



Certified Exhibition Data 2014





Certified Exhibition Data Report 2014

www.fkm.de

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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)

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Fachausstellungen Heckmann GmbH,
Hannover

Honorary Chairman

Prof. Dr. Manfred Busche

Berlin

Managing Director

Harald Kötter

Locations

- Trade fairs and exhibitions
- FKM partners
- ⊙ Trade fairs and exhibitions and FKM partners



Status: June 2015

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 certification criteria laid down by FKM. The selection was free of restrictions by the society.

C. Basic legal provisions and documents

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

D. Result

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

Cologne, 15th March 2015

Ernst & Young GmbH
Wirtschaftsprüfungsgesellschaft



Josef Klute
Public accountant



Jörg Brüggemann
Public accountant

→ www.fkm.de



Exhibition Space, Exhibitors, Visitors

Space figures

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

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

Exhibitor figures

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

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

Visitor figures

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

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


FKM Visitors Profile Analyses

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

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

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

			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures			
			Exhibitor stand space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
For the complete titles see pp. 96	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Augsburg																				
GrindTec	2	4	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
Berlin																				
bautech	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®	1	5	26.031	61.750	282		88.063		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 *
Bernburg																				
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 *
Bremen																				
BOATFIT	1	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	1	3	18.885	2.135			21.020	1.368	22.388	47.000	582	67	649	12				42.738	4.591	47.329 *
CARAVAN	1	3	9.670	255			9.925		9.925	14.800	62	4	66	5						26.061 ¹⁾
CARAVAN / Reiselust	1	3	12.767	594			13.361	362	13.723	24.100	347	38	385	19						33.824
fish international	2	3	3.036	914			3.950	916	4.866	14.600	133	77	210	19				7.500	937	8.437 *
HanseLife	1	9	16.990	817	857	150	18.814	3.116	21.930	43.200	740	30	770	10						77.041 *
Reiselust – Tourism fair	1	3	3.097	339			3.436	362	3.798	9.300	285	34	319	16				26.759	300	27.059 ^{*1)}
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	1	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 *

+ Events with changing venues


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

* Visitors Profil Analyses see page 25 ff.

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

<div>FKM</div>			Exhibition space figures (sq.m.)							Exhibitor figures				Visitor figures		
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)
For the complete titles see pp. 96	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from					
			Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total
Düsseldorf																
● ALUMINIUM	2	3	11.501	24.267			35.768	1.242	37.010	75.000	338	597	935	49		12.293 12.020 24.313 *
● BEAUTY INTERNATIONAL	1	3	19.654	2.639			22.293	4.148	26.441	70.100	491	124	615	28		49.395 5.306 54.701 *)
BEAUTY/TOP HAIR INTERNATIONAL	1	3	23.241	3.386			26.627	10.015	36.642	95.800	597	165	762	29		61.127
● boot	1	9	40.772	45.139	20		85.931	18.362	104.293	214.200	863	814	1.677	60		206.073 42.208 248.281 *
● 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 27.324 192.423 *
Caravan Salon/TourNatur	1	10	72.193	21.258	1.442	490	95.383	6.089	101.472	161.000	559	245	804	32		207.602
+ ● Composites Europe	1	3	5.842	3.065			8.907	1.018	9.925	21.000	240	166	406	27		5.616 4.595 10.211 *
● EuroShop	3	5	46.284	69.949	24	322	116.579	4.024	120.603	200.300	816	1.413	2.229	56		41.061 68.435 109.496 *
● GDS (spring)	1	3	13.561	18.941			32.502	4.489	36.991	92.800	253	530	783	38		9.892 6.594 16.486 *
● GDS (autumn)	1	3	13.669	28.308			41.977	3.577	45.554	106.000	253	840	1.093	38		7.205 8.458 15.663 *
● glasstec	2	4	19.845	40.416	18	322	60.601	6.510	67.111	114.600	378	839	1.217	51		15.757 26.944 42.701 *
● GLOBAL SHOES (spring)	1	4	64	8.466			8.530	344	8.874	25.700	1	264	265	9		985 2.954 3.939 *
● IMA	1	4	10.069	1.039			11.108	1.722	12.830	17.500	106	44	150	16		8.440 718 9.158 *
● interpack	3	7	67.050	105.810	856	653	174.369	443	174.812	254.600	678	1.992	2.670	60		59.431 115.367 174.798 *
● MEDICA / COMPAMED	1	4	45.934	82.816	306	102	129.158	1.939	131.097	250.000	1.317	4.251	5.568	70		47.298 74.604 121.902 *
● METAV	2	5	19.848	8.721			28.569		28.569	49.300	455	155	610	26		28.184 3.479 31.663 *
● ProWein	1	3	16.783	34.713			51.496	1.661	53.157	102.000	845	3.985	4.830	47	30 307 337	27.124 21.924 49.048 *
● PSI – Promotional product industry	1	3	15.993	13.744			29.737	1.215	30.952	58.000	418	436	854	33		8.081 8.147 16.228 *
● REHACARE INTERNATIONAL	1	4	21.897	9.625	124		31.646		31.646	72.300	494	406	900	36		43.733 7.179 50.912 *
● TOP HAIR International Trend & Fashion Days	1	2	3.587	747			4.334	5.867	10.201	25.700	106	41	147	15		20.191 1.756 21.947 *)
● TourNatur	1	3	3.410	459			3.869	1.260	5.129	14.800	187	67	254	17		36.121 700 36.821 *)
● Tube	2	5	17.013	33.187			50.200	108	50.308	90.300	309	901	1.210	47		14.814 18.854 33.668 *)
● VALVE WORLD EXPO	2	3	4.025	13.851			17.876		17.876	32.700	136	528	664	40		3.863 8.637 12.500 *
● wire	2	5	16.353	42.106			58.459	424	58.883	95.800	331	1.002	1.333	54		12.975 25.075 38.050 *)
Erfurt																
Grüne Tage Thüringen – Agricultural fair	2	3	5.906	74	8.464		14.444	4.182	18.626	34.400	303	7	310	7		28.716 *
inoga – Hotel, Catering, Hospitality	2	3	2.288	47	62		2.397	564	2.961	7.950	157	3	160	4		3.084 *
Rapid.Tech / FabCon 3.D	1	2	1.061	74			1.135	306	1.441	4.950	92	9	101	7		2.927 122 3.049 *
Thüringen-Ausstellung – Handicraft and consumer goods exhibition	1	9	11.540	275			11.815	2.500	14.315	25.000	612	19	631	8	33 33	69.339 *
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 34.746 *
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 23.500 *
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 44.838 *
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 6.696 *
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 19.541 *

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profile Analyses see page 25 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of BEAUTY/TOP HAIR international. Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted ³⁾ ascertained by a representative poll

			Exhibition space figures (sq.m.)							Exhibitor figures				Visitor figures		
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)
For the complete titles see pp. 96	Interval/ Days		Halls Domestic Foreign	Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic Foreign Total
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	2	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	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 *
+ Arbeitsschutz aktuell – Safety & Health	2	4	7.191 897		8.088	1.035	9.123	25.300	199	40	239	20				7.658 3.008 10.666 *
• Automechanika	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 *
• Christmasworld	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⁾
• Creativeworld	1	4	4.486 6.027		10.513	952	11.465	23.500	75	214	289	32				4.135 4.030 8.165 ¹⁾
FACILITY MANAGEMENT	1	3	2.801 53		2.854	371	3.225	6.750	139	7	146	5				5.440 152 5.592
Hair & Beauty	1	3	11.964 2.094		14.058	6.199	20.257	42.900	168	82	250	21				38.374 2.602 40.976
• Heimtextil	1	4	24.530 94.034		118.564	3.221	121.785	206.200	328	2.386	2.714	62				22.206 44.059 66.265 *
• Light + Building	2	6	71.455 70.089	240 888	142.672	2.634	145.306	240.700	920	1.575	2.495	57				111.545 99.687 211.232 *
• Musikmesse	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 * ¹⁾
• Paperworld	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⁾
• 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 * ¹⁾
• 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 1.364 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	54.115	100.800	749	63	812	18				114.867 *
+ ALTENPFLEGE – Exh. for the care sector	2	3	18.965 713		19.678	1.072	20.750	57.000	540	42	582	15				27.813 281 28.094 *
• CeBIT	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 41.307 187.759 *
• CeMAT	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 *
• DOMOTEX	1	4	19.633 70.882		90.515	3.526	94.041	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 * ²⁾

+ Events with changing venues
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 representative poll in the combination of EuroTier/Energy Dezentral. Multiple answers were permitted

* Visitors Profil Analyses see page 25 ff.

¹⁾ ascertained by a representative poll

²⁾ Visitor attendance determined by a

<div>FKM</div>			Exhibition space figures (sq.m.)								Exhibitor figures							Visitor figures		
			Exhibitor stand space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
For the complete titles see pp. 96		Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic Foreign Total from countries		Domestic Foreign Total			Domestic Foreign Total			

+ Events with changing venues
were permitted

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* Visitors Profile Analyses see page 25 ff.

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

<div><div>FKM</div><div></div></div>				Exhibition space figures (sq.m.)								Exhibitor figures							Visitor figures			
				Exhibitor stand space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 96			Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	from countries									
			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 *	
			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 *
			2	2	4.434	1.530			5.964	120	6.084	11.800	109	49	158	16	2		2	3.082	1.833	4.915 *
			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 *
			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 *
			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 *
			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																						
			1	3	6.721	456			7.177	783	7.960	20.500	208	19	227	11	3		3			7.208
			1	3	9.427	643			10.070	809	10.879	35.900	301	26	327	15	4		4			7.931 *
			2	3	6.130	1.953			8.083	258	8.341	19.000	343	89	432	17				10.429	833	11.262 *
			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	9	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	3.011	180			3.191	522	3.713	7.500	180	14	194	11				10.223	614	10.837 *
MIDORA			1	3	2.539	86			2.625	56	2.681	10.500	99	5	104	3						1.649 *
modell-hobby-spiel			1	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			1	3	2.028	12	372		2.412	562	2.974	6.600	120	1	121	2	3		3			3.702
MAGDEBOOT			1	3	3.316	90	169		3.575	69	3.644	9.100	130	2	132	2						6.068
Meeres- und Raubfischangeltage – Fishing Exhibition			1	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	3	25.463	7.252			32.715	4.678	37.393	64.000	1.278	377	1.655	34				24.698	9.491	34.189
f.re.e – Fair for leisure and travel			1	5	20.591	6.338			26.929	7.081	34.010	66.100	629	483	1.112	59	27	8	35	111.413	2.274	113.687 *
IFAT			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				74.756	60.532	135.288 *
INHORGENTA MUNICH			1	4	21.265	10.913			32.178	1.951	34.129	76.000	603	533	1.136	42				20.476	8.879	29.355 *
INTERFORST			4	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 *
Internationale Handwerksmesse/Garten 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 *
Intersolar Europe / electrical energy storage			1	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

+ Events with changing venues

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* Visitors Profil Analyses see page 25 ff.

<div><div>FKM</div><div></div></div>				Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures		
				Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
For the complete titles see pp. 96	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
ispo	1	4	24.766	80.330	292		105.388	4.498	109.886	177.600	383	2.173	2.556	48				28.250	52.782	81.032
MAINTAIN	2	4	4.967	213	18		5.198	210	5.408	11.000	200	14	214	9	6	1	7	9.656	3.902	13.558
Opti – Int. trade show for optics & Design	1	3	15.652	6.422			22.074	286	22.360	40.000	268	232	500	34				17.820	6.298	24.118
Nürnberg																				
BIOFACH / VIVANESS	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
BrauBeviale	1	3	25.803	16.978			42.781		42.781	81.300	620	508	1.128	46				22.418	14.782	37.200
Chillventa	2	3	16.951	20.696			37.647	837	38.484	66.400	322	662	984	44				13.396	17.189	30.585
CO-REACH	1	2	4.566	371			4.937	991	5.928	14.800	250	19	269	10				5.378	400	5.778
embedded world	1	3	13.843	6.444			20.287		20.287	38.000	482	374	856	35				18.458	8.256	26.714
Enforce Tac	1	2	592	393			985		985	3.300	33	45	78	21				1.015	652	1.667
EUROGUSS	2	3	6.745	6.090			12.835	550	13.385	25.300	228	242	470	26				7.639	3.548	11.187
FeuerTRUTZ	1	2	2.742	140			2.882		2.882	9.000	177	9	186	6				4.832	284	5.116
GalLaBau	2	4	49.340	12.096			61.436	3.092	64.528	118.500	1.013	307	1.320	36				59.967	6.596	66.563
HOLZ-HANDWERK / fensterbau/frontale	2	4	71.335	23.439			94.774		94.774	150.600	879	440	1.319	39				78.759	30.208	108.967
IFH/INTHERM	2	4	36.189	4.947			41.136	981	42.117	75.000	578	107	685	20				44.762	1.054	45.816
Interzoo	2	4	18.179	38.803			56.982	50	57.032	110.000	308	1.390	1.698	62				11.643	25.724	37.367
it-sa – The IT-Security Expo and Congress	1	3	4.962	689			5.651	398	6.049	12.800	291	95	386	21				6.980	410	7.390
IWA OutdoorClassics	1	4	15.111	31.078			46.189	550	46.739	86.000	299	1.037	1.336	54				15.263	23.981	39.244
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	8.006
Perimeter Protection	2	3	2.555	547			3.102	168	3.270	6.700	62	16	78	10				1.816	420	2.236
POWTECH/TechnoPharm	1	3	20.033	7.444			27.477		27.477	52.100	630	300	930	30				9.773	5.462	15.235
SENSOR + TEST	1	3	5.895	2.041			7.936	1.131	9.067	19.000	366	209	575	28				6.227	1.756	7.983
SMT / HYBRID / PACKAGING	1	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
Spielwarenmesse – International Toy Fair	1	6	49.542	58.556			108.098		108.098	170.000	777	1.923	2.700	61				33.153	42.195	75.348
SPS/IPC/DRIVES	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
Werkstätten:Messe	1	4	6.514	180			6.694	550	7.244	13.000	207	5	212	5				21.154	36	21.190
Offenbach																				
I.L.M. Summer Styles – Int. leather goods fair	1	3	7.830	5.018			12.848	800	13.648	20.100	156	116	272	19				3.804	1.379	5.183
I.L.M. Winter Styles – Int. leather goods fair	1	3	7.960	4.762			12.722	800	13.522	20.100	149	133	282	22				3.915	1.270	5.185
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	4.846
OBERRHEIN-MESSE – Consumer goods fair	1	9	9.041	749	10.132	61	19.983	2.114	22.097	48.700	440	30	470	13	1		1			65.488
Passau																				
Passauer Frühling DreiländerMesse – Regional exhibition	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

+ Events with changing venues

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* Visitors Profile Analyses see page 25 ff.

			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures			
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 96	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
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	1	2	3.748	129			3.877	5.516	9.393	22.700	181	10	191	6						31.247 ¹⁾
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	21	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 ²⁾
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 ¹⁾
GARTEN outdoor ambiente	1	4	4.746	71			4.817	225	5.042	10.500	148	4	152	4				42.997	434	43.431 ²⁾
GiveADays – Promotional products	2	3	706	254			960	112	1.072	2.150	74	25	99	13				5.278	522	5.800 ³⁾
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 ¹⁾
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 ¹⁾
KREATIV (spring)	1	4	2.092	168			2.260	213	2.473	5.100	96	11	107	5				27.009	273	27.282 ²⁾
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 ²⁾
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 ²⁾
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 ¹⁾
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 ⁴⁾
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 ⁴⁾
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	1	4	14.949	1.427			16.376	2.748	19.124	47.600	911	203	1.114	30	1	1	2			84.554
Spielemesse	1	4	1.948	123			2.071	2.813	4.884	11.400	72	7	79	6				41.664	420	42.084 ¹⁾
Stuttgarter Messeherbst	1	9	28.793	1.718	48		30.559	16.692	47.251	107.000	1.255	125	1.380	30				165.233	1.669	166.902
südback	1	4	25.425	3.755	12		29.192	750	29.942	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 *

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff.

¹⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/Slow food. Multiple answers were permitted

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


⁴⁾ Visitor attendance determined by a representative poll in the combination of O & S/parts2clean. Multiple answers were permitted

<div>FKM</div>			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures			
			Exhibitor stand space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
For the complete titles see pp. 96	Interval/ Days		Halls		Open Air			Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
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	11.983
TV TecStyle Visions / WETEC / GiveADays	2	3	8.785	3.456			12.241	786	13.027	31.300	356	148	504	23		1	1			14.681
VISION	2	3	5.800	4.443			10.243	531	10.774	20.900	201	231	432	31				5.290	3.381	8.671
WETEC – Visual communication	2	3	2.784	479			3.263		3.263	9.100	133	27	160	11				7.322	814	8.136
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						59.027
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	26.461
electronicAsia	1	4	1.809	3.827			5.636		5.636	10.400	150	358	508	14				10.721	19.585	30.306
Electronics Fair (Autumn Edition)	1	4	21.409	20.150			41.559		41.559	78.900	1.493	1.780	3.273	22				24.552	40.002	64.554
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	61.299
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	21.920
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	51.358
Houseware Fair	1	4	7.308	15.578			22.886		22.886	48.200	491	1.154	1.645	34				13.875	14.274	28.149
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	28.733
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	45.907
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	36.952
Optical Fair	1	3	5.009	9.021			14.030		14.030	25.500	201	485	686	29				5.643	8.436	14.079
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	41.340
Watch & Clock Fair	1	5	12.530	3.018			15.548		15.548	36.700	520	201	721	15				10.224	9.039	19.263
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	139.423
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	63.799
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	38.295
Vinitaly – SOL&AGRIFOOD – Enolitech	1	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	150.170

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 Vision/WETEC/GiveADays. Multiple answers were permitted

* Visitors Profile Analyses see page 25 ff.

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

			Exhibition space figures (sq.m.)							Exhibitor figures				Visitor figures		
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)
For the complete titles see pp. 96		Interval/ Days	Halls Domestic Foreign	Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic Foreign Total
A MULTI-INDUSTRY FAIRS																
A1 Investment and Consumer Goods Fairs																
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 PUBLIC EXHIBITIONS																
B1 Agriculture; Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their Equipment																
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		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 29.591 156.566 *
GaLaBau, Nürnberg		2 4	49.340 12.096		61.436	3.092	64.528	118.500	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		4 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, Restaurant and Hotel Trade, Catering, and their Equipment																
Badische Weinmesse – Reg. wine exhibition, Offenburg		1 2	1.199 11		1.210	71	1.281	6.500	131	2	133	3				4.788 58 4.846 *
BrauBeviale, Nürnberg		1 3	25.803 16.978		42.781		42.781	81.300	620	508	1.128	46				22.418 14.782 37.200 *
fish international, Bremen		2 3	3.036 914		3.950	916	4.866	14.600	133	77	210	19				7.500 937 8.437 *
• FRUIT LOGISTICA, Berlin		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 *
inoga – Hotel, Catering, Hospitality, Erfurt		2 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		1 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		1 4	4.153 791		4.944	1.628	6.572	16.200	358	120	478	14				49.171 ¹⁾
Nord Gastro & Hotel, Husum		1 2	4.323 97		4.420		4.420	7.400	200	10	210	7				4.913 65 4.978 *
• ProWein, Düsseldorf		1 3	16.783 34.713		51.496	1.661	53.157	102.000	845	3.985	4.830	47	30	307	337	27.124 21.924 49.048 *
südback, Stuttgart		1 4	25.425 3.755	12	29.192	750	29.942	53.400	554	92	646	21	22	4	26	29.366 4.005 33.371 *
SÜFFA – Trade fair for the meat industry, Stuttgart		1 3	8.365 449		8.814	628	9.442	21.000	247	16	263	8	1	2	3	7.346 387 7.733 *

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Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted

* Visitors Profile Analyses see page 25 ff.

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

<div>FKM</div>				Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures				
				Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 96		Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic Foreign Total from countries		Domestic Foreign Total			Domestic Foreign Total				
		Domestic	Foreign	Domestic	Foreign																
B3 Textiles, Clothing, Shoes, Leather Goods, Jewelry, and 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	1.252 *	
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	17.840 ¹⁾
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	16.486 *
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	15.663 *
GLOBAL SHOES (spring), Düsseldorf		1	4	64	8.466			8.530	344	8.874	25.700	1	264	265	9				985	2.954	3.939 *
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	66.265 *
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	5.183
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	5.185
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	29.355 *
INTERGEM, Idar-Oberstein		1	4	2.097	170			2.267		2.267	4.500	112	15	127	11				1.906	656	2.562
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	20.173 *
MIDORA, Leipzig		1	3	2.539	86			2.625	56	2.681	10.500	99	5	104	3						1.649 *
mtex / LIMA, Chemnitz		2	3	817	58			875	353	1.228	3.500	59	10	69	6	5		5	1.012	32	1.044
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	11.983 ²⁾
B4 Building, Completion and Extension, and their Equipment																					
bautech, Berlin		2	5	15.227	1.138	66		16.431	1.218	17.649	39.300	425	61	486	20				28.906	3.463	32.369 *
Chillventa, Nürnberg		2	3	16.951	20.696			37.647	837	38.484	66.400	322	662	984	44				13.396	17.189	30.585 *
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	47.573 *
denkmal, Leipzig		2	3	6.130	1.953			8.083	258	8.341	19.000	343	89	432	17				10.429	833	11.262 *
DEUBAUKOM with DCONex and Infra Tech, Essen		2	4	11.692	1.763			13.455	3.026	16.481	49.900	498	103	601	10				32.870	1.876	34.746 *
EPF – EstrichParkettFliese – Floor construction, Feuchtwangen		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 *
EXPO REAL – Real estate trade fair, München		1	3	25.463	7.252			32.715	4.678	37.393	64.000	1.278	377	1.655	34				24.698	9.491	34.189
FACILITY MANAGEMENT, Frankfurt/Main		1	3	2.801	53			2.854	371	3.225	6.750	139	7	146	5				5.440	152	5.592
GET Nord, Hamburg		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 *
IFH/INTHERM, Nürnberg		2	4	36.189	4.947			41.136	981	42.117	75.000	578	107	685	20				44.762	1.054	45.816 *
Internationale Eisenwarenmesse, Köln		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 *
ISO – Int.trade fair for industrial insulation materials, Köln		2	2	4.434	1.530			5.964	120	6.084	11.800	109	49	158	16	2		2	3.082	1.833	4.915 *
LANDES-BAU-AUSSTELLUNG, Magdeburg		1	3	2.028	12	372		2.412	562	2.974	6.600	120	1	121	2	3		3			3.702
Light + Building, Frankfurt/Main		2	6	71.455	70.089	240	888	142.672	2.634	145.306	240.700	920	1.575	2.495	57				111.545	99.687	211.232 *
SHK – Sanitary, heating, air conditioning, renewable energies, Essen		2	4	27.095	3.349			30.444	860	31.304	66.400	498	62	560	15				46.753	1.496	48.249 *
B5 Furnishings, Household Appliances, Houseware, and their Equipment																					
Blickfang – Furniture, jewellery and fashion, Stuttgart		1	3	1.409	279			1.688	50	1.738	3.500	155	51	206	11						15.547
DOMOTEX, Hannover		1	4	19.633	70.882			90.515	3.526	94.041	174.100	211	1.130	1.341	59				19.924	24.649	44.573 *

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

<div><div>FKM</div><div></div></div>				Exhibition space figures (sq.m.)						Exhibitor figures						Visitor figures				
				Exhibitor stand space						Exhibitors				Additionally represented firms		Entries (Explanations see p. 9)				
For the complete titles see pp. 96	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
<div><div></div><div>imm cologne – The international furnishing show / LivingInteriors, Köln</div></div>	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 *
<div><div></div><div>ZOW – Int. fair for suppliers to the furniture and design industries, Bad Salzuflen</div></div>	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
B6 Health, Body Care, Protection at Work, and their Equipment																				
<div><div></div><div>ALTENPFLEGE – Exh. for the care sector, Hannover</div></div>	2	3	18.965	713			19.678	1.072	20.750	57.000	540	42	582	15				27.813	281	28.094 *
<div><div></div><div>Arbeitsschutz aktuell – Safety & Health, Frankfurt/Main</div></div>	2	4	7.191	897			8.088	1.035	9.123	25.300	199	40	239	20				7.658	3.008	10.666 *
<div><div></div><div>BEAUTY INTERNATIONAL, Düsseldorf</div></div>	1	3	19.654	2.639			22.293	4.148	26.441	70.100	491	124	615	28				49.395	5.306	54.701 *)
<div><div></div><div>Fachdental Leipzig, Leipzig</div></div>	1	2	3.969	437			4.406	96	4.502	10.000	224	29	253	14	3	1	4			4.385 *
<div><div></div><div>FACHDENTAL SÜDWEST, Stuttgart</div></div>	1	2	4.458	531			4.989	72	5.061	10.600	234	29	263	12	3	2	5	6.630	67	6.697 *
<div><div></div><div>Hair & Beauty, Frankfurt/Main</div></div>	1	3	11.964	2.094			14.058	6.199	20.257	42.900	168	82	250	21				38.374	2.602	40.976 *
<div><div></div><div>Interbad, Stuttgart</div></div>	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 *
<div><div></div><div>MEDICA / COMPAMED, Düsseldorf</div></div>	1	4	45.934	82.816	306	102	129.158	1.939	131.097	250.000	1.317	4.251	5.568	70				47.298	74.604	121.902 *
<div><div></div><div>Medizin / TheraPro, Stuttgart</div></div>	1	3	3.312	180			3.492	504	3.996	10.700	198	15	213	7	4	1	5	8.596	266	8.862 *
<div><div></div><div>OTWorld – Orthopaedic technology, Leipzig</div></div>	2	4	11.905	5.348			17.253	1.829	19.082	46.400	288	260	548	37				13.715	6.454	20.169 *
<div><div></div><div>Pflege & Reha – Trade fair for the care market, Stuttgart</div></div>	2	3	3.552	56			3.608	216	3.824	10.500	167	5	172	6	2		2			7.267 *
<div><div></div><div>REHACARE INTERNATIONAL, Düsseldorf</div></div>	1	4	21.897	9.625	124		31.646		31.646	72.300	494	406	900	36				43.733	7.179	50.912 *
<div><div></div><div>TOP HAIR Int. Trend & Fashion Days, Düsseldorf</div></div>	1	2	3.587	747			4.334	5.867	10.201	25.700	106	41	147	15				20.191	1.756	21.947 *)
B7 Environment Protection, Safety, Cleaning, Communal Services, and their Equipment																				
<div><div></div><div>Enforce Tac, Nürnberg</div></div>	1	2	592	393			985		985	3.300	33	45	78	21				1.015	652	1.667 *
<div><div></div><div>FeuerTRUTZ, Nürnberg</div></div>	1	2	2.742	140			2.882		2.882	9.000	177	9	186	6				4.832	284	5.116 *
<div><div></div><div>IFAT, München</div></div>	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				74.756	60.532	135.288 *
<div><div></div><div>Perimeter Protection, Nürnberg</div></div>	2	3	2.555	547			3.102	168	3.270	6.700	62	16	78	10				1.816	420	2.236 *
<div><div></div><div>SECURITY – Security & Fire Prevention, Essen</div></div>	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 *
B8 Transport, Traffic, Logistics, and their Equipment																				
<div><div></div><div>AUTO Trend, Rostock</div></div>	1	3	6.973		4.770		11.743	7.250	18.993	26.400	79		79	1						21.396
<div><div></div><div>Automechanika, Frankfurt/Main</div></div>	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 *
<div><div></div><div>Bremen Classic Motorshow, Bremen</div></div>	1	3	18.885	2.135			21.020	1.368	22.388	47.000	582	67	649	12				42.738	4.591	47.329 *
<div><div></div><div>CeMAT, Hannover</div></div>	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 *
<div><div></div><div>Hannover Messe: MobiliTec, Hannover</div></div>	1	5	3.317	445	38		3.800	15.180	18.980	24.400	101	54	155	14				27.232	7.770	35.002 *)
<div><div></div><div>InnoTrans, Berlin</div></div>	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 *
<div><div></div><div>IT-TRANS – IT Solutions for Public Transport, Karlsruhe</div></div>	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 *
<div><div></div><div>LogiMat, Stuttgart</div></div>	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 *
<div><div></div><div>REIFEN, Essen</div></div>	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 *
<div><div></div><div>Retro Classics, Stuttgart</div></div>	1	4	46.355	4.413			50.768	2.435	53.203	103.900	660	119	779	15				73.396	7.259	80.655 *
<div><div></div><div>SMM – Maritime trade fair, Hamburg</div></div>	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 *

+ Events with changing venues

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* Visitors Profil Analyses see page 25 ff.

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

TOP HAIR international. Multiple answers were permitted

²⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted

<div><div>FKM</div><div></div></div>			Exhibition space figures (sq.m.)								Exhibitor figures							Visitor figures																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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<div><div>FKM</div><div></div></div>			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures				
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For the complete titles see pp. 96	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
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 ¹⁾
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 ²⁾
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 ³⁾
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 ⁴⁾
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 ²⁾
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	223.800	363	1.605	1.968	56	19	17	36	16.060	22.166	38.226 *
TIERWELT – Pet Exhibition, Magdeburg	1	3	1.796	15	49		1.860	2.048	3.908	9.100	129	1	130	2						12.105
TourNatur, Düsseldorf	1	3	3.410	459			3.869	1.260	5.129	14.800	187	67	254	17				36.121	700	36.821 ⁵⁾
B12 Electrical Engineering and Electronics																				
belekro, Berlin	2	3	8.676	321			8.997	1.956	10.953	23.400	245	16	261	11				10.754	109	10.863 *
electronica, München	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 *
embedded world, Nürnberg	1	3	13.843	6.444			20.287		20.287	38.000	482	374	856	35				18.458	8.256	26.714 *
PCIM Europe, Nürnberg	1	3	5.721	3.947			9.668	288	9.956	19.900	189	202	391	31	26	71	97	4.785	3.221	8.006
SMT / HYBRID / PACKAGING, Nürnberg	1	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, Measuring, Quality Assurance																				
ALUMINIUM, Düsseldorf	2	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	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 *
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 ⁶⁾
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 ⁶⁾
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 *

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD/Kreativ (spring). Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted ³⁾ ascertained by a representative poll ⁴⁾ Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted ⁵⁾ Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted ⁶⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted

<div>FKM</div>				Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures					
				Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)					
For the complete titles see pp. 96			Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic Foreign		Total	from countries	Domestic Foreign Total			Domestic Foreign Total			
NORTEC, Hamburg			2	4	9.718	446			10.164	208	10.372	22.000	370	47	417	12		11.781	364	12.145	*		
SENSOR + TEST, Nürnberg			1	3	5.895	2.041			7.936	1.131	9.067	19.000	366	209	575	28		6.227	1.756	7.983	*		
Tube, Düsseldorf			2	5	17.013	33.187			50.200	108	50.308	90.300	309	901	1.210	47		14.814	18.854	33.668	*1)		
VALVE WORLD EXPO, Düsseldorf			2	3	4.025	13.851			17.876		17.876	32.700	136	528	664	40		3.863	8.637	12.500	*		
wire, Düsseldorf			2	5	16.353	42.106			58.459	424	58.883	95.800	331	1.002	1.333	54		12.975	25.075	38.050	*1)		
B14 Plastic and Wood Processing																							
HOLZ-HANDWERK / fensterbau/frontale, Nürnberg			2	4	71.335	23.439			94.774		94.774	150.600	879	440	1.319	39		78.759	30.208	108.967	*		
B15 Power Supply Industry																							
Energy Decentral, Hannover			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	*2)		
E-world energy & water, Essen			1	3	19.795	3.412			23.207	321	23.528	44.500	512	108	620	25		19.693	3.807	23.500	*		
Hannover Messe: Energy, Hannover			1	5	22.066	16.100	141		38.307	742	39.049	64.200	431	644	1.075	50		66.275	23.407	89.682	*3)		
Intersolar Europe / electrical energy storage, München			1	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			
New Energy Husum, Husum			1	4	3.893	451	230	42	4.616		4.616	13.000	131	21	152	10		9.312	449	9.761	*		
B16 Other Investment Goods Industries																							
Analytica, München			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	*
EuroShop, Düsseldorf			3	5	46.284	69.949	24	322	116.579	4.024	120.603	200.300	816	1.413	2.229	56		41.061	68.435	109.496	*		
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	3	17	5.728	301	6.029	
glasstec, Düsseldorf			2	4	19.845	40.416	18	322	60.601	6.510	67.111	114.600	378	839	1.217	51		15.757	26.944	42.701	*		
Hannover Messe: Industrial Supply, Hannover			1	5	13.800	17.666			31.466	381	31.847	52.700	520	1.095	1.615	45		48.837	24.824	73.661	*3)		
Hannover Messe: IndustrialGreenTec, Hannover			1	5	2.366	299		40	2.705		2.705	7.000	87	13	100	10		32.510	11.721	44.231	*3)		
Hannover Messe: Research & Technology, Hannover			1	5	6.975	1.243	132		8.350	471	8.821	15.900	295	109	404	14		36.661	10.705	47.366	*3)		
INTERGEO, Berlin			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	*
interpack, Düsseldorf			3	7	67.050	105.810	856	653	174.369	443	174.812	254.600	678	1.992	2.670	60		59.431	115.367	174.798	*		
LASYS, Stuttgart			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	*
MAINTAIN, München			2	4	4.967	213	18		5.198	210	5.408	11.000	200	14	214	9	6	1	7	9.656	3.902	13.558	
O & S – Surface treatmentes & coating, Stuttgart			2	3	6.429	909			7.338	324	7.662	17.000	251	66	317	18		5.036	1.404	6.440	*4)		
parts2clean – Industrial parts and surface cleaning, Stuttgart			1	3	5.509	730			6.239	406	6.645	14.500	190	42	232	13		4	4	6.709	1.751	8.460	*4)
POWTECH/TechnoPharm, Nürnberg			1	3	20.033	7.444			27.477		27.477	52.100	630	300	930	30		9.773	5.462	15.235	*		
Rapid.Tech / FabCon 3.D, Erfurt			1	2	1.061	74			1.135	306	1.441	4.950	92	9	101	7		2.927	122	3.049	*		
Chemnitz trade fairs – SIT, IT user forum, Chemnitz			2	3	1.583	4			1.587	65	1.652	4.500	168	1	169	2	8		8	2.574	47	2.621	*
VISION, Stuttgart			2	3	5.800	4.443			10.243	531	10.774	20.900	201	231	432	31		5.290	3.381	8.671	*		

+ Events with changing venues
 ● Recognized by UFI – The Global Association of the Exhibition Industry
 representative poll in the combination of EuroTier/Energy Decentral. Multiple answers were permitted
 determined by a representative poll in the combination of O & S/parts2clean. Multiple answers were permitted


* Visitors Profile Analyses see page 25 ff.

¹⁾ ascertained by a representative poll

²⁾ Visitor attendance determined by a

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

⁴⁾ Visitor attendance

				Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures					
				Exhibitor stand space							Exhibitors				Additionally represented firms		Entries (Explanations see p. 9)					
For the complete titles see pp. 96			Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
B17 Other Consumer Goods and Service Industries																						
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 *)
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 *)
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			1	4	6.514	180			6.694	550	7.244	13.000	207	5	212	5				21.154	36	21.190 *
C MULTI-SECTOR PUBLIC EXHIBITIONS																						
Allgäuer Festwoche – Rural tradition exhibition, Kempten			1	9	5.837	269	3.269	18	9.393	822	10.215	24.900	350	15	365	5						110.208 *
Baummesse Chemnitz – Trade fair of construction, Chemnitz			1	3	3.458	36	140		3.634	133	3.767	8.400	230	2	232	2	40		40			10.710 *
Bazaar Berlin, Berlin			1	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			1	2	1.301	6			1.307	675	1.982	4.900	89	1	90	2				5.073	563	5.636
DU UND DEINE WELT, Hamburg			1	10	13.649	958	2.500		17.107	1.338	18.445	46.400	400	36	436	15				81.659	658	82.317 *
Familie & Heim with Minerals, fossils, jewellery, 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			2	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, 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			1	2	5.801	181			5.982	8.394	14.376	45.300	271	11	282	7	1		1	32.297	794	33.091 *

GrindTec (2012) → Augsburg

Trade visitors' profile

Visitors (number of entries)	13 589	Area of responsibility	%
Proportion of trade visitors	99%	Management	25
Germany (total)	72	Research/development/design	11
of which		Manufacturing, production, quality control	42
Nielsen 1	1 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	-
Hamburg	- Nielsen 5+6	Information and communication technology	-
Lower Saxony	1 Berlin	Organisation, personnel, administration	1
Schleswig-Holstein	- Brandenburg	Sales	11
Nielsen 2	7 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	7 West Pomerania	Logistics: storage, material management,	-
Nielsen 3a	9 Saxony-Anhalt	transport	1
Hesse	6 Nielsen 7	Maintenance/repairs	1
Rhineland-Palatinate	2 Saxony	Other area	-
Saarland	1 Thuringia	Student	2
Nielsen 3b	30	Other not gainfully employed	1
Baden-Württemberg	30		
Foreign (total)	28	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	18
EU	56	Managing director, board member,	
Other european countries	22	head of an authority etc.	12
North America	8	Area manager, works manager, plant manager,	
South-, East-, Central Asia	11	branch manager, head of public office	3
Other countries	4	Department head, group head, team leader	18
Distance to home	%	Other salaried staff, civil servant,	
up to 50 km	10	skilled worker	44
more than 50 km up to 100 km	12	Lecturer, teacher	1
more than 100 km up to 300 km	32	Trainee	1
over 300 km	47	Other position	-
Countries with the highest visitor shares	%	Student	2
Switzerland	15	Other not gainfully employed	1
Austria	11		
Italy	7	Economic sector	%
Poland	6	Metalworking industry	52
Frequency of visits to trade fair	%	Cutting machine specialists	17
2010	39	Other industry	6
2008	35	Wood, plastics processing industry	4
2006	26	Glass, ceramic, stone industry	6
2004	18	Service	6
Earlier events	11	Metal trade	14
First visit	51	Trade	4
Average length of stay	1,4 days	Other skilled trades	3
Influence on purchasing/procurement decisions	%	Other sectors	5
Decisively	34	Student	2
Collectively	32	Other not gainfully employed	1
In an advisory capacity	20		
No	11	Size of company/organisation:	
Student	2	Number of employees	%
Other not gainfully employed	1	1- 4	12
		5- 9	8
		10- 49	20
		50- 199	20
		200- 499	12
		500 - 999	6
		1 000 and more	19
		Student	2
		Other not gainfully employed	1

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

bautec → Berlin

Trade visitors' profile

Visitors (number of entries)	32 369	Area of responsibility	%
Proportion of trade visitors	88%	Management	21
Germany (total)	88	Research/development/design	8
of which		Manufacturing, production, quality control	11
Nielsen 1	3 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	1 Berlin	Personnel administration, administration	2
Schleswig-Holstein	1 Brandenburg	Sales	9
Nielsen 2	2 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	2 West Pomerania	Logistics: storage, material management,	-
Nielsen 3a	1 Saxony-Anhalt	transport	1
Hesse	1 Nielsen 7	Maintenance/repairs	9
Rhineland-Palatinate	- Saxony	Other area	20
Saarland	- Thuringia	Student	10
Nielsen 3b	1	Other not gainfully employed	3
Baden-Württemberg	1		
Foreign (total)	12	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	29
EU	49	Managing director, board member,	
Other european countries	16	head of an authority etc.	8
Middle East	18	Area manager, works manager, plant manager,	
South-, East-, Central Asia	8	branch manager, head of public office	5
Other countries	10	Department head, group head, team leader	8
Distance to home	%	Other salaried staff, civil servant,	
up to 50 km	67	skilled worker	14
more than 50 km up to 100 km	8	Lecturer, teacher	4
more than 100 km up to 300 km	10	Trainee	17
over 300 km	16	Other position	2
Countries with the highest visitor shares	%	Student	10
Ireland	16	Other not gainfully employed	3
Poland	11		
Finland	9	Economic sector	%
Frequency of visits to trade fair	%	Industry	8
Previous event	33	Construction industry	24
Earlier events	36	Other skilled trades	11
First visit	39	Retail trade/building materials trade	3
Average length of stay	1,2 days	Wholesale/foreign trade	3
Influence on purchasing/procurement decisions	%	Building owner	6
Decisively	27	Authority/public services	6
Collectively	22	Architect's, planner's, engineer's office	17
In an advisory capacity	19	Other service company	6
No	21	Research/science	2
Student	10	Association/guild/chamber	3
Other not gainfully employed	3	Teaching (polytechnic/university/college)	4
		Other sectors	5
		Student	10
		Other not gainfully employed	3
		Size of company/organisation:	
		Number of employees	%
		1- 4	28
		5- 9	11
		10- 49	21
		50- 199	10
		200- 499	6
		500 - 999	4
		1 000 and more	8
		Student	10
		Other not gainfully employed	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Bazaar Berlin → Berlin

Private visitors' profile

Visitors (number of entries)	35 938	Position in the company/organisation	%
Proportion of private visitors	90%	Entrepreneur, co-owner, freelancer	10
Germany (total)	98	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	2	Department head, group head, team leader	6
Bremen	-	Other salaried staff, civil servant, skilled worker	35
Hamburg	-	Lecturer, teacher	4
Lower Saxony	1	Trainee	1
Schleswig-Holstein	1	Other position	4
Nielsen 2	-	Student	9
North Rhine-Westph.	-	Housewife/man	4
Nielsen 3a	1	Old-age pensioner	23
Hesse	1	Other not gainfully employed	2
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	90
Nielsen 3b	-	yes	3
Baden-Württemb.	-	no	7
Foreign (total)	2	maybe	7
Distance to home	%	Follow-up business	%
up to 50 km	86	Intend to buy at later date	37
more than 50 km up to 100 km	4	yes	22
more than 100 km up to 300 km	6	no	41
over 300 km	5	maybe	41
Frequency of visits to trade fair	%	Conducted by: Hopp & Partner, Berlin	
Previous event	57		
Earlier events	50		
First visit	24		
Sex	%		
Male	18		
Female	82		
Size of household	%		
1 person	29		
2 persons	41		
3 persons	15		
4 persons	10		
5 persons and more	6		
Age	%		
up to 20 years	7		
over 20 up to 30 years	9		
over 30 up to 40 years	10		
over 40 up to 50 years	20		
over 50 up to 60 years	27		
over 60 up to 70 years	16		
over 70 years	11		

belektro → Berlin

Trade visitors' profile

Visitors (number of entries)	10 863	Area of responsibility	%
Proportion of trade visitors	98%	Management	16
Germany (total)	99	Research/development/design	5
of which		Manufacturing, production, quality control	8
Nielsen 1	1	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	3
Lower Saxony	1	Sales	8
Schleswig-Holstein	-	Personnel administration, administration	-
Nielsen 2	2	Marketing, advertising, PR	1
North Rhine-Westph.	2	Logistics: storage, material management, transport	1
Nielsen 3a	1	Maintenance/repairs	28
Hesse	-	Other area	17
Rhineland-Palatinate	1	Student	5
Saarland	-	Other not gainfully employed	2
Nielsen 3b	1	Position in the company/organisation	%
Baden-Württemb.	1	Entrepreneur, partner, self-employed	24
Foreign (total)	1	Managing director, board member, head of an authority etc.	4
Distance to home	%	Area manager, works manager, plant manager, branch manager, head of public office	5
up to 50 km	60	Department head, group head, team leader	11
more than 50 km up to 100 km	16	Other salaried staff, civil servant, skilled worker	30
more than 100 km up to 300 km	18	Lecturer, teacher	4
over 300 km	7	Trainee	14
Frequency of visits to trade fair	%	Other position	2
Previous event	42	Student	5
Earlier events	39	Other not gainfully employed	2
First visit	38	Economic sector	%
Average length of stay	1,2 days	Skilled trades	40
Influence on purchasing/procurement decisions	%	Industry	17
Decisively	21	Energy supplies	15
Collectively	35	Planning, technical consultants	13
In an advisory capacity	21	Wholesale trade	5
No	16	Training and further training	8
Student	5	Retail trade	4
Other not gainfully employed	2	Education/science/research	5
		Logistics and transportation	2
		Architects	2
		Other private service providers	7
		other public services/administration	9
		Other sectors	4
		Student	5
		Other not gainfully employed	2
		Size of company/organisation:	
		Number of employees	%
		1- 4	28
		5- 9	11
		10- 49	18
		50- 199	12
		200- 499	6
		500 - 999	4
		1 000 and more	13
		Student	5
		Other not gainfully employed	2
		Conducted by: Hopp & Partner, Berlin	

