Pa
······································		Saarland
Position in the company/organization	%	Nielsen 3b
Entrepreneur, co-owner, freelancer	34	Baden-Württ
Managing director, board member,		
head of an authority etc.	2	Distance to
Area manager, works manager, plant mana-		up to 50 km
ger, branch manager, head of public office	2	more than 5
Department head, group head, team leader	4	more than 1
Other salaried staff, civil servant,	-	over 300 km
skilled worker	17	
Lecturer, teacher	2	Frequency of
Trainee	7	Previous eve
Other position	14	Earlier event
Student	16	First visit
Other not gainfully employed	2	THE VISIC
	2	Average ler
Economic sector	%	Average let
Skilled trades, Building trade	23	Influence o
Architect/engineer's and planning office	17	decisions
Public office, Authority, public services,		Decisively
foundation	11	Collectively
Restorer	10	In an adviso
Restorer in Skilled trades	8	No
Training and further training	3	Student
Specialist trade	2	Stadent
Research and development	2	
Industry	2	
Other service	2	
Other sectors	2	
Student	16	

# Other not gainfully employed Size of company/organization:

Student

%	5	employ	Number of	N
2	500 - 999	37	1- 4	
5	1 000 and more	11	5- 9	
16	Student	17	10- 49	
	ther not gainfully	7	50-199	
2	employed	4	200- 499	1

16

2

Conducted by: Institut für Marktforschung GmbH, Leipzig

historis prome		
number of entries)	4 214	Positio
n of trade visitors	<b>96</b> %	Entrepr Manag
(total)	100	head o Area m ger, bra
2 <u>Nielsen 4</u> - Bavaria - <u>Nielsen 5+6</u> Berlin - Brandenburg - Mecklenburg- te-Westph. - Saxony-Anhal - Nielsen 7	rania -	Ger, bir Departi Other s skilled Lecture Trainee Other p Studen Other r
Palatinate - Saxony - Thuringia  rttemberg -	55 10	Econor Dentist Orthod Oral ar Dental
t <b>o home</b> m 50 km up to 100 km 100 km up to 300 km	% 38 25 35	Dental Univers Other
ſm	2	Size of
y of visits to trade fair vent nts	% 36 58 24	Numbe 1- 5- 10- 50- 1
ength of stay	1,0 days	Condu Stuttga
on purchasing/procurement / sory capacity	t % 36 31 18 9 6	
	U	

Position i	n the com	pany/organization	%
Entreprene	ur, co-owr	er, freelancer	44
Managing	director, b	oard member,	
head of ar	n authority	etc.	1
Area mana	ager, works	s manager, plant mana-	
		, head of public office	-
		oup head, team leader	3
		civil servant,	
skilled wo			33
Lecturer, t	eacher		1
Trainee			7
Other posi	tion		7 3 6
Student			6
Other not	gainfully e	mployed	1
Economic	sector		%
Dentist's p	ractice,- cl	inic	78
Orthodont	ics		3
Oral and r	naxillofacia	l surgery	4
	hnology lal		14
Dental tra	de		2
University,	polytechni	c, vocational school	5
Other			4
Size of co	mpany/or	ganization:	
	of employe		%
1- 4	40	200 - 499	
5-9	36	500 - 999	
10- 49	15	1 000 and more	1
E0 100	2	Student	6

50- 199	3	3	Student	6	
onducted	by: I	Landesmesse	Stuttgart	GmbH,	

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

## **Private visitors' profile**

Proportion of privat	e visitors	85%
Germany (total) of which		99
Nielsen 1	- Nielsen 4	-
Bremen	- Bavaria	-
Hamburg	- Nielsen 5+6	31
Lower Saxony	- Berlin	-
Schleswig-Holstein	- Brandenburg	3
Nielsen 2	- Mecklenburg-	
North Rhine-Westph.	- West Pomme	
Nielsen 3a	1 Saxony-Anha	
Hesse Rhineland-Palatinate	- Nielsen 7	67 61
Saarland Palatinate	- Saxony	
Nielsen 3b	- Thuringia	6
Baden-Württemberg	-	
Foreign (total)		1
Distance to home		%
up to 50 km		58
more than 50 km up	to 100 km	27
more than 100 km up		14
over 300 km		1
		0/
Frequency of visits 1 Previous event	o exhibition	% 53
Earlier events		53 69
		22
		22
First visit		
First visit Sex		%
First visit Sex Male		52
First visit Sex		

Age	%
up to 20 years	5
over 20 up to 30 years	15
over 30 up to 40 years	14
over 40 up to 50 years	25
over 50 up to 60 years	22
over 60 up to 70 years	16
over 70 years	4
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 mana-	
ger, 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 2 7 7 2
Trainee	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	/0
at the exhibition	
yes	77
no	6
	17
maybe	
Follow-up business	%
Intend to buy at later date	
yes	33
no	14
maybe	54
Conducted by: Institut für Marktforschund	
conducted by, institut für Marktforschung	9

GmbH, Leipzig

# MIDORA (2010) -----> Leipzig

Basic data trade visitors

#### Additional data trade visitors

Total number of visitors	2 294
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	16
more than 50 km up to 100 km	18
more than 100 km up to 300 km	48
over 300 km	18
Total Germany	97
Baden- North Rhine-	
Württemberg 2 Westphalia	1
Bavaria 5 Rhineland-	
Berlin 8 Palatinate	2
Brandenburg 12 Saarland	-
Bremen 1 Saxony	20
Hamburg - Saxony-Anhalt Hesse 1 Schleswig-	26
Hesse 1 Schleswig- Mecklenburg- Holstein	1
West Pommerania 3 Thuringia	13
Lower Saxony 6	15
Total Foreign Position in the company/organisation	3%
Entrepreneur, partner, self-employed Managing director, board member,	75
head of an authority etc.	4
Senior department head, other employee	
with managerial responsibility	1
Department head, group head Other salaried staff/public service	4
Skilled worker	6
Lecturer, teacher, scientific assistant	c
Trainee	2
Other position	1
Student	3 - 2 1 2 2 2
Other not gainfully employed	2
······································	
Frequency of visits to exhibition	%
2009	56
2008	49
2007	39
2006	33
Earlier events	21
Earlier events First visit	31 23

Additional data trade visitors	
Economic sector Retail trade Skilled trades Other service Wholesale/foreign trade	% 48 35 4 3
Industry Association/institution/organisation Commercial agent	3 1 1 2 2 2
Other sectors Student Other not gainfully employed	2 2 2
Influence on purchasing/	
procurement decisions Decisively	% 59
Collectivély In an advisory capacity No	22 13 2
Student Other not gainfully employed	2 2
Area of responsibility	%
Management Research/development/design	52 5
Planning/work preparation	17
Manufacture/production Production, quality control	27 11
Buying/procurement	65
Finance/accounting, controlling Information, communication technology (ED Administration/organisation/personnel/	27 P)11
social welfare/training Marketing/sales/advertising/PR	18 24
Storage/material management/logistics/	
transport Maintenance/repairs	16 16
Other area	41
Student Other not gainfully employed	2
Size of company/organisation:	0/
Number of employees: 1- 4 75 500- 999	% 1
5-98100-9999	-
10-49 7 10 000 and more 50-99 - Student	1
100-1993other not gainfully200-4993employed	2
Length of stay 1. Length of stay (days):	%
one 92 two 8 three	-
2. Average length of stay 1,1	
3. Share of visitors on the event's days: 1st day 39 2nd day 54 3rd day	% 16
Considerate all level to estimate film. Mondations also	

Conducted by: Institut für Marktforschung GmbH, Leipzig

# modell-hobby-spiel (2010) -------> Leipzig

# Basic data private visitors

Total number of visitors	96 183
Proportion of private visitors	94%
Region of residence	%
up to 50 km	33
more than 50 km up to 100 km more than 100 km up to 300 km	20
more than 100 km up to 300 km	33
over 300 km	9
Total Germany	97
Baden- North Rhine-	
Württemberg - Westphalia	
Bavaria 2 Rhineland-	
Berlin 3 Palatinate	
Brandenburg 6 Saarland	-
Bremen - Saxony	5
Hamburg - Saxony-Anhalt	22
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania 1 Thuringia Lower Saxony 1	1
Total Foreign	
of which EU	94
other countries	94
The country with the highest visitor	
	0/
share Czech Republic	% 6!
share Czech Republic Position in the company/organisation	6
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed	6
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	6! %
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	6! %
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer	6! %
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility	6! %
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head	6! %
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service	6! %
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	6! %
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worke Lecturer, teacher, scientific assistant	6! %
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	6! %
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worke Lecturer, teacher, scientific assistant	6! %
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	e 2 1
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	6 9 9 1 1
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner	6 9 9 1 2 1 9
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed	6 9 2 1 1 1
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to exhibition	6 9 2 1 1 1
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to exhibition 2009	6 9 2 1 1 1 1
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to exhibition 2009 2008	6 9 2 1! 1 1 1 1 9 5 4
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Other position Housewife/man Other not gainfully employed Frequency of visits to exhibition 2008 2008	e 9% 22 19 19 10 11 10 10 10 10 10 10 10 10 10 10 10
share Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Student Other not gainfully employed Frequency of visits to exhibition 2009 2008	6 9 2 1! 1 1 1 1 9 5 4

<b>Sex</b> Male Female	% 51 43
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	9/ 13 27 24 11
Net household income           up to         900,- EUR           more than         900,- EUR up to 1 500,- EUR           more than 1 500,- EUR up to 2 000,- EUR         more than 2 000,- EUR up to 2 600,- EUR           more than 2 600,- EUR up to 3 600,- EUR         more than 3 600,- EUR up to 5 000,- EUR           more than 3 600,- EUR up to 5 000,- EUR         more than 5 000,- EUR	9/ 12 11 14 12 14
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 1! 3! 24 20
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no	% 79
maybe	1
Follow-up business Intend to buy at later date	%
yes no maybe	4 1 48
Conducted by: Institut für Marktforschun	g

# **ORTHOPÄDIE + REHA-TECHNIK**

#### Trade visitors' profile

hich sen 1 14 Nielsen 4 11 hen 1 Bavaria 11 burg 1 Nielsen 5+6 er Saxony 10 Berlin 4 er Saxony 10 Berlin 4 eswig-Holstein 3 Brandenburg 4 h Rhine-Westph. 13 West Pommerania 5 sen 2 13 Mecklenburg 4 h Rhine-Westph. 13 West Pommerania 5 sen 3a 8 Saxony-Anhalt 4 e 5 Nielsen 7 26 eland-Palatinate 3 Saxony 17 land - Thuringia 5 sen 3b 10 ner-Württemberg 10 hich EU 54 Other european countries 15 South and Central America 5 South, East-, Central Asia 6 Australia 1 ance to home 6 o 50 km 5 t than 50 km up to 100 km 6 t than 50 km up to 300 km 20 300 km 5 h Republic 7 ria um 5 ce 2 zerland 5 <b>Junety of visits to trade fair</b> 4 visit 4 Visit 4
hich isen 1 14 Nielsen 4 11 hen 1 Bavaria 11 hurg 1 Nielsen 5+6 18 er Saxony 10 Berlin 4 swig-Holstein 3 Brandenburg 5 isen 2 13 Mecklenburg- h Rhine-Westph. 13 West Pommerania 5 isen 3a 8 Saxony-Anhalt 4 ise 5 Nielsen 7 266 eland-Palatinate 3 Saxony 17 land - Thuringia 9 sen 3b 10 en-Württemberg 10 tign (total) 400 hich EU 54 Other european countries 19 Africa 4 North America 55 South and Central America 66 Middle East 7 South-, East-, Central Asia 66 Australia 1 ance to home 5 e than 50 km up to 100 km 65 e than 100 km up to 300 km 200 300 km 55 ce 55 zerland 55 with the highest visitor shares 75 ium 55 ce 55 zerland 55 musc visits to trade fair 55 ium 55 ce 75 zerland 55 musc vent 44 re events 41 rage length of stay 1,8 days
sen 1       14       Nielsen 4       11         nen       1       Bavaria       11         burg       1       Nielsen 5+6       18         er Saxony       10       Berlin       4         eswig-Holstein       3       Brandenburg       5         sen 2       13       Mecklenburg-       5         h Rhine-Westph.       13       West Pormmerania       5         sen 3a       8       Saxony       17         land       -       Thuringia       9         sen 3b       10       -       -         nen-Württemberg       10       -       -         nen-Württemberg       10       -       -         ein Other european countries       19       -       -         Africa       4       -       -       -         North America       5       -       -       -       -         South-, East-, Central America       6       -       -       -       -         ance to home       -       -       -       -       -       -       -         o 50 km       00 km       000 km       00       -       -       -<
nen 1 Bavaria 11 hurg 1 Nielsen 5+6 18 er Saxony 10 Berlin 4 eswig-Holstein 3 Brandenburg 5 sen 2 13 Mecklenburg- h Rhine-Westph. 13 West Pommerania 5 sen 3a 8 Saxony-Anhalt 4 esen 3a 8 Saxony-Anhalt 4 esen 3b 10 en-Württemberg 10 esen 3b 10 an-Württemberg 10 esen 3b 10 an-Württemberg 10 esen 3b 10 en-Württemberg 10 esen 3b 10 esen 44 er events 41 visit 41 rage length of stay 1,8 days
burg 1 <u>Nielsen 5+6</u> 18 Far Saxony 10 Berlin 4 sen 2 13 Mecklenburg 5 <u>sen 2 13 Mecklenburg 5</u> <u>sen 3a 8 Saxony-Anhalt 4</u> e 5 <u>Nielsen 7</u> 266 eland-Palatinate 3 <u>Saxony 17</u> land - Thuringia 9 <u>sen 3b 10</u> en-Württemberg 10 tign (total) 400 hich EU 54 Other european countries 19 Africa 4 North America 55 South and Central America 66 Middle East 7 South-, East-, Central Asia 6 Australia 1 ance to home 5 e than 50 km up to 100 km 65 e than 100 km up to 300 km 200 300 km 55 ce 55 zerland 55 <b>km eyblic 77</b> ria 55 <b>km eyblic 77</b> ria 55 <b>km eyblic 77</b> ria 55 <b>km up to 100 km 65</b> <b>km epublic 77</b> ria 55 <b>km eyblic 77</b> ria 55 <b>km up to 100 km 65</b> <b>km epublic 77</b> ria 55 <b>km up to 100 km 65</b> <b>km epublic 77</b> ria 55 <b>km up to 100 km 65</b> <b>km epublic 77</b> ria 55 <b>km eyblic 77</b> ria 55 <b>km eyblic 77</b> ria 55 <b>km up to 100 km 65</b> <b>km epublic 77</b> ria 55 <b>km eyblic 77</b> ria 55 <b>km eyblic 77</b> <b>km eyb</b>
er Saxony 10 Berlin 4 eswig-Holstein 3 Brandenburg 5 m 2 13 Mecklenburg- h Rhine-Westph. 13 West Pommerania 5 een 3a 8 Saxony-Anhalt 4 e 5 Nielsen 7 26 eland-Palatinate 3 Saxony 17 land - Thuringia 9 een 3b 10 en -Württemberg 10 
eswig-Holstein 3 Brandenburg 5 sen 2 1 3 Mecklenburg- h Rhine-Westph. 13 West Pommerania 5 sen 3a 8 Saxony-Anhalt 4 sen 3a 8 Saxony-Anhalt 4 sen 3b 10 en-Württemberg 10 sen 3b 10 en-Württemberg 10 sen 40 Other european countries 19 Africa 4 North America 5 South and Central America 6 Middle East 7 South-, East-, Central Asia 6 Australia 1 ance to home 9 o 50 km 9 than 100 km
sen 2       13       Mecklenburg-         h Rhine-Westph. 13       West Pommerania       5         sen 3a       8       Saxony-Anhalt       4         e       5       Nielsen 7       26         eland-Palatinate       3       Saxony       17         land       -       Thuringia       9         sen 3b       10       40         en-Württemberg       10       40         hrich       10       54         cother european countries       19       46         Africa       47       50         North America       66       54         Other european countries       19       41         Africa       41       55         South- and Central America       66       66         Middle East       7       7         South-, East-, Central Asia       67       50         athan 50 km up to 100 km       69       69         ntries with the highest visitor shares       76         th Republic       7       7         ria       55       52         uium       55       55         the Republic       7       55
sen 3a       8       Saxony-Anhalt       4         se       5       Nielsen 7       26         eland-Palatinate       3       Saxony       17         land       -       Thuringia       9         en-Württemberg       10       40         hick       EU       54         Other european countries       19         Africa       4         North America       5         South and Central America       5         South-, East-, Central Asia       6         Australia       1         ance to home       %         o 50 km       5         e than 50 km up to 100 km       69         athan 100 km up to 300 km       20         300 km       5         th Republic       7         ria       5         ium       5         ce       5         gerland       5         strait       7         fia       5         ethan 50 km up to 300 km       20         300 km       5         tere event       44         er event       44         er events       41
sen 3a       8       Saxony-Anhalt       4         se       5       Nielsen 7       26         eland-Palatinate       3       Saxony       17         land       -       Thuringia       9         en-Württemberg       10       40         hick       EU       54         Other european countries       19         Africa       4         North America       5         South and Central America       5         South-, East-, Central Asia       6         Australia       1         ance to home       %         o 50 km       5         e than 50 km up to 100 km       69         athan 100 km up to 300 km       20         300 km       5         th Republic       7         ria       5         ium       5         ce       5         gerland       5         strait       7         fia       5         ethan 50 km up to 300 km       20         300 km       5         tere event       44         er event       44         er events       41
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land     - Thuringia     9       sen 3b     10     10       en-Württemberg     10     40       hich     EU     54       Other european countries     19       Africa     4       North America     5       South and Central America     6       Middle East     7       South-, East-, Central Asia     6       Australia     1       ance to home     %       o 50 km     5       e than 50 km up to 100 km     6       e than 100 km up to 300 km     20       300 km     5       triae     5       juum     5       ce     5       gerland     5       uarce of visits to trade fair     %       jous event     44       er events     41       visit     41
sen 3b       10         en-Württemberg       10         bign (total)       40         hich       54         Other european countries       19         Africa       44         North America       55         South and Central America       66         Middle East       7         South-, East-, Central Asia       61         Australia       11         ance to home       %         o 50 km       69         e than 50 km up to 100 km       69         ntries with the highest visitor shares       %         h Republic       7         ria       55         ce       55         zerland       55         uency of visits to trade fair       %         ious event       44         visit       41         rage length of stay       1,8 days
an-Württemberg       10         tign (total)       40         hich       54         Other european countries       19         Africa       4         North America       5         South and Central America       6         Middle East       7         South-, East-, Central Asia       6         Australia       1         ance to home       %         o 50 km       6         e than 50 km up to 100 km       6         e than 50 km up to 300 km       20         300 km       69         ntries with the highest visitor shares       %         h Republic       7         ria       5         ce       5         zerland       5         uency of visits to trade fair       %         ious event       44         er events       41         visit       41         rage length of stay       1,8 days
ign (total)     40       hich     EU     54       Other european countries     19       Africa     4       North America     5       South and Central America     6       Middle East     7       South-, East-, Central Asia     6       Australia     1       ance to home     %       o 50 km     5       e than 50 km up to 100 km     60       300 km     20       mtries with the highest visitor shares     %       ce     5       zerland     5       quency of visits to trade fair     %       ious event     44       er events     41       visit     41       rage length of stay     1,8 days
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EU     54       Other european countries     19       Africa     4       North America     5       South and Central America     6       Middle East     7       South-, East-, Central Asia     6       Australia     1       ance to home     %       o 50 km     5       e than 50 km up to 100 km     60       300 km     200       mtries with the highest visitor shares     %       ce     5       zerland     5       quency of visits to trade fair     %       ious event     44       er events     41       visit     41
Other european countries19Africa4North America5South and Central America6Middle East7South-, East-, Central Asia6Australia1ance to home%o 50 km5e than 50 km up to 100 km69athan 100 km up to 300 km20300 km55ce55ce55zerland55jum55ce55ce55ce55zerland54ious event44er events41visit41rage length of stay1,8 days
Africa     4       North America     5       South and Central America     6       Middle East     7       South-, East-, Central Asia     6       Australia     1       ance to home     %       o 50 km     5       e than 50 km up to 100 km     6       e than 100 km up to 300 km     20       300 km     69       ntries with the highest visitor shares     %       h Republic     7       ria     5       ce     5       zerland     5       uency of visits to trade fair     %       ious event     44       visit     41       rage length of stay     1,8 days
North America     5       South and Central America     6       Middle East     7       South-, East-, Central Asia     6       Australia     1       ance to home     %       o 50 km     5       e than 50 km up to 100 km     60       300 km     20       antries with the highest visitor shares     %       h Republic     7       ria     5       ce     5       zerland     5       uency of visits to trade fair     %       ious event     44       er events     41       rage length of stay     1,8 days
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b 50 km     50 km     5       2 than 50 km up to 100 km     6       2 than 100 km up to 300 km     20       300 km     69       ntries with the highest visitor shares     %       h Republic     7       ria     5       ium     5       cce     5       zerland     5       use vent     44       visit     41       visit     41
b 50 km     50 km     5       2 than 50 km up to 100 km     6       2 than 100 km up to 300 km     20       300 km     69       ntries with the highest visitor shares     %       h Republic     7       ria     5       ium     5       cce     5       zerland     5       use vent     44       visit     41       visit     41
e than 50 km up to 100 km e than 100 km up to 300 km 300 km h Republic rria ce ce ce ce ce ce ce ce ce ce
e than 100 km up to 300 km 20 300 km 69 ntries with the highest visitor shares % h Republic 7 ria 5 jum 5 ce 5 zerland 5 <b>uency of visits to trade fair</b> % ious event 44 re events 41 visit 41 rage length of stay 1,8 days
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ntries with the highest visitor shares % th Republic 7 ria 5 ium 55 ce 55 zerland 55 uency of visits to trade fair % ious event 44 er events 41 visit 41 rage length of stay 1,8 days
th Republic 7 ria 5 tium 5 ce 5 zerland 5 <b>juency of visits to trade fair</b> % ious event 44 er events 411 visit 411 rage length of stay 1,8 days
ria 55 ium 55 ce 55 zerland 55 ious event 44 er events 41 visit 41 rage length of stay 1,8 days
ium 55 ce 55 zerland 55 juency of visits to trade fair % ious event 44 er events 41 visit 41 rage length of stay 1,8 days
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zerland 55 uency of visits to trade fair % ious event 44 er events 41 visit 41 rage length of stay 1,8 days
uency of visits to trade fair     %       ious event     44       er events     41       visit     41       rage length of stay     1,8 days
ious event 44 er events 41 visit 41 rage length of stay 1,8 days
er events 41 visit 41 rage length of stay 1,8 days
visit 41 rage length of stay 1,8 days
rage length of stay 1,8 days
ence on purchasing/procurement
sions %
sively 23
ectively 33
n advisory capacity 23
14
ent 6
er not gainfully employed 1
i not gaintully employed

# Touristik & Caravaning Intern. (2011) ------> Leipzig

# **Private visitors' profile**

Area of responsibility	%	Visitors (number of en
Management Research/development/design	20 9	Proportion of private v
Manufacturing, production, quality control	36	
Buying/procurement	2	Germany (total)
Finance/accounting, controlling	-	of which
Information and communication technology		Nielsen 1 1
Organization, personnel, administration	1	Bremen -
Sales	9	Hamburg -
Marketing, advertising, PR	2	Lower Saxony 1
Logistics: storage, material management,		Schleswig-Holstein -
transport		Nielsen 2 -
Maintenance/repairs	1	North Rhine-Westph
Other area	12	Nielsen 3a 1
Student	6	Hesse 1
Other not gainfully employed	1	Rhineland-Palatinate -
		Saarland -
Position in the company/organization	%	Nielsen 3b -
Entrepreneur, co-owner, freelancer	15	Baden-Württemberg -
Managing director, board member,		
head of an authority etc.	9	Foreign (total)
Area manager, works manager, plant mana		of which
ger, branch manager, head of public office	12	EU
Department head, group head, team leader	14	Other countrie
Other salaried staff, civil servant,	~ .	
skilled worker	24	Distance to home
Lecturer, teacher	3	up to 50 km
Trainee	12	more than 50 km up to
Other position	7	more than 100 km up to
Student	6 1	over 300 km
Other not gainfully employed	1	Frequency of visits to
Economic sector	%	Previous event
Orthopaedic companies	50	Earlier events
Sanitary specialist trade	7	First visit
University/academy/specialist school	6	
Orthopaedic shoe companies	6	Sex
Rehabilitation systems companies	6	Male
Hospital	5	Female
Therapeutical practice	4	
Social services	2	Size of household
Medical technical specialised trade	2	1 person
Practice	2	2 persons
Vocational school/technical college	1	3 persons
Association, society, self-help group	1	4 persons
Prophylaxis and rehabilitation facilities	1	5 persons and more
Other sectors	1	
Student	6	

1

%

visitors (number of	entries)	61 739
Proportion of privat	e visitors	95%
Germany (total) of which		98
Nielsen 1	1 Nielsen 4	1
Bremen	- Bavaria	1
Hamburg	- Nielsen 5+	6 24
Lower Saxony	1 Berlin	2
Schleswig-Holstein	- Brandenbu	rg 4
Nielsen 2	<ul> <li>Mecklenbu</li> </ul>	rg-
North Rhine-Westph.	<ul> <li>West Pomr</li> </ul>	
Nielsen 3a	1 Saxony-Anl	
Hesse	1 Nielsen 7	71
Rhineland-Palatinate	- Saxony	64
Saarland	<ul> <li>Thuringia</li> </ul>	7
Nielsen 3b	-	
Baden-Württemberg	1	
Foreign (total) of which		2
EU		73
Other coun	ntries	27
Distance to home		%
up to 50 km		52
more than 50 km up		21
more than 100 km up	o to 300 km	20
over 300 km		6
Frequency of visits	to exhibition	%
Previous event		47
Earlier events		63
First visit		31
Sex		%
Male		51
Female		49
Size of household		%
1 person		12
		60
2 persons		
2 persons 3 persons		15
		15 10 3

Age	%
up to 20 years	5
over 20 up to 30 years	8
over 30 up to 40 years	10
over 40 up to 50 years	21
over 50 up to 60 years	18
over 60 up to 70 years	26
over 70 years	12
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member,	
head of an authority etc.	-
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	1
Department head, group head, team leader	1
Other salaried staff, civil servant,	
skilled worker	42
Lecturer, teacher Trainee	2 1
Other position	1
Student	7
Housewife/man	36
Old-age pensioner	3
Buying and ordering capacity	%
Purchase or order made or intended	70
at the exhibition	
yes	18
no	64
maybe	18
Follow-up business	%
Intend to buy at later date	
yes	41
no	19
maybe	41
Conducted by: Anova Marktforschung, Dr den	es-

# Rheinland-Pfalz-Ausstellung ------> Mainz

# Private visitors' profile

Visitors (number of entries)	70 549
Proportion of private visitors	94%
Germany (total)	100
of which Nielsen 1 - Niels	an 4
<u>Nielsen 1</u> - <u>Niels</u> Bremen - Bava	
	en 5+6 -
Lower Saxony - Berlin	
	lenburg -
Nielsen 2 - Meck	lenburg-
	Pommerania -
	ny-Anhalt -
Hesse 20 <u>Niels</u> Rhineland-Palatinate 78 Saxor	
Saarland - Thuri	
Nielsen 3b 1	.9.0
Baden-Württemberg 1	
Distance to home	%
up to 50 km	86
more than 50 km up to 100 km	
more than 100 km up to 300 k over 300 km	m Z
Frequency of visits to trade f	air %
2011	50
2010	45
2009	38
Earlier events First visit	49 13
FIRST VISIT	13
Sex	%
Male Female	41 59
Size of household	%
1 person	9
2 persons 3 persons	43 22
4 persons	19
5 persons and more	7
Age	%
up to 20 years	6
over 20 up to 30 years	14
over 30 up to 40 years	15
over 40 up to 50 years over 50 up to 60 years	25 25
over 50 up to 60 years over 60 up to 70 years	13

Position in the company/organization	%
ntrepreneur, co-owner, freelancer	8
Aanaging director, board member, lead of an authority etc.	2
Area manager, works manager, plant mana-	_
er, branch manager, head of public office	4
Department head, group head, team leader Dther salaried staff, civil servant,	9
killed worker	37
ecturer, teacher	3
rainee	3 2 6
Other position Student	ю 8
lousewife/man	5
Old-age pensioner	15
Other not gainfully employed	2
Buying and ordering capacity Purchase or order made or intended It the exhibition	%
res	73
10	5
naybe	22
ollow-up business	%
ntend to buy at later date res	31
10	15
naybe	55
Conducted by: Gelszus Messe-Markt-	

forschung GmbH, Dortmund

Size of	<sup>c</sup> company	/organization:

