



Certified Exhibition Data 2013





Certified Exhibition Data Report 2013

www.fkm.de

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The FKM in 2013

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

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

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

Two guest members from abroad, the Verona Trade Fair Company and the Hong Kong Trade Development Council, had a total of 15 exhibitions certified.

Essentially, every FKM certification takes basic data on exhibitors who have their own stands, exhibitors' stand space and visitor numbers into account, in each case differentiating data according to domestic and foreign origin.

FKM's evaluations of visitor patterns have become increasingly important to businesses exhibiting at exhibitions, as they make it possible to pinpoint the groups they can specifically target at these events. Standard analyses for trade visitors and the general public are available for 80 % of the events certified. These provide information on visitors' regional origins, branches of industry, influence on decisions and the duration of their attendance.

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

Comparability and reliability

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

FKM intensifies communication

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

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

Online Service

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

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

International Exhibition Transparency

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

Out of nearly 2,500 events, with the exception of numbers of visitors, the key indicators are collected in the individual countries according to practically identical criteria. The observation of the rules is checked in each case by one or more auditors or other independent organisations. The brochure is published as a pdf file and can be downloaded at www.fkm.de.

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



Wolfgang Marzin
(Chairman)

FKM Partners

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FKM Partners

Guest members

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Prof. Dr. Manfred Busche

Managing Director
Harald Kötter

Locations

3



- Trade Fairs and exhibitions
- FKM partners
- ◎ Trade fairs and exhibitions and FKM partners

Auditor's Certificate

A. Audit commission

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

B. Object, type and scope of the activity

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

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 2013 in the reporting year, the year of the last survey is given behind the title of event.

For the official detailed regulations see the brochure FKM-Certification

		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. 89	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														
Augsburg																			
Interlift	2 4	7.239	13.161			20.400	351	20.751	37.300	147	350	497	39			7.498	8.803	16.301 *	
Bad Salzuflen																			
FMB – The Supplier Show for Mechanical Engineering	1 3	7.046	403			7.449		7.449	14.200	393	36	429	10	11	5	16	4.274	144	4.418
ZOW – International fair for suppliers to the furniture and design industries	1 4	5.403	2.777			8.180		8.180	17.800	251	143	394	27	7	4	11	8.106	2.980	11.086
Berlin																			
● CMS Cleaning.Management.Services	2 4	10.386	1.737	574		12.697	122	12.819	25.400	272	88	360	20			14.055	2.157	16.212 *	
● FRUIT LOGISTICA	1 3	8.677	50.842			59.519	423	59.942	105.500	255	2.311	2.566	78			12.488	48.132	60.620 *	
● Import Shop	1 5	3.245	3.136			6.381	853	7.234	19.700	252	325	577	60			40.658	703	41.361 *	
● International Green Week	1 10	32.439	15.094			47.533	8.471	56.004	114.100	1.007	567	1.574	67			385.850	10.300	396.150 *	
● ITB Berlin – THE WORLD'S LEADING TRAVEL TRADE SHOW®	1 5	27.945	59.766	146 60		87.917		87.917	155.300	1.597	5.757	7.354	189	550	1.782	2.332	94.573	35.852	130.425 *
● Moderner Staat	1 2	1.353	24			1.377	516	1.893	8.000	99	3	102	4			2.049	48	2.097 *	
● SHOWTECH	2 3	5.719	1.484			7.203	858	8.061	15.400	200	77	277	21	9	12	21	5.010	2.182	7.192 *
● WASSER BERLIN	2 4	9.698	2.512	51		12.261	3.152	15.413	36.000	426	177	603	36			17.599	4.791	22.390 *	
Bremen																			
BOATFIT	1 3	3.283	353			3.636	926	4.562	10.700	158	19	177	7			10.501	149	10.650 *	
Bremen Classic Motorshow	1 3	18.060	1.584			19.644	1.336	20.980	45.100	548	55	603	10			38.521	2.899	41.420 *	
CARAVAN	1 3	10.192	106			10.298		10.298	14.800	75	4	79	5				25.960 ¹⁾		
CARAVAN / Reiselust	1 3	13.331	412			13.743	362	14.105	24.100	326	32	358	15	3	2	5		34.004	
HanseLife	1 9	17.134	985	1.965		20.084	2.177	22.261	47.700	747	33	780	13					75.963 *	
RAD + OUTDOOR	1 2	2.643	72			2.715	4.260	6.975	14.600	164	10	174	5					13.456 *	
Reiselust – Tourism fair	1 3	3.139	306			3.445	362	3.807	9.300	251	28	279	13	3	2	5	27.264	415	27.679 ¹⁾
Chemnitz																			
Baumesse Chemnitz – Trade fair of construction	1 3	3.267	45	111		3.423	179	3.602	8.400	209	3	212	2	33	33			9.056 *	
Dortmund																			
DKM – Finance and Insurance Industry	1 2	8.652	160			8.812		8.812	23.200	283	8	291	8			11.208	113	11.321	
ELEKTROTECHNIK	2 4	14.992	377			15.369	3.836	19.205	42.600	432	16	448	11	12	1	13	18.965	708	19.673 *
Inter-tabac	1 3	8.064	5.491			13.555	665	14.220	30.100	156	237	393	51	2	2	4	6.324	3.316	9.640 *
Dresden																			
aktiv+vital with bike+outdoor	1 3	3.768	53			3.821	6.200	10.021	18.500	195	5	200	5					11.189	
Pieta	2 3	2.625	184			2.809	100	2.909	6.700	90	10	100	5					1.408	
SACHSENBACK – Trade fair for the bakery and confectionery trades	3 3	6.269	196			6.465	591	7.056	14.300	207	8	215	7	6	3	9		7.149 *	

+ 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

				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. 89		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																
Düsseldorf																								
● A + A – Safety, Security and Health at Work	2	4	27.341	32.122	1.173	60	60.696	1.906	62.602	114.400	519	1.088	1.607	54						47.048	16.445	63.493	*	
● BEAUTY	1	3	19.610	2.487			22.097	4.326	26.423	70.100	493	101	594	27						56.895	4.282	61.177	* ¹⁾	
BEAUTY/TOP HAIR INTERNATIONAL	1	4	25.052	3.418			28.470	11.523	39.993	108.300	637	137	774	27									73.404	
● boot – International Boat Show	1	9	43.334	42.996	101	281	86.712	17.338	104.050	214.200	895	783	1.678	63						181.924	37.262	219.186	*	
● CARAVAN SALON	1	10	63.419	21.180	1.705	325	86.629	6.456	93.085	133.100	369	162	531	21						154.457	21.663	176.120	*	
Caravan Salon/TourNatur	1	10	66.932	21.587	1.705	325	90.549	7.785	98.334	147.900	545	217	762	25									191.984	
● EuroCIS	1	4	4.950	1.962			6.912	155	7.067	13.300	163	72	235	22						4.447	2.612	7.059	*	
● GDS (spring)	1	3	14.919	21.698			36.617	4.619	41.236	79.500	287	572	859	38						11.645	7.763	19.408	* ²⁾	
● GDS (autumn)	1	3	14.259	20.217			34.476	4.862	39.338	79.500	266	551	817	36						9.501	8.701	18.202	*	
GDS/Global Shoes (spring)	1	3	14.975	30.499			45.474	4.963	50.437	105.200	288	866	1.154	40						10.267	9.215	19.482		
● GLOBAL SHOES (spring)	1	3	56	8.801			8.857	344	9.201	25.700	1	294	295	12						1.524	4.571	6.095	* ²⁾	
● GLOBAL SHOES (autumn)	1	3	56	9.742			9.798	344	10.142	25.700	1	341	342	15						1.087	3.314	4.401	*	
● K – Plastics and rubber	3	8	66.531	104.648	50	16	171.245		171.245	263.000	1.061	2.159	3.220	59						89.796	127.627	217.423	*	
● MEDICA / COMPAMED	1	4	47.648	79.908	482	18	128.056	2.111	130.167	262.700	1.321	4.046	5.367	70						58.179	74.047	132.226	*	
● ProWein	1	3	17.110	34.184	625		51.919	1.302	53.221	102.000	858	3.934	4.792	48						25.746	19.422	45.168	*	
● PSI Messe	1	3	19.310	14.105			33.415	534	33.949	61.600	489	465	954	32						5.690	7.729	13.419	*	
● REHACARE INTERNATIONAL	1	4	15.876	7.156	35		23.067		23.067	55.300	423	331	754	37						35.003	4.818	39.821	*	
● TOP HAIR INTERNATIONAL – Trend & Fashion Days	1	3	5.442	931			6.373	7.197	13.570	38.200	144	36	180	13						28.617	3.180	31.797	*	
● TourNatur	1	3	3.513	407			3.920	1.329	5.249	14.800	176	55	231	12						32.740	736	33.476	* ³⁾	
● viscom düsseldorf	2	3	6.181	2.518	36		8.735	1.956	10.691	21.400	218	132	350	26						10.758	2.820	13.578	*	
Erfurt																								
Haus.Bau.Energie. – House building, Living and Modernizing	1	3	2.099	50	854		3.003	1.070	4.073	6.650	132	3	135	4									3.574	*
Rapid.Tech	1	2	731	45			776	45	821	2.600	71	5	76	5									1.533	*
Reiten-Jagen-Fischen – Riding, Hunting and Fishing	1	3	5.282	317	634		6.233	1.983	8.216	19.200	201	17	218	9									24.453	*
Thüringen Ausstellung Erfurt – Handicraft and Consumer Goods Exhibition	1	9	11.240	234			11.474	2.349	13.823	25.000	606	14	620	7	29	29							68.310	*
Essen																								
● EQUITANA	2	9	25.973	6.915			32.888	14.108	46.996	95.700	603	210	813	30						144.787	16.087	160.874	*	
E-world energy & water	1	3	19.637	3.236			22.873	2.137	25.010	47.500	472	105	577	23						15.972	2.752	18.724	*	
+● INTERGEO	1	3	7.333	4.772	212	306	12.623	609	13.232	24.200	287	201	488	30	17	11	28		12.648	3.735	16.383	*		
IPM Essen – The world's leading trade fair for horticulture	1	4	19.394	23.535			42.929	3.917	46.846	105.000	599	937	1.536	46					35.210	14.381	49.591	*		
SCHWEISSEN & SCHNEIDEN	4	6	24.535	22.659			47.194	500	47.694	86.600	422	589	1.011	40					25.769	22.943	48.712	*		
Frankfurt/Main																								
● Ambiente	1	5	66.505	123.427			189.932	1.665	191.597	329.300	1.165	3.549	4.714	81						72.106	67.261	139.367	*	
● Christmasworld	1	5	22.566	32.741			55.307	1.854	57.161	97.100	247	696	943	41						13.935	16.706	30.641	* ⁴⁾	
● Creativeworld	1	4	4.411	4.725			9.136	424	9.560	15.700	77	162	239	25						4.024	3.181	7.205	* ⁴⁾	

+ 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 BEAUTY/TOP HAIR international. Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Multiple answers were permitted ³⁾ Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted ⁴⁾ 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. 89		Interval/ Days	Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total			
				1	3	2.588	49				2.637	371	3.008	6.550	124	10	134	5	31	2	33	4.846	166	5.012
●	Hair & Beauty			1	2	2.707	599				3.306	1.948	5.254	12.300	111	38	149	13				9.372	228	9.600
●	Heimtextil			1	4	25.110	91.719				116.829	3.938	120.767	206.700	324	2.292	2.616	62				22.577	43.258	65.835 *
●	IFFA			3	6	36.838	34.039	112	40	71.029	1.741	72.770	109.000	410	556	966	46				23.209	37.300	60.509 *	
●	ISH			2	5	102.302	67.565	879	939	171.685	669	172.354	258.500	1.017	1.419	2.436	56				123.594	63.985	187.579 *	
●	Musikmesse			1	4	15.855	22.755	60	230	38.900	1.500	40.400	89.200	468	902	1.370	51				48.574	22.289	70.863 * ¹⁾	
●	Paperworld			1	4	17.333	35.404				52.737	1.258	53.995	118.000	347	1.437	1.784	64				17.129	28.231	45.360 * ¹⁾
●	Prolight + Sound			1	4	14.946	19.552	860	663	36.021	1.000	37.021	73.500	354	539	893	41				21.667	21.046	42.713 * ¹⁾	
●	Techtextil			2	3	11.186	18.187				29.373	343	29.716	53.100	443	887	1.330	48				11.747	15.671	27.418 * ¹⁾
●	Tendence			1	4	35.434	19.848				55.282	1.453	56.735	102.400	790	500	1.290	56				30.338	6.968	37.306 *
●	Texprocess			2	4	5.965	7.185				13.150	463	13.613	41.400	111	219	330	38				5.798	6.330	12.128 * ¹⁾
Hamburg																								
DU UND DEINE WELT – Hamburg's shopping and event fair																					76.877	855	77.732 *	
hanseboot																					71.370	3.520	74.890 *	
INTERNORGA																							90.065 *	
REISEN HAMBURG – The Holiday, Caravanning, Outdoor and Cycling Exhibition																							78.772 *	
Hannover																								
●	ABF – The Leisure and Sales Exhibition			1	9	37.519	1.208	315			39.042	8.107	47.149	99.400	741	57	798	20						124.116 *
●	AGRITECHNICA			2	7	136.725	102.197	1.135	2.104	242.161	4.654	246.815	423.800	1.384	1.513	2.897	46	6	27	33	342.071	106.841	448.912 *	
●	BIOTECHNICA			2	3	6.592	2.174				8.766	1.291	10.057	23.600	385	168	553	28				9.643	1.649	11.292 *
●	CeBIT			1	5	108.457	36.635	1.377			146.469	3.810	150.279	261.800	1.730	1.652	3.382	69				228.528	44.504	273.032 *
●	DOMOTEX			1	4	15.850	67.796				83.646	5.654	89.300	167.400	188	1.135	1.323	59				14.583	22.429	37.012 *
+	EMO			2	6	80.864	97.834				178.698	1.884	180.582	289.500	894	1.237	2.131	43				95.674	47.123	142.797 *
HANNOVER MESSE																								
●	Hannover Messe: ComVac			1	5	5.530	6.355				11.885		11.885	21.500	52	134	186					19.495	10.452	29.947 * ²⁾
●	Hannover Messe: Digital Factory			1	5	4.726	761				5.487		5.487	10.600	176	26	202	12				28.579	6.359	34.938 * ²⁾
●	Hannover Messe: Energy			1	5	21.010	15.952	191	35	37.188	286	37.474	66.500	415	595	1.010	47				68.282	19.824	88.106 * ²⁾	
●	Hannover Messe: Industrial Automation			1	5	48.751	10.088	1.957			60.796	388	61.184	102.100	640	371	1.011	38				79.005	28.631	107.636 * ²⁾
●	Hannover Messe: Industrial Supply			1	5	14.564	16.248				30.812	773	31.585	52.700	555	1.014	1.569	46				38.969	20.708	59.677 * ²⁾
●	Hannover Messe: IndustrialGreenTec			1	5	1.527	504				2.031		2.031	5.800	72	32	104	10				24.092	6.289	30.381 * ²⁾
●	Hannover Messe: MDA – Motion, Drive & Automation			1	5	19.342	22.134	181	17		41.674	96	41.770	59.900	318	796	1.114	36				56.380	23.479	79.859 * ²⁾
●	Hannover Messe: MobiliTec			1	5	3.010	262	387			3.659	15.180	18.839	24.600	120	27	147	10				21.177	5.732	26.909 * ²⁾
●	Hannover Messe: Research & Technology			1	5	7.441	1.077	132	300		8.950	473	9.423	16.400	310	127	437	12				36.685	8.887	45.572 * ²⁾
●	Hannover Messe: Surface Technology			1	5	5.745	1.281				7.026	192	7.218	14.000	155	82	237	19				27.906	9.203	37.109 * ²⁾
●	Hannover Messe: Wind			1	5	7.118	1.122				8.240	447	8.687	9.300	136	59	195	16				53.564	13.058	66.622 * ²⁾

				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. 89		Interval/ Days		Halls			Open Air			Total	Special Shows	Space (net)	Space (gross)	from countries			Domestic	Foreign	Total	Domestic	Foreign	Total			
				Domestic	Foreign	Total	Domestic	Foreign	Total					Domestic	Foreign	Total				Domestic	Foreign	Total			
●	infa – Information and Sales Exhibition	1	9	30.614	2.885	523	48	34.070	7.682	41.752	95.800	1.174	146	1.320	30							181.433	*		
●	LIGNA	2	5	57.316	48.613	10.796	4.091	120.816	2.381	123.197	209.200	749	799	1.548	46							57.059	32.798	89.857	*
●	Pferd & Jagd – Equestrian sports, hunting and fishing	1	4	16.165	1.967	66		18.198	10.503	28.701	83.500	713	90	803	24							77.599	*		
●	Promotion World	1	5	1.301	139			1.440	349	1.789	6.300	68	11	79	6							11.649	1.589	13.238	* ¹⁾
Husum																									
New Energy Husum		1	4	5.250	549	548	55	6.402	20	6.422	12.900	229	33	262	11							11.400	2.039	13.439	*
Nord Gastro & Hotel		1	2	4.116	100	28		4.244		4.244	8.900	183	4	187	4							4.500	*		
Idar-Oberstein																									
INTERGEM		1	4	2.090	131			2.221	108	2.329	5.000	118	10	128	8							2.585			
Karlsruhe																									
LEARNTEC		1	3	2.532	355			2.887	1.245	4.132	10.500	149	25	174	13							4.156	*		
NUFAM – Commercial vehicles		2	4	21.988	1.281	1.486	80	24.835	4.122	28.957	49.200	273	38	311	10	3	3	6	16.707	732	17.439	*			
Kempten																									
Allgäuer Festwoche – Rural Tradition Exhibition		1	9	5.466	180	3.061	10	8.717	884	9.601	24.900	342	12	354	5							104.495	*		
Köln																									
●	Anuga	2	5	34.072	117.909			151.981	213	152.194	262.000	773	5.854	6.627	98	52	98	150	52.833	101.809	154.642	*			
●	aquanale / FSB	2	4	13.817	20.476			34.293	2.241	36.534	100.000	308	494	802	45	56	16	72	10.907	14.043	24.950	*			
●	Asia-Pacific Sourcing	2	3	12	7.255			7.267		7.267	24.200	1	619	620	12				2.081	2.650	4.731	*			
+●	didacta	1	5	32.030	855			32.885	2.546	35.431	77.900	768	54	822	23	46	2	48	94.721	2.329	97.050	*			
●	dmexco – Digital Marketing Exposition & Conference	1	2	17.260	3.186	8		20.454	1.071	21.525	44.300	558	177	735	24	7	3	10	21.927	5.143	27.070	*			
●	Eu'Vend/coffeena	2	3	4.274	1.579			5.853	134	5.987	13.500	125	92	217	23				3.257	1.605	4.862	*			
+●	Farbe – Paint – finishing & facade	3	4	22.290	2.633			24.923	120	25.043	50.000	312	86	398	16	2	2	2	41.371	5.100	46.471	*			
	FIBO	1	4	26.123	18.035			44.158	3.619	47.777	116.300	364	313	677	32				84.773	17.363	102.136	*			
●	h+h cologne	1	3	5.303	5.030			10.333	668	11.001	24.200	111	210	321	37				9.650	2.948	12.598	*			
●	IDS – International Dental Show	2	5	37.038	36.584			73.622	685	74.307	147.900	647	1.355	2.002	56	7	49	56	65.292	60.035	125.327	*			
●	imm cologne – The international furnishing show / LivingKitchen	1	7	84.597	73.421			158.018	2.862	160.880	261.000	437	673	1.110	51	76	46	122	99.615	41.976	141.591	*			
●	interzum	2	4	27.235	49.508			76.743	1.915	78.658	149.600	372	1.075	1.447	57	19	38	57	17.477	35.011	52.488	*			
●	ISM – International Sweets and Biscuits Fair	1	4	13.061	31.591			44.652	724	45.376	110.000	219	1.141	1.360	67	30	12	42	14.070	24.451	38.521	*			
●	Kind + Jugend – The Trade Show for Kids' First Years	1	4	16.012	34.698			50.710	593	51.303	96.000	171	838	1.009	44	1	1	2	6.748	13.726	20.474	*			
●	ProSweets Cologne	2	4	3.865	5.058			8.923	632	9.555	21.000	118	200	318	30	2	1	3	8.247	9.419	17.666	*			
●	spoga horse (spring)	1	3	3.727	3.907			7.634	132	7.766	16.800	66	126	192	27	3	1	4	1.965	1.788	3.753	*			
●	spoga+gafa / spoga horse (autumn)	1	3	26.277	73.299	78		99.654	3.240	102.894	224.400	312	1.482	1.794	57	8	50	58	15.090	20.595	35.685	*			

+ Events with changing venues
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* Visitors Profil Analyses see page 25 ff.

¹⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted

				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. 89	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														
Leipzig																			
CADEAUX – March	1 3	7.324	399			7.723	504	8.227	20.500	262	20	282	10	3	3			5.854	
CADEAUX – September/Comfortex	1 3	9.740	542			10.282	1.367	11.649	35.900	328	24	352	11	6	6			11.845 *	
efa – Building Systems, Electrical Engineering, Air Conditioning and Automation	2 3	7.898	78			7.976		7.976	19.500	189	5	194	6	4	4	12.452	382	12.834 * ¹⁾	
enertec – Generation, Distribution and Storage of Energy	2 3	1.823	135			1.958	720	2.678	8.000	162	21	183	7			8.130	330	8.460 * ²⁾	
FACHDENTAL Leipzig – Dental surgeries and laboratories	1 2	3.828	532			4.360	162	4.522	10.000	212	28	240	13	5	2	7		4.242 *	
GÄSTE	2 4	5.049	199			5.248	824	6.072	12.400	162	8	170	7			9.612	766	10.378 *	
Haus-Garten-Freizeit – Home – Garden – Leisure / Central german handicraft fair/Beach & Boat	1 9	27.100	2.087			29.187	8.442	37.629	88.200	1.068	93	1.161	22	1	1	174.197	717	174.914 *	
intec	2 4	20.572	853			21.425	253	21.678	44.000	870	78	948	22	4	1	5	19.053	691	19.744 * ³⁾
intec / Z – SUBCONTRACTING FAIR	2 4	24.074	2.013			26.087	310	26.397	55.800	1.136	213	1.349	29	4	1	5		20.045	
MIDORA	1 3	3.305	125			3.430	240	3.670	10.500	112	9	121	3			1.865	69	1.934 *	
modell-hobby-spiel	1 4	17.994	941	359		19.294	16.402	35.696	83.800	560	52	612	10	1	1	2	106.648	1.845	108.493 *
PFLEGE + HOMECARE	2 3	4.046	45			4.091	2.020	6.111	16.000	222	4	226	5	2	2	2	10.129	99	10.228 *
SHKG Leipzig	2 3	5.751	439			6.190		6.190	14.500	180	15	195	9	2	2	11.771	227	11.998 * ¹⁾	
SHKG Leipzig / efa	2 3	13.649	517			14.166		14.166	34.000	369	20	389	11	6	6			21.579	
TerraTec	2 3	3.718	221			3.939	460	4.399	10.000	199	23	222	13	2	2	8.758	442	9.200 * ²⁾	
TerraTec / enertec	2 3	5.541	356			5.897	1.180	7.077	18.000	361	44	405	16	2	2			13.218	
therapie	2 3	5.185	439			5.624	431	6.055	17.000	243	31	274	10	2	1	3	12.150	223	12.373 *
Z – SUBCONTRACTING FAIR	2 4	3.502	1.160			4.662	57	4.719	11.800	266	135	401	20			9.162	1.041	10.203 * ³⁾	
Magdeburg																			
LANDES-BAU-AUSSTELLUNG	1 3	1.863	12	347		2.222	669	2.891	6.600	116	1	117	2					3.956	
MAGDEBOOT	1 3	3.239	12	198		3.449	128	3.577	9.800	102	1	103	2	9	9			5.893	
MAGDEBURGER MEERESANGELTAGE – Fishing Exhibition	1 2	2.221	292	50		2.563	459	3.022	7.300	87	15	102	5					5.407	
TIERWELT	1 3	2.092	10	56		2.158	1.616	3.774	9.800	144	1	145	2					14.365	
Mainz																			
Rheinland-Pfalz-Ausstellung – Regional Exhibition	1 9	10.640	613	1.615		12.868	1.232	14.100	25.900	634	27	661	15					75.448 *	
München																			
+ ● BAU	2 6	96.365	22.784	1.081	101	120.331	508	120.839	183.400	1.457	571	2.028	41			172.752	60.149	232.901 *	
● BAUMA	3 7	61.716	66.060	167.385	117.017	412.178	1.159	413.337	575.000	1.347	2.074	3.421	57			322.254	212.811	535.065 *	
● drinktec	4 5	43.612	41.721			85.333	1.606	86.939	132.500	556	876	1.432	76			25.629	41.143	66.772 *	
eCarTec Munich / MATERIALICA	1 3	6.870	2.859	879	90	10.698	2.028	12.726	44.000	358	133	491	20			9.445	2.297	11.742 *	
● EXPO REAL – Property and Investment	1 3	24.236	8.276			32.512	2.887	35.399	64.000	1.260	393	1.653	33			24.542	9.135	33.677	
● f.re.e – Fair for Leisure and Travel	1 5	19.338	6.016			25.354	9.102	34.456	66.200	668	416	1.084	59	41	7	48	109.054	2.226	111.280 *
● INHORGENTA MUNICH	1 4	24.016	10.225			34.241	1.752	35.993	76.000	667	534	1.201	39			20.525	9.019	29.544 *	
Internationale Handwerksmesse/Garten München	1 7	27.241	4.646			31.887		31.887	74.000	867	206	1.073	34	15	3	18	135.739	3.053	138.792 *

+ 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 SHKG

Leipzig/efa. Multiple answers were permitted

²⁾ Visitor attendance determined by a representative poll in the combination of TerraTec/enertec. Multiple answers were permitted

³⁾ Visitor attendance determined by a representative poll in the combination of intec/Z – Subcontracting Fair. Multiple answers were permitted

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				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. 89		Interval/ Days		Halls			Open Air			Special Shows	Space (net)	Space (gross)	from countries			Domestic	Foreign	Total	Domestic	Foreign	Total		
				Domestic	Foreign	Total	Domestic	Foreign	Total				Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total		
●	Intersolar Europe	1	3	29.488	24.629	1.102	509	55.728	1.890	57.618	115.500	610	682	1.292	47				28.000	18.929	46.929		
●	ispo	1	4	26.274	79.246			105.520	5.590	111.110	179.800	370	2.066	2.436	50				28.704	52.879	81.583		
●	LASER World of PHOTONICS	2	4	13.917	7.433			21.350	1.826	23.176	42.000	455	675	1.130	37	1	5	6	12.346	14.236	26.582 *		
	opti – Intern. Trade Show for Optics & Design	1	3	15.817	6.157			21.974	366	22.340	40.000	270	221	491	31				17.604	5.639	23.243		
●	Productronica	2	4	27.546	13.691			41.237	1.466	42.703	77.000	673	545	1.218	39	4	7	11	18.606	19.202	37.808 *		
●	transport logistic	2	4	36.490	18.563	5.599	2.169	62.821		62.821	110.200	1.102	911	2.013	63				33.090	19.218	52.308		
Münster																							
	IPOMEX – Intern. police meeting and exhibition	2	3	1.062	15	200		1.277	1.700	2.977	8.000	105	2	107	2								2.439
Nürnberg																							
+	ALTENPFLEGE	2	3	22.545	723			23.268	805	24.073	49.600	588	38	626	15				29.785	1.376	31.161 *		
	AUTOMOTIVE ENGINEERING EXPO	2	3	1.066	345			1.411	108	1.519	3.000	45	22	67	9				506	205	711 *		
	BIOFACH / VIVANESS	1	4	16.201	22.180			38.381	3.761	42.142	82.100	686	1.727	2.413	87				23.524	18.270	41.794 *		
	ELTEC	2	3	9.287	115			9.402	653	10.055	20.200	261	9	270	6				11.638	225	11.863 *		
	embedded world	1	3	14.205	5.773			19.978		19.978	38.000	478	387	865	37				16.058	6.489	22.547 *		
	European Coatings SHOW	2	3	17.050	17.574			34.624	269	34.893	62.900	351	611	962	44				9.652	16.193	25.845 *		
	FachPack	1	3	43.787	9.829			53.616		53.616	98.700	1.039	400	1.439	34				26.880	7.718	34.598 *		
	HOGA Nürnberg	2	4	18.363	1.112			19.475	3.101	22.576	40.100	583	59	642	12							30.721 *	
	it-sa – IT Security	1	3	4.264	669			4.933	525	5.458	11.900	282	76	358	22				6.599	346	6.945 *		
	IWA OutdoorClassics	1	4	14.405	27.230			41.635	502	42.137	75.200	291	918	1.209	49				15.189	23.076	38.265		
	mailingtage	1	2	4.845	330			5.175	1.260	6.435	14.800	277	26	303	12				6.889	479	7.368 *		
	PCIM Europe – Power Electronics, Intelligent Motion, Renewable Energy and Energy Management	1	3	5.867	3.782			9.649	288	9.937	18.500	191	201	392	27	22	66	88	6.003	3.441	9.444		
	POWTECH/TechnoPharm	1	3	20.613	7.305			27.918		27.918	52.100	658	301	959	29				11.189	5.616	16.805 *		
	RemaDays Europe	1	3	1.757	957			2.714	298	3.012	6.500	67	85	152	15				1.409	447	1.856		
	SENSOR + TEST	1	3	5.894	2.072			7.966	1.254	9.220	19.000	363	180	543	28				6.014	1.796	7.810 *		
	SMT / HYBRID / PACKAGING	1	3	11.109	2.332			13.441	404	13.845	27.000	338	178	516	27	15	39	54	16.015	4.004	20.019		
	Spielwarenmesse – International Toy Fair	1	6	48.725	55.820			104.545		104.545	160.000	807	1.940	2.747	60	2	3	5	31.942	40.653	72.595 *		
	SPS IPC Drives – Electric Automation – Systems and Components	1	3	59.128	10.603			69.731	249	69.980	114.000	1.137	485	1.622	42	131	82	213	46.248	13.779	60.027		
	Stone+tec	2	4	11.811	8.847			20.658		20.658	56.000	224	319	543	30				15.139	4.423	19.562 *		
	Werkstätten:Messe	1	4	6.455	193			6.648		6.648	13.000	215	19	234	5							21.909 *	
Offenbach																							
●	I.L.M – International Leather Goods Fair Offenbach – Summer Styles	1	3	7.968	4.730			12.698	800	13.498	20.100	140	108	248	20				4.460	1.447	5.907		
●	I.L.M – International Leather Goods Fair Offenbach – Winter Styles	1	3	7.889	4.870			12.759	800	13.559	20.100	123	111	234	16				4.480	1.246	5.726		

+ Events with changing venues

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* Visitors Profil Analyses see page 25 ff.