FRUIT LOGISTICA

Trade visitors' profile

Visitors (number of entries)	64 881	Area of responsibility	%
Proportion of trade visitors	97%	Management	16
Germany (total)	17	Research/development/design	5
of which		Manufacturing, production, quality control	8
Nielsen 1	16	Buying/procurement	5
Bremen	2	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	3
Lower Saxony	9	Sales	8
Schleswig-Holstein	2	Personnel administration, administration	-
Nielsen 2	11	Marketing, advertising, PR	1
North Rhine-Westph.	11	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	28
Hesse	4	Other area	17
Rhineland-Palatinate	3	Student	5
Saarland	1	Other not gainfully employed	2
Nielsen 3b	11	Position in the company/organisation	%
Baden-Württemb.	11	Entrepreneur, partner, self-employed	24
Foreign (total)	83	Managing director, board member, head of an authority etc.	4
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	64	Department head, group head, team leader	11
Other european countries	7	Other salaried staff, civil servant, skilled worker	30
Africa	8	Lecturer, teacher	4
North America	3	Trainee	14
South and Central America	8	Other position	2
Middle East	5	Student	5
South-, East-, Central Asia	3	Other not gainfully employed	2
Australia	2	Economic sector	%
Distance to home	%	Skilled trades	40
up to 50 km	5	Industry	17
more than 50 km up to 100 km	1	Energy supplies	15
more than 100 km up to 300 km	4	Planning, technical consultants	13
over 300 km	90	Wholesale trade	5
Countries with the highest visitor shares	%	Training and further training	8
Italy	12	Retail trade	4
Spain	10	Education/science/research	5
Netherlands	7	Logistics and transportation	2
France	7	Architects	2
United Kingdom	6	Other private service providers	7
Frequency of visits to trade fair	%	other public services/administration	9
Previous event	34	Other sectors	4
Earlier events	34	Student	5
First visit	44	Other not gainfully employed	2
Average length of stay	2,0 days	Size of company/organisation:	
Influence on purchasing/procurement decisions	%	Number of employees	%
Decisively	44	1- 4	28
Collectively	29	5- 9	11
In an advisory capacity	15	10- 49	18
No	8	50- 199	12
Student	3	200- 499	6
Other not gainfully employed	1	500 - 999	4
		1 000 and more	13
		Student	5
		Other not gainfully employed	2
		Conducted by: Hopp & Partner, Berlin	

Trade visitors' profile

Area of responsibility	%
Management	32
Research/development/design	6
Manufacturing, production, quality control	9
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	1
Sales	19
Marketing, advertising, PR	5
Logistics: storage, material management, transport	5
Maintenance/repairs	1
Other area	6
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	36
Managing director, board member, head of an authority etc.	17
Area manager, works manager, plant manager, branch manager, head of public office	15
Department head, group head, team leader	12
Other salaried staff, civil servant, 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)	4
Retail trade (distribution)	5
Own wholesale trade of retail grocery trade	5
Other wholesale trade	6
Hotel, catering trade	1
Packaging companies	5
Packaging machinery manufacturer	2
Freight forwarders, transport companies	6
Other services	8
Authority/public services	2
Association, society, institution, organisation	3
Research, apprenticeship, training	4
Other sectors	5
Student	3
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	17
5- 9	14
10- 49	28
50- 199	16
200- 499	8
500 - 999	4
1 000 and more	9
Student	3
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Visitors (number of entries)	138 872
Proportion of trade visitors	96%
Germany (total)	52
of which	
Nielsen 1	11
Bremen	1
Hamburg	2
Lower Saxony	6
Schleswig-Holstein	2
Nielsen 2	9
North Rhine-Westph.	9
Nielsen 3a	10
Hesse	7
Rhineland-Palatinate	2
Saarland	-
Nielsen 3b	7
Baden-Württemb.	7
Foreign (total)	48
of which	
EU	63
Other european countries	17
Africa	2
North America	3
South and Central America	2
Middle East	3
South-, East-, Central Asia	9
Australia	1
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	2
more than 100 km up to 300 km	14
over 300 km	70
Countries with the highest visitor shares	%
Switzerland	9
Poland	8
France	7
Austria	7
Czech Republic	6
Frequency of visits to trade fair	%
Previous event	38
Earlier events	34
First visit	45
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	17
Collectively	30
In an advisory capacity	30
No	15
Student	7
Other not gainfully employed	1

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	5
Personnel administration, administration	1
Sales	9
Marketing, advertising, PR	2
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 manager, 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	2
Other position	3
Student	7
Other not gainfully employed	1
Economic sector	%
Industry	42
Skilled trades	2
Retail trade	1
Wholesale/foreign trade	2
Service	29
Politics, public administration	5
Association/guild/chamber	1
Research/science	3
School, university, education	2
Media	1
Other sectors	5
Student	7
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	5
5- 9	5
10- 199	15
200- 499	9
500 - 999	7
1 000 and more	39
Student	7
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	17 095
Proportion of trade visitors	99%
Germany (total)	64
of which	
Nielsen 1	11
Bremen	-
Hamburg	2
Lower Saxony	7
Schleswig-Holstein	2
Nielsen 2	13
North Rhine-Westph.	13
Nielsen 3a	8
Hesse	5
Rhineland-Palatinate	3
Saarland	-
Nielsen 3b	9
Baden-Württemb.	9
Foreign (total)	36
of which	
EU	59
Other european countries	17
Africa	4
South-, East-, Central Asia	8
Other countries	12
Distance to home	%
up to 50 km	17
more than 50 km up to 100 km	3
more than 100 km up to 300 km	16
over 300 km	64
Countries with the highest visitor shares	%
Poland	7
United Kingdom	6
Russia	6
France	5
Belgium	5
Frequency of visits to trade fair	%
Previous event	20
Earlier events	50
First visit	46
Average length of stay	1,6 days
Influence on purchasing/procurement decisions	%
Decisively	21
Collectively	24
In an advisory capacity	23
No	18
Student	12
Other not gainfully employed	2

Area of responsibility	%
Management	8
Research/development/design	8
Manufacturing, production, quality control	5
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	6
Personnel administration, administration	1
Sales	5
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	6
Training/further training	4
Measurement	40
Student	12
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	3
Trainee	5
Other position	3
Student	12
Other not gainfully employed	2
Economic sector	%
Industrial company	6
Energy supply	2
Water supply	1
Wholesale/foreign trade	2
Retail trade	3
Engineer's office	22
Research	3
Telecommunication	1
Architecture/construction	5
Other service company	3
Professional, specialist association	1
Authority/public services	22
Vocational school/polytechnic/university	4
IT, software, hardware	5
Other sectors	7
Student	12
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	11
5- 9	12
10- 49	24
50- 199	13
200- 499	8
500 - 999	5
1 000 and more	14
Student	12
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

International Green Week → Berlin

ITB (2013)

Trade visitors' profile

Visitors (number of entries)	411 731	Area of responsibility	%
Proportion of trade visitors	80%	Management	16
Germany (total)	93	Research/development/design	3
of which		Manufacturing, production, quality control	10
Nielsen 1	14	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	10	Personnel administration, administration	3
Schleswig-Holstein	3	Sales	11
Nielsen 2	6	Marketing, advertising, PR	3
North Rhine-Westph.	6	Logistics: storage, material management, transport	2
Nielsen 3a	5	Maintenance/repairs	3
Hesse	3	Other area	21
Rhineland-Palatinate	2	Student	13
Saarland	1	Other not gainfully employed	10
Nielsen 3b	2	Position in the company/organisation	%
Baden-Württemberg	2	Entrepreneur, co-owner, freelancer	24
Foreign (total)	7	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
EU	56	Department head, group head, team leader	8
Other European countries	26	Other salaried staff, civil servant, skilled worker	17
Other countries	18	Lecturer, teacher	4
Distance to home	%	Trainee	9
up to 50 km	32	Other position	7
more than 50 km up to 100 km	8	Student	13
more than 100 km up to 300 km	24	Other not gainfully employed	10
over 300 km	36	Economic sector	%
Frequency of visits to trade fair	%	Agriculture/forestry	22
Previous event	35	Horticulture, landscape gardening	5
Earlier events	54	Food industry	9
First visit	29	Retail trade	6
Average length of stay	1,3 days	Wholesale/foreign trade	3
Influence on purchasing/procurement decisions	%	Hotel and restaurant trade, catering	8
Decisively	20	School, technical college, university	7
Collectively	24	Association, institution	5
In an advisory capacity	18	Other sectors	18
No	15	Student	13
Student	13	Other not gainfully employed	10
Other not gainfully employed	10	Size of company/organisation:	%
		Number of employees	%
		1- 4	25
		5- 9	9
		10- 49	16
		50- 199	11
		200- 499	5
		500 - 999	4
		1 000 and more	9
		Student	13
		Other not gainfully employed	10

Private visitors' profile

Visitors (number of entries)	411 731	Position in the company/organisation	%
Proportion of private visitors	20%	Entrepreneur, co-owner, freelancer	7
Germany (total)	99	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	8	Department head, group head, team leader	5
Bremen	-	Other salaried staff, civil servant, skilled worker	31
Hamburg	-	Lecturer, teacher	3
Lower Saxony	5	Trainee	2
Schleswig-Holstein	2	Other position	5
Nielsen 2	3	Student	8
North Rhine-Westph.	3	Housewife/man	3
Nielsen 3a	2	Old-age pensioner	29
Hesse	1	Other not gainfully employed	4
Rhineland-Palatinate	1	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	73
Nielsen 3b	1	yes	14
Baden-Württemberg	1	no	13
Foreign (total)	1	maybe	13
of which		Follow-up business	%
EU	31	Intend to buy at later date	27
Other European countries	39	yes	32
Other countries	29	no	41
Distance to home	%	maybe	41
up to 50 km	47	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
more than 50 km up to 100 km	8		
more than 100 km up to 300 km	25		
over 300 km	20		
Frequency of visits to trade fair	%		
Previous event	35		
Earlier events	56		
First visit	22		
Sex	%		
Male	39		
Female	61		
Size of household	%		
1 person	17		
2 persons	52		
3 persons	16		
4 persons	10		
5 persons and more	6		
Age	%		
up to 20 years	6		
over 20 up to 30 years	12		
over 30 up to 40 years	8		
over 40 up to 50 years	19		
over 50 up to 60 years	23		
over 60 up to 70 years	23		
over 70 years	9		

Trade visitors' profile

Visitors (number of entries)	130 425
Proportion of trade visitors	54%
Germany (total)	59
of which	
Nielsen 1	12
Bremen	1
Hamburg	4
Lower Saxony	6
Schleswig-Holstein	2
Nielsen 2	10
North Rhine-Westph.	10
Nielsen 3a	11
Hesse	7
Rhineland-Palatinate	3
Saarland	1
Nielsen 3b	7
Baden-Württemberg	7
Foreign (total)	41
of which	
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 shares	%
Austria	14
Poland	9
Turkey	6
Switzerland	5
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	14
Student	22
Other not gainfully employed	2

Private visitors' profile

Area of responsibility	%
Management	22
Research/development/design	2
Manufacturing, production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	3
Personnel administration, administration	2
Sales	11
Marketing, advertising, PR	13
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	14
Student	22
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	21
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	3
Trainee	3
Other position	3
Student	22
Other not gainfully employed	2
Economic sector	%
Tour operator	22
Travel agency	16
Hotel company	11
Tourism organisations	9
Publishing houses/press	7
PR/advertising/consultancy	6
Business travel	5
Tourism federations/associations	3
Travel technology, information and reservation systems	3
Research institute/educational institution	3
Transport carriers (bus, train, ship and air companies)	2
Exhibition organiser/conference and congress organiser	2
Leisure centre/leisure park	1
Telecommunication	1
Other sectors	14
Student	22
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	18
5- 9	10
10- 49	18
50- 199	13
200- 499	5
500 - 999	4
1 000 and more	8
Student	22
Other not gainfully employed	2

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

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

Trade visitors' profile

Visitors (number of entries)	2 097
Proportion of trade visitors	100%
Germany (total)	98
of which	
Nielsen 1	9
Bremen	-
Hamburg	2
Lower Saxony	6
Schleswig-Holstein	1
Nielsen 2	13
North Rhine-Westph.	13
Nielsen 3a	9
Hesse	7
Rhineland-Palatinate	1
Saarland	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 100 km up to 300 km	14
over 300 km	37
Frequency of visits to exhibition	%
Previous event	37
Earlier events	42
First visit	43
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	10
Collectively	35
In an advisory capacity	24
No	26
Student	5

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
Other area	17
Student	5
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)	1
Politics (municipal)	1
Educational/training institutions, academy	3
Consulting	8
Other sectors	13
Size of company/organisation:	
Number of employees	%
1- 4	1
5- 9	1
10- 49	13
50- 199	16
200 - 499	17
500 - 999	13
1 000 and more	35
Student	5

Conducted by: Wissler & Partner, Basel

DLG-Feldtage → Bernburg-Strenzfeld

Trade visitors' profile

Visitors (number of entries)	23 053	Area of responsibility	%
Proportion of trade visitors	97%	Management	46
Germany (total)	89	Research/development/design	8
of which		Manufacturing, production, quality control	9
Nielsen 1	26	Buying/procurement	1
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	22	Personnel administration, administration	1
Schleswig-Holstein	3	Sales	8
Nielsen 2	8	Marketing, advertising, PR	3
North Rhine-Westph.	8	Logistics: storage, material management, transport	2
Nielsen 3a	10	Maintenance/repairs	2
Hesse	7	Other area	9
Rhineland-Palatinate	2	Student	7
Saarland	-	Other not gainfully employed	2
Nielsen 3b	5		
Baden-Württemberg	5		
Foreign (total)	11	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	4
EU	61	Managing director, board member, head of an authority etc.	13
Other european countries	29	Area manager, works manager, plant manager, branch manager, head of public office	4
Other countries	10	Department head, group head, team leader	5
Distance to home	%	Other salaried staff, civil servant, skilled worker	22
up to 50 km	9	Lecturer, teacher	2
more than 50 km up to 100 km	6	Trainee	5
more than 100 km up to 300 km	40	Other position	5
over 300 km	45	Self-employed farmer (owner, tenant)	30
Countries with the highest visitor shares	%	Student	7
Netherlands	9	Other not gainfully employed	2
Austria	9		
Poland	9	Economic sector	%
Russia	9	Agricultural business, company	56
Frequency of visits to trade fair	%	Service supply agency	2
Previous event	47	Agricultural trade	7
Earlier events	49	Agricultural machinery trade	3
First visit	36	Seeds-, plant protection-, fertilizer industry	6
Average length of stay	1,3 days	Other industry	2
Influence on purchasing/procurement decisions	%	Consultancy	4
Decisively	38	Other service	2
Collectively	25	Authority/public services	5
In an advisory capacity	18	University/polytechnic	2
No	10	Other sectors	4
Student	7	Student	7
Other not gainfully employed	2	Other not gainfully employed	2
		Size of company/organisation:	
		Number of employees	%
		1- 4	43
		5- 9	9
		10- 49	16
		50- 199	11
		200- 499	5
		500 - 999	2
		1 000 and more	4
		Student	7
		Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

BOATFIT → Bremen

Private visitors' profile

Visitors (number of entries)	9 585	Position in the company/organisation	%
Proportion of private visitors	91%	Entrepreneur, co-owner, freelancer	17
Germany (total)	99	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	83	Department head, group head, team leader	11
Bremen	27	Other salaried staff, civil servant, skilled worker	28
Hamburg	5	Lecturer, teacher	3
Lower Saxony	47	Trainee	2
Schleswig-Holstein	4	Other position	3
Nielsen 2	10	Student	7
North Rhine-Westph.	10	Housewife/man	2
Nielsen 3a	2	Old-age pensioner	16
Hesse	1	Other not gainfully employed	5
Rhineland-Palatinate	-		
Saarland	-		
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)	1	Buying and ordering capacity	%
Distance to home	%	Purchase or order made or intended at the exhibition	61
up to 50 km	48	yes	17
more than 50 km up to 100 km	15	no	23
more than 100 km up to 300 km	28	Follow-up business	%
over 300 km	9	Intend to buy at later date	38
Frequency of visits to trade fair	%	yes	14
Previous event	30	no	48
Earlier events	38		
First visit	41	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Sex	%		
Male	74		
Female	26		
Size of household	%		
1 person	19		
2 persons	49		
3 persons	15		
4 persons	9		
5 persons and more	7		
Age	%		
up to 20 years	7		
over 20 up to 30 years	7		
over 30 up to 40 years	11		
over 40 up to 50 years	26		
over 50 up to 60 years	27		
over 60 up to 70 years	18		
over 70 years	5		

Bremen Classic Motorshow

Private visitors' profile

Visitors (number of entries)	47 329	Position in the company/organisation	%
Proportion of private visitors	94%	Entrepreneur, co-owner, freelancer	17
Germany (total)	91	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	87	Department head, group head, team leader	11
Bremen	16	Other salaried staff, civil servant, skilled worker	28
Hamburg	5	Lecturer, teacher	3
Lower Saxony	56	Trainee	2
Schleswig-Holstein	10	Other position	3
Nielsen 2	9	Student	7
North Rhine-Westph.	9	Housewife/man	2
Nielsen 3a	1	Old-age pensioner	16
Hesse	1	Other not gainfully employed	5
Rhineland-Palatinate	1		
Saarland	-		
Nielsen 3b	-		
Baden-Württemberg	-		
Foreign (total)	9	Buying and ordering capacity	%
of which		Purchase or order made or intended at the exhibition	61
EU	84	yes	17
Other countries	16	no	23
Countries with the highest visitor shares	%	Follow-up business	%
Sweden	26	Intend to buy at later date	38
Denmark	24	yes	14
Netherlands	21	no	48
Distance to home	%	maybe	48
up to 50 km	29		
more than 50 km up to 100 km	19		
more than 100 km up to 300 km	43		
over 300 km	10		
Frequency of visits to trade fair	%		
Previous event	40		
Earlier events	54		
First visit	29		
Sex	%		
Male	87		
Female	13		
Size of household	%		
1 person	15		
2 persons	45		
3 persons	16		
4 persons	16		
5 persons and more	9		
Age	%		
up to 20 years	6		
over 20 up to 30 years	7		
over 30 up to 40 years	9		
over 40 up to 50 years	27		
over 50 up to 60 years	26		
over 60 up to 70 years	17		
over 70 years	9		

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	9
Other salaried staff, civil servant, 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	
yes	23
no	29
maybe	49
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	8 437	Area of responsibility	%
Proportion of trade visitors	89%	Management	23
Germany (total)	89	Research/development/design	5
of which		Manufacturing, production, quality control	11
Nielsen 1	76	Buying/procurement	9
Bremen	22	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	44	Personnel administration, administration	1
Schleswig-Holstein	6	Sales	26
Nielsen 2	9	Marketing, advertising, PR	4
North Rhine-Westph.	9	Logistics: storage, material management, transport	2
Nielsen 3a	3	Maintenance/repairs	1
Hesse	2	Other area	11
Rhineland-Palatinate	1	Student	2
Saarland	-	Other not gainfully employed	2
Nielsen 3b	1		
Baden-Württemb.	1	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	31
		Managing director, board member, head of an authority etc.	8
		Area manager, works manager, plant manager, branch manager, head of public office	10
		Department head, group head, team leader	17
		Other salaried staff, civil servant, skilled worker	18
		Lecturer, teacher	3
		Trainee	5
		Other position	6
		Student	2
		Other not gainfully employed	2
		Economic sector	%
		Catering, communal catering	29
		Industry	14
		Service	14
		Retail trade	17
		Wholesale trade	12
		Other sectors	10
		Student	2
		Other not gainfully employed	2
Distance to home	%	Size of company/organisation:	%
up to 50 km	31	Number of employees	
more than 50 km up to 100 km	15	1- 4	21
more than 100 km up to 300 km	32	5- 9	15
over 300 km	22	10- 49	25
		50- 199	18
		200- 499	5
		500 - 999	4
		1 000 and more	8
		Student	2
		Other not gainfully employed	2
Country with the highest visitor share	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Netherlands	21		
Frequency of visits to trade fair	%		
Previous event	23		
Earlier events	31		
First visit	50		
Average length of stay	1,2 days		
Influence on purchasing/procurement decisions	%		
Decisively	35		
Collectively	33		
In an advisory capacity	16		
No	12		
Student	2		
Other not gainfully employed	2		

Private visitors' profile

Visitors (number of entries)	77 041	Position in the company/organisation	%
Proportion of private visitors	100%	Entrepreneur, co-owner, freelancer	9
Germany (total)	100	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	99	Department head, group head, team leader	7
Bremen	47	Other salaried staff, civil servant, skilled worker	35
Hamburg	1	Lecturer, teacher	3
Lower Saxony	51	Trainee	4
Schleswig-Holstein	-	Other position	7
Nielsen 2	-	Student	12
North Rhine-Westph.	-	Housewife/man	5
Nielsen 3a	-	Old-age pensioner	11
Hesse	-	Other not gainfully employed	2
Rhineland-Palatinate	-		
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	-	Purchase or order made or intended at the exhibition	
Baden-Württemb.	-	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, Karlsruhe	
Distance to home	%		
up to 50 km	83		
more than 50 km up to 100 km	12		
more than 100 km up to 300 km	4		
over 300 km	1		
Frequency of visits to trade fair	%		
Previous event	48		
2012	45		
2011	35		
2010	31		
First visit	24		
Sex	%		
Male	32		
Female	68		
Size of household	%		
1 person	14		
2 persons	50		
3 persons	16		
4 persons	15		
5 persons and more	5		
Age	%		
up to 20 years	12		
over 20 up to 30 years	14		
over 30 up to 40 years	9		
over 40 up to 50 years	17		
over 50 up to 60 years	21		
over 60 up to 70 years	18		
over 70 years	10		

ReiseLust (2013) → Bremen

Private visitors' profile

Visitors (number of entries)	27 679*	Position in the company/organisation	%
Proportion of private visitors	94%	Entrepreneur, co-owner, freelancer	7
Germany (total)	99	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	96	Department head, group head, team leader	6
Bremen	31	Other salaried staff, civil servant, skilled worker	28
Hamburg	1	Lecturer, teacher	3
Lower Saxony	63	Trainee	2
Schleswig-Holstein	1	Other position	6
Nielsen 2	2	Student	4
North Rhine-Westph.	2	Housewife/man	5
Nielsen 3a	1	Old-age pensioner	33
Hesse	-	Other not gainfully employed	3
Rhineland-Palatinate	-		
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	-	Purchase or order made or intended at the exhibition	
Baden-Württemberg	-	yes	23
		no	39
		maybe	38
Foreign (total)	1	Follow-up business	%
Distance to home	%	Intend to buy at later date	
up to 50 km	67	yes	25
more than 50 km up to 100 km	20	no	20
more than 100 km up to 300 km	11	maybe	55
over 300 km	3		
Frequency of visits to exhibition	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Previous event	40		
Earlier events	44		
First visit	34		
Sex	%		
Male	39		
Female	61		
Size of household	%		
1 person	11		
2 persons	64		
3 persons	11		
4 persons	10		
5 persons and more	3		
Age	%		
up to 20 years	2		
over 20 up to 30 years	8		
over 30 up to 40 years	7		
over 40 up to 50 years	20		
over 50 up to 60 years	28		
over 60 up to 70 years	25		
over 70 years	10		

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

Baumesse Chemnitz (2013) → Chemnitz

Private visitors' profile

Visitors (number of entries)	9 056	Position in the company/organisation	%
Proportion of private visitors	91%	Entrepreneur, co-owner, freelancer	12
Germany (total)	100	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	-	Department head, group head, team leader	2
Bremen	-	Other salaried staff, civil servant, skilled worker	47
Hamburg	-	Lecturer, teacher	1
Lower Saxony	-	Trainee	1
Schleswig-Holstein	-	Other position	9
Nielsen 2	-	Student	3
North Rhine-Westph.	-	Other not gainfully employed	22
Nielsen 3a	-		
Hesse	-	Buying and ordering capacity	%
Rhineland-Palatinate	-	Purchase or order made or intended at the exhibition	
Saarland	-	yes	5
Nielsen 3b	-	no	95
Baden-Württemberg	-	maybe	-
Distance to home	%	Follow-up business	%
up to 50 km	96	Intend to buy at later date	
more than 50 km up to 100 km	3	yes	6
more than 100 km up to 300 km	1	no	80
over 300 km	-	maybe	14
Frequency of visits to exhibition	%	Conducted by: C' Chemnitzer Veranstaltungszentren GmbH, Chemnitz	
Previous event	32		
Earlier events	22		
First visit	46		
Sex	%		
Male	65		
Female	35		
Size of household	%		
1 person	6		
2 persons	55		
3 persons	22		
4 persons	16		
5 persons and more	1		
Age	%		
up to 20 years	-		
over 20 up to 30 years	18		
over 30 up to 40 years	25		
over 40 up to 50 years	16		
over 50 up to 60 years	15		
over 60 up to 70 years	18		
over 70 years	8		

SIT (2013)

Trade visitors' profile

Visitors (number of entries)	1 800
Proportion of trade visitors	96%
Germany (total)	100
of which	
Nielsen 1	-
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	-
Hesse	-
Rhineland-Palatinate	-
Saarland	-
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

Area of responsibility	%
Management	15
Research/development/design	13
Manufacturing, production, quality control	11
Buying/procurement	5
Finance/accounting, controlling	2
Information and communication technology	2
Organisation, personnel, administration	2
Sales	15
Marketing, advertising, PR	2
Logistics: storage, material management, transport	2
Maintenance/repairs	1
Other area	2
Student	19
Other not gainfully employed	7
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	41
Lecturer, teacher	3
Trainee	3
Other position	-
Student	19
Other not gainfully employed	7
Economic sector	%
Mechanical, appliance and plant engineering	31
metal production and processing	10
Plastics processor	1
Electrical engineering/electronics	9
Surface treatment, thermal treatment	1
Information and communication technology	3
Vehicle building	2
Trade	3
Research and development	6
Banking/insurance	3
Training and further training	5
Services provided for companies, contract manufacturers, suppliers	9
Other sectors	21
Student	19
Other not gainfully employed	7
Size of company/organisation:	
Number of employees	%
1- 4	10
5- 9	7
10- 49	20
50- 199	16
200- 499	7
500 - 999	5
1 000 - 9 999	9
Student	19
Other not gainfully employed	7

Conducted by: C³ Chemnitzer Veranstaltungszentren GmbH, Chemnitz

Trade visitors' profile

Visitors (number of entries)	11 232
Proportion of trade visitors	94%
Germany (total)	64
of which	
Nielsen 1	16
Nielsen 4	4
Bremen	2
Bavaria	4
Hamburg	3
Nielsen 5+6	7
Lower Saxony	8
Berlin	4
Schleswig-Holstein	3
Brandenburg	1
Nielsen 2	53
Mecklenburg-North Rhine-Westph.	53
West Pommern	2
Nielsen 3a	13
Saxony-Anhalt	-
Hesse	6
Nielsen 7	3
Rhineland-Palatinate	5
Saxony	2
Thuringia	1
Nielsen 3b	6
Baden-Württemberg	6
Foreign (total)	36
of which	
EU	68
Other European countries	14
North America	4
South-, East-, Central Asia	8
Other countries	7
Distance to home	%
up to 50 km	17
more than 50 km up to 100 km	12
more than 100 km up to 300 km	21
over 300 km	51
Countries with the highest visitor shares	%
Netherlands	9
Poland	9
France	7
United Kingdom	5
Spain	5
Frequency of visits to trade fair	%
Previous event	35
Earlier events	40
First visit	45
Average length of stay	1,5 days
Influence on purchasing/procurement decisions	%
Decisively	51
Collectively	26
In an advisory capacity	12
No	6
Student	3
Other not gainfully employed	2

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
5- 9	20
10- 49	16
50- 199	8
200- 499	4
500 - 999	2
1 000 and more	7
Student	3
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (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
Nielsen 5+6	4
Lower Saxony	8
Berlin	-
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	45
Mecklenburg-North Rhine-Westph.	45
West Pommern	-
Nielsen 3a	13
Saxony-Anhalt	-
Hesse	8
Nielsen 7	5
Rhineland-Palatinate	4
Saxony	2
Saarland	1
Thuringia	2
Nielsen 3b	12
Baden-Württemberg	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
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	22
over 300 km	57
Countries with the highest visitor shares	%
Netherlands	10
France	8
Italy	8
Belgium	7
United Kingdom	7
Frequency of visits to trade fair	%
Previous event	31
Earlier events	27
First visit	50
Average length of stay	1,6 days
Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	33
In an advisory capacity	23
No	10
Student	3
Other not gainfully employed	1

Area of responsibility	%
Management	26
Research/development/design	17
Manufacturing, production, quality control	10
Buying/procurement	14
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	1
Sales	20
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	2
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	14
Area manager, works manager, plant manager, branch manager, head of public office	15
Department head, group head, team leader	28
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	1
Trainee	1
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	10
Skilled trades	1
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
Size of company/organisation:	
Number of employees	%
1- 4	8
5- 9	5
10- 49	20
50- 199	22
200- 499	14
500 - 999	7
1 000 and more	21
Student	3
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

BEAUTY INTERNATIONAL (2013) → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	61 177*	Area of responsibility	%
Proportion of trade visitors	93%	Management	34
Germany (total)	93	Research/development/design	1
of which		Manufacturing, production, quality control	3
Nielsen 1	13	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	-
Lower Saxony	9	Organisation, personnel, administration	4
Schleswig-Holstein	2	Sales	9
Nielsen 2	60	Marketing, advertising, PR	2
North Rhine-Westph.	60	Logistics: storage, material management, transport	-
Nielsen 3a	13	Maintenance/repairs	1
Hesse	6	Other area	35
Rhineland-Palatinate	6	Student	5
Saarland	1	Other not gainfully employed	1
Nielsen 3b	6	Position in the company/organisation	%
Baden-Württemberg	6	Entrepreneur, co-owner, freelancer	64
Foreign (total)	7	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
EU	71	Department head, group head, team leader	3
Other European countries	15	Other salaried staff, civil servant, skilled worker	9
Other countries	14	Lecturer, teacher	2
Distance to home	%	Trainee	8
up to 50 km	32	Other position	4
more than 50 km up to 100 km	19	Student	5
more than 100 km up to 300 km	26	Other not gainfully employed	1
over 300 km	24	Economic sector	%
Countries with the highest visitor shares	%	Cosmetic institute	27
Belgium	22	Hair salon, hairdressing	26
Netherlands	11	Nail studio	13
Austria	11	Foot care practice	10
Frequency of visits to exhibition	%	Beauty farm, wellness facilities	3
Previous event	53	Cosmetic school	2
Earlier events	64	Health professionals	2
First visit	22	Cosmetics/pharmaceuticals/chemical industry	2
Average length of stay	1,4 days	Other sectors	11
Influence on purchasing/procurement decisions	%	Student	5
Decisively	46	Other not gainfully employed	1
Collectively	19	Size of company/organisation:	%
In an advisory capacity	15	Number of employees	
No	15	1- 4	59
Student	5	5- 9	11
Other not gainfully employed	1	10- 49	9
		50- 199	2
		200- 499	1
		500 - 999	1
		1 000 and more	2
		Student	5
		Other not gainfully employed	1
		N/A	10

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

Conducted by: Wissler & Partner, Basel

boot (2013) → Düsseldorf

Private visitors' profile

Visitors (number of entries)	219 186	Position in the company/organisation	%
Proportion of private visitors	86%	Entrepreneur, co-owner, freelancer	18
Germany (total)	87	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
Nielsen 1	7	Department head, group head, team leader	12
Bremen	-	Other salaried staff, civil servant, skilled worker	27
Hamburg	1	Lecturer, teacher	3
Lower Saxony	5	Trainee	1
Schleswig-Holstein	1	Other position	6
Nielsen 2	68	Student	7
North Rhine-Westph.	68	Housewife/man	2
Nielsen 3a	12	Old-age pensioner	2
Hesse	6	Other not gainfully employed	12
Rhineland-Palatinate	5	Buying and ordering capacity	%
Saarland	1	Purchase or order made or intended at the exhibition	
Nielsen 3b	6	yes	60
Baden-Württemberg	6	no	15
Foreign (total)	13	maybe	25
of which		Follow-up business	%
EU	77	Intend to buy at later date	
Other European countries	18	yes	44
Other countries	5	no	17
Countries with the highest visitor shares	%	maybe	40
Netherlands	31	Conducted by: Wissler & Partner, Basel	
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		
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		

CARAVAN SALON

Private visitors' profile

Visitors (number of entries)	192 423	Position in the company/organisation	%
Proportion of private visitors	92%	Entrepreneur, co-owner, freelancer	18
Germany (total)	87	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
Nielsen 1	11	Department head, group head, team leader	12
Bremen	-	Other salaried staff, civil servant, skilled worker	27
Hamburg	1	Lecturer, teacher	3
Lower Saxony	8	Trainee	1
Schleswig-Holstein	2	Other position	6
Nielsen 2	62	Student	7
North Rhine-Westph.	62	Housewife/man	2
Nielsen 3a	17	Old-age pensioner	2
Hesse	8	Other not gainfully employed	12
Rhineland-Palatinate	9	Buying and ordering capacity	%
Saarland	1	Purchase or order made or intended at the exhibition	
Nielsen 3b	3	yes	60
Baden-Württemberg	3	no	15
Foreign (total)	13	maybe	25
of which		Follow-up business	%
EU	96	Intend to buy at later date	
Other countries	4	yes	44
Countries with the highest visitor shares	%	no	17
Netherlands	41	maybe	40
Belgium	25	Conducted by: Wissler & Partner, Basel	
France	8		
United Kingdom	7		
Distance to home	%		
up to 50 km	27		
more than 50 km up to 100 km	20		
more than 100 km up to 300 km	36		
over 300 km	18		
Frequency of visits to trade fair	%		
Previous event	40		
Earlier events	60		
First visit	30		
Sex	%		
Male	56		
Female	44		
Size of household	%		
1 person	9		
2 persons	51		
3 persons	17		
4 persons	17		
5 persons and more	6		
Age	%		
up to 20 years	2		
over 20 up to 30 years	3		
over 30 up to 40 years	7		
over 40 up to 50 years	31		
over 50 up to 60 years	32		
over 60 up to 70 years	20		
over 70 years	5		

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	2
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	31
Lecturer, teacher	4
Trainee	1
Other position	7
Student	2
Housewife/man	2
Old-age pensioner	3
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	
yes	35
no	8
maybe	57

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	10 211	Area of responsibility	%
Proportion of trade visitors	98%	Management	16
Germany (total)	54	Research/development/design	33
of which		Manufacturing, production, quality control	6
Nielsen 1	12	Buying/procurement	4
Bremen	1	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	3
Lower Saxony	8	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	17
Nielsen 2	35	Marketing, advertising, PR	5
North Rhine-Westph.	35	Logistics: storage, material management, transport	-
Nielsen 3a	14	Maintenance/repairs	-
Hesse	6	Other area	4
Rhineland-Palatinate	8	Student	14
Saarland	-	Other not gainfully employed	1
Nielsen 3b	15		
Baden-Württemb.	15		
Foreign (total)	46	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	11
EU	79	Managing director, board member, head of an authority etc.	9
Other european countries	9	Area manager, works manager, plant manager, branch manager, head of public office	10
South-, East-, Central Asia	7	Department head, group head, team leader	23
Other countries	5	Other salaried staff, civil servant, skilled worker	25
Distance to home	%	Lecturer, teacher	3
up to 50 km	9	Trainee	1
more than 50 km up to 100 km	7	Other position	4
more than 100 km up to 300 km	30	Student	14
over 300 km	54	Other not gainfully employed	1
Countries with the highest visitor shares	%	Economic sector	%
Netherlands	21	Manufacturers, processor of materials	26
Belgium	14	Supplier	17
Austria	10	OEM, end-user	6
United Kingdom	7	Distributor	6
France	7	Institute, research	6
Frequency of visits to trade fair	%	University	3
Previous event	22	Mechanical engineering, technology suppliers	7
Earlier events	28	Publishers, media	1
First visit	54	Association	1
Average length of stay	1,4 days	Other sectors	11
Influence on purchasing/procurement decisions	%	Student	14
Decisively	20	Other not gainfully employed	1
Collectively	26	Size of company/organisation:	
In an advisory capacity	28	Number of employees	%
No	11	1- 4	9
Student	14	5- 9	5
Other not gainfully employed	1	10- 49	15
		50- 199	16
		200- 499	11

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	109 496	Area of responsibility	%
Proportion of trade visitors	97%	Management	21
Germany (total)	37	Research/development/design	9
of which		Manufacturing, production, quality control	4
Nielsen 1	13	Buying/procurement	4
Bremen	1	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	3
Lower Saxony	6	Personnel administration, administration	-
Schleswig-Holstein	2	Sales	16
Nielsen 2	46	Marketing, advertising, PR	9
North Rhine-Westph.	46	Logistics: storage, material management, transport	1
Nielsen 3a	11	Maintenance/repairs	1
Hesse	7	Other area	5
Rhineland-Palatinate	2	Shopfitting, shop furnishing, shop design	11
Saarland	1	Visual Merchandising	6
Nielsen 3b	14	Business Development	3
Baden-Württemb.	14	E-Commerce	1
Foreign (total)	63	Auditing, security	1
of which		Student	4
EU	56	Other not gainfully employed	1
Other european countries	12	Position in the company/organisation	%
Africa	4	Entrepreneur, co-owner, freelancer	24
North America	7	Managing director, board member, head of an authority etc.	16
South and Central America	7	Area manager, works manager, plant manager, branch manager, head of public office	14
Middle East	4	Department head, group head, team leader	20
South-, East-, Central Asia	7	Other salaried staff, civil servant, skilled worker	14
Australia	2	Lecturer, teacher	1
Distance to home	%	Trainee	4
up to 50 km	10	Other position	2
more than 50 km up to 100 km	8	Student	4
more than 100 km up to 300 km	16	Other not gainfully employed	1
over 300 km	67	Economic sector	%
Countries with the highest visitor shares	%	Architect/designer	10
Netherlands	8	Trade fair construction, event agency	7
United Kingdom	8	Advertising agency, graphic designer	6
Italy	6	IT and security service	6
France	6	Consulting, agency	3
Belgium	5	Other service	6
Frequency of visits to trade fair	%	Food retail trade	8
Previous event	35	Non-food retail	6
Earlier events	32	Fashion speciality shop	5
First visit	52	Other trade, other crafts	7
Average length of stay	2,0 days	Wholesale trade	4
Influence on purchasing/procurement decisions	%	Shop fitting industry	9
Decisively	34	IT and safety engineering	2
Collectively	31	Other industry	8
In an advisory capacity	20	Other sectors	4
No	10	Student	4
Student	4	Other not gainfully employed	1
Other not gainfully employed	1	Size of company/organisation:	
		Number of employees	%
		1- 4	11
		5- 9	8
		10- 49	24
		50- 199	19
		200- 499	8

Conducted by: Wissler & Partner, Basel

GDS (spring) (2013) → Düsseldorf

Trade visitors' profile

Visitors (number of entries)		19 408*	Area of responsibility		%
Proportion of trade visitors		98%	Management		47
Germany (total)		60	Research/development/design		2
of which			Manufacturing, production, quality control		3
Nielsen 1	12	Nielsen 4	Buying/procurement		17
Bremen	1	Bavaria	Finance/accounting, controlling		-
Hamburg	5	Nielsen 5+6	Information and communication technology		1
Lower Saxony	6	Berlin	Personnel administration, administration		-
Schleswig-Holstein	1	Brandenburg	Sales		16
Nielsen 2	56	Mecklenburg-	Marketing, advertising, PR		5
North Rhine-Westph.	56	West Pomerania	Logistics: storage, material management, transport		1
Nielsen 3a	13	Saxony-Anhalt	Maintenance/repairs		-
Hesse	8	Nielsen 7	Other area		6
Rhineland-Palatinate	5	Saxony	Student		2
Saarland	-	Thuringia			
Nielsen 3b	6		Position in the company/organisation		%
Baden-Württemberg	6		Entrepreneur, co-owner, freelancer		56
Foreign (total)	40		Managing director, board member, head of an authority etc.		14
of which			Area manager, works manager, plant manager, 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, skilled worker		9
Middle East	5		Lecturer, teacher		2
South-, East-, Central Asia	5		Trainee		-
Other countries	8		Other position		5
Distance to home	%		Student		2
up to 50 km	21		Economic sector		%
more than 50 km up to 100 km	10		Specialist shoe shop		37
more than 100 km up to 300 km	22		Shoe retail chain		7
over 300 km	47		Specialist leather goods		2
Countries with the highest visitor shares	%		Fashion boutique/outlet, clothing chain		10
Netherlands	21		Sports retailer		1
United Kingdom	6		Department store		3
Portugal	5		Mail order business, online shop,		
Switzerland	4		Internet trade		4
Frequency of visits to exhibition	%		Other retail		7
Previous event	60		Commercial agency		3
Earlier events	73		Wholesale/foreign trade (Import/Export)		9
First visit	24		Other sectors		16
Average length of stay	1,6 days		Student		2
Influence on purchasing/procurement decisions	%		Size of company/organisation:		
Decisively	68		Number of employees		%
Collectively	13		1- 4		37
In an advisory capacity	10		5- 9		15
No	7		10- 49		20
Student	2		50- 199		11
			200 - 499		5
			500 - 999		4
			1 000 and more		6
			Student		2
			Conducted by: Wissler & Partner, Basel		

Conducted by: Wissler & Partner, Basel

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

GDS (autumn) (2013) → Düsseldorf

Trade visitors' profile

Visitors (number of entries)		18 202	Area of responsibility	%	
Proportion of trade visitors		98%	Management	46	
Germany (total)		52	Research/development/design	3	
of which			Manufacturing, production, quality control	3	
Nielsen 1	13	Nielsen 4	Buying/procurement	16	
Bremen	-	Bavaria	Finance/accounting, controlling	1	
Hamburg	4	Nielsen 5+6	Information and communication technology	1	
Lower Saxony	7	Berlin	Organisation, personnel, administration	-	
Schleswig-Holstein	-	Brandenburg	Sales	15	
Nielsen 2	51	Mecklenburg-	Marketing, advertising, PR	4	
North Rhine-Westph.	51	West Pomerania	Logistics: storage, material management, transport	-	
Nielsen 3a	15	Saxony-Anhalt	Maintenance/repairs	-	
Hesse	6	Nielsen 7	Other area	6	
Rhineland-Palatinate	8	Saxony	Student	3	
Saarland	-	Thuringia	Other not gainfully employed	3	
Nielsen 3b	8				
Baden-Württemberg	8				
Foreign (total)		48	Position in the company/organisation	%	
of which			Entrepreneur, co-owner, freelancer	43	
EU		65	Managing director, board member, head of an authority etc.	22	
Other European countries		13	Area manager, works manager, plant manager, branch manager, head of public office	5	
South and Central America		4	Department head, group head, team leader	7	
South-, East-, Central Asia		8	Other salaried staff, civil servant, skilled worker	8	
Other countries		11	Lecturer, teacher	-	
			Trainee	2	
			Other position	7	
			Student	3	
			Other not gainfully employed	3	
Distance to home		%	Economic sector	%	
up to 50 km		19	Specialist shoe shop	37	
more than 50 km up to 100 km		5	Shoe retail chain	5	
more than 100 km up to 300 km		8	Specialist leather goods	4	
over 300 km		68	Fashion boutique/outlet, clothing chain	13	
Countries with the highest visitor shares		%	Sports retailer	1	
Netherlands		15	Hypermarket, self-service department store, discounter	1	
France		7	Department store	1	
United Kingdom		5	Mail order, online retail	4	
Spain		4	Other retail	2	
Belgium		4	Commercial agency	2	
Frequency of visits to exhibition		%	Wholesale/foreign trade (Import/Export)	7	
Previous event		61	Other sectors	17	
Earlier events		69	Student	3	
First visit		27	Other not gainfully employed	3	
Average length of stay		1,7 days			
Influence on purchasing/procurement decisions		%	Size of company/organisation:		
Decisively		63	Number of employees	%	
Collectively		16	1- 4	27	
In an advisory capacity		9	5- 9	14	
No		7	10- 49	24	
Student		3	50- 199	11	
Other not gainfully employed		3	200- 499	4	
				500 - 999	4
				1 000 and more	8
				Student	3
				Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

glasstec

Trade visitors' profile

Visitors (number of entries)		42 701	
Proportion of trade visitors		97%	
Germany (total)		37	
of which			
Nielsen 1	11	Nielsen 4	14
Bremen	-	Bavaria	14
Hamburg	1	Nielsen 5+6	7
Lower Saxony	8	Berlin	7
Schleswig-Holstein	2	Brandenburg	2
Nielsen 2	35	Mecklenburg-	
North Rhine-Westph.	35	West Pomerania	-
Nielsen 3a	15	Saxony-Anhalt	3
Hesse	7	Nielsen 7	8
Rhineland-Palatinate	7	Saxony	5
Saarland	1	Thuringia	3
Nielsen 3b	11		
Baden-Württemb.	11		
Foreign (total)		63	
of which			
	EU		59
	Other european countries		9
	Africa		4
	North America		7
	South and Central America		5
	Middle East		5
	South-, East-, Central Asia		8
	Australia		2
Distance to home		%	
up to 50 km		6	
more than 50 km up to 100 km		7	
more than 100 km up to 300 km		18	
over 300 km		69	
Countries with the highest visitor shares		%	
Netherlands		8	
France		7	
USA		6	
Belgium		6	
United Kingdom		6	
Frequency of visits to trade fair		%	
Previous event		40	
Earlier events		46	
First visit		41	
Average length of stay		1,9 days	
Influence on purchasing/procurement decisions		%	
Decisively		36	
Collectively		27	
In an advisory capacity		23	
No		10	
Student		3	
Other not gainfully employed		3	

