

# Certified Exhibition Data 2014





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Certified Exhibition Data Report 2014

# The FKM in 2014

In 2014, 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.

Reeco GmbH, Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH and GJC Intermedia GmbH are no longer members.

Currently 51 organisers in Germany are partners of FKM. In 2014, a total of 203 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, sectors of industry, influence on decisions and the duration of their attendance.

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

## **Comparability and reliability**

The FKM is an organisation of the German trade fair and exhibition companies which was founded in 1965 by six organisers. It has set itself the objective of promoting clarity and truth in the trade fair industry through uniformly collected statistics of exhibition space, exhibitors and visitors.

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

#### **FKM** intensifies communication

The FKM has stepped up its communication efforts in order to increase awareness of this service. Since autumn 2014 it has been publishing the online newsletter "FKM-Knowhow", which covers what one can learn from the visitor profile data, how trade-fair terminology is defined, and how the FKM operates. Target groups include not only exhibitors but also consultants, stand design companies, associations and the media.

In addition, numerous members refer to the FKM certification of the trade fairs on the events' websites or in printed products. This has further increased the prominence of the "FKM-certified" logo in the exhibition industry.

#### **Online Service**

The FKM website at www.fkm.de 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 and in it, the green checkmark gives certified, quality trade fair data the thumbs up!

### **International Exhibition Transparency**

FKM and other European auditing organisations jointly compiled the brochure entitled Euro Fair Statistics, which is published by the Global Association of the Exhibition Industry (UFI). 22 countries have taken part: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Hungary, Italy, Luxembourg, Moldavia, Netherlands, Poland, Portugal, Romania, Russia, Slovenia, Spain, Sweden, Turkey and Ukraine.

Out of nearly 2,200 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)

# **FKM Partners**

#### **Bad Salzuflen**

#### Messe Ostwestfalen GmbH

messezentrum Bad Salzuflen

Benzstraße 23

32108 Bad Salzuflen

Tel.: (0 52 22) 9 25 00 Fax: (0 52 22) 92 50 40 www.messezentrum.de

E-Mail: info@messezentrum.de

#### **Bavreuth**

#### bbg Betriebsberatungs GmbH

Bindlacher Straße 4 95448 Bayreuth

Tel.: (09 21) 75 75 80 Fax: (09 21) 7 57 58 20

www.bbg-online.de

E-Mail: info@bbg-online.de

#### Berlin

#### Messe Berlin GmbH

Messedamm 22 14055 Berlin

Tel.: (0 30) 30 38-0 Fax: (0 30) 30 38 23 25 www.messe-berlin.de

E-Mail: central@messe-berlin.de

#### **Bielefeld**

#### **Clarion Events Deutschland GmbH**

Meisenstraße 94 33607 Bielefeld

Tel.: (05 21) 9 65 33-66 Fax: (05 21) 9 65 33-99 www.clarionevents.de

E-Mail: service@clarionevents.de

#### Bremen

# MESSE BREMEN & ÖVB-Arena

WFB Wirtschaftsförderung Bremen GmbH

Findorffstraße 101 28215 Bremen Tel.: (04 21) 35 05-0

Fax: (04 21) 35 05-3 40 www.messe-bremen.de

E-Mail: info@messe-bremen.de

#### Chemnitz

#### C<sup>3</sup> Chemnitzer Veranstaltungszentren GmbH

c/o Messe Chemnitz Messeplatz 1 09116 Chemnitz

Tel.: (03 71) 38 03 81 00 Fax: (03 71) 38 03 81 09 www.messe-chemnitz.com E-Mail: info@c3-chemnitz.de

#### **Dortmund**

#### Messe Westfalenhallen Dortmund GmbH

Strobelallee 45 44139 Dortmund Tel.: (02 31) 1 20 40 Fax: (02 31) 1 20 44 44 www.messe-dortmund.de

E-Mail: messe@westfalenhallen.de

#### Düsseldorf

#### Messe Düsseldorf GmbH

Messeplatz 40474 Düsseldorf Tel.: (02 11) 45 60-01 Fax: (02 11) 45 60-6 68 www.messe-duesseldorf.de E-Mail: info@messe-duesseldorf.de

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

Völklinger Straße 4 40219 Düsseldorf Tel.: (02 11) 90 19 10 Fax: (02 11) 90 19 11 23 www.reedexpo.de E-Mail: info@reedexpo.de

#### Erfurt

#### **Messe Erfurt GmbH**

Gothaer Straße 34 99094 Erfurt Tel.: (03 61) 4 00-0 Fax: (03 61) 4 00-11 11 www.messe-erfurt.de E-Mail: info@messe-erfurt.de

#### **RAM Regio Ausstellungs GmbH Erfurt**

Futterstraße 13 99084 Erfurt

Tel.: (03 61) 5 65 55-0 Fax: (03 61) 5 65 55-10 www.ram-messe.de

E-Mail: infoerfurt@ram-gmbh.de

#### Essen

#### Messe Essen GmbH

Norbertstraße 45131 Essen

Fax: (02 01) 7 24 40 Fax: (02 01) 7 24 42 48 www.messe-essen.de E-Mail: info@messe-essen.de

#### Frankfurt/Main

#### DLG e.V.

Eschborner Landstraße 122 60489 Frankfurt/Main Tel.: (0 69) 24 78 80 Fax: (0 69) 24 78 81 10 www.dlg.org E-Mail: info@DLG.org

#### Messe Frankfurt GmbH

Ludwig-Erhard-Anlage 1 60327 Frankfurt/Main Tel.: (0 69) 75 75-0 Fax: (0 69) 75 75-64 33 www.messefrankfurt.com E-Mail: info@messefrankfurt.com

#### Freibura

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

Europaplatz 1
79108 Freiburg
Tel.: (07 61) 38 81-02
Fax: (07 61) 38 81-30 06
www.messe.freiburg.de
E-Mail: info@messe.freiburg.de

#### Groß-Umstadt

# KWF – Kuratorium für Waldarbeit und Forsttechnik GmbH

Spremberger Straße 1 64820 Groß-Umstadt Tel.: (0 60 78) 7 85-31 (-0) Fax: (0 60 78) 7 85-39 (-50) www.kwf-online.de E-Mail: info@kwf-online.de

#### Hamburg

#### **Hamburg Messe und Congress GmbH**

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

#### Hannover

#### **Deutsche Messe AG**

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

#### Fachausstellungen Heckmann GmbH

Hannover/Bremen

Messegelände, Europaallee/Bürohaus 7

30521 Hannover

Tel.: (05 11) 89-3 04 00 Fax: (05 11) 89-3 04 01 www.heckmanngmbh.de E-Mail: info@fh.messe.de

#### Hohenschäftlarn

#### **WNP Fachmessen GmbH**

Eichendorffweg 1 82069 Hohenschäftlarm Tel.: (0 81 78) 8 67 86-0 Fax: (0 81 78) 8 67 86-30 www.wnp.de

E-Mail: mail@wnp.de

#### Husum

Messe Husum & Congress GmbH & Co. KG

Am Messeplatz 12-18 25813 Husum

Tel.: (0 48 41) 9 02-0 Fax: (0 48 41) 9 0 22 46 www.messehusum.de

E-Mail: info@messehusum.de

#### Idar-Oberstein

Intergem Messe GmbH

John-F.-Kennedy-Straße 9 55743 Idar-Oberstein Tel.: (0 67 81) 56 87 22 00

Fax: (0 67 81) 56 87 22 72

www.intergem.de

E-Mail: office@intergem.de

#### Karlsruhe

#### HINTE GmbH

Bannwaldallee 60 76185 Karlsruhe Tel.: (07 21) 93 13 30

Fax: (07 21) 93 13 31 10 www.hinte-messe.de

E-Mail: info@hinte-messe.de

#### Karlsruher Messe- und Kongress-GmbH

Festplatz 9 76137 Karlsruhe Tel.: (07 21) 37 20-0 Fax: (07 21) 37 20-21 16 www.kmkg.de

E-Mail: info@kmkg.de

#### Kempten

#### Kempten Tourismus- und Veranstaltungsservice

Rathausplatz 24

87435 Kempten (Allgäu) Tel.: (08 31) 25 25-5 32 Fax: (08 31) 25 25-4 27 www.festwoche.com

E-Mail: festwoche@kempten.de

#### Köln/Coloane

Koelnmesse GmbH

Messeplatz 1 50679 Köln

Tel.: (02 21) 8 21-0 Fax: (02 21) 8 21 25 74 www.koelnmesse.de E-Mail: info@koelnmesse.de

#### Leipzia

Leipziger Messe GmbH

Messe-Allee 1 04356 Leipzia Tel.: (03 41) 67 80 Fax: (03 41) 6 78 87 62 www.leipziger-messe.de E-Mail: info@leipziger-messe.de

#### Leipziger Messe International GmbH

Messe-Allee 1 04356 Leipzia

Tel.: (03 41) 6 78-79 00 Fax: (03 41) 6 78-79 12 www.lm-international.com E-Mail: info@Im-international.com

#### Kinold Ausstellungsgesellschaft mbH

Prielweg 8/10 88131 Lindau-Bodolz Tel.: (0 83 82) 9 30 00 Fax: (0 83 82) 93 00 18

www.kinold.de, E-Mail: Kinold@kinold.de

#### Magdeburg

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

Tessenowstr. 5 a 39114 Magdeburg Tel.: (03 91) 59 34-50 Fax: (03 91) 59 34-5 10 www.mvgm-online.de E-Mail: info@mvam.de

#### Mainz

#### RAM Regio Ausstellungs GmbH Mainz

Schillerplatz 7 55116 Mainz

Tel.: (0 61 31) 9 65 04-0 Fax: (0 61 31) 9 65 04 99 www.ram-messe.de

E-Mail: infomainz@ram-gmbh.de

#### Munich

#### easyFairs Deutschland GmbH

Balanstraße 73. Haus 8 81541 München Tel.: (0 89) 1 27 16 50 Fax: (0 89) 1 27 16 51 11 www.easvfairs.com

E-Mail: sales@easyfairs.com

#### **EUROEXPO Messe- und Kongress-GmbH**

Joseph-Dollinger-Bogen 9 80807 München

Tel.: (0 89) 3 23 91-2 53 Fax: (0 89) 3 23 91-2 46 www.euroexpo.de

E-Mail: management@euroexpo.de

#### GHM - Gesellschaft für Handwerksmessen mbH

Willy-Brandt-Allee 1 81829 München Tel.: (0 89) 9 49 55-0 Fax: (0 89) 9 49 55-2 39

www.ghm.de, E-Mail: info@ghm.de

#### Messe München GmbH

Messegelände 81823 München

Tel.: (0 89) 94 92 07 20 Fax: (0 89) 94 92 07 29 www.messe-muenchen.de E-Mail: info@messe-muenchen.de

#### MunichExpo Veranstaltungs GmbH

Zamdorfer Straße 100 81677 München Tel.: (0 89) 3 22 99 10 Fax: (0 89) 32 29 91 19

www.munichexpo.de E-Mail: info@munichexpo.de

### Service- und Verlagsgesellschaft des Baverischen

Baugewerbes mbH

**Bavariaring 31** 80336 München Tel.: (0 89) 76 79-0 Fax: (0 89) 76 85 62 www.epf-messe.de E-Mail: info@epf-messe.de

#### Münster

#### **Messe und Congress Centrum** Halle Münsterland GmbH

Albersloher Weg 32 48155 Münster Tel.: (02 51) 6 60 00 Fax: (02 51) 66 00-1 21 www.halle-muensterland.de E-Mail: info@halle-muensterland.de

#### Nurembera

#### **AFAG Messen und Ausstellungen GmbH**

Messezentrum 1 90471 Nürnberg Tel.: (09 11) 9 88 33-0 Fax: (09 11) 9 88 33-5 00 www.afaq.de, E-Mail: info@afaq.de

#### NürnbergMesse GmbH

Messezentrum 90471 Nürnberg Tel.: (09 11) 8 60 60 Fax: (09 11) 86 06-82 28 www.nuernbergmesse.de E-Mail: info@nuernbergmesse.de

#### Spielwarenmesse eG

Münchener Straße 330 90471 Nürnberg Tel.: (09 11) 9 98 13-0 Fax: (09 11) 86 96 60 www.spielwarenmesse.de

E-Mail: info@spielwarenmesse-eq.de

# **FKM Partners**

#### Offenbach

#### Messe Offenbach GmbH

Kaiserstraße 108–112 63065 Offenbach/Main Tel.: (0 69) 8 29 75 50 Fax: (0 69) 82 97 55 60 www.messe-offenbach.de

E-Mail: info@messe-offenbach.de

#### Offenburg

#### Messe Offenburg-Ortenau GmbH

Schutterwälder Straße 3 77656 Offenburg Tel.: (07 81) 9 22 60 Fax: (07 81) 92 26 77 www.messe-offenburg.de E-Mail: info@messe-offenburg.de

#### Rostock

#### Rostocker Messe- und Stadthallengesellschaft mbH

Zur Hanse Messe 1–2 18106 Rostock Tel.: (03 81) 44 00-6 10

Fax: (03 81) 44 00-6 66 www.messe-und-stadthalle.de E-Mail: kontakt@stadthalle-rostock.de

Stuttgart

#### blickfang GmbH

Filderstraße 45 70180 Stuttgart

Tel.: (07 11) 9 90 93-90 Fax: (07 11) 9 90 93-50 www.blickfang.com E-Mail: info@blickfang.com

#### MESAGO Messe Frankfurt GmbH

Rotebühlstraße 83-85 70178 Stuttgart Tel.: (07 11) 6 19 46-0

Fax: (07 11) 6 19 46-91 www.mesago.de

E-Mail: info@mesago.de

#### **MESAGO Messemanagement GmbH**

Rotebühlstraße 83–85 70178 Stuttgart Tel.: (07 11) 6 19 46-0 Fax: (07 11) 6 19 46-91 www.mesago.de E-Mail: info@mesago.de

#### **Landesmesse Stuttgart GmbH**

Messepiazza 1 70629 Stuttgart Tel.: (07 11) 1 85 60-0 Fax: (07 11) 1 85 60-25 55 www.messe-stuttgart.de E-Mail: info@messe-stuttgart.de

#### Wächtersbach

#### Messe Wächtersbach GmbH

Main-Kinzig-Straße 31 63607 Wächtersbach Tel.: (0 60 53) 80 20 Fax: (0 60 53) 8 02 33 www.messewaechtersbach.de

E-Mail: messe@stadt-waechtersbach.de

#### Wiesbaden

# Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF)

Mainzer Straße 10 65185 Wiesbaden Tel.: (06 11) 44 75 53-0 Fax: (06 11) 44 75 53-33 www.zzf.de E-Mail: info@zzf.de

#### Wunstorf

#### AMA Service GmbH

von-Münchhausen-Straße 49 31515 Wunstorf Tel.: (0 50 33) 9 63 90 Fax: (0 50 33) 10 56 www.sensorfairs.de

E-Mail: info@sensorfairs.de

#### **Guest members**

#### Hongkong

#### **Hong Kong Trade Development Council**

Exhibitions Departement, Unit 13, Expo Galleria, HKCEC, 1 Expo Drive

Wanchai, Hongkong Tel.: 0 08 52-1 83 06 68 Fax: 0 08 52-28 24 02 49 www.hktdc.com

E-Mail: exhibitions@hktdc.org

#### Verena

#### Ente Autonomo per le Fiere di Verona

Viale del Lavoro, 8 I-37135 Verona

Tel.: 00 39-045-8 29 81 11 Fax: 00 39-045-8 29 82 88 www.veronafiere.it E-Mail: info@veronafiere.it

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#### Chairman

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Messe Frankfurt GmbH, Frankfurt

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Karlsruher Messe- und Kongress GmbH, Karlsruhe

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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**

### A. Audit commission

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

### B. Object, type and scope of the activity

We have audited events registered for the first time without exception, a selection of recurring events without advance notice according to the to the certfication criteria laid down by FKM. The selection was free of restrictions by the society.

### C. Basic legal provisions and documents

The basis for the audit are the basic rules for certifying trade fair and exhibition statistics of the Society for the Voluntary Control of Fair and Exhibition Statistics (FKM).

#### D. Result

No objections were raised subsequent to our audit, which was carried out as part of certification by FKM.

Cologne, 15th March 2015

Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft

/w/hun

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 2014 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

EVM			Exhib	ition s	pace fig	jures	(sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
FKM			Exhibitor	stand spa	nce						Exhibitors	s			Addition represen	nally nted firms		Entries (Explanat	ions see p.	9)
For the complete titles see pp. 96		rval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Augsburg																				
GrindTec	2	4	13.453	5.680			19.133	78	19.211	35.000	313	207	520	29						15.159
														-						
Bad Salzuflen																				
FMB – The Supplier Show for Mechanical Engineering	1	3	7.290	560			7.850		7.850	15.200	429	41	470	8	14	3	17	5.728	301	6.029
ZOW — Int. fair for suppliers to the furniture and design industries	1	4	7.061	5.116			12.177		12.177	26.600	272	203	475	33	4	2	6	7.862	3.906	11.768
and design moustries		4	7.001	3.110			12.177		12.177	20.000	212	203	4/3	33	7			7.002	3.300	11.700
Berlin																				
• bautec	2	5	15.227	1.138	66		16.431	1.218	17.649	39.300	425	61	486	20				28.906	3.463	32.369
Bazaar Berlin	1	5	3.136	3.227			6.363	860	7.223	19.700	251	303	554	58				34.932	1.006	35.938
belektro	2	3	8.676	321			8.997	1.956	10.953	23.400	245	16	261	11				10.754	109	10.863
FRUIT LOGISTICA	1	3	8.674	52.999			61.673	605	62.278	106.700	264	2.366	2.630	84				11.484	53.397	64.881
● InnoTrans	2	4	39.494	54.816	5.962	3.137	103.409		103.409	174.400	1.092	1.669	2.761	55				63.881	74.991	138.872
+ INTERGEO	1	3	7.482	5.194	183	115	12.974	30	13.004	27.000	291	223	514	31	15	3	18	11.078	6.017	17.095
International Green Week	1	10	32.372	16.207			48.579	7.738	56.317	124.700	1.018	671	1.689	69				402.261	9.470	411.731
■ ITB – THE WORLD'S LEADING TRAVEL TRADE SHOW®		5	26.031	61.750	282		88.063			160.000	1.571	5.757	7.328	191	594	1.665	2.259	119.920	51.874	171.794
Moderner Staat – Public administration	1	2	740	9			749	450	1.199	8.000	100	1	101	2				1.387	30	1.417
no. I																				
Bernburg		_	722		100.001	2.750	440.054	000	444 700	204 200	200	70	260	20				20.552	2.400	22.052
DLG-Feldtage — Meeting place for crop producers	2	3	732	99	106.261	3.759	110.851	932	111.783	201.200	298	70	368	20				20.563	2.490	23.053
Duaman																				
Bremen	1	2	4.047	202			4 220	1 120	F 40F	12 400	150	17	170	0	0		0	0.400	105	0.505
BOATFIT  Bromen Classic Metayshow		3	4.047	292			4.339	1.126	5.465	12.400	153	17	170	8	8		8	9.480	105	9.585
Bremen Classic Motorshow		3	18.885	2.135			21.020	1.368	22.388	47.000	582	67	649	12				42.738	4.591	47.329
CARAVAN / Reiselust		3	9.670	255 594			9.925	362	9.925	14.800 24.100	62 347	38	385	5 19						26.061 33.824
fish international		3	3.036	914			3.950	916	4.866	14.600	133	77	210	19				7.500	937	8.437
HanseLife		9	16.990	817	857	150	18.814	3.116	21.930	43.200	740	30	770	10				7.500	331	77.041
Reiselust – Tourism fair		3	3.097	339	037	130	3.436	362	3.798	9.300	285	34	319	16				26.759	300	27.059
Chemnitz																				
Baumesse Chemnitz – Trade fair of construction	1	3	3.458	36	140		3.634	133	3.767	8.400	230	2	232	2	40		40			10.710
mtex / LIMA	2	3	817	58			875	353	1.228	3.500	59	10	69	6	5		5	1.012	32	1.044
Chemnitz trade fairs — SIT, IT user forum	2	3	1.583	4			1.587	65	1.652	4.500	168	1	169	2	8		8	2.574	47	2.621
Dortmund																				
DKM – Finance and insurance	1	2	7.619	80			7.699		7.699	22.400	264	5	269	5				11.472	101	11.573
Inter-tabac		3	9.224	7.261			16.485	233		35.900	172	319	491	49	2	5	7	7.233	3.999	11.232
			0.221							33.330	.,_				_		•	7.233	0.555	

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

<sup>\*</sup> Visitors Profil Analyses see page 25 ff.

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

FKM 🗸			Exhib	ition s	pace fig	ures	(sq.m.)				Exhib	itor fig	ures					Visito	r figur	es
			Exhibitor	stand spa	ice						Exhibitor	'S			Additiona represent			Entries (Explanat	tions see p	o. 9)
For the complete titles see pp. 96		erval/ ays	Ha Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota
Düsseldorf																				
ALUMINIUM	2	3	11.501	24.267			35.768	1.242	37.010	75.000	338	597	935	49				12.293	12.020	24.3
BEAUTY INTERNATIONAL	1	3	19.654	2.639			22.293	4.148	26.441	70.100	491	124	615	28				49.395	5.306	54.7
BEAUTY/TOP HAIR INTERNATIONAL	1	3	23.241	3.386			26.627	10.015	36.642	95.800	597	165	762	29						61.1
boot	1	9	40.772	45.139	20		85.931	18.362	104.293	214.200	863	814	1.677	60				206.073	42.208	248.2
CARAVAN SALON	1	10	68.783	20.799	1.442	490	91.514	4.829	96.343	146.200	372	178	550	25				165.099	27.324	192.4
Caravan Salon/TourNatur	1	10	72.193	21.258	1.442	490	95.383	6.089	101.472	161.000	559	245	804	32						207.6
Composites Europe	1	3	5.842	3.065			8.907	1.018	9.925	21.000	240	166	406	27				5.616	4.595	10.2
EuroShop		5	46.284	69.949	24	322	116.579	4.024		200.300	816	1.413	2.229	56				41.061	68.435	109.4
GDS (spring)		3	13.561	18.941			32.502	4.489	36.991	92.800	253	530	783	38				9.892	6.594	16.4
GDS (autumn)		3	13.669	28.308			41.977	3.577		106.000	253	840	1.093	38				7.205	8.458	15.6
glasstec		4	19.845	40.416	18	322	60.601	6.510		114.600	378	839	1.217	51				15.757	26.944	42.7
GLOBAL SHOES (spring)		4	64	8.466	10	322	8.530	344	8.874	25.700	1	264	265	9				985	2.954	3.9
IMA		4	10.069	1.039			11.108	1.722	12.830	17.500	106	44	150	16				8.440	718	9.1
interpack		7	67.050	105.810	856	653	174.369	443	174.812		678	1.992	2.670	60				59.431	115.367	174.7
MEDICA / COMPAMED	1		45.934	82.816	306	102	129.158	1.939		250.000	1.317	4.251	5.568	70				47.298	74.604	121.9
METAV		5	19.848	8.721	300	102	28.569	1.959	28.569	49.300	455	155	610	26				28.184	3.479	31.6
ProWein		3	16.783	34.713			51.496	1.661		102.000	845	3.985	4.830	47	30	307	337	27.124	21.924	49.0
PSI – Promotional product industry		3	15.993	13.744			29.737	1.215	30.952		418	436	854	33	30	307	337	8.081	8.147	16.2
REHACARE INTERNATIONAL			21.897	9.625	124		31.646	1.213	31.646		494		900	36				43.733	7.179	50.9
		4			124			F 967				406						_		21.9
TOP HAIR International Trend & Fashion Days		2	3.587	747			4.334	5.867	10.201	25.700	106	41	147	15				20.191	1.756	
TourNatur		3	3.410	459			3.869	1.260	5.129	14.800	187	67	254	17				36.121	700	36.8
Tube		5	17.013	33.187			50.200	108	50.308	90.300	309	901	1.210	47				14.814	18.854	33.6
VALVE WORLD EXPO		3	4.025	13.851			17.876	42.4	17.876	32.700	136	528	664	40				3.863	8.637	12.5
Erfurt		5	16.353	42.106			58.459	424	58.883	95.800	331	1.002	1.333	54				12.975	25.075	38.0
Grüne Tage Thüringen — Agricultural fair	2	3	5.906	74	8.464		14.444	4.182	18.626	34.400	303	7	310	7						28.7
inoga – Hotel, Catering, Hospitality		3	2.288	47	62		2.397	564	2.961	7.950	157	3	160	4						3.0
Rapid.Tech / FabCon 3.D		2	1.061	74	UZ		1.135	306	1.441	4.950	92	9	101	7				2.927	122	3.0
Thüringen-Ausstellung — Handicraft and	'	2	1.001	74			1.153	300	1.441	4.930	92	9	101	1				2.321	122	5.0
consumer goods exhibition	1	9	11.540	275			11.815	2.500	14.315	25.000	612	19	631	8	33		33			69.3
Essen																				
DEUBAUKOM with DCONex and Infra Tech	2	4	11.692	1.763			13.455	3.026	16.481	49.900	498	103	601	10				32.870	1.876	34.7
E-world energy & water	1	3	19.795	3.412			23.207	321	23.528	44.500	512	108	620	25				19.693	3.807	23.5
IPM — Trade fair for horticulture	1	4	19.180	23.702			42.882	4.043	46.925	105.000	593	961	1.554	45				29.100	15.738	44.8
METPACK – Int. trade fair for metal packaging	3	5	3.401	7.499			10.900		10.900	18.200	45	184	229	27				1.828	4.868	6.6
REIFEN — No 1 in tires and more	2	4	13.797	18.121	1.025		32.943	265	33.208	58.000	209	461	670	44				7.504	12.037	19.5

<sup>+</sup> Events with changing venues Recognized by UFI — The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 25 ff. 19 Visitor attendance determined by a representative poll in the combination of BEAUTY/TOP HAIR international. Multiple answers were permitted 19 Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted 30 ascertained by a representative poll

	EVM			Exhib	ition s	pace fig	jures	(sq.m.)				Exhibi	itor fig	ures				Visito	r figur	es
	FKM			Exhibitor	stand spa	ice						Exhibitors	5			Additionally represented firm	s	Entries (Explanat	tions see p.	. 9)
	For the complete titles see pp. 96	_	erval/ ays	Ha Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Foreign	n Total	Domestic	Foreign	Total
	SECURITY – Security & Fire Prevention	2	4	25.212	10.385	466		36.063	1.089	37.152	80.000	557	488	1.045	39			22.948	13.304	36.252 *
	SHK Essen		4	27.095	3.349			30.444	860	31.304	66.400	498	62	560	15			46.753	1.496	48.249 *
	Feuchtwangen																			
	EPF - EstrichParkettFliese - Floor construction	3	3	4.008	419	4.112	552	9.091	100	9.191	16.200	148	25	173	9	3	3	3.707	449	4.156 *
	Frankfurt/Main																			
•	Ambiente		5		126.288			189.770	1.675	191.445		1.127	3.622	4.749	89			71.074	72.715	143.789 *
+	Arbeitsschutz aktuell – Safety & Health		4	7.191	897			8.088	1.035	9.123	25.300	199	40	239	20			7.658	3.008	10.666 *
•	Automechanika		5	52.650	105.194	13.586	5.120	176.550	767			729	3.931	4.660	71			57.346	80.636	137.982 *
•	Christmasworld		5	21.268	31.313			52.581	1.562	54.143	86.700	239	678	917	39			13.922	18.942	32.864 *
•	Creativeworld FACILITY MANAGEMENT		4	4.486	6.027			10.513	952	11.465	23.500	75	214	289	32			4.135	4.030	8.165 <sup>1</sup> 5.592
	Hair & Beauty		3	2.801	2.094			2.854 14.058	371 6.199	3.225	6.750 42.900	139	7 82	146 250	5 21			5.440 38.374	2.602	40.976
	Heimtextil		4	24.530	94.034			118.564	3.221	121.785		328	2.386	2.714	62			22.206	44.059	66.265 *
•	Light + Building		6	71.455	70.089	240	888	142.672	2.634	145.306		920	1.575	2.495	57			111.545	99.687	211.232 *
•	Musikmesse		4	16.209	21.380	100	524	38.213	1.500	39.713	90.000	433	885	1.318	51			44.732	20.630	65.362 *
•	Paperworld		4	11.929	31.964			43.893	1.491	45.384	96.400	296	1.381	1.677	59			14.608	27.537	42.145 *
•	ProLight + Sound	1	4	14.042	21.019	612	583	36.256	1.000	37.256	73.400	324	574	898	42			20.752	21.515	42.267 *
•	Tendence	1	4	34.215	16.818			51.033	1.444	52.477	94.800	762	450	1.212	52			28.149	6.331	34.480 *
•	viscom frankfurt	2	3	6.267	2.533			8.800	2.252	11.052	23.100	211	117	328	27			7.611	1.999	9.610 *
	Hamburg																			
	DU UND DEINE WELT – Consumer exhibition	1	10	13.649	958	2.500		17.107	1.338	18.445	46.400	400	36	436	15			81.659	658	82.317 *
	GET Nord	2	3	21.538	810		6	22.354	4.760	27.114	53.000	466	31	497	12	1	1	37.732	1.047	38.779 *
	hanseboot – Intern. boat show	1	9	17.453	4.140	641	680	22.914	3.051	25.965	56.800	451	101	552	18			70.672	3.408	74.080 *
	HansePferd – Equestrian trade fair	2	3	11.909	1.552	409	45	13.915	9.547	23.462	46.800	421	53	474	15			45.015	593	45.608 *
	INTERNORGA	1	6	45.914	6.788	770	30	53.502		53.502	89.500	1.009	194	1.203	24			87.230	5.667	92.897
	NORTEC	2	4	9.718	446			10.164	208	10.372	22.000	370	47	417	12			11.781	364	12.145 *
	REISEN HAMBURG	1	5	23.062	3.154			26.216	3.327	29.543	59.500	715	260	975	61			74.122	1.205	75.327 *
	SMM – Maritime trade fair	2	4	24.609	29.462	610	838	55.519		55.519	91.300	671	1.431	2.102	67	3 14	17	28.690	20.019	48.709 *
	Hannover																			
	ABF – Leisure fair	1	9	40.066	1.484	612		42.162	11.953		100.800	749	63	812	18					114.867 *
+	ALTENPFLEGE — Exh. for the care sector	2	3	18.965	713			19.678	1.072		57.000	540	42	582	15			27.813	281	28.094 *
		1	5	95.385	29.517	1.052		125.954	8.789	134.743		1.553	1.691	3.244	63			146.452	41.307	187.759 *
•	CeMAT	2	5	32.283	26.131	8.235	4.522	71.171	712	71.883		455	567	1.022	44			33.449	14.818	48.267 *
•	= + ::: + : = ::		4	19.633	70.882			90.515	3.526		174.100	211	1.130	1.341	59			19.924	24.649	44.573 *
	Energy Decentral	2	4	11.209	1.049	72	385	12.715	1.853	14.568	29.500	324	41	365	13			32.239	5.823	38.062 *

<sup>+</sup> Events with changing venues Recognized by UFI — The Global Association of the Exhibition Industry representative poll in the combination of EuroTier/Energy Dezentral. Multiple answers were permitted

<sup>\*</sup> Visitors Profil Analyses see page 25 ff.

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

<sup>&</sup>lt;sup>2)</sup> Visitor attendance determined by a

EKM			Exhib	ition s	pace fig	ures	(sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
FRIM			Exhibitor	stand spa	ace						Exhibitor	s			Addition represer	ally ited firms		Entries (Explanati	ons see p.	9)
For the complete titles see pp. 96		rval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota
EuroBLECH	2	5	44.605	41.682	219		86.506		86.506	144.000	749	824	1.573	38				37.329	21.923	59.2
EuroTier with Energy Decentral	2	4	68.989	44.542	72	385	113.988	5.524	119.512	241.100	1.223	1.145	2.368	48	14	21	35	126.975	29.591	156.
HANNOVER MESSE	1	5	109.717	50.834	680	40	161.271	16.858	178.129	292.000	2.302	2.488	4.790	65				133.390	40.749	174.
Hannover Messe: Digital Factory	1	5	4.844	894			5.738		5.738	10.600	172	30	202	15				37.521	12.979	50.
Hannover Messe: Energy	1	5	22.066	16.100	141		38.307	742	39.049	64.200	431	644	1.075	50				66.275	23.407	89.
Hannover Messe: Industrial Automation		5	46.254	9.691	369		56.314	84	56.398	97.400	628	391	1.019	34				89.764	34.049	123.
Hannover Messe: IndustrialGreenTec		5	2.366	299		40	2.705		2.705	7.000	87	13	100	10				32.510	11.721	44.
Hannover Messe: Industrial Supply		5	13.800	17.666			31.466	381	31.847	52.700	520	1.095	1.615	45				48.837	24.824	73.
Hannover Messe: MobiliTec		5	3.317	445	38		3.800	15.180	18.980	24.400	101	54	155	14				27.232	7.770	35.
Hannover Messe: Research & Technology		5	6.975	1.243	132		8.350	471	8.821	15.900	295	109	404	14				36.661	10.705	47.
Infa – Information and sales exhibition		9	29.817	2.774	943	48	33.582	4.995		100.900	1.215	135	1.350	27				30.001	10.703	191.
Pferd & Jagd — Equestrian sports, hunting, fishing		4	21.043	2.212	1.016		24.271	10.083	34.354		729	94	823	21						89.
PSI PROMOTION WORLD		3	1.473	178	1.010		1.651	604	2.255	5.500	81	11	92	11				8.547	2.177	10.
Hof Oberfranken-Ausstellung Hof – Regional Exhibition	2	9	3.568	72	1.503	27	5.170	630	5.800	9.600	191	9	200	5	1		1			37
Husum																				
New Energy Husum	1	4	3.893	451	230	42	4.616		4.616	13.000	131	21	152	10				9.312	449	9.
Nord Gastro & Hotel	1	2	4.323	97			4.420		4.420	7.400	200	10	210	7				4.913	65	4.
Idar-Oberstein																				
INTERGEM	1	4	2.097	170			2.267		2.267	4.500	112	15	127	11				1.906	656	2.
Karlsruhe																				
IT-TRANS — IT Solutions for Public Transport	2	3	1.679	1.117			2.796	1.033	3.829	12.000	87	58	145	24	14	2	16	2.418	1.290	3.
LEARNTEC — Learning with IT	1	3	2.950	362			3.312	440	3.752	12.000	185	26	211	10	17		17	6.170	515	6.
TIERisch gut – Pet fair	1	2	5.801	181			5.982	8.394	14.376	45.300	271	11	282	7	1		1	32.297	794	33.
Kempten																				
Allgäuer Festwoche — Rural tradition exhibition	1	9	5.837	269	3.269	18	9.393	822	10.215	24.900	350	15	365	5						110
Köln																				
CFC – Children's Fashion Cologne (summer)	1	3	1.879	1.469			3.348	1.694	5.042	13.000	45	62	107	18				1.041	211	1
DACH + HOLZ International	2	4	29.799	4.069	987		34.855	436	35.291	69.800	461	99	560	27				42.292	5.281	47
dmexco – Digital Marketing Exposition & Conference		2	19.545	5.071	8		24.624	1.071		54.900	562	234	796	33				22.390	7.415	29
FIBO – Fitness, wellness and health		4	25.650	22.100			47.750	4.577		129.000	377	346	723	37	5	2	7	89.867	25.833	115
h+h cologne		3	5.697	5.849			11.546	966		25.700	114	233	347	38		1	1	10.533	4.340	14
imm cologne — The international furnishing show/ LivingInteriors		7	66.282				139.583		142.024		425	720	1.145	53	33	23	56		31.822	

<sup>+</sup> Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry were permitted

<sup>\*</sup> Visitors Profil Analyses see page 25 ff.

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

	EVA /			Exhib	ition s	pace fig	ures (	sq.m.)				Exhib	itor fig	ures					Visitor	figure	<b>2</b> S
	FKM			Exhibitor	stand spa	ice						Exhibitor	s			Additiona represent			Entries (Explanati	ons see p.	9)
	For the complete titles see pp. 96		erval/ ays	Hal Domestic		Open A		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
•	Internationale Eisenwarenmesse	2	4	20.107	47.014			67.121	282	67.403	144.200	363	2.424	2.787	53				16.406	27.473	43.879 *
•	ISM – Int. sweets and biscuits fair		4	12.729	31.869			44.598	648			221	1.227	1.448	66	7	12	19	11.796	23.212	35.008 *
	ISO – Int. trade fair for industrial insulation materials		2	4.434	1.530			5.964	120	6.084	11.800	109	49	158	16	2		2	3.082	1.833	4.915 *
•	Kind + Jugend – The Trade Show for Kids' First Years	1	4	16.721	33.990			50.711	766	51.477	95.700	169	832	1.001	50		4	4	6.244	13.929	20.173 *
•	ORGATEC	2	5	26.182	36.529			62.711	1.798	64.509	105.000	206	413	619	41	5	3	8	25.037	26.058	51.095 *
•	spoga horse (spring)	1	3	3.327	3.478			6.805	372	7.177	16.800	58	105	163	20	3	1	4	2.159	1.990	4.149 *
•	spoga+gafa / spoga horse (autumn)	1	3	26.441	74.143	202	73	100.859	3.094	103.953	223.800	363	1.605	1.968	56	19	17	36	16.060	22.166	38.226 *
	Leipzig																				
	CADEAUX – March	1	3	6.721	456			7.177	783	7.960	20.500	208	19	227	11	3		3			7.208
	CADEAUX – September/Comfortex	1	3	9.427	643			10.070	809	10.879	35.900	301	26	327	15	4		4			7.931 *
•	denkmal		3	6.130	1.953			8.083	258	8.341	19.000	343	89	432	17				10.429	833	11.262 *
	Fachdental Leipzig	1	2	3.969	437			4.406	96	4.502	10.000	224	29	253	14	3	1	4			4.385 *
	Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/Beach & Boat	1		27.398	2.458			29.856	8.244	38.100	88.200	1.045	110	1.155	19				181.755	748	182.503 *
	Industrial Exhibition of Leipzig Veterinary Congress	2		3.011	180			3.191	522	3.713	7.500	180	14	194	11				10.223	614	10.837 *
	MIDORA		3	2.539	86			2.625	56	2.681	10.500	99	5	104	3						1.649 *
	modell-hobby-spiel		3	18.552	886	350		19.788	15.180	34.968	83.800	563	48	611	12	1	1	2			94.713 *
•	OTWorld – Orthopaedic technology	2	4	11.905	5.348			17.253	1.829	19.082	46.400	288	260	548	37				13.715	6.454	20.169 *
	Magdeburg																				
	LBA – Regional building trade exhibition		3	2.028	12	372		2.412	562	2.974	6.600	120	1	121	2	3		3			3.702
	MAGDEBOOT		3	3.316	90	169		3.575	69	3.644	9.100	130	2	132	2						6.068
	Meeres- und Raubfischangeltage – Fishing Exhibition		2	2.191	452	38		2.681	278	2.959	7.300	87	21	108	7	3	2	5			6.683
	TIERWELT – Pet Exhibition	1	3	1.796	15	49		1.860	2.048	3.908	9.100	129	1	130	2						12.105
	Mainz																				
	Rheinland-Pfalz-Ausstellung — Regional exhibition	1	9	11.752	622	970	54	13.398	1.801	15.199	25.900	658	29	687	13						77.303 *
	München																				
•	Analytica	2	4	18.235	7.563	281		26.079	2.709	28.788	55.500	710	458	1.168	40	4	3	7	22.931	12.453	35.384 *
•	AUTOMATICA	2	4	23.593	3.991			27.584	1.174	28.758	55.000	495	229	724	42						39.257 *
•	electronica	2	4	47.363	35.127			82.490	1.410	83.900	133.000	997	1.728	2.725	52	113	309	422	36.802	36.387	73.189 *
•	EXPO REAL — Real estate trade fair	1		25.463	7.252			32.715	4.678		64.000	1.278	377	1.655	34				24.698	9.491	34.189
	f.re.e — Fair for leisure and travel		5	20.591	6.338			26.929	7.081		66.100	629	483	1.112	59	27	8	35	111.413		113.687 *
	IFAT		5	74.363	39.398	15.417	8.720	137.898	10.500	148.398		1.728	1.353	3.081	59				74.756		135.288 *
	INHORGENTA MUNICH		4	21.265	10.913			32.178	1.951		76.000	603	533	1.136	42				20.476	8.879	29.355 *
•	INTERFORST		5	4.181	953	23.004	11.566	39.704	3.340		76.800	289	162	451	27	_	4.1	42	41.020	7.859	48.879 *
	Internationale Handwerksmesse/Garten München		7	26.906	4.735	7.44	207	31.641	3.289			804	203	1.007	27	2	11	13	125.824	3.094	128.918 *
•	Intersolar Europe / electrical energy storage		3	21.418	19.742	741	397	42.298	2.034	44.332	88.000	516	611	1.127	48				24.893	17.487	42.380

<sup>+</sup> Events with changing venues

<sup>●</sup> Recognized by UFI — The Global Association of the Exhibition Industry

<sup>\*</sup> Visitors Profil Analyses see page 25 ff.

			Exhib	ition s	pace figu	res (sq	վ.m.)				Exhib	itor fig	ures					Visito	r figur	es
FKM			Exhibitor	stand spa	ace						Exhibitor	s			Addition	ally nted firms		Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 96		rval/ ays	Hal Domestic		Open Air Domestic For		Гotal	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Tota
ispo	1	4	24.766	80.330	292	10	05.388	4.498	109.886	177 600	383	2.173	2.556	48				28.250	52.782	81.0
MAINTAIN		4	4.967	213	18		5.198	210	5.408	11.000	200	14	214	9	6	1	7	9.656	3.902	13.5
Opti – Int. trade show for optics & Design		3	15.652	6.422	10		22.074	286	22.360	40.000	268	232	500	34	U	'	,	17.820	6.298	24.
Nürnberg																				
BIOFACH / VIVANESS	1	4	16.578	21.956		3	38.534	3.935	42.469	77.800	676	1.587	2.263	74				24.009	18.436	42.
BrauBeviale		3	25.803	16.978			12.781		42.781	81.300	620	508	1.128	46				22.418	14.782	37.2
Chillventa		3	16.951	20.696			37.647	837	38.484	66.400	322	662	984	44				13.396	17.189	30.
CO-REACH		2	4.566	371			4.937	991	5.928	14.800	250	19	269	10				5.378	400	5.
embedded world		3	13.843	6.444			20.287		20.287	38.000	482	374	856	35				18.458	8.256	26.
Enforce Tac		2	592	393			985		985	3.300	33	45	78	21				1.015	652	1.
EUROGUSS	2	3	6.745	6.090		1	12.835	550	13.385	25.300	228	242	470	26				7.639	3.548	11.
FeuerTRUTZ		2	2.742	140			2.882		2.882	9.000	177	9	186	6				4.832	284	5.
GaLaBau		4	49.340	12.096			51.436	3.092		118.500	1.013	307	1.320	36				59.967	6.596	66
HOLZ-HANDWERK / fensterbau/frontale		4	71.335	23.439			94.774			150.600	879	440	1.319	39				78.759	30.208	108
IFH/INTHERM	2	4	36.189	4.947		4	11.136	981	42.117	75.000	578	107	685	20				44.762	1.054	45
Interzoo		4	18.179	38.803			56.982	50		110.000	308	1.390	1.698	62				11.643	25.724	37.
it-sa — The IT-Security Expo and Congress		3	4.962	689			5.651	398	6.049	12.800	291	95	386	21				6.980	410	7
IWA OutdoorClassics		4	15.111	31.078			16.189	550	46.739	86.000	299	1.037	1.336	54				15.263	23.981	39.
PCIM Europe	1	3	5.721	3.947			9.668	288	9.956	19.900	189	202	391	31	26	71	97	4.785	3.221	8.
Perimeter Protection		3	2.555	547			3.102	168	3.270	6.700	62	16	78	10				1.816	420	2.
POWTECH/TechnoPharm		3	20.033	7.444			27.477		27.477	52.100	630	300	930	30				9.773	5.462	15.
SENSOR + TEST		3	5.895	2.041			7.936	1.131	9.067	19.000	366	209	575	28				6.227	1.756	7
SMT / HYBRID / PACKAGING		4	11.204	2.159			13.363	392	13.755	27.000	332	166	498	27	7	51	58	13.580	4.527	18.
Spielwarenmesse — International Toy Fair		6	49.542	58.556			08.098			170.000	777	1.923	2.700	61				33.153	42.195	75.
SPS/IPC/DRIVES		3	59.039	11.867			70.906	338		117.800	1.094	508	1.602	41	145	90	235	43.582	13.205	56
Werkstätten: Messe		4	6.514	180			6.694	550	7.244	13.000	207	5	212	5				21.154	36	21
Offenbach																				
I.L.M. Summer Styles — Int. leather goods fair	1	3	7.830	5.018		1	12.848	800	13.648	20.100	156	116	272	19				3.804	1.379	5.
I.L.M. Winter Styles – Int. leather goods fair	1	3	7.960	4.762		1	12.722	800	13.522	20.100	149	133	282	22				3.915	1.270	5.
Offenburg																				
Badische Weinmesse – Regional wine exhibition	1	2	1.199	11			1.210	71	1.281	6.500	131	2	133	3				4.788	58	4.
OBERRHEIN-MESSE — Consumer goods fair		9	9.041	749	10.132		19.983	2.114	22.097		440	30	470	13	1		1			65
Passau																				
Passauer Frühling DreiLänderMesse –																				
Regional exhibition	2	9	8.192	1.379	1.545	155 1	11.271	1.140	12 //11	21.900	347	62	409	8	15		15			66

<sup>+</sup> Events with changing venues

<sup>●</sup> Recognized by UFI — The Global Association of the Exhibition Industry

<sup>\*</sup> Visitors Profil Analyses see page 25 ff.

EKM			Exhibi	ition s	pace figure	s (sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
FKM			Exhibitor	stand spa	ace					Exhibitors	s			Addition represer	ially ited firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 96		erval/ ays	Hal Domestic		Open Air Domestic Foreig	n Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
Rostock																			
AUTO Trend	1	3	6.973		4.770	11.743	7.250	18.993	26.400	79		79	1						21.396
Stuttgart																			
AMB – Int. exhibition for metal working	2	5	53.188	16.233		69.421	45	69.466	109.800	998	359	1.357	28	18	15	33	76.781	13.550	90.331
ANIMAL		2	3.748	129		3.877	5.516	9.393	22.700	181	10	191	6						31.247
Blickfang — Furniture, jewellery and fashion	1	3	1.409	279		1.688	50	1.738	3.500	155	51	206	11						15.547
CMT – The holiday exhibition	1	9	51.253	9.575	209 2	61.058	4.580	65.638	107.800	1.362	558	1.920	63	57	21	78	237.594	2.400	239.994
didacta – The education trade fair	1	5	31.489	1.383	318	33.190	2.961	36.151	75.400	824	81	905	30	37	2	39	86.627	1.768	88.395
DIE BESTEN JAHRE — Exhibition for staying active	1	2	1.301	6		1.307	675	1.982	4.900	89	1	90	2				5.073	563	5.636
FACHDENTAL SÜDWEST	1	2	4.458	531		4.989	72	5.061	10.600	234	29	263	12	3	2	5	6.630	67	6.697
FAIR HANDELN – Fairtrade	1	4	1.875	140		2.015	210	2.225	5.300	133	22	155	10	1	1	2	17.662	178	17.840
Familie & Heim with Minerals, fossils, jewellery	1	9	12.385	863		13.248	1.808	15.056	42.000	487	63	550	25						81.652
GARTEN outdoor ambiente	1	4	4.746	71		4.817	225	5.042	10.500	148	4	152	4				42.997	434	43.431
GiveADays – Promotional products	2	3	706	254		960	112	1.072	2.150	74	25	99	13				5.278	522	5.800
Hobby + Elektronik – Hobby and electronics	1	4	3.500		48	3.548	1.396	4.944	10.600	109		109	1				40.639	410	41.049
Interbad	2	4	9.793	6.080	22	15.895	433	16.328	31.500	254	181	435	29	8	4	12	10.349	4.435	14.784
INTERGASTRA with GELATISSIMO	2	5	39.204	6.717		45.921	2.285	48.206	102.700	1.004	225	1.229	27	42	18	60	86.922	1.774	88.696
Invest	1	2	3.110	479		3.589	555	4.144	10.500	106	25	131	10	1		1	10.057	311	10.368
IT & Business / DMS Expo / CRM-expo	1	3	5.973	577		6.550	1.218	7.768	21.000	343	34	377	14	9		9	7.793	771	8.564
KREATIV (autumn)	1	4	4.273	507		4.780	520	5.300	13.900	248	36	284	15				48.920	998	49.918
KREATIV (spring)	1	4	2.092	168		2.260	213	2.473	5.100	96	11	107	5				27.009	273	27.282
LASYS	2	3	2.983	940		3.923	121	4.044	10.500	123	63	186	18	1	2	3	4.282	1.208	5.490
LogiMat	1	3	30.225	5.232	100	35.557	1.400	36.957	73.400	822	182	1.004	27				28.938	3.871	32.809
Market for good taste – the slow food trade fair	1	4	4.153	791		4.944	1.628	6.572	16.200	358	120	478	14						49.171
Medizin / TheraPro	1	3	3.312	180		3.492	504	3.996	10.700	198	15	213	7	4	1	5	8.596	266	8.862
Minerals, fossils, jewellery (spring)	1	3	2.083	257		2.340	472	2.812	10.500	176	46	222	18						13.842
MODELL SÜD – Modelmaking and model railways	1	4	1.638	90		1.728	3.964	5.692	12.900	69	8	77	7				36.572	746	37.318
O & S — Surface treatments & coatings	2	3	6.429	909		7.338	324	7.662	17.000	251	66	317	18				5.036	1.404	6.440
O & S / parts2clean	2	3	11.938	1.639		13.577	730	14.307	31.500	441	108	549	22				8.471	2.445	10.916
parts2clean — Industrial parts and surface cleaning	1	3	5.509	730		6.239	406	6.645	14.500	190	42	232	13		4	4	6.709	1.751	8.460
Pflege & Reha — Trade fair for the care market	2	3	3.552	56		3.608	216	3.824	10.500	167	5	172	6	2		2			7.267
Retro Classics	1	4	46.355	4.413		50.768	2.435	53.203	103.900	660	119	779	15				73.396	7.259	80.655
Slow Food / FAIR HANDELN / Minerals,																			
fossils jewellery / GARTEN / Kreativ		4	14.949	1.427		16.376	2.748		47.600	911	203	1.114	30	1	1	2			84.554
Spielemesse		4	1.948	123		2.071	2.813		11.400	72	7	79	6				41.664	420	42.084
Stuttgarter Messeherbst		9	28.793	1.718	48	30.559	16.692		107.000	1.255	125	1.380	30				165.233	1.669	166.902
südback		4	25.425	3.755	12	29.192	750		53.400	554	92	646	21	22	4	26	29.366	4.005	33.371
SÜFFA — Trade fair for the meat industry	1	3	8.365	449		8.814	628	9.442	21.000	247	16	263	8	1	2	3	7.346	387	7.733

<sup>+</sup> Events with changing venues Recognized by UFI — The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 25 ff. Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/Slow food. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of O & S/parts2clean.

Multiple answers were permitted

			Exhib	ition s	pace fig	jures (	(sq.m.)				Exhib	itor fig	ures					Visito	r figur	es
FRIVI			Exhibitor	stand spa	ace						Exhibitor	S			Additional represente	ly ed firms		Entries (Explanat	ons see p.	. 9)
For the complete titles see pp. 96		erval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic F	oreign	Total	Domestic	Foreign	Tot
TV TecStyle Visions — Textile decoration and promotion	2	3	5.295	2.723			8.018	674	8.692	20.000	149	96	245	23		1	1	10.066	1.917	11.5
TV TecStyle Visions / WETEC / GiveADays	2	3	8.785	3.456			12.241	786	13.027	31.300	356	148	504	23		1	1			14.
VISION	2	3	5.800	4.443			10.243	531	10.774	20.900	201	231	432	31				5.290	3.381	8.
WETEC — Visual comunication	2	3	2.784	479			3.263		3.263	9.100	133	27	160	11				7.322	814	8.
Wächtersbach																				
Messe Wächtersbach – Consumer Exhibition	1	9	5.196	314	4.483	36	10.029	5.684	15.713	24.300	323	16	339	10						59.
Hong Kong																				
Baby Products Fair	1	4	1.650	5.782			7.432		7.432	16.100	114	338	452	27				12.868	13.593	26.
electronicAsia		4	1.809	3.827			5.636		5.636	10.400	150	358	508	14				10.721	19.585	30
Electronics Fair (Autumn Edition)		4	21.409	20.150			41.559		41.559	78.900	1.493	1.780	3.273	22				24.552	40.002	64
Electronics Fair (Spring Edition)	1	4	15.543	18.737			34.280		34.280	65.000	1.090	1.572	2.662	23				22.544	38.755	61.
Fashion Week (Fall/Winter)	1	4	5.999	10.692			16.691		16.691	33.200	416	784	1.200	17				12.984	8.936	21.
Gifts and Premium Fair	1	4	19.637	18.261			37.898		37.898	74.800	1.825	1.804	3.629	35				23.993	27.365	51
Houseware Fair	1	4	7.308	15.578			22.886		22.886	48.200	491	1.154	1.645	34				13.875	14.274	28.
International Diamond, Gem & Pearl Show	1	5	13.637	12.036			25.673		25.673	44.300	645	870	1.515	36				6.014	22.719	28.
International Jewellery Show	1	5	24.178	17.470			41.648		41.648	78.800	1.088	1.243	2.331	42				16.603	29.304	45.
International Lighting Fair (Autumn Edition)	1	4	12.965	24.156			37.121		37.121	70.200	687	1.743	2.430	37				10.627	26.325	36.
Optical Fair	1	3	5.009	9.021			14.030		14.030	25.500	201	485	686	29				5.643	8.436	14.
Toys and Games Fair	1	4	15.439	14.656			30.095		30.095	57.100	838	1.009	1.847	39				20.894	20.446	41.
Watch & Clock Fair	1	5	12.530	3.018			15.548		15.548	36.700	520	201	721	15				10.224	9.039	19.
Verona																				
FIERAGRICOLA	2	4	35.213	1.355	3.219		39.787	6.641	46.428	148.600	518	44	562	16	405	25	430	120.310	19.113	139.
MARMOMACC – Abitare il tempo	1	4	35.325	26.526	9.950	3.999	75.800	3.396	79.196	205.300	633	913	1.546	58	41	5	46	28.323	35.476	63.
SAMOTER	3	4	16.987	1.801	11.101	583	30.472	1.950	32.422	82.600	342	74	416	29	5	32	37	32.528	5.767	38.
		4	89.284	679	678		90.641	10.111	100.752	180 000	4.107	122	4.229	30	339	62	401	95.500	54.670	150.

<sup>+</sup> Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry Vision/WETEC/GiveADays. Multiple answers were permitted

<sup>\*</sup> Visitors Profil Analyses see page 25 ff.

	FKM			Exhib	ition s	pace fig	jures (	(sq.m.)				Exhibi	tor fig	ures					Visito	figur	es
	FRM			Exhibitor	stand spa	ace						Exhibitors	<b>i</b>			Addition represen	ally ted firms		Entries (Explanati	ons see p.	9)
	For the complete titles see pp. 96		erval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
	A MULTI-INDUSTRY FAIRS A1 Investment and Consumer Goods	Faiı	rs																		
	Int. Handwerksmesse/Garten München, München	1	7	26.906	4.735			31.641	3.289	34.930	74.000	804	203	1.007	27	2	11	13	125.824	3.094	128.918 *
	A2 Investment Goods Trade Fairs																				
•	HANNOVER MESSE, Hannover	1	5	109.717	50.834	680	40	161.271	16.858	178.129	292.000	2.302	2.488	4.790	65				133.390	40.749	174.139 *
	A3 Consumer Goods Trade Fairs																				
•	Ambiente, Frankfurt/Main	1	5	63.482	126.288			189.770	1.675	191.445	328.500	1.127	3.622	4.749	89				71.074	72.715	143.789 *
•	Tendence, Frankfurt/Main	1	4	34.215	16.818			51.033	1.444	52.477	94.800	762	450	1.212	52				28.149	6.331	34.480 *
	B SPECIALIZED TRADE FAIRS AND Agriculture; Forestry, Fishery, Vit					dscaping,	and the	ir Equipn	nent												
	DLG-Feldtage — Meeting place for crop producer, Bernburg	2	3	732	99	106.261	3.759	110.851	932	111.783	201.200	298	70	368	20				20.563	2.490	23.053 *
•	EuroTier with Energy Decentral, Hannover		4	68.989	44.542	72	385	113.988	5.524	119.512		1.223	1.145	2.368	48	14	21	35	126.975	29.591	156.566 *
	GaLaBau, Nürnberg		4	49.340	12.096	0.464		61.436	3.092	64.528		1.013	307	1.320	36				59.967	6.596	66.563 *
	Grüne Tage Thüringen – Agricultural fair, Erfurt	2	3	5.906	74	8.464		14.444	4.182	18.626	34.400	303	7	310	7						28.716 *
	Industrial Exhibition of Leipzig Veterinary Congress, Leipzig	2	3	3.011	180			3.191	522	3.713	7.500	180	14	194	11				10.223	614	10.837 *
•	INTERFORST, München		5	4.181	953	23.004	11.566	39.704	3.340	43.044	76.800	289	162	451	27				41.020	7.859	48.879 *
	IPM – Trade fair for horticulture, Essen	1	4	19.180	23.702			42.882	4.043	46.925	105.000	593	961	1.554	45				29.100	15.738	44.838 *
	B2 Food, Drink and Tobacco, Restau					ring, and t	their Equ	-		4.004	6.500	424		422					4.700		1045
	Badische Weinmesse – Reg. wine exhibition, Offenburg		2	1.199	16.079			1.210	71	1.281	6.500	131	2	133	3				4.788	58	4.846 *
	BrauBeviale, Nürnberg fish international, Bremen		3	25.803 3.036	16.978			42.781 3.950	916	42.781	81.300 14.600	620 133	508 77	1.128	46 19				7.500	937	37.200 * 8.437 *
•	FRUIT LOGISTICA, Berlin		3	8.674	52.999			61.673	605		106.700	264	2.366	2.630	84				11.484	53.397	64.881 *
-	inoga — Hotel, Catering, Hospitality, Erfurt		3	2.288	47	62		2.397	564	2.961	7.950	157	3	160	4						3.084 *
	INTERGASTRA with GELATISSIMO, Stuttgart	2	5	39.204	6.717			45.921	2.285	48.206	102.700	1.004	225	1.229	27	42	18	60	86.922	1.774	88.696 *
•	International Green Week, Berlin	1	10	32.372	16.207			48.579	7.738	56.317	124.700	1.018	671	1.689	69				402.261	9.470	411.731 *
	INTERNORGA, Hamburg	1	6	45.914	6.788	770	30	53.502		53.502	89.500	1.009	194	1.203	24				87.230	5.667	92.897
	Inter-tabac, Dortmund		3	9.224	7.261			16.485	233	16.718	35.900	172	319	491	49	2	5	7	7.233	3.999	11.232 *
•	ISM – Int. sweets and biscuits fair, Köln	1	4	12.729	31.869			44.598	648	45.246	91.300	221	1.227	1.448	66	7	12	19	11.796	23.212	35.008 *
	Market for good taste – the slow food trade fair, Stuttgart		4	4.153	791			4.944	1.628	6.572	16.200	358	120	478	14				1017		49.171
	Nord Gastro & Hotel, Husum		2	4.323	97			4.420	1.004	4.420	7.400	200	10	210	7	20	207	227	4.913	65	4.978 *
•	ProWein, Düsseldorf		3	16.783	34.713	12		51.496	1.661	53.157		845	3.985	4.830	47	30	307	337	27.124	21.924	49.048 *
	südback, Stuttgart  SÜFFA – Trade fair for the meat industry, Stuttgart		3	25.425 8.365	3.755 449	12		29.192 8.814	750 628		53.400 21.000	554 247	92	263	21 8	22	2	26 3	29.366 7.346	4.005	33.371 * 7.733 *
	3011A - Trade fair for the meat moustry, Stuttgart		2	0.505	449			0.014	028	9.442	21.000	247	10	203	0			3	7.540	307	1.133

<sup>+</sup> 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

<sup>\*</sup> Visitors Profil Analyses see page 25 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Mineralien- und

EVN			Exhibi	ition s	pace figures	(sq.m.)				Exhibi	tor fig	ures					Visito	r figure	es
FKM			Exhibitor	stand spa	ice					Exhibitors	;			Additional represente	lly ed firms		Entries (Explanati	ions see p.	9)
For the complete titles see pp. 96		rval/ ays	Hall Domestic		Open Air Domestic Foreign	ı Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic I	Foreign	Total	Domestic	Foreign	Total
B3 Textiles, Clothing, Shoes, Leather	God	ods, J	ewelry, a	nd their	Equipment														
CFC – Children's Fashion Cologne (summer), Köln	1	3	1.879	1.469		3.348	1.694	5.042	13.000	45	62	107	18				1.041	211	1.25
FAIR HANDELN — Fairtrade, Stuttgart	1	4	1.875	140		2.015	210	2.225	5.300	133	22	155	10	1	1	2	17.662	178	17.84
GDS (spring), Düsseldorf	1	3	13.561	18.941		32.502	4.489	36.991	92.800	253	530	783	38				9.892	6.594	16.48
GDS (autumn), Düsseldorf	1	3	13.669	28.308		41.977	3.577	45.554	106.000	253	840	1.093	38				7.205	8.458	15.66
GLOBAL SHOES (spring), Düsseldorf	1	4	64	8.466		8.530	344	8.874	25.700	1	264	265	9				985	2.954	3.93
Heimtextil, Frankfurt/Main	1	4	24.530	94.034		118.564	3.221	121.785	206.200	328	2.386	2.714	62				22.206	44.059	66.26
I.L.M. Summer Styles – Int. leather goods fair, Offenbach	1	3	7.830	5.018		12.848	800	13.648	20.100	156	116	272	19				3.804	1.379	5.18
I.L.M. Winter Styles – Int. leather goods fair, Offenbach	1	3	7.960	4.762		12.722	800	13.522	20.100	149	133	282	22				3.915	1.270	5.18
INHORGENTA MUNICH, München	1	4	21.265	10.913		32.178	1.951	34.129	76.000	603	533	1.136	42				20.476	8.879	29.35
INTERGEM, Idar-Oberstein	1	4	2.097	170		2.267		2.267	4.500	112	15	127	11				1.906	656	2.56
Kind + Jugend – Trade show for Kids' First Years, Köln	1	4	16.721	33.990		50.711	766	51.477	95.700	169	832	1.001	50		4	4	6.244	13.929	20.17
MIDORA, Leipzig	1	3	2.539	86		2.625	56	2.681	10.500	99	5	104	3						1.64
mtex / LIMA, Chemnitz	2	3	817	58		875	353	1.228	3.500	59	10	69	6	5		5	1.012	32	1.04
TV TecStyle Visions — Textile decoration and promotion, Stuttgart	2	3	5.295	2.723		8.018	674	8.692	20.000	149	96	245	23		1	1	10.066	1.917	11.98
B4 Building, Completion and Extension	on, a	and t	heir Equip	ment															
bautec, Berlin	2	5	15.227	1.138	66	16.431	1.218	17.649	39.300	425	61	486	20				28.906	3.463	32.36
Chillventa, Nürnberg	2	3	16.951	20.696		37.647	837	38.484	66.400	322	662	984	44				13.396	17.189	30.58
DACH + HOLZ International, Köln	2	4	29.799	4.069	987	34.855	436	35.291	69.800	461	99	560	27				42.292	5.281	47.57
denkmal, Leipzig	2	3	6.130	1.953		8.083	258	8.341	19.000	343	89	432	17				10.429	833	11.26
	2	4	11.692	1.763														1.876	247
DEUBAUKOM with DCONex and Infra Tech, Essen	_		11.052	1.705		13.455	3.026	16.481	49.900	498	103	601	10				32.870		34.74
DEUBAUKOM with DCONex and Infra Tech, Essen  EPF — EstrichParkettFliese — Floor construction, Feuchtwangen		3	4.008	419	4.112 552		3.026	9.191	49.900 16.200	498 148	25	173	9	3		3	32.870 3.707	449	
EPF — EstrichParkettFliese — Floor construction,	3	3			4.112 552									3		3			4.15
EPF — EstrichParkettFliese — Floor construction, Feuchtwangen	3		4.008	419	4.112 552	9.091	100	9.191	16.200	148	25	173	9	3		3	3.707	449	4.15 34.18
EPF — EstrichParkettFliese — Floor construction, Feuchtwangen EXPO REAL — Real estate trade fair, München	3 1 1	3	4.008 25.463	419 7.252	4.112 552	9.091 32.715 2.854	100 4.678	9.191 37.393	16.200 64.000 6.750	148 1.278	25 377	173 1.655	9	3		3	3.707 24.698	449 9.491	4.15 34.18 5.59
EPF — EstrichParkettFliese — Floor construction, Feuchtwangen EXPO REAL — Real estate trade fair, München FACILITY MANAGEMENT, Frankfurt/Main	3 1 1 2	3	4.008 25.463 2.801	419 7.252 53		9.091 32.715 2.854	100 4.678 371	9.191 37.393 3.225	16.200 64.000 6.750	148 1.278 139	25 377 7	173 1.655 146	9 34 5				3.707 24.698 5.440	449 9.491 152	4.15 34.18 5.59 38.77
EPF — EstrichParkettFliese — Floor construction, Feuchtwangen EXPO REAL — Real estate trade fair, München FACILITY MANAGEMENT, Frankfurt/Main GET Nord, Hamburg	3 1 1 2 2	3 3 3	4.008 25.463 2.801 21.538	419 7.252 53 810		9.091 32.715 2.854 22.354	100 4.678 371 4.760	9.191 37.393 3.225 27.114 42.117	16.200 64.000 6.750 53.000	148 1.278 139 466	25 377 7 31	173 1.655 146 497	9 34 5 12				3.707 24.698 5.440 37.732	449 9.491 152 1.047	4.15 34.18 5.59 38.77 45.81
EPF — EstrichParkettFliese — Floor construction, Feuchtwangen  EXPO REAL — Real estate trade fair, München FACILITY MANAGEMENT, Frankfurt/Main GET Nord, Hamburg IFH/INTHERM, Nürnberg	3 1 1 2 2	3 3 3 4 4	4.008 25.463 2.801 21.538 36.189	419 7.252 53 810 4.947		9.091 32.715 2.854 22.354 41.136	100 4.678 371 4.760 981	9.191 37.393 3.225 27.114 42.117 67.403	16.200 64.000 6.750 53.000 75.000	148 1.278 139 466 578	25 377 7 31 107	173 1.655 146 497 685	9 34 5 12 20				3.707 24.698 5.440 37.732 44.762	449 9.491 152 1.047 1.054	4.15 34.18 5.59 38.77 45.81 43.87
EPF — EstrichParkettFliese — Floor construction, Feuchtwangen  EXPO REAL — Real estate trade fair, München FACILITY MANAGEMENT, Frankfurt/Main GET Nord, Hamburg IFH/INTHERM, Nürnberg Internationale Eisenwarenmesse, Köln ISO — Int.trade fair for industrial insulation materials, Köln	3 1 1 2 2 2 2	3 3 3 4 4	4.008 25.463 2.801 21.538 36.189 20.107	419 7.252 53 810 4.947 47.014		9.091 32.715 2.854 22.354 41.136 67.121 5.964	100 4.678 371 4.760 981 282	9.191 37.393 3.225 27.114 42.117 67.403	16.200 64.000 6.750 53.000 75.000 144.200	148 1.278 139 466 578 363	25 377 7 31 107 2.424	173 1.655 146 497 685 2.787	9 34 5 12 20 53	1		1	3.707 24.698 5.440 37.732 44.762 16.406	9.491 152 1.047 1.054 27.473	4.15 34.18 5.59 38.77 45.81 43.87
EPF — EstrichParkettFliese — Floor construction, Feuchtwangen  EXPO REAL — Real estate trade fair, München FACILITY MANAGEMENT, Frankfurt/Main GET Nord, Hamburg  IFH/INTHERM, Nürnberg  Internationale Eisenwarenmesse, Köln ISO — Int.trade fair for industrial insulation materials, Köln  LANDES-BAU-AUSSTELLUNG, Magdeburg	3 1 1 2 2 2 2	3 3 3 4 4	4.008 25.463 2.801 21.538 36.189 20.107 4.434 2.028	419 7.252 53 810 4.947 47.014 1.530 12	6	9.091 32.715 2.854 22.354 41.136 67.121 5.964 2.412	100 4.678 371 4.760 981 282 120 562	9.191 37.393 3.225 27.114 42.117 67.403 6.084 2.974	16.200 64.000 6.750 53.000 75.000 144.200 11.800 6.600	148 1.278 139 466 578 363 109	25 377 7 31 107 2.424 49	173 1.655 146 497 685 2.787 158	9 34 5 12 20 53	1 2		1 2	3.707 24.698 5.440 37.732 44.762 16.406	449 9.491 152 1.047 1.054 27.473	4.15 34.18 5.59 38.77 45.81 43.87 4.91 3.70
EPF — EstrichParkettFliese — Floor construction, Feuchtwangen  EXPO REAL — Real estate trade fair, München FACILITY MANAGEMENT, Frankfurt/Main GET Nord, Hamburg IFH/INTHERM, Nürnberg Internationale Eisenwarenmesse, Köln ISO — Int.trade fair for industrial insulation materials, Köln	3 1 1 2 2 2 2 2 1 2	3 3 4 4 2 3	4.008 25.463 2.801 21.538 36.189 20.107	419 7.252 53 810 4.947 47.014	372	9.091 32.715 2.854 22.354 41.136 67.121 5.964 2.412	100 4.678 371 4.760 981 282 120 562	9.191 37.393 3.225 27.114 42.117 67.403 6.084	16.200 64.000 6.750 53.000 75.000 144.200 11.800 6.600 240.700	148 1.278 139 466 578 363	25 377 7 31 107 2.424 49	173 1.655 146 497 685 2.787	9 34 5 12 20 53 16 2	1 2		1 2	3.707 24.698 5.440 37.732 44.762 16.406	9.491 152 1.047 1.054 27.473	4.1! 34.18 5.59 38.77 45.81 43.81 4.91 3.70 211.23
EPF — EstrichParkettFliese — Floor construction, Feuchtwangen  EXPO REAL — Real estate trade fair, München FACILITY MANAGEMENT, Frankfurt/Main GET Nord, Hamburg  IFH/INTHERM, Nürnberg  Internationale Eisenwarenmesse, Köln  ISO — Int.trade fair for industrial insulation materials, Köln  LANDES-BAU-AUSSTELLUNG, Magdeburg  Light + Building, Frankfurt/Main  SHK — Sanitary, heating, air conditioning, renewable energies, Essen	3 1 1 2 2 2 2 2 1 2	3 3 3 4 4 2 3 6	4.008 25.463 2.801 21.538 36.189 20.107 4.434 2.028 71.455	419 7.252 53 810 4.947 47.014 1.530 12 70.089	372 240 888	9.091 32.715 2.854 22.354 41.136 67.121 5.964 2.412 142.672	100 4.678 371 4.760 981 282 120 562 2.634	9.191 37.393 3.225 27.114 42.117 67.403 6.084 2.974 145.306	16.200 64.000 6.750 53.000 75.000 144.200 11.800 6.600 240.700	148 1.278 139 466 578 363 109 120 920	25 377 7 31 107 2.424 49 1 1.575	173 1.655 146 497 685 2.787 158 121 2.495	9 34 5 12 20 53 16 2	1 2		1 2	3.707 24.698 5.440 37.732 44.762 16.406 3.082	9.491 152 1.047 1.054 27.473 1.833	4.15 34.18 5.59 38.77 45.81 43.87 4.91 3.70 211.23
EPF — EstrichParkettFliese — Floor construction, Feuchtwangen  EXPO REAL — Real estate trade fair, München FACILITY MANAGEMENT, Frankfurt/Main GET Nord, Hamburg  IFH/INTHERM, Nürnberg  Internationale Eisenwarenmesse, Köln  ISO — Int.trade fair for industrial insulation materials, Köln  LANDES-BAU-AUSSTELLUNG, Magdeburg  Light + Building, Frankfurt/Main  SHK — Sanitary, heating, air conditioning, renewable energies, Essen	3 1 1 2 2 2 2 2 1 2 2	3 3 3 4 4 2 3 6	4.008 25.463 2.801 21.538 36.189 20.107 4.434 2.028 71.455	419 7.252 53 810 4.947 47.014 1.530 12 70.089	372 240 888	9.091 32.715 2.854 22.354 41.136 67.121 5.964 2.412 142.672	100 4.678 371 4.760 981 282 120 562 2.634	9.191 37.393 3.225 27.114 42.117 67.403 6.084 2.974 145.306	16.200 64.000 6.750 53.000 75.000 144.200 11.800 6.600 240.700	148 1.278 139 466 578 363 109 120 920	25 377 7 31 107 2.424 49 1 1.575	173 1.655 146 497 685 2.787 158 121 2.495	9 34 5 12 20 53 16 2	1 2		1 2	3.707 24.698 5.440 37.732 44.762 16.406 3.082	9.491 152 1.047 1.054 27.473 1.833	34.74 4.15 34.18 5.59 38.77 45.81 43.87 4.91 3.70 211.23 48.24

<sup>+</sup> Events with changing venues und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD/Kreativ (spring). Multiple answers were permitted

\* Visitors Profil Analyses see page 25 ff.

\* Visitors Profil Analyses see page 25 ff.

\* Visitor attendance determined by a representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays.