				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. 89	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														
Offenburg																			
Badische Weinmesse – Regional Wine Exhibition	1 2	1.048	15	10		1.073	76	1.149	6.000	129	1	130	2			4.477	286	4.763 *	
OBERRHEIN-MESSE – Consumer fair	1 9	9.876	757	9.199	26	19.858	2.169	22.027	47.000	461	32	493	12	1	1	68.965	4.402	73.367 *	
Rostock																			
AUTO Trend	1 3	6.828		1.900		8.728	7.700	16.428	21.700	81		81	1					20.855	
Stuttgart																			
ANIMAL	1 2	4.020	93			4.113	5.249	9.362	22.700	170	10	180	7			34.090	696	34.786 ¹⁾	
BLICKFANG – Furniture, Jewellery and Fashion	1 3	1.246	279			1.525	50	1.575	2.900	160	31	191	10					16.161	
CMT – The Holiday exhibition	1 9	50.374	8.838	283		59.495	3.876	63.371	106.800	1.379	544	1.923	71	54	4	58	206.329	2.084	208.413 *
● Composites Europe	1 3	5.860	2.407		35	8.302	930	9.232	20.800	269	137	406	27			6.420	2.751	9.171 *	
DIE BESTEN JAHRE – The exhibition for staying active	1 2	909	9			918	471	1.389	4.900	81	2	83	2					4.839 ¹⁾	
eltefa – Trade fair for the electrical sector	2 3	19.923	514	35		20.472	550	21.022	42.100	440	22	462	13	31	6	37	22.598	228	22.826 *
FACHDENTAL SÜDWEST	1 2	4.676	593			5.269	158	5.427	11.600	240	36	276	15	1	5	6	6.148	190	6.338 *
FAIR HANDELN – Fair trade and globally responsible trade and activities	1 4	1.845	223			2.068	162	2.230	5.300	126	18	144	14	2	2	4	19.144	193	19.337 ²⁾
Familie & Heim / Intern. mineral and fossil exchange	1 9	13.693	771			14.464	1.639	16.103	42.000	532	59	591	22					78.826 ¹⁾	
GARTEN outdoor ambiente	1 4	4.511	142			4.653	204	4.857	10.500	133	7	140	7					43.864 ²⁾	
Hobby + Elektronik	1 4	3.037	7	48		3.092	1.881	4.973	10.600	75	1	76	2			44.270	903	45.173 ¹⁾	
HYBRID EXPO	1 3	581	21			602	241	843	2.250	32	2	34	3	4	4	3.751	1.323	5.074	
INTERVITIS / INTERFRUCTA	3 4	17.660	6.871	243	21	24.795	3.142	27.937	57.600	370	197	567	22	30	26	56	21.275	5.655	26.930 *
Invest	1 2	3.220	486			3.706	517	4.223	10.500	98	23	121	10	2	1	3	11.262	230	11.492 *
IT & Business / DMS Expo / CRM-expo	1 3	7.535	387			7.922	1.184	9.106	21.000	421	43	464	12	11	1	12	7.856	591	8.447 *
Kreativ- & Bastelwelt	1 4	4.284	222			4.506	294	4.800	13.900	193	18	211	8				49.626	1.535	51.161 ¹⁾
LogiMAT	1 3	29.875	5.496	558	54	35.983	1.207	37.190	73.400	824	179	1.003	26				26.713	2.355	29.068 *
Medizin / TheraPro	1 3	3.020	129			3.149	403	3.552	10.500	189	9	198	6	1	3	4	6.682	136	6.818 *
Mineralien, Fossilien, Schmuck – Minerals, fossils, jewellery	1 3	1.559	200			1.759	467	2.226	10.500	159	38	197	17					14.817 ²⁾	
Modell Süd / Modelmaking and model railways	1 4	1.670	189			1.859	2.957	4.816	12.900	87	11	98	7				43.283	437	43.720 ¹⁾
Retro Classics	1 4	39.718	5.780			45.498	5.797	51.295	104.100	619	100	719	16				69.060	6.830	75.890
Slow Food	1 4	4.184	569			4.753	2.064	6.817	16.200	365	71	436	11				49.911	504	50.415 ²⁾
Slow Food / FAIR HANDELN / Mineral and fossil exchange / GARTEN outdoor ambiente	1 4	12.099	1.134			13.233	2.897	16.130	42.500	783	134	917	32	2	2	4			75.158
Stuttgarter Messeherbst	1 9	29.538	1.406	48		30.992	15.333	46.325	107.000	1.215	107	1.322	25				171.994	1.737	173.731
südback – Bakery and confectionery trades	1 4	24.418	3.327	12		27.757	660	28.417	52.500	508	88	596	17	11	7	18	29.389	3.266	32.655 *
Süddeutsche Spieldemesse – Exh. for games	1 4	1.925	115			2.040	2.842	4.882	11.400	77	6	83	5				48.636	1.504	50.140 ¹⁾
Wächtersbach																			
Messe Wächtersbach – Consumer Exhibition	1 9	4.556	99	4.402	115	9.172	4.866	14.038	23.100	297	11	308	9					59.194 *	

+ 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 Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted

				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. 89	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														
Hong Kong																			
Baby Products Fair	1 4	1.468	5.552			7.020		7.020	14.400	103	308	411	27			12.642	12.624	25.266	
electronicAsia	1 4	1.962	4.367			6.329		6.329	10.800	175	420	595	12			12.398	20.424	32.822	
Electronics Fair (Autumn Edition)	1 4	21.635	20.215			41.850		41.850	79.700	1.463	1.800	3.263	30			24.015	44.120	68.135	
Electronics Fair (Spring Edition)	1 4	15.849	17.287			33.136		33.136	65.200	1.082	1.459	2.541	21			22.213	38.159	60.372	
Fashion Week (Fall/Winter)	1 4	6.813	12.153			18.966		18.966	36.600	466	857	1.323	20			13.164	9.410	22.574	
Gifts and Premium Fair	1 4	22.373	17.275			39.648		39.648	77.200	2.012	1.697	3.709	37			23.784	26.421	50.205	
Houseware Fair	1 4	7.898	15.792			23.690		23.690	49.900	500	1.181	1.681	32			12.839	14.599	27.438	
International Jewellery Show	1 5	29.330	21.092			50.422		50.422	94.400	1.638	1.703	3.341	49			16.146	25.967	42.113	
International Lighting Fair (Autumn Edition)	1 4	12.261	23.991			36.252		36.252	69.600	634	1.726	2.360	38			11.319	26.711	38.030	
Optical Fair	1 3	4.652	8.173			12.825		12.825	25.000	211	451	662	26			5.553	8.361	13.914	
Toys and Games Fair	1 4	15.258	14.714			29.972		29.972	57.800	826	1.003	1.829	41			19.945	19.791	39.736	
Watch & Clock Fair	1 5	13.007	2.892			15.899		15.899	34.800	551	173	724	15			10.429	8.399	18.828	
Verona																			
MARMOMACC	1 4	30.831	25.157	10.689	3.464	70.141	3.748	73.889	195.400	551	838	1.389	56	28	8	36	24.893	29.715	54.608
PULIRE	2 3	12.131	1.162	208		13.501	4.410	17.911	40.500	203	67	270	20			10.495	3.744	14.239	
Vinitaly – SOL&AGRIFOOD – Enolitech	1 4	88.185	738	506		89.429	9.495	98.924	179.600	3.795	80	3.875	26	410	60	470	90.524	51.753	142.277

		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. 89	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																													
A MULTI-INDUSTRY FAIRS																																		
A1 Investment and Consumer Goods Fairs																																		
Int. Handwerksmesse/Garten München, München	1 7	27.241	4.646			31.887		31.887	74.000	867	206	1.073	34	15	3	18	135.739	3.053	138.792 *															
A2 Investment Goods Trade Fairs																																		
HANNOVER MESSE, Hannover	1 5	148.294	79.164	2.848	352	230.658	17.835	248.493	401.600	3.023	3.370	6.393	62				169.484	47.525	217.009 *															
A3 Consumer Goods Trade Fairs																																		
● Ambiente, Frankfurt/Main	1 5	66.505	123.427			189.932	1.665	191.597	329.300	1.165	3.549	4.714	81				72.106	67.261	139.367 *															
● Tendence, Frankfurt/Main	1 4	35.434	19.848			55.282	1.453	56.735	102.400	790	500	1.290	56				30.338	6.968	37.306 *															
B SPECIALIZED TRADE FAIRS AND PUBLIC EXHIBITIONS																																		
B1 Agriculture; Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their Equipment																																		
● AGRITECHNICA, Hannover	2 7	136.725	102.197	1.135	2.104	242.161	4.654	246.815	423.800	1.384	1.513	2.897	46	6	27	33	342.071	106.841	448.912 *															
INTERVITIS/INTERFRUCTA, Stuttgart	3 4	17.660	6.871	243	21	24.795	3.142	27.937	57.600	370	197	567	22	30	26	56	21.275	5.655	26.930 *															
IPM – The world's leading trade fair for horticulture	1 4	19.394	23.535			42.929	3.917	46.846	105.000	599	937	1.536	46				35.210	14.381	49.591 *															
B2 Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their Equipment																																		
● Anuga, Köln	2 5	34.072	117.909			151.981	213	152.194	262.000	773	5.854	6.627	98	52	98	150	52.833	101.809	154.642 *															
Badische Weinmesse, Offenburg	1 2	1.048	15	10		1.073	76	1.149	6.000	129	1	130	2				4.477	286	4.763 *															
● drinktec, München	4 5	43.612	41.721			85.333	1.606	86.939	132.500	556	876	1.432	76				25.629	41.143	66.772 *															
● Eu'Vend/coffeenा, Köln	2 3	4.274	1.579			5.853	134	5.987	13.500	125	92	217	23				3.257	1.605	4.862 *															
● FRUIT LOGISTICA, Berlin	1 3	8.677	50.842			59.519	423	59.942	105.500	255	2.311	2.566	78				12.488	48.132	60.620 *															
GÄSTE, Leipzig	2 4	5.049	199			5.248	824	6.072	12.400	162	8	170	7				9.612	766	10.378 *															
HOGA Nürnberg, Nürnberg	2 4	18.363	1.112			19.475	3.101	22.576	40.100	583	59	642	12						30.721 *															
● IFFA, Frankfurt/Main	3 6	36.838	34.039	112	40	71.029	1.741	72.770	109.000	410	556	966	46				23.209	37.300	60.509 *															
● International Green Week, Berlin	1 10	32.439	15.094			47.533	8.471	56.004	114.100	1.007	567	1.574	67				385.850	10.300	396.150 *															
INTERNORGA, Hamburg	1 6	46.626	6.560	820	12	54.018		54.018	89.500	969	183	1.152	23						90.065 *															
Inter-tabac, Dortmund	1 3	8.064	5.491			13.555	665	14.220	30.100	156	237	393	51	2	2	4	6.324	3.316	9.640 *															
● ISM – International Sweets and Biscuits Fair, Köln	1 4	13.061	31.591			44.652	724	45.376	110.000	219	1.141	1.360	67	30	12	42	14.070	24.451	38.521 *															
Nord Gastro & Hotel, Husum	1 2	4.116	100	28		4.244		4.244	8.900	183	4	187	4						4.500 *															
● ProSweets Cologne, Köln	2 4	3.865	5.058			8.923	632	9.555	21.000	118	200	318	30	2	1	3	8.247	9.419	17.666 *															
● ProWein, Düsseldorf	1 3	17.110	34.184	625		51.919	1.302	53.221	102.000	858	3.934	4.792	48				25.746	19.422	45.168 *															
Sachsenback, Dresden	3 3	6.269	196			6.465	591	7.056	14.300	207	8	215	7	6	3	9			7.149 *															
Slow Food, Stuttgart	1 4	4.184	569			4.753	2.064	6.817	16.200	365	71	436	11				49.911	504	50.415 *)															
südback – Bakery and confectionery trades, Stuttgart	1 4	24.418	3.327	12		27.757	660	28.417	52.500	508	88	596	17	11	7	18	29.389	3.266	32.655 *															
B3 Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their Equipment																																		
FAIR HANDELN, Stuttgart	1 4	1.845	223			2.068	162	2.230	5.300	126	18	144	14	2	2	4	19.144	193	19.337 *)															

				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. 89		Interval/ Days		Halls			Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries			Domestic	Foreign	Total	Domestic	Foreign	Total
				Domestic	Foreign	Total	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total
● GDS (spring), Düsseldorf	1	3	14.919	21.698		36.617	4.619	41.236	79.500	287	572	859	38				11.645	7.763	19.408	* ¹⁾	
● GDS (autumn), Düsseldorf	1	3	14.259	20.217		34.476	4.862	39.338	79.500	266	551	817	36				9.501	8.701	18.202	* ²⁾	
● GLOBAL SHOES (spring), Düsseldorf	1	3	56	8.801		8.857	344	9.201	25.700	1	294	295	12				1.524	4.571	6.095	* ¹⁾	
● GLOBAL SHOES (autumn), Düsseldorf	1	3	56	9.742		9.798	344	10.142	25.700	1	341	342	15				1.087	3.314	4.401	*	
● I.L.M. Summer Styles – Intern. leather goods fair, Offenbach	1	3	7.968	4.730		12.698	800	13.498	20.100	140	108	248	20				4.460	1.447	5.907		
● I.L.M. Winter Styles – Intern. leather goods fair, Offenbach	1	3	7.889	4.870		12.759	800	13.559	20.100	123	111	234	16				4.480	1.246	5.726		
● INHORGENTA MUNICH, München	1	4	24.016	10.225		34.241	1.752	35.993	76.000	667	534	1.201	39				20.525	9.019	29.544	*	
INTERGEM, Idar-Oberstein	1	4	2.090	131		2.221	108	2.329	5.000	118	10	128	8							2.585	
● Kind + Jugend, Köln	1	4	16.012	34.698		50.710	593	51.303	96.000	171	838	1.009	44	1	1	2	6.748	13.726	20.474	*	
MIDORA, Leipzig	1	3	3.305	125		3.430	240	3.670	10.500	112	9	121	3				1.865	69	1.934	*	
● Techtextil, Frankfurt/Main	2	3	11.186	18.187		29.373	343	29.716	53.100	443	887	1.330	48				11.747	15.671	27.418	* ²⁾	
● Texprocess, Frankfurt/Main	2	4	5.965	7.185		13.150	463	13.613	41.400	111	219	330	38				5.798	6.330	12.128	* ²⁾	
B4 Building, Completion and Extension, and their Equipment																					
● Asia-Pacific Sourcing, Köln	2	3	12	7.255		7.267	7.267	24.200	1	619	620	12					2.081	2.650	4.731	*	
● BAU, München	2	6	96.365	22.784	1.081	101	120.331	508	120.839	183.400	1.457	571	2.028	41			172.752	60.149	232.901	*	
● BAUMA, München	3	7	61.716	66.060	167.385	117.017	412.178	1.159	413.337	575.000	1.347	2.074	3.421	57			322.254	212.811	535.065	*	
● EXPO REAL – Property and Investment, München	1	3	24.236	8.276		32.512	2.887	35.399	64.000	1.260	393	1.653	33				24.542	9.135	33.677		
FACILITY MANAGEMENT, Frankfurt/Main	1	3	2.588	49		2.637	371	3.008	6.550	124	10	134	5	31	2	33	4.846	166	5.012		
+ ● FARBE – Paint - finishing & facade, Köln	3	4	22.290	2.633		24.923	120	25.043	50.000	312	86	398	16	2	2	2	41.371	5.100	46.471	*	
Haus.Bau.Energie, Erfurt	1	3	2.099	50	854	3.003	1.070	4.073	6.650	132	3	135	4							3.574	
Interlift, Augsburg	2	4	7.239	13.161		20.400	351	20.751	37.300	147	350	497	39				7.498	8.803	16.301	*	
● ISH, Frankfurt/Main	2	5	102.302	67.565	879	939	171.685	669	172.354	258.500	1.017	1.419	2.436	56			123.594	63.985	187.579	*	
LANDES-BAU-AUSSTELLUNG, Magdeburg	1	3	1.863	12	347	2.222	669	2.891	6.600	116	1	117	2							3.956	
SHKG Leipzig, Leipzig	2	3	5.751	439		6.190	6.190	14.500	180	15	195	9	2	2	2	11.771	227	11.998	* ³⁾		
Stone+tec, Nürnberg	2	4	11.811	8.847		20.658	20.658	56.000	224	319	543	30				15.139	4.423	19.562	*		
B5 Furnishings, Household Appliances, Houseware, and their Equipment																					
Blickfang, Stuttgart	1	3	1.246	279		1.525	50	1.575	2.900	160	31	191	10							16.161	
● DOMOTEX, Hannover	1	4	15.850	67.796		83.646	5.654	89.300	167.400	188	1.135	1.323	59				14.583	22.429	37.012	*	
● imm cologne – The international furnishing show/ LivingKitchen, Köln	1	7	84.597	73.421		158.018	2.862	160.880	261.000	437	673	1.110	51	76	46	122	99.615	41.976	141.591	*	
● interzum, Köln	2	4	27.235	49.508		76.743	1.915	78.658	149.600	372	1.075	1.447	57	19	38	57	17.477	35.011	52.488	*	
ZOW – Intern. fair for suppliers to the furniture and interior design industries, Bad Salzuflen	1	4	5.403	2.777		8.180	8.180	17.800	251	143	394	27	7	4	11	8.106	2.980	11.086			
B6 Health, Body Care, Protection at Work, and their Equipment																					
● A + A, Düsseldorf	2	4	27.341	32.122	1.173	60	60.696	1.906	62.602	114.400	519	1.088	1.607	54			47.048	16.445	63.493	*	
+ ALTENPFLEGE, Nürnberg	2	3	22.545	723		23.268	805	24.073	49.600	588	38	626	15				29.785	1.376	31.161	*	
● BEAUTY INTERNATIONAL, Düsseldorf	1	3	19.610	2.487		22.097	4.326	26.423	70.100	493	101	594	27				56.895	4.282	61.177	* ⁴⁾	

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

				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. 89	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																
Fachdental Leipzig, Leipzig	1 2	3.828	532			4.360	162	4.522	10.000	212	28	240	13	5	2	7			4.242 *		
FACHDENTAL SÜDWEST, Stuttgart	1 2	4.676	593			5.269	158	5.427	11.600	240	36	276	15	1	5	6	6.148	190	6.338 *		
● Hair & Beauty, Frankfurt/Main	1 2	2.707	599			3.306	1.948	5.254	12.300	111	38	149	13						9.372	228	9.600
● IDS – International Dental Show, Köln	2 5	37.038	36.584			73.622	685	74.307	147.900	647	1.355	2.002	56	7	49	56	65.292	60.035	125.327 *		
● MEDICA / COMPAMED, Düsseldorf	1 4	47.648	79.908	482	18	128.056	2.111	130.167	262.700	1.321	4.046	5.367	70						58.179	74.047	132.226 *
Medizin / TheraPro, Stuttgart	1 3	3.020	129			3.149	403	3.552	10.500	189	9	198	6	1	3	4	6.682	136	6.818 *		
PFLEGE + HOMECARE, Leipzig	2 3	4.046	45			4.091	2.020	6.111	16.000	222	4	226	5	2		2	10.129	99	10.228 *		
● REHACARE INTERNATIONAL, Düsseldorf	1 4	15.876	7.156	35		23.067		23.067	55.300	423	331	754	37						35.003	4.818	39.821 *
therapie, Leipzig	2 3	5.185	439			5.624	431	6.055	17.000	243	31	274	10	2	1	3	12.150	223	12.373 *		
● TOP HAIR Int. Trend & Fashion Days, Düsseldorf	1 3	5.442	931			6.373	7.197	13.570	38.200	144	36	180	13						28.617	3.180	31.797 *
B7 Environment Protection, Safety, Cleaning, Communal Services, and their Equipment																					
● CMS Cleaning.Management.Services, Berlin	2 4	10.386	1.737	574		12.697	122	12.819	25.400	272	88	360	20						14.055	2.157	16.212 *
IPOMEX – Intern. police meeting and exhibition, Münster	2 3	1.062	15	200		1.277	1.700	2.977	8.000	105	2	107	2								2.439
TerraTec, Leipzig	2 3	3.718	221			3.939	460	4.399	10.000	199	23	222	13	2		2	8.758	442	9.200	^{*)}	
● WASSER BERLIN, Berlin	2 4	9.698	2.512	51		12.261	3.152	15.413	36.000	426	177	603	36						17.599	4.791	22.390 *
B8 Transport, Traffic, Logistics, and their Equipment																					
AUTO Trend, Rostock	1 3	6.828		1.900		8.728	7.700	16.428	21.700	81		81	1								20.855
AUTOMOTIVE ENGINEERING EXPO, Nürnberg	2 3	1.066	345			1.411	108	1.519	3.000	45	22	67	9						506	205	711 *
Bremen Classic Motorshow, Bremen	1 3	18.060	1.584			19.644	1.336	20.980	45.100	548	55	603	10						38.521	2.899	41.420 *
eCarTec Munich / MATERIALICA, München	1 3	6.870	2.859	879	90	10.698	2.028	12.726	44.000	358	133	491	20						9.445	2.297	11.742 *
● Hannover Messe: MobiliTec, Hannover	1 5	3.010	262	387		3.659	15.180	18.839	24.600	120	27	147	10						21.177	5.732	26.909 ^{*)}
LogiMAT, Stuttgart	1 3	29.875	5.496	558	54	35.983	1.207	37.190	73.400	824	179	1.003	26						26.713	2.355	29.068 *
NUFAM – Commercial vehicles, Karlsruhe	2 4	21.988	1.281	1.486	80	24.835	4.122	28.957	49.200	273	38	311	10	3	3	6	16.707	732	17.439 *		
Retro Classics, Stuttgart	1 4	39.718	5.780			45.498	5.797	51.295	104.100	619	100	719	16						69.060	6.830	75.890
● transport logistic, München	2 4	36.490	18.563	5.599	2.169	62.821		62.821	110.200	1.102	911	2.013	63						33.090	19.218	52.308
B9 Information, Communication, Office, Entertainment Electronics, Photo, Film, and their Equipment																					
● CeBIT, Hannover	1 5	108.457	36.635	1.377		146.469	3.810	150.279	261.800	1.730	1.652	3.382	69						228.528	44.504	273.032 *
● dmexco – Digital Marketing Exposition & Conference, Köln	1 2	17.260	3.186	8		20.454	1.071	21.525	44.300	558	177	735	24	7	3	10	21.927	5.143	27.070 *		
● EuroCIS, Düsseldorf	1 4	4.950	1.962			6.912	155	7.067	13.300	163	72	235	22						4.447	2.612	7.059 *
IT & Business / DMS Expo / CRM-expo, Stuttgart	1 3	7.535	387			7.922	1.184	9.106	21.000	421	43	464	12	11	1	12	7.856	591	8.447 *		
it-sa – IT Security, Nürnberg	1 3	4.264	669			4.933	525	5.458	11.900	282	76	358	22						6.599	346	6.945 *
mailingtage, Nürnberg	1 2	4.845	330			5.175	1.260	6.435	14.800	277	26	303	12						6.889	479	7.368 *
● Prolight + Sound, Frankfurt/Main	1 4	14.946	19.552	860	663	36.021	1.000	37.021	73.500	354	539	893	41						21.667	21.046	42.713 ^{*)}
● SHOWTECH, Berlin	2 3	5.719	1.484			7.203	858	8.061	15.400	200	77	277	21	9	12	21	5.010	2.182	7.192 *		

+ 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

TerraTec/enertec. Multiple answers were permitted

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

³⁾ ascertained by a representative poll

FKM				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. 89		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																	
B10	Education, Setting up a business																							
•	didacta, Köln	1	5	32.030	855			32.885	2.546	35.431	77.900	768	54	822	23	46	2	48	94.721	2.329	97.050	*		
•	LEARNTEC, Karlsruhe	1	3	2.532	355			2.887	1.245	4.132	10.500	149	25	174	13					4.156			*	
B11	Sports, Games, Leisure, and their Equipment																							
•	ABF, Hannover	1	9	37.519	1.208	315		39.042	8.107	47.149	99.400	741	57	798	20					124.116			*	
•	aktiv+vital with bike+outdoor, Dresden	1	3	3.768	53			3.821	6.200	10.021	18.500	195	5	200	5					11.189			*	
•	ANIMAL, Stuttgart	1	2	4.020	93			4.113	5.249	9.362	22.700	170	10	180	7					34.090	696	34.786	¹⁾	
•	aquanale / FSB	2	4	13.817	20.476			34.293	2.241	36.534	100.000	308	494	802	45	56	16	72	10.907	14.043	24.950	*		
•	BOATFIT, Bremen	1	3	3.283	353			3.636	926	4.562	10.700	158	19	177	7					10.501	149	10.650	*	
•	boot – International boat show, Düsseldorf	1	9	43.334	42.996	101	281	86.712	17.338	104.050	214.200	895	783	1.678	63					181.924	37.262	219.186	*	
•	CARAVAN, Bremen	1	3	10.192	106			10.298		10.298	14.800	75	4	79	5					25.960			²⁾	
•	CARAVAN SALON, Düsseldorf	1	10	63.419	21.180	1.705	325	86.629	6.456	93.085	133.100	369	162	531	21					154.457	21.663	176.120	*	
•	CMT – The holiday exhibition, Stuttgart	1	9	50.374	8.838	283		59.495	3.876	63.371	106.800	1.379	544	1.923	71	54	4	58	206.329	2.084	208.413	*		
•	Creativeworld, Frankfurt/Main	1	4	4.411	4.725			9.136	424	9.560	15.700	77	162	239	25					4.024	3.181	7.205	³⁾	
•	EQUITANA, Essen	2	9	25.973	6.915			32.888	14.108	46.996	95.700	603	210	813	30					144.787	16.087	160.874	*	
•	f.re.e – Fair for leisure and travel, München	1	5	19.338	6.016			25.354	9.102	34.456	66.200	668	416	1.084	59	41	7	48	109.054	2.226	111.280	*		
•	FIBO, Köln	1	4	26.123	18.035			44.158	3.619	47.777	116.300	364	313	677	32					84.773	17.363	102.136	*	
•	GARTEN outdoor ambiente, Stuttgart	1	4	4.511	142			4.653	204	4.857	10.500	133	7	140	7					43.864			⁴⁾	
•	h+h cologne, Köln	1	3	5.303	5.030			10.333	668	11.001	24.200	111	210	321	37					9.650	2.948	12.598	*	
•	hanseboot, Hamburg	1	9	16.917	4.007	65		20.989	2.318	23.307	54.500	419	106	525	17					71.370	3.520	74.890	*	
•	Heimtextil, Frankfurt/Main	1	4	25.110	91.719			116.829	3.938	120.767	206.700	324	2.292	2.616	62					22.577	43.258	65.835	*	
•	Hobby + Elektronik, Stuttgart	1	4	3.037	7	48		3.092	1.881	4.973	10.600	75	1	76	2					44.270	903	45.173	¹⁾	
•	ispO, München	1	4	26.274	79.246			105.520	5.590	111.110	179.800	370	2.066	2.436	50					28.704	52.879	81.583	*	
•	ITB – The world's leading travel trade show, Berlin	1	5	27.945	59.766	146	60	87.917		87.917	155.300	1.597	5.757	7.354	189	550	1.782	2.332	94.573	35.852	130.425	*		
•	IWA OutdoorClassics, Nürnberg	1	4	14.405	27.230			41.635	502	42.137	75.200	291	918	1.209	49					15.189	23.076	38.265	*	
•	Kreativ- & Bastelwelt, Stuttgart	1	4	4.284	222			4.506	294	4.800	13.900	193	18	211	8					49.626	1.535	51.161	¹⁾	
•	MAGDEBOOT, Magdeburg	1	3	3.239	12	198		3.449	128	3.577	9.800	102	1	103	2	9		9				5.893	*	
•	Magdeburger Meeresangeltage – Fishing Exhibition, Magdeburg	1	2	2.221	292	50		2.563	459	3.022	7.300	87	15	102	5							5.407	*	
•	Mineral, fossils, jewellery, Stuttgart	1	3	1.559	200			1.759	467	2.226	10.500	159	38	197	17								14.817	⁴⁾
•	MODELL SÜD – Modelmaking and model railways, Stuttgart	1	4	1.670	189			1.859	2.957	4.816	12.900	87	11	98	7					43.283	437	43.720	*	
•	modell-hobby-spiel, Leipzig	1	4	17.994	941	359		19.294	16.402	35.696	83.800	560	52	612	10	1	1	2	106.648	1.845	108.493	*		
•	Musikmesse, Frankfurt/Main	1	4	15.855	22.755	60	230	38.900	1.500	40.400	89.200	468	902	1.370	51					48.574	22.289	70.863	³⁾	
•	Pferd & Jagd – Equestrian sports, hunting, fishing, Hannover	1	4	16.165	1.967	66		18.198	10.503	28.701	83.500	713	90	803	24								77.599	*
•	RAD + OUTDOOR, Bremen	1	2	2.643	72			2.715	4.260	6.975	14.600	164	10	174	5								13.456	*
•	Reiselust – Tourism fair, Bremen	1	3	3.139	306			3.445	362	3.807	9.300	251	28	279	13	3	2	5	27.264	415	27.679	²⁾		
•	REISEN HAMBURG – Holiday Exhibition, Hamburg	1	5	23.835	2.893	12		26.740	1.496	28.236	66.000	631	223	854	53								78.772	*

± Events with changing venues

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

1 Events with changing venues 1 Recognise
Messeherbst. Multiple answers were permitted

Messelerbst. Multiple answers were permitted.

be permitted

determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted

determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted

				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. 89	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															
reiten – jagen – fischen – riding, hunting, fishing, Erfurt	1 3	5.282	317	634		6.233	1.983	8.216	19.200	201	17	218	9						24.453 *	
Spielwarenmesse – International Toy Fair, Nürnberg	1 6	48.725	55.820			104.545		104.545	160.000	807	1.940	2.747	60	2	3	5	31.942	40.653	72.595 *	
● spoga horse (spring), Köln	1 3	3.727	3.907			7.634	132	7.766	16.800	66	126	192	27	3	1	4	1.965	1.788	3.753 *	
● spoga+gafa / spoga horse (autumn), Köln	1 3	26.277	73.299	78		99.654	3.240	102.894	224.400	312	1.482	1.794	57	8	50	58	15.090	20.595	35.685 *	
Süddeutsche Spielmesse, Stuttgart	1 4	1.925	115			2.040	2.842	4.882	11.400	77	6	83	5					48.636	1.504	50.140 ¹⁾
TIERWELT, Magdeburg	1 3	2.092	10	56		2.158	1.616	3.774	9.800	144	1	145	2						14.365	
● TourNatur, Düsseldorf	1 3	3.513	407			3.920	1.329	5.249	14.800	176	55	231	12					32.740	736	33.476 ²⁾
B12 Electrical Engineering and Electronics																				
efa – Building Systems, Electrical Engineering, Air Conditioning, Automation, Leipzig	2 3	7.898	78			7.976		7.976	19.500	189	5	194	6	4	4		12.452	382	12.834 ³⁾	
ELEKTORECHNIK, Dortmund	2 4	14.992	377			15.369	3.836	19.205	42.600	432	16	448	11	12	1	13	18.965	708	19.673 *	
+ ELTEC, Nürnberg	2 3	9.287	115			9.402	653	10.055	20.200	261	9	270	6				11.638	225	11.863 *	
eltefa, Stuttgart	2 3	19.923	514	35		20.472	550	21.022	42.100	440	22	462	13	31	6	37	22.598	228	22.826 *	
embedded world, Nürnberg	1 3	14.205	5.773			19.978		19.978	38.000	478	387	865	37				16.058	6.489	22.547 *	
PCIM Europe, Nürnberg	1 3	5.867	3.782			9.649	288	9.937	18.500	191	201	392	27	22	66	88	6.003	3.441	9.444	
● Productronica, München	2 4	27.546	13.691			41.237	1.466	42.703	77.000	673	545	1.218	39	4	7	11	18.606	19.202	37.808 *	
SMT / HYBRID / PACKAGING, Nürnberg	1 3	11.109	2.332			13.441	404	13.845	27.000	338	178	516	27	15	39	54	16.015	4.004	20.019	
SPS/IPC/DRIVES, Nürnberg	1 3	59.128	10.603			69.731	249	69.980	114.000	1.137	485	1.622	42	131	82	213	46.248	13.779	60.027	
B13 Metal-Working, Automation, Measuring, Quality Assurance																				
● Composites Europe, Stuttgart	1 3	5.860	2.407		35	8.302	930	9.232	20.800	269	137	406	27				6.420	2.751	9.171 *	
+ EMO, Hannover	2 6	80.864	97.834			178.698	1.884	180.582	289.500	894	1.237	2.131	43				95.674	47.123	142.797 *	
● Hannover Messe: Digital Factory, Hannover	1 5	4.726	761			5.487		5.487	10.600	176	26	202	12				28.579	6.359	34.938 ⁴⁾	
● Hannover Messe: Industrial Automation, Hannover	1 5	48.751	10.088	1.957		60.796	388	61.184	102.100	640	371	1.011	38				79.005	28.631	107.636 ⁴⁾	
intec, Leipzig	2 4	20.572	853			21.425	253	21.678	44.000	870	78	948	22	4	1	5	19.053	691	19.744 ⁵⁾	
SCHWEISSEN & SCHNEIDEN, Essen	4 6	24.535	22.659			47.194	500	47.694	86.600	422	589	1.011	40				25.769	22.943	48.712 *	
SENSOR + TEST, Nürnberg	1 3	5.894	2.072			7.966	1.254	9.220	19.000	363	180	543	28				6.014	1.796	7.810 *	
B14 Plastic and Wood Processing																				
● K – Plastics and rubber, Düsseldorf	3 8	66.531	104.648	50	16	171.245		171.245	263.000	1.061	2.159	3.220	59				89.796	127.627	217.423 *	
● LIGNA, Hannover	2 5	57.316	48.613	10.796	4.091	120.816	2.381	123.197	209.200	749	799	1.548	46				57.059	32.798	89.857 *	
B15 Power Supply Industry																				
enertec – Generation, Distribution and Storage of Energy, Leipzig	2 3	1.823	135			1.958	720	2.678	8.000	162	21	183	7				8.130	330	8.460 ⁶⁾	
E-world energy & water, Essen	1 3	19.637	3.236			22.873	2.137	25.010	47.500	472	105	577	23				15.972	2.752	18.724 *	

+ 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 Caravan Salon/TourNatur. Multiple answers were permitted

³⁾ Visitor attendance determined by a representative poll in the combination of SHKG Leipzig/efa. Multiple answers were permitted

⁴⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted

⁵⁾ Visitor attendance determined by a representative poll in the combination of TerraTec/enertec. Multiple answers were permitted

⁶⁾ Visitor attendance determined by a representative poll in the combination of intec/Z – Subcontracting Fair. Multiple answers were permitted

⁷⁾ Visitor attendance determined by a representative poll in the combination of TerraTec/enertec

				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. 89		Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic		Foreign		Total	from countries	Domestic		Foreign		Total		
				Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Domestic	Foreign			Domestic	Foreign	Domestic	Foreign			
● Hannover Messe: Energy, Hannover	1	5	21.010	15.952	191	35	37.188	286	37.474	66.500	415	595	1.010	47			68.282	19.824	88.106	* ¹⁾				
● Hannover Messe: Wind, Hannover	1	5	7.118	1.122			8.240	447	8.687	9.300	136	59	195	16			53.564	13.058	66.622	* ¹⁾				
● Intersolar Europe, München	1	3	29.488	24.629	1.102	509	55.728	1.890	57.618	115.500	610	682	1.292	47			28.000	18.929	46.929					
New Energy Husum, Husum	1	4	5.250	549	548	55	6.402	20	6.422	12.900	229	33	262	11			11.400	2.039	13.439	*				
B16 Other Investment Goods Industries																								
● BIOTECHNICA, Hannover	2	3	6.592	2.174			8.766	1.291	10.057	23.600	385	168	553	28			9.643	1.649	11.292	*				
European Coatings SHOW, Nürnberg	2	3	17.050	17.574			34.624	269	34.893	62.900	351	611	962	44			9.652	16.193	25.845	*				
FachPack, Nürnberg	1	3	43.787	9.829			53.616		53.616	98.700	1.039	400	1.439	34			26.880	7.718	34.598	*				
FMB – Supplier show for mechanical engineering, Bad Salzuflen	1	3	7.046	403			7.449		7.449	14.200	393	36	429	10	11	5	16	4.274	144	4.418				
● Hannover Messe: ComVac, Hannover	1	5	5.530	6.355			11.885		11.885	21.500	52	134	186	26			19.495	10.452	29.947	* ¹⁾				
● Hannover Messe: Industrial Supply, Hannover	1	5	14.564	16.248			30.812	773	31.585	52.700	555	1.014	1.569	46			38.969	20.708	59.677	* ¹⁾				
● Hannover Messe: IndustrialGreenTec, Hannover	1	5	1.527	504			2.031		2.031	5.800	72	32	104	10			24.092	6.289	30.381	* ¹⁾				
● Hannover Messe: MDA – Motion, Drive & Automation, Hannover	1	5	19.342	22.134	181	17	41.674	96	41.770	59.900	318	796	1.114	36			56.380	23.479	79.859	* ¹⁾				
● Hannover Messe: Research & Technology, Hannover	1	5	7.441	1.077	132	300	8.950	473	9.423	16.400	310	127	437	12			36.685	8.887	45.572	* ¹⁾				
● Hannover Messe: Surface Technology, Hannover	1	5	5.745	1.281			7.026	192	7.218	14.000	155	82	237	19			27.906	9.203	37.109	* ¹⁾				
HYBRID EXPO, Stuttgart	1	3	581	21			602	241	843	2.250	32	2	34	3	4	4	3.751	1.323	5.074					
+ ● INTERGEO, Essen	1	3	7.333	4.772	212	306	12.623	609	13.232	24.200	287	201	488	30	17	11	28	12.648	3.735	16.383	*			
● LASER World of PHOTONICS, München	2	4	13.917	7.433			21.350	1.826	23.176	42.000	455	675	1.130	37	1	5	6	12.346	14.236	26.582	*			
POWTECH/TechnoPharm, Nürnberg	1	3	20.613	7.305			27.918		27.918	52.100	658	301	959	29			11.189	5.616	16.805	*				
Rapid.Tech, Erfurt	1	2	731	45			776	45	821	2.600	71	5	76	5					1.533	*				
Z – Subcontracting fair, Leipzig	2	4	3.502	1.160			4.662	57	4.719	11.800	266	135	401	20			9.162	1.041	10.203	* ²⁾				
B17 Other Consumer Goods and Service Industries																								
BIOFACH / VIVANESS, Nürnberg	1	4	16.201	22.180			38.381	3.761	42.142	82.100	686	1.727	2.413	87			23.524	18.270	41.794	*				
CADEAUX – März, Leipzig	1	3	7.324	399			7.723	504	8.227	20.500	262	20	282	10	3	3			5.854					
CADEAUX – September/Comfortex, Leipzig	1	3	9.740	542			10.282	1.367	11.649	35.900	328	24	352	11	6	6			11.845	*				
● Christmasworld, Frankfurt/Main	1	5	22.566	32.741			55.307	1.854	57.161	97.100	247	696	943	41			13.935	16.706	30.641	* ³⁾				
DKM – Finance and Insurance Industry, Dortmund	1	2	8.652	160			8.812		8.812	23.200	283	8	291	8			11.208	113	11.321					
Invest, Stuttgart	1	2	3.220	486			3.706	517	4.223	10.500	98	23	121	10	2	1	3	11.262	230	11.492	*			
● Moderner Staat, Berlin	1	2	1.353	24			1.377	516	1.893	8.000	99	3	102	4			2.049	48	2.097					
Opti – International Trade Show for Optics & Design, München	1	3	15.817	6.157			21.974	366	22.340	40.000	270	221	491	31			17.604	5.639	23.243					
● Paperworld, Frankfurt/Main	1	4	17.333	35.404			52.737	1.258	53.995	118.000	347	1.437	1.784	64			17.129	28.231	45.360	* ³⁾				
Pieta, Dresden	2	3	2.625	184			2.809	100	2.909	6.700	90	10	100	5					1.408					
● Promotion World, Hannover	1	5	1.301	139			1.440	349	1.789	6.300	68	11	79	6			11.649	1.589	13.238	* ¹⁾				
● PSI Messe, Düsseldorf	1	3	19.310	14.105			33.415	534	33.949	61.600	489	465	954	32			5.690	7.729	13.419	*				
RemaDays Europe, Nürnberg	1	3	1.757	957			2.714	298	3.012	6.500	67	85	152	15			1.409	447	1.856					