Trade visitors' profile

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	3
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 manager, 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
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
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
Size of company/organisation:	
Number of employees	%
1- 4	14
5- 9	8
10- 49	21
50- 199	19
200- 499	13
500 - 999	5
1 000 and more	15
Student	3
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	6 095*
Proportion of trade visitors	96%
Germany (total)	24
of which	
Nielsen 1	23
Bremen	7
Hamburg	6
Lower Saxony	10
Schleswig-Holstein	-
Nielsen 2	62
North Rhine-Westph.	62
Nielsen 3a	10
Hesse	-
Rhineland-Palatinate	10
Saarland	-
Baden-Württemberg	4
Foreign (total)	76
of which	
EU	55
Other European countries	6
South and Central America	12
South-, East-, Central Asia	15
Other countries	12
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	4
more than 100 km up to 300 km	13
over 300 km	71
Countries with the highest visitor shares	%
China (PR)	13
Netherlands	9
Frequency of visits to exhibition	%
Previous event	45
Earlier events	51
First visit	44
Average length of stay	1,9 days
Influence on purchasing/procurement decisions	%
Decisively	65
Collectively	10
In an advisory capacity	12
No	11
Student	1

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

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	-
Maintenance/repairs	5
Other area	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 manager, 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	-
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
Other sectors	15
Student	1
Size of company/organisation:	
Number of employees	%
1- 4	30
5- 9	13
10- 49	25
50- 199	13
200 - 499	7
500 - 999	4
1 000 and more	8
Student	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	9 575
Proportion of trade visitors	95%
Germany (total)	91
of which	
Nielsen 1	15
Bremen	1
Hamburg	2
Lower Saxony	10
Schleswig-Holstein	3
Nielsen 2	32
North Rhine-Westph.	32
Nielsen 3a	16
Hesse	6
Rhineland-Palatinate	10
Saarland	1
Baden-Württemberg	14
Foreign (total)	9
of which	
EU	75
Other countries	25
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	9
more than 100 km up to 300 km	33
over 300 km	45
Country with the highest visitor share	%
Austria	25
Frequency of visits to trade fair	%
Previous event	44
Earlier events	47
First visit	32
Average length of stay	1,5 days
Influence on purchasing/procurement decisions	%
Decisively	21
Collectively	26
In an advisory capacity	28
No	19
Student	3
Other not gainfully employed	3

Area of responsibility	%
Management	37
Research/development/design	3
Manufacturing, production, quality control	5
Buying/procurement	4
Finance/accounting, controlling	4
Information and communication technology	2
Organisation, personnel, administration	3
Sales	9
Marketing, advertising, PR	4
Logistics: storage, material management, transport	3
Maintenance/repairs	11
Other area	11
Student	3
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	40
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	1
Trainee	7
Other position	4
Student	3
Other not gainfully employed	3
Economic sector	%
Industry (manufacturer)	19
Retail trade	17
Wholesale/foreign trade	6
Skilled trades	4
Bank	1
Insurance	1
Other service	26
Authority/public services	1
University/college/polytechnic	1
Other sectors	20
Student	3
Other not gainfully employed	3
Size of company/organisation:	
Number of employees	%
1- 4	23
5- 9	12
10- 49	22
50- 199	13
200- 499	7
500 - 999	3
1 000 and more	14
Student	3
Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

interpack → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	174 798	Area of responsibility	%
Proportion of trade visitors	97%	Management	22
Germany (total)	33	Research/development/design	19
of which		Manufacturing, production, quality control	17
Nielsen 1	14	Buying/procurement	8
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	9	Personnel administration, administration	-
Schleswig-Holstein	2	Sales	14
Nielsen 2	36	Marketing, advertising, PR	4
North Rhine-Westph.	36	Logistics: storage, material management, transport	2
Nielsen 3a	14	Maintenance/repairs	4
Hesse	8	Other area	4
Rhineland-Palatinate	5	Student	4
Saarland	1	Other not gainfully employed	1
Nielsen 3b	18	Position in the company/organisation	%
Baden-Württemberg	18	Entrepreneur, co-owner, freelancer	16
Foreign (total)	67	Managing director, board member, head of an authority etc.	16
of which		Area manager, works manager, plant manager, branch manager, head of public office	18
EU	50	Department head, group head, team leader	22
Other european countries	10	Other salaried staff, civil servant, skilled worker	20
Africa	8	Lecturer, teacher	-
North America	6	Trainee	2
South and Central America	7	Other position	2
Middle East	6	Student	4
South-, East-, Central Asia	11	Other not gainfully employed	1
Australia	3	Economic sector	%
Distance to home	%	Foodstuff industry	21
up to 50 km	6	Pharmaceuticals industry	9
more than 50 km up to 100 km	6	Machine and plant construction	8
more than 100 km up to 300 km	18	Other Chemical industry	6
over 300 km	70	Plastic goods manufacturing	5
Countries with the highest visitor shares	%	Confectionary and baked goods industry	4
Netherlands	8	Paper and cardboard processing, printing	3
Italy	6	Other industry	12
USA	5	Skilled trades	3
United Kingdom	5	Retail (food, non-food)	5
France	5	Technical retailer	5
Frequency of visits to trade fair	%	Other trade	3
Previous event	36	Media, press, publishing	1
Earlier events	33	Logistics service provider	2
First visit	49	Other service	4
Average length of stay	2,4 days	Authority, association, organisation, institute	1
Influence on purchasing/procurement decisions	%	University/college/polytechnic	1
Decisively	29	Other sectors	5
Collectively	36	Student	4
In an advisory capacity	21	Other not gainfully employed	1
No	10	Size of company/organisation:	%
Student	4	Number of employees	%
Other not gainfully employed	1	1- 4	6
		5- 9	5
		10- 49	18
		50- 199	20
		200- 499	14
		500 - 999	9
		1 000 and more	22
		Student	4
		Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

MEDICA → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	121 902	Position in the company/organisation	%
Proportion of trade visitors	97%	Entrepreneur, co-owner, freelancer	24
Germany (total)	39	Managing director, board member, head of an authority etc.	20
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
Nielsen 1	10	Department head, group head, team leader	15
Bremen	1	Other salaried staff, civil servant, skilled worker	13
Hamburg	3	Lecturer, teacher	1
Lower Saxony	5	Trainee	2
Schleswig-Holstein	2	Other position	3
Nielsen 2	47	Student	8
North Rhine-Westph.	47	Other not gainfully employed	1
Nielsen 3a	12	Economic sector	%
Hesse	7	Doctor's practice	5
Rhineland-Palatinate	5	Doctors' practices, physiotherapy, ergotherapy, logopaedia	4
Saarland	-	Other practices	1
Nielsen 3b	13	Medical laboratory/institute	4
Baden-Württemberg	13	Hospital/university hospital/clinic	16
Foreign (total)	61	Medical care centre	2
of which		Rehabilitation and spa facilities	2
EU	47	Old people's home	1
Other european countries	9	Industry	17
Africa	9	Medical and healthcare suppliers, sales representatives	15
North America	4	Pharmacy	2
South and Central America	4	Other trade	5
Middle East	12	Service	6
South-, East-, Central Asia	14	Other sectors	12
Australia	1	Student	8
Distance to home	%	Other not gainfully employed	1
up to 50 km	10	Size of company/organisation:	%
more than 50 km up to 100 km	9	Number of employees	%
more than 100 km up to 300 km	22	1- 4	14
over 300 km	59	5- 9	12
Countries with the highest visitor shares	%	10- 49	27
United Kingdom	7	50- 199	13
Netherlands	6	200- 499	7
Belgium	4	500 - 999	5
France	4	1 000 and more	12
Italy	4	Student	8
Frequency of visits to trade fair	%	Other not gainfully employed	1
Previous event	39	Conducted by: Wissler & Partner, Basel	
Earlier events	49		
First visit	40		
Average length of stay	2,2 days		
Influence on purchasing/procurement decisions	%		
Decisively	36		
Collectively	24		
In an advisory capacity	21		
No	11		
Student	8		
Other not gainfully employed	1		

METAV (2012)

Trade visitors' profile

Visitors (number of entries)	40 664	Position in the company/organisation	%
Proportion of trade visitors	97%	Entrepreneur, co-owner, freelancer	24
Germany (total)	91	Managing director, board member, head of an authority etc.	20
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
Nielsen 1	6	Department head, group head, team leader	15
Bremen	-	Other salaried staff, civil servant, skilled worker	13
Hamburg	1	Lecturer, teacher	1
Lower Saxony	4	Trainee	2
Schleswig-Holstein	-	Other position	3
Nielsen 2	65	Student	8
North Rhine-Westph.	65	Other not gainfully employed	1
Nielsen 3a	15	Economic sector	%
Hesse	7	Doctor's practice	5
Rhineland-Palatinate	7	Doctors' practices, physiotherapy, ergotherapy, logopaedia	4
Saarland	1	Other practices	1
Nielsen 3b	6	Medical laboratory/institute	4
Baden-Württemberg	6	Hospital/university hospital/clinic	16
Foreign (total)	9	Medical care centre	2
of which		Rehabilitation and spa facilities	2
EU	75	Old people's home	1
Other european countries	14	Industry	17
Other countries	11	Medical and healthcare suppliers, sales representatives	15
Distance to home	%	Pharmacy	2
up to 50 km	33	Other trade	5
more than 50 km up to 100 km	21	Service	6
more than 100 km up to 300 km	25	Other sectors	12
over 300 km	21	Student	8
Countries with the highest visitor shares	%	Other not gainfully employed	1
Belgium	16	Size of company/organisation:	%
Austria	14	Number of employees	%
Netherlands	14	1- 4	14
Frequency of visits to trade fair	%	5- 9	12
Previous event	34	10- 49	27
Earlier events	40	50- 199	13
First visit	45	200- 499	7
Average length of stay	1,3 days	500 - 999	5
Influence on purchasing/procurement decisions	%	1 000 and more	12
Decisively	16	Student	8
Collectively	26	Other not gainfully employed	1
In an advisory capacity	24		
No	22		
Student	12		
Other not gainfully employed	1		

Area of responsibility	%
Management	13
Research/development/design	9
Manufacturing, production, quality control	35
Buying/procurement	4
Finance/accounting, controlling	-
Information and communication technology	1
Organisation, personnel, administration	1
Sales	7
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	7
Other area	7
Student	12
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	21
Lecturer, teacher	5
Trainee	13
Other position	1
Student	12
Other not gainfully employed	1

Economic sector	%
Machine and plant construction	30
Automobile industry	6
Supplier to the automobile industry	4
Other industry	17
Skilled trades	10
Technical retail trade	6
Other service	5
University/college/polytechnic	5
Other sectors	2
Student	12
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	7
5- 9	4
10- 49	20
50- 199	19
200- 499	12
500 - 999	7
1 000 and more	16
Student	12
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	49 048
Proportion of trade visitors	94%
Germany (total)	54
of which	
Nielsen 1	10
Bremen	1
Hamburg	2
Lower Saxony	5
Schleswig-Holstein	2
Nielsen 2	37
North Rhine-Westph.	37
Nielsen 3a	24
Hesse	8
Rhineland-Palatinate	15
Saarland	1
Nielsen 3b	12
Baden-Württemb.	12

Foreign (total)	46
of which	
EU	76
Other european countries	9
North America	7
South-, East-, Central Asia	5
Other countries	4

Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	9
more than 100 km up to 300 km	24
over 300 km	54

Countries with the highest visitor shares	%
Netherlands	12
France	11
United Kingdom	6
Belgium	5
Spain	5

Frequency of visits to trade fair	%
Previous event	43
Earlier events	48
First visit	36

Average length of stay	1,9 days
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Influence on purchasing/procurement decisions	%
Decisively	39
Collectively	25
In an advisory capacity	18
No	9
Student	8
Other not gainfully employed	1

Area of responsibility	%
Management	27
Research/development/design	3
Manufacturing, production, quality control	4
Buying/procurement	15
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	25
Marketing, advertising, PR	7
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	5
Event organisation	1
Student	8
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	39
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	11
Lecturer, teacher	2
Trainee	4
Other position	2
Student	8
Other not gainfully employed	1

Economic sector	%
Retail trade	27
Wholesale/foreign trade	25
Catering	13
Hotel	5
Manufacturing sector	4
Event agency	1
Media, press, publishing	2
Other service	6
Trade association, institution	2
University/college/polytechnic	1
Public authority	1
Other sectors	5
Student	8
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	29
5- 9	13
10- 49	21
50- 199	12
200- 499	5
500 - 999	2
1 000 and more	6
Student	8
Other not gainfully employed	1
N/A	3

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	16 228
Proportion of trade visitors	100%
Germany (total)	50
of which	
Nielsen 1	16
Bremen	2
Hamburg	4
Lower Saxony	7
Schleswig-Holstein	3
Nielsen 2	34
North Rhine-Westph.	34
Nielsen 3a	18
Hesse	10
Rhineland-Palatinate	6
Saarland	1
Nielsen 3b	13
Baden-Württemb.	13

Foreign (total)	50
of which	
EU	82
Other european countries	12
Other countries	6

Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	5
more than 100 km up to 300 km	26
over 300 km	54

Countries with the highest visitor shares	%
Netherlands	17
Austria	9
United Kingdom	7
Italy	7
Belgium	5

Frequency of visits to trade fair	%
Previous event	36
Earlier events	50
First visit	37

Average length of stay	1,9 days
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Influence on purchasing/procurement decisions	%
Decisively	49
Collectively	26
In an advisory capacity	17
No	6
Student	1
Other not gainfully employed	1

Area of responsibility	%
Management	40
Research/development/design	1
Manufacturing, production, quality control	2
Buying/procurement	15
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	-
Sales	23
Marketing, advertising, PR	11
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	2
Student	1

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 manager, branch manager, head of public office	7
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	1
Trainee	2
Other position	2
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	4
Student	1

Size of company/organisation:	
Number of employees	%
1- 4	34
5- 9	24
10- 49	25
50- 199	9
200 - 499	4
500 - 999	1
1 000 and more	1
Student	1

Conducted by: Wissler & Partner, Basel

REHACARE INTERNATIONAL → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	50 912	Sales	9
Proportion of trade visitors	69%	Marketing, advertising, PR	1
Germany (total)	82	Logistics: storage, material management, transport	1
of which		Maintenance/repairs	2
Nielsen 1	9	Other area	42
Bremen	1	Student	8
Hamburg	1	Other not gainfully employed	3
Lower Saxony	6		
Schleswig-Holstein	1	Position in the company/organisation	%
Nielsen 2	66	Entrepreneur, co-owner, freelancer	15
North Rhine-Westph.	66	Managing director, board member, head of an authority etc.	6
Nielsen 3a	11	Area manager, works manager, plant manager, branch manager, head of public office	6
Hesse	4	Department head, group head, team leader	12
Rhineland-Palatinate	6	Other salaried staff, civil servant, skilled worker	29
Saarland	1	Lecturer, teacher	5
Nielsen 3b	3	Trainee	11
Baden-Württemberg	3	Other position	6
Foreign (total)	18	Student	8
of which		Other not gainfully employed	3
EU	66	Economic sector	%
Other European countries	13	Medicine and sanitary/medical specialist trade	14
South-, East-, Central Asia	7	Orthopaedic trade	4
Other countries	14	Rehabilitation facilities	8
Distance to home	%	Special facilities (school, workshop, nursery)	6
up to 50 km	34	In-patient/stationary care and nursing facilities	5
more than 50 km up to 100 km	16	Out-patient nursing services	4
more than 100 km up to 300 km	30	Medical technical service	1
over 300 km	20	Cost unit	3
Countries with the highest visitor shares	%	Doctor's practice	1
Netherlands	10	Other practices	6
France	9	Hospital/clinic	5
Belgium	8	Auxiliary materials	2
Italy	7	Other industry	3
Sweden	5	Architect's/planning office	1
Frequency of visits to trade fair	%	Organisation on disability	3
Previous event	30	Welfare association	1
Earlier events	50	Other service enterprises, consultancies	6
First visit	42	Other association, organisation	2
Average length of stay	1,4 days	Public authority	4
Influence on purchasing/procurement decisions	%	University/college/polytechnic	3
Decisively	18	Other sectors	8
Collectively	24	Student	8
In an advisory capacity	27	Other not gainfully employed	3
No	20	Size of company/organisation:	%
Student	8	Number of employees	
Other not gainfully employed	3	1- 4	11
Area of responsibility	%	5- 9	7
Management	13	10- 49	23
Research/development/design	4	50- 199	16
Manufacturing, production, quality control	4	200- 499	9
Buying/procurement	5		
Finance/accounting, controlling	1		
Information and communication technology	2		
Personnel administration, administration	6		

Conducted by: Wissler & Partner, Basel

TOP HAIR INTERNATIONAL (2013) → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	31 797	Area of responsibility	%
Proportion of trade visitors	97%	Management	40
Germany (total)	90	Research/development/design	1
of which		Manufacturing, production, quality control	6
Nielsen 1	16	Buying/procurement	3
Bremen	1	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	-
Lower Saxony	10	Organisation, personnel, administration	6
Schleswig-Holstein	3	Sales	5
Nielsen 2	50	Marketing, advertising, PR	2
North Rhine-Westph.	50	Logistics: storage, material management, transport	-
Nielsen 3a	15	Maintenance/repairs	1
Hesse	5	Other area	29
Rhineland-Palatinate	8	Student	4
Saarland	2	Other not gainfully employed	2
Nielsen 3b	7		
Baden-Württemberg	7	Position in the company/organisation	%
Foreign (total)	10	Entrepreneur, co-owner, freelancer	48
of which		Managing director, board member, head of an authority etc.	4
EU	77	Area manager, works manager, plant manager, branch manager, head of public office	2
Other European countries	12	Department head, group head, team leader	5
Other countries	11	Other salaried staff, civil servant, skilled worker	14
Distance to home	%	Lecturer, teacher	2
up to 50 km	25	Trainee	17
more than 50 km up to 100 km	18	Other position	3
more than 100 km up to 300 km	27	Student	4
over 300 km	31	Other not gainfully employed	2
Countries with the highest visitor shares	%	Economic sector	%
Netherlands	30	Hairdressers' trade	87
Belgium	23	Other skilled trades	1
Austria	19	Cosmetics/pharmaceuticals/chemical industry	1
Frequency of visits to exhibition	%	Trade	3
Previous event	43	Media, press, publishing	1
Earlier events	56	Other service	1
First visit	30	Other sectors	1
Average length of stay	1,4 days	Student	4
Influence on purchasing/procurement decisions	%	Other not gainfully employed	2
Decisively	37	Size of company/organisation:	%
Collectively	19	Number of employees	
In an advisory capacity	18	1- 4	47
No	21	5- 9	23
Student	4	10- 49	14
Other not gainfully employed	2	50- 199	2
		200- 499	1

Conducted by: Wissler & Partner, Basel

TourNatur

Private visitors' profile

Visitors (number of entries)	36 821*
Proportion of private visitors	93%
Germany (total)	99
of which	
Nielsen 1	1
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	94
North Rhine-Westph.	94
Nielsen 3a	4
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
Foreign (total)	1
Distance to home	%
up to 50 km	75
more than 50 km up to 100 km	14
more than 100 km up to 300 km	10
over 300 km	1
Frequency of visits to trade fair	%
Previous event	39
Earlier events	49
First visit	42
Sex	%
Male	45
Female	55
Size of household	%
1 person	22
2 persons	52
3 persons	12
4 persons	11
5 persons and more	4
Age	%
up to 20 years	2
over 20 up to 30 years	5
over 30 up to 40 years	11
over 40 up to 50 years	29
over 50 up to 60 years	29
over 60 up to 70 years	16
over 70 years	8

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

Trade visitors' profile

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	43
Lecturer, teacher	5
Trainee	1
Housewife/man	3
Old-age pensioner	20
Other not gainfully employed	1
Other position	5
Student	3

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	55
yes	10
no	36
maybe	36

Follow-up business	%
Intend to buy at later date	35
yes	8
no	57
maybe	57

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	33 668*)
Proportion of trade visitors	98%
Germany (total)	44
of which	
Nielsen 1	9
Nielsen 4	7
Bremen	2
Bavaria	7
Hamburg	1
Nielsen 5+6	5
Lower Saxony	5
Berlin	-
Schleswig-Holstein	1
Brandenburg	-
Nielsen 2	56
Mecklenburg-	
North Rhine-Westph.	56
West Pommern	-
Nielsen 3a	11
Saxony-Anhalt	-
Hesse	7
Nielsen 7	4
Rhineland-Palatinate	3
Saxony	-
Saarland	1
Thuringia	-
Nielsen 3b	8
Baden-Württemberg	8

Foreign (total)	56
of which	
EU	60
Other European countries	10
Africa	5
North America	7
South and Central America	4
Middle East	5
South-, East-, Central Asia	8
Australia	1

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	17
over 300 km	61

Countries with the highest visitor shares	%
Netherlands	8
Italy	8
France	7
USA	6
Spain	5

Frequency of visits to trade fair	%
Previous event	40
Earlier events	41
First visit	43

Average length of stay	1,9 days
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Influence on purchasing/procurement decisions	%
Decisively	31
Collectively	36
In an advisory capacity	22
No	10
Student	2
Other not gainfully employed	1

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, head of an authority etc.	16
Area manager, works manager, plant manager, 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	2
Other not gainfully employed	1

Economic sector	%
Tube industry	29
Iron, steel and non-ferrous metals industry	11
Motor vehicle industry	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
Student	2
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	2
50- 199	25
Other not gainfully employed	1
200- 499	11
employed	1
N/A	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	10 578
Proportion of trade visitors	99%
Germany (total)	31
of which	
Nielsen 1	9
Nielsen 4	5
Bremen	1
Bavaria	5
Hamburg	3
Nielsen 5+6	1
Lower Saxony	4
Berlin	1
Schleswig-Holstein	2
Brandenburg	-
Nielsen 2	57
Mecklenburg-	
North Rhine-Westph.	57
West Pommern	-
Nielsen 3a	16
Saxony-Anhalt	-
Hesse	9
Nielsen 7	4
Rhineland-Palatinate	6
Saxony	3
Saarland	1
Thuringia	1
Nielsen 3b	9
Baden-Württemberg	9

Foreign (total)	69
of which	
EU	62
Other European countries	8
Africa	3
North America	3
Middle East	6
South-, East-, Central Asia	13
Other countries	4

Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	7
more than 100 km up to 300 km	25
over 300 km	59

Countries with the highest visitor shares	%
Netherlands	12
Italy	10
United Kingdom	9
Belgium	6
India	6

Frequency of visits to trade fair	%
Previous event	29
Earlier events	23
First visit	61

Average length of stay	1,7 days
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Influence on purchasing/procurement decisions	%
Decisively	35
Collectively	29
In an advisory capacity	18
No	16
Student	2
Other 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	3
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	16
Department head, group head, team leader	27
Other salaried staff, civil servant, 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, manufacturers	19
Skilled trades	1
Fittings trade	19
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 employed	1
200- 499	12

Conducted by: Wissler & Partner, Basel

*) ascertained by a representative poll

wire → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	38 050*	Area of responsibility	%
Proportion of trade visitors	99%	Management	25
Germany (total)	34	Research/development/design	19
of which		Manufacturing, production, quality control	23
Nielsen 1	7	Buying/procurement	10
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	-
Lower Saxony	4	Personnel administration, administration	1
Schleswig-Holstein	-	Sales	11
Nielsen 2	47	Marketing, advertising, PR	2
North Rhine-Westph.	47	Logistics: storage, material management, transport	1
Nielsen 3a	11	Maintenance/repairs	2
Hesse	6	Other area	3
Rhineland-Palatinate	4	Student	1
Saarland	1	Other not gainfully employed	1
Nielsen 3b	11	Position in the company/organisation	%
Baden-Württemberg	11	Entrepreneur, co-owner, freelancer	19
Foreign (total)	66	Managing director, board member, head of an authority etc.	16
of which		Area manager, works manager, plant manager, branch manager, head of public office	19
EU	50	Department head, group head, team leader	24
Other european countries	10	Other salaried staff, civil servant, skilled worker	16
Africa	4	Lecturer, teacher	1
North America	8	Trainee	1
South and Central America	4	Other position	2
Middle East	4	Student	1
South-, East-, Central Asia	18	Other not gainfully employed	1
Australia	2	Economic sector	%
Distance to home	%	Wire industry	32
up to 50 km	7	Cable industry	13
more than 50 km up to 100 km	8	Iron, steel and non-ferrous metals industry	10
more than 100 km up to 300 km	11	Motor vehicle industry	9
over 300 km	73	Electrical industry	2
Countries with the highest visitor shares	%	Construction industry	2
India	10	Other industry	8
Italy	8	Trade	11
USA	8	Skilled trades	4
France	6	Service	4
United Kingdom	6	Other sectors	4
Frequency of visits to trade fair	%	Student	1
Previous event	43	Other not gainfully employed	1
Earlier events	46	Size of company/organisation:	%
First visit	36	Number of employees	%
Average length of stay	2,1 days	1- 4 8	500 - 999 8
Influence on purchasing/procurement decisions	%	5- 9 4	1 000 and more 16
Decisively	33	10- 49 18	Student 1
Collectively	35	50- 199 28	Other not gainfully employed 1
In an advisory capacity	21	200- 499 13	N/A 2
No	10		
Student	1		
Other not gainfully employed	1		

*) ascertained by a representative poll

Grüne Tage Thüringen (2012) → Erfurt

Private visitors' profile

Visitors (number of entries)	23 908	Position in the company/organisation	%
Proportion of private visitors	76%	Entrepreneur, co-owner, freelancer	8
Germany (total)	99	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	-	Department head, group head, team leader	7
Bremen	-	Other salaried staff, civil servant, skilled worker	30
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	3
Schleswig-Holstein	-	Nielsen 2	10
Nielsen 2	-	Other position	3
North Rhine-Westph.	-	Student	3
Nielsen 3a	2	Housewife/man	3
Hesse	2	Old-age pensioner	22
Rhineland-Palatinate	-	Other not gainfully employed	7
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	-	Purchase or order made or intended at the exhibition	74
Baden-Württemberg	-	yes	11
Foreign (total)	1	no	15
Distance to home	%	maybe	15
up to 50 km	48	Follow-up business	%
more than 50 km up to 100 km	40	Intend to buy at later date	30
more than 100 km up to 300 km	11	yes	28
over 300 km	2	no	42
Frequency of visits to trade fair	%	maybe	42
2010	47	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
2008	28		
Earlier events	30		
First visit	26		
Sex	%		
Male	43		
Female	57		
Size of household	%		
1 person	8		
2 persons	44		
3 persons	21		
4 persons	18		
5 persons and more	9		
Age	%		
up to 20 years	3		
over 20 up to 30 years	13		
over 30 up to 40 years	15		
over 40 up to 50 years	25		
over 50 up to 60 years	22		
over 60 up to 70 years	14		
over 70 years	7		

Conducted by: Wissler & Partner, Basel

inoga with IKA (2012)

Trade visitors' profile

Visitors (number of entries)	16 527	Position in the company/organisation	%
Proportion of trade visitors	36%	Entrepreneur, co-owner, freelancer	8
Germany (total)	85	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	4	Department head, group head, team leader	7
Bremen	-	Other salaried staff, civil servant, skilled worker	30
Hamburg	-	Lecturer, teacher	3
Lower Saxony	3	Trainee	3
Schleswig-Holstein	1	Nielsen 2	10
Nielsen 2	2	Other position	3
North Rhine-Westph.	2	Student	3
Nielsen 3a	12	Housewife/man	3
Hesse	10	Old-age pensioner	22
Rhineland-Palatinate	1	Other not gainfully employed	7
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	2	Purchase or order made or intended at the exhibition	74
Baden-Württemberg	2	yes	11
Foreign (total)	15	no	15
of which		maybe	15
EU	53	Follow-up business	%
Other european countries	19	Intend to buy at later date	30
North America	16	yes	28
Other countries	12	no	42
Distance to home	%	maybe	42
up to 50 km	32	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
more than 50 km up to 100 km	20		
more than 100 km up to 300 km	21		
over 300 km	27		
Countries with the highest visitor shares	%		
USA	16		
Sweden	9		
Frequency of visits to trade fair	%		
Previous event	14		
Earlier events	20		
First visit	74		
Average length of stay	1,4 days		
Influence on purchasing/procurement decisions	%		
Decisively	25		
Collectively	25		
In an advisory capacity	18		
No	24		
Student	4		
Other not gainfully employed	6		

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	10
Marketing, advertising, PR	2
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	17
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	23
Lecturer, teacher	8
Trainee	19
Other position	3
Student	4
Other not gainfully employed	6
Economic sector	%
Catering	46
Hotel	13
Catering	7
Wholesale trade	1
Retail trade/specialist trade	3
Industry	3
Skilled trades	3
Manufacturing sector	1
Authority/public services	6
Association/society	3
Educational institutions, vocational and advanced training	1
Other sectors	7
Student	4
Other not gainfully employed	6
Size of company/organisation:	
Number of employees	%
1- 4	18
5- 9	16
10- 49	26
50- 199	15
200- 499	5
500 - 999	4
1 000 and more	7
Student	4
Other not gainfully employed	6

Private visitors' profile

Visitors (number of entries)	16 527	Position in the company/organisation	%
Proportion of private visitors	64%	Entrepreneur, co-owner, freelancer	10
Germany (total)	94	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	1	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	36
Hamburg	-	Lecturer, teacher	4
Lower Saxony	1	Trainee	3
Schleswig-Holstein	-	Other position	6
Nielsen 2	1	Student	8
North Rhine-Westph.	1	Housewife/man	5
Nielsen 3a	3	Old-age pensioner	3
Hesse	2	Other not gainfully employed	16
Rhineland-Palatinate	1	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	1	yes	
Baden-Württemberg	1	no	
Foreign (total)	6	maybe	
Distance to home	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
up to 50 km	58		
more than 50 km up to 100 km	17		
more than 100 km up to 300 km	13		
over 300 km	12		
Frequency of visits to trade 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 years	14		
over 30 up to 40 years	6		
over 40 up to 50 years	16		
over 50 up to 60 years	21		
over 60 up to 70 years	17		
over 70 years	8		

Trade visitors' profile

Visitors (number of entries)	3 049	Area of responsibility	%
Proportion of trade visitors	70%	Management	20
Germany (total)	96	Research/development/design	35
of which		Manufacturing, production, quality control	11
Nielsen 1	7	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	2
Hamburg	1	Information and communication technology	2
Lower Saxony	5	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	6
Nielsen 2	8	Marketing, advertising, PR	4
North Rhine-Westph.	8	Logistics: storage, material management, transport	-
Nielsen 3a	6	Maintenance/repairs	1
Hesse	3	Other area	4
Rhineland-Palatinate	2	Student	13
Saarland	-	Position in the company/organisation	%
Nielsen 3b	12	Entrepreneur, co-owner, freelancer	24
Baden-Württemb.	12	Managing director, board member, head of an authority etc.	7
Foreign (total)	4	Area manager, works manager, plant manager, branch manager, head of public office	6
Distance to home	%	Department head, group head, team leader	13
up to 50 km	21	Other salaried staff, civil servant, skilled worker	27
more than 50 km up to 100 km	6	Lecturer, teacher	2
more than 100 km up to 300 km	27	Trainee	2
over 300 km	46	Other position	3
Frequency of visits to trade fair	%	Student	15
Previous event	17	Economic sector	%
Earlier events	9	Machine and plant construction	12
First visit	73	Automobile industry or its supplying firms	9
Average length of stay	1,3 days	Medical technology	12
Influence on purchasing/procurement decisions	%	Aerospace industry	4
Decisively	23	Toolmaking and mould-making	3
Collectively	23	Electrical engineering/electronics	4
In an advisory capacity	25	Precision engineering and optics	3
No	15	Metal trade	1
Student	13	Other industry	1
		Skilled trades	2
		Trade	3
		Service	15
		Universities	19
		Other	22
		Size of company/organisation:	
		Number of employees	%
		1- 4	21
		5- 9	6
		10- 49	14
		50- 199	16
		200 - 499	11
		500 - 999	2
		1 000 and more	18
		Student	13

Conducted by: Honestly MT GmbH, Karlsruhe

Thüringen Ausstellung (2012) → Erfurt

Private visitors' profile

Visitors (number of entries)	71 928	Position in the company/organisation	%
Proportion of private visitors	91%	Entrepreneur, co-owner, freelancer	7
Germany (total)	100	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	- Nielsen 4	Department head, group head, team leader	6
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	34
Hamburg	- Nielsen 5+6	Lecturer, teacher	4
Lower Saxony	- Berlin	Trainee	2
Schleswig-Holstein	- Brandenburg	Other position	8
Nielsen 2	- Mecklenburg-	Student	5
North Rhine-Westph.	- West Pomerania	Housewife/man	2
Nielsen 3a	1 Saxony-Anhalt	Old-age pensioner	26
Hesse	1 Nielsen 7	Other not gainfully employed	3
Rhineland-Palatinate	- Thuringia		
Saarland	- Saxony		
Nielsen 3b	-		
Baden-Württemberg	-		
Distance to home		Buying and ordering capacity	%
up to 50 km	61	Purchase or order made or intended at the exhibition	76
more than 50 km up to 100 km	32	yes	9
more than 100 km up to 300 km	6	no	16
over 300 km	1	maybe	
Frequency of visits to trade fair	%	Follow-up business	%
2011	42	Intend to buy at later date	34
2010	39	yes	21
2009	32	no	46
2008	23	maybe	
Earlier events	25		
First visit	25		
Sex	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Male	42		
Female	58		
Size of household	%		
1 person	8		
2 persons	56		
3 persons	19		
4 persons	12		
5 persons and more	5		
Age	%		
up to 20 years	4		
over 20 up to 30 years	12		
over 30 up to 40 years	11		
over 40 up to 50 years	21		
over 50 up to 60 years	25		
over 60 up to 70 years	20		
over 70 years	6		

DEUBAUKOM → Essen

Trade visitors' profile

Visitors (number of entries)	34 746	Area of responsibility	%
Proportion of trade visitors	90%	Management	9
Germany (total)	94	Research/development/design	2
of which		Manufacturing, production, quality control	2
Nielsen 1	6 Nielsen 4	Buying/procurement	1
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	5 Berlin	Personnel administration, administration	5
Schleswig-Holstein	- Brandenburg	Marketing, advertising, PR	2
Nielsen 2	83 Mecklenburg-	Logistics: storage, material management, transport	1
North Rhine-Westph.	83 West Pomerania	Maintenance/repairs	3
Nielsen 3a	8 Saxony-Anhalt	Other area	52
Hesse	4 Nielsen 7	Student	16
Rhineland-Palatinate	4 Saxony	Other not gainfully employed	3
Saarland	- Thuringia		
Nielsen 3b	1		
Baden-Württemb.	1		
Foreign (total)	6	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	25
EU	70	Managing director, board member, head of an authority etc.	4
Other countries	30	Area manager, works manager, plant manager, branch manager, head of public office	3
Distance to home	%	Department head, group head, team leader	9
up to 50 km	45	Foreman, master craftsman	3
more than 50 km up to 100 km	24	Other salaried staff, civil servant, skilled worker	17
more than 100 km up to 300 km	24	Lecturer, teacher	3
over 300 km	8	Trainee	13
Country with the highest visitor share	%	Other position	4
Netherlands	48	Student	16
Frequency of visits to trade fair	%	Other not gainfully employed	3
Previous event	17		
Earlier events	43		
First visit	40		
Average length of stay	1,1 days	Economic sector	%
Influence on purchasing/procurement decisions	%	Construction industry	15
Decisively	21	Industrial construction	2
Collectively	25	Main construction trade	5
In an advisory capacity	17	Ancillary construction trade	2
No	18	Skilled trades	11
Student	16	Building materials industry	2
Other not gainfully employed	3	Architect	12
		Engineer	12
		Building materials specialist trade	1
		Housing industry	3
		Ministry/public authority/municipal administration	5
		University/polytechnic, research	1
		Private property owner	1
		Other sectors	8
		Student	16
		Other not gainfully employed	3
		Size of company/organisation:	%
		Number of employees	%
		1- 4	25
		5- 9	14
		10- 49	17
		50- 199	11
		200- 499	3
		500 - 999	3
		1 000 and more	7
		Student	16
		Other not gainfully employed	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

E-world energy & water

Trade visitors' profile

Visitors (number of entries)	23 500	Area of responsibility	%
Proportion of trade visitors	98%	Management	9
Germany (total)	84	Research/development/design	2
of which		Manufacturing, production, quality control	2
Nielsen 1	12 Nielsen 4	Buying/procurement	1
Bremen	1 Bavaria	Finance/accounting, controlling	2
Hamburg	4 Nielsen 5+6	Information and communication technology	1
Lower Saxony	6 Berlin	Personnel administration, administration	5
Schleswig-Holstein	2 Brandenburg	Marketing, advertising, PR	2
Nielsen 2	51 Mecklenburg-	Logistics: storage, material management, transport	1
North Rhine-Westph.	51 West Pomerania	Maintenance/repairs	3
Nielsen 3a	11 Saxony-Anhalt	Other area	52
Hesse	7 Nielsen 7	Student	16
Rhineland-Palatinate	3 Saxony	Other not gainfully employed	3
Saarland	1 Thuringia		
Nielsen 3b	9		
Baden-Württemb.	9		
Foreign (total)	16	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	25
EU	73	Managing director, board member, head of an authority etc.	4
Other european countries	23	Area manager, works manager, plant manager, branch manager, head of public office	3
Other countries	4	Department head, group head, team leader	9
Distance to home	%	Foreman, master craftsman	3
up to 50 km	24	Other salaried staff, civil servant, skilled worker	17
more than 50 km up to 100 km	13	Lecturer, teacher	3
more than 100 km up to 300 km	22	Trainee	13
over 300 km	41	Other position	4
Countries with the highest visitor shares	%	Student	16
United Kingdom	15	Other not gainfully employed	3
Switzerland	15		
Netherlands	12		
Austria	7		
Belgium	6		
Frequency of visits to trade fair	%	Economic sector	%
Previous event	30	Construction industry	15
Earlier events	36	Industrial construction	2
First visit	41	Main construction trade	5
Average length of stay	1,3 days	Ancillary construction trade	2
Influence on purchasing/procurement decisions	%	Skilled trades	11
Decisively	23	Building materials industry	2
Collectively	30	Architect	12
In an advisory capacity	24	Engineer	12
No	13	Building materials specialist trade	1
Student	10	Housing industry	3
Other not gainfully employed	1	Ministry/public authority/municipal administration	5

Area of responsibility	%
Management	14
Research/development/design	5
Manufacturing, production, quality control	2
Buying/procurement	10
Finance/accounting, controlling	4
Information and communication technology	12
Personnel administration, administration	1
Sales	19
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	12
Student	10
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	22
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	2
Trainee	1
Other position	2
Student	10
Other not gainfully employed	1
Economic sector	%
Power supply company	33
Consultants, service providers	24
Public utilities, council representatives	8
Research, press, associations	3
Business customers, industrial enterprises	13
Other sectors	9
Student	10
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 8 500 - 999	5
5- 9 6 1 000 and more	31
10- 49 14 Student	10
50- 199 15 Other not gainfully employed	1
200- 499 11	
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	44 838
Proportion of trade visitors	95%
Germany (total)	64
of which	
Nielsen 1 19 Nielsen 4 7	
Bremen - Bavaria 7	
Hamburg 1 Nielsen 5+6 4	
Lower Saxony 16 Berlin 1	
Schleswig-Holstein 2 Brandenburg 1	
Nielsen 2 48 Mecklenburg-	
North Rhine-Westph. 48 West Pommern 1	
Nielsen 3a 11 Saxony-Anhalt 1	
Hesse 5 Nielsen 7 3	
Rhineland-Palatinate 4 Saxony 1	
Saarland 1 Thuringia 1	
Nielsen 3b 9	
Baden-Württemb. 9	
Foreign (total)	36
of which	
EU 70	
Other european countries 16	
South-, East-, Central Asia 5	
Other countries 9	
Distance to home	%
up to 50 km 12	
more than 50 km up to 100 km 14	
more than 100 km up to 300 km 28	
over 300 km 46	
Countries with the highest visitor shares	%
Netherlands 26	
France 6	
Turkey 6	
Italy 6	
Poland 5	
Frequency of visits to trade fair	%
Previous event 32	
Earlier events 41	
First visit 31	
Average length of stay	1,4 days
Influence on purchasing/procurement decisions	%
Decisively 32	
Collectively 25	
In an advisory capacity 17	
No 18	
Student 6	
Other not gainfully employed 1	

Area of responsibility	%
Management	28
Research/development/design	5
Manufacturing, production, quality control	15
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	18
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	13
Student	6
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	5
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	6
Lecturer, teacher	3
Trainee	16
Other position	3
Farmer, horticulturist	13
Florist	6
Student	6
Other not gainfully employed	1
Economic sector	%
Plant producer	21
Florist wholesale trade	4
Seed trade	2
End-sales outlet	6
Public authority, municipal garden department	2
Horticulture and landscape gardening	13
Landscape designer	2
Garden centre	4
Gardening company	7
Florist, specialist retailer	8
Fruit and vegetable growing	1
Cemetery gardeners	2
Substrate manufacturers	1
Nursery	6
Wholesale market	3
Other sectors	11
Student	6
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 21 500 - 999	2
5- 9 25 1 000 and more	5
10- 49 27 Student	6
50- 199 10 Other not gainfully employed	1
200- 499 3	
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	6 696
Proportion of trade visitors	99%
Germany (total)	27
of which	
Nielsen 1 25 Nielsen 4 7	
Bremen 1 Bavaria 7	
Hamburg 2 Nielsen 5+6 2	
Lower Saxony 16 Berlin 1	
Schleswig-Holstein 5 Brandenburg -	
Nielsen 2 30 Mecklenburg-	
North Rhine-Westph. 30 West Pommern 2	
Nielsen 3a 18 Saxony-Anhalt -	
Hesse 9 Nielsen 7 4	
Rhineland-Palatinate 9 Saxony 4	
Saarland 1 Thuringia -	
Nielsen 3b 14	
Baden-Württemb. 14	
Foreign (total)	73
of which	
EU 43	
Other european countries 14	
Africa 4	
North America 3	
South and Central America 7	
Middle East 7	
South-, East-, Central Asia 22	
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 14	
over 300 km 77	
Countries with the highest visitor shares	%
Italy 9	
Netherlands 8	
Switzerland 7	
Spain 5	
Turkey 5	
Frequency of visits to trade fair	%
2011 33	
2008 24	
2005 15	
2002 9	
Earlier events 8	
First visit 54	
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively 30	
Collectively 35	
In an advisory capacity 22	
No 12	
Student 1	
Other not gainfully employed 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	9
Other area	3
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 manager, branch manager, head of public office	23
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	20
Lecturer, teacher	-
Trainee	2
Other position	4
Student	1
Other not gainfully employed	1
Economic sector	%
Metal package	65
Filling and packing industry	13
Consulting company	4
Other sectors	17
Student	1
Other not gainfully employed	1
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	1
50- 199 24 Other not gainfully employed	1
200- 499 20	
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