Number of	employ	/ees
1- 4	10	500 - 999
5-9	13	1 000 and more
10- 49	32	Student
50-199	19	Other not gainfully
200-499	9	employed

Conducted by: Institut für Marktforschung GmbH, Leipzig

# analytica -----> München

## Trade visitors' profile

Proportion of trade visitors98%MarProportion of trade visitors98%RessGermany (total)69Buyiof which51Nielsen 15Nielsen 4Nielsen 15Nielsen 4Bremen-BavariaCower Saxony3BerlinSchleswig-Holstein1BrandenburgLower Saxony3BerlinSchleswig-Holstein1BrandenburgNorth Rhine-Westph.5Wecklenburg-North Rhine-Westph.5Wecklenburg-North Rhine-Westph.5Wecklenburg-North Rhine-Westph.5Wecklenburg-North Rhine-Westph.5Wecklenburg-Saarland-Thuringia1Thuringia1Other5Are:Other deuropean countries20Saarland-Foreign (total)31of which58EU58Other countries20South-, East-, Central Asia10Other countries20ger, South-, Cast-, Central Asia10Other countries21Proso km23Train100 kmMore than 50 km up to 100 km9Other countries10Countries with the highest visitor shares%Othital10Erouries event34Sariter events33Inde54Seritzrand10Eco54 <th></th>	
Germany (total)69MarGermany (total)5Nielsen 458Of whichFinaFinaNielsen 15Nielsen 458Bremen-Bavaria58Cower Saxony3Berlin2Marburg1Nielsen 5+63Schleswig-Holstein1Brandenburg1Lower Saxony3Berlin2Schleswig-Holstein1Brandenburg1North Rhine-Westph.5West PommeraniaMaiNielsen 3a8Saxony2Stelses4Nielsen 73North Rhine-Westph.5West Pommerania1Hesse4Nielsen 73OpeSaarland-Thuringia1OtheSaarland-Thuringia1OtheSaarland-Thuringia1MarGereign (total)31MarHeasof which-58AreEU58Are20Other european countries20ger,South-, East-, Central Asia10DepOther countries12Othup to 50 km23Traimore than 50 km up to 100 km9OthMustria16SwitzerlandSwitzerland10EcoUnited Kingdom7MarFrequency of visits to trade fair%Previous event33Earlier events3	
of which Fina Nielsen 1 5 Nielsen 4 58 Info Bremen - Bavaria 58 Org. Hamburg 1 Nielsen 5+6 3 Sale Lower Saxony 3 Berlin 2 Mar Schleswig-Holstein 1 Brandenburg 1 Logi Nielsen 2 5 Mecklenburg- North Rhine-Westph. 5 West Pommerania - Mai Nielsen 3a 8 Saxony-Anhalt 1 Oth Hesse 4 Nielsen 7 3 Ope Rhineland-Palatinate 3 Saxony 2 Stuc Saarland - Thuringia 1 Oth Nielsen 3b 17 Foreign (total) 31 Mar of which EU 58 Are: Other european countries 20 ger, South-, East-, Central Asia 10 Dep Other countries 12 Other wisher 8 A Neith 100 km up to 300 km 21 Proj over 300 km 47 resp South- and 100 km 9 Other Austria 16 Kingdom 7 Mar Frequency of visits to trade fair % Serv Previous event 34 Indu	inut
Nielsen 15Nielsen 458InfoBremen-Bavaria58Org.Hamburg1Nielsen 5+63SaleLower Saxony3Berlin2MarSchleswig-Holstein1Brandenburg1LogiNielsen 25Mecklenburg-MarNorth Rhine-Westph.5West Pommerania-Nielsen 3a8Saxony2StueSaarland-Thuringia1OtheSaarland-Thuringia1OtheSaarland-Thuringia1MarSaarland-Thuringia1MarSaarland-Thuringia1MarSaarland-Thuringia1MarSaarland-Thuringia1MarSaarland-Thuringia1MarGenerge (total)31MarMarof which-58AreEU58Are20ger,South-, East-, Central Asia10DepOther countries12OthMore than 50 km up to 100 km9Othmore than 50 km up to 300 km21ProjSwitzerland10EcoKatria16Switzerland10Laby7United Kingdom7Frequency of visits to trade fair%Previous event33Earlier events33	
Bremen     -     Bavaria     58     Org.       Hamburg     1     Nielsen 5+6     3     Sale       Lower Saxony     3     Berlin     2     Mar       Schleswig-Holstein     1     Brandenburg     1     Logi       Schleswig-Holstein     1     Brandenburg     1     Logi       Nielsen 2     5     Mecklenburg-     tran       North Rhine-Westph.     5     West Pommerania     Mai       Nielsen 3a     8     Saxony-Anhalt     1       Hesse     4     Nielsen 7     3     Ope       Rhineland-Palatinate     3     Saxony     2     Stut       Saarland     -     Thuringia     1     Oth       Nielsen 3b     17     Pos     Entr       Baden-Württemberg     17     Pos     Entr       Foreign (total)     31     Mar     Mar       of which     5     South-, East-, Central Asia     10     Dep       Other countries     12     Oth     Skill     Skill       Distance to home     %     Lect     Yerop     Stut       over 300 km     21     Proj     Stut     Sutzerland       Countries with the highest visitor shares     %     Oth     <	
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Nielsen 2       5       Mecklenburg-       tran         North Rhine-Westph.       5       West Pommerania       -       Mai         Hesse       4       Nielsen 7       3       Ope         Rhineland-Palatinate       3       Saxony       2       Stuc         Saarland       -       Thuringia       1       Oth         Saarland       -       Thuringia       1       Oth         Baden-Württemberg       17       Pos       Ent       Foreign (total)       31       Mar         of which       EU       58       Area       Gere       South-, East-, Central Asia       10       Dep       Other countries       12       Oth         Distance to home       %       Lect       Wore than 100 km up to 300 km       21       Proj       over 300 km       21       Proj         Over 300 km       21       Proj       Stuc       Stuc       Stuc       Stuc       Stuc       Stuc <td< td=""><td>ırke</td></td<>	ırke
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Rhineland-Palatinate       3       Saxony       2       Stuc         Saarland       -       Thuringia       1       Oth         Nielsen 3b       17       Pos       Baden-Württemberg       17         Baden-Württemberg       17       Pos       Entr         Foreign (total)       31       Mar       Heat         of which       be       58       Area         Other european countries       20       ger,       South-, central Asia       10         Distance to home       %       Lect       skill         up to 50 km       23       Trai       Trai         more than 50 km up to 100 km       9       Oth       Stuc         Countries with the highest visitor shares       %       Oth       Stuc         Kuitzia       16       Eco       Stuc       Stuc         Countries with the highest visitor shares       %       Oth       Oth         Italy       7       Use       Use       Dea         United Kingdom       7       Mar       Dea       Serv         Previous event       33       Indt       Earlier events       S3       Indt         First visit       51       Unit	ıer
Saarland       - Thuringia       1       Other         Nielsen 3b       17       Pos         Baden-Württemberg       17       Pos         Foreign (total)       31       Mar         of which       b       17         EU       58       Area         Other european countries       20       ger,         South-, East-, Central Asia       10       Dep         Other countries       12       Other         up to 50 km       23       Trai         more than 50 km up to 100 km       9       Other         more than 100 km up to 300 km       21       Proj         over 300 km       47       resp         Switzerland       10       Ecco         Countries with the highest visitor shares       %       Other         Switzerland       10       Ecco       Serv         Italy       7       Use       Serv         Previous event       34       instt       Earlier events         Earlier events       33       Indu       Earlier         First visit       51       Unit       Other	era
Nielsen 3b       17         Baden-Württemberg       17         Baden-Württemberg       17         Foreign (total)       31         of which       31         EU       58         Other european countries       20         South-, East-, Central Asia       10         Distance to home       %         up to 50 km       23         more than 50 km up to 100 km       9         more than 50 km up to 300 km       21         Proj       9         over 300 km       47         Countries with the highest visitor shares       %         Austria       16         Switzerland       10         Lady       7         United Kingdom       7         Frequency of visits to trade fair       %         Previous event       33         Earlier events       33         First visit       51         United Kingdom       51	der
Baden-Württemberg       17       Pos         Baden-Württemberg       17       Foreign (total)       31         of which       1       hear         EU       58       Area         Other european countries       20       ger,         South-, East-, Central Asia       10       Dep         Other countries       12       Oth         Distance to home       %       Lect         up to 50 km       23       Trai         more than 50 km up to 100 km       9       Oth         more than 100 km up to 300 km       21       Proj         over 300 km       47       resp         Austria       16       Stuc         Switzerland       10       Eco         Italy       7       Use         United Kingdom       7       Mar         Frequency of visits to trade fair       %       Serv         Previous event       33       Indu         Earlier events       33       Indu         First visit       51       Unit       Oth	۱er
Foreign (total)       31       Mar         of which       base       base         of which       58       Area         Other european countries       20       ger,         South-, East-, Central Asia       10       Dep         Other countries       12       Oth         Distance to home       %       Lect         up to 50 km       23       Trai         more than 50 km up to 100 km       9       Oth         more than 100 km up to 300 km       21       Proj         over 300 km       47       resp         Stutz       Stut       Stut         Countries with the highest visitor shares       %       Oth         Austria       16       Eco         United Kingdom       7       Mar         Previous event       34       instt         Earlier events       33       Indu         First visit       51       Unit       Oth	
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over 300 km     47     resp       Countries with the highest visitor shares     %     Oth       Austria     16     16       Switzerland     10     Eco       Italy     7     Use       United Kingdom     7     Mar       Frequency of visits to trade fair     %     Serv       Previous event     34     inst       Earlier events     33     Indu       First visit     51     Unit	ıer
Countries with the highest visitor shares       %       Oth         Austria       16	ojec
Countries with the highest visitor shares     %     Other Austria       Austria     16	P. 21
Austria 16 Switzerland 10 Eco Italy 7 Use United Kingdom 7 Mar Frequency of visits to trade fair % Serv Previous event 34 inst Earlier events 33 Indu First visit 51 Univ Oth	
Switzerland     10     Eco       Italy     7     Use       United Kingdom     7     Mar       Previous event     34     inst       Earlier events     33     Indu       First visit     51     Unit	ici
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Earlier events 33 Indu First visit 51 Univ Oth	
First visit 51 Univ	
Oth	
Auti	tho
Oth	
Influence on purchasing/procurement Stuc	
decisions % Othe	ıer
Decisively 16 —	
Collectively 33 Size	
In an advisory capacity 24 Nur	
	1-
	5-
Other not gainfully employed 1 10 50	0-

81	Area of responsibility	%
	Management	8
8%	Research/development/design	40
	Manufacturing, production, quality control	15
69	Buying/procurement	2
	Finance/accounting, controlling	
58	Information and communication technology	1
58	Organization, personnel, administration	1
3	Sales	8
2	Marketing, advertising, PR	2
1	Logistics: storage, material management,	
	transport	1
-	Maintenance/repairs	1
1	Other area	6
3 2	Operations management	2
1	Student	12
1	Other not gainfully employed	1
	Position in the company/organization	%
	Entrepreneur, co-owner, freelancer	5
31	Managing director, board member,	
	head of an authority etc.	7
58	Area manager, works manager, plant mana-	
20	ger, branch manager, head of public office	3
10	Department head, group head, team leader	20
12	Other salaried staff, civil servant,	
	skilled worker	27
%	Lecturer, teacher	11
23	Trainee	4
9	Other position	4
21	Project manager with personal and budget	
47	responsibility	5
	Student	12
%	Other not gainfully employed	1
16		
10	Economic sector	%
7	User of instrumental analytics	28
7	Manufacturer of instrumental analytics	9
%	Dealer in instrumental analytics	7
70 34	Service/consulting in connection with	c
34 33	instrumental analytics Industrial research and development	6 14
55 51		12
51	University-based research and development Other types of research and development	5
iys	Authority/public services	4
y 5	Other sectors	4
	Student	12
%	Other not gainfully employed	1
16	ealer net gainaily employed	
33	Size of company/organization:	
24	Number of employees	%
14	1- 4 5 500 - 999	6
12	5- 9 5 1 000 and more	25
1	10- 49 19 Student	12
-	50- 199 15 Other not gainfully	
	200-499 11 employed	1
	200 100 TT Chiployed	1

Conducted by: TNS Infratest, München

# AUTOMATICA ------> München

## Trade visitors' profile

Visitors (number of	ent	ries)	29 648
Proportion of trade	visi	tors	<b>98</b> %
Germany (total)			69
of which	~		
Nielsen 1	3	Nielsen 4	5
Bremen	1	Bavaria	5
Hamburg	1	Nielsen 5+6	-
Lower Saxony	2	Berlin	
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	5	Mecklenburg-	
North Rhine-Westph.	5	West Pommer	
Nielsen 3a	8	Saxony-Anhalt	
Hesse	4	Nielsen 7	
Rhineland-Palatinate	3	Saxony	
Saarland	1	Thuringia	
Nielsen 3b	19 19		
Baden-Württemberg	19		
Foreign (total) of which			3
EU			6
Other euro	nea	n countries	1
Other cour			19
Distance to home			9
up to 50 km			1
more than 50 km up	to 1	100 km	
more than 100 km up			2
over 300 km	0 10	500 km	4
Countries with the h	iahe	st visitor share	es %
Austria			1
Italy			1
Czech Republic			
Frequency of visits	to t	rade fair	9
Previous event			2
Earlier events			1
First visit			6
Average length of s	stay	1	,3 day
Influence on purcha	sing	/procurement	
decisions			9
Decisively			2
Collectively			3
In an advisory capaci	ty		2
No			1
NO Student Other not gainfully er			1.

Area of responsibility Management	% 27
Research/development/design Manufacturing, production, quality control	20 18
Buying/procurement	1
Finance/accounting, controlling Information and communication technology	1
Organization, personnel, administration	1
Sales Marketing, advertising, PR	6
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area Student	13
Other not gainfully employed	1
Position in the company/organization Entrepreneur, co-owner, freelancer	%
Managing director, board member,	
head of an authority etc.	8
Area manager, works manager, plant mana- ger, branch manager, head of public office	5
ger, branch manager, head of public office Department head, group head, team leader	21
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	5
Trainee Other position	
Foreman, master craftsman	- 5
Student Other not gainfully employed	13
Economic sector	%
Automobile manufacture, OEM and supplier	30
Construction industry	4
Chemical industry Electrical engineering/electronics industry	15
Food and beverage idustry	2
Timber processing industry Information-/Communication Industry	1
Plastics and rubber industry	3
Logistics	1
Aerospace industry Metalworking industry	16
Paper and printing industry	
Pharmaceuticals, cosmetics, medical technology	3
Packaging industry	2
Trade	1
Research Other sectors	13
Student	13
Other not gainfully employed	1
Size of company/organization: Number of employees	%
1- 4 6 500 - 999	70
5-931000 and more	29
10- /9 12 Student	13

10- 49 12 50- 199 16 200- 499 13

Conducted by: TNS Infratest, München

# eCarTec / MATERIALICA

## Trade visitors' profile

Student Other not gainfully employed

Visitors (number of entries) 1	2 759
Proportion of trade visitors	86%
<b>Germany (total)</b> of which	81
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 Pommerar	nia 3
Nielsen 3a 11 Saxony-Anhalt	2
Hesse 7 Nielsen 7	4
Rhineland-Palatinate 3 Saxony	1
Saarland 1 Thuringia	3
Nielsen 3b 12	
Baden-Württemberg 12	
Foreign (total)	19
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
	15
Frequency of visits to trade fair	%
Previous event	62
Earlier events	46
First visit	43
Average length of stay 1,0	days
Average length of stay 1,0	
Influence on purchasing/procurement	%
Influence on purchasing/procurement decisions	30
Influence on purchasing/procurement decisions Decisively	30 37
nfluence on purchasing/procurement lecisions Jecisively Collectively	30 37
Influence on purchasing/procurement decisions Decisively Collectively in an advisory capacity	30 37 19
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	30 37 19 15
nfluence on purchasing/procurement decisions Decisively Collectively n an advisory capacity No Area of responsibility	30 37 19
nfluence on purchasing/procurement lecisions Decisively Collectively n an advisory capacity Vo Area of responsibility Management	30 37 19 15 % 14
Influence on purchasing/procurement decisions Decisively Collectively in an advisory capacity No Area of responsibility Management Research/development/design	30 37 19 15 % 14 24
Influence on purchasing/procurement decisions Decisively Collectively n an advisory capacity No Area of responsibility Management Research/development/design Manufacturing, production, quality control	30 37 19 15 % 14 24 12
Influence on purchasing/procurement decisions Decisively Collectively n an advisory capacity No Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement	30 37 19 15 % 14 24 12 6
Influence on purchasing/procurement decisions Decisively Collectively in an advisory capacity No Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement inance/accounting, controlling	30 37 19 15 % 14 24 12 6 2
Influence on purchasing/procurement decisions Decisively Collectively n an advisory capacity No Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technolog	30 37 19 15 % 14 24 12 6 2 2 y 1
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Area of responsibility Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technolog Organization, personnel, administration	30 37 19 15 14 24 12 6 2 2 y 1 3
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technolog Organization, personnel, administration Sales	30 37 19 15 14 24 12 6 2 2 y 1 3
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technolog Organization, personnel, administration Sales Marketing, advertising, PR Logistics: storage, material management,	30 37 19 15 % 14 24 12 6 2
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technolog Organization, personnel, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport	30 37 19 15 % 14 24 12 6 2 2 y 1 3 10 -
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technolog Organization, personnel, administration Sales Marketing, advertising, PR	30 37 19 15 14 24 12 6 2 2 y 1 3



# electronica -----> München

73 051

**98%** 

10

## Trade visitors' profile

Student	2	Visitors (number of entries)
Other not gainfully employed	1	Proportion of trade visitors
<b>Position in the company/organization</b> Entrepreneur, co-owner, freelancer Managing director, board member,	% 20	Germany (total) of which
head of an authority etc.	12	Nielsen 1 5 Niels
Area manager, works manager, plant mana-		Bremen 1 Baya
ger, branch manager, head of public office	8	Hamburg 2 Niels
Department head, group head, team leader	23	Lower Saxony 2 Berlin
Other salaried staff, civil servant,		Schleswig-Holstein 1 Bran
skilled worker	19	Nielsen 2 6 Meck
Lecturer, teacher	4	North Rhine-Westph. 6 West
Trainee	3	Nielsen 3a 8 Saxo
Other position	5	Hesse 5 <u>Niels</u>
Student	4	Rhineland-Palatinate 2 Saxo
		Saarland - Thuri
Economic sector	%	Nielsen 3b 26
Adaptronics	1	Baden-Württemberg 26
Aerospace	3	Franking (to to b)
Automation, mechanical engineering	8	Foreign (total)
Automotive passenger vehicles Automotive utility vehicles	15 6	of which EU
Shipbuilding, boatbuilding	3	Other european cour
Motorcycles	5	South-, East-, Centra
Plastics	9	Other countries
Metal	4	other countries
Chemistry	3	Distance to home
Composites	2	up to 50 km
Electrical engineering/electronics	9	more than 50 km up to 100 km
Energy	5	more than 100 km up to 300 k
Medicine	3	over 300 km
Finances	2	
Information and communication technology	2	Countries with the highest vis
Logistics, car hire services	1	Italy
Surface treatment technology	1	Austria
Bicycle	2	France
Sports	1	Switzerland
Building industry, architecture	1	United Kingdom
Design	2	Francisco de criste de Arrada d
Ceramics	1	Frequency of visits to trade the Previous event
Authority/public services	4 5	Earlier events
University/college, research Other	3	First visit
Size of company/organization:		Average length of stay
Number of employees	%	Influence on purchasing/proc
1 4 9 200 400	10	

Student

		y/organizatio	n:
Numbe	r of emp	oloyees	

1- 4	8	200 - 499	12
5-9	5	500 - 999	11
10- 49	15	1 000 and more	24
50-199	26		
Conducted	by: Hopp	& Partner, Berlin	

Germany (total) of which			53
or which Nielsen 1	5	Nielsen 4	49
Bremen	1	Bavaria	49
Hamburg	2	Nielsen 5+6	3
Lower Saxony	2	Berlin	1
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	6	Mecklenburg-	
North Rhine-Westph.	6	West Pommeran	ia ·
Nielsen 3a	8	Saxony-Anhalt	1
Hesse	5	Nielsen 7	4
Rhineland-Palatinate	2	Saxony	3
Saarland	-	Thuringia	2
	26 26		
Baden-wurttemberg	20		
Foreign (total) of which			47
EU			66
Other euro	pea	n countries	17
		Central Asia	6
Other coun	ntrie	S	10
Distance to home			%
up to 50 km			13
more than 50 km up	to 1	100 km	7
more than 100 km up	o to	300 km	19
over 300 km			61
Countries with the hi	ighe	est visitor shares	%
Italy	-		13
Austria			8
France			6
Switzerland			6
United Kingdom			e
Frequency of visits	to t	rade fair	%
Previous event			36
Earlier events			35
First visit			49
Average length of s	tay	1,6	days
Influence on purcha	sing	J/procurement	
decisions			%
Decisively			26
Collectively			33
Collectively In an advisory capacit No	ty		20 11

Area of responsibility	%
Management Research/development/design	11 40
Manufacturing, production, quality control	40
Buying/procurement	10
Finance/accounting, controlling	-
Information and communication technology	1
Organization, personnel, administration	-
Sales Marketing, advertising, PR	8
Logistics: storage, material management,	2
transport	1
Maintenance/repairs	1
Other area	2
Consulting Student	د 10
	10
Position in the company/organization	%
Entrepreneur, co-owner, freelancer Managing director, board member,	10
head of an authority etc.	11
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	6
Department head, group head, team leader	12
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	2
Trainee	3
Other position	5
Project manager with personal and budget responsibility	8
Student	10
Economic sector	%
Application, use of electronic components, assembly group sub-systems	19
Manufacture of electronic components	15
Manufacture of electronic assembly groups,	
sub-systems	24
Trade in electronic components, assembly	4.0
groups, sub-systems Service	10 7
Research and development	12
Teaching and training	2
Public authority/Ministry	1
Other sectors	-
Student	10
Size of company/organization:	
Number of employees	%
1- 9 13 500 - 999	7
10- 49 18 1 000 and more	22

1- 9	13	500 - 999	7
10- 49	18	1 000 and more	22
50-199	20	Student	10
200- 499	10		

Conducted by: TNS Infratest, München

# f.re.e ----> München

# Private visitors' profile

Visitors (number of entries)	124 167
Proportion of private visitors	<b>87</b> %
Germany (total) of which	98
Nielsen 1 - Nielsen 4	97
Bremen - Bavaria	97
Hamburg - Nielsen 5+6	
Lower Saxony - Berlin	
Schleswig-Holstein - Brandenburg	-
Nielsen 2 - Mecklenburg-	
North Rhine-Westph West Pomme	
Nielsen 3a - Saxony-Anha	lt -
Hesse - <u>Nielsen 7</u>	
Rhineland-Palatinate - Saxony	
Saarland - Thuringia	1.1
<u>Nielsen 3b</u> 1 Baden-Württemberg 1	
Baden-Württemberg 1	
<b>Foreign (total)</b> of which	2
EU	91
Other countries	9
Country with the highest visitor sha	re %
Austria	63
rastria	05
Distance to home	%
Distance to home up to 50 km	% 65
<b>Distance to home</b> up to 50 km more than 50 km up to 100 km	%
Distance to home up to 50 km	% 65 22
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	% 65 22 12
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	% 65 22 12 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 Frequency of visits to trade fair	% 65 22 12 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 Frequency of visits to trade fair Previous event	% 65 22 12 2 % 38
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous events Earlier events	% 65 22 12 2 % 38 59
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	% 65 22 12 2 % 38 59 32
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex	% 65 22 12 2 2 % 38 59 32 32 %
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female	% 65 22 12 2 % 38 59 32 32 % 54 46
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household	% 65 22 12 2 2 % % 38 39 32 32 32 % 54 46 %
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	% 65 22 2 2 2 % 38 59 32 32 32 54 46 %
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons	% 65 222 2 2 2 2 % 38 59 32 % 54 46 % 8 42
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	% 665 22 12 2 % 38 59 32 % 54 46 % 18 42 2 41
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons	% 65 222 2 2 2 2 % 38 59 32 % 54 46 % 8 42
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 persons 2 persons 3 persons 4 persons 5 persons and more	%           65           22           12           %           38           59           32           %           54           46           %           18           42           14           18           7
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair 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	%           65           22           12           2           %           38           59           32           %           54           46           %           18           42           144           18           7           %
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Fermale Size of household 1 person 2 persons 3 persons 3 persons 4 persons 5 persons and more Age up to 20 years	% 655 222 12 2 % 38 39 39 39 39 32 % 46 % 84 46 % 84 46 % 18 42 14 18 7 7 % 31 31 31 31 31 31 32 32 32 32 32 32 32 32 32 32 32 32 32
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit 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	%           65           22           12           %           38           59           32           %           54           46           %           18           42           14           18           7           %           13           16
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 30 up to 40 years	% 65522 1222 % 38859 5932 322 % % 446 % 84446 % 8442 144 18842 144 18877 % 8437446 8442 144746 8442 144746 84446 84446 84446 84466 844666 8446666 8446666666 84466666666
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit 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 50 years over 30 up to 50 years	%           65           22           12           2           38           59           32           %           54           46           %           18           42           144           18           7           %           13           16
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 30 up to 40 years	%           65           22           12           2           %           38           59           32           %           54           46           %           18           42           14           18           7           %           13           16           152

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	2
Department head, group head, team leader	10
Other salaried staff, civil servant,	
skilled worker	5
Lecturer, teacher	32
Trainee	3
Other position	5
Student	14
Housewife/man	3
Old-age pensioner	15
Other not gainfully employed	1
Buying and ordering capacity	%
Purchase or order made or intended	/0
at the exhibition	
ves	33
no	34
maybe	33
haybe	55
Follow-up business	%
Intend to buy at later date	/0
ves	30
no	15
maybe	55
Conducted by: TNS Infratest, München	

# iba ----- München

## Trade visitors' profile

Visitors (number of entries) 69	9 803	Area of responsibility
Duran antian af turada ariaitana	95%	Management
Proportion of trade visitors	93%	Research/development/design Manufacturing, production, quality contro
Germany (total)	39	Buying/procurement
of which		Finance/accounting, controlling
Nielsen 1 6 Nielsen 4	62	Information and communication technolog
Bremen - Bavaria	62	Organization, personnel, administration
Hamburg 1 Nielsen 5+6	2	Sales
Lower Saxony 4 Berlin	1	Marketing, advertising, PR
Schleswig-Holstein 1 Brandenburg	1	Logistics: storage, material management,
Nielsen 2 7 Mecklenburg-		transport
North Rhine-Westph. 7 West Pommerani	ia -	Maintenance/repairs
Nielsen 3a 8 Saxony-Anhalt	1	Other area
Hesse 4 Nielsen 7	3	Bakery
Rhineland-Palatinate 3 Saxony	2	Layout and design
Saarland 1 Thuringia	1	Student
Nielsen 3b 12		Other not gainfully employed
Baden-Württemberg 12		
		Position in the company/organization
Foreign (total)	61	Entrepreneur, co-owner, freelancer
of which		Managing director, board member,
EU	47	head of an authority etc.
Other european countries	11	Area manager, works manager, plant ma
Africa	4	ger, branch manager, head of public offic
North America	4	Department head, group head, team lead
South and Central America	10	Other salaried staff, civil servant,
Middle East	6	skilled worker
South-, East-, Central Asia	11	Lecturer, teacher
Australia	7	Trainee
mt a contra		Other position
Distance to home	%	Foreman, master craftsman
up to 50 km	10	Student
more than 50 km up to 100 km	7	Other not gainfully employed
more than 100 km up to 300 km over 300 km	16	Formania anaton
OVER SOU KIII	68	Economic sector Service
Countries with the highest visitor shares	%	
Austria	10	Large-scale bakeries Trade
Australia	5	Skilled trades
Brazil	5	Industry
Spain	5	Research and development
Italy	4	Procurement
Italy	4	Marketing and sales
Frequency of visits to trade fair	%	Universities, vocational and advanced
Previous event	24	training institutions, schools
Earlier events	32	Other sectors
First visit	54	Student
	54	Other not gainfully employed
Average length of stay 2,0	days	
Influence on numbering/particut		Size of company/organization:
Influence on purchasing/procurement	0/	Number of employees
decisions	%	1- 4 12 500 - 999
Decisively	34	5- 9 11 1 000 and more
Collectively	26 19	10- 49 28 Student
In an advisory capacity No	19	50- 199 20 Other not gainfully
	3	200- 499 11 employed
Student Other not gainfully employed	3 1	Conducted by: Gelszus Messe-Markt-
other not gaintuny employed		forschung GmbH, Dortmund