+ Events with changing venues ● 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 at Hannover Messe. Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll in the combination of interc/Z – Subcontracting Fair. 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. 89	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															
viscom düsseldorf, Düsseldorf	2 3	6.181	2.518	36		8.735	1.956	10.691	21.400	218	132	350	26				10.758	2.820	13.578 *	
Werkstätten:Messe, Nürnberg	1 4	6.455	193			6.648		6.648	13.000	215	19	234	5						21.909 *	
C MULTI-SECTOR PUBLIC EXHIBITIONS																				
Allgäuer Festwoche, Kempten	1 9	5.466	180	3.061	10	8.717	884	9.601	24.900	342	12	354	5						104.495 *	
Baumesse Chemnitz, Chemnitz	1 3	3.267	45	111		3.423	179	3.602	8.400	209	3	212	2	33	33				9.056 *	
DIE BESTEN JAHRE – Exhibition for staying active, Stuttgart	1 2	909	9			918	471	1.389	4.900	81	2	83	2						4.839 ¹⁾	
DU UND DEINE WELT, Hamburg	1 9	13.732	1.272	258		15.262	2.464	17.726	42.300	440	50	490	22					76.877	855	77.732 *
Familie + Heim / International mineral and fossil exchange, Stuttgart	1 9	13.693	771			14.464	1.639	16.103	42.000	532	59	591	22						78.826 ¹⁾	
HanseLife, Bremen	1 9	17.134	985	1.965		20.084	2.177	22.261	47.700	747	33	780	13						75.963 *	
Haus-Garten-Freizeit – Home – Garden – Leisure / Central german handicraft fair/Beach & Boat, Leipzig	1 9	27.100	2.087			29.187	8.442	37.629	88.200	1.068	93	1.161	22	1	1	1	174.197	717	174.914 *	
Import Shop, Berlin	1 5	3.245	3.136			6.381	853	7.234	19.700	252	325	577	60					40.658	703	41.361 *
Infa, Hannover	1 9	30.614	2.885	523	48	34.070	7.682	41.752	95.800	1.174	146	1.320	30						181.433 *	
Messe Wächtersbach, Wächtersbach	1 9	4.556	99	4.402	115	9.172	4.866	14.038	23.100	297	11	308	9						59.194	
OBERRHEIN-MESSE, Offenburg	1 9	9.876	757	9.199	26	19.858	2.169	22.027	47.000	461	32	493	12	1	1	1	68.965	4.402	73.367 *	
Rheinland-Pfalz-Ausstellung, Mainz	1 9	10.640	613	1.615		12.868	1.232	14.100	25.900	634	27	661	15						75.448 *	
Thüringen-Ausstellung, Erfurt	1 9	11.240	234			11.474	2.349	13.823	25.000	606	14	620	7	29	29				68.310 *	

interlift → Augsburg

Trade visitors' profile

Visitors (number of entries)	16 301	Area of responsibility	%		
Proportion of trade visitors	99%	Management	19		
Germany (total)	45	Research/development/design	18		
of which		Manufacturing, production, quality control	8		
Nielsen 1	3	Buying/procurement	5		
Bremen	-	Finance/accounting, controlling	1		
Hamburg	1	Information and communication technology	2		
Lower Saxony	-	Personnel administration, administration	1		
Schleswig-Holstein	1	Sales	17		
Nielsen 2	16	Marketing, advertising, PR	3		
North Rhine-Westph.	16	Logistics: storage, material management, transport	1		
Nielsen 3a	8	Maintenance/repairs	15		
Hesse	7	Building department	2		
Rhineland-Palatinate	1	Other area	5		
Saarland	-	Student	2		
Nielsen 3b	26	Other not gainfully employed	1		
Baden-Württemberg	26				
Foreign (total)	55	Position in the company/organization	%		
of which		Entrepreneur, co-owner, freelancer	13		
EU	57	Managing director, board member, head of an authority etc.	14		
Other European countries	17	Area manager, works manager, plant manager, branch manager, head of public office	6		
Middle East	6	Department head, group head, team leader	10		
South-, East-, Central Asia	15	Other salaried staff, civil servant, skilled worker	52		
Other countries	6	Lecturer, teacher	1		
Distance to home	%	Trainee	2		
up to 50 km	6	Other position	-		
more than 50 km up to 100 km	6	Student	2		
more than 100 km up to 300 km	13	Other not gainfully employed	1		
over 300 km	74				
Countries with the highest visitor shares	%	Economic sector	%		
Switzerland	13	Elevator construction	44		
Italy	10	Elevator assembly/installation	29		
Austria	9	Maintenance/servicing	19		
Spain	9	Mechanical engineering	18		
Sweden	8	Elevator technology, accessories	17		
Frequency of visits to exhibition	%	Electrical engineering industrie	11		
Previous event	45	Trade	9		
Earlier events	34	Metalworking and processing	6		
First visit	43	Electrical trade, electrical installation	5		
Average length of stay	1,8 days	Authority, public services	5		
Influence on purchasing/procurement decisions	%	Architects, planning professions	2		
Decisively	27	Other service	6		
Collectively	27	Other sectors	5		
In an advisory capacity	18				
No	26	Size of company/organization:			
Student	2	Number of employees	%		
Other not gainfully employed	1	1- 4	10	500 - 999	3
		5- 9	8	1 000 and more	17
		10- 49	27	Student	2
		50- 199	13	Other not gainfully employed	1
		200- 499	19		

Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf

CMS – Cleaning. Management. Services. → Berlin

Trade visitors' profile

Visitors (number of entries)	16 212	Area of responsibility	%
Proportion of trade visitors	99%	Management	38
Germany (total)	87	Research/development/design	3
of which		Manufacturing, production, quality control	6
Nielsen 1	19	Buying/procurement	10
Bremen	1	Finance/accounting, controlling	2
Hamburg	4	Information and communication technology	1
Lower Saxony	9	Personnel administration, administration	6
Schleswig-Holstein	5	Sales	10
Nielsen 2	12	Marketing, advertising, PR	1
North Rhine-Westph.	12	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	5
Hesse	6	Building department	2
Rhineland-Palatinate	2	Other area	17
Saarland	-	Student	1
Nielsen 3b	10	Other not gainfully employed	1
Baden-Württemberg	10		
Foreign (total)	13	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	23
EU	71	Managing director, board member, head of an authority etc.	11
Other European countries	17	Area manager, works manager, plant manager, branch manager, head of public office	19
Other countries	12	Department head, group head, team leader	22
Distance to home	%	Other salaried staff, civil servant, skilled worker	15
up to 50 km	21	Lecturer, teacher	2
more than 50 km up to 100 km	3	Trainee	4
more than 100 km up to 300 km	21	Other position	3
over 300 km	55	Student	1
		Other not gainfully employed	1
Country with the highest visitor share	%	Economic sector	%
Austria	16	Service	54
Frequency of visits to exhibition	%	Skilled trades	22
Previous event	42	Industry	15
Earlier events	30	Authority/public services	8
First visit	44	Wholesale/foreign trade	8
Average length of stay	1,4 days	School, university, education	6
Influence on purchasing/procurement decisions	%	Retail trade	6
Decisively	29	Association/guild/chamber	1
Collectively	40	Research/science	1
In an advisory capacity		Other sectors	5
No	10	Student	1
Student	1	Other not gainfully employed	1
Other not gainfully employed	1		
Size of company/organization:		Size of company/organization:	
Number of employees	%	Number of employees	%
1- 4	8	1- 4	8
5- 9	10	500 - 999	7
10- 49	19	1 000 and more	21
50- 199	18	Student	1
200- 499	15	Other not gainfully employed	1

Conducted by: Hopp & Partner, Berlin

→ www.fkm.de

FRUIT LOGISTICA → Berlin

Trade visitors' profile

Visitors (number of entries)	60 620	Area of responsibility	%
Proportion of trade visitors	97%	Management	30
Germany (total)	20	Research/development/design	6
of which		Manufacturing, production, quality control	8
<i>Nielsen 1</i>	<i>22 Nielsen 4</i>	Buying/procurement	10
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	3 Nielsen 5+6	Information and communication technology	2
Lower Saxony	15 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	3 Brandenburg	Sales	17
<i>Nielsen 2</i>	<i>13 Mecklenburg-</i>	Marketing, advertising, PR	6
North Rhine-Westph.	13 West Pomerania	Logistics: storage, material management, transport	5
<i>Nielsen 3a</i>	<i>6 Saxony-Anhalt</i>	Maintenance/repairs	1
Hesse	4 Nielsen 7	Other area	7
Rhineland-Palatinate	2 Saxony	Student	5
Saarland	- Thuringia	Other not gainfully employed	2
<i>Nielsen 3b</i>	<i>9</i>		
Baden-Württemberg	9		
Foreign (total)	80	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	31
EU	59	Managing director, board member, head of an authority etc.	17
Other European countries	11	Area manager, works manager, plant manager, branch manager, head of public office	16
Africa	8	Department head, group head, team leader	11
North America	8	Other salaried staff, civil servant, skilled worker	11
South and Central America	5	Lecturer, teacher	2
Middle East	5	Trainee	2
South-, East-, Central Asia	4	Other position	5
Australia	1	Student	5
		Other not gainfully employed	2
Distance to home	%		
up to 50 km	5		
more than 50 km up to 100 km	1		
more than 100 km up to 300 km	4		
over 300 km	90		
Countries with the highest visitor shares	%		
Italy	11		
Netherlands	9		
France	7		
Spain	7		
United Kingdom	6		
Frequency of visits to exhibition	%		
Previous event	33		
Earlier events	32		
First visit	45		
Average length of stay	1,9 days		
Influence on purchasing/procurement decisions	%		
Decisively	42		
Collectively	31		
In an advisory capacity	14		
No	7		
Student	5		
Other not gainfully employed	2		
Size of company/organization:			
Number of employees	%		
1- 4	16	500 - 999	4
5- 9	13	1 000 and more	9
10- 49	27	Student	5
50- 199	18	Other not gainfully employed	2
200- 499	8		

Conducted by: Hopp & Partner, Berlin

Internationale Grüne Woche Berlin → Berlin

Trade visitors' profile

Visitors (number of entries)	396 150	Area of responsibility	%
Proportion of trade visitors	24%	Management	15
Germany (total)	95	Research/development/design	4
of which		Manufacturing, production, quality control	7
<i>Nielsen 1</i>	<i>12 Nielsen 4</i>	Buying/procurement	5
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	1 Nielsen 5+6	Information and communication technology	2
Lower Saxony	7 Berlin	Organization, personnel, administration	3
Schleswig-Holstein	4 Brandenburg	Sales	9
<i>Nielsen 2</i>	<i>5 Mecklenburg-</i>	Marketing, advertising, PR	4
North Rhine-Westph.	5 West Pomerania	Logistics: storage, material management, transport	2
<i>Nielsen 3a</i>	<i>3 Saxony-Anhalt</i>	Maintenance/repairs	1
Hesse	2 Nielsen 7	Other area	24
Rhineland-Palatinate	1 Saxony	Student	19
Saarland	- Thuringia	Other not gainfully employed	6
<i>Nielsen 3b</i>	<i>3</i>		
Baden-Württemberg	3		
Foreign (total)	5	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	18
EU	65	Managing director, board member, head of an authority etc.	5
Other countries	35	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	19
		Lecturer, teacher	5
		Trainee	14
		Other position	5
		Student	19
		Other not gainfully employed	6
Distance to home	%		
up to 50 km	38		
more than 50 km up to 100 km	9		
more than 100 km up to 300 km	22		
over 300 km	31		
Frequency of visits to exhibition	%		
Previous event	36		
Earlier events	45		
First visit	40		
Average length of stay	1,4 days		
Influence on purchasing/procurement decisions	%		
Decisively	16		
Collectively	23		
In an advisory capacity	15		
No	23		
Student	19		
Other not gainfully employed	6		

Private visitors' profile

Visitors (number of entries)	396 150
Proportion of private visitors	76%
Germany (total)	98
of which	
<i>Nielsen 1</i>	<i>7 Nielsen 4</i>
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	4 Berlin
Schleswig-Holstein	3 Brandenburg
<i>Nielsen 2</i>	<i>3 Mecklenburg-</i>
North Rhine-Westph.	3 West Pomerania
<i>Nielsen 3a</i>	<i>2 Saxony-Anhalt</i>
Hesse	1 Nielsen 7
Rhineland-Palatinate	1 Saxony
Saarland	- Thuringia
<i>Nielsen 3b</i>	<i>1</i>
Baden-Württemberg	1
Foreign (total)	2
of which	
EU	66
Other countries	35
Distance to home	%
up to 50 km	46
more than 50 km up to 100 km	12
more than 100 km up to 300 km	24
over 300 km	18
Frequency of visits to exhibition	%
Previous event	42
Earlier events	52
First visit	29
Sex	%
Male	36
Female	64
Size of household	%
1 person	17
2 persons	50
3 persons	16
4 persons	11
5 persons and more	6
Age	%
up to 20 years	6
over 20 up to 30 years	13
over 30 up to 40 years	9
over 40 up to 50 years	19
over 50 up to 60 years	23
over 60 up to 70 years	20
over 70 years	10

Trade visitors' profile

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	35
Lecturer, teacher	3
Trainee	3
Other position	7
Student	7
Other not gainfully employed	30
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	75
no	10
maybe	15
Follow-up business	%
Intend to buy at later date	
yes	24
no	31
maybe	45

Conducted by: Hopp & Partner, Berlin

Visitors (number of entries) 130 425

Proportion of trade visitors 54%

Germany (total) 59

of which	
Nielsen 1	12 Nielsen 4
Bremen	1 Bavaria
Hamburg	4 Nielsen 5+6
Lower Saxony	6 Berlin
Schleswig-Holstein	2 Brandenburg
Nielsen 2	10 Mecklenburg-North Rhine-Westph.
Nielsen 3a	11 Saxony-Anhalt
Hesse	7 Nielsen 7
Rhinelan-Palatinate	3 Saxony
Saarland	1 Thuringia
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

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/organization %

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 organizations	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 organizer/conference and congress organizer	2
Leisure centre/leisure park	1
Telecommunication	1
Other sectors	14
Student	22
Other not gainfully employed	2

Size of company/organization: Number of employees %

1- 4	18	500 - 999	4
5- 9	10	1 000 and more	8
10- 49	18	Student	22
50- 199	13	Other not gainfully employed	2
200- 499	5		

Private visitors' profile

Visitors (number of entries) 130 425

Proportion of private visitors 46%

Germany (total) 93

of which	
Nielsen 1	4 Nielsen 4
Bremen	- Bavaria
Hamburg	1 Nielsen 5+6
Lower Saxony	2 Berlin
Schleswig-Holstein	1 Brandenburg
Nielsen 2	2 Mecklenburg-North Rhine-Westph.
Nielsen 3a	2 Saxony-Anhalt
Hesse	1 Nielsen 7
Rhinelan-Palatinate	1 Saxony
Saarland	- Thuringia
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

Import Shop → Berlin

Private visitors' profile

Visitors (number of entries)	41 361	
Proportion of private visitors	89%	
Germany (total)	99	
of which		
Nielsen 1	2 Nielsen 4	1
Bremen	- Bavaria	1
Hamburg	- Nielsen 5+6	96
Lower Saxony	1 Berlin	74
Schleswig-Holstein	- Brandenburg	21
Nielsen 2	1 Mecklenburg-	
North Rhine-Westph.	1 West Pomerania	1
Nielsen 3a	- Saxony-Anhalt	1
Hesse	- Nielsen 7	1
Rhineland-Palatinate	- Saxony	-
Saarland	- Thuringia	1
Nielsen 3b	-	
Baden-Württemberg	-	
Foreign (total)	1	
Distance to home	%	
up to 50 km	88	
more than 50 km up to 100 km	4	
more than 100 km up to 300 km	4	
over 300 km	4	
Frequency of visits to exhibition	%	
Previous event	48	
Earlier events	58	
First visit	24	
Sex	%	
Male	11	
Female	89	
Size of household	%	
1 person	28	
2 persons	42	
3 persons	15	
4 persons	11	
5 persons and more	4	
Age	%	
up to 20 years	5	
over 20 up to 30 years	7	
over 30 up to 40 years	8	
over 40 up to 50 years	24	
over 50 up to 60 years	29	
over 60 up to 70 years	19	
over 70 years	8	

Position in the company/organization		
Entrepreneur, co-owner, freelancer	%	7
Managing director, board member, head of an authority etc.		1
Area manager, works manager, plant manager, branch manager, head of public office		2
Department head, group head, team leader		6
Other salaried staff, civil servant, skilled worker		39
Lecturer, teacher		6
Trainee		1
Other position		4
Student		7
Housewife/man		3
Old-age pensioner		22
Other not gainfully employed		3
Buying and ordering capacity		
Purchase or order made or intended at the exhibition	%	
yes		93
no		2
maybe		6
Follow-up business		
Intend to buy at later date	%	
yes		35
no		20
maybe		44

Conducted by: Hopp & Partner, Berlin

MODERNER STAAT → Berlin

Trade visitors' profile

Visitors (number of entries)	2 097		
Proportion of trade visitors	100%		
Germany (total)	98		
of which			
Nielsen 1	9 Nielsen 4	9	
Bremen	- Bavaria	9	
Hamburg	2 Nielsen 5+6	54	
Lower Saxony	6 Berlin	33	
Schleswig-Holstein	1 Brandenburg	16	
Nielsen 2	13 Mecklenburg-		
North Rhine-Westph.	13 West Pomerania	2	
Nielsen 3a	9 Saxony-Anhalt	2	
Hesse	7 Nielsen 7	6	
Rhineland-Palatinate	1 Saxony	4	
Saarland	1 Thuringia	1	
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)	2		
Distance to home	%		
up to 50 km	44		
more than 50 km up to 100 km	5		
more than 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		
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/organization: Number of employees	%		
1- 4	1	200 - 499	17
5- 9	1	500 - 999	13
10- 49	13	1 000 and more	35
50- 199	16	Student	5

Conducted by: Wissler & Partner, Basel

SHOWTECH

Trade visitors' profile

Visitors (number of entries)	7 192	
Proportion of trade visitors	100%	
Germany (total)	81	
of which		
Nielsen 1	11 Nielsen 4	7
Bremen	2 Bavaria	7
Hamburg	2 Nielsen 5+6	57
Lower Saxony	6 Berlin	47
Schleswig-Holstein	1 Brandenburg	5
Nielsen 2	7 Mecklenburg-	
North Rhine-Westph.	7 West Pomerania	1
Nielsen 3a	3 Saxony-Anhalt	5
Hesse	2 Nielsen 7	11
Rhineland-Palatinate	1 Saxony	9
Saarland	- Thuringia	2
Nielsen 3b	4	
Baden-Württemberg	4	
Foreign (total)	19	
of which		
EU	65	
Other European countries	24	
Other countries	11	
Distance to home	%	
up to 50 km	42	
more than 50 km up to 100 km	2	
more than 100 km up to 300 km	17	
over 300 km	39	
Country with the highest visitor share	%	
Norway	12	
Frequency of visits to exhibition	%	
Previous event	36	
Earlier events	36	
First visit	48	
Average length of stay	1,5 days	
Influence on purchasing/procurement decisions	%	
Decisively	23	
Collectively	30	
In an advisory capacity	20	
No	14	
Student	12	
Other not gainfully employed	1	

Area of responsibility	%		
Management	19		
Research/development/design	5		
Manufacturing, production, quality control	14		
Buying/procurement	3		
Finance/accounting, controlling	1		
Information and communication technology	1		
Personnel administration, administration	1		
Sales	4		
Marketing, advertising, PR	3		
Logistics: storage, material management, transport	1		
Maintenance/repairs	5		
Other area	30		
Student	11		
Other not gainfully employed	1		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	19		
Managing director, board member, head of an authority etc.	5		
Area manager, works manager, plant manager, branch manager, head of public office	5		
Department head, group head, team leader	28		
Other salaried staff, civil servant, skilled worker	19		
Lecturer, teacher	1		
Trainee	6		
Other position	3		
Student	12		
Other not gainfully employed	1		
Economic sector	%		
Theatres, operas, concert houses, stage venues	42		
Multipurpose halls, congress centres, exhibition sites, hotels	3		
Event locations, clubs, discotheques	2		
Concert, event, marketing agencies/departments/organisers	6		
Architecture, construction planning and specialist planning	4		
Film, radio, TV	5		
Media, associations, organisations	1		
Colleges, universities, vocational and advanced training	2		
Cultural office administration and management	1		
Renting and event services, production companies	3		
Industrial producer	6		
Wholesalers and specialist retailers	2		
Exhibition stand construction	1		
Lighting design	3		
Museum	2		
Other sectors	6		
Student	12		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	15	500 - 999	9
5- 9	7	1 000 and more	5
10- 49	18	Student	12
50- 199	16	Other not gainfully employed	
200- 499	17	employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	22 390	
Proportion of trade visitors	98%	
Germany (total)	79	
of which		
Nielsen 1	11 Nielsen 4	5
Bremen	- Bavaria	5
Hamburg	1 Nielsen 5+6	49
Lower Saxony	7 Berlin	26
Schleswig-Holstein	2 Brandenburg	12
Nielsen 2	10 Mecklenburg-	
North Rhine-Westph.	10 West Pomerania	5
Nielsen 3a	7 Saxony-Anhalt	5
Hesse	5 Nielsen 7	13
Rhineland-Palatinate	2 Saxony	8
Saarland	- Thuringia	5
Nielsen 3b	5	
Baden-Württemberg	5	
Foreign (total)	21	
of which		
EU	68	
Other European countries	12	
South-, East-, Central Asia	7	
Other countries	14	
Distance to home	%	
up to 50 km	26	
more than 50 km up to 100 km	4	
more than 100 km up to 300 km	24	
over 300 km	47	
Country with the highest visitor share	%	
United Kingdom	9	
Frequency of visits to exhibition	%	
Previous event	37	
Earlier events	28	
First visit	51	
Average length of stay	1,5 days	
Influence on purchasing/procurement decisions	%	
Decisively	18	
Collectively	30	
In an advisory capacity	24	
No	15	
Student	13	
Other not gainfully employed	1	

Conducted by: Hopp & Partner, Berlin

Private visitors' profile

Visitors (number of entries)	9 761	
Proportion of private visitors	91%	
Germany (total)	98	
of which		
Nielsen 1	84 Nielsen 4	1
Bremen	26 Bavaria	1
Hamburg	3 Nielsen 5+6	2
Lower Saxony	49 Berlin	1
Schleswig-Holstein	6 Brandenburg	1
Nielsen 2	10 Mecklenburg-	
North Rhine-Westph.	10 West Pomerania	-
Nielsen 3a	2 Saxony-Anhalt	-
Hesse	1 Nielsen 7	1
Rhineland-Palatinate	1 Saxony	1
Saarland	- Thuringia	-
Nielsen 3b	1	
Baden-Württemberg	1	
Foreign (total)	2	
Distance to home	%	
up to 50 km	45	
more than 50 km up to 100 km	16	
more than 100 km up to 300 km	30	
over 300 km	9	
Economic sector	%	
Waste supply companies	21	
Industry	15	
Engineer/s/architect's office	15	
Pipeline construction	14	
Waste disposal companies	13	
Civil engineering	12	
Public authorities, administration, ministries	8	
Trade	7	
University, college, institute	6	
Association/society	3	
Skilled trades	2	
Surveillance, certification company	1	
Other construction companies	3	
Other sectors	14	
Student	13	
Other not gainfully employed	1	
Frequency of visits to exhibition	%	
2011	34	
2010	33	
2009	25	
2008	16	
Earlier events	7	
First visit	39	
Sex	%	
Male	82	
Female	18	
Size of household	%	
1 person	18	
2 persons	49	
3 persons	13	
4 persons	13	
5 persons and more	7	
Age	%	
up to 20 years	4	
over 20 up to 30 years	5	
over 30 up to 40 years	9	
over 40 up to 50 years	21	
over 50 up to 60 years	25	
over 60 up to 70 years	26	
over 70 years	11	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Bremen Classic Motorshow → Bremen

Private visitors' profile

Visitors (number of entries)	41 420
Proportion of private visitors	94%
Germany (total)	93
of which	
Nielsen 1	85 Nielsen 4
Bremen	15 Bavaria
Hamburg	6 Nielsen 5+6
Lower Saxony	56 Berlin
Schleswig-Holstein	8 Brandenburg
Nielsen 2	11 Mecklenburg-
North Rhine-Westph.	11 West Pomerania
Nielsen 3a	1 Saxony-Anhalt
Hesse	1 Nielsen 7
Rhineland-Palatinate	- Saxony
Saarland	- Thuringia
Nielsen 3b	-
Baden-Württemberg	-
Foreign (total)	7
of which	
EU	92
Other countries	8
Countries with the highest visitor shares	%
Netherlands	33
Denmark	22
Sweden	19
Distance to home	%
up to 50 km	29
more than 50 km up to 100 km	20
more than 100 km up to 300 km	44
over 300 km	8
Frequency of visits to exhibition	%
Previous event	41
Earlier events	54
First visit	26
Sex	%
Male	82
Female	18
Size of household	%
1 person	15
2 persons	43
3 persons	18
4 persons	14
5 persons and more	10
Age	%
up to 20 years	10
over 20 up to 30 years	9
over 30 up to 40 years	11
over 40 up to 50 years	24
over 50 up to 60 years	26
over 60 up to 70 years	15
over 70 years	6

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HanseLife → Bremen

Private visitors' profile

Visitors (number of entries)	75 963
Proportion of private visitors	97%
Germany (total)	100
of which	
Nielsen 1	98 Nielsen 4
Bremen	46 Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	52 Berlin
Schleswig-Holstein	1 Brandenburg
Nielsen 2	- Mecklenburg-
North Rhine-Westph.	- West Pomerania
Nielsen 3a	- Saxony-Anhalt
Hesse	- Nielsen 7
Rhineland-Palatinate	- Saxony
Saarland	- Thuringia
Nielsen 3b	-
Baden-Württemberg	-
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	79
no	5
maybe	16
Distance to home	%
up to 50 km	82
more than 50 km up to 100 km	13
more than 100 km up to 300 km	4
over 300 km	1
Follow-up business	%
Intend to buy at later date	
yes	20
no	20
maybe	60
Frequency of visits to exhibition	%
Previous event	49
Earlier events	71
First visit	17
Sex	%
Male	25
Female	75
Size of household	%
1 person	15
2 persons	48
3 persons	18
4 persons	14
5 persons and more	5
Age	%
up to 20 years	5
over 20 up to 30 years	15
over 30 up to 40 years	16
over 40 up to 50 years	22
over 50 up to 60 years	22
over 60 up to 70 years	15
over 70 years	7

Private visitors' profile

Visitors (number of entries)	12 141
Proportion of private visitors	98%
Germany (total)	99
of which	
Nielsen 1	96 Nielsen 4
Bremen	36 Bavaria
Hamburg	1 Nielsen 5+6
Lower Saxony	58 Berlin
Schleswig-Holstein	1 Brandenburg
Nielsen 2	2 Mecklenburg-
North Rhine-Westph.	2 West Pomerania
Nielsen 3a	1 Saxony-Anhalt
Hesse	1 Nielsen 7
Rhineland-Palatinate	- Saxony
Saarland	- Thuringia
Nielsen 3b	-
Baden-Württemberg	-
Foreign (total)	1
Distance to home	%
up to 50 km	68
more than 50 km up to 100 km	18
more than 100 km up to 300 km	12
over 300 km	2
Frequency of visits to exhibition	%
2011	33
2010	16
2009	13
Earlier events	9
First visit	38
Sex	%
Male	62
Female	38
Size of household	%
1 person	18
2 persons	38
3 persons	17
4 persons	17
5 persons and more	9
Age	%
up to 20 years	12
over 20 up to 30 years	13
over 30 up to 40 years	12
over 40 up to 50 years	29
over 50 up to 60 years	19
over 60 up to 70 years	13
over 70 years	3

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	5
Trainee	2
Other position	5
Student	13
Housewife/man	3
Old-age pensioner	14
Other not gainfully employed	4
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	36
no	27
maybe	37
Follow-up business	%
Intend to buy at later date	
yes	32
no	18
maybe	51

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private visitors' profile

Visitors (number of entries)	27 679*
Proportion of private visitors	94%
Germany (total)	99
of which	
Nielsen 1	96
Nielsen 4	-
Bremen	31
Bavaria	1
Hamburg	1
Lower Saxony	63
Berlin	-
Schleswig-Holstein	1
Brandenburg	-
Mecklenburg-	2
North Rhine-Westph.	2
West Pomerania	1
Nielsen 3a	1
Saxony-Anhalt	-
Nielsen 7	-
Hesse	-
Rhineland-Palatinate	-
Saxony	-
Saarland	-
Thuringia	-
Baden-Württemberg	-
Foreign (total)	1
Distance to home	%
up to 50 km	67
more than 50 km up to 100 km	20
more than 100 km up to 300 km	11
over 300 km	3
Frequency of visits to exhibition	%
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.

Private visitors' profile

Visitors (number of entries)	9 056
Proportion of private visitors	91%
Germany (total)	100
of which	
Nielsen 1	-
Nielsen 4	-
Bavaria	-
Hamburg	-
Lower Saxony	-
Berlin	-
Schleswig-Holstein	-
Brandenburg	-
Mecklenburg-	-
North Rhine-Westph.	-
West Pomerania	-
Nielsen 3a	-
Saxony-Anhalt	-
Hesse	-
Nielsen 7	99
Rhineland-Palatinate	-
Saxony	98
Saarland	-
Thuringia	1
Baden-Württemberg	-
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	5
no	95
maybe	-
Follow-up business	%
Intend to buy at later date	
yes	6
no	80
maybe	14
Frequency of visits to exhibition	%
Previous event	32
Earlier events	22
First visit	46
Sex	%
Male	65
Female	35
Size of household	%
1 person	6
2 persons	55
3 persons	22
4 persons	16
5 persons and more	1
Age	%
up to 20 years	-
over 20 up to 30 years	18
over 30 up to 40 years	25
over 40 up to 50 years	16
over 50 up to 60 years	15
over 60 up to 70 years	18
over 70 years	8

Conducted by: C² Chemnitzer Veranstaltungszentren GmbH, Chemnitz

ELEKTROTECHNIK → Dortmund

Trade visitors' profile

Visitors (number of entries)	19 673
Proportion of trade visitors	97%
Germany (total)	97
of which	
Nielsen 1	4
Bremen	-
Hamburg	-
Lower Saxony	4
Schleswig-Holstein	-
Nielsen 2	88
North Rhine-Westph.	88
Nielsen 3a	5
Hesse	-
Rhineland-Palatinate	3
Saarland	-
Nielsen 3b	1
Baden-Württemberg	1
Foreign (total)	3
of which	
EU	70
Other European countries	30
Distance to home	%
up to 50 km	45
more than 50 km up to 100 km	27
more than 100 km up to 300 km	23
over 300 km	5
Frequency of visits to exhibition	%
Previous event	36
Earlier events	44
First visit	31
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	18
Collectively	28
In an advisory capacity	22
No	23
Student	8
Other not gainfully employed	1

Size of company/organization:

Number of employees	%
1- 4	14
5- 9	11
10- 49	18
50- 199	13
200- 499	9
Other not gainfully employed	1
1 000 and more	19
Student	8
employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Inter-tabac → Dortmund

Trade visitors' profile

Visitors (number of entries)	9 640
Proportion of trade visitors	95%
Germany (total)	64
of which	
Nielsen 1	16
Bremen	2
Hamburg	4
Lower Saxony	9
Schleswig-Holstein	1
Nielsen 2	55
North Rhine-Westph.	55
Nielsen 3a	9
Hesse	4
Rhineland-Palatinate	4
Saarland	1
Nielsen 3b	6
Baden-Württemberg	6
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	12
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	3
Trainee	22
Other position	3
Student	8
Other not gainfully employed	1
Foreign (total)	36
of which	
EU	69
Other European countries	10
South-, East-, Central Asia	8
Other countries	13
Distance to home	%
up to 50 km	17
more than 50 km up to 100 km	14
more than 100 km up to 300 km	20
over 300 km	50
Countries with the highest visitor shares	%
United Kingdom	10
Netherlands	10
France	8
Spain	7
Frequency of visits to exhibition	%
Previous event	43
Earlier events	37
First visit	44
Average length of stay	1,5 days

Influence on purchasing/procurement decisions

Decisively	52
Collectively	26
In an advisory capacity	14
No	6
Student	2
Other not gainfully employed	1

Size of company/organization: Number of employees

1- 4	42	500 - 999	2
5- 9	21	1 000 and more	5
10- 49	16	Student	2
50- 199	7	Other not gainfully employed	1
200- 499	4		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SACHSENBACK

Trade visitors' profile

Visitors (number of entries)	7 149
Proportion of trade visitors	95%
Germany (total)	99
of which	
Nielsen 1	2
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	-
North Rhine-Westph.	-
Nielsen 3a	1
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
Foreign (total)	1
Distance to home	%
up to 50 km	39
more than 50 km up to 100 km	24
more than 100 km up to 300 km	33
over 300 km	4
Frequency of visits to exhibition	%
Previous event	40
Earlier events	48
First visit	32
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	29
In an advisory capacity	21
No	20
Student	4
Other not gainfully employed	1

Area of responsibility	%
Management	23
Research/development/design	1
Manufacturing, production, quality control	43
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	-
Sales	15
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	5
Student	4
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	30
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	6
Foreman, master craftsman	9
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	1
Trainee	11
Other position	1
Student	4
Other not gainfully employed	1
Economic sector	%
Pure baking craft	30
Pure confectioner craft	8
Baker's/Confectioner's Trade	53
Bread, cake and pastry industry	7
Other industry	4
Café	8
Catering	7
Hotel	1
Retail grocery trade	3
University, polytechnic, vocational school	3
Other sectors	6
Size of company/organization:	
Number of employees	%
1- 4	19
5- 9	22
10- 49	29
50- 199	17
200- 499	6
Management	500 - 999
Research/development/design	1 000 and more
Manufacturing, production, quality control	Student
Other not gainfully employed	employed

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries)	63 493	Buying/procurement	10
Proportion of trade visitors	99%	Finance/accounting, controlling	-
Germany (total)	74	Information and communication technology	1
of which		Personnel administration, administration	4
Nielsen 1	11 Nielsen 4	Sales	7
Bremen	- Bavaria	Marketing, advertising, PR	2
Hamburg	1 Nielsen 5+6	Logistics: storage, material management, transport	2
Lower Saxony	7 Berlin	Maintenance/repairs	4
Schleswig-Holstein	3 Brandenburg	Other area	41
Nielsen 2	53 Mecklenburg-North Rhine-Westph.	Student	2
North Rhine-Westph.	53 West Pomerania	Other not gainfully employed	1
Nielsen 3a	14 Saxony-Anhalt	Position in the company/organization	%
Hesse	7 Nielsen 7	Entrepreneur, co-owner, freelancer	16
Rhinelan-Palatinate	6 Saxony	Managing director, board member, head of an authority etc.	9
Saarland	1 Thuringia	Area manager, works manager, plant manager, branch manager, head of public office	11
Nielsen 3b	9	Department head, group head, team leader	22
Baden-Württemberg	9	Other salaried staff, civil servant, skilled worker	31
Foreign (total)	26	Lecturer, teacher	2
of which		Trainee	1
EU	63	Other position	5
Other European countries	10	Student	2
Africa	3	Other not gainfully employed	1
North America	4	Economic sector	%
Middle East	5	Industry	43
South-, East-, Central Asia	9	Trade	10
Australia	3	Authority/public services	8
Other countries	2	Other services, technical management	
Distance to home	%	Consultancy	5
up to 50 km	24	Skilled trades	4
more than 50 km up to 100 km	11	Transport/travel/logistics	4
more than 100 km up to 300 km	23	Public protection institution	2
over 300 km	42	Hospital/clinic/practice/med.laboratory/institute	2
Countries with the highest visitor shares	%	Employers' liability insurance association	2
Netherlands	9	University/college/polytechnic	1
Belgium	9	Public health service/welfare work	1
United Kingdom	6	Security service provider	1
France	5	Health and safety executive, public safety supervisor	1
Italy	5	Security systems Manufacturer	1
Frequency of visits to exhibition	%	Engineering office for electrical engineering, electronics	1
Previous event	45	Information and communication technology	1
Earlier events	42	Construction engineers, planners, architects	1
First visit	40	Technical inspection centre	1
Average length of stay	1,6 days	Other sectors	9
Influence on purchasing/procurement decisions	%	Student	2
Decisively	22	Other not gainfully employed	1
Collectively	33	Size of company/organization:	
In an advisory capacity	33	Number of employees	%
No	9	1- 4	59 500 - 999
Student	2	5- 9	6 1 000 and more
Other not gainfully employed	1	10- 49	13 Student
Area of responsibility	%	50- 199	17 Other not gainfully employed
Management	13	200- 499	13 employed
Research/development/design	6		
Manufacturing, production, quality control	8		