REIFEN → Essen

Trade visitors' profile

Visitors (number of entries)	19 541	Area of responsibility	%
Proportion of trade visitors	98%	Management	34
Germany (total)	37	Research/development/design	6
of which		Manufacturing, production, quality control	4
Nielsen 1	12	Buying/procurement	12
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	2
Lower Saxony	10	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	25
Nielsen 2	41	Marketing, advertising, PR	4
North Rhine-Westph.	41	Logistics: storage, material management, transport	2
Nielsen 3a	17	Maintenance/repairs	5
Hesse	8	Other area	4
Rhineland-Palatinate	8	Student	2
Saarland	1	Other not gainfully employed	1
Nielsen 3b	12	Position in the company/organisation	%
Baden-Württemb.	12	Entrepreneur, co-owner, freelancer	39
Foreign (total)	63	Managing director, board member, head of an authority etc.	18
of which		Area manager, works manager, plant manager, branch manager, head of public office	13
EU	62	Department head, group head, team leader	12
Other european countries	10	Other salaried staff, civil servant, skilled worker	12
Africa	10	Lecturer, teacher	1
North America	7	Trainee	1
South and Central America	4	Other position	3
Middle East	3	Student	2
South-, East-, Central Asia	3	Other not gainfully employed	1
Australia	1	Economic sector	%
Distance to home	%	Tire service	24
up to 50 km	7	Tire trade	33
more than 50 km up to 100 km	6	Vulcanizing company	4
more than 100 km up to 300 km	18	Motor vehicle workshop	5
over 300 km	70	Transport company	1
Countries with the highest visitor shares	%	Tire trade, craftsman's company	6
Italy	9	Independent car dealer's	1
Belgium	6	Tire manufacturing technology	2
France	6	Tire manufacturing and design	3
United Kingdom	5	Industry	8
Poland	5	Public authority	1
Frequency of visits to trade fair	%	Other sectors	10
Previous event	31	Student	2
Earlier events	30	Other not gainfully employed	1
First visit	46	Size of company/organisation:	
Average length of stay	1,7 days	Number of employees	%
Influence on purchasing/procurement decisions	%	1- 4	23
Decisively	47	5- 9	18
Collectively	29	10- 49	25
In an advisory capacity	14	50- 199	15
No	8	200- 499	4
Student	2	500 - 999	3
Other not gainfully employed	1	1 000 and more	11
		Student	2
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

security essen → Essen

Trade visitors' profile

Visitors (number of entries)	36 252	Area of responsibility	%
Proportion of trade visitors	99%	Management	21
Germany (total)	63	Research/development/design	8
of which		Manufacturing, production, quality control	4
Nielsen 1	13	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	10
Lower Saxony	8	Personnel administration, administration	2
Schleswig-Holstein	2	Sales	14
Nielsen 2	45	Marketing, advertising, PR	3
North Rhine-Westph.	45	Logistics: storage, material management, transport	1
Nielsen 3a	16	Maintenance/repairs	12
Hesse	10	Other area	16
Rhineland-Palatinate	5	Student	4
Saarland	1	Other not gainfully employed	2
Nielsen 3b	7	Position in the company/organisation	%
Baden-Württemb.	7	Entrepreneur, co-owner, freelancer	21
Foreign (total)	37	Managing director, board member, head of an authority etc.	10
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
EU	74	Department head, group head, team leader	19
Other european countries	12	Other salaried staff, civil servant, skilled worker	23
Africa	3	Lecturer, teacher	1
Middle East	3	Trainee	6
South-, East-, Central Asia	5	Other position	4
Other countries	3	Student	4
Distance to home	%	Other not gainfully employed	2
up to 50 km	14	Economic sector	%
more than 50 km up to 100 km	11	Industry	22
more than 100 km up to 300 km	25	Plant security	7
over 300 km	50	Skilled trades	14
Countries with the highest visitor shares	%	Wholesale trade	7
Netherlands	17	Retail trade	4
Belgium	9	Police	2
Austria	6	Fire brigade	1
France	5	Other local government authorities	5
Italy	5	Banks, saving banks	1
Frequency of visits to trade fair	%	Guards/surveillance sector	11
Previous event	33	Insurance	1
Earlier events	22	Engineer's consultant's office	7
First visit	49	Architect's/engineer office	1
Average length of stay	1,4 days	Public institutions	1
Influence on purchasing/procurement decisions	%	Other sectors	9
Decisively	31	Student	4
Collectively	31	Other not gainfully employed	2
In an advisory capacity	21	Size of company/organisation:	
No	12	Number of employees	%
Student	4	1- 4	13
Other not gainfully employed	2	5- 9	9
		10- 49	22
		50- 199	14
		200- 499	9
		500 - 999	6
		1 000 and more	21
		Student	4
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SHK

Trade visitors' profile

Visitors (number of entries)	48 249	Area of responsibility	%
Proportion of trade visitors	97%	Management	21
Germany (total)	97	Research/development/design	8
of which		Manufacturing, production, quality control	4
Nielsen 1	7	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	10
Lower Saxony	6	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	14
Nielsen 2	82	Marketing, advertising, PR	3
North Rhine-Westph.	82	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	12
Hesse	3	Other area	16
Rhineland-Palatinate	6	Student	4
Saarland	-	Other not gainfully employed	2
Nielsen 3b	1	Position in the company/organisation	%
Baden-Württemb.	1	Entrepreneur, co-owner, freelancer	21
Foreign (total)	3	Managing director, board member, head of an authority etc.	10
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
EU	71	Department head, group head, team leader	19
Other countries	29	Other salaried staff, civil servant, skilled worker	23
Distance to home	%	Lecturer, teacher	1
up to 50 km	32	Trainee	6
more than 50 km up to 100 km	29	Other position	4
more than 100 km up to 300 km	32	Student	4
over 300 km	6	Other not gainfully employed	2
Country with the highest visitor share	%	Economic sector	%
Netherlands	46	Industry	22
Frequency of visits to trade fair	%	Plant security	7
Previous event	34	Skilled trades	14
Earlier events	34	Wholesale trade	7
First visit	40	Retail trade	4
Average length of stay	1,1 days	Police	2
Influence on purchasing/procurement decisions	%	Fire brigade	1
Decisively	24	Other local government authorities	5
Collectively	27	Banks, saving banks	1
In an advisory capacity	22	Guards/surveillance sector	11
No	21	Insurance	1
Student	5	Engineer's consultant's office	7
Other not gainfully employed	2	Architect's/engineer office	1
		Public institutions	1
		Other sectors	9
		Student	4
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Area of responsibility	%
Management	17
Research/development/design	9
Manufacturing, production, quality control	4
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	3
Sales	12
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	30
Other area	12
Student	5
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	23
Managing director, board member, head of an authority etc.	2
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	28
Lecturer, teacher	2
Trainee	22
Other position	2
Student	5
Other not gainfully employed	2
Economic sector	%
Sanitary systems	46
Heating systems	21
Air conditioning and ventilation system construction	3
Office technical building equipment	-
Specialist planner, engineering, architecture	4
Wholesale, retail	4
Industrial producer	3
Institutions (hospitals etc.)	2
Building owner	1
Housing industry	1
Association/guild/chamber	1
Energy consulting	1
Other sectors	7
Student	5
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	24
5- 9	18
10- 49	21
50- 199	12
200- 499	5
500 - 999	4
1 000 and more	10
Student	5
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	4 156
Proportion of trade visitors	98%
Germany (total)	89
of which	
Nielsen 1	4
Nielsen 2	9
Nielsen 3a	16
Nielsen 3b	29
Nielsen 3c	29
Nielsen 4	29
Nielsen 5+6	6
Nielsen 7	6
Nielsen 8	4
Nielsen 9	2
Nielsen 10	2
Nielsen 11	2
Nielsen 12	2
Nielsen 13	2
Nielsen 14	2
Nielsen 15	2
Nielsen 16	2
Nielsen 17	2
Nielsen 18	2
Nielsen 19	2
Nielsen 20	2
Nielsen 21	2
Nielsen 22	2
Nielsen 23	2
Nielsen 24	2
Nielsen 25	2
Nielsen 26	2
Nielsen 27	2
Nielsen 28	2
Nielsen 29	2
Nielsen 30	2
Nielsen 31	2
Nielsen 32	2
Nielsen 33	2
Nielsen 34	2
Nielsen 35	2
Nielsen 36	2
Nielsen 37	2
Nielsen 38	2
Nielsen 39	2
Nielsen 40	2
Nielsen 41	2
Nielsen 42	2
Nielsen 43	2
Nielsen 44	2
Nielsen 45	2
Nielsen 46	2
Nielsen 47	2
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Nielsen 475	2</

Arbeitsschutz Aktuell → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	10 666	Area of responsibility	%
Proportion of trade visitors	99%	Management	8
Germany (total)	72	Research/development/design	6
of which		Manufacturing, production, quality control	8
Nielsen 1	6	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Personnel administration, administration	4
Schleswig-Holstein	1	Sales	4
Nielsen 2	15	Marketing, advertising, PR	2
North Rhine-Westph.	15	Logistics: storage, material management, transport	2
Nielsen 3a	42	Maintenance/repairs	4
Hesse	29	Other area	6
Rhineland-Palatinate	12	Training, qualification	6
Saarland	2	Work safety, security management	44
Nielsen 3b	14	Student	2
Baden-Württemberg	14	Other not gainfully employed	1
Foreign (total)	28	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	11
EU	36	Managing director, board member, head of an authority etc.	7
Other european countries	10	Area manager, works manager, plant manager, branch manager, head of public office	9
Africa	10	Department head, group head, team leader	22
South and Central America	25	Other salaried staff, civil servant, skilled worker	33
South-, East-, Central Asia	11	Lecturer, teacher	5
Other countries	9	Trainee	1
Distance to home	%	Other position	11
up to 50 km	19	Student	2
more than 50 km up to 100 km	11	Other not gainfully employed	1
more than 100 km up to 300 km	28	Economic sector	%
over 300 km	43	Industry	35
Frequency of visits to trade fair	%	Waste disposal companies	2
Previous event	13	Trade	5
Earlier events	24	Learned professions	4
First visit	68	Skilled trades	1
Average length of stay	1,6 days	Research facility	3
Influence on purchasing/procurement decisions	%	Service	17
Decisively	17	Administration (authorities, municipal authorities, public facilities)	15
Collectively	35	Vocational school/polytechnic/university	4
In an advisory capacity	31	Association/society	3
No	15	Other sectors	9
Student	2	Student	2
Other not gainfully employed	1	Other not gainfully employed	1
Size of company/organisation:	%	Number of employees	%
1- 4	8	1- 4	21
5- 9	3	5- 9	13
10- 49	8	10- 49	28
50- 199	16	50- 199	14
200- 499	14	200- 499	6
		500 - 999	4
		1 000 and more	9
		Student	4
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Automechanika → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	137 982	Area of responsibility	%
Proportion of trade visitors	95%	Management	34
Germany (total)	40	Research/development/design	3
of which		Manufacturing, production, quality control	4
Nielsen 1	10	Buying/procurement	10
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	2
Lower Saxony	7	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	16
Nielsen 2	13	Marketing, advertising, PR	3
North Rhine-Westph.	13	Logistics: storage, material management, transport	1
Nielsen 3a	39	Maintenance/repairs	15
Hesse	26	Other area	5
Rhineland-Palatinate	11	Student	4
Saarland	1	Other not gainfully employed	2
Nielsen 3b	20	Position in the company/organisation	%
Baden-Württemberg	20	Entrepreneur, co-owner, freelancer	34
Foreign (total)	60	Managing director, board member, etc.	15
of which		Area manager, works manager, plant manager, branch manager	12
EU	60	Department head, group head	13
Other european countries	11	Other salaried staff, skilled workers	12
Africa	5	Lecturer, teacher	3
North America	3	Trainee	6
South and Central America	5	Other position	1
Middle East	6	Student	4
South-, East-, Central Asia	8	Other not gainfully employed	2
Australia	3	Economic sector	%
Distance to home	%	Workshop	39
up to 50 km	8	Trade	34
more than 50 km up to 100 km	6	Industry	12
more than 100 km up to 300 km	18	Service	5
over 300 km	67	Other sectors	4
Countries with the highest visitor shares	%	Student	4
France	6	Other not gainfully employed	2
United Kingdom	5	Size of company/organisation:	%
Netherlands	5	Number of employees	%
Spain	5	1- 4	21
Denmark	4	5- 9	13
Frequency of visits to trade fair	%	10- 49	28
Previous event	48	50- 199	14
Earlier events	51	200- 499	6
First visit	34	500 - 999	4
Average length of stay	2,3 days	1 000 and more	9
Influence on purchasing/procurement decisions	%	Student	4
Decisively	37	Other not gainfully employed	2
Collectively	26	Conducted by: Wissler & Partner, Basel	
In an advisory capacity	15		
No	18		
Student	4		
Other not gainfully employed	2		

Christmasworld

Trade visitors' profile

Visitors (number of entries)	32 864*	Area of responsibility	%
Proportion of trade visitors	95%	Management	34
Germany (total)	40	Research/development/design	3
of which		Manufacturing, production, quality control	4
Nielsen 1	11	Buying/procurement	10
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	2
Lower Saxony	5	Personnel administration, administration	1
Schleswig-Holstein	3	Sales	16
Nielsen 2	17	Marketing, advertising, PR	3
North Rhine-Westph.	17	Logistics: storage, material management, transport	1
Nielsen 3a	31	Maintenance/repairs	15
Hesse	20	Other area	5
Rhineland-Palatinate	10	Student	4
Saarland	1	Other not gainfully employed	2
Nielsen 3b	16	Position in the company/organisation	%
Baden-Württemberg	16	Entrepreneur, co-owner, freelancer	34
Foreign (total)	60	Managing director, board member, etc.	15
of which		Area manager, works manager, plant manager, branch manager	12
EU	62	Department head, group head	13
Other european countries	11	Other salaried staff, skilled workers	12
North America	8	Lecturer, teacher	3
South and Central America	4	Trainee	6
Middle East	3	Other position	1
South-, East-, Central Asia	10	Student	4
Other countries	3	Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	8	Workshop	39
more than 50 km up to 100 km	5	Trade	34
more than 100 km up to 300 km	20	Industry	12
over 300 km	67	Service	5
Countries with the highest visitor shares	%	Other sectors	4
France	11	Student	4
Italy	10	Other not gainfully employed	2
United Kingdom	9	Size of company/organisation:	%
USA	7	Number of employees	%
Ireland	5	1- 4	21
Frequency of visits to trade fair	%	5- 9	13
Previous event	43	10- 49	28
Earlier events	43	50- 199	14
First visit	34	200- 499	6
Average length of stay	2,0 days	500 - 999	4
Influence on purchasing/procurement decisions	%	1 000 and more	9
Decisively	41	Student	4
Collectively	28	Other not gainfully employed	2
In an advisory capacity	15	Conducted by: Wissler & Partner, Basel	
No	11		
Student	3		
Other not gainfully employed	2		

*) ascertained by a representative poll

Trade visitors' profile

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	7
Student	3
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 manager, branch manager	10
Department head, group head	11
Other salaried staff, skilled workers	13
Lecturer, teacher	2
Trainee	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:	
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 employed	2
200- 499 4	

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	66 265
Proportion of trade visitors	96%
Germany (total)	32
of which	
Nielsen 1 11 Nielsen 4 16	
Bremen 1 Bavaria 16	
Hamburg 1 Nielsen 5+6 3	
Lower Saxony 6 Berlin -	
Schleswig-Holstein 2 Brandenburg -	
Nielsen 2 21 Mecklenburg-transport	
North Rhine-Westph. 21 West Pommernania -	
Nielsen 3a 30 Saxony-Anhalt -	
Hesse 22 Nielsen 7 4	
Rhineland-Palatinate 6 Saxony -	
Saarland 1 Thuringia -	
Nielsen 3b 17	
Baden-Württemb. 17	
Foreign (total)	68
of which	
EU 46	
Other european countries 11	
Africa 5	
North America 6	
South and Central America 4	
Middle East 11	
South-, East-, Central Asia 14	
Australia 2	
Distance to home	%
up to 50 km 7	
more than 50 km up to 100 km 3	
more than 100 km up to 300 km 15	
over 300 km 75	
Countries with the highest visitor shares	%
Pakistan 7	
France 7	
Italy 6	
United Kingdom 6	
USA 5	
Frequency of visits to trade fair	%
Previous event 42	
Earlier events 58	
First visit 31	

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
Other not gainfully employed	2

Area of responsibility	%
Management	36
Research/development/design	8
Manufacturing, production, quality control	7
Buying/procurement	14
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	16
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	7
Student	3
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	37
Managing director, board member, etc.	18
Area manager, works manager, plant manager, branch manager	11
Department head, group head	12
Other salaried staff, skilled workers	9
Lecturer, teacher	1
Trainee	3
Other position	3
Student	3
Other not gainfully employed	2
Economic sector	%
Retail trade	33
Wholesale/foreign trade	22
Service	17
Industry	12
Skilled trades	5
Other sectors	6
Student	3
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4 24 500 - 999	5
5- 9 13 1 000 and more	7
10- 49 22 Student	3
50- 199 17 Other not gainfully employed	2
200- 499 7	

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	211 232
Proportion of trade visitors	96%
Germany (total)	52
of which	
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-transport	
North Rhine-Westph. 16 West Pommernania -	
Nielsen 3a 41 Saxony-Anhalt -	
Hesse 26 Nielsen 7 3	
Rhineland-Palatinate 13 Saxony 2	
Saarland 2 Thuringia 1	
Nielsen 3b 16	
Baden-Württemb. 16	
Foreign (total)	48
of which	
EU 57	
Other european countries 14	
Africa 3	
North America 4	
South and Central America 4	
Middle East 7	
South-, East-, Central Asia 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 shares	%
Italy 7	
Switzerland 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/procurement decisions	%
Decisively	30
Collectively	22
In an advisory capacity	22
No	17
Student	6
Other not gainfully employed	2

Musikmesse → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	65 362*	Area of responsibility	%
Proportion of trade visitors	66%	Management	18
Germany (total)	60	Research/development/design	4
of which		Manufacturing, production, quality control	4
Nielsen 1	7	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	3
Lower Saxony	4	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	6
Nielsen 2	12	Marketing, advertising, PR	4
North Rhine-Westph.	12	Logistics: storage, material management, transport	1
Nielsen 3a	43	Maintenance/repairs	3
Hesse	32	Other area	22
Rhineland-Palatinate	9	Student	25
Saarland	2	Other not gainfully employed	4
Nielsen 3b	16		
Baden-Württemb.	16		
Foreign (total)	40	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	20
EU	64	Managing director, board member, etc.	4
Other european countries	21	Area manager, works manager, plant manager, branch manager	4
North America	3	Department head, group head	4
South-, East-, Central Asia	5	Other salaried staff, skilled workers	11
Other countries	7	Lecturer, teacher	23
		Trainee	2
		Other position	4
		Student	25
		Other not gainfully employed	4
Distance to home	%	Economic sector	%
up to 50 km	16	Retail trade	12
more than 50 km up to 100 km	9	Wholesale/foreign trade	6
more than 100 km up to 300 km	24	Skilled trades	5
over 300 km	50	Industry	3
Countries with the highest visitor shares	%	Educational institution	48
France	11	Services/free-lance	10
Switzerland	9	Event venue	1
United Kingdom	8	Media	6
Belgium	7	Other sectors	5
Netherlands	7	Other not gainfully employed	4
Frequency of visits to trade fair	%	Size of company/organisation:	%
Previous event	37	Number of employees	
Earlier events	57	1- 4	29
First visit	34	5- 9	9
Average length of stay	1,8 days	10- 49	13
Influence on purchasing/procurement decisions	%	50- 199	8
Decisively	25	200- 499	3
Collectively	17		
In an advisory capacity	16		
No	14		
Student	25		
Other not gainfully employed	4		

*) ascertained by a representative poll

Paperworld → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	42 145*	Area of responsibility	%
Proportion of trade visitors	96%	Management	34
Germany (total)	33	Research/development/design	5
of which		Manufacturing, production, quality control	3
Nielsen 1	7	Buying/procurement	13
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	3	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	16
Nielsen 2	17	Marketing, advertising, PR	7
North Rhine-Westph.	17	Logistics: storage, material management, transport	1
Nielsen 3a	38	Maintenance/repairs	-
Hesse	28	Other area	7
Rhineland-Palatinate	9	Student	6
Saarland	1	Other not gainfully employed	5
Nielsen 3b	20		
Baden-Württemb.	20		
Foreign (total)	67	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	34
EU	59	Managing director, board member, etc.	19
Other european countries	10	Area manager, works manager, plant manager, branch manager	8
Africa	6	Department head, group head	12
North America	6	Other salaried staff, skilled workers	12
South and Central America	4	Lecturer, teacher	2
Middle East	5	Trainee	1
South-, East-, Central Asia	9	Other position	2
Australia	1	Student	6
		Other not gainfully employed	5
Distance to home	%	Economic sector	%
up to 50 km	10	Retail trade	32
more than 50 km up to 100 km	3	Wholesale/foreign trade	23
more than 100 km up to 300 km	16	Service	15
over 300 km	71	Industry	8
Countries with the highest visitor shares	%	Skilled trades	2
France	9	Other sectors	9
Netherlands	7	Student	6
United Kingdom	7	Other not gainfully employed	5
Italy	6		
Spain	5		
Frequency of visits to trade fair	%	Size of company/organisation:	%
Previous event	40	Number of employees	
Earlier events	47	1- 4	25
First visit	37	5- 9	13
Average length of stay	2,0 days	10- 49	20
Influence on purchasing/procurement decisions	%	50- 199	14
Decisively	40	200-499	6
Collectively	22		
In an advisory capacity	15		
No	13		
Student	6		
Other not gainfully employed	5		

*) ascertained by a representative poll

Prolight + Sound

Trade visitors' profile

Visitors (number of entries)	42 267*	Area of responsibility	%
Proportion of trade visitors	86%	Management	34
Germany (total)	48	Research/development/design	5
of which		Manufacturing, production, quality control	3
Nielsen 1	9	Buying/procurement	13
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	6	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	16
Nielsen 2	16	Marketing, advertising, PR	7
North Rhine-Westph.	16	Logistics: storage, material management, transport	1
Nielsen 3a	29	Maintenance/repairs	-
Hesse	18	Other area	7
Rhineland-Palatinate	11	Student	6
Saarland	1	Other not gainfully employed	5
Nielsen 3b	17		
Baden-Württemb.	17		
Foreign (total)	52	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	34
EU	71	Managing director, board member, etc.	19
Other european countries	11	Area manager, works manager, plant manager, branch manager	8
Africa	5	Department head, group head	12
South-, East-, Central Asia	6	Other salaried staff, skilled workers	12
Other countries	6	Lecturer, teacher	2
		Trainee	1
		Other position	2
		Student	6
		Other not gainfully employed	5
Distance to home	%	Economic sector	%
up to 50 km	7	Retail trade	32
more than 50 km up to 100 km	6	Wholesale/foreign trade	23
more than 100 km up to 300 km	23	Service	15
over 300 km	64	Industry	8
Countries with the highest visitor shares	%	Skilled trades	2
Netherlands	10	Other sectors	9
Austria	9	Student	6
France	9	Other not gainfully employed	5
Belgium	6		
Switzerland	4		
Frequency of visits to trade fair	%	Size of company/organisation:	%
Previous event	43	Number of employees	
Earlier events	58	1- 4	25
First visit	29	5- 9	13
Average length of stay	1,9 days	10- 49	20
Influence on purchasing/procurement decisions	%	50- 199	14
Decisively	31	200-499	6
Collectively	21		
In an advisory capacity	18		
No	14		
Student	13		
Other not gainfully employed	3		

*) ascertained by a representative poll

Area of responsibility	%
Management	30
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	4
Personnel administration, administration	-
Sales	10
Marketing, advertising, PR	3
Logistics: storage, material management, transport	2
Maintenance/repairs	3
Other area	19
Student	13
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	35
Managing director, board member, etc.	13
Area manager, works manager, plant manager, branch manager	4
Department head, group head	8
Other salaried staff, skilled workers	12
Lecturer, teacher	3
Trainee	5
Other position	5
Student	13
Other not gainfully employed	3
Economic sector	%
Retail trade	15
Wholesale/foreign trade	6
Skilled trades	3
Industry	3
Educational institution	17
Services/free-lance	24
Event venue	11
Media	9
Other sectors	9
Other not gainfully employed	3
Size of company/organisation:	
Number of employees	%
1- 4	34
5- 9	10
10- 49	22
50- 199	7
200- 499	3
500 - 999	3
1 000 and more	6
Student	13
Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	34 480
Proportion of trade visitors	91%
Germany (total)	81
of which	
Nielsen 1	7
Nielsen 4	14
Bremen	1
Bavaria	14
Hamburg	1
Nielsen 5+6	3
Lower Saxony	3
Berlin	-
Schleswig-Holstein	1
Brandenburg	-
Nielsen 2	14
Mecklenburg-	-
North Rhine-Westph.	14
West Pommern	-
Nielsen 3a	46
Saxony-Anhalt	-
Hesse	32
Nielsen 7	2
Rhineland-Palatinate	12
Saxony	-
Saarland	2
Thuringia	-
Nielsen 3b	16
Baden-Württemb.	16
Foreign (total)	19
of which	
EU	61
Other european countries	23
South-, East-, Central Asia	10
Other countries	8
Distance to home	%
up to 50 km	24
more than 50 km up to 100 km	11
more than 100 km up to 300 km	34
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/procurement decisions	%
Decisively	57
Collectively	21
In an advisory capacity	11
No	7
Student	2
Other not gainfully employed	3

Area of responsibility	%
Management	44
Research/development/design	3
Manufacturing, production, quality control	4
Buying/procurement	15
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	-
Sales	16
Marketing, advertising, PR	5
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	8
Student	2
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	63
Managing director, board member, etc.	8
Area manager, works manager, plant manager, branch manager	5
Department head, group head	7
Other salaried staff, skilled workers	9
Lecturer, teacher	1
Trainee	1
Other position	2
Student	2
Other not gainfully employed	3
Economic sector	%
Retail trade	57
Wholesale/foreign trade	10
Skilled trades	6
Service	16
Industry	1
Other sectors	5
Student	2
Other not gainfully employed	3
Size of company/organisation:	
Number of employees	%
1- 4	58
5- 9	14
10- 49	10
50- 199	6
200- 499	3
500 - 999	2
1 000 and more	3
Student	2
Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	9 610
Proportion of trade visitors	97%
Germany (total)	76
of which	
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 Pommern	1
Nielsen 3a	38
Saxony-Anhalt	1
Hesse	28
Nielsen 7	4
Rhineland-Palatinate	9
Saxony	-
Saarland	2
Thuringia	-
Nielsen 3b	14
Baden-Württemb.	14
Foreign (total)	24
of which	
EU	71
Other european countries	13
Middle East	7
Other countries	9
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	6
more than 100 km up to 300 km	33
over 300 km	41
Countries with the highest visitor shares	%
Netherlands	12
Czech Republic	8
Austria	7
Frequency of visits to trade fair	%
Previous event	28
Earlier events	39
First visit	44
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	42
Collectively	29
In an advisory capacity	17
No	8
Student	3
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	1
Sales	15
Marketing, advertising, PR	19
Logistics: storage, material management, 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 manager, 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	4
Information-/Communication Industry	2
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
5- 9	14
10- 49	24
50- 199	12
200- 499	5
500 - 999	3
1 000 and more	5
Student	3
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

DU UND DEINE WELT (2013) → Hamburg

Private visitors' profile

Visitors (number of entries)	77 732	Position in the company/organisation	%
Proportion of private visitors	95%	Entrepreneur, co-owner, freelancer	6
Germany (total)	99	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	97	Department head, group head, team leader	7
Bremen	1	Other salaried staff, civil servant, skilled worker	31
Hamburg	59	Lecturer, teacher	2
Lower Saxony	11	Trainee	8
Schleswig-Holstein	26	Other position	5
Nielsen 2	1	Student	20
North Rhine-Westph.	1	Housewife/man	4
Nielsen 3a	-	Old-age pensioner	12
Hesse	-	Other not gainfully employed	2
Rhineland-Palatinate	-		
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	-	Purchase or order made or intended at the exhibition	
Baden-Württemberg	-	yes	65
		no	13
		maybe	22
Foreign (total)	1	Follow-up business	%
Distance to home	%	Intend to buy at later date	
up to 50 km	81	yes	20
more than 50 km up to 100 km	11	no	31
more than 100 km up to 300 km	5	maybe	49
over 300 km	3		
Frequency of visits to exhibition	%	Conducted by: PhoneResearch KG, Hamburg	
2012	41		
2011	39		
Earlier events	51		
First visit	26		
Sex	%		
Male	35		
Female	65		
Age	%		
up to 20 years	17		
over 20 up to 30 years	29		
over 30 up to 40 years	14		
over 40 up to 50 years	16		
over 50 up to 60 years	12		
over 60 up to 70 years	7		
over 70 years	5		

GET Nord → Hamburg

Trade visitors' profile

Visitors (number of entries)	38 779	Area of responsibility	%
Proportion of trade visitors	91%	Management	22
Germany (total)	97	Research/development/design	4
of which		Manufacturing, production, quality control	10
Nielsen 1	89	Buying/procurement	3
Bremen	2	Finance/accounting, controlling	1
Hamburg	22	Information and communication technology	2
Lower Saxony	29	Personnel administration, administration	2
Schleswig-Holstein	36	Sales	9
Nielsen 2	1	Marketing, advertising, PR	1
North Rhine-Westph.	1	Logistics: storage, material management, transport	1
Nielsen 3a	-	Maintenance/repairs	31
Hesse	-	Other area	12
Rhineland-Palatinate	-	Student	3
Saarland	-	Other not gainfully employed	1
Nielsen 3b	-		
Baden-Württemberg	-	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	4
		Department head, group head, team leader	13
		Other salaried staff, civil servant, skilled worker	26
		Lecturer, teacher	2
		Trainee	24
		Other position	2
		Student	3
		Other not gainfully employed	1
Foreign (total)	3	Economic sector	%
of which		Skilled trades company (incl. commercial part/office)	56
EU	52	Trade (retail and wholesale trade)	6
Other countries	48	Engineer's and planning office	5
Distance to home	%	Industrial company	5
up to 50 km	38	Energy suppliers, energy systems	5
more than 50 km up to 100 km	22	Service companies	4
more than 100 km up to 300 km	33	Public institutions, authorities, local construction authorities	3
over 300 km	7	University, vocational-, polytechnic school, college	3
Frequency of visits to trade fair	%	Architect's office	2
Previous event	40	Municipal utility (public services, water supply companies)	1
Earlier events	36	Housing business, property management	1
First visit	42	Facility management	1
Average length of stay	1,2 days	Developers, construction companies and building restoration companies	1
Influence on purchasing/procurement decisions	%	Hospitals, social institutions	1
Decisively	22	Other sectors	2
Collectively	34	Student	3
In an advisory capacity	19	Other not gainfully employed	1
No	21		
Student	3		
Other not gainfully employed	1		
		Size of company/organisation:	%
		Number of employees	%
		1- 4	23
		5- 9	18
		10- 49	24
		50- 199	13
		200- 499	7
		500 - 999	3
		1 000 and more	8
		Student	3
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

hanseboot

Private visitors' profile

Visitors (number of entries)	74 080	Proportion of private visitors	87%
Germany (total)	96	Germany (total)	96
of which		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.	3	West Pomerania	6
Nielsen 3a	2	Saxony-Anhalt	1
Hesse	2	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)	4	Distance to home	%
Distance to home	%	up to 50 km	44
up to 50 km		more than 50 km up to 100 km	16
more than 50 km up to 100 km		more than 100 km up to 300 km	28
more than 100 km up to 300 km		over 300 km	13
over 300 km		Frequency of visits to trade fair	%
Frequency of visits to trade fair	%	Previous event	41
Previous event	41	Earlier events	65
Earlier events	65	First visit	24
First visit	24	Sex	%
Sex	%	Male	72
Male	72	Female	28
Female	28	Size of household	%
Size of household	%	1 person	14
1 person	14	2 persons	49
2 persons	49	3 persons	14
3 persons	14	4 persons	17
4 persons	17	5 persons and more	6
5 persons and more	6	Age	%
Age	%	up to 20 years	7
up to 20 years	7	over 20 up to 30 years	11
over 20 up to 30 years	11	over 30 up to 40 years	12
over 30 up to 40 years	12	over 40 up to 50 years	25
over 40 up to 50 years	25	over 50 up to 60 years	25
over 50 up to 60 years	25	over 60 up to 70 years	15
over 60 up to 70 years	15	over 70 years	5
over 70 years	5		

Hamburg

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	17
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	3
Trainee	1
Other position	5
Student	8
Housewife/man	1
Old-age pensioner	15
Other not gainfully employed	1

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	48
no	21
maybe	32

Follow-up business	%
Intend to buy at later date	
yes	31
no	18
maybe	51

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HansePferd Hamburg

Private visitors' profile

Visitors (number of entries)	45 608
Proportion of private visitors	92%
Germany (total)	99
of which	
Nielsen 1	95
Bremen	2
Hamburg	30
Lower Saxony	21
Schleswig-Holstein	42
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	1
Hesse	1
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemb.	-

Foreign (total)	1
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Distance to home	%
up to 50 km	56
more than 50 km up to 100 km	23
more than 100 km up to 300 km	16
over 300 km	5

Frequency of visits to trade fair	%
2012	48
2010	37
Earlier events	30
First visit	33

Sex	%
Male	12
Female	88

Size of household	%
1 person	9
2 persons	25
3 persons	24
4 persons	30
5 persons and more	12

Age	%
up to 20 years	45
over 20 up to 30 years	25
over 30 up to 40 years	12
over 40 up to 50 years	14
over 50 up to 60 years	3
over 60 up to 70 years	1
over 70 years	-

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 manager, 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 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, Hamburg

NORTEC Hamburg

Trade visitors' profile

Visitors (number of entries)	12 145
Proportion of trade visitors	90%
Germany (total)	97
of which	
Nielsen 1	86
Bremen	4
Hamburg	33
Lower Saxony	15
Schleswig-Holstein	34
Nielsen 2	5
North Rhine-Westph.	5
Nielsen 3a	1
Hesse	1
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	1
Baden-Württemb.	1

Foreign (total)	3
------------------------	----------

of which	
EU	56
Other european countries	11
Other countries	33

Distance to home	%
up to 50 km	56
more than 50 km up to 100 km	18
more than 100 km up to 300 km	15
over 300 km	11

Frequency of visits to trade fair	%
Previous event	27
Earlier events	30
First visit	54

Average length of stay	1,1 days
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Influence on purchasing/procurement decisions	%
Decisively	15
Collectively	29
In an advisory capacity	23
No	24
Student	8
Other not gainfully employed	1

Area of responsibility	%
Management	14
Research/development/design	11
Manufacturing, production, quality control	32
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	10
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	5
Other area	8
Student	8
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	2
Trainee	21
Other position	3
Student	8
Other not gainfully employed	1

Economic sector	%
Industry	46
Skilled trades	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
5- 9	9
10- 49	21
50- 199	26
200- 499	11
500 - 999	4
1 000 and more	14
Student	8
Other not gainfully employed	1

Conducted by: PhoneResearch KG, Hamburg

REISEN HAMBURG → Hamburg

Private visitors' profile

Visitors (number of entries)	75 327	Position in the company/organisation	%
Proportion of private visitors	93%	Entrepreneur, co-owner, freelancer	7
Germany (total)	99	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	98	Department head, group head, team leader	6
Bremen	1	Other salaried staff, civil servant, skilled worker	34
Hamburg	47	Lecturer, teacher	3
Lower Saxony	16	Trainee	3
Schleswig-Holstein	34	Other position	5
Nielsen 2	-	Student	8
North Rhine-Westph.	-	Housewife/man	3
Nielsen 3a	-	Old-age pensioner	27
Hesse	-	Other not gainfully employed	1
Rhineland-Palatinate	-		
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	-	Purchase or order made or intended at the exhibition	23
Baden-Württemb.	-	yes	40
		no	37
		maybe	
Foreign (total)	1	Follow-up business	%
Distance to home	%	Intend to buy at later date	7
up to 50 km	72	yes	47
more than 50 km up to 100 km	18	no	46
more than 100 km up to 300 km	7	maybe	
over 300 km	3		
Frequency of visits to trade fair	%	Conducted by: PhoneResearch KG, Hamburg	
Previous event	31		
Earlier events	55		
First visit	32		
Sex	%		
Male	49		
Female	51		
Size of household	%		
1 person	17		
2 persons	53		
3 persons	15		
4 persons	12		
5 persons and more	3		
Age	%		
up to 20 years	7		
over 20 up to 30 years	14		
over 30 up to 40 years	11		
over 40 up to 50 years	22		
over 50 up to 60 years	18		
over 60 up to 70 years	21		
over 70 years	8		

SMM → Hamburg

Trade visitors' profile

Visitors (number of entries)	48 709	Area of responsibility	%
Proportion of trade visitors	95%	Management	24
Germany (total)	58	Research/development/design	14
of which		Manufacturing, production, quality control	5
Nielsen 1	77	Buying/procurement	6
Bremen	6	Finance/accounting, controlling	1
Hamburg	29	Information and communication technology	3
Lower Saxony	20	Personnel administration, administration	2
Schleswig-Holstein	22	Sales	15
Nielsen 2	6	Marketing, advertising, PR	2
North Rhine-Westph.	6	Logistics: storage, material management, transport	2
Nielsen 3a	2	Maintenance/repairs	5
Hesse	1	Other area	3
Rhineland-Palatinate	1	Seafaring and navigation	8
Saarland	-	Student	9
Nielsen 3b	2	Other not gainfully employed	2
Baden-Württemb.	2		
Foreign (total)	42	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	13
EU	66	Managing director, board member, head of an authority etc.	10
Other european countries	12	Area manager, works manager, plant manager, branch manager, head of public office	11
North America	5	Department head, group head, team leader	24
South and Central America	4	Other salaried staff, civil servant, skilled worker	26
Asia	10	Lecturer, teacher	1
Australia	2	Trainee	3
Other countries	1	Other position	3
		Student	9
		Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	23	Shipping and shipping companies	16
more than 50 km up to 100 km	9	Shipbuilding industry, shipyard industry	13
more than 100 km up to 300 km	17	Electronics, electrical industry	10
over 300 km	51	Machine and plant construction	10
Countries with the highest visitor shares	%	Engineer's office	7
Netherlands	13	Ship outfitters	6
Denmark	11	Offshore	4
United Kingdom	7	metal production and processing	3
Italy	5	Ship broker	2
Poland	5	Port, forwarder, transport, logistics	2
Frequency of visits to trade fair	%	Classification company	2
Previous event	41	Research, science, university vocational school	2
Earlier events	41	Coast guard, maritime defence	2
First visit	41	Authority/public services	1
Average length of stay	1,7 days	Other sectors	10
Influence on purchasing/procurement decisions	%	Student	9
Decisively	21	Other not gainfully employed	2
Collectively	33		
In an advisory capacity	21	Size of company/organisation:	
No	14	Number of employees	%
Student	9	1- 4	9
Other not gainfully employed	2	5- 9	6
		10- 49	20
		50- 199	17
		200- 499	11
		500 - 999	6
		1 000 and more	21
		Student	9
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ABF

Private visitors' profile

Visitors (number of entries)	114 867	Position in the company/organisation	%
Proportion of private visitors	98%	Entrepreneur, co-owner, freelancer	13
Germany (total)	100	Managing director, board member, head of an authority etc.	10
of which		Area manager, works manager, plant manager, branch manager, head of public office	11
Nielsen 1	95	Department head, group head, team leader	24
Bremen	-	Other salaried staff, civil servant, skilled worker	26
Hamburg	-	Lecturer, teacher	1
Lower Saxony	94	Trainee	3
Schleswig-Holstein	-	Other position	3
Nielsen 2	3	Student	9
North Rhine-Westph.	3	Other not gainfully employed	2
Nielsen 3a	-		
Hesse	-	Economic sector	%
Rhineland-Palatinate	-	Shipping and shipping companies	16
Saarland	-	Shipbuilding industry, shipyard industry	13
Nielsen 3b	-	Electronics, electrical industry	10
Baden-Württemb.	-	Machine and plant construction	10
		Engineer's office	7
		Ship outfitters	6
		Offshore	4
		metal production and processing	3
		Ship broker	2
		Port, forwarder, transport, logistics	2
		Classification company	2
		Research, science, university vocational school	2
		Coast guard, maritime defence	2
		Authority/public services	1
		Other sectors	10
		Student	9
		Other not gainfully employed	2
Distance to home	%	Size of company/organisation:	
up to 50 km	68	Number of employees	%
more than 50 km up to 100 km	24	1- 4	9
more than 100 km up to 300 km	7	5- 9	6
over 300 km	1	10- 49	20
Frequency of visits to trade fair	%	50- 199	17
Previous event	41	200- 499	11
Earlier events	61	500 - 999	6
First visit	17	1 000 and more	21
Sex	%	Student	9
Male	41	Other not gainfully employed	2
Female	59		
Size of household	%		
1 person	12		
2 persons	55		
3 persons	14		
4 persons	13		
5 persons and more	5		
Age	%		
up to 20 years	4		
over 20 up to 30 years	9		
over 30 up to 40 years	9		
over 40 up to 50 years	23		
over 50 up to 60 years	27		
over 60 up to 70 years	19		
over 70 years	9		

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	5
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	2
Trainee	2
Other position	7
Student	5
Housewife/man	4
Old-age pensioner	29
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	
yes	23
no	20
maybe	57
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	28 094	Kitchen/household	3
Proportion of trade visitors	99%	Organisation, planning, work scheduling	2
		Other area	10
		Student	8
		Other not gainfully employed	1
Germany (total)	99	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	7
Nielsen 1	59 Nielsen 4	Managing director, board member, home director etc.	8
Bremen	1 Bavaria	Chief administrator	2
Hamburg	3 Nielsen 5+6	Household manager	2
Lower Saxony	50 Berlin	Kitchen manager	1
Schleswig-Holstein	6 Brandenburg	Other salaried staff, civil servant with managerial responsibility	3
Nielsen 2	21 Mecklenburg-	Head of nursing service	12
North Rhine-Westph.	21 West Pomerania	Ward sister	4
Nielsen 3a	7 Saxony-Anhalt	Salaried staff, civil servant	3
Hesse	4 Nielsen 7	Geriatric nurse, nurse/male nurse	19
Rhineland-Palatinate	2 Saxony	Assistant geriatric nurse, nurse	4
Saarland	- Thuringia	Lecturer, teacher	3
Nielsen 3b	1	Skilled domestic worker	1
Baden-Württemb.	1	Trainee	17
Foreign (total)	1	Other position	5
of which		Student	8
EU	77	Other not gainfully employed	1
Other countries	23	Economic sector	%
Distance to home	%	Old peoples' home	14
up to 50 km	22	Nursing home	31
more than 50 km up to 100 km	20	Day care/short-term nursing facilities	2
more than 100 km up to 300 km	42	Facility for the disabled	3
over 300 km	17	Social ward	2
Frequency of visits to trade fair	%	Out-patient nursing services	14
Previous event	8	Hospital	2
Earlier events	50	Rehabilitation clinic	1
First visit	41	Welfare association	3
Average length of stay	1,1 days	Sponsor	1
Influence on purchasing/procurement decisions	%	Public authority	1
Decisively	13	School, educational institution	5
Collectively	31	Old peoples' home	2
In an advisory capacity	26	Shared residence	1
No	21	Therapeutic facility	1
Student	8	Medical supplies retailer	1
Other not gainfully employed	1	Industrial producer	1
Area of responsibility	%	(Interior) architect/decorator	1
Management	9	Other sectors	7
Research/development/design	1	Student	8
Manufacturing, production, quality control	1	Other not gainfully employed	1
Buying/procurement	2	Size of company/organisation:	
Finance/accounting, controlling	1	Number of employees	%
Information and communication technology	1	1- 4	4
Personnel administration, administration	2	5- 9	4
Sales	2	10- 49	23
Marketing, advertising, PR	1	50- 199	28
Logistics: storage, material management, transport	-	200- 499	11
Maintenance/repairs	2		
Management of a home	7		
Nursing service	40		
Care, supervision	7		
Therapy	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	187 759	Area of responsibility	%
Proportion of trade visitors	91%	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
		Sales	8
		Marketing, advertising, PR	4
		Logistics: storage, material management, transport	1
		Maintenance/repairs	2
		Other area	5
		Student	15
		Other not gainfully employed	2
Germany (total)	76	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	16
Nielsen 1	39 Nielsen 4	Managing director, board member, head of an authority etc.	10
Bremen	2 Bavaria	Area manager, works manager, plant manager, branch manager, head of public office	7
Hamburg	5 Nielsen 5+6	Department head, group head, team leader	15
Lower Saxony	29 Berlin	Other salaried staff, civil servant, skilled worker	28
Schleswig-Holstein	3 Brandenburg	Lecturer, teacher	2
Nielsen 2	21 Mecklenburg-	Trainee	5
North Rhine-Westph.	21 West Pomerania	Other position	2
Nielsen 3a	10 Saxony-Anhalt	Student	15
Hesse	8 Nielsen 7	Other not gainfully employed	2
Rhineland-Palatinate	2 Saxony	Economic sector	%
Saarland	- Thuringia	Hardware manufacturer	6
Nielsen 3b	7	Software and IT systems specialists	19
Baden-Württemb.	7	Trade	10
Foreign (total)	24	Company and freelancer services	27
of which		Power industry	3
EU	64	Manufacturing sector	8
Other european countries	12	Authority/public services	12
Africa	3	Skilled trades	2
North America	2	Building trade	2
South and Central America	3	Traffic and logistic	3
Middle East	7	Media industry	4
South-, East-, Central Asia	9	Travel and tourism	1
Australia	1	Banking, finance and insurance	4
Distance to home	%	Health system and medical systems	3
up to 50 km	13	Other sectors	1
more than 50 km up to 100 km	7	Student	15
more than 100 km up to 300 km	32	Other not gainfully employed	2
over 300 km	49	Size of company/organisation:	
Countries with the highest visitor shares	%	Number of employees	%
Netherlands	12	1- 4	13
Poland	8	5- 9	7
Belgium	6	10- 49	15
Austria	6	50- 199	15
United Kingdom	5	200- 499	7
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/procurement decisions	%		
Decisively	29		
Collectively	23		
In an advisory capacity	20		
No	11		
Student	15		
Other not gainfully employed	2		