Area of responsibility	%
Management	25
Research/development/design	7
Manufacturing, production, quality control	13
Buying/procurement	4
Finance/accounting, controlling Information and communication technology	1
Organization, personnel, administration	1
Sales	13
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	1
Maintenance/repairs	2
Other area	3
Bakery	24
Layout and design	2
Student	3
Other not gainfully employed	
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	28
Managing director, board member,	
head of an authority etc.	11
Area manager, works manager, plant mana-	10
ger, branch manager, head of public office Department head, group head, team leader	10 11
Other salaried staff, civil servant,	
skilled worker	15
Lecturer, teacher	1
Trainee	12
Other position	3
Foreman, master craftsman	6
Student	3
Other not gainfully employed	1
Economic sector	%
Service	8
Large-scale bakeries	20
Trade	8
Skilled trades	33
Industry	20
Research and development Procurement	2
Marketing and sales	1
Universities, vocational and advanced	
training institutions, schools	1
Other sectors	3
Student	3
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4 12 500 - 999	6
5- 9 11 1 000 and more	8
10 10 00 01 01 0	~

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## Trade visitors' profile

Visitors (number of	ent	ries)	124 200
Proportion of trade	visi	itors	<b>98</b> %
Germany (total)			60
of which Nielsen 1	7	Nielsen 4	36
Bremen	<i>'</i> _	Bavaria	36
Hamburg	1	Nielsen 5+6	5
Lower Saxony	5	Berlin	1
Schleswig-Holstein	2	Brandenburg	2
Nielsen 2	12	Mecklenburg-	-
North Rhine-Westph.		West Pommer	ania 1
Nielsen 3a	12	Saxony-Anhal	t 1
Hesse	6	Nielsen 7	
Rhineland-Palatinate	5	Saxony	5 3 2
Saarland	1	Thuringia	2
Nielsen 3b	22		
Baden-Württemberg	22		
Foreign (total)			40
EU			60
	nea	n countries	20
Africa	pcu	ii countries	3
Middle East	ct		5
		Central Asia	5
Other cour			7
Distance to home			%
up to 50 km			8
more than 50 km up	to '	100 km	5
more than 100 km u			22
over 300 km			66
Countries with the h	ighe	est visitor share	es %
Austria	-		10
Switzerland			8
Frequency of visits	to t	rade fair	%
Previous event			38
Earlier events			38
First visit			47
Average length of s	stay	1	,9 days
Influence on purcha	sing	g/procurement	
decisions			%
Decisively			25
Collectively			31
In an advisory capaci	ity		21
No			11
Student			11
Other not gainfully e	mplo	oyea	1

Area of responsibility	%
Management	1
Research/development/design	
Manufacturing, production, quality control	1
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	
Planning/work preparation	1
Application/process engineering	1
Environmental protection	1
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 mana-	
ger, branch manager, head of public office	
Department head, group head, team leader	2
Other salaried staff/public service	1
Lecturer, teacher	
Trainee	
Foreman, master craftsman	
Skilled worker, journeyman	
Other position	
Student	1
Other not gainfully employed	
Economic sector	9
Industry, manufacturing sector	1
Municipal supplying and disposal companies	3
municipal supplying and disposal companies.	
Private supplying and disposal companies	
Private supplying and disposal companies and operators	
Private supplying and disposal companies and operators Engineer's office, consultant, Other service	1
Private supplying and disposal companies and operators Engineer's office, consultant, Other service Trade	1
Private supplying and disposal companies and operators Engineer's office, consultant, Other service Trade Universities and polytechnics, science and	1
Private supplying and disposal companies and operators Engineer's office, consultant, Other service Trade Universities and polytechnics, science and research	1
Private supplying and disposal companies and operators Engineer's office, consultant, Other service Trade Universities and polytechnics, science and research Authority/public services	1
Private supplying and disposal companies and operators Engineer's office, consultant, Other service Trade Universities and polytechnics, science and research Authority/public services Association	1
Private supplying and disposal companies and operators Engineer's office, consultant, Other service Trade Universities and polytechnics, science and research Authority/public services Association Other sectors	1
Private supplying and disposal companies and operators Engineer's office, consultant, Other service Trade Universities and polytechnics, science and research Authority/public services Association Other sectors Student	1
Private supplying and disposal companies and operators Engineer's office, consultant, Other service Trade Universities and polytechnics, science and research Authority/public services Association Other sectors	1
Private supplying and disposal companies and operators Engineer's office, consultant, Other service Trade Universities and polytechnics, science and research Authority/public services Association Other sectors Student Other not gainfully employed	1
Private supplying and disposal companies and operators Engineer's office, consultant, Other service Trade Universities and polytechnics, science and research Authority/public services Association Other sectors Student Other not gainfully employed Size of company/organization:	1
Private supplying and disposal companies and operators Engineer's office, consultant, Other service Trade Universities and polytechnics, science and research Authority/public services Association Other sectors Student Other not gainfully employed Size of company/organization: Number of employees	1
Private supplying and disposal companies and operators Engineer's office, consultant, Other service Trade Universities and polytechnics, science and research Authority/public services Association Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 11 500 - 999	1
Private supplying and disposal companies and operators Engineer's office, consultant, Other service Trade Universities and polytechnics, science and research Authority/public services Association Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 11 500 - 999 5- 9 10 1 000 and more	1 1 9 1
Private supplying and disposal companies and operators Engineer's office, consultant, Other service Trade Universities and polytechnics, science and research Authority/public services Association Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1 - 4 11 500 - 999 5 - 9 10 1 000 and more 10 - 49 22 Student	1
Private supplying and disposal companies and operators Engineer's office, consultant, Other service Trade Universities and polytechnics, science and research Authority/public services Association Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1 - 4 11 500 - 999 5 - 9 10 1 000 and more	1 1 9 1

Conducted by: TNS Infratest, München

# inhorgenta (2011)

# Trade visitors' profile

Visitors (number of entries) 32	292
Proportion of trade visitors 1	00%
<b>Germany (total)</b> of which	68
Nielsen 1 8 Nielsen 4	44
Bremen - Bavaria	44
Hamburg 2 Nielsen 5+6	5
Lower Saxony 6 Berlin	3
Schleswig-Holstein - Brandenburg	1
Nielsen 2 11 Mecklenburg-	
North Rhine-Westph. 11 West Pommerani	
Nielsen 3a 9 Saxony-Anhalt Hesse 6 Nielsen 7	1
Hesse 6 <u>Nielsen 7</u> Rhineland-Palatinate 3 Saxony	1
Saarland - Thuringia	1
Nielsen 3b 21	
Baden-Württemberg 21	
<b>Foreign (total)</b> of which	32
EU	81
Other european countries	13
Other countries	6
Distance to home	%
up to 50 km	14
more than 50 km up to 100 km	5
more than 100 km up to 300 km	25
over 300 km	55
Countries with the highest visitor shares	%
Austria	25
Great Britain	7
Italy	6
Frequency of visits to exhibition	%
2010	46
2009	35
Earlier events	37
First visit	32
Average length of stay 1,6	days
Influence on purchasing/procurement	
decisions	%
Decisively	44
Collectively	21
In an advisory capacity	12
No Student	14
Other not gainfully employed	1
Area of responsibility	%
Management Braduct davidarment/design	39 15
Product development/design Research/development/design	15
nesearch/uevelopment/uesiun	33
Manufacturing, production, quality control	
Manufacturing, production, quality control Buying/procurement	19 4
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling	
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology	4
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling	4



1- 4 48

5-916

10-49 12

50-199

200-499

# 

136 402

## Trade visitors' profile

Marketing, advertising, PR	14	Visitors (number of entries)
Logistics: storage, material management, transport	6	Proportion of trade visitors
Maintenance/repairs	7	
Other area	5	Germany (total)
Student	8	of which
Other not gainfully employed	1	Nielsen 1 1 Niels
other not gainfully employed		Bremen - Baya
Position in the company/organisation	%	Hamburg - Niels
Entrepreneur, co-owner, freelancer	45	Lower Saxony - Berlin
Managing director, board member,	45	Schleswig-Holstein - Bran
head of an authority etc.	8	Nielsen 2 1 Meck
		North Rhine-Westph. 1 West
Area manager, works manager, plant mana-		
ger, branch manager, head of public office	3	Nielsen 3a 1 Saxo
Department head, group head, team leader	5	Hesse 1 Niels
Foreman, master craftsman	5	Rhineland-Palatinate 1 Saxo
Other salaried staff, civil servant,		Saarland - Thuri
skilled worker	11	Nielsen 3b 3
Lecturer, teacher	1	Baden-Württemberg 3
Trainee	8	
Other position	5	Foreign (total)
Student	8	of which
Other not gainfully employed	1	EU
		Other european cour
Economic sector	%	Other countries
Classical retail trade in fashion jewellery,		
watches and jewellery	28	Distance to home
Trend shop with lifestyle jewellery		up to 50 km
and watches	5	more than 50 km up to 100 km
Other retail	4	more than 100 km up to 300 k
Department store	2	over 300 km
Wholesale and foreign trade in fashion	2	0001 500 km
jewellery, watches and gemstones	7	Country with the highest visi
Other wholesale trade	2	Austria
	1	Austria
Commercial agent	1	Francianar of visits to trade i
Mail order business, TV/Internet-shopping Gold/silversmith without retail outlet	14	Frequency of visits to trade 1 2011
		2011
Watchmaker without retail outlet	2	
Producer	4	2009
Supplying company belonging to the sector	1	2008
Designer	6	Earlier events
Gallery	2	First visit
Polytechnics	3	
Other sectors	7	Average length of stay
Student	8	
Other not gainfully employed	1	Influence on purchasing/proc
		decisions
Size of company/organisation:		Decisively
Number of employees	%	Collectively
1- 4 48 500 - 999	3	In an advisory capacity

3

4

8

1

500 - 999

Student

employed

1 000 and more

Other not gainfully

	visitors 3	19
Germany (total) of which		9
Nielsen 1	1 Nielsen 4	9
Bremen	- Bavaria	9
Hamburg	<ul> <li>Nielsen 5+6</li> </ul>	
Lower Saxony	- Berlin	
Schleswig-Holstein	- Brandenburg	
Nielsen 2	1 Mecklenburg-	
North Rhine-Westph. Nielsen 3a	1 West Pommerania 1 Saxony-Anhalt	
Hesse	1 Saxony-Anhalt 1 Nielsen 7	
Rhineland-Palatinate	1 Saxony	
Saarland	- Thuringia	
Nielsen 3b	3	
Baden-Württemberg	3	
Foreign (total) of which		
EU		5
	ean countries	3
Other count		1
Distance to home		0
up to 50 km		4
more than 50 km up t	o 100 km	2
more than 100 km up		2
		2
more than 100 km up over 300 km Country with the hig	to 300 km	2 1
more than 100 km up over 300 km	to 300 km	2 1
more than 100 km up over 300 km Country with the hig Austria Frequency of visits to	to 300 km hest visitor share	2 1 2
more than 100 km up over 300 km Country with the hig Austria Frequency of visits to 2011	to 300 km hest visitor share	2 1 2 3
more than 100 km up over 300 km Country with the hig Austria Frequency of visits to 2011 2010	to 300 km hest visitor share	2 1 2 3 2
more than 100 km up over 300 km Country with the hig Austria Frequency of visits to 2010 2009	to 300 km hest visitor share	2 1 2 3 2 2 2
more than 100 km up over 300 km Country with the hig Austria Frequency of visits to 2011 2010 2009 2008	to 300 km hest visitor share	2 1 2 3 2 2 1
more than 100 km up over 300 km Country with the hig Austria Frequency of visits to 2010 2009	to 300 km hest visitor share	2 1 2 3 2 2 1 2
more than 100 km up over 300 km Country with the hig Austria Frequency of visits to 2011 2010 2009 2008 Earlier events	to 300 km hest visitor share o trade fair	2 1 2 3 2 2 1 2 3
more than 100 km up over 300 km Country with the hig Austria Frequency of visits tr 2011 2010 2009 2008 Earlier events First visit Average length of st Influence on purchas	to 300 km ihest visitor share o trade fair ay 1,1 da	2 1 2 2 2 2 2 1 2 3 3 2 2 1 2 3 3 3 3 3
more than 100 km up over 300 km Country with the hig Austria Frequency of visits tr 2011 2010 2008 Earlier events First visit Average length of st Influence on purchas decisions	to 300 km ihest visitor share o trade fair ay 1,1 da	2 2 3 2 2 1 2 3 3 3 3 3 3 3 3 3 3 3 3 3
more than 100 km up over 300 km Country with the hig Austria Frequency of visits to 2011 2010 2009 2008 Earlier events First visit Average length of st Influence on purchas decisions Decisively	to 300 km ihest visitor share o trade fair ay 1,1 da	2 2 3 2 2 1 2 3 3 2 2 1 2 3 3 2 2 1 2 3 3 2 2 1 2 3 2 2 3 2 2 3 2 2 3 2 2 3 2 2 3 2 2 3 2 2 3 2 2 3 2 2 3 2 2 3 2 3 3 2 3 3 2 3 3 2 2 3 3 2 3 3 2 3
more than 100 km up over 300 km Country with the hig Austria Frequency of visits tr 2010 2009 2008 Earlier events First visit Average length of st Influence on purchas decisions Decisively Collectively	to 300 km hest visitor share o trade fair ay 1,1 da ing/procurement	2 9 2 2 2 2 2 2 2 3 2 2 2 3 2 2 2 3 2 2 2 3 2 2 2 3 2 2 2 3 2 2 2 3 2 2 2 3 2 2 2 3 2 2 2 3 2 2 2 3 2 2 2 3 2 2 2 3 2 2 3 2 2 2 3 2 2 2 3 2 2 2 2 3 2 2 2 2 2 3 2 2 2 2 3 2
more than 100 km up over 300 km Country with the hig Austria Frequency of visits tr 2011 2010 2009 2008 Earlier events First visit Average length of st Influence on purchas decisions Decisively Collectively In an advisory capacit	to 300 km hest visitor share o trade fair ay 1,1 da ing/procurement	2 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
more than 100 km up over 300 km Country with the hig Austria Frequency of visits tr 2011 2010 2008 Earlier events First visit Average length of st Influence on purchas decisions Decisively Collectively In an advisory capacity No	to 300 km hest visitor share o trade fair ay 1,1 da ing/procurement	2 9 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
more than 100 km up over 300 km Country with the hig Austria Frequency of visits tr 2011 2010 2009 2008 Earlier events First visit Average length of st Influence on purchas decisions Decisively Collectively In an advisory capacit	to 300 km ihest visitor share o trade fair ay 1,1 da ing/procurement	2 1 2 3 2 2 1 2 3

Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader Foreman, master craftsman Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed				
Economic sector Skilled trades Industry Producer/manufacturer Retail and wholesale trade Horticulture and landscape gardening Architect/interior designer Florists Service Public authority University/polytechnic Health service Other sectors Student Other not gainfully employed				
Size of company/organization:           Number of employees           1 - 4 24         500 - 999           5 - 9 14         1 000 and more           10 - 49 18         Student           50 - 199         9 Other not gainfully           200 - 499         5         employed				

## Private visitors' profile

Visitors (number of entries)	136 402
Proportion of private visitors	<b>69</b> %
Germany (total) of which	99
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 West Pomme	
Nielsen 3a - Saxony-Anha	lt -
Hesse - <u>Nielsen 7</u>	
Rhineland-Palatinate - Saxony	
Saarland - Thuringia	
Nielsen 3b 1 Baden-Württemberg 1	
Baden-Württemberg 1	
Foreign (total) of which	1
EU	70
Other countries	30
Distance to home	%
up to 50 km	63
more than 50 km up to 100 km	21
more than 100 km up to 300 km	13
over 300 km	3
Frequency of visits to trade fair	%
2011	39
2010	38
2009	30
2008	25
Earlier events	26
First visit	23
Sex	%
Male	44
Female	56
	%
Size of household	
Size of household 1 person	15
	15 54
1 person 2 persons 3 persons	54 12
1 person 2 persons 3 persons 4 persons	54
1 person 2 persons 3 persons	54 12
1 person 2 persons 3 persons 4 persons	54 12 12
1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years	54 12 12 7
1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years	54 12 12 7 %
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	54 12 12 7 % 4 8 9
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	54 12 12 7 % 4 8 9 19
1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 40 up to 50 years over 40 up to 50 years over 50 up to 60 years	54 12 7 % 4 8 9 19 22
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	54 12 12 7 % 4 8 9 19

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member,	0
head of an authority etc.	1
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	2
Department head, group head, team leader	2
Other salaried staff, civil servant,	
skilled worker	4
Lecturer, teacher	25
Trainee	
- Tanice	3
Other position Student	3 2 4
bradent	4 8
Housewife/man	
Old-age pensioner	32
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended	70
at the exhibition	
	66
yes	10
no	23
maybe	23
Follow-up business	%
Intend to buy at later date	/0
ves	27
no	25
maybe	49
· · · · · · · · · · · · · · · · · · ·	-9
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

Conducted by: TNS Infratest, München

7

# 

## Trade visitors' profile

visitors (number of	ent	ries)	40 315
Proportion of trade	vis	itors	<b>92</b> %
Germany (total)			67
of which	7	Nielese 4	52
<u>Vielsen 1</u>	7		53
Bremen	-		53
Hamburg	4	Nielsen 5+6 Berlin	3
Lower Saxony			2
Schleswig-Holstein		Brandenburg	
<u>Vielsen 2</u> North Rhine-Westph.		Mecklenburg- West Pommer	rania -
<u>Vielsen 3a</u> Hesse		Saxony-Anhal Nielsen 7	
Rhineland-Palatinate	° 4		2
Saarland	4		5 3 2
Vielsen 3b	14	Thuringia	2
Baden-Württemberg	14		
Foreign (total)			33
of which			
EU			77
		n countries	8
Other cour			9
South-, Ea	st-,	Central Asia	6
istance to home			%
ip to 50 km			14
nore than 50 km up	to	100 km	9
nore than 100 km u			29
ver 300 km			49
Countries with the h	ighe	est visitor shar	es %
Austria			14
rench Southern and	Ant	arctic	9
taly			7
Vetherlands			7
pain			7
Frequency of visits	to t	rade fair	%
2011 BioFach			40
2010 BioFach			32
2009 BioFach			26
arlier events BioFac	h		25
irst visit BioFach			39
011 Vivaness			32
010 Vivaness			31
2009 Vivaness			27
arlier events Vivane	SS		16
First visit Vivaness			48
verage length of s	stay		I,5 days

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

2

40 315	Area of responsibility
020/	Management
<b>92</b> %	Research/development/design
67	Manufacturing, production, quality control Buying/procurement
07	Finance/accounting, controlling
53	Information and communication technology
53	Organization, personnel, administration
3	Sales
2	Marketing, advertising, PR
	Logistics: storage, material management,
	transport
inia -	Maintenance/repairs
1	Other area
5	Student
3	Other not gainfully employed
2	
	Position in the company/organization
	Entrepreneur, co-owner, freelancer
33	Managing director, board member, head of an authority etc.
22	Area manager, works manager, plant mana-
77	ger, branch manager, head of public office
8	Department head, group head, team leader
9	Other salaried staff, civil servant,
6	skilled worker
	Lecturer, teacher
%	Trainee
14	Other position
9	Student
29	Other not gainfully employed
49	
	Economic sector
s %	Manufacturers
14	Wholesale, import, export
9 7	Retail trade
-	Agriculture
7 7	Skilled trades Service
/	Other sectors
%	Student
40	Other not gainfully employed
32	other not guintary employed
26	Size of company/organization:
25	Number of employees
39	1- 4 32 500 - 999
32	5- 9 10 1 000 and more
31	10- 49 21 Student
27	50-199 10 Other not gainfully
16	200- 499 5 employed
48	Conducted by: Gelszus Messe-Markt-
	forschung GmbH, Dortmund
5 days	

# Brau Beviale ------> Nürnberg

# Trade visitors' profile

% 28 3

5

% 39

2

12 2

Student

Other not gainfully employed

Visitors (number of entries)	32 810
Proportion of trade visitors	<b>96</b> %
<b>Germany (total)</b> of which	64
Nielsen 1 6 Nielsen 4	50
Bremen 1 Bavaria	50
Hamburg 1 Nielsen 5+6	6
Lower Saxony 3 Berlin	3
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 8 Mecklenburg-	
North Rhine-Westph. 8 West Pommer	ania 1
Nielsen 3a 13 Saxony-Anhal	
Hesse 6 Nielsen 7	5
Rhineland-Palatinate 5 Saxony	5 3 2
Saarland 2 Thuringia	2
Nielsen 3b 13	-
Baden-Württemberg 13	
Foreign (total)	36
of which EU	64
Other european countries	17
North America	5
South and Central America	5
South-, East-, Central Asia	4
Other countries	6
Distance to home	%
up to 50 km	5
more than 50 km up to 100 km	8
more than 100 km up to 300 km	36
over 300 km	51
Countries with the highest visitor share	es %
Czech Republic	10
Switzerland	7
Belgium	6
Italy	5
Netherlands	5
Frequency of visits to trade fair	%
Previous event	45
Earlier events	52
First visit	36
Average length of stay	I,5 days
Influence on purchasing/procurement	
decisions	%
Decisively	28
Collectively	31
In an advisory capacity	20
No	11
Ctudent	10

Manufa Buying/ Finance Informa Organiz Sales Market Logistic transpo Mainter Other a Student	emen ch/dev cturir procu /acco tion ation ation ing, a s: sto rt nance trea	t velopmen ng, proo irrement ounting, and cor , perso advertisi prage, r e/repairs	ent/desig duction, controll mmunica nnel, ad ing, PR naterial	quality control ing ation technology ministration management,	
Entrepr Managi head of Area m ger, bra Departr Other s skilled Lecture Trainee Other p Student	eneur ing di f an a anag anch ment alarie worke r, tea positic	, co-ow irector, authorit er, wor manage head, <u>c</u> ed staff, er cher	vner, fre board n y etc. ks mana er, head	nember, of public office ad, team leader rvant,	
Econor Industry Trade Service Hop an Other s Student Other n	d cer ector:	eals bu s	siness employe	۰d	
Size of Numbe 1- 5- 10- 50- 1 200- 4	er of 4 9 49 99		1 0	tion: 500 - 999 000 and more Student not gainfully employed	

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

# Chillventa

# Trade visitors' profile

%

19

%

9

% 

10

Visitors (number of	ent	ries)	28 462
Proportion of trade	visi	tors	93%
Germany (total)			53
of which	~	Mitches A	22
Nielsen 1	8	Nielsen 4	33
Bremen	1	Bavaria	33
Hamburg	1	Nielsen 5+6	9
Lower Saxony	5	Berlin	4
Schleswig-Holstein	2	Brandenburg	
Nielsen 2 North Phine Westerh	8	Mecklenburg-	
North Rhine-Westph.	8 13	West Pomme	
<u>Nielsen 3a</u>	9	Saxony-Anhal	IL 3
Hesse Rhineland-Palatinate		Nielsen 7	
Saarland	2 1	Saxony Thuringia	5
Nielsen 3b	22	muningia	2
Baden-Württemberg	22		
Foreign (total)			47
of which			
EU			54
		n countries	23
		tral America	5
		Central Asia	7
Other cour	ntries	5	11
Distance to home			%
up to 50 km			5
more than 50 km up			4
more than 100 km u	p to	300 km	28
over 300 km			63
Countries with the h	nighe	st visitor shar	
Russia			10
Italy			8
Austria			5
Czech Republic			5
Spain			5
Frequency of visits	to t	rade fair	%
Previous event			40
Earlier events			34
First visit			41
Average length of s	stay		1,5 days
Influence on purcha	sing	/procurement	
decisions			%
Decisively			34
Collectively			30
In an advisory capac	ity		20
No			13
Student			3
Other not gainfully e	mplo	yed	1



# embedded world ----- Nürnberg

# Trade visitors' profile

Area of responsibility	%	Vi
Management	19	
Research/development/design	14	Pr
Manufacturing, production, quality control	13	
Buying/procurement	5	Ge
Finance/accounting, controlling	-	of
Information and communication technology	1	Ni
Organization, personnel, administration	1	Br
Sales	15	Ha
Marketing, advertising, PR	2	Lo
Logistics: storage, material management,		Sc
transport	-	Ni
Maintenance/repairs	21	N
Other area	5	Ni
Student	3	He
Other not gainfully employed	1	Rł
		Sa
Position in the company/organization	%	Ni
Entrepreneur, co-owner, freelancer	22	Ba
Managing director, board member,		
head of an authority etc.	10	Fo
Area manager, works manager, plant mana-		of
ger, branch manager, head of public office	14	
Department head, group head, team leader	20	
Other salaried staff, civil servant,		
skilled worker	19	
Lecturer, teacher	2	
Trainee	6	Di
Other position	3	up
Student	3	m
Other not gainfully employed	1	m
		0
Economic sector	%	_
Specialist refrigeration company	48	Co
Specialist air-conditioning company	11	Au
Thermal pump specialists	2	Sv
Specialist sanitary, heating, air-conditioning	4	In
Electrical specialist firms	2	lta
Facility management	2	_
Specialist trade	2	Fr
Plant operator	2	20
Manufacturers	13	20
Specialist planner (Technical building		20
equipment)	3	20
Other sectors	8	Ea
Student	3	Fi
Other not gainfully employed	1	
5		A

# Size of company/organization: Number of employees

Number of	emplo	yees	%				
1- 4	12	500 - 999	5				
5-9	10	1 000 and more	14				
10- 49	28	Student	3				
50-199	17	Other not gainfully					
200- 499	10	employed	1				
Conducted	by: Ge	lszus Messe-Markt-					

forschung GmbH, Dortmund

Visitors (number of entries)	22 262
Proportion of trade visitors	98%
Germany (total)	73
of which	
Nielsen 1 5 Nielsen 4	4(
Bremen - Bavaria	4(
Hamburg 2 Nielsen 5-	
Lower Saxony 2 Berlin	-
Schleswig-Holstein 1 Brandenbu	
Nielsen 2 7 Mecklenbu	
North Rhine-Westph. 7 West Pom	merania
Nielsen 3a 10 Saxony-An	halt '
Hesse 7 Nielsen 7	
Rhineland-Palatinate 2 Saxony	4
Saarland 1 Thuringia	3
Nielsen 3b 27	
Baden-Württemberg 27	
Foreign (total)	27
of which	<i>c</i> .
EU Other surrous surrous	6
Other european countries	15
South-, East-, Central Asia	
Other countries	3
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	4
more than 100 km up to 300 km	39
over 300 km	40
Countries with the highest visitor s	hares %
Austria	14
Switzerland	9
India	
Italy	
Frequency of visits to trade fair	9
2011	30
2010	26
2009	2
2008	1
Earlier events	14
First visit	46
Average length of stay	1,3 day
Influence on purchasing/procurem	ent
decisions	9
Decisively	20
Collectively	3
In an advisory capacity	2
No	
Student	10

Student

Other not gainfully employed

Research/development/design Manufacturing, production, quality control	0
Manufacturing, production, guality control	5
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
Other not gainfully employed	
State Provide	
Position in the company/organization	
Entrepreneur, co-owner, freelancer	1
Managing director, board member, head of an authority etc.	
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	
Department head, group head, team leader	1
Other salaried staff, civil servant,	
skilled worker	3
Lecturer, teacher Trainee	
Other position	
Student	1
Other not gainfully employed	
Economic sector	(
Industry	5
Wholesale trade	
Retail trade	
Service	1
Public administration	1
Public administration Teaching, research	1
Public administration	
Public administration Teaching, research Other sectors	
Public administration Teaching, research Other sectors Student Other not gainfully employed	
Public administration Teaching, research Other sectors Student	1
Public administration Teaching, research Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 9 500 - 999	1
Public administration Teaching, research Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 9 500 - 999 5- 9 5 1 000 and more	1
Public administration Teaching, research Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1 - 4 9 500 - 999 5 - 9 5 1 000 and more 10 - 49 15 Student	1 1 2 1
Public administration Teaching, research Other sectors Student Other not gainfully employed Size of company/organization: Number of employees 1- 4 9 500 - 999 5- 9 5 1 000 and more	1

#### Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

19

1

# **EUROGUSS** —> Nürnberg

# Trade visitors' profile

Visitors (number of entries)	8 415
Proportion of trade visitors	100%
Germany (total)	78
of which Nielsen 1 2 Nielsen 4	4
Bremen - Bavaria	4
Hamburg - Nielsen 5+6	
Lower Saxony 2 Berlin	-
Schleswig-Holstein - Brandenburg	
Nielsen 2 11 Mecklenburg-	
North Rhine-Westph. 11 West Pommer	ania
Nielsen 3a 8 Saxony-Anhalt	: 1
Hesse 4 Nielsen 7	6
Rhineland-Palatinate 2 Saxony	4
Saarland 2 Thuringia	2
Nielsen 3b 29	
Baden-Württemberg 29	
Foreign (total)	22
of which EU	70
Other european countries	15
South-, East-, Central Asia	1(
Other countries	
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	9
more than 100 km up to 300 km	38
over 300 km	39
Countries with the highest visitor share	es %
Austria France	1:
Italy	1(
Frequency of visits to trade fair	%
2010	3
2008	29 10
2006 2004	10
Earlier events	
First visit	50
Average length of stay 1	,2 day
Influence on purchasing/procurement decisions	%
Decisively	2
Collectively	2:
In an advisory capacity	2
No	1
Student	
Other net gainfully employed	

Other not gainfully employed

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	% 14 22 23 14 1 13 2 - 5 2 3 1
Position in the company/organization Entrepreneur, co-owner, freelancer	% 12
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant mana- ger, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	13 28
skilled worker	32 1
Lecturer, teacher Trainee	2
Other position Student	1
Other not gainfully employed	1
Economic sector	%
Industry Wholesale trade	81 2
Retail trade	1
Import/export	1
Service	8 2
Teaching, research Other sectors	1
Student	3
Other not gainfully employed	1
Size of company/organization:	0/
Number of employees 1- 4 6 500 - 999	% 11

## Number of employee

1

Number of employees						
1- 4	6	500 - 999				
5-9	3	1 000 and more				
10- 49	11	Student				
50-199	17	Other not gainfully				
200-499	17	employed				
Conducted by: Gelszus Messe-Markt-						
forschung (	GmbH,	Dortmund				

32

3

# FachPack ------> Nürnberg

## Trade visitors' profile

Provide the state of the state	00%	Ma
Proportion of trade visitors	<b>99</b> %	Re Ma
Germany (total)	84	Bu
of which	•••	Fin
Nielsen 1 7 Nielsen 4	41	Inf
Bremen 1 Bavaria	41	Ord
Hamburg 1 Nielsen 5+6	5	Sal
Lower Saxony 4 Berlin	3	Ma
Schleswig-Holstein 1 Brandenburg		Log
Nielsen 2 9 Mecklenburg-		tra
North Rhine-Westph. 9 West Pommera		Ma
Nielsen 3a 14 Saxony-Anhalt	1	Oth
Hesse 10 <u>Nielsen 7</u>	6	Stu
Rhineland-Palatinate 4 Saxony	3	Oth
Saarland - Thuringia Nielsen 3b 19	3	D.
10		Po
Baden-Württemberg 19		Ent Ma
Foreign (total)	16	hea
of which	10	Are
EU	66	qei
Other european countries	27	De
Other countries	6	Oth
other countries		skil
Distance to home	%	Leo
up to 50 km	13	Tra
more than 50 km up to 100 km	11	Oth
more than 100 km up to 300 km	38	Stu
over 300 km	38	Oth
Countries with the highest visitor shares	%	Eco
Switzerland	20	Ind
Austria	14	Ski
Netherlands	9	Ret
		Wh
Frequency of visits to trade fair	%	Ma
Previous event	30	Ad
Earlier events	32	Otł
First visit	49	Org
		Pul
Average length of stay 1,2	2 days	Oth
Influence on purchasing/procurement		Stu Otł
decisions	%	U
Decisively		Siz
Collectively	35	Nu
In an advisory capacity	21	
No	14	
Student	6	1
Other not gainfully employed	1	5
		20

36 9	86	Area of responsibility	%
~	00/	Management	13
9	9%	Research/development/design	10
	0.4	Manufacturing, production, quality control	11
	84	Buying/procurement	13
	41	Finance/accounting, controlling	1
	41	Information and communication technology	1
		Organization, personnel, administration	1
	5 3	Sales	16 5
		Marketing, advertising, PR	С
	1.0	Logistics: storage, material management,	10
	1	transport	19
nia	1	Maintenance/repairs	2 3
	1	Other area	
	6	Student	6
	3 3	Other not gainfully employed	1
		Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	11
		Managing director, board member,	
	16	head of an authority etc.	4
		Area manager, works manager, plant mana-	
	66	ger, branch manager, head of public office	12
	27	Department head, group head, team leader	26
	6	Other salaried staff, civil servant,	
		skilled worker	26
	%	Lecturer, teacher	1
	13	Trainee	12
	11	Other position	2
	38	Student	6
	38	Other not gainfully employed	1
5	%	Economic sector	%
	20	Industry	63
	14	Skilled trades	2
	9	Retail trade	2
		Wholesale trade	10
	%	Mail order	3
	30	Advertising business	1
	32	Other service	6
	49	Organisation/association/society	1
		Public authority/administration	1
2 da	ays	Other sectors	5
	<u> </u>	Student	6
		Other not gainfully employed	1
	%		
	24	Size of company/organization:	
	35	Number of employees	%
	21	1- 4 7 500 - 999	9
	14	5-941000 and more	26
	6	10- 49 13 Student	6
	1	50-199 22 Other not gainfully	
		200- 499 12 employed	1

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

# fensterbau/frontale ----- Nürnberg

# Trade visitors' profile

No

Student

Other not gainfully employed

Visitors (number of	fent	ries)	*)
Proportion of trade	e vis	itors	<b>94</b> %
Germany (total)			75
of which	-		
Nielsen 1	6	Nielsen 4	37
Bremen		Bavaria	37
Hamburg	1	Nielsen 5+6	6
Lower Saxony	4	Berlin	1
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	9	Mecklenburg-	
North Rhine-Westph	. 9	West Pommerani	a 1
Nielsen 3a	13	Saxony-Anhalt	2
Hesse	6	Nielsen 7	11
Rhineland-Palatinate	5	Saxony	6
Saarland	1	Thuringia	5
Nielsen 3b	19		
Baden-Württemberg	19		
Foreign (total)			25
of which			23
EU			62
Other eur	opea	n countries	21
South and	Cer	ntral America	5
South-, Ea	ast-,	Central Asia	5
Other cou			8
Distance to home			%
up to 50 km			6
more than 50 km up	to to	100 km	7
more than 100 km u			41
over 300 km			46
Countries with the	hiah	est visitor shares	%
Austria	iigiii	St visitor shares	13
Czech Republic			7
Sweden			7
Italy			6
Russia			5
Nussiu			
Frequency of visits	to t	rade fair	%
2010			45
2008			35
2006			29
2004			22
Earlier events			16
First visit			31
Average length of	stay	1,3	days
Influence on purch	asin	n/procurement	
decisions	asing	procurement	%
Decisively			34
Collectively			28
	itu		20
In an advisory capac	.ity		21

Area of responsik Management	pility	%
Research/developm	nent/design	Ĩ
	oduction, quality control	22
Buying/procuremen		6
Finance/accounting		2
	ommunication technology	1
	onnel, administration	_1
Sales Marketing advarti	sing DD	15
Marketing, advertig	material management,	4
transport	material management,	
Maintenance/repair	rs	2
Other area		8
Student		1
Other not gainfully	employed	-
Position in the co	ompany/organization	% 31
Managing director,		21
head of an authori		-
	rks manager, plant mana-	
ger, branch manag	er, head of public office	1
Department head,	group head, team leader	1
Other salaried staf	f, civil servant,	
skilled worker		2
Lecturer, teacher Trainee		
Other position		
Student		-
Other not gainfully	employed	
Economic sector		%
Industry		2
Skilled trades Retail trade/buildin	a materials trade	5
Wholesale/foreign		-
Architect		
Other service		-
Authority/public se		
	nic/university/college)	
Research		
Other sectors Student		
Other not gainfully		1
Size of company/ Number of emplo		9
1- 4 26	500 - 999	
5-912	1 000 and more	1
10-4924	Student	- 2
50-199 18	Other not gainfully	

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

200-499

\*) individual number of visitors not available, combined with HOLZ-HANDWERK (98 973 visitors in total)

employed

# GaLaBau

# Trade visitors' profile

Visitors (number of e	ntries)	61 860
Proportion of trade v	isitors	<b>90</b> %
Germany (total) of which		90
	9 Nielsen 4	35
Bremen	- Bavaria	35
Hamburg	1 Nielsen 5+6	6
Lower Saxony	7 Berlin	2
Schleswig-Holstein	2 Brandenburg	2
	4 Mecklenburg-	
North Rhine-Westph. 1		
Nielsen 3a 1	3 Saxony-Anha	lt 2
	7 <u>Nielsen 7</u>	7
	4 Saxony	4
	1 Thuringia	2
Nielsen 3b 1	-	
Baden-Württemberg 1	6	
<b>Foreign (total)</b> of which		10
EU		72
	ean countries	20
Other countr		8
Distance to home		%
up to 50 km		8
more than 50 km up to	o 100 km	g
more than 100 km up		40
over 300 km		42
Countries with the hig	hest visitor shar	es %
Austria		17
Czech Republic		14
France		9
Italy		9
Frequency of visits to	trade fair	%
Previous event		40
Earlier events		40
First visit		40
Average length of sta	ıy	1,3 days
Influence on purchasi	ng/procurement	t
decisions		%
Decisively		28
Collectively		25
In an advisory capacity		19
No		20
Student		6



# 

# Trade visitors' profile

Area of responsibility Management	% 27
Research/development/design	2
Manufacturing, production, quality control	13
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	2
Sales	8
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	2
Maintenance/repairs	9
Other area	22
Student	6
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	29
Managing director, board member,	
head of an authority etc.	4
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	8
Department head, group head, team leader	14
Other salaried staff, civil servant,	
skilled worker	21
Lecturer, teacher	1
Trainee	14
Other position Student	2 6
Other not gainfully employed	1
Economic sector	%
Green area /outdoor area construction	
companies	37
Other construction companies	10
Architect	4
Specialist planner (Technical building	2
equipment)	3 1
Leisure facility operators Cemetery management and maintenance	2
Private sector clients	4
Specialist authorities, public sector clients	9
Golf course construction, maintenance and	2
management	3
Suppliers of motorised equipment and	-
agricultural machinery	5
Other sectors	13
Student	6
Other not gainfully employed	1

# Size of company/organization:

Number of	emplo	yees
1- 4	22	500 - 999
5-9	17	1 000 and more
10- 49	30	Student
50-199	13	Other not gainfully
200- 499	5	employed

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

rioportion or t	rade vis	itors	90%
Germany (total	n		86
of which	·/		
Nielsen 1	3	Nielsen 4	43
Bremen		Bavaria	43
Hamburg		Nielsen 5+6	3
Lower Saxony	3	Berlin	1
Schleswig-Holste		Brandenburg	1
Nielsen 2	6	Mecklenburg-	
North Rhine-We		West Pommera	nia .
Nielsen 3a	12	Saxony-Anhalt	1
Hesse	6	Nielsen 7	ģ
Rhineland-Palati		Saxony	5
Saarland	nate J	Thuringia	Ž
Nielsen 3b	24	muningia	4
Baden-Württeml			
	berg 24		
Foreign (total) of which			16
EU			66
Other	r europea	n countries	27
Other	r countrie	S	6
Distance to ho	mo		%
up to 50 km	inc		13
	m un to	100 km	11
more than 50 k			
more than 50 ki more than 100 over 300 km			38
more than 100 over 300 km	km up to	300 km	11 38 38
more than 100	km up to	300 km	38
more than 100 over 300 km <b>Country with th</b> Austria	km up to ne highes	300 km t visitor shares	38 38 % 13
more than 100 over 300 km Country with th Austria Frequency of v	km up to ne highes	300 km t visitor shares	38 38 % 13
more than 100 over 300 km Country with th Austria Frequency of v 2010	km up to ne highes	300 km t visitor shares	38 38 9% 13 %
more than 100 over 300 km Country with th Austria Frequency of v 2010 2008	km up to ne highes	300 km t visitor shares	38 38 9% 13 % 47 37
more than 100 over 300 km Country with th Austria Frequency of v 2010 2008 2006	km up to ne highes	300 km t visitor shares	38 38 9% 13 9% 47 37 26
more than 100 over 300 km Country with th Austria Frequency of v 2008 2008 2006 2004	km up to ne highes	300 km t visitor shares	38 38 13 9% 47 37 26 23
more than 100 over 300 km Country with th Austria Frequency of v 2010 2008 2006	km up to ne highes	300 km t visitor shares	38 38 9% 13 %
more than 100 over 300 km Country with th Austria Frequency of v 2010 2008 2006 2004 Earlier events	km up to ne highes risits to 1	300 km t visitor shares trade fair	38 38 9% 13 9% 47 37 26 23 18 33
more than 100 over 300 km Country with th Austria Frequency of v 2008 2006 2004 Earlier events First visit Average length	km up to ne highes risits to 1 n of stay	300 km t visitor shares trade fair 1,	38 38 9% 13 9% 47 37 26 23 18 33
more than 100 over 300 km Country with th Austria Frequency of v 2010 2008 2006 2004 Earlier events First visit Average length Influence on pi	km up to ne highes risits to 1 n of stay	300 km t visitor shares trade fair 1,	38 38 9% 13 9% 47 37 26 23 18 33 2 days
more than 100 over 300 km Country with th Austria Frequency of v 2010 2008 2004 Earlier events First visit Average length Influence on pr decisions	km up to ne highes risits to 1 n of stay	300 km t visitor shares trade fair 1,	38 38 9% 13 9% 47 37 26 23 33 32 2 days
more than 100 over 300 km Country with th Austria Frequency of v 2010 2008 2006 2004 Earlier events First visit Average length Influence on pr decisions Decisively	km up to ne highes risits to 1 n of stay	300 km t visitor shares trade fair 1,	38 38 9% 13 9% 47 37 26 23 35 35 26 23 35 26 23 35 20 29% 35 20 20 20 20 20 20 20 20 20 20 20 20 20
more than 100 over 300 km Country with th Austria Frequency of v 2010 2008 2006 2004 Earlier events First visit Average length Influence on pr decisions Decisively Collectively	km up to ne highes isits to 1 n of stay urchasing	300 km t visitor shares trade fair 1,	38 38 9% 13 9% 47 37 26 23 18 33 2 days 2 days
more than 100 over 300 km Country with th Austria Frequency of v 2010 2008 2004 Earlier events First visit Average length Influence on pr decisions Decisively Collectively In an advisory c	km up to ne highes isits to 1 n of stay urchasing	300 km t visitor shares trade fair 1,	38 38 38 38 38 38 38 39 37 37 37 37 37 37 37 37 37 37 37 32 2 2 32 4 32 2 4 33 32 2 4 33 32 2 4 33 32 32 33 38 38 38 38 38 38 38 38 38 38 38 38
more than 100 over 300 km Country with th Austria Frequency of v 2010 2008 2006 2004 Earlier events First visit Average length Influence on pr decisions Decisively Collectively	km up to ne highes isits to 1 n of stay urchasing	300 km t visitor shares trade fair 1,	38 38 9% 13 9% 47 37 26 23 18 33 2 days 2 days

\*) individual number of visitors not available, combined with fensterbau/frontale (98 973 visitors in total)

%

Area of responsibility Management	% 26
Research/development/design	- 7
Manufacturing, production, guality control	29
Buying/procurement	3
Finance/accounting, controlling	2
Information and communication technology	1
Organization, personnel, administration	
Sales Marketing adverticing PR	-
Marketing, advertising, PR Logistics: storage, material management,	1
transport	
Maintenance/repairs	1
Other area	-
Student	
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member,	
head of an authority etc. Area manager, works manager, plant mana-	4
ger, branch manager, head of public office	
Department head, group head, team leader	1
Other salaried staff, civil servant,	
skilled worker	1
Lecturer, teacher	1
Trainee	
Other position	
Student	-
Other not gainfully employed	_
Economic sector	9/ 1
Industry Skilled trades	5
Retail trade/building materials trade	1
Wholesale/foreign trade	j
Architect	
Other service	3
Authority/public services	4
Teaching (polytechnic/university/college)	
Research	
Other sectors	1
Student Other pet gainfully employed	
Other not gainfully employed	4
Size of company/organization:	
Number of employees	%

5-	9	14	1 000 and more
10-	49	20	Student
50-	199	12	Other not gainfully
200-	499	6	employed

# IFH/Intherm -----> Nürnberg

# Trade visitors' profile

Proportion of trade visite	ors 94%
Germany (total)	98
of which	
Nielsen 1 - I	Nielsen 4 6
	Bavaria 6
Hamburg - I	Nielsen 5+6
	Berlin
	Brandenburg
	Mecklenburg-
	West Pommerania
	Saxony-Anhalt
	Nielsen 7
	Saxony
	Thuringia
Nielsen 3b 24	i nunnyia i
Baden-Württemberg 24	
Baden-wurttemberg 24	
Foreign (total)	:
of which FU	7
Other countries	24
other countries	2.
Distance to home	9
up to 50 km	10
more than 50 km up to 10	0 km 2
more than 100 km up to 3	300 km 5
more than 100 km up to 3 over 300 km	300 km 55 10
more than 100 km up to 3	800 km 51 11 t visitor share 9
more than 100 km up to 3 over 300 km Country with the highest Austria	300 km 5 1 t visitor share 9 3
over 300 km Country with the highest Austria Frequency of visits to tra	000 km 55 11 t visitor share 9 33 ade fair 9
more than 100 km up to 3 over 300 km Country with the highest Austria Frequency of visits to tra 2010	000 km 55 11 t visitor share 9 33 ade fair 9 43
more than 100 km up to 3 over 300 km Country with the highest Austria Frequency of visits to tra 2010 2008	x00 km 55 11 t visitor share 9 33 ade fair 9 44 4
more than 100 km up to 3 over 300 km Country with the highest Austria Frequency of visits to tra 2010 2008 2006	x00 km 55 t visitor share 9 3 ade fair 9 4 4 2
more than 100 km up to 3 over 300 km Country with the highest Austria Frequency of visits to tra 2010 2008 2006 2004	100 km 55 11 t visitor share 9 3 ade fair 9 4 4 2 2
more than 100 km up to 3 over 300 km Country with the highest Austria Frequency of visits to tra 2010 2008 2006 2004 Earlier events	100 km 5 t visitor share 9 ade fair 9 4 4 2 2 2
more than 100 km up to 3 over 300 km Country with the highest Austria Frequency of visits to tra 2010 2008 2006 2004	x00 km 55 11 t visitor share 9 33 ade fair 9 44 4
more than 100 km up to 3 over 300 km Country with the highest Austria Frequency of visits to tra 2010 2008 2006 2004 Earlier events	100 km 5 1 t visitor share 9 ade fair 9 4 4 2 2 2
more than 100 km up to 3 over 300 km Country with the highest Austria Frequency of visits to tra 2010 2008 2004 Earlier events First visit Average length of stay Influence on purchasing/	300 km 5 t visitor share 9 3 ade fair 9 4 4 2 2 2 2 2 1,1 day procurement
more than 100 km up to 3 over 300 km Country with the highest Austria Frequency of visits to tra 2010 2008 2006 2004 Earlier events First visit Average length of stay	300 km 5 t visitor share 9 3 ade fair 9 4 4 2 2 2 2 2 1,1 day procurement
more than 100 km up to 3 over 300 km Country with the highest Austria Frequency of visits to tra 2010 2008 2006 2004 Earlier events First visit Average length of stay Influence on purchasing/ decisions Decisively	100 km 5 t visitor share 9 ade fair 9 4 4 4 2 2 2 2 1,1 day procurement 9
more than 100 km up to 3 over 300 km Country with the highest Austria Frequency of visits to tra 2010 2008 2004 Earlier events First visit Average length of stay Influence on purchasing/ decisions	100 km 5 11 t visitor share 9 33 ade fair 9 44 42 22 2 2 1,1 day procurement 9 3 3 4 4 2 2 2 3 3 4 4 4 2 2 2 3 3 3 3 3 3 3 3 3 3 3 3 3
more than 100 km up to 3 over 300 km Country with the highest Austria Frequency of visits to tra 2010 2008 2004 Earlier events First visit Average length of stay Influence on purchasing/ decisions Decisively Collectively	300 km 5 t visitor share 9 3 ade fair 9 4 4 2 2 2 2 2 2 2 2 2 2 2 2 2
more than 100 km up to 3 over 300 km Country with the highest Austria Frequency of visits to tra 2010 2008 2006 2004 Earlier events First visit Average length of stay Influence on purchasing/ decisions Decisively	300 km 5 1 t visitor share 9 3 ade fair 9 4 4 4 4 2 2 2 2 2 2 1,1 day procurement 9 3 3 3 3 3 3
more than 100 km up to 3 over 300 km Country with the highest Austria Frequency of visits to tra 2010 2008 2004 Earlier events First visit Average length of stay Influence on purchasing/ decisions Decisively Collectively In an advisory capacity	100 km 5 1 t visitor share 9 ade fair 9 4 4 2 2 2 2 2 1,1 day

Area of responsibility	%
Management	23
Research/development/design	
Manufacturing, production, quality control	2
Buying/procurement	5
Finance/accounting, controlling	3 2 5 1
Information and communication technology	i
Organization, personnel, administration	1
Sales	14
Marketing, advertising, PR	1
Logistics: storage, material management,	1
transport	1
Maintenance/repairs	12
Other area	3
Field-assembly work, after-sales service	23
Planning/work preparation	- 9
Student	2
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member,	
head of an authority etc.	4
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	4
Department head, group head, team leader	9
Other salaried staff, civil servant,	
skilled worker	25
Lecturer, teacher	1
Trainee	9
Other position	1
Foreman, master craftsman	9
Student	9 2
Other not gainfully employed	1
Economic sector	%
Skilled trades	62
Industry	7
Wholesale/foreign trade	12
Engineering, planning office, architects	6
Energy consulting	2 2
Housing industry	2
and the second se	

Energy consulting	
Housing industry	
Service	
University/polytechnic	
Other sectors	
Student	
Other not gainfully employed	

# Size of company/organization:

Num	per or	employ	ees
1-	4	33	500 - 999
5-	9	20	1 000 and more
10-	49	20	Student
50-	199	10	Other not gainfully
200-	499	6	employed
			szus Messe-Markt-

forschung GmbH, Dortmund

% 2 7

# Interzoo ----> Nürnberg

#### Trade visitors' profile

Proportion of trade visitors	97%	Research/development/ Manufacturing, product
Germany (total)	49	Buying/procurement
of which		Finance/accounting, cor
Nielsen 1 9 Nielsen 4	39	Information and commu
Bremen - Bavaria	39	Organization, personne
Hamburg 1 Nielsen 5+		Sales
Lower Saxony 6 Berlin	2	Marketing, advertising,
Schleswig-Holstein 2 Brandenbur		Logistics: storage, mate
Nielsen 2 12 Mecklenbur		transport
North Rhine-Westph. 12 West Pomn		Maintenance/repairs
Nielsen 3a 16 Saxony-Anh		Other area
Hesse 10 <u>Nielsen 7</u>	7	Student
Rhineland-Palatinate 5 Saxony	4	Other not gainfully emp
Saarland 1 Thuringia Nielsen 3b 13	3	Destation to also commo
Nielsen 3b 13 Baden-Württemberg 13		Position in the compa
Baden-Wurttenberg 15		Entrepreneur, co-owner Managing director, boa
Foreign (total)	51	head of an authority et
of which	51	Area manager, works n
EU	54	ger, branch manager, h
Other european countries	18	Department head, grou
North America	5	Other salaried staff, civ
South and Central America	6	skilled worker
Middle East	4	Lecturer, teacher
South-, East-, Central Asia	10	Trainee
Other countries	3	Other position
		Student
Distance to home	%	Other not gainfully emp
up to 50 km	5	
more than 50 km up to 100 km	4	Economic sector
more than 100 km up to 300 km over 300 km	24 67	Industry Skilled trades
	07	Retail trade
Countries with the highest visitor sh	ares %	Wholesale/foreign trade
France	7	Service
Italy	7	Authority/public service:
Czech Republic	5	Teaching (polytechnic/u
Netherlands	5	Research
Russia	4	Other sectors
		Student
Frequency of visits to trade fair	%	Other not gainfully emp
2010	43	
2008	34	Size of company/orga
2006	25	Number of employees
2004	19	1- 4 42
Earlier events	15	5-917
First visit	36	10-49 21
		50-199 8 O
Average length of stay	2,0 days	200-499 4

36 792	Area of responsibility	%0		
070/	Management	34		
<b>97</b> %	Research/development/design	4		
	Manufacturing, production, quality control	4 11		
49	Buying/procurement			
	Finance/accounting, controlling	1		
39	Information and communication technology	-		
39	Organization, personnel, administration	1		
5	Sales			
2	Marketing, advertising, PR	4		
1	Logistics: storage, material management,			
	transport	1		
nia -	Maintenance/repairs	i		
2	Other area	5		
7	Student	2		
4				
4	Other not gainfully employed	1		
3	and the set of the set			
	Position in the company/organization	%		
	Entrepreneur, co-owner, freelancer	53		
	Managing director, board member,			
51	head of an authority etc.	10		
	Area manager, works manager, plant mana-			
54	ger, branch manager, head of public office	10		
18	Department head, group head, team leader	11		
5	Other salaried staff, civil servant,			
6	skilled worker	9		
4	Lecturer, teacher	1		
10	Trainee			
3				
5	Other position Student			
%		2		
	Other not gainfully employed			
5				
4	Economic sector	%		
24	Industry	10		
67	Skilled trades	5		
	Retail trade	44		
s %	Wholesale/foreign trade	25		
7	Service	9		
7	Authority/public services	1		
5	Teaching (polytechnic/university/college)	1		
5	Research			
4	Other sectors	1 3		
	Student	2		
%	Other not gainfully employed			
43	Other not gainuity employed	1		
34	Size of company/organization:			
25		%		
19	Number of employees			
	1- 4 42 500 - 999	1		
15	F 0 17 1 000 1 1	6		
	5- 9 17 1 000 and more			
36	10- 49 21 Student	2		
36	10-         49         21         Student           50-         199         8         Other not gainfully	2		
	10- 49 21 Student			
36	10-         49         21         Student           50-         199         8         Other not gainfully           200-         499         4         employed	2		
36 0 days	10-4921Student50-1998Other not gainfully200-4994employedConducted by: Gelszus Messe-Markt-	2		
36	10-         49         21         Student           50-         199         8         Other not gainfully           200-         499         4         employed	2		
36 0 days	10-4921Student50-1998Other not gainfully200-4994employedConducted by: Gelszus Messe-Markt-	2		
36 0 days %	10-4921Student50-1998Other not gainfully200-4994employedConducted by: Gelszus Messe-Markt-	2		
36 <b>0 days</b> % 54	10-4921Student50-1998Other not gainfully200-4994employedConducted by: Gelszus Messe-Markt-	2		

# it-sa ----> Nürnberg

## Trade visitors' profile

%

Visitors (number of	ent	ries)	6 308
Proportion of trade	vis	itors	<b>98</b> %
Germany (total)			93
of which	-		
Nielsen 1	2	Nielsen 4	67
Bremen	1	Bavaria	67
Hamburg	1	Nielsen 5+6	3
Lower Saxony	1	Berlin	2
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	6	Mecklenburg-	
North Rhine-Westph.	6	West Pommer	ania 1
Nielsen 3a	7	Saxony-Anhalt	-
Hesse	5	Nielsen 7	3
Rhineland-Palatinate	2	Saxony	2
Saarland	-	Thuringia	1
Nielsen 3b	12		
Baden-Württemberg	12		
Foreign (total)			7
EU			61
Other cour	ntrie	s	39
Distance to home			%
up to 50 km			27
more than 50 km up			11
more than 100 km up	p to	300 km	39
over 300 km			23
Frequency of visits	to t	rade fair	%
Previous event			30
Earlier events			28
First visit			58
Average length of s	stay	1	,2 days
Influence on purcha	sind	a/procurement	
decisions			%
Decisively			20
Collectively			28
In an advisory capaci	itv		28
No	1		14
Student			11
Other not gainfully er	mplo	oved	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 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 6 Department head, group head, team leader 25 Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Industry Skilled trades Trade Police Public authority Banks, saving banks Insurance Engineer's consultant's office Information services Telecommunication Management consultancy Health service Education and schools Research Public institutions Other sectors Student Other not gainfully employed

Size of company/organization: Number of employees						
1- 4	8	500 - 999				
5-9	4	1 000 and more				
10- 49	9	Student				
50-199	15	Other not gainfully				
200- 499	11	employed				