RMultiple answers were permitted

Exhibitor stand space   Exhibitor stand space   Foreign   Total   Spacial   Space		FKM 🗸			Exhib	ition s	pace fig	jures (	(sq.m.)				Exhibi	tor fig	ures					Visitor	figure	es .
For the complete titles see pp. 96   Days   Domestic Foreign   Domestic Foreign   Total   Shows   (net)   (gross)   Domestic Foreign   Total   Domestic Foreign   Total   Total   Domestic Foreign   Domestic		FRIVI			Exhibitor	stand spa	ice						Exhibitors	;						Entries (Explanati	ons see p. !	9)
Limpolinemons, Kolin   Limpolinemons, Kolin   Limpolinemons, Kolin   Limpolinemons, Kolin   Limpolinemons, Kolin   Limpolinemons   Limpoline	0								Total	•			Domestic	Foreign	Total		Domestic	Foreign	Total	Domestic	Foreign	Total
## ALTENPEIGE - Exh. for the care sector, Hannover   2   3   18,965   713   19,678   1,072   20,750   57,000   540   42   582   15    ## ALTENPEIGE - Exh. for the care sector, Hannover   2   3   18,965   713   19,678   1,072   20,750   57,000   540   42   582   15    ## ALTENPEIGE - Exh. for the care sector, Hannover   2   3   18,965   713   19,678   1,072   20,750   57,000   540   42   582   15    ## Abelistschuler - Safety Baller - Safety B	İ١	vingInteriors, Köln	1	7	66.282	73.301			139.583	2.441	142.024	260.600	425	720	1.145	53	33	23	56	90.187	31.822	122.009 *
## AITENPFLEGE — Exh. for the care sector, Hannover 2 3 1 81.8965 713		The state of the s	1	4	7.061	5.116			12.177		12.177	26.600	272	203	475	33	4	2	6	7.862	3.906	11.768
## Arbeitschutz aktuell – Safety & Health, Frankfurt/Main   2   4   7.191   897   8.088   1.035   9.123   25.300   199   40   239   20   ## BAUTY INTERNATIONAL, Disseldorf   1   3   19.654   2.639   22.293   4.148   26.441   70.100   491   124   615   28   ## FACHDENTAL SUDWEST, Stuttgart   1   2   4.458   531   4.496   9.72   5.061   10.600   224   29   253   14   3   1   4   ## FACHDENTAL SUDWEST, Stuttgart   1   2   4.458   531   4.496   972   5.061   10.600   224   29   253   14   3   1   4   ## FACHDENTAL SUDWEST, Stuttgart   1   2   4.458   531   4.499   72   5.061   10.600   234   29   263   12   3   2   5   ## Hair & Beauty, Frankfurt/Main   1   3   11.964   2.094   11.4058   6.199   20.257   42.900   168   82   250   21   ## Interbad, Stuttgart   2   4   9.793   6.080   22   15.895   433   16.328   31.500   254   181   435   29   8   4   12   ## MEDICA / COMPAMED, Disseldorf   1   4   45.934   82.816   306   102   19.158   1.939   131.097   29.000   1.317   42.51   5.568   70   ## Medizin, Therapho, Stuttgart   1   3   3.312   180   3.492   5.484   1.299   5.000   1.317   42.51   5.568   70   ## OTWORD - Orthopsedic technology, Leipzig   2   4   11.905   5.348   17.253   1.829   19.082   46.400   288   260   548   37   ## OTWORD - Orthopsedic technology, Leipzig   2   4   11.905   5.348   17.253   1.829   19.082   46.400   288   260   548   37   ## OTWORD - Orthopsedic technology, Disseldorf   1   4   21.897   9.625   124   31.646   31.646   72.200   494   406   900   36   ## OTWORD - ORTHOPAS -		6 Health, Body Care, Protection at V	Vork	k, and	d their Eq	uipment	t															
BEAUTY INTERNATIONAL, Disseldorf 1 3 19.654 2.639 22.293 4.148 26.441 70.100 491 124 615 28  Fachdental Lepzg, Lepzg 1 1 2 3.969 437 4.406 96 4.502 10.000 224 29 253 1.4 3 1 4  FACHDENTAL SOUWEST, Stuttgart 1 2 4.458 531 4.989 772 5.061 10.000 224 29 253 1.4 3 1 4  FACHDENTAL SOUWEST, Stuttgart 1 2 4.978 3.000 22 15.895 433 16.200 10.000 234 29 263 12 3 2 5  Hair & Beauty, Frankfurt/Main 1 3 11.964 2.094 14.058 6.199 20.257 42.900 168 82 250 21  Interbad, Stuttgart 2 4 9.793 6.080 22 15.895 433 16.328 31.500 254 181 435 29 8 4 12  MEDICAL COMPAMED, Disseldorf 1 4 45.994 82.816 306 102 129.158 11.939 131.097 250.000 1.317 4.251 5.568 70  Medizin / TheraPro, Stuttgart 1 3 3.312 180 3.492 504 3.996 10.700 198 15 213 7 4 1 5  OTVOVId - Orthopaedic technology, Leipzig 2 4 11.905 5.348 17.253 1.829 19.082 46.400 288 260 548 37  Pflega & Raha - Trade fair for the care market, Stuttgart 2 3 3.552 56 3.608 216 3.824 10.500 167 5 172 6 2 2  REHACARE INTERNATIONAL, Disseldorf 1 4 2 18.97 9.625 124 31.646 72.300 494 406 900 36  REHACARE INTERNATIONAL, Disseldorf 1 2 3.587 747 43 434 5.867 10.201 25.700 106 41 147 15  Fewer(RIUZ, Nürnberg 1 2 5.92 393 985 985 985 3.000 33 45 78 21  Feuer(RIUZ, Nürnberg 1 2 5.74363 39.398 15.417 8.720 13.788 10.500 148.398 233.000 1.77 9 186 6  IFAT, München 2 5 7.4363 39.398 15.417 8.720 13.788 10.500 168 3.270 6.700 62 16 78 10  Ferenter Protection, Nürnberg 2 3 2.555 547 3.102 168 3.270 6.700 62 16 78 10  Ferenter Protection, Nürnberg 2 3 3.2555 547 3.102 168 3.270 6.700 62 16 78 10  Ferenter Protection, Nürnberg 2 3 3.2555 547 3.102 17.356 5.200 77.731 296.400 779 3.931 4.660 71  Ferent Rough, Frankfurt/Main 2 5 5.2650 10.514 13.586 5.120 17.6550 767 17.7317 296.400 779 3.931 4.660 71  Ferent Rough, Frankfurt/Main 2 5 5.2650 10.514 13.586 5.120 17.6550 767 17.7317 296.400 779 3.931 4.660 71  Ferent Rough, Frankfurt/Main 2 5 5.2650 10.514 13.586 5.120 17.156 2.388 47.000 555 669 1.022 44 44 44 44 44 44 44 44 44 44 44 44 4	١L	LTENPFLEGE — Exh. for the care sector, Hannover	2	3	18.965	713			19.678	1.072	20.750	57.000	540	42	582	15				27.813	281	28.094 *
Fachdental Leipzig, Leipzig   1   2   3.969   437	۱r	rbeitsschutz aktuell – Safety & Health, Frankfurt/Main	2	4	7.191	897			8.088	1.035	9.123	25.300	199	40	239	20				7.658	3.008	10.666 *
FACHDENTAL SÜWEST, Stuttgart	BE	EAUTY INTERNATIONAL, Düsseldorf	1	3	19.654	2.639			22.293	4.148	26.441	70.100	491	124	615	28				49.395	5.306	54.701 *1
FACHDENTAL SÜDWEST, Stuttgart	a	achdental Leipzig, Leipzig	1	2	3.969	437			4.406	96	4.502	10.000	224	29	253	14	3	1	4			4.385 *
Interbad, Stuttgart		1 3: 1 3	1	2	4.458	531			4.989	72	5.061	10.600	234	29	263	12	3	2	5	6.630	67	6.697 *
Interbad, Suttgart	_		1	3	11.964	2.094			14.058		20.257		168	82	250	21				38.374	2.602	40.976
MEDICA / COMPAMED, Düsseldorf   1		*	2	4	9.793	6.080	22		15.895	433	16.328	31.500	254	181	435		8	4	12	10.349	4.435	14.784 *
Medizin / TheraPro, Stuttgart			1	4	45.934	82.816	306	102	129.158	1.939		250.000	1.317	4.251	5.568	70				47.298	74.604	121.902 *
Pflege & Reha – Trade fair for the care market, Stuttgart 2 3 3.552 56 3.608 216 3.824 10.500 167 5 172 6 2 2 2		· ·	1	3													4	1	5	8.596	266	8.862 *
Pflege & Reha – Trade fair for the care market, Stuttgart 2 3 3.552 56 3.608 216 3.824 10.500 167 5 172 6 2 2 2			2	4	11.905	5.348				1.829	19.082	46.400	288	260	548	37				13.715	6.454	20.169 *
Stutigart         2         3         3.552         56         3.608         216         3.824         10.500         167         5         172         6         2         2           REHACARE INTERNATIONAL, Düsseldorf         1         4         21.897         9.625         124         31.646         31.646         72.300         494         406         900         36           TOP HAIR Int. Trend & Fashion Days, Düsseldorf         1         2         3.587         747         4.334         5.867         10.201         25.700         106         41         147         15           Browironment Protection, Safety, Cleaning, Communal Services, and their Equipment           Enforce Tac, Nürnberg         1         2         592         393         985         985         3.300         33         45         78         21           FeuerTRUTZ, Nürnberg         1         2         2.742         140         2.882         2.882         2.882         9.000         177         9         186         6           IFAT, München         2         5         74.363         39.398         15.417         8.720         137.898         10.500         148.398         233.000         1.728	_																					
TOP HAIR Int. Trend & Fashion Days, Düsseldorf   1   2   3.587   747   4.334   5.867   10.201   25.700   106   41   147   15		· ·	2	3	3.552	56			3.608	216	3.824	10.500	167	5	172	6	2		2			7.267 *
B7   Environment Protection, Safety, Cleaning, Communal Services, and their Equipment	RE	EHACARE INTERNATIONAL, Düsseldorf	1	4	21.897	9.625	124		31.646		31.646	72.300	494	406	900	36				43.733	7.179	50.912 *
Enforce Tac, Nürnberg 1 2 592 393 985 985 3.300 33 45 78 21  FeuerTRUTZ, Nürnberg 1 2 2.742 140 2.882 2.882 9.000 177 9 186 6  IFAT, München 2 5 74.363 39.398 15.417 8.720 137.898 10.500 148.398 233.000 1.728 1.353 3.081 59  Perimeter Protection, Nürnberg 2 3 2.555 547 3.102 168 3.270 6.700 62 16 78 10  SECURITY - Security & Fire Prevention, Essen 2 4 25.212 10.385 466 36.063 1.089 37.152 80.000 557 488 1.045 39  B8 Transport, Traffic, Logistics, and their Equipment  AUTO Trend, Rostock 1 3 6.973 4.770 11.743 7.250 18.993 26.400 79 79 1  Automechanika, Frankfurt/Main 2 5 52.650 105.194 13.586 5.120 176.550 767 177.317 296.400 729 3.931 4.660 71  Bremen Classic Motorshow, Bremen 1 3 18.885 2.135 21.020 1.368 22.388 47.000 582 67 649 12  CeMAT, Hannover 2 5 32.283 26.131 8.235 4.522 71.171 712 71.883 120.500 455 567 1.022 44  Hannover Messe: MobiliTec, Hannover 1 5 3.317 445 38 3.800 15.180 18.980 24.400 101 54 155 14  InnoTrans, Berlin 2 4 39.494 54.816 5.962 3.137 103.409 103.409 174.400 1.092 1.669 2.761 55	C	OP HAIR Int. Trend & Fashion Days, Düsseldorf	1	2	3.587	747			4.334	5.867	10.201	25.700	106	41	147	15				20.191	1.756	21.947 *1
Enforce Tac, Nürnberg 1 2 592 393 985 985 3.300 33 45 78 21  FeuerTRUTZ, Nürnberg 1 2 2.742 140 2.882 2.882 9.000 177 9 186 6  IFAT, München 2 5 74.363 39.398 15.417 8.720 137.898 10.500 148.398 233.000 1.728 1.353 3.081 59  Perimeter Protection, Nürnberg 2 3 2.555 547 3.102 168 3.270 6.700 62 16 78 10  SECURITY - Security & Fire Prevention, Essen 2 4 25.212 10.385 466 36.063 1.089 37.152 80.000 557 488 1.045 39  B8 Transport, Traffic, Logistics, and their Equipment  AUTO Trend, Rostock 1 3 6.973 4.770 11.743 7.250 18.993 26.400 79 79 1  Automechanika, Frankfurt/Main 2 5 52.650 105.194 13.586 5.120 176.550 767 177.317 296.400 729 3.931 4.660 71  Bremen Classic Motorshow, Bremen 1 3 18.885 2.135 21.020 1.368 22.388 47.000 582 67 649 12  CeMAT, Hannover 2 5 32.283 26.131 8.235 4.522 71.171 712 71.883 120.500 455 567 1.022 44  Hannover Messe: MobiliTec, Hannover 1 5 3.317 445 38 3.800 15.180 18.980 24.400 101 54 155 14  InnoTrans, Berlin 2 4 39.494 54.816 5.962 3.137 103.409 103.409 174.400 1.092 1.669 2.761 55	37	7 Environment Protection, Safety, C	lear	ning,	Commur	nal Servi	ces, and th	neir Equ	ipment													
FeuerTRUTZ, Nürnberg 1 2 2.742 140 2.882 2.882 9.000 177 9 186 6  IFAT, München 2 5 74.363 39.398 15.417 8.720 137.898 10.500 148.398 233.000 1.728 1.353 3.081 59  Perimeter Protection, Nürnberg 2 3 2.555 547 3.102 168 3.270 6.700 62 16 78 10  SECURITY – Security & Fire Prevention, Essen 2 4 25.212 10.385 466 36.063 1.089 37.152 80.000 557 488 1.045 39  B8 Transport, Traffic, Logistics, and their Equipment  AUTO Trend, Rostock 1 3 6.973 4.770 11.743 7.250 18.993 26.400 79 79 1  Automechanika, Frankfurt/Main 2 5 52.650 105.194 13.586 5.120 176.550 767 177.317 296.400 729 3.931 4.660 71  Bremen Classic Motorshow, Bremen 1 3 18.885 2.135 21.020 1.368 22.388 47.000 582 67 649 12  CeMAT, Hannover 4 2 5 32.283 26.131 8.235 4.522 71.171 712 71.883 120.500 455 567 1.022 44  Hannover Messe: MobiliTec, Hannover 1 5 3.317 445 38 3.800 15.180 18.980 24.400 101 54 155 14  InnoTrans, Berlin 2 4 39.494 54.816 5.962 3.137 103.409 103.409 174.400 1.092 1.669 2.761 55	n			_					-		985	3.300	33	45	78	21				1.015	652	1.667 *
■ IFAT, München       2       5       74.363       39.398       15.417       8.720       137.898       10.500       148.398       233.000       1.728       1.353       3.081       59         Perimeter Protection, Nürnberg       2       3       2.555       547       3.102       168       3.270       6.700       62       16       78       10         SECURITY – Security & Fire Prevention, Essen       2       4       25.212       10.385       466       36.063       1.089       37.152       80.000       557       488       1.045       39         B8 Transport, Traffic, Logistics, and their Equipment         AUTO Trend, Rostock       1       3       6.973       4.770       11.743       7.250       18.993       26.400       79       79       1         Automechanika, Frankfurt/Main       2       5       52.650       105.194       13.586       5.120       176.550       767       177.317       296.400       729       3.931       4.660       71         Bremen Classic Motorshow, Bremen       1       3       18.885       2.135       21.020       1.368       22.388       47.000       582       67       649       12 <t< td=""><td></td><td>•</td><td>1</td><td>2</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>4.832</td><td>284</td><td>5.116 *</td></t<>		•	1	2																4.832	284	5.116 *
Perimeter Protection, Nürnberg 2 3 2.555 547 3.102 168 3.270 6.700 62 16 78 10  SECURITY – Security & Fire Prevention, Essen 2 4 25.212 10.385 466 36.063 1.089 37.152 80.000 557 488 1.045 39  B8 Transport, Traffic, Logistics, and their Equipment  AUTO Trend, Rostock 1 3 6.973 4.770 11.743 7.250 18.993 26.400 79 79 1  Automechanika, Frankfurt/Main 2 5 52.650 105.194 13.586 5.120 176.550 767 177.317 296.400 729 3.931 4.660 71  Bremen Classic Motorshow, Bremen 1 3 18.885 2.135 21.020 1.368 22.388 47.000 582 67 649 12  CeMAT, Hannover 2 5 32.283 26.131 8.235 4.522 71.171 712 71.883 120.500 455 567 1.022 44  Hannover Messe: MobiliTec, Hannover 1 5 3.317 445 38 3.800 15.180 18.980 24.400 101 54 155 14  InnoTrans, Berlin 2 4 39.494 54.816 5.962 3.137 103.409 103.409 174.400 1.092 1.669 2.761 55	_						15.417	8.720		10.500				1.353						74.756	60.532	135.288 *
B8 Transport, Traffic, Logistics, and their Equipment  AUTO Trend, Rostock 1 3 6.973		· ·																		1.816	420	2.236 *
B8 Transport, Traffic, Logistics, and their Equipment  AUTO Trend, Rostock 1 3 6.973	-	· · · · · · · · · · · · · · · · · · ·					466													22.948	13.304	36.252 *
Automechanika, Frankfurt/Main         2         5         52.650         105.194         13.586         5.120         176.550         767         177.317         296.400         729         3.931         4.660         71           Bremen Classic Motorshow, Bremen         1         3         18.885         2.135         21.020         1.368         22.388         47.000         582         67         649         12           CeMAT, Hannover         2         5         32.283         26.131         8.235         4.522         71.171         712         71.883         120.500         455         567         1.022         44           Hannover Messe: MobiliTec, Hannover         1         5         3.317         445         38         3.800         15.180         18.980         24.400         101         54         155         14           InnoTrans, Berlin         2         4         39.494         54.816         5.962         3.137         103.409         103.409         174.400         1.092         1.669         2.761         55	38	·	heir	Equi	ipment																	
Bremen Classic Motorshow, Bremen       1       3       18.885       2.135       21.020       1.368       22.388       47.000       582       67       649       12         CeMAT, Hannover       2       5       32.283       26.131       8.235       4.522       71.171       712       71.883       120.500       455       567       1.022       44         Hannover Messe: MobiliTec, Hannover       1       5       3.317       445       38       3.800       15.180       18.980       24.400       101       54       155       14         InnoTrans, Berlin       2       4       39.494       54.816       5.962       3.137       103.409       103.409       174.400       1.092       1.669       2.761       55	l	UTO Trend, Rostock	1	3	6.973		4.770		11.743	7.250	18.993	26.400	79		79	1						21.396
CeMAT, Hannover       2       5       32.283       26.131       8.235       4.522       71.171       712       71.883       120.500       455       567       1.022       44         Hannover Messe: MobiliTec, Hannover       1       5       3.317       445       38       3.800       15.180       18.980       24.400       101       54       155       14         InnoTrans, Berlin       2       4       39.494       54.816       5.962       3.137       103.409       103.409       174.400       1.092       1.669       2.761       55	١	utomechanika, Frankfurt/Main	2	5	52.650	105.194	13.586	5.120	176.550	767	177.317	296.400	729	3.931	4.660	71				57.346	80.636	137.982 *
Hannover Messe: MobiliTec, Hannover       1       5       3.317       445       38       3.800       15.180       18.980       24.400       101       54       155       14         InnoTrans, Berlin       2       4       39.494       54.816       5.962       3.137       103.409       103.409       174.400       1.092       1.669       2.761       55	Br	remen Classic Motorshow, Bremen	1	3	18.885	2.135			21.020	1.368	22.388	47.000	582	67	649	12				42.738	4.591	47.329 *
● InnoTrans, Berlin 2 4 39.494 54.816 5.962 3.137 103.409 103.409 174.400 1.092 1.669 2.761 55	e	eMAT, Hannover	2	5	32.283	26.131	8.235	4.522	71.171	712	71.883	120.500	455	567	1.022	44				33.449	14.818	48.267 *
	la	annover Messe: MobiliTec, Hannover	1	5	3.317	445	38		3.800	15.180	18.980	24.400	101	54	155	14				27.232	7.770	35.002 *2
TT-TRANS - IT Solutions for Public Transport Karlsruhe 2 3 1 679 1 117 2 796 1 033 3 829 12 000 87 58 145 24 14 2 16				4		54.816	5.962	3.137	103.409				1.092	1.669	2.761	55				63.881	74.991	138.872 *
11 11 11 11 11 11 11 11 11 11 11 11 11	T-	T-TRANS — IT Solutions for Public Transport, Karlsruhe	2	3	1.679	1.117			2.796	1.033	3.829	12.000	87	58	145	24	14	2	16	2.418	1.290	3.708 *
LogiMat, Stuttgart         1         3         30.225         5.232         100         35.557         1.400         36.957         73.400         822         182         1.004         27	0	ogiMat, Stuttgart	1	3	30.225	5.232	100		35.557	1.400	36.957	73.400	822	182	1.004	27				28.938	3.871	32.809 *
REIFEN, Essen 2 4 13.797 18.121 1.025 32.943 265 33.208 58.000 209 461 670 44	RE	EIFEN, Essen	2	4	13.797	18.121	1.025		32.943	265	33.208	58.000	209	461	670	44				7.504	12.037	19.541 *
Retro Classics, Stuttgart         1         4         46.355         4.413         50.768         2.435         53.203         103.900         660         119         779         15	Re	etro Classics, Stuttgart	1	4	46.355	4.413			50.768	2.435	53.203	103.900	660	119	779	15				73.396	7.259	80.655 *
SMM – Maritime trade fair, Hamburg         2         4         24.609         29.462         610         838         55.519         55.519         91.300         671         1.431         2.102         67         3         14         17	٨	MM – Maritime trade fair, Hamburg	2	4	24.609	29.462	610	838	55.519		55.519	91.300	671	1.431	2.102	67	3	14	17	28.690	20.019	48.709 *

<sup>+</sup> Events with changing venues Recognized by UFI — The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 25 ff. ") Visitor attendance determined by a representative poll in the combination of BEAUTY/
TOP HAIR international. Multiple answers were permitted ") Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted

					Pare9.	. 63 (	(sq.m.)				EXIIID	itor fig	uies					Visito	i iigui	es
			Exhibitor	stand spa	ace						Exhibitor	5			Addition represen	ally ited firms		Entries (Explanat	tions see p.	. 9)
or the complete titles see pp. 96	Inter Da		Hal Domestic		Open Ai Domestic Fo		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota
9 Information, Communication, Offi	ce, E	nte	rtainment	Electro	nics, Photo,	Film, a	and their	Equipme	ent											
EBIT, Hannover	1	5	95.385	29.517	1.052		125.954	8.789	134.743	222.200	1.553	1.691	3.244	63				146.452	41.307	187.
O-REACH, Nürnberg	1	2	4.566	371			4.937	991	5.928	14.800	250	19	269	10				5.378	400	5.7
mexco — Digital Marketing Exposition & Conference, Köln	1	2	19.545	5.071	8		24.624	1.071	25.695	54.900	562	234	796	33				22.390	7.415	29.
Γ & Business / DMS Expo / CRM-expo, Stuttgart	1	3	5.973	577			6.550	1.218	7.768	21.000	343	34	377	14	9		9	7.793	771	8.
-sa — The IT-Security Expo and Congress, Nürnberg	1	3	4.962	689			5.651	398	6.049	12.800	291	95	386	21				6.980	410	7.
DRGATEC, Köln	2	5	26.182	36.529			62.711	1.798	64.509	105.000	206	413	619	41	5	3	8	25.037	26.058	51.0
roLight + Sound, Frankfurt/Main	1	4	14.042	21.019	612	583	36.256	1.000	37.256	73.400	324	574	898	42				20.752	21.515	42.
iscom frankfurt, Frankfurt/Main	2	3	6.267	2.533			8.800	2.252	11.052	23.100	211	117	328	27				7.611	1.999	9.
VETEC — Visual comunication, Stuttgart	2	3	2.784	479			3.263		3.263	9.100	133	27	160	11				7.322	814	8.
Education, Setting up a business																				
idacta – The education trade fair, Stuttgart	1	5	31.489	1.383	318		33.190	2.961	36.151		824	81	905	30	37	2	39	86.627	1.768	88
EARNTEC – Learning with IT, Karlsruhe	1	3	2.950	362			3.312	440	3.752	12.000	185	26	211	10	17		17	6.170	515	6.
Sports, Games, Leisure, and their laber – Leisure fair, Hannover	Equi <sub>1</sub>		e <b>nt</b> 40.066	1.484	612		42.162	11.953	54 115	100.800	749	63	812	18						114
NIMAL, Stuttgart	1		3.748	129	0.12		3.877	5.516	9.393	22.700	181	10	191	6						31
OATFIT, Bremen	1		4.047	292			4.339	1.126	5.465	12.400	153	17	170	8	8		8	9.480	105	9
oot, Düsseldorf	1		40.772	45.139	20		85.931	18.362	104.293		863	814	1.677	60				206.073	42.208	248
ARAVAN, Bremen	1		9.670	255	20		9.925	10.302	9.925	14.800	62	4	66	5				200.073	12.200	26
CARAVAN SALON, Düsseldorf		10	68.783	20.799	1.442	490	91.514	4.829	96.343		372	178	550	25				165.099	27.324	192.
MT – The holiday exhibition, Stuttgart	1		51.253	9.575	209	21	61.058	4.580	65.638		1.362	558	1.920	63	57	21	78	237.594	2.400	239
Creativeworld, Frankfurt/Main	1		4.486	6.027	203		10.513	952	11.465	23.500	75	214	289	32	3,		70	4.135	4.030	8.
re.e — Fair for leisure and travel. München	1		20.591	6.338			26.929	7.081	34.010	66.100	629	483	1.112	59	27	8	35	111.413	2.274	113.
IBO – Fitness, wellness and health, Köln	1		25.650	22.100			47.750	4.577		129.000	377	346	723	37	5	2	7	89.867	25.833	115.
GARTEN outdoor ambiente, Stuttgart	1		4.746	71			4.817	225	5.042	10.500	148	4	152	4	,			42.997	434	43.
+h cologne, Köln	1		5.697	5.849			11.546	966	12.512	25.700	114	233	347	38		1	1	10.533	4.340	14
anseboot – Int. boat show, Hamburg	1		17.453	4.140	641	680	22.914	3.051	25.965	56.800	451	101	552	18		'	<u>'</u>	70.672	3.408	74.
IansePferd — Equestrian trade fair, Hamburg	2		11.909	1.552	409	45	13.915	9.547	23.462	46.800	421	53	474	15				45.015	593	45
lobby + Elektronik — Hobby and electronics, Stuttgart	1		3.500	1.552	48	73	3.548	1.396	4.944	10.600	109	33	109	1				40.639	410	41
MA, Düsseldorf	_	4	10.069	1.039	40		11.108	1.722	12.830	17.500	109	44	150	16				8.440	718	9.
nterzoo, Nürnberg	2		18.179	38.803			56.982	50		110.000	308	1.390	1.698	62				11.643	25.724	37.
spo — Int. sports business trade show, München	1		24.766	80.330	292		105.388	4.498	109.886		383	2.173	2.556	48				28.250	52.782	81.
rpo — Int. sports business trade snow, Munchen  FB — THE WORLD'S LEADING TRAVEL TRADE	1	4	24.700	00.330	292		103.366	4.498	105.660	177.000	202	2.1/3	2.330	40				20.230	32.782	01
HOW®, Berlin WA OutdoorClassics, Nürnberg	1		26.031	61.750	282		88.063	550	88.063 46.739	160.000	1.571	5.757	7.328 1.336	191 54	594	1.665	2.259	119.920	51.874	171 39
	1		15.111				46.189	550										15.263		
REATIV (autumn), Stuttgart REATIV (spring), Stuttgart	1		4.273 2.092	507 168			4.780 2.260	520 213	5.300 2.473	13.900 5.100	248 96	36 11	107	15 5				48.920 27.009	998	27

<sup>+</sup> Events with changing venues Recognized by UFI — The Global Association of the Exhibition Industry representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Mineralien- und Stuttgarter Messeherbst. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Mineralien- und Stuttgarter Messeherbst. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Mineralien- und Stuttgarter Messeherbst. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Visitor attendance determined by a representative poll in the com

EKM			Exhib	<b>Exhibition space figures (s</b>							Exhibi	<b>Exhibitor figures</b>				Visitor figures				
I KIVI			Exhibitor	stand spa	ace						Exhibitor	5			Addition represer	ally ited firms		Entries (Explanat	ions see p.	9)
For the complete titles see pp. 96		erval/ ays	Ha Domestic		Open A  Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
MAGDEBOOT, Magdeburg	1	3	3.316	90	169		3.575	69	3.644	9.100	130	2	132	2						6.068
Meeres- und Raubfischangeltage –																				
Fishing Exhibition, Magdeburg	1	2	2.191	452	38		2.681	278	2.959	7.300	87	21	108	7	3	2	5			6.683
Minerals, fossils, jewellery (spring), Stuttgart	1	3	2.083	257			2.340	472	2.812	10.500	176	46	222	18						13.842
MODELL SÜD – Modelmaking and model railways,																				
Stuttgart	1	4	1.638	90			1.728	3.964	5.692	12.900	69	8	77	7				36.572	746	37.318
modell-hobby-spiel, Leipzig	1	3	18.552	886	350		19.788	15.180	34.968	83.800	563	48	611	12	1	1	2			94.713
Musikmesse, Frankfurt/Main	1	4	16.209	21.380	100	524	38.213	1.500	39.713	90.000	433	885	1.318	51				44.732	20.630	65.362
Pferd & Jagd — Equestrian sports, hunting, Hannover	1	4	21.043	2.212	1.016		24.271	10.083	34.354	87.100	729	94	823	21						89.007
Reiselust – Tourism fair, Bremen	1	3	3.097	339			3.436	362	3.798	9.300	285	34	319	16				26.759	300	27.059
REISEN HAMBURG, Hamburg	1	5	23.062	3.154			26.216	3.327	29.543	59.500	715	260	975	61				74.122	1.205	75.327
Spielemesse, Stuttgart	1	4	1.948	123			2.071	2.813	4.884	11.400	72	7	79	6				41.664	420	42.084
Spielwarenmesse – International Toy Fair, Nürnberg	1	6	49.542	58.556			108.098		108.098	170.000	777	1.923	2.700	61				33.153	42.195	75.348
spoga horse (spring), Köln	1	3	3.327	3.478			6.805	372	7.177	16.800	58	105	163	20	3	1	4	2.159	1.990	4.149
spoga+gafa / spoga horse (autumn), Köln	1	3	26.441	74.143	202	73	100.859	3.094	103.953		363	1.605	1.968	56	19	17	36	16.060	22.166	38.226
TIERWELT – Pet Exhibition, Magdeburg		3	1.796	15	49	-	1.860	2.048	3.908	9.100	129	1	130	2						12.105
TourNatur, Düsseldorf		3	3.410	459			3.869	1.260	5.129	14.800	187	67	254	17				36.121	700	36.821
B12 Electrical Engineering and Electro			0.676	224			0.007	1.056	10.052	22,400	245	16	264	11				10.754	100	10.063
belektro, Berlin		3	8.676	321			8.997	1.956	10.953	23.400	245	16	261	11	440	200	400	10.754	109	10.863
electronica, München		4	47.363	35.127			82.490	1.410		133.000	997	1.728	2.725	52	113	309	422	36.802	36.387	73.189
embedded world, Nürnberg		3	13.843	6.444			20.287		20.287	38.000	482	374	856	35				18.458	8.256	26.714
PCIM Europe, Nürnberg		3	5.721	3.947			9.668	288	9.956	19.900	189	202	391	31	26	71	97	4.785	3.221	8.006
SMT / HYBRID / PACKAGING, Nürnberg		4	11.204	2.159			13.363	392	13.755	27.000	332	166	498	27	7	51	58	13.580	4.527	18.107
SPS/IPC/DRIVES, Nürnberg	1	3	59.039	11.867			70.906	338	71.244	117.800	1.094	508	1.602	41	145	90	235	43.582	13.205	56.787
B13 Metal-Working, Automation, Mea																				
ALUMINIUM, Düsseldorf		3	11.501	24.267			35.768	1.242	37.010	75.000	338	597	935	49				12.293	12.020	24.313
AMB – Int. exhibition for metal working, Stuttgart		5	53.188	16.233			69.421	45	69.466	109.800	998	359	1.357	28	18	15	33	76.781	13.550	90.331
AUTOMATICA, München	2	4	23.593	3.991			27.584	1.174	28.758	55.000	495	229	724	42						39.257
Composites Europe, Düsseldorf	1	3	5.842	3.065			8.907	1.018	9.925	21.000	240	166	406	27				5.616	4.595	10.211
EuroBLECH, Hannover	2	5	44.605	41.682	219		86.506		86.506	144.000	749	824	1.573	38				37.329	21.923	59.252
EUROGUSS, Nürnberg	2	3	6.745	6.090			12.835	550	13.385	25.300	228	242	470	26				7.639	3.548	11.187
GrindTec, Augsburg	2	4	13.453	5.680			19.133	78	19.211	35.000	313	207	520	29						15.159
Hannover Messe: Digital Factory, Hannover	1	5	4.844	894			5.738		5.738	10.600	172	30	202	15				37.521	12.979	50.500
Hannover Messe: Industrial Automation, Hannover	1	5	46.254	9.691	369		56.314	84	56.398	97.400	628	391	1.019	34				89.764	34.049	123.813
METAV, Düsseldorf	2	5	19.848	8.721			28.569		28.569	49.300	455	155	610	26				28.184	3.479	31.663
METPACK – Int. trade fair for metal packaging, Essen	3	5	3.401	7.499			10.900		10.900	18.200	45	184	229	27				1.828	4.868	6.696

NORTEC, Hamburg   1   3   5.895   2.041   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.015   7.					Vi	isitor f	figur	es
Nomestic	litionally resented firms					tries cplanation	ns see p	. 9)
SENSOR HEST, Nümberg	estic Foreign T	Domest	Domestic	c Foreign To	tal Dor	mestic Fo	Foreign	Total
Tube, Disseldorf    2   5   17.013   33.187     50.200   108   50.308   90.300   309   901   1.210   47					11	.781	364	12.14
VALVEWORLD EXPO, Düsseldorf					6	5.227	1.756	7.98
Minchen   2   5   16.353   42.106   58.859   424   58.88   95.800   331   1.002   1.333   54					14	.814 1	18.854	33.66
Minchen   1   3   1.418   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.19   1.					3	3.863	8.637	12.50
Note   Part					12	.975 2	25.075	38.05
B15   Power Supply Industry								
Energy Decentral, Hannover 2 4 4 11.209 1.049 72 385 12.715 1.853 14.568 29.500 324 41 365 13  E-world energy & water, Essen 1 3 3 19.795 3.412 23.207 321 23.528 44.500 512 108 620 25  Intersolar Europe / electrical energy storage, Munchen 1 3 21.418 19.742 741 397 42.298 2.034 44.332 88.000 516 611 1.127 48  New Energy Husum, Husum 1 1 4 38.93 451 23.0 42 4.616 4.616 13.000 131 21 152 10  B16 Other Investment Goods Industries  B16 Other Investment Goods Industries  B17 Other Investment Goods Industries  B18 Other Investment Goods Industries  B19 Other Investment Goods Industries  B11					78	3.759 3	30.208	108.96
E-world energy & water, Essen								
Hannover Messe: Energy, Hannover 1 5 22.066 16.100 141 38.307 742 39.049 64.200 431 644 1.075 50 Intersolar Europe / electrical energy storage, München 1 4 3.893 451 230 42 4.616 4.616 13.000 131 21 152 10   ### B16 Other Investment Goods Industries**  ### B16 Other Investment Goods Industr					32	239	5.823	38.06
Intersolar Europe / electrical energy storage, München					19	.693	3.807	23.50
München         1         3         21,418         19,742         741         397         42,298         2,034         44,332         88,000         516         611         1,127         48           New Energy Husum, Husum         1         4         3,893         451         230         42         4,616         13,000         131         21         152         10           B16 Other Investment Goods Industries         B16 Other Investment Goods Industries           Analytica, München         2         4         18,235         7,563         281         26,079         2,709         2,878         55,500         710         458         1,168         40         4           EuroShop, Düsseldorf         3         5         46,284         69,949         24         322         116,579         4,024         120,603         20,300         816         1,413         2,229         56           FMB - The Supplier Show for Mechanical Engineering, Bad Salzuffen         1         3         7,290         560         7,850         7,850         15,200         429         41         470         8         14           glasstec, Düsseldorf         2         4         19,845					66	5.275 2	23.407	89.68
B16 Other Investment Goods Industries  Analytica, Minchen					24	1.893 1	17.487	42.38
EuroShop, Düsseldorf 3 5 46.284 69.949 24 322 116.579 4.024 120.603 200.300 816 1.413 2.229 56  FMB – The Supplier Show for Mechanical Engineering, Bad Salzuffen 1 3 7.290 560 7.850 7.850 7.850 15.200 429 41 470 8 14  glasstec, Düsseldorf 2 4 19.845 40.416 18 322 60.601 6.510 67.111 114.600 378 839 1.217 51  Hannover Messes: Industrial Supply, Hannover 1 5 13.800 17.666 31.466 381 31.847 52.700 520 1.095 1.615 45  Hannover Messes: Research & Technology, Hannover 1 5 6.975 1.243 132 8.350 471 8.821 15.900 295 109 404 14  INTERGEO, Berlin 1 3 7.482 5.194 183 115 12.974 30 13.004 27.000 291 223 514 31 15  interpack, Düsseldorf 3 7 67.050 105.810 856 653 174.369 443 174.812 254.600 678 1.992 2.670 60  LASYS, Stuttgart 2 3 2.983 940 3.923 121 4.044 10.500 123 63 186 18 1  MAINTAIN, München 2 4 4.967 213 18 5.198 210 5.408 11.000 200 14 214 9 6  0 & S - Surface treatmentes & coating, Stuttgart 2 3 6.429 909 730 6.239 406 6.645 14.500 190 42 232 13  POWTECH/TechnoPharm, Nürnberg 1 3 20.033 7.444 27.477 27.477 52.100 630 300 930 30  Rapid.Tech / FabCon 3.D, Erfurt 1 2 1.061 74 1.135 306 1.441 4.950 92 9 101 7	4 3	4	4	3		9.312 9.931 1	12.453	35.33
FMB — The Supplier Show for Mechanical Engineering, Bad Salzuflen 1 3 7.290 560 7.850 7.850 15.200 429 41 470 8 14 glasstec, Düsseldorf 2 4 19.845 40.416 18 322 60.601 6.510 67.111 114.600 378 839 1.217 51    Hannover Messe: Industrial Supply, Hannover 1 5 13.800 17.666 31.466 381 31.847 52.700 520 1.095 1.615 45    Hannover Messe: Research & Technology, Hannover 1 5 6.975 1.243 132 8.350 471 8.821 15.900 295 109 404 14    INTERGEO, Berlin 1 3 7.482 5.194 183 115 12.974 30 13.004 27.000 291 223 514 31 15    interpack, Düsseldorf 3 7 67.050 105.810 856 653 174.369 443 174.812 254.600 678 1.992 2.670 60    LASYS, Stuttgart 2 3 2.983 940 3.923 121 4.044 10.500 123 63 186 18 1    MAINTAIN, München 2 4 4.967 213 18 5.198 210 5.408 11.000 200 14 214 9 6    0 & S - Surface treatmentes & coating, Stuttgart 2 3 6.429 909 7.338 324 7.662 17.000 251 66 317 18    POWTECH/TechnoPharm, Nürnberg 1 3 2.0033 7.444 27.477 27.477 52.100 630 300 930 30    Rapid.Tech / FabCon 3.D, Erfurt 1 2 1.061 74 1.135 306 1.441 4.950 92 9 101 7 7    Chemnitz trade fairs —	·						68.435	109.49
Engineering, Bad Salzuflen 1 3 7.290 560 7.850 7.850 7.850 15.200 429 41 470 8 14 14 14 14 14 14 14 14 14 14 14 14 14						.001	00.133	103.1.
Hannover Messe: Industrial Supply, Hannover 1 5 13.800 17.666 31.466 381 31.847 52.700 520 1.095 1.615 45  Hannover Messe: Industrial GreenTec, Hannover 1 5 2.366 299 40 2.705 2.705 7.000 87 13 100 10  Hannover Messe: Research & Technology, Hannover 1 5 6.975 1.243 132 8.350 471 8.821 15.900 295 109 404 14  INTERGEO, Berlin 1 3 7.482 5.194 183 115 12.974 30 13.004 27.000 291 223 514 31 15  interpack, Düsseldorf 3 7 67.050 105.810 856 653 174.369 443 174.812 254.600 678 1.992 2.670 60  LASYS, Stuttgart 2 3 2.983 940 3.923 121 4.044 10.500 123 63 186 18 1  MAINTAIN, München 2 4 4.967 213 18 5.198 210 5.408 11.000 200 14 214 9 6  O & S - Surface treatmentes & coating, Stuttgart 2 3 6.429 909 7.338 324 7.662 17.000 251 66 317 18  parts2clean - Industrial parts and surface cleaning, Stuttgart 1 3 20.033 7.444 27.477 27.477 52.100 630 300 930 30  Rapid.Tech / FabCon 3.D, Erfurt 1 2 1.061 74 1.135 306 1.441 4.950 92 9 101 7  Chemnitz trade fairs -	4 3	14	14	3	17 5	5.728	301	6.02
Hannover Messe: Industrial GreenTec, Hannover  1 5 2.366 299 40 2.705 7.000 87 13 100 10  Hannover Messe: Research & Technology, Hannover  1 5 6.975 1.243 132 8.350 471 8.821 15.900 295 109 404 14  INTERGEO, Berlin 1 3 7.482 5.194 183 115 12.974 30 13.004 27.000 291 223 514 31 15  interpack, Düsseldorf 3 7 67.050 105.810 856 653 174.369 443 174.812 254.600 678 1.992 2.670 60  LASYS, Stuttgart 2 3 2.983 940 3.923 121 4.044 10.500 123 63 186 18 1  MAINTAIN, München 2 4 4.967 213 18 5.198 210 5.408 11.000 200 14 214 9 6  0 & S - Surface treatmentes & coating, Stuttgart 2 3 6.429 909 730 8.29 406 6.645 14.500 190 42 232 13  POWTECH/TechnoPharm, Nürnberg 1 3 20.033 7.444 27.477 27.477 52.100 630 300 930 30  Rapid.Tech / FabCon 3.D, Erfurt 1 2 1.061 74 1.135 306 1.441 4.950 92 9 101 7					15	5.757 2	26.944	42.70
Hannover Messe: Research & Technology, Hannover 1 5 6.975 1.243 132 8.350 471 8.821 15.900 295 109 404 14  INTERGEO, Berlin 1 3 7.482 5.194 183 115 12.974 30 13.004 27.000 291 223 514 31 15  interpack, Düsseldorf 3 7 67.050 105.810 856 653 174.369 443 174.812 254.600 678 1.992 2.670 60  LASYS, Stuttgart 2 3 2.983 940 3.923 121 4.044 10.500 123 63 186 18 1  MAINTAIN, München 2 4 4.967 213 18 5.198 210 5.408 11.000 200 14 214 9 6  O & S - Surface treatmentes & coating, Stuttgart 2 3 6.429 909 73.38 324 7.662 17.000 251 66 317 18  parts2clean - Industrial parts and surface cleaning, Stuttgart 1 3 5.509 730 6.239 406 6.645 14.500 190 42 232 13  POWTECH/TechnoPharm, Nürnberg 1 3 20.033 7.444 27.477 27.477 52.100 630 300 930 30  Rapid.Tech / FabCon 3.D, Erfurt 1 2 1.061 74 1.135 306 1.441 4.950 92 9 101 7					48	3.837 2	24.824	73.66
NTERGEO, Berlin 1 3 7.482 5.194 183 115 12.974 30 13.004 27.000 291 223 514 31 15 interpack, Düsseldorf 3 7 67.050 105.810 856 653 174.369 443 174.812 254.600 678 1.992 2.670 60 LASYS, Stuttgart 2 3 2.983 940 3.923 121 4.044 10.500 123 63 186 18 1 MAINTAIN, München 2 4 4.967 213 18 5.198 210 5.408 11.000 200 14 214 9 6 0 6 5 5 Surface treatmentes & coating, Stuttgart 2 3 6.429 909 7.338 324 7.662 17.000 251 66 317 18 parts2clean – Industrial parts and surface cleaning, Stuttgart 1 3 5.509 730 6.239 406 6.645 14.500 190 42 232 13 POWTECH/TechnoPharm, Nürnberg 1 3 20.033 7.444 27.477 27.477 52.100 630 300 930 30 Rapid.Tech / FabCon 3.D, Erfurt 1 2 1.061 74 1.135 306 1.441 4.950 92 9 101 7 Chemnitz trade fairs –					32	1.510 1	11.721	44.23
interpack, Düsseldorf       3       7       67.050       105.810       856       653       174.369       443       174.812       254.600       678       1.992       2.670       60         LASYS, Stuttgart       2       3       2.983       940       3.923       121       4.044       10.500       123       63       186       18       1         MAINTAIN, München       2       4       4.967       213       18       5.198       210       5.408       11.000       200       14       214       9       6         0 & S - Surface treatmentes & coating, Stuttgart       2       3       6.429       909       7.338       324       7.662       17.000       251       66       317       18         parts2clean - Industrial parts and surface cleaning, Stuttgart       1       3       5.509       730       6.239       406       6.645       14.500       190       42       232       13         POWTECH/TechnoPharm, Nürnberg       1       3       20.033       7.444       27.477       27.477       52.100       630       300       930       30         Rapid.Tech / FabCon 3.D, Erfurt       1       2       1.061       <					36	5.661 1	10.705	47.36
LASYS, Stuttgart 2 3 2.983 940 3.923 121 4.044 10.500 123 63 186 18 1  MAINTAIN, München 2 4 4.967 213 18 5.198 210 5.408 11.000 200 14 214 9 6  0 & S - Surface treatmentes & coating, Stuttgart 2 3 6.429 909 7.338 324 7.662 17.000 251 66 317 18  parts2clean - Industrial parts and surface cleaning, Stuttgart 1 3 5.509 730 6.239 406 6.645 14.500 190 42 232 13  POWTECH/TechnoPharm, Nürnberg 1 3 20.033 7.444 27.477 27.477 52.100 630 300 930 30  Rapid.Tech / FabCon 3.D, Erfurt 1 2 1.061 74 1.135 306 1.441 4.950 92 9 101 7  Chemnitz trade fairs -	5 3	15	15	3	18 11		6.017	17.09
MAINTAIN, München       2       4       4.967       213       18       5.198       210       5.408       11.000       200       14       214       9       6         0 & S – Surface treatmentes & coating, Stuttgart       2       3       6.429       909       7.338       324       7.662       17.000       251       66       317       18         parts2clean – Industrial parts and surface cleaning, Stuttgart       1       3       5.509       730       6.239       406       6.645       14.500       190       42       232       13         POWTECH/TechnoPharm, Nürnberg       1       3       20.033       7.444       27.477       27.477       52.100       630       300       930       30         Rapid.Tech / FabCon 3.D, Erfurt       1       2       1.061       74       1.135       306       1.441       4.950       92       9       101       7         Chemnitz trade fairs –					59	.431 11	15.367	174.79
0 & S - Surface treatmentes & coating, Stuttgart       2       3       6.429       909       7.338       324       7.662       17.000       251       66       317       18         parts2clean – Industrial parts and surface cleaning, Stuttgart       1       3       5.509       730       6.239       406       6.645       14.500       190       42       232       13         POWTECH/TechnoPharm, Nürnberg       1       3       20.033       7.444       27.477       27.477       52.100       630       300       930       30         Rapid.Tech / FabCon 3.D, Erfurt       1       2       1.061       74       1.135       306       1.441       4.950       92       9       101       7         Chemnitz trade fairs –	1 2	1	1	2	3 4	.282	1.208	5.49
parts2clean – Industrial parts and surface cleaning, Stuttgart         1         3         5.509         730         6.239         406         6.645         14.500         190         42         232         13           POWTECH/TechnoPharm, Nürnberg         1         3         20.033         7.444         27.477         27.477         52.100         630         300         930         30           Rapid.Tech / FabCon 3.D, Erfurt         1         2         1.061         74         1.135         306         1.441         4.950         92         9         101         7           Chemnitz trade fairs —         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         -         - <t< td=""><td>6 1</td><td>6</td><td>6</td><td>1</td><td>7 9</td><td>0.656</td><td>3.902</td><td>13.55</td></t<>	6 1	6	6	1	7 9	0.656	3.902	13.55
Stuttgart         1         3         5.509         730         6.239         406         6.645         14.500         190         42         232         13           POWTECH/TechnoPharm, Nürnberg         1         3         20.033         7.444         27.477         27.477         52.100         630         300         930         30           Rapid.Tech / FabCon 3.D, Erfurt         1         2         1.061         74         1.135         306         1.441         4.950         92         9         101         7           Chemnitz trade fairs —         6         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.250         1.241         1.25					5	5.036	1.404	6.44
POWTECH/TechnoPharm, Nürnberg         1         3         20.033         7.444         27.477         27.477         52.100         630         300         930         30           Rapid.Tech / FabCon 3.D, Erfurt         1         2         1.061         74         1.135         306         1.441         4.950         92         9         101         7           Chemnitz trade fairs —         6         6         6         6         6         6         92         9         101         7								
Rapid.Tech / FabCon 3.D, Erfurt       1       2       1.061       74       1.135       306       1.441       4.950       92       9       101       7         Chemnitz trade fairs —	4			4	4 6	5.709	1.751	8.40
Chemnitz trade fairs —							5.462	15.23
					2	1.927	122	3.04
	8	8	8			1.574	47	2.62
VISION, Stuttgart         2         3         5.800         4.443         10.243         531         10.774         20.900         201         231         432         31					5	5.290	3.381	8.6

<sup>+</sup> Events with changing venues Recognized by UFI — The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 25 ff. 3 ascertained by a representative poll in the combination of EuroTier/Energy Decentral. Multiple answers were permitted 3 Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted 4 Visitor attendance determined by a representative poll in the combination of 0 & S/parts2clean. Multiple answers were permitted

	FKM V		Exhibi	ition s	pace figu	res (	(sq.m.)				Exhibi	tor fig	ures				Visito	figure	es	
	FRIVI				stand spa	ace						Exhibitors	5			Additionally represented firms		Entries (Explanati	ons see p.	9)
	For the complete titles see pp. 96		erval/ ays	Hal Domestic		Open Air Domestic Fo		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Foreign	Total	Domestic	Foreign	Total
	B17 Other Consumer Goods and Service	ce Ir	ndus	tries																
	BIOFACH / VIVANESS, Nürnberg	1	4	16.578	21.956			38.534	3.935	42.469	77.800	676	1.587	2.263	74			24.009	18.436	42.445 *
	CADEAUX – March, Leipzig	1	3	6.721	456			7.177	783	7.960	20.500	208	19	227	11	3	3			7.208
	CADEAUX – September/Comfortex, Leipzig	1	3	9.427	643			10.070	809	10.879	35.900	301	26	327	15	4	4			7.931 *
•	Christmasworld, Frankfurt/Main	1	5	21.268	31.313			52.581	1.562	54.143	86.700	239	678	917	39			13.922	18.942	32.864 *1
	DKM – Finance and insurance, Dortmund	1	2	7.619	80			7.699		7.699	22.400	264	5	269	5			11.472	101	11.573
	GiveADays — Promotional products, Stuttgart	2	3	706	254			960	112	1.072	2.150	74	25	99	13			5.278	522	5.800 2)
	Invest, Stuttgart	1	2	3.110	479			3.589	555	4.144	10.500	106	25	131	10	1	1	10.057	311	10.368 *
	Moderner Staat – Public administration, Berlin	1	2	740	9			749	450	1.199	8.000	100	1	101	2			1.387	30	1.417 *
	Opti – Int. trade show for optics & design, München	1	3	15.652	6.422			22.074	286	22.360	40.000	268	232	500	34			17.820	6.298	24.118
•	Paperworld, Frankfurt/Main	1	4	11.929	31.964			43.893	1.491	45.384	96.400	296	1.381	1.677	59			14.608	27.537	42.145 *1
•	PSI – Promotional product industry, Düsseldorf	1	3	15.993	13.744			29.737	1.215	30.952	58.000	418	436	854	33			8.081	8.147	16.228 *
•	PSI PROMOTOIN WORLD, Hannover	1	3	1.473	178			1.651	604	2.255	5.500	81	11	92	11			8.547	2.177	10.724 *
	Werkstätten:Messe, Nürnberg		4	6.514	180			6.694	550	7.244	13.000	207	5	212	5			21.154	36	21.190 *
	MULTI-SECTOR PUBLIC EXHIBITION Allgäuer Festwoche — Rural tradition exhibition, Kempten		9	5.837	269	3.269	18	9.393	822	10.215	24.900	350	15	365	5					110.208 *
	Baumesse Chemnitz – Trade fair of construction,			2.450	26	4.40		2.624	400	2 767	0.400	222		222		40	40			40.740 #
_	Chemnitz		3	3.458	36	140		3.634	133	3.767	8.400	230	2	232	2	40	40	24.022	4.005	10.710 *
•	Bazaar Berlin, Berlin		5	3.136	3.227			6.363	860	7.223	19.700	251	303	554	58			34.932	1.006	35.938 *
	DIE BESTEN JAHRE – Exh. for staying active, Stuttgart		2	1.301	6	2.500		1.307	675	1.982	4.900	89	1	90	2			5.073	563	5.636
	DU UND DEINE WELT, Hamburg Familie & Heim with Minerals, fossils, jewellery,	1	10	13.649	958	2.500		17.107	1.338	18.445	46.400	400	36	436	15			81.659	658	82.317 *
	Stuttgart	1	9	12.385	863			13.248	1.808	15.056	42.000	487	63	550	25					81.652 3)
	HanseLife, Bremen	1	9	16.990	817	857	150	18.814	3.116	21.930	43.200	740	30	770	10					77.041 *
	Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/Beach & Boat, Leipzig	1	9	27.398	2.458			29.856	8.244	38.100	88.200	1.045	110	1.155	19			181.755	748	182.503 *
	Infa – Information and sales exhibition, Hannover	1	9	29.817	2.774	943	48	33.582	4.995	38.577	100.900	1.215	135	1.350	27					191.803 *
	Messe Wächtersbach – Consumer exhibition, Wächtersbach	1	9	5.196	314	4.483	36	10.029	5.684	15.713	24.300	323	16	339	10					59.027 *
	Oberfranken-Ausstellung Hof – Regional Exhibition, Hof		9	3.568	72	1.503	27	5.170	630	5.800	9.600	191	9	200	5	1	1			37.412
	OBERRHEIN-MESSE — Consumer goods fair,		-	3.300	,,,	1.303		3.170	030	3.000	3.000	131		200			•			37.112
	Offenburg	1	9	9.041	749	10.132	61	19.983	2.114	22.097	48.700	440	30	470	13	1	1			65.488 *
	Passauer Frühling DreiLänderMesse – Regional exhibition, Passau	2	9	8.192	1.379	1.545	155	11.271	1.140	12.411	21.900	347	62	409	8	15	15			66.196
	Rheinland-Pfalz-Ausstellung — Regional exhibition, Mainz	1	9	11.752	622	970	54	13.398	1.801	15.199	25.900	658	29	687	13					77.303 *
	Thüringen-Ausstellung – Handicraft and consumer goods, Erfurt	1	9	11.540	275			11.815	2.500	14.315	25.000	612	19	631	8	33	33			69.339 *
	TIERisch gut – Pet fair, Karlsruhe		2	5.801	181			5.982	8.394		45.300	271	11	282	7	1	1	32.297	794	33.091 *

<sup>+</sup> Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays. Multiple answers were permitted

<sup>\*</sup> Visitors Profil Analyses see page 25 ff.

isitors Profil Analyses see page 25 ff. "ascertained by a representative poll 2 Visitor attendance determined by a "Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were

# GrindTec (2012) ---- Augsburg

### Trade visitors' profile

Visitors (number of entries)	13 589
Proportion of trade visitors	99%
Germany (total) of which	72
Nielsen 1 1 Nielsen 4	44
Bremen - Bavaria	44
Hamburg - Nielsen 5+6	1
Lower Saxony 1 Berlin	-
Schleswig-Holstein - Brandenburg	-
Nielsen 2 7 Mecklenburg-	
North Rhine-Westph. 7 West Pommer Nielsen 3a 9 Saxony-Anhalt	
Nielsen 3a 9 Saxony-Anhalt 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	56
Other european countries	22
North America	8
South-, East-, Central Asia	11
Other countries	4
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	12
more than 100 km up to 300 km	32
over 300 km	47
Countries with the highest visitor share	es %
Switzerland	15
Austria	11
Italy	7
Poland	6
Frequency of visits to trade fair	%
2010	39
2008	35
2006	26
2004	18
Earlier events First visit	11 51
FIRST VISIT	51
Average length of stay 1	,4 days
Influence on purchasing/procurement	
decisions	%
Decisively	34
Collectively	32 20
In an advisory capacity No	11
Student	2
Other not gainfully employed	1
oute. Hot guillany 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 Organisation, personnel, administration	1
Sales	11
Marketing, advertising, PR	1
Logistics: storage, material management,	-
transport	1
Maintenance/repairs	1
Other area	-
Student	2
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	18
Managing director, board member,	10
head of an authority etc.	12
Area manager, works manager, plant manage	
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 Student	2
Other not gainfully employed	1
Economic sector	%
Metalworking industry	52
Cutting machine specialists	17
Other industry	6
Wood, plastics processing industry	4 6
Glass, ceramic, stone industry Service	6
Metal trade	14
Trade	4
Other skilled trades	3
Other sectors	5
Student	2
Other not gainfully employed	1
Size of company/organisation:	0/
Number of employees 1- 4 12 500 - 999	%
5- 9 8 1 000 and more	6 19
10- 49 20 Student	2
50- 199 20 Other not gainfully	2
200- 499 12 employed	1
an in	

Conducted by: Messe- und Congress-beratung Dirr, Neu Wulmstorf

# bautec ---> Berlin

Visitors (number of	entries)	32 369
Proportion of trade	visitors	88%
Germany (total)		88
of which Nielsen 1	3 Nielsen 4	1
Bremen	- Bavaria	1
Hamburg	1 Nielsen 5+6	91
Lower Saxony	1 Berlin	59
Schleswig-Holstein	1 Brandenburg	27
Nielsen 2	2 Mecklenburg-	
North Rhine-Westph.		
Nielsen 3a	1 Saxony-Anhal	t 3
Hesse	1 <u>Nielsen 7</u>	2
Rhineland-Palatinate	- Saxony	2
Saarland	- Thuringia	1
Nielsen 3b Baden-Württemb.	1	
Foreign (total)		12
of which		
EU		49
	pean countries	16
Middle Eas		18
Soutn-, Eas Other cour	st-, Central Asia ntries	8 10
Distance to home		%
up to 50 km	1. 100	67
more than 50 km up		8 10
more than 100 km up over 300 km	D tO 300 KM	16
	Later Control of the control	
Countries with the I Ireland	nignest visitor sna	ares %
Poland		11
Finland		9
Frequency of visits	to trade fair	%
Previous event		33
Earlier events		36
First visit		39
Average length of s	stay	1,2 days
Influence on purcha	sing/procurement	
decisions		%
Decisively		27
Collectively		22
In an advisory capaci	ty	19
No		21
Student Other net gainfully or	malayad	10
Other not gainfully er	прюуец	3

Manage		•	
	h/developme	nt/design uction, quality control	
	procurement	action, quality control	
Finance	/accounting,		
		munication technology	
Personn Sales	iel administra	ition, administration	
	ng, advertisir	na. PR	
		naterial management,	
transpo			
Mainter Other a	nance/repairs		
Student			
	ot gainfully e	employed	
		npany/organisation	
		ner, freelancer	
		ooard member,	
	an authority anager, works	s manager, plant manage	r
branch	manager, he	ad of public office	
Departn	nent head, g	roup head, team leader	
skilled v	alaried staff,	civii servant,	
	r, teacher		
Trainee			
Other p Student			
	ot gainfully e	employed	
			_
Industry	nic sector		
	ction industry	1	
	killed trades		
	rade/building ale/foreign_tra	materials trade	
		aue	
Building	ty/public serv	ices	
Building Authorit Archited	ty/public serv ct's, planner's	s, engineer's office	
Building Authorit Archited Other so	ty/public serv ct's, planner's ervice compa	s, engineer's office	
Building Authorit Archited Other so Researc	ty/public serv ct's, planner's ervice compa h/science	s, engineer's office ny	
Building Authorit Archited Other so Researc Associa	ty/public serv ct's, planner's ervice compa h/science tion/guild/cha	s, engineer's office ny	
Building Authorit Architec Other so Researc Associa Teachin Other so	ty/public serv tt's, planner's ervice compa h/science tion/guild/cha g (polytechni ectors	s, engineer's office ny amber	
Building Authorit Architec Other so Researc Associa Teachin Other so Student	y/public serv ct's, planner's ervice compa h/science tion/guild/cha g (polytechni ectors	s, engineer's office ny amber c/university/college)	
Building Authorit Architec Other so Researc Associa Teachin Other so Student Other n	ty/public serv tt's, planner's ervice compa h/science tion/guild/cha g (polytechni ectors ot gainfully e	s, engineer's office ny amber c/university/college)	
Building Authorit Architec Other so Researc Associa Teachin Other so Student Other n	ty/public servity/public servity/s, planner's ervice compa h/science tion/guild/cha g (polytechnie ectors  ot gainfully &  company/or	s, engineer's office ny mber c/university/college) employed rganisation:	
Building Authorit Architec Other so Researc Associa Teachin Other so Student Other n	ty/public serv tt's, planner's ervice compa h/science tion/guild/cha g (polytechni ectors ot gainfully e	s, engineer's office ny mber c/university/college) employed rganisation:	
Building Authorit Architec Other so Researc Associa Teachin Other so Student Other n Size of Numbe	ty/public servicy/public service companh/science tion/guild/chag (polytechniectors)  ot gainfully company/or of employ 4 28 9 11	employed  rganisation: ees  500 - 999 1 000 and more	
Building Authorit Architec Other so Researc Associa Teachin Other so Student Other n Size of Numbe	ty/public service ty/public service compa h/science tion/guild/cha g (polytechniectors company/or r of employ 4 28 9 11 149 21	s, engineer's office ny amber c/university/college) employed rganisation: ees 500 - 999 1 000 and more Student	
Building Authorit Architec Other so Researc Associa Teachin Other so Student Other n Size of Numbe	ty/public service; planner's ervice compa h/science tion/guild/chag (polytechniectors) ot gainfully ecompany/or r of employ 4 28 9 11 49 21 99 10	employed  rganisation: ees  500 - 999 1 000 and more	







# Bazaar Berlin ----> Berlin

### Private visitors' profile

Visitors (number of entries)	35 938
Proportion of private visitors	90%
Germany (total) of which Nielsen 1 Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony 1 Schleswig-Holstein Nielsen 2 North Rhine-Westph. Nielsen 3a 1 Nielsen 7 Rhineland-Palatinate Saarland Nielsen 3b Baden-Württemb.	98  1 1 95 71 22  Inia 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Foreign (total)	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	% 86 4 6 5
Frequency of visits to trade fair Previous event Earlier events First visit	% 57 50 24
Sex Male Female	% 18 82
Size of household  1 person 2 persons 3 persons 4 persons 5 persons and more	% 29 41 15 10 6
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 7 9 10 20 27 16

Position in the company/organisation Entrepreneur, co-owner, freelancer	% 10
Managing director, board member,	10
head of an authority etc.	1
Area manager, works manager, plant manage	r,
branch manager, head of public office	2
Department head, group head, team leader Other salaried staff, civil servant,	6
skilled worker	35
Lecturer, teacher	4
Trainee	1
Other position	4
Student	9
Housewife/man	4
Old-age pensioner	23
Other not gainfully employed	2
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
ves	90
no	
maybe	3 7
Follow-up business Intend to buy at later date	%
yes	37
no	22
maybe	41
Conducted by: Hopp & Partner, Berlin	

# belektro ----> Berlin

### Trade visitors' profile

Visitors (number of	ent	ries)	10 863
Proportion of trade	visi	tors	98%
roportion or trude	0.5		30 /0
Germany (total)			99
of which			
Nielsen 1	1	Nielsen 4	2
Bremen	-	Bavaria	2
Hamburg	-	Nielsen 5+6	86
ower Saxony	1	Berlin	46
Schleswig-Holstein	-	Brandenburg	33
Nielsen 2	2	Mecklenburg-	
North Rhine-Westph.	2	West Pommera	
Nielsen 3a	1	Saxony-Anhalt	5
Hesse	-	Nielsen 7	7
Rhineland-Palatinate	1	Saxony	6
Saarland	-	Thuringia	1
Nielsen 3b	1		
Baden-Württemb.	1		
Foreign (total)			1
Distance to home			%
up to 50 km			60
more than 50 km up			16
more than 100 km up	o to	300 km	18
over 300 km			7
Frequency of visits	to t	rade fair	%
Previous event			42
Earlier events			39
irst visit			38
Average length of s	tay	1,	2 days
Influence on purcha	sing	g/procurement	
decisions			%
Decisively			21
Collectively			35
In an advisory capaci	ty		21
No			16
Student			5
Other not gainfully er	nplo	yed	2
		-	

Area of resp Management Research/dev Manufacturin	t relopme	•	1
Buying/procu Finance/acco	rement unting,		
Personnel ad Marketing, a	dvertisi	ation, administration ng, PR naterial management,	
transport Maintenance Other area	/repairs		2
Student Other not ga	infully	employed	
Entrepreneur	, partne rector,	npany/organisation er, self-employed board member, v etc.	2
Area manage branch mana	r, work iger, he	s manager, plant manage ad of public office group head, team leader	r, 1
	d staff,	civil servant,	3
Lecturer, tea			
Trainee Other positio Student Other not ga		employed	1
Economic se			0
Skilled trade: Industry	5		4
Energy suppl			1
Planning, ted Wholesale tra		consultants	1
Training and		training	
Retail trade Education/sci	anca/ro	search	
Logistics and			
Architects Other private	convic	a providers	
other public	services	s/administration	
Other sectors	5		
Other not ga	infully	employed	
Size of com	pany/o	rganisation:	
Number of	employ	rees	9
1- 4 5- 9	28 11	500 - 999 1 000 and more	1
10- 49	18	Student	
50- 199 200- 499	12 6	Other not gainfully employed	

Conducted by: Hopp & Partner, Berlin

# FRUIT LOGISTICA

Visitors (number of entries)	64 881
Proportion of trade visitors	97%
Germany (total) of which Nielsen 1 Bremen 2 Bavaria Hamburg 3 Nielsen 5+6 Lower Saxony 9 Schleswig-Holstein 2 North Rhine-Westph 11 Nielsen 3a Hesse 4 Rhineland-Palatinate Saarland 1 Nielsen 3b Nielsen 7 Savony Savony Savony Thuringia Nielsen 3b Nielsen 4 Nielsen 4 Nielsen 5+6 Noelkenburg Noelkenburg Noelkenburg Noelkenburg Nielsen 7 Nielsen 7 Nielsen 7 Nielsen 7 Nielsen 7 Nielsen 7 Nielsen 1	
Foreign (total) of which  EU Other european countries Africa North America South and Central America Middle East South-, East-, Central Asia Australia	83 64 7 8 3 8 5 3 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	% 5 1 4 90
Countries with the highest visitor sha Italy Spain Netherlands France United Kingdom	12 10 7 7 6
Frequency of visits to trade fair Previous event Earlier events First visit	% 34 34 44
Average length of stay 2	,0 days
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 44 29 15 8 3

# ----> Berlin

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	% 32 6 9 9 1 2 1 19 5
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	% 36 17
Area manager, works manager, plant manage branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	r, 15 12
skilled worker	10
Lecturer, teacher	1
Trainee	1
Other position	4
Student	3
Other not gainfully employed	1
Economic sector	%
Fruit and vegetable growers	30
Importer, producer	25
Industry	9
Retail trade (central buying) Retail trade (distribution)	4
Own wholesale trade of retail grocery trade	5
Other wholesale trade	5 5 6
Hotel, catering trade	
Packaging companies	5
Packaging machinery manufacturer	2
Freight forwarders, transport companies	1 5 2 6 8 2 3
Other services Authority/public services	ŏ 2
Association, society, institution, organisation	3
Research, apprenticeship, training	4
Other sectors	-

Student Other not gainfully employed			3
		organisation:	0/
Number of	emplo		%
1- 4	17	500 - 999	4
5- 9	14	1 000 and more	9
10- 49	28	Student	3
50- 199	16	Other not gainfully	
200-499	8	employed	1
Conducted	bv: Ge	lszus Messe-Markt-	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Other sectors

# InnoTrans ---> Berlin

### Trade visitors' profile

				138 872
Proportion	of trade	visi	tors	96%
<b>Germany (</b> of which	(total)			52
Nielsen 1		11	Nielsen 4	11
Bremen		1	Bavaria	11
Hamburg		2	Nielsen 5+6	38
Lower Saxo	nnv	6	Berlin	23
Schleswig-F		2	Brandenburg	10
Nielsen 2	ioisteiii	9		
North Rhine	e-Westph.	9		
Nielsen 3a		10		
Hesse		7	Nielsen 7	13
Rhineland-F	Palatinate	2	Saxony	11
Saarland	aratiriate	-	Thuringia	3
Nielsen 3b		7	manngia	
Baden-Wür	ttemb.	7		
Foreign (to	ntal)			48
of which	EU			63
			n countries	17
	Other euro Africa	pea	ii countries	2
	Airica North Am	rica		3
			itral America	2
	Middle Ea:		itiai Allierica	3
1	Couth En	ct.	Central Asia	9
,	Australia	sι <del>-</del> ,	Cellual Asia	1
Distance to	o home			%
up to 50 kr				15
		to '	100 km	2
more than more than	100 km u	n to	300 km	14
more than	100 KIII u	ט נט	JOO KIII	
over 300 ki	m			/0
	m	hiak	act visitar ch	
Countries	m with the	high	est visitor sh	ares %
Countries Switzerland	m with the	high	est visitor sh	ares %
Countries Switzerland Poland	m with the	high	est visitor sh	ares % 9
Countries Switzerland Poland France	m with the	high	est visitor sh	ares % 8
Countries of Switzerland Poland France Austria	m with the	high	est visitor sh	ares % 9 8 7 7
Countries of Switzerland Poland France Austria Czech Repu	m with the I	_		ares % 9 8 7 7
Countries of Switzerland Poland France Austria Czech Repu	with the	_		ares % 9 8 7 7 6
Countries of Switzerland Poland France Austria Czech Repu	with the	_		ares % 9 8 7 7 6
Countries of Switzerland Poland France Austria Czech Repurere Previous everalle ever	with the	_		ares % 9 8 7 7 6 % 38
Countries of Switzerland Poland France Austria Czech Repu	with the	_		ares % 9 8 7 7 6 % 38
Countries of Switzerland Poland France Austria Czech Repurere Previous everalle ever	with the lablic of visits vent	to t	rade fair	ares % 9 9 8 7 7 7 6 6 % 38 34 45
Countries sometimes of Switzerland Poland France Austria Czech Repu Frequency Previous eve Earlier ever First visit Average le Influence of Switzerland Previous eve Earlier ever Switzerland Previous eventures of Switzerland Previous eventures eventur	with the	to t	rade fair	% 38 34 45
Countries ( Switzerland Poland France Austria Czech Repu Frequency Previous ev Earlier ever First visit Average le Influence of decisions	with the	to t	rade fair	ares % 9 8 7 7 6 6 % 38 34 45 1,7 days
Countries of Switzerland Poland France Austria Czech Repu Frequency Previous evaluatier ever First visit  Average le Influence of decisions Decisively	with the ublic of visits rent ats	to t	rade fair	9 8 7 7 6 % 38 34 45 <b>1,7 days</b>
Countries of Switzerland Poland Poland France Austria Czech Repu Frequency Previous everal Earlier ever First visit Average le Influence of decisions Decisively Collectively Collectively	with the ublic of visits rent tts	to t	rade fair	% 38 34 45 11,7 days
Countries to Switzerland Poland Poland France Austria Czech Repu Frequency Previous eve Earlier ever First visit Average le Influence C decisions Decisively Collectively In an advisi	with the ublic of visits rent tts	to t	rade fair	% % % % % % % % % % % % % % % % % % %
Countries of Switzerland Poland Poland France Austria Czech Repu Frequency Previous everal Earlier ever First visit Average le Influence of decisions Decisively Collectively Collectively	with the ublic of visits rent tts	to t	rade fair	% 38 34 45 1,7 days
Countries to Switzerland Poland Poland France Austria Czech Repu Frequency Previous eve Earlier ever First visit Average le Influence C decisions Decisively Collectively In an advisi	with the lublic of visits rent nts  ength of s on purcha	to t	rade fair J/procurement	ares % 9 8 7 7 6 6 % 38 34 45 1,7 days

Area of responsibility	%
Management	13
Research/development/design	20
Manufacturing, production, quality control	8
Buying/procurement	- 5
Finance/accounting, controlling	1
Information and communication technology Personnel administration, administration	- 5
Sales	
Marketing, advertising, PR	- 3
Logistics: storage, material management,	
transport	4
Maintenance/repairs	12
Other area	11
Student	7
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manage	
branch manager, head of public office	12
Department head, group head, team leader	24
Other salaried staff, civil servant,	
skilled worker	31
Lecturer, teacher	2
Trainee	- 4
Other position Student	3
Other not gainfully employed	1
Economic sector	%
Industry	42
Skilled trades	2
Retail trade	1
Wholesale/foreign trade	
Wholesale/foreign trade	29
Service	
Service Politics, public administration	
Service Politics, public administration Association/guild/chamber	
Service Politics, public administration Association/guild/chamber Research/science	3
Service Politics, public administration Association/guild/chamber Research/science School, university, education	
Service Politics, public administration Association/guild/chamber Research/science School, university, education Media	
Service Politics, public administration Association/guild/chamber Research/science School, university, education	1
Service Politics, public administration Association/guild/chamber Research/science School, university, education Media Other sectors Student	
Service Politics, public administration Association/guild/chamber Research/science School, university, education Media Other sectors Student Other not gainfully employed	
Service Politics, public administration Association/guild/chamber Research/science School, university, education Media Other sectors Student	
Service Politics, public administration Association/guild/chamber Research/science School, university, education Media Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1- 4 5 500 - 999	9/
Service Politics, public administration Association/guild/chamber Research/science School, university, education Media Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1- 4 5 500 - 999 5- 9 5 1 000 and more	9/
Service Politics, public administration Association/guild/chamber Research/science School, university, education Media Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1- 4 5 500 - 999 5- 9 5 1 000 and more 50- 199 15 Student	9/
Service Politics, public administration Association/guild/chamber Research/science School, university, education Media Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	9/
Service Politics, public administration Association/guild/chamber Research/science School, university, education Media Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1- 4 5 500 - 999 5- 9 5 1 000 and more 50- 199 15 Student	9/

# INTERGEO ---> Berlin

Proportion of trade visitors	99%
Germany (total)	64
of which	_
Nielsen 1 11 Nielsen 4	8
Bremen - Bavaria	8
Hamburg 2 <u>Nielsen 5+6</u>	38
Lower Saxony 7 Berlin	21
Schleswig-Holstein 2 Brandenburg	11
Nielsen 2 13 Mecklenburg-	
North Rhine-Westph. 13 West Pommera	
Nielsen 3a 8 Saxony-Anhalt	2
Hesse 5 Nielsen 7	14
Rhineland-Palatinate 3 Saxony	9
Saarland - Thuringia	4
Nielsen 3b 9	
Baden-Württemb. 9	
Foreign (total)	36
of which EU	59
Other european countries	17
Africa	4
South-, East-, Central Asia Other countries	8
Other countries	12
Distance to home	%
up to 50 km	17
up to 50 km more than 50 km up to 100 km	17
more than 50 km up to 100 km	
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km	3
nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km	3 16 64
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar	3 16 64 res %
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Poland	3 16 64 res %
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Poland United Kingdom	3 16 64 res % 7 6
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shar Poland Jurited Kingdom Russia	3 16 64 res % 7 6
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor shan Poland Juited Kingdom Russia France	3 16 64 res % 7 6
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor shan Poland Junited Kingdom Russia France Belgium	3 16 64 res % 7 6 6 5
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor shar Poland United Kingdom Russia France Belgium  Frequency of visits to trade fair	3 16 64 res % 7 6 6 5 5
more than 50 km up to 100 km more than 100 km up to 300 km pover 300 km  Countries with the highest visitor shar Poland United Kingdom Russia France Belgium  Frequency of visits to trade fair Previous event	3 166 64 res % 7 6 6 6 5 5 5
more than 50 km up to 100 km more than 100 km up to 300 km  Countries with the highest visitor shar Poland United Kingdom Russia France Belgium  Frequency of visits to trade fair Previous event Earlier events	3 166 64 res % 7 66 55 55
more than 50 km up to 100 km more than 100 km up to 300 km pover 300 km  Countries with the highest visitor shar Poland United Kingdom Russia France Belgium  Frequency of visits to trade fair Previous event	3 166 64 res % 7 6 6 6 5 5 5
more than 50 km up to 100 km more than 100 km up to 300 km pover 300 km  Countries with the highest visitor shar Poland United Kingdom Russia France Belgium  Frequency of visits to trade fair Previous event Earlier events First visit	3 166 64 res % 7 66 55 55
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor shar Poland United Kingdom Russia France Belgium  Frequency of visits to trade fair Previous event Earlier events First visit  Average length of stay  1, Influence on purchasing/procurement	3 16 64 res % 7 6 6 5 5 5 5 5 20 50 46
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor shar Poland United Kingdom Russia France Belgium  Frequency of visits to trade fair Previous event Earlier events First visit  Average length of stay  1, Influence on purchasing/procurement decisions	3 1664 res % 7666555 % 2005046
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor shar Poland United Kingdom Russia France Belgium  Frequency of visits to trade fair Previous event Earlier events First visit  Average length of stay  1, Influence on purchasing/procurement decisions Decisively	3 1664 res % 7666 555 % 20050 466 days
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor shar Poland United Kingdom Russia France Belgium  Frequency of visits to trade fair Previous event Earlier events First visit  Average length of stay  1, Influence on purchasing/procurement decisions	3 1664 res % 7666555 % 2005046
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor shar Poland United Kingdom Russia France Belgium  Frequency of visits to trade fair Previous event Earlier events First visit  Average length of stay  1, Influence on purchasing/procurement decisions Decisively	3 1664 res % 7666 555 % 20050 466 days
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 Poland United Kingdom Russia France Belgium  Frequency of visits to trade fair Previous event Earlier events First visit  Average length of stay  1, Influence on purchasing/procurement lecisions Decisively Collectively	3 16 64 res % 7 6 6 5 5 5 20 50 46 6 6 days
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor shar Poland United Kingdom Russia France Belgium  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	3 164 644 77 66 65 55 55 50 466 6 days

Management	9
Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	(
Personnel administration, administration	
Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
transport Maintenance/repairs	
Other area	
Training/further training	- 2
Measurement	40
Student	1.
Other not gainfully employed	
Position in the company/organisation	9/
Entrepreneur, co-owner, freelancer	1!
Managing director, board member,	
head of an authority etc. Area manager, works manager, plant manag	101
Area manager, works manager, plant manag branch manager, head of public office	jer,
Department head, group head, team leader	
Other salaried staff, civil servant,	
skilled worker	30
Lecturer, teacher	- 3
Trainee	
Other position	1
Student Other not gainfully employed	12
Other not gainfully employed	
Economic sector	9/
Industrial company Energy supply	
Water supply	
Wholesale/foreign trade	
Retail trade	
Engineer's office	2
Eliquieer's office	
Research	
Research Telecommunication Architecture/construction	
Research Telecommunication Architecture/construction Other service company	
Research Telecommunication Architecture/construction Other service company Professional, specialist association	
Research Telecommunication Architecture/construction Other service company Professional, specialist association Authority/public services	2
Research Telecommunication Architecture/construction Other service company Professional, specialist association Authority/public services Vocational school/polytechnic/university	2
Research Telecommunication Architecture/construction Other service company Professional, specialist association Authority/public services Vocational school/polytechnic/university IT, software, hardware	2
Research Telecommunication Architecture/construction Other service company Professional, specialist association Authority/public services Vocational school/polytechnic/university	2:
Research Telecommunication Architecture/construction Other service company Professional, specialist association Authority/public services Vocational school/polytechnic/university IT, software, hardware Other sectors	2:
Research Telecommunication Architecture/construction Other service company Professional, specialist association Authority/public services Vocational school/polytechnic/university IT, software, hardware Other sectors Student	2:
Research Telecommunication Architecture/construction Other service company Professional, specialist association Authority/public services Vocational school/polytechnic/university IT, software, hardware Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees	2:
Research Telecommunication Architecture/construction Other service company Professional, specialist association Authority/public services Vocational school/polytechnic/university IT, software, hardware Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 4 11 500 - 999	2:
Research Telecommunication Architecture/construction Other service company Professional, specialist association Authority/public services Vocational school/polytechnic/university IT, software, hardware Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1 4 11 500 - 999 5 9 12 1 000 and more	2:
Research Telecommunication Architecture/construction Other service company Professional, specialist association Authority/public services Vocational school/polytechnic/university IT, software, hardware Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	2:
Research Telecommunication Architecture/construction Other service company Professional, specialist association Authority/public services Vocational school/polytechnic/university IT, software, hardware Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	9%
Research Telecommunication Architecture/construction Other service company Professional, specialist association Authority/public services Vocational school/polytechnic/university IT, software, hardware Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	2:

# International Green Week ---- Berlin

### Trade visitors' profile

Visitors (number of entries)	411 731	
Proportion of trade visitors 80%		
Germany (total) of which	93	
Nielsen 1 14 Nielsen 4	6	
Bremen - Bavaria	6	
Hamburg 1 Nielsen 5+	6 57	
Lower Saxony 10 Berlin	_ 26	
Schleswig-Holstein 3 Brandenbui	rg 20	
Nielsen 2 6 Mecklenbui	rg-	
North Rhine-Westph. 6 West Pomn	nerania 4	
Nielsen 3a 5 Saxony-Anh	nalt 7	
Hesse 3 Nielsen 7	11	
Rhineland-Palatinate 2 Saxony	6	
Saarland 1 Thuringia	4	
Nielsen 3b 2		
Baden-Württemb. 2		
Foreign (total) of which	7	
EU	56	
Other european countries	26	
Other countries	18	
Distance to home	%	
up to 50 km	32	
more than 50 km up to 100 km	8	
more than 100 km up to 300 km	24	
over 300 km	36	
Frequency of visits to trade fair	%	
Previous event	35	
Earlier events	54	
First visit	29	
Average length of stay	1,3 days	
Influence on purchasing/procureme		
decisions	%	
Decisively	20	
	24	
Collectively	7.3	
Collectively In an advisory capacity	18	
Collectively In an advisory capacity No	15	
Collectively In an advisory capacity		

Area of responsibility	%
Management Research/development/design	16 3
Manufacturing, production, quality control	10
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	3
Sales	11
Marketing, advertising, PR	3
Logistics: storage, material management,	_
transport	2
Maintenance/repairs Other area	21
Student	13
Other not gainfully employed	10
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manage	
branch manager, head of public office	٠٠, 4
branch manager, head of public office Department head, group head, team leader	8
Other salaried staff, civil servant,	
skilled worker	17
Lecturer, teacher	4
Trainee	9
Other position Student	7 13
Other not gainfully employed	10
Economic sector	% 22
Agriculture/forestry Horticulture, landscape gardening	5
Food industry	9
Retail trade	6
Wholesale/foreign trade	3
Hotel and restaurant trade, catering	8
School, technical college, university	7
Association, institution	5
	18
Other sectors	
Other sectors Student	13
Other sectors	13 10
Other sectors Student Other not gainfully employed Size of company/organisation:	10
Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees	10
Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees 1- 4 25 500 - 999	10 % 4
Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1 - 4 25 500 - 999 5- 9 9 1 000 and more	10 % 4 9
Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1- 4 25 500 - 999 5- 9 9 1 000 and more 10- 49 16 Student	10 % 4
Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1 - 4 25 500 - 999 5- 9 9 1 000 and more	10 % 4 9

### Private visitors' profile

Visitors (number of entries)	411 731
Proportion of private visitors	20%
Germany (total) of which Nielsen 1 Bremen	99 4 4 72 36 25 1- erania 4
Foreign (total) of which EU Other european countries Other countries	31 39 29
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	% 47 8 25 20
Frequency of visits to trade fair Previous event Earlier events First visit	% 35 56 22
Sex Male Female	% 39 61
Size of household  1 person 2 persons 3 persons 4 persons 5 persons and more	% 17 52 16 10 6
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 6 12 8 19 23 23

Position in the company/organisation	9/
Entrepreneur, co-owner, freelancer	
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manage	r.
branch manager, head of public office	٠.
Department head, group head, team leader	
Other salaried staff, civil servant,	
skilled worker	3
Lecturer, teacher	-
Trainee	
Other position	i
Student	- 3
Housewife/man	
Old-age pensioner	2
Other not gainfully employed	- 2
<b>Buying and ordering capacity</b> Purchase or order made or intended at the exhibition	9/
yes	7.
no	1
maybe	1.
Follow-up business	9/
Intend to buy at later date	
yes	2
no	3
maybe	4
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	
iorsciulia dilipii, portmuna	

# ITB (2013)

Trade tisitors prome	
Visitors (number of entries) 130	425
Proportion of trade visitors	<b>54</b> %
Germany (total) of which	59
Nielsen 1 12 Nielsen 4	13
Bremen 1 Bavaria	13
Hamburg 4 Nielsen 5+6	40
Lower Saxony 6 Berlin	29
Schleswig-Holstein 2 Brandenburg	6
Nielsen 2 10 Mecklenburg-	
North Rhine-Westph. 10 West Pommeran	
Nielsen 3a 11 Saxony-Anhalt	2
Hesse 7 Nielsen 7	6
Rhineland-Palatinate 3 Saxony	4
Saarland 1 Thuringia	2
Nielsen 3b 7 Baden-Württemberg 7	
Foreign (total) of which	41
EU	61
Other European countries	17
Africa	8
Middle East	5
South-, East-, Central Asia	6
Other countries	4
Distance to home	%
up to 50 km	20
more than 50 km up to 100 km	2
more than 100 km up to 300 km	12
over 300 km	66
Countries with the highest visitor share	
Austria	14
Poland	9
Turkey	6
Switzerland Netherlands	5 4
Netherlands	4
Frequency of visits to exhibition	%
Previous event	36
Earlier events	41
First visit	44
Average length of stay 2,1	days
Influence on purchasing/procurement	
decisions	%
Decisively	26
Collectively	23
In an advisory capacity	13
No Student	14
Student	22
Other not gainfully employed	2

# ----> Berlin

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs	% 22 2 3 4 1 3 2 11 13
Other area Student Other not gainfully employed	14 22 2
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant managel branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher	% 21 12 r, 5 14
Trainee Other position Student Other not gainfully employed	3 22 2
Economic sector Tour operator Travel agency Hotel company Tourism organisations Publishing houses/press PR/advertising/consultancy Business travel Tourism federations/associations Travel technology, information and reservation systems Research institute/educational institution Transport carriers (bus, train, ship and air companies) Exhibition organiser/conference and congress organiser Leisure centre/leisure park Telecommunication Other sectors Student Other not gainfully employed	% 22 16 11 9 7 6 5 3 3 3 3 2 1 14 22 2
Size of company/organisation:           Number of employees           1- 4 18 500 - 999           5- 9 10 1 000 and more           10- 49 18 Student           50- 199 13 Other not gainfully           200- 499 5 employed	% 4 8 22

## Private visitors' profile

Visitors (number of entries)	130 425
Proportion of private visitors	46%
Germany (total) of which	93
Nielsen 1 4 Nielsen 4	2
Bremen - Bavaria	2
Hamburg 1 Nielsen 5+6	
Lower Saxony 2 Berlin	63
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 Mecklenburg	q-
North Rhine-Westph. 2 West Pomm	erania 2
Nielsen 3a 2 Saxony-Anh	alt 3
Hesse 1 Nielsen 7	3
Rhineland-Palatinate 1 Saxony	2
Saarland - Thuringia	1
Nielsen 3b 1	
Baden-Württemberg 1	
Foreign (total) of which	7
EU	83
Other countries	17
Countries with the highest visitor s	hares %
Poland	49
Austria	14
Distance to home	%
up to 50 km	72
more than 50 km up to 100 km	4
more than 100 km up to 300 km	10
over 300 km	14
Frequency of visits to exhibition	%
Previous event	38 54
Earlier events First visit	32
- I ST VISIT	
Sex Male	% 42
Female	58
Size of household	%
1 person	22
2 persons	50
3 persons	14 10
4 persons 5 persons and more	4
·	
Age up to 20 years	% 7
	18
over 20 up to 30 years over 30 up to 40 years	12
over 40 up to 50 years over 50 up to 60 years	21
50 to 50 years	19
over 50 up to 60 years	
over 50 up to 60 years over 60 up to 70 years	18

Follow-up business	N/A		
Buying and ordering capacity	N/A		
Other not gainfully employed	2		
Old-age pensioner	19		
Housewife/man	2		
Student	13		
Other position	4		
Trainee	- 2		
Lecturer, teacher	5		
skilled worker	37		
Other salaried staff, civil servant,			
Department head, group head, team leader	6		
branch manager, head of public office	2		
Area manager, works manager, plant manage			
head of an authority etc.	1		
Managing director, board member,			
Entrepreneur, co-owner, freelancer	8		

# **MODERNER STAAT** —— Berlin

### Trade visitors' profile

Proportion of trade visitors	100%
- roportion of trade visitors	100 /0
Germany (total) of which	98
Nielsen 1 9 Nielsen 4	9
Bremen - Bayaria	9
Hamburg 2 Nielsen 5+	6 54
Lower Saxony 6 Berlin	33
Schleswig-Holstein 1 Brandenbur	q 16
Nielsen 2 13 Mecklenbur	
North Rhine-Westph. 13 West Pomn	nerania 2
Nielsen 3a 9 Saxony-Anh	
Hesse 7 Nielsen 7	6
Rhineland-Palatinate 1 Saxony	4
Saarland 1 Thuringia	1
Nielsen 3b 1	
Baden-Württemberg 1	
Foreign (total)	2
Distance to home	%
up to 50 km	44
more than 50 km up to 100 km	5
more than 50 km up to 100 km more than 100 km up to 300 km	5 14
more than 50 km up to 100 km more than 100 km up to 300 km	5 14
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	5 14 37
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Frequency of visits to exhibition Previous event	5 14 37 %
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Frequency of visits to exhibition  Previous event Earlier events	5 14 37 % 37 42
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Frequency of visits to exhibition  Previous event Earlier events	44 5 14 37 % 37 42 43
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Frequency of visits to exhibition Previous event Earlier events First visit	5 14 37 % 37 42
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Frequency of visits to exhibition Previous event Earlier events First visit  Average length of stay  Influence on purchasing/procureme	% 37 42 43 <b>1,2 days</b>
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Frequency of visits to exhibition Previous event Earlier events First visit  Average length of stay  Influence on purchasing/procureme decisions	% 37 42 43 <b>1,2 days</b> nt
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Frequency of visits to exhibition Previous event Earlier events First visit  Average length of stay  Influence on purchasing/procureme decisions Decisively	1,2 days
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Frequency of visits to exhibition Previous event Earlier events First visit  Average length of stay  Influence on purchasing/procureme decisions Decisively Collectively	1,2 days  1,3 days  1,3 days
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Frequency of visits to exhibition Previous event Earlier events First visit  Average length of stay  Influence on purchasing/procureme decisions Decisively Collectively In an advisory capacity	1,2 days  1,2 days  1,2 days  1,2 days
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Frequency of visits to exhibition Previous event Earlier events First visit  Average length of stay  Influence on purchasing/procureme decisions Decisively Collectively	1,2 days

Area of responsibility	%
Management	12
Research/development/design	4
Manufacturing, production, quality control	1
Buying/procurement	2
Finance/accounting, controlling	7
Information and communication technology	18
Personnel administration, administration	18
Sales	9
Marketing, advertising, PR	5
Logistics: storage, material management,	,
transport	
Maintenance/repairs	1
	17
Other area Student	5
Student	
Position in the company/organisation	%
Head of department, senior civil servant	2
Lord Mayor, department head, treasurer,	
head of division	4
Team manager, head of office	6
Department manager, subdivision manager,	
head of division, section head, subject head	14
Commercial clerk, desk officer	10
Other salaried public service employee	27
Member of the board, managing director,	
owner	4
Area manager, authorized signatory	4
Department head, group head	12
Commercial clerk, skilled worker	4
Lecturer, teacher	2
Trainee	-
Other position	7
Student	5
Economic sector	%
Federal administration	12
Regional administration	22
Local government, city council	24
Private enterprise, public enterprise,	
owner-operated municipal enterprises	12
Associations, societies, unions, foundations,	
NGO	2
Politics (federal)	1
Politics (regional)	i
Politics (municipal)	i
Educational/training institutions, academy	3
Consulting	8
Other sectors	13
	.,,
Size of company/organisation:	
Number of employees	%
1- 4 1 200 - 499	17
5- 9 1 500 - 999	13
10- 49 13 1 000 and more	35
50- 199 16 Student	5
	_

Conducted by: Wissler & Partner, Basel

# **DLG-Feldtage** — Bernburg-Strenzfeld

### Trade visitors' profile

Visitors (number of entries) 23	053	Area of responsibility Management 4
Dunantina of tande stateme	97%	
Proportion of trade visitors	9170	Research/development/design Manufacturing, production, quality control
Germany (total)	89	Manufacturing, production, quality control Buying/procurement
of which	03	Finance/accounting, controlling
Nielsen 1 26 Nielsen 4	14	Information and communication technology
Bremen - Bavaria	14	Personnel administration, administration
Hamburg - Nielsen 5+6	25	Sales
Lower Saxony 22 Berlin	1	Marketing, advertising, PR
Schleswig-Holstein 3 Brandenburg	3	Logistics: storage, material management,
Nielsen 2 8 Mecklenburg-	,	transport
North Rhine-Westph. 8 West Pommerani	a 3	
Nielsen 3a 10 Saxony-Anhalt	18	Maintenance/repairs Other area Student
Hesse 7 Nielsen 7	14	Student
Rhineland-Palatinate 2 Saxony	7	Other not gainfully employed
Saarland - Thuringia	7	other not guillarly employed
Nielsen 3b 5	,	Position in the company/organisation %
Baden-Württemb. 5		Entrepreneur, co-owner, freelancer
		Managing director, board member,
Foreign (total)	11	head of an authority etc.
of which		Area manager, works manager, plant manager,
EU	61	branch manager, head of public office
Other european countries	29	Department head, group head, team leader
Other countries	10	Other salaried staff, civil servant,
- Countries		skilled worker 2
Distance to home	%	Lecturer, teacher
up to 50 km	9	
more than 50 km up to 100 km	6	Trainee Other position
more than 100 km up to 300 km	40	Self-employed farmer (owner, tenant) 3
over 300 km	45	Student
		Other not gainfully employed
Countries with the highest visitor shares	s %	
Netherlands	9	Economic sector
Austria	9	Agricultural business, company 5
Poland	9	Service supply agency
Russia	9	Agricultural trade
		Agricultural machinery trade
Frequency of visits to trade fair	%	Seeds-, plant protection-, fertilizer industry
Previous event	47	Other industry
Earlier events	49	Consultancy Other service Authority/public services
First visit	36	Other service
		Authority/public services
Average length of stay 1,3	days	University/polytechnic
		Other sectors
Influence on purchasing/procurement		Student
decisions	%	Other not gainfully employed
Decisively	38	
Collectively	25	Size of company/organisation:
In an advisory capacity	18	Number of employees 9
No	10	1- 4 43 500 - 999
Student	7	5- 9 9 1 000 and more
Other not gainfully employed	2	10- 49 16 Student
		50- 199 11 Other not gainfully
		200 - 499 5 employed

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

### **Private visitors' profile**

Proportion of private vis	sitors	91%
Germany (total)		99
of which Nielsen 1 83	Nielsen 4	2
Bremen 27	Bavaria	2
Hamburg 5	Nielsen 5+6	3
Lower Saxony 47	Berlin	1
Schleswig-Holstein 4	Brandenburg	- 1
Nielsen 2 10	Mecklenburg-	
North Rhine-Westph. 10	West Pommerani	a 1
Nielsen 3a 2	Saxony-Anhalt	-
Hesse 1	Nielsen 7	-
Rhineland-Palatinate -	Saxony	-
Saarland -	Thuringia	-
Nielsen 3b 1 Baden-Württemb. 1		
Foreign (total)		1
Distance to home		%
up to 50 km		48
more than 50 km up to 1	00 km	15
more than 100 km up to	300 km	28
over 300 km		9
Frequency of visits to tr	ade fair	%
Previous event		, , -
		30
Earlier events		30 38
Earlier events First visit		30
Earlier events First visit Sex		30 38 41 %
Earlier events First visit Sex Male		30 38 41 % 74
Earlier events First visit Sex Male Female		30 38 41 %
Earlier events First visit  Sex Male Female  Size of household		30 38 41 % 74 26
Earlier events First visit  Sex Male Female  Size of household 1 person		30 38 41 % 74 26 %
Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons		30 38 41 % 74 26 % 19 49
Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons		30 38 41 % 74 26 % 19 49 15
Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons		30 38 41 % 74 26 % 19 49 15 9
Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more		30 38 41 % 74 26 % 19 49 15 9
Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age		30 38 41 % 74 26 % 19 49 15 9 7
Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons 4 persons 4 persons 6 persons 6 persons 7 persons 8 persons 9 pe		30 38 41 % 74 26 % 19 49 15 9 7
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		30 38 41 % 74 26 % 19 49 15 9 7 7
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		30 38 41 % 74 26 % 19 49 15 9 7 7 7 7 7
Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years		30 38 41 % 74 26 % 19 49 15 9 7 7
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		30 388 41 % 744 226 % 19 49 15 9 7 7 7 7 11 26