Conducted by: Wissler & Partner, Basel

CeMAT → Hannover

Trade visitors' profile

Visitors (number of entries)	48 267	Area of responsibility	%
Proportion of trade visitors	98%	Management	12
Germany (total)	69	Research/development/design	10
of which		Manufacturing, production, quality control	8
Nielsen 1	44	Buying/procurement	5
Bremen	2	Finance/accounting, controlling	1
Hamburg	8	Information and communication technology	2
Lower Saxony	31	Personnel administration, administration	1
Schleswig-Holstein	3	Sales	14
Nielsen 2	22	Marketing, advertising, PR	2
North Rhine-Westph.	22	Logistics: storage, material management, transport	32
Nielsen 3a	9	Maintenance/repairs	5
Hesse	6	Other area	2
Rhineland-Palatinate	3	Student	6
Saarland	-	Other not gainfully employed	1
Nielsen 3b	7		
Baden-Württemb.	7		
Foreign (total)	31	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	8
EU	63	Managing director, board member, head of an authority etc.	11
Other european countries	11	Area manager, works manager, plant manager, branch manager, head of public office	13
Africa	5	Department head, group head, team leader	24
North America	4	Other salaried staff, civil servant, skilled worker	31
South and Central America	4	Lecturer, teacher	2
Middle East	4	Trainee	7
South-, East-, Central Asia	7	Other position	-
Australia	2	Student	6
		Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	10	Power industry	3
more than 50 km up to 100 km	10	Primary and production industry	15
more than 100 km up to 300 km	31	Investment goods industry	27
over 300 km	49	Consumer goods industry	1
Countries with the highest visitor shares	%	Food and luxury industry	3
Netherlands	7	Timber industry	1
United Kingdom	6	Port operations, port cargo handling systems	2
Italy	6	Building trade	3
Poland	5	Skilled trades	4
Austria	5	Trade	17
Frequency of visits to trade fair	%	Service	25
Previous event	32	Authority/public services	3
Earlier events	28	Other sectors	1
First visit	57	Student	6
		Other not gainfully employed	1
Average length of stay	1,5 days	Size of company/organisation:	%
Influence on purchasing/procurement decisions	%	Number of employees	
Decisively	24	1- 4	6
Collectively	30	5- 9	5
In an advisory capacity	23	10- 49	15
No	16	50- 199	20
Student	6	200- 499	15
Other not gainfully employed	1	500 - 999	8
		1 000 and more	25
		Student	6
		Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

DOMOTEX → Hannover

Trade visitors' profile

Visitors (number of entries)	44 573	Area of responsibility	%
Proportion of trade visitors	93%	Management	36
Germany (total)	42	Research/development/design	8
of which		Manufacturing, production, quality control	7
Nielsen 1	37	Buying/procurement	9
Bremen	3	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	-
Lower Saxony	27	Personnel administration, administration	-
Schleswig-Holstein	3	Sales	27
Nielsen 2	23	Marketing, advertising, PR	4
North Rhine-Westph.	23	Logistics: storage, material management, transport	1
Nielsen 3a	12	Maintenance/repairs	-
Hesse	8	Other area	5
Rhineland-Palatinate	4	Student	1
Saarland	-	Other not gainfully employed	1
Nielsen 3b	8		
Baden-Württemb.	8		
Foreign (total)	58	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	38
EU	51	Managing director, board member, head of an authority etc.	20
Other european countries	16	Area manager, works manager, plant manager, branch manager, head of public office	9
Africa	4	Department head, group head, team leader	13
North America	6	Other salaried staff, civil servant, skilled worker	14
South and Central America	4	Lecturer, teacher	1
Middle East	5	Trainee	1
South-, East-, Central Asia	13	Other position	2
Australia	2	Student	1
		Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	5	Furnishing/furniture stores	9
more than 50 km up to 100 km	4	Department stores, mail order, DIY stores	5
more than 100 km up to 300 km	18	Timber trade	11
over 300 km	73	Other Specialist retail trade	10
Countries with the highest visitor shares	%	Wholesale trade	24
United Kingdom	9	Interior decorator	8
Turkey	8	Parquet and floor layer	16
Netherlands	7	Painter	3
India	6	Other skilled trades	2
Belgium	5	Architect's/interior designer's, Contract furnishes	8
Frequency of visits to trade fair	%	Facility management	1
Previous event	47	Logistics and transportation	1
Earlier events	63	Other service	4
First visit	30	Industry	22
Average length of stay	1,9 days	Research/teaching	1
Influence on purchasing/procurement decisions	%	Press, media	1
Decisively	53	Other sectors	1
Collectively	23	Student	1
In an advisory capacity	14	Other not gainfully employed	1
No	8		
Student	1		
Other not gainfully employed	1		
		Size of company/organisation:	%
		Number of employees	
		1- 4	22
		5- 9	15
		10- 49	27
		50- 199	17
		200- 499	7
		500 - 999	4
		1 000 and more	7
		Student	1
		Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

EnergyDecentral

Trade visitors' profile

Visitors (number of entries)	38 062*	Area of responsibility	%
Proportion of trade visitors	96%	Management	36
Germany (total)	85	Research/development/design	8
of which		Manufacturing, production, quality control	7
Nielsen 1	44	Buying/procurement	9
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	-
Lower Saxony	38	Personnel administration, administration	-
Schleswig-Holstein	6	Sales	27
Nielsen 2	15	Marketing, advertising, PR	4
North Rhine-Westph.	15	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	-
Hesse	6	Other area	5
Rhineland-Palatinate	3	Student	1
Saarland	-	Other not gainfully employed	1
Nielsen 3b	7		
Baden-Württemb.	7		
Foreign (total)	15	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	38
EU	67	Managing director, board member, head of an authority etc.	20
Other european countries	15	Area manager, works manager, plant manager, branch manager, head of public office	9
Other countries	18	Department head, group head, team leader	13
		Other salaried staff, civil servant, skilled worker	14
		Lecturer, teacher	1
		Trainee	1
		Other position	2
		Student	1
		Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	10	Furnishing/furniture stores	9
more than 50 km up to 100 km	12	Department stores, mail order, DIY stores	5
more than 100 km up to 300 km	35	Timber trade	11
over 300 km	43	Other Specialist retail trade	10
Country with the highest visitor share	%	Wholesale trade	24
Netherlands	11	Interior decorator	8
Frequency of visits to trade fair	%	Parquet and floor layer	16
Previous event	58	Painter	3
Earlier events	52	Other skilled trades	2
First visit	26	Architect's/interior designer's, Contract furnishes	8
Average length of stay	1,4 days	Facility management	1
Influence on purchasing/procurement decisions	%	Logistics and transportation	1
Decisively	37	Other service	4
Collectively	24	Industry	22
In an advisory capacity	22	Research/teaching	1
No	12	Press, media	1
Student	5	Other sectors	1
Other not gainfully employed	1	Student	1
		Other not gainfully employed	1

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

Trade visitors' profile

Area of responsibility	%
Management	52
Research/development/design	5
Manufacturing, production, quality control	5
Buying/procurement	3
Finance/accounting, controlling	1
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 manager, branch manager, head of public office	4
Department head, group head, team leader	5
Other salaried staff, civil servant, 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 companies	5
Industry	6
Trade/sales	2
Engineer's and planning office	2
Local utilities, energy suppliers	2
Other service	5
University/college/polytechnic	1
Other sectors	7
Student	5
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	51
5- 9	10
10- 49	11
50- 199	7
200- 499	2
500 - 999	1
1 000 and more	4
Student	5
Other not gainfully employed	1
N/A	8

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	59 252
Proportion of trade visitors	98%
Germany (total)	62
of which	
Nielsen 1	32
Nielsen 4	10
Bremen	1
Bavaria	10
Hamburg	2
Nielsen 5+6	6
Lower Saxony	26
Berlin	2
Schleswig-Holstein	3
Brandenburg	1
Nielsen 2	27
Mecklenburg-	
North Rhine-Westph.	27
West Pommern	-
Nielsen 3a	9
Saxony-Anhalt	2
Hesse	6
Nielsen 7	6
Rhineland-Palatinate	4
Saxony	3
Saarland	-
Thuringia	3
Nielsen 3b	10
Baden-Württemb.	10

Foreign (total)	38
of which	
EU	62
Other european countries	14
North America	5
South and Central America	4
Middle East	4
South-, East-, Central Asia	7
Australia	2
Other countries	2

Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	6
more than 100 km up to 300 km	27
over 300 km	59

Countries with the highest visitor shares	%
Netherlands	7
Austria	6
Switzerland	6
Poland	5
Sweden	5

Frequency of visits to trade fair	%
Previous event	37
Earlier events	41
First visit	48

Average length of stay	1,6 days
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Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	30
In an advisory capacity	21
No	15
Student	4
Other not gainfully employed	1

Area of responsibility	%
Management	18
Research/development/design	16
Manufacturing, production, quality control	35
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	11
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	2
Student	4
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	14
Area manager, works manager, plant manager, branch manager, head of public office	15
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	29
Lecturer, teacher	1
Trainee	5
Other position	-
Student	4
Other not gainfully employed	1

Economic sector	%
Industry	76
Wholesale/foreign trade	5
Retail trade	1
Skilled trades	11
Service	7
Authority/public services	1
University/college/polytechnic	1
Other sectors	1
Student	4
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	6
5- 9	7
10- 49	21
50- 199	26
200- 499	14
500 - 999	7
1 000 and more	17
Student	4
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	156 566
Proportion of trade visitors	94%
Germany (total)	81
of which	
Nielsen 1	38
Nielsen 4	14
Bremen	-
Bavaria	14
Hamburg	1
Nielsen 5+6	7
Lower Saxony	30
Berlin	-
Schleswig-Holstein	7
Brandenburg	2
Nielsen 2	18
Mecklenburg-	
North Rhine-Westph.	18
West Pommern	2
Nielsen 3a	11
Saxony-Anhalt	3
Hesse	7
Nielsen 7	5
Rhineland-Palatinate	4
Saxony	3
Saarland	-
Thuringia	2
Nielsen 3b	8
Baden-Württemb.	8

Foreign (total)	19
of which	
EU	64
Other european countries	16
Africa	4
North America	4
South and Central America	5
Middle East	3
South-, East-, Central Asia	5
Australia	1

Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	9
more than 100 km up to 300 km	35
over 300 km	48

Countries with the highest visitor shares	%
Netherlands	12
Austria	8
Poland	5
Switzerland	4
United Kingdom	4

Frequency of visits to trade fair	%
Previous event	54
Earlier events	52
First visit	27

Average length of stay	1,4 days
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Influence on purchasing/procurement decisions	%
Decisively	36
Collectively	25
In an advisory capacity	20
No	14
Student	4
Other not gainfully employed	1

Area of responsibility	%
Management	49
Research/development/design	5
Manufacturing, production, quality control	7
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	8
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
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 manager, branch manager, head of public office	4
Department head, group head, team leader	4
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	2
Trainee	7
Other position	5
Student	4
Other not gainfully employed	1

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	5
Student	4
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	50
5- 9	8
10- 49	12
50- 199	7
200- 499	3
500 - 999	1
1 000 and more	5
Student	4
Other not gainfully employed	1
N/A	9

Conducted by: Wissler & Partner, Basel

HANNOVER MESSE → Hannover

Trade visitors' profile

Visitors (number of entries)	174 139	Area of responsibility	%
Proportion of trade visitors	93%	Management	10
Germany (total)	75	Research/development/design	21
of which		Manufacturing, production, quality control	12
Nielsen 1	41	Buying/procurement	4
Bremen	2	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	3
Lower Saxony	30	Personnel administration, administration	1
Schleswig-Holstein	3	Sales	9
Nielsen 2	23	Marketing, advertising, PR	3
North Rhine-Westph.	23	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	5
Hesse	6	Other area	5
Rhineland-Palatinate	2	Student	22
Saarland	-	Other not gainfully employed	3
Nielsen 3b	8		
Baden-Württemberg	8		
Foreign (total)	25	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	10
EU	57	Managing director, board member, head of an authority etc.	8
Other european countries	12	Area manager, works manager, plant manager, branch manager, head of public office	7
Africa	3	Department head, group head, team leader	16
North America	3	Other salaried staff, civil servant, skilled worker	28
South and Central America	6	Lecturer, teacher	2
Middle East	3	Trainee	3
South-, East-, Central Asia	16	Student	22
Australia	1	Other not gainfully employed	3
Distance to home	%	Economic sector	%
up to 50 km	13	Power industry	16
more than 50 km up to 100 km	9	Environmental management	3
more than 100 km up to 300 km	30	Raw materials and production goods industry	12
over 300 km	48	Investment goods industry	26
Countries with the highest visitor shares	%	Other processing industry	4
Netherlands	14	Building trade	3
China (PR)	7	Skilled trades	3
Poland	4	Trade	5
France	4	Telecommunication	2
Belgium	4	Company and freelancer services	11
Frequency of visits to trade fair	%	Authority/public services	4
Previous event	34	Research institutes, industrial research	5
Earlier events	51	Investor, financing	1
First visit	41	Other sectors	1
Average length of stay	1,5 days	Student	22
Influence on purchasing/procurement decisions	%	Other not gainfully employed	3
Decisively	21	Size of company/organisation:	
Collectively	25	Number of employees	%
In an advisory capacity	18	1- 4	7
No	11	5- 9	4
Student	22	10- 49	14
Other not gainfully employed	3	50- 199	15
		200- 499	11
		500 - 999	6
		1 000 and more	18
		Student	22
		Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

Digital Factory → Hannover Messe

Trade visitors' profile

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

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

Conducted by: Wissler & Partner, Basel

Energy

Trade visitors' profile

Visitors (number of entries)	89 682*	Area of responsibility	%
Proportion of trade visitors	94%	Management	11
Germany (total)	73	Research/development/design	21
of which		Manufacturing, production, quality control	12
Nielsen 1	40	Buying/procurement	3
Bremen	3	Finance/accounting, controlling	1
Hamburg	6	Information and communication technology	6
Lower Saxony	27	Personnel administration, administration	1
Schleswig-Holstein	4	Sales	5
Nielsen 2	22	Marketing, advertising, PR	3
North Rhine-Westph.	22	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	3
Hesse	6	Other area	4
Rhineland-Palatinate	2	Student	27
Saarland	-	Other not gainfully employed	3
Nielsen 3b	7		
Baden-Württemberg	7		
Foreign (total)	27	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	11
EU	54	Managing director, board member, head of an authority etc.	9
Other european countries	15	Area manager, works manager, plant manager, branch manager, head of public office	7
Africa	3	Department head, group head, team leader	13
South and Central America	6	Other salaried staff, civil servant, skilled worker	27
Middle East	3	Lecturer, teacher	2
South-, East-, Central Asia	16	Trainee	2
Other countries	3	Student	27
Distance to home	%	Other not gainfully employed	3
up to 50 km	11		
more than 50 km up to 100 km	7		
more than 100 km up to 300 km	32		
over 300 km	50		
Countries with the highest visitor shares	%	Economic sector	%
Netherlands	13	Power industry	9
China (PR)	7	Environmental management	2
United Kingdom	4	Raw materials and production goods industry	12
Turkey	4	Investment goods industry	26
Switzerland	4	Other processing industry	5
Frequency of visits to trade fair	%	Building trade	3
Previous event	34	Skilled trades	1
Earlier events	51	Trade	4
First visit	41	Telecommunication	3
Average length of stay	1,6 days	Company and freelancer services	14
Influence on purchasing/procurement decisions	%	Authority/public services	3
Decisively	22	Research institutes, industrial research	5
Collectively	24	Investor, financing	1
In an advisory capacity	16	Other sectors	1
No	10	Student	27
Student	25	Other not gainfully employed	3
Other not gainfully employed	4		

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

Trade visitors' profile

Area of responsibility	%
Management	12
Research/development/design	18
Manufacturing, production, quality control	9
Buying/procurement	3
Finance/accounting, controlling	2
Information and communication technology	2
Personnel administration, administration	2
Sales	10
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	6
Student	25
Other not gainfully employed	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	2
Trainee	2
Student	25
Other not gainfully employed	4
Economic sector	%
Power industry	30
Environmental management	4
Raw materials and production goods industry	8
Investment goods industry	16
Other processing industry	3
Building trade	3
Skilled trades	2
Trade	4
Telecommunication	3
Company and freelancer services	10
Authority/public services	5
Research institutes, industrial research	4
Investor, financing	1
Other sectors	1
Student	25
Other not gainfully employed	4
Size of company/organisation:	
Number of employees	%
1- 4	7
5- 9	5
10- 49	15
50- 199	14
200- 499	9
500 - 999	6
1 000 and more	16
Student	25
Other not gainfully employed	4

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	123 813*
Proportion of trade visitors	96%
Germany (total)	72
of which	
Nielsen 1	39
Bremen	3
Hamburg	4
Lower Saxony	29
Schleswig-Holstein	3
Nielsen 2	24
North Rhine-Westph.	24
Nielsen 3a	8
Hesse	5
Rhineland-Palatinate	2
Saarland	-
Nielsen 3b	10
Baden-Württemb.	10
Foreign (total)	28
of which	
EU	53
Other european countries	12
Africa	2
North America	4
South and Central America	6
Middle East	4
South-, East-, Central Asia	18
Australia	1
Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	10
more than 100 km up to 300 km	28
over 300 km	51
Countries with the highest visitor shares	%
Netherlands	11
China (PR)	9
Poland	4
Belgium	4
India	4
Frequency of visits to trade fair	%
Previous event	33
Earlier events	50
First visit	42
Average length of stay	1,6 days
Influence on purchasing/procurement decisions	%
Decisively	21
Collectively	26
In an advisory capacity	18
No	10
Student	23
Other not gainfully employed	2

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

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

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	44 231*
Proportion of trade visitors	94%
Germany (total)	72
of which	
Nielsen 1	40
Bremen	3
Hamburg	6
Lower Saxony	26
Schleswig-Holstein	5
Nielsen 2	21
North Rhine-Westph.	21
Nielsen 3a	9
Hesse	7
Rhineland-Palatinate	2
Saarland	-
Nielsen 3b	9
Baden-Württemb.	9
Foreign (total)	28
of which	
EU	55
Other european countries	10
South and Central America	6
South-, East-, Central Asia	24
Other countries	5
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	9
more than 100 km up to 300 km	31
over 300 km	51
Countries with the highest visitor shares	%
China (PR)	13
Netherlands	10
Frequency of visits to trade fair	%
Previous event	32
Earlier events	44
First visit	46
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	19
Collectively	24
In an advisory capacity	15
No	9
Student	29
Other not gainfully employed	4

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

Area of responsibility	%
Management	12
Research/development/design	17
Manufacturing, production, quality control	10
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	1
Sales	9
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	5
Student	29
Other not gainfully employed	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	1
Trainee	2
Student	29
Other not gainfully employed	4
Economic sector	%
Power industry	15
Environmental management	5
Raw materials and production goods industry	12
Investment goods industry	18
Other processing industry	3
Building trade	5
Skilled trades	2
Trade	5
Telecommunication	2
Company and freelancer services	13
Authority/public services	4
Research institutes, industrial research	6
Investor, financing	1
Other sectors	1
Student	29
Other not gainfully employed	4
Size of company/organisation:	
Number of employees	%
1- 4	7
5- 9	4
10- 49	14
50- 199	13
200- 499	7
500 - 999	7
1 000 and more	16
Student	29
Other not gainfully employed	4

Conducted by: Wissler & Partner, Basel

Industrial Supply → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	73 661*	Area of responsibility	%
Proportion of trade visitors	96%	Management	11
Germany (total)	66	Research/development/design	21
of which		Manufacturing, production, quality control	13
Nielsen 1	34	Buying/procurement	10
Bremen	2	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	2
Lower Saxony	23	Personnel administration, administration	1
Schleswig-Holstein	4	Sales	10
Nielsen 2	25	Marketing, advertising, PR	3
North Rhine-Westph.	25	Logistics: storage, material management, transport	1
Nielsen 3a	7	Maintenance/repairs	3
Hesse	6	Other area	3
Rhineland-Palatinate	1	Student	19
Saarland	-	Other not gainfully employed	2
Nielsen 3b	10		
Baden-Württemb.	10		
Foreign (total)	34	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	10
EU	56	Managing director, board member, head of an authority etc.	11
Other european countries	14	Area manager, works manager, plant manager, branch manager, head of public office	10
South and Central America	5	Department head, group head, team leader	17
South-, East-, Central Asia	18	Other salaried staff, civil servant, skilled worker	28
Other countries	8	Lecturer, teacher	1
Distance to home	%	Trainee	2
up to 50 km	8	Student	19
more than 50 km up to 100 km	7	Other not gainfully employed	2
more than 100 km up to 300 km	27		
over 300 km	58	Economic sector	%
Countries with the highest visitor shares	%	Power industry	12
Netherlands	14	Environmental management	2
China (PR)	8	Raw materials and production goods industry	18
Turkey	5	Investment goods industry	30
Poland	5	Other processing industry	4
Austria	4	Building trade	4
Frequency of visits to trade fair	%	Skilled trades	2
Previous event	35	Trade	6
Earlier events	49	Telecommunication	2
First visit	42	Company and freelancer services	10
Average length of stay	1,7 days	Authority/public services	4
Influence on purchasing/procurement decisions	%	Research institutes, industrial research	6
Decisively	27	Investor, financing	1
Collectively	28	Other sectors	1
In an advisory capacity	16	Student	19
No	8	Other not gainfully employed	2
Student	19	Size of company/organisation:	
Other not gainfully employed	2	Number of employees	%
		1- 4	6
		5- 9	5
		10- 49	15
		50- 199	18
		200- 499	12
		500 - 999	7
		1 000 and more	16
		Student	19
		Other not gainfully employed	2

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

Conducted by: Wissler & Partner, Basel

MobiliTec → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	35 002*	Area of responsibility	%
Proportion of trade visitors	94%	Management	9
Germany (total)	77	Research/development/design	19
of which		Manufacturing, production, quality control	8
Nielsen 1	39	Buying/procurement	2
Bremen	2	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	3
Lower Saxony	30	Personnel administration, administration	1
Schleswig-Holstein	4	Sales	8
Nielsen 2	23	Marketing, advertising, PR	3
North Rhine-Westph.	23	Logistics: storage, material management, transport	1
Nielsen 3a	7	Maintenance/repairs	3
Hesse	5	Other area	7
Rhineland-Palatinate	2	Student	32
Saarland	-	Other not gainfully employed	3
Nielsen 3b	7		
Baden-Württemb.	7		
Foreign (total)	23	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	8
EU	60	Managing director, board member, head of an authority etc.	5
Other european countries	11	Area manager, works manager, plant manager, branch manager, head of public office	14
South-, East-, Central Asia	20	Department head, group head, team leader	27
Other countries	10	Other salaried staff, civil servant, skilled worker	3
Distance to home	%	Lecturer, teacher	2
up to 50 km	14	Trainee	32
more than 50 km up to 100 km	8	Student	3
more than 100 km up to 300 km	30	Other not gainfully employed	3
over 300 km	48	Economic sector	%
Countries with the highest visitor shares	%	Power industry	16
Netherlands	14	Environmental management	2
China (PR)	9	Raw materials and production goods industry	8
Frequency of visits to trade fair	%	Investment goods industry	20
Previous event	33	Other processing industry	3
Earlier events	46	Building trade	2
First visit	45	Skilled trades	2
Average length of stay	1,7 days	Trade	4
Influence on purchasing/procurement decisions	%	Telecommunication	2
Decisively	15	Company and freelancer services	12
Collectively	22	Authority/public services	6
In an advisory capacity	16	Research institutes, industrial research	5
No	11	Investor, financing	1
Student	32	Other sectors	1
Other not gainfully employed	3	Student	32
		Other not gainfully employed	3
Size of company/organisation:		Size of company/organisation:	
Number of employees	%	Number of employees	%
1- 4	7	1- 4	7
5- 9	3	5- 9	3
10- 49	13	10- 49	13
50- 199	12	50- 199	12
200- 499	7	200- 499	7
500 - 999	5	500 - 999	5
1 000 and more	18	1 000 and more	18
Student	32	Student	32
Other not gainfully employed	3	Other not gainfully employed	3

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

Conducted by: Wissler & Partner, Basel

Research & Technology

Trade visitors' profile

Visitors (number of entries)	47 366*	Area of responsibility	%
Proportion of trade visitors	94%	Management	9
Germany (total)	77	Research/development/design	19
of which		Manufacturing, production, quality control	8
Nielsen 1	41	Buying/procurement	2
Bremen	3	Finance/accounting, controlling	1
Hamburg	6	Information and communication technology	3
Lower Saxony	28	Personnel administration, administration	1
Schleswig-Holstein	4	Sales	8
Nielsen 2	23	Marketing, advertising, PR	3
North Rhine-Westph.	23	Logistics: storage, material management, transport	1
Nielsen 3a	7	Maintenance/repairs	3
Hesse	5	Other area	7
Rhineland-Palatinate	2	Student	32
Saarland	-	Other not gainfully employed	3
Nielsen 3b	8		
Baden-Württemb.	8		
Foreign (total)	23	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	8
EU	59	Managing director, board member, head of an authority etc.	5
Other european countries	14	Area manager, works manager, plant manager, branch manager, head of public office	14
South and Central America	5	Department head, group head, team leader	27
South-, East-, Central Asia	15	Other salaried staff, civil servant, skilled worker	3
Other countries	6	Lecturer, teacher	2
Distance to home	%	Trainee	32
up to 50 km	12	Student	3
more than 50 km up to 100 km	9	Other not gainfully employed	3
more than 100 km up to 300 km	30	Economic sector	%
over 300 km	49	Power industry	16
Countries with the highest visitor shares	%	Environmental management	2
Netherlands	13	Raw materials and production goods industry	8
China (PR)	8	Investment goods industry	20
Belgium	5	Other processing industry	3
Switzerland	5	Building trade	2
Poland	4	Skilled trades	2
Frequency of visits to trade fair	%	Trade	4
Previous event	31	Telecommunication	2
Earlier events	49	Company and freelancer services	12
First visit	44	Authority/public services	6
Average length of stay	1,5 days	Research institutes, industrial research	5
Influence on purchasing/procurement decisions	%	Investor, financing	1
Decisively	17	Other sectors	1
Collectively	23	Student	32
In an advisory capacity	16	Other not gainfully employed	3
No	8	Size of company/organisation:	
Student	31	Number of employees	%
Other not gainfully employed	4	1- 4	7
		5- 9	3
		10- 49	13
		50- 199	12
		200- 499	7
		500 - 999	5
		1 000 and more	18
		Student	32
		Other not gainfully employed	3

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

Area of responsibility	%
Management	8
Research/development/design	28
Manufacturing, production, quality control	9
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	1
Sales	4
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	4
Student	31
Other not gainfully 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 manager, 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
Economic sector	%
Power industry	11
Environmental management	3
Primary and production industry	11
Investment goods industry	23
Other processing industry	3
Building trade	2
Skilled trades	1
Trade	3
Telecommunication	2
Company and freelancer services	9
Authority/public services	5
Research institutes, industrial research	9
Investor, financing	1
Other sectors	1
Student	31
Other not gainfully employed	4
Size of company/organisation:	
Number of employees	%
1- 4	6
5- 9	4
10- 49	9
50- 199	13
200- 499	9
500 - 999	5
1 000 and more	18
Student	31
Other not gainfully employed	4

Conducted by: Wissler & Partner, Basel

Private visitors' profile

Visitors (number of entries)	191 803	Position in the company/organisation	%
Proportion of private visitors	98%	Entrepreneur, co-owner, freelancer	7
Germany (total)	100	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	93	Department head, group head, team leader	7
Bremen	-	Other salaried staff, civil servant, skilled worker	35
Hamburg	-	Lecturer, teacher	3
Lower Saxony	92	Trainee	1
Schleswig-Holstein	1	Other position	7
Nielsen 2	4	Student	6
North Rhine-Westph.	4	Housewife/man	7
Nielsen 3a	1	Old-age pensioner	21
Hesse	-	Other not gainfully employed	3
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	-	yes	85
Baden-Württemb.	-	no	3
		maybe	12
Distance to home	%	Follow-up business	%
up to 50 km	66	Intend to buy at later date	
more than 50 km up to 100 km	22	yes	21
more than 100 km up to 300 km	11	no	25
over 300 km	2	maybe	55
Frequency of visits to trade fair	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Previous event	41		
Earlier events	66		
First visit	16		
Sex	%		
Male	23		
Female	77		
Size of household	%		
1 person	15		
2 persons	47		
3 persons	17		
4 persons	15		
5 persons and more	7		
Age	%		
up to 20 years	4		
over 20 up to 30 years	14		
over 30 up to 40 years	13		
over 40 up to 50 years	23		
over 50 up to 60 years	23		
over 60 up to 70 years	16		
over 70 years	8		

Private visitors' profile

Visitors (number of entries)	89 007	Position in the company/organisation	%
Proportion of private visitors	93%	Entrepreneur, co-owner, freelancer	12
Germany (total)	99	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	82	Department head, group head, team leader	7
Bremen	1	Other salaried staff, civil servant, skilled worker	30
Hamburg	1	Lecturer, teacher	2
Lower Saxony	78	Trainee	6
Schleswig-Holstein	2	Other position	6
Nielsen 2	7	Student	19
North Rhine-Westph.	7	Housewife/man	3
Nielsen 3a	5	Old-age pensioner	9
Hesse	5	Other not gainfully employed	4
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	-	yes	90
Baden-Württemb.	-	no	3
		maybe	7
Foreign (total)	1	Follow-up business	%
Distance to home	%	Intend to buy at later date	
up to 50 km	35	yes	39
more than 50 km up to 100 km	32	no	22
more than 100 km up to 300 km	30	maybe	40
over 300 km	3	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Frequency of visits to trade fair	%		
Previous event	44		
Earlier events	60		
First visit	19		
Sex	%		
Male	39		
Female	61		
Size of household	%		
1 person	12		
2 persons	36		
3 persons	21		
4 persons	21		
5 persons and more	11		
Age	%		
up to 20 years	19		
over 20 up to 30 years	22		
over 30 up to 40 years	14		
over 40 up to 50 years	21		
over 50 up to 60 years	16		
over 60 up to 70 years	7		
over 70 years	2		

PSI PROMOTION WORLD → Hannover

Trade visitors' profile

Visitors (number of entries)	10 724	Area of responsibility	%
Proportion of trade visitors	82%	Management	12
Germany (total)	79	Research/development/design	9
of which		Manufacturing, production, quality control	7
Nielsen 1	42	Buying/procurement	6
Bremen	1	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	-
Lower Saxony	35	Personnel administration, administration	2
Schleswig-Holstein	2	Sales	19
Nielsen 2	22	Marketing, advertising, PR	34
North Rhine-Westph.	22	Logistics: storage, material management, transport	-
Nielsen 3a	7	Maintenance/repairs	-
Hesse	5	Other area	5
Rhineland-Palatinate	1	Student	4
Saarland	-	Other not gainfully employed	1
Nielsen 3b	5		
Baden-Württemberg	5		
Foreign (total)	21	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	16
EU	46	Managing director, board member, head of an authority etc.	12
Other european countries	17	Area manager, works manager, plant manager, branch manager, head of public office	7
South-, East-, Central Asia	23	Department head, group head, team leader	22
Other countries	14	Other salaried staff, civil servant, skilled worker	35
Distance to home	%	Lecturer, teacher	2
up to 50 km	19	Trainee	3
more than 50 km up to 100 km	7	Other position	-
more than 100 km up to 300 km	30	Student	4
over 300 km	45	Other not gainfully employed	1
Frequency of visits to trade fair	%	Economic sector	%
Previous event	25	Authority/public services	10
Earlier events	26	Marketing, advertising and PR	18
First visit	64	Insurance and finance sector	3
Average length of stay	1,2 days	Hotel, catering trade	2
Influence on purchasing/procurement decisions	%	Other service	20
Decisively	36	Power industry	8
Collectively	30	Trade	13
In an advisory capacity	18	Skilled trades	5
No	11	Investment goods industry	9
Student	4	Other processing industries	20
Other not gainfully employed	1	Traffic and logistic	5
		Other sectors	3
		Student	4
		Other not gainfully employed	1
		Size of company/organisation:	
		Number of employees	%
		1- 4	14
		5- 9	8
		10- 49	21
		50- 199	21
		200- 499	13
		500 - 999	8
		1 000 and more	11
		Student	4
		Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

New Energy Husum (2013) → Husum

Trade visitors' profile

Visitors (number of entries)	13 439	Area of responsibility	%
Proportion of trade visitors	68%	Management	35
Germany (total)	82	Research/development/design	8
of which		Manufacturing, production, quality control	7
Nielsen 1	82	Buying/procurement	4
Bremen	2	Finance/accounting, controlling	3
Hamburg	6	Information and communication technology	2
Lower Saxony	11	Personnel administration, administration	3
Schleswig-Holstein	63	Sales	13
Nielsen 2	6	Marketing, advertising, PR	6
North Rhine-Westph.	6	Logistics: storage, material management, transport	2
Nielsen 3a	-	Maintenance/repairs	2
Hesse	-	Other area	16
Rhineland-Palatinate	-		
Saarland	-		
Nielsen 3b	4		
Baden-Württemberg	4		
Foreign (total)	18	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	37
EU	75	Managing director, board member, head of an authority etc.	12
North America	6	Area manager, works manager, plant manager, branch manager, head of public office	7
Middle East	6	Department head, group head, team leader	8
South-, East-, Central Asia	10	Other salaried staff, civil servant, skilled worker	18
Other countries	3	Lecturer, teacher	2
Distance to home	%	Trainee	1
up to 50 km	35	Other position	4
more than 50 km up to 100 km	16	Student	7
more than 100 km up to 300 km	16	Other not gainfully employed	2
over 300 km	32		
Countries with the highest visitor shares	%	Economic sector	%
Denmark	30	Banking, finance and insurance	2
Switzerland	12	Building industry, architecture, planning, project management	12
Poland	8	Biogas, biomass	6
Sweden	6	Biofuels	1
India	5	Block heating works	1
Frequency of visits to exhibition	%	Geothermics, heat pumps, solar heating, wood	6
Previous event	46	Tradesmen, technical services	11
Earlier events	35	Association, institution	6
First visit	39	Agriculture	9
Average length of stay	1,4 days	Media, press, publishing	2
Influence on purchasing/procurement decisions	%	Solar power	12
Decisively	35	Other service	8
Collectively	28	Small wind installations, wind industry	12
In an advisory capacity	23	Supplier	1
No	14	Other	10
		Size of company/organisation:	
		Number of employees	%
		1- 4	30
		5- 9	14
		10- 49	28
		50- 199	15
		200 - 499	3
		500 - 999	2
		1 000 and more	7

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

Nord Gastro und Hotel (2012)

Trade visitors' profile

Visitors (number of entries)	4 593	Area of responsibility	%
Proportion of trade visitors	100%	Management	35
Germany (total)	100	Research/development/design	8
of which		Manufacturing, production, quality control	7
Nielsen 1	99	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	3
Hamburg	2	Information and communication technology	2
Lower Saxony	1	Personnel administration, administration	3
Schleswig-Holstein	96	Sales	13
Nielsen 2	-	Marketing, advertising, PR	6
North Rhine-Westph.	-	Logistics: storage, material management, transport	2
Nielsen 3a	-	Maintenance/repairs	2
Hesse	-	Other area	16
Rhineland-Palatinate	-		
Saarland	-		
Nielsen 3b	-		
Baden-Württemberg	-		
Distance to home	%	Position in the company/organisation	%
up to 50 km	69	Entrepreneur, co-owner, freelancer	37
more than 50 km up to 100 km	23	Managing director, board member, head of an authority etc.	12
more than 100 km up to 300 km	7	Area manager, works manager, plant manager, branch manager, head of public office	7
over 300 km	2	Department head, group head, team leader	8
Frequency of visits to trade fair	%	Other salaried staff, civil servant, skilled worker	18
Previous event	50	Lecturer, teacher	2
Earlier events	54	Trainee	1
First visit	27	Other position	4
Average length of stay	1,1 days	Student	7
Influence on purchasing/procurement decisions	%	Other not gainfully employed	2
Decisively	37		
Collectively	27		
In an advisory capacity	26		
No	10		

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	7
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, branch manager, head of public office	4
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	2
Trainee	6
Other position	3
Other not gainfully employed	2
Economic sector	%
Communal catering	16
Butcher, baker, confectioner etc.	4
Hotel	13
Restaurants, cafés	40
Bars, pubs	10
Other sectors	15
Size of company/organisation:	
Number of employees	%
1- 4	28
5- 9	23
10- 49	35
50- 199	9
200 - 499	4
500 - 999	2
1 000 and more	-

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

Trade visitors' profile

Visitors (number of entries)	2 151
Proportion of trade visitors	97%
Germany (total)	45
of which	
Nielsen 1	6
Nielsen 4	5
Bremen	1
Bavaria	5
Hamburg	-
Nielsen 5+6	4
Lower Saxony	5
Berlin	4
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	14
Mecklenburg-	
North Rhine-Westph.	14
West Pomerania	-
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)	55
of which	
EU	71
Other european countries	12
Other countries	17
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	7
more than 100 km up to 300 km	16
over 300 km	67
Countries with the highest visitor shares	%
France	11
Sweden	11
Frequency of visits to trade fair	%
2011	14
2008	10
First visit	81
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	33
In an advisory capacity	29
No	11
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	12
Research/development/design	16
Manufacturing, production, quality control	2
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	28
Organisation, personnel, administration	1
Sales	14
Marketing, advertising, PR	7
Logistics: storage, material management, transport	2
Maintenance/repairs	1
Other area	10
Student	2
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member, head of an authority etc.	15
Area manager, works manager, plant manager, branch manager, head of public office	17
Department head, group head, team leader	28
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	1
Trainee	-
Other position	3
Student	2
Other not gainfully employed	1
Economic sector	%
Traffic - Street	25
Traffic - Rail	22
Traffic - Air	1
IT, software, hardware	21
Authority/public services	5
Manufacturer/Industry	4
Trade/sales	1
Educational facility	1
Research/teaching	3
Consultancy	5
Service	4
Publishers, media	1
Other sectors	5
Student	2
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	5
5- 9	10
10- 49	19
50- 199	12
200- 499	11
500 - 999	8
1 000 and more	33
Student	2
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	6 685
Proportion of trade visitors	99%
Germany (total)	92
of which	
Nielsen 1	8
Nielsen 4	15
Bremen	-
Bavaria	15
Hamburg	2
Nielsen 5+6	3
Lower Saxony	4
Berlin	3
Schleswig-Holstein	1
Brandenburg	-
Nielsen 2	13
Mecklenburg-	
North Rhine-Westph.	13
West Pomerania	-
Nielsen 3a	19
Saxony-Anhalt	-
Hesse	11
Nielsen 7	1
Rhineland-Palatinate	7
Saxony	1
Saarland	1
Thuringia	-
Nielsen 3b	43
Baden-Württemb.	43
Foreign (total)	8
of which	
EU	51
Other european countries	43
Other countries	6
Distance to home	%
up to 50 km	20
more than 50 km up to 100 km	18
more than 100 km up to 300 km	30
over 300 km	32
Countries with the highest visitor shares	%
Switzerland	41
Austria	24
Frequency of visits to trade fair	%
Previous event	19
Earlier events	32
First visit	61
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	18
Collectively	38
In an advisory capacity	29
No	8
Student	5
Other not gainfully employed	2

Area of responsibility	%
Management	9
Research/development/design	5
Manufacturing, production, quality control	2
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	8
Personnel administration, administration	7
Sales	5
Marketing, advertising, PR	6
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	7
Training/further training	44
Student	5
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	19
Trainee	1
Other position	3
Student	5
Other not gainfully employed	2
Economic sector	%
Educational facility	22
Research/teaching	7
Public authority/administration	3
Industry	12
Trade/sales	4
Banks, insurance companies	6
Transport, tourism, hotel sector	2
Medicine	3
Association	1
Publishing house	3
Consulting	6
IT, software	8
Training	3
Multimedia	3
Service	6
Other sectors	5
Student	5
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	9
5- 9	5
10- 49	14
50- 199	18
200- 499	9
500 - 999	6
1 000 and more	32
Student	5
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

TIERisch gut → Karlsruhe

Private visitors' profile

Visitors (number of entries)	33 091	Position in the company/organisation	%
Proportion of private visitors	97%	Entrepreneur, co-owner, freelancer	7
Germany (total)	98	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	1	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	46
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	4
Schleswig-Holstein	-	Other position	6
Nielsen 2	1	Student	7
North Rhine-Westph.	1	Housewife/man	7
Nielsen 3a	14	Old-age pensioner	6
Hesse	1	Other not gainfully employed	3
Rhineland-Palatinate	12	Buying and ordering capacity	%
Saarland	1	Purchase or order made or intended at the exhibition	
Nielsen 3b	84	yes	72
Baden-Württemberg	84	no	13
		maybe	16
Foreign (total)	2	Follow-up business	%
of which		Intend to buy at later date	
EU	70	yes	39
Other countries	30	no	19
		maybe	42
Country with the highest visitor share	%	Conducted by: Wissler & Partner, Basel	
France	50		
Distance to home	%		
up to 50 km	71		
more than 50 km up to 100 km	15		
more than 100 km up to 300 km	12		
over 300 km	3		
Frequency of visits to trade fair	%		
Previous event	39		
Earlier events	25		
First visit	54		
Sex	%		
Male	28		
Female	72		
Size of household	%		
1 person	12		
2 persons	43		
3 persons	19		
4 persons	18		
5 persons and more	9		
Age	%		
up to 20 years	5		
over 20 up to 30 years	21		
over 30 up to 40 years	19		
over 40 up to 50 years	32		
over 50 up to 60 years	17		
over 60 up to 70 years	4		
over 70 years	1		

ALLGÄUER FESTWOCHE (2013) → Kempten

Private visitors' profile

Visitors (number of entries)	104 495	Position in the company/organisation	%
Proportion of private visitors	100%	Entrepreneur, co-owner, freelancer	5
Germany (total)	100	Managing director, board member, head of an authority etc.	-
of which		Area manager, works manager, plant manager, branch manager, head of public office	-
Nielsen 1	-	Department head, group head, team leader	1
Bremen	-	Other salaried staff, civil servant, skilled worker	50
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Other position	1
Schleswig-Holstein	-	Trainee	2
Nielsen 2	1	Farmer	4
North Rhine-Westph.	1	Student	4
Nielsen 3a	-	Housewife/man	8
Hesse	-	Old-age pensioner	21
Rhineland-Palatinate	-	Other not gainfully employed	1
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	5	Purchase or order made or intended at the exhibition	
Baden-Württemberg	5	yes	60
		no	16
		maybe	23
Distance to home	%	Follow-up business	%
up to 50 km	81	Intend to buy at later date	
more than 50 km up to 100 km	12	yes	26
more than 100 km up to 300 km	5	no	28
over 300 km	2	maybe	46
Frequency of visits to exhibition	%	Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf	
Previous event	53		
Earlier events	85		
First visit	8		
Sex	%		
Male	52		
Female	48		
Size of household	%		
1 person	18		
2 persons	37		
3 persons	18		
4 persons	15		
5 persons and more	11		
Age	%		
up to 20 years	4		
over 20 up to 30 years	16		
over 30 up to 40 years	17		
over 40 up to 50 years	20		
over 50 up to 60 years	20		
over 60 up to 70 years	14		
over 70 years	9		

CFC – Children's Fashion

Trade visitors' profile

Visitors (number of entries)	1 252	Position in the company/organisation	%
Proportion of trade visitors	94%	Entrepreneur, co-owner, freelancer	5
Germany (total)	74	Managing director, board member, head of an authority etc.	-
of which		Area manager, works manager, plant manager, branch manager, head of public office	-
Nielsen 1	11	Department head, group head, team leader	1
Bremen	1	Other salaried staff, civil servant, skilled worker	50
Hamburg	1	Lecturer, teacher	3
Lower Saxony	9	Other position	1
Schleswig-Holstein	-	Trainee	2
Nielsen 2	59	Farmer	4
North Rhine-Westph.	59	Student	4
Nielsen 3a	13	Housewife/man	8
Hesse	9	Old-age pensioner	21
Rhineland-Palatinate	3	Other not gainfully employed	1
Saarland	1	Buying and ordering capacity	%
Nielsen 3b	3	Purchase or order made or intended at the exhibition	
Baden-Württemberg	3	yes	60
		no	16
		maybe	23
Foreign (total)	26	Follow-up business	%
of which		Intend to buy at later date	
EU	64	yes	26
Other european countries	23	no	28
Other countries	13	maybe	46
Distance to home	%	Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf	
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 days		
Influence on purchasing/procurement 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	37
Research/development/design	3
Manufacturing, production, quality control	3
Buying/procurement	29
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	-
Other area	3
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	61
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	11
Other salaried staff, civil servant, 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	9
Children's fashion, shoe and toy specialist stores	34
Textile and department stores	12
Textile, shoe and game discounter	1
Online shop, sender	10
Other retail	8
Commercial agent	2
Import/export	4
Media, press, publishing	3
Student	3
Other not gainfully employed	1
Size of company/organisation: Number of employees	%
1- 4	44
5- 9	10
10- 49	18
50- 199	7
200- 499	7
500 - 999	5
1 000 and more	5
Student	3
Other not gainfully employed	1

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

DACH+HOLZ International → Köln

Trade visitors' profile

Visitors (number of entries)	47 573
Proportion of trade visitors	97%
Germany (total)	89
of which	
Nielsen 1	13
Bremen	1
Hamburg	-
Lower Saxony	11
Schleswig-Holstein	1
Nielsen 2	39
North Rhine-Westph.	39
Nielsen 3a	24
Hesse	11
Rhineland-Palatinate	12
Saarland	1
Nielsen 3b	9
Baden-Württemb.	9
Foreign (total)	11
of which	
EU	79
Other European countries	12
Other countries	9
Distance to home	%
up to 50 km	14
more than 50 km up to 100 km	16
more than 100 km up to 300 km	39
over 300 km	31
Countries with the highest visitor shares	%
Belgium	20
Netherlands	9
Austria	9
Frequency of visits to trade fair	%
Previous event	29
Earlier events	38
First visit	47
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	28
Collectively	31
In an advisory capacity	20
No	18
Student	3
Other not gainfully employed	1