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# mailingtage

## Trade visitors' profile

3

1

54

3

7

3

2

8

11

1

%

10

3

36

2

7

2

11

1

%

16

2

3

2

11

3

2

2 21

5

3

3

5

1

2

9

11

1

%

8

34

11

1

Visitors (number of	ent	ries)	7 297
Proportion of trade	visi	itors	100%
Germany (total) of which			96
Nielsen 1	6	Nielsen 4	49
Bremen	-	Bavaria	49
Hamburg	3	Nielsen 5+6	3
Lower Saxony	3	Berlin	2
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	12	Mecklenburg-	
North Rhine-Westph.	12		
<u>Nielsen 3a</u>	9	Saxony-Anhalt	-
Hesse	6	Nielsen 7	3
Rhineland-Palatinate	3	Saxony	2
Saarland	1	Thuringia	1
Nielsen 3b Baden-Württemberg	18 18		
Foreign (total)			4
of which			
EU			82
Other euro	pea	n countries	18
Distance to home			%
up to 50 km			21
more than 50 km up	to '	100 km	11
more than 100 km u	p to	300 km	39
over 300 km			29
Frequency of visits	to t	rade fair	%
2011			30
2010			26
000			19
2009			10
2008			
2008 Earlier events			8
2008 Earlier events First visit			8
2008 Earlier events	stay	1	16 8 47 <b>,2 days</b>
2008 Earlier events First visit Average length of s Influence on purcha	-		8 47 <b>,2 days</b>
2008 Earlier events First visit Average length of s Influence on purcha decisions	-		8 47 <b>,2 days</b> %
2008 Earlier events First visit Average length of s Influence on purcha decisions Decisively	-		8 47 <b>,2 days</b> % 27
2008 Earlier events First visit Average length of s Influence on purcha Jecisions Decisively Collectively	ising		8 47 <b>,2 days</b> % 27 41
2008 Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively n an advisory capac	ising		8 47 <b>,2 days</b> % 27 41 19
2008 Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively n an advisory capac No	ising		8 47 <b>,2 days</b> % 27 41 19 10
2008 Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively n an advisory capac	ity	g/procurement	8 47 <b>,2 days</b> % 27 41

decisions

Decisively

No

Student

Collectively

In an advisory capacity

Other not gainfully employed

Δ

2



# SENSOR+TEST -----> Nürnberg

## Trade visitors' profile

Area of responsibility	%	Visitors (number
Management Research/development/design Manufacturing, production, quality control	15 1 5	Proportion of tra
Buying/procurement	5	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology	2	Nielsen 1
Organization, personnel, administration	1	Bremen
Sales	16	Hamburg
Marketing, advertising, PR	48	Lower Saxony
Logistics: storage, material management,		Schleswig-Holstein
transport	1	Nielsen 2
Maintenance/repairs	-	North Rhine-West
Other area Student	2 3	<u>Nielsen 3a</u> Hesse
	3 1	Rhineland-Palatina
Other not gainfully employed	1	Saarland
Position in the company/organization	%	Nielsen 3b
Entrepreneur, co-owner, freelancer	16	Baden-Württember
Managing director, board member,	10	buden Warttember
head of an authority etc.	7	Foreign (total)
Area manager, works manager, plant mana-		of which
ger, branch manager, head of public office	9	EU
Department head, group head, team leader	22	Other e
Other salaried staff, civil servant,		South-,
skilled worker	38	Other c
Lecturer, teacher	1.1	
Trainee	3	Distance to home
Other position	1	up to 50 km
Student	3 1	more than 50 km more than 100 km
Other not gainfully employed	1	over 300 km
Economic sector	%	over 500 km
Industry	16	Countries with the
Trade	15	Italy
Media, press, publishing	20	Switzerland
Service	36	
Public administration	1	Frequency of visi
Other sectors	9	2011
Student	3	2010
Other not gainfully employed	1	2009
		2008
Size of company/organization:		Earlier events
Number of employees	%	First visit
1- 4 14 500 - 999 5- 9 7 1 000 and more	7	Average length a
10- 49 19 Student	20 3	Average length o
50- 199 17 Other not gainfully	э	Influence on pure
200- 499 14 employed	1	decisions
	1	Decisively
Conducted by: Gelszus Messe-Markt-		Collectively
forschung GmbH, Dortmund		In an advisory cap
		No

Student

Other not gainfully employed

umber of entries)	8 228	Area of respons
of trade visitors	<b>99</b> %	Management Research/develo
total)	78	Manufacturing, p Buying/procurem
,		Finance/accounti
5 Nielsen 4	44	Information and
- Bavaria	44	Organization, pe
- Nielsen 5+6	3	Sales
ny 4 Berlin	2	Marketing, adve
Iolstein - Brandenburg	1	Logistics: storag
9 Mecklenburg-		transport
e-Westph. 9 West Pommera	nia -	Maintenance/rep
10 Saxony-Anhalt	-	Other area
7 Nielsen 7	8	Student
Palatinate 1 Saxony	4	Other not gainfu
1 Thuringia	4	
22		Position in the
temberg 22		Entrepreneur, co
tternberg 22		Managing direct
otal)	22	head of an auth
ital)	22	
U	56	Area manager, v
		ger, branch man
Other european countries	21	Department head
outh-, East-, Central Asia	14	Other salaried st
Other countries	9	skilled worker
		Lecturer, teacher
o home	%	Trainee
n	10	Other position
50 km up to 100 km	9	Student
100 km up to 300 km	41	Other not gainfu
n	40	
		Economic secto
vith the highest visitor share	s %	Industry
5	7	Wholesale trade
	7	Import/export
		Service
of visits to trade fair	%	Public administra
	26	Teaching, resear
	22	Other sectors
	19	Student
	14	
+-	14	Other not gainfu
ts		ci di la ci
	52	Size of compan
with all stars d	2	Number of emp
ngth of stay 1,	2 days	1-4 6
n nurchasing/nussure		5-94
on purchasing/procurement	0/	10-49 15
	%	50-199 11
	20	200-499 10
	41	Conducted by:
ory capacity	22	forschung Gmb
	6	torschung ditto
	10	
pinfully amployed	1	

1

of responsibility	%	Visitors (number of entries)	76 0
gement rch/development/design facturing production quality control	8 53 6	Proportion of trade visitors	
facturing, production, quality control g/procurement e/accounting, controlling nation and communication technology ization, personnel, administration etting, advertising, PR ics: storage, material management, ort enance/repairs area nt not gainfully employed on in the company/organization	6 2 - 1 10 3 - 2 4 10 1 %	Germany (total)           of which           Nielsen 1         5           Bremen         -           Hamburg         1           Lower Saxony         3           Schleswig-Holstein         1           North Rhine-Westph.         6           West Pommer         9           North Rhine-Westph.         6           Hesse         6           Anielsen 7         7           Rhineland-Palatinate         3           Saarland         -           Nielsen 3b         17	
preneur, co-owner, freelancer ging director, board member,	9	Baden-Württemberg 17	
of an authority etc.	5	Foreign (total)	3
manager, works manager, plant mana- ranch manager, head of public office tment head, group head, team leader	6 22	of which EU Other european countries	
salaried staff, civil servant, worker	38	Africa North America	
er, teacher	4	South and Central America	
e	1	Middle East	
position nt	2 10	South-, East-, Central Asia Australia	
not gainfully employed	2	Australia	
ry ry t/export	% 64 2 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	
e administration	7 1	Countries with the highest visitor share	25
ing, research	12	Netherlands	
sectors	2	Austria	
nt not gainfully employed	10 1	Czech Republic Switzerland Italy	
of company/organization:			
er of employees	%	Frequency of visits to trade fair	
4 6 500 - 999	8	2011 2010	4
9 4 1 000 and more 49 15 Student	35 10	2010	-
199 11 Other not gainfully	10	2008	
499 10 employed acted by: Gelszus Messe-Markt-	1	Earlier events First visit	
nung GmbH, Dortmund		Average length of stay 2	2,0 da

Influence on purchasing/procuremen decisions	%
Decisively	47
Collectively	27
In an advisory capacity	14
No	8
Student	3
Other not gainfully employed	

Spielwarenmesse ------> Nürnberg

76 055

**79**%

61

53

53

5

3

1

. .

1

6

4

3

39

62

13

4

3

3

9

2

4

%

14

6

29

51

%

6

6

6

5

%

43

38 32

27

27

30

2,0 days

Trade visitors' profile

Area of responsibility	%
Management	28
Research/development/design	6
Manufacturing, production, quality control	5
Buying/procurement	12
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	1
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 mana-	
ger, 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
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	%
1- 4 45 500 - 999	3
1- 4 45 500- 999	5

Numb	er of	f employe	es	%
1-	4	45	500 - 999	3
5-	9	14	1 000 and more	9
10-		15	Student	3
<b>50-</b> 1		9	Other not gainfully	
200- 4	199	3	employed	2
Condu	cted	by: Gelsz	us Messe-Markt-	

forschung GmbH, Dortmund

# 

# 

2

% 61 39

% 4

## Trade visitors' profile

		Мa
Proportion of trade visitors		Res
Common (total)		Ma
Germany (total) of which		Buy
Nielsen 1 10 Nielsen 4		Fina nfo
Bremen - Bavaria		Dro
Hamburg 3 Nielsen 5+6		Sal
Lower Saxony 6 Berlin		Ma
Schleswig-Holstein 1 Brandenburg		_00
Nielsen 2 15 Mecklenburg-		rar
North Rhine-Westph. 15 West Pommera		Ma
Nielsen 3a 35 Saxony-Anhalt		Oth
Hesse 26 Nielsen 7	5 -	2.01
Rhineland-Palatinate 7 Saxony		Pos
Saarland 2 Thuringia		Int
Nielsen 3b 19		Ma
Baden-Württemberg 19		nea
	/	Are
Foreign (total)	<b>20</b> g	ger,
of which		Dep
EU		Эth
Other countries	20 s	skill
		_ec
Distance to home		Frai
up to 50 km		Oth
more than 50 km up to 100 km		Stu
more than 100 km up to 300 km		Oth
over 300 km	45 -	
Countries with the highest visitor shares		E <b>co</b> Ret
Austria		Nh
Netherlands		mp
Belgium		Con
beigiani		Dep
Frequency of visits to exhibition		Mai
Previous event		Ma
Earlier events		Oth
First visit	20 -	Jul
		Size
5 5 7	6 days	Nu
Influence on purchasing/procurement		
decisions	%	1
Decisively	65	5
Collectively	20	Cor
In an advisory capacity	9	
No	6	

Area of responsibility	% Visitors (number of er
Management	64
esearch/development/design	2 <b>Proportion of private</b>
Ianufacturing, production, quality control	5 Germany (total)
uying/procurement	19 Germany (total) 1 of which
inance/accounting, controlling	- Nielsen 1
nformation and communication technology organisation, personnel, administration	1 Bremen
Sales	
Aarketing, advertising, PR	24 Hamburg 18 Lower Saxony
ogistics: storage, material management,	Schleswig-Holstein
ransport	- Nielsen 2
Aaintenance/repairs	- North Rhine-Westph.
Other area	2 Nielsen 3a
	Hesse
Position in the company/organisation	% Rhineland-Palatinate
Entrepreneur, co-owner, freelancer	59 Saarland
Managing director, board member,	Nielsen 3b 95
head of an authority etc.	13 Baden-Württemberg 95
area manager, works manager, plant mana-	
ger, branch manager, head of public office	4 Foreign (total)
Department head, group head, team leader	7
Other salaried staff, civil servant,	Distance to home
skilled worker	13 up to 50 km
.ecturer, teacher	<ul> <li>more than 50 km up to</li> </ul>
Trainee	<ul> <li>more than 100 km up t</li> </ul>
Other position	2 over 300 km
tudent	1
ther not gainfully employed	1 Frequency of visits to
	Previous event
Economic sector	% Earlier events
Retail trade	68 First visit
Wholesale trade	11 Sex
Importer Commercial accept	
Commercial agent	3 Male 2 Female
Department store Mail order	2 Female 2
Mail order Manufacturers	6 Size of household
Dither sectors	9 1 person
	2 persons
Size of company/organisation:	3 persons
Number of employees	% 4 persons
1- 4 40 200 - 499	2 5 persons and more
5-9 19 500 - 999	1
10- 49 22 1 000 and more	3 Age
50- 199 11	up to 20 years
	over 20 up to 30 years
Conducted by: UAF-Marketing, Liederbac	n over 30 up to 40 years
	over 40 up to 50 years
	over 50 up to 60 vears

Private vis	itorc' i	arotilo
rilvate vis		JUUIE

Visitors (number of	ent	ries) 4	477	
Proportion of private visitors			86%	
Germany (total) of which			97	
Nielsen 1		Nielsen 4	1	
Bremen	1	Bavaria	1	
Hamburg		Nielsen 5+6		
Lower Saxony		Berlin		
Schleswig-Holstein	1	Brandenburg		
Nielsen 2	1	Mecklenburg-		
North Rhine-Westph.	-	West Pommerania		
Nielsen 3a	3		÷.,	
Hesse	1			
Rhineland-Palatinate	2	Saxony		
Saarland	-	Thuringia		
Nielsen 3b	95			
Baden-Württemberg	95			
Foreign (total)			3	
Distance to home			%	
up to 50 km			62	
more than 50 km up			18	
more than 100 km up	to to	300 km	18	

Distance to home up to 50 km more than 50 km up to 100 k more than 100 km up to 300 over 300 km	
Frequency of visits to trade Previous event Earlier events First visit	fair
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 50 up to 60 years over 60 up to 70 years over 70 years

itrepreneur, co-owner, freelancer anaging director, board member, ad of an authority etc. ea manager, works manager, plant mana-	8
ead of an authority etc. rea manager, works manager, plant mana-	
	6
r, branch manager, head of public office	6
epartment head, group head, team leader ther salaried staff, civil servant,	9
illed worker	32
cturer, teacher	5
ainee	3
ther position udent	8
udent pusewife/man	9
d-age pensioner	11
ther not gainfully employed	2
uying and ordering capacity	N/A
ollow-up business	%
tend to buy at later date	
S	52 10
aybe	38
onducted by: Messe Offenburg-Ortenau mbH, Offenburg	

# **OBERRHEIN MESSE (2011)**

# **Private visitors' profile**

Visitors (number of entries)	62 532
Proportion of private visitors	<b>96</b> %
Germany (total)	92
of which Nielsen 1 - Nielsen 4	
Bremen - Bavaria	
Hamburg - Nielsen 5+6	
Lower Saxony - Berlin	
Schleswig-Holstein - Brandenburg	
Nielsen 2 - Mecklenburg-	
North Rhine-Westph West Pommer	ania -
Nielsen 3a - Saxony-Anhalt	
Hesse - Nielsen 7	
Rhineland-Palatinate - Saxony	
Saarland - Thuringia	
Nielsen 3b 98	
Baden-Württemberg 98	
<b>Foreign (total)</b> of which	8
EU	96
Other countries	4
Country with the highest visitor share	e %
France	96
Distance to home	%
up to 50 km	87
more than 50 km up to 100 km	10
more than 100 km up to 300 km	1
over 300 km	2
Frequency of visits to exhibition	%
2010	59
2009	56
2008	49
2007	42
Earlier events	46
First visit	6
Sex	%
Male	46
Female	54
Size of household	%
1 person	8
2 persons	43
3 persons	20
4 persons	19
5 persons and more	10



# AMB -----> Stuttgart

# Trade visitors' profile

Age	%	Visitors (number of e
up to 20 years	8	
over 20 up to 30 years	16	Proportion of trade v
over 30 up to 40 years	12	<b>6</b> (1) (1)
over 40 up to 50 years	22	Germany (total)
over 50 up to 60 years	22	of which
over 60 up to 70 years	14	Nielsen 1
over 70 years	6	Bremen
		Hamburg
Position in the company/organisation	%	Lower Saxony
Entrepreneur, co-owner, freelancer	7	Schleswig-Holstein
Managing director, board member,		Nielsen 2
head of an authority etc.	2	North Rhine-Westph.
Area manager, works manager, plant mana-		Nielsen 3a
ger, branch manager, head of public office	3	Hesse
Department head, group head, team leader	8	Rhineland-Palatinate
Other salaried staff, civil servant,		Saarland
skilled worker	30	Nielsen 3b 7
Lecturer, teacher	3	Baden-Württemberg 7
Trainee	3	
Other position	6	Foreign (total)
Student	8	of which
Housewife/man	8	EU
Old-age pensioner	19	Other europ
Other not gainfully employed	5	South-, East
Buying and ordering capacity	%	Other count
Purchase or order made or intended		Distance to home
at the exhibition	70	up to 50 km
yes	78	more than 50 km up t
no	6	more than 100 km up
maybe	16	over 300 km
Follow-up business	%	Countries with the hig
Intend to buy at later date		Switzerland
yes	27	Austria
no	25	France
maybe	48	Italy
Conducted by: Gelszus Messe-Markt-		Japan
forschung GmbH, Dortmund		Francisco of visite to
		Frequency of visits to
		Previous event
		Earlier events First visit
		FIRST VISIT
		Average length of st
		Influence on purchas decisions Decisively
		Collectively
		and the second

Visitors (number of	-	88 183
Proportion of trade	visitors	98%
Germany (total) of which		88
Nielsen 1	1 Nielsen 4	13
Bremen	- Bavaria	13
Hamburg	<ul> <li>Nielsen 5+6</li> </ul>	1
Lower Saxony	- Berlin	-
Schleswig-Holstein	- Brandenburg	
Nielsen 2	4 Mecklenburg	
North Rhine-Westph.		
Nielsen 3a Hesse	7 Saxony-Anha 4 Nielsen 7	ait - 2
Rhineland-Palatinate		-
Saarland	1 Thuringia	
Nielsen 3b	73	
Baden-Württemberg	73	
Foreign (total)		12
of which EU		51
	opean countries	27
	st-, Central Asia	15
Other cou	ntries	7
Distance to home		%
up to 50 km		31
more than 50 km up		22
more than 100 km u	p to 300 km	29
over 300 km		18
Countries with the h	nighest visitor sha	
Switzerland		17
Austria		11
France		7
Italy Japan		4
Frequency of visits	to trade fair	%
Previous event		43
Earlier events		18
First visit		40
Average length of	stay	1,2 days
Influence on purcha	asing/procuremer	
decisions		%
Decisively		18
Collectively		30
In an advisory capac	tity	22
No		22
Student Other pet gainfully a		7

Other not gainfully employed

		Manufacturing, production, quality control	34
	88	Buying/procurement	4
	00	Finance/accounting, controlling	1
	10		
	13	Information and communication technology	1
	13	Organization, personnel, administration	1
<u>⊦6</u>	1	Sales	10
	-	Marketing, advertising, PR	1
Irq		Logistics: storage, material management,	
ırq-		transport	1
merania		Maintenance/repairs	5
halt		Other area	5
Indit	2	Student	7
		Other not gainfully employed	1
		Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	11
		Managing director, board member,	
	12	head of an authority etc.	5
		Area manager, works manager, plant mana-	
	51	ger, branch manager, head of public office	10
	27	Department head, group head, team leader	19
3	15	Foreman, master craftsman	6
	7	Other salaried staff, civil servant,	
		skilled worker	28
	%	Lecturer, teacher	2
	31	Trainee	9
	22	Other position	2
	29	Student	7
	18	Other not gainfully employed	1
	10		
hares	%	Economic sector	%
	17	Industry	75
	11	Skilled trades	11
	7	Service	6
			-
	6	Trade	4
	4	Training/consulting	2
		University, polytechnic, vocational school	6
	%	Other	3
	43		
	18	Size of company/organization:	
	40	Number of employees	%
	-10	1- 4 7 500 - 999	8
124			
1,2 d	ays		21
		10- 49 17 Student	7
ent		50- 199 19 Other not gainfully	
	%	200- 499 13 employed	1
	18	Conducted by: Landesmesse Stuttgart Gml	հս
	30		υп,
	22	Stuttgart	
	22		
	7		

1

Area of responsibility

Research/development/design

Manufacturing, production, quality control

Management

# CMT -----> Stuttgart

## **Private visitors' profile**

%

11

19

34

Visitors (number of entries)	224 327
Proportion of private visitors	<b>90</b> %
Germany (total)	99
of which	
Nielsen 1 - Nielsen 4	4
Bremen - Bavaria	4
Hamburg - <u>Nielsen 5+6</u>	-
Lower Saxony - Berlin	-
Schleswig-Holstein - Brandenburg	
Nielsen 2 - Mecklenburg	
North Rhine-Westph West Pomme Nielsen 3a 3 Saxony-Anha	
	iit ·
Saarland - Thuringia Nielsen 3b 92	
Baden-Württemberg 92	
Baden-wurttenberg 92	
Foreign (total)	1
of which EU	32
Other european countries	68
Country with the highest visitor sha	re %
Switzerland	64
Plates and the bases	
Distance to home	
up to 50 km	59
up to 50 km more than 50 km up to 100 km	59
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	% 59 25 13
up to 50 km more than 50 km up to 100 km	59 25 13
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	59 25 13 2 2
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event	59 25 13 2 2 40
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events	59 25 13 22 13 22 40 40 52
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event	59 25 13 22 13 22 40 40 52
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events	55 25 13 2 2 40 52 25
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	59 25 13 2 2 40
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex	59 25 13 22 13 22 % 40 52 25 % 51
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female	59 29 13 2 2 9% 40 52 29 % 55 45
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household	55 25 13 2 40 52 25 25 9% 51 45
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	59 29 13 2 29 44 52 29 9% 55 49 9%
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons	59 25 13 2 2 5 13 2 2 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	59 29 13 29 40 52 29 9% 51 49 9% 12 54 9%
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons	59 25 13 2 % 40 52 25 % 51 49 % 12 54 14 9
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	59 29 13 29 40 52 29 9% 51 49 9% 12 54 9%
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 persons 2 persons 3 persons 3 persons 5 persons and more Age	59 29 13 2 9% 44 52 25 55 45 7% 12 54 14 15 54 9%
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 5 persons and more Age up to 20 years	59 29 13 3 40 55 29 9% 49 49 49 49 12 54 14 15 54 14 15 54 54 54 54 55 55 55 55 55 55 55 55 55
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit 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	55 25 25 25 25 25 25 25 25 25 45 25 45 45 25 45 25 45 25 45 25 25 25 25 25 25 25 25 25 25 25 25 25
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit 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 30 years over 30 up to 40 years	59 29 13 24 9% 44( 52 25 9% 55 54 55 54 9% 12 54 54 9% 12 54 54 54 54 54 54 54 54 54 54 54 54 54
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit 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 30 years over 30 up to 40 years	59 29 13 24 9% 44( 52 25 9% 55 54 55 54 9% 12 54 54 9% 12 54 54 54 54 54 54 54 54 54 54 54 54 54
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 30 up to 40 years over 30 up to 40 years over 30 up to 40 years	59 29 29 29 29 20 20 20 20 20 20 20 20 20 20 20 20 20
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit 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 50 years	55 25 25 25 25 25 25 25 25 25 45 25 45 45 25 45 25 45 25 45 25 25 25 25 25 25 25 25 25 25 25 25 25

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant mana-	_
ger, branch manager, head of public office	2
Department head, group head, team leader	9
Other salaried staff, civil servant,	5
skilled worker	32
Lecturer, teacher	
Trainee	2
- Tallee	2
Other position	3 2 5 4
Student	
Old-age pensioner	27
Housewife/man	4
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended	/0
at the exhibition	
ves	39
no	32
maybe	29
Пауре	29
Follow-up business	%
Intend to buy at later date	
yes	38
	16
maybe	46
-	
Conducted by: Landesmesse Stuttgart	
GmbH, Stuttgart	

# 6

# DACH+HOLZ International ------> Stuttgart

## Trade visitors' profile

		Area of responsibit Management
Proportion of trade visitors	<b>97</b> %	Research/developme
Germany (total)	92	Manufacturing, proc Buying/procurement
of which		Finance/accounting,
Nielsen 1 4 Nielsen 4	23	Information and cor
Hamburg - Bavaria	23	Organization, perso
Bremen - Nielsen 5+6	3	Sales
Lower Saxony 3 Berlin	1	Marketing, advertis
Schleswig-Holstein 1 Brandenburg		Logistics: storage, r
Nielsen 2 6 Mecklenburg-		transport
North Rhine-Westph. 6 West Pommera		Maintenance/repairs
Nielsen 3a 17 Saxony-Anhalt	1	Other area
Hesse 8 <u>Nielsen 7</u>	4	Student
Rhineland-Palatinate 7 Saxony	2	Other not gainfully
Saarland 1 Thuringia	2	
Nielsen 3b 43		Position in the co
Baden-Württemberg 43		Entrepreneur, co-ow
Foreign (total)	8	Managing director, head of an authorit
Foreign (total) of which	0	
EU	68	Area manager, wor ger, branch manage
Other european countries	22	Department head, o
Other countries	10	Foreman, master cr
other countries	10	Other salaried staff
Distance to home	%	skilled worker
up to 50 km	15	Lecturer, teacher
more than 50 km up to 100 km	16	Trainee
more than 100 km up to 300 km	40	Student
over 300 km	29	Other not gainfully
Countries with the highest visitor shares	<b>5</b> %	Economic sector
Switzerland	12	Industry
Austria	11	Skilled trades
		Retail trade/building
Frequency of visits to trade fair	%	Wholesale/foreign t
Cologne 2010	27	Architect
Stuttgart 2008	37	Other service
First visit	48	Authority/public ser
Assessed and the of stars of the	2	Teaching (polytechn
Average length of stay 1,	3 days	Research Other sectors
Influence on purchasing/procurement		Student
decisions	%	Other not gainfully
Decisively	33	
Collectively	32	Size of company/o
In an advisory capacity	20	Number of employ
No	13	1- 4 31
Student	2	5-925
Other not gainfully employed	1	10-49 26
		50-199 7

33	Area of responsibility	%
	Management	38
7%	Research/development/design	4
	Manufacturing, production, quality control	18
92	Buying/procurement	5
	Finance/accounting, controlling	1
23	Information and communication technology	1
23	Organization, personnel, administration	1
3	Sales	9
1	Marketing, advertising, PR	1
1.1	Logistics: storage, material management,	1
	transport	1
1	Maintenance/repairs	6
1	Other area	12
4	Student	2
2		_
2	Other not gainfully employed	1
2	Desition in the company/organiti	%
	Position in the company/organization	
	Entrepreneur, co-owner, freelancer	37
	Managing director, board member,	-
8	head of an authority etc.	5
~~	Area manager, works manager, plant mana-	_
68	ger, branch manager, head of public office	5
22	Department head, group head, team leader	8
10	Foreman, master craftsman	12
	Other salaried staff, civil servant,	
%	skilled worker	20
15	Lecturer, teacher	2
16	Trainee	8
40	Student	2
29	Other not gainfully employed	1
%	Economic sector	%
12	Industry	7
11	Skilled trades	72
	Retail trade/building materials trade	4
%	Wholesale/foreign trade	6
27	Architect	4
37	Other service	2
48		1
40	Authority/public services	
	Teaching (polytechnic/university/college)	1
iys	Research	1
	Other sectors	1
0/	Student	2
%	Other not gainfully employed	1
33		
32	Size of company/organization:	
20	Number of employees	%
13	1- 4 31 500 - 999	2
2	5- 9 25 1 000 and more	4
1	10- 49 26 Student	2
	50- 199 7 Other not gainfully	
	200 100 2	