13

22

% 56

Conducted by: Wissler & Partner, Basel

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	% 17
head of an authority etc.	3
Area manager, works manager, plant manage	
branch manager, head of public office	٠,
Department head, group head, team leader	11
Other salaried staff, civil servant,	
skilled worker	28
Lecturer, teacher	
Trainee	16
Other position	3
Student	7
Housewife/man	2
Old-age pensioner	16
Other not gainfully employed	5
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	61
no	17
maybe	23
Follow-up business	%
Intend to buy at later date	
yes	38
no	14
maybe	48
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

# **Bremen Classic Motorshow**

### Private visitors' profile

· · · · · · · · · · · · · · · · · · ·	
Visitors (number of entries) 4	7 329
Proportion of private visitors	94%
Germany (total) of which Nielsen 1 87 Bavaria Hamburg 5 Nielsen 5+6 Lower Saxony 56 Berlin Okthekswig-Holstein Nielsen 2 9 Wecklenburg- North Rhine-Westph. 9 Wecklenburg- Nielsen 3a 1 Saxony-Anhalt Hesse 1 Nielsen 7 Rhineland-Palatinate 5 Saxony Saarland 1 Nielsen 7 Saxony Saarland 1 Thuringia Nielsen 3b 5 Formula 1 Saxony Saarland 1 Saxony Saarland 1 Saxony Saarland 1 Saxony Sarbard 1 Saxony Saxony Sarbard 1 Saxony	91 1 1 2 1 - nia 1 -
Foreign (total) of which EU Other countries	9 84 16
Countries with the highest visitor share Sweden Denmark Netherlands	es % 26 24 21
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 29 19 43 10
Frequency of visits to trade fair Previous event Earlier events First visit	% 40 54 29
Sex Male Female	% 87 13
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 15 45 16 16 9
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	% 6 7 9 27 26 17 9

# ----> Bremen

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manage	% 15 3 r,
branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	9
skilled worker	27
Lecturer, teacher	2
Trainee	1
Other position	6
Student	6
Housewife/man	2
Old-age pensioner	21
Other not gainfully employed	6
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	48
no	23
maybe	29
Follow-up business Intend to buy at later date	%
ves	23
no	29
maybe	49
-	
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

# fish international ---- Bremen

### Trade visitors' profile

Visitors (number of entries)	8 437	Area of responsibility
Proportion of trade visitors	89%	Management Research/development/design
- roportion of trade visitors	03 /0	Manufacturing, production, quality control
Germany (total)	89	Buying/procurement
of which		Finance/accounting, controlling
Nielsen 1 76 Nielsen 4	4	Information and communication technology
Bremen 22 Bavaria	4	Personnel administration, administration
Hamburg 3 Nielsen 5+6	6	Sales
Lower Saxony 44 Berlin	1	Marketing, advertising, PR
Schleswig-Holstein 6 Brandenburg	1	Logistics: storage, material management,
Nielsen 2 9 Mecklenburg-		transport
North Rhine-Westph. 9 West Pommera	nia 2	Maintenance/repairs
Nielsen 3a 3 Saxony-Anhalt	2	Other area
Hesse 2 Nielsen 7	1	Student
Rhineland-Palatinate 1 Saxony	1	Other not gainfully employed
Saarland - Thuringia	1	
Nielsen 3b 1		Position in the company/organisation
Baden-Württemb. 1		Entrepreneur, co-owner, freelancer
		Managing director, board member,
Foreign (total)	12	head of an authority etc.
of which		Area manager, works manager, plant mana
EU	69	branch manager, head of public office
Other european countries	24	Department head, group head, team leade
Other countries	7	Other salaried staff, civil servant,
Other countries		skilled worker
Distance to home	%	Lecturer, teacher
up to 50 km	31	Trainee
more than 50 km up to 100 km	15	Other position
more than 100 km up to 300 km	32	Student
over 300 km	22	Other not gainfully employed
Country with the highest visitor share	%	Economic sector
Netherlands	21	Catering, communal catering
		Industry
Frequency of visits to trade fair	%	Service
Previous event	23	Retail trade
Earlier events	31	Wholesale trade
First visit	50	Other sectors
		Student
Average length of stay 1,	2 days	Other not gainfully employed
Influence on purchasing/procurement		Size of company/organisation:
decisions	%	Number of employees
Decisively	35	1- 4 21 500 - 999
Collectively	33	5- 9 15 1 000 and more
In an advisory capacity	16	10- 49 25 Student
No	12	50- 199 18 Other not gainfully
Student	2	200- 499 5 employed
Other not gainfully employed	2	
		Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund

# HanseLife ---- Bremen

### **Private visitors' profile**

		ries)	77 041
Proportion of priva	ite v	isitors	100%
Germany (total)			100
of which	00	Mit days 4	
<u>Nielsen 1</u> Bremen	99 47	Nielsen 4 Bavaria	
Bremen Hamburg	4/		
Lower Saxony	51	Nielsen 5+6 Berlin	
Schleswig-Holstein	٦١	Brandenburg	
Nielsen 2		Mecklenburg	
North Rhine-Westph		West Pomme	
Nielsen 3a	-	Saxony-Anha	lt ·
Hesse	-	Nielsen 7	
Rhineland-Palatinate	-	Saxony	
Saarland	-	Thuringia	
Nielsen 3b	-		
Baden-Württemb.	-		
Distance to home			%
up to 50 km			83
more than 50 km u			12
more than 100 km	up to	300 km	4
over 300 km			1
Frequency of visits	to t	rado fair	%
		rauc ian	48
2012		rauc ran	48 45
2012 2011		rude full	48 45 35
2012 2011 2010		rade faii	48 45 35 31
		rade ran	48 45 35
2012 2011 2010 First visit		Tauc Idii	48 45 35 31
2012 2011 2010 First visit Sex Male		Turk tuli	48 45 35 31 24 %
2012 2011 2010 First visit		Turk Turk	48 45 35 31 24
2012 2011 2010 First visit Sex Male		Table Table	48 45 35 31 24 %
2012 2011 2010 First visit Sex Male Female		Tade Tuli	48 45 35 31 24 % 32 68
2012 2011 2010 First visit Sex Male Female Size of household		Tage Tuli	48 45 35 31 24 % 32 68 %
2012 2011 2010 First visit Sex Male Female Size of household 1 person			48 45 35 31 24 % 32 68 % 14 50
2012 2011 2010 First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons		Table Tuli	48 45 35 31 24 % 32 68 % 14 50 16
2012 2011 2010 First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons		Table Tuli	48 45 35 31 24 % 32 68 % 14 50
2012 2011 2010 First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more			48 45 35 31 24 % 32 68 % 14 50 16
2012 2011 2010 First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age		Tage Tuli	48 45 35 31 24 % 32 68 % 14 50 16
2012 2011 2010 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 ye	ars		48 45 35 31 22 9% 32 68 94 14 50 15 15 5
2012 2011 2010 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 ye over 30 up to 40 ye ever 30 up to 40 ye	ars		48 45 35 31 24 9% 32 68 9% 14 50 16 19 55
2012 2011 2010 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 ye over 30 up to 40 ye over 40 up to 50 ye ever 40 up to 50 ye	ars ars ars		48 45 35 31 24 9% 32 68 14 50 16 19 5 12 14 5 5
2012 2011 2010 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 ye over 30 up to 40 ye over 40 up to 50 ye over 50 up to 60 ye	ars ars ars ars	Table Tuli	48 45 35 31 24 32 68 9% 14 56 16 15 55 12 14 57 17 21
2012 2011 2010 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 ye over 30 up to 40 ye over 40 up to 50 ye ever 40 up to 50 ye	ars ars ars ars		48 45 35 31 24 9% 32 68 14 50 16 19 5 12 14 5 5

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manage	% 9 2 er,
branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	7
skilled worker	35
Lecturer, teacher	3
Trainee	4
Other position	7
Student	12
Housewife/man	5
Old-age pensioner	11
Other not gainfully employed	2
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	42
no	15
maybe	43
Follow-up business Intend to buy at later date	%
yes	25
no	19
maybe	51
Conducted by: Honestly MT GmbH, Karlsr	uhe

# ReiseLust (2013) ---- Bremen

### **Private visitors' profile**

•	of ent	ries)	27 679*)
Proportion of private visitors 9		94%	
Germany (total) of which			99
Nielsen 1	96	Nielsen 4	
Bremen	31	Bavaria	_
Hamburg	1	Nielsen 5+	6 1
Lower Saxony	63	Berlin	-
Schleswig-Holstein	1	Brandenbur	g -
Nielsen 2	2	Mecklenbur	g-
North Rhine-Westp		West Pomn	nerania 1
Nielsen 3a	1	Saxony-Anh	nalt -
Hesse	-	Nielsen 7	-
Rhineland-Palatinat		Saxony	-
Saarland Nielsen 3b	-	Thuringia	-
Baden-Württemberg	, - , -		
Foreign (total)			1
Distance to home			%
up to 50 km			67
more than 50 km u			20
more than 100 km	up to	300 km	11
over 300 km			3
Frequency of visit	s to d	exhibition	%
	3 10 6		
Previous event	3 10 6		40
Previous event Earlier events	3 10 6		44
Previous event	3 10 6		
Previous event Earlier events First visit  Sex	3 10 6		44 34 %
Previous event Earlier events First visit  Sex Male			44 34 % 39
Previous event Earlier events First visit  Sex			44 34 %
Previous event Earlier events First visit  Sex Male Female  Size of household	3 10 6		% 34 % 39 61
Previous event Earlier events First visit  Sex Male Female  Size of household 1 person	3 10 6		% 34 % 39 61 %
Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons			% 34 39 61 % 11 64
Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons			% 39 61 % 11 64
Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons			% 39 61 % 11 64 11 10
Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons			% 39 61 % 11 64
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	e		% 39 61 % 11 64 11 10 3
Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons 6 persons 7 up to 20 ye ye to 20 ye	e		% 39 61 % 111 10 3 % 2
Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 ye over 20 up to 30 ye ver 20 up to 30 ye up to 30 ye over 20 up to 30 ye over 20 up to 30 ye	e ears		% 39 61 11 64 11 10 3 3 % 2 8
Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 ye over 20 up to 30 ye over 30 up to 40 ye over 40 up to 40 ye over 40 up to	e ears ears		% 39 61 % 11 64 11 10 3 % 2 2 8 7 7
Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 5 persons 5 persons 6 persons cup to 20 ye over 20 up to 30 ye over 30 up to 40 ye over 40 up to 50 ye over 40 up to 50 ye	e ears ears ears		% 39 61 11 64 111 10 3 3 % 2 2 8 8 7 7 20
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	e ears ears ears ears		% 39 61 % 11 64 11 10 3 % 2 2 8 7 7

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manager	jer,
branch manager, head of public office	1
Department head, group head, team leade	r 6
Other salaried staff, civil servant,	
skilled worker	28
Lecturer, teacher	3
Trainee	- 2
Other position	6
Student	
Housewife/man	33
Old-age pensioner	33
Other not gainfully employed	3
Buying and ordering capacity	9/
Purchase or order made or intended	
at the exhibition	
yes	23
no	39
maybe	38
Follow-up business	%
Intend to buy at later date	
yes	25
no	20
maybe	55
Conducted by: Gelszus Messe-Markt-	
forschung GmbH. Dortmund	

# **Baumesse Chemnitz (2013)** — Chemnitz

### Private visitors' profile

Visitors (number of entries)	9 056
Proportion of private visitors	91%
Germany (total)	100
of which Nielsen 1 - Nielsen 4	
Bremen - Nielsell 4 Bayaria	
Hamburg - Nielsen 5+6	1
Lower Saxony - Berlin	
Schleswig-Holstein - Brandenburg	-
Nielsen 2 - Mecklenburg-	
North Rhine-Westph West Pomme	
Nielsen 3a - Saxony-Anhal	
Hesse - Nielsen 7	99
Rhineland-Palatinate - Saxony Saarland - Thuringia	98
Saarland - Thuringia Nielsen 3b -	1
Baden-Württemberg -	
Distance to home	%
up to 50 km	96
more than 50 km up to 100 km	3
more than 100 km up to 300 km	1
over 300 km	-
Frequency of visits to exhibition	%
Frequency of visits to exhibition Previous event	
Frequency of visits to exhibition Previous event Earlier events	32
Previous event	32 22
Previous event Earlier events	% 32 22 46
Previous event Earlier events First visit	32 22 46
Previous event Earlier events First visit Sex	32 22 46 % 65
Previous event Earlier events First visit  Sex Male	32 22 46 %
Previous event Earlier events First visit  Sex Male Female	32 22 46 % 65 35
Previous event Earlier events First visit  Sex Male Female  Size of household	32 22 46 % 65 35
Previous event Earlier events First visit  Sex Male Female  Size of household 1 person	32 22 46 % 65 35 % 6
Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 4 persons	32 22 46 % 65 35 % 6 55 22
Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons	32 22 46 % 65 35 % 6 55 22
Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	322 222 46 65 35 % 6 55 52 21 1
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	32 222 46 % 65 35 % 6 55 52 21 16
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	32 22 46 % 65 35 % 6 55 22 16 1
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	32 22 46 % 65 35 55 52 22 16 1
Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 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	32 22 46 % 65 35 % 66 55 22 16 1
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 20 up to 30 years over 40 up to 50 years over 50 up to 60 years	32 22 46 % 65 35 % 6 55 22 21 16 1 1 8 25
Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 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	32 22 46 % 65 35 % 66 55 22 16 1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manage	r,
branch manager, head of public office	2
Department head, group head, team leader Other salaried staff, civil servant,	2
skilled worker	47
Lecturer, teacher	1
Trainee	1
Other position	22
Student	3
Other not gainfully employed	22
Purchase or order made or intended at the exhibition yes no	95
maybe	
	- 0.0
Follow-up business	%
Follow-up business Intend to buy at later date	%
Follow-up business Intend to buy at later date yes	%
Intend to buy at later date	
Intend to buy at later date yes	6

# **SIT (2013)**

Visitors (number of entries)	1 800
Proportion of trade visitors	96%
Germany (total)	100
of which	_
Nielsen 1 - Nielsen 4	2
Bremen - Bavaria	2 2
Hamburg - Nielsen 5+6	
Lower Saxony - Berlin	1
Schleswig-Holstein - Brandenburg	1
Nielsen 2 1 Mecklenburg-	
North Rhine-Westph. 1 West Pommera	nia -
Nielsen 3a - Saxony-Anhalt	1
Hesse - Nielsen 7	95
Rhineland-Palatinate - Saxony	92
Saarland - Thuringia	3
Nielsen 3b -	
Baden-Württemberg -	
Distance to home	%
up to 50 km	74
more than 50 km up to 100 km	16
more than 100 km up to 300 km	7
over 300 km	2
Frequency of visits to trade fair	%
2010	20
2009	15
2008	12
2007	10
First visit	71
Average length of stay 1,	0 days
Influence on purchasing/procurement	
decisions	%
Decisively	19
Collectively	16
In an advisory capacity	17
No	19
Student	22
Other not gainfully employed	8

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

# ----> Chemnitz

Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	7 % 10 6
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	10
head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	_
Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	
Department head, group head, team leader Other salaried staff, civil servant,	
	7
skilled worker	41
Lecturer, teacher	3
Trainee Other position	3
Student	19
Other not gainfully employed	7
Economic sector	%
Mechanical, appliance and plant engineerin	
metal production and processing	10
Plastics processor Electrical engineering/electronics	1
Surface treatment, thermal treatment	1
Information and communication technology	3
Vehicle building	2
Trade Research and development	3 6
Banking/insurance	3
Training and further training	5
Services provided for companies, contract	
manufacturers, suppliers	9
Other sectors Student	21 19
Other not gainfully employed	7
Size of company/organisation:	%
Number of employees 1- 4 10 500 - 999	70 5
5- 9 7 1 000 - 9 999	9
J- J / 1 UUU - 9 999	10
10- 49 20 Student 50- 199 16 Other not gainfully	19

Conducted by: C<sup>3</sup> Chemnitzer Veranstal-tungszentren GmbH, Chemnitz

# Inter-tabac ---> Dortmund

### Trade visitors' profile

Visitors (number of entries) 1	1 232	Area of responsibility
Proportion of trade visitors	94%	Research/development/design Manufacturing, production, qua
Germany (total) of which	64	Buying/procurement Finance/accounting, controlling Information and communication
Nielsen 1 16 Nielsen 4	4	Personnel administration, admir
Bremen 2 Bavaria	4	Sales
Hamburg 3 Nielsen 5+6	7	Marketing, advertising, PR
Lower Saxony 8 Berlin	4	Logistics: storage, material mar
Schleswig-Holstein 3 Brandenburg	1	transport
Nielsen 2 53 Mecklenburg-		Maintenance/repairs
North Rhine-Westph. 53 West Pommeran		Other area
Nielsen 3a 13 Saxony-Anhalt	-	Student
Hesse 6 Nielsen 7 Rhineland-Palatinate 5 Saxony	3	Other not gainfully employed Management
Saarland 2 Thuringia	1	Management
Nielsen 3b 6		Position in the company/orga
Baden-Württemb. 6		Entrepreneur, co-owner, freelan
		Managing director, board mem
Foreign (total)	36	head of an authority etc.
of which		Area manager, works manager,
EU	68	branch manager, head of public
Other european countries	14	Department head, group head,
North America	4	Other salaried staff, civil servan
South-, East-, Central Asia	8	skilled worker
Other countries	7	Lecturer, teacher
Distance to home	%	Trainee Other position
up to 50 km	17	Student
more than 50 km up to 100 km	12	Other not gainfully employed
more than 100 km up to 300 km	21	
over 300 km	51	Economic sector
		Tobacco products retail, smoker
Countries with the highest visitor share		with press/lottery
Netherlands	9	Tobacco products retail, smoker
Poland	9	with food/drink
France	7	Exclusively tobacco products ret
United Kingdom	5 5	requisites
Spain	5	Wholesale trade
Frequency of visits to trade fair	%	Foreign trade Manufacture, industry
Previous event	35	Skilled trades
Earlier events	40	Other sectors
First visit	45	Student
		Other not gainfully employed
Average length of stay 1,5	days	Size of company/organisation
Influence on purchasing/procurement		Number of employees
decisions	%	1- 4 38
Decisively	51	5- 9 20 1 000
Collectively	26	10- 49 16
In an advisory capacity	12	50- 199 8 Other not
No	6	200- 499 4
Student	3	Conducted by: Gelszus Messe
Other not gainfully employed	2	forschung GmbH, Dortmund

Area of responsibility	%
Research/development/design	2
Manufacturing, production, quality control	4
Buying/procurement	11
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	28
Marketing, advertising, PR	3
Logistics: storage, material management,	_
transport	1
Maintenance/repairs	1
Other area	4
Student	3
Other not gainfully employed	2
Management	40
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	48
Managing director, board member,	
head of an authority etc.	12
Area manager, works manager, plant manager	
branch manager, head of public office	' 9
Department head, group head, team leader	9
Other salaried staff, civil servant,	
skilled worker	11
Lecturer, teacher	1
Trainee	2
Other position	3
Student	3
Other not gainfully employed	2
Economic sector	%
Tobacco products retail, smoker's requisites,	
with press/lottery	32
Tobacco products retail, smoker's requisites,	-
with food/drink	11
Exclusively tobacco products retail, smoker's	
requisites	4
Wholesale trade	16
Foreign trade	4
Manufacture, industry	14
Skilled trades	2
Other sectors	12
Student	3
Other not gainfully employed	2
	_
Size of company/organisation:	
Number of employees	%
1- 4 38 500 - 999	2
	7
5- 9 20 1 000 and more	_
5- 9 20 1 000 and more 10- 49 16 Student	3
	3
10- 49 16 Student	2
10- 49 16 Student 50- 199 8 Other not gainfully 200- 499 4 employed	
10- 49 16 Student 50- 199 8 Other not gainfully	

# **ALUMINIUM** — Düsseldorf

### Trade visitors' profile

/isitors (number of entries) 24	313
Proportion of trade visitors	98%
Germany (total)	47
of which	
Nielsen 1 10 Nielsen 4	11
Bremen 1 Bavaria	11
Hamburg 1 <u>Nielsen 5+6</u>	4
Lower Saxony 8 Berlin	-
Schleswig-Holstein - Brandenburg	-
<u>Vielsen 2</u> 45 Mecklenburg-	
North Rhine-Westph. 45 West Pommerania	a -
<u>Nielsen 3a</u> 13 Saxony-Anhalt	-
Hesse 8 Nielsen 7	5
Rhineland-Palatinate 4 Saxony	4
Saarland 1 Thuringia	2
Nielsen 3b 12	
Baden-Württemb. 12	
Foreign (total)	53
of which EU	64
Other european countries	11
North America	4
Middle East	4
South-, East-, Central Asia	10
Other countries	6
Sistem on the house	%
Distance to home	, , -
ıp to 50 km	12
nore than 50 km up to 100 km	9
nore than 100 km up to 300 km	22
over 300 km	57
Countries with the highest visitor shares	
Netherlands	10
rance	8
taly	8
Belgium	7
Jnited Kingdom	7
Frequency of visits to trade fair	%
Previous event	31
Earlier events	27
First visit	50
Average length of stay 1,6	days
nfluence on purchasing/procurement	
nfluence on purchasing/procurement decisions	9/0
decisions	
decisions Decisively	30
decisions Decisively Collectively	30 33
decisions Decisively Collectively n an advisory capacity	23
decisions Decisively Collectively n an advisory capacity No	30 33 23 10
decisions Decisively Collectively n an advisory capacity	30 33 23

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	% 26 17 10 14 - 1 20 3 1 1 2 2 3 1 1 5 14
Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	17 10 14 - 1 20 3 1 2 2 3 1 15 14
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	10 14 - 1 20 3 1 2 2 3 1 1 %
Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	14 
Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	1 20 3 1 2 2 3 1 1 %
Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	1 20 3 1 2 2 3 1 % 15
Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	20 3 1 2 2 3 1 15
Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	20 3 1 2 2 3 1 15
Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	3 1 2 2 3 1 1 % 15
Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	1 2 2 3 1 1 % 15
transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	2 3 1 % 15
Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	2 3 1 % 15
Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	2 3 1 % 15
Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	3 1 % 15
Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	% 15 14
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	15 14
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	15 14
Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	14
head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office	
Area manager, works manager, plant manager branch manager, head of public office	
branch manager, head of public office	
	15
Department head, group head, team leader	28
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	10
Trainee	i
Other position	3
Student	3
Other not gainfully employed	1
Economic sector	%
Aluminium processing industry	21
End user (OEM, Supplier)	13
Aluminium manufacturing industry	12
Other industry Skilled trades	10
Light metal trade	7
Other trade	8
Logistics and transportation	2
Design (furniture etc.)	2
Building, construction	6
Media, press, publishing	1
Other service	4
Authority/public services	1
University/college/polytechnic	2
Other sectors	7
Student	3
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Number of employees

10- 49 20 50- 199 22 200- 499 14

1- 4 5- 9 5

21

500 - 999

Student

1 000 and more

Other not gainfully

# **BEAUTY INTERNATIONAL (2013)** — Düsseldorf

### Trade visitors' profile

Visitors (number of entries) 61	177*)	Area of responsibility	9/
Barrier of the Artistance	030/	Management	34
Proportion of trade visitors	93%	Research/development/design	
Gormany (total)	93	Manufacturing, production, quality control	
Germany (total) of which	93	Buying/procurement	
Nielsen 1 13 Nielsen 4	4	Finance/accounting, controlling Information and communication technology	
Bremen 1 Bavaria	4		
	3	Organisation, personnel, administration	
Hamburg 1 Nielsen 5+6		Sales	
Lower Saxony 9 Berlin	1	Marketing, advertising, PR	
Schleswig-Holstein 2 Brandenburg	1	Logistics: storage, material management,	
Nielsen 2 60 Mecklenburg-		transport	
North Rhine-Westph. 60 West Pommera		Maintenance/repairs	-
Nielsen 3a 13 Saxony-Anhalt	1	Other area	3!
Hesse 6 Nielsen 7	2	Student	
Rhineland-Palatinate 6 Saxony	1	Other not gainfully employed	
Saarland 1 Thuringia	1		_
Nielsen 3b 6		Position in the company/organisation	9/
Baden-Württemberg 6		Entrepreneur, co-owner, freelancer	64
		Managing director, board member,	
Foreign (total)	7	head of an authority etc.	3
of which		Area manager, works manager, plant manage	er,
EU	71	branch manager, head of public office	- 2
Other European countries	15	Department head, group head, team leader	- 3
Other countries	14	Other salaried staff, civil servant,	
		skilled worker	9
Distance to home	%	Lecturer, teacher	- 2
up to 50 km	32	Trainee	8
more than 50 km up to 100 km	19	Other position	4
more than 100 km up to 300 km	26	Student	
over 300 km	24	Other not gainfully employed	
Countries with the highest visitor shar	es %	Economic sector	9/
Belgium	22	Cosmetic institute	2
Netherlands	11	Hair salon, hairdressing	20
Austria	11	Nail studio	- 13
		Foot care practice	10
Frequency of visits to exhibition	%	Beauty farm, wellness facilities	3
Previous event	53	Cosmetic school	
Earlier events	64	Health professionals	
First visit	22	Cosmetics/pharmaceuticals/chemical industry	
		Other sectors	- 1
Average length of stay 1,4	4 days	Student	- 1
., .,	,.	Other not gainfully employed	
Influence on purchasing/procurement			
decisions	%	Size of company/organisation:	
Decisively	46	Number of employees	9/
Collectively	19	1- 4 59 500 - 999	- 1
In an advisory capacity	15	5- 9 11 1 000 and more	
No	15	10- 49 9 Student	- 1
Student	5	50- 199 2 Other not gainfully	
Other not gainfully employed	1	200- 499 1 employed	
		200 400 i elliployed	

Conducted by: Wissler & Partner, Basel

# boot (2013) --- Düsseldorf

### **Private visitors' profile**

Visitors (number of entries) 219	186
Proportion of private visitors 8	6%
Germany (total)	87
of which	
Nielsen 1 7 Nielsen 4	5
Bremen - Bavaria	5
Hamburg 1 Nielsen 5+6	2
Lower Saxony 5 Berlin	1
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 68 Mecklenburg-	
North Rhine-Westph. 68 West Pommerania	-
Nielsen 3a 12 Saxony-Anhalt	-
Hesse 6 Nielsen 7	1
Rhineland-Palatinate 5 Saxony	1
Saarland 1 Thuringia	1
Nielsen 3b Baden-Württemberg 6	
	42
Foreign (total) of which	13
EU	77
Other European countries	18
Other countries	5
Countries with the highest visitor shares	%
Netherlands	31
Belgium	16
Switzerland	13
Austria	9
Distance to home	%
up to 50 km	37
more than 50 km up to 100 km	18
more than 100 km up to 300 km	34
over 300 km	11
Frequency of visits to exhibition	%
Previous event	50
Earlier events	72
First visit	20
Sex Male	% 74
Female	26
remale 	20
Size of household	%
1 person	15
2 persons	45
3 persons	15
4 persons	19
5 persons and more	6
Age	%
up to 20 years	5
over 20 up to 30 years	8
over 30 up to 40 years	12
over 40 up to 50 years	32
over 50 up to 60 years	26
over 60 up to 70 years	12
over 70 years	4

over 60 up to 70 years over 70 years

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	18
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manage	r.
branch manager, head of public office	. 5
Department head, group head, team leader	12
Other salaried staff, civil servant,	
skilled worker	27
Lecturer, teacher	3
Trainee	1
Other position	6
Student	1 6 7
Housewife/man	2
Old-age pensioner	2
Other not gainfully employed	12
<b>Buying and ordering capacity</b> Purchase or order made or intended at the exhibition	%
yes	60
no	15
maybe	25
Follow-up business	%
Intend to buy at later date	
yes	44
no	17
maybe	40
Conducted by: Wissler & Partner, Basel	
Conducted by: Wissier & Partner, Basel	

# **CARAVAN SALON**

### Private visitors' profile

Visitors (number of entries) 1	92 423
Proportion of private visitors	92%
Germany (total) of which Nielsen 1 Bremen - Bavaria Hamburg 1 Nielsen 5+6 Lower Saxony 8 Berlin Schleswig-Holstein 2 Nielsen 2 Mecklenburg- North Rhine-Westph. 62 Nielsen 3a 17 Saxony-Anhalt Hesse 8 Nielsen 7 Rhineland-Palatinate 9 Saarland 1 Thuringia Nielsen 3b 3 Baden-Württemb. 3	
Foreign (total) of which	13
EU Other countries	96 4
Countries with the highest visitor sha Netherlands Belgium France United Kingdom	res % 41 25 8 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	% 27 20 36 18
Frequency of visits to trade fair Previous event Earlier events First visit	% 40 60 30
Sex Male Female	% 56 44
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 9 51 17 17 6
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 2 3 7 31 32 20 5

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

# ----> Düsseldorf

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	% 13
head of an authority etc.	2
Area manager, works manager, plant manage	er,
branch manager, head of public office	4
Department head, group head, team leader Other salaried staff, civil servant,	10
skilled worker	31
Lecturer, teacher	4
Trainee	1
Other position	7
Student	2
Housewife/man	1 7 2 2 3
Old-age pensioner	
Other not gainfully employed	21
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	43
no	14
maybe	42
Follow-up business Intend to buy at later date	%
ves	35
no	8
maybe	57
Conducted by: Wissler & Partner, Basel	
conducted by. Wissler & Farther, baser	

# **COMPOSITES EUROPE** — Düsseldorf

### Trade visitors' profile

/isitors (number of entries) 1	0 211		
Deposition of trade visitors	000/	Management 10	
Proportion of trade visitors	98%		პ 6
Germany (total)	54		4
of which	34	= -, 3, 1,	-
Nielsen 1 12 Nielsen 4	13		-
Bremen 1 Bavaria	13		1
Hamburg 2 Nielsen 5+6	5	Sales 1	
ower Saxony 8 Berlin			5
Schleswig-Holstein 1 Brandenburg		Logistics: storage, material management,	
<u>Vielsen 2</u> 35 Mecklenburg-		transport	-
North Rhine-Westph. 35 West Pommerar		Maintenance/repairs	÷
<u>Vielsen 3a</u> 14 Saxony-Anhalt	- 1		4
Hesse 6 Nielsen 7	7		
Rhineland-Palatinate 8 Saxony	5		1
Saarland - Thuringia	2		,
Vielsen 3b 15		Position in the company/organisation %	
Baden-Württemb. 15		Entrepreneur, co-owner, freelancer 1	1
Foreign (total)	46	Managing director, board member,	9
of which	46		9
EU EU	79	Area manager, works manager, plant manager, branch manager, head of public office 10	Λ
Other european countries	75	brance manager, nead or public office	
South-, East-, Central Asia	7		•
Other countries	5		5
outer countries	-		3
Distance to home	%		ว 1
ip to 50 km	g		4
nore than 50 km up to 100 km	7		
nore than 100 km up to 300 km	30		1
over 300 km	54	other not gamany employed	_
	-	Economic sector %	6
Countries with the highest visitor share	es %		
Netherlands	21	for composites 20	6
Belgium	14	Supplier 1	
Austria	10	OĖM, end-user	6
Jnited Kingdom	7		6
rance	7		6
			3
requency of visits to trade fair	%		7
Previous event	22	r abilities, meala	1
arlier events	28	7155001001011	1
First visit	54	o the sectors	1
Norman Lande C.		Student 14	1
Average length of stay 1,4	l days	Other not gainfully employed	1
nfluence on purchasing/procurement		Size of company/organisation:	
decisions	%	Number of employees %	6
Decisively	20	1- 4 9 500 - 999 !	5
Collectively	26	5- 9 5 1 000 and more 25	
n an advisory capacity	28	10- 49 15 Student 14	
No	11	50- 199 16 Other not gainfully	
Student	14		1
Other not gainfully employed	1	Conducted by: Wissler & Partner, Basel	

# **EuroShop** — Düsseldorf

### Trade visitors' profile

Visitors (	number of	ent	ries) 1	09 4	196	Area of responsibility	%
Proportio	n of trade	visi	tors	d.	<b>7</b> %	Management Research/development/design	21 9
Торогао	ii oi aaac	*131			7,0	Manufacturing, production, quality control	4
Germany	(total)				37	Buying/procurement	4
of which		42	NC days 4			Finance/accounting, controlling	1
Nielsen 1		13	Nielsen 4 Bavaria		11 11	Information and communication technology	3
Bremen Hamburg			Nielsen 5+6		3	Personnel administration, administration Sales	16
Lower Sax	ony		Berlin		-	Marketing, advertising, PR	9
Schleswig-			Brandenburg		- 2	Logistics: storage, material management,	
Nielsen 2			Mecklenburg-			transport	1
North Rhi	ne-Westph.	46	West Pommera	ania	-	Maintenance/repairs	1
Nielsen 3a	<u>a</u>	11	Saxony-Anhalt		-	Other area	5
Hesse	B. L. et al.	7	Nielsen 7		2	Shopfitting, shop furnishing, shop design	11
Saarland	-Palatinate	1	Saxony Thuringia		-	Visual Merchandising	6 3
Nielsen 3	1	14	munngia		-	Business Development E-Commerce	3 1
Baden-Wü		14				Auditing, security	i
Duden Tro		• •				Student	4
Foreign (	total)				63	Other not gainfully employed	1
0	EU				56	Position in the company/organisation	%
	Other euro	pear	n countries		12	Entrepreneur, co-owner, freelancer	24
	Africa				4	Managing director, board member,	
	North Ame				7	head of an authority etc.	16
			tral America		7	Area manager, works manager, plant manager	
	Middle Eas		Central Asia		4 7	branch manager, head of public office	14
	Australia	St-, 1	Cellual Asia		2	Department head, group head, team leader Other salaried staff, civil servant,	20
	/ tubti unu					skilled worker	14
Distance	to home				%	Lecturer, teacher	1
up to 50 l	km				10	Trainee	4
	50 km up				8	Other position	2
	100 km u	p to	300 km		16	Student	4
over 300	km				67	Other not gainfully employed	1
		high	est visitor sha	res	%	Economic sector	%
Netherlan					8	Architect/designer	10
United Kir	ngdom				8 6	Trade fair construction, event agency	7
Italy France					6	Advertising agency, graphic designer	6 6
Belgium					5	IT and security service Consulting, agency	3
Deigium						Other service	6
Frequence	y of visits	to t	rade fair		%	Food retail trade	8
Previous e					35	Non-food retail	6
Earlier eve	ents				32	Fashion speciality shop	5
First visit					52	Other trade, other crafts	7
A			2	0 4		Wholesale trade	4
Average	length of s	stay	2,	,0 da	ays	Shop fitting industry	9
Influence	on nurcha	sina	/procurement			IT and safety engineering Other industry	8
decisions	on parent		, procurement		%	Other sectors	4
Decisively					34	Student	4
Collectivel					31	Other not gainfully employed	1
	isory capaci	ity			20		_
No					10	Size of company/organisation:	01
Student Other not	gainfully o	mnla	wod		4 1	Number of employees	%
other not	gainfully e	iiibio	yeu		1	1- 4 11 500 - 999 5- 9 8 1 000 and more	6 18
						10- 49 24 Student	4
						50- 199 19 Other not gainfully	
						200- 499 8 employed	1
						Conducted by: Wissler & Partner Rasel	

Conducted by: Wissler & Partner, Basel

# GDS (spring) (2013) ----- Düsseldorf

#### Trade visitors' profile

riduc visitors profile			
Visitors (number of entries) 19 4	08*)	Area of responsibility Management	9/
Proportion of trade visitors	98%	Research/development/design Manufacturing, production, quality control	7
Germany (total) of which	60	Buying/procurement Finance/accounting, controlling	17
Nielsen 1 12 Nielsen 4	9	Information and communication technology	
Bremen 1 Bavaria	9	Personnel administration, administration	1
Hamburg 5 Nielsen 5+6	3	Sales	16
Lower Saxony 6 Berlin	2	Marketing, advertising, PR	- 5
Schleswig-Holstein 1 Brandenburg	1	Logistics: storage, material management,	
Nielsen 2 56 Mecklenburg-		transport	- 1
North Rhine-Westph. 56 West Pommerania	a -	Maintenance/repairs	
Nielsen 3a . 13 Saxony-Anhalt		Other area	(
Hesse 8 Nielsen 7	1	Student	- 2
Rhineland-Palatinate 5 Saxony	-		
Saarland - Thuringia	1	Position in the company/organisation	%
Nielsen 3b 6		Entrepreneur, co-owner, freelancer	56
Baden-Württemberg 6		Managing director, board member,	
		head of an authority etc.	14
Foreign (total)	40	Area manager, works manager, plant manage	r,
of which		branch manager, head of public office	8
EU	68	Department head, group head, team leader	- 5
Other European countries	15	Other salaried staff, civil servant,	
Middle East	5	skilled worker	9
South-, East-, Central Asia	5	Lecturer, teacher	- 2
Other countries	8	Trainee	
		Other position	-
Distance to home	%	Student	- 2
up to 50 km	21		_
more than 50 km up to 100 km	10	Economic sector	%
more than 100 km up to 300 km	22	Specialist shoe shop	37
over 300 km	47	Shoe retail chain	
e	0/	Specialist leather goods	
Countries with the highest visitor shares	3 % 21	Fashion boutique/outlet, clothing chain	10
Netherlands	6	Sports retailer	
United Kingdom	5	Department store	-
Portugal Switzerland	4	Mail order business, online shop,	
SWILZERIANU	4	Internet trade Other retail	-
Frequency of visits to exhibition	%	Commercial agency	-
Previous event	60		
Earlier events	73	Wholesale/foreign trade (Import/Export) Other sectors	16
First visit	24	Student	10
inst visit	24	Student	_
Average length of stay 1,6	days	Size of company/organisation: Number of employees	%
Influence on purchasing/procurement		1- 4 37 200 - 499	7
decisions	%	5- 9 15 500 - 999	
Decisively	68	10- 49 20 1 000 and more	
Collectively	13	50- 199 11 Student	
n an advisory capacity	10		- 1
No	7	Conducted by: Wissler & Partner, Basel	
NO .	,		

### GDS (autumn) (2013) ---- Düsseldorf

#### Trade visitors' profile

-	202	Area of responsibility	%
Proportion of trade visitors	98%	Management Research/development/design	46 3
Germany (total)	52	Manufacturing, production, quality control Buying/procurement	3 16
of which	-	Finance/accounting, controlling	1
Nielsen 1 13 Nielsen 4	7	Information and communication technology	i
Bremen - Bayaria	7	Organisation, personnel, administration	- 1
Hamburg 4 Nielsen 5+6	5	Sales	15
Lower Saxony 7 Berlin	5	Marketing, advertising, PR	4
Schleswig-Holstein - Brandenburg	-	Logistics: storage, material management,	-
Nielsen 2 51 Mecklenburg-		transport	
North Rhine-Westph. 51 West Pommerania	-	Maintenance/repairs	
Nielsen 3a 15 Saxony-Anhalt	_	Other area	6
Hesse 6 Nielsen 7	1	Student	3
Rhineland-Palatinate 8 Saxony	- 1	Other not gainfully employed	3
Saarland - Thuringia	1		
Nielsen 3b 8		Position in the company/organisation	%
Baden-Württemberg 8		Entrepreneur, co-owner, freelancer	43
		Managing director, board member,	.5
Foreign (total)	48	head of an authority etc.	22
of which		Area manager, works manager, plant manage	
EU	65	branch manager, head of public office	., 5
Other European countries	13	Department head, group head, team leader	7
South and Central America	4	Other salaried staff, civil servant,	•
South-, East-, Central Asia	8	skilled worker	8
Other countries	11	Lecturer, teacher	-
		Trainee	2
Distance to home	%	Other position	7
up to 50 km	19	Student	3
more than 50 km up to 100 km	5	Other not gainfully employed	3
more than 100 km up to 300 km	8		
over 300 km	68	Economic sector	%
		Specialist shoe shop	37
Countries with the highest visitor shares	%	Shoe retail chain	5
Netherlands	15	Specialist leather goods	4
France	7	Fashion boutique/outlet, clothing chain	13
United Kingdom	5	Sports retailer	1
Spain	4	Hypermarket, self-service department store,	
Belgium	4	discounter	1
		Department store	1
Frequency of visits to exhibition	%	Mail order, online retail	4
Previous event	61	Other retail	2
Earlier events	69	Commercial agency	2
First visit	27	Wholesale/foreign trade (Import/Export)	7
		Other sectors	17
Average length of stay 1,7 d	lays	Student	3
Influence on numbering transmission		Other not gainfully employed	3
Influence on purchasing/procurement	0/	Circuit annual annual action	
decisions Decisional	%	Size of company/organisation:	0/
Decisively	63 16	Number of employees	%
Collectively		1- 4 27 500 - 999	4
In an advisory capacity	9 7	5- 9 14 1 000 and more	8
	1	10- 49 24 Student	3
No Student	2	EQ 100 11 Other are staff!	
Student Other not gainfully employed	3	50- 199	3

### glasstec

### Trade visitors' profile

Visitors (number of entr	ies)	42 701
Proportion of trade visit	ors	97%
Germany (total)		37
of which	Art I	
Nielsen 1 11	Nielsen 4	14
Bremen -	Bavaria	14
Hamburg 1	Nielsen 5+6	7
Lower Saxony 8	Berlin	1
Schleswig-Holstein 2	Brandenburg	2
Nielsen 2	Mecklenburg-	
North Rhine-Westph. 35	West Pomme	
Nielsen 3a 15	Saxony-Anhal	
Hesse 7	Nielsen 7	8
Rhineland-Palatinate 7	Saxony	5
Saarland 1	Thuringia	3
Nielsen 3b 11		
Baden-Württemb. 11		
Foreign (total) of which		63
EU		59
Other europear	countries	9
Africa		2
North America		7
South and Cen	tral America	
Middle East		
South-, East-, C	Central Asia	8
Australia		2
Distance to home		%
up to 50 km		6
more than 50 km up to 1	00 km	7
more than 100 km up to		18
over 300 km		69
Countries with the high	est visitor sh	ares %
Netherlands		8
France		7
USA		6
Belgium		6
United Kingdom		6
Frequency of visits to tr	ade fair	%
Previous event		40
Earlier events		46
First visit		41
Average length of stay		1,9 days
Influence on purchasing	/procurement	t
decisions		%
Decisively		36
Collectively		27
In an advisory capacity		23
No		10
Student		3

Other not gainfully employed

Student

### ----> Düsseldorf

Area of responsibility	%
Management	28
Research/development/design	17
Manufacturing, production, quality control	18
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	14
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	1
Maintenance/repairs	3
Other area	5
Student	1 3 5 3 1
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	23
Managing director, board member,	
head of an authority etc.	17
Area manager, works manager, plant manage	r.
branch manager, head of public office	17
Department head, group head, team leader	20
Other salaried staff, civil servant,	
skilled worker	14
Lecturer, teacher	1
Trainee	2 2 3
Other position	2
Student	3
Other not gainfully employed	1
Economic sector	%
Production, development, refining of glass	36
Machine and plant construction	13
Glass supply industry	9
Skilled trades	8
Trade	8

cononic sector	/0
Production, development, refining of glass	36
Machine and plant construction	13
Glass supply industry	9
Skilled trades	8
Frade	8
Architecture/construction	5
Window and facade	4
Solar industry	1
Environmental and Recycling	1
Research institutes, polytechnics and colleges	2
Other service	4
Other sectors	5
Student	3
Other not gainfully employed	1

Number of	employ	ees	9
1- 4	14	500 - 999	
5- 9	8	1 000 and more	- 1
10- 49	21	Student	
50- 199	19	Other not gainfully	
200 - 499	13	employed	
	1- 4 5- 9 10- 49 50- 199	1- 4 14 5- 9 8 10- 49 21 50- 199 19	5- 9 8 1 000 and more 10- 49 21 Student 50- 199 19 Other not gainfully

Conducted by: Wissler & Partner, Basel

# GLOBAL SHOES (spring) (2013) ----- Düsseldorf

### Trade visitors' profile

Visitors (number of entries) 6 0	95*)	Area of responsibility
Proportion of trade visitors	96%	Management Research/development/design
Troportion of trade visitors	<b>30</b> /0	Manufacturing, production, quality cont
Germany (total)	24	Buying/procurement
of which		Finance/accounting, controlling
Nielsen 1 23 Nielsen 4	2	Information and communication technol
Bremen 7 Bayaria	2	Personnel administration, administration
Hamburg 6 Nielsen 5+6		Sales
Lower Saxony 10 Berlin		Marketing, advertising, PR
Schleswig-Holstein - Brandenburg		Logistics: storage, material managemen
Nielsen 2 62 Mecklenburg-		transport
North Rhine-Westph. 62 West Pommerania		Maintenance/repairs
Nielsen 3a 10 Saxony-Anhalt	٠	Other area
Hesse - Nielsen 7		Student
Rhineland-Palatinate 10 Saxony	- 5	Judefil
Saarland - Thuringia	-	Desition in the company/organization
Nielsen 3b 4	-	Position in the company/organisation
		Entrepreneur, co-owner, freelancer
Baden-Württemberg 4		Managing director, board member,
F *	7.0	head of an authority etc.
Foreign (total)	76	Area manager, works manager, plant ma
of which		branch manager, head of public office
EU	55	Department head, group head, team le
Other European countries	6	Other salaried staff, civil servant,
South and Central America	12	skilled worker
South-, East-, Central Asia	15	Lecturer, teacher
Other countries	12	Trainee
		Other position
Distance to home	%	Student
up to 50 km	12	
more than 50 km up to 100 km	4	Economic sector
more than 100 km up to 300 km	13	Importer
over 300 km	71	Wholesaler
		Manufacturers
Countries with the highest visitor shares	%	Chain with over 50 stores
China (PR)	13	Chain with up to 50 stores
Netherlands	9	Retailer
		Other sectors
Frequency of visits to exhibition	%	Student
Previous event	45	
Earlier events	51	Size of company/organisation:
First visit	44	Number of employees
		1- 4 30 200 - 49
Average length of stay 1,9 (	days	5- 9 13 500 - 99
		10- 49 25 1 000 and mor
Influence on purchasing/procurement		50- 199 13 Studer
decisions	%	
Decisively	65	Conducted by: Wissler & Partner, Ba
Collectively	10	
	12	
In an advisory capacity No	12 11	

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

Area of responsibility	%
Management	35
Research/development/design	3
Manufacturing, production, quality control	8
Buying/procurement	24
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	
Sales	16
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	- 2
Maintenance/repairs	5
Other area Student	4
Student	- 1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	42
Managing director, board member,	
head of an authority etc.	20
Area manager, works manager, plant manage	r,
branch manager, head of public office	11
Department head, group head, team leader	7
Other salaried staff, civil servant,	
skilled worker	9
Lecturer, teacher	-
Trainee	1
Other position	9
Student	1
Economic sector	%
Importer	17
Wholesaler	26
Manufacturers	10
Chain with over 50 stores	7
Chain with up to 50 stores	3
Retailer	22

### Visi Pro Gei of v Niel Brei Han Low Sch Niel Nor Niel Hes Rhir Saa Niel Bad For of \ Dist up moi Cou Aus Prev Earl First Dec In a No

Trade visitors' profile

# IMA (2012) ---- Düsseldorf

Visitors (number of entries)	9 575	Area of responsibility
Duran and an of durant and all the and	050/	Management
Proportion of trade visitors	95%	Research/development/design
Cormony (total)	91	Manufacturing, production, quality control
Germany (total)	91	Buying/procurement
of which	11	Finance/accounting, controlling
Nielsen 1 15 Nielsen 4	11	Information and communication technology
Bremen 1 Bavaria	11	Organisation, personnel, administration
Hamburg 2 Nielsen 5+6	8	Sales
Lower Saxony 10 Berlin	4	Marketing, advertising, PR
Schleswig-Holstein 3 Brandenburg	3	Logistics: storage, material management,
Nielsen 2 32 Mecklenburg-		transport
North Rhine-Westph. 32 West Pommera		Maintenance/repairs
Nielsen 3a 16 Saxony-Anhalt	1	Other area
Hesse 6 Nielsen 7	4	Student
Rhineland-Palatinate 10 Saxony	3	Other not gainfully employed
Saarland 1 Thuringia	1	
Nielsen 3b 14		Position in the company/organisation
Baden-Württemberg 14		Entrepreneur, co-owner, freelancer
		Managing director, board member,
Foreign (total)	9	head of an authority etc.
of which		Area manager, works manager, plant manag
EU	75	branch manager, head of public office
Other countries	25	Department head, group head, team leader
o their countries		Other salaried staff, civil servant,
Distance to home	%	skilled worker
up to 50 km	13	Lecturer, teacher
more than 50 km up to 100 km	9	Trainee
more than 100 km up to 300 km	33	Other position
over 300 km	45	Student
over 500 km	43	Other not gainfully employed
Country with the highest visitor share	%	Other not gainfully employed
Austria	25	Economic sector
Austria	23	
Francisco of visits to trade fair	%	Industry (manufacturer)
Frequency of visits to trade fair Previous event	70 44	Retail trade
Earlier events	44	Wholesale/foreign trade
		Skilled trades
First visit	32	Bank
Account launth of store		Insurance
Average length of stay 1,!	5 days	Other service
Influence on numbering/procurement		Authority/public services
Influence on purchasing/procurement	0/	University/college/polytechnic
decisions	%	Other sectors
Decisively	21	Student
Collectively	26	Other not gainfully employed
In an advisory capacity	28	
No	19	Size of company/organisation:
Student	3	Number of employees
Other not gainfully employed	3	1- 4 23 500 - 999
		5- 9 12 1 000 and more
		10- 49 22 Student
		50- 199 13 Other not gainfully

200- 499

Conducted by: Wissler & Partner, Basel

# interpack — Düsseldorf

#### Trade visitors' profile

Trade visitors profile		
Visitors (number of entries)	174 798	Area of re Manageme
Proportion of trade visitors	97%	Research/d Manufactu
Germany (total)	33	Buying/prod
of which		Finance/aco
Nielsen 1 14 Nielsen 4	9	Information
Bremen 1 Bavaria	9	Personnel a
Hamburg 2 Nielsen 5+6	6	Sales
Lower Saxony 9 Berlin	3	Marketing,
Schleswig-Holstein 2 Brandenburg Nielsen 2 36 Mecklenburg-	1	Logistics: s
North Rhine-Westph. 36 Mecklenburg-Westph. 36 West Pomme		transport Maintenand
Nielsen 3a 14 Saxony-Anhal		Other area
Hesse 8 Nielsen 7	3	Student
Rhineland-Palatinate 5 Saxony	-	Other not
Saarland 1 Thuringia	_	outer not ;
Nielsen 3b 18		Position in
Baden-Württemb. 18		Entreprener
		Managing
Foreign (total)	67	head of an
of which		Area mana
EU	50	branch mai
Other european countries	10	Departmen
Africa	8	Other salar
North America	6 7	skilled worl
South and Central America Middle East	6	Lecturer, te
South-, East-, Central Asia	11	Trainee Other posit
Australia	3	Student
7 tusti unu		Other not
Distance to home	%	
up to 50 km	6	Economic
more than 50 km up to 100 km	6	Foodstuff in
more than 100 km up to 300 km	18	Pharmaceu
over 300 km	70	Machine ar
		Other Chen
Countries with the highest visitor sh		Plastic goo
Netherlands	8	Confectiona
Italy USA	6 5	Paper and
United Kingdom	5	Other indus Skilled trad
France	5	Retail (food
Trance	,	Technical re
Frequency of visits to trade fair	%	Other trade
Previous event	36	Media, pre
Earlier events	33	Logistics se
First visit	49	Other servi
		Authority, a
Average length of stay	2,4 days	University/o
I di con		Other secto
Influence on purchasing/procurement		Student
decisions	% 20	Other not of
Decisively Collectively	29 36	Cinc of
In an advisory capacity	21	Size of cor Number of
No	10	1- 4
Student	4	5- 9
Other not gainfully employed	1	10- 49
	-	50- 199
		200- 499

Area of responsibility	%
Management	22 19
Research/development/design Manufacturing, production, quality control	17
Buying/procurement	
Finance/accounting, controlling	1
Information and communication technology	
Personnel administration, administration	
Sales	14
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	- 2
Maintenance/repairs	4
Other area	4
Student	4
Other not gainfully employed	
Position in the company/organisation	9/
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	16
Area manager, works manager, plant manag	
branch manager, head of public office	ei, 18
Department head, group head, team leader	
Other salaried staff, civil servant,	
skilled worker	20
Lecturer, teacher	
Trainee	
Other position	- 2
Student	4
Other not gainfully employed	
Economic sector	9/
Foodstuff industry	2
Pharmaceutics industry	
Machine and plant construction	
Other Chemical industry	
Plastic goods manufacturing	
Confectionary and baked goods industry	
Paper and cardboard processing, printing Other industry	1
Skilled trades	- 1
Retail (food, non-food)	1
Technical retailer	
Other trade	
Media, press, publishing	
Logistics service provider	
Other service	
Authority, association, organisation, institut	
University/college/polytechnic	
Other sectors	1
Student	

500 - 999

Student

22 4

1 000 and more

Other not gainfully

18

20 14

Conducted by: Wissler & Partner, Basel

### **MEDICA** — Düsseldorf

### Trade visitors' profile

Visitors (number of	ent	ries)	121 902
Proportion of trade	vis	itors	97%
Germany (total)			39
of which	4.0	ALC: A	
<u>lielsen 1</u>	10	Nielsen 4	9
Bremen	1	Bavaria	9
Hamburg	3		5
ower Saxony	5	Berlin	2
chleswig-Holstein	2	Brandenburg	1
Vielsen 2	47	Mecklenburg	-
Jorth Rhine-Westph.	47	West Pomme	erania 1
Nielsen 3a	12	Saxony-Anha	alt 1
lesse	7	Nielsen 7	4
Rhineland-Palatinate		Saxony	
Saarland	,	Thuringia	
Vielsen 3b	13	mumiyia	
laden-Württemb.	13		
oreign (total) f which			61
EU			47
Other euro	nea	n countries	g
Africa	peu	countries	9
North Am	orica		4
		ntral America	4
		itiai Ailielica	
Middle Ea		Control Acti	12
	st-,	Central Asia	14
Australia			1
istance to home			%
p to 50 km			10
nore than 50 km up	to '	100 km	g
			-
nore than 100 km u	p to	300 KM	22
ver 300 km			59
ountries with the	high	est visitor sl	
Inited Kingdom			7
letherlands			6
elgium			4
rance			4
aly			4
requency of visits	to t	rado fair	%
	נט נ	iaue iaii	39
revious event			
arlier events			49
irst visit			40
verage length of	stay		2,2 days
nfluence on purcha	sind	ı/nrocuremer	nt
ecisions	.516	, p. ocur cilici	%
Decisively			36
collectively			24
	i+.,		24
n an advisory capac	ıty		
lo			11
Student			Q

Student Other not gainfully employed

Position in the company/organisation Entrepreneur, co-owner, freelancer	% 24
Managing director, board member, head of an authority etc.	20
Area manager, works manager, plant manage branch manager, head of public office	r, 12
Department head, group head, team leader Other salaried staff, civil servant,	15
skilled worker	13
Lecturer, teacher	1
Trainee	2
Other position	3
Student	8
Other not gainfully employed	- 1
Economic sector	%
Doctor's practice	5
Doctors' practices, physiotherapy, ergotherap	y,
logopaedia	4
Other practices	1
Medical laboratory/institute	4
Hospital/university hospital/clinic	16
Medical care centre Rehabilitation and spa facilities	2
Old people's home	1
Industry	17
Medical and healthcare suppliers, sales repre	-
sentatives	15
Pharmacy	2
Other trade	5
Service	6 12
Other sectors Student	12 8
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 14 500 - 999	5
5- 9 12 1 000 and more 10- 49 27 Student	12 8
50- 199 13 Other not gainfully	ŏ
200- 499 7 employed	1
Conducted by: Wissler & Partner, Basel	

### **METAV (2012)**

Visitors (number of entries)	40 664
Proportion of trade visitors	97%
Germany (total) of which	91
Nielsen 1 6 Nielsen 4	4
Bremen - Bavaria	4
Hamburg 1 Nielsen 5+6	2
Lower Saxony 4 Berlin	-
Schleswig-Holstein - Brandenburg	1
Nielsen 2 65 Mecklenburg-	
North Rhine-Westph. 65 West Pommer	
Nielsen 3a 15 Saxony-Anhalt	
Hesse 7 Nielsen 7	2
Rhineland-Palatinate 7 Saxony	
Saarland 1 Thuringia	1
Nielsen 3b 6 Baden-Württemberg 6	
Foreign (total)	9
of which	75
Other european countries	14
Other countries	11
Other Countries	
Distance to home	%
up to 50 km	33
more than 50 km up to 100 km	21
more than 100 km up to 300 km	25
over 300 km	21
Countries with the highest visitor sha	res %
Belgium	16
Austria	14
Netherlands	14
Frequency of visits to trade fair	%
Previous event	34
Earlier events	40
First visit	45
Average length of stay 1	,3 days
Influence on purchasing/procurement	
decisions	%
Decisively	16
Collectively	26
In an advisory capacity	24
No	22
Student Other net gainfully employed	12
Other not gainfully employed	1

### ----> Düsseldorf

Area of responsibility

Management	13
Research/development/design Manufacturing, production, quality control	9 35
Buying/procurement	4
Finance/accounting, controlling	-
Information and communication technology Organisation, personnel, administration	1
Sales	7
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	7
Other area	7
Student Other not gainfully employed	12
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer Managing director, board member,	13
head of an authority etc.	4
Area manager, works manager, plant manage	
branch manager, head of public office	10 19
Department head, group head, team leader Other salaried staff, civil servant,	19
skilled worker	21
Lecturer, teacher	5
Trainee Other position	13
Student	12
Other not gainfully employed	1
Economic sector	%
Machine and plant construction	30
Automobile industry Supplier to the automobile industry	6 4
Other industry	17
Skilled trades	10
Technical retail trade	6 5
Other service University/college/polytechnic	5
Other sectors	2
Student	12
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 7 500 - 999 5- 9 4 1 000 and more	7 16
10- 49 20 Student	12
50- 199 19 Other not gainfully	
200- 499 12 employed	1

Conducted by: Wissler & Partner, Basel

# **ProWein** — Düsseldorf

### Trade visitors' profile

isitors (number of	ent	ries)	49 048
Proportion of trade	visi	tors	94%
Germany (total) of which			54
lielsen 1	10	Nielsen 4	9
remen	1	Bavaria	9
	2	Nielsen 5+6	5
lamburg .ower Saxony		Berlin	J
chleswig-Holstein			
lielsen 2	37	Brandenburg Mecklenburg-	
North Rhine-Westph.	37	West Pommera	mia -
lielsen 3a		Saxony-Anhalt	
lesse	8		3
Rhineland-Palatinate		Saxony	_
aarland	1	Thuringia	
lielsen 3b	12	mumgia	
Baden-Württemb.	12		
oreign (total)			46
of which EU			76
	nea	n countries	9
North Ame			7
		Central Asia	5
Other cour			4
Distance to home			%
p to 50 km			12
nore than 50 km up	to 1	00 km	9
nore than 100 km u			24
over 300 km			54
Countries with the	high	est visitor sha	res %
Vetherlands	,		12
rance			11
Inited Kingdom			6
Belgium			5
pain			5
requency of visits	to t	rade fair	%
revious event			43
arlier events			48
irst visit			36
Average length of s	tay	1,	9 days
nfluence on purcha	sing	/procurement	
lecisions			%
Decisively			39
Collectively			25
n an advisory capaci	ty		18
lo	,		9
tudent			8
Other not gainfully e	olam	ved	1
	11-10	J	

Area of responsibility	
Management	2
Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	1
Finance/accounting, controlling	
Information and communication technology	1
Personnel administration, administration	
Sales Marketing advertising PP	2
Marketing, advertising, PR Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Event organisation	
Student	
Other not gainfully employed	
Position in the company/organisation	(
Entrepreneur, co-owner, freelancer	3
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manager	
branch manager, head of public office Department head, group head, team leade	1 r 1
Other salaried staff, civil servant,	1
skilled worker	1
Lecturer, teacher	
Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	-
Retail trade	2
Wholesale/foreign trade	2
Catering	1
Hotel	
Manufacturing sector	
Event agency	
Media, press, publishing	
Other service	
Trade association, institution	
University/college/polytechnic Public authority	
Other sectors	
Student	
Other not gainfully employed	

Number of employees
1- 4 29 500 - 999
5- 9 13 1 000 and more
10- 49 21 Student
50- 199 12 Other not gainfully
200- 499 5 employed
N/A

Conducted by: Wissler & Partner, Basel

### PSI --- Düsseldorf

Visitors (number of	ent	ries) 1	6 228
Proportion of trade	visi	tors	100%
Germany (total)			50
of which Nielsen 1	16	Nielson 4	10
Bremen	2	Nielsen 4 Bavaria	10
Hamburg	4	Nielsen 5+6	5
Lower Saxony	7	Berlin	2
Schleswig-Holstein	3	Brandenburg	1
Nielsen 2	34		
North Rhine-Westph.			nia 1
Nielsen 3a	18		1
Hesse	10	Nielsen 7	5
Rhineland-Palatinate	6	Saxony	3
Saarland	1	Thuringia	1
Nielsen 3b	13	3	
Baden-Württemb.	13		
Foreign (total) of which			50
EU			82
Other euro	pea	n countries	12
Other cour			6
Distance to home			%
up to 50 km			15
more than 50 km up	to 1	100 km	5
more than 100 km up	p to	300 km	26
over 300 km			54
Countries with the	high	est visitor share	
Netherlands			17
Austria			9 7
United Kingdom			7
Italy Belgium			5
Frequency of visits Previous event	to t	rade fair	% 36
Earlier events			50
First visit			37
Average length of s	tay	1,9	days
Influence on purcha	sing	/procurement	
decisions			%
Decisively			49
Collectively			26
	tv		17
In an advisory capaci	.,		
No	- 7		6
	•		6 1 1

Area of responsibility	%
Management	40
Research/development/design	1
Manufacturing, production, quality control Buying/procurement	15
Finance/accounting, controlling	1
Information and communication technology	- 1
Personnel administration, administration	-
Sales	23
Marketing, advertising, PR	11
Logistics: storage, material management,	
transport	1
Maintenance/repairs Other area	1
Student	1
Judent	_'
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	40
Managing director, board member, head of an authority etc.	17
Area manager, works manager, plant manage	
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	2
Other position Student	1
Other not gainfully employed	1
Economic sector	%
Advertising speciality trader	54
Advertising speciality wholesale trader	12
Full-service agency	7
Services, promotion fitting	3
Textile finishing	4
Advertising agency	5
Manufacturers, importer	10
Other sectors Student	4
Student	_'
Size of company/organisation:	
Number of employees	%
1- 4 34 200 - 499	4
5- 9 24 500 - 999	1
10- 49 25 1 000 and more 50- 199 9 Student	1
	- 1
Conducted by: Wissler & Partner, Basel	

### REHACARE INTERNATIONAL ---- Düsseldorf

#### Trade visitors' profile

trade visitors profile	
Visitors (number of entries) 50	912
Proportion of trade visitors	<b>69</b> %
Germany (total) of which	82
Nielsen 1 9 Nielsen 4	5
Bremen 1 Bavaria	5
Hamburg 1 Nielsen 5+6	5
Lower Saxony 6 Berlin Schleswig-Holstein 1 Brandenburg	-
Schleswig-Holstein 1 Brandenburg Nielsen 2 66 Mecklenburg-	-
North Rhine-Westph. 66 West Pommerani	a -
Nielsen 3a 11 Saxony-Anhalt	a - -
Hesse 4 <u>Nielsen 7</u>	2
Rhineland-Palatinate 6 Saxony	-
Saarland 1 Thuringia Nielsen 3b 3	-
Baden-Württemb. 3	
Foreign (total) of which	18
FU	66
Other european countries	13
South-, East-, Central Asia	7
Other countries	14
Distance to home	%
up to 50 km	34
more than 50 km up to 100 km	16
more than 100 km up to 300 km over 300 km	30 20
OVEL 300 KIII	20
Countries with the highest visitor shares	
Netherlands France	10 9
Belgium	8
Italy	7
Sweden	5
Frequency of visits to trade fair	%
Previous event	30
Earlier events	50
First visit	42
Average length of stay 1,4	days
Influence on purchasing/procurement	0/
decisions Decisively	% 18
Collectively	24
In an advisory capacity	27
No	20
Student	8
Other not gainfully employed	3
Area of responsibility	%
Management	13
Research/development/design	4
Manufacturing, production, quality control Buying/procurement	4 5
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	6

Sales		9
Marketing, adv	vertising PR	1
	age, material management,	
transport	age, material management,	1
Maintenance/r	enairs	2
Other area	cpuns	42
Student		8
	ifully employed	3
Other not gain	nully employed	
Position in th	e company/organisation	%
	co-owner, freelancer	15
	ctor, board member,	
head of an au		6
	works manager, plant manage	r,
branch manag	er, head of public office	6
Department he	ead, group head, team leader	12
Other salaried	staff, civil servant,	
skilled worker		29
Lecturer, teach	ner	5
Trainee		11
Other position		6
Student		8
Other not gain	fully employed	3
Economic sec		%
trade	sanitary/medical specialist	14
	ada	4
Orthopaedic tr		8
Rehabilitation		_
	es (school, workshop,nursery) onary care and nursing	6
facilities	onary care and nursing	5
Out-patient nu	reing conjicae	4
Medical techni		1
Cost unit	cai service	3
Doctor's practi	ice	1
Other practices		6
Hospital/clinic		5
Auxiliary mate	rials	2
Other industry	iidis	3
Architect's/plai	nning office	1
Organisation o		3
Welfare associ		1
	enterprises, consultancies	6
	ion, organisation	2
Public authorit		4
	ege/polytechnic	3
Other sectors	3	8
Student		8
	ıfully employed	3
J .		
	any/organisation:	%
	IIDIOAGG2	70
Number of er		5
Number of er	11 500 - 999	5
Number of er 1- 4 5- 9	11 500 - 999 7 1 000 and more	12
Number of er 1- 4 5- 9 10- 49	11 500 - 999 7 1 000 and more 23 Student	
Number of er 1- 4 5- 9 10- 49 50- 199	11 500 - 999 7 1 000 and more 23 Student 16 Other not gainfully	12
Number of er 1- 4 5- 9 10- 49	11 500 - 999 7 1 000 and more 23 Student	12

### TOP HAIR INTERNATIONAL (2013) ----- Düsseldorf

#### Trade visitors' profile

Visitors (number of entries)	31 797	Area of responsibility	
Proportion of trade visitors	97%	Management Research/development/design	4
		Manufacturing, production, quality control	
Germany (total)	90	Buying/procurement	
of which		Finance/accounting, controlling	
Nielsen 1 16 Nielsen 4	6	Information and communication technology	
Bremen 1 Bavaria	6	Organisation, personnel, administration	
Hamburg 2 Nielsen 5+6	4	Sales	
Lower Saxony 10 Berlin	1	Marketing, advertising, PR	
Schleswig-Holstein 3 Brandenburg	1	Logistics: storage, material management,	
Nielsen 2 50 Mecklenburg-		transport	
North Rhine-Westph. 50 West Pommera	ania 1	Maintenance/repairs	
Nielsen 3a 15 Saxony-Anhalt		Other area	
Hesse 5 Nielsen 7	4	Student	
	1		
		Other not gainfully employed	
Saarland 2 Thuringia	2		_
Nielsen 3b 7		Position in the company/organisation	
Baden-Württemberg 7		Entrepreneur, co-owner, freelancer	-
		Managing director, board member,	
Foreign (total)	10	head of an authority etc.	
of which		Area manager, works manager, plant manage	er,
EU	77	branch manager, head of public office	
Other European countries	12	Department head, group head, team leader	
Other countries	11	Other salaried staff, civil servant,	
		skilled worker	
Distance to home	%	Lecturer, teacher	
up to 50 km	25	Trainee	
more than 50 km up to 100 km	18	Other position	
more than 100 km up to 300 km	27	Student	
over 300 km	31	Other not gainfully employed	
Commence with the bighest visites the			_
Countries with the highest visitor sha		Economic sector	
Netherlands	30	Hairdressers' trade	-
Belgium	23	Other skilled trades	
Austria	19	Cosmetics/pharmaceuticals/chemical industry	
		Trade	
Frequency of visits to exhibition	%	Media, press, publishing	
Previous event	43	Other service	
Earlier events	56	Other sectors	
First visit	30	Student	
Assurance learnth of store	4	Other not gainfully employed	
Average length of stay 1,	,4 days	Size of company/organisation:	Τ
Influence on purchasing/procurement		Number of employees	
decisions	%	1- 4 47 500 - 999	
Decisively	37	5- 9 23 1 000 and more	
Collectively	19	10- 49 14 Student	
In an advisory capacity	18	50- 199 2 Other not gainfully	
No	21	200- 499 1 employed	
Student	4	200- 499 T employed N/A	
Other not gainfully employed	2		
other not gainfully employed	2	Conducted by: Wissler & Partner, Basel	

### **TourNatur**

40

29

48

14 2 17

87

### **Private visitors' profile**

Proportion of priva	ate v	isitors	93%
Germany (total)			9
of which			
Nielsen 1	1	Nielsen 4	
Bremen	-	Bavaria	
Hamburg	-	Nielsen 5+6	<u> </u>
Lower Saxony	-	Berlin	_
Schleswig-Holstein Nielsen 2	94	Brandenburg Mecklenburg	
North Rhine-Westph			
Nielsen 3a	. 34	Saxony-Anh	
Hesse	-	Nielsen 7	ait
Rhineland-Palatinate		Saxony	
Saarland	-	Thuringia	
Nielsen 3b	-	manngia	
Baden-Württemb.	-		
Foreign (total)			
Distance to home			9
up to 50 km			7
more than 50 km up			
more than 100 km i			1
			1
more than 100 km i over 300 km	up to	300 km	
more than 100 km i	up to	300 km	1
more than 100 km in over 300 km  Frequency of visits	up to	300 km	1
more than 100 km in over 300 km  Frequency of visits Previous event	up to	300 km	3
more than 100 km in over 300 km  Frequency of visits Previous event Earlier events First visit  Sex	up to	300 km	1 3 4 4
more than 100 km i over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male	up to	300 km	3 4 4
more than 100 km in over 300 km  Frequency of visits Previous event Earlier events First visit  Sex	up to	300 km	3 4 4
more than 100 km i over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male	up to	300 km	1 3 4 4 4 5
more than 100 km in over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female	up to	300 km	0 3 4 4 4 5
more than 100 km in over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household	up to	300 km	3 3 4 4 4 5 5
more than 100 km is over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 3	up to	300 km	1 9 3 4 4 4 5 9 9 9 9
more than 100 km is over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 4	up to	300 km	9 34 44 45 5 9 22 55
more than 100 km is over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 3	up to	300 km	9 34 44 45 5 9 22 55
more than 100 km in over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age	up to	300 km	9 3 4 4 4 5 5 9 9 2 2 1 1 1
more than 100 km is over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years	up to	300 km	1 3 3 4 4 4 5 5 9 2 2 5 1 1
more than 100 km in over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years	up to	300 km	1 33 44 4 4 5 9 2 2 5 1 1
more than 100 km in over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 ye over 30 up to 40 ye over 30 up to 40 ye results Prevents Previous Prevents Preven	up to	300 km	1 0 3 3 4 4 4 5 5 1 1
more than 100 km iover 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years over 20 up to 30 ye over 30 up to 40 ye over 40 up to 50 ver	ars ars	300 km	1 3 3 4 4 4 5 5 5 1 1 1
more than 100 km in over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 ye over 30 up to 40 ye over 30 up to 40 ye results Prevents Previous Prevents Preven	ars ars ars ars	300 km	1 3 4 4

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

### ----> Düsseldorf

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	% 8 2
Area manager, works manager, plant manage branch manager, head of public office	er, 3
Department head, group head, team leader Other salaried staff, civil servant,	7
skilled worker	43
Lecturer, teacher	5
Trainee	1
Housewife/man	
Old-age pensioner	20
Other not gainfully employed Other position	1 5
Student	3
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	55
no	10
maybe	36
Follow-up business Intend to buy at later date	%
yes	35
no	8
maybe	57
Conducted by: Wissler & Partner, Basel	

### Tube --- Düsseldorf

### Trade visitors' profile

Trade visitors prome		
Visitors (number of entries) 33 66	i8*)	Area of responsibility  Management
Proportion of trade visitors 9	98%	Research/development/design
Germany (total)	44	Manufacturing, production, quality control Buying/procurement
of which	44	Finance/accounting, controlling
Nielsen 1 9 Nielsen 4	7	Information and communication technology
Bremen 2 Bavaria	7	Personnel administration, administration
Hamburg 1 Nielsen 5+6	5	Sales
Lower Saxony 5 Berlin	-	Marketing, advertising, PR
Schleswig-Holstein 1 Brandenburg	-	Logistics: storage, material management,
Nielsen 2 56 Mecklenburg-		transport
North Rhine-Westph. 56 West Pommerania	-	Maintenance/repairs
Nielsen 3a 11 Saxony-Anhalt	-	Other area
Hesse 7 Nielsen 7	4	Student
Rhineland-Palatinate 3 Saxony	-	Other not gainfully employed
Saarland 1 Thuringia	-	
Nielsen 3b 8		Position in the company/organisation
Baden-Württemb. 8		Entrepreneur, co-owner, freelancer
		Managing director, board member,
Foreign (total)	56	head of an authority etc.
of which		Area manager, works manager, plant manager
EU	60	branch manager, head of public office
Other european countries	10	Department head, group head, team leader
Africa	5	Other salaried staff, civil servant,
North America	7	skilled worker
South and Central America	4	Lecturer, teacher
Middle East	5 8	Trainee
South-, East-, Central Asia Australia	0 1	Other position
Australia	- 1	Student Other net gainfully employed
Distance to home	%	Other not gainfully employed
up to 50 km	15	Economic sector
more than 50 km up to 100 km	8	Tube industry
more than 100 km up to 300 km	17	Iron, steel and non-ferrous metals industry
over 300 km	61	Motor vehicle industry
OVEL 300 KIII	01	Oil and gas industry
Countries with the highest visitor shares	%	Chemical industry
Netherlands	8	Electrical industry
Italy	8	Other industry
France	7	Trade
USA	6	Skilled trades
Spain	5	Service
<u>'</u>		Other sectors
Frequency of visits to trade fair	%	Student
Previous event	40	Other not gainfully employed
Earlier events	41	
First visit	43	Size of company/organisation:
	_	Number of employees
Average length of stay 1,9 d	ays	1- 4 6 500 - 999
Influence on much scienting to the second of	_	5- 9 7 1 000 and more
Influence on purchasing/procurement	0/	10- 49 19 Student
decisions Decisionals	%	50- 199 25 Other not gainfully 200- 499 11 employed
Decisively Collectively	31 36	
Collectively	22	N/A
In an advisory capacity No	10	Conducted by: Wissler & Partner, Basel
Student	2	
Other not gainfully employed	1	
other not guillully employed		

*\	accortained	hv	2	representative	noll

Area of responsibility	%
Management	21
Research/development/design	14
Manufacturing, production, quality control	16
Buying/procurement	17
Finance/accounting, controlling	1
Information and communication technology Personnel administration, administration	1
Sales	20
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	2
Maintenance/repairs	2
Other area	3
Student	2
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member,	10
head of an authority etc.  Area manager, works manager, plant manage	16
branch manager, head of public office	20
Department head, group head, team leader	23
Other salaried staff, civil servant,	
skilled worker	20
Lecturer, teacher	-
Trainee	2
Other position	2
Student Other not gainfully employed	1
Economic sector	%
Tube industry	29
Iron, steel and non-ferrous metals industry Motor vehicle industry	11 6
Oil and gas industry	4
Chemical industry	2
Electrical industry	2
Other industry	11
Trade	17
Skilled trades	7
Service	5
Other sectors	5 5 2
Student	
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 6 500 - 999	7
5- 9 7 1 000 and more	20
10- 49 19 Student 50- 199 25 Other not gainfully	2
50- 199 25 Other not gainfully	1

# Valve World Expo (2012) ---- Düsseldorf

isitors (number of entries) 10			
roportion of trade visitors 9			
Germany (total)	31		
of which			
Nielsen 1 9 Nielsen 4	5		
Bremen 1 Bavaria	5		
Iamburg 3 Nielsen 5+6	1		
ower Saxony 4 Berlin	1		
Schleswig-Holstein 2 Brandenburg	-		
Jielsen 2 57 Mecklenburg-			
Jorth Rhine-Westph. 57 West Pommerania	-		
lielsen 3a 16 Saxony-Anhalt	-		
lesse 9 Nielsen 7	4		
thineland-Palatinate 6 Saxony	3		
aarland 1 Thuringia	1		
lielsen 3b 9			
aden-Württemberg 9			
aden Warttemberg 5			
oreign (total)	69		
f which	03		
EU EU	62		
Other european countries	8		
Africa North America	3		
Middle East	6		
South-, East-, Central Asia Other countries	13 4		
Other countries	4		
Distance to home	%		
p to 50 km	10		
nore than 50 km up to 100 km	7		
nore than 100 km up to 300 km	25		
ver 300 km	59		
and the state of t	0/		
Countries with the highest visitor shares	%		
letherlands	12		
taly	10		
Inited Kingdom	9		
Belgium	6		
ndia	6		
	٥,		
requency of visits to trade fair	%		
Previous event	29		
arlier events	23		
irst visit	61		
verage length of stay 1,7 o	lays		
nfluence on purchasing/procurement	_		
lecisions	%		
	35		
Decisively			
ollectively	29		
n an advisory capacity	18		
lo	16		
tudent	2		
ther not gainfully employed	1		

Area of responsibility	%
Management	25
Research/development/design	11
Manufacturing, production, quality control	.5
Buying/procurement	15
Finance/accounting, controlling	1
Information and communication technology Organisation, personnel, administration	-
Sales	30
Marketing, advertising, PR	30
Logistics: storage, material management,	,
transport	1
Maintenance/repairs	4
Other area '	3
Student	2
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member,	
head of an authority etc.	17
Area manager, works manager, plant manager	
branch manager, head of public office Department head, group head, team leader	16 27
Other salaried staff, civil servant,	21
skilled worker	20
Lecturer, teacher	-
Trainee	2
Other position	3
Student	2
Other not gainfully employed	1
Economic sector	%
Fittings manufacturers	25
End users of fittings, other industries,	4.0
manufacturers	19
Skilled trades	1 19
Fittings trade Other trade	7
Service	9
Association	1
Other sectors	19
Student	2
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 8 500 - 999	5
5- 9 10 1 000 and more	18
10- 49 24 Student	2
50- 199 20 Other not gainfully	
200- 499 12 employed	1
Conducted by: Wissler & Partner, Basel	

### wire ---- Düsseldorf

#### Trade visitors' profile

Trade visitors' profile			_
Visitors (number of entries) 38 0	50*)	Area of responsibility	%
		Management	25
Proportion of trade visitors	99%	Research/development/design	19
		Manufacturing, production, quality control	23
Germany (total)	34	Buying/procurement	10
of which	10	Finance/accounting, controlling	1
Nielsen 1 7 Nielsen 4	16	Information and communication technology	-
Bremen 1 Bavaria	16	Personnel administration, administration	1
Hamburg 3 Nielsen 5+6	2	Sales	11
Lower Saxony 4 Berlin	-	Marketing, advertising, PR	2
Schleswig-Holstein - Brandenburg Nielsen 2 47 Mecklenburg-	-	Logistics: storage, material management,	1
North Rhine-Westph. 47 West Pommerania	-	transport Maintenance/repairs	2
Nielsen 3a 11 Saxony-Anhalt		Other area	3
Hesse 6 Nielsen 7	6	Student	1
Rhineland-Palatinate 4 Saxony	4	Other not gainfully employed	1
Saarland 1 Thuringia	2	Other not gainfully employed	
Nielsen 3b 11	-	Position in the company/organisation	%
Baden-Württemb. 11		Entrepreneur, co-owner, freelancer	19
		Managing director, board member,	-
Foreign (total)	66	head of an authority etc.	16
of which		Area manager, works manager, plant manager	r,
EU	50	branch manager, head of public office	19
Other european countries	10	Department head, group head, team leader	24
Africa	4	Other salaried staff, civil servant,	
North America	8	skilled worker	16
South and Central America	4	Lecturer, teacher	1
Middle East	4	Trainee	1
South-, East-, Central Asia	18	Other position	2
Australia	2	Student	1
		Other not gainfully employed	1
Distance to home	%		
up to 50 km	7	Economic sector	%
more than 50 km up to 100 km	8	Wire industry	32
more than 100 km up to 300 km over 300 km	11 73	Cable industry	13 10
over 500 km	13	Iron, steel and non-ferrous metals industry Motor vehicle industry	9
Countries with the highest visitor shares	%	Electrical industry	2
India	10	Construction industry	2
Italy	8	Other industry	8
USA	8	Trade	11
France	6	Skilled trades	4
United Kingdom	6	Service	4
		Other sectors	4
Frequency of visits to trade fair	%	Student	1
Previous event	43	Other not gainfully employed	1
Earlier events	46		
First visit	36	Size of company/organisation:	
	_	Number of employees	%
Average length of stay 2,1 c	iays	1- 4 8 500 - 999	8
Influence on purchasing/procurement		5- 9 4 1 000 and more 10- 49 18 Student	16
decisions	%		1
Decisively	33		1
Collectively	35	200- 499 13 employed N/A	2
In an advisory capacity	21		2
No	10	Conducted by: Wissler & Partner, Basel	
er dear			

<sup>\*)</sup> ascertained by a representative poll

Other not gainfully employed

# **Grüne Tage Thüringen (2012)** — Erfurt

### **Private visitors' profile**

Visitors (number of	entries)	23 90
Proportion of private	visitors	76%
Germany (total) of which		99
Nielsen 1	- Nielsen 4	
Bremen	- Bavaria	
Hamburg	- Nielsen 5+6	
Lower Saxony	- Berlin	
Schleswig-Holstein	<ul> <li>Brandenburg</li> </ul>	
Nielsen 2	- Mecklenburg-	
North Rhine-Westph.	- West Pomme	
Nielsen 3a	2 Saxony-Anha	
Hesse	2 Nielsen 7	94
Rhineland-Palatinate	- Saxony	0.
Saarland Nielsen 3b	- Thuringia	9:
Baden-Württemberg	-	
Foreign (total)		
Distance to home		9
up to 50 km		48
more than 50 km up t		40
more than 100 km up	to 300 km	1
over 300 km		
Frequency of visits t	o trade fair	9/
2010 2008		4
2008 Earlier events		28 30
First visit		21
FIIST VISIT		
Sex Male		9/ 4:
Female		5
Size of household		9
1 person		
2 persons		4
3 persons		2
4 persons		18
5 persons and more		
Age		9
up to 20 years	_	4
over 20 up to 30 years	5	1: 1:
over 30 up to 40 years		1: 2:
over 40 up to 50 years over 50 up to 60 years		2:
over 60 up to 70 years		14
over 70 years	,	
over 70 years		

Position in the company/organisation Entrepreneur, co-owner, freelancer	9
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manage	r,
branch manager, head of public office Department head, group head, team leader	
Other salaried staff, civil servant, skilled worker	2
Sittinea Worker	3
Lecturer, teacher Trainee	
Other position	1
Student	
Housewife/man	
Old-age pensioner	2
Other not gainfully employed	-
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	7 1 1
Follow-up business Intend to buy at later date	9
yes	3
no	2
maybe	4
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

### inoga with IKA (2012)

Visitors (number of entr	ies) 16	527
Proportion of trade visit	ors 3	6%
Germany (total) of which		85
	Nielsen 4	6
	Bavaria	6
	Nielsen 5+6 Berlin	9
	Brandenburg	1
	Mecklenburg-	Ċ
	West Pommerania	-
	Saxony-Anhalt	6
	Nielsen 7 Saxony	66 7
	Thuringia	58
Nielsen 3b 2		
Baden-Württemberg 2		
Foreign (total) of which		15
EU		53
Other european	countries	19
North America Other countries		16
Other countries		12
Distance to home		%
up to 50 km		32
more than 50 km up to 10 more than 100 km up to 3		20 21
over 300 km	JOO KIII	27
Countries with the higher	est visitor shares	%
USA		16
Sweden		9
Frequency of visits to tr	ade fair	%
Previous event		14
Earlier events First visit		20 74
Average length of stay	1,4 d	ays
Influence on purchasing/	procurement	0/
decisions Decisively		% 25
Collectively		25
In an advisory capacity		18
No		24
Student Other not gainfully employ	ıod	4 6
other not gainfully employ	reu	U

### ----> Erfurt

Area of responsibility	%
Management	15
Research/development/design	3
Manufacturing, production, quality control	19
Buying/procurement	7
Finance/accounting, controlling	1
Information and communication technology	-
Organisation, personnel, administration	2
Sales Marketing, advertising, PR	10
Logistics: storage, material management,	
transport	1
Maintenance/repairs	2
Other area	29
Student	4
Other not gainfully employed	6
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer Managing director, board member,	17
head of an authority etc.	4
Area manager, works manager, plant manage	
branch manager, head of public office	', 7
Department head, group head, team leader	11
Other salaried staff, civil servant,	
skilled worker	23
Lecturer, teacher	8
Trainee	19
Other position	3
Student	4 6
Other not gainfully employed	Ö
Economic sector	%
Catering	46
Hotel	13
Catering	7
Wholesale trade	1
Retail trade/specialist trade	3 3 3
Industry	3
Skilled trades	3
Manufacturing sector Authority/public services	6
Association/society	9 3

4	Student Other not gainfully employed			
	employed	annuny	not go	Other
	rganisation:			
%	ees	employ	er of	Numb
4	500 - 999	18	4	1-
7	1 000 and more	16	9	5-
4	Student	26	49	10-
	Other not gainfully	15	199	50-
6	employed	5	499	200-4

Educational institutions, vocational and advanced training

Association/society

Other sectors

### Private visitors' profile

Visitors (number of	ent	ries)	16 527
Proportion of private visitors 649			
Germany (total) of which			94
Nielsen 1	1	Nielsen 4	5
Bremen	-	Bavaria	5
Hamburg	-	Nielsen 5+6	6
Lower Saxony	1	Berlin	2
Schleswig-Holstein	-	Brandenburg	2
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pommera	nia -
Nielsen 3a	3	Saxony-Anhalt	3
Hesse	2	Nielsen 7	83
Rhineland-Palatinate	1	Saxony	2
Saarland	-	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	300 km	13
over 300 km			12
Frequency of visits 1	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			14
over 30 up to 40 year			6
over 40 up to 50 year			16
over 50 up to 60 year			21
over 60 up to 70 year	S		17
over 70 years			8