Conducted by: Wissler & Partner, Basel

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 Nielsen 4	Buying/procurement	5
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	-
Lower Saxony	9 Berlin	Personnel administration, administration	4
Schleswig-Holstein	2 Brandenburg	Sales	7
Nielsen 2	60 Mecklenburg-North Rhine-Westph.	Marketing, advertising, PR	2
North Rhine-Westph.	60 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	13 Saxony-Anhalt	Maintenance/repairs	1
Hesse	6 Nielsen 7	Other area	35
Rhinelan-Palatinate	6 Saxony	Student	5
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	6	Position in the company/organization	%
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/organization:	
In an advisory capacity	15	Number of employees	%
No	15	1- 4	59 500 - 999
Student	5	5- 9	6 1 000 and more
Other not gainfully employed	1	10- 49	13 Student
Area of responsibility	%	50- 199	17 Other not gainfully employed
Management	13	200- 499	1 Other not gainfully employed
Research/development/design	6		N/A
Manufacturing, production, quality control	8		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 → Düsseldorf

Private visitors' profile

Visitors (number of entries)	219 186
Proportion of private visitors	86%
Germany (total)	87
of which	
Nielsen 1	7
Bremen	-
Hamburg	1
Lower Saxony	5
Schleswig-Holstein	1
Nielsen 2	68
North Rhine-Westph.	68
Nielsen 3a	12
Hesse	6
Rhineland-Palatinate	5
Saarland	1
Nielsen 3b	6
Baden-Württemberg	6
Foreign (total)	13
of which	
EU	77
Other European countries	18
Other countries	5
Countries with the highest visitor shares	%
Netherlands	31
Belgium	16
Switzerland	13
Austria	9
Distance to home	%
up to 50 km	37
more than 50 km up to 100 km	18
more than 100 km up to 300 km	34
over 300 km	11
Frequency of visits to exhibition	%
Previous event	50
Earlier events	72
First visit	20
Sex	%
Male	74
Female	26
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

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

Conducted by: Wissler & Partner, Basel

CARAVAN SALON (2012) → Düsseldorf

Private visitors' profile

Visitors (number of entries)	165 424
Proportion of private visitors	91%
Germany (total)	88
of which	
Nielsen 1	10
Bremen	-
Hamburg	1
Lower Saxony	7
Schleswig-Holstein	2
Nielsen 2	66
North Rhine-Westph.	66
Nielsen 3a	16
Hesse	8
Rhineland-Palatinate	7
Saarland	1
Nielsen 3b	3
Baden-Württemberg	3
Foreign (total)	12
of which	
EU	86
Other European countries	11
Other countries	3
Countries with the highest visitor shares	%
Netherlands	34
Belgium	22
Switzerland	9
France	8
Luxembourg	6
Distance to home	%
up to 50 km	30
more than 50 km up to 100 km	21
more than 100 km up to 300 km	31
over 300 km	19
Frequency of visits to exhibition	%
Previous event	47
Earlier events	64
First visit	26
Sex	%
Male	58
Female	42
Size of household	%
1 person	8
2 persons	52
3 persons	16
4 persons	17
5 persons and more	7
Age	%
up to 20 years	1
over 20 up to 30 years	4
over 30 up to 40 years	9
over 40 up to 50 years	30
over 50 up to 60 years	31
over 60 up to 70 years	21
over 70 years	5

Countries with the highest visitor shares	%
Netherlands	34
Belgium	22
Switzerland	9
France	8
Luxembourg	6
Distance to home	%
up to 50 km	30
more than 50 km up to 100 km	21
more than 100 km up to 300 km	31
over 300 km	19

Frequency of visits to exhibition	%
Previous event	47
Earlier events	64
First visit	26

Sex	%
Male	58
Female	42

Size of household	%
1 person	8
2 persons	52
3 persons	16
4 persons	17
5 persons and more	7

Age	%
up to 20 years	1
over 20 up to 30 years	4
over 30 up to 40 years	9
over 40 up to 50 years	30
over 50 up to 60 years	31
over 60 up to 70 years	21
over 70 years	5

EuroCIS

Trade visitors' profile

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

Area of responsibility	%
Management	17
Research/development/design	2
Manufacturing, production, quality control	-
Buying/procurement	2
Finance/accounting, controlling	2
Information and communication technology	21
Organization, personnel, administration	1
Sales	20
Marketing, advertising, PR	6
Logistics: storage, material management, transport	2
Maintenance/repairs	1
Other area	22
Student	4

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	16
Department head, group head, team leader	27
Other salaried staff, civil servant, skilled worker	21
Lecturer, teacher	-
Trainee	1
Other position	1
Student	4

Economic sector	%
Retail trade	35
Mail order	1
Online retail	2
Wholesale trade	8
Industry	12
Service	28
Media, press, publishing	2
Authority, association, organisation, institute	1
University/college/polytechnic	1
Other sectors	6
Student	4

Size of company/organization:	
Number of employees	%
1- 4	10
5- 9	9
10- 49	18
50- 199	15
200- 499	9
500 - 999	7
1 000 and more	26
Student	4
N/A	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries) 19 408*

Proportion of trade visitors 98%

Germany (total) 60

of which

Nielsen 1 12 Nielsen 4 9

Bremen 1 Bavaria 9

Hamburg 5 Nielsen 5+6 3

Lower Saxony 6 Berlin 2

Schleswig-Holstein 1 Brandenburg 1

Nielsen 2 56 Mecklenburg-

North Rhine-Westph. 56 West Pomerania -

Nielsen 3a 13 Saxony-Anhalt -

Hesse 8 Nielsen 7 1

RhineLand-Palatinate 5 Saxony -

Saarland - Thuringia 1

Baden-Württemberg 6

Foreign (total) 40

of which

EU 68

Other European countries 15

Middle East 5

South-, East-, Central Asia 5

Other countries 8

Distance to home %

up to 50 km 21

more than 50 km up to 100 km 10

more than 100 km up to 300 km 22

over 300 km 47

Countries with the highest visitor shares %

Netherlands 21

United Kingdom 6

Portugal 5

Switzerland 4

Frequency of visits to exhibition %

Previous event 60

Earlier events 73

First visit 24

Average length of stay 1,6 days

Influence on purchasing/procurement decisions %

Decisively 68

Collectively 13

In an advisory capacity 10

No 7

Student 2

Conducted by: Wissler & Partner, Basel

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

Trade visitors' profile

Visitors (number of entries) 18 202

Proportion of trade visitors 98%

Germany (total) 52

of which

Nielsen 1 13 Nielsen 4 7

Bremen - Bavaria 7

Hamburg 4 Nielsen 5+6 5

Lower Saxony 7 Berlin 5

Schleswig-Holstein - Brandenburg -

Nielsen 2 51 Mecklenburg-

North Rhine-Westph. 51 West Pomerania -

Nielsen 3a 15 Saxony-Anhalt -

Hesse 6 Nielsen 7 1

RhineLand-Palatinate 8 Saxony -

Saarland - Thuringia 1

Baden-Württemberg 8

Foreign (total) 48

of which

EU 65

Other European countries 13

South and Central America 4

South-, East-, Central Asia 8

Other countries 11

Distance to home %

up to 50 km 19

more than 50 km up to 100 km 5

more than 100 km up to 300 km 8

over 300 km 68

Countries with the highest visitor shares %

Netherlands 15

France 7

United Kingdom 5

Spain 4

Belgium 4

Frequency of visits to exhibition %

Previous event 61

Earlier events 69

First visit 27

Average length of stay 1,7 days

Influence on purchasing/procurement decisions %

Decisively 63

Collectively 16

In an advisory capacity 9

No 7

Student 3

Other not gainfully employed 3

Size of company/organization:

Number of employees %

1- 4 27 500 - 999 4

5- 9 14 1 000 and more 8

10- 49 24 Student 3

50- 199 11 Other not gainfully employed 3

200- 499 4 4

Conducted by: Wissler & Partner, Basel

GLOBAL SHOES → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	6 095*)	Area of responsibility	%		
Proportion of trade visitors	96%	Management	35		
Germany (total)	24	Research/development/design	3		
of which		Manufacturing, production, quality control	8		
<u>Nielsen 1</u>	<u>23</u>	Buying/procurement	24		
Bremen	7	Finance/accounting, controlling	1		
Hamburg	6	Information and communication technology	1		
Lower Saxony	10	Personnel administration, administration	-		
Schleswig-Holstein	-	Sales	16		
- Brandenburg	-	Marketing, advertising, PR	4		
<u>Nielsen 2</u>	<u>62</u>	Logistics: storage, material management, transport	-		
Mecklenburg-North Rhine-Westph.	62	Maintenance/repairs	5		
<u>Nielsen 3a</u>	<u>10</u>	Other area	4		
Saxony-Anhalt	-	Student	1		
Hesse	-				
Rhineland-Palatinate	10	Position in the company/organization	%		
Saarland	-	Entrepreneur, co-owner, freelancer	42		
<u>Nielsen 3b</u>	<u>4</u>	Managing director, board member, head of an authority etc.	20		
Baden-Württemberg	4	Area manager, works manager, plant manager, branch manager, head of public office	11		
Foreign (total)	76	Department head, group head, team leader	7		
of which		Other salaried staff, civil servant, skilled worker	9		
EU	55	Lecturer, teacher	-		
Other European countries	6	Trainee	1		
South and Central America	12	Other position	9		
South-, East-, Central Asia	15	Student	1		
Other countries	12				
Distance to home	%	Economic sector	%		
up to 50 km	12	Importer	17		
more than 50 km up to 100 km	4	Wholesaler	26		
more than 100 km up to 300 km	13	Manufacturers	10		
over 300 km	71	Chain with over 50 stores	7		
Countries with the highest visitor shares	%	Chain with up to 50 stores	3		
China (PR)	13	Retailer	22		
Netherlands	9	Other sectors	15		
Frequency of visits to exhibition	%	Student	1		
Previous event	45				
Earlier events	51	Size of company/organization:			
First visit	44	Number of employees	%		
Average length of stay	1,9 days	1- 4	30	200 - 499	7
Influence on purchasing/procurement decisions	%	5- 9	13	500 - 999	4
Decisively	65	10- 49	25	1 000 and more	8
Collectively	10	50- 199	13	Student	1
In an advisory capacity	12				
No	11				
Student	1				

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

GLOBAL SHOES (autumn) → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	4 401	Area of responsibility	%
Proportion of trade visitors	100%	Management	44
Germany (total)	25	Research/development/design	10
of which		Manufacturing, production, quality control	4
<u>Nielsen 1</u>	<u>6</u>	Buying/procurement	20
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	-
Lower Saxony	6	Personnel administration, administration	-
Schleswig-Holstein	-	Sales	12
Brandenburg	-	Marketing, advertising, PR	2
<u>Nielsen 2</u>	<u>46</u>	Logistics: storage, material management, transport	-
Mecklenburg-North Rhine-Westph.	46	Maintenance/repairs	-
<u>Nielsen 3a</u>	<u>14</u>	Other area	5
Saxony-Anhalt	-	Student	1
Hesse	4	Other not gainfully employed	2
RhineLand-Palatinate	6		
Saxony	-		
Saarland	4		
Thuringia	-		
Position in the company/organization	%	Position in the company/organization	%
Entrepreneur, co-owner, freelancer	44	Entrepreneur, co-owner, freelancer	44
Managing director, board member, head of an authority etc.	20	Managing director, board member, head of an authority etc.	26
Area manager, works manager, plant manager, branch manager, head of public office	11	Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	7	Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	9	Other salaried staff, civil servant, skilled worker	3
Lecturer, teacher	-	Lecturer, teacher	1
Trainee	1	Trainee	-
Other position	9	Other position	6
Student	1	Student	1
Foreign (total)	75	Other not gainfully employed	2
of which			
EU	54		
Other European countries	15		
South-, East-, Central Asia	17		
Other countries	15		
Distance to home	%	Economic sector	%
up to 50 km	9	Importer	29
more than 50 km up to 100 km	2	Wholesaler	24
more than 100 km up to 300 km	7	Manufacturers	7
over 300 km	82	Chain with over 50 stores	2
Countries with the highest visitor shares	%	Chain with up to 50 stores	3
China (PR)	11	Retailer	17
Poland	9	Other sectors	16
United Kingdom	9	Student	1
Frequency of visits to exhibition	%	Other not gainfully employed	2
Previous event	54		
Earlier events	60		
First visit	31		
Average length of stay	2,0 days		
Influence on purchasing/procurement decisions	%		
Decisively	60		
Collectively	22		
In an advisory capacity	10		
No	5		
Student	1		
Other not gainfully employed	2		

Conducted by: Wissler & Partner, Basel

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Trade visitors' profile

Visitors (number of entries)	217 423
Proportion of trade visitors	97%
Germany (total)	41
of which	
<u>Nielsen 1</u>	<u>11</u>
Bremen	-
Hamburg	2
Lower Saxony	8
Schleswig-Holstein	1
<u>Nielsen 2</u>	<u>40</u>
Mecklenburg-North Rhine-Westph.	40
<u>Nielsen 3a</u>	<u>14</u>
Saxony-Anhalt	-
Hesse	7
RhineLand-Palatinate	6
Saarland	1
Thuringia	-
Foreign (total)	59
of which	
EU	50
Other European countries	6
Africa	5
North America	6
South and Central America	8
Middle East	6
South-, East-, Central Asia	16
Australia	2
Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	8
more than 100 km up to 300 km	18
over 300 km	67
Countries with the highest visitor shares	%
India	8
Netherlands	8
France	7
Belgium	5
Italy	5
Frequency of visits to exhibition	%
Previous event	40
Earlier events	41
First visit	45
Average length of stay	2,5 days
Influence on purchasing/procurement decisions	%
Decisively	28
Collectively	32
In an advisory capacity	23
No	11
Student	6
Other not gainfully employed	1

Area of responsibility	%
Management	23
Research/development/design	24
Manufacturing, production, quality control	16
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	10
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	7
Student	6
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	13
Area manager, works manager, plant manager, branch manager, head of public office	16
Department head, group head, team leader	23
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	1
Trainee	3
Other position	3
Student	6
Other not gainfully employed	1
Economic sector	%
Manufacturer/industry	71
Skilled trades	3
Technical retail trade	5
Other trade	3
Agriculture	1
Logistics, distribution	2
Other service	4
University/college/polytechnic	2
Other sectors	3
Student	6
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	6
5- 9	5
10- 49	18
50- 199	23
200- 499	12
Other not gainfully employed	1
Conducted by: Wissler & Partner, Basel	

Trade visitors' profile

Visitors (number of entries) 126 485

Proportion of trade visitors 98%

Germany (total) 43

of which

Nielsen 1 10 Nielsen 4 10

Bremen 1 Bavaria 10

Hamburg 2 Nielsen 5+6 5

Lower Saxony 5 Berlin 3

Schleswig-Holstein 3 Brandenburg 1

Nielsen 2 48 Mecklenburg-

North Rhine-Westph. 48 West Pomerania 1

Nielsen 3a 12 Saxony-Anhalt 1

Hesse 7 Nielsen 7 4

Rhinelan-Palatinate 5 Saxony 3

Saarland 1 Thuringia 1

Baden-Württemberg 11

Foreign (total) 57

of which

EU 49

Other European countries 10

Africa 7

North America 4

South and Central America 5

Middle East 11

South-, East-, Central Asia 13

Australia 2

Distance to home

% up to 50 km 12

more than 50 km up to 100 km 8

more than 100 km up to 300 km 24

over 300 km 55

Countries with the highest visitor shares

% Netherlands 7

Italy 6

United Kingdom 6

France 4

India 4

Frequency of visits to exhibition

% Previous event 40

Earlier events 54

First visit 34

Average length of stay 2,1 days

Influence on purchasing/procurement decisions

% Decisively 34

Collectively 24

In an advisory capacity 22

No 12

Student 7

Other not gainfully employed 1

Position in the company/organization

% Entrepreneur, co-owner, freelancer 26

Managing director, board member, head of an authority etc. 19

Area manager, works manager, plant manager, branch manager, head of public office 11

Department head, group head, team leader 16

Other salaried staff, civil servant, skilled worker 15

Lecturer, teacher 2

Trainee 2

Other position 3

Other not gainfully employed 1

Student 7

Economic sector

% Doctor's practice 7

Doctors' practices, physiotherapy, ergotherapy, logopaedia 4

Other practices 1

Medical laboratory/institute 4

Rehabilitation and spa facilities 2

Medical care centre 1

Industry 17

Hospital/university hospital/clinic 18

Medical and healthcare suppliers, sales representatives 14

Pharmacy 1

Other trade 6

Service 7

Other sectors 11

Student 7

Other not gainfully employed 1

Size of company/organization:

% Number of employees

1- 4 13 500 - 999 4

5- 9 12 1 000 and more 13

10- 49 26 Student 7

50- 199 15 Other not gainfully employed 1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries) 40 667

Proportion of trade visitors 95%

Germany (total) 65

of which

Nielsen 1 9 Nielsen 4 9

Bremen 1 Bavaria 9

Hamburg 2 Nielsen 5+6 5

Lower Saxony 5 Berlin 3

Schleswig-Holstein 1 Brandenburg -

Nielsen 2 33 Mecklenburg-

North Rhine-Westph. 33 West Pomerania 1

Nielsen 3a 29 Saxony-Anhalt -

Hesse 8 Nielsen 7 2

Rhinelan-Palatinate 20 Saxony 2

Saarland 1 Thuringia -

Nielsen 3b 14

Baden-Württemberg 14

Foreign (total) 35

of which

EU 75

Other European countries 11

North America 6

South-, East-, Central Asia 3

Other countries 6

Distance to home

% up to 50 km 15

more than 50 km up to 100 km 7

more than 100 km up to 300 km 31

over 300 km 47

Countries with the highest visitor shares

% Netherlands 15

France 9

Austria 7

Belgium 6

Sweden 5

Frequency of visits to exhibition

% Previous event 47

Earlier events 52

First visit 35

Average length of stay 1,8 days

Influence on purchasing/procurement decisions

% Decisively 42

Collectively 26

In an advisory capacity 16

No 10

Student 6

Other not gainfully employed 1

Size of company/organization:

% Number of employees

1- 4 32 500 - 999 2

5- 9 15 1 000 and more 5

10- 49 20 Student 6

50- 199 13 Other not gainfully employed 1

200- 499 4 employed 1

Conducted by: Wissler & Partner, Basel

PSI → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	13 419	
Proportion of trade visitors	100%	
Germany (total)	42	
of which		
Nielsen 1	16 Nielsen 4	13
Bremen	2 Bavaria	13
Hamburg	4 Nielsen 5+6	4
Lower Saxony	8 Berlin	4
Schleswig-Holstein	2 Brandenburg	-
Nielsen 2	40 Mecklenburg-	
North Rhine-Westph.	40 West Pomerania	-
Nielsen 3a	18 Saxony-Anhalt	-
Hesse	10 Nielsen 7	2
Rhineland-Palatinate	7 Saxony	1
Saarland	1 Thuringia	1
Nielsen 3b	8	
Baden-Württemberg	8	
Foreign (total)	58	
of which		
EU	71	
Other European countries	17	
South-, East-, Central Asia	4	
Other countries	8	
Distance to home	%	
up to 50 km	15	
more than 50 km up to 100 km	4	
more than 100 km up to 300 km	23	
over 300 km	58	
Countries with the highest visitor shares	%	
Netherlands	12	
Switzerland	9	
Belgium	8	
Austria	6	
France	6	
Frequency of visits to exhibition	%	
Previous event	43	
Earlier events	52	
First visit	30	
Average length of stay	1,9 days	
Influence on purchasing/procurement decisions	%	
Decisively	46	
Collectively	30	
In an advisory capacity	14	
No	7	
Student	2	
Other not gainfully employed	2	

Area of responsibility	%		
Management	39		
Research/development/design	3		
Manufacturing, production, quality control	3		
Buying/procurement	12		
Finance/accounting, controlling	1		
Information and communication technology	1		
Personnel administration, administration	1		
Sales	20		
Marketing, advertising, PR	12		
Logistics: storage, material management, transport	1		
Maintenance/repairs	1		
Other area	3		
Student	2		
Other not gainfully employed	2		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	37		
Managing director, board member, head of an authority etc.	16		
Area manager, works manager, plant manager, branch manager, head of public office	12		
Department head, group head, team leader	11		
Other salaried staff, civil servant, skilled worker	15		
Lecturer, teacher	1		
Trainee	2		
Other position	2		
Student	2		
Other not gainfully employed	2		
Economic sector	%		
Advertising speciality trader	51		
Advertising speciality wholesale trader	13		
Full-service agency	7		
Services, promotion fitting	3		
Textile finishing	3		
Advertising agency	4		
Manufacturers, importer	10		
Other sectors	6		
Student	2		
Other not gainfully employed	2		
Size of company/organization:			
Number of employees	%		
1- 4	30	500 - 999	1
5- 9	20	1 000 and more	3
10- 49	31	Student	2
50- 199	10	Other not gainfully	
200- 499	3	employed	2

Conducted by: Wissler & Partner, Basel

REHACARE INTERNATIONAL (2012) → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	50 078		
Proportion of trade visitors	68%		
Germany (total)	83		
of which			
Nielsen 1	11 Nielsen 4	4	
Bremen	1 Bavaria	4	
Hamburg	1 Nielsen 5+6	4	
Lower Saxony	8 Berlin	2	
Schleswig-Holstein	1 Brandenburg	2	
Nielsen 2	63 Mecklenburg-		
North Rhine-Westph.	63 West Pomerania	1	
Nielsen 3a	11 Saxony-Anhalt	-	
Hesse	6 Nielsen 7	3	
Rhineland-Palatinate	5 Saxony	2	
Saarland	1 Thuringia	1	
Nielsen 3b	4		
Baden-Württemberg	4		
Foreign (total)	17		
of which			
EU	68		
Other European countries	11		
South-, East-, Central Asia	6		
Other countries	14		
Distance to home	%		
up to 50 km	32		
more than 50 km up to 100 km	15		
more than 100 km up to 300 km	33		
over 300 km	21		
Countries with the highest visitor shares	%		
France	8		
Italy	8		
Netherlands	8		
United Kingdom	8		
Frequency of visits to exhibition	%		
Previous event	32		
Earlier events	53		
First visit	41		
Average length of stay	1,3 days		
Influence on purchasing/procurement decisions	%		
Decisively	18		
Collectively	27		
In an advisory capacity	26		
No	20		
Student	7		
Other not gainfully employed	3		
Size of company/organization:			
Number of employees	%		
1- 4	11	1 000 and more	12
5- 9	8	Student	7
10- 49	22	Other not gainfully	
50- 199	18	employed	3
200- 499	9		5
500- 999	6	N/A	5

Conducted by: Wissler & Partner, Basel

TOP HAIR INTERNATIONAL

Trade visitors' profile

Visitors (number of entries)	31 797	
Proportion of trade visitors	97%	
Germany (total)	90	
of which		
Nielsen 1	16 Nielsen 4	6
Bremen	1 Bavaria	6
Hamburg	2 Nielsen 5+6	4
Lower Saxony	10 Berlin	1
Schleswig-Holstein	3 Brandenburg	1
Nielsen 2	50 Mecklenburg-	
North Rhine-Westph.	50 West Pomerania	1
Nielsen 3a	15 Saxony-Anhalt	1
Hesse	5 Nielsen 7	4
Rhineland-Palatinate	8 Saxony	1
Saarland	2 Thuringia	2
Nielsen 3b	7	
Baden-Württemberg	7	
Foreign (total)	10	
of which		
EU	77	
Other European countries	12	
Other countries	11	
Distance to home	%	
up to 50 km	25	
more than 50 km up to 100 km	18	
more than 100 km up to 300 km	27	
over 300 km	31	
Countries with the highest visitor shares	%	
Netherlands	30	
Belgium	23	
Austria	19	
Frequency of visits to exhibition	%	
Previous event	43	
Earlier events	56	
First visit	30	
Average length of stay	1,4 days	
Influence on purchasing/procurement decisions	%	
Decisively	37	
Collectively	19	
In an advisory capacity	18	
No	21	
Student	4	
Other not gainfully employed	2	

Area of responsibility	%		
Management	40		
Research/development/design	1		
Manufacturing, production, quality control	6		
Buying/procurement	3		
Finance/accounting, controlling	-		
Information and communication technology	-		
Organization, personnel, administration	6		
Sales	5		
Marketing, advertising, PR	2		
Logistics: storage, material management, transport	-		
Maintenance/repairs	1		
Other area	29		
Student	4		
Other not gainfully employed	2		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	48		
Managing director, board member, head of an authority etc.	4		
Area manager, works manager, plant manager, branch manager, head of public office	2		
Department head, group head, team leader	5		
Other salaried staff, civil servant, skilled worker	14		
Lecturer, teacher	2		
Trainee	17		
Other position	3		
Student	4		
Other not gainfully employed	2		
Economic sector	%		
Hairdressers' trade	87		
Other skilled trades	1		
Cosmetics/pharmaceuticals/chemical industry	1		
Trade	3		
Media, press, publishing	1		
Other service	1		
Other sectors	1		
Student	4		
Other not gainfully employed	2		
Size of company/organization:			
Number of employees	%		
1- 4	47	500 - 999	1
5- 9	23	1 000 and more	1
10- 49	14	Student	4
50- 199	2	Other not gainfully employed	
200- 499	1	N/A	6
Conducted by: Wissler & Partner, Basel			

Private visitors' profile

Visitors (number of entries)	30 648*	Position in the company/organization	%
Proportion of private visitors	93%	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	5
Nielsen 1	2 Nielsen 4	Department head, group head, team leader	11
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	45
Hamburg	- Nielsen 5+6	Lecturer, teacher	4
Lower Saxony	2 Berlin	Trainee	-
Schleswig-Holstein	- Brandenburg	Other position	4
Nielsen 2	92 Mecklenburg-North Rhine-Westph.	Student	4
North Rhine-Westph.	92 West Pomerania	Housewife/man	2
Nielsen 3a	5 Saxony-Anhalt	Old-age pensioner	4
Hesse	3 Nielsen 7	Other not gainfully employed	13
Rhineland-Palatinate	3 Saxony		
Saarland	- Thuringia		
Nielsen 3b	-		
Baden-Württemberg	-		
Foreign (total)	2		
Distance to home	%		
up to 50 km	68		
more than 50 km up to 100 km	16		
more than 100 km up to 300 km	13		
over 300 km	3		
Frequency of visits to exhibition	%		
Previous event	37		
Earlier events	46		
First visit	43		
Sex	%		
Male	51		
Female	49		
Size of household	%		
1 person	20		
2 persons	49		
3 persons	14		
4 persons	12		
5 persons and more	5		
Age	%		
up to 20 years	-		
over 20 up to 30 years	11		
over 30 up to 40 years	16		
over 40 up to 50 years	29		
over 50 up to 60 years	29		
over 60 up to 70 years	11		
over 70 years	5		

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

Trade visitors' profile

Visitors (number of entries)	13 578	Area of responsibility	%
Proportion of trade visitors	99%	Management	39
Germany (total)	76	Research/development/design	5
of which		Manufacturing, production, quality control	13
Nielsen 1	15 Nielsen 4	Buying/procurement	4
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	2 Nielsen 5+6	Information and communication technology	1
Lower Saxony	11 Berlin	Personnel administration, administration	-
Schleswig-Holstein	2 Brandenburg	Sales	14
Nielsen 2	50 Mecklenburg-North Rhine-Westph.	Marketing, advertising, PR	13
North Rhine-Westph.	50 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	11 Saxony-Anhalt	Maintenance/repairs	1
Hesse	6 Nielsen 7	Other area	5
Rhineland-Palatinate	5 Saxony	Student	3
Saarland	- Thuringia	Other not gainfully employed	1
Nielsen 3b	8		
Baden-Württemberg	8		
Foreign (total)	24		
of which			
EU	81		
Other European countries	11		
Other countries	8		
Distance to home	%		
up to 50 km	22		
more than 50 km up to 100 km	13		
more than 100 km up to 300 km	29		
over 300 km	37		
Countries with the highest visitor shares	%		
Netherlands	25		
Belgium	10		
Switzerland	7		
Frequency of visits to exhibition	%		
Previous event	27		
Earlier events	39		
First visit	43		
Average length of stay	1,2 days		
Influence on purchasing/procurement decisions	%		
Decisively	42		
Collectively	28		
In an advisory capacity	17		
No	10		
Student	3		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	37	500 - 999	3
5- 9	17	1 000 and more	5
10- 49	21	Student	3
50- 199	10	Other not gainfully employed	
200- 499	4	employed	1

Conducted by: Wissler & Partner, Basel

Haus.Bau.Energie. → Erfurt

Private visitors' profile

Visitors (number of entries)	3 574	
Proportion of private visitors	84%	
Germany (total)	100	
of which		
Nielsen 1	- Nielsen 4	1
Bremen	- Bavaria	1
Hamburg	- Nielsen 5+6	2
Lower Saxony	- Berlin	-
Schleswig-Holstein	- Brandenburg	-
Nielsen 2	- Mecklenburg-	-
North Rhine-Westph.	- West Pomerania	-
Nielsen 3a	1 Saxony-Anhalt	1
Hesse	1 Nielsen 7	97
Rhineland-Palatinate	- Saxony	1
Saarland	- Thuringia	96
Nielsen 3b	-	-
Baden-Württemberg	-	-
Distance to home	%	
up to 50 km	72	
more than 50 km up to 100 km	24	
more than 100 km up to 300 km	3	
over 300 km	-	
Frequency of visits to exhibition	%	
Previous event	22	
Earlier events	27	
First visit	52	
Sex	%	
Male	62	
Female	38	
Size of household	%	
1 person	7	
2 persons	51	
3 persons	25	
4 persons	11	
5 persons and more	7	
Age	%	
up to 20 years	4	
over 20 up to 30 years	16	
over 30 up to 40 years	20	
over 40 up to 50 years	18	
over 50 up to 60 years	22	
over 60 up to 70 years	15	
over 70 years	6	

Position in the company/organization		
Entrepreneur, co-owner, freelancer		14
Managing director, board member, head of an authority etc.		-
Area manager, works manager, plant manager, branch manager, head of public office		-
Department head, group head, team leader	2	
Commercial salaried employee	14	
Other salaried staff, civil servant, skilled worker	61	
Lecturer, teacher	1	
Trainee	2	
Other position	5	
Student	1	

Buying and ordering capacity		
Purchase or order made or intended at the exhibition		%
yes	11	
no	58	
maybe	31	

Follow-up business		
Intend to buy at later date		%
yes	66	
no	16	
maybe	18	

Conducted by: Honestly MT GmbH, Karlsruhe

Rapid.Tech (2012) → Erfurt

Trade visitors' profile

Visitors (number of entries)	1 282
Proportion of trade visitors	100%

Germany (total)	88
of which	

Nielsen 1	11	Nielsen 4	14
Bremen	-	Bavaria	14
Hamburg	2	Nielsen 5+6	13
Lower Saxony	7	Berlin	7
Schleswig-Holstein	2	Brandenburg	2
Nielsen 2	11	Mecklenburg-North Rhine-Westph.	11
Nielsen 3a	8	West Pomerania	-
Hesse	7	Nielsen 7	35
Rhineland-Palatinate	1	Saxony	7
Saarland	-	Thuringia	28
Nielsen 3b	8		
Baden-Württemberg	8		

Foreign (total)		
of which		
EU	61	

Distance to home		
up to 50 km	16	
more than 50 km up to 100 km	11	
more than 100 km up to 300 km	30	
over 300 km	43	

Country with the highest visitor share		
Switzerland		28

Frequency of visits to exhibition		
Previous event		13
Earlier events		19
First visit		76

Average length of stay		
		1,3 days

Influence on purchasing/procurement decisions		
Decisively		20
Collectively		24
In an advisory capacity		31
No		11
Student		14

Number of employees			
1- 4	8	200 - 499	12
5- 9	9	500 - 999	7
10- 49	14	1 000 and more	20
50- 199	17	Student	14

Conducted by: Messe Erfurt GmbH, Erfurt

Reiten-Jagen-Fischen

Private visitors' profile

Visitors (number of entries)	20 898
Proportion of private visitors	95%

Germany (total)	100
of which	

Nielsen 1	- Nielsen 4	2
Bremen	- Bavaria	2
Hamburg	- Nielsen 5+6	2
Lower Saxony	- Berlin	-
Schleswig-Holstein	- Brandenburg	-
Nielsen 2	- Mecklenburg-	-
North Rhine-Westph.	- West Pomerania	-
Nielsen 3a	1 Saxony-Anhalt	2
Hesse	1 Nielsen 7	95
Rhineland-Palatinate	- Saxony	2
Saarland	- Thuringia	93
Nielsen 3b	-	-
Baden-Württemberg	-	-

Distance to home		
up to 50 km	51	
more than 50 km up to 100 km	38	
more than 100 km up to 300 km	10	
over 300 km	1	

Frequency of visits to exhibition		
Previous event		65
Earlier events		77
First visit		18

Sex		
Male		60
Female		40

Size of household		
1 person		11
2 persons		43
3 persons		23
4 persons		18
5 persons and more		6

Age		
up to 20 years		4
over 20 up to 30 years		11
over 30 up to 40 years		12
over 40 up to 50 years		26
over 50 up to 60 years		20
over 60 up to 70 years		18
over 70 years		9

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

Conducted by: Messe Erfurt GmbH, Erfurt

Private visitors' profile

Visitors (number of entries)	71 928	
Proportion of private visitors	91%	
Germany (total)	100	
of which		
Nielsen 1	- Nielsen 4	1
Bremen	- Bavaria	1
Hamburg	- Nielsen 5+6	1
Lower Saxony	- Berlin	-
Schleswig-Holstein	- Brandenburg	-
Nielsen 2	- Mecklenburg-	
North Rhine-Westph.	- West Pomerania	-
Nielsen 3a	1 Saxony-Anhalt	-
Hesse	1 Nielsen 7	98
Rhineland-Palatinate	- Thuringia	97
Saarland	- Saxony	1
Nielsen 3b	-	
Baden-Württemberg	-	
Distance to home	%	
up to 50 km	61	
more than 50 km up to 100 km	32	
more than 100 km up to 300 km	6	
over 300 km	1	
Frequency of visits to exhibition	%	
2011	42	
2010	39	
2009	32	
2008	23	
Earlier events	25	
First visit	25	
Sex	%	
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	