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

employed

1

# FACHDENTAL Südwest ------> Stuttgart

4

## Trade visitors' profile

Proportion of trade visitors		tors	98%	
Germany (total)			98	
of which				
Nielsen 1	1	Nielsen 4	6	
Bremen	-	Bavaria	6	
Hamburg	-	Nielsen 5+6	1	
Lower Saxony	-	Berlin		
Schleswig-Holstein	-	Brandenburg		
Nielsen 2	1	Mecklenburg-		
North Rhine-Westph.	1	West Pommerania	a -	
Nielsen 3a	4	Saxony-Anhalt		
Hesse	-	Nielsen 7		
Rhineland-Palatinate	-	Saxony		
Saarland	-	Thuringia		
Nielsen 3b	88	5		
Baden-Württemberg	88			
Foreign (total)			2	
Distance to home			%	
up to 50 km			45	
more than 50 km up	to '	100 km	25	
more than 100 km up	to to	300 km	25	
over 300 km			5	
Frequency of visits t	o t	rade fair	%	
Previous event			41	
Earlier events			54	
First visit			24	
Average length of s	tay	1,1	days	

decisions

Decisively Collectively

No

Student

In an advisory capacity

Position in the company/ Entrepreneur, co-owner, free		% 35
Managing director, board r		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
head of an authority etc.	nember,	3
Area manager, works mana	ager, plant mana-	
ger, branch manager, head	of public office	1
Department head, group he Other salaried staff, civil se		8
skilled worker	3	31
Lecturer, teacher		1
Trainee		11
Other position		2
Student		4
Other not gainfully employe	ed	1
		_
Economic sector	c	
		%
Dentist's practice,- clinic Orthodontics	7	% 7(
Dentist's practice,- clinic Orthodontics Oral and maxillofacial surge	7 1 ery	% 7() 12
Dentist's practice,- clinic Orthodontics Oral and maxillofacial surg Dental technology laborato	7 1 ery ry 1	% 70 12 2
Dentist's practice,- clinic Orthodontics Oral and maxillofacial surge Dental technology laborato Dental trade	7 1 ery ry 1	% 70 12 12
Economic sector Dentist's practice,- clinic Orthodontics Oral and maxillofacial surg Dental technology laborato Dental trade University, polytechnic, voc Other	7 1 ery ry 1	% 70 12 4 14 3 5
Dentist's practice,- clinic Orthodontics Oral and maxillofacial surg Dental technology laborato Dental trade University, polytechnic, voc Other	7 1 ry 1 ational school	% 70 12 2
Dentist's practice,- clinic Orthodontics Oral and maxillofacial surg Dental technology laborato Dental trade University, polytechnic, voc	7 ery ry 1 ational school ition:	
Dentist's practice,- clinic Orthodontics Oral and maxillofacial surg Dental technology laborato Dental trade University, polytechnic, voc Other Size of company/organiza Number of employees 1- 4 25	ry 1 ry 1 ational school rtion: 500 - 999	% 70 12 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Dentist's practice,- clinic Orthodontics Oral and maxillofacial surg Dental technology laborato Dental trade University, polytechnic, voc Other Size of company/organiza Number of employees 1- 4 25 5- 9 39 1 0	ry 1 ry 1 ational school tition: 500 - 999 000 and more	% 12 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Dentist's practice,- clinic Orthodontics Oral and maxillofacial surg Dental technology laborato Dental trade University, polytechnic, voc Other Size of company/organiza Number of employees 1- 4 25 5- 9 39 1 ( 10- 49 23	7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	% 70 12 4 14 3
Dentist's practice,- clinic Orthodontics Oral and maxillofacial surg: Dental technology laborato Dental trade University, polytechnic, voc Other Size of company/organiza Number of employees 1- 4 25 5- 9 39 1 ( 10- 49 23 50- 199 3 Othei	ry 1 ry 1 ational school tion: 500 - 999 200 and more Student r ot gainfully	% 12 12 12 12 12 12 12 12 12 12 12 12 12
Dentist's practice,- clinic Orthodontics Oral and maxillofacial surg: Dental technology laborato Dental trade University, polytechnic, voc Other Size of company/organiza Number of employees 1- 4 25 5- 9 39 1 ( 10- 49 23 50- 199 3 Other 200- 499 1	ry 1 ational school tion: 500 - 999 200 and more Student r not gainfully employed	% 7( 12 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Dentist's practice,- clinic Orthodontics Oral and maxillofacial surg: Dental technology laborato Dental trade University, polytechnic, voc Other Size of company/organiza Number of employees 1- 4 25 5- 9 39 1 ( 10- 49 23 50- 199 3 Othei	ry 1 ational school tion: 500 - 999 200 and more Student r not gainfully employed	% 7( 12 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Dentist's practice,- clinic Orthodontics Oral and maxillofacial surg Dental technology laborato Dental trade University, polytechnic, voc Other Size of company/organiza Number of employees 1- 4 25 5- 9 39 1 ( 10- 49 23 50- 199 3 Other 200- 499 1 Conducted by: Landesmer	ry 1 ational school tion: 500 - 999 200 and more Student r not gainfully employed	% 7( 12 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2

# Familie & Heim / Int. Mineral &

## **Basic data private visitors**

	itors 61	584*)	
Proportion of private visitors			
Region of residence		%	
up to 50 km		81	
more than 50 km up	to 100 km	14	
more than 100 km up		4	
over 300 km		1	
Total Germany		100	
Baden-	North Rhine-		
Württemberg !	97 Westphalia	-	
Bavaria	2 Rhineland-		
Berlin	<ul> <li>Palatinate</li> </ul>		
Brandenburg	<ul> <li>Saarland</li> </ul>		
Bremen	- Saxony		
Hamburg	<ul> <li>Saxony-Anhalt</li> </ul>		
Hesse	<ul> <li>Schleswig-</li> </ul>		
Mecklenburg-	Holstein	-	
West Pommerania	<ul> <li>Thuringia</li> </ul>	-	
Lower Saxony			
Position in the com	pany/organisation	%	
Entrepreneur partner	self-employed	6	
Managing director, be	oard member,		
head of an authority	etc.	3	
Senior department he	ad, other employee		
with managerial resp	onsibility	1	
Department head, gro	oup head	5	
Other salaried staff/p	ublic service	37	
Skilled worker		6	
Lecturer, teacher, scie	entific assistant	1	
Trainee		2 2 8	
Other position		2	
Housewife/man		8	
		25	
Old-age pensioner		4	
Old-age pensioner	mployed	1	
Old-age pensioner Student Other not gainfully er			
Old-age pensioner Student Other not gainfully er Frequency of visits t		%	
Old-age pensioner Student Other not gainfully er Frequency of visits t 2009			
Old-age pensioner Student Other not gainfully er Frequency of visits t		% 53	

\*) Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted.

# 

# Additional data private visitors

<b>Sex</b>	%
Male	44
Female	56
Age	%
up to 20 years	4
over 20 up to 30 years	16
over 30 up to 40 years	14
over 40 up to 50 years	20
over 50 up to 60 years	19
over 60 up to 70 years	20
over 70 years	7
Size of household	%
1 person	14
2 persons	52
3 persons	14
4 persons	15
5 persons and more	6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 67 12 21
Follow-up business Intend to buy at later date yes no maybe Conducted by: Landesmesse Stuttgart Stuttgart	% 24 21 56 GmbH,

# interbad -----> Stuttgart

# Trade visitors' profile

Visitors (number of entries)	15 423
Proportion of trade visitors	93%
Germany (total) of which	72
Nielsen 1 7 Nielsen 4	23
Bremen - Bavaria	23
Hamburg 1 Nielsen 5+6	
Lower Saxony 5 Berlin	
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 3 Mecklenburg	-
North Rhine-Westph. 3 West Pomme	erania
Nielsen 3a 14 Saxony-Anha	lt
Hesse 8 Nielsen 7	
Rhineland-Palatinate 6 Saxony	
Saarland - Thuringia	
Nielsen 3b 47	
Baden-Württemberg 47	
Foreign (total) of which	28
EU	7
Other european countries	2
Other countries	-
Distance to home	9
up to 50 km	14
more than 50 km up to 100 km	4.1
	1.
more than 100 km up to 300 km	
	32
more than 100 km up to 300 km over 300 km <b>Countries with the highest visitor sha</b>	33 4 res %
more than 100 km up to 300 km over 300 km <b>Countries with the highest visitor sha</b> Switzerland	33 4 res %
more than 100 km up to 300 km over 300 km <b>Countries with the highest visitor sha</b> Switzerland Austria	32 4 res % 13
more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Switzerland Austria France	33 4 res % 11 10
more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Switzerland Austria France Italy	32 4 res % 13
more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Switzerland Austria France	32 4 res % 12 11
more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Switzerland Austria France Italy Czech Republic Frequency of visits to trade fair	3. 4 res % 1: 10
more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Switzerland Austria France Italy Czech Republic Frequency of visits to trade fair Previous event	3 4 res % 11 10 9 3
more than 100 km up to 300 km over 300 km Countries with the highest visitor sha Switzerland Austria France Italy Czech Republic Frequency of visits to trade fair Previous event Earlier events	3 4 11 11 11 11 11 11 11 11 11 11 11 11 1
more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Switzerland Austria France Italy Czech Republic Frequency of visits to trade fair Previous event Earlier events First visit	13 10 8 8 9 7 33 34 44
more than 100 km up to 300 km over 300 km Countries with the highest visitor sha Switzerland Austria France Italy Czech Republic Frequency of visits to trade fair Previous event Earlier events	3 4 res % 1 1 1 1 9 3 3 4
more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Switzerland Austria France Italy Czech Republic Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen	33 4 res % 11 11 9 33 34 4 <b>1,3 day</b> : t
more than 100 km up to 300 km over 300 km Countries with the highest visitor sha Switzerland Austria France Italy Czech Republic Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions	1.3 4 res % 1.1 11 9 3.3 4 1,3 day: t %
more than 100 km up to 300 km over 300 km Countries with the highest visitor sha Switzerland Austria France Italy Czech Republic Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively	33 4 res % 11 11 11 11 11 11 11 11 11 11 11 11 11
more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Switzerland Austria France Italy Czech Republic Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively	33 4 11 11 11 12 13 33 34 1,3 day t 1,3 day 1,3 day
more than 100 km up to 300 km over 300 km Countries with the highest visitor sha Switzerland Austria France Italy Czech Republic Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively In an advisory capacity	33 4 res 9 11 10 9 33 34 4 <b>1,3 day</b> <b>1,3 day</b> <b>t</b> 9 31 32 22
more than 100 km up to 300 km over 300 km Countries with the highest visitor sha Switzerland Austria France Italy Czech Republic Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively In an advisory capacity No	33 4 11 11 11 11 12 13 33 4 1,3 day 1,3 day 1,4 day 1,5 day 1,
more than 100 km up to 300 km over 300 km Countries with the highest visitor sha Switzerland Austria France Italy Czech Republic Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively In an advisory capacity	33 4 res 9 11 10 9 33 34 4 <b>1,3 day</b> <b>1,3 day</b> <b>t</b> 9 31 32 22

Position in	the cor	npany/organization	%
		/ner, freelancer	23
		board member,	
head of an			14
		ks manager, plant mana-	
		er, head of public office	18
		group head, team leader	14
		, civil servant,	14
skilled work		, civil servant,	22
Lecturer, tea			1
Trainee	icher		
Other position	n		2
Student			3 2 3 2
Other not ga	ainfully	employed	2
other not g	annuny	employed	2
Economic s	ector		%
Industry			22
Skilled trade	S		12
Trade compa	anies		13
Municipality	, public	service	33
Training/con	sulting		2
Other service	e		19
University, p	olytech	nic, vocational school	2
Other			6
		rganization:	
Number of			%
1- 4	21	500 - 999	2
5-9	16	1 000 and more	2 5 3
10- 49	27	Student	3
50-199	16	Other not gainfully	
200 400	_		-

#### 200- 499 7 employed 2 Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

# INTERGASTRA ------> Stuttgart

# Trade visitors' profile

Visitors (number of	entrie	es) 85	5 782
Proportion of trade visitors			<b>94</b> %
Germany (total)			99
of which			
Nielsen 1		lielsen 4	13
Bremen		avaria	13
Hamburg		lielsen 5+6	1
Lower Saxony Schleswig-Holstein		erlin	
Nielsen 2		randenburg Jecklenburg-	
North Rhine-Westph.		Vest Pommerani	
Nielsen 3a		axony-Anhalt	d ·
Hesse		lielsen 7	1
Rhineland-Palatinate		axony	
Saarland		huringia	
Nielsen 3b	76	nunnyia	
Baden-Württemberg	76		
baden warttenberg	70		
Foreign (total)			1
Distance to home			%
up to 50 km			% 38
up to 50 km more than 50 km up			% 38 25
up to 50 km more than 50 km up more than 100 km u			% 38 25
up to 50 km more than 50 km up			% 38 25 32
up to 50 km more than 50 km up more than 100 km u	p to 30	00 km	% 38 25 32 6
up to 50 km more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event	p to 30	00 km	% 38 25 32 6 %
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 30	00 km	% 38 25 32 6 % 38 40
up to 50 km more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event	p to 30	00 km	% 38 25 32 6 %
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 30	00 km <b>de fair</b>	% 38 25 32 6 % 38 40
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 Influence on purcha	p to 30 to trac stay	00 km de fair 1,1	% 38 25 32 6 32 6 32 6 32 6 32 6 32 6 32 6 3
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 Influence on purcha decisions	p to 30 to trac stay	00 km de fair 1,1	% 38 322 322 6 32 6 6 % 38 40 37 40 37 <b>days</b>
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 30 to trac stay	00 km de fair 1,1	% 38 322 322 322 322 6 6 % 38 40 37 37 <b>days</b>
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 Influence on purcha decisions Decisively Collectively	p to 30 to trac stay ising/p	00 km de fair 1,1	% 38 29 32 32 6 32 32 6 4 32 37 31 <b>days</b>
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 Influence on purcha decisions Decisively Collectively In an advisory capac	p to 30 to trac stay ising/p	00 km de fair 1,1	% 38 29 32 6 32 6 40 37 38 40 37 31 27 31 21
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 a Influence on purcha decisions Decisively Collectively In an advisory capac	p to 30 to trac stay ising/p	00 km de fair 1,1	% 38 32 32 6 % 32 6 % 32 6 % 32 6 % 32 6 % 32 5 32 6 % 32 5 32 6 % 32 5 32 5 32 5 32 5 32 5 32 5 32 5 5 5 5
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 Influence on purcha decisions Decisively Collectively In an advisory capac	p to 30 to trac stay ising/p	00 km de fair 1,1 rocurement	% 38 25 32 6 32 6 32 6 32 6 32 6 32 6 32 6 3

Area of responsibility Management	% 27
Research/development/design	21
Manufacturing, production, quality control	1
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	1
Organization, personnel, administration	7
Sales Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	11
Sales and marketing, customer relationship	
management, banquets	3
reception Food & beverage management, purchasing	3
Kitchen	25
Pâtisserie, confectionery	2
Service, restaurant	13
Student	4
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	33
Managing director, board member,	
head of an authority etc.	6
Area manager, works manager, plant mana- ger, branch manager, head of public office	7
Department head, group head, team leader	13
Other salaried staff, civil servant,	
skilled worker	19
Lecturer, teacher	2
Trainee	12
Other position Student	3
Other not gainfully employed	1
Economic sector	%
Hotel, guest houses	22 50
Catering, restaurant Franchise restaurant	50
Canteens, cafeteria operators, home and	-
hospital caterers	11
Ice cream parlours	3
Bakery, confectioners, cafe	6
Planning/architecture/interior furnishings	3
Discotheques, bars, trend gastronomy, scene catering	2
Fast food, snacks, petrol stations	3
Food, drinks trade, trade chain	
Colleges, universities, institutes	75
Other sectors	9
Size of company/organization:	
Number of employees	%
1- 4 23 500 - 999	2

employ	ees
23	500 - 999
18	1 000 and more
27	Student
15	Other not gainfully
5	employed
	23 18 27 15

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

# INVEST -----> Stuttgart

## Trade visitors' profile

Visitors (number of entries) 14			
Proportion of trade	33%		
Germany (total)			95
of which		Mit days of	
Nielsen 1	4	THEIDEN I	11
Bremen	- 7	Bavaria	
Hamburg	1	Nielsen 5+6	2
Lower Saxony	1	Berlin	
Schleswig-Holstein	1		
Nielsen 2	4		
North Rhine-Westph.			
Nielsen 3a	9		
Hesse	5		2
Rhineland-Palatinate	4		
Saarland		Thuringia	
Nielsen 3b	68		
Baden-Württemberg	68		
Foreign (total)			5
Distance to home			%
up to 50 km			39
more than 50 km up	to '	100 km	22
more than 100 km u	p to	300 km	23
over 300 km			16
Frequency of visits	to t	rade fair	%
Previous event			39
Earlier events			42
First visit			42
Average length of s	stay		1,2 days
Influence on purcha	sing	g/procurement	
decisions			%
Decisively			29
Collectively			21
	÷		18
In an advisory capaci	ily		10
In an advisory capaci No	ity		20

	_
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	33
Managing director, board member,	7
head of an authority etc. Area manager, works manager, plant mana-	/
ger, branch manager, head of public office	5
Department head, group head, team leader	6
Other salaried staff, civil servant,	0
skilled worker	22
Lecturer, teacher	5
Trainee	
Other position	8 2
Student	11
Economic sector	%
Financial services	36
Bank	29
Other service	11
University, polytechnic, vocational school	10
Trade	7
Insurance	6
Training/consulting	5
Industry	4
Specialist media Public authority	4
Other	5 4 4 3 5
	5
Size of company/organization:	~
Number of employees	%
1- 4 24 200 - 499 5- 9 7 500 - 999	9 3
10- 49 12 1 000 and more	3 22
50- 199 11 Student	11
SUCCESS IN Student	

# Private visitors' profile

Visitors (number of	ent	ries)	14 106
Proportion of private visitors 67%			<b>67</b> %
Germany (total)			99
of which			
Nielsen 1	2		9
Bremen	- 7	Bavaria	9
Hamburg	1	Nielsen 5+6	1
Lower Saxony	1	Berlin	
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	2	Mecklenburg-	
North Rhine-Westph.	2	West Pommera	nia -
Nielsen 3a	5	Saxony-Anhalt	-
Hesse	- 7	Nielsen 7	1
Rhineland-Palatinate	- 7	Saxony	-
Saarland	- 7	Thuringia	-
	79		
Baden-Württemberg	79		
Foreign (total)			1
Distance to home			%
up to 50 km			52
more than 50 km up	to '	100 km	17
more than 100 km up	to	300 km	21
over 300 km			9
Frequency of visits t	o t	rade fair	%
Previous event			48
Earlier events			61
First visit			21
Sex			%
Male			84
Female			16
Size of household			%
1 person			29
2 persons			37
3 persons			15
4 persons			13
-			

6

% 5

8

Age

5 persons and more

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 20 years

Position in the company/organization Entrepreneur, co-owner, freelancer	
Managing director, board member, head of an authority etc.	
Area manager, works manager, plant	
ger, branch manager, head of public of	
Department head, group head, team le Other salaried staff, civil servant,	eader
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	
ves	
no	
maybe	
Follow-up business	
Intend to buy at later date	
yes no	
maybe	
	rt Gr
· ·	
Conducted by: Landesmesse Stuttga Stuttgart	
Conducted by: Landesmesse Stuttga	

# IT & Business / DMS EXPO

# Trade visitors' profile

Visitors (number of	ent	ries)	8 431
Proportion of trade	visi	tors	100%
Germany (total) of which			94
Nielsen 1	3	Nielsen 4	12
Bremen	-	Bavaria	12
Hamburg	1	Nielsen 5+6	1
Lower Saxony	1		1
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	6	Mecklenburg-	
North Rhine-Westph.	6	West Pommera	ania -
Nielsen 3a	9	Saxony-Anhalt	-
Hesse	4	Nielsen 7	1
Rhineland-Palatinate		Saxony	1
Saarland	-	Thuringia	-
Nielsen 3b	68		
Baden-Württemberg	68		
Foreign (total) of which			6
EU			54
	pea	n countries	34
Other cour			12
Distance to home			%
up to 50 km			41
more than 50 km up	to 1	100 km	17
more than 100 km up			26
over 300 km	p 10	500 km	16
over 500 km			10
Countries with the h	ighe	est visitor share	s %
Switzerland			26
Austria			23
nusula			
	to t	rade fair	%
Frequency of visits Previous event	to t	rade fair	% 28
Frequency of visits	to t	rade fair	
Frequency of visits Previous event	to t	rade fair	28 25
Frequency of visits Previous event Earlier events			28
Frequency of visits Previous event Earlier events First visit Average length of s	stay	1	28 25 57
Frequency of visits Previous event Earlier events First visit	stay	1	28 25 57 ,1 days
Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions	stay	1	28 25 57 ,1 days
Frequency of visits Frevious event Earlier events First visit Average length of s Influence on purcha decisions Decisively	stay	1	28 25 57 <b>,1 days</b> % 22
Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	stay	1	28 25 57 ,1 days
Frequency of visits Frevious event Earlier events First visit Average length of s Influence on purcha decisions Decisively	stay	1	28 25 57 <b>,1 days</b> % 22 38 22
Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively In an advisory capaci	stay	1	28 25 57 <b>,1 days</b> % 22 38



# LASYS -----> Stuttgart

5 293

100%

# Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	18 4	Proportion of trade visitors
Manufacturing, production, quality control	3	
Buying/procurement	1 4	Germany (total) of which
Finance/accounting, controlling Information and communication technology	36	Nielsen 1 4 Niels
Organization, personnel, administration	2	Bremen - Bava
Sales	12	Hamburg - Niels
Marketing, advertising, PR	5	Lower Saxony - Berlin
Logistics: storage, material management,		Schleswig-Holstein - Bran
transport	1	Nielsen 2 7 Meck
Maintenance/repairs	1	North Rhine-Westph. 7 West
Other area	5	Nielsen 3a 12 Saxo
Student	8	Hesse 7 Niels
Other not gainfully employed	1	Rhineland-Palatinate 4 Saxo
		Saarland 1 Thuri
Position in the company/organization	%	Nielsen 3b 52
Entrepreneur, co-owner, freelancer	16	Baden-Württemberg 52
Managing director, board member,		
head of an authority etc.	7	Foreign (total)
Area manager, works manager, plant mana-		of which
ger, branch manager, head of public office	10	EU
Department head, group head, team leader	24	Other european cour
Other salaried staff, civil servant,		South-, East-, Centra
skilled worker	25	Other countries
Lecturer, teacher	2	
Trainee	5	Distance to home
Other position	2	up to 50 km
Student	8	more than 50 km up to 100 kr
Other not gainfully employed	1	more than 100 km up to 300 k over 300 km
Economic sector	%	
Industry	25	Countries with the highest vis
Trade	10	Switzerland
Skilled trades	2	Austria
Service	44	
Training/consulting	11	Frequency of visits to trade
Authority/public services	6	Previous event
University, polytechnic, vocational school	9	Earlier events
Other	9	First visit
Size of company/organization:		Average length of stay
Number of employees	%	Left services and the first set
1- 4 11 500 - 999	6	Influence on purchasing/proc
5- 9 7 1 000 and more	19	decisions
10- 49 18 Student	8	Decisively
50- 199 20 Other not gainfully	1	Collectively
200- 499 11 employed	1	In an advisory capacity
Conducted by: Landesmesse Stuttgart Gm	bH,	No

Student

Other not gainfully employed

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

rioportion of trade visitors	100%
Germany (total) of which	78
Nielsen 1 4 Nielsen 4	19
Bremen - Bavaria	19
Hamburg - Nielsen 5+6	2
Lower Saxony - Berlin	2
Schleswig-Holstein - Brandenburg	
Nielsen 2 7 Mecklenburg-	
North Rhine-Westph. 7 West Pommera	
Nielsen 3a 12 Saxony-Anhalt	
Hesse 7 <u>Nielsen 7</u>	4
Rhineland-Palatinate 4 Saxony	
Saarland 1 Thuringia	
Nielsen 3b 52	
Baden-Württemberg 52	
Foreign (total) of which	22
EU	55
Other european countries	28
South-, East-, Central Asia	9
Other countries	8
Distance to home	%
up to 50 km	23
more than 50 km up to 100 km	12
more than 100 km up to 300 km	33
over 300 km	33
Countries with the highest visitor share	s %
Switzerland	26
Austria	11
Austria	
Frequency of visits to trade fair	%
Previous event	9
Earlier events	14
First visit	80
Average length of stay 1,	,2 days
Influence on purchasing/procurement	
decisions	%
Decisively	25
Collectively	35
In an advisory capacity	23
No	8
Chudant	0

Area of responsibility	%
Management	15
Research/development/design	38
Manufacturing, production, quality control	18
Buying/procurement	2
Information and communication technology	-
Organization, personnel, administration	
Sales	11
Marketing, advertising, PR	2
Logistics: storage, material management, transport	
Maintenance/repairs	1
Other area	3
Student	9
Other not gainfully employed	1
5 7 1 7	
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 mana- ger, branch manager, head of public office	10
Department head, group head, team leader	23
Other salaried staff, civil servant,	25
skilled worker	32
Lecturer, teacher	1
Trainee	1
Other position	2
Student	9
Other not gainfully employed	1
Economic sector	%
	% 75
Industry Trade	75 7
Service	11
Training/consulting	2
University, polytechnic, vocational school	13
Other sectors	3
Size of company/organization:	
Number of employees	%
1- 4 9 500 - 999	7
5- 9 4 1 000 and more 10- 49 14 Student	27 9
10- 49 14 Student 50- 199 16 Other not gainfully	9
200- 499 11 employed	1
200 400 in employed	1

Conducted by: Landesmesse Stuttgart GmbH,

Stuttgart

9

1

# LogiMAT -----> Stuttgart

# Trade visitors' profile

Proportion of trade visitors	<b>99</b> %
Germany (total)	9
of which	
Nielsen 1 4 Nielsen 4	1
Bremen - Bavaria	1
Hamburg - <u>Nielsen 5+6</u>	
Lower Saxony 3 Berlin	
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 10 Mecklenburg-	
North Rhine-Westph. 10 West Pommer	
Nielsen 3a 8 Saxony-Anhalt	
Hesse 3 Nielsen 7	
Rhineland-Palatinate 5 Saxony	
Saarland - Thuringia	
Nielsen 3b 57	
Baden-Württemberg 57	
Foreign (total)	9
of which EU	5
	3
Other european countries Other countries	3
Other countries	
Distance to home	9
up to 50 km	9 2
up to 50 km more than 50 km up to 100 km	9 2 1
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	9 2 1 2
up to 50 km more than 50 km up to 100 km	9 2 1 2
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 share	9 2 1' 2 2 <b>2</b>
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 share Austria	9 2 1' 2 2 <b>2</b>
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 share	9 2 1 2 2 2 2 2 2 2 3 5 9 2
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 share Austria Switzerland Frequency of visits to trade fair	9 2 1! 2i 2i 2: 2 2 2 9
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km <b>Countries with the highest visitor share</b> Austria Switzerland <b>Frequency of visits to trade fair</b> Previous event	9 2 1 2 2 2 2 5 9 2 2 9 2
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 share Austria Switzerland Frequency of visits to trade fair Previous event Earlier events	9 2 1! 2: 2: 2: 2: 2: 2 2 2 2 2 2 2 2 2 2 2 2
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km <b>Countries with the highest visitor share</b> Austria Switzerland <b>Frequency of visits to trade fair</b> Previous event	9 2 1! 2: 2:
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 share Austria Switzerland Frequency of visits to trade fair Previous event Earlier events First visit	9 2 1! 2: 2: 2: 2: 2: 2 2 2 2 2 2 2 2 2 2 2 2
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 share Austria Switzerland Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1	9 2 1 2 2 2 5 9 2 2 2 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 share Austria Switzerland Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions	9 2 1 2 2 2 2 2 2 2 2 2 5 ,2 day
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 share Austria Switzerland Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement	9 2 1 2 2 2 2 2 2 2 2 2 5 ,2 day
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 share Austria Switzerland Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions	9 2 1 2 2 2 2 2 9 2 2 5 ,2 day
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 share Austria Switzerland Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively	9 2 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
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 share Austria Switzerland Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively	9 2 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
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 share Austria Switzerland Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	9 2 1 2 2 2 2 2 2 2 2 2 2 2 2 5

Mana Resea Manu Buying Finano Inform Organ Sales Major Kapist transp Maint Other Studel	enance/repairs area	% 10 4 7 6 1 4 - 10 1 38 3 5 9 1
Entrep Mana head ger, b Depar Other skilled Lectur Traine Other Stude	er, teacher e position	% 5 6 12 27 23 3 12 3 9 1
Indust Whole Retail Skilled Freigh Banks Other Public Unive Other Stude	sale trade trade trades torwarders, transport companies insurance companies service authority sity/college/polytechnic sectors	% 49 12 4 2 6 1 9 1 6 9 1

## Size of company/organization:

Number	r of empl	loyees	%
1-	4 3	500 - 999	12
5-	9 2	1 000 and more	32
10- 4	9 11	Student	9
50-19	9 17	Other not gainfully	
200-49	9 13	employed	1
Conduct	ted by: V	Nissler & Partner, Basel	