Managing director, board member,	
Managing director, board member,	0
head of an authority etc.	2
Area manager, works manager, plant manager,	
branch manager, head of public office	1
Department head, group head, team leader	9
Other salaried staff, civil servant,	
skilled worker 3	6
Lecturer, teacher	4
Trainee	3
Other position	6
Student	8 5 3
Housewife/man	5
Other not gainfully employed 1	6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	%
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

# Rapid. Tech ---> Erfurt

Visitors (number of	ent	ries)	3 049
Proportion of trade	visi	itors	70%
Germany (total)			96
of which	_	Mit allers of	22
Nielsen 1 Bremen	7	Nielsen 4 Bavaria	23 23
	-		
Hamburg Lower Saxony	1 5	Nielsen 5+6 Berlin	9
Schleswig-Holstein	1		5
Nielsen 2	8	Mecklenburg-	2
North Rhine-Westph.	8		nia -
Nielsen 3a	6	Saxony-Anhalt	2
Hesse	3	Nielsen 7	35
Rhineland-Palatinate	2		10
Saarland	-	Thuringia	25
Nielsen 3b	12	manngia	23
Baden-Württemb.	12		
Foreign (total)			4
Distance to home			%
up to 50 km			21
more than 50 km up			6
more than 100 km u	p to	300 km	27
over 300 km			46
Frequency of visits	to t	rade fair	%
Previous event			17
Earlier events			9
First visit			73
	tay	1,	3 days
Average length of			
Influence on purcha	_	g/procurement	
Influence on purcha decisions	_	g/procurement	
Influence on purcha decisions Decisively	_	g/procurement	% 23
Influence on purcha decisions Decisively Collectively	sing	g/procurement	23 23
Influence on purcha decisions Decisively Collectively In an advisory capac	sing	g/procurement	23 23 25
Average length of : Influence on purchadecisions Decisively Collectively In an advisory capac No Student	sing	g/procurement	

Area of responsibility	%
Management	20
Research/development/design	35
Manufacturing, production, quality control	11
Buying/procurement	4
Finance/accounting, controlling	2
Information and communication technology Personnel administration, administration	-
Sales	6
Marketing, advertising, PR	4
Logistics: storage, material management,	7
transport	
Maintenance/repairs	1
Other area	4
Student	13
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member,	24
head of an authority etc.	7
Area manager, works manager, plant manage	
branch manager, head of public office	6
Department head, group head, team leader	13
Other salaried staff, civil servant,	
skilled worker	27
Lecturer, teacher	2
Trainee Other position	3
Student	15
Formania acatan	0/
Economic sector Machine and plant construction	% 12
Automobile industry or its supplying firms	9
Medical technology	12
Aerospace industry	4
Toolmaking and mould-making	3
Electrical engineering/electronics	4
Precision engineering and optics	3
Metal trade	1
Other industry	1
Skilled trades	2
Trade	3
Service	15
Universities	19
Other	22
Size of company/organisation:	
Number of employees	%
1- 4 21 200 - 499	11
5- 9 6 500 - 999	2
10- 49 14 1 000 and more	18
50- 199 16 Student	13

### Thüringen Ausstellung (2012) ---- Erfurt

### Private visitors' profile

Visitors (number of entries)	71 928
Proportion of private visitors	91%
Germany (total) of which Nielsen 1 Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony - Berlin Schleswig-Holstein Nielsen 2 North Rhine-Westph. Nielsen 3a 1 Saxony-Anhalt Hesse 1 Nielsen 7 Rhineland-Palatinate Saarland Nielsen 3b Baden-Württemberg - Nielsen 3b Baden-Württemberg	100  1 1 1 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	% 61 32 6 1
Frequency of visits to trade fair 2011 2010 2009 2008 Earlier events First visit	% 42 39 32 23 25
Sex Male Female	% 42 58
Size of household  1 person 2 persons 3 persons 4 persons 5 persons and more	% 8 56 19 12 5
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 4 12 11 21 25 20 6

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office 2 Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee 20ther position Student Housewife/man Old-age pensioner Other not gainfully employed 3  Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes 34  Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund		
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.  Area manager, works manager, plant manager, branch manager, head of public office  Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee  Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Buying and ordering capacity Purchase or order made or intended at the exhibition yes  76 no 99 maybe  Follow-up business Intend to buy at later date yes 14 Conducted by: Gelszus Messe-Markt-	Position in the company/organisation	%
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 20 Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Buying and ordering capacity Purchase or order made or intended at the exhibition yes 76 no 99 maybe  Follow-up business Intend to buy at later date yes 146 Conducted by: Gelszus Messe-Markt-		
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 20 Other position Student Housewife/man Old-age pensioner Other not gainfully employed 3  Buying and ordering capacity Purchase or order made or intended at the exhibition yes 76 no 9 maybe 16  Follow-up business Intend to buy at later date yes 14 Conducted by: Gelszus Messe-Markt-		
Area manager, works manager, plant manager, branch manager, head of public office 2 Department head, group head, team leader Other salaried staff, civil servant, skilled worker 34 Lecturer, teacher 7 Trainee 2 Other position 88 Student 55 Housewife/man 2 Old-age pensioner 26 Other not gainfully employed 3  Buying and ordering capacity 9 Purchase or order made or intended at the exhibition yes 76 no 9 maybe 16  Follow-up business 9% Intend to buy at later date yes 34 no 21 maybe Conducted by: Gelszus Messe-Markt-		2
Department head, group head, team leader Other salaried staff, civil servant, skilled worker 34 Lecturer, teacher 4 Trainee 2 Other position 8 Student 5 Housewife/man 2 Old-age pensioner 26 Other not gainfully employed 3  Buying and ordering capacity 9 Purchase or order made or intended at the exhibition yes 76 no 9 maybe 16  Follow-up business 9 Intend to buy at later date yes 34 no 21 maybe 6 Conducted by: Gelszus Messe-Markt-		er,
Other salaried staff, civil servant, skilled worker 34 Lecturer, teacher 4 Trainee 2 Other position 88 Student 5 Housewife/man 2 Old-age pensioner 26 Other not gainfully employed 3  Buying and ordering capacity 9 Purchase or order made or intended at the exhibition yes 76 no 9 maybe 16  Follow-up business 9% Intend to buy at later date yes 34 no 21 maybe 46  Conducted by: Gelszus Messe-Markt-		2
skilled worker Lecturer, teacher Trainee 2 Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Buying and ordering capacity Purchase or order made or intended at the exhibition yes 76 no 99 maybe  Follow-up business Intend to buy at later date yes 10 Conducted by: Gelszus Messe-Markt-	Department head, group head, team leader	6
Lecturer, teacher Trainee 2 Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Buying and ordering capacity Purchase or order made or intended at the exhibition yes 76 no 9 maybe 16  Follow-up business Intend to buy at later date yes 10 Conducted by: Gelszus Messe-Markt-		
Trainee 2 Other position 88 Student 5 Housewife/man 2 Old-age pensioner 26 Other not gainfully employed 3  Buying and ordering capacity 9 Purchase or order made or intended at the exhibition yes 76 no 9 maybe 16  Follow-up business 9% Intend to buy at later date yes 34 no 21 maybe 46  Conducted by: Gelszus Messe-Markt-		٠.
Other position Student Housewife/man 20ld-age pensioner Other not gainfully employed 33  Buying and ordering capacity Purchase or order made or intended at the exhibition yes 76 no 9 maybe Follow-up business Intend to buy at later date yes 10 maybe Conducted by: Gelszus Messe-Markt-		
Student 5 Housewife/man 2 Old-age pensioner 26 Other not gainfully employed 3  Buying and ordering capacity Purchase or order made or intended at the exhibition yes 76 no 9 maybe 16  Follow-up business 9% Intend to buy at later date yes 34 no 21 maybe 46  Conducted by: Gelszus Messe-Markt-		
Old-age pensioner Other not gainfully employed  Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe  Follow-up business Intend to buy at later date yes no maybe  Conducted by: Gelszus Messe-Markt-		8
Old-age pensioner Other not gainfully employed  Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe  Follow-up business Intend to buy at later date yes no maybe  Conducted by: Gelszus Messe-Markt-		5
Other not gainfully employed  Buying and ordering capacity Purchase or order made or intended at the exhibition yes 76 no 9 maybe 16  Follow-up business Intend to buy at later date yes 34 no 21 maybe 46  Conducted by: Gelszus Messe-Markt-		
Buying and ordering capacity Purchase or order made or intended at the exhibition yes 76 no 99 maybe 16  Follow-up business Intend to buy at later date yes 0 21 maybe 24 Conducted by: Gelszus Messe-Markt-		
Purchase or order made or intended at the exhibition yes 76 no 9 maybe 16  Follow-up business 9% Intend to buy at later date yes 34 no 21 maybe 46  Conducted by: Gelszus Messe-Markt-	Other not gainfully employed	3
Purchase or order made or intended at the exhibition yes 76 no 9 maybe 16  Follow-up business 9% Intend to buy at later date yes 34 no 21 maybe 46  Conducted by: Gelszus Messe-Markt-	Ruying and ordering canacity	0/0
at the exhibition yes 76 no 9 maybe 16  Follow-up business % Intend to buy at later date yes 34 no 21 maybe 46  Conducted by: Gelszus Messe-Markt-		70
yes 76 no 9 maybe 16  Follow-up business 9% Intend to buy at later date yes 34 no 21 maybe 46  Conducted by: Gelszus Messe-Markt-		
no 9 maybe 16  Follow-up business 9% Intend to buy at later date yes 34 no 21 maybe 46  Conducted by: Gelszus Messe-Markt-		76
Follow-up business % Intend to buy at later date yes 34 no 21 maybe 46 Conducted by: Gelszus Messe-Markt-	•	9
Intend to buy at later date yes 34 no 21 maybe 46 Conducted by: Gelszus Messe-Markt-	maybe	16
Intend to buy at later date yes 34 no 21 maybe 46 Conducted by: Gelszus Messe-Markt-		
yes 34 no 21 maybe 46 Conducted by: Gelszus Messe-Markt-		%
no 21 maybe 46 Conducted by: Gelszus Messe-Markt-		
maybe 46 Conducted by: Gelszus Messe-Markt-	,	
Conducted by: Gelszus Messe-Markt-		
	maybe	46
forschung GmbH, Dortmund	Conducted by: Gelszus Messe-Markt-	
	forschung GmbH, Dortmund	

### **DEUBAUKOM** — Essen

### Trade visitors' profile

Visitors (number of entries)	34 746	Area of responsibility
Proportion of trade visitors	90%	Management Research/development/design
Germany (total)	94	Manufacturing, production, quality of Buying/procurement
of which	1	Finance/accounting, controlling
Nielsen 1 6 Nielsen 4	1	Information and communication tecl
Bremen - Bavaria		Personnel administration, administra
Hamburg 1 Nielsen 5+6	1	Sales
Lower Saxony 5 Berlin	-	Marketing, advertising, PR
Schleswig-Holstein - Brandenburg	-	Logistics: storage, material manage
Nielsen 2 83 Mecklenburg-		transport
North Rhine-Westph. 83 West Pommera	nia -	Maintenance/repairs
Nielsen 3a 8 Saxony-Anhalt	-	Other area
Hesse 4 Nielsen 7	-	Student
Rhineland-Palatinate 4 Saxony	-	Other not gainfully employed
Saarland - Thuringia	-	
Nielsen 3b 1		Position in the company/organisa
Baden-Württemb. 1		Entrepreneur, co-owner, freelancer
		Managing director, board member,
Foreign (total)	6	head of an authority etc.
of which		Area manager, works manager, plan
EU	70	branch manager, head of public offi
Other countries	30	Department head, group head, tean
		Foreman, master craftsman
Distance to home	%	Other salaried staff, civil servant,
up to 50 km	45	skilled worker
more than 50 km up to 100 km	24	Lecturer, teacher
more than 100 km up to 300 km	24	Trainee
over 300 km	8	Other position
		Student
Country with the highest visitor share	%	Other not gainfully employed
Netherlands	48	
		Economic sector
Frequency of visits to trade fair	%	Construction industry
Previous event	17	Industrial construction
Earlier events	43	Main construction trade
First visit	40	Ancillary construction trade
		Skilled trades
Average length of stay 1,	1 days	Building materials industry
		Architect
Influence on purchasing/procurement		Engineer
decisions	%	Building materials specialist trade
Decisively	21	Housing industry
Collectively	25	Ministry/public authority/municipal
In an advisory capacity	17	administration
No	18	University/polytechnic, research
Student	16	Private property owner
Other not gainfully employed	3	Other sectors
one. Hot guillany employed	,	Student
		Other not gainfully employed
		other not gainfully employed

Area of responsibility	%
Management	9
Research/development/design	2 2 1
Manufacturing, production, quality control	2
Buying/procurement	1
Finance/accounting, controlling	2
Information and communication technology	1
Personnel administration, administration	1
Sales	5
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	1
Maintenance/repairs	3
Other area	52
Student	16
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	25
Managing director, board member,	
head of an authority etc.	4
Area manager, works manager, plant manage	
branch manager, head of public office	., 3
Department head, group head, team leader	9
Foreman, master craftsman	3
Other salaried staff, civil servant,	Ĭ
skilled worker	17
Lecturer, teacher	3
Trainee	13
Other position	4
Student	16
Other not gainfully employed	3
Economic sector	%
Construction industry	15
Industrial construction	2
Main construction trade	5
Ancillary construction trade	2
Skilled trades	11
Building materials industry	2
Architect	12

Student Other n		ainfully	employed	16 3
			rganisation:	
Numbe	r of	employ	/ees	%
1-	4	25	500 - 999	3
5-	9	14	1 000 and more	7
10-	49	17	Student	16
50- 1	99	11	Other not gainfully	
200-4	99	3	employed	3
Conduc	ted	by: Ge	lszus Messe-Markt-	

forschung GmbH, Dortmund

# E-world energy & water

Visitors (number of	ent	ries)	23 500
Proportion of trade			98%
Germany (total)			84
of which	40	AP 1	_
Nielsen 1	12	Nielsen 4	7
Bremen	1	Bavaria	7
Hamburg Lower Saxony	6	Nielsen 5+6 Berlin	7 4
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2	51	Mecklenburg-	
North Rhine-Westph.	51	West Pommera	nia 1
Nielsen 3a	11	Saxony-Anhalt	1
Hesse	7	Nielsen 7	3 2
Rhineland-Palatinate	3	Saxony	
Saarland	1	Thuringia	1
Nielsen 3b Baden-Württemb.	9		
Baden-wurttemb.	9		
Foreign (total) of which			16
EU			73
		n countries	23
Other cou	ntrie	S	4
Distance to home			%
up to 50 km			24
more than 50 km up	to '	100 km	13
more than 100 km u	p to	300 KM	22 41
OVEL 300 KIII			41
Countries with the	high	est visitor shar	
United Kingdom			15
Switzerland			15
Netherlands			12
Austria Belgium			7 6
Frequency of visits	to t	rade fair	%
Previous event			30
Earlier events			36
First visit			41
Average length of	stay	1,	3 days
Influence on purcha	asing	g/procurement	
decisions			%
Decisively			23 30
Collectively In an advisory capac	itv		30 24
No	icy		13
Student			10
Other not gainfully e	mplo	oyed	1
3 . 7 .		•	

### ----> Essen

Area of resp	onsibi	lity	%
Management		•	14
Research/dev	elopme	nt/design	5
		luction, quality control	2
Buying/procu			10
Finance/acco		controlling	4
		nmunication technology	12
		ation, administration	1
Sales		, , , , , , , , , , , , , , , , , , , ,	19
Marketing, a	dvertisi	na. PR	5
		naterial management,	
transport	3.,	,	1
Maintenance	/repairs		3
Other area			12
Student			10
Other not ga	infully a	employed	1
outer not gu	iiiiuiiy v	employeu	
Position in t	he con	npany/organisation	%
Entrepreneur,	co-ow	ner, freelancer	12
Managing di	rector,	board member,	
head of an a	uthority	/ etc.	9
Area manage	r, work	s manager, plant manage	er,
branch mana	ger, he	ad of public office	11
		roup head, team leader	22
Other salarie	d staff,	civil servant,	
skilled worke			31
Lecturer, tead	cher		2
Trainee			1
Other positio	n		2
Student			10
Other not ga	infully (	employed	1
Economic se			%
Power supply			33
Consultants,			24
		cil representatives	8
Research, pre			3
		industrial enterprises	13
Other sectors			9
Student			10
Other not ga	infully e	employed	1
Cina of com		vanication.	
Size of comp Number of a			%
1- 4	empioy 8	500 - 999	5
1- 4 5- 9	8 6	1 000 and more	31
	14		10
10- 49	14 15	Student Other net gainfully	10
50- 199 200- 499		Other not gainfully employed	1
700-499	11	emploved	1

employed

200- 499 11

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

### IPM ESSEN ----> Essen

### Trade visitors' profile

	entries) 44	838
Proportion of trade v	visitors !	95%
Germany (total) of which		64
	19 Nielsen 4	7
Bremen	- Bavaria	7
Hamburg	1 Nielsen 5+6	4
	16 Berlin	1
Schleswig-Holstein	2 Brandenburg	1
	48 Mecklenburg-	
North Rhine-Westph. 4		
	11 Saxony-Anhalt	1
Hesse	5 Nielsen 7	3
Rhineland-Palatinate	4 Saxony	1
Saarland Nielsen 2h	1 Thuringia	- 1
<u>Nielsen 3b</u> Baden-Württemb.	9	
Foreign (total)		36
of which EU		70
	pean countries	16
	t-, Central Asia	5
Other count	tries	9
Distance to home		%
up to 50 km		12
more than 50 km up t	to 100 km	14
more than 100 km up	to 300 km	28
over 300 km		46
Countries with the h	ighest visitor shares	%
Netherlands	•	26
France		6
Turkey		6
Italy		6
Poland		5
Frequency of visits to	o trade fair	%
Previous event		32
Earlier events		41
First visit		31
Average length of st	tay 1,4 d	lays
Influence on purchas	sing/procurement	
decisions		%
Decisively		32
		25
Collectively		
In an advisory capacity	у	
In an advisory capacity No	у	18
n an advisory capacity	•	17 18 6

Area of responsibility	%
Management	28
Research/development/design	5
Manufacturing, production, quality control	15
Buying/procurement	6
Finance/accounting, controlling	
Information and communication technology	1
Personnel administration, administration	
Sales	18
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	1
Maintenance/repairs	13
Other area Student	13
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	29
Managing director, board member,	
head of an authority etc.	6
Area manager, works manager, plant manager	
branch manager, head of public office Department head, group head, team leader	
Other calaried staff, civil convent	-
Other salaried staff, civil servant, skilled worker	6
Lecturer, teacher	3
Trainee	16
Other position	1
Farmer, horticulturist	13
Florist	(
Student	6
Other not gainfully employed	1
Economic sector	%
Plant producer	2
Florist wholesale trade	4
Seed trade	2
End-sales outlet	6
Public authority, municipal garden department	
Horticulture and landscape gardening	13
Landscape designer	2
Garden centre	4
Gardening company	3
Florist, specialist retailer	8
Fruit and vegetable growing	1
Cemetry gardeners	2
Substrate manufacturers	1
Nursery Wholosalo market	3
Wholesale market Other sectors	11
Student	1
Other not gainfully employed	1
Size of company/organisation:	0
Number of employees	%
1- 4 21 500 - 999	2
5- 9 25 1 000 and more 10- 49 27 Student	
	6
50 100 10 Other net gainfully	

50- 199 10 Other not gainfully 200- 499 3 employed

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

No Student

Other not gainfully employed

### METPACK ---- Essen

Visitors (number of entries)	6 696
Proportion of trade visitors	99%
Germany (total) of which	27
Nielsen 1 25 Nielser	1 4 7
Bremen 1 Bavaria	
Hamburg 2 <u>Nielser</u>	
Lower Saxony 16 Berlin	1
Schleswig-Holstein 5 Brande	
Nielsen 2 30 Meckle	
	ommerania 2
	-Anhalt -
Hesse 9 Nielser	
Rhineland-Palatinate 9 Saxony	· ·
Saarland 1 Thuring	
Nielsen 3b 14	jiu
Baden-Württemb. 14	
Foreign (total)	73
of which EU	43
Other european countr	
Africa	4
North America	3
South and Central Am	
Middle East	7
South-, East-, Central	
Other countries	-
Distance to home	%
up to 50 km	4
more than 50 km up to 100 km	5
more than 100 km up to 300 km	
over 300 km	77
Countries with the highest visi	
Italy	9
Netherlands	8
Switzerland	7
Spain	5
Turkey	5
Frequency of visits to trade fai	
2011	33
2008	24
2005	15
2002	9
Earlier events	8
First visit	54
Average length of stay	1,7 days
Influence on purchasing/procur	
decisions	%
Decisively	30
Collectively	35
In an advisory capacity	22
No	12
Student	1

Area of responsibility	%
Management	22
Research/development/design	18
Manufacturing, production, quality control	23
Buying/procurement	5
Finance/accounting, controlling Information and communication technology	1
Personnel administration, administration	
Sales	16
Marketing, advertising, PR	2
Logistics: storage, material management,	_
transport	1
Maintenance/repairs	
Other area	9
Student	1
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member,	
head of an authority etc.	14
Area manager, works manager, plant manag	
branch manager, head of public office	23
Department head, group head, team leader	20
Other salaried staff, civil servant,	20
skilled worker Lecturer, teacher	20
Trainee	2
Other position	4
Student	1
Other not gainfully employed	i
Economic sector	%
Metal package	65
Filling and packing industry	13
Consulting company	4
Other sectors	17
Student	1
Other not gainfully employed	1
Sing of commonwell and the second	
Size of company/organisation: Number of employees	%
1- 4 8 500 - 999	9
5- 9 5 1 000 and more	18
10- 49 14 Student	10
50- 199 24 Other not gainfully	- 1
200- 499 20 employed	1
	- 1
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

### REIFEN ----> Essen

#### Trade visitors' profile

	number of	enti	ries)	19 541
Proportio	n of trade	visi	tors	98%
Germany of which	(total)			37
Nielsen 1		12	Nielsen 4	9
Bremen		-	Bavaria	9
Hamburg		1	Nielsen 5+6	5
Lower Sax		10	Berlin	2
Schleswig	-Holstein		Brandenburg	1
Nielsen 2	144 - 1	41	Mecklenburg	
	ne-Westph.		West Pomme	
<u>Nielsen 3a</u> Hesse	<u>d</u>	17 8	Saxony-Anha	ılt 2
	-Palatinate	8	Nielsen 7 Saxony	5 4
Saarland	-r alatillate	1	Thuringia	1
Nielsen 31	n	12	mumgia	'
Baden-Wü		12		
Foreign (1	total)			63
of which	EU			62
		nnaar	countries	10
	Africa	pear	Countries	10
	North Am	erica		7
			tral America	4
	Middle Ea		arai / iiiiciica	3
	South-, Ea	st-, (	Central Asia	3
	Australia			1
Distance	to home			%
up to 50 l	km			
up to 50 l more than	km ı 50 km up	to 1	00 km	7
up to 50 l more than more than	km 1 50 km up 1 100 km u	to 1 p to	00 km 300 km	7 6 18
up to 50 l more than	km 1 50 km up 1 100 km u	to 1 p to	00 km 300 km	7 6 18
up to 50 I more than more than over 300 I Countries	km 1 50 km up 1 100 km u km	p to	00 km 300 km est visitor sh	
up to 50 l more than more than over 300 l Countries taly	km 1 50 km up 1 100 km u km	p to	300 km	77 6 18 70 nares %
up to 50 l more than more than over 300 l Countries taly Belgium	km 1 50 km up 1 100 km u km	p to	300 km	76 18 70 nares %
up to 50 l more than more than over 300 l Countries Italy Belgium France	km 150 km up 1100 km u km with the	p to	300 km	76 18 70 nares %
up to 50 l more than more than over 300 l Countries taly Belgium	km 150 km up 1100 km u km with the	p to	300 km	76 18 70 nares % 9
up to 50 l more than more than over 300 l Countries taly Belgium France United Kir Poland	km 150 km up 1100 km u km with the	p to	300 km est visitor sh	76 18 70 nares % 9 6 6
up to 50 l more than more than over 300 l Countries taly Belgium France United Kir Poland	km 1 50 km up 1 100 km u km 2 with the ngdom y of visits	p to	300 km est visitor sh	76 18 70 nares % 9 66 55 5
up to 50 l more than more than over 300 l Countries taly Belgium France United Kir Poland Frequency Previous e	km 1 50 km up 1 100 km u 1 km 2 with the 1 mgdom 2 of visits	p to	300 km est visitor sh	76 18 70 39 66 65 55 5
up to 50 l more than more than over 300 l Countries taly Belgium France United Kir Poland	km 1 50 km up 1 100 km u 1 km 2 with the 1 mgdom 2 of visits	p to	300 km est visitor sh	76 18 18 70 18 96 66 55 55
up to 50 l more than more than more than over 300 l Countries taly Belgium France United Kir Poland Frequency Previous e Earlier eve First visit	km 1 50 km up 1 100 km u km with the ngdom y of visits event ents	p to	300 km est visitor sh	76 188 70 31 30 46
up to 50 l more than more than more than over 300 l Countries taly Belgium France United Kir Poland Frequency Previous e Earlier eve First visit	km 1 50 km up 1 100 km u 1 km 2 with the 1 mgdom 2 of visits	p to	300 km est visitor sh	76 18 70 nares % 9
up to 50 l more than more than over 300 l Countries tally Belgium France United Kir Poland Frequency Previous e Earlier eve First visit	km 1 50 km up 1 100 km u 1 km 1 with the 1 mgdom 2 y of visits 2 event 2 ents	p to high to to	300 km est visitor sh	76 18 18 70 9 9 66 65 5 5 5 9 46 1,7 days
up to 50 Immore than more than more than power 300 Immore that power 300 Immore that power 300 Immore that power and the power arrived and	km 1 50 km up 1 100 km u 1 km 1 with the 1 mgdom 2 y of visits 2 event 2 ents	p to high to to	300 km est visitor sh rade fair	77 6 18 70 70 9 9 6 6 5 5 5 5 7 7 7 7 7 7 7 7 7 7 7 7 7 7
up to 50 l more than more than more than pover 300 l Countries taly Belgium France United Kir Poland Frequency Previous e Earlier eve First visit Average l Influence decisions Decisively	km 150 km up 100 km u km up 100 km u km ukm with the segon s	p to high to to	300 km est visitor sh rade fair	776 188 7070 996 665 555 741 311 300 460 1,7 days t
up to 50 Immore than more than more than more than the second of the sec	km 150 km up 100 km u	high to to	300 km est visitor sh rade fair	76 68 188 70 96 66 55 55 94 31 30 46 <b>1,7 days</b> <b>t</b>
up to 50 Immore than more than more than more than the second of the sec	km 150 km up 100 km u km up 100 km u km ukm with the segon s	high to to	300 km est visitor sh rade fair	7, description of the control of the
up to 50 Immore than more than more than more than the second of the sec	km 150 km up 100 km u	high to to	300 km est visitor sh rade fair	76 68 188 70 96 66 55 55 94 31 30 46 <b>1,7 days</b> <b>t</b>

Area of responsibility	%
Management	34 6
Research/development/design Manufacturing, production, quality control	4
Buying/procurement	12
Finance/accounting, controlling	12
Information and communication technology	2
Personnel administration, administration	
Sales	25
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	2
Maintenance/repairs Other area	4
Student	2
Other not gainfully employed	1
Other not gainfully employed	'
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	39
Managing director, board member,	
head of an authority etc.	18
Area manager, works manager, plant manage	r,
branch manager, head of public office	13
Department head, group head, team leader	12
Other salaried staff, civil servant,	17
skilled worker	12
Lecturer, teacher Trainee	1
Other position	3
Student	2
Other not gainfully employed	1
Economic sector	%
Tire service	24
Tire trade	33
Vulcanizing company	4
Motor vehicle workshop	5
Transport company	1
Tire trade, craftsman's company	6
Independent car dealer's	1
Tire manufacturing technology	2
Tire manufacturing and design	3
Industry	1
Public authority	
Other sectors	10
Student Other net gainfully employed	2
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 23 500 - 999	- 3

18 25

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

1 000 and more

employed

Other not gainfully

11

5- 9

200- 499 4

10- 49 25 50- 199 15

### security essen ---- Essen

### Trade visitors' profile

Visitors (number of entries) 36	252
Proportion of trade visitors	99%
Germany (total)	63
of which	
Nielsen 1 13 Nielsen 4	7
remen 1 Bavaria	7
lamburg 2 Nielsen 5+6	9
ower Saxony 8 Berlin	5
schleswig-Holstein 2 Brandenburg	2
Nielsen 2 45 Mecklenburg-	
North Rhine-Westph. 45 West Pommerania	a 1
Nielsen 3a . 16 Saxony-Anhalt	1
Hesse 10 Nielsen 7	4
Rhineland-Palatinate 5 Saxony	3
Saarland 1 Thuringia	1
Nielsen 3b 7	
Baden-Württemb. 7	
Foreign (total)	37
of which	
EU	74
Other european countries	12
Africa	3
Middle East	3
South-, East-, Central Asia	5
Other countries	3
- Cure countries	
Distance to home	%
ıp to 50 km	14
more than 50 km up to 100 km	11
more than 100 km up to 300 km	25
over 300 km	50
Countries with the highest visitor shares	%
Vetherlands	17
	9
Belgium Austria	6
austria France	5 5
	5 5
taly	5
Fraguancy of visits to trade fair	%
Frequency of visits to trade fair	
Previous event	33
arlier events	22
irst visit	49
verage length of stay 1,4	days
trerage rength of stay 1,4	auys
nfluence on purchasing/procurement	
decisions	%
Decisively	31
Collectively	31
n an advisory capacity	21
lo	12
tudent	4
Other not gainfully employed	2

Area	of res	ponsibi	lity	9/
	gemen			2
			nt/design	-
		ig, prod irement	luction, quality control	- 1
			controlling	
			nmunication technology	10
			ation, administration	- 2
Sales				14
		idvertisi		-
		orage, n	naterial management,	
trans Maint		/repairs		12
Other		лерипэ		10
Stude	nt			4
Other	not ga	ainfully (	employed	- 3
Posit	ion in	the con	npany/organisation	9/
Entre	oreneui	, co-ow	ner, freelancer	2
			board member,	
		authority		_1(
Area hranc	manage h man:	er, work	s manager, plant manage ad of public office	r, 1:
			roup head, team leader	19
			civil servant,	
	d work			2
	rer, tea	cher		
Traine				(
Otner Stude	positio	on		
		ainfully (	employed	
Fron	omic s	ector		9/
Indus		cctoi		2
	securit	У		
Skille	d trade	S		14
	esale tr	ade		
	trade			4
Police	e rigade			
		overnm	ent authorities	1
		g banks		
Guard	ls/surve	illance		1
Insura				
			it's office	
	tect's/e : institu	ngineer	опісе	
	sector			
Stude		-		2
		ainfully (	employed	- 2
Size	of com	nany/o	rganisation:	
		employ		9/
1-	4	13	500 - 999	(
5-	9	9	1 000 and more	2
10-		22	Student	4
50-	199	14	Other not gainfully	

200- 499 9 employed Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

### SHK

Visitors (number of entries)	48 249
Proportion of trade visitors	97%
Germany (total)	97
of which	
Nielsen 1 7 Nielsen 4 Bayaria	
	1
Hamburg - Nielsen 5+6 Lower Saxony 6 Berlin	
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 82 Mecklenburg-	
North Rhine-Westph. 82 West Pommer	ania -
Nielsen 3a 9 Saxony-Anhalt	
Hesse 3 Nielsen 7	-
Rhineland-Palatinate 6 Saxony	
Saarland - Thuringia	-
Nielsen 3b 1	
Baden-Württemb. 1	
Foreign (total) of which	3
FIJ	71
Other countries	29
Distance to home	%
up to 50 km	32
more than 50 km up to 100 km	29
more than 100 km up to 300 km	32
over 300 km	6
Country with the highest visitor share	e %
Netherlands	46
Frequency of visits to trade fair	%
Previous event	34
Earlier events	34
First visit	40
Average length of stay 1	,1 days
Influence on purchasing/procurement	
decisions	%
Decisively	24
Collectively	27
In an advisory capacity	22
No	21
Student	5 2
Other not gainfully employed	2

### ----> Essen

Management	% 17
Research/development/design Manufacturing, production, quality conti	rol 4
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technol Personnel administration, administration	
Sales	12
Marketing, advertising, PR	2
Logistics: storage, material managemen	ıt, 1
transport Maintenance/repairs	30
Other area	12
Student	5
Other not gainfully employed	2
Position in the company/organisation Entrepreneur, co-owner, freelancer	ı % 23
Managing director, board member,	2.
head of an authority etc.	2
Area manager, works manager, plant ma branch manager, head of public office	nager,
Department head, group head, team lea	
Other salaried staff, civil servant,	
skilled worker Lecturer, teacher	28
Trainee	22
Other position	2
Student Other not gainfully employed	
Other not gainfully employed	2
Other not gainfully employed  Economic sector	9/
Other not gainfully employed  Economic sector Sanitary systems	% 46
Other not gainfully employed  Economic sector Sanitary systems Heating systems Air conditioning and ventilation system	9/ 46 21
Other not gainfully employed  Economic sector  Sanitary systems Heating systems Air conditioning and ventilation system construction	9/ 46 21
Other not gainfully employed  Economic sector Sanitary systems Heating systems Air conditioning and ventilation system construction Office technical building equipment	9% 46 21
Other not gainfully employed  Economic sector Sanitary systems Heating systems Air conditioning and ventilation system construction Office technical building equipment Specialist planner, engineering, architec Wholesale, retail	9/ 46 21 3 ture 4
Other not gainfully employed  Economic sector Sanitary systems Heating systems Air conditioning and ventilation system construction Office technical building equipment Specialist planner, engineering, architec Wholesale, retail Industrial producer	9% 46 21 3 ture 4
Other not gainfully employed  Economic sector Sanitary systems Heating systems Air conditioning and ventilation system construction Office technical building equipment Specialist planner, engineering, architec Wholesale, retail Industrial producer Institutions (hospitals etc.)	9% 46 21 3 4ture 4
Other not gainfully employed  Economic sector Sanitary systems Heating systems Air conditioning and ventilation system construction Office technical building equipment Specialist planner, engineering, architec Wholesale, retail Industrial producer	% 44 2 2 3 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Other not gainfully employed  Economic sector Sanitary systems Heating systems Heating systems And conditioning and ventilation system construction Office technical building equipment Specialist planner, engineering, architece wholesale, retail Industrial producer Institutions (hospitals etc.) Building owner Housing industry Association/guild/chamber	9% 46 21 sture 2
Other not gainfully employed  Economic sector Sanitary systems Heating systems Air conditioning and ventilation system construction Office technical building equipment Specialist planner, engineering, architec Wholesale, retail Industrial producer Institutions (hospitals etc.) Building owner Housing industry Association/guild/chamber Energy consulting	9% 46 21 5 5 1
Other not gainfully employed  Economic sector Sanitary systems Heating systems Air conditioning and ventilation system construction Office technical building equipment Specialist planner, engineering, architec Wholesale, retail Industrial producer Institutions (hospitals etc.) Building owner Housing industry Association/guild/chamber Energy consulting Other sectors	9% 446 21 3 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
Other not gainfully employed  Economic sector Sanitary systems Heating systems Air conditioning and ventilation system construction Office technical building equipment Specialist planner, engineering, architec Wholesale, retail Industrial producer Institutions (hospitals etc.) Building owner Housing industry Association/guild/chamber Energy consulting	9% 46 21 3 3 4 4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1
Other not gainfully employed  Economic sector Sanitary systems Heating systems Air conditioning and ventilation system construction Office technical building equipment Specialist planner, engineering, architec Wholesale, retail Industrial producer Institutions (hospitals etc.) Building owner Housing industry Association/guild/chamber Energy consulting Other sectors Student Other not gainfully employed	9% 46 21 3 3 4 4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1
Other not gainfully employed  Economic sector Sanitary systems Heating systems Air conditioning and ventilation system construction Office technical building equipment Specialist planner, engineering, architec Wholesale, retail Industrial producer Institutions (hospitals etc.) Building owner Housing industry Association/guild/chamber Energy consulting Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees	% 440 21 3 3 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
Other not gainfully employed  Economic sector Sanitary systems Heating systems Air conditioning and ventilation system construction Office technical building equipment Specialist planner, engineering, architec Wholesale, retail Industrial producer Institutions (hospitals etc.) Building owner Housing industry Association/guild/chamber Energy consulting Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1 4 24 500 - 99	ture 4
Other not gainfully employed  Economic sector  Sanitary systems Heating systems Air conditioning and ventilation system construction Office technical building equipment Specialist planner, engineering, architec Wholesale, retail Industrial producer Institutions (hospitals etc.) Building owner Housing industry Association/guild/chamber Energy consulting Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1 - 4 24 500 - 99 5 - 9 18 1 000 and mor	9 40 21 22 22 22 22 22 22 22 22 22 22 22 22
Other not gainfully employed  Economic sector Sanitary systems Heating systems Air conditioning and ventilation system construction Office technical building equipment Specialist planner, engineering, architec Wholesale, retail Industrial producer Institutions (hospitals etc.) Building owner Housing industry Association/guild/chamber Energy consulting Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	9% 46 21 3 3 2 3 1 1 1 1 1 1 1 1 2 2 2 3 3 2 2 1 1 1 1
Other not gainfully employed  Economic sector  Sanitary systems Heating systems Air conditioning and ventilation system construction Office technical building equipment Specialist planner, engineering, architect Wholesale, retail Industrial producer Institutions (hospitals etc.) Building owner Housing industry Association/guild/chamber Energy consulting Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	9, 44 44 2° : : : : : : : : : : : : : : : : : : :

### **EPF** – **EstrichParkettFliese** — Feuchtwangen

### Trade visitors' profile

visitors (number of entries)	4 156	Area of responsibility
Proportion of trade visitors	98%	Management Research/development/o Manufacturing, producti
Germany (total) of which	89	Buying/procurement Finance/accounting, cor
Nielsen 1 4 Nielsen 4	29	Information and commi
Bremen 2 Bavaria	29	Personnel administratio
Hamburg 1 Nielsen 5+6	6	Sales
Lower Saxony 1 Berlin	2	Marketing, advertising,
Schleswig-Holstein - Brandenburg		Logistics: storage, mate
Nielsen 2 9 Mecklenburg	-	transport
North Rhine-Westph. 9 West Pomme		Maintenance/repairs
Nielsen 3a 16 Saxony-Anha		Other area
Hesse 7 Nielsen 7	6	
Rhineland-Palatinate 9 Saxony	4	Position in the compa
Saarland - Thuringia	2	Entrepreneur, co-owner
Nielsen 3b 29	-	Managing director, boa
Baden-Württemb. 29		head of an authority et
Jacon Walterillo. 25		Area manager, works m
Foreign (total)	11	branch manager, head
of which		Department head, grou
EU	89	Other salaried staff, civ
Other countries	11	skilled worker
Other countries	- ''	Lecturer, teacher
Distance to home	%	Trainee
up to 50 km	5	Other position
nore than 50 km up to 100 km	16	o and position
more than 100 km up to 300 km	44	Economic sector
over 300 km	35	Screed
		Parquet
Country with the highest visitor sha	re %	Tile
Austria	52	Floor coverings
1436174		Construction chemistry
Frequency of visits to trade fair	%	Trade
Previous event	38	Flooring general
Earlier events	19	Skilled trades
First visit	43	Manufacturers
		Service provider
Average length of stay	1,3 days	Interior decorator
		Construction machinery
nfluence on purchasing/procuremen	t	Other sectors
decisions	%	
Decisively	52	Size of company/orga
Collectively	19	Number of employees
n an advisory capacity	17	1- 4 31
No	12	5- 9 22
		10- 49 27
		50- 199 13

Management	50
Research/development/design	6
Manufacturing, production, quality control Buying/procurement	19
Finance/accounting, controlling	2
Information and communication technology	٠.
Personnel administration, administration	2
Sales	10
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	4
Maintenance/repairs Other area	
Other area	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	44
Managing director, board member,	
head of an authority etc.	12
Area manager, works manager, plant manager branch manager, head of public office	r, 6
Department head, group head, team leader	6
Other salaried staff, civil servant,	
skilled worker	29
Lecturer, teacher	
Trainee	1
Other position	2
Economic sector	%
Screed	51
Parquet	9
Tile	6
Floor coverings	13
Construction chemistry	4
Trade Flooring general	3
Skilled trades	4
Manufacturers	1
Service provider	2
Interior decorator	1
Construction machinery	1
Other sectors	1
Size of company/organisation:	_
Number of employees	%

### 13 Conducted by: Service- und Verlagsgesell-schaft des Bayrischen Baugewerbes, Feucht-wangen

500 - 999 1 000 and more

### Ambiente ---- Frankfurt/Main

### Trade visitors' profile

Visitors (number of	entries)	143 789
Proportion of trade	visitors	89%
Germany (total)		46
of which	7 Nielsen 4	15
Nielsen 1		
Bremen	- Bavaria	15
Hamburg	2 <u>Nielsen 5+6</u>	2
Lower Saxony	3 Berlin	-
Schleswig-Holstein	1 Brandenburg	-
Nielsen 2	14 Mecklenburg	
North Rhine-Westph.		
Nielsen 3a	43 Saxony-Anha 32 Nielsen 7	ılt -
Hesse		2
Rhineland-Palatinate		-
Saarland	1 Thuringia	-
Nielsen 3b	17	
Baden-Württemb.	17	
Foreign (total) of which		54
EU		52
	pean countries	14
Africa	pean countries	3
North Ame	erica	5
	Central America	3
Middle Eas		6
South- Fac	st-, Central Asia	14
Australia	st, central Asia	2
Distance to home		%
up to 50 km		14
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 I	highest visitor sh	nares %
France	5	8
Netherlands		6
Switzerland		6
United Kingdom		6
Italy		6
Frequency of visits	to trade fair	%
Previous event	to didde idii	46
Earlier events		56
First visit		32
i ii st visit		J2
Average length of s	tay	2,2 days
Influence on purcha	sing/procuremen	
decisions		%
Decisively		46
Collectively		24
In an advisory capaci	ty	15
No		10
Student		3

Student Other not gainfully employed

Area of responsibility Management Research/development/design	% 35 4
Manufacturing, production, quality control	4
Buying/procurement	19
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration Sales	1 16
Marketing, advertising, PR	7
Logistics: storage, material management,	•
transport	1
Maintenance/repairs	-
Other area	6
Student	3
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	46
Managing director, board member, etc.	14
Area manager, works manager, plant manage	
branch manager	8
Department head, group head Other salaried staff, skilled workers	13 11
Lecturer, teacher	1
Trainee	1
Other position	2
Student	3
Other not gainfully employed	2
Economic sector	%
Retail trade	43
Wholesale/foreign trade	22
Service	19
Industry	4
Skilled trades	3
Other sectors	4
Student	3
Other not gainfully employed	
Size of company/organisation:	
Number of employees	%
1- 4 35 500 - 999	4
5- 9 12 1 000 and more	9
10- 49 18 Student 50- 199 13 Other not gainfully	3
50- 199 13 Other not gainfully 200- 499 4 employed	2
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
Conducted by: Wissler & Partner, Basel	

# **Arbeitsschutz Aktuell** — Frankfurt/Main

#### Trade visitors' profile

Visitors (number o	f ent	ries)	10 666
Proportion of trade	vis	itors	99%
Germany (total) of which			72
Nielsen 1	6	Nielsen 4	14
Bremen	-	Bavaria	14
Hamburg	1	Nielsen 5+6	6
Lower Saxony	4	Berlin	3
Schleswig-Holstein	_ 1	Brandenburg	1
Nielsen 2	15	Mecklenburg-	
North Rhine-Westph		West Pommera	nia 1 1
Nielsen 3a Hesse	42 29	Saxony-Anhalt Nielsen 7	4
Rhineland-Palatinate		Saxony	1
Saarland	2	Thuringia	2
Nielsen 3b	14	···	
Baden-Württemb.	14		
Foreign (total) of which			28
EU EU			36
	onea	n countries	10
Africa	opeu	ii countries	10
	d Cer	ntral America	25
South-, Ea	ast-,	Central Asia	11
Other cou	intrie	S	9
Distance to home			%
up to 50 km			19
more than 50 km up			11
more than 100 km i	ib to	300 km	28
over 300 km			43
Frequency of visits	to t	rade fair	%
Previous event Earlier events			13 24
First visit			68
Average length of	stay	1,0	6 days
Influence on purch	asing	g/procurement	0/
decisions			% 17
			35
Decisively			
Collectively	rity		21
Collectively In an advisory capac	ity		31 15
Collectively	ity		31 15 2

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Training, qualification Work safety, security management Student	% 8 6 6 8 2 - 1 4 4 4 2 2 4 6 6 6 4 4 2 2
Other not gainfully employed  Position in the company/organisation	1 %
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc. Area manager, works manager, plant manage	7
branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	9 22
skilled worker Lecturer, teacher Trainee	33 5 1
Other position	11
Student Other not gainfully employed	1

35
2
_
0
4
1
3
17
15
4
3
9
2
1
1

Number of	employ	/ees	%
1- 4	8	500 - 999	12
5- 9	3	1 000 and more	37
10- 49	8	Student	2
50- 199	16	Other not gainfully	
200- 499	14	employed	1

# Automechanika ----> Frankfurt/Main

### Trade visitors' profile

Other not gainfully employed

Visitors (number of entries) 137	982	Area of responsibility
Proportion of trade visitors	95%	Management Research/development/design
Germany (total)	40	Manufacturing, production, quality control Buying/procurement
of which		Finance/accounting, controlling
Nielsen 1 10 Nielsen 4	14	Information and communication technology
Bremen - Bavaria	14	Personnel administration, administration
Hamburg 1 Nielsen 5+6	2	Sales
Lower Saxony 7 Berlin	-	Marketing, advertising, PR
Schleswig-Holstein 1 Brandenburg	-	Logistics: storage, material management,
Nielsen 2 13 Mecklenburg-		transport
North Rhine-Westph. 13 West Pommerania	- 1	Maintenance/repairs
Nielsen 3a 39 Saxony-Anhalt	-	Other area
Hesse 26 Nielsen 7	3	Student
Rhineland-Palatinate 11 Saxony	-	Other not gainfully employed
Saarland 1 Thuringia	-	
Nielsen 3b 20		Position in the company/organisation
Baden-Württemb. 20		Entrepreneur, co-owner, freelancer
		Managing director, board member, etc.
Foreign (total)	60	Area manager, works manager, plant manag
of which		branch manager
EU	60	Department head, group head
Other european countries	11	Other salaried staff, skilled workers
Africa	5	Lecturer, teacher
North America	3	Trainee
South and Central America	5	Other position
Middle East	6	Student
South-, East-, Central Asia Australia	8	Other not gainfully employed
		Economic sector
Distance to home	%	Workshop
up to 50 km	8	Trade
more than 50 km up to 100 km	6	Industry
more than 100 km up to 300 km	18	Service
over 300 km	67	Other sectors
		Student
Countries with the highest visitor shares		Other not gainfully employed
France	6	
United Kingdom	5	Size of company/organisation:
Netherlands	5	Number of employees
Spain	5	1- 4 21 500 - 999
Denmark	4	5- 9 13 1 000 and more
Encourage of attention to the fat	0/	10- 49 28 Student
Frequency of visits to trade fair	%	50- 199 14 Other not gainfully
Previous event	48	200- 499 6 employed
Earlier events	51	Conducted by: Wissler & Partner, Basel
First visit	34	
Average length of stay 2,3 c	days	
Influence on purchasing/procurement	0/	
decisions	%	
Decisively	37	
Collectively	26	
In an advisory capacity	15 18	
No	ıx	

18

Area of responsibility	%
Management	34
Research/development/design	3
Manufacturing, production, quality control	4
Buying/procurement	10
Finance/accounting, controlling	1
Information and communication technology Personnel administration, administration	1
Sales	16
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	1
Maintenance/repairs	15
Other area	5
Student	4
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member, etc.	15
Area manager, works manager, plant manage	
branch manager Department head, group head	12 13
Other salaried staff, skilled workers	12
Lecturer, teacher	3
Trainee	6
Other position	1
Student	4
Other not gainfully employed	2
Economic sector	%
Workshop	39
Trade	34
Industry	12
Service	5
Other sectors Student	4
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4 21 500 - 999	4
5- 9 13 1 000 and more	9
10- 49 28 Student 50- 199 14 Other not gainfully	4
50- 199 14 Other not gainfully	

### **Christmasworld**

Visitors (number of entries) 32 86	4*)
Proportion of trade visitors 9	5%
Germany (total) of which Nielsen 1 11 Nielsen 4 Bremen 1 1 Bavaria Hamburg 2 Nielsen 5+6 Lower Saxony 5 Berlin Schleswig-Holstein 17 Mecklenburg- North Rhine-Westph. 17 West Pommerania Nielsen 3a 31 Saxony-Anhalt Hesse 20 Nielsen 7 Rhineland-Palatinate 10 Saxony Saarland 1 Thuringia Nielsen 3b 16 Baden-Württemb. 16	40 17 17 4 - - 3
Foreign (total) of which  EU Other european countries North America South and Central America Middle East South-, East-, Central Asia Other countries	60 62 11 8 4 3 10 3
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 8 5 20 67
Countries with the highest visitor shares France Italy United Kingdom USA Ireland	% 11 10 9 7 5
Frequency of visits to trade fair Previous event Earlier events First visit	% 43 43 34
Average length of stay 2,0 d	ays
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 41 28 15 11 3

<sup>\*)</sup> ascertained by a representative poll

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

Area of responsibility	%
Management	36
Research/development/design	5
Manufacturing, production, quality control	3
Buying/procurement	16
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	1
Sales	15
Marketing, advertising, PR	9
Logistics: storage, material management,	
transport	-
Maintenance/repairs	
Other area	/
Student	7 3 2
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	41
Managing director, board member, etc.	13
Area manager, works manager, plant manag	er,
branch manager	10
Department head, group head	11
Other salaried staff, skilled workers	13
Lecturer, teacher	2
Trainee	2 2 3 2
Other position	3
Other not gainfully employed	2
Economic sector	%
Retail trade	47
Wholesale/foreign trade	15
Service	18
Industry	3
Skilled trades	4
Other sectors	8
Student	3
Other not gainfully employed	2
Size of company/organisation.	
Size of company/organisation: Number of employees	%
1- 4 32 500 - 999	2
5- 9 14 1 000 and more	8
10- 49 21 Student	3
50- 199 13 Other not gainfully	
200 400 4 amplayed	2

Conducted by: Wissler & Partner, Basel

# **Heimtextil** — Frankfurt/Main

### Trade visitors' profile

Student Other not gainfully employed

Visitors (number of entries) 66	265	Area of responsibility
Proportion of trade visitors	96%	Management Research/development/design
	22	Manufacturing, production, quality control
Germany (total) of which	32	Buying/procurement
Nielsen 1 11 Nielsen 4	16	Finance/accounting, controlling
Bremen 1 Bavaria	16	Information and communication technology Personnel administration, administration
Hamburg 1 Nielsen 5+6	3	Sales
Lower Saxony 6 Berlin	-	Marketing, advertising, PR
Schleswig-Holstein 2 Brandenburg	- 1	Logistics: storage, material management,
Nielsen 2 21 Mecklenburg-	_	transport
North Rhine-Westph. 21 West Pommerania	a -	Maintenance/repairs
Nielsen 3a 30 Saxony-Anhalt	u -	Other area
Hesse 22 Nielsen 7	4	Student
Rhineland-Palatinate 6 Saxony		Other not gainfully employed
Saarland 1 Thuringia	_	Other not guillarly employed
Nielsen 3b 17		Position in the company/organisation
Baden-Württemb. 17		Entrepreneur, co-owner, freelancer
Duden Frantiemb. 17		Managing director, board member, etc.
Foreign (total)	68	Area manager, works manager, plant manager
of which		branch manager
EU	46	Department head, group head
Other european countries	11	Other salaried staff, skilled workers
Africa	5	Lecturer, teacher
North America	6	Trainee
South and Central America	4	Other position
Middle East	11	Student
South-, East-, Central Asia	14	Other not gainfully employed
Australia	2	
		Economic sector
Distance to home	%	Retail trade
up to 50 km	7	Wholesale/foreign trade
more than 50 km up to 100 km	3	Service
more than 100 km up to 300 km	15	Industry
over 300 km	75	Skilled trades
		Other sectors
Countries with the highest visitor shares		Student
Pakistan	7	Other not gainfully employed
France	7	
Italy	6	Size of company/organisation:
United Kingdom	6	Number of employees
USA	5	1- 4 24 500 - 999
management of a father the transfer father	0/	5- 9 13 1 000 and more
Frequency of visits to trade fair	% 42	10- 49 22 Student
Previous event Earlier events	42 58	50- 199 17 Other not gainfully
First visit	31	200- 499 7 employed
FIIST VISIT	31	Conducted by: Wissler & Partner, Basel
Average length of stay 2,4	days	
Influence on purchasing/procurement		
decisions	%	
Decisively	39	
Collectively	23	
In an advisory capacity	17	
No	15	
Student	3	

# **Light+Building** — Frankfurt/Main

Visitors (number of entries)	211 232
Proportion of trade visitors	96%
Germany (total) of which	52
Nielsen 1 7 Nielsen 4	14
Bremen - Bavaria	14
Hamburg 2 Nielsen 5+6	3
Lower Saxony 5 Berlin	1
Schleswig-Holstein 1 Brandenburg	-
Nielsen 2 16 Mecklenburg	
North Rhine-Westph. 16 West Pomme Nielsen 3a 41 Saxony-Anha	
Nielsen 3a 41 Saxony-Anha Hesse 26 Nielsen 7	IIL -
Rhineland-Palatinate 13 Saxony	3 2
Saarland 2 Thuringia	1
Nielsen 3b 16	
Baden-Württemb. 16	
Foreign (total) of which	48
EU	57
Other european countries	14
Africa	3
North America	4
South and Central America	4
Middle East South-, East-, Central Asia	7 9
Australia	3
Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	8
more than 100 km up to 300 km	23
over 300 km	58
Countries with the highest visitor sh	
Italy Switzerland	7 7
France	6
United Kingdom	6
Austria	5
Frequency of visits to trade fair	%
Previous event	47
Earlier events	45
First visit	39
Average length of stay	2,2 days
Influence on purchasing/procuremen	
decisions	%
Decisively	30
Collectively	22
In an advisory capacity No	22 17
INU	
Ctudent	C
Student Other not gainfully employed	6

Area of responsibility	9
Management	2
Research/development/design	1
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	1
Marketing, advertising, PR Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	1
Student	
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	2
Managing director, board member, etc.	1
Area manager, works manager, plant manage	
branch manager	1
Department head, group head	1
Other salaried staff, skilled workers	2
Lecturer, teacher Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	0
Skilled trades	2
Industry	1
Retail trade	4
Wholesale/foreign trade Service	2
Other sectors	
Student	
Other not gainfully employed	
Size of company/organisation:	
Number of employees	•
1- 4 20 500 - 999	
5- 9 12 1 000 and more	1
10- 49 22 Student	
50- 199 14 Other not gainfully	
200- 499 5 employed	
Conducted by: Wissler & Partner, Basel	

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

#### Trade visitors' profile

Visitors (number of	ent	ries) 65 3	62*)
Proportion of trade	visi	tors	66%
Germany (total) of which			60
Nielsen 1	7	Nielsen 4	14
Bremen	-	Bavaria	14
Hamburg	1	Nielsen 5+6	5
Lower Saxony	4	Berlin	3
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	12		
North Rhine-Westph.			a -
Nielsen 3a	43	Saxony-Anhalt	-
Hesse	32	Nielsen 7	4
Rhineland-Palatinate	9	Saxony	-
Saarland	2	Thuringia	-
Nielsen 3b	16		
Baden-Württemb.	16		
Foreign (total) of which			40
EU			64
		n countries	21
North Ame			3
Other cour		Central Asia s	7
Distance to home			%
up to 50 km			16
more than 50 km up			9
more than 100 km up	o to	300 km	24
over 300 km			50
Countries with the	high	est visitor shares	%
France	_		11
Switzerland			9
United Kingdom			8
Belgium			7
Netherlands			7
Frequency of visits	to t	rade fair	%
Previous event			37
Earlier events			57
First visit			34
Average length of s	tay	1,8	days
Influence on purcha	sing	J/procurement	
decisions			%
Decisively			25
Collectively			17
In an advisory capaci	ty		16
No			14
Student			25
Other not gainfully en	npic	yed	4

Area of responsibility	%
Management	18
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement Finance/accounting, controlling	1
Information and communication technology	3
Personnel administration, administration	2
Sales	6
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	1
Maintenance/repairs Other area	22
Student	25
Other not gainfully employed	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	20
Managing director, board member, etc.	4
Area manager, works manager, plant manage	er, 4
branch manager Department head, group head	4
Other salaried staff, skilled workers	11
Lecturer, teacher	23
Trainee	2
Other position	4
Student	25
Other not gainfully employed	4
Economic sector	%
Retail trade	12
Wholesale/foreign trade	6
Skilled trades	5
Industry	3
Educational institution	48
Services/free-lance Event venue	10
Media	6
Other sectors	5
Other not gainfully employed	4
Size of company/organisation:	0/
Number of employees	%
1- 4 29 500 - 999 5- 9 9 1 000 and more	2 7
10- 49 13 Student	25
50- 199 8 Other not gainfully	23
200- 499 3 employed	4

Conducted by: Wissler & Partner, Basel

### Trade visitors' profile

Visitors (number of entries) 42 14	15*)	Area of responsibility Management
Proportion of trade visitors	96%	Research/development/design
Germany (total)	33	Manufacturing, production, qua Buying/procurement
of which		Finance/accounting, controlling
Nielsen 1 7 Nielsen 4	10	Information and communication
Bremen - Bavaria	10	Personnel administration, admir
Hamburg 2 Nielsen 5+6	4	Sales
Lower Saxony 3 Berlin	-	Marketing, advertising, PR
Schleswig-Holstein 1 Brandenburg		Logistics: storage, material mar
Nielsen 2 17 Mecklenburg- North Rhine-Westph. 17 West Pommerania		transport
the contract of the contract o	- 3	Maintenance/repairs Other area
Nielsen 3a Saxony-Anhalt Hesse 28 Nielsen 7	4	Student
Rhineland-Palatinate 9 Saxony	4	Other not gainfully employed
Saarland 1 Thuringia		Other not gainfully employed
Nielsen 3b 20		Position in the company/orga
Baden-Württemb. 20		Entrepreneur, co-owner, freelan
Buden Wartenis. 20		Managing director, board mem
Foreign (total)	67	Area manager, works manager,
of which		branch manager
EU	59	Department head, group head
Other european countries	10	Other salaried staff, skilled wor
Africa	6	Lecturer, teacher
North America	6	Trainee
South and Central America	4	Other position
Middle East	5	Student
South-, East-, Central Asia	9	Other not gainfully employed
Australia	1	
min and		Economic sector
Distance to home	%	Retail trade
up to 50 km	10	Wholesale/foreign trade
more than 50 km up to 100 km more than 100 km up to 300 km	3 16	Service
over 300 km	71	Industry Skilled trades
OVEL 300 KIII	/ 1	Other sectors
Countries with the highest visitor shares	%	Student
France	9	Other not gainfully employed
Netherlands	7	Other flot gainfully employed
United Kingdom	7	Size of company/organisation
Italy	6	Number of employees
Spain	5	1- 4 25
		5- 9 13 1 000
Frequency of visits to trade fair	%	10- 49 20
Previous event	40	50- 199 14 Other not
Earlier events	47	200-499 6
First visit	37	Conducted by: Wissler & Par
Average length of stay 2,0 d	lays	conducted by. Wissier & Fur
Influence on nurchasing/procurement		
Influence on purchasing/procurement decisions	%	
Decisively	40	
Collectively	22	
In an advisory capacity	15	
No	13	

13

Area of responsibility	%
Management	34
Research/development/design	5
Manufacturing, production, quality control	3
Buying/procurement	13
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	16
Marketing, advertising, PR	7
Logistics: storage, material management,	
transport	1
Maintenance/repairs	-
Other area	7
Student	6
Other not gainfully employed	5
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member, etc.	19
Area manager, works manager, plant manage	er,
branch manager	8
Department head, group head	12
Other salaried staff, skilled workers	12
Lecturer, teacher	2
Trainee	1
Other position	2
Student	6
Other not gainfully employed	5
Economic sector	%
Retail trade	32
Wholesale/foreign trade	23
Service	15
Industry	8
Skilled trades	2
Other sectors	9
Student	6
Other not gainfully employed	5
Size of company/organisation:	
Number of employees	%
1- 4 25 500 - 999	4
5- 9 13 1 000 and more	9
10- 49 20 Student	6
50- 199 14 Other not gainfully	
200-499 6 employed	5
Conducted by: Wissler & Partner, Basel	

Other not gainfully employed

### **Prolight + Sound**

### Trade visitors' profile

Visitors (number of entries)	42 267*)		
Proportion of trade visitors	86%		
Germany (total)	48		
of which Nielsen 1 9 Nielsen 4	16		
Nielsen 1 Bremen 9 Nielsen 4 Bavaria	16		
	2 /		
	-		
Schleswig-Holstein 2 Brandenburg Nielsen 2 16 Mecklenburg			
North Rhine-Westph. 16 West Pomm			
Nielsen 3a 29 Saxony-Anh			
Hesse 18 Nielsen 7			
	5 3		
Rhineland-Palatinate 11 Saxony Saarland 1 Thuringia	2		
Nielsen 3b 17	2		
Baden-Württemb. 17			
Baden-wurttemb. 17			
Foreign (total) of which	52		
EU	71		
Other european countries	11		
Africa	5		
South-, East-, Central Asia	6		
Other countries	6		
Distance to home	%		
up to 50 km	7 6		
more than 50 km up to 100 km			
more than 100 km up to 300 km	23		
over 300 km	64		
Countries with the highest visitor s			
Netherlands	10		
Austria	9		
France	9		
Belgium	6		
Switzerland	4		
Frequency of visits to trade fair	%		
Previous event	43		
Earlier events	58		
First visit	29		
Average length of stay	1,9 days		
Influence on purchasing/procureme			
decisions	%		
Decisively	31		
Collectively	21		
In an advisory capacity	18		
No	14		
Student	13		
Other not gainfully employed	3		

<sup>\*)</sup> ascertained by a representative poll

\*) ascertained by a representative poll

Paperworld ---- Frankfurt/Main

<sup>\*)</sup> ascertained by a representative poll

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

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	% 30 4 4 5 1 4 - 10 3 19 13 3
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, etc. Area manager, works manager, plant manage branch manager Department head, group head Other salaried staff, skilled workers Lecturer, teacher Trainee Other position Student Other not gainfully employed	% 35 13 r, 4 8 12 3 5 5 13 3
Economic sector Retail trade Wholesale/foreign trade Skilled trades Industry Educational institution Services/free-lance Event venue Media Other sectors Other not gainfully employed	% 15 6 3 17 24 11 9 9
Size of company/organisation:           Number of employees         1-434         500 - 999           5-910         100 and more           10-49         22         Student           50-199         7 Other not gainfully           200-499         3 employed	% 3 6 13

Conducted by: Wissler & Partner, Basel

### **Tendence** — Frankfurt/Main

### Trade visitors' profile

Visitors (number of entries)	34 480				
Proportion of trade visitors	91%				
Germany (total)	81				
of which	14				
Nielsen 1 7 Nielsen 4 Bavaria	14				
Hamburg 1 <u>Nielsen 5+</u> Lower Saxony 3 Berlin	<u>-0</u> 3				
Schleswig-Holstein 1 Brandenbu	ra .				
Nielsen 2 14 Mecklenbu					
North Rhine-Westph. 14 West Pom					
Nielsen 3a 46 Saxony-An					
Hesse 32 Nielsen 7	2				
Rhineland-Palatinate 12 Saxony					
Saarland 2 Thuringia					
Nielsen 3b 16					
Baden-Württemb. 16					
Foreign (total)	19				
EU EU	61				
Other european countries	23				
South-, East-, Central Asia					
Other countries	8				
Distance to home	%				
up to 50 km	24				
more than 50 km up to 100 km					
more than 100 km up to 300 km					
over 300 km	32				
Countries with the highest visitor	shares %				
Switzerland	20				
France	13				
Italy	9				
Austria	7				
United Kingdom	6				
Frequency of visits to trade fair	%				
Previous event	52				
Earlier events	56				
First visit	31				
Average length of stay	1,5 days				
Influence on purchasing/procureme					
decisions	% 57				
Decisively					
Collectively					
In an advisory capacity					
No	7				
Student Other not gainfully employed	3				

Area of responsibility	
Management Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organisation	
Entrepreneur, co-owner, freelancer	
Managing director, board member, etc.	
Area manager, works manager, plant manager branch manager	ger
Department head, group head	
Other salaried staff, skilled workers	
Lecturer, teacher	
Trainee	
Other position	
Student Other not gainfully employed	
- The gaintany employed	
Economic sector	
Retail trade Wholesale/foreign trade	
Skilled trades	
Service	
Industry	
Other sectors	
Student	
Other not gainfully employed	
Size of company/organisation:	
Number of employees	
1- 4 58 500 - 999 5- 9 14 1 000 and more	
10- 49 10 Student	
50- 199 6 Other not gainfully	
200- 499 3 employed	

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

### Trade visitors' profile

Visitors (number of entries)	9 610		
Proportion of trade visitors	97%		
Germany (total) of which	76		
Nielsen 1 6 Nielsen 4	11		
Bremen 1 Bavaria	11		
Hamburg 1 Nielsen 5+6	5		
Lower Saxony 4 Berlin	2		
Schleswig-Holstein 1 Brandenburg	1		
Nielsen 2 21 Mecklenburg-	'		
North Rhine-Westph. 21 West Pommer	ania 1		
Nielsen 3a 38 Saxony-Anhalt			
Hesse 28 Nielsen 7	L 1		
Rhineland-Palatinate 9 Saxony	4		
Saarland 2 Thuringia			
Nielsen 3b 14			
Baden-Württemb. 14			
Foreign (total)	24		
EU	71		
Other european countries	13		
Middle East	7		
Other countries	9		
Other Countries			
Distance to home	%		
up to 50 km	21		
more than 50 km up to 100 km more than 100 km up to 300 km	6		
	33		
over 300 km	41		
Countries with the highest visitor sha			
Netherlands	12		
Czech Republic			
Austria	7		
Frequency of visits to trade fair	%		
Previous event	28		
Earlier events	39		
First visit	44		
Average length of stay 1	1,3 days		
Influence on purchasing/procurement			
decisions	% 42		
Decisively			
Collectively	29		
In an advisory capacity	17		
No Student	8		
Other not gainfully employed	1		

Area of responsibility	%
Management	39
Research/development/design	4
Manufacturing, production, quality control	9
Buying/procurement	3
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration Sales	15
Marketing, advertising, PR	19
Logistics: storage, material management,	13
transport	
Maintenance/repairs	1
Other area	5
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	41
Managing director, board member,	
head of an authority etc.	12
Area manager, works manager, plant manage	
branch manager, head of public office	7
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	1
Trainee	3
Other position	2
Student	3
Other not gainfully employed	1
Economic sector	%
Advertising	50
Publishing/printing	6
Media (print, broadcast media)	2
Service	11
Wholesale trade	6
Retail trade	2
Information-/Communication Industry Clothing industry	2
Automobile industry	2
Authority/public services	2
Other sectors	12
Student	3
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 33 500 - 999	3
5- 9 14 1 000 and more	5
10- 49 24 Student	3
50- 199 12 Other not gainfully	
200- 499 5 employed	1
1 7	

Conducted by: Wissler & Partner, Basel

# 

### Private visitors' profile

Visitors (number of	ent	ries) 77	732
Proportion of private	te v	isitors	95%
Germany (total)			99
of which			
Nielsen 1	97	Nielsen 4	1
Bremen	_1	Bavaria	1
Hamburg	59	Nielsen 5+6	1
Lower Saxony	11	Berlin	-
Schleswig-Holstein	26		-
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	TT COL T OTTO COLUMN	a 1
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			81
more than 50 km up	to '	100 km	11
more than 100 km u	p to	300 km	5
over 300 km			3
Frequency of visits	to e	xhibition	%
2012			41
2011			39
Earlier events			51
First visit			26
Sex			%
Male			35
Female			65
Age			%
up to 20 yea	rs		17
over 20 up to 30 yea			29
over 30 up to 40 yea			14
over 40 up to 50 yea			16
over 50 up to 60 yea			12
over 60 up to 70 yea			7
over 70 years			5

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member,	·
head of an authority etc.	1
Area manager, works manager, plant manage	
branch manager, head of public office	2 7
Department head, group head, team leader	/
Other salaried staff, civil servant,	
skilled worker	31
Lecturer, teacher	2
Trainee	8
Other position	5
Student	20
Housewife/man	4
Old-age pensioner	12
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
yes	65
no	13
maybe	22
Follow-up business	%
Intend to buy at later date	
yes	20
no	31
maybe	49
•	
Conducted by: PhoneResearch KG, Hamb	urg

### **GET Nord** — Hamburg

### Trade visitors' profile

Visitors (number of entries)	38 779	Area of responsibility
Proportion of trade visitors	91%	Management Research/development/design
of which Nielsen 1 Remen 2 Hamburg 22 Nielsen 5+6 Lower Saxony 29 Schleswig-Holstein Nielsen 3 North Rhine-Westph. 1 Hesse 3 Hesse 3 Rhineland-Palatinate Saarland Nielsen 3b		Manufacturing, production, quality contro Buying/procurement Finance/accounting, controlling Information and communication technolog Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation
Baden-Württemb		Entrepreneur, co-owner, freelancer Managing director, board member,
Foreign (total) of which EU Other countries	<b>3</b> 52 48	head of an authority etc.  Area manager, works manager, plant man branch manager, head of public office Department head, group head, team leac Other salaried staff, civil servant,
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	% 38 22 33 7	skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed
Frequency of visits to trade fair Previous event Earlier events First visit	% 40 36 42	Economic sector Skilled trades company (incl. commercial part/office) Trade (retail and wholesale trade)
Average length of stay 1	,2 days	Engineer's and planning office Industrial company
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 22 34 19 21 3	Energy suppliers, energy systems Service companies Public institutions, authorities, local construction authorities University, vocational-, polytechnic school college Architect's office Municipal utility (public services, water su companies) Housing business, property management Facility management Developers, construction companies and building restoration companies Hospitals, social institutions Other sectors Student

Area of responsibility Management	% 22
Research/development/design	4
Manufacturing, production, quality control	10
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	2
Sales	9
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	_ 1
Maintenance/repairs	31
Other area	12
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	22
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant manager	
branch manager, head of public office	13
Department head, group head, team leader Other salaried staff, civil servant,	
skilled worker	26
Lecturer, teacher	2
Trainee	24
Other position Student	3
Other not gainfully employed	1
Other not gainfully employed	
Economic sector	%
Skilled trades company (incl. commercial	
part/office)	56
Trade (retail and wholesale trade)	6
Engineer's and planning office	5
Industrial company Energy suppliers, energy systems	-
Service companies	4
Public institutions, authorities, local	-
construction authorities	3
University, vocational-, polytechnic school,	-
college	3
Architect's office	2
Municipal utility (public services, water supply	, -
companies)	1
Housing business property management	1

# Size of company/organisation:

Other not gainfully employed

Nullik	Jei Oi	employe	:63
1-	4	23	500 - 999
5-	9	18	1 000 and more
10-	49	24	Student
50-	199	13	Other not gainfully
200-	499	7	employed

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

### hanseboot

### Private visitors' profile

Visitors (number of	ent	ries)	74 080
Proportion of priva	te v	isitors	87%
Germany (total)			96
of which			
Nielsen 1	82	Nielsen 4	1
Bremen	2	Bavaria	1
Hamburg	26	Nielsen 5+6	10
Lower Saxony	24	Berlin	2
Schleswig-Holstein	30	Brandenburg	1
Nielsen 2	3	Mecklenburg-	
North Rhine-Westph.		West Pommera	
Nielsen 3a	2	Saxony-Anhalt	1
Hesse	2	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland Nieleen 2h	-	Thuringia	-
<u>Nielsen 3b</u> Baden-Württemb.	1		
bauen-wurttenib.			
Foreign (total)			4
Distance to home			%
up to 50 km			44
more than 50 km up	to '	100 km	16
more than 100 km u	p to	300 km	28
over 300 km			13
Frequency of visits	to t	rade fair	%
Previous event			41
Earlier events			65
First visit			24
Sex			%
Male			72
Female			28
Size of household			%
1 person			14
2 persons			49
3 persons			14
4 persons			17
5 persons and more			6
Age			%
up to 20 years			7
over 20 up to 30 yea	irs		11
over 30 up to 40 yea	ırs		12
over 40 up to 50 year	irs		25
over 50 up to 60 year			25
over 60 up to 70 yea			15
over 70 years			5

# ----> Hamburg

Position in the company/organisation	%
	17
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant manager,	
branch manager, head of public office	5
	10
Other salaried staff, civil servant,	
	31
Lecturer, teacher	3
Trainee	1
Other position	5
Student	8
Housewife/man	1
Old-age pensioner 1	15
Other not gainfully employed	1
Buying and ordering capacity Purchase or order made or intended	%
at the exhibition	
	18
)	21
	32
illaybe 3	,,
Follow-up business	%
Intend to buy at later date	
)	31
	18
maybe 5	51
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

# HansePferd ---- Hamburg

### Private visitors' profile

isitors (number of	ent	ries) 45	608
Proportion of priva	te v	isitors	<b>92</b> %
Germany (total) of which			99
Nielsen 1	95	Nielsen 4	1
Bremen	2	Bavaria	1
lamburg	30	Nielsen 5+6	2
ower Saxony	21	Berlin	-
	42	Brandenburg	-
Schleswig-Holstein Nielsen 2	1	Mecklenburg-	-
North Rhine-Westph.		West Pommerania	a 2
North Killie-Westph. Nielsen 3a	1		
lesse	1	Saxony-Anhalt	-
		Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemb.	_		
Foreign (total)			1
Distance to home			%
ip to 50 km			56
nore than 50 km up			23
nore than 100 km u	p to	300 km	16
over 300 km			5
requency of visits	to t	rade fair	%
2012			48
2010			37
arlier events			30
irst visit			33
iex			%
Male			12
emale			88
ize of household			%
person			9
? persons			25
3 persons			24
persons			30
persons and more			12
			%
\ge			45
ip to 20 years			
ip to 20 years over 20 up to 30 yea			25
up to 20 years over 20 up to 30 yea over 30 up to 40 yea	rs		
up to 20 years over 20 up to 30 yea over 30 up to 40 yea	rs		25
up to 20 years over 20 up to 30 yea over 30 up to 40 yea over 40 up to 50 yea	rs rs		25 12
up to 20 years over 20 up to 30 yea over 30 up to 40 yea	rs rs rs		25 12 14

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	4
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manage	r,
branch manager, head of public office	1
Department head, group head, team leader	3
Other salaried staff, civil servant,	
skilled worker	26
Lecturer, teacher	2
Trainee	13
Other position	4
Student	42
Housewife/man	2
Old-age pensioner	1
Other not gainfully employed	1
Buying and ordering capacity	%
Purchase or order made or intended	/0
at the exhibition	
yes	78
no	8
maybe	14
Follow-up business	%
Intend to buy at later date	
yes	29
no	22
maybe	49
Conducted by: PhoneResearch KG, Hamb	ura
Conducted by. Thomenescaren Rd, Hamb	u. y

# **NORTEC** — Hamburg

'isitors (number of entries)	12 145
roportion of trade visitors	90%
Germany (total)	97
f which Jielsen 1 86 Nielsen 4	
remen 4 Bavaria	_
lamburg 33 Nielsen 5+6	7
ower Saxony 15 Berlin	1
chleswig-Holstein 34 Brandenburg	
lielsen 2 5 Mecklenburg-	
Jorth Rhine-Westph. 5 West Pommer	ania 5
lielsen 3a 1 Saxony-Anhali	
lesse 1 Nielsen 7	
thineland-Palatinate - Saxony	-
aarland - Thuringia	-
lielsen 3b 1	
aden-Württemb. 1	
oreign (total) f which	3
EU	56
Other european countries	11
Other countries	33
Distance to home	%
p to 50 km	56
nore than 50 km up to 100 km	18
nore than 100 km up to 300 km	15
ver 300 km	11
requency of visits to trade fair	%
revious event	27
arlier events	30
irst visit	54
verage length of stay	I,1 days
nfluence on purchasing/procurement	
lecisions	%
Pecisively	15
ollectively	29
n an advisory capacity	23
	24
lo	
lo tudent Other not gainfully employed	8

Area of responsibility	%						
Management	14 11						
Research/development/design Manufacturing, production, quality control	32						
Buying/procurement							
Finance/accounting, controlling	4						
Information and communication technology	i						
Personnel administration, administration	2						
Sales	10						
Marketing, advertising, PR	2						
Logistics: storage, material management,							
transport	1 5						
Maintenance/repairs Other area	8						
Student	8						
Other not gainfully employed	1						
Position in the company/organisation	%						
Entrepreneur, co-owner, freelancer Managing director, board member,	10						
head of an authority etc.	5						
Area manager, works manager, plant manage							
branch manager, head of public office	'' 7						
Department head, group head, team leader	17						
Other salaried staff, civil servant,							
skilled worker	26						
Lecturer, teacher Trainee	21						
Other position	3						
Student	8						
Other not gainfully employed	1						
Economic sector	%						
Industry Skilled trades	46 15						
Trade	9						
Service company	9						
Vocational school/polytechnic/university	4						
Public authority/administration	2						
Other sectors	6						
Student	8						
Other not gainfully employed	1						
Size of company/organisation: Number of employees	%						
1- 4 6 500 - 999	4						
5- 9 9 1 000 and more	14						
10- 49 21 Student	8						
50- 199 26 Other not gainfully							
200- 499 11 employed	1						
Conducted by: PhoneResearch KG, Hamb	urg						

### **REISEN HAMBURG** — Hamburg

### Private visitors' profile

Visitors (number of entries)	75 327
Proportion of private visitors	93%
Germany (total) of which Nielsen 1 98 Nielsen 4 Bremen 1 Bavaria Hamburg 47 Nielsen 5+6 Lower Saxony 16 Berlin Schleswig-Holstein 34 Brandenburg Nielsen 2 - Mecklenburg- Nielsen 3a + Saxony-Anhalt Hesse - Nielsen 7 Rhineland-Palatinate Saarland - Thuringia	99
Nielsen 3b - Baden-Württemb	
Foreign (total)	1
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 72 18 7 3
Frequency of visits to trade fair Previous event Earlier events First visit	% 31 55 32
Sex Male Female	% 49 51
Size of household  1 person 2 persons 3 persons 4 persons 5 persons and more	% 17 53 15 12 3
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 7 14 11 22 18 21 8

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 manage	
	۱, 3
branch manager, head of public office	
Department head, group head, team leader	6
Other salaried staff, civil servant,	
skilled worker	34
Lecturer, teacher	3
Trainee	3
Other position	3 5 8
Student	8
Housewife/man	3
Old-age pensioner	27
Other not gainfully employed	1
- Circl not guintary employed	
Buying and ordering capacity	%
Purchase or order made or intended	,,
at the exhibition	
Ves	23
*	40
no 	
maybe	37
Follow-up business	%
Intend to buy at later date	70
	7
yes	47
no	
maybe	46
Conducted by: PhoneResearch KG, Hamb	urg
	_

### SMM ---- Hamburg

### Trade visitors' profile

Other not gainfully employed

Visitors (	number of	ent	ries)	48 709	9	Area of responsibility	% 24
Proportio	on of trade	vis	itors	95%	6	Management Research/development/design Manufacturing, production, quality control	14
<b>Germany</b> of which	(total)			58	В	Buying/procurement	6
Nielsen 1		77	Nielsen 4	-	3	Finance/accounting, controlling	3
Bremen			Bavaria		3	Information and communication technology	2
Hamburg			Nielsen 5+6			Personnel administration, administration Sales	15
Lower Sax	vonu		Berlin		2		2
			Brandenburg		-	Marketing, advertising, PR	2
Schleswig					-	Logistics: storage, material management,	2
Nielsen 2			Mecklenburg		7	transport	2
			West Pomm			Maintenance/repairs	5
Nielsen 3	<u>a</u>	2			1	Other area	3
Hesse	LB-1-P	1	Nielsen 7		-	Seafaring and navigation	8
	-Palatinate		Saxony		-	Student	9
Saarland		-	Thuringia		-	Other not gainfully employed	2
Nielsen 3		2					
Baden-Wi	urttemb.	2				Position in the company/organisation	%
					_	Entrepreneur, co-owner, freelancer	13
Foreign (	total)			42	2	Managing director, board member,	
of which						head of an authority etc.	10
	EU			66	-	Area manager, works manager, plant manager	r,
			n countries	12		branch manager, head of public office	11
	North Am				5	Department head, group head, team leader	24
	South and	Cer	ntral America	4	4	Other salaried staff, civil servant,	
	Asia			10	0	skilled worker	26
	Australia			2	2	Lecturer, teacher	1
	Other coul	ntrie	S	1	1	Trainee	3
					_	Other position	3
Distance	to home			%	6	Student	9
up to 50	km			23	3	Other not gainfully employed	2
	n 50 km up	to	100 km	9	9		
more than	า 100 km ่น	p to	300 km	17	7	Economic sector	%
over 300				51	1	Shipping and shipping companies	16
					_	Shipbuilding industry, shipyard industry	13
Countries	with the	hial	nest visitor sl	hares %	6	Electronics, electrical industry	10
Netherlan				13	3	Machine and plant construction	10
Denmark	45			11		Engineer's office	7
United Kir	nadom				7	Ship outfitters	6
Italy	nguom				5	Offshore	4
Poland					5	metal production and processing	3
1 Oldrid					,	Ship broker	2
Frequenc	y of visits	to t	rado fair	%	·		2
Previous 6		נט נ	ruut lali	41		Port, forwarder, transport, logistics	2
Earlier eve				41		Classification company	
First visit	ents			41		Research, science, university vocational school	2
LIIST AIRIT				4		Coast guard, maritime defence	_
Лиономо	longth of	-+		1 7 days	_	Authority/public services	1
Average	length of	stay		1,7 days	5	Other sectors	10
Influence	on nurch	cin-	n/procuromo:	.+		Student	9
		iSING	g/procuremer		,	Other not gainfully employed	2
decisions				%			
Decisively				21		Size of company/organisation:	01
Collective				33		Number of employees	%
	isory capac	ity		21		1- 4 9 500 - 999	6
No				14		5- 9 6 1 000 and more	21
Student					9	10- 49 20 Student	9
Other not	nainfully e	mnle	have	7	)	50- 199 17 Other not gainfully	

### **ABF**

### Private visitors' profile

Visitors (number of	ent	ries) 114	86
Proportion of priva	te v	isitors	98%
Germany (total)			10
of which Nielsen 1	95	Nielsen 4	
Bremen	93	Bavaria	
Hamburg		Nielsen 5+6	
Lower Saxony	94	Berlin	
Schleswig-Holstein	34	Brandenburg	
Nielsen 2	3	Mecklenburg-	
North Rhine-Westph.	3	West Pommerani	а
Nielsen 3a	-	Saxony-Anhalt	u .
Hesse	_	Nielsen 7	
Rhineland-Palatinate	-	Saxony	
Saarland	_	Thuringia	
Nielsen 3b	_		
Baden-Württemb.	-		
Distance to home			0,
up to 50 km			6
more than 50 km up	to	100 km	2
more than 100 km u			-
over 300 km	p 10	300 1	
Frequency of visits	to t	rade fair	0,
Previous event			4
Earlier events			6
First visit			1
Sex			9
Male			4
Female			5
Size of household			0,
1 person			1
2 persons			5
3 persons			1
4 persons			1
5 persons and more			- 1
•			_
Age			9
up to 20 years			
over 20 up to 30 yea			
over 30 up to 40 yea			2
over 40 up to 50 yea			
over 50 up to 60 yea			2
over 60 up to 70 yea	15		19
over 70 years			5

Other not gainfully

10- 49 20 50- 199 17 200- 499 11

### ----> Hannover

<b>Position in the company/organisation</b> Entrepreneur, co-owner, freelancer	% 5
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager	
branch manager, head of public office	2
Department head, group head, team leader	8
Other salaried staff, civil servant,	
skilled worker	31
Lecturer, teacher	2
Trainee	2
Other position	2 7 5
Student	
Housewife/man	4 29
Old-age pensioner Other not gainfully employed	29 4
Other not gainfully employed	4
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
yes	66
no	10
maybe	25
Follow-up business	%
Intend to buy at later date	/0
ves	23
no	20
maybe	57
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	
iorschang amon, portinula	

### **ALTENPFLEGE** — Hannover

### Trade visitors' profile

•	
/isitors (number of entries) 2	8 094
Proportion of trade visitors	99%
Germany (total)  of which	99
Nielsen 1 59 Nielsen 4	2
Bremen 1 Bavaria	2
Hamburg 3 Nielsen 5+6	8
ower Saxony 50 Berlin	2
chleswig-Holstein 6 Brandenburg	1
Vielsen 2 21 Mecklenburg-	
North Rhine-Westph. 21 West Pommeran	ia 2
Jielsen 3a 7 Saxony-Anhalt	4
lesse 4 Nielsen 7	3
Rhineland-Palatinate 2 Saxony	1
aarland - Thuringia	1
Nielsen 3b 1	
Baden-Württemb. 1	
foreign (total)  of which	1
EU	77
Other countries	23
Distance to home	%
p to 50 km	22
nore than 50 km up to 100 km	20
nore than 100 km up to 300 km	42
over 300 km	17
requency of visits to trade fair	%
revious event	8
arlier events	50
irst visit	41
Average length of stay 1,1	days
nfluence on purchasing/procurement	%
lecisions	13
Decisively Collectively	13 31
Collectively n an advisory capacity	31 26
lo	21
tudent	8
Other not gainfully employed	1
Area of responsibility	%
/lanagement	9
Research/development/design	1
Manufacturing, production, quality control	1
Buying/procurement	2
inance/accounting, controlling	1
nformation and communication technology	
Personnel administration, administration	2
ales	2
Marketing, advertising, PR	1
ogistics: storage, material management, ransport	_
Maintenance/repairs	2
Management of a home	7
lursing service	40
Care, supervision	7