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

Private visitors' profile

Visitors (number of entries)	160 874	
Proportion of private visitors	80%	
Germany (total)	93	
of which		
Nielsen 1	8 Nielsen 4	4
Bremen	- Bavaria	4
Hamburg	- Nielsen 5+6	1
Lower Saxony	7 Berlin	-
Schleswig-Holstein	1 Brandenburg	-
Nielsen 2	68 Mecklenburg-	
North Rhine-Westph.	68 West Pomerania	-
Nielsen 3a	17 Saxony-Anhalt	-
Hesse	7 Nielsen 7	1
Rhineland-Palatinate	9 Saxony	-
Saarland	1 Thuringia	-
Nielsen 3b	2	
Baden-Württemberg	2	
Buying and ordering capacity	%	
Purchase or order made or intended at the exhibition		
yes	84	
no	4	
maybe	12	
Follow-up business	%	
Intend to buy at later date		
yes	33	
no	23	
maybe	44	
Conducted by: Wissler & Partner, Basel		

Foreign (total)	7
of which	
EU	86
Other European countries	12
Other countries	2
Countries with the highest visitor shares	%
Netherlands	40
Belgium	18
Switzerland	9
Luxembourg	9
Distance to home	%
up to 50 km	31
more than 50 km up to 100 km	20
more than 100 km up to 300 km	36
over 300 km	13
Frequency of visits to exhibition	%
Previous event	49
Earlier events	56
First visit	20
Sex	%
Male	12
Female	88
Size of household	%
1 person	14
2 persons	33
3 persons	19
4 persons	23
5 persons and more	12
Age	%
up to 20 years	22
over 20 up to 30 years	27
over 30 up to 40 years	17
over 40 up to 50 years	21
over 50 up to 60 years	9
over 60 up to 70 years	2
over 70 years	2

E-world energy & water → Essen

Trade visitors' profile

Visitors (number of entries)	18 724		
Proportion of trade visitors	99%		
Germany (total)	85		
of which			
Nielsen 1	13	Nielsen 4	8
Bremen	1	Bavaria	8
Hamburg	3	Nielsen 5+6	6
Lower Saxony	7	Berlin	3
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2	49	Mecklenburg-	
North Rhine-Westph.	49	West Pomerania	1
Nielsen 3a	13	Saxony-Anhalt	1
Hesse	9	Nielsen 7	3
Rhineland-Palatinate	4	Saxony	2
Saarland	-	Thuringia	1
Nielsen 3b	8		
Baden-Württemberg	8		
Foreign (total)	15		
of which			
EU	71		
Other European countries	20		
Other countries	9		
Distance to home	%		
up to 50 km	23		
more than 50 km up to 100 km	12		
more than 100 km up to 300 km	26		
over 300 km	39		
Countries with the highest visitor shares	%		
Netherlands	16		
United Kingdom	10		
Switzerland	9		
Belgium	7		
Austria	7		
Frequency of visits to exhibition	%		
Previous event	32		
Earlier events	30		
First visit	46		
Average length of stay	1,3 days		
Influence on purchasing/procurement decisions	%		
Decisively	22		
Collectively	31		
In an advisory capacity	26		
No	13		
Student	8		
Other not gainfully employed	1		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Area of responsibility	%
Management	18
Research/development/design	7
Manufacturing, production, quality control	3
Buying/procurement	11
Finance/accounting, controlling	4
Information and communication technology	11
Personnel administration, administration	1
Sales	18
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	12
Other not gainfully employed	1
Student	8

Economic sector	%
Power supply company	32
Consultants, service providers	28
Public utilities, council representatives	8
Research, press, associations	3
Business customers, industrial enterprises	13
Other sectors	7
Student	8
Other not gainfully employed	1

Size of company/organization: Number of employees	%
1- 4	8
5- 9	7
10- 49	14
50- 199	15
200- 499	13
Other not gainfully employed	1
1 000 and more	28
Student	8

INTERGEO → Essen

Trade visitors' profile

Visitors (number of entries)	16 383		
Proportion of trade visitors	98%		
Germany (total)	77		
of which			
Nielsen 1	9	Nielsen 4	4
Bremen	-	Bavaria	4
Hamburg	2	Nielsen 5+6	7
Lower Saxony	6	Berlin	2
Schleswig-Holstein	1	Brandenburg	2
Nielsen 2	58	Mecklenburg-	
North Rhine-Westph.	58	West Pomerania	2
Nielsen 3a	12	Saxony-Anhalt	1
Hesse	6	Nielsen 7	3
Rhineland-Palatinate	5	Saxony	2
Saarland	1	Thuringia	1
Nielsen 3b	7		
Baden-Württemberg	7		
Foreign (total)	23		
of which			
EU	67		
Other European countries	16		
Other countries	17		

Distance to home	%
up to 50 km	20
more than 50 km up to 100 km	19
more than 100 km up to 300 km	23
over 300 km	38

Countries with the highest visitor shares	%
Netherlands	11
Belgium	11
Russia	9
United Kingdom	7
Poland	6

Frequency of visits to exhibition	%
Previous event	31
Earlier events	60
First visit	33

Average length of stay	1,4 days
Influence on purchasing/procurement decisions	%
Decisively	16
Collectively	28
In an advisory capacity	24
No	20
Student	11
Other not gainfully employed	1

Size of company/organization: Number of employees	%
1- 4	8
5- 9	9
10- 49	21
50- 199	16
200- 499	9
Other not gainfully employed	1
1 000 and more	21
Student	11

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IPM Essen

Trade visitors' profile

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

Personnel administration, administration	1		
Sales	21		
Marketing, advertising, PR	3		
Logistics: storage, material management, transport	2		
Maintenance/repairs	2		
Other area	15		
Student	7		
Other not gainfully employed	1		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	25		
Managing director, board member, head of an authority etc.	4		
Area manager, works manager, plant manager, branch manager, head of public office	6		
Department head, group head, team leader	9		
Other salaried staff, civil servant, skilled worker	7		
Lecturer, teacher	2		
Trainee	18		
Other position	3		
Farmer, horticulturist	13		
Florist	6		
Student	7		
Other not gainfully employed	1		
Economic sector	%		
Plant producer	18		
Florist wholesale trade	5		
Seed trade	1		
End-sales outlet	6		
Public authority, municipal garden department	4		
Horticulture and landscape gardening	12		
Landscape designer	1		
Garden centre	5		
Gardening company	5		
Florist, specialist retailer	10		
Fruit and vegetable growing	2		
Cemetery gardeners	3		
Substrate manufacturers			
Nursery	6		
Decorator, interior architect	1		
Wholesale trade	3		
Home improvement centre	1		
Hypermarket	1		
Other sectors	7		
Student	7		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	21	500 - 999	2
5- 9	20	1 000 and more	5
10- 49	29	Student	7
50- 199	12	Other not gainfully employed	
200- 499	3		1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	48 712	Area of responsibility	%
Proportion of trade visitors	98%	Management	15
		Research/development/design	14
		Manufacturing, production, quality control	30
		Buying/procurement	4
		Finance/accounting, controlling	-
		Information and communication technology	1
		Personnel administration, administration	1
		Sales	12
		Marketing, advertising, PR	2
		Logistics: storage, material management, transport	1
		Maintenance/repairs	7
		Other area	8
		Student	4
		Other not gainfully employed	1
Position in the company/organization	%	Position in the company/organization	%
Entrepreneur, co-owner, freelancer	25	Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	4	Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	6	Area manager, works manager, plant manager, branch manager, head of public office	13
Department head, group head, team leader	9	Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	7	Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	2	Lecturer, teacher	4
Trainee	18	Trainee	6
Other position	3	Other position	3
Farmer, horticulturist	13	Student	4
Florist	6	Other not gainfully employed	1
Student	7		
Other not gainfully employed	1		
Foreign (total)	48	Economic sector	%
of which		Energy industry/water supplies/mining	6
EU	64	Chemicals industry/oil processing	5
Other European countries	13	Plastics processing	1
Africa	3	Steel, mechanical and automotive engineering	40
North America	3	Iron and non-ferrous metal products	9
South and Central America	5	Electrical engineering/precision engineering/optics	4
Middle East	2	Building trade	2
South-, East-, Central Asia	9	Retail trade	3
Australia	1	Wholesale trade	9
Other not gainfully employed	1	Research	4
		Service	7
		Other sectors	6
		Student	5
		Other not gainfully employed	2
Distance to home	%	Countries with the highest visitor shares	%
up to 50 km	13	Netherlands	11
more than 50 km up to 100 km	8	Belgium	7
more than 100 km up to 300 km	22	Italy	5
over 300 km	57	Austria	5
		France	5
		United Kingdom	5
		USA	5
Countries with the highest visitor shares	%		
Netherlands	11		
Belgium	7		
Italy	5		
Austria	5		
France	5		
Frequency of visits to exhibition	%	Frequency of visits to exhibition	%
Previous event	27	Previous event	42
Earlier events	22	Earlier events	51
First visit	53	First visit	37
Average length of stay	1,7 days	Average length of stay	2,3 days
Influence on purchasing/procurement decisions	%	Influence on purchasing/procurement decisions	%
Decisively	26	Decisively	41
Collectively	33	Collectively	26
In an advisory capacity	22	In an advisory capacity	16
No	13	No	12
Student	4	Student	4
Other not gainfully employed	1	Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Visitors (number of entries)	139 367	Area of responsibility	%
Proportion of trade visitors	88%	Management	36
		Research/development/design	4
		Manufacturing, production, quality control	4
		Buying/procurement	17
		Finance/accounting, controlling	1
		Information and communication technology	1
		Personnel and social welfare	1
		Sales	16
		Marketing, advertising, PR	8
		Logistics: storage, material management, transport	1
		Maintenance/repairs	-
		Other area	6
		Student	4
		Other not gainfully employed	2
Position in the company/organization	%	Position in the company/organization	%
Entrepreneur, co-owner, freelancer	42	Entrepreneur, co-owner, freelancer	14
Managing director, board member, etc.	15	Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager	8	Area manager, works manager, plant manager, branch manager	13
Department head, group head, team leader	12	Department head, group head, team leader	20
Other salaried staff, skilled workers	13	Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	1	Lecturer, teacher	4
Trainee	2	Trainee	6
Other position	3	Other position	3
Student	4	Student	4
Other not gainfully employed	2	Other not gainfully employed	1
Foreign (total)	53	Economic sector	%
of which		Retail and wholesale trade	43
EU	48	Wholesale/foreign trade	27
Other European countries	13	Service	13
Africa	4	Industry	5
North America	5	Skilled trades	3
South and Central America	5	Other sectors	3
Middle East	8	Student	4
South-, East-, Central Asia	15	Other not gainfully employed	2
Australia	2		
Other not gainfully employed	1		
Distance to home	%	Countries with the highest visitor shares	%
up to 50 km	12	Italy	8
more than 50 km up to 100 km	7	Netherlands	6
more than 100 km up to 300 km	19	France	6
over 300 km	63	United Kingdom	5
		USA	5
Countries with the highest visitor shares	%		
Italy	8		
Netherlands	6		
France	6		
United Kingdom	5		
USA	5		
Frequency of visits to exhibition	%	Frequency of visits to exhibition	%
Previous event	42	Previous event	42
Earlier events	51	Earlier events	51
First visit	37	First visit	37
Average length of stay	2,3 days	Average length of stay	2,3 days
Influence on purchasing/procurement decisions	%	Influence on purchasing/procurement decisions	%
Decisively	41	Decisively	41
Collectively	26	Collectively	26
In an advisory capacity	16	In an advisory capacity	16
No	12	No	12
Student	4	Student	4
Other not gainfully employed	2	Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Christmasworld → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	30 641¹⁾	
Proportion of trade visitors	93%	
Germany (total)	43	
of which		
Nielsen 1	10 Nielsen 4	17
Bremen	- Bavaria	17
Hamburg	1 Nielsen 5+6	3
Lower Saxony	7 Berlin	-
Schleswig-Holstein	2 Brandenburg	-
Nielsen 2	13 Mecklenburg-	
North Rhine-Westph.	13 West Pomerania	-
Nielsen 3a	36 Saxony-Anhalt	-
Hesse	27 Nielsen 7	6
Rhineland-Palatinate	8 Saxony	4
Saarland	1 Thuringia	2
Nielsen 3b	15	
Baden-Württemberg	15	
Foreign (total)	57	
of which		
EU	69	
Other European countries	9	
Africa	3	
North America	7	
South and Central America	3	
Middle East	1	
South-, East-, Central Asia	7	
Australia	2	
Distance to home	%	
up to 50 km	9	
more than 50 km up to 100 km	6	
more than 100 km up to 300 km	18	
over 300 km	66	
Countries with the highest visitor shares	%	
Italy	11	
France	10	
United Kingdom	7	
Netherlands	6	
Austria	6	
Frequency of visits to exhibition	%	
Previous event	42	
Earlier events	44	
First visit	40	
Average length of stay	2,0 days	
Influence on purchasing/procurement decisions	%	
Decisively	45	
Collectively	27	
In an advisory capacity	13	
No	6	
Student	8	
Other not gainfully employed	2	

¹⁾ ascertained by a representative poll

Heimtextil → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	65 835	
Proportion of trade visitors	97%	
Germany (total)	33	
of which		
Nielsen 1	10 Nielsen 4	14
Bremen	- Bavaria	14
Hamburg	2 Nielsen 5+6	5
Lower Saxony	6 Berlin	3
Schleswig-Holstein	1 Brandenburg	2
Nielsen 2	18 Mecklenburg-	
North Rhine-Westph.	18 West Pomerania	-
Nielsen 3a	31 Saxony-Anhalt	1
Hesse	21 Nielsen 7	4
Rhineland-Palatinate	8 Saxony	-
Saarland	2 Thuringia	-
Nielsen 3b	18	
Baden-Württemberg	18	
Position in the company/organization	%	
Entrepreneur, co-owner, freelancer	46	
Managing director, board member, etc.	12	
Area manager, works manager, plant manager, branch manager	7	
Department head, group head	10	
Other salaried staff, skilled workers	11	
Lecturer, teacher	1	
Trainee	1	
Other position	3	
Student	8	
Other not gainfully employed	2	
Economic sector	%	
Retail trade	44	
Wholesale/foreign trade	16	
Service	16	
Industry	3	
Skilled trades	5	
Other sectors	6	
Student	8	
Other not gainfully employed	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	%	
United Kingdom	7	
India	6	
Italy	6	
USA	6	
China (PR)	5	
Frequency of visits to exhibition	%	
Previous event	42	
Earlier events	55	
First visit	34	
Average length of stay	2,2 days	
Influence on purchasing/procurement decisions	%	
Decisively	36	
Collectively	28	
In an advisory capacity	17	
No	11	
Student	5	
Other not gainfully employed	3	
Visitors (number of entries)	60 509	
Proportion of trade visitors	95%	
Germany (total)	36	
of which		
Nielsen 1	9 Nielsen 4	15
Bremen	- Nielsen 5+6	3
Hamburg	- Berlin	-
Lower Saxony	8 Brandenburg	-
Schleswig-Holstein	1 Brandenburg	-
Nielsen 2	20 Mecklenburg-	
North Rhine-Westph.	20 West Pomerania	-
Nielsen 3a	30 Saxony-Anhalt	-
Hesse	20 Nielsen 7	4
Rhineland-Palatinate	9 Saxony	-
Saarland	1 Thuringia	-
Nielsen 3b	19	
Baden-Württemberg	19	
Foreign (total)	64	
of which		
EU	41	
Other European countries	16	
Africa	6	
North America	6	
South and Central America	12	
Middle East	4	
South-, East-, Central Asia	12	
Australia	4	
Distance to home	%	
up to 50 km	6	
more than 50 km up to 100 km	5	
more than 100 km up to 300 km	17	
over 300 km	72	
Countries with the highest visitor shares	%	
Russia	5	
Spain	5	
Belgium	5	
Netherlands	4	
Austria	4	
Frequency of visits to exhibition	%	
Previous event	39	
Earlier events	38	
First visit	47	
Average length of stay	2,5 days	
Influence on purchasing/procurement decisions	%	
Decisively	30	
Collectively	30	
In an advisory capacity	20	
No	17	
Student	3	

→ Frankfurt/Main

ISH → Frankfurt/Main

Trade visitors' profile

Area of responsibility	%
Management	32
Research/development/design	11
Manufacturing, production, quality control	17
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	18
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	5
Student	3

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member, etc.	16
Area manager, works manager, plant manager, branch manager	17
Department head, group head	15
Other salaried staff, skilled workers	12
Lecturer, teacher	2
Trainee	7
Other position	3
Student	3

Economic sector	%
Retail trade	16
Wholesale/foreign trade	12
Skilled trades	11
Slaughterhouse operations	4
Industry	43
Service	5
Other sectors	6
Student	3

Size of company/organization:	
Number of employees	%
1- 4	11
5- 9	9
10- 49	25
50- 199	19
Student	3

Conducted by: Wissler & Partner, Basel

Visitors (number of entries) 187 579

Proportion of trade visitors 94%

Germany (total) 65

of which	
Nielsen 1	6 Nielsen 4
Bremen	- Bavaria
Hamburg	1 Nielsen 5+6
Lower Saxony	4 Berlin
Schleswig-Holstein	1 Brandenburg
Nielsen 2	17 Mecklenburg-
North Rhine-Westph.	17 West Pomerania
Nielsen 3a	42 Saxony-Anhalt
Hesse	29 Nielsen 7
Rhineland-Palatinate	11 Saxony
Saarland	1 Thuringia
Nielsen 3b	18
Baden-Württemberg	18

Foreign (total) 35

of which	
EU	64
Other European countries	14
Africa	5
North America	4
South and Central America	2
Middle East	5
South-, East-, Central Asia	6
Australia	1

Distance to home %

up to 50 km	14
more than 50 km up to 100 km	11
more than 100 km up to 300 km	29
over 300 km	46

Countries with the highest visitor shares %

France	10
Netherlands	7
Italy	6
Switzerland	5
Belgium	5

Frequency of visits to exhibition %

Previous event	46
Earlier events	50
First visit	35

Average length of stay 1,7 days

Influence on purchasing/procurement decisions %

Decisively	25
Collectively	27
In an advisory capacity	21
No	21
Student	6
Other not gainfully employed	1

Area of responsibility %

Management	26
Research/development/design	9
Manufacturing, production, quality control	5
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	13
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	15
Other area	12
Student	6
Other not gainfully employed	1

Position in the company/organization %

Entrepreneur, co-owner, freelancer	25
Managing director, board member, etc.	10
Area manager, works manager, plant manager, branch manager	8
Department head, group head	15
Other salaried staff, skilled workers	23
Lecturer, teacher	1
Trainee	7
Other position	3
Student	6
Other not gainfully employed	1

Economic sector %

Skilled trades	35
Industry	21
Trade	13
Service	16
Other sectors	8
Student	6
Other not gainfully employed	1

Size of company/organization:

Number of employees %

1- 4	21	500 - 999	5
5- 9	12	1 000 and more	13
10- 49	22	Student	6
50- 199	13	Other not gainfully employed	1
200- 499	7		

Conducted by: Wissler & Partner, Basel

Distance to home %

up to 50 km	17
more than 50 km up to 100 km	8
more than 100 km up to 300 km	24
over 300 km	51

Countries with the highest visitor shares %

Belgium	8
Italy	8
Netherlands	7
France	7
Switzerland	7

Frequency of visits to exhibition %

Previous event	42
Earlier events	59
First visit	29

Average length of stay 1,8 days

Influence on purchasing/procurement decisions %

Decisively	26
Collectively	16
In an advisory capacity	17
No	13
Student	24
Other not gainfully employed	5

Conducted by: Wissler & Partner, Basel

Musikmesse → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries) 70 863*

Proportion of trade visitors 65%

Germany (total) 62

of which	
Nielsen 1	5 Nielsen 4
Bremen	- Bavaria
Hamburg	1 Nielsen 5+6
Lower Saxony	3 Berlin
Schleswig-Holstein	1 Brandenburg
Nielsen 2	13 Mecklenburg-
North Rhine-Westph.	13 West Pomerania
Nielsen 3a	39 Saxony-Anhalt
Hesse	28 Nielsen 7
Rhineland-Palatinate	10 Saxony
Saarland	1 Thuringia
Nielsen 3b	19
Baden-Württemberg	19

Foreign (total) 38

of which	
EU	68
Other European countries	13
North America	5
South and Central America	3
South-, East-, Central Asia	5
Other countries	5

Distance to home %

up to 50 km	17
more than 50 km up to 100 km	8
more than 100 km up to 300 km	24
over 300 km	51

Countries with the highest visitor shares %

Belgium	8
Italy	8
Netherlands	7
France	7
Switzerland	7

Frequency of visits to exhibition %

Previous event	42
Earlier events	59
First visit	29

Average length of stay 1,8 days

Influence on purchasing/procurement decisions %

Decisively	26
Collectively	16
In an advisory capacity	17
No	13
Student	24
Other not gainfully employed	5

Conducted by: Wissler & Partner, Basel

Area of responsibility %

Management	22
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	4
Finance/accounting, controlling	2
Information and communication technology	3
Personnel administration, administration	2
Sales	6
Marketing, advertising, PR	

Paperworld → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	45 360*)	Area of responsibility	%		
Proportion of trade visitors	96%	Management	32		
Germany (total)	36	Research/development/design	4		
of which		Manufacturing, production, quality control	4		
<i>Nielsen 1</i>	10	Buying/procurement	14		
Bremen	1	Finance/accounting, controlling	1		
Hamburg	3	Information and communication technology	1		
Lower Saxony	6	Organization, personnel, administration	1		
Schleswig-Holstein	1	Sales	18		
<i>Nielsen 2</i>	16	Marketing, advertising, PR	7		
North Rhine-Westph.	16	Logistics: storage, material management, transport	1		
<i>Nielsen 3a</i>	34	Maintenance/repairs	-		
Hesse	26	Other area	6		
Rhineland-Palatinate	8	Student	11		
Saarland	-	Other not gainfully employed	1		
<i>Nielsen 3b</i>	15				
Baden-Württemberg	15				
Foreign (total)	64				
of which					
EU	58	Position in the company/organization	%		
Other European countries	11	Entrepreneur, co-owner, freelancer	33		
Africa	6	Managing director, board member, etc.	16		
North America	5	Area manager, works manager, plant manager, branch manager	11		
South and Central America	4	Department head, group head	13		
Middle East	5	Other salaried staff, skilled workers	12		
South-, East-, Central Asia	10	Lecturer, teacher	1		
Australia	2	Trainee	1		
		Other position	2		
		Student	11		
		Other not gainfully employed	1		
Distance to home	%				
up to 50 km	10	Economic sector	%		
more than 50 km up to 100 km	4	Retail trade	23		
more than 100 km up to 300 km	15	Wholesale/foreign trade	27		
over 300 km	72	Service	14		
Countries with the highest visitor shares	%	Industry	10		
Italy	8	Skilled trades	3		
France	7	Other sectors	11		
United Kingdom	7	Student	11		
Netherlands	6	Other not gainfully employed	1		
USA	5				
Frequency of visits to exhibition	%				
Previous event	44	Size of company/organization:	Number of employees	%	
Earlier events	46	1- 4	22	500 - 999	4
First visit	36	5- 9	12	1 000 and more	8
		10- 49	21	Student	11
		50- 199	15	Other not gainfully employed	1
		200- 499	7	employed	1
Average length of stay	2,2 days				
Influence on purchasing/procurement decisions	%				
Decisively	38	Frequency of visits to exhibition	%		
Collectively	25	Previous event	44		
In an advisory capacity	16	Earlier events	56		
No	10	First visit	31		
Student	11				
Other not gainfully employed	1	Average length of stay	1,9 days		

*) ascertained by a representative poll

Prolight + Sound → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	42 713*)	Area of responsibility	%		
Proportion of trade visitors	86%	Management	24		
Germany (total)	49	Research/development/design	5		
of which		Manufacturing, production, quality control	5		
<i>Nielsen 1</i>	7	Buying/procurement	4		
Bremen	1	Finance/accounting, controlling	-		
Hamburg	2	Information and communication technology	3		
Lower Saxony	4	Organization, personnel, administration	2		
Schleswig-Holstein	1	Sales	7		
<i>Nielsen 2</i>	17	Marketing, advertising, PR	4		
Mecklenburg-North Rhine-Westph.	17	Logistics: storage, material management, transport	4		
<i>Nielsen 3a</i>	29	Maintenance/repairs	5		
Hesse	21	Other area	20		
Rhineland-Palatinate	7	Student	14		
Saarland	2	Other not gainfully employed	3		
<i>Nielsen 3b</i>	19				
Baden-Württemberg	19				
Foreign (total)	51				
of which					
EU	64	Position in the company/organization	%		
Other European countries	19	Entrepreneur, co-owner, freelancer	27		
Africa	3	Managing director, board member, etc.	9		
North America	9	Area manager, works manager, plant manager, branch manager	7		
South and Central America	7	Department head, group head	7		
Middle East	7	Other salaried staff, skilled workers	13		
South-, East-, Central Asia	7	Lecturer, teacher	7		
Australia	5	Trainee	6		
		Other position	7		
		Student	14		
		Other not gainfully employed	3		
Distance to home	%				
up to 50 km	9	Economic sector	%		
more than 50 km up to 100 km	6	Retail trade	10		
more than 100 km up to 300 km	24	Wholesale/foreign trade	7		
over 300 km	61	Skilled trades	3		
Countries with the highest visitor shares	%	Industry	3		
Netherlands	12	Educational institution	21		
Switzerland	8	Services/free-lance	25		
Austria	7	Event venue	9		
France	7	Media	8		
Finland	5	Other sectors	10		
		Other not gainfully employed	3		
Frequency of visits to exhibition	%				
Previous event	44	Size of company/organization:	Number of employees	%	
Earlier events	56	1- 4	29	500 - 999	2
First visit	31	5- 9	11	1 000 and more	9
		10- 49	18	Student	14
		50- 199	10	Other not gainfully employed	1
		200- 499	5	employed	3
Average length of stay	1,9 days				
Influence on purchasing/procurement decisions	%				
Decisively	25	Conducted by: Wissler & Partner, Basel			
Collectively	25				
In an advisory capacity	17				
No	16				
Student	14				
Other not gainfully employed	3				

Conducted by: Wissler & Partner, Basel

*) ascertained by a representative poll

Techtextil

Trade visitors' profile

Visitors (number of entries)	27 418*)	Proportion of trade visitors	99%		
Germany (total)	43				
of which					
<i>Nielsen 1</i>	8	Germany (total)	43		
Bremen	1	of which			
Hamburg	1	<i>Nielsen 1</i>	8		
Lower Saxony	5	Bremen	1		
Schleswig-Holstein	1	Hamburg	1		
<i>Nielsen 2</i>	23	Lower Saxony	5		
Mecklenburg-North Rhine-Westph.	23	Schleswig-Holstein	1		
<i>Nielsen 3a</i>	20	Foreign (total)	57		
Saxony-Anhalt	-	of which			
Hesse	14	<i>Nielsen 1</i>	68		
Rhineland-Palatinate	4	EU	68		
Saarland	1	Other European countries	11		
<i>Nielsen 3b</i>	24	Africa	2		
Thuringia	1	North America	7		
Baden-Württemberg	24	South and Central America	2		
		South-, East-, Central Asia	7		
		Other countries	3		
Distance to home	%				
up to 50 km	5	Economic sector	%		
more than 50 km up to 100 km	4	Retail trade	10		
more than 100 km up to 300 km	23	Wholesale/foreign trade	7		
over 300 km	68	Skilled trades	3		
Countries with the highest visitor shares	%	Industry	3		
France	12	Educational institution	21		
Italy	9	Services/free-lance	25		
United Kingdom	7	Event venue	9		
Netherlands	7	Media	8		
USA	6	Other sectors	10		
		Other not gainfully employed	3		
Frequency of visits to exhibition	%				
Previous event	37	Size of company/organization:	Number of employees	%	
Earlier events	37	1- 4	29	500 - 999	2
First visit	49	5- 9	11	1 000 and more	9
		10- 49	18	Student	14
		50- 199	10	Other not gainfully employed	1
		200- 499	5	employed	3
Average length of stay	1,7 days				
Influence on purchasing/procurement decisions	%				
Decisively	26				
Collectively	30				
In an advisory capacity	20				
No	15				
Student	9				
Other not gainfully employed	1				

→ Frankfurt/Main

Tendence → Frankfurt/Main

Texprocess → Frankfurt/Main

Trade visitors' profile

Area of responsibility	%
Management	20
Research/development/design	28
Manufacturing, production, quality control	10
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	-
Sales	14
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	6
Student	9
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member, etc.	13
Area manager, works manager, plant manager, branch manager	13
Department head, group head	19
Other salaried staff, skilled workers	19
Lecturer, teacher	2
Trainee	2
Other position	4
Student	9
Other not gainfully employed	1
Economic sector	%
Industry	63
Retail trade	2
Wholesale/foreign trade	7
Skilled trades	2
Service	7
Research institut	3
University/college/polytechnic	3
Other sectors	3
Student	9
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	11
5- 9	6
10- 49	16
50- 199	22
200- 499	12
Other not gainfully employed	1
Conducted by: Wissler & Partner, Basel	

*) ascertained by a representative poll

Visitors (number of entries)

37 306

Proportion of trade visitors

91%

Germany (total)

80

of which

Nielsen 1

6

Nielsen 2

15

Nielsen 3a

46

Nielsen 3b

36

Rhinelan-Palatinat

9

Saarland

1

Baden-Württemberg

19

Foreign (total)

20

of which

EU

63

Other European countries

19

South-, East-, Central Asia

10

Other countries

8

Distance to home

%

up to 50 km

23

more than 50 km up to 100 km

16

more than 100 km up to 300 km

29

over 300 km

32

Countries with the highest visitor shares

%

Switzerland

12

Austria

11

Belgium

10

Netherlands

9

France

6

Frequency of visits to exhibition

%

Previous event

46

Earlier events

59

First visit

34

Average length of stay

1,5 days

Influence on purchasing/procurement decisions

%

Decisively

58

Collectively

23

In an advisory capacity

10

No

6

Student

2

Other not gainfully employed

1

Area of responsibility

%

Management

42

Research/development/design

3

Manufacturing, production, quality control

3

Buying/procurement

15

Finance/accounting, controlling

1

Information and communication technology

1

Personnel administration, administration

1

Sales

17

Marketing, advertising, PR

5

Logistics: storage, material management, transport

-

Maintenance/repairs

-

Other area

8

Student

2

Other not gainfully employed

1

Position in the company/organization

%

Entrepreneur, co-owner, freelancer

63

Managing director, board member, etc.

9

Area manager, works manager, plant manager, branch manager

4

Department head, group head

7

Other salaried staff, skilled workers

10

Lecturer, teacher

-

Trainee

1

Other position

2

Student

2

Other not gainfully employed

1

Economic sector

%

Retail trade

56

Wholesale/foreign trade

11

Skilled trades

7

Service

15

Industry

2

Other sectors

6

Student

2

Other not gainfully employed

1

Distance to home

%

up to 50 km

10

more than 50 km up to 100 km

5

more than 100 km up to 300 km

21

over 300 km

64

Countries with the highest visitor shares

%

France

9

Italy

8

United Kingdom

6

Turkey

5

Belgium

4

Frequency of visits to exhibition

%

Previous event

35

First visit

65

Average length of stay

1,9 days

Influence on purchasing/procurement decisions

%

Decisively

27

Collectively

27

In an advisory capacity

17

No

19

Student

8

Other not gainfully employed

1

Visitors (number of entries)

12 128*

Proportion of trade visitors

98%

Germany (total)

47

of which

Nielsen 1

7

Bremen

-

Hamburg

2

Lower Saxony

4

Schleswig-Holstein

1

Nielsen 2

27

North Rhine-Westph.

27

Nielsen 3a

22

Hesse

20

Rhinelan-Palatinat

2

Saarland

1

Nielsen 3b

22

Baden-Württemberg

22

Position in the company/organization

%

Entrepreneur, co-owner, freelancer

21

Managing director, board member, etc.