# MEDIZIN -----> Stuttgart

## Trade visitors' profile

Visitors (number of entries)	6 609	Position in the company/organization
Proportion of trade visitors	97%	Entrepreneur, co-owner, freelancer Managing director, board member,
reportion of date visitors	5170	head of an authority etc.
Germany (total)	99	Area manager, works manager, plant mana
of which		ger, branch manager, head of public office
Nielsen 1 1 Nielsen 4	6	Department head, group head, team leader
Bremen - Bavaria	6	Other salaried staff, civil servant,
Hamburg - Nielsen 5+6	1	skilled worker
Lower Saxony - Berlin		Lecturer, teacher
Schleswig-Holstein - Brandenburg	-	Trainee
Nielsen 2 1 Mecklenburg-		Other position
North Rhine-Westph. 1 West Pommer	rania -	Student
Nielsen 3a . 4 Saxony-Anhalt	t -	Other not gainfully employed
Hesse - Nielsen 7		
Rhineland-Palatinate - Saxony	-	Economic sector
Saarland - Thuringia		Practice
Nielsen 3b 87		Hospital/clinic
Baden-Württemberg 87		Medical care centre
		Rehabilitation facilities
Foreign (total)	1	Nursing home
		Medical laboratory/institute
Distance to home	%	Emergency services organizations
up to 50 km	56	Association
more than 50 km up to 100 km	22	Industry
more than 100 km up to 300 km	17	Trade
over 300 km	5	Service
		Public authorities/Health service
Frequency of visits to trade fair	%	Training/consulting
Previous event	28	University, polytechnic, vocational school
Earlier events	39	Other sectors
First visit	44	the standard state
Average length of stay 1	I,3 days	Size of company/organization: Number of employees
		1- 4 32 500 - 999
Influence on purchasing/procurement		5- 9 25 1 000 and more
decisions	%	10- 49 13 Student
Decisively	31	50-199 8 Other not gainfully
Collectively	25	200- 499 5 employed
In an advisory capacity	21	Conducted by: Landesmesse Stuttgart Gn
No	17	Stuttgart
Student	5	
Other not gainfully employed	2	

Entrepreneu Managing o	ir, co-ow director,	<b>npany/organization</b> /ner, freelancer board member,	% 39
head of an			2
ger, branch Department	manage head, g	ks manager, plant mana- er, head of public office group head, team leader civil servant,	2 9
skilled work		civii servant,	27
Lecturer, te	acher		3
Trainee			7
Other positi Student	on		5 5
Other not g	ainfully	employed	2
			0/
Economic s Practice	sector		% 61
Hospital/clir	nic		17
Medical car			2
Rehabilitati		ies	3
Nursing hor Medical lab		nstituto	1
		organizations	3
Association		- <b>5</b>	3 1 3 2 5 3 2 7
Industry			3
Trade Service			2
	orities/He	ealth service	3
Training/cor	nsulting		2
		nic, vocational school	
Other secto	rs		6
		rganization:	
Number of			%
1- 4 5- 9	32 25	500 - 999 1 000 and more	2
10-49	13	Student	5
50-199	8	Other not gainfully	
200- 499	5	employed	2

Total number of visit	tors	4 571		
Proportion of trade visitors				
Region of residence		%		
up to 50 km		22		
more than 50 km up t	to 100 km	12		
more than 100 km up over 300 km	to 300 km	26 40		
Total Germany		79		
Baden-	North Rhine- Westphalia	11		
	0 Westphalia 8 Rhineland-			
Berlin	1 Palatinate	3		
Brandenburg	- Saarland	1		
Bremen	- Saxony	4		
Hamburg	1 Saxony-Anhalt	1		
	5 Schleswig- Holstein	1		
Mecklenburg- West Pommerania	- Thuringia	1		
	3	2		
Total Foreign		21		
of which EU		49		
Rest of Euro	ope Central America	34 10		
other count		8		
The two countries w	ith the highest			
visitor shares		%		
Switzerland Austria		25 14		
Austria		14		
Position in the comp	any/organisation	%		
Entrepreneur, partner,	self-employed	14		
Managing director, bo	ard member,	<i>c</i>		
head of an authority e Senior department hea	etc.	6		
with managerial respo		6		
Department head, gro	up head	26		
Other salaried staff/pu	blic service	31		
Skilled worker		5		
Lecturer, teacher, scier	ntific assistant	2		
Trainee Other position		2		
Student		5 2 3 5		
Frequency of visits to	o exhibition	%		
2008 First visit		26 74		
FILST VISIT		74		

Basic data trade visitors

# Additional data trade visitors

Economic sector Trade Manufacturer/Industry Service University, polytechnic, vocational school Other	% 8 71 16 7 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 21 40 25 9 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organisation/personnel/ social welfare/training	1
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	17 1 7 4 5
Size of company/organisation:           Number of employees:           1 - 4         8         200 - 499           5 - 9         4         500 - 999           10 - 49         18         1000 - 9         999           50 - 99         12         10         000 and more           100 - 199         12         Student	% 17 8 10 6 5
Length of stay 1.Length of stay (days): one 86 two 10 three	%
2. Average length of stay 1,2 r 3. Share of visitors on the event's days: 1st day 40 2nd day 39 3rd day Conducted by: Landesmesse Stuttgart Gr	days % 36

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

# **PFLEGE & REHA**

## Trade visitors' profile

	ent	ries)	6 561
Proportion of trade	visi	tors	<b>99</b> %
Germany (total)			100
of which Nielsen 1		Nielsen 4	4
Bremen	- 2	Bavaria	4
Hamburg		Nielsen 5+6	4
Lower Saxony	-	Berlin	
Schleswig-Holstein		Brandenburg	
Nielsen 2		Mecklenburg-	
North Rhine-Westph.			
Nielsen 3a	3		
Hesse	-	Nielsen 7	` 1
Rhineland-Palatinate	-	Saxony	
Saarland	-	Thuringia	
Nielsen 3b	92		
Baden-Württemberg	92		
Distance to home			%
up to 50 km			51
more than 50 km up	to 1	100 km	27
more than 100 km u			19
over 300 km	p 10	500 1111	3
Frequency of visits	to t	rade fair	%
			30
Previous event			
			35
Previous event Earlier events First visit			35
Earlier events	stay		
Earlier events First visit Average length of Influence on purcha			35 48 1,1 days
Earlier events First visit Average length of Influence on purcha decisions			35 48 <b>1,1 days</b> t
Earlier events First visit Average length of Influence on purcha decisions Decisively			35 48 <b>1,1 days</b> t % 12
Earlier events First visit Average length of Influence on purcha decisions Decisively Collectively	asing		35 48 <b>1,1 days</b> t % 12 29
Earlier events First visit Average length of Influence on purcha decisions Decisively Collectively In an advisory capac	asing		35 48 <b>1,1 days</b> t % 12 29 31
Earlier events First visit Average length of Influence on purcha decisions Decisively Collectively In an advisory capac No	asing		35 48 <b>1,1 days</b> t % 12 29
Earlier events First visit Average length of Influence on purcha decisions Decisively Collectively In an advisory capac	asing	J/procurement	35 48 <b>1,1 days</b> t % 12 29 31



# R + T ----> Stuttgart

# Trade visitors' profile

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member,	
head of an authority etc.	4
Area manager, works manager, plant mana-	
ger, branch manager, head of public office	12
Department head, group head, team leader	17
Other salaried staff, civil servant,	
skilled worker	33
Lecturer, teacher	7
Trainee	8
Other position	7
Student	6
Other not gainfully employed	1
Economic sector	%
Old peoples' and nursing home	46
Outpatient care, social care facilities	18
Architects'/planning office	1

Outpatient care, social care facilities
Architects'/planning office
Public authority
Hospital/clinic
Practice
Rehabilitation centre
Medical supplies retailer
Old people's facility
University, polytechnic, vocational school
Other sectors

## Size of company/organization:

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

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Visitors (number of	entries)	58 080
Proportion of trade	visitors	98%
<b>Germany (total)</b> of which		50
Nielsen <u>1</u>	6 Nielsen 4	20
Bremen	1 Bavaria	20
Hamburg	1 Nielsen 5+6	4
Lower Saxony	4 Berlin	
Schleswig-Holstein	1 Brandenburg	-
Nielsen 2	11 Mecklenburg	
North Rhine-Westph.		
<u>Nielsen 3a</u>	13 Saxony-Anha	
Hesse Rhineland-Palatinate	6 <u>Nielsen 7</u> 6 Saxony	4
Saarland	6 Saxony 1 Thuringia	
Nielsen 3b	41	
Baden-Württemberg	41	
Foreign (total)		50
of which EU		78
Other euro	opean countries	7
Africa		1
North Am		3
	Central America	3
Middle Ea		2
Australia	st-, Central Asia	2
Distance to home		%
up to 50 km		11
nore than 50 km up	to 100 km	7
more than 100 km u	p to 300 km	20
over 300 km		62
Countries with the h	ighest visitor shar	
France		10
Switzerland Italy		7
Netherlands		5
Spain		5
Frequency of visits	to trade fair	%
Previous event		43
Earlier events		33
First visit		39
Average length of s	stay	2,0 days
Influence on purcha	sing/procuremen	
<b>decisions</b> Decisively		% 44
Collectively		27
n an advisory capac	itv	17
No	2	10

Other not gainfully employed

1

Area of responsibility	%
Management	45
Research/development/design	8
Manufacturing, production, quality control	11
Buying/procurement Finance/accounting, controlling	6
Information and communication technology	
Organization, personnel, administration	1
Sales	15
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport Maintenance (complete	1
Maintenance/repairs Other area	3
Student	1
Other not gainfully employed	1
5 7 1 7	_
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	42
Managing director, board member, head of an authority etc.	15
Area manager, works manager, plant mana-	13
ger, branch manager, head of public office	c
Department head, group head, team leader	11
Other salaried staff, civil servant,	
skilled worker	15
Lecturer, teacher	1
Trainee Other position	2
Student	1
Other not gainfully employed	1
5 7 1 7	
Economic sector	%
Industry	45
Skilled trades Service	38
Trade	20
Training/consulting	20
Public authority/administration	1
University, polytechnic, vocational school	1
Other sectors	3
Size of company/organization:	
Number of employees	%
1- 4 24 500 - 999	2
5- 9 17 1 000 and more	7
10- 49 27 Student	1

	17	J- 5	
Student	27	10- 49	
Other not gainfully	16	50-199	
employed	6	200-499	

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

# **RETRO CLASSICS** —> Stuttgart

# **Private visitors' profile**

Visitors (number of entries)	60 416
Proportion of private visitors	73%
Germany (total) of which	95
Nielsen 1 1 Nielsen 4	12
Bremen - Bavaria	12
Hamburg - Nielsen 5+6	-
Lower Saxony - Berlin	-
Schleswig-Holstein - Brandenburg	-
Nielsen 2 1 Mecklenburg-	
North Rhine-Westph. 1 West Pommera	inia -
Nielsen 3a 6 Saxony-Anhalt	-
Hesse 3 <u>Nielsen 7</u> Rhineland-Palatinate 3 Saxony	1
Rhineland-Palatinate 3 Saxony Saarland - Thuringia	
Nielsen 3b 80	
Baden-Württemberg 80	
Foreign (total)	5
of which EU	58
Other european countries	40
Other countries	2
Countries with the highest visitor share	s %
Switzerland	35
Austria	26
Distance to home	%
up to 50 km	50
more than 50 km up to 100 km	20
more than 100 km up to 300 km	24
over 300 km	6
Frequency of visits to trade fair	%
Previous event	40
Earlier events First visit	49 31
	51
Sex	%
Male	83
Female	17
Size of household	%
1 person	18
2 persons	44
3 persons	15 16
4 persons 5 persons and more	7
Age	%
up to 20 years	7
over 20 up to 30 years	12
over 30 up to 40 years	12
over 40 up to 50 years	28 24
over 50 up to 60 years over 60 up to 70 years	24 12
over 70 years	5
over 70 years	5

Position in the company/organization Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant mana-	% 17 4
ger, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	3 11
skilled worker	31
Lecturer, teacher	1
Trainee	3
Other position	3 4
Student	6
Housewife/man	1
Old-age pensioner	14
Other not gainfully employed	3
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
ves	48
	26
maybe	26
Follow-up business Intend to buy at later date	%
yes	24
no	28
maybe	48
Conducted by: Landesmesse Stuttgart Gm Stuttgart	

# SÜFFA -----> Stuttgart

#### Trade visitors' profile

Bernet and the state of the	• · · · ·	0701
Proportion of trade vis	itors	<b>97</b> %
Germany (total)		96
of which		
Nielsen 1 2	Nielsen 4	17
Bremen -	Bavaria	17
Hamburg -	Nielsen 5+6	1
Lower Saxony -	Berlin	-
Schleswig-Holstein -	Brandenburg	-
Nielsen 2 2	Mecklenburg-	
North Rhine-Westph. 2	West Pommera	nia -
Nielsen 3a 12	Saxony-Anhalt	-
Hesse 4	Nielsen 7	1
Rhineland-Palatinate 8	Saxony	-
Saarland 1	Thuringia	-
Nielsen 3b 65	-	
Baden-Württemberg 65		
Foreign (total)		4
of which		
EU		40
Other europea		48
Other countrie	S	12
Distance to home		%
up to 50 km		25
more than 50 km up to		27
more than 100 km up to	300 km	36
over 300 km		12
Frequency of visits to t	rade fair	%
Previous event		44
Earlier events		54
First visit		32
Average length of stay	1,	1 days
Influence en nurchacin	-	
Influence on purchasing	procurement	0/
decisions Decisively		% 33
Decisively Collectively		33 27
		27
In an advisory capacity No		23 15
		15
Student Other not gainfully emplo	aved	1
other not gaintuny emplo	yeu	

7	Area of responsibility Management	% 28
6	Research/development/design	20
_	Manufacturing, production, quality control	24
6	Buying/procurement	4
	Finance/accounting, controlling	1
7	Information and communication technology	1
7	Organization, personnel, administration	2
1	Sales	25
_	Marketing, advertising, PR Logistics: storage, material management,	1
-	transport	1
	Maintenance/repairs	1
	Other area	8
	Student	1
-	Other not gainfully employed	1
-		
	Position in the company/organization	%
	Entrepreneur, co-owner, freelancer	33
L.	Managing director, board member,	7
	head of an authority etc. Area manager, works manager, plant mana-	'
)	ger, branch manager, head of public office	9
	Department head, group head, team leader	7
	Foreman, master craftsman	9
	Other salaried staff, civil servant,	
	skilled worker	18
	Lecturer, teacher	4
	Trainee	9
	Other position	2
	Student	1
	Other not gainfully employed	1
	Economic sector	%
	Skilled trades	54
	Retail trade	18
	Industry	13
	Wholesale/foreign trade	6
-	Service	8
	Authority/public services	3 2
2	Commercial agent University, polytechnic, vocational school	4
} 7 5	Other	2
;		-
5	Size of company/organization:	
I	Number of employees	%
	1- 4 16 500 - 999	2
	5- 9 19 1 000 and more	6
	10- 49 34 Student	1
	50-199 17 Other not gainfully	
	200- 499 4 employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

# TV TecStyle Visions -----> Stuttgart

## Trade visitors' profile

Visitors (number of ent	ries) 10	) 266
Proportion of trade visi	tors	<b>98</b> %
Germany (total)		87
of which Nielsen 1 6	Nielsen 4	22
Bremen 1	Bavaria	22
Hamburg -	Nielsen 5+6	3
Lower Saxony 4	Berlin	1
Schleswig-Holstein 1	Brandenburg	- 1
Nielsen 2 10	Mecklenburg-	
North Rhine-Westph. 10	West Pommerani	ia 1
Nielsen 3a 14	Saxony-Anhalt	-
Hesse 7	Nielsen 7	5
Rhineland-Palatinate 5	Saxony	2
Saarland 2	Thuringia	3
Nielsen 3b 41		
Baden-Württemberg 41		
Foreign (total) of which		13
EU		60
Other european	n countries	37
Other countries	5	3
Distance to home		%
up to 50 km		17
more than 50 km up to 1	00 km	11
more than 100 km up to	300 km	34
over 300 km		37
Countries with the highe	st visitor shares	%
Switzerland		30
Austria		28
Frequency of visits to t	rade fair	%
Previous event		34
Earlier events		28
First visit		51
Average length of stay	1,2	days
Influence on purchasing	/procurement	
decisions		%
Decisively		57
Collectively		24
In an advisory capacity		12
No Student		5
Other not gainfully emplo	wed	1
other not gaining emplo	yeu	

Area of responsibility Management Research/development/design 6 Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Organization, personnel, administration Sales 3 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. 3 Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader 8 3 Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Trade 8 Industry (manufacturer) Service University, polytechnic, vocational school Other sectors Size of company/organization: Number of employees 500 - 999 1- 4 60 5- 9 15 1 000 and more 10-49 10 50-199 Other not gainfully 6 200-499 3 employed

# VISION

0/\_

47

3

18

7

9

8

Δ

2

1

%

60

11

2

12

1

3

2

1

% 41

32

46

1

5

%

1

2

2

1

Student

**Conducted by: Landesmesse Stuttgart** 

GmbH, Stuttgart

## Trade visitors' profile

Visitors (number of	ent	ries)	7 022
Proportion of trade	visi	tors	100%
Germany (total)			64
of which Nielsen 1	5	Nielsen 4	23
Bremen	-	Bavaria	23
Hamburg		Nielsen 5+6	3
Lower Saxony	1.1	Berlin	-
Schleswig-Holstein	-	Brandenburg	
Nielsen 2	7	Mecklenburg-	
North Rhine-Westph		West Pomme	rania -
Nielsen 3a	12	Saxony-Anhal	t -
Hesse	7	Nielsen 7	3
Rhineland-Palatinate	3	Saxony	-
Saarland	2	Thuringia	-
Nielsen 3b	46		
Baden-Württemberg	46		
Foreign (total) of which			36
EU			59
	neai	n countries	15
		Central Asia	15
Other cou			11
Distance to home			%
up to 50 km			16
more than 50 km up			8
more than 100 km u	p to	300 km	29
over 300 km			46
Countries with the I	nighe	st visitor shar	
Switzerland			12
Italy			11
Austria			7
France			7
United Kingdom			6
Frequency of visits	to t	rade fair	%
Previous event			30
Earlier events			30
First visit			56
Average length of	stay		1,3 days
Influence on purcha	asing	/procurement	
decisions			%
Decisively			24
Collectively			40
In an advisory capac	ity		20
No			6
Student			9



# Wetec ----> Stuttgart

2 Nielsen 4

7 983

**97**%

93

23

1

# Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design Manufacturing, production, quality control	11 57 9	Proportion of trade visitors
Buying/procurement Finance/accounting, controlling Information and communication technology Organization, personnel, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport	- 2 1 5 1	Germany (total) of which <u>Nielsen 1</u> 2 <u>Niels</u> Bremen - Bava Hamburg - <u>Niels</u> Lower Saxony - Berlin Schleswig-Holstein - Brann <u>Nielsen 2</u> 6 Mec
Maintenance/repairs	1	North Rhine-Westph. 6 West
Other area Student	3 9	Nielsen 3a Hesse 4 Niels Rhineland-Palatinate 2 Saxo
Position in the companylorganization Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	% 11 6	Saarland3ThuriNielsen 3b53Baden-Württemberg53
Area manager, works manager, plant mana-	-	Foreign (total)
ger, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	7 22	of which EU Other countries
skilled worker	36	
Lecturer, teacher	1	Distance to home
Trainee	1	up to 50 km
Other position Student	4 9	more than 50 km up to 100 km more than 100 km up to 300 k
		over 300 km
Economic sector Industry Trade Service Training/consulting University, polytechnic, vocational school	% 76 3 10 2 16	Frequency of visits to trade the Previous event Earlier events First visit
Other	5	Average length of stay
Size of company/organization:		Influence on purchasing/proc
Number of employees	%	decisions
1- 4 8 200 - 499	10	Decisively
5- 9 6 500 - 999 10- 49 19 1 000 and more	6 24	Collectively In an advisory capacity
50- 199 15 Student	9	No Student

Conducted by:	Landesmesse	Stuttgart	GmbH,
Stuttgart			

Bremen	-	Bavaria	23
Hamburg	-	Nielsen 5+6	3
Lower Saxony	-	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	6	Mecklenburg-	
North Rhine-Westph.	6	West Pommerania	-
Nielsen 3a	9	Saxony-Anhalt	-
Hesse	4	Nielsen 7	5
Rhineland-Palatinate	2	Saxony	5 3 2
Saarland	3	Thuringia	2
Nielsen 3b	53	5	
Baden-Württemberg	53		
Foreign (total)			7
EU			68
Other cour	trio	c	32
	ittie	5	52
Distance to home			%
up to 50 km			23
more than 50 km up			18
more than 100 km up	o to	300 km	36
over 300 km			23
Frequency of visits	to t	rade fair	%
Previous event			-
Earlier events			-
First visit			100
Average length of s	tay	1,1 d	ays
Influence on purcha	sing	g/procurement	
decisions			%
Decisively			49
Collectively			27
In an advisory capaci	ty		15
No	-		6
Student			1
0.1			

Juaci				
Other	not	gainfully	employed	

Area of responsibility	%
Management	41
Research/development/design	2
Manufacturing, production, quality control	26
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology Organization, personnel, administration	1
Sales	8
Marketing, advertising, PR	10
Logistics: storage, material management, transport	
Maintenance/repairs	1
Other area	5
Student	1
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	47
Managing director, board member,	
head of an authority etc.	12
Area manager, works manager, plant mana-	2
ger, branch manager, head of public office Department head, group head, team leader	13
Other salaried staff, civil servant,	
skilled worker	18
Lecturer, teacher	
Trainee	3
Other position	1
Student	1
Other not gainfully employed	
Economic sector Trade	% 18
Manufacturer/Industry	32
Service	61
	1
University, polytechnic, vocational school	

Number of employees				
1- 4	47	500 - 999		
5-9	19	1 000 and more		
10- 49	18	Student		
50-199	6	Other not gainfully		
200- 499	3	employed		

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

# 

## Basic data private visitors

Additional data private visitors

Total number of visitors	64 011
Proportion of private visi	tors 97%
Region of residence	%
up to 50 km	87
more than 50 km up to 10	
more than 100 km up to 3	
over 300 km	1
Total Germany	100
Baden- N	orth Rhine-
	estphalia 1
	ineland-
	latinate -
	arland -
	xony -
Hamburg - Sa	xony-Anhalt -
	hleswig-
	olstein -
West Pommerania - Th Lower Saxony -	uringia -
Lower Saxony -	
Position in the company/ Entrepreneur, partner, self-	organisation %
Entrepreneur, partner, self-	employed 8
Managing director, board r	nember,
head of an authority etc.	
Senior department head, o	
with managerial responsibi	
Department head, group h	
Other salaried staff/public s	
Skilled worker	10
Lecturer, teacher, scientific	assistant 1
Trainee Housewife/man	9
Old-age pensioner	29
Student	29
	2
Frequency of visits to ex	vibition %
2009	70
2008	75
Earlier events	86
First visit	9

Frequency of visits to exhibition
2009
2008
Earlier events
First visit

%

1

3

1

1

<b>Sex</b> Male Female	% 49 51
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 13 26 22 20 8
Net household income           up to         900,- EUR           more than         900,- EUR up to 1 500,- EUR           more than 1 500,- EUR up to 2 000,- EUR         more than 2 000,- EUR up to 2 600,- EUR           more than 2 600,- EUR up to 3 600,- EUR         more than 3 600,- EUR up to 5 000,- EUR           more than 5 000,- EUR         wp to 5 000,- EUR           More than 5 000,- EUR         Wp to 5 000,- EUR	% 2 17 17 24 21 7 6 6
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 44 20 18 9
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 60 15 25
Follow-up business Intend to buy at later date yes no maybe Conducted by: Messe- und Congressbera	% 21 36 43

Conducted by: Messe- und Congressberatung Dirr, Hamburg

# **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 22.10.-24.10.2013

#### Berlin

# GJC Inter Media GmbH

RemaDays Europe – European Days of Promotional Gifts, Nuremberg 07.01.-09.01.2013

## Berlin

#### Messe Berlin GmbH

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

• 18.01.-27.01.2013

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

• 06.02.-08.02.2013

ITB Berlin – THE WORLD'S LEADING TRAVEL TRADE SHOW<sup>®</sup>, Berlin

• 06.03.-10.03.2013

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

• 23.04.-26.04.2013

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

- 24.09.-27.09.2013
   Import Shop Berlin Bazaar for a world full of beauty, Berlin
- 13.11.-17.11.2013

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

• 18.02.-21.02.2014

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

#### **Bielefeld**

## **Clarion Events Deutschland GmbH**

ZOW – International Exhibition of Components and Accessories for the Furniture Industry, Istanbul 17.01.-20.01.2013

ZOW – International fair for suppliers to the furniture and design industries, Bad Salzuflen 18.02.-21.02.2013

FMB – The Supplier Show for Mechanical Engineering, Bad Salzuflen 06.11.-08.11.2013

#### Bremen

#### Messe Bremen & ÖVB-Arena WFB Wirtschaftsförderung Bremen GmbH

BOATFIT – boats ... Enjoy their charm – maintain their value, Bremen 22.02.-24.02.2013

Bremen Classic Motorshow – Classic vehicle fair, Bremen

01.02.-03.02.2013

RAD + OUTDOOR - bike.market.future., Bremen 09.03.-10.03.2013

HanseLife – General Consumer Exhibitions, Bremen 07.09.-15.09.2013

ReiseLust – The tourism fair in Bremen, Bremen 08.11.-10.11.2013

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

#### Chemnitz

#### C<sup>3</sup> Chemnitzer Veranstaltungszentren GmbH c/o Messe Chemnitz

Baumesse Chemnitz – trade fair of construction, Chemnitz 01.02.-03.02.2013

SIT – Saxon Industry and Technology Trade Fair, Chemnitz 14.05.-16.05.2014 mtex – International Trade Fair & Symposium for Textiles and Composites in Vehicle Transportation; LiMA – International Trade Fair & Symposium for Lightweighting in Machinery and Plant Industry, Chemnitz 14.05.-16.05.2014

#### Dortmund

#### Messe Westfalenhallen Dortmund GmbH

ELEKTROTECHNIK – Leading Trade Fair for the Electrical and Electronics Industries, Dortmund 11.09.-14.09.2013

Inter-tabac – International Trade Fair for Tobacco Products and Smoking Accessories, Dortmund 20.09.-22.09.2013

#### Dresden

#### **MESSE DRESDEN GmbH**

DRESDNER OSTERN – Garden, Pet and Handicraft Fair with International Orchid-Exhibition, Dresden 21.03.-24.03.2013

aktiv + vital / bike + outdoor – Fair for Health and Wellness, Dresden 08.03.-10.03.2013

PIETA – Funeral and Cemetery Equipment Trade Fair, Dresden

24.05.-26.05.2013

TMS Messen – Kongresse – Ausstellungen GmbH Dresdner ReiseMarkt – Dresden Travel Market, Dresden 25.01.-27.01.2013

25.01.-27.01.2013

Touristik & Caravaning International Leipzig – Tourism fair, Leipzig 20.11.-24.11.2013

## Düsseldorf

## Messe Düsseldorf GmbH

boot – Düsseldorf – International Boat Show, Dusseldorf

- 19.01.-27.01.2013
- EuroCIS Europe's leading Trade Fair for IT and Security in Retail, Dusseldorf
- 19.02.-21.02.2013

BEAUTY DÜSSELDORF – The No. 1 Trade Fair for Cosmetics, Nail, Foot and Wellness Professionals (with make-up artist design show – Trade fair for make-up artists), Dusseldorf

• 15.03.-17.03.2013

GDS – International Event for Shoes & Accessories, Dusseldorf

• 13.03.-15.03.2013

GLOBAL SHOES – Leading Trade Show for Sourcing, Dusseldorf

• 13.03.-15.03.2013

ProWein – International Trade Fair Wines and Spirits, Dusseldorf

• 24.03.-26.03.2013

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

• 16.03.-18.03.2013

CARAVAN SALON DÜSSELDORF – The No. 1 Show for motor homes and caravans, Dusseldorf

- 30.08.-08.09.2013
   TourNatur Hiking and Trekking, Dusseldorf
- 06.09.-08.09.2013

GDS – International Event for Shoes & Accessoires, Dusseldorf

• 11.09.-13.09.2013

GLOBAL SHOES – Leading Trade Show for Sourcing, Dusseldorf

• 11.09.-13.09.2013

REHACARE INTERNATIONAL – International Trade Fair and Congress – Rehabilitation, Care, Prevention, Integration, Dusseldorf

• 25.09.-28.09.2013

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

• 16.10.-23.10.2013

 A + A - Safety, Security and Health at Work -International Trade Fair with Congress, Dusseldorf
 05.11.-08.11.2013

- MEDICA World Forum for Medicine International Trade Fair with Congress (with COMPAMED – International Trade Fair Hightech Solutions for Medical Technology, until 22.11.2013), Dusseldorf
- 20.11.-23.11.2013