Therapy

Kitchen/household	3
Organisation, planning, work scheduling	2
Other area	10
Student	8
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, home	
director etc.	8
Chief administrator	
Household manager Kitchen manager	
Other salaried staff, civil servant with	
managerial responsibility	3
Head of nursing service	1
Ward sister	4
Salaried staff, civil servant	3
Geriatric nurse, nurse/male nurse	19
Assistant geriatric nurse, nurse	4
Lecturer, teacher	3
Skilled domestic worker	
Trainee	17
Other position Student	
Other not gainfully employed	
Economic sector	9/
Old peoples' home Nursing home	14 31
Day care/short-term nursing facilities	3
Facility for the disabled	
Social ward	
Out-patient nursing services	14
Hospital	- 2
Rehabilitation clinic	
Welfare association Sponsor	-
Public authority	
School, educational institution	
Old peoples' home	
Shared residence	
Therapeutic facility	
Medical supplies retailer	
Industrial producer	
(Interior) architect/decorator	
Other sectors Student	
Other not gainfully employed	
Other not gainfully employed  Size of company/organisation:	
Other not gainfully employed  Size of company/organisation: Number of employees	
Other not gainfully employed  Size of company/organisation: Number of employees 1- 4 4 500 - 999	
Other not gainfully employed  Size of company/organisation: Number of employees  1- 4 4 500 - 999 5- 9 4 1 000 and more	13
Other not gainfully employed  Size of company/organisation: Number of employees  1 - 4 4 500 - 999 5 - 9 4 1 000 and more 10 49 23 Student	13
Other not gainfully employed  Size of company/organisation: Number of employees  1- 4 4 500 - 999 5- 9 4 1 000 and more 10- 49 23 Student 50- 199 28 Other not gainfully	13
Other not gainfully employed  Size of company/organisation: Number of employees  1 - 4 4 500 - 999 5 - 9 4 1 000 and more 10 49 23 Student	13

### **CeBIT** — Hannover

### Trade visitors' profile

Visitors (number of entries)	187 759
Proportion of trade visitors	91%
<b>Germany (total)</b> of which	76
Nielsen 1 39 Nielsen 4	1 8
Bremen 2 Bavaria	- 8
Hamburg 5 Nielsen 5	<u>5+6</u> 10
Lower Saxony 29 Berlin	5
Schleswig-Holstein 3 Brandenb	
Nielsen 2 21 Mecklenk North Rhine-Westph. 21 West Por	
North Knine-Westpn. 21 West Por Nielsen 3a 10 Saxonv-A	mmerania 1 Inhalt 2
Nielsen 3a 10 Saxony-A Hesse 8 Nielsen 7	
Rhineland-Palatinate 2 Saxony	2
Saarland - Thuringia	
Nielsen 3b 7	
Baden-Württemb. 7	
Foreign (total) of which	24
EU EU	64
Other european countries	
Africa	3
North America	2
South and Central Ameri	
Middle East	7
South-, East-, Central As	ia 9
Australia	1
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km more than 100 km up to 300 km	7 32
over 300 km	49
Countries with the highest visito	
Netherlands	12
Poland	8
Belgium Austria	6
United Kingdom	5
Frequency of visits to trade fair	%
Previous event	39
Earlier events	62
First visit	32
Average length of stay	1,5 days
Influence on purchasing/procurer	
decisions	%
Decisively	29
Collectively	23
In an advisory capacity No	20 11
No Student	15
Other not gainfully employed	2
other not gainfully employed	2

Area of responsibility	%
Management	12
Research/development/design	7
Manufacturing, production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	3
Information and communication technology	35
Personnel administration, administration	2 8
Sales Marketing advertising PP	4
Marketing, advertising, PR Logistics: storage, material management,	4
transport	1
Maintenance/repairs	2
Other area	5
Student	15
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member,	
head of an authority etc.	10
Area manager, works manager, plant manager	r,
branch manager, head of public office	7
Department head, group head, team leader	15
Other salaried staff, civil servant,	
skilled worker	28
Lecturer, teacher	2
Trainee	5 2
Other position Student	15
Other not gainfully employed	2
Economic sector	%
Hardware manufacturer	6
Software and IT systems specialists Trade	19 10
Company and freelancer services	27
Power industry	3
Manufacturing sector	8
Authority/public services	12
Skilled trades	2
Building trade	2
Traffic and logistic	3
Media industry	4
Travel and tourism	1
Banking, finance and insurance	4
Health system and medical systems	3
Other sectors	1
Student	15
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4 13 500 - 999	5
5- 9 7 1 000 and more	21
10- 49 15 Student	15
50- 199 15 Other not gainfully	
200- 499 7 employed	2
Conducted by: Wiceler & Bartner Pacel	

Conducted by: Wissler & Partner, Basel

### **CeMAT** — Hannover

#### Trade visitors' profile

Visitors (number of entries) 48	267	Area of responsibility Management
Proportion of trade visitors	98%	Research/development/design
Company (total)	69	Manufacturing, production, quality control
Germany (total) of which	69	Buying/procurement
Nielsen 1 44 Nielsen 4	8	Finance/accounting, controlling
	8	Information and communication technology
Bremen 2 Bavaria	_	Personnel administration, administration
Hamburg 8 Nielsen 5+6	6	Sales
Lower Saxony 31 Berlin	2	Marketing, advertising, PR
Schleswig-Holstein 3 Brandenburg	1	Logistics: storage, material management,
Nielsen 2 22 Mecklenburg-		transport
North Rhine-Westph. 22 West Pommerani		Maintenance/repairs
Nielsen 3a 9 Saxony-Anhalt	2	Other area
Hesse 6 Nielsen 7	4	Student
Rhineland-Palatinate 3 Saxony Saarland - Thuringia	3	Other not gainfully employed
Saarland - Thuringia Nielsen 3b 7	- 1	Position in the company/organisation
Baden-Württemb. 7		Entrepreneur, co-owner, freelancer
Daden Warttenib. /		Managing director, board member,
Foreign (total)	31	head of an authority etc.
of which	31	Area manager, works manager, plant manage
FU	63	branch manager, head of public office
Other european countries	11	Department head, group head, team leader
Africa	5	
North America	4	Other salaried staff, civil servant, skilled worker
South and Central America	4	Lecturer, teacher
Middle East	4	Trainee
South-, East-, Central Asia	7	Other position
Australia	2	Student
Australia	2	Other not gainfully employed
Distance to home	%	Other not gainfully employed
up to 50 km	10	Economic sector
more than 50 km up to 100 km	10	Power industry
more than 100 km up to 300 km	31	Primary and production industry
over 300 km	49	Investment goods industry
OVER 500 KIII		Consumer goods industry
Countries with the highest visitor shares	s %	Food and luxury industry
Netherlands	7	Timber industry
United Kingdom	6	Port operations, port cargo handling systems
Italy	6	Building trade
Poland	5	Skilled trades
Austria	5	Trade
Addition		Service
Frequency of visits to trade fair	%	Authority/public services
Previous event	32	Other sectors
Earlier events	28	Student
First visit	57	Other not gainfully employed
Average length of stay 1,5	days	Size of company/organisation:
		Number of employees
Influence on purchasing/procurement		1- 4 6 500 - 999
decisions	%	5- 9 5 1 000 and more
Decisively	24	10- 49 15 Student
Collectively	30	50- 199 20 Other not gainfully
In an advisory capacity	23	200- 499 15 employed
No	16	Conducted by: Wissler & Partner, Basel
Student	6	Conducted by. Prissier & Farther, Daser
Other not gainfully employed	1	

Area of responsibility	%
Management	12
Research/development/design	10
Manufacturing, production, quality control	8
Buying/procurement	5
Finance/accounting, controlling	- 1
Information and communication technology	2
Personnel administration, administration	1
Sales	14
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	32
Maintenance/repairs	5
Other area	5 2 6
Student	6 1
Other not gainfully employed	- 1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member,	
head of an authority etc.	11
Area manager, works manager, plant manager	
branch manager, head of public office	13
Department head, group head, team leader	24
Other salaried staff, civil servant,	
skilled worker	31
Lecturer, teacher	2
Trainee	7
Other position	-
Student	6
Other not gainfully employed	_'
Economic sector	%
Power industry	3
Primary and production industry	15
Investment goods industry	27
Consumer goods industry	1
Food and luxury industry	3
Timber industry	1
Port operations, port cargo handling systems	2
Building trade	3
Skilled trades	4

17

25

8

25 6

### **DOMOTEX** — Hannover

### Trade visitors' profile

Proportion of trade visitors 9	3%	N R
		N
Germany (total)		В
of which		Fi
Nielsen 1 37 Nielsen 4		lr
Bremen 3 Bavaria		P
Hamburg 4 Nielsen 5+6		S
Lower Saxony 27 Berlin Schleswig-Holstein 3 Brandenburg		M
Schleswig-Holstein 3 Brandenburg Vielsen 2 23 Mecklenburg-		Lo
North Rhine-Westph. 23 West Pommerania		tr M
Vielsen 3a 12 Saxony-Anhalt		0
Hesse 8 Nielsen 7		Si
Rhineland-Palatinate 4 Saxony		0
aarland - Thuringia	1	_
lielsen 3b 8		P
Baden-Württemb. 8		Er
		M
oreign (total)		he
f which		A
EU		bı
Other european countries		D
Africa North America		O sk
South and Central America	-	Le
Middle East		Tr
South-, East-, Central Asia		0
Australia		St
		0
Distance to home up to 50 km	% 5	E
nore than 50 km up to 100 km		Fi
nore than 100 km up to 300 km	1.2	D
over 300 km		Ti
		0
Countries with the highest visitor shares	%	W
		ln
		Pa
urkey		Pa
urkey Jetherlands	7	
urkey Jetherlands ndia	7 6	0
urkey Jetherlands ndia	7 6 5	O A
urkey Jetherlands ndia Belgium	7 6 5	O A fu
rurkey Jetherlands ndia selgium requency of visits to trade fair	7 6 5 %	O A fu Fa
urkey Jetherlands India Jelgium  Frequency of visits to trade fair Frevious event	7 6 5 % 47	O A fu Fa Lo
urkey Jetherlands ndia Jetlegium Trequency of visits to trade fair Trevious event arlier events	7 6 5 % 47 63	O fu Fa Lo
urkey Jetherlands ndia Jetlegium Trequency of visits to trade fair Trevious event arlier events	7 6 5 % 47 63 30	Or Art Fa
urkey Jetherlands Adia Jelgium  Trequency of visits to trade fair Trevious event Arrier events Jether of trade fair Jether of trade fair Jether of trade fair	7 6 5 % 47 63 30	O A fu Fa
rurkey Jetherlands India Jelgium  Frequency of visits to trade fair Previous event Jerevious events Jereviou	7 6 5 % 47 63 30	Or Art Fa
rurkey Jetherlands India Jelgium  Frequency of visits to trade fair Previous event Fredien events Fresion event	7 6 5 % 47 63 30	O' Ai fu Fa Lo O' In Re
rurkey Jetherlands Addia Jelgium  Frequency of visits to trade fair Frevious event Frevious even	7 6 5 % 47 63 30 ays	O Al fu Fa Lo O In Re Pi O
rurkey Jetherlands India Jedgium  Frequency of visits to trade fair Frevious event Frevious even	7 6 5 % 47 63 30 ays	O' Ai fu Fa Lo O' In Re O' St
rurkey Jetherlands India Jetelgium  Frequency of visits to trade fair Previous event Jerevious	7 6 5 % 47 63 30 ays	O A fu Fa Lo O In Re Pi O St
Turkey Vetherlands India Delgium  Frequency of visits to trade fair Previous event Carlier events Cirist visit  Average length of stay  Influence on purchasing/procurement Vecisions Vecisively Collectively In an advisory capacity	7 6 5 % 47 63 30 ays % 53 23 14	O' Ai fu Fa Lo O' In Re O' St
United Kingdom Furkey Vetherlands India Selgium Frequency of visits to trade fair Frevious event Earlier events First visit  Average length of stay  I,9 de Influence on purchasing/procurement Accisions Decisively Collectively In an advisory capacity Institute Average Institute Institut	7 6 5 % 47 63 30 ays	O A fu Fa Lo O In Re Pi O St

Area of responsibility Management	9/
Research/development/design	- 8
Manufacturing, production, quality control	
Buying/procurement	9
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	2
Marketing, advertising, PR	
Logistics: storage, material management,	
transport Maintenance/renairs	
Maintenance/repairs Other area	
Student	
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	3
Managing director, board member,	_
head of an authority etc.	_2
Area manager, works manager, plant manage branch manager, head of public office	r,
Department head, group head, team leader	1
Other salaried staff, civil servant,	
skilled worker	1
Lecturer, teacher	Ċ
Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	9
Furnishing/furniture stores	
Department stores, mail order, DIY stores	
Timber trade	1
Other Specialist retail trade	1
Wholesale trade	2
Interior decorator	
Parquet and floor layer	1
Painter	
Other skilled trades	
Architect's/interior designer's, Contract	
furnishers	
Facility management Logistics and transportation	
Other service	
Industry	2
Research/teaching	_
Press, media	
Other sectors	
Student	
Other not gainfully employed	
Size of company/organisation:	
Number of employees	9
1- 4 22 500 - 999	
5- 9 15 1 000 and more	

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

15 27 9

17

10- 49

50- 199

Student

1 000 and more

Other not gainfully

### **EnergyDecentral**

Visitors (number of en	tries) 38 062*)
Proportion of trade vis	sitors 96%
Germany (total) of which	85
Nielsen 1 44	Nielsen 4 14
Bremen -	Bavaria 14
Hamburg -	Nielsen 5+6 7
Lower Saxony 38	
Schleswig-Holstein 6	Brandenburg 2
Nielsen 2 15	Mecklenburg-
North Rhine-Westph. 15	
Nielsen 3a 9	
Hesse 6	
Rhineland-Palatinate 3	
Saarland -	Thuringia 1
Nielsen 3b 7	
Baden-Württemb. 7	
Foreign (total) of which	15
EU	67
Other europea	an countries 15
Other countrie	
Distance to home	%
up to 50 km	10
more than 50 km up to	
more than 100 km up to	
over 300 km	43
Country with the high	est visitor share %
Netherlands	11
Frequency of visits to	trade fair %
Previous event	58
Earlier events	52
First visit	26
Average length of stay	, 1,4 days
Influence on purchasin	g/procurement
decisions	%
Decisively	37
Collectively	24
In an advisory capacity	22
No	12
Student	5 1
Other not gainfully empl	oyed 1

<sup>\*)</sup> Visitor attendance determined by a representative poll in the combination of EuroTier/EnergyDecentral. Multiple answers were permitted.

### ----> Hannover

Area of responsibility	%
Management	52
Research/development/design	5 5
Manufacturing, production, quality control	3
Buying/procurement	ە 1
Finance/accounting, controlling Information and communication technology	1
Personnel administration, administration	2
Sales	6
Marketing, advertising, PR	2
Logistics: storage, material management,	-
transport	1
Maintenance/repairs	7
Other area	11
Student	5
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	47
Managing director, board member,	
head of an authority etc.	13
Area manager, works manager, plant manage	
branch manager, head of public office	4
Department head, group head, team leader Other salaried staff, civil servant,	5
skilled worker	11
Lecturer, teacher	1
Trainee	7
Other position	6
Student	5
Other not gainfully employed	1
Economic sector	%
Agricultural business, company	64
Contractors, industrial equipment hire	5
companies Industry	6
Trade/sales	2
Engineer's and planning office	
Local utilities, energy suppliers	2
Other service	2 2 5 1
University/college/polytechnic	1
Other sectors	7
Student	5
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 51 500 - 999	1
5- 9 10 1 000 and more	4
10- 49 11 Student	5
FO 100 7 Other set setsfull.	

50- 199 7 Other not gainfully 200- 499 2 employed

Conducted by: Wissler & Partner, Basel

### **EuroBLECH** — Hannover

### Trade visitors' profile

Visitors (number of	entries)	59 252
Proportion of trade	visitors	98%
Germany (total) of which		62
Nielsen 1	32 Nielsen 4	10
Bremen	1 Bavaria	10
Hamburg	2 Nielsen 5+6	6
	26 Berlin	2
Schleswig-Holstein	3 Brandenburg	
Nielsen 2	27 Mecklenburg	
North Rhine-Westph.	27 West Pomme	
Nielsen 3a	9 Saxony-Anha 6 Nielsen 7	ılt 2 6
Hesse Rhineland-Palatinate	6 <u>Nielsen 7</u> 4 Saxony	3
Saarland	- Thuringia	3
	10	
	10	
Foreign (total)		38
of which		
EU Other ours	naan countries	62 14
North Ame	pean countries	5
	Central America	4
Middle Eas		4
	t-, Central Asia	7
Australia	.,	2
Other coun	tries	2
Distance to home		%
up to 50 km		8
	to 100 km	6
more than 50 km up more than 100 km up	to 300 km	27
over 300 km		59
Countries with the h	ighest visitor sh	nares %
Netherlands		7
Austria		6
Switzerland		6
Poland		5
Sweden		5
Frequency of visits t	o trade fair	%
Previous event		37
Earlier events		41
First visit		48
Average length of st	tay	1,6 days
Influence on nurchae	sing/procuremen	t
illiuelice on purchas	- 1	%
decisions		
		30
decisions		
<b>decisions</b> Decisively Collectively In an advisory capacit	у	30
decisions Decisively Collectively In an advisory capacit No	y	30 21 15
<b>decisions</b> Decisively Collectively In an advisory capacit	•	30 30 21 15 4

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

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### Trade visitors' profile

Proportion of trade	visi	itors	94%
Germany (total)			81
of which	20	Mindrey A	
Nielsen 1	38	Nielsen 4	14 14
Bremen Hamburg	1	Bavaria Nielsen 5+6	7
Lower Saxony	30	Berlin	_ ′
Schleswig-Holstein	7	Brandenburg	2
Nielsen 2	18	Mecklenburg-	
North Rhine-Westph		West Pommeran	ia 2
Nielsen 3a	11	Saxony-Anhalt	3
Hesse	7	Nielsen 7	5
Rhineland-Palatinate		Saxony	
Saarland		Thuringia	3
Nielsen 3b	8	. 5	
Baden-Württemb.	8		
Foreign (total) of which			19
EU			64
Other eur	opea	n countries	16
Africa			4
North Am			4
		ntral America	5
Middle Ea	ist		3
South-, Ea	ast-,	Central Asia	5
Australia			1
Distance to home			%
up to 50 km			8
more than 50 km up			9
more than 100 km ι	ib to	300 KM	35
over 300 km			48
Countries with the Netherlands	high	est visitor share	s %
Austria			8
Poland			5
Switzerland			4
United Kingdom			4
Frequency of visits	to t	rade fair	%
Previous event		•	54
Earlier events			52
First visit			27
Average length of	stay	1,4	days
Influence on purch	asing	g/procurement	
decisions			%
Decisively			36
Collectively			25
In an advisory capad	ity		20
No			14
Student			Δ

Student Other not gainfully employed

Area of responsibility Management Research/development/design	% 49 5
Manufacturing, production, quality control	7
Buying/procurement Finance/accounting, controlling	3
Information and communication technology	i
Personnel administration, administration	2
Sales	8
Marketing, advertising, PR	2
Logistics: storage, material management,	1
transport Maintenance/repairs	4
Other area	13
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	48
Managing director, board member,	
head of an authority etc.	11
Area manager, works manager, plant manage	
branch manager, head of public office Department head, group head, team leader	4
Other salaried staff, civil servant,	4
skilled worker	14
Lecturer, teacher	2
Trainee	7
Other position	5
Student Other not gainfully employed	4
Economic sector	%
Agricultural business, company	64
Contractors, industrial equipment hire companies	4
Industry	9
Trade/sales	4
Veterinary surgeon	2
Other service	6
University/college/polytechnic	2
Other sectors Student	5 4
Other not gainfully employed	1
Size of company/organisation:	%
Number of employees 1- 4 50 500 - 999	% 1
5- 9 8 1 000 and more	5
10- 49 12 Student	4
50- 199 7 Other not gainfully	
200- 499 3 employed	1
N/A	9

Conducted by: Wissler & Partner, Basel

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### Trade visitors' profile

Visitors (number of entries) 174	139	Area of responsibility  Management
Proportion of trade visitors	93%	Research/development/design
Commence (Antal)	75	Manufacturing, production, quality control
Germany (total)	75	Buying/procurement
of which	0	Finance/accounting, controlling
Nielsen 1 41 Nielsen 4	8	Information and communication technology
Bremen 2 Bavaria	8	Personnel administration, administration
Hamburg 5 <u>Nielsen 5+6</u>	9	Sales
Lower Saxony 30 Berlin	4	Marketing, advertising, PR
Schleswig-Holstein 3 Brandenburg	1	Logistics: storage, material management,
Nielsen 2 23 Mecklenburg-		transport
North Rhine-Westph. 23 West Pommerani	a 1	Maintenance/repairs
Nielsen 3a 8 Saxony-Anhalt	2	Other area
Hesse 6 Nielsen 7	5	Student
Rhineland-Palatinate 2 Saxony	3	Other not gainfully employed
Saarland - Thuringia	2	other not guillarly employed
Nielsen 3b 8	2	Desition in the company/organisation
		Position in the company/organisation
Baden-Württemb. 8		Entrepreneur, co-owner, freelancer
		Managing director, board member,
Foreign (total)	25	head of an authority etc.
of which		Area manager, works manager, plant manag
EU	57	branch manager, head of public office
Other european countries	12	Department head, group head, team leader
Africa	3	Other salaried staff, civil servant,
North America	3	skilled worker
South and Central America	6	Lecturer, teacher
Middle East	3	Trainee
South-, East-, Central Asia	16	Student
Australia	1	Other not gainfully employed
Distance to home	%	Economic sector
up to 50 km	13	Power industry
more than 50 km up to 100 km	9	Environmental management
more than 100 km up to 300 km	30	Raw materials and production goods industr
over 300 km	48	Investment goods industry
		Other processing industry
Countries with the highest visitor shares	s %	Building trade
Netherlands	14	Skilled trades
China (PR)	7	Trade
Poland	4	Telecommunication
France	4	Company and freelancer services
Belgium	4	Authority/public services
Deigiuiii	4	Research institutes, industrial research
Francisco of visits to trade fair	%	
Frequency of visits to trade fair Previous event		Investor, financing
	34	Other sectors
Earlier events	51	Student
First visit	41	Other not gainfully employed
Average length of stay 1,5	days	Size of company/organisation: Number of employees
Influence on purchasing/procurement		1- 4 7 500 - 999
decisions	%	E 0 4 1 000 and more
Decisively	21	10- 49 14 Student
Collectively	25	
	25 18	50- 199 15 Other not gainfully 200- 499 11 employed
In an advisory capacity		200- 499 11 employed
In an advisory capacity No	11	
In an advisory capacity		Conducted by: Wissler & Partner, Basel

Area of responsibility Management	% 10
	21
Research/development/design	
Manufacturing, production, quality control	12
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	3
Personnel administration, administration	1
Sales	9
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	1
Maintenance/repairs	5
Other area	5
Student	22
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	10
head of an authority etc.	8
Area manager, works manager, plant manager	
branch manager, head of public office	7
Department head, group head, team leader	16
Other salaried staff, civil servant,	
skilled worker	28
Lecturer, teacher	2
Trainee	3
Student	22
Other not gainfully employed	3
Economic sector	%
Power industry	16
Environmental management	3
Raw materials and production goods industry	12
Investment goods industry	26
Other processing industry	4
Building trade	3
Skilled trades	3
Trade	5
Telecommunication	
	11
Company and freelancer services	
Authority/public services	4
Research institutes, industrial research	5
Investor, financing	1
Other sectors	_1
Student	22
Other not gainfully employed	3
Size of company/organisation:	
Number of employees	%
1- 4 7 500 - 999	6
5- 9 4 1 000 and more	18
10- 49 14 Student	22
EO 100 1E Other net gainfully	

### **Digital Factory** — Hannover Messe

### Trade visitors' profile

Visitors (number of entries) 50 5	00*)	Area of responsibility %
Dunmantian of tonde visitana	000/	Management 11
Proportion of trade visitors	95%	Research/development/design 21 Manufacturing, production, quality control 12
Germany (total)	74	Manufacturing, production, quality control 12 Buying/procurement 3
of which	/4	Finance/accounting, controlling
Nielsen 1 40 Nielsen 4	7	Information and communication technology 6
Bremen 3 Bayaria	7	Personnel administration, administration 1
Hamburg 5 Nielsen 5+6	10	Sales
Lower Saxony 28 Berlin	4	Marketing, advertising, PR
Schleswig-Holstein 4 Brandenburg	2	Logistics: storage, material management,
Nielsen 2 22 Mecklenburg-		transport 1
North Rhine-Westph. 22 West Pommerania	1	Maintenance/repairs 3
Nielsen 3a 6 Saxony-Anhalt	3	Other area 4
Hesse 5 Nielsen 7	4	Student 27
Rhineland-Palatinate 1 Saxony	2	Other not gainfully employed 3
Saarland - Thuringia	2	
Nielsen 3b 11		Position in the company/organisation %
Baden-Württemb. 11		Entrepreneur, co-owner, freelancer 11
		Managing director, board member,
Foreign (total)	26	head of an authority etc.
of which		Area manager, works manager, plant manager,
EU	51	branch manager, head of public office 7
Other european countries	14	Department head, group head, team leader 13
South and Central America	8	Other salaried staff, civil servant,
South-, East-, Central Asia	21	skilled worker 27
Other countries	6	Lecturer, teacher 2
		Trainee 2
Distance to home	%	Student 27
up to 50 km	10	Other not gainfully employed 3
more than 50 km up to 100 km	10	
more than 100 km up to 300 km	30	Economic sector %
over 300 km	49	Power industry 9
		Environmental management 2
Countries with the highest visitor shares		Raw materials and production goods industry 12
Netherlands	12	Investment goods industry 26
China (PR)	10	Other processing industry 5
Turkey	5	Building trade
		Skilled trades 1
Frequency of visits to trade fair	%	Trade 4
Previous event	33	Telecommunication 3
Earlier events	47	Company and freelancer services 14
First visit	45	Authority/public services 3
	_	Research institutes, industrial research 5
Average length of stay 1,6 (	days	Investor, financing 1
		Other sectors 1
Influence on purchasing/procurement		Student 27
decisions	%	Other not gainfully employed
Decisively	20	
Collectively	24	Size of company/organisation:
In an advisory capacity	18	Number of employees %
No	8	1- 4 6 500 - 999 4
Student	27	5- 9 3 1 000 and more 21
Other not gainfully employed	3	10- 49 13 Student 27
		50- 199 14 Other not gainfully
*) Visitor attendance determined by a representative	e poll	200- 499 10 employed 3
at Hannover Messe. Multiple answers were		Conducted by: Wissler & Partner, Basel

### **Energy**

	32*)
Proportion of trade visitors 9	4%
Germany (total) of which	73
Nielsen 1 40 Nielsen 4	9
Bremen 3 Bavaria	9
Hamburg 6 Nielsen 5+6	10
Lower Saxony 27 Berlin	4
Schleswig-Holstein 4 Brandenburg	2
Nielsen 2 22 Mecklenburg-	
North Rhine-Westph. 22 West Pommerania	
Nielsen 3a 8 Saxony-Anhalt	3
Hesse 6 <u>Nielsen 7</u> Rhineland-Palatinate 2 Saxony	5
Saarland - Thuringia	5 3 2
Nielsen 3b 7	
Baden-Württemb. 7	
Foreign (total)	27
of which EU	54
Other european countries	15
Africa	3
South and Central America	6
Middle East	3
South-, East-, Central Asia Other countries	16 3
Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	7
more than 100 km up to 300 km over 300 km	32 50
Countries with the highest visitor shares	%
Netherlands	13
China (PR)	7
United Kingdom	4
Turkey Switzerland	4
Evanuation of visits to trade fair	%
Frequency of visits to trade fair	34
Previous event	51 41
Previous event Earlier events	41
Previous event	
Previous event Earlier events	ays
Previous event Earlier events First visit  Average length of stay 1,6 d Influence on purchasing/procurement	_
Previous event Earlier events First visit  Average length of stay 1,6 d Influence on purchasing/procurement decisions	%
Previous event Earlier events First visit  Average length of stay 1,6 d  Influence on purchasing/procurement decisions Decisively	% 22
Previous event Earlier events First visit  Average length of stay 1,6 d Influence on purchasing/procurement decisions Decisively Collectively	% 22 24
Previous event Earlier events First visit  Average length of stay 1,6 d  Influence on purchasing/procurement decisions Decisively	% 22 24 16
Previous event Earlier events First visit  Average length of stay 1,6 d Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	%

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

### ----> Hannover Messe

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not qainfully employed	% 12 18 9 3 2 2 2 10 3 1 4 6 25 4
Position in the company/organisation Entrepreneur, co-owner, freelancer	% 10
Managing director, board member,	10
head of an authority etc.	10
Area manager, works manager, plant manager	
branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	7 15
skilled worker	26
Lecturer, teacher	2
Trainee Student	2 25
Other not gainfully employed	4
Economic sector Power industry Environmental management Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services	16 3 2 4 3 10
Authority/public services Research institutes, industrial research	5 4
Investor, financing	1
Other sectors	1
Student Other not gainfully employed	25 4
Size of company/organisation: Number of employees  1- 4 7 500 - 999 5- 9 5 1 000 and more	% 6 16
10- 49 15 Student	25
50- 199 14 Other not gainfully	

employed

Conducted by: Wissler & Partner, Basel

### **Industrial Automation** — Hannover Messe

### Trade visitors' profile

rmany (total) which elsen 1 39 Nielsen 4 emen 3 Bavaria mburg 4 Nielsen 5+6 wer Saxony 29 Berlin elsen 2 24 Mecklenburg- elsen 2 24 West Pommerania elsen 3 8 Saxony-Anhalt sse 5 Nielsen 7 ineland-Palatinate 2 Saxony arland 10 den-Württemb. 10	72 8 8 8 4 1 1 2 5
rrmany (total) which elsen 1 39 Nielsen 4 Emen 3 Ravaria mburg 4 Nielsen 5+6 wer Saxony 29 Berlin elsewig-Holstein 3 Brandenburg elsen 2 4 Mecklenburg- wrth Rhine-Westph 24 West Pommerania elsen 3 8 Saxony-Anhalt sse 5 Nielsen 7 inieland-Palatinate 2 Saxony arland - Thuringia elsen 3b 10 den-Württemb. 10  reign (total) which EU Other european countries	8 8 4 1 1 2 5 3
which  lsen 1 39 Nielsen 4 emen 3 Bavaria  mburg 4 Nielsen 5+6 wer Saxony 29 Berlin leswig-Holstein 3 Brandenburg elsen 2 24 Mecklenburg- rth Rhine-Westph. 24 West Pommerania elsen 3a 8 Saxony-Anhalt sse 7 ineland-Palatinate 2 Saxony arland 10 den-Württemb. 10  reign (total) which  EU Other european countries	8 8 8 4 1 1 2 5 3
elsen 1 39 Nielsen 4 emen 3 Bavaria mburg 4 Nielsen 5+6 wer Saxony 29 Berlin elsewig-Holstein 3 Brandenburg- elsen 2 4 West Pommerania elsen 3 8 Saxony-Anhalt sse 5 Nielsen 7 ineland-Palatinate 2 Saxony arland - Thuringia elsen 3b 10 den-Württemb. 10  reign (total) which EU Other european countries	1
mburg 4 Nielsen 5+6 wer Saxony 29 Berlin nleswig-Holstein 3 Brandenburg elsen 2 24 Mecklenburg- werth Rhine-Westph. 24 West Pommerania elsen 3a Saxony-Anhalt sse 5 Nielsen 7 ineland-Palatinate 2 Saxony arland - Thuringia elsen 3b 10 den-Württemb. 10  reign (total) which EU Other european countries	8 4 1 1 2 5 3
wer Saxony 29 Berlin leswig-Holstein 3 Brandenburg elsen 2 24 Mecklenburg- werth Rhine-Westph. 24 elsen 3a 8 Saxony-Anhalt sse 5 Nielsen 7 ineland-Palatinate 2 Saxony arland - Thuringia elsen 3b 10 den-Württemb. 10  reign (total) which EU Other european countries	1 1 2 5 3
nleswig-Holstein 3 Brandenburg elsen 2 24 West Pommerania elsen 3a 8 Saxony-Anhalt sse 5 Nielsen 7 ineland-Palatinate 2 Saxony arland - Thuringia elsen 3b 10 den-Württemb. 10  reign (total) which EU Other european countries	1 1 2 5 3
elsen Ž 24 Mecklenburg- west Pommerania elsen 3a Saxony-Anhalt Nielsen 7 Saxony arland Saxony arland Toden-Württemb. 10  reign (total) which EU Other european countries	1 2 5 3
with Rhine-Westph. 24 elsen 3a	2 5 3
elsen 3a 8 Saxony-Anhalt 5 Nielsen 7 inleand-Palatinate 2 Saxony Thuringia elsen 3b 10 den-Württemb. 10 reign (total) which EU Other european countries	2 5 3
sse 5 Nielsen 7 ineland-Palatinate 2 5 Saxony ardand - Thuringia elsen 3b 10 den-Württemb. 10  reign (total) which EU Other european countries	5
ineland-Palatinate 2 Saxony arland - Thuringia elsen 3b 10 den-Württemb. 10  reign (total) which EU Other european countries	3
arland - Thuringia elsen 3b 10 den-Württemb. 10  reign (total) which EU Other european countries	
elsen 3b 10 den-Württemb. 10  reign (total) which EU Other european countries	_
reign (total) which EU Other european countries	
which EU Other european countries	
EU Other european countries	28
Other european countries	53
	12
	2
North America	4
South and Central America	6
Middle East	4
South-, East-, Central Asia	18
Australia	1
stance to home	%
to 50 km	11
ore than 50 km up to 100 km	10
ore than 100 km up to 300 km	28
er 300 km	51
untries with the highest visitor shares	%
therlands	11
ina (PR)	9
land	4
lgium	4
lia	4
equency of visits to trade fair	%
evious event	33
	50
st visit	42
erage length of stay 1,6 da	ıys
luence on purchasing/procurement	
cisions	%
	21
	26
an advisory capacity	18
	10
	23

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	% 10 22 14 3 1 4 1 8 3 1 5 4 23 2
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manage branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Student Other not gainfully employed	% 10 8 r, 8 17 27 2 3 23 2
Economic sector Power industry Environmental management Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Investor, financing Other sectors Student Other not gainfully employed	% 12 2 13 31 5 3 5 2 10 3 5 1 1 23 2
Size of company/organisation:  Number of employees  1- 4 5 500 - 999 5- 9 4 1 000 and more 10- 49 14 Student 50- 199 16 Other not gainfully 200- 499 11 employed  Conducted by: Wissler & Partner, Basel	% 6 19 23

### IndustrialGreenTec ----> Hannover Messe

### Trade visitors' profile

Visitors (number of entries) 44	1 231*)	Area of responsibility
Proportion of trade visitors	94%	Management Research/development/de
Germany (total)	72	Manufacturing, production Buying/procurement
of which		Finance/accounting, contro
Nielsen 1 40 Nielsen 4	9	Information and communi
Bremen 3 Bavaria	9	Personnel administration,
Hamburg 6 Nielsen 5+6	8	Sales
Lower Saxony 26 Berlin	2	Marketing, advertising, PI
Schleswig-Holstein 5 Brandenburg	1	Logistics: storage, materia
Nielsen 2 21 Mecklenburg-		transport
North Rhine-Westph. 21 West Pommera	ania 2	Maintenance/repairs
Nielsen 3a 9 Saxony-Anhalt	4	Other area
Hesse 7 Nielsen 7	5	Student
Rhineland-Palatinate 2 Saxony	3	Other not gainfully emplo
Saarland - Thuringia	2	
Nielsen 3b 9		Position in the company
Baden-Württemb. 9		Entrepreneur, co-owner, f
		Managing director, board
Foreign (total)	28	head of an authority etc.
of which		Area manager, works man
EU	55	branch manager, head of
Other european countries	10	Department head, group
South and Central America	6	Other salaried staff, civil s
South-, East-, Central Asia	24	skilled worker
Other countries	5	Lecturer, teacher
		Trainee
Distance to home	%	Student
up to 50 km	9	Other not gainfully emplor
more than 50 km up to 100 km	9	
more than 100 km up to 300 km	31	Economic sector
over 300 km	51	Power industry
		Environmental manageme
Countries with the highest visitor sha	res %	Raw materials and produc
China (PR)	13	Investment goods industry
Netherlands	10	Other processing industry
		Building trade
Frequency of visits to trade fair	%	Skilled trades
Previous event	32	Trade
Earlier events	44	Telecommunication
First visit	46	Company and freelancer s
		Authority/public services
Average length of stay 1	,7 days	Research institutes, indust
		Investor, financing
Influence on purchasing/procurement		Other sectors
decisions	%	Student
Decisively	19	Other not gainfully emplor
Collectively	24	
In an advisory capacity	15	Size of company/organis
No	9	Number of employees
Student	29	1- 4 7
Other not gainfully employed	4	5- 9 4 1
		10- 49 14
** ** ** * · · · · · · · · · · · · · ·		50- 199 13 Oth
*) Visitor attendance determined by a represent	auve poll	200- 499 7

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

Area of responsibility	9
Management	1
Research/development/design	1
Manufacturing, production, quality control	1
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	2
Student	
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, 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 salaried staff, civil servant,	
skilled worker	2
Lecturer, teacher	
Trainee	_
Student	2
Other not gainfully employed	
Economic sector	9
Power industry	1
Environmental management	
Raw materials and production goods industry	1
Investment goods industry	1
Other processing industry	
Building trade	1
Skilled trades	
Trade	
Telecommunication	
Company and freelancer services	1
Authority/public services	
Research institutes, industrial research	
Investor, financing	
Other sectors	
Student	2
Other not gainfully employed	
Size of company/organication:	
Size of company/organisation:	0

7 16

29

500 - 999 1 000 and more

Other not gainfully

Conducted by: Wissler & Partner, Basel

Student

employed

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

### **Industrial Supply** — Hannover Messe

#### Trade visitors' profile

riade visitors profile			
Visitors (number of entries) 73 6	61*)	Area of responsibility	%
Dunantian of tunda visitana	0.00/	Management	11 21
Proportion of trade visitors	96%	Research/development/design	13
Germany (total)	66	Manufacturing, production, quality control Buying/procurement	10
of which	00	Finance/accounting, controlling	1
Nielsen 1 34 Nielsen 4	9	Information and communication technology	2
Bremen 2 Bavaria	9	Personnel administration, administration	1
Hamburg 4 Nielsen 5+6	8	Sales	10
Lower Saxony 23 Berlin	3	Marketing, advertising, PR	3
Schleswig-Holstein 4 Brandenburg	1	Logistics: storage, material management,	•
Nielsen 2 25 Mecklenburg-		transport	1
North Rhine-Westph. 25 West Pommerania	2	Maintenance/repairs	3
Nielsen 3a 7 Saxony-Anhalt	3	Other area	3
Hesse 6 Nielsen 7	6	Student	19
Rhineland-Palatinate 1 Saxony	4	Other not gainfully employed	2
Saarland - Thuringia	2		
Nielsen 3b 10		Position in the company/organisation	%
Baden-Württemb. 10		Entrepreneur, co-owner, freelancer	10
		Managing director, board member,	
Foreign (total)	34	head of an authority etc.	11
of which		Area manager, works manager, plant manage	r.
EU	56	branch manager, head of public office	10
Other european countries	14	Department head, group head, team leader	17
South and Central America	5	Other salaried staff, civil servant,	
South-, East-, Central Asia	18	skilled worker	28
Other countries	8	Lecturer, teacher	1
		Trainee	2
Distance to home	%	Student	19
up to 50 km	8	Other not gainfully employed	2
more than 50 km up to 100 km	7		
more than 100 km up to 300 km	27	Economic sector	%
over 300 km	58	Power industry	12
		Environmental management	2
Countries with the highest visitor shares	%	Raw materials and production goods industry	18
Netherlands	14	Investment goods industry	30
China (PR)	8	Other processing industry	4
Turkey	5	Building trade	4
Poland	5	Skilled trades	2
Austria	4	Trade	6
		Telecommunication	2
Frequency of visits to trade fair	%	Company and freelancer services	10
Previous event	35	Authority/public services	4
Earlier events	49	Research institutes, industrial research	6
First visit	42	Investor, financing	1
		Other sectors	1
Average length of stay 1,7 o	lays	Student	19
		Other not gainfully employed	2
Influence on purchasing/procurement	0/		_
decisions	%	Size of company/organisation:	٠.
Decisively	27	Number of employees	%
Collectively	28	1- 4 6 500 - 999	7
In an advisory capacity	16	5- 9 5 1 000 and more	16
No	8	10- 49 15 Student	19
Student	19	50- 199 18 Other not gainfully	
Other not gainfully employed	2	200- 499 12 employed	2

### Trade visitors' profile

Conducted by: Wissler & Partner, Basel

Research/development/design   15	Visitors (number of entries) 35 0	02*)	Area of responsibility	%
Germany (total) of which Nielsen 1 39 Nielsen 4 9 Hamburg 3 Nielsen 5+6 10 Lower Saxony 30 Berlin 3 Schleswig-Holstein 4 Brandenburg 2 Nielsen 7 23 Mecklenburg 2 North Rhine-Westph. 23 West Pommerania 2 Nielsen 3 7 Saxony-Anhalt 4 Hesse 5 Nielsen 7 6 Rhineland-Palatinate 2 Saxony 4 Saarland - Thuringia 2 Sales-Nowth Hesse 5 Nielsen 7 6 Rhineland-Palatinate 2 Saxony 4 Saarland - Thuringia 2 Softher european countries 11 South-, East-, Central Asia 20 Other countries 11 South-, East-, Central Asia 20 Other countries 10  Distance to home	Proportion of trade visitors	94%		9 19
of which Nielsen 1 39 Nielsen 4 9				8
Nielsen 1 39 Nielsen 4 99 Personnel administration and communication technology Bermen 2 Bavaria 9 Personnel administration, administration 3 Sales Sales Sales Warketing, advertising, PR Schleswig-holstein 4 Brandenburg 2 Logistics: storage, material management, transport Maintenance/repairs Other area 3 Taxony-Anhalt 4 Hesse 5 Nielsen 7 6 Savony Anhalt 4 Hesse 5 Nielsen 7 6 Savony-Anhalt 4 Hesse 5 Nielsen 7 6 Savony Anhalt 4 Hesse 6 5 Nielsen 7 6 Savony Anhalt 4 Hesse 7 7 Huringia 2 Vilesen 3b 7 Savony-Anhalt 4 Hesse 8 7 Nether area 9 Thuringia 2 Vilesen 3b 7 Savony-Anhalt 4 Hesse 9 7 Nether or gainfully employed 9 Thuringia 2 Vilesen 3b 7 Savony-Anhalt 4 Hesse 9 7 Nether or gainfully employed 9 Thuringia 2 Vilesen 3b 7 Nether or gainfully employed 9 Thuringia 2 Vilesen 3b 7 Nether or gainfully employed 9 Thuringia 2 Vilesen 3b 7 Nether or gainfully employed 9 Thuringia 2 Vilesen 3b 7 Nether or gainfully employed 9 Thuringia 2 Vilesen 3b 7 Nether or gainfully employed 9 Thuringia 2 Vilesen 3b 9 Thuringia		77		2
Bremen 2 Bavaria 9 Personnel administration, administration 5 Sales Cower Saxony 30 Berlin 3 Marketing, advertising, PR 5 Sales Sakes Saxony 30 Marketing, advertising, PR 5 Sakes Saxony 30 Marketing, advertising, PR 5 Sakes Saxony 30 Marketing, advertising, PR 30 Sakes Sakes Saxony 30 Marketing, advertising, PR 30 Sakes Sakes Saxony 30 Marketing, advertising, PR 30 Saxony 30 Marketing, advertising Marketing, advertising Marketing, advertising Marketing, advertising Marketing, advertising Marketing, adve				1
Hamburg 3 Nielsen 5+6 10 Lower Saxony 30 Berlin 3 Marketing, advertising, PR Schleswig-Holstein 4 Brandenburg 2 Mecklenburg- 23 Mecklenburg- 23 Mecklenburg- 24 Mielsen 2 23 Mecklenburg- 25 Mielsen 3a 7 Saxony-Anhalt 4 China (PR)				3
Lower Saxony 30 Berlin 3 Chleswig-Holstein 4 Brandenburg 2 Divisites 2 23 Mecklenburg-2 23 Mecklenburg-3 24 Mecklenburg-3 25 Mecklenburg-3 25 Mecklenburg-3 25 Mecklenburg-3 26 Mecklenburg-3 26 Mecklenburg-3 26 Mecklenburg-3 26 Mecklenburg-3 27 Saxony-Anhalt 4 26 Saxony 4 26 Saarland 5 2 Saxony 4 26 Saarland 5 2 Saxony 4 27 Saarland 5 2 Saxony 4 27 Saarland 5 7 Saarland 5 Saarland 5 7 Saarland 5 Saar		-		1
Schleswig-Holstein 4 Brandenburg 2 Meklenburg-North Rhine-Westph. 23 Mecklenburg-North Rhine-Westph. 23 Mest Pommerania 2 Nielsen 3a 7 Saxony-Anhalt 4 Hesse 5 Nielsen 7 6 Shineland-Palatinate 2 Saxony 4 Other not gainfully employed 3 Student 32 Nielsen 3b 7 8 Baden-Württemb. 7 7 Saxony-Anhalt 4 Other not gainfully employed 3 Student 32 Nielsen 3b 7 8 Baden-Württemb. 7 Search Maintenance/repairs 3 Student 32 Nielsen 3b 7 Student 32 Nielsen 3b 7 Student 32 Nother not gainfully employed 3 Student 32 Nielsen 3b 7 Student 32 Nother not gainfully employed 3 Student 32 Nielsen 3b 7 Student 32 Nother not gainfully employed 3 Student 32 Nielsen 3b 7 Student 3c Nielsen 3c Nielsen 3b 7 Student 3c Nielsen 3c Nielsen 3c Nielsen 7b Nielsen				
Nielsen 2 23 West Pommerania 2 Mielsen 3a 7 Saxony-Anhalt 4 Hesse 5 Nielsen 7 6 Student 2 Saxony 4 Saarland - Thuringia 2 7 Nielsen 3b 7 Baden-Württemb. 7 Portion in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office 9 Department head, group head, team leader 14 South-, East-, Central Asia 20 Other countries 11 South-, East-, Central Asia 20 Other countries 11 South-, East-, Central Asia 20 Other countries 10 Situdent 20 Other countries 10 Situdent 20 Other salaried staff, civil servant, skilled worker 12 Student 20 Other not gainfully employed 10 Situdent 20 Other not gainfully employed 10 Situdent 20 Other salaried staff, civil servant, skilled worker 12 Student 20 Other not gainfully employed 11 Student 20 Other not gainfully employed 12 Situdent 20 Other not gainfully employed 13 Skilled trades 12 Company and freelancer services 12 Authority/public services 12 Collectively 14 Collectively 15 Collectively 15 Collectively 16 Collectively 16 Collectively 16 Collectively 17 Collectively 17 Collectively 18 Collectively 18 Collectively 19 Collectivel				3
North Rhine-Westph. 23   West Pommerania   2   Mielsen 3   7   Saxony-Anhalt   4   Other area   7   Saxony-Anhalt   4   Other area   7   Saxony-Anhalt   4   Other not gainfully employed   3   Saxony   4   Saxony   5   Saxony   4   Saxony   5   Saxony   4   Saxony   5   Saxony   5   Saxony   6   Saxony		2		1
Nielsen 3a 7 Saxony-Anhalt 4 Hesse 5 Nielsen 7 Hesse 5 Nielsen 7 Sarland 7 Saxony 4 Sarland - Thuringia 2 Sarland 7 Saxony 4 Sarland 7 Saxony 4 Sarland 7 Saxony 4 Sarland 7 Saxony 4 Sarland 7 Thuringia 2 Baden-Württemb. 7  Foreign (total) 23 of which		. 2		3
Hesse 5 Nielsen 7 6 Student 2 Savony 4 Other not gainfully employed 3 Savarland - Thuringia 2 Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. 8 Average length of stay 1.7 days Student 9 Student				
Rhineland-Palatinate 2 Saxony 4 Saarland - Thuringia 2 Thuringia 5 Thuringia 6 Thuringia 7 Thuringia 8				
Saarland - Thuringia 2 Position in the company/organisation % Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office 5 Department head, group head, team leader 14 South-, East-, Central Asia 20 Other countries 10 Skilled worker 27 Lecturer, teacher Trainee 27 Lecturer, teacher 17 Lecturer, teach				3
Nielsen 3b 7 Baden-Württemb. 7  Foreign (total) 23 of which  EU 60 Other european countries 11 South-, East-, Central Asia 20 Other countries 10 Distance to home who 14 more than 50 km up to 100 km 8 more than 50 km up to 300 km 30 over 300 km 48  Countries with the highest visitor shares Methalands (PR) 9 Frequency of visits to trade fair Previous event 45 Earlier events 46 First visit 45 Influence on purchasing/procurement decisions Decisively 15 Collectively 12 In an advisory capacity No 11 Sudent 20 Other not gainfully employed 3  Tother not gainfully employed 3  Trade 7  Elecommunication 2  Other rot gainfully employed 3  Trade 7  Elecommunication 2  Other salarier events 46  Frequency of visits to trade fair 9			Other not guillany employed	
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. South-, East-, Central Asia 20 Other european countries 11 Department head, group head, team leader 14 South-, East-, Central Asia 20 Other countries 10 Cetturer, teacher 17 Student 20 Other salaried staff, civil servant, skilled worker 27 Lecturer, teacher 17 Trainee 2 Student 32 Other not gainfully employed 32 Other not gainfully employed 33 Collectively 15 Student 32 Other not gainfully employed 34 Student 35 Other not gainfully employed 35 Other not gainfully employed 36 Other not gainfully employed 36 Other not gainfully employed 37 Other processing industry 18 Student 37 Other processing industry 19 Student 38 Other not gainfully employed 39 Other sectors 30 Other processing industry 30 Other sectors 30 Student 31 Other not gainfully employed 30 Other not gainfully employed 30 Other not gainfully employed 31 Other not gainfully employed 31 Other not gainfully employed 31 Other not gainfully employed 32 Other not gainfully employed 31 Other not gainfully employed 32 Other not gainfully employed 33 Other not gainfully employed 34 Other not gainfully employed 35 Other not gainfully employed 35 Other not gainfully employed 36 Other not gainfully employed 37 Other not gainfully employed 37 Other not gainfully employed 37 Other not gainfully employed 38 Other not gainfully employed 39 Other not gainfully employed 30 Other not gainfully employed		-	Position in the company/organisation	%
Foreign (total)  of which  EU  Other european countries  Other countries  Distance to home  up to 50 km  more than 50 km up to 100 km  over 300 km  Countries with the highest visitor shares  China (PR)  Frequency of visits to trade fair Previous event  Earlier events  Influence on purchasing/procurement decisions  Decisively  Collectively  In an advisory capacity  No  Other not gainfully employed  Tother salaried staff, civil servant, skilled worker  Lecturer, teacher  Trainee  Student  Other not gainfully employed  Trainee  Student  Other not gainfully employed  Trade  Economic sector  Power industry  Environmental management  New materials and production goods industry  Skilled trades  Trade  Telecommunication  Company and freelancer services  Authority/public services  Research institutes, industrial research Investor, financing  Other sectors  Student  Other sectors  Student  Trade  Telecommunication  Company and freelancer services  Authority/public services  Research institutes, industrial research Investor, financing  Other sectors  Student  Size of company/organisation:  Number of employees  10  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  12  Other salaried staff, civil servant, Skilled worker  Lecturer, teacher  Trainee  Student  Other not gainfully employed  Skilled worker  Lecturer, teacher  Trainee  Student  Other not gainfully employed  Skilled worker  Lecturer, teacher  Trainee  Student  Other not gainfully employed  Size of company/organisation:  Number of employees  10  Other not gainfully employed  10  Size of company/organisation:  Number of employees  10  Other not gainfully employed  10  Size of company/organisation:  Number of employees  10  Other not gainfully employed  10  Size of company/organisation:  Number of employees  10  Other not gainfully employed  10  Size of company/organisation:  Number of employees  10  Size of company/organisation:  Num				8
Foreign (total) of which  EU Other european countries 11 South-, East-, Central Asia Other countries 11 Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor shares Netherlands China (PR)  Frequency of visits to trade fair Previous event Earlier events 45 Earlier events 46 First visit 45 Collectively Collectivel				
EU Other european countries 11 Department head, group head, team leader 14 South-, East-, Central Asia 20 Other countries 10 Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Up to 50 km 14 Student 32 Other not gainfully employed 32 Other not gainfully employed 33 Other solaried Student 34 Other not gainfully employed 34 Other solaried Student 35 Other not gainfully employed 36 Other solaried Student 36 Other not gainfully employed 37 Other processing industry 16 Other not gainfully employed 37 Other sector 17 Other processing industry 18 Other not gainfully employed 38 Other sector 39 Other sector 30 O	Foreign (total)	23		8
Other european countries South-, East-, Central Asia Other countries  10 Other countries 11 Other countries 10  Distance to home up to 50 km Id Student 10 Over 300 km Over 300 km Over 300 km  Verage length of stay 1,7 days Influence on purchasing/procurement decisions No Department head, group head, team leader 14 Other salaried staff, civil servant, skilled worker 12 Trainee 13 Student 14 Other not gainfully employed 15 Student 16 Conomic sector Power industry 16 Economic sector Power industry 16 Economic sector Power industry 16 Environmental management Raw materials and production goods industry 17 Other processing industry 18 Skilled trades 18 Trade 18 Trade 19 Telecommunication 19 Other sectors 10 Company and freelancer services 12 Authority/public services 13 Authority/public services 14 Authority/public services 15 Student 16 Size of company/organisation: Number of employees 10 Size of company/organisation: Number of employees 10 Student 10 Student 10 Student 11 Student 12 Other not gainfully employed 11 Student 12 Other not gainfully employed 13 Student 14 Student 15 Student 16 Other not gainfully employed 17 Size of company/organisation: Number of employees 10 Student 10 Student 10 Other not gainfully 14 Student 15 Size of company/organisation: Number of employees 10 Student 10 Student 10 Student 10 Size of company/organisation: Number of employees 10 Student 10 Stud	of which		Area manager, works manager, plant manage	r,
South-, East-, Central Asia 20 Other salaried staff, civil servant, skilled worker 27  Distance to home	<del></del>		branch manager, head of public office	5
Other countries 10  Distance to home 96 up to 50 km up to 100 km 87 more than 100 km up to 300 km 30 over 300 km 48  Countries with the highest visitor shares 96 Netherlands 14 China (PR) 9 Investment goods industry 27 Countries with the highest visitor shares 97 Netherlands 14 China (PR) 9 Investment goods industry 27 Other processing industry 27 Other processing industry 38 Earlier events 46 Earlier events 46 Errade 7 Erelucommunication 7 Erelucommunication 7 Erelucommunication 7 Erelucommunication 7 Erelucommunication 7 Erelucommunication 8 Earlier events 45 Earlier events 46 Earlier events 46 Erenomic sector 90 Power industry 16 Environmental management 12 Environmental goods industry 20 Other processing industry 21 Erelucommunication 22 Erelucommunication 23 Earlier events 45 Earlier events 46 Environmental management 12 Eventomic sector 90 Eventomic se				14
Distance to home up to 50 km up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor shares Netherlands China (PR)  Frequency of visits to trade fair Previous event 33 Economic sector Power industry Environmental management Raw materials and production goods industry Other processing industry Skilled trades Earlier events 46 First visit 45  Average length of stay 1,7 days Decisively Decisively 15 Collectively 16 No 11 Student 32 Other not gainfully employed 33 Lecturer, teacher Trainee Student 34 Student 35 Economic sector Power industry Environmental management Raw materials and production goods industry Skilled trades Skilled trades Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Company and freelancer services Investor, financing Other sectors Student Other not gainfully employed 31 Size of company/organisation: Number of employees 96 Size of company/organisation: Number of employees 97 Size of company/organisation: Number of employees 98 Student 10 49 10 11 49 11 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 49 11 50 10 10 10 10 10 10 10 10 11 11 11 11 11				
Distance to home up to 50 km up to 100 km 8 8 more than 100 km up to 300 km 30 over 300 km 48	Other countries	10		27
up to 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor shares Netherlands China (PR)  Frequency of visits to trade fair Previous event Sarlier events First visit  Average length of stay  Influence on purchasing/procurement decisions Decisively Collectively			•	3
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor shares Netherlands China (PR)  Prequency of visits to trade fair Previous event 33 Earlier events 46 First visit 45  Average length of stay 1,7 days Decisively 16 Collectively 17 Collectively 18 Collectively 19 Collectively 10 Collectively 10 Collectively 10 Collectively 11 Student 10 Cother not gainfully employed  Cother not gainfully  Cother not gainfully employed  Cother not gainfully				2
more than 100 km up to 300 km over 300 km over 300 km 48  Countries with the highest visitor shares Netherlands China (PR) 9 Frequency of visits to trade fair Frevious event 2 Erdirer events 46 First visit 45  Average length of stay 1,7 days Average length of stay 1,7 days Influence on purchasing/procurement decisions 9 Collectively 15 Collectively 16 No 11 Student 32 Other not gainfully employed 3  * Visitor attendance determined by a representative poll at Hannover Messe, Multiple answers were				
over 300 km  Countries with the highest visitor shares % Netherlands China (PR)  Frequency of visits to trade fair % Previous event 33 Earlier events 46 First visit 45  Average length of stay 1,7 days Influence on purchasing/procurement decisions % Decisively 15 Collectively 22 In an advisory capacity 16 No 11 Student 32 Other not gainfully employed 3  Town of the visit of trade fair 9 No 11 Student 32 Other not gainfully employed 3  Economic sector Power industry 16 Provionmental management 2 Raw materials and production goods industry 20 Other processing industry 21 Skilled trades 2 Skilled trades 3 Frade 4 Trade 4 Trade 4 Authority/public services 4 Authority/public services 6 Research institutes, industrial research 10 Investor, financing 16 Other sectors 12 Other not gainfully employed 3  1- 4 7 500 - 999 5 5- 9 3 1 000 and more 11 Student 32 Other not gainfully employees 9  5- 9 3 1 000 and more 11 10- 49 13 Student 32 Other not gainfully 3  10- 49 13 Student 32 Other not gainfully 3  10- 49 13 Student 32  Other not gainfully 3  10- 49 13 Student 32  Other not gainfully 3  10- 49 13 Student 30  Other not gainfully 3  Town of employees 9  Town of all 10- 49 13 Student 30  Town of all 10- 49 13  Town of all 10- 49			Other not gainfully employed	3
Countries with the highest visitor shares % Netherlands 14 China (PR) 9 Investment goods industry 10 Other processing industry 10 Ot			Economic costor	0/-
Countries with the highest visitor shares   Netherlands	over 500 kill	40		
Netherlands China (PR) 9 10 Frequency of visits to trade fair Previous event 133 Skilled trades 14 Average length of stay 1,7 days Influence on purchasing/procurement decisions 9 Collectively 15 Collectively 10 Collectively 11 Student 12 Other processing industry 17 Student 18 Skilled trades 19 Company and freelancer services 10 Authority/public services Research institutes, industrial research 10 Student 10 Other sectors 10 Other sectors 11 Student 11 Student 12 Other not gainfully employed 11 Student 12 Other not gainfully employed 13 11 Student 10 10 10 11 10 11 10 11 11 11 11 11 11	Countries with the highest visitor shares	0/0		2
China (PR)  Frequency of visits to trade fair  Previous event  Barlier events  First visit  Average length of stay  Influence on purchasing/procurement decisions  Collectively  Collect				
Frequency of visits to trade fair % Building trade Skilled trades Trade Average length of stay 1,7 days  Average length of stay 1,7 days  Influence on purchasing/procurement decisions Decisively 15 Student 32 Other not gainfully employed 3 The Average length of stay 1,7 days Student 32 Other not gainfully employed 3 The Average length of stay 1,7 days				
Frequency of visits to trade fair % Skilled trades \$ 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2				3
Previous event 33 Skilled Trades 7 Trade 7 Tra	Frequency of visits to trade fair	%		2
First visit  Average length of stay  1,7 days  Average length of stay  1,7 days  Influence on purchasing/procurement decisions  Decisively  15  Collectively  15  Collectively  16  No  11  Student  Other not gainfully employed  32  Other not gainfully employed  34  Telecommunication  Company and freelancer services  16  Authority/public services  Research institutes, industrial research Investor, financing Other sectors  Other not gainfully employed  Size of company/organisation:  Number of employees  Number of employees  Number of employees  Yes  10- 49  10- 49  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4  11- 4	Previous event	33		2
Average length of stay  Influence on purchasing/procurement decisions Pocisively Collectively In an advisory capacity No Intervent and avisory capacity In an advisory capacit	Earlier events	46	Trade	4
Average length of stay  Influence on purchasing/procurement decisions  Decisively  Collectively  In an advisory capacity  No  Other not gainfully employed  The procurement of the procu	First visit	45	Telecommunication	2
Research institutes, industrial research Investor, financing Other sectors Student 32 Other not gainfully employed 3		_		12
Influence on purchasing/procurement decisions % Other sectors 1 Decisively 15 Collectively 22 In an advisory capacity 16 No 11 Student 32 Other not gainfully employed 3 Other not gainfully employed 3 Other not gainfully employees % 1- 4 7 500 - 999 5 5- 9 3 1 000 and more 18 10- 49 13 Student 32 10- 49 13 Other not gainfully	Average length of stay 1,7 o	lays		6
decisions     %     Other sectors     1       Decisively     15     Student     32       Collectively     22     Other not gainfully employed     3       No     11     Size of company/organisation:       Student     32     Number of employees     %       Other not gainfully employed     3     1 - 4 7 500 - 999     5       5 - 9 3 1 000 and more 18     10 - 49 13 Student     32       *) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were     50 - 199 12 Other not gainfully				5
Decisively 15 Student 32 Collectively 22 Other not gainfully employed 33 No 11 Student 32 Other not gainfully employed 3 Other not gainfully employed 3 1- 4 7 500 - 999 5 Other not gainfully employed 3 1- 4 7 500 - 999 5 5- 9 3 1 000 and more 18 *) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were 50- 199 12 Other not gainfully		0/		1
Collectively 22 Other not gainfully employed 3 No 11 Student 32 Number of employees 9 Other not gainfully employed 3 1- 4 7 500 - 999 5 5- 9 3 1 000 and more 1 10- 49 13 Student 32 10- 49 13 Student 32 10- 49 13 Student 32 10- 49 13 Other not gainfully employed 3 10- 49 12 Other not				1
In an advisory capacity  No 11 Size of company/organisation: Student 32 Other not gainfully employed 3 1- 4 7 500 - 999 5- 9 3 1 000 and more 11 10- 49 13 Student 32 10- 49 13 Student 32 10- 49 13 Other not gainfully				32
No 11 Size of company/organisation: Student 32 Number of employees % Other not gainfully employed 3 1- 4 7 500 - 999 5 5- 9 3 1 000 and more 18 10- 49 13 Student 32 10- 49 13 Student 32 10- 49 13 Other not gainfully			Other not gainfully employed	3
Student 32 Number of employees % Other not gainfully employed 3 1- 4 7 500 - 999 5 5- 9 3 1 000 and more 18 *) Visitor attendance determined by a representative poll at Hannover Messe, Multiple answers were 50- 199 12 Other not gainfully			Sine of annual description .	
Other not gainfully employed 3 1- 4 7 500 - 999 5 5- 9 3 1 000 and more 1 10- 49 13 Student 32 10- 49 10- 49 13 Student 32 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 49 10- 4				0/
*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were 50-199 12 Other not gainfully				
*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were 50-199 12 Other not gainfully	other not gainfully employed	3		
*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were 50- 199 12 Other not gainfully				
		e poll		32
	at Hannover Messe. Multiple answers were		200- 499 7 employed	3

Conducted by: Wissler & Partner, Basel

### **Research & Technology**

#### Trade visitors' profile

Visitors (number of entries) 47	366*)
Proportion of trade visitors	94%
Germany (total)	77
of which Nielsen 1 41 Nielsen 4	7
Bremen 3 Bavaria	7
Hamburg 6 Nielsen 5+6	9
Lower Saxony 28 Berlin	4
Schleswig-Holstein 4 Brandenburg	1
Nielsen 2 23 Mecklenburg-	
North Rhine-Westph. 23 West Pommeran	ia 2
Nielsen 3a 7 Saxony-Anhalt	2
Hesse 5 Nielsen 7	6
Rhineland-Palatinate 2 Saxony	3
Saarland - Thuringia	2
Nielsen 3b 8	
Baden-Württemb. 8	
Foreign (total) of which	23
EU	59
Other european countries	14
South and Central America	5
South-, East-, Central Asia	15
Other countries	6
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	9
more than 100 km up to 300 km	30
over 300 km	49
Countries with the highest visitor share	
Netherlands	13
China (PR)	8
Belgium	5
Switzerland Poland	5 4
Poland	4
Frequency of visits to trade fair	%
Previous event	31
Earlier events	49
First visit	44
Average length of stay 1,5	days
Influence on purchasing/procurement	
decisions	%
Decisively	17
Collectively	23
In an advisory capacity	16
No Student	8
Student Other not gainfully employed	31 4
Other not gainfully employed	4

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

permitted.

\*) Visitor attendance determined by a representative poll

at Hannover Messe. Multiple answers were

**MobiliTec** — Hannover Messe

# ----> Hannover Messe

Area of responsibility	%
Management	8
Research/development/design	28 9
Manufacturing, production, quality control	2
Buying/procurement	1
Finance/accounting, controlling Information and communication technology	2
Personnel administration, administration	1
Sales	4
Marketing, advertising, PR	2
Logistics: storage, material management,	2
transport	1
Maintenance/repairs	3
Other area	4
Student	31
Other not gainfully employed	4
Other flot gaillfully employed	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member,	-
head of an authority etc.	6
Area manager, works manager, plant manage	_
branch manager, head of public office	6
Department head, group head, team leader	14
Other salaried staff, civil servant,	
skilled worker	25
Lecturer, teacher	3
Trainee	2
Student	31
Other not gainfully employed	4
3 , 1 ,	
	_
Economic sector	%
Power industry	% 11
Power industry Environmental management	
Power industry Environmental management Primary and production industry	11 3 11
Power industry Environmental management Primary and production industry Investment goods industry	11 3 11 23
Power industry Environmental management Primary and production industry Investment goods industry Other processing industry	11 3 11 23 3
Power industry Environmental management Primary and production industry Investment goods industry Other processing industry Building trade	11 3 11 23 3 2
Power industry Environmental management Primary and production industry Investment goods industry Other processing industry	11 3 11 23 3 2 1
Power industry Environmental management Primary and production industry Investment goods industry Other processing industry Building trade	11 3 11 23 3 2 1 3
Power industry Environmental management Primary and production industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication	11 3 11 23 3 2 1 3 2
Power industry Environmental management Primary and production industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services	11 3 11 23 3 2 1 3 2 9
Power industry Environmental management Primary and production industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication	11 3 11 23 3 2 1 3 2 9 5
Power industry Environmental management Primary and production industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research	11 3 11 23 3 2 1 3 2 9 5
Power industry Environmental management Primary and production industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services	11 3 11 23 3 2 1 3 2 9 5 9
Power industry Environmental management Primary and production industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research	11 3 11 23 3 2 1 3 2 9 5 9
Power industry Environmental management Primary and production industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Investor, financing Other sectors Student	11 3 11 23 3 2 1 3 2 9 5 9 1 1 3 1
Power industry Environmental management Primary and production industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Investor, financing Other sectors	11 3 11 23 3 2 1 3 2 9 5 9

		rganisation:	
Number o	f employ	yees	%
1- 4	6	500 - 999	5
5- 9	4	1 000 and more	18
10- 49	9	Student	31
50- 199	13	Other not gainfully	
200-499	9	employed	4
Conducted	by: Wi	ssler & Partner, Basel	

# infa ---> Hannover

### Private visitors' profile

Visitors (number of	ent	ries)	191 803
Proportion of priva	te v	isitors	98%
Germany (total) of which			100
Nielsen 1	93	Nielsen 4	_
Bremen	-	Bavaria	-
Hamburg	92	Nielsen 5+6 Berlin	2
Lower Saxony Schleswig-Holstein	1	Brandenburg	
Nielsen 2	4	Mecklenburg	
North Rhine-Westph.			
Nielsen 3a	1	Saxony-Anha	
Hesse Rhineland-Palatinate	- 2	Nielsen 7 Saxony	1
Saarland	- 0	Thuringia	1
Nielsen 3b	-	manngia	
Baden-Württemb.	-		
Distance to home			%
up to 50 km			66
more than 50 km up			22
more than 100 km u	p to	300 km	11 2
Frequency of visits	to t	rade fair	%
Previous event			41
Earlier events First visit			66 16
THIST VISIT			10
Sex			%
Male			23
Female			77
Size of household			%
1 person			15
2 persons 3 persons			47 17
4 persons			17
5 persons and more			7
•			
Age up to 20 years			% 4
over 20 up to 30 years	rs		14
over 30 up to 40 year	rs		13
over 40 up to 50 year	rs		23
over 50 up to 60 year	rs		23
over 60 up to 70 yea	rs		16
over 70 years			8

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Housewife/man Old-age pensioner Other not qainfully employed	% 7 1 7 35 3 1 7 6 7 21
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 85 3
Follow-up business Intend to buy at later date yes no maybe Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	% 21 25 55

# Pferd & Jagd ----> Hannover

### Private visitors' profile

Proportion of priva	te v	isitors	93%
Germany (total)			99
of which			
Nielsen 1	82	Nielsen 4	1
Bremen	1	Bavaria	1
Hamburg	_1	Nielsen 5+6	5
Lower Saxony	78	Berlin	1
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2	7	Mecklenburg-	
North Rhine-Westph.		West Pomme	
Nielsen 3a	5	Saxony-Anha	
Hesse	5	Nielsen 7	1
Rhineland-Palatinate	-	Saxony	
Saarland	-	Thuringia	1
Nielsen 3b	-		
Baden-Württemb.	-		
Foreign (total)			1
Distance to home			%
up to 50 km			35
more than 50 km up		100 1	2.2
	το	IUU KIII	34
more than 100 km u			
more than 100 km u			30
more than 100 km u over 300 km	p to	300 km	30
more than 100 km u over 300 km Frequency of visits	p to	300 km	30 3
more than 100 km u over 300 km Frequency of visits Previous event	p to	300 km	30 3 % 44
more than 100 km u over 300 km Frequency of visits Previous event Earlier events	p to	300 km	30 3 % 44 60
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit	p to	300 km	30 3 9/ 44 60 19
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex	p to	300 km	32 30 3 % 44 60 19
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male	p to	300 km	30 3 % 44 60 19
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female	p to	300 km	30 3 44 60 19 %
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household	p to	300 km	30 3 44 60 19 9% 61
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person	p to	300 km	30 3 44 60 19 9% 61
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons	p to	300 km	30 3 3 3 44 66 19 3 61 3 61
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons	p to	300 km	300 33 9% 444 600 19 9% 329 61
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons	p to	300 km	300 33 33 444 600 19 33 61 21 22
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons	p to	300 km	30 3 9% 444 60 19 33 61 21 21
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age	p to	300 km	30 30 30 44 44 60 15 97 33 61 36 21 21 21
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years	to t	300 km	30 3 44 60 19 35 61 21 21 21 21 11
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years over 20 up to 30 years	to t	300 km	30 30 44 66 19 97 33 61 97 12 12 11 11 11 11 11 11 11 11
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years over 20 up to 30 years over 30 up to 40 years	to t	300 km	30 3 44 66 19 33 61 9/ 12 21 21 11
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years over 20 up to 30 yea over 30 up to 40 yea over 40 up to 50 yea over 40 up to 50 yea	to t	300 km	300 33 444 600 19 35 61 21 21 11 21 11 22 24 24 24 24 24 24 24 24 24 24 24 24
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years over 20 up to 30 yea over 30 up to 40 yea over 40 up to 50 yea over 50 up to 60 yea over 50 up to 60 yea	to t	300 km	300 33 444 600 19 35 61 21 21 11 21 11 22 24 24 24 24 24 24 24 24 24 24 24 24
more than 100 km u over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years over 20 up to 30 yea over 30 up to 40 yea over 40 up to 50 yea over 40 up to 50 yea	to t	300 km	300 33 9% 444 600 19 9% 329 61

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manage	
branch manager, head of public office	., 2
Department head, group head, team leader	7
Other salaried staff, civil servant,	,
skilled worker	30
Lecturer, teacher	2
Trainee	6
Other position	6
Student	19
Housewife/man	3
Old-age pensioner	3 9
Other not gainfully employed	4
Other not gaintany employed	_
Buying and ordering capacity	%
Purchase or order made or intended	/0
at the exhibition	
yes	90
no	
maybe	3 7
maybe	_ ′
Follow-up business	%
Intend to buy at later date	/0
yes	39
no	22
maybe	40
	-10
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

# 

#### Trade visitors' profile

	_		
Visitors (number of	ent	ries)	10 724
Proportion of trade	visi	tors	82%
Germany (total)			79
Nielsen 1	42	Nielsen 4	8
Bremen	1	Bavaria	8
Hamburg	5	Nielsen 5+6	10
Lower Saxony	35	Berlin	4
Schleswig-Holstein	2	Brandenburg	2
Nielsen 2	22		2
North Rhine-Westph.		West Pommera	nia 1
Nielsen 3a	7	Saxony-Anhalt	3
Hesse	5	Nielsen 7	6
Rhineland-Palatinate	1	Saxony	4
Saarland	1	Thuringia	3
Nielsen 3b	5	· · · · · · · · · · · · · · · · · · ·	
Baden-Württemb.	5		
Foreign (total) of which			21
EU			46
	pea	n countries	17
		Central Asia	23
Other cour			14
Distance to home			%
up to 50 km			19
more than 50 km up			7
more than 100 km up	o to	300 km	30
over 300 km			45
Frequency of visits	to t	rade fair	%
Previous event			25
Earlier events			26
First visit			64
Average length of s	tay	1,	2 days
Influence on purcha	sing	/procurement	0/
decisions			%
Decisively Collectively			36 30
In an advisory capaci	tu.		30 18
No	ιy		18
Student			4
Other not gainfully e	mnlo	wed	1
other not gainfully el	iihir	ycu	

Area of responsibility	%
Management	12
Research/development/design	9
Manufacturing, production, quality control	7
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	2
Sales	19
Marketing, advertising, PR	34
Logistics: storage, material management,	
transport	-
Maintenance/repairs	-
Other area	5
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member,	
head of an authority etc.	12
Area manager, works manager, plant manage	
branch manager, head of public office	7
Department head, group head, team leader	22
Other salaried staff, civil servant,	
skilled worker	35
Lecturer, teacher	2
Trainee	3
Other position	-
Student	4
Other not gainfully employed	1
Economic sector	%
Authority/public services	10
Marketing, advertising and PR	18
nsurance and finance sector	3
Hotel, catering trade	2
Other service	20
Power industry	8
Trade	13
Skilled trades	5
nvestment goods industry	9
Other processing industries	20
Traffic and logistic	5
Other sectors	3
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1_ // 1/ 500 - 999	Q

500 - 999

Student

employed

11

1 000 and more

Other not gainfully

5- 9

10- 49 21

50- 199 21

200- 499 13

8

Conducted by: Wissler & Partner, Basel

### New Energy Husum (2013) — Husum

### Trade visitors' profile

Visitors (number of entries) 13	3 439	Area of responsibility
Proportion of trade visitors	68%	Management Research/development/design
6 (4-4-1)	82	Manufacturing, production, quality control
Germany (total)	82	Buying/procurement
of which	2	Finance/accounting, controlling
Nielsen 1 82 Nielsen 4	2	Information and communication technology
Bremen 2 Bavaria	2	Personnel administration, administration
Hamburg 6 Nielsen 5+6	6	Sales
Lower Saxony 11 Berlin	4	Marketing, advertising, PR
Schleswig-Holstein 63 Brandenburg	1	Logistics: storage, material management,
Nielsen 2 6 Mecklenburg-		transport
North Rhine-Westph. 6 West Pommeran		Maintenance/repairs
Nielsen 3a - Saxony-Anhalt	1	Other area
Hesse - Nielsen 7	-	
Rhineland-Palatinate - Saxony	-	Position in the company/organisation
Saarland - Thuringia	-	Entrepreneur, co-owner, freelancer
Nielsen 3b 4		Managing director, board member,
Baden-Württemberg 4		head of an authority etc.
		Area manager, works manager, plant manager
Foreign (total)	18	branch manager, head of public office
of which		Department head, group head, team leade
EU	75	Other salaried staff, civil servant,
North America	6	skilled worker
Middle East	6	Lecturer, teacher
South-, East-, Central Asia	10	Trainee
Other countries	3	Other position
Other Countries	3	Student
Distance to home	%	Other not gainfully employed
up to 50 km	35	
more than 50 km up to 100 km	16	Economic sector
more than 100 km up to 300 km	16	Banking, finance and insurance
over 300 km	32	Building industry, architecture, planning,
OVEL 300 KIII	32	project management
Countries with the highest visitor share	s %	Biogas, biomass
Denmark	30	Biofuels
Switzerland	12	
		Block heating works
Poland	8	Geothermics, heat pumps, solar heating,
Sweden	6	wood
India	5	Tradesmen, technical services
en anno anno et al tale de la calabitat		Association, institution
Frequency of visits to exhibition	%	Agriculture
Previous event	46	Media, press, publishing
Earlier events	35	Solar power
First visit	39	Other service
Average length of stay 1,4	days	Small wind installations, wind industry Supplier
	<u> </u>	Other
Influence on purchasing/procurement	0/	Circuit comments and the
decisions	% 35	Size of company/organisation:
Decisively		Number of employees
Collectively	28	1- 4 30 200 - 499
In an advisory capacity	23	5- 9 14 500 - 999
No	14	10- 49 28 1 000 and more

### **Nord Gastro und Hotel (2012)**

### Trade visitors' profile

% 35

13

37 12

Visitors (number of entries)	4 593
Proportion of trade visitors	100%
Germany (total) of which	100
Nielsen 1 Bremen 99 Nielsen 4 Bavaria Hamburg 2 Nielsen 5+6	-
Lower Saxony 1 Berlin Schleswig-Holstein 96 Brandenburg Nielsen 2 - Mecklenburg- North Rhine-Westph West Pomme	
Nielsen 3a Hesse - Nielsen 7 Rhineland-Palatinate - Saxony Saarland - Saxony Thuringia	t - - -
Nielsen 3b - Baden-Württemberg -	
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	% 69 23 7 2
Frequency of visits to trade fair Previous event Earlier events First visit	% 50 54 27
Average length of stay	1,1 days
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	% 37 27 26 10

15

50- 199

### -----> Husum

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
Organisation, personnel, administration	3
Sales	18
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	1
Maintenance/repairs	2
Other area	/
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	45
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manager	er,
branch manager, head of public office	4
Department head, group head, team leader	5
Other salaried staff, civil servant,	
Other Salaneu Stan, Civil Servant,	
skilled worker	31
	2
skilled worker Lecturer, teacher Trainee	2 6
skilled worker Lecturer, teacher Trainee Other position	2 6 3
skilled worker Lecturer, teacher Trainee	2 6
skilled worker Lecturer, teacher Trainee Other position Other not gainfully employed	2 6 3 2
skilled worker Lecturer, teacher Trainee Other position Other not gainfully employed  Economic sector	2 6 3 2 %
skilled worker Lecturer, teacher Trainee Other position Other not gainfully employed  Economic sector Communal catering	2 6 3 2 % 16
skilled worker Lecturer, teacher Trainee Other position Other not gainfully employed  Economic sector Communal catering Butcher, baker, confectioner etc.	2 6 3 2 % 16 4
skilled worker Lecturer, teacher Trainee Other position Other not gainfully employed  Economic sector Communal catering Butcher, baker, confectioner etc. Hotel	2 6 3 2 % 16 4 13
skilled worker Lecturer, teacher Trainee Other position Other not gainfully employed  Economic sector Communal catering Butcher, baker, confectioner etc. Hotel Restaurants, cafés	2 6 3 2 % 16 4 13 40
skilled worker Lecturer, teacher Trainee Other position Other not gainfully employed  Economic sector Communal catering Butcher, baker, confectioner etc. Hotel Restaurants, cafés Bars, pubs	2 6 3 2 % 16 4 13 40 10
skilled worker Lecturer, teacher Trainee Other position Other not gainfully employed  Economic sector Communal catering Butcher, baker, confectioner etc. Hotel Restaurants, cafés	2 6 3 2 % 16 4 13 40
skilled worker Lecturer, teacher Trainee Other position Other not gainfully employed  Economic sector Communal catering Butcher, baker, confectioner etc. Hotel Restaurants, cafés Bars, pubs Other sectors	2 6 3 2 % 16 4 13 40 10
skilled worker Lecturer, teacher Trainee Other position Other not gainfully employed  Economic sector Communal catering Butcher, baker, confectioner etc. Hotel Restaurants, cafés Bars, pubs	2 6 3 2 % 16 4 13 40 10
skilled worker Lecturer, teacher Trainee Other position Other not gainfully employed  Economic sector Communal catering Butcher, baker, confectioner etc. Hotel Restaurants, cafés Bars, pubs Other sectors  Size of company/organisation:	2 6 3 2 % 16 4 13 40 10 15
skilled worker Lecturer, teacher Trainee Other position Other not gainfully employed  Economic sector Communal catering Butcher, baker, confectioner etc. Hotel Restaurants, cafés Bars, pubs Other sectors  Size of company/organisation: Number of employees  1- 4 28 200 - 499 5- 9 23 500 - 999	2 6 3 2 % 16 4 13 40 10 15
skilled worker Lecturer, teacher Trainee Other position Other not gainfully employed  Economic sector Communal catering Butcher, baker, confectioner etc. Hotel Restaurants, cafés Bars, pubs Other sectors  Size of company/organisation: Number of employees  1- 4 28 200 - 499	2 6 3 2 % 16 4 13 40 10 15

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

# IT-TRANS (2012) ----> Karlsruhe

### Trade visitors' profile

Visitors (number of	ent	ries)	2 151
Proportion of trade	visi	tors	97%
Germany (total)			45
of which Nielsen 1	6	Nielsen 4	5
Bremen	1	Bavaria	5
Hamburg	1	Nielsen 5+6	4
Lower Saxony	5	Berlin	4
Schleswig-Holstein	-	Brandenburg	
Nielsen 2	14	Mecklenburg-	
North Rhine-Westph.	14	West Pommeran	ia -
Nielsen 3a	26	Saxony-Anhalt	-
Hesse	21	Nielsen 7	7
Rhineland-Palatinate	5	Saxony	6
Saarland		Thuringia	1
Nielsen 3b	38		
Baden-Württemberg	38		
Foreign (total) of which			55
EU			71
Other euro	pea	n countries	12
Other cour	trie	5	17
Distance to home			%
up to 50 km			10
more than 50 km up	to 1	00 km	7
more than 100 km up			16
over 300 km			67
Countries with the I	hiah	act vicitor chara	s %
France	iigii	est visitor silare	.s 70 11
Sweden			11
Frequency of visits	to t	rade fair	%
2011			14
2008			10
First visit			81
Average length of s	tay	1,7	days
Influence on purcha	sing	/procurement	
decisions	_		%
Decisively			25
			33
Collectively			29
In an advisory capaci	ty		
In an advisory capaci No	ty		11
In an advisory capaci			

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	% 12 16 2 3 1 28 1 14 7
Maintenance/repairs Other area Student Other not gainfully employed	10 2
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	% 8
head of an authority etc. Area manager, works manager, plant manage branch manager, head of public office Department head, group head, team leader	15 r, 17 28
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee	25 1 -
Other position Student Other not gainfully employed	3 2 1
Economic sector Traffic - Street Traffic - Rail Traffic - Air IT, software, hardware Authority/public services Manufacturer/Industry	% 25 22 1 21 5 4
Trade/sales Educational facility Research/teaching Consultancy Service Publishers, media Other sectors Student Other not gainfully employed	1 1 3 5 4 1 5 2 1
Size of company/organisation:           Number of employees           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	% 8 33 2

### **LEARNTEC** — Karlsruhe

		ries) 6	
Proportion of trade	VISI	itors	99%
Germany (total) of which			92
Nielsen 1	8	Nielsen 4	15
Bremen	-	Bavaria	15
Hamburg	2	Nielsen 5+6	3
Lower Saxony	4		3
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	13		
North Rhine-Westph.	13	West Pommerani	а .
Nielsen 3a	19		٠.
Hesse	11	Nielsen 7	1
Rhineland-Palatinate	7	Saxony	i
Saarland	1	Thuringia	
Nielsen 3b	43	· · · · · · · · · · · · · · · · · · ·	
Baden-Württemb.	43		
Foreign (total)			8
of which EU			51
Other euro	pea	n countries	43
Other cour			6
Distance to home			%
up to 50 km			20
more than 50 km up	to 1	100 km	18
more than 100 km u	p to	300 km	30
over 300 km			32
Countries with the	high	est visitor share	
Switzerland			41
Austria			24
Frequency of visits	to t	rade fair	%
Previous event			19
Earlier events			32
First visit			61
Average length of	stay	1,3	days
Influence on purcha	sing	g/procurement	
			%
decisions			18 38
decisions Decisively			
decisions Decisively Collectively			
decisions Decisively Collectively In an advisory capac	ity		29
decisions Decisively Collectively In an advisory capac No	ity		29
decisions Decisively Collectively In an advisory capac	•		29