14

Area manager, works manager, plant manager, branch manager

13

Department head, group head

15

Other salaried staff, skilled workers

14

Lecturer, teacher

4

Trainee

6

Other position

3

Student

8

Other not gainfully employed

1

Economic sector

%

Industry

54

Retail trade

5

DU UND DEINE WELT → Hamburg

Private visitors' profile

Visitors (number of entries)	77 732	
Proportion of private visitors	95%	
Germany (total)	99	
of which		
Nielsen 1	97 Nielsen 4	1
Bremen	1 Bavaria	1
Hamburg	59 Nielsen 5+6	1
Lower Saxony	11 Berlin	-
Schleswig-Holstein	26 Brandenburg	-
Nielsen 2	1 Mecklenburg-	
North Rhine-Westph.	1 West Pomerania	1
Nielsen 3a	- Saxony-Anhalt	-
Hesse	- Nielsen 7	-
Rhineland-Palatinate	- Saxony	-
Saarland	- Thuringia	-
Nielsen 3b	-	
Baden-Württemberg	-	
Foreign (total)	1	
Distance to home	%	
up to 50 km	81	
more than 50 km up to 100 km	11	
more than 100 km up to 300 km	5	
over 300 km	3	
Frequency of visits to exhibition	%	
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	

Position in the company/organization	%
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	31
Lecturer, teacher	2
Trainee	8
Other position	5
Student	20
Housewife/man	4
Old-age pensioner	12
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	65
no	13
maybe	22
Follow-up business	%
Intend to buy at later date	
yes	20
no	31
maybe	49

Conducted by: PhoneResearch KG, Hamburg

hanseboot → Hamburg

Private visitors' profile

Visitors (number of entries)	74 890	
Proportion of private visitors	84%	
Germany (total)	97	
of which		
Nielsen 1	82 Nielsen 4	2
Bremen	2 Bavaria	2
Hamburg	37 Nielsen 5+6	9
Lower Saxony	18 Berlin	2
Schleswig-Holstein	25 Brandenburg	1
Nielsen 2	5 Mecklenburg-	
North Rhine-Westph.	5 West Pomerania	5
Nielsen 3a	1 Saxony-Anhalt	1
Hesse	1 Nielsen 7	2
Rhineland-Palatinate	- Saxony	1
Saarland	- Thuringia	1
Nielsen 3b	-	
Baden-Württemberg	1	
Foreign (total)	3	
Distance to home	%	
up to 50 km	47	
more than 50 km up to 100 km	15	
more than 100 km up to 300 km	24	
over 300 km	14	
Follow-up business	%	
Intend to buy at later date		
yes	26	
no	38	
maybe	37	
Frequency of visits to exhibition	%	
Previous event	37	
Earlier events	64	
First visit	25	
Sex	%	
Male	75	
Female	25	
Size of household	%	
1 person	20	
2 persons	40	
3 persons	16	
4 persons	16	
5 persons and more	9	
Age	%	
up to 20 years	16	
over 20 up to 30 years	17	
over 30 up to 40 years	18	
over 40 up to 50 years	23	
over 50 up to 60 years	14	
over 60 up to 70 years	9	
over 70 years	4	

INTERNORGA (2012)

Trade visitors' profile

Visitors (number of entries)	94 610	
Proportion of trade visitors	88%	
Germany (total)	97	
of which		
Nielsen 1	64 Nielsen 4	2
Bremen	3 Bavaria	2
Hamburg	16 Nielsen 5+6	12
Lower Saxony	30 Berlin	3
Schleswig-Holstein	15 Brandenburg	2
Nielsen 2	13 Mecklenburg-	
North Rhine-Westph.	13 West Pomerania	5
Nielsen 3a	5 Saxony-Anhalt	2
Hesse	4 Nielsen 7	3
Rhineland-Palatinate	1 Saxony	2
Saarland	- Thuringia	1
Nielsen 3b	1	
Baden-Württemberg	1	
Foreign (total)	3	
of which		
EU	57	
Other European countries	28	
Other countries	15	
Distance to home	%	
up to 50 km	24	
more than 50 km up to 100 km	13	
more than 100 km up to 300 km	35	
over 300 km	28	
Frequency of visits to exhibition	%	
Previous event	30	
Earlier events	52	
First visit	37	
Average length of stay	1,2 days	
Influence on purchasing/procurement decisions	%	
Decisively	15	
Collectively	28	
In an advisory capacity	33	
No	17	
Student	5	
Other not gainfully employed	1	

Area of responsibility	%		
Management	25		
Research/development/design	2		
Manufacturing, production, kitchen, quality control	23		
Buying/procurement	6		
Finance/accounting, controlling	1		
Information and communication technology	1		
Organization, personnel, administration	2		
Sales	13		
Marketing, advertising, PR	3		
Logistics: storage, material management, transport	1		
Maintenance/repairs	1		
Other area	2		
Service sector	14		
Student	6		
Other not gainfully employed	1		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	26		
Managing director, board member, head of an authority etc.	6		
Area manager, works manager, plant manager, branch manager, head of public office	6		
Department head, group head, team leader	14		
Other salaried staff, civil servant, skilled worker	18		
Lecturer, teacher	1		
Trainee	18		
Other position	3		
Student	5		
Other not gainfully employed	1		
Economic sector	%		
Hotels/guest house	17		
Restaurant	22		
Franchise restaurant	5		
Coffee shop	1		
Discotheque, night club, bar	1		
Snack bars, filling stations	2		
Large-scale canteens, schools, hospitals, homes	9		
Catering	4		
Bakery, confectioners, café	16		
Butcher	1		
Food trade, beverage wholesalers	3		
Industrie (Food, Nonfood)	4		
Planning, architecture, interior furnishings, design offices	2		
Large kitchen specialist trade	2		
Other sectors	5		
Student	6		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	13	500 - 999	3
5- 9	15	1 000 and more	6
10- 49	29	Student	5
50- 199	20	Other not gainfully employed	5
200- 499	8	employed	1

Conducted by: PhoneResearch KG, Hamburg

Private visitors' profile

Visitors (number of entries)	60 366	Position in the company/organization	%
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	97 Nielsen 4	Department head, group head, team leader	9
- Bremen	-	Other salaried staff, civil servant, skilled worker	33
Hamburg	44 Nielsen 5+6	Lecturer, teacher	3
Lower Saxony	19 Berlin	Student	5
Schleswig-Holstein	34 Brandenburg	Other position	4
Nielsen 2	- Mecklenburg-North Rhine-Westph.	Trainee	2
- Saxony-Anhalt	- West Pomerania	Housewife/man	4
Nielsen 3a	-	Old-age pensioner	32
Hesse	- Nielsen 7	Other not gainfully employed	1
Rhinelan-Palatinate	- Saxony		
Saarland	- Thuringia		
Nielsen 3b	-		
Baden-Württemberg	-		
Foreign (total)	1	Buying and ordering capacity	%
Distance to home	%	Purchase or order made or intended at the exhibition	
up to 50 km	71	yes	24
more than 50 km up to 100 km	18	no	41
more than 100 km up to 300 km	9	maybe	35
over 300 km	2		
Frequency of visits to exhibition	%	Follow-up business	%
Previous event	41	Intend to buy at later date	
Earlier events	65	yes	27
First visit	24	no	24
Sex	%	maybe	49
Male	52		
Female	48		
Size of household	%	Conducted by: PhoneResearch KG, Hamburg	
1 person	20		
2 persons	56		
3 persons	11		
4 persons	9		
5 persons and more	4		
Age	%		
up to 20 years	4		
over 20 up to 30 years	10		
over 30 up to 40 years	11		
over 40 up to 50 years	21		
over 50 up to 60 years	20		
over 60 up to 70 years	24		
over 70 years	11		

Conducted by: PhoneResearch KG, Hamburg

Private visitors' profile

Visitors (number of entries)	123 078	Position in the company/organization	%
Proportion of private visitors	97%	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	1
Nielsen 1	95 Nielsen 4	Department head, group head, team leader	6
- Bremen	-	Other salaried staff, civil servant, skilled worker	31
Hamburg	- Nielsen 5+6	Lecturer, teacher	3
Lower Saxony	95 Berlin	Trainee	1
Schleswig-Holstein	- Brandenburg	Other position	7
Nielsen 2	3 Mecklenburg-North Rhine-Westph.	Student	4
- Saxony-Anhalt	- West Pomerania	Old-age pensioner	27
Nielsen 3a	-	Housewife/man	7
Hesse	- Nielsen 7	Other not gainfully employed	4
Rhinelan-Palatinate	- Saxony		
Saarland	- Thuringia		
Nielsen 3b	-		
Baden-Württemberg	-		
Buying and ordering capacity	%	Buying and ordering capacity	%
Purchase or order made or intended at the exhibition		Purchase or order made or intended at the exhibition	
yes	24	yes	69
no	41	no	11
maybe	35	maybe	20
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	27	yes	26
more than 100 km up to 300 km	6	no	21
over 300 km	1	maybe	53
Frequency of visits to exhibition	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Previous event	36		
Earlier events	61		
First visit	17		
Sex	%		
Male	47		
Female	53		
Size of household	%		
1 person	10		
2 persons	54		
3 persons	13		
4 persons	16		
5 persons and more	7		
Age	%		
up to 20 years	3		
over 20 up to 30 years	7		
over 30 up to 40 years	10		
over 40 up to 50 years	25		
over 50 up to 60 years	26		
over 60 up to 70 years	22		
over 70 years	7		

AGRTECHNICA → Hannover

Trade visitors' profile

Visitors (number of entries)	448 912	
Proportion of trade visitors	88%	
Germany (total)	75	
of which		
Nielsen 1	32 Nielsen 4	14
Bremen	- Bavaria	14
Hamburg	- Nielsen 5+6	8
Lower Saxony	26 Berlin	1
Schleswig-Holstein	6 Brandenburg	2
Nielsen 2	17 Mecklenburg-	
North Rhine-Westph.	17 West Pomerania	2
Nielsen 3a	15 Saxony-Anhalt	3
Hesse	8 Nielsen 7	4
Rhineland-Palatinate	6 Saxony	2
Saarland	1 Thuringia	2
Nielsen 3b	10	
Baden-Württemberg	10	
Foreign (total)	25	
of which		
EU	66	
Other European countries	18	
Africa	2	
North America	6	
South and Central America	2	
Middle East	1	
South-, East-, Central Asia	3	
Australia	2	
Distance to home	%	
up to 50 km	8	
more than 50 km up to 100 km	8	
more than 100 km up to 300 km	28	
over 300 km	56	
Countries with the highest visitor shares	%	
Switzerland	10	
Netherlands	9	
Austria	8	
France	7	
Ireland	6	
Frequency of visits to exhibition	%	
Previous event	63	
Earlier events	61	
First visit	21	
Average length of stay	1,8 days	
Influence on purchasing/procurement decisions	%	
Decisively	33	
Collectively	26	
In an advisory capacity	20	
No	15	
Student	4	
Other not gainfully employed	1	

Conducted by: Wissler & Partner, Basel

BIOTECHNICA → Hannover

Trade visitors' profile

Visitors (number of entries)	11 292		
Proportion of trade visitors	98%		
Germany (total)	85		
of which			
Nielsen 1	48 Nielsen 4	5	
Bremen	3 Bavaria	5	
Hamburg	6 Nielsen 5+6	13	
Lower Saxony	36 Berlin	7	
Schleswig-Holstein	4 Brandenburg	1	
Nielsen 2	16 Mecklenburg-		
North Rhine-Westph.	16 West Pomerania	1	
Nielsen 3a	5 Saxony-Anhalt	4	
Hesse	4 Nielsen 7	7	
Rhineland-Palatinate	1 Saxony	4	
Saarland	- Thuringia	4	
Foreign (total)	15		
of which			
EU	58		
Other European countries	15		
South-, East-, Central Asia	9		
Other countries	18		
Distance to home	%		
up to 50 km	18		
more than 50 km up to 100 km	10		
more than 100 km up to 300 km	35		
over 300 km	37		
Countries with the highest visitor shares	%		
United Kingdom	12		
Netherlands	11		
Switzerland	10		
Frequency of visits to exhibition	%		
Previous event	32		
Earlier events	38		
First visit	54		
Average length of stay	1,3 days		
Influence on purchasing/procurement decisions	%		
Decisively	16		
Collectively	31		
In an advisory capacity	18		
No	10		
Student	22		
Other not gainfully employed	3		
Size of company/organization:			
Number of employees	%		
1- 4	47	500 - 999	2
5- 9	9	1 000 and more	8
10- 49	13	Student	4
50- 199	7	Other not gainfully	
200- 499	3	employed	1
Size of company/organization:			
Number of employees	%		
1- 4	5	500 - 999	4
5- 9	4	1 000 and more	21
10- 49	17	Student	22
50- 199	15	Other not gainfully	
200- 499	8	employed	3

Conducted by: Wissler & Partner, Basel

CeBIT

Trade visitors' profile

Visitors (number of entries)	273 032	
Proportion of trade visitors	82%	
Germany (total)	81	
of which		
Nielsen 1	39 Nielsen 4	8
Bremen	2 Bavaria	8
Hamburg	5 Nielsen 5+6	9
Lower Saxony	29 Berlin	5
Schleswig-Holstein	4 Brandenburg	1
Nielsen 2	20 Mecklenburg-	
North Rhine-Westph.	20 West Pomerania	1
Nielsen 3a	12 Saxony-Anhalt	2
Hesse	8 Nielsen 7	5
Rhineland-Palatinate	3 Saxony	3
Saarland	1 Thuringia	2
Foreign (total)	19	
of which		
EU	62	
Other European countries	15	
Africa	4	
North America	2	
South and Central America	2	
Middle East	8	
South-, East-, Central Asia	7	
Australia	1	
Distance to home	%	
up to 50 km	12	
more than 50 km up to 100 km	8	
more than 100 km up to 300 km	32	
over 300 km	47	
Countries with the highest visitor shares	%	
Netherlands	11	
Poland	10	
Austria	6	
Belgium	5	
Switzerland	4	
Frequency of visits to exhibition	%	
Previous event	40	
Earlier events	64	
First visit	30	
Average length of stay	1,5 days	
Influence on purchasing/procurement decisions	%	
Decisively	28	
Collectively	23	
In an advisory capacity	21	
No	12	
Student	14	
Other not gainfully employed	1	

Trade visitors' profile

Area of responsibility	%
Management	11
Research/development/design	7
Manufacturing, production, quality control	2
Buying/procurement	3
Finance/accounting, controlling	3
Information and communication technology	38
Personnel administration, administration	2
Sales	7
Marketing, advertising, PR	4
Logistics: storage, material management, transport	2
Maintenance/repairs	2
Other area	4
Student	14
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	2
Trainee	5
Other position	-
Student	14
Other not gainfully employed	1
Economic sector	%
Hardware manufacturer	4
Telecommunications services	11
Software and IT systems specialists	12
IT services, IT consultants	27
Trade	9
Advertising sector	2
Other service	8
Power industry	3
Manufacturing sector	10
Authority/public services	12
Media industry	3
Skilled trades	2
Building trade	2
Traffic and logistic	3
Travel and tourism	1
Banking, finance and insurance	4
Health system and medical systems	3
Other	1
Size of company/organization:	
Number of employees	%
1- 4	13
5- 9	7
10- 49	16
50- 199	17
200- 499	9
Other	1
500 - 999	5
1 000 and more	18
Student	14
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Area of responsibility

Visitors (number of entries)	37 012	Area of responsibility	%
Proportion of trade visitors	96%	Management	39
Germany (total)	37	Research/development/design	7
of which		Manufacturing, production, quality control	7
Nielsen 1	39	Buying/procurement	11
Bremen	2	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	-
Lower Saxony	29	Organization, personnel, administration	-
Schleswig-Holstein	3	Sales	24
Nielsen 2	28	Marketing, advertising, PR	4
North Rhine-Westph.	28	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	1
Hesse	6	Other area	4
Rhinelan-Palatinate	2	Student	2
Saarland	1		
Nielsen 3b	6		
Baden-Württemberg	6		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	16	Area manager, works manager, plant manager, branch manager, head of public office	14
Managing director, board member, head of an authority etc.	8	Department head, group head, team leader	12
Area manager, works manager, plant manager, branch manager, head of public office	7	Other salaried staff, civil servant, skilled worker	11
Department head, group head, team leader	15	Lecturer, teacher	-
Other salaried staff, civil servant, skilled worker	33	Trainee	1
Lecturer, teacher	2	Other position	2
Trainee	5	Student	2
Foreign (total)	%		
of which			
EU	53		
Other European countries	12		
Africa	5		
North America	6		
South and Central America	4		
Middle East	5		
South-, East-, Central Asia	13		
Australia	2		
Distance to home	%		
up to 50 km	5		
more than 50 km up to 100 km	5		
more than 100 km up to 300 km	17		
over 300 km	73		
Countries with the highest visitor shares	%		
United Kingdom	9		
Netherlands	8		
Belgium	7		
India	6		
Turkey	5		
Frequency of visits to exhibition	%		
Previous event	53		
Earlier events	66		
First visit	28		
Average length of stay	2,0 days		
Influence on purchasing/procurement decisions	%		
Decisively	53		
Collectively	21		
In an advisory capacity	14		
No	9		
Student	2		

Economic sector

Visitors (number of entries)	142 797	Area of responsibility	%
Proportion of trade visitors	97%	Management	18
Germany (total)	67	Research/development/design	15
of which		Manufacturing, production, quality control	28
Nielsen 1	33	Buying/procurement	4
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	-
Lower Saxony	26	Organization, personnel, administration	-
Schleswig-Holstein	5	Sales	8
Nielsen 2	22	Marketing, advertising, PR	2
North Rhine-Westph.	22	Logistics: storage, material management, transport	-
Nielsen 3a	11	Maintenance/repairs	5
Hesse	8	Other area	4
Rhinelan-Palatinate	2	Student	13
Saarland	1		1
Nielsen 3b	11		
Baden-Württemberg	11		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	13		
Managing director, board member, head of an authority etc.	8		
Area manager, works manager, plant manager, branch manager, head of public office	11		
Department head, group head, team leader	19		
Other salaried staff, civil servant, skilled worker	21		
Lecturer, teacher	2		
Trainee	9		
Other position	3		
Student	13		
Other not gainfully employed	1		
Foreign (total)	%		
of which			
EU	54		
Other European countries	17		
Africa	2		
North America	4		
South and Central America	4		
Middle East	4		
South-, East-, Central Asia	14		
Australia	1		
Distance to home	%		
up to 50 km	11		
more than 50 km up to 100 km	9		
more than 100 km up to 300 km	27		
over 300 km	53		
Countries with the highest visitor shares	%		
Switzerland	7		
India	7		
Italy	6		
France	5		
Netherlands	5		
Frequency of visits to exhibition	%		
Previous event	38		
Earlier events	32		
First visit	43		
Average length of stay	1,9 days		
Influence on purchasing/procurement decisions	%		
Decisively	20		
Collectively	27		
In an advisory capacity	23		
No	15		
Student	13		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	6	500 - 999	7
5- 9	5	1 000 and more	19
10- 49	16	Student	13
50- 199	18	Other not gainfully employed	1
200- 499	12		

Conducted by: Wissler & Partner, Basel

Conducted by: Wissler & Partner, Basel

HANNOVER MESSE → Hannover

Trade visitors' profile

Visitors (number of entries)	217 009
Proportion of trade visitors	93%
Germany (total)	77
of which	
Nielsen 1	41
Bremen	2
Hamburg	4
Lower Saxony	32
Schleswig-Holstein	3
Nielsen 2	22
North Rhine-Westph.	22
Nielsen 3a	8
Hesse	6
Rhineland-Palatinate	2
Saarland	1
Nielsen 3b	8
Baden-Württemberg	8
Foreign (total)	23
of which	
EU	51
Other European countries	13
Africa	3
North America	4
South and Central America	5
Middle East	4
South-, East-, Central Asia	19
Australia	2
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	10
more than 100 km up to 300 km	31
over 300 km	46
Countries with the highest visitor shares	%
Netherlands	7
China (PR)	6
India	5
Italy	5
Austria	4
Frequency of visits to exhibition	%
Previous event	31
Earlier events	54
First visit	39
Average length of stay	1,5 days
Influence on purchasing/procurement decisions	%
Decisively	22
Collectively	25
In an advisory capacity	18
No	12
Student	19
Other not gainfully employed	4

Conducted by: Wissler & Partner, Basel

ComVac → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	29 947*		
Proportion of trade visitors	94%		
Germany (total)	63		
of which			
Nielsen 1	38		
Bremen	1		
Hamburg	5		
Lower Saxony	29		
Schleswig-Holstein	3		
Nielsen 2	19		
North Rhine-Westph.	19		
Nielsen 3a	11		
Hesse	5		
Rhineland-Palatinate	5		
Saarland	-		
Nielsen 3b	10		
Baden-Württemberg	10		
Foreign (total)	37		
of which			
EU	54		
Other European countries	13		
Middle East	7		
South-, East-, Central Asia	17		
Other countries	9		
Distance to home	%		
up to 50 km	10		
more than 50 km up to 100 km	8		
more than 100 km up to 300 km	22		
over 300 km	60		
Countries with the highest visitor shares	%		
United Kingdom	7		
China (PR)	6		
Frequency of visits to exhibition	%		
Previous event	26		
Earlier events	52		
First visit	41		
Average length of stay	1,8 days		
(Hannover Messe overall)			
Influence on purchasing/procurement decisions	%		
Decisively	26		
Collectively	28		
In an advisory capacity	22		
No	12		
Student	9		
Other not gainfully employed	3		
Size of company/organization:			
Number of employees			
1- 4	7	500 - 999	5
5- 9	6	1 000 and more	18
10- 49	15	Student	19
50- 199	16	Other not gainfully employed	4
200- 499	11	employed	
Size of company/organization:			
Number of employees			
1- 4	7	500 - 999	6
5- 9	10	1 000 and more	16
10- 49	19	Student	9
50- 199	15	Other not gainfully employed	3
200- 499	16	employed	

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

Digital Factory

Trade visitors' profile

Visitors (number of entries)	34 938*
Proportion of trade visitors	92%
Germany (total)	81
of which	
Nielsen 1	36
Bremen	1
Hamburg	5
Lower Saxony	27
Schleswig-Holstein	3
Nielsen 2	25
North Rhine-Westph.	25
Nielsen 3a	9
Hesse	6
Rhineland-Palatinate	3
Saarland	-
Nielsen 3b	8
Baden-Württemberg	8
Foreign (total)	19
of which	
EU	49
Other European countries	15
South-, East-, Central Asia	20
Other countries	17
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	32
over 300 km	47
Frequency of visits to exhibition	%
Previous event	31
Earlier events	52
First visit	42
Average length of stay	1,5 days
(Hannover Messe overall)	
Influence on purchasing/procurement decisions	%
Decisively	22
Collectively	24
In an advisory capacity	19
No	9
Student	22
Other not gainfully employed	3

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

Trade visitors' profile

Area of responsibility	%
Management	9
Research/development/design	25
Manufacturing, production, quality control	13
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	5
Personnel administration, administration	1
Sales	6
Marketing, advertising, PR	3
Logistics: storage, material management, transport	2
Maintenance/repairs	4
Other area	5
Student	22
Other not gainfully employed	3
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	29
Lecturer, teacher	3
Trainee	2
Other position	-
Student	22
Other not gainfully employed	3
Economic sector	%
Power industry	8
Environmental management	2
Raw materials and production goods industry	12
Investment goods industry	26
Other processing industry	2
Building trade	2
Skilled trades	3
Trade	3
Telecommunication	2
Company and freelancer services	18
Authority/public services	5
Research institutes, industrial research	7
Investor, financing	1
Other sectors	1
Student	22
Other not gainfully employed	3
Size of company/organization:	
Number of employees	%
1- 4	9
5- 9	3
10- 49	11
50- 199	14
200- 499	12
Conducted by: Wissler & Partner, Basel	3
500 - 999	5
1 000 and more	20
Student	22
Other not gainfully employed	3
Influence on purchasing/procurement decisions	%
Decisively	22
Collectively	23
In an advisory capacity	18
No	12
Student	21
Other not gainfully employed	4
Average length of stay (Hannover Messe overall)	1,6 days
Conducted by: Wissler & Partner, Basel	

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

Trade visitors' profile

Visitors (number of entries)	88 106*	Area of responsibility	%																																																												
Proportion of trade visitors	94%	Management	13																																																												
Germany (total)	76	Research/development/design	20																																																												
of which		Manufacturing, production, quality control	10																																																												
Nielsen 1	40	Buying/procurement	3																																																												
Bremen	3	Finance/accounting, controlling	1																																																												
Hamburg	5	Information and communication technology	2																																																												
Lower Saxony	28	Personnel administration, administration	2																																																												
Schleswig-Holstein	4	Sales	10																																																												
Nielsen 2	23	Marketing, advertising, PR	2																																																												
North Rhine-Westph.	23	Logistics: storage, material management, transport	1																																																												
Nielsen 3a	9	Maintenance/repairs	7																																																												
Hesse	6	Other area	5																																																												
Rhineland-Palatinate	2	Student	21																																																												
Saarland	1	Other not gainfully employed	4																																																												
Nielsen 3b	7	Position in the company/organization	%																																																												
Baden-Württemberg	7	Entrepreneur, co-owner, freelancer	11																																																												
Foreign (total)	24	Managing director, board member, head of an authority etc.	10																																																												
of which		Area manager, works manager, plant manager, branch manager, head of public office	7																																																												
EU	49	Department head, group head, team leader	15																																																												
Other European countries	14	Other salaried staff, civil servant, skilled worker	27																																																												
Africa	3	Lecturer, teacher	2																																																												
North America	4	Trainee	3																																																												
South and Central America	7	Other position	-																																																												
Middle East	4	Student	21																																																												
South-, East-, Central Asia	17	Other not gainfully employed	4																																																												
Australia	2	Distance to home	%																																																												
Distance to home	%	up to 50 km	11																																																												
up to 50 km	11	more than 50 km up to 100 km	9																																																												
more than 50 km up to 100 km	9	more than 100 km up to 300 km	34																																																												
more than 100 km up to 300 km	34	over 300 km	46																																																												
over 300 km	46	Countries with the highest visitor shares	%																																																												
Economic sector	%	Netherlands	7																																																												
Power industry	8	Austria	6																																																												
Environmental management	2	India	5																																																												
Raw materials and production goods industry	12	United Kingdom	5																																																												
Investment goods industry	26	China (PR)	4																																																												
Other processing industry	2	Other processing industry	2																																																												
Building trade	2	Building trade	4																																																												
Skilled trades	3	Skilled trades	2																																																												
Trade	3	Trade	5																																																												
Telecommunication	2	Telecommunication	2																																																												
Company and freelancer services	18	Company and freelancer services	11																																																												
Authority/public services	5	Authority/public services	4																																																												
Research institutes, industrial research	7	Research institutes, industrial research	5																																																												
Investor, financing	1	Investor, financing	2																																																												
Other sectors	1	Other sectors	1																																																												
Student	22	Student	21																																																												
Other not gainfully employed	3	Other not gainfully employed	4																																																												
Average length of stay (Hannover Messe overall)	1,6 days	Frequency of visits to exhibition	%																																																												
Conducted by: Wissler & Partner, Basel		Number of employees	%	1- 4	8	5- 9	5	10- 49	14	50- 199	14	200- 499	10	Conducted by: Wissler & Partner, Basel	4	500 - 999	5	1 000 and more	19	Student	21	Other not gainfully employed	4	Influence on purchasing/procurement decisions	%	Decisively	22	Collectively	23	In an advisory capacity	18	No	12	Student	21	Other not gainfully employed	4	Average length of stay (Hannover Messe overall)	1,6 days	Conducted by: Wissler & Partner, Basel		Number of employees	%	1- 4	6	5- 9	5	10- 49	15	50- 199	17	200- 499	11	Conducted by: Wissler & Partner, Basel	2	500 - 999	6	1 000 and more	21	Student	17	Other not gainfully employed	2
Number of employees	%																																																														
1- 4	8																																																														
5- 9	5																																																														
10- 49	14																																																														
50- 199	14																																																														
200- 499	10																																																														
Conducted by: Wissler & Partner, Basel	4																																																														
500 - 999	5																																																														
1 000 and more	19																																																														
Student	21																																																														
Other not gainfully employed	4																																																														
Influence on purchasing/procurement decisions	%																																																														
Decisively	22																																																														
Collectively	23																																																														
In an advisory capacity	18																																																														
No	12																																																														
Student	21																																																														
Other not gainfully employed	4																																																														
Average length of stay (Hannover Messe overall)	1,6 days																																																														
Conducted by: Wissler & Partner, Basel																																																															
Number of employees	%																																																														
1- 4	6																																																														
5- 9	5																																																														
10- 49	15																																																														
50- 199	17																																																														
200- 499	11																																																														
Conducted by: Wissler & Partner, Basel	2																																																														
500 - 999	6																																																														
1 000 and more	21																																																														
Student	17																																																														
Other not gainfully employed	2																																																														

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

Industrial Supply → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	59 677*	
Proportion of trade visitors	95%	
Germany (total)	64	
of which		
Nielsen 1	38 Nielsen 4	10
Bremen	2 Bavaria	10
Hamburg	5 Nielsen 5+6	7
Lower Saxony	26 Berlin	3
Schleswig-Holstein	4 Brandenburg	1
Nielsen 2	22 Mecklenburg-	
North Rhine-Westph.	22 West Pomerania	1
Nielsen 3a	8 Saxony-Anhalt	2
Hesse	6 Nielsen 7	6
Rhineland-Palatinate	2 Saxony	4
Saarland	- Thuringia	2
Nielsen 3b	10	
Baden-Württemberg	10	
Foreign (total)	36	
of which		
EU	56	
Other European countries	10	
North America	5	
South and Central America	6	
Middle East	4	
South-, East-, Central Asia	17	
Other countries	2	
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	10	
China (PR)	7	
Poland	7	
Italy	5	
India	5	
Frequency of visits to exhibition	%	
Previous event	31	
Earlier events	51	
First visit	42	
Average length of stay	1,7 days	
(Hannover Messe overall)		
Influence on purchasing/procurement decisions	%	
Decisively	31	
Collectively	28	
In an advisory capacity	16	
No	9	
Student	15	
Other not gainfully employed	1	

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

IndustrialGreenTec → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	30 381*	
Proportion of trade visitors	92%	
Germany (total)	78	
of which		
Nielsen 1	39 Nielsen 4	13
Bremen	2 Bavaria	13
Hamburg	6 Nielsen 5+6	8
Lower Saxony	29 Berlin	5
Schleswig-Holstein	2 Brandenburg	1
Nielsen 2	19 Mecklenburg-	
North Rhine-Westph.	19 West Pomerania	1
Nielsen 3a	9 Saxony-Anhalt	2
Hesse	6 Nielsen 7	5
Rhineland-Palatinate	3 Saxony	2
Saarland	- Thuringia	2
Nielsen 3b	8	
Baden-Württemberg	8	
Position in the company/organization	%	
Entrepreneur, co-owner, freelancer	12	
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	30	
Lecturer, teacher	1	
Trainee	1	
Other position	-	
Student	15	
Other not gainfully employed	1	
Foreign (total)	22	
of which		
EU	52	
South-, East-, Central Asia	23	
Other countries	25	
Distance to home	%	
up to 50 km	12	
more than 50 km up to 100 km	10	
more than 100 km up to 300 km	29	
over 300 km	49	
Frequency of visits to exhibition	%	
Previous event	26	
Earlier events	45	
First visit	49	
Average length of stay	1,5 days	
(Hannover Messe overall)		
Influence on purchasing/procurement decisions	%	
Decisively	19	
Collectively	22	
In an advisory capacity	17	
No	12	
Student	26	
Other not gainfully employed	3	

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

MDA-Motion Drive & Automation

Trade visitors' profile

Visitors (number of entries)	79 859*	
Proportion of trade visitors	96%	
Germany (total)	70	
of which		
Nielsen 1	37 Nielsen 4	10
Bremen	2 Bavaria	10
Hamburg	3 Nielsen 5+6	7
Lower Saxony	30 Berlin	3
Schleswig-Holstein	2 Brandenburg	1
Nielsen 2	23 Mecklenburg-	
North Rhine-Westph.	23 West Pomerania	1
Nielsen 3a	10 Saxony-Anhalt	3
Hesse	7 Nielsen 7	5
Rhineland-Palatinate	3 Saxony	2
Saarland	1 Thuringia	2
Nielsen 3b	9	
Baden-Württemberg	9	
Foreign (total)	30	
of which		
EU	50	
Other European countries	13	
Africa	3	
North America	4	
South and Central America	5	
Middle East	5	
South-, East-, Central Asia	20	
Australia	1	
Distance to home	%	
up to 50 km	11	
more than 50 km up to 100 km	8	
more than 100 km up to 300 km	26	
over 300 km	55	
Countries with the highest visitor shares	%	
China (PR)	6	
United Kingdom	6	
India	6	
Denmark	5	
Netherlands	5	
Frequency of visits to exhibition	%	
Previous event	30	
Earlier events	56	
First visit	37	
Average length of stay	1,6 days	
(Hannover Messe overall)		
Influence on purchasing/procurement decisions	%	
Decisively	26	
Collectively	27	
In an advisory capacity	17	
No	10	
Student	17	
Other not gainfully employed	2	

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

MobiliTec → **Hannover Messe**

Trade visitors' profile

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

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

Conducted by: Wissler & Partner, Basel

Research & Technology → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	45 572*	Area of responsibility
Proportion of trade visitors	94%	Management
Germany (total)	79	Research/development/design
of which		Manufacturing, production, quality control
Nielsen 1	42	Buying/procurement
Bremen	3	Finance/accounting, controlling
Hamburg	5	Information and communication technology
Lower Saxony	31	Personnel administration, administration
Schleswig-Holstein	3	Sales
Nielsen 2	19	Marketing, advertising, PR
North Rhine-Westph.	19	Logistics: storage, material management, transport
Nielsen 3a	7	Maintenance/repairs
Hesse	4	Other area
Rhineland-Palatinate	2	Student
Saarland	-	Other not gainfully employed
Nielsen 3b	8	
Baden-Württemberg	8	
Foreign (total)	21	Position in the company/organization
of which		Entrepreneur, co-owner, freelancer
EU	53	Managing director, board member, head of an authority etc.
Other European countries	18	Area manager, works manager, plant manager, branch manager, head of public office
South-, East-, Central Asia	16	Department head, group head, team leader
Other countries	14	Other salaried staff, civil servant, skilled worker
Distance to home	%	Lecturer, teacher
up to 50 km	13	Trainee
more than 50 km up to 100 km	11	Other position
more than 100 km up to 300 km	31	Student
over 300 km	45	Other not gainfully employed
Countries with the highest visitor shares	%	Economic sector
Netherlands	11	Power industry
Turkey	7	Environmental management
Frequency of visits to exhibition	%	Raw materials and production goods industry
Previous event	34	Other processing industry
Earlier events	54	Investment goods industry
First visit	39	Building trade
Average length of stay	1,5 days	Skilled trades
(Hannover Messe overall)		Trade
Influence on purchasing/procurement decisions	%	Telecommunication
Decisively	20	Company and freelancer services
Collectively	23	Authority/public services
In an advisory capacity	17	Research institutes, industrial research
No	9	Investor, financing
Student	26	Other sectors
Other not gainfully employed	4	Student
		Other not gainfully employed
Size of company/organization:		Number of employees
		1 - 4
		5 - 9
		10 - 49
		50 - 199
		200 - 499
		500 - 999
		1 000 and more
		Student
		Other not gainfully employed

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

Conducted by: Wissler & Partner, Basel

SurfaceTechnology → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	37 109*)
Proportion of trade visitors	94%
Germany (total)	75
of which	
Nielsen 1	35 Nielsen 4
Bremen	2 Bavaria
Hamburg	4 Nielsen 5+6
Lower Saxony	28 Berlin
Schleswig-Holstein	2 Brandenburg
Nielsen 2	25 Mecklenburg-
North Rhine-Westph.	25 West Pomerania
Nielsen 3a	9 Saxony-Anhalt
Hesse	6 Nielsen 7
Rhineland-Palatinate	3 Saxony
Saarland	1 Thuringia
Nielsen 3b	11
Baden-Württemberg	11
Foreign (total)	25
of which	
EU	45
Other European countries	12
South-, East-, Central Asia	25
Other countries	18
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	8
more than 100 km up to 300 km	29
over 300 km	51
Country with the highest visitor share	%
China (PR)	11
Frequency of visits to exhibition	%
Previous event	31
Earlier events	54
First visit	39
Average length of stay	1.6 days
(Hannover Messe overall)	
Influence on purchasing/procurement decisions	%
Decisively	21
Collectively	30
In an advisory capacity	22
No	7
Student	17
Other not gainfully employed	3

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

Area of responsibility	%		
Management	10		
Research/development/design	29		
Manufacturing, production, quality control	13		
Buying/procurement	5		
Finance/accounting, controlling	1		
Information and communication technology	1		
Personnel administration, administration	1		
Sales	9		
Marketing, advertising, PR	2		
Logistics: storage, material management, transport	1		
Maintenance/repairs	4		
Other area	4		
Student	17		
Other not gainfully employed	3		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	9		
Managing director, board member, head of an authority etc.	11		
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	32		
Lecturer, teacher	2		
Trainee	1		
Other position	-		
Student	17		
Other not gainfully employed	3		
Economic sector	%		
Power industry	8		
Environmental management	2		
Raw materials and production goods industry	19		
Investment goods industry	32		
Other processing industry	4		
Building trade	4		
Skilled trades	3		
Trade	6		
Telecommunication	3		
Company and freelancer services	9		
Authority/public services	4		
Research institutes, industrial research	7		
Investor, financing	1		
Other sectors	1		
Student	17		
Other not gainfully employed	3		
Size of company/organization:	%		
Number of employees			
1- 4	5	500 - 999	4
5- 9	4	1 000 and more	21
10- 49	14	Student	17
50- 199	18	Other not gainfully employed	
200- 499	14	employed	3

Conducted by: Wissler & Partner, Basel

Wind → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	66 622*)		
Proportion of trade visitors	91%		
Germany (total)	79		
of which			
Nielsen 1	48 Nielsen 4		
Bremen	4 Bavaria		
Hamburg	7 Nielsen 5+6		
Lower Saxony	32 Berlin		
Schleswig-Holstein	5 Brandenburg		
Nielsen 2	19 Mecklenburg-		
North Rhine-Westph.	19 West Pomerania		
Nielsen 3a	8 Saxony-Anhalt		
Hesse	4 Nielsen 7		
Rhineland-Palatinate	3 Saxony		
Saarland	1 Thuringia		
Nielsen 3b	7		
Baden-Württemberg	7		
Foreign (total)	21		
of which			
EU	53		
Other European countries	12		
South and Central America	8		
South-, East-, Central Asia	17		
Other countries	9		
Distance to home	%		
up to 50 km	14		
more than 50 km up to 100 km	10		
more than 100 km up to 300 km	33		
over 300 km	44		
Countries with the highest visitor shares	%		
Denmark	7		
Netherlands	7		
India	6		
Belgium	5		
Frequency of visits to exhibition	%		
Previous event	32		
Earlier events	52		
First visit	41		
Average length of stay	1.5 days		
(Hannover Messe overall)			
Influence on purchasing/procurement decisions	%		
Decisively	19		
Collectively	22		
In an advisory capacity	21		
No	12		
Student	22		
Other not gainfully employed	4		
Size of company/organization:	%		
Number of employees			
1- 4	5	500 - 999	5
5- 9	4	1 000 and more	20
10- 49	14	Student	22
50- 199	15	Other not gainfully employed	
200- 499	10	employed	4