Area of responsibility	%
Management	32
Research/development/design	4
Manufacturing, production, quality control	15
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	11
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	8
Other area	14
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	32
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	8
Foreman, master craftsman	7
Other salaried staff, civil servant, skilled worker	24
Lecturer, teacher	2
Trainee	12
Other position	2
Student	3
Other not gainfully employed	1
Economic sector	%
Industry	9
Skilled trades	68
Retail trade/building materials trade	5
Wholesale/foreign trade	6
Architect	3
Other service	2
Authority/public services	1
Teaching (polytechnic/university/college)	1
Research	1
Other sectors	1
Student	3
Other not gainfully employed	1

Size of company/organisation: Number of employees	%
1- 4	26
5- 9	26
10- 49	28
50- 199	8
200- 499	3
500 - 999	2
1 000 and more	5
Student	3
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

dmexco (2013) → Köln

Trade visitors' profile

Visitors (number of entries)	27 070
Proportion of trade visitors	100%
Germany (total)	81
of which	
Nielsen 1	12
Bremen	-
Hamburg	8
Lower Saxony	3
Schleswig-Holstein	1
Nielsen 2	41
North Rhine-Westph.	41
Nielsen 3a	12
Hesse	9
Rhineland-Palatinate	2
Saarland	1
Nielsen 3b	8
Baden-Württemberg	8
Foreign (total)	19
of which	
EU	65
Other European countries	11
North America	10
Other countries	13
Distance to home	%
up to 50 km	24
more than 50 km up to 100 km	8
more than 100 km up to 300 km	17
over 300 km	52
Countries with the highest visitor shares	%
United Kingdom	17
Netherlands	11
USA	9
Austria	8
France	8
Frequency of visits to exhibition	%
Previous event	34
Earlier events	30
First visit	59
Average length of stay	1,5 days

Influence on purchasing/procurement decisions	%
Decisively	24
Collectively	39
In an advisory capacity	24
No	5
Student	7

Area of responsibility	%
Management	17
Research/development/design	1
Manufacturing, production, quality control	1
Buying/procurement	-
Finance/accounting, controlling	7
Information and communication technology	1
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 manager, branch manager, head of public office	10
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	-
Trainee	3
Other position	2
Student	7
Economic sector	%
Industry	4
Trade	12
Service	39
Media	29
Authority/public services	1
University, research	1
Association, organisation	1
Other sectors	6
Student	7

Size of company/organisation: Number of employees	%
1- 4	13
5- 9	8
10- 49	21
50- 199	25
200 - 499	10
500 - 999	4
1 000 and more	12
Student	7

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	115 700	Area of responsibility	%
Proportion of trade visitors	49%	Management	27
Germany (total)	80	Research/development/design	4
of which		Manufacturing, production, quality control	7
Nielsen 1	13	Buying/procurement	3
Bremen	1	Finance/accounting, controlling	2
Hamburg	3	Information and communication technology	1
Lower Saxony	7	Personnel administration, administration	2
Schleswig-Holstein	2	Sales	2
Nielsen 2	42	Marketing, advertising, PR	3
North Rhine-Westph.	42	Logistics: storage, material management, transport	1
Nielsen 3a	18	Maintenance/repairs	1
Hesse	9	Other area	27
Rhineland-Palatinate	9	Student	15
Saarland	1	Other not gainfully employed	6
Nielsen 3b	9	Position in the company/organisation	%
Baden-Württemb.	9	Entrepreneur, co-owner, freelancer	29
Foreign (total)	20	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	7
EU	70	Department head, group head, team leader	8
Other european countries	15	Other salaried staff, civil servant, skilled worker	13
Middle East	7	Lecturer, teacher	4
Other countries	8	Trainee	9
Distance to home	%	Other position	4
up to 50 km	21	Student	15
more than 50 km up to 100 km	12	Other not gainfully employed	6
more than 100 km up to 300 km	28	Economic sector	%
over 300 km	39	Fitness studio	33
Countries with the highest visitor shares	%	Physiotherapy	8
Netherlands	17	Sport club	4
Belgium	16	Sports association	4
Austria	10	Health care center	3
Switzerland	9	Multifunctional system	2
France	4	Rehabilitation centre	1
Frequency of visits to trade fair	%	Doctor's practice	1
Previous event	37	Sport retail trade	2
Earlier events	36	Other trade	1
First visit	39	Sporting goods industry	2
Average length of stay	1,4 days	Other service	6
Influence on purchasing/procurement decisions	%	Public administration	2
Decisively	24	Other sectors	11
Collectively	20	Student	15
In an advisory capacity	19	Other not gainfully employed	6
No	16	Size of company/organisation:	%
Student	15	Number of employees	%
Other not gainfully employed	6	1 - 4	19
		5 - 9	18
		10 - 49	22
		50 - 199	9
		200 - 499	3
		500 - 999	2
		1 000 and more	8
		Student	15
		Other not gainfully employed	6

Private visitors' profile

Visitors (number of entries)	115 700	Position in the company/organisation	%
Proportion of private visitors	51%	Entrepreneur, co-owner, freelancer	4
Germany (total)	93	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	8	Department head, group head, team leader	6
Bremen	-	Other salaried staff, civil servant, skilled worker	24
Hamburg	1	Lecturer, teacher	2
Lower Saxony	6	Trainee	14
Schleswig-Holstein	1	Other position	5
Nielsen 2	56	Student	32
North Rhine-Westph.	56	Housewife/man	5
Nielsen 3a	16	Old-age pensioner	2
Hesse	7	Other not gainfully employed	2
Rhineland-Palatinate	7	Buying and ordering capacity	%
Saarland	2	Purchase or order made or intended at the exhibition	72
Nielsen 3b	8	yes	8
Baden-Württemb.	8	no	20
Foreign (total)	7	maybe	20
of which		Follow-up business	%
EU	82	Intend to buy at later date	33
Other european countries	16	yes	19
Other countries	3	no	17
Countries with the highest visitor shares	%	maybe	47
Austria	25	Conducted by: Wissler & Partner, Basel	
Belgium	15		
Netherlands	13		
Switzerland	13		
Distance to home	%		
up to 50 km	29		
more than 50 km up to 100 km	18		
more than 100 km up to 300 km	29		
over 300 km	25		
Frequency of visits to trade fair	%		
Previous event	24		
Earlier events	17		
First visit	61		
Sex	%		
Male	67		
Female	33		
Age	%		
up to 20 years	31		
over 20 up to 30 years	41		
over 30 up to 40 years	12		
over 40 up to 50 years	8		
over 50 up to 60 years	3		
over 60 up to 70 years	1		
over 70 years	3		

Trade visitors' profile

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

Trade visitors' profile

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	1
Other area	6
Student	1
Other not gainfully employed	1
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 manager, 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	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
Size of company/organisation:	
Number of employees	%
1- 4	72
5- 9	11
10- 49	7
50- 199	6
200- 499	1
500 - 999	1
1 000 and more	1
Student	1
Other not gainfully employed	1

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

Visitors (number of entries)	122 009
Proportion of trade visitors	70%
Germany (total)	69
of which	
Nielsen 1	11
Bremen	-
Hamburg	2
Lower Saxony	7
Schleswig-Holstein	2
Nielsen 2	52
North Rhine-Westph.	52
Nielsen 3a	13
Hesse	7
Rhineland-Palatinate	6
Saarland	1
Nielsen 3b	11
Baden-Württemb.	11
Foreign (total)	32
of which	
EU	71
Other european countries	16
North America	2
Middle East	3
South-, East-, Central Asia	5
Other countries	3
Distance to home	%
up to 50 km	17
more than 50 km up to 100 km	10
more than 100 km up to 300 km	28
over 300 km	45
Countries with the highest visitor shares	%
Netherlands	16
Austria	13
Switzerland	8
United Kingdom	8
Italy	6
Frequency of visits to trade fair	%
Previous event	38
Earlier events	49
First visit	41
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	26
Collectively	24
In an advisory capacity	20
No	15
Student	14
Other not gainfully employed	1

Area of responsibility	%
Management	20
Research/development/design	6
Manufacturing, production, quality control	11
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	19
Marketing, advertising, PR	8
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	11
Student	14
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	29
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	1
Trainee	14
Other position	4
Student	14
Other not gainfully employed	1
Economic sector	%
Industry	19
Trade	28
Skilled trades	16
Service	14
Authority/public services	1
University, research	1
Other sectors	6
Student	14
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	22
5- 9	12
10- 49	17
50- 199	14
200- 499	7
500 - 999	4
1 000 and more	9
Student	14
Other not gainfully employed	1

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

Trade visitors' profile

Visitors (number of entries)	43 879
Proportion of trade visitors	97%
Germany (total)	45
of which	
Nielsen 1	6
Bremen	1
Hamburg	1
Lower Saxony	4
Schleswig-Holstein	-
Nielsen 2	62
North Rhine-Westph.	62
Nielsen 3a	18
Hesse	8
Rhineland-Palatinate	10
Saarland	-
Nielsen 3b	5
Baden-Württemb.	5
Foreign (total)	56
of which	
EU	58
Other european countries	10
Africa	3
North America	5
South and Central America	3
Middle East	4
South-, East-, Central Asia	11
Australia	5
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	12
more than 100 km up to 300 km	16
over 300 km	58
Countries with the highest visitor shares	%
United Kingdom	8
Netherlands	7
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
Influence on purchasing/procurement decisions	%
Decisively	43
Collectively	30
In an advisory capacity	14
No	10
Other not gainfully employed	1
Student	2

Area of responsibility	%
Management	30
Research/development/design	4
Manufacturing, production, quality control	5
Buying/procurement	22
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	21
Marketing, advertising, PR	6
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	28
Managing director, board member, 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	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	34
Retail trade	16
Wholesale/foreign trade	30
Mail order	2
Skilled trades	5
Service	5
Authority/public services	1
Other sectors	3
Student	2
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	15
5- 9	13
10- 49	27
50- 199	17
200- 499	8
500 - 999	6
1 000 and more	12
Student	2
Other not gainfully employed	1

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

ISM → Köln

Trade visitors' profile

Visitors (number of entries)		35 008	Area of responsibility		%	
Proportion of trade visitors		95%	Management		28	
Germany (total)		46	Research/development/design		7	
of which			Manufacturing, production, quality control		8	
Nielsen 1	16	Nielsen 4	7	Buying/procurement	11	
Bremen	1	Bavaria	7	Finance/accounting, controlling	1	
Hamburg	4	Nielsen 5+6	4	Information and communication technology	-	
Lower Saxony	7	Berlin	3	Personnel administration, administration	-	
Schleswig-Holstein	3	Brandenburg	1	Sales	22	
Nielsen 2	53	Mecklenburg-		Marketing, advertising, PR	11	
North Rhine-Westph.	53	West Pomerania	-	Logistics: storage, material management, transport	1	
Nielsen 3a	11	Saxony-Anhalt	-	Maintenance/repairs	-	
Hesse	9	Nielsen 7	2	Other area	5	
Rhineland-Palatinate	3	Saxony	-	Student	5	
Saarland	-	Thuringia	2	Other not gainfully employed	1	
Nielsen 3b	8					
Baden-Württemb.	8					
Foreign (total)		54	Position in the company/organisation		%	
of which			Entrepreneur, co-owner, freelancer		27	
EU	61		Managing director, board member, head of an authority etc.		13	
Other european countries	10		Area manager, works manager, plant manager, branch manager, head of public office		11	
Africa	4		Department head, group head, team leader		16	
North America	4		Other salaried staff, civil servant, skilled worker		16	
South and Central America	5		Lecturer, teacher		1	
Middle East	7		Trainee		5	
South-, East-, Central Asia	6		Other position		5	
Australia	2		Student		5	
			Other not gainfully employed		1	
Distance to home		%	Economic sector		%	
up to 50 km	15		Industry		31	
more than 50 km up to 100 km	6		Wholesale/foreign trade		23	
more than 100 km up to 300 km	20		Retail trade		19	
over 300 km	59		Skilled trades		3	
Countries with the highest visitor shares		%	Service		7	
Netherlands	10		Catering		4	
Belgium	9		Authority/public services		1	
United Kingdom	7		University, research		1	
France	7		Other sectors		6	
Spain	4		Student		5	
			Other not gainfully employed		1	
Frequency of visits to trade fair		%	Size of company/organisation:			
Previous event	40		Number of employees		%	
Earlier events	48		1- 4	14	500 - 999	6
First visit	42		5- 9	10	1 000 and more	16
Average length of stay		1,8 days	10- 49	19	Student	5
Influence on purchasing/procurement decisions		%	50- 199	21	Other not gainfully employed	1
Decisively	33		200- 499	9		
Collectively	29					
In an advisory capacity	21					
No	12					
Student	5					
Other not gainfully employed	1					

Conducted by: factx Gesellschaft für Marktforschung und Sozialforschung, Köln

ISO → Köln

Trade visitors' profile

Visitors (number of entries)	4 915	Area of responsibility	%
Proportion of trade visitors	99%	Management	31
Germany (total)	68	Research/development/design	13
of which		Manufacturing, production, quality control	14
Nielsen 1	13	Buying/procurement	6
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	7	Personnel administration, administration	2
Schleswig-Holstein	2	Sales	16
Nielsen 2	37	Marketing, advertising, PR	3
North Rhine-Westph.	37	Logistics: storage, material management, transport	1
Nielsen 3a	10	Maintenance/repairs	5
Hesse	4	Other area	6
Rhineland-Palatinate	5	Student	2
Saarland	1	Other not gainfully employed	2
Nielsen 3b	13		
Baden-Württemb.	13		
Foreign (total)	32	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	24
EU	85	Managing director, board member, head of an authority etc.	11
Other european countries	13	Area manager, works manager, plant manager, branch manager, head of public office	11
Other countries	2	Department head, group head, team leader	23
		Other salaried staff, civil servant, skilled worker	22
Distance to home	%	Lecturer, teacher	1
up to 50 km	15	Trainee	3
more than 50 km up to 100 km	12	Other position	2
more than 100 km up to 300 km	24	Student	2
over 300 km	50	Other not gainfully employed	2
Countries with the highest visitor shares	%	Economic sector	%
Netherlands	15	Insulation company and processor	50
Switzerland	10	Wholesaler of insulation materials and insulation technology	11
Frequency of visits to trade fair	%	Retailer of insulation materials and insulation technology	7
Previous event	38	Plant constructor,- operator	4
Earlier events	37	Buyer	3
First visit	42	Building installations planner	2
Average length of stay	1,3 days	Energy consultant for industrial companies	1
Influence on purchasing/procurement decisions	%	Other sectors	19
Decisively	32	Student	2
Collectively	29	Other not gainfully employed	2
In an advisory capacity	20		
No	15		
Student	2		
Other not gainfully employed	2		
		Size of company/organisation:	
		Number of employees	%
		1- 4 17	500 - 999 5
		5- 9 10	1 000 and more 13
		10- 49 28	Student 2
		50- 199 13	Other not gainfully employed 2
		200- 499 11	

Conducted by: Wissler & Partner, Basel

Conducted by: Wissler & Partner, Basel

Kind + Jugend

Trade visitors' profile

Visitors (number of entries)			20 173
Proportion of trade visitors			97%
Germany (total)			33
of which			
<u>Nielsen 1</u>	14	<u>Nielsen 4</u>	18
Bremen	-	Bavaria	18
Hamburg	4	<u>Nielsen 5+6</u>	5
Lower Saxony	6	Berlin	4
Schleswig-Holstein	4	Brandenburg	1
<u>Nielsen 2</u>	40	Mecklenburg-	
North Rhine-Westph.	40	West Pomerania	1
<u>Nielsen 3a</u>	11	Saxony-Anhalt	-
Hesse	7	<u>Nielsen 7</u>	2
Rhineland-Palatinate	4	Saxony	1
Saarland	-	Thuringia	1
<u>Nielsen 3b</u>	11		
Baden-Württemb.	11		
Foreign (total)			67
of which			
EU			61
Other european countries			10
Middle East			4
South-, East-, Central Asia			18
Other countries			8
Distance to home			%
up to 50 km			8
more than 50 km up to 100 km			4
more than 100 km up to 300 km			12
over 300 km			76
Countries with the highest visitor shares			%
United Kingdom			11
Italy			7
Netherlands			7
France			5
China (PR)			5
Frequency of visits to trade fair			%
Previous event			34
Earlier events			44
First visit			49
Average length of stay			2,2 days
Influence on purchasing/procurement decisions			%
Decisively			49
Collectively			24
In an advisory capacity			14
No			10
Student			1
Other not gainfully employed			2

Trade visitors' profile

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 manager, branch manager, head of public office	9
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	-
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, supermarket, 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
Size of company/organisation:	
Number of employees	%
1- 4	29
5- 9	19
10- 49	21
50- 199	9
200- 499	6
500 - 999	4
1 000 and more	8
Student	1
Other not gainfully employed	2

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

Visitors (number of entries)	51 095
Proportion of trade visitors	98%
Germany (total)	51
of which	
Nielsen 1	10
Bremen	-
Hamburg	3
Lower Saxony	7
Schleswig-Holstein	-
Nielsen 2	38
North Rhine-Westph.	38
Nielsen 3a	16
Hesse	12
Rhineland-Palatinate	3
Saarland	1
Nielsen 3b	14
Baden-Württemb.	14
Foreign (total)	49
of which	
EU	58
Other european countries	11
Africa	4
North America	5
South and Central America	3
Middle East	6
South-, East-, Central Asia	11
Australia	3
Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	6
more than 100 km up to 300 km	20
over 300 km	63
Countries with the highest visitor shares	%
United Kingdom	10
Netherlands	8
France	6
Belgium	6
Italy	5
Frequency of visits to trade fair	%
Previous event	40
Earlier events	45
First visit	44
Average length of stay	1,9 days
Influence on purchasing/procurement decisions	%
Decisively	36
Collectively	29
In an advisory capacity	20
No	10
Student	4
Other not gainfully employed	1

Area of responsibility	%
Management	24
Research/development/design	11
Manufacturing, production, quality control	5
Buying/procurement	10
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	3
Sales	18
Marketing, advertising, PR	9
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	13
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	29
Managing director, board member, head of an authority etc.	13
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	1
Trainee	3
Other position	4
Student	4
Other not gainfully employed	1
Economic sector	%
Industry	35
Trade	22
Skilled trades	4
Service	21
Banking/insurance	2
Authority/public services	5
University research	2
Other sectors	6
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	18
5- 9	10
10- 49	21
50- 199	16
200- 499	10
500 - 999	6
1 000 and more	14
Student	4
Other not gainfully employed	1

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

Trade visitors' profile

Visitors (number of entries)	4 149
Proportion of trade visitors	91%
Germany (total)	53
of which	
Nielsen 1	10
Bremen	-
Hamburg	2
Lower Saxony	7
Schleswig-Holstein	1
Nielsen 2	52
North Rhine-Westph.	52
Nielsen 3a	14
Hesse	7
Rhineland-Palatinate	7
Saarland	-
Nielsen 3b	9
Baden-Württemb.	9
Foreign (total)	47
of which	
EU	73
Other european countries	9
Other countries	17
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	30
over 300 km	47
Countries with the highest visitor shares	%
Netherlands	20
France	14
Belgium	12
United Kingdom	9
Frequency of visits to trade fair	%
Previous event	47
Earlier events	48
First visit	30
Average length of stay	1,4 days
Influence on purchasing/procurement decisions	%
Decisively	55
Collectively	24
In an advisory capacity	11
No	6
Student	4
Other not gainfully employed	1

Area of responsibility	%
Management	39
Research/development/design	2
Manufacturing, production, quality control	2
Buying/procurement	15
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	-
Sales	22
Marketing, advertising, PR	8
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	57
Managing director, board member, head of an authority etc.	13
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	9
Lecturer, teacher	1
Trainee	1
Other position	3
Student	4
Other not gainfully employed	1
Economic sector	%
Industry	11
Trade	60
Skilled trades	3
Service	13
Authority/public services	1
University, research	1
Other sectors	7
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	50
5- 9	14
10- 49	18
50- 199	8
200- 499	2
500 - 999	1
1 000 and more	3
Student	4
Other not gainfully employed	1

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

spoga+gafa/spoga horse (autumn) → Köln

Trade visitors' profile

Visitors (number of entries)	38 226	Area of responsibility	%
Proportion of trade visitors	94%	Management	35
Germany (total)	41	Research/development/design	4
of which		Manufacturing, production, quality control	4
Nielsen 1	8	Buying/procurement	19
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	3	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	21
Nielsen 2	52	Marketing, advertising, PR	7
North Rhine-Westph.	52	Logistics: storage, material management, transport	1
Nielsen 3a	18	Maintenance/repairs	-
Hesse	9	Other area	5
Rhineland-Palatinate	8	Student	2
Saarland	1	Other not gainfully employed	1
Nielsen 3b	10	Position in the company/organisation	%
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	36
Foreign (total)	59	Managing director, board member, head of an authority etc.	19
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
EU	58	Department head, group head, team leader	13
Other european countries	11	Other salaried staff, civil servant, skilled worker	10
Africa	3	Lecturer, teacher	1
North America	5	Trainee	2
Middle East	4	Other position	5
South-, East-, Central Asia	14	Student	2
Australia	4	Other not gainfully employed	1
Other countries	2	Economic sector	%
Distance to home	%	Industry	17
up to 50 km	13	Trade	60
more than 50 km up to 100 km	6	Skilled trades	4
more than 100 km up to 300 km	19	Service	10
over 300 km	62	Authority/public services	1
Countries with the highest visitor shares	%	University, research	1
Netherlands	10	Other sectors	5
China (PR)	8	Student	2
Belgium	7	Other not gainfully employed	1
France	7	Size of company/organisation:	
Poland	4	Number of employees	%
Frequency of visits to trade fair	%	1 - 4	24
Previous event	40	5 - 9	14
Earlier events	48	10 - 49	21
First visit	40	50 - 199	19
Average length of stay	1,7 days	200 - 499	5
Influence on purchasing/procurement decisions	%	500 - 999	4
Decisively	46	1 000 and more	11
Collectively	26	Student	2
In an advisory capacity	15	Other not gainfully employed	1
No	9	Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	
Student	2		
Other not gainfully employed	1		

CADEAUX Leipzig (autumn) (2012) → Leipzig

Trade visitors' profile

Visitors (number of entries)	9 395	Position in the company/organisation	%
Proportion of trade visitors	92%	Entrepreneur, co-owner, freelancer	61
Germany (total)	99	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	3	Department head, group head, team leader	6
Bremen	-	Other salaried staff, civil servant, skilled worker	13
Hamburg	-	Lecturer, teacher	1
Lower Saxony	-	Trainee	6
Schleswig-Holstein	-	Other position	2
Nielsen 2	-	Student	1
North Rhine-Westph.	-	Other not gainfully employed	1
Nielsen 3a	1	Economic sector	%
Hesse	-	Retail trade	51
Rhineland-Palatinate	-	Skilled trades	34
Saarland	-	Wholesale/foreign trade	6
Nielsen 3b	1	Other service	5
Baden-Württemberg	1	Industry	5
Foreign (total)	1	Commercial agent	2
Distance to home	%	Architect, planner, engineer's office, services	2
up to 50 km	21	Interior designer	2
more than 50 km up to 100 km	21	Catering/hotels	1
more than 100 km up to 300 km	50	Authority/public services	1
over 300 km	8	Other sectors	2
Frequency of visits to trade fair	%	Student	1
Previous event	54	Other not gainfully employed	1
Earlier events	67	Size of company/organisation:	
First visit	26	Number of employees	%
Average length of stay	1,1 days	1 - 4	64
Influence on purchasing/procurement decisions	%	5 - 9	14
Decisively	44	10 - 49	11
Collectively	28	50 - 199	3
In an advisory capacity	19	200 - 499	3
No	7	500 - 999	1
Student	1	1 000 and more	3
Other not gainfully employed	1	Student	1
Area of responsibility	%	Other not gainfully employed	1
Management	35	Conducted by: Institut für Marktforschung GmbH, Leipzig	
Research/development/design	1		
Manufacturing, production, quality control	9		
Buying/procurement	14		
Finance/accounting, controlling	2		
Information and communication technology	-		
Organisation, personnel, administration	-		
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		

denkmal (2012)

Trade visitors' profile

Visitors (number of entries)	12 093	Position in the company/organisation	%
Proportion of trade visitors	90%	Entrepreneur, co-owner, freelancer	61
Germany (total)	90	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	9	Department head, group head, team leader	6
Bremen	-	Other salaried staff, civil servant, skilled worker	13
Hamburg	1	Lecturer, teacher	1
Lower Saxony	7	Trainee	6
Schleswig-Holstein	1	Other position	2
Nielsen 2	7	Student	1
North Rhine-Westph.	7	Other not gainfully employed	1
Nielsen 3a	6	Economic sector	%
Hesse	3	Retail trade	51
Rhineland-Palatinate	3	Skilled trades	34
Saarland	-	Wholesale/foreign trade	6
Nielsen 3b	5	Other service	5
Baden-Württemberg	5	Industry	5
Foreign (total)	10	Commercial agent	2
of which		Architect, planner, engineer's office, services	2
EU	85	Interior designer	2
Other european countries	11	Catering/hotels	1
South-, East-, Central Asia	4	Authority/public services	1
Distance to home	%	Other sectors	2
up to 50 km	17	Student	1
more than 50 km up to 100 km	12	Other not gainfully employed	1
more than 100 km up to 300 km	34	Size of company/organisation:	
over 300 km	37	Number of employees	%
Countries with the highest visitor shares	%	1 - 4	64
Poland	30	5 - 9	14
Czech Republic	23	10 - 49	11
Frequency of visits to trade fair	%	50 - 199	3
Previous event	26	200 - 499	3
Earlier events	32	500 - 999	1
First visit	57	1 000 and more	3
Average length of stay	1,2 days	Student	1
Influence on purchasing/procurement decisions	%	Other not gainfully employed	1
Decisively	23	Conducted by: Institut für Marktforschung GmbH, Leipzig	
Collectively	22		
In an advisory capacity	24		
No	13		
Student	16		
Other not gainfully employed	2		

Area of responsibility	%
Management	21
Research/development/design	9
Manufacturing, production, quality control	10
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	3
Sales	3
Marketing, advertising, PR	-
Logistics: storage, material management, transport	1
Maintenance/repairs	7
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 manager, 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
Economic sector	%
Skilled trades, Building trade	23
Architect/engineer's and planning office	17
Public office, Authority, public services, foundation	11
Restorer	10
Restorer in Skilled trades	8
Training and further training	3
Specialist trade	2
Research and development	2
Industry	2
Other service	2
Other sectors	2
Student	16
Other not gainfully employed	2

Size of company/organisation:	
Number of employees	%
1- 4	37
5- 9	11
10- 49	17
50- 199	7
200- 499	4
500 - 999	2
1 000 and more	5
Student	16
Other not gainfully employed	2

Conducted by: Institut für Marktforschung GmbH, Leipzig

Trade visitors' profile

Visitors (number of entries)	4 385
Proportion of trade visitors	97%
Germany (total)	100
of which	
Nielsen 1	2
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	-
North Rhine-Westph.	-
Nielsen 3a	-
Hesse	-
Rhineland-Palatinate	-
Nielsen 3b	-
Saarland	-
Baden-Württemb.	-

Distance to home	%
up to 50 km	46
more than 50 km up to 100 km	25
more than 100 km up to 300 km	27
over 300 km	2

Frequency of visits to trade fair	%
Previous event	43
Earlier events	64
First visit	22

Average length of stay	1,0 days
-------------------------------	-----------------

Influence on purchasing/procurement decisions	%
Decisively	29
Collectively	33
In an advisory capacity	17
No	13
Student	6
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	2
Other salaried staff, civil servant, skilled worker	38
Lecturer, teacher	1
Trainee	11
Other position	4
Student	6
Other not gainfully employed	1

Economic sector	%
Dentist's practice, - clinic	79
Orthodontics	4
Oral and maxillofacial surgery	2
Dental technology laboratory	9
Dental trade	2
University, polytechnic, vocational school	7
Service	1
Other	2

Size of company/organisation:	
Number of employees	%
1- 4	40
5- 9	37
10- 49	11
50- 199	2
200- 499	-
500 - 999	1
1 000 and more	1
Student	6
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Private visitors' profile

Visitors (number of entries)	182 503
Proportion of private visitors	86%
Germany (total)	100
of which	
Nielsen 1	-
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	-
North Rhine-Westph.	-
Nielsen 3a	-
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemb.	-

Distance to home	%
up to 50 km	54
more than 50 km up to 100 km	30
more than 100 km up to 300 km	15
over 300 km	1

Frequency of visits to trade fair	%
Previous event	51
Earlier events	62
First visit	25

Sex	%
Male	44
Female	56

Age	%
up to 20 years	9
over 20 up to 30 years	17
over 30 up to 40 years	12
over 40 up to 50 years	24
over 50 up to 60 years	20
over 60 up to 70 years	14
over 70 years	4

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, 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	2
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

Follow-up business	%
Intend to buy at later date	
yes	32
no	12
maybe	56

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

Leipziger Tierärztekongress → Leipzig

Trade visitors' profile

Visitors (number of entries)	10 837	Area of responsibility	%
Proportion of trade visitors	100%	Management	-
Germany (total)	94	Research/development/design	-
of which		Manufacturing, production, quality control	-
Nielsen 1	14	Buying/procurement	-
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	-
Lower Saxony	10	Personnel administration, administration	-
Schleswig-Holstein	3	Sales	-
Nielsen 2	9	Marketing, advertising, PR	-
North Rhine-Westph.	9	Logistics: storage, material management, transport	-
Nielsen 3a	8	Maintenance/repairs	-
Hesse	6	Practice owner	41
Rhineland-Palatinate	2	Employee Vet	46
Saarland	-	Civil servant Vet	6
Nielsen 3b	4	Qualified veterinary employee	3
Baden-Württemberg	4	Other job	4
Foreign (total)	6	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	34
EU	68	Managing director, board member, 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, skilled worker	34
more than 50 km up to 100 km	7	Lecturer, teacher	3
more than 100 km up to 300 km	31	Trainee	1
over 300 km	45	Other position	3
Frequency of visits to trade fair	%	Student	17
Previous event	49	Other not gainfully employed	2
Earlier events	45	Economic sector	%
First visit	37	Small animal veterinary practice	26
Average length of stay	2,6 days	Mixed practice	15
Influence on purchasing/procurement decisions	%	University/college	10
Decisively	27	Equine veterinary practice	10
Collectively	21	Public veterinary administrative service	7
In an advisory capacity	21	Livestock veterinary practice	7
No	13	Other Institutions	4
Student	17	Testing facility, Federal Agency/Institute, Animal Disease Fund, Animal Health Agency/Service	2
Other not gainfully employed	2	Industrial company	1
		Student	17
		Other not gainfully employed	2
		Size of company/organisation:	%
		Number of employees	%
		1- 4	32
		5- 9	14
		10- 49	22
		50- 199	5
		200- 499	3
		500 - 999	2
		1 000 and more	3
		Student	17
		Other not gainfully employed	2

Conducted by: FGM GmbH, Leipzig

MIDORA (2013) → Leipzig

Trade visitors' profile

Visitors (number of entries)	1 934	Area of responsibility	%
Proportion of trade visitors	92%	Management	39
Germany (total)	97	Research/development/design	1
of which		Manufacturing, production, quality control	9
Nielsen 1	3	Buying/procurement	14
Bremen	1	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	2	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	25
Nielsen 2	3	Marketing, advertising, PR	1
North Rhine-Westph.	3	Logistics: storage, material management, transport	-
Nielsen 3a	2	Maintenance/repairs	2
Hesse	2	Practice owner	6
Rhineland-Palatinate	-	Employee Vet	51
Saarland	-	Civil servant Vet	39
Nielsen 3b	3	Qualified veterinary employee	12
Baden-Württemberg	3	Other job	-
Foreign (total)	3	Position in the company/organisation	%
Distance to home	%	Entrepreneur, co-owner, freelancer	71
up to 50 km	20	Managing director, board member, head of an authority etc.	5
more than 50 km up to 100 km	21	Area manager, works manager, plant manager, branch manager, head of public office	2
more than 100 km up to 300 km	41	Department head, group head, team leader	2
over 300 km	18	Other salaried staff, civil servant, skilled worker	12
Frequency of visits to exhibition	%	Lecturer, teacher	1
Previous event	46	Trainee	3
Earlier events	67	Other position	2
First visit	28	Student	2
Average length of stay	1,2 days	Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Economic sector	%
Decisively	51	Specialist retail trade in watches, jewellery etc.	53
Collectively	27	Gold and silversmith, design sector	15
In an advisory capacity	13	Other service	11
No	7	Chain, department store, mail order, wholesale	6
Student	2	Commercial agent	4
Other not gainfully employed	1	Industry	3
		Boutique, piercing studio, hair salon, cosmetic studio, drugstore	2
		Other sectors	3
		Student	2
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees	%
		1- 4	69
		5- 9	12
		10- 49	8
		50- 199	2
		200- 499	1
		500 - 999	1
		1 000 and more	4
		Student	2
		Other not gainfully employed	1

Conducted by: FGM GmbH, Leipzig

modell-hobby-spiel (2013)

Private visitors' profile

Visitors (number of entries)	108 493	Area of responsibility	%
Proportion of private visitors	97%	Management	39
Germany (total)	98	Research/development/design	1
of which		Manufacturing, production, quality control	9
Nielsen 1	3	Buying/procurement	14
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	2	Personnel administration, administration	1
Schleswig-Holstein	-	Sales	25
Nielsen 2	-	Marketing, advertising, PR	1
North Rhine-Westph.	-	Logistics: storage, material management, transport	-
Nielsen 3a	1	Maintenance/repairs	2
Hesse	1	Practice owner	6
Rhineland-Palatinate	-	Employee Vet	51
Saarland	-	Civil servant Vet	39
Nielsen 3b	-	Qualified veterinary employee	12
Baden-Württemberg	-	Other job	-
Foreign (total)	2	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	71
EU	60	Managing director, board member, head of an authority etc.	5
Other countries	40	Area manager, works manager, plant manager, branch manager, head of public office	2
Distance to home	%	Department head, group head, team leader	2
up to 50 km	39	Other salaried staff, civil servant, skilled worker	12
more than 50 km up to 100 km	26	Lecturer, teacher	1
more than 100 km up to 300 km	29	Trainee	3
over 300 km	6	Other position	2
Frequency of visits to exhibition	%	Student	2
Previous event	44	Other not gainfully employed	1
Earlier events	60	Economic sector	%
First visit	31	Specialist retail trade in watches, jewellery etc.	53
Sex	%	Gold and silversmith, design sector	15
Male	56	Other service	11
Female	44	Chain, department store, mail order, wholesale	6
Size of household	%	Commercial agent	4
1 person	13	Industry	3
2 persons	31	Boutique, piercing studio, hair salon, cosmetic studio, drugstore	2
3 persons	24	Other sectors	3
4 persons	23	Student	2
5 persons and more	9	Other not gainfully employed	1
Age	%	Size of company/organisation:	%
up to 20 years	23	Number of employees	%
over 20 up to 30 years	25	1- 4	69
over 30 up to 40 years	19	5- 9	12
over 40 up to 50 years	17	10- 49	8
over 50 up to 60 years	11	50- 199	2
over 60 up to 70 years	4	200- 499	1
over 70 years	2	500 - 999	1
		1 000 and more	4
		Student	2
		Other not gainfully employed	1

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

Conducted by: FGM GmbH, Leipzig

Trade visitors' profile

Visitors (number of entries)	18 868	Area of responsibility	%
Proportion of trade visitors	93%	Management	20
Germany (total)	60	Research/development/design	9
of which		Manufacturing, production, quality control	36
Nielsen 1	14	Buying/procurement	2
Bremen	1	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	-
Lower Saxony	10	Organisation, personnel, administration	1
Schleswig-Holstein	3	Sales	9
Nielsen 2	13	Marketing, advertising, PR	2
North Rhine-Westph.	13	Logistics: storage, material management, transport	-
Nielsen 3a	8	Maintenance/repairs	1
Hesse	5	Other area	12
Rhineland-Palatinate	3	Student	6
Saarland	-	Other not gainfully employed	1
Nielsen 3b	10		
Baden-Württemberg	10	Position in the company/organisation	%
Foreign (total)	40	Entrepreneur, co-owner, freelancer	15
of which		Managing director, board member, head of an authority etc.	9
EU	54	Area manager, works manager, plant manager, branch manager, head of public office	12
Other European countries	19	Department head, group head, team leader	14
Africa	4	Other salaried staff, civil servant, skilled worker	24
North America	5	Lecturer, teacher	3
South and Central America	6	Trainee	12
Middle East	7	Other position	7
South-, East-, Central Asia	6	Student	6
Australia	1	Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	5	Orthopaedic companies	50
more than 50 km up to 100 km	6	Sanitary specialist trade	7
more than 100 km up to 300 km	20	University/academy/specialist school	6
over 300 km	69	Orthopaedic shoe companies	6
Countries with the highest visitor shares	%	Rehabilitation systems companies	6
Czech Republic	7	Hospital	5
Austria	5	Therapeutical practice	4
Belgium	5	Social services	2
France	5	Medical technical specialised trade	2
Switzerland	5	Practice	2
Frequency of visits to trade fair	%	Vocational school/technical college	1
Previous event	44	Association, society, self-help group	1
Earlier events	41	Prophylaxis and rehabilitation facilities	1
First visit	41	Other sectors	-
Average length of stay	1,8 days	Student	6
Influence on purchasing/procurement decisions	%	Other not gainfully employed	1
Decisively	23	Size of company/organisation:	
Collectively	33	Number of employees	%
In an advisory capacity	23	1- 4	10
No	14	5- 9	13
Student	6	10- 49	32
Other not gainfully employed	1	50- 199	19
		200- 499	9
		500 - 999	4
		1 000 and more	7
		Student	6
		Other not gainfully employed	1

Conducted by: Institut für Marktforschung GmbH, Leipzig

Private visitors' profile

Visitors (number of entries)	70 549	Position in the company/organisation	%
Proportion of private visitors	94%	Entrepreneur, co-owner, freelancer	8
Germany (total)	100	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	-	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	37
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	2
Schleswig-Holstein	-	Other position	6
Nielsen 2	-	Student	8
North Rhine-Westph.	-	Housewife/man	5
Nielsen 3a	98	Old-age pensioner	15
Hesse	20	Other not gainfully employed	2
Rhineland-Palatinate	78	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	73
Nielsen 3b	1	yes	5
Baden-Württemberg	1	no	22
Distance to home	%	maybe	
up to 50 km	86	Follow-up business	%
more than 50 km up to 100 km	12	Intend to buy at later date	31
more than 100 km up to 300 km	2	yes	15
over 300 km	-	no	55
Frequency of visits to trade fair	%	maybe	
2011	50	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
2010	45		
2009	38		
Earlier events	49		
First visit	13		
Sex	%		
Male	41		
Female	59		
Size of household	%		
1 person	9		
2 persons	43		
3 persons	22		
4 persons	19		
5 persons and more	7		
Age	%		
up to 20 years	6		
over 20 up to 30 years	14		
over 30 up to 40 years	15		
over 40 up to 50 years	25		
over 50 up to 60 years	25		
over 60 up to 70 years	13		
over 70 years	4		

analytica → München

Trade visitors' profile

Visitors (number of entries)	35 384	Area of responsibility	%
Proportion of trade visitors	99%	Management	9
Germany (total)	65	Research/development/design	40
of which		Manufacturing, production, quality control	13
Nielsen 1	4	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	1
Lower Saxony	2	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	11
Nielsen 2	7	Marketing, advertising, PR	2
North Rhine-Westph.	7	Logistics: storage, material management, transport	-
Nielsen 3a	8	Maintenance/repairs	2
Hesse	4	Other area	8
Rhineland-Palatinate	3	Product management	1
Saarland	-	Student	11
Nielsen 3b	14	Other not gainfully employed	2
Baden-Württemberg	14		
Foreign (total)	35	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	6
EU	56	Managing director, board member, head of an authority etc.	8
Other european countries	18	Head of central department, division manager, authorised signatory	5
Africa	3	Departmental manager, group manager, team leader, head of laboratory	19
South-, East-, Central Asia	12	Head of the institute, tenured professor or similar	1
Other countries	11	Project manager with personal and budget responsibility	6
Distance to home	%	Other salaried staff, civil servant, skilled worker	27
up to 50 km	22	Lecturer, teacher	11
more than 50 km up to 100 km	7	Trainee	2
more than 100 km up to 300 km	19	Other position	3
over 300 km	51	Student	11
Countries with the highest visitor shares	%	Other not gainfully employed	2
Austria	14		
Switzerland	9	Economic sector	%
United Kingdom	6	User of instrumental analytics	28
Frequency of visits to trade fair	%	Manufacturer of instrumental analytics	9
Previous event	36	Dealer in instrumental analytics	10
Earlier events	36	Service/consulting in connection with instrumental analytics	6
First visit	50	Industrial research and development	14
Average length of stay	1,5 days	University Research & Development	13
Influence on purchasing/procurement decisions	%	Other types of research and development	4
Decisively	18	Authority/public services	5
Collectively	33	Student	11
In an advisory capacity	25	Other not gainfully employed	2
No	11		
Student	11	Size of company/organisation:	
Other not gainfully employed	2	Number of employees	%
		1- 4	6
		5- 9	6
		10- 49	20
		50- 199	15
		200- 499	10
		500 - 999	5
		1 000 and more	25
		Student	11
		Other not gainfully employed	2

Conducted by: TNS Infratest Wirtschafts-forschung, München

AUTOMATICA (2012) → München

Trade visitors' profile

Visitors (number of entries)	29 648	Area of responsibility	%
Proportion of trade visitors	98%	Management	27
Germany (total)	69	Research/development/design	20
of which		Manufacturing, production, quality control	18
Nielsen 1	3	Buying/procurement	1
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	2	Organisation, personnel, administration	1
Schleswig-Holstein	1	Sales	6
Nielsen 2	5	Marketing, advertising, PR	2
North Rhine-Westph.	5	Logistics: storage, material management, transport	-
Nielsen 3a	8	Maintenance/repairs	5
Hesse	4	Other area	3
Rhineland-Palatinate	3	Student	13
Saarland	1	Other not gainfully employed	1
Nielsen 3b	19		
Baden-Württemberg	19	Position in the company/organisation	%
Foreign (total)	31	Entrepreneur, co-owner, freelancer	9
of which		Managing director, board member, head of an authority etc.	8
EU	66	Area manager, works manager, plant manager, branch manager, head of public office	5
Other european countries	16	Department head, group head, team leader	21
Other countries	19	Foreman, master craftsman	5
Distance to home	%	Other salaried staff, civil servant, skilled worker	28
up to 50 km	18	Lecturer, teacher	5
more than 50 km up to 100 km	9	Trainee	5
more than 100 km up to 300 km	27	Other position	2
over 300 km	46	Student	13
Countries with the highest visitor shares	%	Other not gainfully employed	1
Austria	16		
Italy	13	Economic sector	%
Czech Republic	7	Automobile manufacture, OEM and supplier	30
Frequency of visits to trade fair	%	Construction industry	2
Previous event	25	Chemical industry	2
Earlier events	18	Electrical engineering/electronics industry	15
First visit	67	Food and beverage industry	2
Average length of stay	1,3 days	Timber processing industry	1
Influence on purchasing/procurement decisions	%	Information-/Communication Industry	2
Decisively	20	Plastics and rubber industry	3
Collectively	31	Logistics	1
In an advisory capacity	23	Aerospace industry	3
No	12	Metalworking industry	16
Student	13	Paper and printing industry	1
Other not gainfully employed	1	Pharmaceuticals, cosmetics, medical technology	3
		Packaging industry	2
		Trade	1
		Research	5
		Other sectors	13
		Student	13
		Other not gainfully employed	1
		Size of company/organisation:	
		Number of employees	%
		1- 4	6
		5- 9	3
		10- 49	12
		50- 199	16
		200- 499	13
		500 - 999	7
		1 000 and more	29
		Student	13
		Other not gainfully employed	1