Area of responsibility Management	9
Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling Information and communication technology	
Personnel administration, administration	
Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs Other area	
Training/further training	4
Student	į.
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer Managing director, board member,	1
head of an authority etc.	
Area manager, works manager, plant manage	
branch manager, head of public office	Ė
Department head, group head, team leader	2
Other salaried staff, civil servant, skilled worker	2
Lecturer, teacher	1
Trainee	
Other position	
Student	
Other not gainfully employed	9
Educational facility	2
Research/teaching	
Public authority/administration	
Industry	1.
Trade/sales Banks, insurance companies	
Transport, tourism, hotel sector	
Medicine	
Association	
Publishing house	
Consulting	
IT, software Training	
Multimedia	
Service	
Other sectors	
Student	- 1
Other not gainfully employed	_
Size of company/organisation: Number of employees	9
1- 4 9 500 - 999	í
5- 9 5 1 000 and more	3
10- 49 14 Student	
50- 199 18 Other not gainfully 200- 499 9 employed	
Conducted by: Gelszus Messe-Markt-	

# TIERisch gut ---- Karlsruhe

### **Private visitors' profile**

Visitors (number of entries) 33	091
Proportion of private visitors	97%
Germany (total) of which	98
Nielsen 1 1 Nielsen 4 Brawaria Hamburg - Nielsen 5+6 Eurore Saxony Schleswig-Holstein Nielsen 2 North Rhine-Westph. 1 West Pommerania Nielsen 3 1 Nielsen 7 Rhineland-Palatinate 1 Nielsen 7 Table Nielsen 7 1 Nielsen 7 Table Nielsen 7 1 Nielsen 7 Table Nielsen 7 Table Nielsen 7 Nielsen 7 Table Nielsen 7 Nielsen 7 Nielsen 7 Table Nielsen 7 Nielsen 8 Nie	1 1
Saarland 1 Thuringia <u>Nielsen 3b</u> 84 Baden-Württemb. 84	-
Foreign (total) of which EU Other countries	<b>2</b> 70 30
Country with the highest visitor share France	% 50
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	% 71 15 12 3
Frequency of visits to trade fair Previous event Earlier events First visit	% 39 25 54
Sex Male Female	% 28 72
Size of household  1 person 2 persons 3 persons 4 persons 5 persons and more	% 12 43 19 18 9
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	% 5 21 19 32 17 4

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 manage	er,
branch manager, head of public office	2
Department head, group head, team leader	9
Other salaried staff, civil servant,	
skilled worker	46
Lecturer, teacher	3
Trainee	4
Other position	6
Student	7
Housewife/man	7
Old-age pensioner	6
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended	/0
at the exhibition	
yes	72
no	13
maybe	16
Follow-up business	%
Intend to buy at later date	
yes	39
no	19
maybe	42
Conducted by: Wissler & Partner, Basel	

# ALLGÄUER FESTWOCHE (2013) ----- Kempten

### **Private visitors' profile**

Visitors (number of en	tries) 1	104 49
Proportion of private v	isitors	100%
Germany (total) of which		100
Nielsen 1 -	Nielsen 4	94
Bremen -	Bavaria	94
Hamburg -	Nielsen 5+6	
Lower Saxony -	Berlin	
Schleswig-Holstein -	Brandenburg	
Nielsen 2 1	Mecklenburg-	
North Rhine-Westph. 1	West Pommer	ania
Nielsen 3a -	Saxony-Anhalt	
Hesse -	Nielsen 7	
Rhineland-Palatinate -	Saxony	
Saarland -	Thuringia	
Nielsen 3b 5		
Baden-Württemberg 5		
Distance to home		0
up to 50 km		8
more than 50 km up to	100	_
more than 100 km up to	100 KM	
more than 100 km up to	300 km	
more than 100 km up to over 300 km  Frequency of visits to of Previous event Earlier events	300 km	% 5. 8
more than 100 km up to over 300 km Frequency of visits to of Previous event	300 km	% 5. 8
more than 100 km up to over 300 km  Frequency of visits to of Previous event Earlier events	300 km	9, 5, 8,
more than 100 km up to over 300 km  Frequency of visits to or Previous event Earlier events First visit  Sex Male	300 km	9 5 8
more than 100 km up to over 300 km  Frequency of visits to or Previous event Earlier events First visit  Sex	300 km	9 5 8
more than 100 km up to over 300 km  Frequency of visits to or Previous event Earlier events First visit  Sex Male Female	300 km	9 5 8 9 5 4
more than 100 km up to over 300 km  Frequency of visits to of Previous event Earlier events First visit  Sex Male Female  Size of household	300 km	9 5. 8 9 5. 4
more than 100 km up to over 300 km  Frequency of visits to or Previous event Earlier events First visit  Sex Male Female  Size of household 1 person	300 km	9 5. 8 9 5. 4
more than 100 km up to over 300 km  Frequency of visits to or Previous event Earlier events First visit  Sex Male Feemale  Size of household 1 person 2 persons	300 km	9 5. 8 9 5. 4 9
more than 100 km up to over 300 km  Frequency of visits to or Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons	300 km	9 5 8 9 5 4
more than 100 km up to over 300 km  Frequency of visits to of Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons	300 km	9 5 8 9 5 4 9 1 3 1
more than 100 km up to over 300 km  Frequency of visits to or Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	300 km	9, 58 8, 54 9, 11 33 11
more than 100 km up to over 300 km  Frequency of visits to or 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	300 km	9 5 8
more than 100 km up to over 300 km  Frequency of visits to or 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	300 km	9, 58 8 9, 54 9, 11 33 11 11
more than 100 km up to over 300 km  Frequency of visits to or 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	300 km	9 55 8 9 55 4 9 11 11 11
more than 100 km up to over 300 km  Frequency of visits to or Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age  up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	300 km	9 5 5 4 4 9 1: 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
more than 100 km up to over 300 km  Frequency of visits to or 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 20 up to 30 years over 30 up to 50 years over 50 up to 60 years	300 km	9, 55, 88, 9, 55, 44, 9, 11, 11, 11, 11, 11, 11, 11, 11, 11,
more than 100 km up to over 300 km  Frequency of visits to or Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age  up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	300 km	9,55,88 8,67 9,55,44 11,11,11,11,11,11,11,11,11,11,11,11,11,

Position in the company/organisation Entrepreneur, co-owner, freelancer	% 5			
Managing director, board member,				
head of an authority etc. Area manager, works manager, plant manager				
Department head, group head, team leader Other salaried staff, civil servant,	1			
skilled worker	50			
Lecturer, teacher	3			
Other position	1			
Trainee	2			
Farmer	2			
Student	4			
Housewife/man				
Old-age pensioner				
Other not gainfully employed	21			
Buying and ordering capacity Purchase or order made or intended at the exhibition	%			
yes	60			
no	16			
maybe	23			
Follow-up business Intend to buy at later date	%			
ves	26			
no	28			
maybe	46			
•				
Conducted by: Messe- und Congressberati Dirr, Neu Wulmstorf	ung			

### **CFC – Children's Fashion**

Visitors (number of entries)	1 252
Proportion of trade visitors	94%
Germany (total)	74
of which	
Nielsen 1 11 Nielsen 4	7
Bremen 1 Bavaria	7
Hamburg 1 Nielsen 5+6	5
Lower Saxony 9 Berlin	3
Schleswig-Holstein - Brandenburg	-
Nielsen 2 59 Mecklenburg-	
North Rhine-Westph. 59 West Pommerai	nia -
Nielsen 3a 13 Saxony-Anhalt	1
Hesse 9 Nielsen 7	2
Rhineland-Palatinate 3 Saxony	1
Saarland 1 Thuringia	1
Nielsen 3b 3	
Baden-Württemb. 3	
Foreign (total) of which	26
EU	64
Other european countries	23
Other countries	13
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	14
more than 100 km up to 300 km	33
over 300 km	32
Country with the highest visitor share	%
Netherlands	23
Frequency of visits to trade fair	%
Previous event	34
Earlier events	28
First visit	58
Average length of stay 1,3	3 days
Influence on purchasing/procurement	01
decisions	%
Decisively	58
Collectively	20
In an advisory capacity	11
No	6
Student	3
Other not gainfully employed	1

# Cologne ---- Köln

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	% 37 3 3 29 - 1 - 18 3 1
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	% 61 5
Area manager, works manager, plant manager branch manager, head of public office	r, 7
Department head, group head, team leader Other salaried staff, civil servant,	11
skilled worker	7
Lecturer, teacher Trainee	1
Other position	4
Student	3
Other not gainfully employed	1
Economic sector	%
Manufacturer/Industry	14
Children's fashion, shoe and toy markets Children's fashion, shoe and toy specialist	9
stores Textile and department stores	34 12
Textile, shoe and game discounter	1
Online shop, sender	10
Other retail	8
Commercial agent Import/export	2
Media, press, publishing	3
Student Other not gainfully employed	3
Size of company/organisation:	
Number of employees	%
1- 4 44 500 - 999 5- 9 10 1 000 and more	5 5
10- 49 18 Student	3
50- 199 7 Other not gainfully	
200 - 499 7 employed	1

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

### **DACH+HOLZ International** — Köln

### Trade visitors' profile

Visitors (number of	ent	ries) 4	7 573
Proportion of trade	visi	tors	97%
Germany (total) of which			89
Nielsen 1	13	Nielsen 4	8
Bremen	1	Bavaria	8
Hamburg	-	Nielsen 5+6	3
Lower Saxony	11	Berlin	1
Schleswig-Holstein	1	Brandenburg	1
Nielsen Ž	39	Mecklenburg-	
North Rhine-Westph.	39	West Pommerar	nia 1
Nielsen 3a	24	Saxony-Anhalt	1
Hesse	11	Nielsen 7	4
Rhineland-Palatinate	12	Saxony	2
Saarland	1	Thuringia	3
Nielsen 3b	9		
Baden-Württemb.	9		
Foreign (total) of which			11
EU			79
Other euro	pea	n countries	12
Other cour	trie	S	9
Distance to home			%
up to 50 km			14
more than 50 km up	to 1	100 km	16
more than 100 km u	p to	300 km	39
over 300 km			31
Countries with the	high	est visitor share	es %
Belgium			20
Netherlands			9
Austria			9
Frequency of visits	to t	rade fair	%
Previous event			29
Earlier events			38
First visit			47
Average length of s	tay	1,3	days
Influence on purcha	sing	J/procurement	
decisions			%
Decisively			28
Collectively			31
In an advisory capaci	ty		20
No			18
			3
Student Other not gainfully e			3 1

Area of responsibility	
Management	3
Research/development/design Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	
Marketing, advertising, PR	
Logistics: storage, material management, transport	
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organisation	
Entrepreneur, co-owner, freelancer	-
Managing director, board member, head of an authority etc.	
Area manager, works manager, plant manager	er.
branch manager, head of public office	
Department head, group head, team leader	
Foreman, master craftsman	
Other salaried staff, civil servant, skilled worker	
Lecturer, teacher	- 1
Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	
Industry	
Skilled trades Retail trade/building materials trade	(
Wholesale/foreign trade	
Architect	
Other service	
Authority/public services	
Teaching (polytechnic/university/college)	
Research Other sectors	
Other sectors Student	
Other not gainfully employed	
Size of company/organisation: Number of employees	
1- 4 26 500 - 999	
5- 9 26 1 000 and more	
10- 49 28 Student	
Conducted by: Gelszus Messe-Markt-	
50- 199 8 Other not gainfully 200- 499 3 employed	

# dmexco (2013) ---- Köln

Duamantian of to	نمام بينون	tous 1	00%
Proportion of to	aue visi	tors i	00%
Germany (total)	)		81
of which	40	Art I	
Nielsen 1	12	Nielsen 4	15
Bremen	-	Bavaria	15
Hamburg	8	Nielsen 5+6	10
Lower Saxony	3	Berlin	9
Schleswig-Holste	in 1	Brandenburg	
Nielsen 2	41	Mecklenburg-	
North Rhine-Wes	tph. 41	West Pommerania	a ·
Nielsen 3a	12	Saxony-Anhalt	
Hesse	9	Nielsen 7	3
Rhineland-Palatir		Saxony	3
Saarland	1	Thuringia	-
Nielsen 3b	8	manngia	
Baden-Württemb			
Daden-warttenib	eig o		
Foreign (total) of which			19
EU			65
	Furoneau	n countries	11
	America	Countries	10
	countries		13
Other	countries	•	13
Distance to hor	ne		%
up to 50 km			24
more than 50 kn	n up to 1	00 km	24
more than 50 kn more than 100 k	n up to 1 m up to	00 km 300 km	24
more than 50 kn	n up to 1 m up to	00 km 300 km	24 8 17
more than 50 kn more than 100 k over 300 km	m up to	300 km	24 8 17 52
more than 50 kn more than 100 k over 300 km	m up to	00 km 300 km est visitor shares	24 8 17 52 5 %
more than 50 kn more than 100 k over 300 km Countries with United Kingdom	m up to	300 km	24 8 17 52 5 8 %
more than 50 km more than 100 k over 300 km Countries with United Kingdom Netherlands	m up to	300 km	24 8 17 52 5 8 % 17
more than 50 km more than 100 k over 300 km Countries with United Kingdom Netherlands USA	m up to	300 km	24 8 17 52 8 % 17
more than 50 km more than 100 k over 300 km  Countries with United Kingdom Netherlands USA Austria	m up to	300 km	24 8 17 52 8 % 17 11
more than 50 km more than 100 k over 300 km Countries with United Kingdom Netherlands USA	m up to	300 km	24 8 17 52 8 % 17
more than 50 km more than 100 k over 300 km  Countries with United Kingdom Netherlands USA Austria France  Frequency of vi	the high	300 km	24 8 17 52 8 17 11 9 8
more than 50 km more than 100 k over 300 km Countries with United Kingdom Netherlands USA Austria France Frequency of vi Previous event	the high	300 km	24 8 17 52 8 17 11 9 8 8
more than 50 km more than 100 k over 300 km  Countries with United Kingdom Netherlands USA Austria France  Frequency of vi Previous event Earlier events	the high	300 km	24 8 177 522 55 % 177 111 9 8 8 8 8 8 8 8 34 30
more than 50 km more than 100 k over 300 km Countries with United Kingdom Netherlands USA Austria France Frequency of vi Previous event	the high	300 km	24 8 17 52 8 % 17 11 9
more than 50 km more than 100 k over 300 km  Countries with United Kingdom Netherlands USA Austria France  Frequency of vi Previous event Earlier events	m up to	300 km est visitor shares xhibition	24 8 177 522 55 % 177 111 9 8 8 8 8 8 8 8 34 30
more than 50 km more than 100 k over 300 km  Countries with United Kingdom Netherlands USA Austria France  Frequency of vi Previous event Earlier events First visit  Average length	m up to the high sits to e	300 km est visitor shares xhibition 1,5	24 8 17 52 5 5 6 17 11 11 2 8 8 8 8 8 9 9 3 4 3 4 3 5 5 9
more than 50 km more than 100 k over 300 km  Countries with United Kingdom Netherlands USA Austria France  Frequency of vi Previous event Earlier events First visit  Average length Influence on pu	m up to the high sits to e	300 km est visitor shares xhibition 1,5	24 87 177 522 55 % 177 111 98 88 88 98 34 30 59 40 40 40 40 40 40 40 40 40 40
more than 50 km more than 100 k over 300 km  Countries with United Kingdom Netherlands USA Austria France  Frequency of vi Previous event Earlier events First visit  Average length Influence on pu decisions	m up to the high sits to e	300 km est visitor shares xhibition 1,5	24 8 177 522 55 % 177 111 9 8 8 8 8 8 9 9 3 4 4 3 0 5 9 9 6 4 4 4 9 9 9 9 9 9 9 9 9 9 9 9 9 9
more than 50 km more than 100 k over 300 km  Countries with United Kingdom Netherlands USA Austria France  Frequency of vi Previous event Earlier events First visit  Average length Influence on pu decisions Decisively	m up to the high sits to e	300 km est visitor shares xhibition 1,5	24 8 17 52 5 8 17 11 11 12 8 8 8 8 8 34 30 59 4 4 30 59 4 4 4 59 4 59 4 59 4 59 59 59 59 59 59 59 59 59 59 59 59 59
more than 50 km more than 100 k over 300 km  Countries with United Kingdom Netherlands USA Austria France  Frequency of vi Previous event Earlier events First visit  Average length Influence on pu decisions Decisively Collectively	m up to the high sits to e of stay rchasing	300 km est visitor shares xhibition 1,5	24 8 17 52 5 8 17 11 11 12 8 8 8 8 8 34 30 59 4 39 4 39 4 39 4 39 4 39 4 4 39 4 4 4 4
more than 50 km more than 100 k over 300 km  Countries with United Kingdom Netherlands USA Austria France  Frequency of vi Previous event Earlier events First visit  Average length Influence on pu decisions Decisively Collectively In an advisory ca	m up to the high sits to e of stay rchasing	300 km est visitor shares xhibition 1,5	24 8 17 52 5 8 17 11 11 12 8 8 8 8 8 34 30 59 4 4 30 59 4 4 4 59 4 59 4 59 4 59 59 59 59 59 59 59 59 59 59 59 59 59
more than 50 km more than 100 k over 300 km  Countries with United Kingdom Netherlands USA Austria France  Frequency of vi Previous event Earlier events First visit  Average length Influence on pu decisions Decisively Collectively	m up to the high sits to e of stay rchasing	300 km est visitor shares xhibition 1,5	2. 11 5. 5. \$ 9 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

Area of responsibility	%
Management	17
Research/development/design	1
Manufacturing, production, quality control	1
Buying/procurement Finance/accounting, controlling	1
Information and communication technology	7
Personnel administration, administration	-
Sales	10
Marketing, advertising, PR	52
Logistics: storage, material management,	
transport	-
Maintenance/repairs Other area	3
Student	7
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member,	
head of an authority etc.	10
Area manager, works manager, plant manage branch manager, head of public office	10
Department head, group head, team leader	20
Other salaried staff, civil servant,	20
skilled worker	30
Lecturer, teacher	-
Trainee	3
Other position Student	2
Student	
Economic sector	%
Industry	4
Trade	12
Service Media	39 29
Authority/public services	29 1
University, research	i
Association, organisation	i
Other sectors	6
Student	7
Sing of annual desired in the second	
Size of company/organisation: Number of employees	%
1- 4 13 200 - 499	10
5- 9 8 500 - 999	4
10- 49 21 1 000 and more	12
50- 199 25 Student	7
Conducted by: Wissler & Partner, Basel	

# FIBO ---- Köln

### Trade visitors' profile

Visitors (number of	ent	ries)	115 700
Proportion of trade	visi	tors	49%
Germany (total) of which			80
Nielsen 1	13	Nielsen 4	11
Bremen	1	Bavaria	11
Hamburg	3	Nielsen 5+6	4
	3 7	Berlin	4
Lower Saxony			
Schleswig-Holstein	2	Brandenburg	-
Nielsen 2	42	Mecklenburg-	
North Rhine-Westph.		West Pomme	
Nielsen 3a	18	Saxony-Anhal	
Hesse	9	Nielsen 7	3
Rhineland-Palatinate	9	Saxony	-
Saarland	1	Thuringia	-
Nielsen 3b	9		
Baden-Württemb.	9		
Foreign (total) of which			20
EU EU			70
	าทควา	n countries	15
Middle Ea		Countries	7
Other cou			8
Other cou	ntries	•	8
Distance to home			%
up to 50 km			21
more than 50 km up	to 1	00 km	12
more than 100 km u			28
over 300 km	p to	JOU KIII	39
Over 500 km			33
Countries with the	high	est visitor sh	ares %
Netherlands	_		17
Belgium			16
Austria			10
Switzerland			9
France			4
Furancia af cities	4. 6	unda faiu	0/
Frequency of visits	to t	raue tair	%
Previous event			37
Earlier events			36
First visit			39
Average length of	stay		1,4 days
Influence on purcha	sing	/procurement	
decisions	_	-	%
Decisively			24
Collectively			20
In an advisory capac	itv		19
No			16
Student			15
	mnla	wod	6
Other not gainfully e	mpio	yeu	О

Area of responsibility Management	% 27
Research/development/design	4
Manufacturing, production, quality control	7
Buying/procurement	3
Finance/accounting, controlling	2
Information and communication technology	1
Personnel administration, administration	2
Sales	2
	3
Marketing, advertising, PR Logistics: storage, material management,	3
transport	1
Maintenance/repairs	i
Other area	27
Student	15
Other not gainfully employed	6
	_
Position in the company/organisation	% 29
Entrepreneur, co-owner, freelancer Managing director, board member,	25
head of an authority etc.	7
Area manager, works manager, plant manage	
branch manager, head of public office	er, 7
Department head, group head, team leader	8
Other salaried staff, civil servant,	C
skilled worker	13
Lecturer, teacher	4
Trainee	g
Other position	4
Student	15
Other not gainfully employed	6
Economic sector	%
Fitness studio	33
Physiotherapy	33
	4
Sport club Sports association	4
Health care center	3
Multifunctional system	2
Rehabilitation centre	1
	1
Doctor's practice Sport retail trade	2
Other trade	1
Sporting goods industry	2
Other service	6
Public administration	2
Other sectors	11
Student	15
Other not gainfully employed	6
	_
Size of company/organisation:	0,
	%
Number of employees	2
1- 4 19 500 - 999	
1- 4 19 500 - 999 5- 9 18 1 000 and more	8
1- 4 19 500 - 999 5- 9 18 1 000 and more 10- 49 22 Student	15
1- 4 19 500 - 999 5- 9 18 1 000 and more	

### Private visitors' profile

Visitors (num	ber of	ent	ries) 1	15 700
Proportion o	f priva	te v	isitors	51%
Germany (to	tal)			93
Nielsen 1		8	Nielsen 4	8
Bremen		-	Bavaria	8
Hamburg		1	Nielsen 5+6	3
Lower Saxony		6	Berlin	-
Schleswig-Hol	stein	_1	Brandenburg	-
Nielsen 2	v	56	Mecklenburg-	
North Rhine-V	vestpn.		West Pommers	ania -
Nielsen 3a Hesse		16 7	Saxony-Anhalt Nielsen 7	2
nesse Rhineland-Pal	atinata	7	Saxony	2
Saarland	atmate	2	Thuringia	
Nielsen 3b		8	mumgia	
Baden-Württe	mb.	8		
Foreign (tota	l)			7
OI WIIICII EU				82
	ner euro	nea	n countries	16
	ner cou			3
	th the	high	est visitor sha	
Austria				25
Belgium				15
Netherlands Switzerland				13 13
SWILZEITATIU				13
Distance to h up to 50 km	nome			% 29
more than 50	km un	to 1	100 km	18
more than 10	0 km ii	n to	300 km	29
over 300 km	o kiii u	p to	Joo Kill	25
Frequency of	visits	to t	rade fair	%
Previous even	t			24
Earlier events				17
First visit				61
Sex				%
Male Female				67
remaie				33
Age	_			%
up to 20 year over 20 up to	30 vc2	rc		31 41
				12
over 30 up to	50 yea	ırs		
over 30 up to over 40 up to	50 yea	irs		8
over 30 up to over 40 up to over 50 up to over 60 up to	50 yea 60 yea	irs irs		

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	% 4
head of an authority etc.	2
Area manager, works manager, plant manager	_
branch manager, head of public office	3
Department head, group head, team leade Other salaried staff, civil servant,	r 6
skilled worker	24
Lecturer, teacher	2
Trainee	14
Other position	5
Student	32
Housewife/man	5 2 2
Old-age pensioner	2
Other not gainfully employed	2
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
ves	72
no	8
maybe	20
Follow-up business Intend to buy at later date	%
yes	33
no	19
maybe	47
Conducted by: Wissler & Partner, Basel	
conducted by. Inspirer a raidici, baser	

# h+h cologne

Trade visitors profile	
Visitors (number of entries)	4 873
Proportion of trade visitors	96%
Germany (total)	76
of which	10
Nielsen 1 15 Nielsen 4 Rayaria	10 10
Diemen Davana	4
Hamburg 3 Nielsen 5+6 Lower Saxony 8 Berlin	2
Schleswig-Holstein 4 Brandenburg	1
Nielsen 2 44 Mecklenburg-	
North Rhine-Westph. 44 West Pommera	nia 1
Nielsen 3a 12 Saxony-Anhalt	1
Hesse 6 Nielsen 7	3
Rhineland-Palatinate 5 Saxony	2
Saarland 1 Thuringia	1
Nielsen 3b 12	
Baden-Württemb. 12	
Foreign (total)	24
of which EU	66
Other european countries	21
Other countries	13
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	8
more than 100 km up to 300 km	29
over 300 km	48
Countries with the highest visitor share	
Netherlands	14
Switzerland	13
Belgium	11
Austria	10
Denmark	7
Frequency of visits to trade fair	%
Previous event	55
Earlier events	57
First visit	31
Average length of stay 1,5	days
Influence on purchasing/procurement	
decisions	%
Decisively	62
Collectively	22
In an advisory capacity	13
No	2
Student	1
Other not gainfully employed	1

### ---- Köln

Area of responsibility	%
Management	46
Research/development/design	2
Manufacturing, production, quality control	11
Buying/procurement	12
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	
Sales	17
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	-
Maintenance/repairs Other area	1 6
Student	1
Other not gainfully employed	1
Other not gainfully employed	_'
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	74
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manage	r,
branch manager, head of public office	2
Department head, group head, team leader	4
Other salaried staff, civil servant,	
skilled worker	7
Lecturer, teacher	3
Trainee	1
Other position	2
Student Other and prinfully applicable	1
Other not gainfully employed	- 1
Economic sector	%
Industry	3
Retail trade	63
Wholesale/foreign trade	6
Commercial agent	1
Skilled trades	13
Service	5
Social institution, public institution, school	3
Other sectors	4
Student	1

Other not gainfully employed

1- 4

5- 9

10- 49

50- 199

Size of company/organisation: Number of employees

72

11

7

und Sozialforschung, Köln

6

Conducted by: factx Gesellschaft für Markt-

500 - 999

Student

1 000 and more

Other not gainfully

Proportion of trade	visi	itors	70%
Germany (total) of which			69
Nielsen 1	11	Nielsen 4	7
Bremen	-	Bavaria	7
Hamburg	2	Nielsen 5+6	4
Lower Saxony	7	Berlin	3
Schleswig-Holstein	2	Brandenburg	
Nielsen 2	52	Mecklenburg-	
North Rhine-Westph.	52	West Pommerani	a -
Nielsen 3a	13	Saxony-Anhalt	1
Hesse	7	Nielsen 7	1
Rhineland-Palatinate	6	Saxony	1
Saarland	1	Thuringia	
Nielsen 3b	11		
Baden-Württemb.	11		
Foreign (total)			32
of which			71
EU Othor our		n countries	16
		n countries	2
North Ame Middle Ea			3
		Central Asia	5
Other cou			3
Distance to home			%
up to 50 km			17
nore than 50 km up	to '	100 km	10
nore than 100 km u	o to	300 km	28
over 300 km			45
Countries with the	high	est visitor share	s %
Vetherlands			16
Austria			13
Switzerland			8
Jnited Kingdom			8
taly			6
Frequency of visits	to t	rade fair	%
Previous event			38
Earlier events			49
First visit			41
Average length of	tay	1,7	days
Influence on purcha	sing	g/procurement	
decisions			%
Decisively			26
Collectively			24
n an advisory capac	ty		20
No	1		15

Other not gainfully employed

imm cologne ---> Köln

122 009

Trade visitors' profile Visitors (number of entries)

#### Area of responsibility Management 20 Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration 19 Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area 11 Student 14 Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer 29 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 10 Other salaried staff, civil servant, skilled worker 13 Lecturer, teacher Trainee 14 Other position 14 Student Other not gainfully employed % **Economic sector** 19 Industry Trade 28 Skilled trades 16 Service 14 Authority/public services University, research Other sectors Student 14 Other not gainfully employed Size of company/organisation: Number of employees 1- 4 22 500 - 999 5- 9 12 1 000 and more 9 10- 49 17 Student 14 50- 199 14 Other not gainfully 200-499 7 employed

Conducted by: factx Gesellschaft für Markt-

Student

In an advisory capacity

Other not gainfully employed

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15

14

Trade visitors' profile		
Visitors (number of entries)	43 879	
Proportion of trade visitors	97%	
Germany (total)	45	
of which	43	
Nielsen 1 6 Nielsen 4	6	
Bremen 1 Bavaria	6	
Hamburg 1 Nielsen 5+6	2	
Lower Saxony 4 Berlin	1	
Schleswig-Holstein - Brandenburg	1	
Nielsen 2 62 Mecklenburg-		1
North Rhine-Westph. 62 West Pommera Nielsen 3a 18 Saxony-Anhalt	nia -	
Nielsen 3a 18 Saxony-Anhalt Hesse 8 Nielsen 7	2	
Rhineland-Palatinate 10 Saxony	1	i
Saarland - Thuringia	i	
Nielsen 3b 5		
Baden-Württemb. 5		
Foreign (total)	56	
of which		1
EU	58	-
Other european countries Africa	10 3	
North America	5	
South and Central America	3	i
Middle East	4	
South-, East-, Central Asia	11	
Australia	5	
		(
Distance to home	%	
up to 50 km	15 12	
more than 50 km up to 100 km more than 100 km up to 300 km	16	
over 300 km	58	Ì
		i
Countries with the highest visitor shares	%	9
United Kingdom	8	9
Netherlands	7	1
France	6	(
Italy	5	-
Spain	4	(
Frequency of visits to trade fair	%	
Previous event	38	
Earlier events	47	
First visit	42	
Average length of stay 1,	9 days	
	Julys	
Influence on purchasing/procurement	%	
decisions Decisively	% 43	
Collectively	43 30	
In an advisory conscity	14	

INTERNATIONALE EISENWARENMESSE ---- Köln

Area of responsibility	%
Management	30
Research/development/design Manufacturing, production, quality control	4 5
Buying/procurement	22
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales Marketing, advertising, PR	21
Logistics: storage, material management,	U
transport	2
Maintenance/repairs	2
Other area	3
Student Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	28
Managing director, board member, head of an authority etc.	19
Area manager, works manager, plant manage	
branch manager, head of public office	12
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	12
Lecturer, teacher	1
Trainee	5
Other position	5
Student	2
Other not gainfully employed	1
Economic sector	%
Industry Retail trade	34 16
Wholesale/foreign trade	30
Mail order	2
Skilled trades	5
Service	5
Authority/public services	1
Other sectors Student	2
Other not gainfully employed	1
	_
Size of company/organisation: Number of employees	%
1- 4 15 500 - 999	6
5- 9 13 1 000 and more	12
10- 49 27 Student	2
50- 199	1
Conducted by: factx Gesellschaft für Mar	kt-

Sozialforschung, Köln

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10

### ISM ----> Köln

### Trade visitors' profile

			ries) 3	5 008
Proportion	of trade	visi	tors	95%
Germany (	(total)			46
of which		10	Minlaga 4	7
Nielsen 1 Bremen		16 1	Nielsen 4 Bavaria	7
		4		4
Hamburg		7	Nielsen 5+6	3
Lower Saxo		3	Berlin	3 1
Schleswig-I Nielsen 2	noisteili	53	Brandenburg Mecklenburg-	- 1
North Rhin	o-Wostnh		West Pommera	nia -
Nielsen 3a	e-westpii.	11	Saxony-Anhalt	iia -
Hesse		9	Nielsen 7	2
Rhineland-I	Palatinato	3	Saxony	_
Saarland	diatiliate	-	Thuringia	2
Nielsen 3b		8	manngia	_
Baden-Wür	ttemb	8		
Foreign (to				54
of which	otalj			54
	EU			61
	Other euro	pea	n countries	10
	Africa	1		4
	North Ame	erica		4
	South and	Cer	itral America	5
	Middle Ea			7
		st-,	Central Asia	6
	Australia			2
				%
Distance t				
Distance t up to 50 ki more than	m	to 1	100 km	15
up to 50 ki more than	m 50 km up			15 6
up to 50 ki more than more than	m 50 km up 100 km u			15
up to 50 ki more than more than over 300 k	m 50 km up 100 km u m with the	p to		15 6 20 59 es %
up to 50 ki more than more than over 300 k Countries Netherland	m 50 km up 100 km u m with the	p to	300 km	15 6 20 59 es % 10
up to 50 ki more than more than over 300 k Countries Netherland Belgium	m 50 km up 100 km u m with the	p to	300 km	15 6 20 59 <b>es</b> % 10
up to 50 k more than more than over 300 k Countries Netherland Belgium United King	m 50 km up 100 km u m with the	p to	300 km	15 6 20 59 es % 10 9 7
up to 50 k more than more than over 300 k Countries Netherland Belgium United King France	m 50 km up 100 km u m with the	p to	300 km	155 6 200 59 es % 10 9 7
up to 50 k more than more than over 300 k Countries Netherland Belgium United King France	m 50 km up 100 km u m with the	p to	300 km	15 6 20 59 es % 10 9 7
up to 50 ki more than more than over 300 k Countries Netherland Belgium United King France Spain	m 50 km up 100 km u m with the s	p to	300 km	155 6 200 59 es % 10 9 7
up to 50 ki more than more than over 300 k	m 50 km up 100 km u m with the s gdom	p to	300 km	15 6 20 59 es % 10 9 7 7
up to 50 ki more than more than over 300 k Countries Netherland Belgium United King France Spain Frequency Previous everage	m 50 km up 100 km u m with the s gdom	p to	300 km	15 6 20 59 es % 10 9 7 7 4 40 40 48
up to 50 ki more than more than over 300 k Countries Netherland Belgium United King France Spain Frequency Previous ever	m 50 km up 100 km u m with the s gdom	p to	300 km	15 6 20 59 es % 10 9 7 7 4 40 40 48
up to 50 ki more than more than over 300 k Countries Netherland Belgium United King France Spain Frequency Previous ever Earlier ever First visit	m 50 km up 100 km u m with the s gdom of visits vent tts	p to	300 km nest visitor share	15 6 20 59 es % 10 9 7 7 4
up to 50 ki more than more than more than over 300 k Countries Netherland Belgium United King France Spain Frequency Previous ev Earlier ever First visit	m 50 km up 100 km u m with the s gdom of visits vent nts	p to	300 km est visitor share rade fair	15 6 20 59 es % 10 9 7 7 4 40 48 42
up to 50 ki more than more than over 300 k  Countries Netherland Belgium United King France Spain  Frequency Previous ex Earlier ever First visit  Average k  Influence	m 50 km up 100 km u m with the s gdom of visits vent nts	p to	300 km nest visitor share	15 6 20 59 es % 10 9 7 7 4 40 48 42 3 days
up to 50 ki more than more than over 300 k Countries Netherland Belgium United King France Spain Frequency Previous ex Earlier ever First visit Average le Influence decisions	m 50 km up 100 km u m with the s gdom of visits vent nts	p to	300 km est visitor share rade fair	15 6 20 59 8
up to 50 ki more than more than more than over 300 k Countries Netherland Belgium United King France Spain Frequency Previous ex Earlier ever First visit Average ke Influence decisions Decisively	m 50 km up 100 km u m with the s gdom  of visits vent ints  ength of s on purcha	p to	300 km est visitor share rade fair	15 6 20 59 59
up to 50 ki more than more than more than over 300 k  Countries Netherland Belgium United King France Spain  Frequency Previous ex Earlier ever First visit  Average k Influence odecisions Decisively Collectively	m 50 km up 100 km u m with the s gdom of visits vent ats	p to high to t	300 km est visitor share rade fair	15 6 20 59 59
up to 50 ki more than more than more than over 300 k Countries Netherland Belgium United King France Spain Frequency Previous ex Earlier ever First visit Average ke Influence decisions Decisively	m 50 km up 100 km u m with the s gdom of visits vent ats	p to high to t	300 km est visitor share rade fair	15 6 20 20 59 59 6 8 8 40 40 48 42 8 days 6 33 29 21
up to 50 ki more than more than over 300 k Countries Netherland Belgium United King France Spain Frequency Previous ex Earlier ever First visit Average k Influence e decisions Decisively Collectively In an advisi	m 50 km up 100 km u m with the s gdom of visits vent ats	p to high to t	300 km est visitor share rade fair	15 6 20 59 59

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	% 28 7 8 111 1 - 222 111 1 5 5 1
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manage branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed	% 27 13 r, 11 16 1 5 5 1
Economic sector Industry Wholesale/foreign trade Retail trade Skilled trades Service Catering Authority/public services University, research Other sectors Student Other not gainfully employed	% 31 23 19 3 7 4 1 1 6 5
Size of company/organisation:           Number of employees           1-         4         14         500 - 999           5-         9         10         1 000 and more           10-         49         19         Student           50-         199         21         Other not gainfully           200-         499         9         employed	% 6 16 5

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

# ISO → Köln

### Trade visitors' profile

Training	Visitors (number of	ent	ries) 4	1 915
which   13	Proportion of trade	visi	tors	99%
1	Germany (total)			68
Men		4.2	Altalana A	
mburg 2 Nielsen 5+6 Berlin 3 Herwing 3 Nielsen 5+6 Berlin 3 Herwing 4 Nielsen 5+6 Berlin 3 Herwing 4 Nielsen 2 Saxony Holkenburg 37 Mecklenburg 37 Mecklenburg 37 Mecklenburg 37 Mecklenburg 38 Mecklenburg 38 Mecklenburg 38 Mecklenburg 39 Mecklenburg 30 Mecklenburg 30 Mecklenburg 31 Mecklenburg 32 Mecklenburg 32 Mecklenburg 32 Mecklenburg 32 Mecklenburg 33 Mecklenburg 31 Mecklenburg 32 Mecklenburg 33 Mecklenburg 34 Mecklenburg 34 Mecklenburg 34 Mecklenburg 35 Mecklenburg 34 Mecklenburg 35 Mecklenburg 35 Mecklenburg 36 Mecklenburg 37 Mecklenburg 37 Mecklenburg 37 Mecklenburg 37 Mecklenburg 37 Mecklenburg 38 Mecklenburg 37 Mecklenburg 38 Mecklenburg 37 Mecklenbu				
ver Saxony 7 Berlin 3 leswig-Holstein 2 Brandenburg 3 lsen 2 37 Mecklenburg- th Rhine-Westph. 37 West Pommerania 1 lsen 3a 10 Saxony-Anhalt 2 lsen 3a 4 Nielsen 7 5 lsen 3a 10 Saxony 5 lsen 3a 1 Thuringia 1 lsen 3b 13 len-Württemb. 13 len-württe	Bremen	-		
leswig-Holstein   2	Hamburg			
Sen 2   37   Mecklenburg-th Rhine-Westph. 37   West Pommerania 1     Sen 3a   10   Saxony-Anhalt 2     International Palatinate Isen 3b   13     Idand   1   Thuringia   1     Isen 3b   13     Idand   1   Thuringia   1     Isen 3b   13     Iden-Württemb.   13     Iden-Württemb.   13     Iden-Württemb.   13     Iden-Württemb.   13     Iden-Württemb.   14     Iden 1   Iden 1   Iden 1     Iden 2   Iden 1   Iden 1     Iden 3   Iden 2   Iden 3     Iden 3   Iden 3   Iden 3     Iden 4   Iden 4   Iden 4     Iden 5   Iden 6   Iden 6     Iden 6   Iden 6   Iden 6     Iden 6   Iden 6   Iden 6     Iden 7   Iden 7     Iden 8   Iden 7     Iden 8   Iden 8     Iden 9   Iden 8     Iden 8   Iden 8     Iden 9   Iden 9     Iden 9   Iden 9     Iden 9   Iden 9     Iden 9   Iden 9	Lower Saxony			3
th Rhine-Westph. 37   West Pommerania   1   Isen 3a   10   Saxony-Anhalt   2   Isen 3a   10   Saxony-Anhalt   2   Isen 3a   10   Saxony   5   Saxony				3
See   3a   10   Saxony-Anhalt   22   Sise   4   Nielsen 7   5   5   5   5   5   5   5   5   5	Nielsen 2			
see 4 Nielsen 7 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5				
neland-Palatinate 5 Saxony 1 1 Thuringia 1 1 Sen 3b 1 3 Ien-Württemb. 1 3 Ien-Württe	<u> Vielsen 3a</u>			2
International	Hesse			5
Isen 3b 13 Ien-Württemb. 13  eign (total) 32  which EU 85     Other european countries 13     Other countries 22  tance to home 50 km 15  te than 50 km up to 100 km 12  te than 100 km up to 300 km 24  or 300 km 50  untries with the highest visitor shares 15  tzerland 10  quency of visits to trade fair 10  quency of visits 10  quency of visits to trade fair 10  quency of visits 10  quency of visits 10  quency of visits to trade fair	Rhineland-Palatinate			5
len-Württemb. 13  eign (total) 32  which EU 85 Other european countries 13 Other countries 2  tance to home to 50 km 15 re than 50 km up to 100 km 12 re than 100 km up to 300 km 24 rr 300 km 50  untries with the highest visitor shares 15 tizerland 100  quency of visits to trade fair 15 tivious event 13 lier events 13 t visit 42  erage length of stay 1,3 days  unence on purchasing/procurement 15 tisions 15 tisively 13 lectively 29 an advisory capacity 20 dent 2	Saarland	1	Thuringia	1
eign (total)  Which  EU  Other european countries  Other countries  2  tance to home  to 50 km  re than 50 km up to 100 km  re than 100 km up to 300 km  tries with the highest visitor shares  therlands tzerland  10  quency of visits to trade fair vious event lieir events  t visit  42  erage length of stay  1,3 days  uence on purchasing/procurement tisions isisively  an advisory capacity  dent  20  dent	Nielsen 3b	13		
Which EU Other european countries Other countries 13 Other countries 2  tance to home to 50 km 15 re than 50 km up to 100 km re than 100 km up to 300 km 50  untries with the highest visitor shares therlands teterland 10  quency of visits to trade fair vious event lier events 37 t visit 42  uence on purchasing/procurement isions cisively an advisory capacity dent 2  9  15  16  17  18  18  19  19  19  19  19  19  19  19	Baden-Württemb.	13		
Which EU Other european countries Other countries 13 Other countries 2  tance to home to 50 km 15 re than 50 km up to 100 km re than 100 km up to 300 km 50  untries with the highest visitor shares therlands teterland 10  quency of visits to trade fair vious event lier events 37 t visit 42  uence on purchasing/procurement isions cisively an advisory capacity dent 2  9  15  16  17  18  18  19  19  19  19  19  19  19  19				
EU Other european countries 13 Other countries 2  tance to home	Foreign (total)			32
Other european countries Other countries  2  tance to home to 50 km 15 re than 50 km up to 100 km re than 100 km up to 300 km 24 rr 300 km  Intries with the highest visitor shares therlands tzerland  quency of visits to trade fair vious event lier events 37 t visit 42 erage length of stay 1,3 days uence on purchasing/procurement isions lisively lectively an advisory capacity dent  13 15 16 27 28 29 29 20 20 20 21 21 22 23 24 26 26 27 28 28 28 28 28 28 28 28 28 28 28 28 28	of which			
Other countries 2  tance to home				85
tance to home to 50 km 15 tre than 50 km up to 100 km 12 tre than 100 km up to 300 km 24 tr 300 km 50  untries with the highest visitor shares therlands tizerland 10  quency of visits to trade fair vious event lier events 37 t visit 42  erage length of stay 1,3 days  unence on purchasing/procurement tissions tisively 29 an advisory capacity 20 dent 24				13
to 50 km	Other cour	ntrie	S	2
to 50 km				
re than 50 km up to 100 km re than 100 km up to 300 km 24 rr 300 km  So  Intries with the highest visitor shares ttzerland  quency of visits to trade fair vious event lier events 37 t visit  Lerage length of stay  1,3 days  uence on purchasing/procurement cisions sisively lectively an advisory capacity dent  12 24 24 38 38 38 38 39 30 30 30 30 30 30 30 30 30 30 30 30 30	Distance to home			%
re than 100 km up to 300 km 24 rr 300 km 50  untries with the highest visitor shares therlands fitzerland 10  quency of visits to trade fair vious event 18 lier events 17 t visit 19 erage length of stay 1,3 days  uence on purchasing/procurement cisions 18 18 19 19 19 19 19 19 19 19 19 19 19 19 19	up to 50 km			15
untries with the highest visitor shares therlands tzerland 10  quency of visits to trade fair vious event 38 lier events 37 t visit 42  erage length of stay 1,3 days  uence on purchasing/procurement isions 33 liesively 32 lectively 29 an advisory capacity 15 dent 55				12
untries with the highest visitor shares therlands tzerland 15 quency of visits to trade fair wivous event 38 lier events 37 t visit 42 erage length of stay 1,3 days uence on purchasing/procurement cisions 9,0 lectively 29 an advisory capacity 15 dent 2		o to	300 km	24
therlands 15 tzerland 10  quency of visits to trade fair wious event 38 tileier events 37 t visit 42  erage length of stay 1,3 days  uence on purchasing/procurement isions	over 300 km			50
quency of visits to trade fair vious event 38 lier events 37 t visit 42 erage length of stay 1,3 days luence on purchasing/procurement cisions 9% 120 lectively 29 an advisory capacity 15 dent 100 lier air vious trade fair vious	Countries with the I	high	est visitor share	s %
quency of visits to trade fair % vious event 38 lier events 37 t visit 42 erage length of stay 1,3 days uence on purchasing/procurement cisions % lectively 29 an advisory capacity 15 dent 2	Netherlands	_		15
vious event 38 lier events 37 t visit 42 erage length of stay 1,3 days luence on purchasing/procurement isions % lectively 32 en advisory capacity 20 dent 25	Switzerland			10
vious event 38 lier events 37 t visit 42 erage length of stay 1,3 days luence on purchasing/procurement isions % lectively 32 en advisory capacity 20 dent 25	Frequency of visits	to t	rade fair	%
lier events t visit 42  erage length of stay 1,3 days  uence on purchasing/procurement cisions % lectively 32 lectively 29 an advisory capacity 15 dent 2	Previous event			38
t visit 42  erage length of stay 1,3 days  uence on purchasing/procurement cisions 9% cisively 33 clectively 29 an advisory capacity 15 dent 2	Earlier events			37
uence on purchasing/procurement isions	First visit			42
isions % isively 32 lectively 29 an advisory capacity 20 dent 22	Average length of s	tay	1,3	days
isions % isively 32 lectively 29 an advisory capacity 20 dent 22	nfluence on purcha	sino	ı/procurement	
lectively 29 an advisory capacity 20 15 dent 2	decisions			%
lectively 29 an advisory capacity 20 15 dent 2	Decisively			32
an advisory capacity 20 15 dent 2	Collectively			29
dent 15		ty		20
dent 2	No	- 1		15
	Student			2
		npla	oved	2
		100	•	

Area of responsibility	
Management Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student Other not gainfully employed	
Other not gainfully employed	
<b>Position in the company/organisation</b> Entrepreneur, co-owner, freelancer	
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manage	er
branch manager, head of public office	
Department head, group head, team leader Other salaried staff, civil servant,	
skilled worker	
Lecturer, teacher	
Trainee	
Other position Student	
Other not gainfully employed	
Economic sector	
Insulation company and processor	
Wholesaler of insulation materials and insulation technology	
ilisulation technology	n
Retailer of insulation materials and insulation	
Retailer of insulation materials and insulation technology	
technology Plant constructor,- operator Buyer	
technology Plant constructor,- operator Buyer Building installations planner	
technology Plant constructor,- operator Buyer Building installations planner Energy consultant for industrial companies	
technology Plant constructor,- operator Buyer Building installations planner	
technology Plant constructor,- operator Buyer Building installations planner Energy consultant for industrial companies Other sectors	
technology Plant constructor,- operator Buyer Building installations planner Energy consultant for industrial companies Other sectors Student	
technology Plant constructor,- operator Buyer Building installations planner Energy consultant for industrial companies Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees	
technology Plant constructor,- operator Buyer Building installations planner Energy consultant for industrial companies Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1- 4 17 500 - 999	
technology Plant constructor,- operator Buyer Building installations planner Energy consultant for industrial companies Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1- 4 17 500 - 999 5- 9 10 1 000 and more	
technology Plant constructor,- operator Buyer Building installations planner Energy consultant for industrial companies Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	
technology Plant constructor,- operator Buyer Building installations planner Energy consultant for industrial companies Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	

# Kind + Jugend

Visitors (number of entries)	20 173
Proportion of trade visitors	97%
Germany (total) of which Nielsen 1 Bremen	
Foreign (total) of which  EU Other european countries Middle East South-, East-, Central Asia Other countries	67 61 10 4 18 8
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 8 4 12 76
Countries with the highest visitor sha United Kingdom Italy Netherlands France China (PR)	nres % 11 7 7 5 5
Frequency of visits to trade fair Previous event Earlier events First visit	% 34 44 49
Average length of stay 2	,2 days
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 49 24 14 10 1

# ---→ Köln

Area of responsibility	%
Management	39
Research/development/design	5
Manufacturing, production, quality control	4
Buying/procurement	14
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	-
Sales	18
Marketing, advertising, PR	9
Logistics: storage, material management,	
transport	1
Maintenance/repairs	-
Other area	6
Student	1
Other not gainfully employed	2
——————————————————————————————————————	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	42
Managing director, board member,	
head of an authority etc.	17
Area manager, works manager, plant manage	r
branch manager, head of public office	., 9
Department head, group head, team leader	10
Other salaried staff, civil servant,	
skilled worker	14
Lecturer, teacher	- 1
Trainee	2
Other position	4
Student	1
Other not gainfully employed	2
Economic sector	%
Manufacturer/Industry	17
Wholesale trade	19
Specialist retail trade	17
Mail order	1
Chain store	2
Department store, hypermarket, drug store	2
Online shop	12
Other retail	3
Commercial agent	1
Import/export	7
Service	5
Media, press, publishing	4
Other sectors	7
Student	1
Other not gainfully employed	2
other not gainfully employed	

Number	of e	employ	yees	9/
1-	4	29	500 - 999	
5-	9	19	1 000 and more	8
10- 4	.9	21	Student	
50- 19	9	9	Other not gainfully	
200 - 49	9	6	employed	

# ORGATEC ---- Köln

### Trade visitors' profile

		ries)	51 095
Proportion of trade	visi	tors	98%
Germany (total) of which			51
Nielsen 1	10	Nielsen 4	14
Bremen	-	Bavaria	14
Hamburg	3	Nielsen 5+6	5
Lower Saxony	7	Berlin	4
Schleswig-Holstein	-	Brandenburg	
Nielsen 2	38	Mecklenburg-	
North Rhine-Westph.	38	West Pommer	rania 1
Nielsen 3a	16	Saxony-Anhal	t -
Hesse	12	Nielsen 7	3
Rhineland-Palatinate	3	Saxony	3
Saarland	1	Thuringia	-
Nielsen 3b	14		
Baden-Württemb.	14		
Foreign (total)			49
of which EU			58
	opear	countries	11
Africa	.,		4
North Ame	erica		5
		tral America	3
Middle Eas	st		6
South-, Ea	st-, (	Central Asia	11
Australia			3
Distance to home			%
up to 50 km			11
more than 50 km un	to 1	00 km	6
more than 50 km up more than 100 km u	n to	300 km	20
over 300 km	p 10		63
Countries with the	high	est visitor sha	ares %
United Kingdom	-		10
Netherlands			8
France			6
Belgium			6
Italy			5
Frequency of visits	to ti	ade fair	%
Previous event			40
Earlier events			45
First visit			44
	_		
Average length of s			1,9 days
	sing	/procurement	
Influence on purcha	_		%
decisions	•		
decisions Decisively			36
<b>decisions</b> Decisively Collectively	_		29
<b>decisions</b> Decisively Collectively In an advisory capaci	_		29 20
decisions Decisively Collectively In an advisory capaci No	_		29 20 10
decisions Decisively Collectively n an advisory capaci	ity		

Area of responsibility Management Research/development/design Manufacturing, production, quality control Baying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, Iteration authority etc. Area manager, works manager, plant manager Department of the company organisation of the manager, works manager, plant manager Department manager, works manager, plant manager Department of the company organisation of the manager of the manager, works manager, plant manager Department of the manager of the man	10 11 13 18 9 11 13 4 1
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration sales Marketing, advertising, PR. Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Interpreneur, co-owner, freelancer Managing director, board member, lead of an authority etc.	111 5 10 11 13 18 9 11 11 13 4 14 29
Buying/procurement inance/accounting, controlling nformation and communication technology Personnel administration, administration sales Marketing, advertising, PR ogistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, need of an authority etc. Area manager, works manager, plant manager	10 11 3 18 9 11 13 4 1
Finance/accounting, controlling information and communication technology Personnel administration, administration Gales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, lead of an authority etc. Area manager, works manager, plant manager	11 13 18 9 11 11 13 4 1
Information and communication technology Personnel administration, administration Personnel administration, administration Personnel administration, administration Personnel Pe	11 33 18 9 11 11 13 4 1
Personnel administration, administration stales where the conjunction of the conjunction	18 9 11 11 13 4 1
Sales Marketing, advertising, PR Oogistics: storage, material management, ransport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, liead of an authority etc.  Area manager, works manager, plant manager	18 9 1 13 4 1
Marketing, advertising, PR .ogistics: storage, material management, ransport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Intrepreneur, co-owner, freelancer Managing director, board member, lead of an authority etc. Area manager, works manager, plant manage	1 1 13 4 1
rransport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, need of an authority etc. Area manager, works manager, plant manage	1 13 4 1
Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation intrepreneur, co-owner, freelancer Managing director, board member, nead of an authority etc. Area manager, works manager, plant manage	1 13 4 1
Other area student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, need of an authority etc.  Area manager, works manager, plant manage	13
Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, need of an authority etc.  Area manager, works manager, plant manage	1 %
Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.  Area manager, works manager, plant manage	%
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, nead of an authority etc. Area manager, works manager, plant manage	%
Entrepreneur, co-owner, freelancer Managing director, board member, nead of an authority etc. Area manager, works manager, plant manager	
Managing director, board member, nead of an authority etc. Area manager, works manager, plant manage	29
nead of an authority etc. Area manager, works manager, plant manager	
Area manager, works manager, plant manager	4.7
Area manager, works manager, plant manager	13
	, g
Department head, group head, team leader	19
Other salaried staff, civil servant,	
skilled worker	18
Lecturer, teacher	1
Trainee	3
Other position	4
Student Other not gainfully employed	4
The not gaintally employed	
Economic sector	%
ndustry	35
Frade	22
Skilled trades Service	21
Banking/insurance	2
Authority/public services	5
Jniversity research	2
Other sectors	6
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 18 500 - 999	6
5- 9 10 1 000 and more	14
10- 49 21 Student	4
50- 199 16 Other not gainfully	
200- 499 10 employed	1

# spoga horse (spring) ---- Köln

Visitors (number of	ent	ries)	4 149
Proportion of trade	vis	tors	91%
Germany (total) of which			53
Nielsen 1	10	Nielsen 4	12
Bremen	-	Bavaria	12
lamburg	2	Nielsen 5+6	1
ower Saxony	7	Berlin	
chleswig-Holstein	1	Brandenburg	1
Vielsen 2	52	Mecklenburg-	
North Rhine-Westph.		West Pommera	ania -
lielsen 3a	14	Saxony-Anhalt	
lesse	7	Nielsen 7	1
Rhineland-Palatinate	7	Saxony	1
Saarland		Thuringia	
Vielsen 3b	9		
aden-Württemb.	9		
oreign (total)			47
EU			73
Other euro	pea	n countries	9
Other cou	ntrie	S	17
istance to home			%
p to 50 km			15
ore than 50 km up	to	100 km	8
nore than 100 km u			30
ver 300 km	'		47
Countries with the	high	est visitor sha	res %
Netherlands			20
rance			14
elgium			12
Inited Kingdom			9
requency of visits	to t	rade fair	%
revious event			47
arlier events			48
irst visit			30
Average length of	stay	1	,4 days
nfluence on purcha	sing	J/procurement	
decisions			%
Decisively			55
Collectively			24
n an advisory capac	ıty		11
lo .			6
tudent			4
Other not gainfully e	mplo	yed	1

Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling	3
Manufacturing, production, quality control Buying/procurement	
Buying/procurement	
	1
	- 1
Information and communication technology	
Personnel administration, administration	
Sales	2
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs Other area	
Student	
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	5
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manager	
branch manager, head of public office Department head, group head, team leader	
Other salaried staff, civil servant,	
skilled worker	
Lecturer, teacher	
Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	0
Industry	1
Trade	6
Skilled trades	
	- 1
Service	
Service Authority/public services	
Service Authority/public services University, research	
Service Authority/public services University, research Other sectors	
Service Authority/public services University, research	
Service Authority/public services University, research Other sectors Student	
Service Authority/public services University, research Other sectors Student Other not gainfully employed	
Service Authority/public services University, research Other sectors Student Other not gainfully employed Size of company/organisation:	9
Service Authority/public services University, research Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1 - 4 50 500 - 999 5 - 9 14 1 000 and more	9
Service Authority/public services University, research Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	9
Service Authority/public services University, research Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1 - 4 50 500 - 999 5 - 9 14 1 000 and more	9

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

#### Trade visitors' profile

Visitors (number of entries)	38 226
Proportion of trade visitors	94%
Germany (total) of which	41
Nielsen 1 8 Nielsen 4	8
Bremen 1 Bavaria	8
Hamburg 3 Nielsen 5+6	2
Lower Saxony 3 Berlin	1
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 52 Mecklenburg-	-
North Rhine-Westph. 52 West Pommer	ania -
Nielsen 3a 18 Saxony-Anhalt	
Hesse 9 Nielsen 7	3
Rhineland-Palatinate 8 Saxony	1
Saarland 1 Thuringia	2
Nielsen 3b 10	
Baden-Württemb. 10	
Foreign (total)	59
of which	33
EU	58
Other european countries	11
Africa	3
North America	5
Middle East	4
South-, East-, Central Asia	14
Australia	4
Other countries	2
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	6
more than 100 km up to 300 km	19
over 300 km	62
Countries with the highest visitor sha	
Netherlands	10
China (PR)	8
Belgium	7
France	7
Poland	4
Frequency of visits to trade fair	%
Previous event	40
Earlier events First visit	48 40
ilist visit	40
Average length of stay 1	,7 days
nfluence on purchasing/procurement	
decisions	%
Decisively	46
	26
Collectively In an advisory capacity	15
n an advisory capacity	15 9 2 1

Area of responsibility	%
Management	35
Research/development/design	4
Manufacturing, production, quality control	4 19
Buying/procurement Finance/accounting, controlling	19
Information and communication technology	i
Personnel administration, administration	-
Sales	21
Marketing, advertising, PR	7
Logistics: storage, material management,	1
transport Maintenance/repairs	- 1
Other area	5
Student	2
Other not gainfully employed	1
	_
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer Managing director, board member,	36
head of an authority etc.	19
Area manager, works manager, plant manager	
branch manager, head of public office	12
Department head, group head, team leader	13
Other salaried staff, civil servant,	
skilled worker	10
Lecturer, teacher	1
Trainee Other position	2 5
Student	2
Other not gainfully employed	1
Economic sector	%
Industry	17
Trade	60
Skilled trades Service	4 10
Authority/public services	10
University, research	i
Other sectors	5
Student	2
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 24 500 - 999	4
5- 9 14 1 000 and more 10- 49 21 Student	11
50- 199 19 Other not gainfully	2
200- 499 5 employed	1
Conducted by: factx Gesellschaft für Marl	
und Sozialforschung, Köln	χι-

### CADEAUX Leipzig (autumn) (2012) —— Leipzig

### Trade visitors' profile

Visitors (number of entries)	9 395
Proportion of trade visitors	92%
Germany (total) of which	99
Nielsen 1 3 Nielsen 4	3
Bremen - Bavaria	3
Hamburg - Nielsen 5+6	29
	5
	9
Schleswig-Holstein - Brandenburg Nielsen 2 - Mecklenburg-	9
	nia 2
	13
Theiser Su	
inciser 7	62
Rhineland-Palatinate - Saxony	50
Saarland - Thuringia	12
Nielsen 3b 1	
Baden-Württemberg 1	
Foreign (total)	1
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	21
more than 100 km up to 300 km	50
over 300 km	8
Frequency of visits to trade fair	%
Previous event	54
Earlier events	67
First visit	26
Average length of stay 1,	1 days
Influence on purchasing/procurement	
decisions	%
Decisively	44
Collectively	28
In an advisory capacity	19
No	7
Student	1
Other not gainfully employed	1
Area of responsibility	%
Management	35
Research/development/design	1
Manufacturing, production, quality control	9
Buying/procurement	14
Finance/accounting, controlling	2
Information and communication technolog	ıy -
Organisation, personnel, administration	1
Sales	24
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	2
Maintenance/repairs	1
Other area	8
Student	1
Other not gainfully employed	1
Care not gaining employed	

Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Retail trade Skilled trades Wholesale/foreign trade Other service Industry Commercial agent Architect, planner, engineer's office, services Interior designer Catering/hotels Authority/public services Other not gainfully employed  Size of company/organisation: Number of employees  1	6
head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Retail trade Skilled trades 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/organisation: Number of employees  1	
Area manager, works manager, plant manager branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Retail trade Skilled trades 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/organisation: Number of employees  1 - 4 64 500 - 999 5 - 9 14 1 000 and more	
branch mañager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Retail trade Skilled trades 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/organisation: Number of employees  1 4 64 500 - 999 5 9 14 1 000 and more	
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Retail trade Skilled trades 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/organisation: Number of employees  1	. 4
skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Retail trade Skilled trades 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/organisation: Number of employees  1	(
Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Retail trade Skilled trades 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/organisation: Number of employees  1	
Trainee Other position Student Other not gainfully employed  Economic sector Retail trade Skilled trades 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/organisation: Number of employees  1 - 4 64 500 - 999 5 - 9 14 1 000 and more	13
Other position Student Other not gainfully employed  Economic sector Retail trade Skilled trades 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/organisation: Number of employees  1	6
Student Other not gainfully employed  Economic sector Retail trade Skilled trades 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/organisation: Number of employees  1	- 2
Other not gainfully employed  Economic sector Retail trade Skilled trades 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/organisation: Number of employees  1	-
Retail trade Skilled trades Skilled trades 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/organisation: Number of employees  1	•
Skilled trades 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/organisation: Number of employees  1	%
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/organisation: Number of employees  1	5
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/organisation: Number of employees  1	34
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/organisation: Number of employees  1	6
Commércial agent Architect, planner, engineer's office, services Interior designer Catering/hotels Authority/public services Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1- 4 64 500 - 999 5- 9 14 1 000 and more	
Architect, planner, engineer's office, services Interior designer Catering/hotels Authority/public services Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	
Interior designer Catering/hotels Authority/public services Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	- 1
Catering/hotels Authority/public services Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1  4  64  500 - 999 5- 9  14  1 000 and more	- 1
Authority/public services Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees 1- 4 64 500 - 999 5- 9 14 1 000 and more	
Student Other not gainfully employed  Size of company/organisation: Number of employees  1- 4 64 500 - 999 5- 9 14 1 000 and more	
Other not gainfully employed  Size of company/organisation: Number of employees  1- 4 64 500 - 999  5- 9 14 1 000 and more	
Size of company/organisation:  Number of employees  1	
Number of employees 1- 4 64 500 - 999 5- 9 14 1 000 and more	-
1- 4 64 500 - 999 5- 9 14 1 000 and more	
5- 9 14 1 000 and more	-
	9/
10- 49 11 Student	9
50- 199 3 Other not gainfully	9/
200- 499 3 employed	9
Conducted by: Institut für Marktforschung	9/

### denkmal (2012)

	Ι.		
Visitors (number of	ent	ries) 12	093
Proportion of trade	visi	tors	90%
Germany (total) of which			90
Nielsen 1	9	Nielsen 4	9
Bremen	-	Bavaria	9
Hamburg	1	Nielsen 5+6	21
Lower Saxony	7	Berlin	7
Schleswig-Holstein	1	Brandenburg	4
Nielsen 2	7	Mecklenburg-	-
North Rhine-Westph.	7	West Pommerania	a 1
Nielsen 3a	6	Saxony-Anhalt	9
Hesse	3	Nielsen 7	45
Rhineland-Palatinate	3	Saxony	34
Saarland	-	Thuringia	11
Nielsen 3b	5	. J	
Baden-Württemberg	5		
Foreign (total) of which			10
EU			85
Other euro	pea	n countries	11
		Central Asia	4
Distance to home			%
up to 50 km			17
more than 50 km up	to 1	100 km	12
more than 100 km up	to	300 km	34
over 300 km			37
Countries with the h	nigh	est visitor shares	% 30
Czech Republic			23
Frequency of visits 1	to t	rade fair	%
Previous event			26
Earlier events			32
First visit			57
Average length of s	tay	1,2	days
Influence on purcha	sing	J/procurement	0.
decisions			%
Decisively			23
Collectively			22
In an advisory capacit	ty		24
No Student			13 16
Other not gainfully en	nnla	wod	2
other not gainfully en	iihir	ryeu	2

### ----- Leipzig

Area of responsibility Management	% 21
Research/development/design	9
Manufacturing, production, quality control	10
Buying/procurement	2
Finance/accounting, controlling Information and communication technology	1
Organisation, personnel, administration	1 1 3 3
Sales	2
	3
Marketing, advertising, PR	-
Logistics: storage, material management,	
transport	1 7
Maintenance/repairs	
Other area	25
Student	16
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manage	er,
branch manager, head of public office	2
Department head, group head, team leader	4
Other salaried staff, civil servant,	
skilled worker	17
Lecturer, teacher	2
Trainee	7
Other position	14
Student	16
Other not gainfully employed	2
Fronomic sector	%

Economic sector	%
Skilled trades, Building trade	23
Architect/engineer's and planning office Public office, Authority, public services,	17
foundation	11
Restorer	10
Restorer in Skilled trades	8
Training and further training	4
Specialist trade	2
Research and development	2
Industry	2
Other service	2
Other sectors	2
Student	16
Other not gainfully employed	2

%
2
5
16
2

Conducted by: Institut für Marktforschung GmbH, Leipzig

# FACHDENTAL Leipzig ------ Leipzig

### Trade visitors' profile

Visitors (number of	ent	ries)	4 385
Proportion of trade	visi	tors	97%
Germany (total) of which			100
of which Nielsen 1	2	Nielsen 4	1
Bremen	_	Bavaria	1
Hamburg	- 0		33
Lower Saxony	0		5
Schleswig-Holstein	- [	DC11111	6
Nielsen 2		Mecklenburg-	
North Rhine-Westph.	-	West Pommer	ania -
Nielsen 3a	-	Saxony-Anhalt	
Hesse	-		63
Rhineland-Palatinate	-	Saxony	55
Nielsen 3b	1	Thuringia	8
Saarland	1	3	
Baden-Württemb.	1		
Distance to home			%
up to 50 km			46
more than 50 km up			25
more than 100 km up	to	300 km	27
over 300 km			2
Frequency of visits t	to t	rade fair	%
Previous event			43
Earlier events			64
First visit			22
Average length of s	tay	1	,0 days
Influence on purcha	sing	J/procurement	
decisions			%
Decisively			29
Collectively			33
In an advisory capacit	ty		17
No			13
Student			6
Other not gainfully en	npic	yea	1

		pany/organisation	%
		ner, freelancer	34
		oard member,	
head of an			1
		manager, plant manage	
		nd of public office	1
		oup head, team leader civil servant,	2
skilled work	er		38
Lecturer, te	acher		1
Trainee			11
Other positi	on		4
Student			6
Other not g	ainfully e	mployed	1
Economic s	ector		%
Dentist's pr	actice,- cl	linic	79
Orthodontic			4
Oral and m	axillofacia	al surgery	2
Dental tech	nology la	boratory	2 9 2 7
Dental trad	e	*	2
University,	polytechn	ic, vocational school	7
Service			1
Other			2
Size of con	npany/or	ganisation:	
Number of			%
1- 4	40	500 - 999	1
5- 9	37	1 000 and more	1
10 40	11	Ctudent	6

10- 49 11 Student 50- 199 2 Other not gainfully 200- 499 - employed

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

# HAUS-GARTEN-FREIZEIT ----- Leipzig

### Private visitors' profile

Visitors (number of	entries) 1	82 50
Proportion of private	e visitors	86%
Germany (total) of which		100
Nielsen 1	- Nielsen 4	
Bremen	- Bavaria	
Hamburg	- Nielsen 5+6	2
Lower Saxony	- Berlin	
Schleswig-Holstein	- Brandenburg	
Nielsen 2	- Mecklenburg-	
North Rhine-Westph.	- West Pommera	nia
Nielsen 3a	- Saxony-Anhalt	24
Hesse	- Nielsen 7	7:
Rhineland-Palatinate	- Saxony	6
Saarland	- Thuringia	
Nielsen 3b	-	
Baden-Württemb.	-	
up to 50 km more than 50 km up t		5
up to 50 km more than 50 km up t more than 100 km up		5 3 1
up to 50 km more than 50 km up 1 more than 100 km up over 300 km	to 300 km	54 30 1!
Distance to home up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits t	to 300 km	54 30 1!
up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits to Previous event	to 300 km	5- 3- 1- 9- 5-
up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits to Previous event Earlier events	to 300 km	9/ 54 31 1! 9/ 56
up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits to Previous event Earlier events	to 300 km	5- 31 11 9- 5- 6-
up to 50 km more than 50 km up more than 100 km up over 300 km  Frequency of visits t Previous event Earlier events First visit  Sex	to 300 km	9/ 5- 6- 2!
up to 50 km up to	to 300 km	5. 31 11 5 6. 22
up to 50 km up to	to 300 km	5. 31 11 5 6. 22
up to 50 km up to	to 300 km	5. 31 1. 9, 5. 6. 2.
up to 50 km up to	to 300 km  o trade fair	9 5 6 2 9 4 5
up to 50 km up to 50 km up to 50 km up to 50 km up to more than 100 km up over 300 km  Frequency of visits to Previous event Earlier events First visit  Sex Male Female  Age up to 20 years over 20 up to 30 years	to 300 km  o trade fair	9 5 6 2 9 4 5
up to 50 km up to	to 300 km  o trade fair	9, 56, 22 9, 44, 51
up to 50 km up over 300 km  Frequency of visits to Frevious event Earlier events First visit  Sex Male Female  Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 40 up to 50 years	to 300 km  o trade fair	55 31 11 9,55 66 22 9,44 51 11,12
up to 50 km up to more than 50 km up to more than 100 km up over 300 km  Frequency of visits to Previous event Earlier events First visit  Sex Male Female  Age up to 20 years over 20 up to 30 years over 20 up to 50 years over 40 up to 50 years over 50 up to 60 years over 50	to 300 km  o trade fair	55 31 11 95 62 2 94 45 5
up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits t Previous event	to 300 km  o trade fair	55 31 11 9,55 66 22 9,44 51 11,12

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	6
	U
Managing director, board member,	1
head of an authority etc.	
Area manager, works manager, plant manage	
branch manager, head of public office	2
Department head, group head, team leader	7
Other salaried staff, civil servant,	
skilled worker	44
Lecturer, teacher	2
Trainee	
Other position	6
Student	10
Housewife/man	2
Old-age pensioner	15
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended	,,
at the exhibition	
yes	74
no	6
maybe	21
illaybe	- 21
Follow-up business	%
Intend to buy at later date	,,,
ves	32
no	12
maybe	56
•	
Conducted by: factx Gesellschaft für Mai	rkt-
und Sozialforschung, Köln	

# Leipziger Tierärztekongress ----- Leipzig

## Trade visitors' profile

Visitors (number of entries)	10 837	Area of responsibility %
Proportion of trade visitors	100%	Management - Research/development/design -
rioportion of trade visitors	100 /0	Manufacturing, production, quality control
Germany (total)	94	Buying/procurement -
of which		Finance/accounting, controlling -
Nielsen 1 14 Nielsen 4	10	Information and communication technology -
Bremen - Bavaria	10	Personnel administration, administration -
Hamburg 1 Nielsen 5+6	25	Sales -
Lower Saxony 10 Berlin	7	Marketing, advertising, PR -
Schleswig-Holstein 3 Brandenburg	7	Logistics: storage, material management,
Nielsen 2 9 Mecklenburg-		transport -
North Rhine-Westph. 9 West Pommer		Maintenance/repairs -
Nielsen 3a 8 Saxony-Anhalt		Practice owner 41
Hesse 6 Nielsen 7	29	Employee Vet 46
Rhineland-Palatinate 2 Saxony	24	Civil servant Vet 6
Saarland - Thuringia	5	Qualified veterinary employee 3
Nielsen 3b 4 Baden-Württemb. 4		Other job 4
Baden-wurttemb. 4		Position in the company/organisation %
Foreign (total)	6	Entrepreneur, co-owner, freelancer 34
of which		Managing director, board member,
EU	68	head of an authority etc. 3
Other countries	32	Area manager, works manager, plant manager,
		branch manager, head of public office -
Distance to home	%	Department head, group head, team leader 4
up to 50 km	16	Other salaried staff, civil servant,
more than 50 km up to 100 km	7	skilled worker 34
more than 100 km up to 300 km	31	Lecturer, teacher 3
over 300 km	45	Trainee 1
Francisco of cities to total fair	%	Other position 3
Frequency of visits to trade fair		Student 17
Previous event Earlier events	49 45	Other not gainfully employed 2
First visit	37	Economic sector %
I II St. VISIT		Small animal veterinary practice 26
Average length of stay 2	,6 days	Mixed practice 15
Average length of stay	.,o days	University/college 10
Influence on purchasing/procurement		Equine veterinary practice 10
decisions	%	Public veterinary administrative service 7
Decisively	27	Livestock veterinary practice 7
Collectively	21	Other Institutions 4
In an advisory capacity	21	Testing facility, Federal Agency/Institute,
No	13	Animal Disease Fund, Animal Health Agency/
Student	17	Service 2
Other not gainfully employed	2	Industrial company 1
3 , , ,		Student 17
		Other not gainfully employed 2
		Cine of commonwhammed to the common to the c
		Size of company/organisation: Number of employees %
		1- 4 32 500 - 999 2
		5- 9 14 1 000 and more 3
		10- 49 22 Student 17
		50- 100 5 Other not gainfully

# MIDORA (2013) ----- Leipzig

## Trade visitors' profile

Other not gainfully

Conducted by: FGM GmbH, Leipzig

50- 199

Visitors (number of	entries)	1 934	Area of responsibility  Management
Proportion of trade	visitors	92%	Research/development/design
Germany (total)		97	Manufacturing, production, quality control Buying/procurement
of which			Finance/accounting, controlling
Nielsen 1	3 Nielsen 4	2	Information and communication technology
Bremen	1 Bavaria	2	Personnel administration, administration
Hamburg	- Nielsen 5+6	34	Sales
Lower Saxony	2 Berlin	6	Marketing, advertising, PR
Schleswig-Holstein	1 Brandenburg	8	Logistics: storage, material management,
Nielsen Ž	3 Mecklenburg-		transport
North Rhine-Westph.	3 West Pommer	rania 3	Maintenance/repairs
Nielsen 3a	2 Saxony-Anhal		Other area
Hesse	2 Nielsen 7	51	Student
Rhineland-Palatinate	- Saxony	39	Other not gainfully employed
Saarland	- Thuringia	12	
Nielsen 3b	3		Position in the company/organisation
Baden-Württemberg	3		Entrepreneur, co-owner, freelancer
			Managing director, board member,
Foreign (total)		3	head of an authority etc.
			Area manager, works manager, plant manage
Distance to home		%	branch manager, head of public office
up to 50 km		20	Department head, group head, team leader
more than 50 km up		21	Other salaried staff, civil servant,
more than 100 km up	o to 300 km	41	skilled worker
over 300 km		18	Lecturer, teacher
			Trainee
Frequency of visits	to exhibition	%	Other position
Previous event		46	Student
Earlier events		67	Other not gainfully employed
First visit		28	
A lawath of a		1.2	Economic sector
Average length of s	tay	1,2 days	Specialist retail trade in watches,
lufficación accordina			jewellery etc.
Influence on purcha	sing/procurement	· %	Gold and silversmith, design sector
decisions Decisionly		% 51	Other service
Decisively Collectively		27	Chain, department store, mail order,
In an advisory capaci	tu	13	wholesale
No	Ly	7	Commercial agent
Student		2	Industry
Other not gainfully er	mployed	1	Boutique, piercing studio, hair salon, cosmetic studio, drugstore
outer not gainfully el	npioyeu		Other sectors
			Student
			Other not gainfully employed
			Other not gainfully employed
			Size of company/organisation: Number of employees
			1- 4 69 500 - 999
			5- 9 12 1 000 and more
			5- 9 12 1 000 and more

10- 49 50- 199

200-499

# modell-hobby-spiel (2013)

## Private visitors' profile

39

14

25

71

12

%

53 15

11

Student

Other not gainfully

Conducted by: FGM GmbH, Leipzig

Visitors (number of entries)	108 493
Proportion of private visitors	97%
Germany (total) of which Nielsen 1 3 Nielsen 4 Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony 2 Berlin Schleswig-Holstein Nielsen 3 - West Pommer Nielsen 3a 1 Nielsen 7 Rhineland-Palatinate Saarland Nielsen 3b Baden-Württemberg - Brawaria	
Foreign (total) of which EU Other countries	<b>2</b> 60 40
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	% 39 26 29 6
Frequency of visits to exhibition Previous event Earlier events First visit	% 44 60 31
Sex Male Female	% 56 44
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 13 31 24 23 9
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	% 23 25 19 17 11 4

# -----> Leipzig

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

# ORTHOPÄDIE + REHA-TECHNIK (2012) ----- Leipzig

## Trade visitors' profile

/isitors (number of e	entries)	18 868
Proportion of trade	visitors	93%
Germany (total)		60
of which Nielsen 1	14 Nielsen 4	11
Bremen	1 Bavaria	11
Hamburg	1 Nielsen 5+6	18
	10 Berlin	4
	3 Brandenburg	5
	13 Mecklenburg-	
North Rhine-Westph.		
Nielsen 3a	8 Saxony-Anhal	
lesse	5 Nielsen 7	26
Rhineland-Palatinate	3 Saxony	17
Saarland	<ul> <li>Thuringia</li> </ul>	9
	10	
Baden-Württemberg	10	
Foreign (total)		40
EU		54
Other europ	ean countries	19
Africa		4
North Amer	rica	5
South and (	Central America	6
Middle East		7
	t-, Central Asia	6
Australia		1
Distance to home		%
ıp to 50 km		5
nore than 50 km up t		6
nore than 100 km up	to 300 km	20
over 300 km		69
Countries with the h	ighest visitor sh	
Czech Republic		7
Austria		5
Belgium		5 5
France Switzerland		5
SWILZEITATIU		
requency of visits to	o trade fair	%
Previous event		44 41
Earlier events First visit		41
Average length of st	ay	1,8 days
nfluence on purchas	ing/procurement	
decisions		%
Decisively		23
Collectively	.,	33
n an advisory capacit	у	23 14
No Student		
student Other not gainfully em	nloved	6
oner not gainfully en	ipioyeu	- 1

Area of responsibility Management	% 20
Research/development/design Manufacturing, production, quality control	9 36
Buying/procurement Finance/accounting, controlling	2
Information and communication technology Organisation, personnel, administration	- 1
Sales	9
Marketing, advertising, PR Logistics: storage, material management,	2
transport Maintenance/repairs	1
Other area Student	12 6
Other not gainfully employed	1
Position in the company/organisation	% 15
Entrepreneur, co-owner, freelancer Managing director, board member,	
head of an authority etc.  Area manager, works manager, plant manage	9 er,
branch manager, head of public office Department head, group head, team leader	12 14
Other salaried staff, civil servant, skilled worker	24
Lecturer, teacher	3
Trainee Other position	12 7
Student Other not gainfully employed	6 1
Economic sector	%
Orthopaedic companies Sanitary specialist trade	50 7
University/academy/specialist school	6
Orthopaedic shoe companies Rehabilitation systems companies	6 6
Hospital Therapeutical practice	5 4
Social services Medical technical specialised trade	2
Practice	2
Vocational school/technical college Association, society, self-help group	1 1
Prophylaxis and rehabilitation facilities Other sectors	1
Student Other not gainfully employed	6 1
Size of company/organisation:	
Number of employees 1- 4 10 500 - 999	% 4
5- 9 13 1 000 and more	7
10- 49 32 Student 50- 199 19 Other not gainfully	6
200- 499 9 employed	1
Conducted by: Institut für Marktforschun	~

# Rheinland-Pfalz-Ausstellung (2012) ---- Mainz

## Private visitors' profile

70 54	
94%	
10	
9 8 1	
9 5 4 3 4 1	
9 4 5	
9 4 2 1	
9 1 1 2 2 2	

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	,0 8
Managing director, board member,	0
head of an authority etc.	2
Area manager, works manager, plant manage	
branch manager, head of public office	4
Department head, group head, team leader	9
Other salaried staff, civil servant,	
skilled worker	37
Lecturer, teacher	3
Trainee	3 2 6
Other position	6
Student	8
Housewife/man	5
Old-age pensioner	15
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	73
no	5
maybe	22
	22
Follow-up business	%
Intend to buy at later date	
ves	31
no	15
maybe	55
•	
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

# analytica ---- München

## Trade visitors' profile

ridde visitors prome		
Visitors (number of entries)	35 384	Area of r Managem
Proportion of trade visitors	99%	Research/ Manufacti
Germany (total) of which	65	Buying/pro Finance/a
Nielsen 1 4 Nielsen 4	59	Informatio
Bremen - Bavaria	59	Personnel
Hamburg 1 Nielsen 5+6	5	Sales
Lower Saxony 2 Berlin	3	Marketing
Schleswig-Holstein 1 Brandenburg Nielsen 2 7 Mecklenburg-	1	Logistics: transport
North Rhine-Westph. 7 West Pommer	rania -	Maintena
Nielsen 3a 8 Saxony-Anhal		Other are
Hesse 4 Nielsen 7	4	Product n
Rhineland-Palatinate 3 Saxony	3 1	Student
Saarland - Thuringia Nielsen 3b 14	I	Other not
Baden-Württemb. 14		Position
Foreign (total)	35	Entrepren Managing
of which	56	head of a Head of c
Other european countries	18	authorised
Africa	3	Departme
South-, East-, Central Asia	12	team lead
Other countries	11	Head of t
Distance to home	%	or similar Project m
up to 50 km	22	responsibi
more than 50 km up to 100 km	7	Other sala
more than 100 km up to 300 km	19	skilled wo
over 300 km	51	Lecturer,
Countries with the highest visitor sha	ares %	Trainee Other pos
Austria	14	Student
Switzerland	9	Other not
United Kingdom	6	- Cilici liot
		Economic
Frequency of visits to trade fair	%	User of in
Previous event	36	Manufact
Earlier events	36	Dealer in
First visit	50	Service/co instrumen
Average length of stay	1,5 days	Industrial
Influence on purchasing/procurement		University Other typ
decisions	%	Other typ Authority/
Decisively	18	Student
Collectively	33	Other not
In an advisory capacity	25	
No	11	Size of co
Student Other net gainfully employed	11 2	Number
Other not gainfully employed	2	1- 4 5- 9
		10- 49
		FO 100

Area of responsibility	%
Management	9
Research/development/design	40
Manufacturing, production, quality control	13
Buying/procurement	2
Finance/accounting, controlling	
Information and communication technology	1
Personnel administration, administration	- 1
Sales	11
Marketing, advertising, PR	2
Logistics: storage, material management,	-
transport	
	2
Maintenance/repairs	8
Other area	_
Product management	1
Student	11
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member,	•
head of an authority etc.	8
Head of central department, division manager	
authorised signatory	´ 5
	)
Departmental manager, group manager,	19
team leader, head of laboratory	19
Head of the institute, tenured professor	
or similar	1
Project manager with personal and budget	
responsibility	6
Other salaried staff, civil servant,	
skilled worker	27
Lecturer, teacher	11
Trainee	2
Other position	3
Student	11
Other not gainfully employed	2
Economic sector	%
User of instrumental analytics	28
Manufacturer of instrumental analytics	9
Dealer in instrumental analytics	10
Service/consulting in connection with	
instrumental analytics	6
Industrial research and development	14
University Research & Development	13
Other types of research and development	4
Authority/public services	5
Student	11
	2
Other not gainfully employed	
Size of company/organisation:	
Number of employees	%
1- 4 6 500 - 999	5
5- 9 6 1 000 and more	25

20

15

10

forschung, München

Conducted by: TNS Infratest Wirtschafts-

50- 199

200-499

11

Student

employed

Other not gainfully

# AUTOMATICA (2012) ----- München

## Trade visitors' profile

Proportion of trade visitors	98%
Germany (total)	69
of which	-
Nielsen 1 3 Nielsen 4	57
Bremen - Bavaria	57
lamburg 1 Nielsen 5+6	2
ower Saxony 2 Berlin	1
chleswig-Holstein 1 Brandenburg	
Vielsen 2 5 Mecklenburg-	
Jorth Rhine-Westph. 5 West Pommerania	-
Vielsen 3a 8 Saxony-Anhalt	_
lesse 4 Nielsen 7	5
Rhineland-Palatinate 3 Saxony	3
Gaarland 1 Thuringia	2
Vielsen 3b 19	_
Baden-Württemberg 19	
Taden Wartenberg 15	
oreign (total)	31
of which	
EU	66
Other european countries	16
Other countries	19
o their countries	
Distance to home	%
ip to 50 km	18
nore than 50 km up to 100 km	9
nore than 100 km up to 300 km	27
over 300 km	46
Countries with the highest visitor shares	%
Austria	16
talv	13
Zech Republic	7
zeen nepasie	
requency of visits to trade fair	%
revious event	25
arlier events	18
irst visit	67
Average length of stay 1,3 (	lays
nfluence on purchasing/procurement	
lecisions	%
Decisively	20
Collectively	31
n an advisory capacity	23
In all advisory capacity	12
••	13
tudent	
tudent Other not gainfully employed	1