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

infa (2012)

Private visitors' profile

Visitors (number of entries)	188 863
Proportion of private visitors	97%
Germany (total)	100
of which	
Nielsen 1	91 Nielsen 4
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	90 Berlin
Schleswig-Holstein	1 Brandenburg
Nielsen 2	5 Mecklenburg-
North Rhine-Westph.	5 West Pomerania
Nielsen 3a	- Saxony-Anhalt
Hesse	- Nielsen 7
Rhineland-Palatinate	- Saxony
Saarland	- Thuringia
Nielsen 3b	-
Baden-Württemberg	-
Distance to home	%
up to 50 km	65
more than 50 km up to 100 km	24
more than 100 km up to 300 km	11
over 300 km	1
Frequency of visits to exhibition	%
Previous event	40
Earlier events	66
First visit	16
Sex	%
Male	22
Female	78
Size of household	%
1 person	15
2 persons	46
3 persons	18
4 persons	16
5 persons and more	6
Age	%
up to 20 years	4
over 20 up to 30 years	10
over 30 up to 40 years	15
over 40 up to 50 years	22
over 50 up to 60 years	26
over 60 up to 70 years	16
over 70 years	7

Conducted by: Wissler & Partner, Basel

Position in the company/organization	%
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	6
Other salaried staff, civil servant, skilled worker	34
Lecturer, teacher	3
Trainee	3
Other position	6
Student	3
Housewife/man	10
Old-age pensioner	22
Other not gainfully employed	4
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	84
no	4
maybe	12
Follow-up business	%
Intend to buy at later date	
yes	24
no	25
maybe	51

Conducted by: Gelszs Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	89 857	Area of responsibility	%
Proportion of trade visitors	95%	Management	26
Germany (total)	62	Research/development/design	11
of which		Manufacturing, production, quality control	31
Nielsen 1	35 Nielsen 4	Buying/procurement	2
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	2 Nielsen 5+6	Information and communication technology	1
Lower Saxony	28 Berlin	Personnel administration, administration	1
Schleswig-Holstein	4 Brandenburg	Sales	9
Nielsen 2	25 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	25 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	9 Saxony-Anhalt	Maintenance/repairs	3
Hesse	5 Nielsen 7	Other area	4
Rhineland-Palatinate	3 Saxony	Student	8
Saarland	- Thuringia	Other not gainfully employed	2
Nielsen 3b	9	Position in the company/organization	%
Baden-Württemberg	9	Entrepreneur, co-owner, freelancer	24
Foreign (total)	38	Managing director, board member, head of an authority etc.	14
of which		Area manager, works manager, plant manager, branch manager, head of public office	10
EU	54	Department head, group head, team leader	12
Other European countries	17	Other salaried staff, civil servant, skilled worker	23
Africa	3	Lecturer, teacher	3
North America	9	Trainee	5
South and Central America	5	Other position	-
Middle East	2	Student	8
South-, East-, Central Asia	7	Other not gainfully employed	2
Australia	3	Distance to home	%
		up to 50 km	38
		more than 50 km up to 100 km	32
		more than 100 km up to 300 km	28
		over 300 km	2
Distance to home	%	Frequency of visits to exhibition	%
up to 50 km	6	Previous event	46
more than 50 km up to 100 km	9	Earlier events	62
more than 100 km up to 300 km	26	First visit	18
over 300 km	59	Sex	%
Countries with the highest visitor shares	%	Male	35
Switzerland	6	Female	65
Austria	5	Size of household	%
USA	5	1 person	12
Italy	5	2 persons	36
Belgium	4	3 persons	19
Frequency of visits to exhibition	%	4 persons	22
Previous event	45	5 persons and more	12
Earlier events	54	Age	%
First visit	36	up to 20 years	21
Average length of stay	1,8 days	over 20 up to 30 years	21
Influence on purchasing/procurement decisions	%	over 30 up to 40 years	15
Decisively	37	over 40 up to 50 years	25
Collectively	23	over 50 up to 60 years	11
In an advisory capacity	16	over 60 up to 70 years	5
No	14	over 70 years	2
Student	8		
Other not gainfully employed	2		

Conducted by: Wissler & Partner, Basel

Private visitors' profile

Visitors (number of entries)	75 755	Position in the company/organization	%
Proportion of private visitors	92%	Entrepreneur, co-owner, freelancer	10
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	86 Nielsen 4	Department head, group head, team leader	8
Bremen	1 Bavaria	Other salaried staff, civil servant, skilled worker	28
Hamburg	1 Nielsen 5+6	Lecturer, teacher	2
Lower Saxony	82 Berlin	Trainee	7
Schleswig-Holstein	2 Brandenburg	Other position	8
Nielsen 2	7 Mecklenburg-	Student	19
North Rhine-Westph.	7 West Pomerania	Housewife/man	4
Nielsen 3a	2 Saxony-Anhalt	Old-age pensioner	6
Hesse	2 Nielsen 7	Other not gainfully employed	4
Rhineland-Palatinate	- Saxony		
Saarland	- Thuringia		
Nielsen 3b	-		
Baden-Württemberg	-		
Buying and ordering capacity	%	Follow-up business	%
Purchase or order made or intended at the exhibition		Intend to buy at later date	
yes	90	yes	35
no	3	no	22
maybe	7	maybe	43
Follow-up business	%		
Conducted by: Gelszs Messe-Marktforschung GmbH, Dortmund			

PROMOTION WORLD → Hannover

Trade visitors' profile

Visitors (number of entries)	13 238*)	
Proportion of trade visitors	76%	
Germany (total)	88	
of which		
Nielsen 1	34 Nielsen 4	7
Bremen	2 Bavaria	7
Hamburg	4 Nielsen 5+6	8
Lower Saxony	28 Berlin	3
Schleswig-Holstein	1 Brandenburg	2
Nielsen 2	25 Mecklenburg-	
North Rhine-Westph.	25 West Pomerania	-
Nielsen 3a	11 Saxony-Anhalt	2
Hesse	7 Nielsen 7	5
Rhineland-Palatinate	3 Saxony	3
Saarland	1 Thuringia	2
Nielsen 3b	10	
Baden-Württemberg	10	
Foreign (total)	12	
of which		
EU	57	
Other countries	43	
Distance to home	%	
up to 50 km	15	
more than 50 km up to 100 km	9	
more than 100 km up to 300 km	31	
over 300 km	45	
Frequency of visits to exhibition	%	
Previous event	29	
Earlier events	28	
First visit	57	
Average length of stay	1,3 days	
(Hannover Messe overall)		
Influence on purchasing/procurement decisions	%	
Decisively	36	
Collectively	36	
In an advisory capacity	17	
No	7	
Student	4	
Other not gainfully employed	1	

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

Size of company/organization:

Number of employees	%		
1- 4	11	500 - 999	8
5- 9	5	1 000 and more	16
10- 49	19	Student	4
50- 199	21	Other not gainfully employed	23
200- 499	15	employed	14

Conducted by: Wissler & Partner, Basel

New Energy Husum → Husum

Trade visitors' profile

Visitors (number of entries)	13 439	
Proportion of trade visitors	68%	
Germany (total)	82	
of which		
Nielsen 1	82 Nielsen 4	2
Bremen	2 Bavaria	2
Hamburg	6 Nielsen 5+6	6
Lower Saxony	11 Berlin	4
Schleswig-Holstein	63 Brandenburg	1
Nielsen 2	6 Mecklenburg-	
North Rhine-Westph.	6 West Pomerania	1
Nielsen 3a	- Saxony-Anhalt	1
Hesse	- Nielsen 7	-
Rhineland-Palatinate	- Saxony	-
Saarland	- Thuringia	-
Nielsen 3b	4	
Baden-Württemberg	4	
Position in the company/organization	%	
Entrepreneur, co-owner, freelancer	14	
Managing director, board member, head of an authority etc.	11	
Area manager, works manager, plant manager, branch manager, head of public office	10	
Department head, group head, team leader	19	
Other salaried staff, civil servant, skilled worker	39	
Lecturer, teacher	1	
Trainee	3	
Other position	-	
Student	4	
Other not gainfully employed	1	
Foreign (total)	18	
of which		
EU	75	
North America	6	
Middle East	6	
South-, East-, Central Asia	10	
Other countries	3	
Distance to home	%	
up to 50 km	35	
more than 50 km up to 100 km	16	
more than 100 km up to 300 km	16	
over 300 km	32	
Countries with the highest visitor shares	%	
Denmark	30	
Switzerland	12	
Poland	8	
Sweden	6	
India	5	
Frequency of visits to exhibition	%	
Previous event	46	
Earlier events	35	
First visit	39	
Average length of stay	1,4 days	
Influence on purchasing/procurement decisions	%	
Decisively	35	
Collectively	28	
In an advisory capacity	23	
No	14	

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

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

Nord Gastro und Hotel (2012)

Trade visitors' profile

Visitors (number of entries)	4 593	
Proportion of trade visitors	100%	
Germany (total)	100	
of which		
Nielsen 1	99 Nielsen 4	-
Bremen	- Bavaria	-
Hamburg	2 Nielsen 5+6	-
Lower Saxony	1 Berlin	-
Schleswig-Holstein	96 Brandenburg	-
Nielsen 2	- Mecklenburg-	
North Rhine-Westph.	- West Pomerania	-
Nielsen 3a	- Saxony-Anhalt	-
Hesse	- Nielsen 7	-
Rhineland-Palatinate	- Saxony	-
Saarland	- Thuringia	-
Nielsen 3b	-	-
Baden-Württemberg	-	-
Distance to home	%	
up to 50 km	69	
more than 50 km up to 100 km	23	
more than 100 km up to 300 km	7	
over 300 km	2	
Frequency of visits to exhibition	%	
Previous event	50	
Earlier events	54	
First visit	27	
Average length of stay	1,1 days	
Influence on purchasing/procurement decisions	%	
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
Organization, personnel, administration	3
Sales	18
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	7
Position in the company/organization	%
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/organization:	
Number of employees	%
1- 4	28
5- 9	23
10- 49	35
50- 199	9
1 000 and more	-

Conducted by: Messe Husum

HWG mbH & Co. KG, Husum

Trade visitors' profile

Visitors (number of entries)	4 156	Area of responsibility	%
Proportion of trade visitors	99%	Management	11
Germany (total)	92	Research/development/design	6
of which		Manufacturing, production, quality control	2
Nielsen 1	6 Nielsen 4	Buying/procurement	1
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	2 Nielsen 5+6	Information and communication technology	12
Lower Saxony	3 Berlin	Organization, personnel, administration	8
Schleswig-Holstein	1 Brandenburg	Sales	40
Nielsen 2	14 Mecklenburg-	Marketing, advertising, PR	4
North Rhine-Westph.	14 West Pomerania	Logistics: storage, material management, transport	4
Nielsen 3a	17 Saxony-Anhalt	Maintenance/repairs	-
Hesse	10 Nielsen 7	Other area	4
Rhinelan-Palatinate	6 Saxony	Student	8
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	43	Position in the company/organization	%
Baden-Württemberg	43	Entrepreneur, co-owner, freelancer	12
Foreign (total)	8	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
EU	59	Department head, group head, team leader	23
Other European countries	38	Other salaried staff, civil servant, skilled worker	25
Other countries	3	Lecturer, teacher	17
Distance to home	%	Trainee	1
up to 50 km	16	Other position	3
more than 50 km up to 100 km	19	Student	8
more than 100 km up to 300 km	33	Other not gainfully employed	1
over 300 km	33	Economic sector	%
Countries with the highest visitor shares	%	Educational facility	23
Austria	32	Research/teaching	5
Switzerland	32	Public authority/administration	4
Frequency of visits to exhibition	%	Industry	13
Previous event	20	Trade/sales	3
Earlier events	31	Banks, insurance companies	3
First visit	61	Transport, tourism, hotel sector	1
Average length of stay	1,3 days	Medicine	2
Influence on purchasing/procurement decisions	%	Association	2
Decisively	17	Publishing house	2
Collectively	39	Consulting	6
In an advisory capacity	28	IT, software	9
No	6	Training	3
Student	8	Multimedia	3
Other not gainfully employed	1	Service	8
		Other sectors	2
		Student	8
		Other not gainfully employed	1

Size of company/organization:

Number of employees	%
1- 4	11
5- 9	6
10- 49	13
50- 199	12
200- 499	8
1 000 and more	35
Student	8
Other not gainfully employed	1

Conducted by: Gelszs Messe-Marktforschung GmbH, Dortmund

NUFAM → Karlsruhe

Visitors (number of entries)	17 439	Area of responsibility	%
Proportion of trade visitors	80%	Management	20
Germany (total)	95	Research/development/design	3
of which		Manufacturing, production, quality control	3
Nielsen 1	1 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	- Nielsen 5+6	Information and communication technology	1
Lower Saxony	1 Berlin	Organization, personnel, administration	-
Schleswig-Holstein	- Brandenburg	Sales	9
Nielsen 2	3 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	3 West Pomerania	Logistics: storage, material management, transport	6
Nielsen 3a	19 Saxony-Anhalt	Maintenance/repairs	4
Hesse	4 Nielsen 7	Other area	7
Rhinelan-Palatinate	15 Saxony	Vehicle fleet management	11
Saarland	1 Thuringia	Driver	21
Nielsen 3b	72	Workshop, technical service	5
Baden-Württemberg	72	Student	2
Foreign (total)	5	Other not gainfully employed	3
of which		Position in the company/organization	%
EU	72	Entrepreneur, co-owner, freelancer	28
Other countries	28	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	8
up to 50 km	50	Department head, group head, team leader	14
more than 50 km up to 100 km	21	Other salaried staff, civil servant, skilled worker	24
more than 100 km up to 300 km	20	Lecturer, teacher	3
over 300 km	9	Trainee	4
Frequency of visits to exhibition	%	Other position	11
2009	19	Student	2
2011	34	Other not gainfully employed	3
First visit	61	Economic sector	%
		Forwarder, logistics	37
		Industry	7
		Manufacturers	9
		Trade/sales	8
		Skilled trades	11
		Services, training, consulting	8
		Research/science/teaching	1
		Educational facility	1
		Authority/public services	3
		Municipal business	5
		Publishers, media	1
		EDP, software, IT	1
		Other sectors	4
		Student	2
		Other not gainfully employed	3
Average length of stay	1,1 days	Influence on purchasing/procurement decisions	%
		Decisively	23
		Collectively	34
		In an advisory capacity	22
		No	16
		Student	2
		Other not gainfully employed	3

Size of company/organization:

Number of employees	%
1- 4	16
5- 9	12
10- 49	25
50- 199	17
200- 499	9
1 000 and more	4
Student	13
Other not gainfully employed	2

Conducted by: Gelszs Messe-Marktforschung GmbH, Dortmund

ALLGÄUER FESTWOCHE → Kempten

Private visitors' profile

Visitors (number of entries)	104 495	%
Proportion of private visitors	100%	
Germany (total)	100	
of which		
Nielsen 1	94	5
Bremen	94	
Hamburg	Nielsen 5+6	-
Lower Saxony	Berlin	-
Schleswig-Holstein	Brandenburg	-
Nielsen 2	Mecklenburg-	
North Rhine-Westph.	West Pomerania	-
Nielsen 3a	Saxony-Anhalt	-
Hesse	Nielsen 7	-
Rhineland-Palatinate	Saxony	-
Saarland	Thuringia	-
Nielsen 3b	5	
Baden-Württemberg	5	
Distance to home	%	
up to 50 km	81	
more than 50 km up to 100 km	12	
more than 100 km up to 300 km	5	
over 300 km	2	
Frequency of visits to exhibition	%	
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	

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	5
Managing director, board member, head of an authority etc.	-
Area manager, works manager, plant manager, branch manager, head of public office	-
Department head, group head, team leader	1
Other salaried staff, civil servant, skilled worker	50
Lecturer, teacher	3
Other position	1
Trainee	2
Farmer	4
Student	4
Housewife/man	8
Old-age pensioner	21
Other not gainfully employed	1

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	60
no	16
maybe	23

Follow-up business	%
Intend to buy at later date	
yes	26
no	28
maybe	46

Conducted by: Messe- und Congressberatung
Dirr, Neu Wulmstorf

Anuga → Köln

Trade visitors' profile

Visitors (number of entries)	154 642	%
Proportion of trade visitors	95%	
Germany (total)	42	
of which		
Nielsen 1	Nielsen 4	5
Bremen	Bavaria	5
Hamburg	Nielsen 5+6	3
Lower Saxony	Berlin	2
Schleswig-Holstein	Brandenburg	-
Nielsen 2	Mecklenburg-	
North Rhine-Westph.	West Pomerania	-
Nielsen 3a	Saxony-Anhalt	-
Hesse	Nielsen 7	-
Rhineland-Palatinate	Saxony	-
Saarland	Thuringia	-
Nielsen 3b	4	
Baden-Württemberg	4	

Foreign (total)	58	
of which		
EU	53	
Other European countries	10	
Africa	6	
North America	6	
South and Central America	8	
Middle East	5	
South-, East-, Central Asia	12	
Australia	1	

Distance to home	%
up to 50 km	17
more than 50 km up to 100 km	6
more than 100 km up to 300 km	15
over 300 km	61

Countries with the highest visitor shares	%
Netherlands	9
France	7
Italy	5
USA	4
Belgium	4

Frequency of visits to exhibition	%
Previous event	29
Earlier events	33
First visit	57

Average length of stay	2,2 days
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Influence on purchasing/procurement decisions	%
Decisively	35
Collectively	26
In an advisory capacity	19
No	11
Student	9
Other not gainfully employed	1

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

aquanale/FSB

Trade visitors' profile

Visitors (number of entries)	24 950	%
Proportion of trade visitors	94%	
Germany (total)	47	
of which		
Nielsen 1	Nielsen 4	8
Bremen	Bavaria	8
Hamburg	Nielsen 5+6	5
Lower Saxony	Berlin	2
Schleswig-Holstein	Brandenburg	1
Nielsen 2	Mecklenburg-	
North Rhine-Westph.	West Pomerania	1
Nielsen 3a	Saxony-Anhalt	1
Hesse	Nielsen 7	4
Rhineland-Palatinate	Saxony	2
Saarland	Thuringia	2
Nielsen 3b	8	
Baden-Württemberg	8	

Foreign (total)	53	
of which		
EU	63	
Other European countries	15	
North America	4	
South and Central America	3	
Middle East	5	
South-, East-, Central Asia	7	
Other countries	4	

Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	9
more than 100 km up to 300 km	21
over 300 km	59

Countries with the highest visitor shares	%
Netherlands	11
Belgium	7
Switzerland	6
France	6
United Kingdom	5

Frequency of visits to exhibition	%
Previous event	41
Earlier events	40
First visit	48

Average length of stay	1,7 days
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Influence on purchasing/procurement decisions	%
Decisively	39
Collectively	33
In an advisory capacity	17
No	7
Student	4
Other not gainfully employed	1

Trade visitors' profile

Area of responsibility	%		
Management	41		
Research/development/design	7		
Manufacturing, production, quality control	4		
Buying/purchase	8		
Finance/accounting, controlling	1		
Information and communication technology	1		
Personnel administration, administration	2		
Sales	13		
Marketing, advertising, PR	5		
Logistics: storage, material management, transport	1		
Maintenance/repairs	3		
Other area	10		
Student	4		
Other not gainfully employed	1		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	30		
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	13		
Lecturer, teacher	1		
Trainee	1		
Other position	4		
Student	4		
Other not gainfully employed	1		
Economic sector	%		
Industry	18		
Specialist trade	12		
Wholesale trade	6		
Import/export	8		
Skilled trades	5		
Service	18		
Catering	1		
Learned professions	5		
Local authorities, public institutions, municipalities	16		
University, research	1		
Other sectors	7		
Student	4		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	16	500 - 999	4
5- 9	18	1 000 and more	6
10- 49	29	Student	4
50- 199	16	Other not gainfully employed	
200- 499	6		1

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

Visitors (number of entries) 4 731

Proportion of trade visitors 97%

Germany (total) 57

of which

Nielsen 1 10 Nielsen 4 5

Bremen 2 Bavaria 5

Hamburg 1 Nielsen 5+6 2

Lower Saxony 7 Berlin 2

Schleswig-Holstein - Brandenburg

Nielsen 2 55 Mecklenburg-

North Rhine-Westph. 55 West Pomerania -

Nielsen 3a 14 Saxony-Anhalt -

Hesse 3 Nielsen 7 1

Rhinelan-Palatinate 10 Saxony 1

Saarland 1 Thuringia -

Baden-Württemberg 12

Foreign (total) 43

of which

EU 77

Other European countries 12

Other countries 12

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 27

over 300 km 43

Countries with the highest visitor shares %

Netherlands 19

United Kingdom 13

Belgium 9

Frequency of visits to exhibition %

Earlier events 39

First visit 46

Previous event 44

Average length of stay 1,4 days

Influence on purchasing/procurement decisions %

Decisively 51

Collectively 33

In an advisory capacity 13

No 3

Other not gainfully employed 1

Visitors (number of entries) 97 050

Proportion of trade visitors 97%

Germany (total) 97

of which

Nielsen 1 6 Nielsen 4 3

Bremen - Bavaria 3

Hamburg 1 Nielsen 5+6 2

Lower Saxony 4 Berlin 1

Schleswig-Holstein 1 Brandenburg -

Nielsen 2 68 Mecklenburg-

North Rhine-Westph. 68 West Pomerania -

Nielsen 3a 16 Saxony-Anhalt -

Hesse 7 Nielsen 7 1

Rhinelan-Palatinate 8 Saxony -

Saarland 1 Thuringia 1

Baden-Württemberg 3

Foreign (total) 3

of which

EU 80

Other countries 20

Distance to home %

up to 50 km 33

more than 50 km up to 100 km 24

more than 100 km up to 300 km 31

over 300 km 12

Country with the highest visitor share %

Belgium 48

Frequency of visits to exhibition %

Previous event 13

Earlier events 60

First visit 37

Average length of stay 1,2 days

Influence on purchasing/procurement decisions %

Decisively 13

Collectively 45

In an advisory capacity 24

No 11

Other not gainfully employed 1

Visitors (number of entries) 97 050

Proportion of trade visitors 97%

Germany (total) 97

of which

Nielsen 1 6 Nielsen 4 3

Bremen - Bavaria 3

Hamburg 1 Nielsen 5+6 2

Lower Saxony 4 Berlin 1

Schleswig-Holstein 1 Brandenburg -

Nielsen 2 68 Mecklenburg-

North Rhine-Westph. 68 West Pomerania -

Nielsen 3a 16 Saxony-Anhalt -

Hesse 7 Nielsen 7 1

Rhinelan-Palatinate 8 Saxony -

Saarland 1 Thuringia 1

Foreign (total) 3

of which

EU 80

Other countries 20

Distance to home %

up to 50 km 33

more than 50 km up to 100 km 24

more than 100 km up to 300 km 31

over 300 km 12

Country with the highest visitor share %

Belgium 48

Frequency of visits to exhibition %

Previous event 13

Earlier events 60

First visit 37

Average length of stay 1,2 days

Influence on purchasing/procurement decisions %

Decisively 13

Collectively 45

In an advisory capacity 24

No 11

Other not gainfully employed 1

Size of company/organization:

Number of employees %

1- 4 6 500 - 999 4

5- 9 8 1 000 and more 6

10- 49 33 Student 7

50- 199 31 Other not gainfully

200- 499 5 employed 1

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

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

dmexco → Köln

Trade visitors' profile

Visitors (number of entries)	27 070		
Proportion of trade visitors	100%		
Germany (total)	81		
of which			
Nielsen 1	12	Nielsen 4	15
Bremen	-	Bavaria	15
Hamburg	8	Nielsen 5+6	10
Lower Saxony	3	Berlin	9
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	41	Mecklenburg-	
North Rhine-Westph.	41	West Pomerania	-
Nielsen 3a	12	Saxony-Anhalt	-
Hesse	9	Nielsen 7	3
Rhineland-Palatinate	2	Saxony	2
Saarland	1	Thuringia	-
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	1		
Information and communication technology	7		
Personnel administration, administration	-		
Sales	10		
Marketing, advertising, PR	52		
Logistics: storage, material management, transport	-		
Maintenance/repairs	-		
Other area	3		
Student	7		
Position in the company/organization	%		
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, organization	1		
Other sectors	6		
Student	7		
Size of company/organization:			
Number of employees	%		
1- 4	13	200 - 499	10
5- 9	8	500 - 999	4
10- 49	21	1 000 and more	12
50- 199	25	Student	7

Conducted by: Wissler & Partner, Basel

Eu'Vend/coffeena (2011) → Köln

Trade visitors' profile

Visitors (number of entries)	5 584		
Proportion of trade visitors	95%		
Germany (total)	69		
of which			
Nielsen 1	10	Nielsen 4	13
Bremen	-	Bavaria	13
Hamburg	3	Nielsen 5+6	5
Lower Saxony	6	Berlin	3
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	42	Mecklenburg-	
North Rhine-Westph.	42	West Pomerania	-
Nielsen 3a	15	Saxony-Anhalt	1
Hesse	8	Nielsen 7	6
Rhineland-Palatinate	5	Saxony	2
Saarland	1	Thuringia	4
Nielsen 3b	11		
Baden-Württemberg	11		
Position in the company/organisation	%		
Entrepreneur, co-owner, freelancer	43		
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	12		
Other salaried staff, civil servant, skilled worker	14		
Lecturer, teacher	2		
Trainee	5		
Other position	3		
Student	2		
Foreign (total)	31		
of which			
EU	74		
Other European countries	14		
South-, East-, Central Asia	8		
Other countries	3		
Distance to home	%		
up to 50 km	16		
more than 50 km up to 100 km	9		
more than 100 km up to 300 km	25		
over 300 km	50		
Countries with the highest visitor shares	%		
Netherlands	14		
Switzerland	10		
Italy	8		
Great Britain	8		
Frequency of visits to exhibition	%		
Previous events	35		
Earlier events	25		
First visit	59		
Average length of stay	1,3 days		
Influence on purchasing/procurement decisions	%		
Decisively	41		
Collectively	26		
In an advisory capacity	24		
No	8		
Student	2		

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

Farbe

Trade visitors' profile

Visitors (number of entries)	46 471		
Proportion of trade visitors	97%		
Germany (total)	90		
of which			
Nielsen 1	9	Nielsen 4	11
Bremen	-	Bavaria	11
Hamburg	1	Nielsen 5+6	3
Lower Saxony	6	Berlin	1
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2	38	Mecklenburg-	
North Rhine-Westph.	38	West Pomerania	-
Nielsen 3a	23	Saxony-Anhalt	1
Hesse	10	Nielsen 7	3
Rhineland-Palatinate	11	Saxony	2
Saarland	2	Thuringia	1
Nielsen 3b	14		
Baden-Württemberg	14		
Foreign (total)	10		
of which			
EU	73		
Other European countries	16		
Other countries	11		
Distance to home	%		
up to 50 km	15		
more than 50 km up to 100 km	14		
more than 100 km up to 300 km	35		
over 300 km	36		
Countries with the highest visitor shares	%		
Netherlands	17		
Belgium	15		
Switzerland	11		
Austria	9		
Frequency of visits to exhibition	%		
Previous event	35		
Earlier events	50		
First visit	44		
Average length of stay	1,3 days		
Influence on purchasing/procurement decisions	%		
Decisively	32		
Collectively	25		
In an advisory capacity	23		
No	16		
Student	3		
Other not gainfully employed	1		

Trade visitors' profile

Area of responsibility	%		
Management	36		
Research/development/design	2		
Manufacturing, production, quality control	11		
Buying/procurement	6		
Finance/accounting, controlling	1		
Information and communication technology	1		
Personnel administration, administration	1		
Sales	9		
Marketing, advertising, PR	3		
Logistics: storage, material management, transport	1		
Maintenance/repairs	9		
Other area	17		
Student	3		
Other not gainfully employed	1		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	38		
Managing director, board member, head of an authority etc.	5		
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	13		
Lecturer, teacher	3		
Trainee	21		
Other position	3		
Student	3		
Other not gainfully employed	1		
Economic sector	%		
Industry	8		
Trade	8		
Skilled trades	67		
Construction company	3		
Housing industry	1		
Interior designer	1		
Organisation/federation	1		
Consulting company	1		
Other service	1		
Authority/public services	2		
University, technical college, institution	1		
Other sectors	2		
Student	3		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	30	500 - 999	2
5- 9	22	1 000 and more	8
10- 49	24	Student	3
50- 199	9	Other not gainfully employed	
200- 499	2		1

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

Area of responsibility	%		
Management	30		
Research/development/design	2		
Manufacturing, production, quality control	2		
Buying/procurement	3		
Finance/accounting, controlling	1		
Information and communication technology	1		
Personnel administration, administration	4		
Sales	8		
Marketing, advertising, PR	4		
Logistics: storage, material management, transport	1		
Maintenance/repairs	1		
Other area	28		
Student	11		
Other not gainfully employed	5		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	36		
Managing director, board member, head of an authority etc.	8		
Area manager, works manager, plant manager, branch manager, head of public office	6		
Department head, group head, team leader	10		
Other salaried staff, civil servant, skilled worker	10		
Lecturer, teacher	4		
Trainee	8		
Other position	3		
Student	11		
Other not gainfully employed	5		
Economic sector	%		
Fitness studio	32		
Physiotherapy	5		
Health care center	5		
Sport club	4		
Multifunctional system	3		
Sport retail trade	3		
Other trade	2		
Sporting goods industry	2		
Rehabilitation centre	2		
Doctor's practice	2		
Sports association	2		
Company/authority with sports facilities	1		
Other service	11		
Public administration	2		
Other sectors	10		
Student	11		
Other not gainfully employed	5		
Size of company/organization:			
Number of employees	%		
1- 4	24	500 - 999	3
5- 9	13	1 000 and more	6
10- 49	25	Student	11
50- 199	11	Other not gainfully employed	
200- 499	3		5

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	102 136	Area of responsibility	%
Proportion of trade visitors	58%	Management	30
Germany (total)	76	Research/development/design	2
of which		Manufacturing, production, quality control	2
Nielsen 1	10	Buying/procurement	3
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	7	Personnel administration, administration	4
Schleswig-Holstein	1	Sales	8
Brandenburg	1	Marketing, advertising, PR	4
Mecklenburg-	48	Logistics: storage, material management, transport	1
North Rhine-Westph.	48	Maintenance/repairs	1
Saxony-Anhalt	18	Other area	28
Hesse	9	Student	11
Rhineland-Palatinate	8	Other not gainfully employed	5
Saarland	1		
Thuringia	2		
Baden-Württemberg	8		
Position in the company/organization	%	Position in the company/organization	%
Entrepreneur, co-owner, freelancer	36	Entrepreneur, co-owner, freelancer	36
Managing director, board member, head of an authority etc.	8	Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	6	Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	10	Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	10	Other salaried staff, civil servant, skilled worker	10
Lecturer, teacher	4	Lecturer, teacher	4
Trainee	8	Trainee	8
Other position	3	Other position	3
Student	3	Student	11
Other not gainfully employed	5	Other not gainfully employed	5
Foreign (total)	24	Foreign (total)	24
of which		of which	
EU	66	EU	65
Other European countries	16	Other European countries	23
Africa	4	Other countries	12
Middle East	5		
South-, East-, Central Asia	5		
Other countries	5		
Distance to home	%	Distance to home	%
up to 50 km	23	up to 50 km	13
more than 50 km up to 100 km	13	more than 50 km up to 100 km	10
more than 100 km up to 300 km	27	more than 100 km up to 300 km	27
over 300 km	38	over 300 km	51
Countries with the highest visitor shares	%	Countries with the highest visitor shares	%
Netherlands	18	Netherlands	17
Switzerland	10	Switzerland	15
Belgium	9	Belgium	9
Austria	8	Austria	8
France	5		
Frequency of visits to exhibition	%	Frequency of visits to exhibition	%
Previous event	39	Previous event	57
Earlier events	39	Earlier events	66
First visit	39	First visit	28
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	28	Decisively	67
Collectively	22	Collectively	19
In an advisory capacity	19	In an advisory capacity	11
No	16	No	2
Student	11	Other not gainfully employed	1
Other not gainfully employed	5		
Size of company/organization:		Size of company/organization:	
Number of employees	%	Number of employees	%
1- 4	74	500 - 999	1
5- 9	11	1 000 and more	1
10- 49	6	Other not gainfully employed	1
50- 199	4		
200- 499	2		

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

IDS → Köln

Trade visitors' profile

Visitors (number of entries)	125 327		
Proportion of trade visitors	98%		
Germany (total)	63		
of which			
Nielsen 1	13	Nielsen 4	10
Bremen	1	Bavaria	10
Hamburg	1	Nielsen 5+6	4
Lower Saxony	9	Berlin	2
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2	45	Mecklenburg-	
North Rhine-Westph.	45	West Pomerania	-
Nielsen 3a	15	Saxony-Anhalt	1
Hesse	8	Nielsen 7	3
Rhineland-Palatinate	6	Saxony	2
Saarland	1	Thuringia	1
Nielsen 3b	10		
Baden-Württemberg	10		
Foreign (total)	37		
of which			
EU	47		
Other European countries	17		
Africa	9		
North America	4		
South and Central America	5		
Middle East	8		
South-, East-, Central Asia	8		
Australia	2		
Distance to home	%		
up to 50 km	14		
more than 50 km up to 100 km	9		
more than 100 km up to 300 km	21		
over 300 km	55		
Countries with the highest visitor shares	%		
Netherlands	7		
Italy	5		
Egypt	5		
France	5		
Switzerland	5		
Frequency of visits to exhibition	%		
Previous event	45		
Earlier events	51		
First visit	39		
Average length of stay	2,2 days		
Influence on purchasing/procurement decisions	%		
Decisively	34		
Collectively	29		
In an advisory capacity	21		
No	12		
Student	4		
Other not gainfully employed	1		

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

Size of company/organization:			
Number of employees	%		
1- 4	23	500 - 999	2
5- 9	28	1 000 and more	5
10- 49	27	Student	4
50- 199	9	Other not gainfully employed	1
200- 499	2	employed	1

imm cologne (2012) → Köln

Trade visitors' profile

Visitors (number of entries)	115 998		
Proportion of trade visitors	75%		
Germany (total)	70		
of which			
Nielsen 1	11	Nielsen 4	8
Bremen	1	Bavaria	8
Hamburg	3	Nielsen 5+6	3
Lower Saxony	6	Berlin	2
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	48	Mecklenburg-	
North Rhine-Westph.	48	West Pomerania	-
Nielsen 3a	15	Saxony-Anhalt	-
Hesse	6	Nielsen 7	2
Rhineland-Palatinate	7	Saxony	2
Saarland	1	Thuringia	-
Nielsen 3b	14		
Baden-Württemberg	14		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	39		
Managing director, board member, head of an authority etc.	7		
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	15		
Lecturer, teacher	3		
Trainee	9		
Other position	7		
Student	4		
Other not gainfully employed	1		
Foreign (total)	30		
of which			
EU	68		
Other European countries	14		
North America	2		
Middle East	3		
South-, East-, Central Asia	9		
Other countries	3		
Distance to home	%		
up to 50 km	16		
more than 50 km up to 100 km	10		
more than 100 km up to 300 km	27		
over 300 km	47		
Countries with the highest visitor shares	%		
Austria	12		
Netherlands	12		
Belgium	9		
Italy	9		
France	6		
Frequency of visits to exhibition	%		
Previous event	39		
Earlier events	53		
First visit	40		
Average length of stay	1,6 days		
Influence on purchasing/procurement decisions	%		
Decisively	25		
Collectively	24		
In an advisory capacity	18		
No	15		
Student	17		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	24	500 - 999	4
5- 9	11	1 000 and more	7
10- 49	15	Student	17
50- 199	15	Other not gainfully employed	1
200- 499	7	employed	1
Average length of stay	1,8 days		
Influence on purchasing/procurement decisions	%		
Decisively	39		
Collectively	28		
In an advisory capacity	20		
No	8		
Student	6		
Other not gainfully employed	1		