EuroShop - The Global Retail Trade Fair, Dusseldorf

• 16.02.-20.02.2014

Tube – International Tube and Pipe Trade Fair, Dusseldorf

• 07.04.-11.04.2014

wire - International Wire and Cable Trade Fair, Dusseldorf

- 07.04.-11.04.2014
- interpack PROCESSES AND PACKAGING, Dusseldorf • 08.05.-14.05.2014

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

• 21.09.-23.09.2014

InterMeat – International Trade Fair for Meat and Sausage, Dusseldorf

• 21.09.-23.09.2014

InterMopro – International Trade Fair for Dairy Products, Dusseldorf

• 21.09.-23.09.2014

glasstec – International Trade Fair for glass production, processing and products (with solarpeq – International Trade Fair for Solar Production Equipment), Dusseldorf

• 21.10. - 24.10.2014

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

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

• 16.06.-20.06.2015

METEC – International Metallurgical Technology Trade Fair with Congresses, Dusseldorf

• 16.06.-20.06.2015

NEWCAST – International Trade Fair for Precision Castings, Dusseldorf

• 16.06.-20.06.2015

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

• 16.06.-20.06.2015

drupa – print media messe – World Market Print Media, Publishing & Converting, Dusseldorf

• 31.05.-10.06.2016

#### **Reed Exhibitions Deutschland GmbH**

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

• 09.01.-11.01.2013

EQUITANA – Equestrian Sports World Fair, Essen
 16 03 -24 03 2013

SHOWTECH – International Trade Show and Conference for Theater, Film and Event, Berlin

• 18.06.-20.06.2013

COMPOSITES EUROPE – European Trade Fair & Forum for Composites, Technology and Applications, Stuttgart +• 17.09.-19.09.2013

HYBRID Expo – The innovation platform for hybrid materials, technologies and components, Stuttgart 17.09.-19.09.2013

viscom düsseldorf – International trade fair for visual communication, technology & design, Dusseldorf

+• 07.11.-09.11.2013

MODERNER STAAT – Exhibition and Conference, Berlin

03.12.-04.12.2013

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

• 14.01.-17.01.2014

METAV – International Fair for Manufacturing Technology and Automation, Dusseldorf

11.03.-15.03.2014
 FIBO – The Leading International Trade Show for

Fitness, Wellness and Health, Cologne
 11.04.-14.04.2013

ALUMINIUM – World Trade Fair & Conference, Dusseldorf

• 07.10.-09.10.2014

## Erfurt

## Messe Erfurt GmbH

Reiten-Jagen-Fischen – Exhibition for Riding, Hunting and Fishing, Erfurt 12.04.-14.04.2013

Rapid. Tech – Trade fair and user's conference for rapid technology, Erfurt 14.05.-15.05.2013

Haus.Bau.Energie. – Exhibition for House building, Living and Modernizing, Erfurt 27.09.-29.09.2013

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

inoga – Trade Fair for the Hotel, Catering and Hospitality Sector with IKA/Culinary Olympics, Erfurt 18.10.-20.10.2014

## **RAM Regio Ausstellungs GmbH Erfurt**

Thüringen Ausstellung Erfurt – Handicraft and Consumer Goods Exhibition (with Wedding and Celebration Fair), Erfurt 02.03.-10.03.2013

## Eschborn

Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH EXPOPHARM – International Pharmaceutical Trade Fair, Dusseldorf

+ 18.09.-21.09.2013

Essen

## Messe Essen GmbH

IPM Essen — The world's leading trade fair for horticulture, Essen 22.01.-25.01.2013

Die Urlaubswelt – Travel. Camping. Cycling., Essen 27.02.-03.03.2013

E-world energy & water – International trade fair and congress, Essen 05.02.-07.02.2013

Haus Garten Genuss – The spring fair for the whole

family, Essen 13.02.-17.02.2013

SCHWEISSEN & SCHNEIDEN – International Trade Fair Joining Cutting Surfacing, Essen 16.09.-21.09.2013

MODE HEIM HANDWERK – Live life more beautifully, Essen

02.11.-10.11.2013

DEUBAUKOM – Trade Fair for Architecture, Engineering Skill, Housing Industry, Building Industry and Industrial Construction, Essen 15.01.-18.01.2014 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 – The World Forum for Security & Fire Prevention, Essen 23.09.-26.09.2014

Frankfurt/Main

## DLG e.V.

AGRITECHNICA – International DLG Exhibition for Agricultural Machinery, Hanover

• 10.11.-16.11.2013

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

BioEnergy Decentral – International exhibition for decentralized energy supply, Hanover 11.11.-14.11.2014

EuroTier – with BioEnergy Decentral – The world's top event for animal production, Hanover

• 11.11.-14.11.2014

## Messe Frankfurt Exhibition GmbH

Christmasworld – The World of Seasonal Decoration, Frankfurt/Main

• 25.01.-29.01.2013

Creativeworld – The World of Art and Craft Supplies, Frankfurt/Main 26.01.-29.01.2013

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

• 09.01.-12.01.2013

Paperworld – The World of Office and Stationery, Frankfurt/Main

• 26.01.-29.01.2013

Ambiente – Internationale Frankfurter Messe, Frankfurt/Main

• 15.02.-19.02.2013

# **Registered Events**

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

• 12.03.-16.03.2013

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

• 10.04.-13.04.2013

Prolight + Sound – International Fair of Technologies and Services for Events , Installation and Production, Frankfurt/Main

• 10.04.-13.04.2013

IFFA – The No. 1 for the meat industry, Frankfurt/Main
04.05.-09.05.2013

Hair & Beauty – The international Trade Fair for the Hairdressing and Cosmetic Industry, Frankfurt/Main 09.06.-10.06.2013

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

• 11.06.-13.06.2013

Texprocess – Leading International Trade Fair for Processing Textile and Flexible Materials, Frankfurt/Main 10.06.-13.06.2013

Tendence – Internationale Frankfurter Messe, Frankfurt/Main

• 24.08.-27.08.2013

Light + Building – The world's leading trade fair for Architecture and Technology, Frankfurt/Main 30.03.-04.04.2014

Automechanika – The International Leading Trade Fair for the Automotive Industry, Frankfurt/Main

• 16.09.-20.09.2014

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

• 11.06.-15.06.2016

## Freiburg

#### Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

Internationale Kulturbörse Freiburg – Trade Fair for Stage Productions and Music, Freiburg 04.02.-07.02.2013 Intersolar Europe – The World's Largest Exhibition for the Solar Industry, Munich

• 19.06.-21.06.2013

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, Bavaria, date and venue are not fixed yet June 2016

## Hamburg

# Hamburg Messe und Congress GmbH

REISEN HAMBURG – The Holiday, Caravaning, Outdoor and Cycling Exhibition, Hamburg 06.02.-10.02.2013

INTERNORGA – International Trade Show for the Hotel, Restaurant, Catering, Baking and Confectionery Industry, Hamburg 08.03.-13.03.2013

DU UND DEINE WELT – hamburgs's shopping and event fair, Hamburg 21.09.-29.09.2013

hanseboot – Hamburg International Boat Show, Hamburg 26.10.-03.11.2013

NORTEC – The manufacturing trade fair in the North, Hamburg

21.01.-24.01.2014

HansePferd Hamburg – International Exhibition for Horse Enthusiasts, Hamburg 25.04.-27.04.2014

SMM – the leading international maritime trade fair hamburg, Hamburg

• 09.09.-12.09.2014

GET Nord – Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning, Hamburg November 2014

#### Hannover

#### **Deutsche Messe AG**

DOMOTEX HANNOVER — The World of Flooring, Hanover

- 12.01.-15.01.2013
- CeBIT Heart of the digital world, Hanover
- 05.03.-09.03.2013

HANNOVER MESSE – The world's most important technology event, Hanover

• 08.04.-12.04.2013

ComVac / HANNOVER MESSE – Leading Trade Fair for Compressed Air and Vacuum Technology, Hanover 08.04.-12.04.2013

Digital Factory / HANNOVER MESSE – Leading Trade Fair for Integrated Processes and IT Solutions, Hanover 08.04.-12.04.2013

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

08.04.-12.04.2013

Industrial Automation / HANNOVER MESSE – Leading Trade Fair for Process, Factory and Building Automation Systems and Solutions, Hanover 08.04.-12.04.2013

Industrial Supply / HANNOVER MESSE – Leading Trade Fair for Industrial Subcontracting and Lightweight Construction, Hanover 08.04.-12.04.2013

IndustrialGreenTec / HANNOVER MESSE – Leading Trade Fair for Environmental Technology, Hanover 08.04.-12.04.2013

MDA-Motion, Drive & Automation / HANNOVER MESSE – Leading Trade Fair for Power Transmission and Control, Hanover 08.04.-12.04.2013

MobiliTec / HANNOVER MESSE – Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions, Hanover 08.04.-12.04.2013 Research & Technology / HANNOVER MESSE – Leading Trade Fair for R&D and Technology Transfer, Hanover 08.04.-12.04.2013

SurfaceTechnology / HANNOVER MESSE – Leading Trade Fair for Surface Technology, Hanover 08.04.-12.04.2013

Wind / HANNOVER MESSE – Leading Trade Fair for Wind Generation Technology, Components and Services, Hanover 08.04.-12.04.2013

PROMOTION WORLD – International Trade Fair for Promotional Products and Incentives, Hanover 08.04.-12.04.2013

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

• 06.05.-10.05.2013

EMO – The World of Metalworking, Hanover + 16.09.-21.09.2013

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

• 08.10.-10.10.2013

CeMAT Hannover – The World's leading Fair for Intralogistics, Hanover 19.05.-23.05.2014

O&S - International Trade Fair for Surface Treatments & Coatings, Stuttgart 03.06.-05.06.2014

EuroBLECH – International Sheet Metal Working Technology Exhibition, Hanover

• 21.10.-25.10.2014

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

• 08.06.-13.06.2015

#### Fachausstellungen Heckmann GmbH

ABF – The Leisure and Sales Exhibition, Hanover 26.01.-03.02.2013

infa – Information and Sales Exhibition, Hanover 12.10.-20.10.2013

CARAVAN – Motor Caravans and Supplies Trade Exhibition, Bremen 08.11.-10.11.2013 Pferd & Jagd – Europe's biggest exhibition for equestrain sports, hunting and fishing, Hanover 05.12.-08.12.2013

#### Husum

#### Messe Husum HWG mbH & Co. KG

Nord Gastro und Hotel – Hotel and Restaurant Industry Trade Fair, Husum 11.02.-12.02.2013

New Energy Husum – The International Renewable Energy Trade Fair, Husum 21.03.-24.03.2013

HUSUM Wind – The Leading Wind Energy Trade Fair, 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.-06.10.2013

#### Karlsruhe

#### **HINTE GmbH**

INTERGEO – Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Essen

+ 08.10.-10.10.2013

INTERGEO EURASIA – Trade Fair and Conference for Landmanagement, Geoinformation, Building Industry, Environment, Istanbul

+ 27.04.-29.04.2014

Arbeitsschutz Aktuell – Safety and Health – The Prevention Forum – Congress & Trade Fair, Frankfurt/Main

+ 25.08.-28.08.2014

#### Karlsruher Messe- und Kongress-GmbH

LEARNTEC – Leading international trade fair and convention for vocational education, learning and IT, Karlsruhe 29.01.-31.01.2013

NUFAM – Trade fair for commercial vehicles, Karlsruhe 26.09.-29.09.2013

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

#### Kempten

## Kempten Tourismus- und Veranstaltungsservice Allgäuer Festwoche

ALLGÄUER FESTWOCHE – TRADE FAIR – CULTURAL AND SPORTS EVENTS – RURAL TRADITION EXHIBITION IN KEMPTEN (ALLGÄU), Kempten 10.08.-18.08.2013

## Köln

## Koelnmesse GmbH

ISM – International Sweets and Biscuits Fair, Cologne
27.01.-30.01.2013

ProSweets Cologne – The international supplier fair for the confectionery industry, Cologne 27.01.-30.01.2013

imm cologne – The international furnishing show, Cologne

• 14.01.-20.01.2013

didacta – The Trade Fair for Education and Training, Cologne

+ 19.02.-23.02.2013

spoga horse (Frühjahr/spring) – International Trade Fair for Equestrian Sports, Cologne 03.02.-05.02.2013

Asia-Pacific Sourcing – Products for Home and Garden from Far East, Cologne 03.03.-05.03.2013

Farbe – Ausbau & Fassade – Paint – finishing & facade, Cologne

- + 06.03.-09.03.2013
- IDS International Dental Show, Cologne
- 12.03.-16.03.2013

h+h cologne – International Trade Fair for Creative Handicraft + Hobby Supplies, Cologne 22.03.-24.03.2013

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

• 13.05.-16.05.2013

Eu'Vend/coffeena – The International Trade Fair for the Vending Industry/coffeena – International Coffee Fair, Cologne 19.09.-21.09.2013 Kind + Jugend – The Trade Show for Kids' First Years, Cologne

• 19.09.-22.09.2013

dmexco – Leading expo & conference for digital business, Cologne 18.09.-19.09.2013

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

• 08.09.-10.09.2013

Anuga – The leading trade fair for the global food industry, Cologne

• 05.10.-09.10.2013

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

• 22.10.-25.10.2013

INTERNATIONALE EISENWARENMESSE KÖLN – INTERNATIONAL HARDWARE FAIR COLOGNE

- 09.03.-12.03.2014
- ORGATEC Modern Office & Facility, Cologne 21.10.-25.10.2014

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

• 24.03.-27.03.2015

#### Leipzig

#### Leipziger Messe GmbH

TerraTec – International Trade Fair for Environmental Technologies and Services, Leipzig 29.01.-31.01.2013

enertec — International Trade Fair for the Generation, Distribution and Storage of Energy, Leipzig 29.01.-31.01.2013

HAUS-GARTEN-FREIZEIT – Leipzig Fair Home – Garden – Leisure – The consumer fair for the whole family/Central German Handicrafts Fair/Beach & Boat, Leipzig

09.02.-17.02.2013

- $$\label{eq:constraint} \begin{split} & Z-\text{DIE}\ \text{ZULIEFERMESSE}-\text{SUBCONTRACTING FAIR}-\\ & \text{International trade fair for parts, components, modules}\\ & \text{and technologies, Leipzig} \end{split}$$
- 26.02.-01.03.2013

intec – Trade fair for manufacturing, tool and special-purpose machine construction, Leipzig 26.02.-01.03.2013

CADEAUX Leipzig (Spring) – Trade Fair for Gifts and Lifestyle Ideas, Leipzig 02.03.-04.03.2013

therapie Leipzig – Trade Fair and Congress for Therapy, Medical Rehabilitation and Prevention, Leipzig 21.03.-23.03.2013

CADEAUX Leipzig (Autumn) – Trade Fair for Gifts and Lifestyle Trends – COMFORTEX, Trade Fair for Interior Design, Leipzig 14.09.-16.09.2013

GÄSTE – Trade Fair for the Restaurant, Hotel and Catering Business, Leipzig 14.09.-17.09.2013

MIDORA LEIPZIG – TRADE FAIR FOR WATCHES AND JEWELLERY, Leipzig 14.09.-16.09.2013

PFLEGE + HOMECARE LEIPZIG – Trade Fair and Congress for hospital, residential and home care, Leipzig 15.10.-17.10.2013

SHKG – Exhibition for Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig 16.10.-18.10.2013

efa — Trade Fair for Building Systems, Electrical Engineering, Air Conditioning and Automation, Leipzig 16.10.-18.10.2013

modell-hobby-spiel – models-hobbies-games. Exhibition for Modelling, Model Railways, Creative Art and Play, Leipzig 03.10.-06.10.2013

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

OTWorld – Orthopädie – Reha-Technik – Internationale Fachmesse und Weltkongress, Leipzig
 13.05.-16.05.2014

 denkmal – European Trade Fair for Conservation, Restoration and Old Building Renovation, Leipzig
 06.11.-08.11.2014

# **Registered Events**

#### Leipziger Messe International GmbH

LBA – Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg 01.03.-03.03.2013

#### Lindau-Bodolz

## Kinold Ausstellungsgesellschaft mbH

Niederbayern-Schau Landshut – Regional Exhibition, Landshut 28.09.-06.10.2013

Messe Rosenheim – Regional Consumer Goods Exhibition, Rosenheim 15.03. -23.03.2014

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

Messe Hof – Regional Exhibition, Hof 27.09.-05.10.2014

## Magdeburg

#### Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGM)

MAGDEBOOT – Trade Fair for new and used boats, equipment and water sports, Magdeburg, Magdeburg 08.03.-10.03.2013

Tierwelt – Pet Exhibition, Magdeburg 05.04.-07.04.2013

MAGDEBURGER MEERESANGELTAGE – Fishing Exhibition, Magdeburg 09.11. – 10.11.2013

## Mainz

## RAM Regio Ausstellungs GmbH

Rheinland-Pfalz-Ausstellung – Mainz – Regional Consumer Goods Exhibition, Mainz 16.03.-24.03.2013

#### 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 19.02.-21.02.2013

transfairlog – Trade Fair for International Transport and Logistics Management, Hamburg Juni 2014

## GHM Gesellschaft für Handwerksmessen mbH

eltec – Trade fair for electrical and power enineering, Nuremberg

16.01.-18.01.2013

opti – The International Trade Show for Optics & Design, Munich 25.01.-27.01.2013

INTERNATIONALE HANDWERKSMESSE – The Leading Trade Fair for the Craft Trades and Medium-Sized Enterprises, Munich 06.03.-12.03.2013

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

+ 18.02.-21.02.2014

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

iba – International Trade Fair – World Market for Baking ... everything for Bakers and Confectioners, Munich 12.09.-17.09.2015

## Messe München GmbH

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

• 14.01.-19.01.2013

INHORGENTA MUNICH – Trade Show for Jewelry, Timepieces, Lifestyle, Munich

• 22.02.-25.02.2013

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

• 03.02.-06.02.2013

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

• 20.02.-24.02.2013

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

• 15.04.-21.04.2013

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

• 13.05.-16.05.2013

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

• 04.06.-07.06.2013

drinktec – World's Leading Fair for Beverage and Liquid Food Technology, Munich

• 16.09.-20.09.2013

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

• 07.10.-09.10.2013

productronica – International trade fair for innovative electronics production, Munich

• 12.11.-15.11.2013

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

• 01.04.-04.04.2014

AUTOMATICA – International Trade Fair for Automation and Mechatronics, Munich

• 20.05.-23.05.2014

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

• 05.05.-09.05.2014

MAINTAIN – International Trade Fair for Industrial Maintenance, Munich 20.05.-23.05.2014

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

• 16.07.-20.07.2014

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

• 11.11.-14.11.2014

CERAMITEC – Technologies – Innovations – Materials, Munich 20.10.-23.10.2015

#### MunichExpo Veranstaltungs GmbH

eCarTec / MATERIALICA/sMove 360° – Int. Leading Fair for Electro Mobility & Hybrid/Lightweight Design for New Mobility/Car IT, Munich 15.10.-17.10.2013

### Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

EPF – EstrichParkettFliese – International trade fair for floor works, Feuchtwangen 26.06.-28.06.2014

## WNP Fachmessen GmbH

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

## Münster

#### Messe und Congress Centrum Halle Münsterland GmbH

IPOMEX – international police meeting and exhibition, Münster 16.04.-18.04.2013

## Nürnberg

## AFAG Messen und Ausstellungen GmbH

HOGA Nürnberg – Trade Fair for Gastronomy, Hotel and Catering, Nuremberg 13.01.-16.01.2013

interlift – International Trade Fair for Elevators, Components & Accessories, Augsburg 15.10.-18.10.2013

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

## NürnbergMesse GmbH

eltec – Trade fair for electrical and power enineering, Nuremberg 16.01.-18.01.2013

BioFach + Vivaness – World Organic Trade Fair / Trade Fair for Natural Personal Care and Wellness, Nuremberg 13.02.-16.02.2013 embedded world – Exhibition&Conference, Nuremberg 19.03.-21.03.2013

European Coatings SHOW – plus Adhesives, Sealants, Construction Chemicals, Nuremberg 26.02.-28.02.2013

IWA & OutdoorClassics – High performance in target sports, nature activities, protecting people, Nuremberg 08.03.-11.03.2013

Werkstätten:Messe – Workshops for the disabled show their excellence – variety – quality, Nuremberg 14.03.-17.03.2013

ALTENPFLEGE – Leading Exhibition for the Care Sector, Nuremberg

+ 09.04.-11.04.2013

POWTECH + TechnoPharm – Int.Trade Fair for Mechanical Processing Technologies and Instrumentation + Int. Trade Fair for Life Science Process Technologies, Pharma – Food – Cosmetics, Nuremberg 23.04.-25.04.2013

Stone+tec Nürnberg – International Trade Fair Natural Stone and Stoneprocessing Technology, Nuremberg 29.05.-01.06.2013

AUTOMOTIVE ENGINEERING EXPO – Connecting outstanding experts on car body manufacturing, painting and assembly, Nuremberg 04.06.-06.06.2013

mailingtage, Nuremberg 19.06.-20.06.2013

FachPack, Nuremberg 24.09.-26.09.2013

it-sa – The IT Security Expo and Congress, Nuremberg 08.10.-10.10.2013

EUROGUSS – International Trade Fair for Die Casting – Technology, Processes, Products, Nuremberg 26.03.-29.03.2014

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 14.01.-16.01.2014 GaLaBau – International Trade Fair for Urban Green and Open Spaces/ Design – Construction – Maintenance + PLAYGROUND + Deutsche Golfplatztage, Nuremberg 17.09.-20.09.2014

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

• 14.10.-16.10.2014

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

## Spielwarenmesse eG

Spielwarenmesse – International Toy Fair Nürnberg, Nuremberg 30.01.-04.02.2013

## Offenbach

#### Messe Offenbach GmbH

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

• 09.03.-11.03.2013

I.L.M – International Leather Goods Fair Offenbach – Summer Styles, Offenbach/Main 21.09.-23.09.2013

21.09.-23.09.20

## Offenburg

## Messe Offenburg-Ortenau GmbH

Badische Weinmesse – Regional Wine Exhibition, Offenburg 04.05.-05.05.2013

OBERRHEIN MESSE OFFENBURG – Consumer Goods Fair, Offenburg 28.09.-06.10.2013

## Reutlingen

REECO GmbH Renewable Energy Exhibition Conference

CEB CLEAN ENERGY BUILDING – International Trade Fair for Renewable Energy and Energy Efficient Building, Stuttgart 07.02.-09.02.2013

RENEXPO® – International Energy Trade Fair, Augsburg 26.09.-29.09.2013

#### Rostock

#### Rostocker Messe- und Stadthallengesellschaft mbH

AutoTrend – Automobile Exhibition Mecklenburg-Western Pomerania, Rostock 05.04.-07.04.2013

#### Stuttgart

#### blickfang GmbH

BLICKFANG – Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart 15.03.-17.03.2013

## Landesmesse Stuttgart GmbH

CMT – The Holiday exhibition – Intern. exhibition for caravanning, motoring, tourim, with the special exhibitions cycling & adventure holidays with special section hiking, golf & wellness holidays, cruises ship travel, Stuttgart 12.01.-20.01.2013

MEDIZIN/TheraPro – Trade fair and congress, Stuttgart 25.01.-27.01.2013

RETRO CLASSICS – The whole world of classic vehicles, Stuttgart

07.03.-10.03.2013

eltefa – biggest regional trade fair for the electrical sector, Stuttgart 20.03.-22.03.2013

FAIR HANDELN – International exhibition focusing on Fairtrade and globally responsible trade and activities, Stuttgart

11.04.-14.04.2013

GARTEN – outdoor ambiente – Exhibition for garden and lifestyle, Stuttgart 11.04.-14.04.2013

INTERVITIS INTERFRUCTA – International technology trade fair for wine, fruit, fruit juice and spirits, Stuttgart 24.04.-27.04.2013

INVEST – Leading trade fair and congress for finance and investment, Stuttgart 19.04.-20.04.2013

Mineralien, Fossilien, Schmuck – Minerals, fossils, jewellery, Stuttgart 12.04.-14.04.2013 SACHSENBACK – Trade fair for the bakery and confectionery trades, Dresden 13.04.-15.04.2013

Slow Food – The market for good taste, Stuttgart 11.04.-14.04.2013

FACHDENTAL Leipzig – Show for dental surgeries and laboratories, Leipzig 06.09.-07.09.2013

IT & Business / DMS EXPO – Trade fair for IT solutions / Leading trade fair for enterprise content management, Stuttgart 24.09.-26.09.2013

FACHDENTAL Südwest, Stuttgart 11.10.-12.10.2013

südback – Trade fair for the bakery and confectionery trades, Stuttgart 19.10.-22.10.2013

ANIMAL / Stuttgarter MesseHerbst – Exhibition for pet ownership, Stuttgart 16.11.-17.11.2013

DIE BESTEN JAHRE / Stuttgarter Messeherbst – The exhibition for staying active, Stuttgart 18.11.-19.11.2013

Familie & Heim / Stuttgarter MesseHerbst – South Germany's large shopping and experience exhibition with International mineral and fossil exchange (15.11.-17.11.2013), Stuttgart 16.11.-24.11.2013

HOBBY & ELEKTRONIK / Stuttgarter MesseHerbst – South Germany's large exhibition for computers and electronics, Stuttgart 21.11.-24.11.2013

KREATIV- & BASTELWELT / Stuttgarter MesseHerbst – South Germany's largest creative trade fair, Stuttgart 21.11.-24.11.2013

Modell Süd / Stuttgarter MesseHerbst – South Germany's large exhibition for modelmaking and model railways, Stuttgart 21.11.-24.11.2013

NewCome – Exhibition and state congress about freelancing, Stuttgart November 2013

# **Registered Events**

# Stuttgarter MesseHerbst, Stuttgart 16.11.-24.11.2013

SÜDDEUTSCHE SPIELEMESSE / Stuttgarter Messe-Herbst – Souths Germany's large exhibition for games, Stuttgart 21.11.-24.11.2013

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

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

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

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

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

VISION – International 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

#### Mesago Messe Frankfurt GmbH

Facility Management – Exhibition and Conference, Frankfurt/Main 26.02.-28.02.2013

SMT Hybrid Packaging – International Exhibition and Conference for System Integration in Micro Electronics, Nuremberg 16.04.-18.04.2013

#### Mesago Messemanagement GmbH

SPS IPC Drives – Electric Automation – Systems and Components – International Exhibition & Conference, Nuremberg 26.11.-28.11.2013

#### Mesago PCIM GmbH

PCIM Europe – Power Electronics, Intelligent Motion, Renewable Energy and Energy Management – International Exhibition and Conference, Nuremberg 14.05.-16.05.2013

#### Wächtersbach

#### Messe Wächtersbach GmbH

Messe Wächtersbach – Consumer Goods Exhibition, Waechtersbach 04.05.-12.05.2013

#### 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 14.05.-16.05.2013

#### Hongkong/SVR

## Hong Kong Trade Development Council

HKTDC Hong Kong Baby Products Fair, Hongkong/SAR 07.01.-10.01.2013

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

- 14.01.-17.01.2013
- HKTDC Hong Kong Toys & Games Fair, Hongkong/SAR
   07.01.-10.01.2013
- HKTDC Hong Kong International Jewellery Show, Hongkong/SAR
- 05.03.-09.03.2013

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

• 13.04.-16.04.2013

HKTDC Hong Kong Gifts & Premium Fair, Hongkong/SAR

- 27.04.-30.04.2013
- HKTDC Hong Kong Houseware Fair, Hongkong/SAR
- 20.04.-23.04.2013
- HKTDC Hong Kong Watch & Clock Fair, Hongkong/SAR
   04.09.-08.09.2013

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

• 13.10.-16.10.2013

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

• 13.10.-16.10.2013

HKTDC Hong Kong International Lighting Fair (Autumn Edition), Hongkong/SAR 27.10.-30.10.2013

HKTDC Hong Kong Optical Fair, Hongkong/SAR • 06.11.-08.11.2013

#### Verona

#### Ente Autonomo per le Fiere di Verona

VINITALY/SOL/Enolitech – Int. Exhibition of Wine & Spirits,Olive Oil & Technologies for Viticulture & Oil Production, Quality Extra Virgin Olive Oil Production, Olive Growing, Verona

• 07.04.-10.04.2013

PULIRE – International Exhibition of Machines, Equipments, Products and Systems for Industrial Cleaning, Verona 21.05.-23.05.2013

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

• 25.09.-28.09.2013

Fieragricola – International agri-business show, Verona
 06.02.-09.02.2014

SAMOTER – International triennial Earthmoving and Building Machinery Exhibition, Verona

• March 2014

EUROCARNE – International Exhibition for the Meat Industry, Verona

May 2015

# Decisive for decision-makers!

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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