Area of responsibility	% 27
Management Research/development/design	20
Manufacturing, production, quality control	18
Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	1
Sales	6
Marketing, advertising, PR Logistics: storage, material management,	2
transport	
Maintenance/repairs	5
Other area	3
Student Other net gainfully employed	13
Other not gainfully employed	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer Managing director, board member,	9
head of an authority etc.	8
Area manager, works manager, plant manage	
branch manager, head of public office	' <u>,</u>
Department head, group head, team leader	2
Foreman, master craftsman	
Other salaried staff, civil servant,	
skilled worker	28
Lecturer, teacher	
Trainee	
Other position Student	13
Other not gainfully employed	13
Economic sector	%
Automobile manufacture, OEM and supplier	30
Construction industry	- 2
Chemical industry	2
Electrical engineering/electronics industry	15
Food and beverage idustry	2
Timber processing industry	
Information-/Communication Industry	3
Plastics and rubber industry	3
Logistics	3
Aerospace industry Metalworking industry	16
Paper and printing industry	- 10
Pharmaceuticals, cosmetics, medical	
technology	3
Packaging industry	- 2
Trade	
Research	
Other sectors	13
Student	13
Other not gainfully employed	
Size of company/organisation:	
Number of employees	%
1 / 6 500 000	

500 - 999

Student

29

13

1 000 and more

Other not gainfully

5- 9

10- 49

50- 199 200-499 12

16

13 Conducted by: TNS Infratest, München

7		
0	Proportion of trade visitors	98%
8 1	Cormany (total)	50
1	Germany (total) of which	30
i	Nielsen 1 5 Nielsen 4	52
i	Bremen 1 Bavaria	52
6	Hamburg 2 Nielsen 5+6	5
2	Lower Saxony 2 Berlin	3
	Schleswig-Holstein 1 Brandenburg	2
-	Nielsen 2 6 Mecklenburg-	
5	North Rhine-Westph. 6 West Pommerania	-
5 3 3 1	Nielsen 3a 5 Saxony-Anhalt Hesse 4 Nielsen 7	4
3 1	Hesse 4 <u>Nielsen 7</u> Rhineland-Palatinate 1 Saxony	3
_	Saarland - Thuringia	_
%	Nielsen 3b 23	
9	Baden-Württemb. 23	
8	Foreign (total)	50
	of which	
5	EU	66
1	Other european countries	17
5	North America	4
8	South-, East-, Central Asia Other countries	8 5
	Other countries	
5 5 2 3	Distance to home	%
2	up to 50 km	12
3	more than 50 km up to 100 km	6
1	more than 100 km up to 300 km	20
-	over 300 km	61
6	Countries with the binbook visitor shows	%
0 າ	Countries with the highest visitor shares	% 14
2	Austria	10
5	France	6
2	United Kingdom	6
0 2 2 5 2	Switzerland	6
2 3 1 3	Francisco of visits to trade fel-	0/
ე 1	Frequency of visits to trade fair Previous event	% 32
3	Earlier events	34
6	First visit	53
1		
3	Average length of stay 1,6 d	lays
2	Influence on purchasing/procurement	
1	decisions	%
5 3 3	Decisively	20
3	Collectively	32
	In an advisory capacity	24
1	No Student	9 14
_	Other not gainfully employed	14
/	other not gainfully employed	- 1

## Trade visitors' profile

Visitors (number of entries)

# ----> München

Area of res	onsibi	lity	%
Managemen			9
Research/dev			44
Buying/procu	ig, proc	duction, quality control	8 7
Finance/acco			-
		mmunication technology	2
		ation, administration	-
Sales			7
Marketing, a			3
transport	rage, r	naterial management,	1
Maintenance	/repairs		i
Other area			2
Consulting			2
Student			14
Other not ga	infully	employed	1
Position in	he cor	npany/organisation	%
Entrepreneur	, co-ov	ner, freelancer	11
		board member,	
head of an a			7
Area manage	r, work	s manager, plant manage ead of public office	r, 7
Denartment	head o	group head, team leader	10
Project mana	iger wi	th personal and budget	10
responsibility		,	11
		civil servant,	
skilled worke			30
Lecturer, tea Trainee	criei		5
Other position	n		1
Student			14
Other not ga	infully	employed	1
Economic se	ctor		%
		electronic components,	/0
assembly gro	up sub	-systems	19
		tronic components	13
	of elec	tronic assembly groups,	24
sub-systems	tronic	components, assembly	21
groups, sub-			8
Service	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	•	9
Research and	d devel	opment	12
Teaching and		ng	2
Other sector	5		1.4
Student Other not ga	infully	amplayed	14 1
Other not go	illiully	епіріоуец	_'
		rganisation:	
Number of			%
1- 9 10- 49	12 15	500 - 999 1 000 and more	9 22
10- 49 50- 199	17	Student	14
200- 499	10	Other not gainfully	14
		employed	1

Conducted by: TNS Infratest Wirtschafts-forschung, München

# f.re.e ----> München

## Private visitors' profile

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 Pommerar	nia -
Nielsen 3a - Saxony-Anhalt	-
Hesse - <u>Nielsen 7</u>	1
Rhineland-Palatinate - Saxony	-
Saarland - Thuringia	-
Nielsen 3b 1	
Baden-Württemb. 1	
Foreign (total) of which	2
EU	95
Other countries	5
Country with the highest visitor share	%
Austria	83
Distance to home	%
up to 50 km	64
more than 50 km up to 100 km	23
more than 100 km up to 300 km	12
over 300 km	2
Frequency of visits to trade fair	%
Previous event	42
Earlier events	55
First visit	35
Sex	%
Male	48
Female	52
Size of household	%
1 person	22
2 persons	45
3 persons	13
4 persons	14
5 persons and more	6
Age	%
	7
up to 20 years	21
up to 20 years over 20 up to 30 years	
over 20 up to 30 years over 30 up to 40 years	15
over 20 up to 30 years over 30 up to 40 years	21
over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years	21 19
over 20 up to 30 years over 30 up to 40 years	21

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manage	
branch manager, head of public office	2
Department head, group head, team leader	11
Other salaried staff, civil servant,	
skilled worker	36
Lecturer, teacher	4
Trainee	3
Other position	5
Student	10
Housewife/man	3
Old-age pensioner	15
Other not gainfully employed	1
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	32
no	32
maybe	37
Follow-up business Intend to buy at later date	%
ves	30
no	14
maybe	57
*	
Conducted by: TNS Infratest Wirtschaftsforschung, München	

# IFAT ---- München

Visitors (number of entries) 135		of responsibility
Proportion of trade visitors	8% Rese	agement arch/development/design
Germany (total) of which Nielsen 1 6 Nielsen 4 Bremen 1 Bavaria Hamburg 1 Nielsen 5+6 Lower Saxony 4 Berlin Schleswig-Holstein 1 Brandenburg Nielsen 2 10 Mecklenburg- North Rhine-Westph. 10 West Pommerania Nielsen 3a 17 Saxony-Anhalt Hesse 9 Nielsen 7 Rhineland-Palatinate 6 Saxony	55         Buyir Finar           42         Infor           42         Orga           5         Sales           1         Mark           1         Logis           trans         trans           1         Main           2         Othe           6         Appl	seting, advertising, PR stics: storage, material management,
Saarland 2 Thuringia	3 Stude	
Nielsen 3b 15 Baden-Württemb. 15	Posit Entre	tion in the company/organisation
Foreign (total) of which  EU Other european countries Africa North America South and Central America Middle East	head 61 Area 19 brand 3 Depa 2 Forei 4 Othe	aging director, board member, of an authority etc. manager, works manager, plant manager ch manager, head of public office artment head, group head, team leader man, master craftsman r salaried staff, civil servant, d worker
South-, East-, Central Asia  Distance to home up to 50 km more than 50 km up to 100 km	— Train	r position
more than 100 km up to 300 km over 300 km	68 Indus	nomic sector stry, manufacturing sector
Countries with the highest visitor shares Austria Italy Switzerland Denmark Czech Republic	% Priva 11 and control 7 Engin 7 Othe 4 Trade 2 Auth	icipal supplying and disposal companies te supplying and disposal companies operators neer's consultant's office r service e ority/public services ersities and polytechnics, science
Frequency of visits to trade fair Previous event Earlier events First visit	% and and Asso	research ciation r sectors
Average length of stay 1,9		of company/organisation:
Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student	Num   1-   %   5-   22   10-   30   50-   24   Cond	ber of employees - 4 11 200 - 499

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 Application/process engineering Environmental protection Student  Position in the company/organisation	% 15 8 13 4 1 - 1 8 1 1 6 5 7 15
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 Application/process engineering Environmental protection Student	8 13 4 1 1 8 1 1 6 5 7 15
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 Application/process engineering Environmental protection Student	13 4 1 8 1 1 6 5 7 15
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 Application/process engineering Environmental protection Student	4 1 8 1 1 6 5 7
Finance/accounting, controlling Information and communication technology Organisation, personnel, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Application/process engineering Environmental protection Student	1 1 8 1 1 6 5 7
Information and communication technology Organisation, personnel, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Application/process engineering Environmental protection Student	1 8 1 1 6 5 7
Organisation, personnel, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Application/process engineering Environmental protection Student	1 8 1 1 6 5 7 15
Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Application/process engineering Environmental protection Student	8 1 6 5 7 15
Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Application/process engineering Environmental protection Student	1 6 5 7 15
Logistics: storage, material management, transport Maintenance/repairs Other area Application/process engineering Environmental protection Student	6 5 7 15
transport Maintenance/repairs Other area Application/process engineering Environmental protection Student	6 5 7 15
Other area Application/process engineering Environmental protection Student	5 7 15
Application/process engineering Environmental protection Student	7 15
Environmental protection Student	15
Student	
Desition in the company/organisation	14
Position in the combany/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member,	
head of an authority etc.	9
Area manager, works manager, plant manager	
branch manager, head of public office	10
Department head, group head, team leader Foreman, master craftsman	17
Other salaried staff, civil servant,	U
skilled worker	25
Lecturer, teacher	3
Trainee	2
Other position	2
Student	14
Economic sector	%
Industry, manufacturing sector	21
Municipal supplying and disposal companies	28
Private supplying and disposal companies	
and operators Engineer's consultant's office	12
Engineer's consultant's office Other service	12
Engineer's consultant's office Other service Trade	12 5 4
Engineer's consultant's office Other service Trade Authority/public services	12 5 4
Engineer's consultant's office Other service Trade Authority/public services Universities and polytechnics, science	12 5 4 3
Engineer's consultant's office Other service Trade Authority/public services Universities and polytechnics, science and research	12 5 4 3
Engineer's consultant's office Other service Trade Authority/public services Universities and polytechnics, science and research Association	12 5 4 3
Engineer's consultant's office Other service Trade Authority/public services Universities and polytechnics, science and research Association Other sectors	12 5 4 3 1
Engineer's consultant's office Other service Trade Authority/public services Universities and polytechnics, science and research Association Other sectors Student	12 5 4 3 1
Engineer's consultant's office Other service Trade Authority/public services Universities and polytechnics, science and research Association Other sectors Student Size of company/organisation:	12 5 4 3 1 -
Engineer's consultant's office Other service Trade Authority/public services Universities and polytechnics, science and research Association Other sectors Student  Size of company/organisation: Number of employees	9 12 5 4 3 1 - 14
Engineer's consultant's office Other service Trade Authority/public services Universities and polytechnics, science and research Association Other sectors Student  Size of company/organisation: Number of employees  1- 4 11 200 - 499	12 5 4 3 1 1 14
Engineer's consultant's office Other service Trade Authority/public services Universities and polytechnics, science and research Association Other sectors Student  Size of company/organisation: Number of employees	12 5 4 3 1 1 -

# INHORGENTA MUNICH (2013) — München

## Trade visitors' profile

Visitors (number of	enti	ries)	29 544
Proportion of trade	visi	tors	94%
Germany (total) of which			68
Nielsen 1	9	Nielsen 4	39
Bremen	-	Bavaria	39
Hamburg	2	Nielsen 5+6	4
Lower Saxony	4	Berlin	2
Schleswig-Holstein	3	Brandenburg	1
Nielsen 2	11	Mecklenburg-	
North Rhine-Westph.		West Pommera	ınıa -
<u>Nielsen 3a</u> Hesse	9	Saxony-Anhalt	-
неsse Rhineland-Palatinate	5	Nielsen 7	2
Knineiand-Palatinate Saarland	ว 1	Saxony Thuringia	
Nielsen 3b	25	muringia	
Baden-Württemberg	25		
Foreign (total)			32
of which FU			81
	ากคลเ	n countries	12
Other cou			7
Distance to home			%
up to 50 km			13
more than 50 km up	to 1	00 km	6
more than 100 km u	p to	300 km	23
over 300 km			57
Countries with the	high	est visitor shar	
Austria			25
Netherlands			7
Italy			7
Switzerland			7
United Kingdom			6
Frequency of visits	to e	xhibition	%
2012 2011			55
			52 49
Earlier events First visit			24
FIRST VISIT			24
Average length of	stay	1,	7 days
Influence on purcha	asing	/procurement	٥,
decisions			%
Decisively			46
Collectively	ie.		25 14
In an advisory capac No	ııy		14
			6
Student Other not gainfully e	mnla	wood	1
omer not gainfully e	IIIhin	yeu	

Area of responsibility Management Research/development/design	% 35 1
Manufacturing, production, quality control	6
Buying/procurement Finance/accounting, controlling	6 2
Information and communication technology Personnel administration, administration	- 2
Sales Marketing, advertising, PR	15 4
Logistics: storage, material management, transport	
Maintenance/repairs Other area	1
Product development/design	14
Student Other not gainfully employed	6 1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer Managing director, board member,	53
head of an authority etc. Area manager, works manager, plant manage	5 r,
branch manager, head of public office Department head, group head, team leader	3 5
Foreman, master craftsman Other salaried staff, civil servant,	3
skilled worker	13
Lecturer, teacher Trainee	7
Other position Student	2 6
Other not gainfully employed	1
Economic sector Classical retail trade in fashion jewellery,	%
watches and jewellery Trend shop with lifestyle jewellery and watches	28
Other retail Department store	7 2
Wholesale and foreign trade in fashion	
jewellery, watches and gemstones Other wholesale trade	5
Commercial agent Mail order business, TV/Internet-shopping	1
Gold/silversmith without retail outlet Watchmaker without retail outlet	15 1
Producer Supplying company belonging to the sector	5 1
Designer Gallery	7
Polytechnics	2
Other sectors Student	6

Other not gainfully employed

5- 9 18

10- 49 11

50- 199

Size of company/organisation: Number of employees 1- 4 53 50

4

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

500 - 999

Student Other not gainfully 3

1 000 and more

# INTERFORST --- München

## Trade visitors' profile

Proportion of trade visitors	<b>78</b> %
Germany (total)	81
of which	01
Nielsen 1 3 Nielsen 4	53
Bremen - Bavaria	53
Hamburg - Nielsen 5+6	3
Lower Saxony 2 Berlin	-
Schleswig-Holstein - Brandenburg	1
Nielsen 2 5 Mecklenburg-	
North Rhine-Westph. 5 West Pommeran	ia 1
Nielsen 3a 9 Saxony-Anhalt	1
Hesse 4 Nielsen 7	5
Rhineland-Palatinate 4 Saxony	2
Saarland 1 Thuringia	2
Nielsen 3b 22	
Baden-Württemb. 22	
Foreign (total)	19
of which	
EU	74
Other european countries	19
Other countries	8
Distance to home	%
up to 50 km	10
nore than 50 km up to 100 km	13
nore than 100 km up to 300 km	36
over 300 km	40
Wei 300 kill	40
Countries with the highest visitor share	s %
Austria	36
Switzerland	12
taly	6
,	
Frequency of visits to trade fair	%
Previous event	43
Earlier events	32
First visit	47
Average length of stay 1,3	days
Influence on purchasing/procurement	
decisions	%
Decisively	31
Collectively	25
n an advisory capacity	19
in an advisory capacity No	15
NO Student	8
Other not gainfully employed	2

Area of responsibility	9
Management	3
Research/development/design	2
Manufacturing, production, quality control Buying/procurement	2
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs Other area	1
Other area Student	-
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	2
Managing director, board member,	-
head of an authority etc.	
Area manager, works manager, plant manage	r,
branch manager, head of public office	
Department head, group head, team leader	
Other management positions with	
personnel/budget responsibility Foreman, master craftsman	
Other salaried staff, civil servant,	
skilled worker	2
Lecturer, teacher	-
Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	9
State forest	1
Other public forest	1
Private forest	2
(Farmer and other private forest) Forestry sub-contractor	1
Nursery/landscape gardening	
Forestry college/specialist school	
Forestry machine manufacturer	
Sawmill industry	
Other sectors	
Wood power (Operator, manufacturers,	
processing, dealers)	
Timber trade	
Wood transport	
	1
Other sectors	-
Other service Other sectors Student Other not gainfully employed	1

## **INTERNATIONALE**

## Trade visitors' profile

Visitors (number of	entries)	128 918
Proportion of trade	visitors	31%
Germany (total)		95
of which	1 Nieleen 4	95
Nielsen 1 Bremen	1 <u>Nielsen 4</u> - Bavaria	95 95
Hamburg	- Nielsen 5+6	
Lower Saxony	1 Berlin	
Schleswig-Holstein	- Brandenbur	n -
Nielsen 2	- Mecklenbur	
North Rhine-Westph.		
Nielsen 3a	1 Saxony-Anh	alt -
Hesse	- Nielsen 7	1
Rhineland-Palatinate	1 Saxony	-
Saarland	- Thuringia	-
Nielsen 3b	2	
Baden-Württemb.	2	
Foreign (total) of which		5
EU		79
Other cour	ntries	21
Distance to home		%
up to 50 km		46
more than 50 km up		24
more than 100 km u	p to 300 km	22
over 300 km		8
Country with the hi	ighest visitor sh	
Austria		39
Frequency of visits	to trade fair	%
Previous event		31
Earlier events		41
First visit		40
Average length of	stay	1,1 days
Influence on purcha	sing/procureme	nt
decisions		%
Decisively		20
Collectively		19
In an advisory capaci No	ıty	15
No Student		22 19
Other not gainfully e	mnloved	19

3	500 - 999	40	4	1-
8	1 000 and more	11	9	5-
8	Student	17	49	10-
	Other not gainfully	8	199	50-
- 2	employed	3	499	200-

Conducted by: TNS Infratest Wirtschaftsforschung, München

# HANDWERKSMESSE ---- München

Position in	ı the con	npany/organisation	%
Entreprene	ur, co-ow	ner, freelancer	21
Managing	director,	board member,	
head of an	authority	etc.	2
		s manager, plant manage	er,
		ad of public office	2
		roup head, team leader	4
Foreman, r	naster cra	aftsman	12
		civil servant,	
skilled wor	ker		14
Lecturer, te	acher		2
Trainee			15
Other posit	ion		4
Student			19
Other not	gainfully (	employed	
Economic	sector		%
Skilled trac			43
Industry			
Producer/m	anufactu	rer	
Retail and			1 1 1 1 1 1 1 1 1 1 1
Horticulture	and lan	dscape gardening	4
Architect/ir	terior de	signer	1
Florists		3	- 1
Service sec	tor		7
Public auth	ority		2
Polytechnic	, college		3
Health serv	rice -		- 1
Financial so	ervices		- 1
Other sector	ors		3
Student			
Other not	gainfully (	employed	
Size of co	mpany/o	rganisation:	
Number o			%
1- 4	22	500 - 999	2
5- 9	13	1 000 and more	8
10- 49	17	Student	19
50- 199	8	Other not gainfully	
200- 499	5	employed	
	_		

## Private visitors' profile

Proportion of private visitors	69%
Germany (total) of which	99
Nielsen 1 - Nielsen 4	98
Bremen - Bavaria	98
Hamburg - Nielsen 5+	<u>·6</u> -
Lower Saxony - Berlin	
Schleswig-Holstein - Brandenbu	
Nielsen 2 - Mecklenbu North Rhine-Westph West Pomr	
Nielsen 3a - Saxony-Anl	
Hesse - Nielsen 7	
Rhineland-Palatinate - Saxony	
Saarland - Thuringia	
Nielsen 3b 1	
Baden-Württemb. 1	
Foreign (total) of which	1
EU	67
Other countries	33
Country with the highest visitor sh	
Austria	56
Distance to home	%
up to 50 km	62
more than 50 km up to 100 km	22
more than 100 km up to 300 km over 300 km	14 2
Frequency of visits to trade fair	%
Previous event	39
Earlier events	57
First visit	25
Sex	%
Male Female	39 61
remaie	01
Size of household	%
1 person	15 50
2 persons 3 persons	13
4 persons	15
5 persons and more	8
Age	%
up to 20 years	7
over 20 up to 30 years	12
over 30 up to 40 years	9
over 40 up to 50 years	17
over 50 up to 60 years	22
over 60 up to 70 years over 70 years	23 10
over 70 vedis	10

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manager	
branch manager, head of public office Department head, group head, team leade	2 r 7
Department nead, group nead, team leade Foreman, master craftsman	1 /
Other salaried staff, civil servant,	3
skilled worker	28
Lecturer, teacher	
Trainee	2
Other position	2 2 5 7
Student	7
Housewife/man	7
Old-age pensioner	28
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended	,,
at the exhibition	
yes	61
no	13
maybe	27
Follow-up business	%
Intend to buy at later date	
yes	24
no	25
maybe	51
a,se	
Conducted by: Gelszus Messe-Markt-	

# BIOFACH + VIVANESS ---- Nürnberg

Visitors (number of entri	·
Proportion of trade visito	ors 94%
Germany (total) of which	57
	Nielsen 4 49
	Bavaria 49
	Nielsen 5+6 4
	Berlin 2
	Brandenburg 1
	Mecklenburg-
	Nest Pommerania -
	Saxony-Anhalt 1
	Nielsen 7 6
	Saxony 5 Fhuringia 2
Nielsen 3b 17	3
Baden-Württemb. 17	
Foreign (total)	43
of which	
EU	74
Other european	
North America	3
South and Centr	
South-, East-, Co	entral Asia 7
Other countries	4
Distance to home	%
up to 50 km	11
more than 50 km up to 10	0 km 7
more than 100 km up to 3	00 km 26
over 300 km	56
Countries with the highe	st visitor shares %
Austria	9
Italy	g
France	8
Spain	7
Netherlands	6
Frequency of visits to tra	ıde fair %
Previous event	31
Earlier events	43
First visit	44
Average length of stay	1.6 days
	1,6 days
Influence on purchasing/	
decisions Decisionaly	% 38
Decisively	38 25
Collectively	1.4
In an advisory capacity	
In an advisory capacity No	10
In an advisory capacity	14 10 11 ed 2

Area of responsibility Management	% 27
Research/development/design	5
Manufacturing, production, quality control	9
Buying/procurement	10
Finance/accounting, controlling	2
Information and communication technology	1
Personnel administration, administration	1
Sales	17
Marketing, advertising, PR	5
Logistics: storage, material management,	
transport	2
Maintenance/repairs	1
Other area	8
Student Other pet gainfully employed	11
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	37
Managing director, board member,	_
head of an authority etc.	7
Area manager, works manager, plant manager branch manager, head of public office	, 9
Department head, group head, team leader	10
Other salaried staff, civil servant,	10
skilled worker	16
Lecturer, teacher	3
Trainee	3
Other position	4
Student	11
Other not gainfully employed	2
Economic sector	%
Retail trade	24
Wholesale, import, export	20
Manufacturers	16
Agriculture and fisheries	7
Service	16
Other sectors	5
Student Other not gainfully employed	11
Other not gainfully employed	
Size of company/organisation:	
Number of employees	%
1- 4 29 500 - 999	3 6
5- 9 15 1 000 and more 10- 49 19 Student	11
50- 199 12 Other not gainfully	11
	_
200- 499 5 employed	2
	2

# **BrauBeviale** — Nürnberg

## Trade visitors' profile

Visitors (number o	f ent	ries)	37 200
Proportion of trade	e vis	itors	94%
Germany (total)			65
of which	7	Nielese 4	Г1
Nielsen 1	7	Nielsen 4	51
Bremen		Bavaria	51
Hamburg	1	Nielsen 5+6	5
Lower Saxony	4	Berlin	1
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	5	Mecklenburg-	
North Rhine-Westph		West Pommer	
Nielsen 3a	13	Saxony-Anhalt	
Hesse	6	Nielsen 7	6
Rhineland-Palatinate	6	Saxony	4
Saarland	-	Thuringia	2
Nielsen 3b	14	_	
Baden-Württemb.	14		
Foreign (total)			36
of which EU			62
	กกอล	n countries	22
		ntral America	4
		Central Asia	4
Other cou			8
— Other cou	iiitiie	5	
Distance to home			%
up to 50 km			7
more than 50 km up	o to	100 km	10
more than 100 km i	up to	300 km	34
over 300 km			49
Countries with the	high	nest visitor sha	ares %
Czech Republic			10
Switzerland			9
Italy			7
Austria			6
Netherlands			5
F		on the factor	0/
Frequency of visits	to t	rade fair	%
Previous event			37
Earlier events			43
First visit			46
Average length of	stay	1	,5 days
Influence on purch	asino	g/procurement	
decisions			%
Decisively			29
Collectively			31
In an advisory capa	rity		17
No	city		11
Student			10
Other not gainfully	ampl	wed	2
		veu	

Area of respo	onsibility	%
Management	-	21
	lopment/design	8
	, production, quality control	26
Buying/procure		4
	nting, controlling	1
	d communication technology	2
	inistration, administration	1
Sales	tining DD	12
Marketing, ad	vertising, PK age, material management,	2
3	age, material management,	2
transport	annire	6
Maintenance/r Other area	epairs	4
Student		10
	Ifully employed	2
Other not gair	пину етгрюуей	
	e company/organisation	%
	co-owner, freelancer	25
	ctor, board member,	
head of an au		6
Area manager,	works manager, plant manage	
branch manag	er, head of public office	13
Department he	ead, group head, team leader	18
skilled worker	staff, civil servant,	17
Lecturer, teach		17 1
	iei	5
Trainee Other position		4
Student		10
	ifully employed	2
— Tot gair	пину етгрюуей	
Economic sec	tor	%
Industry		57
Trade		9
Service		14
Agriculture		4
Other sectors		5
Student	f II I	10
Other not gair	ıfully employed	2
	any/organisation:	
Number of er		%
1- 4	18 500 - 999	5
5- 9	8 1 000 and more	13
10- 49	19 Student	10
50- 199	18 Other not gainfully	
200 - 499	8 employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# Chillventa ---- Nürnberg

## Trade visitors' profile

Visitors (number of entries) 30	0 585	Area of responsibility	%
Proportion of trade visitors	99%	Management Research/development/design	19 16
- Toportion of trace visitors	3370	Manufacturing, production, quality control	10
Germany (total)	53	Buying/procurement	5
of which		Finance/accounting, controlling	1
Nielsen 1 7 Nielsen 4	33	Information and communication technology	-
Bremen 1 Bavaria	33	Personnel administration, administration	1
Hamburg 1 Nielsen 5+6	7	Sales	15
Lower Saxony 4 Berlin	2	Marketing, advertising, PR	1
Schleswig-Holstein 1 Brandenburg	2	Logistics: storage, material management,	
Nielsen 2 11 Mecklenburg-		transport	_ 1
North Rhine-Westph. 11 West Pommeran		Maintenance/repairs	19
Nielsen 3a 14 Saxony-Anhalt	2	Other area	8
Hesse 9 Nielsen 7	7	Student	3
Rhineland-Palatinate 5 Saxony	5	Other not gainfully employed	2
Saarland 1 Thuringia	2	Building to the comment of the comment	-0/
Nielsen 3b 22 Baden-Württemb. 22		Position in the company/organisation	% 23
Baden-wurttemb. 22		Entrepreneur, co-owner, freelancer	23
Foreign (total)	47	Managing director, board member, head of an authority etc.	10
of which	47	Area manager, works manager, plant manage	
EU	62	branch manager, head of public office	14
Other european countries	14	Department head, group head, team leader	
South and Central America	5	Other salaried staff, civil servant,	17
Middle East	4	skilled worker	20
South-, East-, Central Asia	9	Lecturer, teacher	1
Other countries	6	Trainee	8
		Other position	3
Distance to home	%	Student	3
up to 50 km	5	Other not gainfully employed	2
more than 50 km up to 100 km	4	——————————————————————————————————————	
more than 100 km up to 300 km	29	Economic sector	%
over 300 km	63	Specialist refrigeration company	44
		Specialist air-conditioning company	11
Countries with the highest visitor share	s %	Thermal pump specialists	3
Italy	7	Specialist sanitary, heating, air-conditioning	2
Austria	6	Electrical specialist firms	1
Netherlands	6	Facility management	3
Czech Republic	5	Specialist trade	2
Switzerland	5	Plant operator	2
		Manufacturers	14
Frequency of visits to trade fair	%	Architect	1
Previous event	35	Specialist planner (Technical building	
Earlier events	34	equipment)	4
First visit	42	Other sectors	8
Average length of stay 1,5	days	Student Other not gainfully employed	3
Influence on purchasing/procurement		Size of company/organisation:	—
decisions	%	Number of employees	%
Decisively	34	1- 4 14 500 - 999	4
Collectively	29	5- 9 12 1 000 and more	14
In an advisory capacity	21	10- 49 25 Student	3
No	12	50- 199 16 Other not gainfully	,
Student	3	200- 499 9 employed	2
Other not gainfully employed	2		_
* * * *		Conducted by: Gelszus Messe-Markt-	

## **CO-REACH**

## Trade visitors' profile

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

Visitors (number of	ent	ries)	5 778
Proportion of trade	visi	tors	100%
Germany (total)			9
of which Nielsen 1	7	Nielson 4	5
Bremen	-	Nielsen 4 Bavaria	5
Hambura	3	Nielsen 5+6	٠,
Lower Saxony	2	Berlin	
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	9	Mecklenburg-	
North Rhine-Westph.	9	West Pomme	
Nielsen 3a	9	Saxony-Anha	
Hesse	7	Nielsen 7	
Rhineland-Palatinate	2	Saxony	
Saarland	-	Thuringia	
Nielsen 3b	16		
Baden-Württemb.	16		
Foreign (total)			(
of which EU			7:
	naa	n countries	2
Other euro	pea	ii countiles	
Distance to home			9
up to 50 km			19
more than 50 km up			14
more than 100 km up over 300 km	o to	300 KM	41
over 300 km			2
Frequency of visits	to t	rade fair	9
Previous event			3
Earlier events			4
First visit			4
Average length of s	tay		1,2 day
Influence on purcha	sing	/procuremen	t
decisions			9
Decisively			2:
Collectively			3
In an advisory capaci	ty		2:
No			1
Student			
Other not gainfully er	пріс	yed	

# ----> Nürnberg

Area of responsibility

Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manages	11 1 6 4 1 1 15 49 1 - 3 5 1
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	6 4 1 4 1 15 49 1 - 3 5 1
Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	4 1 4 1 15 49 1 - 3 5 1
Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	1 4 1 15 49 1 - 3 5
Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	4 15 49 1 - 3 5
Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	1 15 49 1 - 3 5
Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	15 49 1 - 3 5 1
Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	49 1 - 3 5 1
Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	1 - 3 5 1
transport Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	3 5 1
Maintenance/repairs Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	3 5 1
Other area Student Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	3 5 1
Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	5 1
Other not gainfully employed  Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	1
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	_
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	_
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	%
Managing director, board member, head of an authority etc.	13
head of an authority etc.	13
	4
branch manager, head of public office	11
Department head, group head, team leader	22
Other salaried staff, civil servant,	
skilled worker	40
Self-employed businessman	1
Trainee	2
Other position	2
Student	2 2 5
Other not gainfully employed	1
Economic sector	%
Industry	14
Trade	20
Media, press, publishing	21
Service	32
Public administration	2
Teaching, research	1
Other sectors	5
Student	5
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 11 500 - 999	8
5- 9 4 1 000 and more	24
10- 49 19 Student	5
50- 199 17 Other not gainfully	
200- 499 11 employed	1

# embedded world ---- Nürnberg

## Trade visitors' profile

	entries)	26 714
Proportion of trade v	visitors	98%
Germany (total)		67
of which	F. Nielsen 4	44
Nielsen 1	5 <u>Nielsen 4</u> - Bayaria	44
Bremen	Davana	
Hamburg	1 Nielsen 5+6 4 Berlin	2
Lower Saxony		
Schleswig-Holstein Nielsen 2	<ul><li>1 Brandenburg</li><li>7 Mecklenburg-</li></ul>	
North Rhine-Westph.	7 West Pommera	nia -
	1 Saxony-Anhalt	111a -
Hesse	8 Nielsen 7	8
Rhineland-Palatinate	2 Saxony	4
Saarland	- Thuringia	4
	!4	4
	24	
	.7	
Foreign (total) of which		33
EU		72
	ean countries	16
North Amer		5
South-, East	:-, Central Asia	6
Other count	ries	2
Distance to home		%
up to 50 km		9
more than 50 km up t	o 100 km	7
more than 100 km up	to 300 km	39
over 300 km		45
Countries with the hi	ighest visitor shar	es %
Austria		
		10
Czech Republic		
Czech Republic Italy		10
Czech Republic		10
Czech Republic Italy		10 9 9
Czech Republic Italy Switzerland	o trade fair	10 10 9 7 7
Czech Republic Italy Switzerland France	o trade fair	10 9 9 7 7
Czech Republic Italy Switzerland France Frequency of visits to	o trade fair	10 9 9 7
Czech Republic Italy Switzerland France <b>Frequency of visits to</b> Previous event	o trade fair	10 9 9 7 % 34
Czech Republic Italy Switzerland France <b>Frequency of visits to</b> Previous event Earlier events		10 9 9 7 7 % 34 43 41
Czech Republic Italy Switzerland France Frequency of visits to Previous event Earlier events First visit  Average length of st	ay 1,	10 9 9 7 7 % 34 43 41
Czech Republic Italy Switzerland France Frequency of visits to Previous event Earlier events First visit	ay 1,	10 9 9 7 % 34 43 41 <b>4 days</b>
Czech Republic Italy Switzerland France Frequency of visits to Previous event Earlier events First visit  Average length of st Influence on purchasi decisions	ay 1,	10 9 9 7 % 34 43 41 <b>4 days</b>
Czech Republic Italy Switzerland France Frequency of visits to Previous event Earlier events First visit  Average length of st. Influence on purchas decisions Decisively	ay 1,	100 99 77 % 344 43 41 <b>4 days</b> %
Czech Republic Italy Switzerland France Frequency of visits to Frevious event Earlier events First visit  Average length of st Influence on purchasi decisions Decisively Collectively	ay 1, ing/procurement	100 99 77 % 344 43 41 <b>4 days</b> %
Czech Republic Italy Switzerland France Frequency of visits to Previous event Earlier events First visit  Average length of st. Influence on purchas decisions Decisively	ay 1, ing/procurement	100 99 77 % 344 43 41 <b>4 days</b> % 21 34
Czech Republic Italy Switzerland France Frequency of visits to Previous event Earlier events First visit  Average length of st Influence on purchas decisions Decisively Collectively In an advisory capacity	ay 1, ing/procurement	100 99 77 % 344 43 41 <b>4 days</b> % 21 34 21

Area of responsibility	
Management Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	
Marketing, advertising, PR Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organisation	
Entrepreneur, co-owner, freelancer	
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manag	jer,
branch manager, head of public office Department head, group head, team leade	r
Other salaried staff, civil servant,	
skilled worker	- 3
Lecturer, teacher	
Trainee	
Other position	
Student Other not gainfully employed	
Economic sector	
Industry	(
Wholesale trade Retail trade	
Service	
Public administration	
Teaching, research	
Other sectors	
Student	
Other not gainfully employed	
Size of company/organisation:	
Number of employees	
1- 4 8 500 - 999	
5- 9 4 1 000 and more	
10- 49 15 Student	

# Enforce Tac ---- Nürnberg

Proportion of trade	vis	itors	100%
Germany (total)			72
of which			
Nielsen 1	13	Nielsen 4	39
Bremen	1	Bavaria	39
Hamburg	3	Nielsen 5+6	14
Lower Saxony	8		7
Schleswig-Holstein Nielsen 2	5	Brandenburg Mecklenburg-	2
North Rhine-Westph.	5	West Pommer	ania 2
Nielsen 3a	17	Saxony-Anhalt	
Hesse	13	Nielsen 7	. 3
Rhineland-Palatinate	3	Saxony	: 3 3 2 2
Saarland	1	Thuringia	2
Nielsen 3b	11	. 5	
Baden-Württemb.	11		
Foreign (total)			28
of which			
EU			58
		n countries	21
Other cour	ntrie	S	21
Distance to home			%
up to 50 km			5
more than 50 km up	to	100 km	10 31
more than 100 km up to 300 km			
over 300 km			54
Frequency of visits	to t	rade fair	%
Previous event			34
Earlier events First visit			24 64
FIRST VISIT			04
Average length of	stay	1	,3 days
Influence on purcha	sing	g/procurement	
decisions			%
Decisively			20
Collectively			23
In an advisory capaci	ty		37 19
M.			
No Student			2

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling	% 5 7 2 10
Principle Continuing Continuing Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR	3 2 9 4
Logistics: storage, material management, transport	4
Maintenance/repairs Other area	4
Agency management	3
Training Utilisation Student	25 12 2
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	% 9
head of an authority etc.	9
Area manager, works manager, plant manager branch manager, head of public office	r, 8
Department head, group head, team leader Other salaried staff, civil servant,	18
skilled worker	32
Lecturer, teacher Trainee	10
Other position Student	11 2
Economic sector Police	% 32
Justice	2
Armed forces, troops	37
Armed forces, troops Customs Other Specialist authorities, -facilities Student	37 5 22 2
Customs Other Specialist authorities, -facilities	5 22
Customs Other Specialist authorities, -facilities Student Size of company/organisation: Number of employees	5 22 2 %
Customs Other Specialist authorities, -facilities Student Size of company/organisation:	5 22 2

# **EUROGUSS** — Nürnberg

## Trade visitors' profile

Visitors (number of en	tries) 11	187
Proportion of trade vis	itors	99%
Germany (total) of which		71
Nielsen 1 4	Nielsen 4	38
Bremen 1	Bavaria	38
Hamburg 1	Nielsen 5+6	3
Lower Saxony 2	Berlin	1
Schleswig-Holstein 1	Brandenburg	
Nielsen 2 14	Mecklenburg-	
North Rhine-Westph. 14	West Pommerani	a 1
Nielsen 3a 8	Saxony-Anhalt	2
Hesse 5	Nielsen 7	8
Rhineland-Palatinate 2	Saxony	5
Saarland 1	Thuringia	3
Nielsen 3b 26		
Baden-Württemb. 26		
Foreign (total) of which		29
EU EU		75
Other europea	on countries	13
South-, East-,		8
Other countrie		5
Distance to home		%
up to 50 km		11
more than 50 km up to	100 km	6
more than 100 km up to		36
over 300 km	7 300 KIII	46
Countries with the high	hest visitor share	
Italy		16
Czech Republic		11
Austria		10
Poland		8
Frequency of visits to	trade fair	%
Previous event		32
Earlier events		31
First visit		55
Average length of stay	1,3	days
Influence on purchasin	g/procurement	
decisions		%
Decisively		21
Collectively		41
In an advisory capacity		23
No		12

Area of responsibility	%
Management	13
Research/development/design	20
Manufacturing, production, quality control	26
Buying/procurement	15
Finance/accounting, controlling	1
Information and communication technology Personnel administration, administration	
Sales	14
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	-
Maintenance/repairs	4
Other area	4
Student	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member,	
head of an authority etc.	6
Area manager, works manager, plant manage	
branch manager, head of public office Department head, group head, team leader	10 31
Other salaried staff, civil servant,	31
skilled worker	32
Lecturer, teacher	1
Trainee	3
Other position	3
Student	3
Economic sector	%
Industry	85
Wholesale trade	2
Import/export	1
Service	8
Teaching, research	1
Other sectors Student	1
Student	3
Size of company/organisation:	٥,
Number of employees	%
1- 4 5 200 - 499 5- 9 4 500 - 999	15
5- 9 4 500 - 999	11

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

12

10- 49

50- 199 17

1 000 and more

Student

33

3

# fensterbau/frontale ---> Nürnberg

## Trade visitors' profile

Visitors (number of entries)	*)	Area of responsibility
Proportion of trade visitors	95%	Management Research/development/design
Proportion of trade visitors	3370	Manufacturing, production, quality
Germany (total)	74	Buying/procurement
of which		Finance/accounting, controlling
Nielsen 1 6 Nielsen 4	36	Information and communication te
Bremen - Bavaria	36	Personnel administration, administ
Hamburg 1 Nielsen 5+6	4	Sales
Lower Saxony 4 Berlin	1	Marketing, advertising, PR
Schleswig-Holstein 1 Brandenburg	1	Logistics: storage, material manage
Nielsen 2 11 Mecklenburg-		transport
North Rhine-Westph. 11 West Pommerani	ia 1	Maintenance/repairs
Nielsen 3a 15 Saxony-Anhalt	2	Other area
Hesse 7 Nielsen 7	9	Student
Rhineland-Palatinate 7 Saxony	5	Other not gainfully employed
Saarland 2 Thuringia	4	
Nielsen 3b 19		Position in the company/organis
Baden-Württemb. 19		Entrepreneur, co-owner, freelancer
		Managing director, board member
Foreign (total)	26	head of an authority etc.
of which		Area manager, works manager, pla
EU	65	branch manager, head of public o
Other european countries	17	Department head, group head, tea
South and Central America	5	Other salaried staff, civil servant,
South-, East-, Central Asia	6	skilled worker
Other countries	8	Lecturer, teacher
		Trainee
Distance to home	%	Other position
up to 50 km	6	Student
more than 50 km up to 100 km	9	Other not gainfully employed
more than 100 km up to 300 km	35	
over 300 km	50	Economic sector
manufacture of the distribution of the continue	- 0/	Industry
Countries with the highest visitor share		Skilled trades
Italy	10	Retail trade/building materials trac
France	8	Wholesale/foreign trade
Poland	8	Architect
Austria	6 5	Other service
Russia	5	Authority/public services
Francisco of visits to trade fair	%	Teaching (polytechnic/university/co
Frequency of visits to trade fair Previous event	% 43	Research Other sectors
Earlier events	43 47	
First visit	35	Student
		Other not gainfully employed
Average length of stay 1,4	days	Size of company/organisation: Number of employees
Influence on purchasing/procurement		1- 4 27 500
decisions	%	5- 9 15 1 000 and
Decisively	36	10- 49 23 S
Collectively	27	50- 199 16 Other not ga
In an advisory capacity	18	200- 499 5 em
No	14	Conducted by: Gelszus Messe-N
Student	4	forschung GmbH, Dortmund
Odland and materials like and desiral	4	rorschung dilibn, bordillulu

<sup>\*)</sup> individual number of visitors not available, combined with HOLZ-HANDWERK (108 967 visitors in total)

Other not gainfully employed

# 30 ty control 21 echnology stration gement, isation 36 ant manager, office eam leader 12 17 24 ollege)

			ganisation.	
Numl	oer of	employ	ees	%
1-	4	27	500 - 999	2
5-	9	15	1 000 and more	7
10-	49	23	Student	4
50-	199	16	Other not gainfully	
200-	499	5	employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## **FeuerTRUTZ**

## Trade visitors' profile

Visitors (number of entries)	5 116
Proportion of trade visitors	99%
Germany (total)	95
of which	
Nielsen 1 6 Nielsen 4	52
Bremen - Bavaria	52
Hamburg 1 Nielsen 5+	
Lower Saxony 3 Berlin	1
Schleswig-Holstein 2 Brandenbu	
Nielsen 2 7 Mecklenbu	
North Rhine-Westph. 7 West Pomr	
Nielsen 3a 12 Saxony-An	
Hesse 5 Nielsen 7	5
Rhineland-Palatinate 5 Saxony	4
Saarland 2 Thuringia	2
Nielsen 3b 15	
Baden-Württemb. 15	
Foreign (total)	5
of which EU	84
Other countries	16
Distance to home	%
up to 50 km	17
more than 50 km up to 100 km	9
more than 100 km up to 300 km	46
over 300 km	29
Frequency of visits to trade fair	%
Previous event	26
Earlier events	24
First visit	64
Average length of stay	1,3 days
Influence on purchasing/procureme	
decisions	%
Decisively	29
Collectively	30
In an advisory capacity	24
No	15
Student	1

Student

# ----> Nürnberg

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs	% 20 8 7 3 1 2 3 11 1
Other area Student	25 1
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	% 25
head of an authority etc. Area manager, works manager, plant manage	6 er
branch manager, head of public office	10
Department head, group head, team leader Other salaried staff, civil servant,	19
skilled worker	35
Lecturer, teacher Trainee	1
Other position	3
Student	1
Economic sector	%
Technical planner, surveyor Architect, construction engineer, general	19
contractor	11
Government agency representatives,	
fire protection authorities Facility manager, operator for special	11
constructions	3
Fire prevention officer	15
Construction company Workman (drywall builder, carpenter,	2
insulation installer, metal worker, roofer)	6
Installer (electrician, fire alarms, extinguishin	_
and ventilation systems) Provider of fire protection products, service	6 15
Professional and factory firefighters	3
Insurance company	1
Other sectors Student	7 1
Size of company/organisation: Number of employees	%
1- 4 22 200 - 499	10

			o. ga	
Numbe	er of	emplo	vees	
1-	1	22	200 - 4	

		cilipioyees	,	HUILID
1	200 - 499	22	4	1-
	500 - 999	10	9	5-
2	1 000 and more	19	49	10-
	Student	9	199	50-

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

# GaLaBau ---- Nürnberg

## Trade visitors' profile

isitors (number of e	ntries)	66 !	563
Proportion of trade v	visitors	9	<b>7</b> %
Germany (total) of which			92
Vielsen 1	9 Niels	en 4	35
Bremen	- Bava		35
lamburg		en 5+6	4
ower Saxony	6 Berli		- 1
	2 Bran	denburg	2
		denburg-	
		Pommerania	1
	2 Saxo	ny-Anhalt	1
lesse	6 Niels	en 7	7
Rhineland-Palatinate	5 Saxo	ny	4
Saarland	1 Thuri	ngia	3
	0		
Baden-Württemb. 2	0		
oreign (total)			8
of which			
EU			72
Other europ		ntries	15
Other count	ries		14
Vietoneo to homo			0/
Distance to home up to 50 km			% 7
ip to 50 km nore than 50 km up t	o 100 km	0	10
nore than 100 km up t			41
over 300 km	10 300 1		41
WEI JOU KIII			72
requency of visits to	trade 1	fair	%
Previous event			44
arlier events irst visit			44 38
TIST NISIT			38
Average length of st	ay	1,3 d	ays
nfluence on purchas	ing/proc	urement	
lecisions			%
Decisively			30
Collectively			29
n an advisory capacity	1		17
No .			18
Student			5
Other not gainfully em	ployed		1

Area of responsibility	%
Management	28
Research/development/design	2
Manufacturing, production, quality control	11
Buying/procurement	4
Finance/accounting, controlling Information and communication technology	1
Personnel administration, administration	i
Sales	7
Marketing, advertising, PR	1
Logistics: storage, material management,	_
transport Maintenance/repairs	11
Maintenance/repairs Other area	25
Student	5
Other not gainfully employed	1
Position in the company/organisation	% 31
Entrepreneur, co-owner, freelancer Managing director, board member,	31
head of an authority etc.	5
Area manager, works manager, plant manage	r,
branch manager, head of public office	.7
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	20
Lecturer, teacher	1
Trainee	13
Other position	3
Student	5
Other not gainfully employed	1
Economic sector	%
Green area /outdoor area construction	
companies	36
Other construction companies	10
Architect Specialist planner	2
Leisure facility operators	1
Cemetery management and maintenance	4
Private sector clients	4
Specialist authorities, public sector clients	10
Golf course construction, maintenance and	2
management Suppliers of motorised equipment and	2
agricultural machinery	7
Other sectors	17
Student	5
Other not gainfully employed	1
Size of company/organisation:	
Size of company/organisation: Number of employees	%
Size of company/organisation: Number of employees 1- 4 24 500 - 999	% 2
Number of employees 1- 4 24 500 - 999 5- 9 18 1 000 and more	2
Number of employees 1- 4 24 500 - 999 5- 9 18 1 000 and more 10- 49 30 Student	2
Number of employees 1- 4 24 500 - 999 5- 9 18 1 000 and more	2

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

# **HOLZ-HANDWERK** — Nürnberg

## Trade visitors' profile

Visitors (number of entries)	*)
Proportion of trade visitors	90%
Germany (total) of which	90
Nielsen 1 3 Nielsen 4	46
Bremen - Bavaria	46
Hamburg - <u>Nielsen 5+6</u>	2
Lower Saxony 2 Berlin	1
Schleswig-Holstein - Brandenburg Nielsen 2 5 Mecklenburg-	1
North Rhine-Westph. 5 Mecklenburg- Worth Rhine-Westph. 5 West Pommerar	nin
North Knine-Westph. 5 West Politheral Nielsen 3a 12 Saxony-Anhalt	าเล - 1
Hesse 7 Nielsen 7	8
Rhineland-Palatinate 5 Saxony	5
Saarland - Thuringia	3
Nielsen 3b 25 Baden-Württemberg 25	
Foreign (total)	10
of which	
EU	51
Other european countries	16
Other countries	33
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	13
nore than 100 km up to 300 km	48
over 300 km	30
Country with the highest visitor share	%
Austria	11
Frequency of visits to trade fair	%
Previous event	40
Earlier events	43
First visit	38
Average length of stay 1,2	days
influence on purchasing/procurement	
	%
decisions	30
Decisively	
Decisively Collectively	
Decisively Collectively In an advisory capacity	21 14
Decisively Collectively In an advisory capacity No	14 27
Decisively Collectively In an advisory capacity	

*)	individual number of visitors not available,
	combined with fensterbau/frontale (108 967 visitors in total)

Area of responsibility	%
Management	23
Research/development/design	4
Manufacturing, production, quality control Buying/procurement	35 3
Finance/accounting, controlling	1
Information and communication technology	
Organisation, personnel, administration	i i
Sales	8
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	1
Maintenance/repairs	3
Other area	10
Student	7
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	31
Managing director, board member,	
head of an authority etc.	4
Area manager, works manager, plant mana	ger,
branch manager, head of public office	5
Department head, group head, team leade	r 9
Other salaried staff, civil servant, skilled worker	1.1
	14 4
Lecturer, teacher Trainee	23
Other position	23
Student	7
Other not gainfully employed	1
Economic sector	%
Industry Skilled trades	11
Retail trades Retail trade/building materials trade	66
Wholesale/foreign trade	
Architect	3
Interior designer	
Other service	3
Authority/public services	3
Teaching (polytechnic/university/college)	2
Research	2
Other sectors	1 3 3 2 2 2
	7
Student	

500 - 999	30	- 4	1-
1 000 and more	18	- 9	5-
Student	20	- 49	10-
Other not gainfully	10	- 199	50-
employed	5	- 499	200-

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

# IFH/Intherm ---- Nürnberg

## Trade visitors' profile

Visitors (number of entries)	45 816	Area of responsibility
Proportion of trade visitors	96%	Management Research/development/design Manufacturing, production, qua
Germany (total)	98	Buying/procurement Finance/accounting, controlling
Nielsen 1 - Nielsen 4	60	Information and communication
Bremen - Bavaria	60	Personnel administration, admi
Hamburg - Nielsen 5+6	1	Sales
Lower Saxony - Berlin		Marketing, advertising, PR
Schleswig-Holstein - Brandenburg	-	Logistics: storage, material ma
Nielsen 2 - Mecklenburg-	-	
North Rhine-Westph West Pommer	ania	transport
		Maintenance/repairs
Nielsen 3a 3 Saxony-Anhalt Hesse 2 Nielsen 7	: 1 10	Other area
		Field-assembly work, after-sale
Rhineland-Palatinate 1 Saxony	5 5	Student
Saarland - Thuringia	5	Other not gainfully employed
Nielsen 3b 26		m to the state of
Baden-Württemb. 26		Position in the company/orga
B		Entrepreneur, co-owner, freelar
Foreign (total)	2	Managing director, board mem
of which		head of an authority etc.
EU	57	Area manager, works manager,
Other countries	43	branch manager, head of publi
		Department head, group head,
Distance to home	%	Foreman, master craftsman
up to 50 km	15	Other salaried staff, civil serva
more than 50 km up to 100 km	20	skilled worker
more than 100 km up to 300 km	56	Lecturer, teacher
over 300 km	9	Trainee
		Other position
Frequency of visits to trade fair	%	Student
Previous event	45	Other not gainfully employed
Earlier events	46	
First visit	34	Economic sector
		Skilled trades
Average length of stay 1	,1 days	Industry Wholesale/fergine trade
Influence on purchasing/procurement		Wholesale/foreign trade
decisions	%	Engineering, planning office, a
Decisively	26	Energy consulting
	26 29	Housing industry
Collectively	29 21	Service sector
In an advisory capacity		Polytechnic, college
No Standard	20	Public authority
Student	4	Other sectors
Other not gainfully employed	1	Student
		Other not gainfully employed
		Size of company/organication

Area of responsibility	<u></u> %
Management	19
Research/development/design	2
Manufacturing, production, quality control	10
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	11
Marketing, advertising, PR	- 1
Logistics: storage, material management, transport	
transport Maintenance/repairs	14
Other area	3
Field-assembly work, after-sales service	29
Student	4
Other not gainfully employed	1
Other not gaintary employed	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	25
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant manage	
branch manager, head of public office	4
Department head, group head, team leader	9
Foreman, master craftsman Other salaried staff, civil servant.	11
	20
skilled worker Lecturer, teacher	28
Trainee	14
Other position	14
Student	4
Other not gainfully employed	1
Other not gainfully employed	
Economic sector	%
Skilled trades	66
Industry	6
Wholesale/foreign trade	9
Engineering, planning office, architects	5
Energy consulting	1
Housing industry	1
Service sector	4
Polytechnic, college	1
Public authority	2

Public autho			2
Other sector	S		-
Student			4
Other not gainfully employed			1
Size of com	pany/o	organisation:	
Number of	emplo	vees	%
1- 4	29	500 - 999	2
5- 9	19	1 000 and more	7
10- 49	23	Student	4
50- 199	9	Other not gainfully	
200 400	_		

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

# Interzoo ---- Nürnberg

## Trade visitors' profile

Visitors (number of	entries	5) 3	7 367
Proportion of trade	visitor	s	96%
Germany (total)			37
of which			
Nielsen 1	12 Ni	elsen 4	42
Bremen	2 Ba	varia	42
Hamburg	3 Ni	elsen 5+6	4
Lower Saxony		erlin	1
Schleswig-Holstein		andenburg	1
Nielsen 2		ecklenburg-	
North Rhine-Westph.		est Pommerar	nia -
Nielsen 3a		xony-Anhalt	2
Hesse		elsen 7	7
Rhineland-Palatinate		ixony	3
Saarland		uringia	4
Nielsen 3b	10	lumgia	
Baden-Württemb.	10		
Daden-Warttenin.	10		
Foreign (total)			63
of which			
EU			59
Other euro	pean c	ountries	12
Africa			2
North Ame			5
South and		l America	3
Middle Eas			3
South-, Eas	st-, Cer	ıtral Asia	15
Australia			2
Distance to home			%
up to 50 km			6
more than 50 km up	to 100	km	3
more than 100 km up			19
over 300 km		•	73
Countries with the l	highest	visitor share	
taly			7 6
France			
Spain			5
Netherlands			5
Austria			4
Frequency of visits	to trad	e fair	%
Previous event			40
Earlier events			46
First visit			40
Average length of s	tay	2,1	days
Influence on purcha	sina/pr	ocurement	
decisions			%
Decisively			55
Collectively			27
n an advisory capaci	tv		12
Mn	-1		4

Student Other not gainfully employed

Area of responsibility	%
Management  Research (development (design	37
Research/development/design Manufacturing, production, quality control	3
Buying/procurement	12
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	29
Marketing, advertising, PR Logistics: storage, material management,	4
transport	1
Maintenance/repairs	1
Other area	4
Student	1
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	52
Managing director, board member,	12
head of an authority etc. Area manager, works manager, plant manage	
branch manager, head of public office	ı, و
Department head, group head, team leader	g
Other salaried staff, civil servant,	
skilled worker	10
Lecturer, teacher	
Trainee Other position	1
Student	1
Other not gainfully employed	1
Economic sector	%
Industry	12
Skilled trades	4
Retail trade	43
Wholesale/foreign trade	27
Service Authority/public services	1
Other sectors	2
Student	1
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 39 500 - 999 5- 9 15 1 000 and more	2
10- 49 20 Student	1
50- 199 10 Other not gainfully	
200- 499 5 employed	1
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	
Section 1. The section of the sectio	

## it-sa

Visitors (number of	ent	ries)	7 390
Proportion of trade	visi	tors	98%
Germany (total) of which			96
Nielsen 1 Bremen	3	Nielsen 4 Bavaria	60 60
Hamburg Lower Saxony	1	Nielsen 5+6 Berlin	6
Schleswig-Holstein Nielsen 2	1 6	Brandenburg Mecklenburg-	1
North Rhine-Westph. Nielsen 3a	6 10	West Pommer Saxony-Anhal	t 1
Hesse Rhineland-Palatinate Saarland Nielsen 3b Baden-Württemb.	7 2 1 11 11	Nielsen 7 Saxony Thuringia	5 3 2
Foreign (total) of which			4
EU Other cour	ntrie	S	53 47
Distance to home up to 50 km			% 28
more than 50 km up more than 100 km up over 300 km			10 38 25
Frequency of visits	to t	rade fair	%
Previous event Earlier events First visit			32 34 54
Average length of s	stay		1,2 days
Influence on purcha decisions Decisively Collectively In an advisory capaci No Student Other not gainfully er	ity		22 28 28 13 7
other not gainfully el	iiibic	,ycu	2

# ---- Nürnberg

Area of responsibility

ruca or responsibility	70
Management	8
Research/development/design	7
Manufacturing, production, quality control	-
Buying/procurement	-
Finance/accounting, controlling	
Information and communication technology	58
Personnel administration, administration	1
Sales	4
Marketing, advertising, PR	1
	- 1
Logistics: storage, material management,	4
transport	1
Maintenance/repairs	3
Other area	8
Student	7
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant manage	er,
branch manager, head of public office	5
Department head, group head, team leader	25
Other salaried staff, civil servant,	
skilled worker	35
Lecturer, teacher	1
Trainee	11
Other position	3
Student	7
Other not gainfully employed	2
Other not gainfully employed	
Economic sector	%
Industry	20
Trade	3
Police	2
	11
Public authority	
Banks, saving banks	3
Insurance	3 2 2
Engineer's consultant's office	
Information services	24
Telecommunication	5 2 3
Management consultancy	2
Health service	3
Education and schools	4
Education and Schools	7

Size of company/organisation:					
Number of	emplo	yees	%		
1- 4	7	500 - 999	8		
5- 9	5	1 000 and more	39		
10- 49	8	Student	7		
50- 199	12	Other not gainfully			
200 - 499	12	employed	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Other not gainfully employed

Research Association Other sectors Student

# Perimeter Protection ---- Nürnberg

## Trade visitors' profile

Visitors (number of entries)	2 236	Area of responsibility	%
Proportion of trade visitors	100%	Management Research/development/design	36 5
Germany (total)	85	Manufacturing, production, quality control Buying/procurement	5
of which Nielsen 1 7 Nielsen 4	38	Finance/accounting, controlling	2
Bremen - Bavaria	38	Information and communication technology Personnel administration, administration	4
Hamburg 2 Nielsen 5+6	10	Sales	26
Lower Saxony 4 Berlin	3	Marketing, advertising, PR	1
Schleswig-Holstein 1 Brandenburg	4	Logistics: storage, material management,	. '
Nielsen 2 13 Mecklenburg-	-	transport	1
North Rhine-Westph. 13 West Pommera	ania 1	Maintenance/repairs	3
Nielsen 3a 10 Saxony-Anhalt		Other area	11
Hesse 4 Nielsen 7	9	Student	1
Rhineland-Palatinate 4 Saxony	4	Other not gainfully employed	1
Saarland 2 Thuringia	6		
Nielsen 3b 14	_	Position in the company/organisation	%
Baden-Württemb. 14		Entrepreneur, co-owner, freelancer	34
		Managing director, board member,	
Foreign (total)	15	head of an authority etc.	9
of which		Area manager, works manager, plant manage	er.
EU	87	branch manager, head of public office	<sup>'</sup> 9
Other european countries	13	Department head, group head, team leader	17
Other countries		Other salaried staff, civil servant,	
		skilled worker	25
Distance to home	%	Lecturer, teacher	- 1
up to 50 km	8	Trainee	- 1
more than 50 km up to 100 km	10	Other position	3
more than 100 km up to 300 km	35	Student	1
over 300 km	48	Other not gainfully employed	1
Frequency of visits to trade fair	%	Economic sector	%
Previous event	29	Industry	19
Earlier events	21	Manufacturers	12
First visit	66	Skilled trades	29
		Retail trade	5
Average length of stay 1	,1 days	Wholesale/foreign trade	8
1.0		Import/export	2
Influence on purchasing/procurement	0/	Service	11
decisions	%	Public authority/administration	10
Decisively	37	Other sectors	3
Collectively	33	Student	1
In an advisory capacity	17	Other not gainfully employed	1
No Student	10	Giovant annual a	_
Student	1	Size of company/organisation:	01
Other not gainfully employed	1	Number of employees	%
		1- 4 16 500 - 999	5
		5- 9 16 1 000 and more	10
		10- 49 27 Student	1
		50- 199 16 Other not gainfully	

200- 499 8

Conducted by: Wissler & Partner, Basel

# POWTECH + TechnoPharm ---- Nürnberg

D		
Proportion o	of trade visitors	99%
Germany (to of which	otal)	66
Nielsen 1	10 Nielsen 4	31
Bremen	1 Bayaria	31
Hamburg	1 Nielsen 5+6	2
Lower Saxony		1
Schleswig-Ho	lstein 1 Brandenburg	1
Nielsen 2	12 Mecklenburg-	
North Rhine-		nia .
Nielsen 3a	15 Saxony-Anhalt	2
Hesse	10 Nielsen 7	5
Rhineland-Pa		4
Saarland	- Thuringia	2
Nielsen 3b	23	
Baden-Württe		
Foreign (tota	al)	34
of which		
EU		65
	ther european countries	23
So	uth-, East-, Central Asia	6
Ot	her countries	5
Distance to	home	%
up to 50 km		5
more than 50	km up to 100 km	6
	00 km up to 300 km	34
over 300 km		55
	ith the highest visitor shar	
Switzerland	ith the highest visitor shar	16
Switzerland Italy	ith the highest visitor shar	16
Switzerland Italy Austria	ith the highest visitor shar	16 9
Switzerland Italy Austria France	ith the highest visitor shar	16 9
Switzerland Italy Austria	ith the highest visitor shar	16 9
Switzerland Italy Austria France Belgium Frequency o	f visits to trade fair	16 9 7 5
Switzerland Italy Austria France Belgium Frequency o Previous ever	f visits to trade fair nt	16 9 7 5 9% 29
Switzerland Italy Austria France Belgium  Frequency o Previous ever Earlier events	f visits to trade fair nt	16 9 7 5 9 8 29 36
Switzerland Italy Austria France Belgium Frequency o Previous ever	f visits to trade fair nt	16 9 7 5 9% 29
Switzerland Italy Austria France Belgium  Frequency o Previous ever Earlier events	f visits to trade fair	16 9 7 5 9 8 29 36
Switzerland Italy Austria France Belgium  Frequency o Previous ever Earlier events First visit  Average len	f visits to trade fair	16 9 7 5 9% 29 36 52 3 days
Switzerland Italy Austria France Belgium  Frequency o Previous ever Earlier events First visit  Average len Influence on decisions	f visits to trade fair nt s gth of stay 1,	16 9 7 5 9 29 36 52 3 days
Switzerland Italy Austria France Belgium  Frequency o Previous ever Earlier events First visit  Average length Influence on decisions Decisively	f visits to trade fair nt s gth of stay 1,	16 9 7 5 9 29 36 52 3 days
Switzerland Italy Austria France Belgium  Frequency o Previous ever Earlier events First visit  Average len Influence on decisions Decisively Collectively	f visits to trade fair  gth of stay 1,	16 9 7 5 9 29 36 52 3 days
Switzerland Italy Austria France Belgium  Frequency o Previous ever Earlier events First visit  Average lenguage Influence on decisions Decisively Collectively In an advisor	f visits to trade fair  gth of stay 1,	16 9 7 5 9 29 36 52 3 days
Switzerland Italy Austria France Belgium  Frequency o Previous ever Earlier events First visit  Average len Influence on decisions Decisively Collectively	f visits to trade fair  gth of stay 1,	16 9 7 5 9 29 36 52 3 days

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement	% 12 25 21 4
Finance/accounting, controlling Information and communication technology	1
Personnel administration, administration Sales Marketing, advertising, PR	13 2
Logistics: storage, material management, transport	1
Maintenance/repairs Other area Student	8 7 6
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer Managing director, board member,	11
head of an authority etc.	5
Area manager, works manager, plant manage branch manager, head of public office	r, 15
Department head, group head, team leader Other salaried staff, civil servant,	29
skilled worker	27
Lecturer, teacher Trainee	1
Other position	3
Student	6
Economic sector	%
Industry Skilled trades	70 2
Retail trade	1
Wholesale/foreign trade	2
Engineer's and planning office Service companies (total)	5 6
Teaching (polytechnic/university/college)	1
Research Other sectors	3
Student	6
Size of company/organisation:	0/
Number of employees 1- 4 7 200 - 499	% 12
5- 9 3 500 - 999	8
10- 49 16 1 000 and more 50- 199 21 Student	28 6
Conducted by: Gelszus Messe-Markt- forschung GmbH Dortmund	

# **SENSOR+TEST** — Nürnberg

## Trade visitors' profile

Visitors (number of	enti	ries)	7 983
Proportion of trade	visi	tors	99%
Germany (total) of which			78
Nielsen 1	4	Nielsen 4	41
Bremen	- 2	Bavaria	41
Hamburg	1	Nielsen 5+6	4
Lower Saxony	2	Berlin	1
Schleswig-Holstein	1	Brandenburg	2
Nielsen 2	8	Mecklenburg-	
North Rhine-Westph.	8	West Pommeran	ia -
Nielsen 3a	13	Saxony-Anhalt	1
Hesse	9	Nielsen 7	9
Rhineland-Palatinate	3	Saxony	4
Saarland	2	Thuringia	5
Nielsen 3b	21		
Baden-Württemb.	21		
Foreign (total) of which			22
EU			65
Other euro			13
		Central Asia	14
Other coun	ntries	5	9
Distance to home			%
up to 50 km			10
more than 50 km up			8
more than 100 km up	o to	300 km	43
over 300 km			40
Countries with the I	high	est visitor share	
Czech Republic			13
Austria France			9
riance			9
Frequency of visits	to ti	rade fair	%
Previous event			24
Earlier events			25
First visit			52
Average length of s	tay	1,2	days
Influence on purcha	sing	/procurement	
decisions			%
Decisively			23
Collectively	<u>.</u> .		38
In an advisory capaci	ty		19
No Student			6 13
Other not gainfully er	mnlo	ved	13
other not gainfully er	uhin	yeu	

Area of responsibility	%
Management	10
Research/development/design	47
Manufacturing, production, quality control	6
Buying/procurement	2
Finance/accounting, controlling	
Information and communication technology	1
Sales Personnel administration, administration	12
Marketing, advertising, PR	12
Logistics: storage, material management,	3
transport	
Maintenance/repairs	2
Other area	3
Student	13
Other not gainfully employed	1
	_
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	5
	_
Area manager, works manager, plant manage branch manager, head of public office	ء, 5
Department head, group head, team leader	22
Other salaried staff, civil servant,	22
skilled worker	35
Lecturer, teacher	3
Trainee	1
Other position	3
Student	13
Other not gainfully employed	1
Economic sector	%
Industry	59
Wholesale trade	3
Import/export	1
Service	10
Public administration	1
Teaching, research	10
Other sectors	3
	13
Student	1
Student Other not gainfully employed	
Student	%
Student Other not gainfully employed  Size of company/organisation: Number of employees 1- 4 9 500 - 999	% 5
Student Other not gainfully employed  Size of company/organisation: Number of employees  1- 4 9 500 - 999 5- 9 5 1 000 and more	5 31
Student Other not gainfully employed  Size of company/organisation: Number of employees  1- 4 9 500 - 999 5- 9 5 1 000 and more 10- 49 14 Student	5
Student Other not gainfully employed  Size of company/organisation: Number of employees  1	5 31 13
Student Other not gainfully employed  Size of company/organisation: Number of employees  1- 4 9 500 - 999 5- 9 5 1 000 and more 10- 49 14 Student	5 31
Student Other not gainfully employed  Size of company/organisation: Number of employees  1	5 31 13

# Spielwarenmesse® ----> Nürnberg

## Trade visitors' profile

Visitors (number of entries) 7	5 348
Proportion of trade visitors	81%
Germany (total)	54
of which	
Nielsen 1 6 Nielsen 4	54
Bremen 1 Bavaria	54
Hamburg 1 Nielsen 5+6	4
Lower Saxony 4 Berlin	2
Schleswig-Holstein 1 Brandenburg	-
Nielsen 2 7 Mecklenburg-	
North Rhine-Westph. 7 West Pommeran	ia -
Nielsen 3a 9 Saxony-Anhalt	2
Hesse 6 Nielsen 7	6
Rhineland-Palatinate 3 Saxony	3
Saarland - Thuringia	3
Vielsen 3b 14	_
Baden-Württemb. 14	
Juden Warttenib. 14	
oreign (total)	46
of which	70
EU	63
Other european countries	15
Africa	2
North America	4
South and Central America	3
Middle East	4
South-, East-, Central Asia	9
Australia	1
Australia	
Distance to home	%
ip to 50 km	70 14
	6
nore than 50 km up to 100 km nore than 100 km up to 300 km	24
over 300 km	57
e	. 0/
Countries with the highest visitor share	
rance	9
taly	7
Switzerland	6
Netherlands	5
Czech Republic	5
requency of visits to trade fair	%
Previous event	40
Earlier events	53
irst visit	34
not visit	54
verage length of stay 1,9	days
nfluence on purchasing/procurement	
lecisions	%
Decisively	48
Collectively	27
n an advisory capacity	15
lo	7
NO.	/

Student Other not gainfully employed

Managament	
Management	
Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	
Marketing, advertising, PR Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
<b>Position in the company/organisation</b> Entrepreneur, co-owner, freelancer	
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manag	er
branch manager, head of public office	
Department head, group head, team leader	
Other salaried staff, civil servant,	
skilled worker	
Lecturer, teacher	
Trainee	
Other position	
Student Other not gainfully employed	
Economic sector	
Wholesale/foreign trade	
Wholesale/foreign trade Retail trade/specialist trade	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order Skilled trades	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order Skilled trades Services, professions, institutions	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order Skilled trades	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order Skilled trades Services, professions, institutions Media (press, radio, television) Industry	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order Skilled trades Services, professions, institutions Media (press, radio, television)	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order Skilled trades Services, professions, institutions Media (press, radio, television) Industry Authority/public services Other sectors Student	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order Skilled trades Services, professions, institutions Media (press, radio, television) Industry Authority/public services Other sectors	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order Skilled trades Services, professions, institutions Media (press, radio, television) Industry Authority/public services Other sectors Student Other not gainfully employed	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order Skilled trades Services, professions, institutions Media (press, radio, television) Industry Authority/public services Other sectors Student Other not gainfully employed  Size of company/organisation:	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order Skilled trades Services, professions, institutions Media (press, radio, television) Industry Authority/public services Other sectors Student Other not gainfully employed	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order Skilled trades Services, professions, institutions Media (press, radio, television) Industry Authority/public services Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order Skilled trades Services, professions, institutions Media (press, radio, television) Industry Authority/public services Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order Skilled trades Services, professions, institutions Media (press, radio, television) Industry Authority/public services Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order Skilled trades Services, professions, institutions Media (press, radio, television) Industry Authority/public services Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	
Wholesale/foreign trade Retail trade/specialist trade Department store/mail order Skilled trades Services, professions, institutions Media (press, radio, television) Industry Authority/public services Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	

# Werkstätten: Messe

Visitors (number of	ent	ries)	21 190
Proportion of trade	visi	tors	55%
Germany (total)			98
of which	_	ARCH A	
Nielsen 1	8	Nielsen 4 Bavaria	62
Bremen Hamburg	1	Nielsen 5+6	62
Lower Saxony	6	Berlin	1
Schleswig-Holstein	2	Brandenburg	
Nielsen 2	5	Mecklenburg	
North Rhine-Westph.	5	West Pomme	
Nielsen 3a	9	Saxony-Anha	ılt 1
Hesse	6	Nielsen 7	5
Rhineland-Palatinate	3	Saxony	2
Saarland	-	Thuringia	3
Nielsen 3b	8		
Baden-Württemb.	8		
Foreign (total)			2
of which			
EU Other coun		_	57 43
Other cour	itrie	5	43
Distance to home			%
up to 50 km			38
more than 50 km up			12
more than 100 km up over 300 km	o to	300 km	28 22
over 300 km			
Frequency of visits	to t	rade fair	%
Previous event			39
Earlier events			50
First visit			37
Average length of s	tay		1,2 days
Influence on purcha	sing	J/procuremen	
decisions			%
Decisively			15
Collectively			26
In an advisory capaci	ty		21
No Cturdent			28
Student Other pet gainfully or	nnla	wod	3
Other not gainfully er	iihic	yeu	

# -----> Nürnberg

Area of responsibility	%
Management	7
Facility manager	9
Services manager	4
Production manager	3
Manufacturing, production, quality control	14
Buying/procurement	2
Finance/accounting, controlling	1
Personnel administration, administration	5
Sales	4
Marketing, advertising, PR	1
Other area	39
Student	3
Other not gainfully employed	8

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manage	r, Ì
branch manager, head of public office	11
Department head, group head, team leader	23
Other salaried staff, civil servant,	
skilled worker	23
Lecturer, teacher	- 5
Trainee	11
Other position	-11
Student	3
Other not gainfully employed	3

Economic sector	9
Workshop for people with disabilities	4
Daycare Center	
Workshop with store	
Trade	
Woodworking	
State/communal/social institution	
Social institution, social service	1
School, educational institution	
Horticulture and landscape gardening	
Metalworking	
Health service	4
Other sectors	
Student	
Other not gainfully employed	

Size of co		rganisation: <i>r</i> ees	
1- 4	5	500 - 999	1
5- 9	3	1 000 and more	- 1
10- 49	11	Student	
50- 199	21	Other not gainfully	
200- 499	22	employed	

## Private visitors' profile

Visitors (number of entries) 2		
Proportion of private	te visitors	45%
Germany (total) of which		100
Nielsen 1	1 Nielsen 4	95
Bremen	- Bavaria	95
Hamburg	- <u>Nielsen 5+6</u>	1
Lower Saxony	- Berlin	-
Schleswig-Holstein	- Brandenburg	-
Nielsen 2	<ul> <li>Mecklenburg</li> <li>West Pomme</li> </ul>	-
North Rhine-Westph. Nielsen 3a	<ul> <li>West Pomme</li> <li>Saxony-Anha</li> </ul>	
Hesse	1 Nielsen 7	n - 1
Rhineland-Palatinate		
Saarland	- Thuringia	
Nielsen 3b	2	
Baden-Württemb.	2	
Distance to home		%
up to 50 km		87
more than 50 km up	to 100 km	6
more than 100 km u	p to 300 km	5
200		
over 300 km	r	2
over 300 km  Frequency of visits		2
over 300 km  Frequency of visits Previous event		% 46
over 300 km  Frequency of visits Previous event Earlier events		% 46 46
over 300 km  Frequency of visits Previous event		% 46
over 300 km  Frequency of visits Previous event Earlier events First visit  Sex		2 % 46 46 37
over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male		2 % 46 46 37 % 27
over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male		2 % 46 46 37
over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household		2 % 46 46 37 % 27 73
over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person		2 % 46 46 37 % 27 73
over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons		2 % 46 46 37 % 27 73 % 20 41
over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons		2 % 46 46 47 73 % 27 73 % 41 18
over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons		2 % 46 46 46 37 % 27 73 % 20 41 18 14
over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons		2 % 46 46 37 % 27 73 % 20 41
over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age		2 %6 466 37 %27 73 %6 20 41 18 14 8
over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Feemale  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years	to trade fair	2 % 46 46 47 27 73 % 20 41 18 18 8 % 33
over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years over 20 up to 30 years	to trade fair	2 % 46 46 46 37 73 % 20 41 18 14 48 86 87 87 87 87 87 87 87 87 87 87
over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years over 20 up to 30 years over 30 up to 40 years	to trade fair	2 %46 46 46 37 27 73 % 20 41 18 14 8 % 3 7
over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years over 20 up to 30 years over 30 up to 40 years	to trade fair	2 % 46 46 46 47 47 73 % 20 41 18 14 44 83 7 9 9 9 9 9 9 9 9 9 9 9 9 9
over 300 km  Frequency of visits Previous event Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years over 20 up to 30 years	to trade fair	2 %46 46 46 37 27 73 % 20 41 18 14 8 % 3 7

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	4
Managing director, board member,	
head of an authority etc.	-
Area manager, works manager, plant manage	er,
branch manager, head of public office	1
Department head, group head, team leader Other salaried staff, civil servant,	4
skilled worker	33
Lecturer, teacher	4
Trainee	2
Other position	7
Student	2 7 3 9
Housewife/man	9
Old-age pensioner	31
Other not gainfully employed	2
Buying and ordering capacity Purchase or order made or intended at the exhibition yes	% 72
no	7
maybe	21
Follow-up business	%
Intend to buy at later date	
ves	24
no	17
maybe	58
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	
iorschung dinbir, bortillullu	

# **Badische Weinmesse — Offenburg**

## Private visitors' profile

Visitors (number of entries)	4 846
Proportion of private visitors	89%
Germany (total) of which Nielsen 1	
Foreign (total)	1
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Frequency of visits to trade fair Previous event	% 72 16 10 2 % 22
Earlier events First visit	46 33
Sex Male Female	% 58 42
Size of household  1 person 2 persons 3 persons 4 persons 5 persons and more	% 17 38 20 21 4
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 8 22 13 18 22 13 5

Position in the company/organisation	on %
Entrepreneur, co-owner, freelancer	14
Managing director, board member,	14
head of an authority etc.	6
Area manager, works manager, plant m	
branch manager, head of public office	
Department head, group head, team l	eader 10
Other salaried staff, civil servant,	24
skilled worker	31
Lecturer, teacher	5
Trainee	5
Other position	5 5 7 7
Student	7
Housewife/man	-
Old-age pensioner	10
Other not gainfully employed	1
Buying and ordering capacity	%
Purchase or order made or intended	,,
at the exhibition	
ves	41
no	37
maybe	22
maybe	22
Follow-up business	%
Intend to buy at later date	,,
ves	52
no	13
maybe	36
· · · · ·	
Conducted by: Messe Offenburg-Or GmbH, Offenburg	tenau

# **OBERRHEIN MESSE (2013)** — Offenburg

## Private visitors' profile

Visitors (number of entries)	73 367
Proportion of private visitors	100%
Germany (total) of which	94
Nielsen 1 - Nielsen 4	-
Bremen - Bavaria	-
Hamburg - Nielsen 5+6	
Lower Saxony - Berlin Schleswig-Holstein - Brandenburg	
Nielsen 2 - Mecklenburg-	
North Rhine-Westph West Pommera	ınia -
Nielsen 3a 1 Saxony-Anhalt	-
Hesse 1 Nielsen 7	-
Rhineland-Palatinate - Saxony	-
Saarland - Thuringia	-
Nielsen 3b 98 Baden-Württemberg 98	
Foreign (total)	6
of which	98
Other countries	2
Country with the highest visitor share	%
France	98
Distance to home	%
up to 50 km	84
more than 50 km up to 100 km more than 100 km up to 300 km	10 2
over 300 km	1
Frequency of visits to exhibition	%
Previous event	66
Earlier events	28
First visit	6
Sex Male	% 47
Female	53
Size of household 1 person	% 9
2 persons	43
3 persons	18
4 persons	20
5 persons and more	10
Age	%
up to 20 years	6
over 20 up to 30 years	16
over 30 up to 40 years over 40 up to 50 years	14 21
over 50 up to 60 years	19
over 60 up to 70 years	16
over 70 years	8

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

# AMB ---> Stuttgart

## Trade visitors' profile

98%	Management Research/develor Manufacturing, p
85	Buying/procurem
	Finance/accounti
	Information and
	Personnel admin
1	Sales
-	Marketing, adve
-	Logistics: storag
	transport
a -	Maintenance/rep
- 5	Other area
3	Student
-	Other not gainfu
-	
	Position in the
	Entrepreneur, co
	Managing direct
15	head of an auth
	Area manager, v
	branch manager
	Department hea
	Foreman, master
7	Other salaried st
	skilled worker
, -	Lecturer, teacher
	Trainee
	Other position
	Student
22	Other not gainfu
%	Economic secto
	Industry
	Skilled trades
	Service
	Trade
5	Training/consulting
%	University, polyte Other
	Size of compan
43	Number of emp
days	5- 9
	10- 49 18 50- 199 13
%	200- 499 14
17	
	Conducted by:
	Stuttgart
	14 14 14 1 1 3 - 3 - 3 - 3 - 3 - 3 - 4 5 5 1 23 18 7 - 9 29 23 26 22 - 9 41 6 6 6 5 9 41 27 43 43 4days

	sponsibility nt	
	evelopment/design	++0
Manuractur Buying/prod	ing, production, quality con	itro
	ounting, controlling	
Information	and communication techno	
	dministration, administration	on
Sales Marketing	advertising, PR	
	torage, material manageme	ent.
transport		,
Maintenand	e/repairs	
Other area Student		
	ainfully employed	
	the company/organisatio	n
	ır, co-owner, freelancer director, board member,	
	authority etc.	
Area manag	jer, works manager, plant m	nana
	lager, head of public office head, group head, team l	
	: nead, group nead, team i naster craftsman	eau
	ed staff, civil servant,	
Otner salar	ca stair, civil scivalit,	
skilled worl	cer	
skilled worl Lecturer, te	cer	
skilled worl Lecturer, te Trainee	cer acher	
skilled worl Lecturer, te Trainee Other posit Student	ser acher ion	
skilled worl Lecturer, te Trainee Other posit Student	cer acher	
skilled worl Lecturer, te Trainee Other posit Student	ser acher ion ainfully employed	
skilled worl Lecturer, te Trainee Other posit Student Other not o Economic : Industry	cer acher ion ainfully employed	
skilled worl Lecturer, te Trainee Other posit Student Other not g Economic Industry Skilled trad	cer acher ion ainfully employed	
skilled worl Lecturer, te Trainee Other posit Student Other not c Economic : Industry Skilled trad Service	cer acher ion ainfully employed	
skilled worl Lecturer, te Trainee Other posit Student Other not c Economic : Industry Skilled trad Service Trade	cer acher ion aainfully employed sector es	
skilled worl Lecturer, te Trainee Other posit Student Other not g Economic s Industry Skilled trad Service Trade Training/coi	cer acher ion aainfully employed sector es	ool
skilled worl Lecturer, te Trainee Other posit Student Other not g Economic s Industry Skilled trad Service Trade Training/coi	rer acher son mainfully employed sector ses ansulting	pool
skilled worl Lecturer, te Trainee Other posit Student Other not of Economic: Industry Skilled trad Service Trade Training/coi University, Other	ser acher  ion  aainfully employed  sector  es  asulting polytechnic, vocational scho	pol
skilled worl Lecturer, te Trainee Other posit Student Other not g Economic : Industry Skilled trad Service Trade Training/co University, Other	rer acher son mainfully employed sector ses ansulting	locol
skilled worl Lecturer, te Trainee Other posit Student Other not of Economic Industry Skilled trad Service Trade Training/co University, Other Size of cor Number of 1- 4	ter acher  ion lainfully employed sector es insulting polytechnic, vocational scho impany/organisation: employees 6 500 - 9	99
skilled worl Lecturer, te Trainee Other posit Student Other not g Economic Industry Skilled trad Service Training/co University, Other Size of con Number of 1- 4 5- 9	ter acher  ion lainfully employed sector es insulting polytechnic, vocational scho inpany/organisation: employees 6 500 - 9 5 1 000 and me	99 ore
skilled worl Lecturer, te Trainee Other posit Student Other not c Economic Industry Skilled trad Service Trade Training/Cou University, Other Size of cor Number of 1- 4 5- 9 10- 49	rer acher  son lainfully employed  sector  es  assulting polytechnic, vocational scho  mpany/organisation: employees 6 500 - 9 5 1 000 and mc 18 Stude	99 ore
skilled worl Lecturer, te Trainee Other posit Student Other not g Economic Industry Skilled trad Service Training/co University, Other Size of con Number of 1- 4 5- 9	ter acher  ion lainfully employed sector es insulting polytechnic, vocational scho inpany/organisation: employees 6 500 - 9 5 1 000 and me	99 ore ent

## **CMT**

## Private visitors' profile

Visitors (number of entries)	239	99
Proportion of private visitors		88
Germany (total) of which Nielsen 1 Bremen Amburg Almburg Schleswig-Holstein Nielsen 2 Nielsen 3a Hesse Rhineland-Palatinate Saarland Nielsen 3b Baden-Württemb.  Nielsen 3b Nielsen 4 Bavaria A Bavaria Bavaria Berlin Bavaria Brandenburg West Pommer West Pommer Saxony Saxony-Anhalt Nielsen 7 Thuringia		9
Foreign (total) of which  EU Other european countries Other countries		4
<b>Country with the highest visitor share</b> Switzerland	9	4
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km		5 2 1
Frequency of visits to trade fair Previous event Earlier events First visit		5 2
Sex Male Female		5
Size of household  1 person  2 persons  3 persons  4 persons  5 persons and more		1 5 1
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years		2 2 2 2

# ----> Stuttgart

Position in the company/organisation Entrepreneur, co-owner, freelancer	% 9
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manage	_
branch manager, head of public office	3
Department head, group head, team leader	10
Other salaried staff, civil servant,	
skilled worker	32
Lecturer, teacher	3
Trainee	1
Other position	4
Student	3
Housewife/man	4 3 3 4
Old-age pensioner	
Other not gainfully employed	25
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	41
no	33
maybe	26
Follow-up business Intend to buy at later date	%
yes	35
no	17
maybe	48
Conducted by: Landesmesse Stuttgart Gm	bH,