Conducted by: TNS Infratest, München

electronica

Trade visitors' profile

Visitors (number of entries)	73 189	Area of responsibility	%
Proportion of trade visitors	98%	Management	27
Germany (total)	50	Research/development/design	20
of which		Manufacturing, production, quality control	18
Nielsen 1	5	Buying/procurement	1
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	2	Organisation, personnel, administration	1
Schleswig-Holstein	1	Sales	6
Nielsen 2	6	Marketing, advertising, PR	2
North Rhine-Westph.	6	Logistics: storage, material management, transport	-
Nielsen 3a	5	Maintenance/repairs	5
Hesse	4	Other area	3
Rhineland-Palatinate	1	Student	13
Saarland	-	Other not gainfully employed	1
Nielsen 3b	23		
Baden-Württemberg	23	Position in the company/organisation	%
Foreign (total)	50	Entrepreneur, co-owner, freelancer	9
of which		Managing director, board member, head of an authority etc.	8
EU	66	Area manager, works manager, plant manager, branch manager, head of public office	5
Other european countries	17	Department head, group head, team leader	21
North America	4	Foreman, master craftsman	5
South-, East-, Central Asia	8	Other salaried staff, civil servant, skilled worker	28
Other countries	5	Lecturer, teacher	5
Distance to home	%	Trainee	5
up to 50 km	12	Other position	2
more than 50 km up to 100 km	6	Student	13
more than 100 km up to 300 km	20	Other not gainfully employed	1
over 300 km	61		
Countries with the highest visitor shares	%	Economic sector	%
Italy	14	Automobile manufacture, OEM and supplier	30
Austria	10	Construction industry	2
France	6	Chemical industry	2
United Kingdom	6	Electrical engineering/electronics industry	15
Switzerland	6	Food and beverage industry	2
Frequency of visits to trade fair	%	Timber processing industry	1
Previous event	32	Information-/Communication Industry	2
Earlier events	34	Plastics and rubber industry	3
First visit	53	Logistics	1
Average length of stay	1,6 days	Aerospace industry	3
Influence on purchasing/procurement decisions	%	Metalworking industry	16
Decisively	20	Paper and printing industry	1
Collectively	32	Pharmaceuticals, cosmetics, medical technology	3
In an advisory capacity	24	Packaging industry	2
No	9	Trade	1
Student	14	Research	5
Other not gainfully employed	1	Other sectors	13
		Student	13
		Other not gainfully employed	1

Area of responsibility	%
Management	9
Research/development/design	44
Manufacturing, production, quality control	8
Buying/procurement	7
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	2
Consulting	2
Student	14
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	10
Project manager with personal and budget responsibility	11
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	3
Trainee	5
Other position	1
Student	14
Other not gainfully employed	1
Economic sector	%
Application, use of electronic components, assembly group sub-systems	19
Manufacture of electronic components	13
Manufacture of electronic assembly groups, sub-systems	21
Trade in electronic components, assembly groups, sub-systems	8
Service	9
Research and development	12
Teaching and training	2
Other sectors	-
Student	14
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 9	12
10- 49	15
50- 199	17
200- 499	10
500 - 999	9
1 000 and more	22
Student	14
Other not gainfully employed	1

Conducted by: TNS Infratest Wirtschafts-forschung, München

Private visitors' profile

Visitors (number of entries)	113 687	Position in the company/organisation	%
Proportion of private visitors	87%	Entrepreneur, co-owner, freelancer	9
Germany (total)	98	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	- Nielsen 4	Department head, group head, team leader	11
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	36
Hamburg	- Nielsen 5+6	Lecturer, teacher	4
Lower Saxony	- Berlin	Trainee	3
Schleswig-Holstein	- Brandenburg	Other position	5
Nielsen 2	- Mecklenburg-	Student	10
North Rhine-Westph.	- West Pommernania	Housewife/man	3
Nielsen 3a	- Saxony-Anhalt	Old-age pensioner	15
Hesse	- Nielsen 7	Other not gainfully employed	1
Rhineland-Palatinate	- Saxony		
Saarland	- Thuringia		
Nielsen 3b	1	Buying and ordering capacity	%
Baden-Württemb.	1	Purchase or order made or intended at the exhibition	
Foreign (total)	2	yes	32
of which		no	32
EU	95	maybe	37
Other countries	5	Follow-up business	%
Country with the highest visitor share	%	Intend to buy at later date	
Austria	83	yes	30
Distance to home	%	no	14
up to 50 km	64	maybe	57
more than 50 km up to 100 km	23	Conducted by: TNS Infratest Wirtschafts-forschung, München	
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	%		
up to 20 years	7		
over 20 up to 30 years	21		
over 30 up to 40 years	15		
over 40 up to 50 years	21		
over 50 up to 60 years	19		
over 60 up to 70 years	1		
over 70 years	4		

Trade visitors' profile

Visitors (number of entries)	135 288	Area of responsibility	%
Proportion of trade visitors	98%	Management	15
Germany (total)	55	Research/development/design	8
of which		Manufacturing, production, quality control	13
Nielsen 1	6 Nielsen 4	Buying/procurement	4
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	-
Lower Saxony	4 Berlin	Organisation, personnel, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	8
Nielsen 2	10 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	10 West Pommernania	Logistics: storage, material management, transport	1
Nielsen 3a	17 Saxony-Anhalt	Maintenance/repairs	6
Hesse	9 Nielsen 7	Other area	5
Rhineland-Palatinate	6 Saxony	Application/process engineering	7
Saarland	2 Thuringia	Environmental protection	15
Nielsen 3b	15	Student	14
Baden-Württemb.	15	Position in the company/organisation	%
Foreign (total)	45	Entrepreneur, co-owner, freelancer	11
of which		Managing director, board member, head of an authority etc.	9
EU	61	Area manager, works manager, plant manager, branch manager, head of public office	10
Other european countries	19	Department head, group head, team leader	17
Africa	3	Foreman, master craftsman	6
North America	2	Other salaried staff, civil servant, skilled worker	25
South and Central America	4	Lecturer, teacher	3
Middle East	5	Trainee	2
South-, East-, Central Asia	7	Other position	2
Distance to home	%	Student	14
up to 50 km	7	Economic sector	%
more than 50 km up to 100 km	5	Industry, manufacturing sector	21
more than 100 km up to 300 km	20	Municipal supplying and disposal companies	28
over 300 km	68	Private supplying and disposal companies and operators	9
Countries with the highest visitor shares	%	Engineer's consultant's office	12
Austria	11	Other service	5
Italy	7	Trade	4
Switzerland	7	Authority/public services	3
Denmark	4	Universities and polytechnics, science and research	3
Czech Republic	2	Association	1
Frequency of visits to trade fair	%	Other sectors	-
Previous event	35	Student	14
Earlier events	35	Size of company/organisation:	
First visit	51	Number of employees	%
Average length of stay	1,9 days	1- 4	11
Influence on purchasing/procurement decisions	%	5- 9	10
Decisively	22	10- 49	22
Collectively	30	500 - 999	6
In an advisory capacity	24	1 000 and more	12
No	10	Student	14
Student	14	Conducted by: TNS Infratest Wirtschafts-forschung, München	

INHORGENTA MUNICH (2013) → München

Trade visitors' profile

Visitors (number of entries)	29 544	Area of responsibility	%
Proportion of trade visitors	94%	Management	35
Germany (total)	68	Research/development/design	1
of which		Manufacturing, production, quality control	6
Nielsen 1	9	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	2
Hamburg	2	Information and communication technology	-
Lower Saxony	4	Personnel administration, administration	-
Schleswig-Holstein	3	Sales	15
Nielsen 2	11	Marketing, advertising, PR	4
North Rhine-Westph.	11	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	1
Hesse	4	Other area	7
Rhineland-Palatinate	5	Product development/design	14
Saarland	1	Student	6
Nielsen 3b	25	Other not gainfully employed	1
Baden-Württemberg	25	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	53
		Managing director, board member, head of an authority etc.	5
		Area manager, works manager, plant manager, branch manager, head of public office	3
		Department head, group head, team leader	5
		Foreman, master craftsman	3
		Other salaried staff, civil servant, skilled worker	13
		Lecturer, teacher	1
		Trainee	7
		Other position	2
		Student	6
		Other not gainfully employed	1
		Economic sector	%
		Classical retail trade in fashion jewellery, watches and jewellery	28
		Trend shop with lifestyle jewellery and watches	9
		Other retail	7
		Department store	2
		Wholesale and foreign trade in fashion jewellery, watches and gemstones	5
		Other wholesale trade	2
		Commercial agent	1
		Mail order business, TV/Internet-shopping	1
		Gold/silversmith without retail outlet	15
		Watchmaker without retail outlet	1
		Producer	5
		Supplying company belonging to the sector	1
		Designer	7
		Gallery	2
		Polytechnics	2
		Other sectors	6
		Student	6
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees	
		1- 4	53
		5- 9	18
		10- 49	11
		50- 199	4
		200- 499	3
		500 - 999	2
		1 000 and more	3
		Student	6
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERFORST → München

Trade visitors' profile

Visitors (number of entries)	48 879	Area of responsibility	%
Proportion of trade visitors	78%	Management	30
Germany (total)	81	Research/development/design	4
of which		Manufacturing, production, quality control	22
Nielsen 1	3	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	2	Personnel administration, administration	5
Schleswig-Holstein	-	Sales	6
Nielsen 2	5	Marketing, advertising, PR	1
North Rhine-Westph.	5	Logistics: storage, material management, transport	3
Nielsen 3a	9	Maintenance/repairs	3
Hesse	4	Other area	12
Rhineland-Palatinate	4	Student	8
Saarland	1	Other not gainfully employed	2
Nielsen 3b	22	Position in the company/organisation	%
Baden-Württemberg	22	Entrepreneur, co-owner, freelancer	28
		Managing director, board member, head of an authority etc.	8
		Area manager, works manager, plant manager, branch manager, head of public office	3
		Department head, group head, team leader	6
		Other management positions with personnel/budget responsibility	5
		Foreman, master craftsman	7
		Other salaried staff, civil servant, skilled worker	23
		Lecturer, teacher	2
		Trainee	6
		Other position	1
		Student	8
		Other not gainfully employed	2
		Economic sector	%
		State forest	13
		Other public forest	13
		Private forest	20
		(Farmer and other private forest)	20
		Forestry sub-contractor	15
		Nursery/landscape gardening	3
		Forestry college/specialist school	3
		Forestry machine manufacturer	2
		Sawmill industry	1
		Other sectors	4
		Wood power (Operator, manufacturers, processing, dealers)	2
		Timber trade	3
		Wood transport	2
		Other service	5
		Other sectors	10
		Student	8
		Other not gainfully employed	2
		Size of company/organisation:	%
		Number of employees	
		1- 4	40
		5- 9	11
		10- 49	17
		50- 199	8
		200- 499	3
		500 - 999	3
		1 000 and more	8
		Student	8
		Other not gainfully employed	2

Conducted by: TNS Infratest Wirtschaftsforschung, München

INTERNATIONALE

Trade visitors' profile

Visitors (number of entries)	128 918	Area of responsibility	%
Proportion of trade visitors	31%	Management	30
Germany (total)	95	Research/development/design	4
of which		Manufacturing, production, quality control	22
Nielsen 1	1	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	1	Personnel administration, administration	5
Schleswig-Holstein	-	Sales	6
Nielsen 2	-	Marketing, advertising, PR	1
North Rhine-Westph.	-	Logistics: storage, material management, transport	3
Nielsen 3a	1	Maintenance/repairs	3
Hesse	-	Other area	12
Rhineland-Palatinate	1	Student	8
Saarland	-	Other not gainfully employed	2
Nielsen 3b	2	Position in the company/organisation	%
Baden-Württemberg	2	Entrepreneur, co-owner, freelancer	28
		Managing director, board member, head of an authority etc.	8
		Area manager, works manager, plant manager, branch manager, head of public office	3
		Department head, group head, team leader	6
		Other management positions with personnel/budget responsibility	5
		Foreman, master craftsman	7
		Other salaried staff, civil servant, skilled worker	23
		Lecturer, teacher	2
		Trainee	6
		Other position	1
		Student	8
		Other not gainfully employed	2
		Economic sector	%
		State forest	13
		Other public forest	13
		Private forest	20
		(Farmer and other private forest)	20
		Forestry sub-contractor	15
		Nursery/landscape gardening	3
		Forestry college/specialist school	3
		Forestry machine manufacturer	2
		Sawmill industry	1
		Other sectors	4
		Wood power (Operator, manufacturers, processing, dealers)	2
		Timber trade	3
		Wood transport	2
		Other service	5
		Other sectors	10
		Student	8
		Other not gainfully employed	2
		Frequency of visits to trade fair	%
		Previous event	31
		Earlier events	41
		First visit	40
		Average length of stay	1,1 days
		Influence on purchasing/procurement decisions	%
		Decisively	20
		Collectively	19
		In an advisory capacity	15
		No	22
		Student	19
		Other not gainfully employed	5

HANDWERKSMESSE → München

Private visitors' profile

Position in the company/organisation	%	Visitors (number of entries)	128 918
Entrepreneur, co-owner, freelancer	21	Proportion of private visitors	69%
Managing director, board member, head of an authority etc.	2	Germany (total)	99
Area manager, works manager, plant manager, branch manager, head of public office	2	of which	
Department head, group head, team leader	4	Nielsen 1	- Nielsen 4 98
Foreman, master craftsman	12	Bremen	- Bavaria 98
Other salaried staff, civil servant, skilled worker	14	Hamburg	- Nielsen 5+6 -
Lecturer, teacher	2	Lower Saxony	- Berlin -
Trainee	15	Schleswig-Holstein	- Brandenburg -
Other position	4	Nielsen 2	- Mecklenburg- -
Student	19	North Rhine-Westph.	- West Pomerania -
Other not gainfully employed	5	Nielsen 3a	- Saxony-Anhalt -
		Hesse	- Nielsen 7 -
		Rhineland-Palatinate	- Saxony -
		Saarland	- Thuringia -
Economic sector	%	Nielsen 3b	1
Skilled trades	43	Baden-Württemb.	1
Industry	7	Foreign (total)	1
Producer/manufacturer	2	of which	
Retail and wholesale trade	2	EU	67
Horticulture and landscape gardening	4	Other countries	33
Architect/interior designer	1	Country with the highest visitor share	%
Florists	1	Austria	56
Service sector	7	Distance to home	%
Public authority	2	up to 50 km	62
Polytechnic, college	3	more than 50 km up to 100 km	22
Health service	1	more than 100 km up to 300 km	14
Financial services	1	over 300 km	2
Other sectors	3	Frequency of visits to trade fair	%
Student	19	Previous event	39
Other not gainfully employed	5	Earlier events	57
		First visit	25
Size of company/organisation:		Sex	%
Number of employees	%	Male	39
1- 4	22	Female	61
5- 9	13	Size of household	%
10- 49	17	1 person	15
50- 199	8	2 persons	50
200- 499	5	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	23
		over 70 years	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	2
Department head, group head, team leader	7
Foreman, master craftsman	3
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	2
Trainee	2
Other position	5
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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BIOFACH + VIVANESS → Nürnberg

Trade visitors' profile

Visitors (number of entries)	42 445	Area of responsibility	%
Proportion of trade visitors	94%	Management	27
Germany (total)	57	Research/development/design	5
of which		Manufacturing, production, quality control	9
Nielsen 1	8 Nielsen 4 49	Buying/procurement	10
Bremen	- Bavaria 49	Finance/accounting, controlling	2
Hamburg	2 Nielsen 5+6 4	Information and communication technology	1
Lower Saxony	4 Berlin 2	Personnel administration, administration	1
Schleswig-Holstein	1 Brandenburg 1	Sales	17
Nielsen 2	6 Mecklenburg- -	Marketing, advertising, PR	5
North Rhine-Westph.	6 West Pomerania -	Logistics: storage, material management, transport	2
Nielsen 3a	10 Saxony-Anhalt 1	Maintenance/repairs	1
Hesse	7 Nielsen 7 6	Other area	8
Rhineland-Palatinate	3 Saxony 5	Student	11
Saarland	- Thuringia 2	Other not gainfully employed	2
Nielsen 3b	17	Position in the company/organisation	%
Baden-Württemb.	17	Entrepreneur, co-owner, freelancer	37
Foreign (total)	43	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	9
EU	74	Department head, group head, team leader	10
Other european countries	10	Other salaried staff, civil servant, skilled worker	16
North America	3	Lecturer, teacher	3
South and Central America	3	Trainee	3
South-, East-, Central Asia	7	Other position	4
Other countries	4	Student	11
Distance to home	%	Other not gainfully employed	2
up to 50 km	11	Economic sector	%
more than 50 km up to 100 km	7	Retail trade	24
more than 100 km up to 300 km	26	Wholesale, import, export	20
over 300 km	56	Manufacturers	16
Countries with the highest visitor shares	%	Agriculture and fisheries	7
Austria	9	Service	16
Italy	9	Other sectors	5
France	8	Student	11
Spain	7	Other not gainfully employed	2
Netherlands	6	Size of company/organisation:	
Frequency of visits to trade fair	%	Number of employees	%
Previous event	31	1- 4	29
Earlier events	43	5- 9	15
First visit	44	10- 49	19
Average length of stay	1,6 days	50- 199	12
Influence on purchasing/procurement decisions	%	200- 499	5
Decisively	38		
Collectively	25		
In an advisory capacity	14		
No	10		
Student	11		
Other not gainfully employed	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BrauBeviale → Nürnberg

Trade visitors' profile

Visitors (number of entries)	37 200	Area of responsibility	%
Proportion of trade visitors	94%	Management	21
Germany (total)	65	Research/development/design	8
of which		Manufacturing, production, quality control	26
Nielsen 1	7	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	2
Lower Saxony	4	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	12
Nielsen 2	5	Marketing, advertising, PR	2
North Rhine-Westph.	5	Logistics: storage, material management, transport	2
Nielsen 3a	13	Maintenance/repairs	6
Hesse	6	Other area	4
Rhineland-Palatinate	6	Student	10
Saarland	6	Other not gainfully employed	2
Nielsen 3b	14		
Baden-Württemb.	14	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	25
		Managing director, board member, head of an authority etc.	6
Foreign (total)	36	Area manager, works manager, plant manager, branch manager, head of public office	13
of which		Department head, group head, team leader	18
EU	62	Other salaried staff, civil servant, skilled worker	17
Other european countries	22	Lecturer, teacher	1
South and Central America	4	Trainee	5
South-, East-, Central Asia	4	Other position	4
Other countries	8	Student	10
		Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	7	Industry	57
more than 50 km up to 100 km	10	Trade	9
more than 100 km up to 300 km	34	Service	14
over 300 km	49	Agriculture	4
		Other sectors	5
Countries with the highest visitor shares	%	Student	10
Czech Republic	10	Other not gainfully employed	2
Switzerland	9		
Italy	7	Size of company/organisation:	
Austria	6	Number of employees	%
Netherlands	5	1- 4	18
		5- 9	8
		10- 49	19
		50- 199	18
		200- 499	8
		500 - 999	5
		1 000 and more	13
		Student	10
		Other not gainfully employed	2
Frequency of visits to trade fair	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Previous event	37		
Earlier events	43		
First visit	46		
Average length of stay	1,5 days		
Influence on purchasing/procurement decisions	%		
Decisively	29		
Collectively	31		
In an advisory capacity	17		
No	11		
Student	10		
Other not gainfully employed	2		

Chillventa → Nürnberg

Trade visitors' profile

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

CO-REACH

Trade visitors' profile

Visitors (number of entries)	5 778	Area of responsibility	%
Proportion of trade visitors	100%	Management	19
Germany (total)	94	Research/development/design	16
of which		Manufacturing, production, quality control	10
Nielsen 1	7	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	-
Lower Saxony	2	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	15
Nielsen 2	9	Marketing, advertising, PR	1
North Rhine-Westph.	9	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	19
Hesse	7	Other area	8
Rhineland-Palatinate	2	Student	3
Saarland	2	Other not gainfully employed	2
Nielsen 3b	16		
Baden-Württemb.	16	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	23
		Managing director, board member, head of an authority etc.	10
Foreign (total)	6	Area manager, works manager, plant manager, branch manager, head of public office	14
of which		Department head, group head, team leader	17
EU	73	Other salaried staff, civil servant, skilled worker	20
Other european countries	27	Lecturer, teacher	1
		Trainee	8
		Other position	3
		Student	3
		Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	19	Specialist refrigeration company	44
more than 50 km up to 100 km	14	Specialist air-conditioning company	11
more than 100 km up to 300 km	40	Thermal pump specialists	3
over 300 km	26	Specialist sanitary, heating, air-conditioning	2
		Electrical specialist firms	1
Frequency of visits to trade fair	%	Facility management	3
Previous event	34	Specialist trade	2
Earlier events	44	Plant operator	2
First visit	45	Manufacturers	14
Average length of stay	1,2 days	Architect	1
Influence on purchasing/procurement decisions	%	Specialist planner (Technical building equipment)	4
Decisively	22	Other sectors	8
Collectively	39	Student	3
In an advisory capacity	23	Other not gainfully employed	2
No	10		
Student	5		
Other not gainfully employed	1		

Area of responsibility	%
Management	11
Research/development/design	1
Manufacturing, production, quality control	6
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	4
Personnel administration, administration	1
Sales	15
Marketing, advertising, PR	49
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	3
Student	5
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, 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	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
5- 9	4
10- 49	19
50- 199	17
200- 499	11
500 - 999	8
1 000 and more	24
Student	5
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	26 714
Proportion of trade visitors	98%
Germany (total)	67
of which	
Nielsen 1	5
Nielsen 2	7
Nielsen 3a	11
Nielsen 3b	24
Nielsen 3c	24
Nielsen 4	44
Nielsen 5+6	2
Bremen	44
Hamburg	2
Lower Saxony	2
Schleswig-Holstein	-
Mecklenburg-North Rhine-Westph.	-
Saxony-Anhalt	-
Hesse	8
Rhineland-Palatinate	4
Saarland	4
Thuringia	4
Foreign (total)	33
of which	
EU	72
Other European countries	16
North America	5
South-, East-, Central Asia	6
Other countries	2
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	7
more than 100 km up to 300 km	39
over 300 km	45
Countries with the highest visitor shares	%
Austria	10
Czech Republic	10
Italy	9
Switzerland	9
France	7
Frequency of visits to trade fair	%
Previous event	34
Earlier events	43
First visit	41
Average length of stay	1,4 days
Influence on purchasing/procurement decisions	%
Decisively	21
Collectively	34
In an advisory capacity	21
No	11
Student	13
Other not gainfully employed	1

Area of responsibility	%
Management	7
Research/development/design	57
Manufacturing, production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	6
Personnel administration, administration	1
Sales	6
Marketing, advertising, PR	3
Logistics: storage, material management, transport	-
Maintenance/repairs	2
Other area	2
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 manager, branch manager, head of public office	4
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	37
Lecturer, teacher	3
Trainee	1
Other position	4
Student	13
Other not gainfully employed	1
Economic sector	%
Industry	62
Wholesale trade	3
Retail trade	1
Service	11
Public administration	1
Teaching, research	7
Other sectors	3
Student	13
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	8
5- 9	4
10- 49	15
50- 199	16
200- 499	9
500 - 999	8
1 000 and more	26
Student	13
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	1 667
Proportion of trade visitors	100%
Germany (total)	72
of which	
Nielsen 1	13
Nielsen 2	5
Nielsen 3a	17
Nielsen 3b	13
Nielsen 3c	3
Nielsen 4	39
Nielsen 5+6	14
Bremen	39
Hamburg	3
Lower Saxony	8
Schleswig-Holstein	2
Mecklenburg-North Rhine-Westph.	5
Saxony-Anhalt	3
Hesse	13
Rhineland-Palatinate	3
Saarland	1
Thuringia	2
Foreign (total)	28
of which	
EU	58
Other European countries	21
Other countries	21
Distance to home	%
up to 50 km	5
more than 50 km up to 100 km	10
more than 100 km up to 300 km	31
over 300 km	54
Frequency of visits to trade fair	%
Previous event	34
Earlier events	24
First visit	64
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	23
In an advisory capacity	37
No	19
Student	2

Area of responsibility	%
Management	5
Research/development/design	7
Manufacturing, production, quality control	2
Buying/procurement	10
Finance/accounting, controlling	-
Information and communication technology	3
Personnel administration, administration	2
Sales	9
Marketing, advertising, PR	4
Logistics: storage, material management, transport	4
Maintenance/repairs	4
Other area	8
Agency management	3
Training	25
Utilisation	12
Student	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	18
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher	10
Trainee	2
Other position	11
Student	2
Economic sector	%
Police	32
Justice	2
Armed forces, troops	37
Customs	5
Other Specialist authorities, -facilities	22
Student	2
Size of company/organisation:	
Number of employees	%
1- 4	10
5- 9	5
10- 49	10
50- 199	9
200 - 499	8
500 - 999	6
1 000 and more	50
Student	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

EUROGUSS → Nürnberg

Trade visitors' profile

Visitors (number of entries)	11 187	Area of responsibility	%
Proportion of trade visitors	99%	Management	13
Germany (total)	71	Research/development/design	20
of which		Manufacturing, production, quality control	26
Nielsen 1	4	Buying/procurement	15
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	-
Lower Saxony	2	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	14
Nielsen 2	14	Marketing, advertising, PR	1
North Rhine-Westph.	14	Logistics: storage, material management, transport	-
Nielsen 3a	8	Maintenance/repairs	4
Hesse	5	Other area	4
Rhineland-Palatinate	2	Student	3
Saarland	1	Position in the company/organisation	%
Nielsen 3b	26	Entrepreneur, co-owner, freelancer	11
Baden-Württemb.	26	Managing director, board member, head of an authority etc.	6
Foreign (total)	29	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	31
EU	75	Other salaried staff, civil servant, skilled worker	32
Other european countries	13	Lecturer, teacher	1
South-, East-, Central Asia	8	Trainee	3
Other countries	5	Other position	3
Distance to home	%	Student	3
up to 50 km	11	Economic sector	%
more than 50 km up to 100 km	6	Industry	85
more than 100 km up to 300 km	36	Wholesale trade	2
over 300 km	46	Import/export	1
Countries with the highest visitor shares	%	Service	8
Italy	16	Teaching, research	1
Czech Republic	11	Other sectors	1
Austria	10	Student	3
Poland	8	Size of company/organisation:	
Frequency of visits to trade fair	%	Number of employees	%
Previous event	32	1- 4 5	200 - 499 15
Earlier events	31	5- 9 4	500 - 999 11
First visit	55	10- 49 12	1 000 and more 33
Average length of stay	1,3 days	50- 199 17	Student 3
Influence on purchasing/procurement decisions	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Decisively	21		
Collectively	41		
In an advisory capacity	23		
No	12		
Student	3		

fensterbau/frontale → Nürnberg

Trade visitors' profile

Visitors (number of entries)	*)	Area of responsibility	%
Proportion of trade visitors	95%	Management	30
Germany (total)	74	Research/development/design	7
of which		Manufacturing, production, quality control	21
Nielsen 1	6	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	2
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	14
Nielsen 2	11	Marketing, advertising, PR	3
North Rhine-Westph.	11	Logistics: storage, material management, transport	1
Nielsen 3a	15	Maintenance/repairs	3
Hesse	7	Other area	7
Rhineland-Palatinate	7	Student	4
Saarland	2	Other not gainfully employed	1
Nielsen 3b	19	Position in the company/organisation	%
Baden-Württemb.	19	Entrepreneur, co-owner, freelancer	36
Foreign (total)	26	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	11
EU	65	Department head, group head, team leader	12
Other european countries	17	Other salaried staff, civil servant, skilled worker	17
South and Central America	5	Lecturer, teacher	1
South-, East-, Central Asia	6	Trainee	8
Other countries	8	Other position	3
Distance to home	%	Student	4
up to 50 km	6	Other not gainfully employed	1
more than 50 km up to 100 km	9	Economic sector	%
more than 100 km up to 300 km	35	Industry	24
over 300 km	50	Skilled trades	49
Countries with the highest visitor shares	%	Retail trade/building materials trade	5
Italy	10	Wholesale/foreign trade	6
France	8	Architect	3
Poland	8	Other service	4
Austria	6	Authority/public services	1
Russia	5	Teaching (polytechnic/university/college)	1
Frequency of visits to trade fair	%	Research	1
Previous event	43	Other sectors	2
Earlier events	47	Student	4
First visit	35	Other not gainfully employed	1
Average length of stay	1,4 days	Size of company/organisation:	
Influence on purchasing/procurement decisions	%	Number of employees	%
Decisively	36	1- 4 27	500 - 999 2
Collectively	27	5- 9 15	1 000 and more 7
In an advisory capacity	18	10- 49 23	Student 4
No	14	50- 199 16	Other not gainfully employed 1
Student	4	200- 499 5	
Other not gainfully employed	1		

*) individual number of visitors not available, combined with HOLZ-HANDWERK (108 967 visitors in total)

FeuerTRUTZ

Trade visitors' profile

Visitors (number of entries)	5 116	Area of responsibility	%
Proportion of trade visitors	99%	Management	30
Germany (total)	95	Research/development/design	7
of which		Manufacturing, production, quality control	21
Nielsen 1	6	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	2
Hamburg	1	Information and communication technology	1
Lower Saxony	3	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	14
Nielsen 2	7	Marketing, advertising, PR	3
North Rhine-Westph.	7	Logistics: storage, material management, transport	1
Nielsen 3a	12	Maintenance/repairs	3
Hesse	5	Other area	7
Rhineland-Palatinate	5	Student	4
Saarland	2	Other not gainfully employed	1
Nielsen 3b	15	Position in the company/organisation	%
Baden-Württemb.	15	Entrepreneur, co-owner, freelancer	36
Foreign (total)	5	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	11
EU	84	Department head, group head, team leader	12
Other countries	16	Other salaried staff, civil servant, skilled worker	17
Distance to home	%	Lecturer, teacher	1
up to 50 km	17	Trainee	8
more than 50 km up to 100 km	9	Other position	3
more than 100 km up to 300 km	46	Student	4
over 300 km	29	Other not gainfully employed	1
Frequency of visits to trade fair	%	Economic sector	%
Previous event	26	Industry	24
Earlier events	24	Skilled trades	49
First visit	64	Retail trade/building materials trade	5
Average length of stay	1,3 days	Wholesale/foreign trade	6
Influence on purchasing/procurement decisions	%	Architect	3
Decisively	29	Other service	4
Collectively	30	Authority/public services	1
In an advisory capacity	24	Teaching (polytechnic/university/college)	1
No	15	Research	1
Student	1	Other sectors	2
		Student	4
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Area of responsibility	%
Management	20
Research/development/design	8
Manufacturing, production, quality control	7
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	3
Sales	11
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	18
Other area	25
Student	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	25
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	35
Lecturer, teacher	-
Trainee	1
Other position	3
Student	1
Economic sector	%
Technical planner, surveyor	19
Architect, construction engineer, general contractor	11
Government agency representatives, fire protection authorities	11
Facility manager, operator for special constructions	3
Fire prevention officer	15
Construction company	2
Workman (drywall builder, carpenter, insulation installer, metal worker, roofer)	6
Installer (electrician, fire alarms, extinguishing and ventilation systems)	6
Provider of fire protection products, service	15
Professional and factory firefighters	3
Insurance company	1
Other sectors	7
Student	1
Size of company/organisation:	
Number of employees	%
1- 4	22
5- 9	10
10- 49	19
50- 199	9
200 - 499	10
500 - 999	6
1 000 and more	22
Student	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	66 563
Proportion of trade visitors	97%
Germany (total)	92
of which	
Nielsen 1	9
Nielsen 4	35
Bremen	-
Bavaria	35
Hamburg	1
Nielsen 5+6	4
Lower Saxony	6
Berlin	-
Schleswig-Holstein	2
Brandenburg	2
Nielsen 2	14
Mecklenburg-	
North Rhine-Westph.	14
West Pommern	1
Nielsen 3a	12
Saxony-Anhalt	1
Hesse	6
Nielsen 7	7
Rhineland-Palatinate	5
Saxony	4
Saarland	1
Thuringia	3
Nielsen 3b	20
Baden-Württemberg	20
Foreign (total)	8
of which	
EU	72
Other European countries	15
Other countries	14
Distance to home	%
up to 50 km	7
more than 50 km up to 100 km	10
more than 100 km up to 300 km	41
over 300 km	42
Frequency of visits to trade fair	%
Previous event	44
Earlier events	44
First visit	38
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	29
In an advisory capacity	17
No	18
Student	5
Other not gainfully employed	1

Area of responsibility	%
Management	28
Research/development/design	2
Manufacturing, production, quality control	11
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	7
Marketing, advertising, PR	1
Logistics: storage, material management, transport	2
Maintenance/repairs	11
Other area	25
Student	5
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	31
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	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	2
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 management	2
Suppliers of motorised equipment and agricultural machinery	7
Other sectors	17
Student	5
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	24
5- 9	18
10- 49	30
50- 199	11
200- 499	5
500 - 999	2
1 000 and more	4
Student	5
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	*)
Proportion of trade visitors	90%
Germany (total)	90
of which	
Nielsen 1	3
Nielsen 4	46
Bremen	-
Bavaria	46
Hamburg	-
Nielsen 5+6	2
Lower Saxony	2
Berlin	1
Schleswig-Holstein	2
Brandenburg	1
Nielsen 2	5
Mecklenburg-	
North Rhine-Westph.	5
West Pommern	-
Nielsen 3a	12
Saxony-Anhalt	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
more 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	%
Decisively	30
Collectively	21
In an advisory capacity	14
No	27
Student	7
Other not gainfully employed	1

*) 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	35
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	1
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 manager, branch manager, head of public office	5
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	4
Trainee	23
Other position	2
Student	7
Other not gainfully employed	1
Economic sector	%
Industry	11
Skilled trades	66
Retail trade/building materials trade	1
Wholesale/foreign trade	3
Architect	2
Interior designer	1
Other service	3
Authority/public services	3
Teaching (polytechnic/university/college)	2
Research	2
Other sectors	2
Student	7
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	30
5- 9	18
10- 49	20
50- 199	10
200- 499	5
500 - 999	2
1 000 and more	6
Student	7
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IFH/Intherm → Nürnberg

Trade visitors' profile

Visitors (number of entries)	45 816	Area of responsibility	%
Proportion of trade visitors	96%	Management	19
Germany (total)	98	Research/development/design	2
of which		Manufacturing, production, quality control	10
Nielsen 1	- Nielsen 4	Buying/procurement	3
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	- Nielsen 5+6	Information and communication technology	1
Lower Saxony	- Berlin	Personnel administration, administration	1
Schleswig-Holstein	- Brandenburg	Sales	11
Nielsen 2	- Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	- West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	3 Saxony-Anhalt	Maintenance/repairs	14
Hesse	2 Nielsen 7	Other area	3
Rhineland-Palatinate	1 Saxony	Field-assembly work, after-sales service	29
Saarland	- Thuringia	Student	4
Nielsen 3b	26	Other not gainfully employed	1
Baden-Württemb.	26		
Foreign (total)	2	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	25
EU	57	Managing director, board member, head of an authority etc.	3
Other countries	43	Area manager, works manager, plant manager, branch manager, head of public office	4
Distance to home	%	Department head, group head, team leader	9
up to 50 km	15	Foreman, master craftsman	11
more than 50 km up to 100 km	20	Other salaried staff, civil servant, skilled worker	28
more than 100 km up to 300 km	56	Lecturer, teacher	1
over 300 km	9	Trainee	14
Frequency of visits to trade fair	%	Other position	1
Previous event	45	Student	4
Earlier events	46	Other not gainfully employed	1
First visit	34		
Average length of stay	1,1 days	Economic sector	%
Influence on purchasing/procurement decisions	%	Skilled trades	66
Decisively	26	Industry	6
Collectively	29	Wholesale/foreign trade	9
In an advisory capacity	21	Engineering, planning office, architects	5
No	20	Energy consulting	1
Student	4	Housing industry	1
Other not gainfully employed	1	Service sector	4
		Polytechnic, college	1
		Public authority	2
		Other sectors	-
		Student	4
		Other not gainfully employed	1
		Size of company/organisation:	
		Number of employees	%
		1- 4	29
		5- 9	19
		10- 49	23
		50- 199	9
		200- 499	7
		500 - 999	2
		1 000 and more	7
		Student	4
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Interzoo → Nürnberg

Trade visitors' profile

Visitors (number of entries)	37 367	Area of responsibility	%
Proportion of trade visitors	96%	Management	37
Germany (total)	37	Research/development/design	3
of which		Manufacturing, production, quality control	4
Nielsen 1	12 Nielsen 4	Buying/procurement	12
Bremen	2 Bavaria	Finance/accounting, controlling	1
Hamburg	3 Nielsen 5+6	Information and communication technology	1
Lower Saxony	5 Berlin	Personnel administration, administration	1
Schleswig-Holstein	3 Brandenburg	Sales	29
Nielsen 2	12 Mecklenburg-	Marketing, advertising, PR	4
North Rhine-Westph.	12 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	14 Saxony-Anhalt	Maintenance/repairs	1
Hesse	9 Nielsen 7	Other area	4
Rhineland-Palatinate	5 Saxony	Student	1
Saarland	- Thuringia	Other not gainfully employed	1
Nielsen 3b	10		
Baden-Württemb.	10		
Foreign (total)	63	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	52
EU	59	Managing director, board member, head of an authority etc.	12
Other european countries	12	Area manager, works manager, plant manager, branch manager, head of public office	9
Africa	2	Department head, group head, team leader	9
North America	5	Other salaried staff, civil servant, skilled worker	10
South and Central America	3	Lecturer, teacher	-
Middle East	3	Trainee	1
South-, East-, Central Asia	15	Other position	3
Australia	2	Student	1
Distance to home	%	Other not gainfully employed	1
up to 50 km	6		
more than 50 km up to 100 km	3	Economic sector	%
more than 100 km up to 300 km	19	Industry	12
over 300 km	73	Skilled trades	4
Countries with the highest visitor shares	%	Retail trade	43
Italy	7	Wholesale/foreign trade	27
France	6	Service	7
Spain	5	Authority/public services	1
Netherlands	5	Other sectors	4
Austria	4	Student	1
Frequency of visits to trade fair	%	Other not gainfully employed	1
Previous event	40		
Earlier events	46	Size of company/organisation:	
First visit	40	Number of employees	%
Average length of stay	2,1 days	1- 4	39
Influence on purchasing/procurement decisions	%	5- 9	15
Decisively	55	10- 49	20
Collectively	27	50- 199	10
In an advisory capacity	12	200- 499	5
No	4	500 - 999	2
Student	1	1 000 and more	5
Other not gainfully employed	1	Student	1
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

it-sa

Trade visitors' profile

Visitors (number of entries)	7 390	Area of responsibility	%
Proportion of trade visitors	98%	Management	37
Germany (total)	96	Research/development/design	3
of which		Manufacturing, production, quality control	4
Nielsen 1	3 Nielsen 4	Buying/procurement	12
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	1 Berlin	Personnel administration, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	29
Nielsen 2	6 Mecklenburg-	Marketing, advertising, PR	4
North Rhine-Westph.	6 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	10 Saxony-Anhalt	Maintenance/repairs	1
Hesse	7 Nielsen 7	Other area	4
Rhineland-Palatinate	2 Saxony	Student	1
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	11		
Baden-Württemb.	11		
Foreign (total)	4	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	52
EU	53	Managing director, board member, head of an authority etc.	12
Other countries	47	Area manager, works manager, plant manager, branch manager, head of public office	9
Distance to home	%	Department head, group head, team leader	9
up to 50 km	28	Other salaried staff, civil servant, skilled worker	10
more than 50 km up to 100 km	10	Lecturer, teacher	-
more than 100 km up to 300 km	38	Trainee	1
over 300 km	25	Other position	3
Frequency of visits to trade fair	%	Student	1
Previous event	32	Other not gainfully employed	1
Earlier events	34		
First visit	54	Economic sector	%
Average length of stay	1,2 days	Industry	12
Influence on purchasing/procurement decisions	%	Skilled trades	4
Decisively	22	Retail trade	43
Collectively	28	Wholesale/foreign trade	27
In an advisory capacity	28	Service	7
No	13	Authority/public services	1
Student	7	Other sectors	4
Other not gainfully employed	2	Student	1
		Other not gainfully employed	1

Area of responsibility	%
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
Logistics: storage, material management, 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 manager, 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
Economic sector	%
Industry	20
Trade	3
Police	2
Public authority	11
Banks, saving banks	3
Insurance	2
Engineer's consultant's office	2
Information services	24
Telecommunication	5
Management consultancy	2
Health service	3
Education and schools	4
Research	2
Association	1
Other sectors	7
Student	7
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	7
5- 9	5
10- 49	8
50- 199	12
200- 499	12
500 - 999	8
1 000 and more	39
Student	7
Other not gainfully employed	2

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

Trade visitors' profile

Visitors (number of entries)	2 236
Proportion of trade visitors	100%
Germany (total)	85
of which	
Nielsen 1	7
Bremen	-
Hamburg	2
Lower Saxony	4
Schleswig-Holstein	1
Nielsen 2	13
North Rhine-Westph.	13
Nielsen 3a	10
Hesse	4
Rhineland-Palatinate	4
Saarland	2
Nielsen 3b	14
Baden-Württemb.	14
Foreign (total)	15
of which	
EU	87
Other european countries	13
Other countries	-
Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	10
more than 100 km up to 300 km	35
over 300 km	48
Frequency of visits to trade fair	%
Previous event	29
Earlier events	21
First visit	66
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	37
Collectively	33
In an advisory capacity	17
No	10
Student	1
Other not gainfully employed	1

Area of responsibility	%
Management	36
Research/development/design	5
Manufacturing, production, quality control	5
Buying/procurement	6
Finance/accounting, controlling	2
Information and communication technology	4
Personnel administration, administration	-
Sales	26
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	11
Student	1
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	1
Trainee	1
Other position	3
Student	1
Other not gainfully employed	1
Economic sector	%
Industry	19
Manufacturers	12
Skilled trades	29
Retail trade	5
Wholesale/foreign trade	8
Import/export	2
Service	11
Public authority/administration	10
Other sectors	3
Student	1
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	16
5- 9	16
10- 49	27
50- 199	16
200- 499	8
500 - 999	5
1 000 and more	10
Student	1
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	15 235
Proportion of trade visitors	99%
Germany (total)	66
of which	
Nielsen 1	10
Bremen	1
Hamburg	1
Lower Saxony	6
Schleswig-Holstein	1
Nielsen 2	12
North Rhine-Westph.	12
Nielsen 3a	15
Hesse	10
Rhineland-Palatinate	5
Saarland	-
Nielsen 3b	23
Baden-Württemb.	23
Foreign (total)	34
of which	
EU	65
Other european countries	23
South-, East-, Central Asia	6
Other countries	5
Distance to home	%
up to 50 km	5
more than 50 km up to 100 km	6
more than 100 km up to 300 km	34
over 300 km	55
Countries with the highest visitor shares	%
Switzerland	16
Italy	9
Austria	9
France	7
Belgium	5
Frequency of visits to trade fair	%
Previous event	29
Earlier events	36
First visit	52
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	23
Collectively	42
In an advisory capacity	22
No	7
Student	6

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

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

SENSOR+TEST → Nürnberg

Trade visitors' profile

Visitors (number of entries)	7 983	Area of responsibility	%
Proportion of trade visitors	99%	Management	10
Germany (total)	78	Research/development/design	47
of which		Manufacturing, production, quality control	6
Nielsen 1	4	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	1
Lower Saxony	2	Sales	-
Schleswig-Holstein	1	Personnel administration, administration	12
Nielsen 2	8	Marketing, advertising, PR	3
North Rhine-Westph.	8	Logistics: storage, material management, transport	-
Nielsen 3a	13	Maintenance/repairs	2
Hesse	9	Other area	3
Rhineland-Palatinate	3	Student	13
Saarland	2	Other not gainfully employed	1
Nielsen 3b	21		
Baden-Württemb.	21		
Foreign (total)	22	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	13
EU	65	Managing director, board member, head of an authority etc.	5
Other european countries	13	Area manager, works manager, plant manager, branch manager, head of public office	5
South-, East-, Central Asia	14	Department head, group head, team leader	22
Other countries	9	Other salaried staff, civil servant, skilled worker	35
Distance to home	%	Lecturer, teacher	3
up to 50 km	10	Trainee	1
more than 50 km up to 100 km	8	Other position	3
more than 100 km up to 300 km	43	Student	13
over 300 km	40	Other not gainfully employed	1
Countries with the highest visitor shares	%	Economic sector	%
Czech Republic	13	Industry	59
Austria	9	Wholesale trade	3
France	9	Import/export	1
Frequency of visits to trade fair	%	Service	10
Previous event	24	Public administration	1
Earlier events	25	Teaching, research	10
First visit	52	Other sectors	3
Average length of stay	1,2 days	Student	13
Influence on purchasing/procurement decisions	%	Other not gainfully employed	1
Decisively	23	Size of company/organisation:	
Collectively	38	Number of employees	%
In an advisory capacity	19	1- 4	9
No	6	5- 9	5
Student	13	10- 49	14
Other not gainfully employed	1	50- 199	13
		200- 499	10
		500 - 999	5
		1 000 and more	31
		Student	13
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Spielwarenmesse® → Nürnberg