Stuttgart

# didacta ---- Stuttgart

## Trade visitors' profile

Visitors (number of	ent	ries)	88 395
Proportion of trade	vis	itors	98%
Germany (total) of which			99
Nielsen 1	2	Nielsen 4	12
Bremen	-	Bavaria	12
Hamburg	-	Nielsen 5+6	3
Lower Saxony	-	Berlin	-
Schleswig-Holstein	- 5	Brandenburg	-
Nielsen 2	3	Mecklenburg-	
North Rhine-Westph.	3		
Nielsen 3a	13		-
Hesse Rhineland-Palatinate	6	Nielsen 7 Saxony	1
Saarland	2	Thuringia	
Nielsen 3b	66	mannyia	
Baden-Württemb.	66		
Foreign (total) of which			1
EU			72
Other cour	ntrie	S	28
Distance to home			%
up to 50 km			33
more than 50 km up			20
more than 100 km u	p to	300 km	34
over 300 km			13
Frequency of visits	to t	rade fair	% 41
Previous event Earlier events			18
First visit			42
Average length of s	stay	1,	1 days
Influence on purcha	sing	g/procurement	
decisions			%
Decisively			15
Collectively			37
In an advisory capaci	ty		23
No Student			15
Student Other not gainfully e	mnl	avad	9
Other not gainfully el	IIIPIG	Dyeu	

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	%
head of an authority etc.	2
Area manager, works manager, plant manage	er,
branch manager, head of public office	1
Department head, group head, team leader Other salaried staff, civil servant,	12
skilled worker	17
Lecturer, teacher	41
Trainee	6
Other position	4
Student	9
Other not gainfully employed	1
Economic sector	%
General education system	43
Authority/public services	7
Vocational education system	14
Services, training, consulting	5
Adult education	7
Trade	1
Skilled trades	1
Higher education system	2 3 4 3
Industry	3
University, research	4
Association, organisation, institution	3
Printed products, specialist literature	
Administration	1
Preschool, kindergarten	22
Further education	5
Other	5
Size of company/organisation:	
Number of employees	%
1- 4 7 500 - 999	5
5- 9 10 1 000 and more	7
10- 49 32 Student	9
50- 199 23 Other not gainfully	
200- 499 6 employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

# FACHDENTAL Südwest ---- Stuttgart

## Trade visitors' profile

Visitors (number of	ent	ries)	6 697
Proportion of trade	vis	itors	96%
Germany (total) of which			99
Nielsen 1		Nielsen 4	5
Bremen	- 0	Bavaria	5
Hamburg	-	Nielsen 5+6	
Lower Saxony		Berlin	
Schleswig-Holstein	-	Brandenburg	_
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pommera	nia -
Nielsen 3a	5	Saxony-Anhalt	_
Hesse	1	Nielsen 7	-
Rhineland-Palatinate	4		-
Saarland	-	Thuringia	-
Nielsen 3b	88		
Baden-Württemb.	88		
Foreign (total)			1
Distance to home			%
up to 50 km			44
more than 50 km up			25
more than 100 km u	p to	300 km	27
over 300 km			3
Frequency of visits	to t	rade fair	%
Previous event			43
Earlier events			51
First visit			24
Average length of s	tay	1,	1 days
Influence on purcha	sing	g/procurement	
decisions			%
Decisively			27
Collectively			38
In an advisory capaci	ty		20
No			8
Student	٠,		6
Other not gainfully en	mplo	oyea	2

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant manager branch manager, head of public office	er, 1
Department head, group head, team leader	8
Other salaried staff, civil servant,	•
skilled worker	34
Lecturer, teacher	1
Trainee	7
Other position Student	4 6
Other not gainfully employed	2
Economic sector	%
Dentist's practice,- clinic	69
Orthodontics	6 2
Oral and maxillofacial surgery Dental technology laboratory	12
Dental trade	4
University, polytechnic, vocational school	4
Other	6
Training/consulting	1
Service	3
Size of company/organisation:	
Number of employees	%
1- 4 18 500 - 999	1
5- 9 40 1 000 and more	2
10- 49 25 Student	6
50- 199 5 Other not gainfully 200- 499 2 employed	2
zoo iss z cinpioyea	_
Conducted by: Landesmesse Stuttgart Gm	bН,

Stuttgart

# interbad ---> Stuttgart

## Trade visitors' profile

		ries) 1	4 784
Proportion of trade	visi	itors	94%
Germany (total)			70
of which	6	Nielcon 4	21
<u>Nielsen 1</u> Bremen	_	Nielsen 4 Bavaria	21
	-		
Hamburg	-	Nielsen 5+6	3
Lower Saxony	5 1	Berlin	
Schleswig-Holstein	8	Brandenburg	
Nielsen 2		Mecklenburg-	
North Rhine-Westph.	13		ıa -
Nielsen 3a		Saxony-Anhalt	-
Hesse	7	Nielsen 7	4
Rhineland-Palatinate	5	Saxony	
Saarland	1	Thuringia	
<u>Nielsen 3b</u> Baden-Württemb.	45 45		
baden-wurttenib.	45		
Foreign (total) of which			30
EU			63
Other euro	opea	n countries	32
Other cou	ntrie	S	5
Distance to home			%
up to 50 km			16
more than 50 km up	to '	100 km	10
more than 100 km u	n to	300 km	29
over 300 km			45
Countries with the	hiał	est visitor share	s %
Switzerland			19
Austria			10
United Kingdom			7
Italy			5
Russia			5
Frequency of visits	to t	rade fair	%
Previous event			39
Earlier events			33
First visit			42
Average length of	stay	1,4	days
Influence on purcha	asino	a/procurement	
		,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	%
decisions			32
decisions			
<b>decisions</b> Decisively			34
<b>decisions</b> Decisively Collectively	itv		
<b>decisions</b> Decisively Collectively In an advisory capac	ity		25
<b>decisions</b> Decisively	ity		34 25 8

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	22
Managing director, board member,	
head of an authority etc.	14
Area manager, works manager, plant manage	r,
branch manager, head of public office	16
Department head, group head, team leader	15
Other salaried staff, civil servant,	
skilled worker	25
Lecturer, teacher	-
Trainee	4
Other position	2
Student	1
Other not gainfully employed	1
Economic sector	%
Industry	21
Skilled trades	14
Trade	15
Public authority/public administratin/	
municipality	34
Training/consulting	3
Other service	14
University, polytechnic, vocational school	3
Other	8
Size of company/organisation:	
Number of employees	%
1- 4 18 500 - 999	2
5- 9 14 1 000 and more	4
10- 49 32 Student	1
50- 199 22 Other not gainfully	
200- 499 6 employed	1
Conducted by: Landesmesse Stuttgart Gm Stuttgart	bH,

# **INTERGASTRA** — Stuttgart

## Trade visitors' profile

Visitors (number of entries) 88	8 696	Area of responsibility
Proportion of trade visitors	95%	Management Personnel administrat Sales and marketing,
Germany (total) of which	98	management, banque reception
Nielsen 1 1 Nielsen 4	13	Housekeeping
Bremen - Bavaria	13	Food & beverage mai
Hamburg - Nielsen 5+6	1	Kitchen
Lower Saxony - Berlin		Pâtisserie, confectione
Schleswig-Holstein - Brandenburg	-	Wine waiter, bar
Nielsen 2 1 Mecklenburg-		Service, restaurant
North Rhine-Westph. 1 West Pommeran	ia -	House and buildings t
Nielsen 3a 11 Saxony-Anhalt	-	Other area
Hesse 4 Nielsen 7	1	Student
Rhineland-Palatinate 5 Saxony	-	Other not gainfully er
Saarland 1 Thuringia	-	
Nielsen 3b 73		Position in the comp
Baden-Württemb. 73		Entrepreneur, co-own
		Managing director, bo
Foreign (total)	2	head of an authority
of which		Area manager, works
EU	58	branch manager, hea
Other european countries	41	Department head, gro
Other countries	2	Other salaried staff, o
		skilled worker
Distance to home	%	Lecturer, teacher
up to 50 km	34	Trainee
more than 50 km up to 100 km	25	Other position
more than 100 km up to 300 km	34	Student
over 300 km	7	Other not gainfully er
Countries with the highest visitor share		Economic sector
Switzerland	36	Hotel, guest houses
Italy	19	Catering, restaurant
For any or a state to total fair	0/	Franchise restaurant
Frequency of visits to trade fair	%	Canteens, cafeteria o
Previous event Earlier events	41 42	hospital caterers
First visit	35	Ice cream parlours
FIIST VISIT	33	Baker's/confectioner's Planning/architecture/
Average length of stay 1,2	days	Discotheques, bars, tr
Influence on purchasing/procurement		scene catering Fast food, snacks, pe
decisions	%	Food, drinks trade, tr
Decisively	27	Colleges, universities,
Collectively	30	Food industry/non-foo
In an advisory capacity	22	Café, coffee shop
No	15	Service and consulting
Student	3	Other
Other not gainfully employed	2	
		Size of company/org Number of employe 1- 4 22 5- 9 19

Area of responsil	hility	9
Management		2
	tration, administration	-
	ng, customer relationship	
management, ban	queis	
reception		
Housekeeping		
	management, purchasing	
Kitchen		2
Pâtisserie, confecti	onery	
Wine waiter, bar		
Service, restaurant		1
House and building	gs technology	
Other area		
Student		
Other not gainfully	employed	
Position in the co	ompany/organisation	9
Entrepreneur, co-o		3
Managing director		_
head of an author	ity etc.	
Area manager wo	rks manager, plant manage	
branch manager 1	nead of public office	٠,
	group head, team leader	1
Other salaried staf		
skilled worker	., sortang	1
Lecturer, teacher		i.
Trainee		
Other position		
Student		
Other not gainfully	employed	
Economic sector		9
Hotel, guest house	nc .	2
		4
Catering, restauraı Franchise restaura		4
	a operators, home and	1
hospital caterers		
Ice cream parlours		
Baker's/confection		
	re/interior furnishings	
	s, trend gastronomy,	
scene catering	and the second	
Fast food, snacks,		
Food, drinks trade		
Colleges, universiti		
Food industry/non-	tood industry	
Café, coffee shop		
Service and consu	lting	
Other		
Size of company/	organisation:	
Number of emplo		9
1- 4 22	500 - 999	
5- 9 19	1 000 and more	
10- 49 28	Student	
50- 199 14	Other not gainfully	
200- 499 5	employed	

# Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## Invest

Visitors (number of entries)	10 368
Proportion of trade visitors	53%
Germany (total)	95
of which	10
Nielsen 1 3 Nielsen 4	16
Bremen - Bavaria	16
Hamburg 1 Nielsen 5+6	1
Lower Saxony 2 Berlin	-
Schleswig-Holstein - Brandenburg Nielsen 2 4 Mecklenburg	-
Nielsen 2 4 Mecklenburg North Rhine-Westph. 4 West Pomme	
Nielsen 3a 8 Saxony-Anha Hesse 5 Nielsen 7	
11030 3 <u>11103011 7</u>	1
	-
Nielsen 3b Baden-Württemb. 67	
Foreign (total) of which	5
EU	-
Other european countries	59
Other countries	41
Distance to home	%
up to 50 km	43
more than 50 km up to 100 km	15
more than 100 km up to 300 km	28
over 300 km	14
Country with the highest visitor sha	
Switzerland	59
Frequency of visits to trade fair	%
Previous event	34
Earlier events	47
First visit	36
Average length of stay	1,1 days
Influence on purchasing/procuremen	
decisions	%
Decisively	26
Collectively	19
In an advisory capacity	20
No	15
Student	13
Other not gainfully employed	7

# ----> Stuttgart

#### Position in the company/organisation Entrepreneur, co-owner, freelancer 31 Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office 4 Department head, group head, team leader 10 Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed **Economic sector** 10 Industry Trade Bank 31 Insurance 15 Financial services 12 Other service Public authority Training/consulting University, technical college, vocational college Specialist media 11

Other

Size of company/organisation: Number of employees 1 - 4 24 5- 9 6

9

10- 49 10

50- 199

200- 499

500 - 999

employed

Student

1 000 and more

Other not gainfully

19

13

Proportion of priva	te v	isitors 4	/ %
Germany (total) of which			99
Nielsen 1	1	Nielsen 4	13
Bremen	- 1	Bavaria	13
Hamburg	_	Nielsen 5+6	-
Lower Saxony	-	Berlin	_
Schleswig-Holstein	-	Brandenburg	_
Nielsen 2	3	Mecklenburg-	
North Rhine-Westph.	3		_
Nielsen 3a	8		_
Hesse	2	Nielsen 7	2
Rhineland-Palatinate	5	Saxony	-
Saarland	1	Thuringia	-
Nielsen 3b	74	mumigia	_
Raden-Württemb.			
Dauen-Wurttemb.	74		
Foreign (total)			1
Distance to home			%
up to 50 km			51
more than 50 km up	to '	100 km	17
more than 100 km u			24
over 300 km	p	500 1	- 9
Previous event Earlier events First visit			44 61 25
Sex			%
Male			85
Female			15
remale			13
Size of household			%
1 person			31
2 persons			41
3 persons			14
4 persons			9
5 persons and more			5
Age			%
up to 20 years			4
over 20 up to 30 yea	rc		8
over 30 up to 40 yea			10
over 30 up to 40 yea	15		21
over 50 up to 60 yea			27
over 60 up to 70 yea	15		20
over 70 years			11

Private visitors' profile

10 368

47%

Visitors (number of entries)

Proportion of private visitors

Position in the company/organisation Entrepreneur, co-owner, freelancer	9/ 12
Managing director, board member,	
head of an authority etc.	- 1
Area manager, works manager, plant manage	er,
branch manager, head of public office	1
Department head, group head, team leader Other salaried staff, civil servant,	9
skilled worker	31
Lecturer, teacher	3
Trainee	- 2
Other position	6
Student	- 2
Housewife/man	
Old-age pensioner	23
Other not gainfully employed	-
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
ves	38
no	31
maybe	31
	_
Follow-up business	%
Intend to buy at later date	
ves	34
no	21
maybe	45
•	ЬU
Conducted by: Landesmesse Stuttgart Gm Stuttgart	IDH

# IT & Business / DMS EXPO / CRM-expo ----- Stuttgart

Trade visitors' profile	
/isitors (number of entries)	8 564
Proportion of trade visitors	99%
Germany (total) of which	91
Nielsen 1 5 Nielsen 4	15
Bremen - Bavaria	15
lamburg - Nielsen 5+6	2
ower Saxony - Berlin	-
chleswig-Holstein - Brandenburg	-
Nielsen 2 8 Mecklenburg-	
North Rhine-Westph. 8 West Pommeran	ia -
<u>Vielsen 3a</u> 8 Saxony-Anhalt	-
lesse 4 <u>Nielsen 7</u>	1
thineland-Palatinate 3 Saxony	-
aarland 1 Thuringia Jielsen 3h 61	-
<u>lielsen 3b</u> 61 aden-Württemb. 61	
Foreign (total)	9
FU FU	55
Other european countries	35
Other countries	10
istance to home	%
p to 50 km	33
nore than 50 km up to 100 km	13
nore than 100 km up to 300 km	31
ver 300 km	22
Countries with the highest visitor share	
witzerland	30
ustria	21
requency of visits to trade fair	%
revious event	25
arlier events irst visit	33 54

1,2 days

% 26 36

22

9

Average length of stay

In an advisory capacity

Other not gainfully employed

decisions Decisively Collectively

Student

Influence on purchasing/procurement

Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management,	3
Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR	3
Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR	3
Personnel administration, administration Sales Marketing, advertising, PR	
Marketing, advertising, PR	
	1
Logistics: storage, material management.	
transport	
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer Managing director, board member,	1
head of an authority etc.	
Area manager, works manager, plant manager	
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	9
Industry Trade	2
Skilled trades	
Service	4
Training/consulting	
Authority, public services	
University, polytechnic, vocational school Other	
Size of company/organisation: Number of employees	0
1- 4 13 500 - 999	
5- 9 7 1 000 and more	1
10- 49 16 Student	
50- 199 18 Other not gainfully	
200- 499 13 employed	
Conducted by: Landesmesse Stuttgart Gml	b

# LASYS ---- Stuttgart

## Trade visitors' profile

Visitors (number of	ent	ries)	5 490
Proportion of trade	visi	tors	99%
Germany (total)			78
of which	4	Minlana 4	23
Nielsen 1		Nielsen 4 Bavaria	23
Bremen	-		
Hamburg	1	Nielsen 5+6	3
Lower Saxony	3	Berlin	
Schleswig-Holstein	-	Brandenburg	
<u>Nielsen 2</u> North Rhine-Westph.	8	Mecklenburg- West Pommerar	
			IId -
Nielsen 3a	8	Saxony-Anhalt	-
Hesse	3	Nielsen 7	6
Rhineland-Palatinate	3	Saxony	3
Saarland	2	Thuringia	4
<u>Nielsen 3b</u> Baden-Württemb.	48 48		
Foreign (total) of which			22
EU			54
Other euro	pea	n countries	35
Other cour			11
Distance to home			%
up to 50 km			19
more than 50 km up	to 1	00 km	12
more than 100 km up			32
over 300 km			37
Countries with the I	hiah	est visitor shar	es %
Switzerland			20
France			14
taly			11
Γurkey			10
Frequency of visits	to t	rade fair	%
Previous event			18
Earlier events			14
First visit			73
Average length of s	tay	1,2	2 days
Influence on purcha	sino	/procurement	
decisions	_		%
Decisively			23
Collectively			39
n an advisory capaci	tv		24
No	,		8
Student			6
Other not gainfully er			1

Area of res		lity	%
Managemen			12
Research/dev			46
Buying/procu		duction, quality control	18 2
Finance/acco			
		nmunication technology	
		ation, administration	_
Sales		action, administration	11
Marketing, a	dvertisi	ng, PR	2
		naterial management,	
transport			-
Maintenance	/repairs	;	-
Other area			1
Student	. c II		6
Other not ga	ainfully	employed	1
		mpany/organisation	%
		ner, freelancer	12
		board member,	
head of an a			9
		s manager, plant manage	er, 9
		ead of public office group head, team leader	22
		civil servant,	22
skilled worke		civii scrvaiit,	38
Lecturer, tea			1
Trainee			_
Other position	n		4
Student			6
Other not ga	infully	employed	1
Economic se	ector		%
Industry			81
Trade			5
Service			10
Training/cons			3
University, p		nic, vocational school	9
Other			5
Size of com	pany/o	rganisation:	
Number of			%
1- 4	8	500 - 999	7
5- 9	6	1 000 and more	28
10- 49	17	Student	6
50- 199	16	Other not gainfully	
200 - 499	11	employed	1

Conducted by: Landesmesse Stuttgart GmbH,

Stuttgart

# LogiMAT ---> Stuttgart

## Trade visitors' profile

Proportion of trade visitors	99%
Germany (total) of which	88
Nielsen 1 7 Nielsen 4	17
Bremen - Bavaria	17
Dielliell - Davalla	
Hamburg 2 <u>Nielsen 5-</u> Lower Saxony 4 Berlin	
Lower Saxony 4 Berlin Schleswig-Holstein 1 Brandenbu	ıra 1
Schleswig-Holstein 1 Brandenbu <u>Nielsen 2</u> 12 Mecklenbu	irg i
North Rhine-Westph. 12 West Pom	irg-
North Knine-Westph. 12 West Pom <u>Nielsen 3a</u> 11 Saxony-An	merania -
Nielsen 3a 11 Saxony-An Hesse 5 Nielsen 7	ıhalt 1
Hesse 5 Nielsen 7 Rhineland-Palatinate 5 Saxony	3 2
Saarland 1 Thuringia	1
Nielsen 3b 47	
Baden-Württemb. 47	
Foreign (total)	12
EU	64
Other european countries	22
Other countries	14
Distance to home	%
up to 50 km	% 24
up to 50 km	% 24 15
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	% 24 15 27
up to 50 km	% 24 15
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 24 15 27 34
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	% 24 15 27 34 shares %
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor	% 24 15 27 34
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 Austria Switzerland	% 24 15 27 34 <b>shares</b> % 20 17
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 Austria Switzerland	% 24 15 27 34 <b>shares</b> % 20 17
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 Austria Switzerland  Frequency of visits to trade fair Previous event	% 24 15 27 34 shares % 20 17
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 Austria Switzerland  Frequency of visits to trade fair Previous event Earlier events	% 24 15 27 34 shares % 20 17 % 35 38
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 Austria Switzerland  Frequency of visits to trade fair Previous event	% 24 15 27 34 shares % 20 17
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 Austria Switzerland  Frequency of visits to trade fair Previous event Earlier events	% 24 15 27 34 shares % 20 17 % 35 38
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 Austria Switzerland  Frequency of visits to trade fair Previous event Earlier events First visit  Average length of stay  Influence on purchasing/procurem	% 24 15 27 34 shares % 20 17 % 35 38 45 1,2 days
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor Austria Switzerland  Frequency of visits to trade fair Previous event Earlier events First visit  Average length of stay  Influence on purchasing/procurem decisions	% 244 15 27 34 shares % 20 177 % 35 38 45 1,2 days ent %
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor Austria Switzerland  Frequency of visits to trade fair Previous event Earlier events First visit  Average length of stay  Influence on purchasing/procurem decisions Decisively	% 24 15 27 34 shares % 20 17 % 35 38 45 1,2 days
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor Austria Switzerland  Frequency of visits to trade fair Previous event Earlier events First visit  Average length of stay  Influence on purchasing/procurem decisions	% 244 15 27 34 shares % 20 177 % 35 38 45 1,2 days ent %
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor Austria Switzerland  Frequency of visits to trade fair Previous event Earlier events First visit  Average length of stay  Influence on purchasing/procurem decisions Decisively Collectively	% 24 15 27 34 shares % 20 17 % 35 38 45 1,2 days
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Countries with the highest visitor Austria Switzerland  Frequency of visits to trade fair Previous event Earlier events First visit  Average length of stay  Influence on purchasing/procurem decisions Decisively	% 24 15 27 34 shares % 20 17 % 35 38 45 1,2 days ent % 38 38 38 38 38 38 38 38 38 38 38 38 38

Area of respo	nsibility		9
Management Research/devel	onment/c	ocian	1
		on, quality control	
Buying/procure		on, quanty control	
Finance/accoun		trolling	
		nication technology	
	inistration	n, administration	
Sales		DD.	1
Marketing, adv		rial management,	
transport	ige, mate	nai management,	3
Maintenance/re	nairs		٠
Other area	- puiis		
Student			
Position in the	e compa	ny/organisation	9
Entrepreneur, o			1
Managing dire			
head of an aut			
		anager, plant manage	
branch manage			1
		head, team leader	3.
Other salaried skilled worker	starr, civi	i servant,	2
Lecturer, teach	or		۷.
Trainee	CI		
Other position			
Student			
Economic sect	tor		9
Industry			5
Wholesale trad	le		1
Retail trade			
Skilled trades			
	ders, tran	sport companies	1
Other service Association, or	nanicatio	n	1.
Public authority		II .	
University/colle		chnic	
Other sectors	55,00.700		
Student			
Size of compa	any/orgai	nisation:	
Number of en			9
1- 4	5	200 - 499	1
5- 9	3	500 - 999	1
10- 49	9	1 000 and more	2

Size of com Number of			%
1- 4	5	200 - 499	19
5- 9	3	500 - 999	11
10- 49	9	1 000 and more	28
50- 199	19	Student	6
Conducted	by: Wissle	er & Partner, Basel	

## **MEDIZIN/TheraPro**

Visitors (number of	ent	ries)	8 862
Proportion of trade	visi	tors	98%
Germany (total)			97
of which			
Nielsen 1	1	Nielsen 4	18
Bremen	-	Bavaria	18
Hamburg	-	Nielsen 5+6	1
Lower Saxony	-	Berlin	-
Schleswig-Holstein	- 5	Brandenburg	-
Nielsen 2	2	Mecklenburg	
North Rhine-Westph.	2	West Pomme	
Nielsen 3a	6	Saxony-Anha	lt -
Hesse	3	Nielsen 7	-
Rhineland-Palatinate	2	Saxony	-
Saarland	1	Thuringia	-
Nielsen 3b	72		
Baden-Württemb.	72		
Foreign (total)			3
Distance to home			%
up to 50 km			38
more than 50 km up	to '	100 km	21
more than 100 km u	o to	300 km	29
over 300 km			12
Frequency of visits	to t	rade fair	%
Previous event			24
Earlier events			18
First visit			65
Average length of s	tay		1,3 days
Influence on purcha	sino	ı/procuremen	t
decisions		, , , , , , , , , , , , , , , , , , , ,	%
Decisively			29
Collectively			25
In an advisory capaci	ty		21
			14
No			14
			9

# ----> Stuttgart

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	39
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant mar	iager,
branch manager, head of public office	2
Department head, group head, team lead	der 9
Other salaried staff, civil servant,	
skilled worker	22
Lecturer, teacher	3
Trainee	9
Other position	4
Student	9
Other not gainfully employed	1

Economic sector	%
Practice	58
Hospital/clinic	11
Medical care centre	1
Rehabilitation facilities	7
Nursing home	2
Medical laboratory/institute	1
Emergency services organisations	1
Association	1
Industry	2
Trade	2
Public authorities/Health service	3
Service	5
Training/consulting	2
University, polytechnic, vocational school	14
Other	5

Size o	t coi	mpany/orgar	١İS	ation:	
Numb	er of	f employees			
1-	4	30		500 - 999	
5-	9	20	1	000 and more	
10-	49	16		Student	

50- 199

200-499

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

5

Other not gainfully

employed

# **O&S** — Stuttgart

## Trade visitors' profile

	40*)	Area of responsibility	
	000/	Management	
roportion of trade visitors	99%	Research/development/design	
(4-4-1)	78	Manufacturing, production, quality control	
i <b>ermany (total)</b> f which	78	Buying/procurement	
	17	Finance/accounting, controlling	
lielsen 1 3 Nielsen 4 remen - Bavaria	17 17	Information and communication technology	
		Personnel administration, administration	
amburg - Nielsen 5+6	2	Sales	
ower Saxony 3 Berlin	2	Marketing, advertising, PR	
chleswig-Holstein - Brandenburg	-	Logistics: storage, material management,	
lielsen 2 14 Mecklenburg-		transport	
orth Rhine-Westph. 14 West Pommerania		Maintenance/repairs	
lielsen 3a 10 Saxony-Anhalt	- 5	Other area	
esse 5 <u>Nielsen 7</u>	5	Planning/work preparation	
hineland-Palatinate 4 Saxony	3	Process engineering, environmental protection	١
aarland 1 Thuringia	2	Student	
<u>lielsen 3b</u> 50 aden-Württemb. 50		Other not gainfully employed	
		Position in the company/organisation	
oreign (total)	22	Entrepreneur, co-owner, freelancer	
f which		Managing director, board member,	
EU	67	head of an authority etc.	
Other european countries	19	Area manager, works manager, plant manage	٠r
Other countries	13	branch manager, head of public office	
		Department head, group head, team leader	
istance to home	%	Other salaried staff, civil servant,	
p to 50 km	19	skilled worker	
nore than 50 km up to 100 km	14	Lecturer, teacher	
nore than 100 km up to 300 km	31	Trainee	
ver 300 km	37	Other position	
7 C. 3 C C C C C C C C C C C C C C C C C	J.	Student	
ountries with the highest visitor shares	s %	Other not gainfully employed	
witzerland	15	Other not gainfully employed	
ustria	12	Economic sector	
ustria	12	Industry	
requency of visits to trade fair	%	Trade	
revious event	24	Service	
arlier events	18		
irst visit	67	Training/consulting	
IST AIRIT	07	University, polytechnic, vocational school	
vorage length of stay 4.3	dave	Other sectors	
verage length of stay 1,2	days	Student	
on fluence on purchasing/procurement		Other not gainfully employed	
ecisions	%	Size of company/organisation:	
ecisively	21	Number of employees	
ollectively	43	1- 4 7 500 - 999	
n an advisory capacity	21	5- 9 3 1 000 and more	
	9	10- 49 17 Student	
0			
o tudent	4	50- 199 20 Other not gainfully	

<sup>\*)</sup> Visitor attendance determined by a representative poll in the combination of O&S/parts2clean. Multiple answers were permitted.

Area of responsibility	%
Management	18
Research/development/design Manufacturing, production, quality control	22 21
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	15
Marketing, advertising, PR Logistics: storage, material management,	1
transport	1
Maintenance/repairs	i
Other area	4
Planning/work preparation	2
Process engineering, environmental protection	3
Student Other not gainfully employed	4
Other not gainfully employed	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	6
head of all authority etc. Area manager, works manager, plant manager	
branch manager, head of public office	, 18
Department head, group head, team leader	27
Other salaried staff, civil servant,	
skilled worker	26
Lecturer, teacher	1
Trainee Other position	3
Student	4
Other not gainfully employed	1
Economic sector	%
Industry	76
Trade	7
Service	11
Training/consulting	1
University, polytechnic, vocational school	2
Other sectors	2
Student Other not gainfully employed	4
Other not gainfully employed	'
Size of company/organisation:	٠.
Number of employees 1- 4 7 500 - 999	%
1- 4 7 500 - 999	10

# parts2clean ---- Stuttgart

Visitors (number of entries) 8 46	50*)	Area of responsibility
Proportion of trade visitors 9	99%	Management Research/development/design
Germany (total)	79	Manufacturing, production, quality control Buying/procurement
of which		Finance/accounting, controlling
Nielsen 1 4 Nielsen 4	15	Information and communication technolog
Bremen - Bavaria	15	Personnel administration, administration
Hamburg 1 Nielsen 5+6	2	Sales
Lower Saxony 3 Berlin	2	Marketing, advertising, PR
Schleswig-Holstein 1 Brandenburg	-	Logistics: storage, material management,
Nielsen 2 10 Mecklenburg-		transport
North Rhine-Westph. 10 West Pommerania	1	Maintenance/repairs
Nielsen 3a 12 Saxony-Anhalt	-	Other area
Hesse 6 Nielsen 7	5	Planning/work preparation
Rhineland-Palatinate 4 Saxony	3	Process engineering, environmental protect
Saarland 2 Thuringia	3	Student
Nielsen 3b 53		Other not gainfully employed
Baden-Württemb. 53		Position in the company/organisation
Foreign (total)	21	Entrepreneur, co-owner, freelancer
of which		Managing director, board member,
EU	64	head of an authority etc.
Other european countries	20	Area manager, works manager, plant man
South-, East-, Central Asia	12	branch manager, head of public office
Other countries	5	Department head, group head, team lead
Distance to home	%	Other salaried staff, civil servant, skilled worker
	21	
up to 50 km more than 50 km up to 100 km	12	Lecturer, teacher
	31	Trainee
more than 100 km up to 300 km over 300 km	36	Other position
OVEL 300 KIII	30	Student Other not gainfully employed
Countries with the highest visitor shares	%	- The gamany employed
Switzerland	17	Economic sector
Austria	13	Industrial construction
		Trade
Frequency of visits to trade fair	%	Service
Previous event	20	Training/consulting
Earlier events	28	University, polytechnic, vocational school
First visit	64	Other sectors
Average length of stay 1,2 d	lavs	Student Other not gainfully employed
	,-	
Influence on purchasing/procurement decisions	%	Size of company/organisation: Number of employees
Decisively	19	1- 4 8 500 - 999
Collectively	42	5- 9 2 1 000 and more
In an advisory capacity	25	10- 49 12 Student
No	9	
Student	5	3
Other not gainfully employed	1	
- The gainting employed		Conducted by: Gelszus Messe-Markt-
Action to the first terms of the second		forschung GmbH, Dortmund

<sup>\*)</sup> Visitor attendance determined by a representative poll in the combination of O&S/parts2clean. Multiple answers were permitted.

Area of responsibility Management	
Management	0
management	1
Research/development/design	2
Manufacturing, production, quality control	2
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	1
Marketing, advertising, PR	
Logistics: storage, material management,	
transport Maintenance/repairs	
Other area	
Planning/work preparation	
Process engineering, environmental protection	n
Student	
Other not gainfully employed	
Position in the company/organisation	0
Entrepreneur, co-owner, freelancer	1
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manag	
branch manager, head of public office	- 1
	-
Department head, group head, team leader	2
Other salaried staff, civil servant,	
Other salaried staff, civil servant, skilled worker	
Other salaried staff, civil servant, skilled worker Lecturer, teacher	
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee	
Other salaried staff, civil servant, skilled worker Lecturer, teacher	
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position	
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed	3
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector	3
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Industrial construction	3
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Industrial construction Trade	3
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Industrial construction Trade Service	3
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Industrial construction Trade Service Training/consulting	3
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Industrial construction Trade Service Training/consulting University, polytechnic, vocational school	3
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Industrial construction Trade Service Training/consulting	3
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Industrial construction Trade Service Training/consulting University, polytechnic, vocational school Other sectors	3
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Industrial construction Trade Service Training/consulting University, polytechnic, vocational school Other sectors Student Other not gainfully employed	3
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Industrial construction Trade Service Training/consulting University, polytechnic, vocational school Other sectors Student Other not gainfully employed  Size of company/organisation:	7
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Industrial construction Trade Service Training/consulting University, polytechnic, vocational school Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees	7
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Industrial construction Trade Service Training/consulting University, polytechnic, vocational school Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees 1- 4 8 500 - 999	7
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Industrial construction Trade Service Training/consulting University, polytechnic, vocational school Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1 4 8 500 - 999 5 9 2 1 000 and more	2 3 3 7 7 1 1 3 3
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Industrial construction Trade Service Training/consulting University, polytechnic, vocational school Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1	7 1
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed  Economic sector Industrial construction Trade Service Training/consulting University, polytechnic, vocational school Other sectors Student Other not gainfully employed  Size of company/organisation: Number of employees  1 4 8 500 - 999 5 9 2 1 000 and more	7

forschung GmbH, Dortmund

# **PFLEGE & REHA** ---- Stuttgart

## Trade visitors' profile

Visitors (number of	ent	ries)	7 267
Proportion of trade	visi	itors	99%
Germany (total)			100
of which		All alassa A	_
Nielsen 1	- 1	Nielsen 4 Bavaria	6
Bremen	-		C
Hamburg	-	Nielsen 5+6 Berlin	
Lower Saxony	-		_
Schleswig-Holstein Nielsen 2	1	Brandenburg Mecklenburg-	_
North Rhine-Westph.		West Pommer	nin
Nielsen 3a	3		ıllıd -
Hesse	-	Saxony-Anhalt Nielsen 7	
nesse Rhineland-Palatinate	- 0	Saxony	
Saarland	- 3	Thuringia	
Nielsen 3b	89	munngia	
Raden-Württemb	89		
Distance to home up to 50 km more than 50 km up more than 100 km u over 300 km			% 53 23 21 3
Frequency of visits	to t	rade fair	%
Previous event			32
Earlier events			33
First visit			44
Average length of s	stay	1,	,1 days
Influence on purcha			-
Influence on purcha			%
Influence on purcha decisions Decisively			% 9
Influence on purcha decisions Decisively Collectively	sing		% 9 28
Influence on purcha decisions Decisively Collectively In an advisory capaci	sing		% 9 28 28
Influence on purcha decisions Decisively Collectively In an advisory capaci No	sing		% 9 28 28 28
Influence on purcha decisions Decisively Collectively In an advisory capaci	ity	g/procurement	% 9 28 28

Position in the company/organisation	ı %
Entrepreneur, co-owner, freelancer	4
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant ma	nager,
branch manager, head of public office	10
Department head, group head, team lea	ader 19
Other salaried staff, civil servant,	
skilled worker	36
Lecturer, teacher	5
Trainee	9
Other position	7
Student	5 2
Other not gainfully employed	2
Economic sector	%
Old peoples' and nursing home	48
Outpatient care, social care facilities	25
Other service	4
Architect's/planning office	1
Aid for handicapped people, disabled fa	cility 5
Government agency, health insurance	
company	1
Frade companies	1
Hospice	2
Industry	1
Hospital/clinic	10
Rehabilitation centre	3
Medical supplies retailer	1
Residence for the elderly	2
Training/consulting	2
University, polytechnic, vocational school	ol 4
Union, charity, association	2
Other	4
Size of company/organisation:	
Number of employees	%
1- 4 3 500 - 99	
5- 9 3 1 000 and more	
10- 49 25 Studen	
50- 199 31 Other not gainfull	V
200- 499 14 employe	
	_

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

# **RETRO CLASSICS** — Stuttgart

## **Private visitors' profile**

Visitors (number of entries)	80 655
Proportion of private visitors	68%
Germany (total)	91
of which	14
Nielsen 1 Nielsen 4	
Bremen - Bavaria	14
Hamburg - Nielsen 5+6	1
Lower Saxony - Berlin	-
Schleswig-Holstein - Brandenburg	-
Nielsen 2 1 Mecklenburg-	
North Rhine-Westph. 1 West Pommer	
Nielsen 3a 9 Saxony-Anhal	
Hesse 4 Nielsen 7	1
Rhineland-Palatinate 4 Saxony	-
Saarland 1 Thuringia	-
Nielsen 3b 73	
Baden-Württemb. 73	
Foreign (total) of which	9
EU	63
Other european countries	32
Other countries	5
Other countries	)
Countries with the highest visitor sha	ares %
Switzerland	29
France	20
Austria	19
Distance to home	%
up to 50 km	42
more than 50 km up to 100 km	17
more than 100 km up to 300 km	32
over 300 km	10
Frequency of visits to trade fair	%
Previous event	40
Earlier events	47
First visit	30
Sex Male	% 13
Female	87
remale	0/
Size of household	%
1 person	19
2 persons	42
3 persons	17
4 persons	16
5 persons and more	5
Age	%
up to 20 years	4
over 20 up to 30 years	9
over 30 up to 40 years	10
over 40 up to 50 years	26
over 50 up to 60 years	28
over 60 up to 70 years	18
over 70 years	6
ore. To years	U

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manage	r,
branch manager, head of public office	. 3
Department head, group head, team leader Other salaried staff, civil servant,	10
skilled worker	29
Lecturer, teacher	
Trainee	2
Other position	5
Student	2 5 4
Housewife/man	1
Old-age pensioner	18
Other not gainfully employed	4
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	47
no	25
maybe	28
Follow-up business	%
Intend to buy at later date	24
yes no	27
maybe	50
•	-
Conducted by: Landesmesse Stuttgart Gm Stuttgart	bH,

# südback

Visitors (number of entries)	33 371
Proportion of trade visitors	97%
Germany (total) of which	87
Nielsen 1 2 Nielsen 4	22
Bremen - Bavaria	22
Hamburg - Nielsen 5+6	1
Lower Saxony - Berlin	-
Schleswig-Holstein - Brandenburg	-
Nielsen 2 5 Mecklenburg-	
North Rhine-Westph. 5 West Pommer	
Nielsen 3a 10 Saxony-Anhal	
Hesse 5 <u>Nielsen 7</u> Rhineland-Palatinate 4 Saxony	2
Rhineland-Palatinate 4 Saxony Saarland 1 Thuringia	
Nielsen 3b 57	
Baden-Württemb. 57	
Foreign (total) of which	13
EU	59
Other european countries	33
Other countries	8
Distance to home	%
up to 50 km	24
more than 50 km up to 100 km	18
more than 100 km up to 300 km	36
over 300 km	22
Countries with the highest visitor sha	
Switzerland	20
Austria	16
Italy	7
Frequency of visits to trade fair	%
Previous event	43
Earlier events	47
First visit	33
Average length of stay	I,2 days
Influence on purchasing/procurement	
decisions Decisively	% 29
Decisively Collectively	29 26
Collectively In an advisory capacity	26
No	23 18
Student	3
Other not gainfully employed	1
3	•

# ----> Stuttgart

Area of responsibility	%
Management	27
Research/development/design	3
Manufacturing, production, quality control	34
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	17
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area Student	3
	3 1
Other not gainfully employed	'
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	28
Entrepreneur, partner, self-employed	6
Area manager, works manager, plant manag	er,
branch manager, head of public office	9
Department head, group head, team leader	10
Foreman, master craftsman	9
Other salaried staff, civil servant,	
skilled worker	19
Lecturer, teacher	1
Trainee	11
Other position Student	3
Other not gainfully employed	1
Economic sector	%
Pure baking craft	19
Pure confectioner craft	9
Baker's/Confectioner's trade	44
Bread, cake and pastry industry	11
Other industry	5
Café, ice cream parlours	6
Catering	6
Hotel	2
Fast food, snacks, petrol stations	2
Canteen, caterers	2
Food, delicatessen, beverages trade	5
Service and consulting	6
Colleges, universities, institutes	3 5
Other sectors	5
Size of company/organisation:	
Number of employees	%
1- 4 16 500 - 999	4
5- 9 15 1 000 and more	6
10- 49 29 Student	3
50- 199 18 Other not gainfully	
	1

employed

Conducted by: Landesmesse Stuttgart GmbH,

# SÜFFA → Stuttgart

## Trade visitors' profile

Visitors (number of e	ntries)	7 733	Area of responsibility
Proportion of trade v	visitors	96%	Management Research/development/o Manufacturing, product
Germany (total) of which		95	Buying/procurement Finance/accounting, cor
	2 Nielsen 4	21	
Bremen	- Bavaria	21	Information and commi
		21	Personnel administratio
Hamburg	- Nielsen 5+6	-	Sales
Lower Saxony	<ul><li>Berlin</li><li>Brandenburg</li></ul>	-	Marketing, advertising,
Schleswig-Holstein Nielsen 2		-	Logistics: storage, mate
	<ol> <li>Mecklenburg-</li> <li>West Pomme</li> </ol>		transport
			Maintenance/repairs
	1 Saxony-Anha		Other area
	5 Nielsen 7	1	Student
	5 Saxony	-	Other not gainfully emp
Saarland	- Thuringia	-	
	52		Position in the compa
Baden-Württemb. 6	52		Entrepreneur, co-owner
			Managing director, boa
Foreign (total)		5	head of an authority et
of which			Area manager, works m
EU		46	branch manager, head
	ean countries	42	Department head, grou
Other count	ries	12	Foreman, master crafts
			Other salaried staff, civ
Distance to home		%	skilled worker
up to 50 km		26	Lecturer, teacher
more than 50 km up to		25	Trainee
more than 100 km up	to 300 km	38	Other position
over 300 km		12	Student
Country with the high	hest visitor sha	re %	Other not gainfully emp
Switzerland		40	Economic sector
			Butchers' trade, butche
Frequency of visits to	trade fair	%	Meat-processing indust
Previous event		43	Supplier to the butcher
Earlier events		46	butchery
First visit		34	Large kitchen, commun
			canteen catering
Average length of sta	ay	1,1 days	Catering
Influence on purchasi	ina/procuremen	t	Snack, fast-food, filling Food, delicatessen, bev
decisions	g. procuremen	%	Catering/party service
Decisively		34	Authorities, public facili
Collectively		27	Service and consulting
In an advisory capacity	ı	20	Colleges, universities, ir
No	1	14	Other sectors
Student		3	Other sectors
Other not gainfully em	nloved	2	Size of companylorga
outer not gainfully elli	piojeu	2	Size of company/orga Number of employees

Management	36
Research/development/design	3 19
Manufacturing, production, quality control Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	- 1
Personnel administration, administration	1
Sales	27
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	1
Maintenance/repairs Other area	5
Student	3
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	40
Managing director, board member,	4
head of an authority etc.	
Area manager, works manager, plant manage branch manager, head of public office	', 7
Department head, group head, team leader	8
Foreman, master craftsman	7
Other salaried staff, civil servant,	
skilled worker	13
Lecturer, teacher	3
Trainee	12
Other position Student	1 3
Other not gainfully employed	3
Economic sector	%
Butchers' trade, butchers, butcher's shop	73
Meat-processing industry	7
Supplier to the butchers' trade and industry	7 2
butchery	2
Large kitchen, communal catering, canteen catering	2
Catering	5
Snack, fast-food, filling station	2
Food, delicatessen, beverages trade	6
Catering/party service	10
Authorities, public facilities, associations	2
Service and consulting	5
Colleges, universities, institutes Other sectors	2
Other sectors	4
Size of company/organisation:	
Number of employees	%
1- 4 15 500 - 999	1
5- 9 18 1 000 and more	5
10- 49 37 Student	3
50- 199 14 Other not gainfully	2
200- 499 5 employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

# **TV TecStyle Visions** —> **Stuttgart**

Visitors (number of entries)	1 983*)
Proportion of trade visitors	98%
Germany (total)	84
of which	
Nielsen 1 7 Nielsen 4	19
Bremen 1 Bavaria	19
Hamburg 1 Nielsen 5+6	4
Lower Saxony 4 Berlin	-
Schleswig-Holstein 2 Brandenburg	-
Nielsen 2 9 Mecklenburg-	
North Rhine-Westph. 9 West Pommera	
Nielsen 3a 10 Saxony-Anhalt	-
Hesse 6 Nielsen 7	6
Rhineland-Palatinate 3 Saxony Saarland 1 Thuringia	4
Saarland 1 Thuringia Nielsen 3b 45	2
Raden-Württemb. 45	
Dauen-vvulttenib. 45	
Foreign (total)	16
of which	10
EU	56
Other european countries	41
Other countries	3
Other countries	
Distance to home	%
up to 50 km	18
more than 50 km up to 100 km	12
more than 100 km up to 300 km	32
over 300 km	38
Countries with the highest visitor sha	res %
Austria	32
Switzerland	33
Frequency of visits to trade fair	%
Previous event	43
Earlier events	29
First visit	44
Average length of stay 1,	,2 days
Influence on purchasing/procurement	
decisions	%
Decisively	58
Collectively	21
In an advisory capacity	13
No	6
Student	3
Other not gainfully employed	1

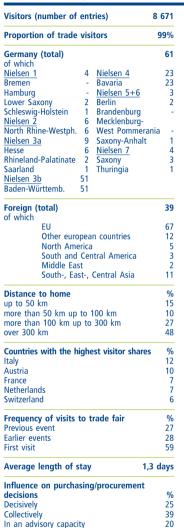
*)	Visitor attendance determined by a representative poll in the combination of TV TecStyle Visions/WETEC/ Give A Days. Multiple answers were permitted.
	Give A Days. Multiple answers were permitted.

Area of responsibility	%
Management	51
Research/development/design	3
Manufacturing, production, quality control Buying/procurement	17 7
Finance/accounting, controlling	-
Information and communication technology	_
Personnel administration, administration	-
Sales	9
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport Maintenance/repairs	1
Other area	
Student	5 3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	58
Managing director, board member,	
head of an authority etc.	12
Area manager, works manager, plant manage branch manager, head of public office	r, 4
Department head, group head, team leader	6
Other salaried staff, civil servant,	Ŭ
skilled worker	12
Lecturer, teacher	1
Trainee Other position	2
Student	3
Other not gainfully employed	1
	0/
Economic sector	% 38
Trade Manufacturer/Industry	30
Service	45
University, polytechnic, vocational school	4
Other	7
Other	,
Size of company/organisation: Number of employees	
Size of company/organisation: Number of employees 1- 4 56 500 - 999	%
Size of company/organisation: Number of employees 1- 4 56 500 - 999 5- 9 15 1 000 and more	% 1 3
Size of company/organisation: Number of employees 1- 4 56 500 - 999 5- 9 15 1 000 and more 10- 49 15 Student	% 1 3
Size of company/organisation: Number of employees  1-	% 1 3 3
Size of company/organisation:  Number of employees  1- 4 56 500 - 999  5- 9 15 1 000 and more 10- 49 15 Student 50- 199 5 Other not gainfully 200- 499 2 employed	% 1 3 3
Size of company/organisation:  Number of employees  1- 4 56 500 - 999 5- 9 15 1 000 and more 10- 49 15 Student 50- 199 5 Other not gainfully 200- 499 2 employed  Conducted by: Landesmesse Stuttgart Gm	% 1 3 3
Size of company/organisation:  Number of employees  1- 4 56 500 - 999  5- 9 15 1 000 and more 10- 49 15 Student 50- 199 5 Other not gainfully 200- 499 2 employed	% 1 3

# 

# VISION ---> Stuttgart

#### Trade visitors' profile



Other not gainfully employed

Area of responsibility	%
Management	10
Research/development/design	57
Manufacturing, production, quality control Buying/procurement	8 1
Finance/accounting, controlling	
Information and communication technology	2
Personnel administration, administration	-
Sales	7
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area Student	2
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member,	
head of an authority etc.	7
Area manager, works manager, plant manage	
branch manager, head of public office Department head, group head, team leader	8 23
Other salaried staff, civil servant,	23
skilled worker	36
Lecturer, teacher	3
Trainee	1
Other position	3
Student	8
Other not gainfully employed	1
Economic sector	%
Industry	75
Trade	3
Service provider	13
Training/consulting	2
University, polytechnic, vocational school	12
Other	5
Size of company/organisation:	
Number of employees	%
1- 4 8 500 - 999	8
5- 9 8 1 000 and more	24
10- 49 18 Student	8
50- 199 14 Other not gainfully	
200- 499 10 employed	1
Conducted by: Landesmesse Stuttgart Gm	bH,

Stuttgart

8

# Wetec --- Stuttgart

## Trade visitors' profile

Proportion of trade	visitors	99%
Germany (total)		90
of which		30
Nielsen 1	4 Nielsen 4	20
Bremen	- Bavaria	20
Hamburg	- Nielsen 5+6	4
Lower Saxony	2 Berlin	1
Schleswig-Holstein	1 Brandenburg	2
Nielsen 2	6 Mecklenburg	
North Rhine-Westph.	6 West Pomme	
Nielsen 3a	9 Saxony-Anha	
Hesse	3 Nielsen 7	6
Rhineland-Palatinate	5 Saxony	3
Saarland	- Thuringia	3
Nielsen 3b	51	
Baden-Württemb.	51	
Foreign (total) of which		10
EU EU		52
	pean countries	43
Other coun		5
Distance to home		%
up to 50 km		22
more than 50 km up	to 100 km	12
more than 100 km up	to 300 km	35
over 300 km		31
Countries with the h	iahest visitor sh	nares %
Switzerland		43
Austria		27
Frequency of visits 1	o trade fair	%
Previous event		39
First visit		61
Average length of s	tay	1,1 days
Influence on purcha	sing/procuremen	t
decisions	3-1	%
Decisively		48
Collectively		29
In an advisory capacit	.v	14
No		8

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

Area of responsibility Management	
	-
Research/development/design	4
Manufacturing, production, quality control	2
Buying/procurement	_
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	
Marketing, advertising, PR	1
Logistics: storage, material management, transport	
Maintenance/repairs	
Other area	
Student	
Position in the company/organisation	
Entrepreneur, co-owner, freelancer	4
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manage branch manager, head of public office	er,
Department head, group head, team leader	1
Other salaried staff, civil servant.	
skilled worker	
	1
Lecturer, teacher	1
Trainee	1
Trainee Other position	1
Trainee	1
Trainee Other position	
Trainee Other position Student  Economic sector Trade	2
Trainee Other position Student  Economic sector Trade Manufacturer/Industry	2 3
Trainee Other position Student  Economic sector Trade Manufacturer/Industry Service	2 3
Trainee Other position Student  Economic sector Trade Manufacturer/Industry	2 3
Trainee Other position Student  Economic sector Trade Manufacturer/Industry Service University, polytechnic, vocational school Other	2 3
Trainee Other position Student  Economic sector Trade Manufacturer/Industry Service University, polytechnic, vocational school Other  Size of company/organisation:	2 3 5
Trainee Other position Student  Economic sector Trade Manufacturer/Industry Service University, polytechnic, vocational school Other  Size of company/organisation: Number of employees	2 3 5
Trainee Other position Student  Economic sector Trade Manufacturer/Industry Service University, polytechnic, vocational school Other  Size of company/organisation:	1 2 3 5 5
Trainee Other position Student  Economic sector Trade Manufacturer/Industry Service University, polytechnic, vocational school Other  Size of company/organisation: Number of employees 1- 4 44 200 - 499	2 3 5
Trainee Other position Student  Economic sector Trade Manufacturer/Industry Service University, polytechnic, vocational school Other  Size of company/organisation: Number of employees  1- 4 44 200 - 499 5- 9 20 500 - 999	2 3 5

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart



## 6

# Messe Wächtersbach (2013) ----- Wächtersbach

## **Private visitors' profile**

Proportion of private visitors	95%
Germany (total) of which	100
Nielsen 1 - Nielsen 4	10
Bremen - Bavaria	10
Hamburg - Nielsen 5+6	
Lower Saxony - Berlin	
Schleswig-Holstein - Brandenburg	
Nielsen 2 - Mecklenburg	
North Rhine-Westph West Pomm	
Nielsen 3a 89 Saxony-Anha	
Hesse 89 Nielsen 7	ait
Rhineland-Palatinate - Saxony	
Saarland - Thuringia	
Nielsen 3b 1	
Baden-Württemberg 1	
Distance to home	%
up to 50 km	86
more than 50 km up to 100 km	12
more than 100 km up to 300 km	12
over 300 km	1
OVEL 300 KIII	
Frequency of visits to exhibition	
2012	71
2012 2011	71 72
2012 2011 Earlier events	71 72 76
2012 2011	71 72 76
2012 2011 Earlier events First visit	72 76 10
2012 2011 Earlier events First visit  Sex Male	71 72 76 10 %
2012 2011 Earlier events First visit	71 72 76 10 %
2012 2011 Earlier events First visit  Sex Male Female  Size of household	711 722 766 100 964 422 58
2012 2011 Earlier events First visit  Sex Male Female  Size of household 1 person	71 72 76 10 96 42 58
2012 2011 Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons	71 72 76 10 96 42 58 96 10 39
2012 2011 Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons	711 72 76 10 % 42 58 % 10 39 25
2012 2011 Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons	71 72 76 10
2012 2011 Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons	711 72 76 10 % 42 58 % 10 39 25
2012 2011 Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age	711 722 766 100 %42 588 %100 399 255 177 7
2012 2011 Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons 5 persons and more  Age  up to 20 years	711 722 76 100 9% 422 58 9% 100 399 255 177 7
2012 2011 Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age  up to 20 years over 20 up to 30 years	711 722 766 100 9% 422 588 9% 100 399 255 177 7
2012 2011 Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years over 20 up to 30 years over 30 up to 40 years	711 727 76 10 9% 422 588 9% 100 39 25 17 7
2012 2011 Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	711 727 767 760 100 424 424 588 401 103 393 255 257 257 27 27 27 27 27 27 27 27 27 27 27 27 27
2012 2011 Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age	711 727 767 760 100 424 424 588 401 103 393 255 257 257 27 27 27 27 27 27 27 27 27 27 27 27 27
2012 2011 Earlier events First visit  Sex Male Female  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	711 727 76 10 9% 422 588 9% 100 39 25 17 7

Position in the company/organisation	%
ntrepreneur, co-owner, freelancer	5
Managing director, board member,	
nead of an authority etc.	1
Area manager, works manager, plant manage	r,
oranch manager, head of public office	1
Department head, group head, team leader	6
Other salaried staff, civil servant,	
killed worker	46
ecturer, teacher	3
rainee	2
Other position	1
armer	1
itudent	3 2 1 1 5 5
Housewife/man	5
Old-age pensioner	22
Other not gainfully employed	1
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
res	68
10	11
naybe	21
Follow-up business	%
ntend to buy at later date	,,
res	21
10	36
naybe	44
Conducted by: Messe- und Congress-	
peratung Dirr, Neu Wulmstorf	
reratung Diri, Neu Wullistori	

# **Registered Events**

#### **Bayreuth**

#### bbg Betriebsberatungs GmbH

DKM – The Trade Fair for the Finance and Insurance Industry, Dortmund 27.10.-29.10.2015

#### Berlin

#### **Messe Berlin GmbH**

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

• 16.01.-25.01.2015

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

• 04.02.-06.02.2015

ITB Berlin — THE WORLD'S LEADING TRAVEL TRADE SHOW®. Berlin

• 04.03.-08.03.2015

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

• 24.03.-27.03.2015

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

• 22.09.-25.09.2015

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

• 16.02.-19.02.2016

InnoTrans — International Trade Fair for Transport Technology — Innovative Components — Vehicles — Systems. Berlin

• 20.09.-23.09.2016

belektro – Trade fair for Electrical Engineering, Electronics and Lighting, Berlin 12.10.-14.10.2016

#### Bielefeld

#### **Clarion Events Deutschland GmbH**

ZOW – International fair for suppliers to the furniture and design industries, Bad Salzuflen 09.02.-12.02.2015

FMB – The Supplier Show for Mechanical Engineering, Bad Salzuflen 04.11.-06.11.2015

#### Bremen

#### MESSE BREMEN

#### WFB Wirtschaftsförderung Bremen GmbH

Bremen Classic Motorshow — Classic vehicle fair, Bremen

BOATFIT – boats ... Enjoy their charm – maintain their

value, Bremen 27.02.-01.03.2015

06.02.-08.02.2015

HanseLife — Regional consumer goods exhibition, Bremen

12.09.-20.09.2015

ReiseLust – The tourism fair in Bremen, Bremen 06.11 - 08.11.2015

 $\label{eq:fish-international} \textbf{--} \textbf{The German Seafood Show,} \\ \textbf{Bremen}$ 

14.02.-16.02.2016

#### Chemnitz

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

Baumesse Chemnitz — trade fair of construction, Chemnitz

30.01.-01.02.2015

COMMCAR — Commercial Vehicle Exhibition, Chemnitz 01.10.-04.10.2015

Chemnitz Trade Fairs – Saxon Industry and Technology Trade Fair, IT User Forum, Chemnitz 31.05.-02.06.2016

mtex / LiMA – mtex – Textiles for Vehicle Construction / LIMA – Exhibition for Lightweight Design, Chemnitz 31.05.-02.06.2016

#### **Dortmund**

#### Messe Westfalenhallen Dortmund GmbH

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

InterTabac — International Trade Fair for Tobacco Products and Smoking Accessories, Dortmund 18.09.-20.09.2015

#### Düsseldorf

#### Messe Düsseldorf GmbH

boot — Düsseldorf — International Boat Show, Dusseldorf

• 17.01.-25.01.2015

GDS – Global Destination for Shoes & Accessories (with tag it! by gds – the show for private label in shoes and accessoires, 3.-6.2.2015), Dusseldorf

• 04.02.-06.02.2015

EuroCIS — The Leading Trade Fair for Retail Technology, Dusseldorf

• 24.02.-26.02.2015

Energy Storage Europe — Conference and Expo, Dusseldorf

09.03.-11.03.2015

ProWein – International Trade Fair Wines and Spirits, Dusseldorf

• 15.03.-17.03.2015

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

• 27.03.-29.03.2015

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

• 28.03.-29.03.2015

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

GDS – Global Destination for Shoes & Accessories (with tag it! by gds – the show for private label in shoes and accessoires), Dusseldorf

• 29.07.-31.07.2015

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

• 28.08.-06.09.2015

TourNatur - Hiking and Trekking Exhibition, Dusseldorf

• 04.09.-06.09.2015

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

• 14.10.-17.10.2015

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

• 27.10.-30.10.2015

MEDICA — World Forum for Medicine — International Trade Fair with Congress with COMPAMED — High tech solutions for medical technologies. Dusseldorf

• 16.11.-19.11.2015

METAV — International Exhibition for Metalworking Technologies, Dusseldorf

• 23.02.-27.02.2016

Tube — International Tube and Pipe Trade Fair, Dusseldorf

• 04.04.-08.04.2016

wire — International Wire and Cable Trade Fair,
Dusseldorf

• 04.04.-08.04.2016

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

• 31.05.-10.06.2016

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

• 20.09.-23.09.2016

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

• 19.10.-26.10.2016

VALVE WORLD EXPO — Biennial Valve World Conference and Exhibition, Dusseldorf 29.11.-01.12.2016

EuroShop — The World's Leading Retail Trade Fair,
Dusseldorf

• 05.03.-09.03.2017

interpack — PROCESSES AND PACKAGING — LEADING TRADE FAIR. Dusseldorf

• 04.05.-10.05.2017

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

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

• 07.01.-09.01.2015

EQUITANA – Equestrian Sports World Fair, Essen

• 14.03.-22.03.2015

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

• 09.04.-12.04.2015

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

+ 22.09.-24.09.2015

HYBRID Expo – Materials, Technology & Components, Stuttgart

22.09.-24.09.2015

viscom düsseldorf — International trade fair for visual communication, Dusseldorf

+ 04.11.-06.11.2015

ISO — International Trade Fair for Industrial Insulation Materials and Technology, Cologne 11.05.-12.05.2016

ALUMINIUM – World Trade Fair & Conference, Dusseldorf

• 29.11.-01.12.2016

#### Erfurt

#### Messe Erfurt GmbH

Rapid.Tech — Trade Fair and User's Conference for Rapid Technology with FabCon 3.D, Erfurt 10.06.-11.06.2015

Grüne Tage Thüringen – The agricultural fair, Erfurt 16.09.-18.09.2016

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

## **RAM Regio**

#### **Ausstellungs GmbH Erfurt**

Thüringen Ausstellung Erfurt – Handicraft and Consumer Goods Exhibition (with Wedding and Celebration Fair), Erfurt 28.02.-08.03.2015

#### Essen

#### Messe Essen GmbH

IPM ESSEN – The world's leading trade fair for horticulture, Essen 27.01.-30.01.2015

E-world energy & water — International trade fair and congress, Essen 10.02.-12.02.2015

DEUBAUKOM — Trade fair for architecture, housing industry and industrial construction with DCONex (Trade fair + congress for hazardous substances management), InfraTech and acqua alta, Essen 13.01.-16.01.2016

SHK Essen – Trade fair for sanitary, heating, air conditioning and renewable energies, Essen 09.03.-12.03.2016

REIFEN — No 1 in tires and more, Essen 24.05.-27.05.2016

security essen — The World Forum for Security and Fire Prevention, Essen 27.09.-30.09.2016

METPACK — International trade fair for metal packaging, Essen 02.05.-06.05.2017

SCHWEISSEN & SCHNEIDEN – International trade fair joining cutting surfacing, Dusseldorf 25.09.-29.09.2017

#### Frankfurt/Main

#### DLG e.V.

AGRITECHNICA — International DLG Exhibition for Agricultural Machinery, Hanover

• 08.11.-14.11.2015

DLG-Feldtage- Meeting point for crop production experts, Hassfurt 14.06.-16.06.2016

EnergyDecentral — International trade fair for innovative energy supply, Hanover 15.11.-18.11.2016

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

• 15.11.-18.11.2016

#### Messe Frankfurt Exhibition GmbH

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

• 14.01.-17.01.2015

Nordstil – Hamburg Regional Order Days, Hamburg 17.01.-19.01.2015

Christmasworld — Seasonal Decoration at its best, Frankfurt/Main

• 30.01.-03.02.2015

Creativeworld – International Trade Fair for Hobby, Crafts and Artists' Requisites, Frankfurt/Main 31.01.-03.02.2015

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

• 31.01.-03.02.2015

Ambiente, Frankfurt/Main

• 13.02.-17.02.2015

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

• 10.03.-14.03.2015

Musikmesse – the biggest fair for musical instruments and the music business, Frankfurt/Main

• 15.04.-18.04.2015

Prolight + Sound – Leading international trade fair for the event-technology sector, Frankfurt/Main

• 15.04.-18.04.2015

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

• 04.05.-07.05.2015

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

• 04.05.-07.05.2015

Nordstil – Hamburg Regional Order Days, Hamburg 25.07.-27.07.2015

Hair & Beauty, Frankfurt/Main 29.08.-30.08.2015

Tendence — International Frankfurt Fair, Frankfurt/Main

• 29.08.-01.09.2015

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

• 13.03.-18.03.2016

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

• 07.05.-12.05.2016

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

• 11.06.-15.06.2016

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

• 13.09.-17.09.2016

#### Freiburg

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

Intersolar Europe / ees Europe — The World's Leading Exhibition for the Solar Industry / ees Europe — International Exhibition for Batteries, Energy Storage Systems and Innovative Production, Munich

• 10.06.-12.06.2015

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

• 27.04.-29.04.2016

#### **Groß-Umstadt**

# KWF – Kuratorium für Waldarbeit und Forsttechnik GmbH

KWF — Expo — International demo fair in the forest, Roding

09.06.-12.06.2016

# **Registered Events**

#### Hamburg

#### **Hamburg Messe und Congress GmbH**

REISEN HAMBURG — The Holiday, Caravaning, Outdoor and Cycling Exhibition, Hamburg 04.02.-08.02.2015

INTERNORGA — International Trade Show for the Hotel, Restaurant, Catering, Baking and Confectionery Industry, Hamburg 13.03.-18.03.2015

hanseboot — Hamburg International Boat Show, Hamburg 31.10.-08.11.2015

NORTEC – The manufacturing trade fair in the North, Hamburg 26.01.-29.01.2016

HansePferd Hamburg – The equestrian trade fair experience, Hamburg 22.04.-24.04.2016

SMM — the leading international maritime trade fair hamburg, Hamburg

• 06.09.-09.09.2016

GET Nord – Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning, Hamburg 17.11.-19.11.2016

#### Hanover

#### **Deutsche Messe AG**

DOMOTEX HANNOVER — The World of Flooring, Hanover

• 17.01.-20.01.2015

didacta - The Education Trade Fair, Hanover

+ 24.02.-28.02.2015

CeBIT - New Perspectives in IT Business, Hanover

• 16.03.-20.03.2015

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

• 13.04.-17.04.2015

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

Digital Factory / HANNOVER MESSE — Leading Trade Fair for Integrated Processes and IT Solutions, Hanover 13.04.-17.04.2015

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

13.04.-17.04.2015

Industrial Automation / HANNOVER MESSE — Leading Trade Fair for Factory and Process Automation, Systems Solutions and Industrial IT, Hanover 13.04.-17.04.2015

Industrial Supply / HANNOVER MESSE — Leading Trade Fair for Industrial Subcontracting and Lightweight Construction, Hanover 13.04.-17.04.2015

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

MobiliTec / HANNOVER MESSE — Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions, Hanover

13.04.-17.04.2015

Research & Technology / HANNOVER MESSE — Leading Trade Fair for R&D and Technology Transfer, Hanover

13.04.-17.04.2015

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

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

PSI PROMOTION WORLD — Trade Show for Haptic & Multisensory Communication, Hanover 17.03.-19.03.2015

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

• 11.05.-15.05.2015

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

• 08.06.-13.06.2015

parts2clean — Leading International Trade Fair for Industrial Parts and Surface Cleaning, Stuttgart 09.06.-11.06.2015

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

• 06.10.-08.10.2015

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

• 31.05.-03.06.2016

O&S – International Trade Fair for Surface Treatments & Coatings, Stuttgart June 2016

EuroBLECH — International Sheet Metal Working Technology Exhibition, Hanover

• 25.10.-29.10.2016

#### Fachausstellungen Heckmann GmbH

abf — The big leisure fair, Hanover 11.02.-15.02.2015

B.I.G. – Trade fair for construction, real estate and garden, Hanover 04.03.-08.03.2015

ALTENPFLEGE — Leading Exhibition for the Care Sector, Nuremberg

+ 24.03.-26.03.2015

infa — Information and Sales Exhibition, Hanover 10.10.-18.10.2015

CARAVAN – Motor caravans and Supplies Trade Exhibition, Bremen 06.11.-08.11.2015

Pferd & Jagd — Europe's biggest exhibition for equestrain sports, hunting and fishing, Hanover 03.12.-06.12.2015

#### Hohenschäftlarn

#### **WNP Fachmessen GmbH**

GiveADays — International Tradeshow for Promotional Products, Stuttgart 04.02.-06.02.2016

Wetec — International Tradeshow for Signmaking, Large Format Printing, Light Advertising & Digital Signage, Stuttgart 04.02.-06.02.2016

#### Husum

#### Messe Husum & Congress GmbH & Co. KG

Nord Gastro & Hotel — Hotel and Restaurant Industry Trade Fair, Husum 09.02.-10.02.2015

New Energy Husum — The International Renewable Energy Trade Fair, Husum 17.03.-20.03.2016

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

#### **Idar-Oberstein**

#### Intergem Messe GmbH

INTERGEM — International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein 02.10.-05.10.2015

#### Karlsruhe

#### **HINTE GmbH**

INTERGEO — Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Stuttgart

+ 15.09.-17.09.2015

Arbeitsschutz Aktuell – Safety & Health – Congress & Trade Fair., Hamburg 11.10.-13.10.2016

#### Karlsruher Messe- und Kongress-GmbH

LEARNTEC – Learning with IT – International Trade Fair and Convention, Karlsruhe 27.01.-29.01.2015

REHAB — International Trade Fair for Rehabilitation, Therapy and Prevention, Karlsruhe 23.04.-25.04.2015 NUFAM — Trade fair for commercial vehicles, Karlsruhe 24.09.-27.09.2015

TIERisch gut – Pet fair, Karlsruhe 14.11.-15.11.2015

IT-TRANS – International Conference and Exhibition on IT Solutions for Public Transport, Karlsruhe 01.03.-03.03.2016

#### Kempten

#### Kempten Tourismus- und Veranstaltungsservice Allgäuer Festwoche

ALLGÄUER FESTWOCHE – TRADE FAIR – CULTURAL AND SPORTS EVENTS – RURAL TRADITION EXHIBITION IN KEMPTEN (ALLGÄU), Kempten 08.08.-16.08.2015

#### Köln/Cologne

#### **Koelnmesse GmbH**

CFC – Children's Fashion Cologne Winter – International trade fair for children's, baby- and maternity fashion, shoes and lifestyle products, Cologne

11.01.-13.01.2015

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

• 19.01.-25.01.2015

ISM — International Sweets and Biscuits Fair, Cologne

• 01.02.-04.02.2015

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

spoga horse (spring) — International Trade Fair for Equestrian Sports, Cologne 08.02.-10.02.2015

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

IDS – International Dental Show, Cologne

• 10.03.-14.03.2015

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

• 24.03.-27.03.2015

h+h cologne — International Trade Fair for Creative Handicraft + Hobby Supplies, Cologne 27.03.-29.03.2015

interzum – Furniture Production Interior, Cologne

• 05.05.-08.05.2015

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

• 30.08.-01.09.2015

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

• 10.09.-13.09.2015

dmexco – Leading expo & conference for digital business, Cologne 16.09.-17.09.2015

Eu'Vend/coffeena — International Vending and Coffee Fair, Cologne 24.09.-26.09.2015

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

• 10.10.-14.10.2015

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

• 27.10.-30.10.2015

INTERNATIONALE EISENWARENMESSE KÖLN – Cologne

• 06.03.-09.03.2016

ORGATEC - Modern working environments, Cologne

• 25.10.-29.10.2016

#### Leipzig

#### Leipziger Messe GmbH

TerraTec — International Trade Fair for Environmental Technologies and Services, Leipzig 27.01.-29.01.2015

enertec — International Trade Fair for the Generation, Distribution and Storage of Energy, Leipzig 27.01.-29.01.2015 HAUS-GARTEN-FREIZEIT — Home — Garden — Leisure — The consumer fair for the whole family/ Central German Handicrafts Fair/Beach & Boat Water Sports Exhibition, Leipzig 07.02.-15.02.2015

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

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

• 24.02.-27.02.2015

CADEAUX Leipzig (Spring) — Trade Fair for Gifts and Lifestyle Trends, Leipzig 28.02.-02.03.2015

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

CADEAUX Leipzig (Autumn) — Trade Fair for Gifts and Lifestyle Trends — COMFORTEX, Trade Fair for Interior Design, Leipzig 05.09.-07.09.2015

MIDORA Leipzig — TRADE FAIR FOR WATCHES AND JEWELLERY, Leipzig 05.09.-07.09.2015

MEDCARE — Congress with exhibition for patient care, Leipzig

30.09.-01.10.2015

modell-hobby-spiel — models-hobbies-games. Exhibition for Model Building, Model Railways, Creative Arts and Play, Leipzig 02.10.-04.10.2015

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

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

Leipzig Veterinary Congress with Industrial Exhibition vetexpo, Leipzig 14.01.-16.01.2016

OTWorld — Orthopaedic technology — International Trade Show and World Congress, Leipzig

• 03.05.-06.05.2016

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

• 10.11.-12.11.2016

#### **Leipziger Messe International GmbH**

LBA – Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg 27 02 -01 03 2015

#### Lindau-Bodolz

#### Kinold Ausstellungsgesellschaft mbH

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

Passauer Frühling, DreiLänderMesse – Regional Exhibition, Passau 05.03.-13.03.2016

#### Magdeburg

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

MAGDEBOOT – Trade Fair for new and used boats, equipment and water sports, Magdeburg 13.03.-15.03.2015

TIERWELT – MESSE MAGDEBURG, Magdeburg 10.04.-12.04.2015

MAGDEBURGER MEERESANGELTAGE and MAGDEBURGER RAUBFISCHANGELTAGE – International Fishing Exhibition, Magdeburg 07.11.-08.11.2015

#### Mainz

## RAM Regio Ausstellungs GmbH

Rheinland-Pfalz-Ausstellung — Regional Consumer Goods Exhibition, Mainz 14.03.-22.03.2015

+ Event with changing venues

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# **Registered Events**

#### Munich

#### easyFairs Deutschland GmbH

SCHÜTTGUT – Trade show for solids technologies in processing industries, Dortmund 04.11.-05.11.2015

#### **EUROEXPO Messe- und Kongress-GmbH**

LogiMAT — International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart 10.02.-12.02.2015

#### GHM Gesellschaft für Handwerksmessen mbH

opti – The International Trade Show for Optics & Design, Munich 09.01.-11.01.2015

eltec – Trade fair for electrical and power enineering, Nuremberg

14.01.-16.01.2015

INTERNATIONALE HANDWERKSMESSE – The Leading Trade Fair for the Craft Trades and Medium-Sized Enterprises (with Garten München), Munich 11.03.-17.03.2015

iba — The world's leading trade fair for bakery, confectionery and snacks, Munich 12.09.-17.09.2015

DACH+HOLZ International, Stuttgart

+ 02.02.-05.02.2016

FARBE, AUSBAU & FASSADE — Europe's trade fair for facade design & interior architecture, Munich

+ 02.03.-05.03.2016

IFH/Intherm — Trade Fair for Sanitation, Heating, Air Conditioning, Renewable Energies, Nuremberg 05.04.-08.04.2016

#### Messe München GmbH

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

• 19.01.-24.01.2015

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

• 05.02.-08.02.2015

f.re.e — Fair for Leisure and Travel, Munich 18.02.-22.02.2015

INHORGENTA MUNICH – Jewelry, Timepieces, Lifestyle, Munich

• 20.02.-23.02.2015

LOPEC – International Exhibition and Conference for the Printed Electronics Industry, Munich 03.03.-05.03.2015

transport logistic — THE LEADING EXHIBITION, Munich

05.05.-08.05.2015

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

• 22.06.-25.06.2015

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

• 05.10.-07.10.2015

ceramitec – Technologies – Innovations – Materials, Munich

• 20.10.-23.10.2015

productronica — World's leading trade fair for electronic development and production, Munich

• 10.11.-13.11.2015

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

• 11.04.-17.04.2016

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

• 10.05.-13.05.2016

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

• 30.05.-03.06.2016

AUTOMATICA — International Trade Fair for Automation and Mechatronics, Munich

• 21.06.-24.06.2016

maintain — International Trade Fair for Industrial Maintenance, Munich

• 21.06.-23.06.2016

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

• 08.11.-11.11.2016

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

• 11.09.-15.09.2017

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

July 2018

#### MunichExpo Veranstaltungs GmbH

eCarTec Munich 2015 / MATERIALICA /sMove360 — International Trade Fair for Electric & Hybrid Mobility/ Lightweight Design for New Mobility/Connected & Autonomous Driving, Munich 20.10.-22.10.2015

#### Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

EPF – EstrichParkettFliese – Trade fair for floor construction, Feuchtwangen
June 2017

#### Münster

# Messe und Congress Centrum Halle Münsterland GmbH

IPOMEX – international police meeting and exhibition, Muenster

14.04.-16.04.2015

#### Nuremberg

#### AFAG Messen und Ausstellungen GmbH

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

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

GrindTec – International Trade Fair for Grinding Technology, Augsburg 16.03.-19.03.2016

#### NürnbergMesse GmbH

BIOFACH + VIVANESS — World's leading Trade Fair for Organic Food / International Trade Fair for Natural Personal Care, Nuremberg 11.02.-14.02.2015

FeuerTRUTZ – Trade Fair with Congress for Preventive Fire Protection, Nuremberg 18.02.-19.02.2015

embedded world — Exhibition & Conference, Nuremberg 24.02.-26.02.2015

Enforce Tac — International Exhibition & Conference — Law Enforcement, Security and Tactical Solutions, Nuremberg 04.03.-05.03.2015

IWA OutdoorClassics — High performance in target sports, nature activities, protecting people, Nuremberg 06.03.-09.03.2015

Werkstätten: Messe – Trade Fair for vocational rehabilitation and exhibition of workshops for persons with disabilities, Nuremberg 12.03.-15.03.2015

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

Stone+tec Nürnberg – International Trade Fair for Natural Stone and Stoneprocessing Technology, Nuremberg 13.05.-16.05.2015

AUTOMOTIVE ENGINEERING EXPO — The exhibition for the car body process chain — From concept to final assembly, Nuremberg 09.06-11.06.2015

CO-REACH – The trade fair for dialog marketing – Print. Online. Crossmedia, Nuremberg 24.06.-25.06.2015

FachPack, Nuremberg 29.09.-01.10.2015

it-sa — The IT Security Expo and Congress, Nuremberg 06.10.-08.10.2015

BrauBeviale — Raw Materials — Technologies — Logistics — Marketing, Nuremberg 10.11.-12.11.2015 EUROGUSS — International Trade Fair for Die Casting: Technology, Processes, Products, Nuremberg 12.01.-14.01.2016

Perimeter Protection — International Trade Fair for Perimeter Protection, Fencing and Building Security, Nurembera

12.01.-14.01.2016

fensterbau/frontale + HOLZ-HANDWERK - THE TRADE SHOW, WINDOWS - DOORS - FACADES, + European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts, Nuremberg 16.03 - 19.03.2016

POWTECH — World-Leading Trade Fair for Processing. Analysis, and Handling of Powder and Bulk Solids, Nurembera

19.04.-21.04.2016

GaLaBau – gardening, landscaping, greendesign, Nuremberg

14.09.-17.09.2016

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

• 11.10.-13.10.2016

#### Spielwarenmesse eG

Spielwarenmesse® – International Toy Fair Nürnberg, Nurembera 28.01.-02.02.2015

#### Offenbach

#### Messe Offenbach GmbH

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

• 27.02.-01.03.2015

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

• 12.09.-14.09.2015

#### Offenburg

#### Messe Offenburg-Ortenau GmbH

Badische Weinmesse – Regional Wine Exhibition. Offenburg 09.05.-10.05.2015

OBERRHEIN MESSE Offenburg - Consumer Goods Fair. Offenburg 26.09.-04.10.2015

#### Rostock

#### Rostocker Messe- und Stadthallengesellschaft mbH

AutoTrend - Automobile Exhibition Mecklenburg-Western Pomerania, Rostock 10.04.-12.04.2015

#### Stuttgart

#### blickfang GmbH

BLICKFANG - Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart 20.03.-22.03.2015

#### Landesmesse Stuttgart GmbH

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

17.01.-25.01.2015

MEDIZIN/TheraPro — Trade fair and congress, Stuttgart 30.01 - 01.02.2015

R + T - Leading world trade fair for roller shutter, gates and sun protection systems, Stuttgart 24.02.-28.02.2015

eltefa — Trade fair for electrical engineering and electronics. Stuttgart 18.03.-20.03.2015

RETRO CLASSICS - Europe's greatest classic car exhibition, Stuttgart 26.03.-29.03.2015

FAIR HANDELN — International exhibition focusing on Fairtrade and globally responsible trade and activities. Stuttgart

09.04.-12.04.2015

GARTEN outdoor ambiente – Exhibition for garden and lifestyle, Stuttgart 09.04.-12.04.2015

KREATIV — The trade fair for creative design. Stuttgart 09.04.-12.04.2015

Markt des guten Geschmacks – The market for good taste – the Slow Food Exhibition, Stuttgart 09.04.-12.04.2015

Mineralien, Fossilien, Schmuck – Minerals, fossils, jewellery, Stuttgart 10.04.-12.04.2015

Invest – Leading trade fair and congress for finance and investment, Stuttgart 17.04.-18.04.2015

Moulding Expo – International Trade Fair for Tool, Pattern and Mould Making, Stuttgart 05.05.-08.05.2015

FACHDENTAL Leipzia, Leipzia 11.09.-12.09.2015

IT & Business- Trade fair for digital processes and solutions. Stuttgart 29.09.-01.10.2015

**FACHDENTAL Südwest, Stuttgart** 23.10.-24.10.2015

SÜFFA - Trade fair for the meat industry, Stuttgart 18.10.-20.10.2015

Stuttgarter MesseHerbst — Messe Stuttgart's autumn line-up, Stuttgart 13.11.-22.11.2015

ANIMAL / Stuttgarter MesseHerbst -Exhibition for pet ownership, Stuttgart 14.11.-15.11.2015

DIE BESTEN JAHRE / Stuttgarter Messeherbst -The best years — The exhibition for staying active, Stuttgart

16.11.-17.11.2015

Familie & Heim / Stuttgarter MesseHerbst -The shopping and experience exhibition with minerals, fossils, jewellery, Stuttgart 14.11.-22.11.2015

HOBBY & ELEKTRONIK / Stuttgarter MesseHerbst -The Technology Exhibition for Hobby and Electronics, Stuttgart 19.11.-22.11.2015

KREATIV / Stuttgarter MesseHerbst - The trade fair for creative design. Stuttgart 19.11.-22.11.2015

Modell Süd / Stuttgarter MesseHerbst — The exhibition for modelmaking and model railways. Stuttgart 19.11.-22.11.2015

Spielemesse / Stuttgarter MesseHerbst — The meeting place for excitement, fun and games, Stuttgart 19.11.-22.11.2015

TV TecStyle Visions — International trade fair for textile decoration and promotion, Stuttgart 04.02.-06.02.2016

INTERGASTRA - World of hospitality / GELATISSIMO -World of gelato, Stuttgart 20.02.-24.02.2016

SACHSENBACK — Trade Fair for the Bakery and Confectionery Trades, Dresden 09.04.-11.04.2016

PFLEGE PLUS - Trade fair for the care market. Stuttgart 26.04.-28.04.2016

LASYS - International trade fair for laser material processing, Stuttgart 31.05.-02.06.2016

AMB – International exhibition for metal working, Stuttgart 13.09.-17.09.2016

interbad – International trade fair for swimming pools, saunas and spas with congress for pool and bath technology, Stuttgart 27.09.-30.09.2016

südback — Trade Fair for the Bakery and Confectionery Trades, Stuttgart 22.10.-25.10.2016

VISION — Leading world trade fair for machine vision, Stuttgart 08.11.-10.11.2016

INTERVITIS INTERFRUCTA HORTITECHNICA -

Technology for wine, juice and special crops, Stuttgart 27.11.-30.11.2016

# **Registered Events**

#### Mesago Messe Frankfurt GmbH

Facility Management — Exhibition and Conference, Frankfurt/Main 24.03.-26.03.2015

SMT Hybrid Packaging — International Exhibition and Conference for System Integration in Micro Electronics,

05.05.-07.05.2015

Nuremberg

PCIM Europe — Power Electronics, Intelligent Motion, Renewable Energy and Energy Management — International Exhibition and Conference, Nuremberg 19.05.-21.05.2015

formnext – International tool making and additive technologies exhibition, Frankfurt/Main 24.11.-27.11.2015

#### Mesago Messemanagement GmbH

SPS IPC Drives – Electric Automation – Systems and Components – International Exhibition & Conference, Nuremberg 24.11.-26.11.2015

#### Wächtersbach

#### Messe Wächtersbach GmbH

Messe Wächtersbach — Consumer Goods Exhibition, Waechtersbach 09.05.-17.05.2015

#### Wiesbaden

#### WIRTSCHAFTSGEMEINSCHAFT Zoologischer Fachbetriebe GmbH

Interzoo – International Trade Fair for Pet Supplies, Nuremberg 26.05.-29.05.2016

#### Wunstorf

#### **AMA Service GmbH**

SENSOR+TEST – The Measurement Fair – International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nuremberg 19.05.-21.05.2015

#### Hongkong/SVR

#### **Hong Kong Trade Development Council**

HKTDC Hong Kong Baby Products Fair, Hongkong/SAR

• 12.01.-15.01.2015

HKTDC Hong Kong Toys & Games Fair, Hongkong/SAR

• 12.01.-15.01.2015

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

• 19.01.-22.01.2015

Hong Kong International Diamond, Gem & Pearl Show, Hongkong/SAR 02.03.-06.03.2015

HKTDC Hong Kong International Jewellery Show, Hongkong/SAR

• 04.03.-08.03.2015

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

• 13.04.-16.04.2015

HKTDC Hong Kong Houseware Fair, Hongkong/SAR

• 20.04.-23.04.2015

HKTDC Hong Kong Gifts & Premium Fair, Hongkong/SAR

• 27.04.-30.04.2015

HKTDC Hong Kong Watch & Clock Fair, Hongkong/SAR

• 08.09.-12.09.2015

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

• 13.10.-16.10.2015

electronicAsia - Hongkong/SAR

• 13.10.-16.10.2015

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

• 27.10.-30.10.2015

HKTDC Hong Kong Optical Fair, Hongkong/SAR

• 04.11.-06.11.2015

#### Verona

#### Ente Autonomo per le Fiere di Verona

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

• 22.03.-25.03.2015

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

• 10.05.-13.05.2015

PULIRE – International Exhibition of Machines, Equipments, Products and Systems for Industrial Cleaning, Verona

• 19.05.-21.05.2015

MARMOMACC/Abitare il Tempo – International Exhibition of Marble, Stone and Technology / Trade fair for Furniture – design – project, Verona

• 30.09.-03.10.2015

Fieragricola — International agricultural technologies show, Verona

February 2016

SAMOTER — International triennial Earthmoving and Building Machinery Exhibition, Verona

• 22.02.-25.02.2017

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**Society for Voluntary Control** of Fair and Exhibition Statistics Littenstrasse 9 · 10179 Berlin Phone 030 24000-0 · Fax -340 www.fkm.de · info@fkm.de

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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