Trade visitors' profile

Visitors (number of entries)	75 348	Area of responsibility	%
Proportion of trade visitors	81%	Management	29
Germany (total)	54	Research/development/design	5
of which		Manufacturing, production, quality control	4
Nielsen 1	6	Buying/procurement	13
Bremen	1	Finance/accounting, controlling	2
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Personnel administration, administration	25
Schleswig-Holstein	1	Marketing, advertising, PR	6
Nielsen 2	7	Logistics: storage, material management, transport	2
North Rhine-Westph.	7	Maintenance/repairs	1
Nielsen 3a	9	Other area	8
Hesse	6	Student	2
Rhineland-Palatinate	3	Other not gainfully employed	2
Saarland	-		
Nielsen 3b	14		
Baden-Württemb.	14		
Foreign (total)	46	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	45
EU	63	Managing director, board member, head of an authority etc.	11
Other european countries	15	Area manager, works manager, plant manager, branch manager, head of public office	7
Africa	2	Department head, group head, team leader	11
North America	4	Other salaried staff, civil servant, skilled worker	15
South and Central America	3	Lecturer, teacher	2
Middle East	4	Trainee	2
South-, East-, Central Asia	9	Other position	4
Australia	1	Student	2
Distance to home	%	Other not gainfully employed	2
up to 50 km	14	Economic sector	%
more than 50 km up to 100 km	6	Wholesale/foreign trade	17
more than 100 km up to 300 km	24	Retail trade/specialist trade	41
over 300 km	57	Department store/mail order	4
Countries with the highest visitor shares	%	Skilled trades	4
France	9	Services, professions, institutions	11
Italy	7	Media (press, radio, television)	4
Switzerland	6	Industry	8
Netherlands	5	Authority/public services	3
Czech Republic	5	Other sectors	5
Frequency of visits to trade fair	%	Student	2
Previous event	40	Other not gainfully employed	2
Earlier events	53	Size of company/organisation:	
First visit	34	Number of employees	%
Average length of stay	1,9 days	1- 4	41
Influence on purchasing/procurement decisions	%	5- 9	13
Decisively	48	10- 49	16
Collectively	27	50- 199	9
In an advisory capacity	15	200- 499	4
No	7	500 - 999	3
Student	2	1 000 and more	10
Other not gainfully employed	2	Student	2
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Werkstätten:Messe

Trade visitors' profile

Visitors (number of entries)	21 190	Area of responsibility	%
Proportion of trade visitors	55%	Management	29
Germany (total)	98	Research/development/design	5
of which		Manufacturing, production, quality control	4
Nielsen 1	8	Buying/procurement	13
Bremen	-	Finance/accounting, controlling	2
Hamburg	1	Information and communication technology	1
Lower Saxony	6	Personnel administration, administration	25
Schleswig-Holstein	2	Marketing, advertising, PR	6
Nielsen 2	5	Logistics: storage, material management, transport	2
North Rhine-Westph.	5	Maintenance/repairs	1
Nielsen 3a	9	Other area	8
Hesse	6	Student	2
Rhineland-Palatinate	3	Other not gainfully employed	2
Saarland	-		
Nielsen 3b	8		
Baden-Württemb.	8		
Foreign (total)	2	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	45
EU	57	Managing director, board member, head of an authority etc.	11
Other countries	43	Area manager, works manager, plant manager, branch manager, head of public office	7
Distance to home	%	Department head, group head, team leader	11
up to 50 km	38	Other salaried staff, civil servant, skilled worker	15
more than 50 km up to 100 km	12	Lecturer, teacher	2
more than 100 km up to 300 km	28	Trainee	2
over 300 km	22	Other position	4
Frequency of visits to trade fair	%	Student	2
Previous event	39	Other not gainfully employed	2
Earlier events	50	Economic sector	%
First visit	37	Wholesale/foreign trade	17
Average length of stay	1,2 days	Retail trade/specialist trade	41
Influence on purchasing/procurement decisions	%	Department store/mail order	4
Decisively	15	Skilled trades	4
Collectively	26	Services, professions, institutions	11
In an advisory capacity	21	Media (press, radio, television)	4
No	28	Industry	8
Student	3	Authority/public services	3
Other not gainfully employed	8	Other sectors	5

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 manager, 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	5
Other position	11
Student	3
Other not gainfully employed	8
Economic sector	%
Workshop for people with disabilities	46
Daycare Center	3
Workshop with store	1
Trade	3
Woodworking	1
State/communal/social institution	2
Social institution, social service	11
School, educational institution	9
Horticulture and landscape gardening	1
Metalworking	1
Health service	4
Other sectors	8
Student	3
Other not gainfully employed	8
Size of company/organisation:	
Number of employees	%
1- 4	5
5- 9	3
10- 49	11
50- 199	21
200- 499	22
500 - 999	14
1 000 and more	14
Student	3
Other not gainfully employed	8

Private visitors' profile

Visitors (number of entries)	21 190
Proportion of private visitors	45%
Germany (total)	100
of which	
Nielsen 1	1
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	-
North Rhine-Westph.	-
Nielsen 3a	1
Hesse	1
Rhineland-Palatinate	1
Saarland	-
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 up to 300 km	5
over 300 km	2
Frequency of visits to trade fair	%
Previous event	46
Earlier events	46
First visit	37
Sex	%
Male	27
Female	73
Size of household	%
1 person	20
2 persons	41
3 persons	18
4 persons	14
5 persons and more	8
Age	%
up to 20 years	3
over 20 up to 30 years	7
over 30 up to 40 years	9
over 40 up to 50 years	20
over 50 up to 60 years	27
over 60 up to 70 years	18
over 70 years	16

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	4
Managing director, board member, head of an authority etc.	-
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	4
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	4
Trainee	2
Other position	7
Student	3
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	72
yes	7
no	7
maybe	21
Follow-up business	%
Intend to buy at later date	24
yes	17
no	58
maybe	5
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Private visitors' profile

Visitors (number of entries)	4 846
Proportion of private visitors	89%
Germany (total)	97
of which	
Nielsen 1	1
Bremen	-
Hamburg	-
Lower Saxony	1
Schleswig-Holstein	-
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	2
Hesse	1
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	96
Baden-Württemb.	96
Foreign (total)	1
Distance to home	%
up to 50 km	72
more than 50 km up to 100 km	16
more than 100 km up to 300 km	10
over 300 km	2
Frequency of visits to trade fair	%
Previous event	22
Earlier events	46
First visit	33
Sex	%
Male	58
Female	42
Size of household	%
1 person	17
2 persons	38
3 persons	20
4 persons	21
5 persons and more	4
Age	%
up to 20 years	8
over 20 up to 30 years	22
over 30 up to 40 years	13
over 40 up to 50 years	18
over 50 up to 60 years	22
over 60 up to 70 years	13
over 70 years	5

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	5
Trainee	5
Other position	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	41
yes	37
no	37
maybe	22
Follow-up business	%
Intend to buy at later date	52
yes	13
no	36
maybe	5
Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg	

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Trade visitors' profile

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Visitors (number of entries)	239 994	
Proportion of private visitors	88%	
Germany (total)	99%	
of which		
<u>Nielsen 1</u>	- <u>Nielsen 4</u>	6
Bremen	- Bavaria	6
Hamburg	- <u>Nielsen 5+6</u>	
Lower Saxony	- Berlin	
Schleswig-Holstein	- Brandenburg	
<u>Nielsen 2</u>	- Mecklenburg-	
North Rhine-Westph.	- West Pomerania	-
<u>Nielsen 3a</u>	3 Saxony-Anhalt	-
Hesse	- <u>Nielsen 7</u>	
Rhineland-Palatinate	- Saxony	
Saarland	- Thuringia	-
<u>Nielsen 3b</u>	91	
Baden-Württemb.	91	
Foreign (total)	1%	
of which		
EU	43%	
Other european countries	52%	
Other countries	5%	
Country with the highest visitor share	%	
Switzerland	48%	
Distance to home	%	
up to 50 km	57%	
more than 50 km up to 100 km	26%	
more than 100 km up to 300 km	15%	
over 300 km	1%	
Frequency of visits to trade fair	%	
Previous event	40%	
Earlier events	52%	
First visit	26%	
Sex	%	
Male	52%	
Female	48%	
Size of household	%	
1 person	14%	
2 persons	52%	
3 persons	14%	
4 persons	14%	
5 persons and more	5%	
Age	%	
up to 20 years	5%	
over 20 up to 30 years	8%	
over 30 up to 40 years	9%	
over 40 up to 50 years	23%	
over 50 up to 60 years	27%	
over 60 up to 70 years	22%	
over 70 years	1%	

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 manager, 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	3
Old-age pensioner	4
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 GmbH, Stuttgart	

Trade visitors' profile

Visitors (number of entries)	88 395
Proportion of trade visitors	98%
Germany (total)	99
of which	
Nielsen 1	2 Nielsen 4
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	- Berlin
Schleswig-Holstein	- Brandenburg
Nielsen 2	3 Mecklenburg-
North Rhine-Westph.	3 West Pomerania
Nielsen 3a	13 Saxony-Anhalt
Hesse	6 Nielsen 7
Rhineland-Palatinate	6 Saxony
Saarland	2 Thuringia
Nielsen 3b	66
Baden-Württemb.	66
Foreign (total)	1
of which	
EU	72
Other countries	28
Distance to home	%
up to 50 km	33
more than 50 km up to 100 km	20
more than 100 km up to 300 km	34
over 300 km	13
Frequency of visits to trade fair	%
Previous event	41
Earlier events	18
First visit	42
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	15
Collectively	37
In an advisory capacity	23
No	15
Student	9
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	12
Other salaried staff, civil servant, 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
Industry	3
University, research	4
Association, organisation, institution	3
Printed products, specialist literature	3
Administration	1
Preschool, kindergarten	22
Further education	5
Other	5
Size of company/organisation:	
Number of employees	%
1- 4	7
5- 9	10
10- 49	32
50- 199	23
200- 499	6
500 - 999	5
1 000 and more	7
Student	9
Other not gainfully employed	1
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

Trade visitors' profile

Visitors (number of entries)	6 697
Proportion of trade visitors	96%
Germany (total)	99
of which	
Nielsen 1	- Nielsen 4
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	- Berlin
Schleswig-Holstein	- Brandenburg
Nielsen 2	1 Mecklenburg-
North Rhine-Westph.	1 West Pomerania
Nielsen 3a	5 Saxony-Anhalt
Hesse	1 Nielsen 7
Rhineland-Palatinate	4 Saxony
Saarland	- Thuringia
Nielsen 3b	88
Baden-Württemb.	88
Foreign (total)	1
Distance to home	%
up to 50 km	44
more than 50 km up to 100 km	25
more than 100 km up to 300 km	27
over 300 km	3
Frequency of visits to trade fair	%
Previous event	43
Earlier events	51
First visit	24
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	27
Collectively	38
In an advisory capacity	20
No	8
Student	6
Other not gainfully employed	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	1
Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	34
Lecturer, teacher	1
Trainee	7
Other position	4
Student	6
Other not gainfully employed	2
Economic sector	%
Dentist's practice,- clinic	69
Orthodontics	6
Oral and maxillofacial surgery	2
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
5- 9	40
10- 49	25
50- 199	5
200- 499	2
500 - 999	1
1 000 and more	2
Student	6
Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

interbad → Stuttgart

Trade visitors' profile

Visitors (number of entries)	14 784	Position in the company/organisation	%
Proportion of trade visitors	94%	Entrepreneur, co-owner, freelancer	22
Germany (total)	70	Managing director, board member, head of an authority etc.	14
of which		Area manager, works manager, plant manager, branch manager, head of public office	16
Nielsen 1	6	Department head, group head, team leader	15
Bremen	-	Other salaried staff, civil servant, skilled worker	25
Hamburg	-	Lecturer, teacher	-
Lower Saxony	5	Trainee	4
Schleswig-Holstein	1	Other position	2
Nielsen 2	8	Student	1
North Rhine-Westph.	8	Other not gainfully employed	1
Nielsen 3a	13	Economic sector	%
Hesse	7	Industry	21
Rhineland-Palatinate	5	Skilled trades	14
Saarland	1	Trade	15
Nielsen 3b	45	Public authority/public administratin/ municipality	34
Baden-Württemb.	45	Training/consulting	3
Foreign (total)	30	Other service	14
of which		University, polytechnic, vocational school	3
EU	63	Other	8
Other european countries	32	Size of company/organisation:	%
Other countries	5	Number of employees	
Distance to home	%	1- 4 18	500 - 999 2
up to 50 km	16	5- 9 14	1 000 and more 4
more than 50 km up to 100 km	10	10- 49 32	Student 1
more than 100 km up to 300 km	29	50- 199 22	Other not gainfully employed 1
over 300 km	45	200- 499 6	
Countries with the highest visitor shares	%	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Switzerland	19		
Austria	10		
United Kingdom	7		
Italy	5		
Russia	5		
Frequency of visits to trade fair	%		
Previous event	39		
Earlier events	33		
First visit	42		
Average length of stay	1,4 days		
Influence on purchasing/procurement decisions	%		
Decisively	32		
Collectively	34		
In an advisory capacity	25		
No	8		
Student	1		
Other not gainfully employed	1		

INTERGASTRA → Stuttgart

Trade visitors' profile

Visitors (number of entries)	88 696	Area of responsibility	%
Proportion of trade visitors	95%	Management	28
Germany (total)	98	Personnel administration, administration	7
of which		Sales and marketing, customer relationship management, banquets	3
Nielsen 1	1	reception	3
Bremen	-	Housekeeping	1
Hamburg	-	Food & beverage management, purchasing	2
Lower Saxony	-	Kitchen	25
Schleswig-Holstein	-	Pâtisserie, confectionery	2
Nielsen 2	1	Wine waiter, bar	2
North Rhine-Westph.	1	Service, restaurant	12
Nielsen 3a	11	House and buildings technology	1
Hesse	4	Other area	7
Rhineland-Palatinate	5	Student	3
Saarland	1	Other not gainfully employed	2
Nielsen 3b	73	Position in the company/organisation	%
Baden-Württemb.	73	Entrepreneur, co-owner, freelancer	35
Foreign (total)	2	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	8
EU	58	Department head, group head, team leader	14
Other european countries	41	Other salaried staff, civil servant, skilled worker	17
Other countries	2	Lecturer, teacher	2
Distance to home	%	Trainee	9
up to 50 km	34	Other position	3
more than 50 km up to 100 km	25	Student	3
more than 100 km up to 300 km	34	Other not gainfully employed	1
over 300 km	7	Economic sector	%
Countries with the highest visitor shares	%	Hotel, guest houses	20
Switzerland	36	Catering, restaurant	47
Italy	19	Franchise restaurant	5
Frequency of visits to trade fair	%	Canteens, cafeteria operators, home and hospital caterers	10
Previous event	41	Ice cream parlours	5
Earlier events	42	Baker's/confectioner's	5
First visit	35	Planning/architecture/interior furnishings	4
Average length of stay	1,2 days	Discotheques, bars, trend gastronomy, scene catering	4
Influence on purchasing/procurement decisions	%	Fast food, snacks, petrol stations	4
Decisively	27	Food, drinks trade, trade chain	8
Collectively	30	Colleges, universities, institutes	4
In an advisory capacity	22	Food industry/non-food industry	5
No	15	Café, coffee shop	6
Student	3	Service and consulting	8
Other not gainfully employed	2	Other	7
Size of company/organisation:		Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Number of employees	%		
1- 4 22	500 - 999 2		
5- 9 19	1 000 and more 5		
10- 49 28	Student 3		
50- 199 14	Other not gainfully employed 2		
200- 499 5			

Invest

Trade visitors' profile

Visitors (number of entries)	10 368	Proportion of trade visitors	53%
Germany (total)	95	Germany (total)	95
of which		of which	
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-	-
North Rhine-Westph.	4	West Pomerania	-
Nielsen 3a	8	Saxony-Anhalt	-
Hesse	5	Nielsen 7	1
Rhineland-Palatinate	3	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	67		
Baden-Württemb.	67		
Foreign (total)	5	Foreign (total)	5
of which		of which	
EU	-	EU	-
Other european countries	59	Other european countries	59
Other countries	41	Other countries	41
Distance to home	%	Distance to home	%
up to 50 km	43	up to 50 km	43
more than 50 km up to 100 km	15	more than 50 km up to 100 km	15
more than 100 km up to 300 km	28	more than 100 km up to 300 km	28
over 300 km	14	over 300 km	14
Country with the highest visitor share	%	Country with the highest visitor share	%
Switzerland	59	Switzerland	59
Frequency of visits to trade fair	%	Frequency of visits to trade fair	%
Previous event	34	Previous event	34
Earlier events	47	Earlier events	47
First visit	36	First visit	36
Average length of stay	1,1 days	Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%	Influence on purchasing/procurement decisions	%
Decisively	26	Decisively	26
Collectively	19	Collectively	19
In an advisory capacity	20	In an advisory capacity	20
No	15	No	15
Student	13	Student	13
Other not gainfully employed	7	Other not gainfully employed	7

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	31
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	2
Trainee	5
Other position	3
Student	13
Other not gainfully employed	7
Economic sector	%
Industry	10
Trade	6
Bank	31
Insurance	9
Financial services	15
Other service	12
Public authority	3
Training/consulting	2
University, technical college, vocational college	8
Specialist media	3
Other	11
Size of company/organisation: Number of employees	%
1 - 4	24
5 - 9	6
10 - 49	10
50 - 199	9
200 - 499	7
500 - 999	4
1 000 and more	19
Student	13
Other not gainfully employed	7

Private visitors' profile

Visitors (number of entries)	10 368
Proportion of private visitors	47%
Germany (total)	99
of which	
Nielsen 1	1
Nielsen 4	13
Bremen	-
Bavaria	13
Hamburg	-
Nielsen 5+6	-
Lower Saxony	-
Berlin	-
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	3
Mecklenburg-North Rhine-Westph.	3
West Pomerania	-
Nielsen 3a	8
Saxony-Anhalt	-
Hesse	2
Nielsen 7	2
Rhineland-Palatinate	5
Saxony	-
Saarland	1
Thuringia	-
Nielsen 3b	74
Baden-Württemb.	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 up to 300 km	24
over 300 km	9
Frequency of visits to trade fair	%
Previous event	44
Earlier events	61
First visit	25
Sex	%
Male	85
Female	15
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 years	8
over 30 up to 40 years	10
over 40 up to 50 years	21
over 50 up to 60 years	27
over 60 up to 70 years	20
over 70 years	11

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	3
Trainee	2
Other position	6
Student	4
Housewife/man	2
Old-age pensioner	23
Other not gainfully employed	5
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	38
no	31
maybe	31
Follow-up business	%
Intend to buy at later date	
yes	34
no	21
maybe	45
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

Trade visitors' profile

Visitors (number of entries)	8 564
Proportion of trade visitors	99%
Germany (total)	91
of which	
Nielsen 1	5
Nielsen 4	15
Bremen	-
Bavaria	15
Hamburg	-
Nielsen 5+6	2
Lower Saxony	-
Berlin	-
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	8
Mecklenburg-North Rhine-Westph.	8
West Pomerania	-
Nielsen 3a	8
Saxony-Anhalt	-
Hesse	4
Nielsen 7	1
Rhineland-Palatinate	3
Saxony	-
Saarland	1
Thuringia	-
Nielsen 3b	61
Baden-Württemb.	61
Foreign (total)	9
of which	
EU	55
Other european countries	35
Other countries	10
Distance to home	%
up to 50 km	33
more than 50 km up to 100 km	13
more than 100 km up to 300 km	31
over 300 km	22
Countries with the highest visitor shares	%
Switzerland	30
Austria	21
Frequency of visits to trade fair	%
Previous event	25
Earlier events	33
First visit	54
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	26
Collectively	36
In an advisory capacity	22
No	9
Student	5
Other not gainfully employed	1

Area of responsibility	%
Management	15
Research/development/design	9
Manufacturing, production, quality control	2
Buying/procurement	-
Finance/accounting, controlling	3
Information and communication technology	32
Personnel administration, administration	2
Sales	15
Marketing, advertising, PR	6
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	7
Student	5
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	18
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	27
Other salaried staff, civil servant, skilled worker	20
Lecturer, teacher	2
Trainee	4
Other position	2
Student	5
Other not gainfully employed	1
Economic sector	%
Industry	26
Trade	11
Skilled trades	2
Service	46
Training/consulting	8
Authority, public services	6
University, polytechnic, vocational school	7
Other	9
Size of company/organisation: Number of employees	%
1 - 4	13
5 - 9	7
10 - 49	16
50 - 199	18
200 - 499	13
500 - 999	8
1 000 and more	18
Student	5
Other not gainfully employed	1
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

LASYS → Stuttgart

Trade visitors' profile

Visitors (number of entries)	5 490	Area of responsibility	%
Proportion of trade visitors	99%	Management	12
Germany (total)	78	Research/development/design	46
of which		Manufacturing, production, quality control	18
Nielsen 1	4	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	-
Lower Saxony	3	Personnel administration, administration	-
Schleswig-Holstein	-	Sales	11
Nielsen 2	8	Marketing, advertising, PR	2
North Rhine-Westph.	8	Logistics: storage, material management, transport	-
Nielsen 3a	8	Maintenance/repairs	-
Hesse	3	Other area	1
Rhineland-Palatinate	3	Student	6
Saarland	2	Other not gainfully employed	1
Nielsen 3b	48		
Baden-Württemberg	48		
Foreign (total)	22	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	12
EU	54	Managing director, board member, head of an authority etc.	9
Other european countries	35	Area manager, works manager, plant manager, branch manager, head of public office	9
Other countries	11	Department head, group head, team leader	22
Distance to home	%	Other salaried staff, civil servant, skilled worker	38
up to 50 km	19	Lecturer, teacher	1
more than 50 km up to 100 km	12	Trainee	-
more than 100 km up to 300 km	32	Other position	4
over 300 km	37	Student	6
		Other not gainfully employed	1
Countries with the highest visitor shares	%	Economic sector	%
Switzerland	20	Industry	81
France	14	Trade	5
Italy	11	Service	10
Turkey	10	Training/consulting	3
		University, polytechnic, vocational school	9
Frequency of visits to trade fair	%	Other	5
Previous event	18		
Earlier events	14	Size of company/organisation:	
First visit	73	Number of employees	%
Average length of stay	1,2 days	1- 4 8	500 - 999
		5- 9 6	1 000 and more
		10- 49 17	Student
		50- 199 16	Other not gainfully employed
		200- 499 11	employed
Influence on purchasing/procurement decisions	%	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Decisively	23		
Collectively	39		
In an advisory capacity	24		
No	8		
Student	6		
Other not gainfully employed	1		

LogiMAT → Stuttgart

Trade visitors' profile

Visitors (number of entries)	32 809	Area of responsibility	%
Proportion of trade visitors	99%	Management	15
Germany (total)	88	Research/development/design	6
of which		Manufacturing, production, quality control	8
Nielsen 1	7	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	5
Hamburg	2	Information and communication technology	1
Lower Saxony	4	Personnel administration, administration	10
Schleswig-Holstein	1	Sales	2
Nielsen 2	12	Marketing, advertising, PR	32
North Rhine-Westph.	12	Logistics: storage, material management, transport	4
Nielsen 3a	11	Maintenance/repairs	6
Hesse	5	Other area	6
Rhineland-Palatinate	5	Student	6
Saarland	1		
Nielsen 3b	47	Position in the company/organisation	%
Baden-Württemberg	47	Entrepreneur, co-owner, freelancer	10
		Managing director, board member, head of an authority etc.	5
		Area manager, works manager, plant manager, branch manager, head of public office	19
		Department head, group head, team leader	32
		Other salaried staff, civil servant, skilled worker	21
		Lecturer, teacher	2
		Trainee	4
		Other position	2
		Student	6
Distance to home	%	Economic sector	%
up to 50 km	24	Industry	54
more than 50 km up to 100 km	15	Wholesale trade	10
more than 100 km up to 300 km	27	Retail trade	3
over 300 km	34	Skilled trades	2
		Freight forwarders, transport companies	4
Countries with the highest visitor shares	%	Other service	12
Austria	20	Association, organisation	1
Switzerland	17	Public authority	1
		University/college/polytechnic	1
Frequency of visits to trade fair	%	Other sectors	6
Previous event	35	Student	6
Earlier events	38		
First visit	45		
Average length of stay	1,2 days	Size of company/organisation:	
Influence on purchasing/procurement decisions	%	Number of employees	%
Decisively	20	1- 4 5	200 - 499
Collectively	38	5- 9 3	500 - 999
In an advisory capacity	26	10- 49 9	1 000 and more
No	11	50- 199 19	Student
Student	6		
		Conducted by: Wissler & Partner, Basel	

MEDIZIN/TheraPro

Trade visitors' profile

Visitors (number of entries)	8 862	Area of responsibility	%
Proportion of trade visitors	98%	Management	15
Germany (total)	97	Research/development/design	6
of which		Manufacturing, production, quality control	8
Nielsen 1	1	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	5
Hamburg	-	Information and communication technology	1
Lower Saxony	-	Personnel administration, administration	10
Schleswig-Holstein	-	Sales	2
Nielsen 2	2	Marketing, advertising, PR	32
North Rhine-Westph.	2	Logistics: storage, material management, transport	4
Nielsen 3a	6	Maintenance/repairs	6
Hesse	3	Other area	6
Rhineland-Palatinate	2	Student	6
Saarland	1		
Nielsen 3b	72	Position in the company/organisation	%
Baden-Württemberg	72	Entrepreneur, co-owner, freelancer	10
		Managing director, board member, head of an authority etc.	5
		Area manager, works manager, plant manager, branch manager, head of public office	19
		Department head, group head, team leader	32
		Other salaried staff, civil servant, skilled worker	21
		Lecturer, teacher	2
		Trainee	4
		Other position	2
		Student	6
Distance to home	%	Economic sector	%
up to 50 km	38	Industry	54
more than 50 km up to 100 km	21	Wholesale trade	10
more than 100 km up to 300 km	29	Retail trade	3
over 300 km	12	Skilled trades	2
		Freight forwarders, transport companies	4
Frequency of visits to trade fair	%	Other service	12
Previous event	24	Association, organisation	1
Earlier events	18	Public authority	1
First visit	65	University/college/polytechnic	1
Average length of stay	1,3 days	Other sectors	6
		Student	6
Influence on purchasing/procurement decisions	%	Size of company/organisation:	
Decisively	29	Number of employees	%
Collectively	25	1- 4 5	200 - 499
In an advisory capacity	21	5- 9 3	500 - 999
No	14	10- 49 9	1 000 and more
Student	9	50- 199 19	Student
Other not gainfully employed	1		

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 manager, branch manager, head of public office	2
Department head, group head, team leader	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 of company/organisation:	
Number of employees	%
1- 4 30 500 - 999	2
5- 9 20 1 000 and more	8
10- 49 16 Student	9
50- 199 9 Other not gainfully employed	1
200- 499 5	

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries)		6 440*)	
Proportion of trade visitors		99%	
Germany (total)		78	
of which			
Nielsen 1	3	Nielsen 4	17
Bremen	-	Bavaria	17
Hamburg	-	Nielsen 5+6	2
Lower Saxony	3	Berlin	2
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	14	Mecklenburg-	
North Rhine-Westph.	14	West Pomerania	-
Nielsen 3a	10	Saxony-Anhalt	-
Hesse	5	Nielsen 7	5
Rhineland-Palatinate	4	Saxony	3
Saarland	1	Thuringia	2
Nielsen 3b	50		
Baden-Württemb.	50		

Foreign (total)	22
of which	
EU	67
Other european countries	19
Other countries	13

Distance to home	%
up to 50 km	19
more than 50 km up to 100 km	14
more than 100 km up to 300 km	31
over 300 km	37

Countries with the highest visitor shares	%
Switzerland	15
Austria	12

Frequency of visits to trade fair	%
Previous event	24
Earlier events	18
First visit	67

Average length of stay	1,2 days
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Influence on purchasing/procurement decisions	%
Decisively	21
Collectively	43
In an advisory capacity	21
No	9
Student	4
Other not gainfully employed	12

*) 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	22
Manufacturing, production, quality control	21
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	15
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	4
Planning/work preparation	2
Process engineering, environmental protection	3
Student	4
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	18
Department head, group head, team leader	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	4
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4 7 500 - 999	10
5- 9 3 1 000 and more	25
10- 49 17 Student	4
50- 199 20 Other not gainfully employed	1
200- 499 13	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)		8 460*	
Proportion of trade visitors		99%	
Germany (total)		79	
of which			
Nielsen 1	4	Nielsen 4	15
Bremen	-	Bavaria	15
Hamburg	1	Nielsen 5+6	2
Lower Saxony	3	Berlin	2
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	10	Mecklenburg-	
North Rhine-Westph.	10	West Pomerania	1
Nielsen 3a	12	Saxony-Anhalt	-
Hesse	6	Nielsen 7	5
Rhineland-Palatinate	4	Saxony	3
Saarland	2	Thuringia	3
Nielsen 3b	53		
Baden-Württemb.	53		

Foreign (total)	21
of which	
EU	64
Other european countries	20
South-, East-, Central Asia	12
Other countries	5

Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	12
more than 100 km up to 300 km	31
over 300 km	36

Countries with the highest visitor shares	%
Switzerland	17
Austria	13

Frequency of visits to trade fair	%
Previous event	20
Earlier events	28
First visit	64

Average length of stay	1,2 days
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Influence on purchasing/procurement decisions	%
Decisively	19
Collectively	42
In an advisory capacity	25
No	9
Student	5
Other not gainfully employed	1

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

PFLEGE & REHA → Stuttgart

Trade visitors' profile

Visitors (number of entries)	7 267	Position in the company/organisation	%
Proportion of trade visitors	99%	Entrepreneur, co-owner, freelancer	4
Germany (total)	100	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	10
Nielsen 1	- Nielsen 4	Department head, group head, team leader	19
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	36
Hamburg	- Nielsen 5+6	Lecturer, teacher	5
Lower Saxony	- Berlin	Trainee	9
Schleswig-Holstein	- Brandenburg	Other position	7
Nielsen 2	1 Mecklenburg-	Student	5
North Rhine-Westph.	1 West Pomerania	Other not gainfully employed	2
Nielsen 3a	3 Saxony-Anhalt		
Hesse	- Nielsen 7	Economic sector	%
Rhineland-Palatinate	- Saxony	Old peoples' and nursing home	48
Saarland	- Thuringia	Outpatient care, social care facilities	25
Nielsen 3b	89	Other service	4
Baden-Württemb.	89	Architect's/planning office	1
Distance to home	%	Aid for handicapped people, disabled facility	5
up to 50 km	53	Government agency, health insurance company	1
more than 50 km up to 100 km	23	Trade companies	1
more than 100 km up to 300 km	21	Hospice	2
over 300 km	3	Industry	1
Frequency of visits to trade fair	%	Hospital/clinic	10
Previous event	32	Rehabilitation centre	3
Earlier events	33	Medical supplies retailer	1
First visit	44	Residence for the elderly	2
Average length of stay	1,1 days	Training/consulting	2
Influence on purchasing/procurement decisions	%	University, polytechnic, vocational school	4
Decisively	9	Union, charity, association	2
Collectively	28	Other	4
In an advisory capacity	28	Size of company/organisation:	
No	28	Number of employees	%
Student	5	1 - 4	3
Other not gainfully employed	2	5 - 9	3
		10 - 49	25
		50 - 199	31
		200 - 499	14
		500 - 999	6
		1 000 and more	11
		Student	5
		Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

RETRO CLASSICS → Stuttgart

Private visitors' profile

Visitors (number of entries)	80 655	Position in the company/organisation	%
Proportion of private visitors	68%	Entrepreneur, co-owner, freelancer	16
Germany (total)	91	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	1 Nielsen 4	Department head, group head, team leader	10
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	29
Hamburg	- Nielsen 5+6	Lecturer, teacher	2
Lower Saxony	- Berlin	Trainee	2
Schleswig-Holstein	- Brandenburg	Other position	5
Nielsen 2	1 Mecklenburg-	Student	4
North Rhine-Westph.	1 West Pomerania	Housewife/man	1
Nielsen 3a	9 Saxony-Anhalt	Old-age pensioner	18
Hesse	4 Nielsen 7	Other not gainfully employed	4
Rhineland-Palatinate	4 Saxony		
Saarland	1 Thuringia	Buying and ordering capacity	%
Nielsen 3b	73	Purchase or order made or intended at the exhibition	47
Baden-Württemb.	73	yes	25
Foreign (total)	9	no	28
of which		maybe	28
EU	63	Follow-up business	%
Other european countries	32	Intend to buy at later date	24
Other countries	5	yes	27
Countries with the highest visitor shares	%	no	50
Switzerland	29	maybe	50
France	20	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
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		
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		

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Trade visitors' profile

Visitors (number of entries)	33 371	Position in the company/organisation	%
Proportion of trade visitors	97%	Entrepreneur, co-owner, freelancer	16
Germany (total)	87	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	2 Nielsen 4	Department head, group head, team leader	10
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	29
Hamburg	- Nielsen 5+6	Lecturer, teacher	2
Lower Saxony	- Berlin	Trainee	2
Schleswig-Holstein	- Brandenburg	Other position	5
Nielsen 2	5 Mecklenburg-	Student	4
North Rhine-Westph.	5 West Pomerania	Housewife/man	1
Nielsen 3a	10 Saxony-Anhalt	Old-age pensioner	18
Hesse	5 Nielsen 7	Other not gainfully employed	4
Rhineland-Palatinate	4 Saxony		
Saarland	1 Thuringia	Buying and ordering capacity	%
Nielsen 3b	57	Purchase or order made or intended at the exhibition	47
Baden-Württemb.	57	yes	25
Foreign (total)	13	no	28
of which		maybe	28
EU	59	Follow-up business	%
Other european countries	33	Intend to buy at later date	24
Other countries	8	yes	27
Distance to home	%	no	50
up to 50 km	24	maybe	50
more than 50 km up to 100 km	18	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
more than 100 km up to 300 km	36		
over 300 km	22		
Countries with the highest visitor shares	%		
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	1,2 days		
Influence on purchasing/procurement decisions	%		
Decisively	29		
Collectively	26		
In an advisory capacity	23		
No	18		
Student	3		
Other not gainfully employed	1		

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	4
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	28
Entrepreneur, partner, self-employed	6
Area manager, works manager, plant manager, 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	3
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
Other sectors	5
Size of company/organisation:	
Number of employees	%
1- 4	16
5- 9	15
10- 49	29
50- 199	18
200- 499	9
500 - 999	4
1 000 and more	6
Student	3
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries)	7 733
Proportion of trade visitors	96%
Germany (total)	95
of which	
Nielsen 1	2
Nielsen 4	21
Bremen	-
Bavaria	21
Hamburg	-
Nielsen 5+6	-
Lower Saxony	-
Berlin	-
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	2
Mecklenburg-	-
North Rhine-Westph.	2
West Pomerania	-
Nielsen 3a	11
Saxony-Anhalt	-
Hesse	5
Nielsen 7	1
Rhineland-Palatinate	5
Saxony	-
Thuringia	-
Nielsen 3b	62
Baden-Württemb.	62
Foreign (total)	5
of which	
EU	46
Other european countries	42
Other countries	12
Distance to home	%
up to 50 km	26
more than 50 km up to 100 km	25
more than 100 km up to 300 km	38
over 300 km	12
Country with the highest visitor share	%
Switzerland	40
Frequency of visits to trade fair	%
Previous event	43
Earlier events	46
First visit	34
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	34
Collectively	27
In an advisory capacity	20
No	14
Student	3
Other not gainfully employed	2

Area of responsibility	%
Management	36
Research/development/design	3
Manufacturing, production, quality control	19
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	-
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, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	8
Foreman, master craftsman	7
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	3
Trainee	12
Other position	1
Student	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
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	2
Other sectors	4
Size of company/organisation:	
Number of employees	%
1- 4	15
5- 9	18
10- 49	37
50- 199	14
200- 499	5
500 - 999	1
1 000 and more	5
Student	3
Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries)	11 983*)
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 Pomerania	-
Nielsen 3a	10
Saxony-Anhalt	-
Hesse	6
Nielsen 7	6
Rhineland-Palatinate	3
Saxony	4
Thuringia	2
Nielsen 3b	45
Baden-Württemb.	45
Foreign (total)	16
of which	
EU	56
Other european countries	41
Other countries	3
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 shares	%
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.

Area of responsibility	%
Management	51
Research/development/design	3
Manufacturing, production, quality control	17
Buying/procurement	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	5
Student	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 manager, branch manager, head of public office	4
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	12
Lecturer, teacher	1
Trainee	2
Other position	2
Student	3
Other not gainfully employed	1
Economic sector	%
Trade	38
Manufacturer/Industry	30
Service	45
University, polytechnic, vocational school	4
Other	7
Size of company/organisation:	
Number of employees	%
1- 4	56
5- 9	15
10- 49	15
50- 199	5
200- 499	2
500 - 999	1
1 000 and more	3
Student	3
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

VISION → Stuttgart

Trade visitors' profile

Visitors (number of entries)	8 671	Area of responsibility	%
Proportion of trade visitors	99%	Management	10
Germany (total)	61	Research/development/design	57
of which		Manufacturing, production, quality control	8
Nielsen 1	4	Buying/procurement	1
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	2
Lower Saxony	2	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	7
Nielsen 2	6	Marketing, advertising, PR	3
North Rhine-Westph.	6	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	1
Hesse	6	Other area	2
Rhineland-Palatinate	2	Student	8
Saarland	1	Other not gainfully employed	1
Nielsen 3b	51	Position in the company/organisation	%
Baden-Württemb.	51	Entrepreneur, co-owner, freelancer	11
Foreign (total)	39	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	8
EU	67	Department head, group head, team leader	23
Other european countries	12	Other salaried staff, civil servant, skilled worker	36
North America	5	Lecturer, teacher	3
South and Central America	3	Trainee	1
Middle East	2	Other position	3
South-, East-, Central Asia	11	Student	8
Distance to home	%	Other not gainfully employed	1
up to 50 km	15	Economic sector	%
more than 50 km up to 100 km	10	Industry	75
more than 100 km up to 300 km	27	Trade	3
over 300 km	48	Service provider	13
Countries with the highest visitor shares	%	Training/consulting	2
Italy	12	University, polytechnic, vocational school	12
Austria	10	Other	5
France	7	Size of company/organisation:	
Netherlands	7	Number of employees	%
Switzerland	6	1- 4	8
Frequency of visits to trade fair	%	5- 9	8
Previous event	27	10- 49	18
Earlier events	28	50- 199	14
First visit	59	200- 499	10
Average length of stay	1,3 days	500 - 999	8
Influence on purchasing/procurement decisions	%	1 000 and more	24
Decisively	25	Student	8
Collectively	39	Other not gainfully employed	1
In an advisory capacity	20	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
No	6		
Student	8		
Other not gainfully employed	1		

Wetec → Stuttgart

Trade visitors' profile

Visitors (number of entries)	8 136*	Area of responsibility	%
Proportion of trade visitors	99%	Management	44
Germany (total)	90	Research/development/design	2
of which		Manufacturing, production, quality control	25
Nielsen 1	4	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	-
Lower Saxony	2	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	6
Nielsen 2	6	Marketing, advertising, PR	12
North Rhine-Westph.	6	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	-
Hesse	3	Other area	3
Rhineland-Palatinate	5	Student	1
Saarland	-	Position in the company/organisation	%
Nielsen 3b	51	Entrepreneur, co-owner, freelancer	48
Baden-Württemb.	51	Managing director, board member, head of an authority etc.	10
Foreign (total)	10	Area manager, works manager, plant manager, branch manager, head of public office	5
of which		Department head, group head, team leader	11
EU	52	Other salaried staff, civil servant, skilled worker	17
Other european countries	43	Lecturer, teacher	2
Other countries	5	Trainee	5
Distance to home	%	Other position	1
up to 50 km	22	Student	1
more than 50 km up to 100 km	12	Economic sector	%
more than 100 km up to 300 km	35	Trade	22
over 300 km	31	Manufacturer/Industry	31
Countries with the highest visitor shares	%	Service	58
Switzerland	43	University, polytechnic, vocational school	2
Austria	27	Other	7
Frequency of visits to trade fair	%	Size of company/organisation:	
Previous event	39	Number of employees	%
First visit	61	1- 4	44
Average length of stay	1,1 days	5- 9	20
Influence on purchasing/procurement decisions	%	10- 49	22
Decisively	48	50- 199	7
Collectively	29	200 - 499	3
In an advisory capacity	14	500 - 999	1
No	8	1 000 and more	2
Student	1	Student	1

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

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Messe Wächtersbach (2013) → Wächtersbach

Private visitors' profile

Visitors (number of entries)	59 194	Position in the company/organisation	%
Proportion of private visitors	95%	Entrepreneur, co-owner, freelancer	5
Germany (total)	100	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	- Nielsen 4	Department head, group head, team leader	6
Bremen	- Bavaria	Other salaried staff, civil servant,	
Hamburg	- Nielsen 5+6	skilled worker	46
Lower Saxony	- Berlin	Lecturer, teacher	3
Schleswig-Holstein	- Brandenburg	Trainee	2
Nielsen 2	- Mecklenburg-	Other position	1
North Rhine-Westph.	- West Pomerania	Farmer	1
Nielsen 3a	89 Saxony-Anhalt	Student	5
Hesse	89 Nielsen 7	Housewife/man	5
Rhineland-Palatinate	- Saxony	Old-age pensioner	22
Saarland	- Thuringia	Other not gainfully employed	1
Nielsen 3b	1		
Baden-Württemberg	1		
Distance to home	%	Buying and ordering capacity	%
up to 50 km	86	Purchase or order made or intended at the exhibition	
more than 50 km up to 100 km	12	yes	68
more than 100 km up to 300 km	1	no	11
over 300 km	1	maybe	21
Frequency of visits to exhibition	%	Follow-up business	%
2012	71	Intend to buy at later date	
2011	72	yes	21
Earlier events	76	no	36
First visit	10	maybe	44
Sex	%	Conducted by: Messe- und Congress-beratung Dirr, Neu Wulmstorf	
Male	42		
Female	58		
Size of household	%		
1 person	10		
2 persons	39		
3 persons	25		
4 persons	17		
5 persons and more	7		
Age	%		
up to 20 years	3		
over 20 up to 30 years	12		
over 30 up to 40 years	16		
over 40 up to 50 years	21		
over 50 up to 60 years	22		
over 60 up to 70 years	16		
over 70 years	9		

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 Salzufflen
09.02.-12.02.2015

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

Bremen

MESSE BREMEN

WFB Wirtschaftsförderung Bremen GmbH

Bremen Classic Motorshow – Classic vehicle fair, Bremen
06.02.-08.02.2015

BOATFIT – boats ... Enjoy their charm – maintain their value, Bremen
27.02.-01.03.2015

Hanselife – Regional consumer goods exhibition, Bremen
12.09.-20.09.2015

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

fish international – The German Seafood Show, Bremen
14.02.-16.02.2016

Chemnitz

C³ Chemnitzer Veranstaltungszentren GmbH c/o Messe Chemnitz

Baummesse 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, Düsseldorf

● 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), Düsseldorf
● 04.02.-06.02.2015

EuroCIS – The Leading Trade Fair for Retail Technology, Düsseldorf
● 24.02.-26.02.2015

Energy Storage Europe – Conference and Expo, Düsseldorf
09.03.-11.03.2015

ProWein – International Trade Fair Wines and Spirits, Düsseldorf
● 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), Düsseldorf
● 27.03.-29.03.2015

TOP HAIR INTERNATIONAL – Trend & Fashion Days Düsseldorf – Trade Fair – Show – Congress for the International Hairdressing Industry, Düsseldorf
● 28.03.-29.03.2015

GIFA – International Foundry Trade Fair with WFO Technical Forum, Düsseldorf
● 16.06.-20.06.2015

METEC – International Metallurgical Technology Trade Fair with Congresses, Düsseldorf
● 16.06.-20.06.2015

NEWCAST – International Trade Fair for Precision Castings, Düsseldorf
● 16.06.-20.06.2015

THERMPROCESS – International Trade Fair and Symposium for Thermo Process Technology, Düsseldorf
● 16.06.-20.06.2015

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

● 29.07.-31.07.2015

CARAVAN SALON DÜSSELDORF – The world's largest trade fair for motor homes und caravans, Düsseldorf
● 28.08.-06.09.2015

TourNatur – Hiking and Trekking Exhibition, Düsseldorf
● 04.09.-06.09.2015

REHACARE International – International Trade Fair and Congress – Self-determined living, Düsseldorf
● 14.10.-17.10.2015

A + A – Safety, Security and Health at Work – International Trade Fair with Congress, Düsseldorf
● 27.10.-30.10.2015

MEDICA – World Forum for Medicine – International Trade Fair with Congress with COMPAMED – High tech solutions for medical technologies, Düsseldorf
● 16.11.-19.11.2015

METAV – International Exhibition for Metalworking Technologies, Düsseldorf
● 23.02.-27.02.2016

Tube – International Tube and Pipe Trade Fair, Düsseldorf
● 04.04.-08.04.2016

wire – International Wire and Cable Trade Fair, Düsseldorf
● 04.04.-08.04.2016

drupa – no. 1 for print and crossmedia solutions, Düsseldorf
● 31.05.-10.06.2016

glasstec – International Trade Fair for glass production, processing and products, Düsseldorf
● 20.09.-23.09.2016

K – The World's No.1 Trade Fair for Plastics and Rubber, Düsseldorf
● 19.10.-26.10.2016

VALVE WORLD EXPO – Biennial Valve World Conference and Exhibition, Düsseldorf
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

Essen

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 Ausstellungen 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 equestrian 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 (MVGGM)

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 Ausstellungen GmbH

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

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 engineering, 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 Veranstaltungen 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, Nuremberg
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, Nuremberg
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, Nuremberg
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 caravanning, 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 Leipzig, Leipzig
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,
Nuremberg
05.05.-07.05.2015

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,
Wächtersbach
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
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