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

interzum

Trade visitors' profile

Visitors (number of entries)	52 488		
Proportion of trade visitors	99%		
Germany (total)	47		
of which			
Nielsen 1	12	Nielsen 4	6
Bremen	1	Bavaria	6
Hamburg	2	Nielsen 5+6	4
Lower Saxony	8	Berlin	2
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	50	Mecklenburg-	
North Rhine-Westph.	50	West Pomerania	-
Nielsen 3a	16	Saxony-Anhalt	-
Hesse	7	Nielsen 7	2
Rhineland-Palatinate	9	Saxony	1
Saarland	-	Thuringia	1
Nielsen 3b	10		
Baden-Württemberg	10		
Foreign (total)	53		
of which			
EU	51		
Other European countries	16		
Africa	5		
North America	7		
South and Central America	6		
Middle East	3		
South-, East-, Central Asia	11		
Australia	2		
Distance to home	%		
up to 50 km	10		
more than 50 km up to 100 km	8		
more than 100 km up to 300 km	22		
over 300 km	60		
Countries with the highest visitor shares	%		
Netherlands	7		
Belgium	7		
Switzerland	6		
United Kingdom	5		
USA	5		
Frequency of visits to exhibition	%		
Previous event	35		
Earlier events	40		
First visit	49		
Average length of stay	1,8 days		
Influence on purchasing/procurement decisions	%		
Decisively	39		
Collectively	28		
In an advisory capacity	20		
No	8		
Student	6		
Other not gainfully employed	1		

Trade visitors' profile

Area of responsibility	%		
Management	26		
Research/development/design	17		
Manufacturing, production, quality control	13		
Buying/procurement	11		
Finance/accounting, controlling	-		
Information and communication technology	1		
Personnel administration, administration	1		
Sales	12		
Marketing, advertising, PR	6		
Logistics: storage, material management, transport	1		
Maintenance/repairs	-		
Other area	7		
Student	6		
Other not gainfully employed	1		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	32		
Managing director, board member, head of an authority etc.	14		
Area manager, works manager, plant manager, branch manager, head of public office	9		
Department head, group head, team leader	15		
Other salaried staff, civil servant, skilled worker	13		
Lecturer, teacher	1		
Trainee	5		
Other position	5		
Student	6		
Other not gainfully employed	1		
Economic sector	%		
Industry	44		
Wholesale/foreign trade	15		
Retail trade	5		
Skilled trades	14		
Service	4		
Learned professions	6		
Authority/public services	1		
University, research	1		
Other sectors	3		
Student	6		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	18	500 - 999	6
5- 9	10	1 000 and more	10
10- 49	22	Student	
50- 199	20	Other not gainfully employed	6
200- 499	9	employed	1
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln			

Visitors (number of entries) 38 521

Proportion of trade visitors 95%

Germany (total) 42

of which

Nielsen 1 15 Nielsen 4 11

Bremen 2 Bavaria 11

Hamburg 6 Nielsen 5+6 7

Lower Saxony 5 Berlin 4

Schleswig-Holstein 2 Brandenburg 1

Nielsen 2 50 Mecklenburg-

North Rhine-Westph. 50 West Pomerania -

Nielsen 3a 10 Saxony-Anhalt 2

Hesse 5 Nielsen 7 3

Rhinelan-Palatinate 5 Saxony 2

Saarland - Thuringia 1

Nielsen 3b 5

Baden-Württemberg 5

Foreign (total) 58

of which

EU 62

Other European countries 11

Africa 6

North America 4

South and Central America 4

Middle East 5

South-, East-, Central Asia 6

Australia 2

Distance to home %

up to 50 km 13

more than 50 km up to 100 km 6

more than 100 km up to 300 km 18

over 300 km 64

Countries with the highest visitor shares %

Netherlands 12

United Kingdom 10

Belgium 7

Italy 6

France 6

Frequency of visits to exhibition %

Previous event 40

Earlier events 52

First visit 38

Average length of stay 1,9 days

Influence on purchasing/procurement decisions %

Decisively 38

Collectively 27

In an advisory capacity 18

No 11

Student 6

Area of responsibility %

Management 27

Research/development/design 8

Manufacturing, production, quality control 6

Buying/procurement 13

Finance/accounting, controlling 1

Information and communication technology 1

Personnel administration, administration 1

Sales 23

Marketing, advertising, PR 11

Logistics: storage, material management, transport 1

Maintenance/repairs -

Other area 4

Student 6

Position in the company/organization %

Entrepreneur, co-owner, freelancer 27

Managing director, board member, head of an authority etc. 15

Area manager, works manager, plant manager, branch manager, head of public office 12

Department head, group head, team leader 17

Other salaried staff, civil servant, skilled worker 13

Lecturer, teacher -

Trainee 3

Other position 6

Student 6

Economic sector %

Industry 35

Wholesale/foreign trade 21

Retail trade 19

Skilled trades 3

Service 7

Catering 3

University, research 1

Other sectors 4

Student 6

Size of company/organization:

Number of employees %

1- 4 15 200 - 499 8

5- 9 10 500 - 999 7

10- 49 19 1 000 and more 15

50- 199 20 Student 6

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

Trade visitors' profile

Visitors (number of entries) 20 474

Proportion of trade visitors 96%

Germany (total) 42

of which

Nielsen 1 10 Nielsen 4 16

Bremen 1 Bavaria 16

Hamburg 2 Nielsen 5+6 3

Lower Saxony 5 Berlin 1

Schleswig-Holstein 2 Brandenburg -

Nielsen 2 51 Mecklenburg-

North Rhine-Westph. 51 West Pomerania -

Nielsen 3a 10 Saxony-Anhalt 1

Hesse 6 Nielsen 7 4

Rhinelan-Palatinate 4 Saxony 3

Saarland 1 Thuringia 1

Nielsen 3b 6

Baden-Württemberg 6

Foreign (total) 58

of which

EU 68

Other European countries 7

South-, East-, Central Asia 15

Other countries 11

Distance to home %

up to 50 km 14

more than 50 km up to 100 km 6

more than 100 km up to 300 km 18

over 300 km 63

Countries with the highest visitor shares %

Netherlands 15

United Kingdom 12

France 9

Poland 5

Belgium 5

Frequency of visits to exhibition %

Previous event 36

Earlier events 43

First visit 47

Average length of stay 1,9 days

Influence on purchasing/procurement decisions %

Decisively 53

Collectively 23

In an advisory capacity 14

No 7

Student 2

Other not gainfully employed 2

Size of company/organization:

Number of employees %

1- 4 40 500 - 999 3

5- 9 13 1 000 and more 11

10- 49 14 Student 2

50- 199 10 Other not gainfully employed 2

200- 499 5 employed 2

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

ProSweets Cologne → Köln

Trade visitors' profile

Visitors (number of entries)	17 666
Proportion of trade visitors	93%
Germany (total)	50
of which	
Nielsen 1	11
Bremen	2
Hamburg	2
Lower Saxony	5
Schleswig-Holstein	2
Nielsen 2	52
North Rhine-Westph.	52
Nielsen 3a	12
Hesse	6
Rhineland-Palatinate	7
Saarland	-
Nielsen 3b	8
Baden-Württemberg	8
Foreign (total)	51
of which	
EU	57
Other European countries	12
Africa	5
North America	6
South and Central America	7
Middle East	4
South-, East-, Central Asia	7
Australia	3
Distance to home	%
up to 50 km	17
more than 50 km up to 100 km	7
more than 100 km up to 300 km	17
over 300 km	60
Countries with the highest visitor shares	%
Belgium	10
Netherlands	9
France	6
Switzerland	5
United Kingdom	5
Frequency of visits to exhibition	%
Previous event	30
Earlier events	37
First visit	52
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	31
Collectively	31
In an advisory capacity	20
No	11
Student	6
Other not gainfully employed	1

spoga horse (spring) → Köln

Trade visitors' profile

Visitors (number of entries)	3 753
Proportion of trade visitors	94%
Germany (total)	54
of which	
Nielsen 1	19
Bremen	-
Hamburg	1
Lower Saxony	16
Schleswig-Holstein	3
Nielsen 2	40
North Rhine-Westph.	40
Nielsen 3a	18
Hesse	4
Rhineland-Palatinate	9
Saarland	5
Nielsen 3b	10
Baden-Württemberg	10
Foreign (total)	46
of which	
EU	71
Other European countries	13
South-, East-, Central Asia	9
Other countries	7
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	8
more than 100 km up to 300 km	30
over 300 km	52
Countries with the highest visitor shares	%
Netherlands	21
Belgium	9
France	7
Frequency of visits to exhibition	%
Previous event	46
Earlier events	46
First visit	36
Average length of stay	1,4 days
Influence on purchasing/procurement decisions	%
Decisively	51
Collectively	25
In an advisory capacity	13
No	6
Student	3
Other not gainfully employed	1

spoga+gafa/spoga horse

Trade visitors' profile

Visitors (number of entries)	35 685
Proportion of trade visitors	93%
Germany (total)	43
of which	
Nielsen 1	9
Bremen	-
Hamburg	3
Lower Saxony	4
Schleswig-Holstein	1
Nielsen 2	57
North Rhine-Westph.	57
Nielsen 3a	14
Hesse	8
Rhineland-Palatinate	5
Saarland	1
Nielsen 3b	8
Baden-Württemberg	8
Foreign (total)	57
of which	
EU	65
Other European countries	9
Africa	4
North America	5
Middle East	3
South-, East-, Central Asia	9
Australia	4
Other countries	2
Distance to home	%
up to 50 km	14
more than 50 km up to 100 km	8
more than 100 km up to 300 km	20
over 300 km	59
Countries with the highest visitor shares	%
Netherlands	13
France	10
United Kingdom	7
Belgium	6
China (PR)	4
Frequency of visits to exhibition	%
Previous event	39
Earlier events	47
First visit	43
Average length of stay	1,6 days
Influence on purchasing/procurement decisions	%
Decisively	48
Collectively	28
In an advisory capacity	14
No	6
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	30
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	18
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	-
Sales	24
Marketing, advertising, PR	7
Logistics: storage, material management, transport	2
Maintenance/repairs	-
Other area	6
Student	2
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	39
Managing director, board member, head of an authority etc.	17
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	11
Lecturer, teacher	-
Trainee	1
Other position	4
Student	2
Other not gainfully employed	1
Economic sector	%
Industry	15
Specialist retail trade	25
Specialist wholesale, retail trade	15
Foreign trade	3
Online/catalogue sales	6
Department store	3
Supermarkets, cash & carry, discount stores	7
Shopping centre	1
Buying association	1
Commercial agent	4
Skilled trades	3
Service	10
Authority/public services	1
Other sectors	3
Student	2
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	26
5- 9	13
10- 49	21
50- 199	19
200- 499	4
Other not gainfully employed	1

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

Trade visitors' profile

Visitors (number of entries)	9 395
Proportion of trade visitors	92%
Germany (total)	99
of which	
Nielsen 1	3
Nielsen 4	3
Bremen	3
Hamburg	29
Lower Saxony	5
Schleswig-Holstein	9
Nielsen 2	1
Mecklenburg-	2
North Rhine-Westph.	2
Nielsen 3a	1
Saxony-Anhalt	13
Hesse	62
Rhineland-Palatinate	50
Saarland	12
Nielsen 3b	1
Baden-Württemberg	1
Foreign (total)	1
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	21
more than 100 km up to 300 km	50
over 300 km	8
Frequency of visits to exhibition	%
Previous event	54
Earlier events	67
First visit	26
Average length of stay	1,1 days

Influence on purchasing/procurement decisions

	%
Decisively	44
Collectively	28
In an advisory capacity	19
No	7
Student	1
Other not gainfully employed	1

Area of responsibility	%
Management	35
Research/development/design	1
Manufacturing, production, quality control	9
Buying/procurement	14
Finance/accounting, controlling	2
Information and communication technology	-
Organization, personnel, administration	1
Sales	24
Marketing, advertising, PR	1
Logistics: storage, material management, transport	2
Maintenance/repairs	1
Other area	8
Student	1
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	61
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	1
Trainee	6
Other position	2
Student	1
Other not gainfully employed	1

Economic sector	%
Retail trade	51
Skilled trades	34
Wholesale/foreign trade	6
Other service	5
Industry	5
Commercial agent	2
Architect, planner, engineer's office, services	2
Interior designer	2
Catering/hotels	1
Authority/public services	1
Other sectors	2
Student	1
Other not gainfully employed	1

Size of company/organization: Number of employees	%
1- 4	64
5- 9	14
10- 49	11
50- 199	3
200- 499	3
500 - 999	1
1 000 and more	3
Student	1
Other not gainfully employed	1
employed	1

Conducted by: Institut für Marktforschung GmbH, Leipzig

Trade visitors' profile

Visitors (number of entries)	12 834*
Proportion of trade visitors	97%
Germany (total)	97
of which	
Nielsen 1	1
Nielsen 4	1
Bremen	1
Hamburg	28
Lower Saxony	2
Schleswig-Holstein	6
Nielsen 2	1
Mecklenburg-	2
North Rhine-Westph.	-
Nielsen 3a	20
Saxony-Anhalt	70
Hesse	55
Rhineland-Palatinate	15
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
Foreign (total)	3
of which	
EU	80
Other countries	20
Distance to home	%
up to 50 km	29
more than 50 km up to 100 km	28
more than 100 km up to 300 km	39
over 300 km	5

Country with the highest visitor share

Country	%
Poland	55

Frequency of visits to exhibition	%
Previous event	41
Earlier events	42
First visit	41

Average length of stay

	1,1 days
--	----------

Influence on purchasing/procurement decisions	%
Decisively	18
Collectively	28
In an advisory capacity	30
No	17
Student	6
Other not gainfully employed	1

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

Area of responsibility	%
Management	15
Research/development/design	3
Manufacturing, production, quality control	12
Buying/procurement	4
Finance/accounting, controlling	-
Information and communication technology	4
Personnel administration, administration	2
Sales	8
Marketing, advertising, PR	-
Logistics: storage, material management, transport	-
Maintenance/repairs	28
Other area	15
Student	6
Other not gainfully employed	1

Economic sector	%
Handicraft, commercial processor	37
Industry, industrial processing	12
Energy and utilities industry	9
Industrial electrician	9
Architect/engineer's and planning office	6
Wholesale, retail, specialised retail	5
Educational facility	4
Chamber of commerce, guild, crafts association, society	3
Ministries, administrative bodies, public authorities	2
Facility management	1
Construction industry	1
Other sectors	5
Student	6
Other not gainfully employed	1

Size of company/organization: Number of employees	%
1- 4	20
5- 9	12
10- 49	19
50- 199	17
200- 499	8
500 - 999	6
1 000 and more	12
Student	6
Other not gainfully employed	1

Conducted by: FGM GmbH, Leipzig

enertec → Leipzig

Trade visitors' profile

Visitors (number of entries)	8 460*	
Proportion of trade visitors	93%	
Germany (total)	96	
of which		
Nielsen 1	7 Nielsen 4	5
Bremen	- Bavaria	5
Hamburg	1 Nielsen 5+6	23
Lower Saxony	4 Berlin	5
Schleswig-Holstein	1 Brandenburg	6
Nielsen 2	3 Mecklenburg-	
North Rhine-Westph.	3 West Pomerania	1
Nielsen 3a	1 Saxony-Anhalt	11
Hesse	1 Nielsen 7	59
Rhineland-Palatinate	- Saxony	48
Saarland	- Thuringia	10
Nielsen 3b	3	
Baden-Württemberg	3	
Foreign (total)	4	
of which		
EU	76	
Other countries	24	
Distance to home	%	
up to 50 km	34	
more than 50 km up to 100 km	18	
more than 100 km up to 300 km	32	
over 300 km	16	
Frequency of visits to exhibition	%	
Previous event	23	
Earlier events	21	
First visit	65	
Average length of stay	1,1 days	
Influence on purchasing/procurement decisions	%	
Decisively	19	
Collectively	28	
In an advisory capacity	21	
No	14	
Student	15	
Other not gainfully employed	3	

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

Area of responsibility		%	
Management	19		
Research/development/design	10		
Manufacturing, production, quality control	2		
Buying/procurement	2		
Finance/accounting, controlling	1		
Information and communication technology	2		
Organization, personnel, administration	1		
Sales	15		
Marketing, advertising, PR	1		
Logistics: storage, material management, transport	-		
Maintenance/repairs	4		
Other area	25		
Student	15		
Other not gainfully employed	3		
Position in the company/organization		%	
Entrepreneur, co-owner, freelancer	24		
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	24		
Lecturer, teacher	3		
Trainee	3		
Other position	3		
Student	15		
Other not gainfully employed	3		
Economic sector		%	
Industry in general	15		
Engineer's and planning office	11		
Research, apprenticeship, training	7		
Consulting	7		
Plant operator	6		
Municipal utility (public services, water supply companies)	6		
Skilled trades	4		
Public authority/administration	4		
Trade	4		
Installation and network operators	2		
Agriculture and forestry	2		
Developers, construction companies and housing companies	1		
Recycling companies	1		
Operating companies	1		
Municipalities	1		
Real estate industry, facility management	1		
Other sectors	9		
Student	15		
Other not gainfully employed	3		
Size of company/organization:		%	
Number of employees			
1- 4	19	500 - 999	5
5- 9	7	1 000 and more	9
10- 49	17	Student	15
50- 199	15	Other not gainfully employed	1
200- 499	10	employed	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FACHDENTAL → Leipzig

Trade visitors' profile

Visitors (number of entries)	4 242	
Proportion of trade visitors	99%	
Germany (total)	100	
of which		
Nielsen 1	2 Nielsen 4	1
Bremen	- Bavaria	1
Hamburg	1 Nielsen 5+6	34
Lower Saxony	- Berlin	5
Schleswig-Holstein	- Brandenburg	6
Nielsen 2	Mecklenburg-	
North Rhine-Westph.	- West Pomerania	-
Nielsen 3a	Saxony-Anhalt	23
Hesse	1 Nielsen 7	62
Rhineland-Palatinate	- Saxony	53
Saarland	- Thuringia	8
Nielsen 3b		
Baden-Württemberg	1	
Position in the company/organization	%	
Entrepreneur, co-owner, freelancer	33	
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	3	
Other salaried staff, civil servant, skilled worker	37	
Lecturer, teacher	1	
Trainee	12	
Other position	4	
Student	6	
Other not gainfully employed	1	
Economic sector		%
Dentist's practice, - clinic	74	
Orthodontics	5	
Oral and maxillofacial surgery	6	
Dental technology laboratory	13	
Dental trade	3	
University, polytechnic, vocational school	5	
Other	3	
Distance to home		%
up to 50 km	42	
more than 50 km up to 100 km	22	
more than 100 km up to 300 km	34	
over 300 km	2	
Frequency of visits to exhibition		%
Previous event	38	
Earlier events	55	
First visit	28	
Average length of stay		1,0 days
Influence on purchasing/procurement decisions		
Decisively	26	
Collectively	32	
In an advisory capacity	24	
No	11	
Student	6	
Other not gainfully employed	1	

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

GÄSTE

Trade visitors' profile

Visitors (number of entries)	10 378	
Proportion of trade visitors	93%	
Germany (total)	93	
of which		
Nielsen 1	3 Nielsen 4	3
Bremen	- Bavaria	3
Hamburg	1 Nielsen 5+6	26
Lower Saxony	2 Berlin	3
Schleswig-Holstein	- Brandenburg	4
Nielsen 2	Mecklenburg-	
North Rhine-Westph.	1 West Pomerania	-
Nielsen 3a	Saxony-Anhalt	18
Hesse	1 Nielsen 7	67
Rhineland-Palatinate	- Saxony	56
Saarland	- Thuringia	11
Nielsen 3b	-	
Baden-Württemberg	-	
Foreign (total)	7	
of which		
EU	95	
Other countries	5	
Distance to home	%	
up to 50 km	37	
more than 50 km up to 100 km	21	
more than 100 km up to 300 km	34	
over 300 km	8	
Country with the highest visitor share	%	
Poland	78	
Frequency of visits to exhibition	%	
Previous event	26	
Earlier events	31	
First visit	57	
Average length of stay	1,1 days	
Influence on purchasing/procurement decisions	%	
Decisively	25	
Collectively	27	
In an advisory capacity	22	
No	15	
Student	8	
Other not gainfully employed	2	

Area of responsibility	%		
Management	29		
Research/development/design	1		
Manufacturing, production, quality control	11		
Buying/procurement	6		
Finance/accounting, controlling	1		
Information and communication technology	-		
Personnel administration, administration	2		
Sales	13		
Marketing, advertising, PR	2		
Logistics: storage, material management, transport	1		
Maintenance/repairs	1		
Other area	22		
Student	8		
Other not gainfully employed	2		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	33		
Managing director, board member, head of an authority etc.	5		
Area manager, works manager, plant manager, branch manager, head of public office	6		
Department head, group head, team leader	10		
Other salaried staff, civil servant, skilled worker	14		
Lecturer, teacher	5		
Trainee	14		
Other position	3		
Student	8		
Other not gainfully employed	2		
Economic sector	%		
Catering	39		
Hotel	19		
Communal catering	5		
Café	3		
Catering/party service	3		
Butchers' trade, butcher's shop	2		
Consulting, planning	2		
Specialist wholesale, retail trade	2		
Bakeries/trade, baker's shop, pastry shop	1		
Discotheque, night club, bar	1		
Franchise restaurant	1		
Other sectors	10		
Student	8		
Other not gainfully employed	2		
Size of company/organization:			
Number of employees	%		
1- 4	26	500 - 999	2
5- 9	14	1 000 and more	3
10- 49	26	Student	8
50- 199	15	Other not gainfully employed	
200- 499	5	employed	2

Conducted by: FGM GmbH, Leipzig

Private visitors' profile

Visitors (number of entries)	183 789	Position in the company/organisation	%
Proportion of private visitors	85%	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	3
Nielsen 1	- Nielsen 4	Department head, group head, team leader	5
Bremen	- Bavaria	skilled worker	45
Hamburg	- Nielsen 5+6	Lecturer, teacher	2
Lower Saxony	- Berlin	Trainee	2
Schleswig-Holstein	- Brandenburg	Other position	7
Nielsen 2	- Mecklenburg-	Student	7
North Rhine-Westph.	- West Pomerania	Housewife/man	2
Nielsen 3a	1 Saxony-Anhalt	Old-age pensioner	19
Hesse	- Nielsen 7	Other not gainfully employed	2
Rhineland-Palatinate	- Saxony		
Saarland	- Thuringia		
Nielsen 3b	-		
Baden-Württemberg	-		
Foreign (total)	1	Buying and ordering capacity	%
Distance to home	%	Purchase or order made or intended at the exhibition	
up to 50 km	58	yes	77
more than 50 km up to 100 km	27	no	6
more than 100 km up to 300 km	14	maybe	17
over 300 km	1		
Frequency of visits to exhibition	%	Follow-up business	%
Previous event	53	Intend to buy at later date	
Earlier events	69	yes	33
First visit	22	no	14
		maybe	54
		Conducted by: Institut für Marktforschung GmbH, 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 Nielsen 4	Buying/procurement	14		
Bremen	1 Bavaria	Finance/accounting, controlling	1		
Hamburg	- Nielsen 5+6	Information and communication technology	1		
Lower Saxony	2 Berlin	Personnel administration, administration	1		
Schleswig-Holstein	1 Brandenburg	Sales	25		
Nielsen 2	3 Mecklenburg-	Marketing, advertising, PR	1		
North Rhine-Westph.	3 West Pomerania	Logistics: storage, material management, transport	-		
Nielsen 3a	2 Saxony-Anhalt	Maintenance/repairs	2		
Hesse	2 Nielsen 7	Other area	6		
Rhineland-Palatinate	- Saxony	Student	2		
Saarland	- Thuringia	Other not gainfully employed	1		
Nielsen 3b	3				
Baden-Württemberg	3				
Foreign (total)	3	Position in the company/organization	%		
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		
Lecturer, teacher	1	Trainee	3		
Other position	2	Other not gainfully employed	1		
Student	2				
First visit	28				
		Average length of stay	1,2 days		
		Influence on purchasing/procurement decisions	%		
		Decisively	51		
		Collectively	27		
		In an advisory capacity	13		
		No	7		
		Student	2		
		Other not gainfully employed	1		
		Size of company/organization:			
		Number of employees	%		
		1- 4	69		
		5- 9	12	500 - 999	1
		10- 49	8	1 000 and more	4
		50- 199	2	Student	2
		200- 499	1	Other not gainfully employed	1
		Conducted by: FGM GmbH, Leipzig			

modell-hobby-spiel → Leipzig

Private visitors' profile

Visitors (number of entries)	108 493	
Proportion of private visitors	97%	
Germany (total)	98	
of which		
Nielsen 1	3 Nielsen 4	2
Bremen	- Bavaria	2
Hamburg	- Nielsen 5+6	26
Lower Saxony	2 Berlin	3
Schleswig-Holstein	- Brandenburg	4
Nielsen 2	- Mecklenburg-	
North Rhine-Westph.	- West Pomerania	-
Nielsen 3a	1 Saxony-Anhalt	19
Hesse	1 Nielsen 7	68
Rhineland-Palatinate	- Saxony	56
Saarland	- Thuringia	12
Nielsen 3b	-	
Baden-Württemberg	-	
Foreign (total)	2	
of which		
EU	60	
Other countries	40	
Distance to home	%	
up to 50 km	39	
more than 50 km up to 100 km	26	
more than 100 km up to 300 km	29	
over 300 km	6	
Frequency of visits to exhibition	%	
Previous event	44	
Earlier events	60	
First visit	31	
Sex	%	
Male	56	
Female	44	
Size of household	%	
1 person	13	
2 persons	31	
3 persons	24	
4 persons	23	
5 persons and more	9	
Age	%	
up to 20 years	23	
over 20 up to 30 years	25	
over 30 up to 40 years	19	
over 40 up to 50 years	17	
over 50 up to 60 years	11	
over 60 up to 70 years	4	
over 70 years	2	

Position in the company/organization	%
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	
yes	74
no	6
maybe	21
Follow-up business	%
Intend to buy at later date	
yes	33
no	15
maybe	52

Conducted by: FGM GmbH, Leipzig

PFLEGE + HOMECARE → Leipzig

Trade visitors' profile

Visitors (number of entries)	10 228		
Proportion of trade visitors	99%		
Germany (total)	99		
of which			
Nielsen 1	1 Nielsen 4	2	
Bremen	- Bavaria	2	
Hamburg	- Nielsen 5+6	29	
Lower Saxony	1 Berlin	2	
Schleswig-Holstein	- Brandenburg	4	
Nielsen 2	1 Mecklenburg-		
North Rhine-Westph.	1 West Pomerania	1	
Nielsen 3a	1 Saxony-Anhalt	23	
Hesse	1 Nielsen 7	63	
Rhineland-Palatinate	1 Saxony	55	
Saarland	- Thuringia	8	
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)	1		
Distance to home	%		
up to 50 km	34		
more than 50 km up to 100 km	25		
more than 100 km up to 300 km	34		
over 300 km	7		
Frequency of visits to exhibition	%		
Previous event	30		
Earlier events	30		
First visit	54		
Average length of stay	1,2 days		
Influence on purchasing/procurement decisions	%		
Decisively	11		
Collectively	22		
In an advisory capacity	35		
No	27		
Student	4		
Size of company/organization:			
Number of employees	%		
1- 4	4	200 - 499	12
5- 9	5	500 - 999	6
10- 49	33	1 000 and more	12
50- 199	23	Student	4

Conducted by: FGM GmbH, Leipzig

SHKG

Trade visitors' profile

Visitors (number of entries)	11 998*	
Proportion of trade visitors	89%	
Germany (total)	98	
of which		
Nielsen 1	1 Nielsen 4	2
Bremen	- Bavaria	2
Hamburg	- Nielsen 5+6	37
Lower Saxony	1 Berlin	3
Schleswig-Holstein	- Brandenburg	10
Nielsen 2	1 Mecklenburg-	
North Rhine-Westph.	1 West Pomerania	-
Nielsen 3a	- Saxony-Anhalt	23
Hesse	- Nielsen 7	59
Rhineland-Palatinate	- Saxony	48
Saarland	- Thuringia	10
Nielsen 3b	1	
Baden-Württemberg	1	
Foreign (total)	2	
Distance to home	%	
up to 50 km	36	
more than 50 km up to 100 km	23	
more than 100 km up to 300 km	34	
over 300 km	6	
Frequency of visits to exhibition	%	
Previous event	41	
Earlier events	40	
First visit	42	
Average length of stay	1,1 days	
Influence on purchasing/procurement decisions	%	
Decisively	25	
Collectively	30	
In an advisory capacity	29	
No	9	
Student	7	
Other not gainfully employed	1	

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

Trade visitors' profile

Area of responsibility	%		
Management	22		
Research/development/design	6		
Manufacturing, production, quality control	4		
Buying/procurement	5		
Finance/accounting, controlling	1		
Information and communication technology	2		
Personnel administration, administration	1		
Sales	12		
Marketing, advertising, PR	-		
Logistics: storage, material management, transport	1		
Maintenance/repairs	12		
Other area	27		
Student	7		
Other not gainfully employed	1		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	37		
Managing director, board member, head of an authority etc.	4		
Area manager, works manager, plant manager, branch manager, head of public office	4		
Department head, group head, team leader	8		
Other salaried staff, civil servant, skilled worker	30		
Lecturer, teacher	3		
Trainee	5		
Other position	1		
Student	7		
Other not gainfully employed	1		
Economic sector	%		
Handicraft, commercial processor	45		
Architect/engineer's and planning office	12		
Wholesale, retail, specialised retail	8		
Industry, industrial processing	7		
Energy and utilities industry	5		
Ministries, administrative bodies, public authorities	3		
Educational facility	3		
Construction industry	2		
Commercial homeowners and housing administration, building society, real estate industry	1		
Facility management	1		
Chamber of commerce, guild, crafts association, society	1		
Hospital, nursing home, sanatorium	1		
Energy consulting	1		
Other sectors	2		
Student	7		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	35	500 - 999	1
5- 9	15	1 000 and more	7
10- 49	16	Student	7
50- 199	12	Other not gainfully employed	1
200- 499	7		1

Conducted by: FGM GmbH, Leipzig

Trade visitors' profile

Visitors (number of entries)	9 200
Proportion of trade visitors	94%
Germany (total)	95
of which	
Nielsen 1	5 Nielsen 4
Bremen	- Bavaria
Hamburg	1 Nielsen 5+6
Lower Saxony	3 Berlin
Schleswig-Holstein	1 Brandenburg
Nielsen 2	2 Mecklenburg-
North Rhine-Westph.	2 West Pomerania
Nielsen 3a	2 Saxony-Anhalt
Hesse	2 Nielsen 7
Rhineland-Palatinate	- Saxony
Saarland	47
Nielsen 3b	2 - Thuringia
Baden-Württemberg	13
Foreign (total)	5
of which	
EU	54
Other European countries	46
Distance to home	%
up to 50 km	34
more than 50 km up to 100 km	20
more than 100 km up to 300 km	33
over 300 km	14
Frequency of visits to exhibition	%
Previous event	22
Earlier events	30
First visit	59
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	17
Collectively	26
In an advisory capacity	24
No	14
Student	15
Other not gainfully employed	3

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

Area of responsibility	%		
Management	17		
Research/development/design	8		
Manufacturing, production, quality control	1		
Buying/procurement	1		
Finance/accounting, controlling	1		
Information and communication technology	2		
Organization, personnel, administration	1		
Sales	14		
Marketing, advertising, PR	1		
Logistics: storage, material management, transport	1		
Maintenance/repairs	4		
Other area	31		
Student	15		
Other not gainfully employed	3		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	19		
Managing director, board member, head of an authority etc.	6		
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	25		
Lecturer, teacher	2		
Trainee	4		
Other position	4		
Student	15		
Other not gainfully employed	3		
Economic sector	%		
Industry in general	12		
Research, apprenticeship, training	8		
Engineer's and planning office	7		
Public authority/administration	7		
Consulting	7		
Recycling companies	6		
Plant operator	6		
Municipal utility (public services, water supply companies)	5		
Skilled trades	4		
Trade	3		
Municipalities	2		
Agriculture and forestry	2		
Installation and network operators	2		
Operating companies	1		
Developers, construction companies and housing companies	1		
Association/society	1		
Agriculture and fisheries	1		
Other sectors	9		
Student	15		
Other not gainfully employed	3		
Size of company/organization:			
Number of employees	%		
1- 4	16	500 - 999	6
5- 9	7	1 000 and more	10
10- 49	16	Student	15
50- 199	16	Other not gainfully employed	3
200- 499	11		3

Visitors (number of entries)	11 283		
Proportion of trade visitors	96%		
Germany (total)	98		
of which			
Nielsen 1	7 Nielsen 4		
Bremen	- Bavaria		
Hamburg	1 Nielsen 5+6		
Lower Saxony	4 Berlin		
Schleswig-Holstein	2 Brandenburg		
Nielsen 2	3 Mecklenburg-		
North Rhine-Westph.	3 West Pomerania		
Nielsen 3a	4 Saxony-Anhalt		
Hesse	3 Nielsen 7		
Rhineland-Palatinate	1 Saxony		
Saarland	35		
Nielsen 3b	4 Thuringia		
Baden-Württemberg	10		
Foreign (total)	2		
Distance to home	%		
up to 50 km	17		
more than 50 km up to 100 km	22		
more than 100 km up to 300 km	38		
over 300 km	23		
Frequency of visits to exhibition	%		
Previous events	26		
Earlier events	23		
First visit	63		
Average length of stay	1,3 days		
Influence on purchasing/procurement decisions	N/A		
Area of responsibility	%		
Management	15		
Research/development/design	1		
Manufacturing, production, quality control	2		
Buying/procurement	1		
Finance/accounting, controlling	-		
Information and communication technology	1		
Organization, personnel, administration	1		
Sales	2		
Marketing, advertising, PR	-		
Logistics: storage, material management, transport	-		
Maintenance/repairs	1		
Other area	68		
Student	8		
Position in the company/organisation	%		
Entrepreneur, co-owner, freelancer	24		
Managing director, board member, head of an authority etc.	4		
Area manager, works manager, plant manager, branch manager, head of public office	3		
Department head, group head, team leader	11		
Other salaried staff, civil servant, skilled worker	26		
Lecturer, teacher	4		
Trainee	19		
Other position	3		
Student	8		
Economic sector	%		
Ambulant rehabilitation centre	8		
Facility for the disabled	3		
Vocational school/technical college	17		
Fitness studio	2		
Hospital	4		
Health cure and medicinal baths	1		
Medical technical specialised trade	1		
Stationary nursing facility	3		
Therapeutical practice	39		
University/academy/specialist school	7		
Association, society, self-help group	1		
Prophylaxis and rehabilitation facilities	5		
Other sectors	9		
Size of company/organisation:			
Number of employees	%		
1- 4	27	200 - 499	8
5- 9	14	500 - 999	4
10- 49	18	1 000 and more	6
50- 199	16	Student	8

Conducted by: Institut für Marktforschung GmbH, Leipzig

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Z – Subcontracting Fair → Leipzig

Trade visitors' profile

Visitors (number of entries)	10 203*)	
Proportion of trade visitors	96%	
Germany (total)	90	
of which		
Nielsen 1	4 Nielsen 4	6
Bremen	- Bavaria	6
Hamburg	2 Nielsen 5+6	22
Lower Saxony	2 Berlin	3
Schleswig-Holstein	- Brandenburg	5
Nielsen 2	6 Mecklenburg-	
North Rhine-Westph.	6 West Pomerania	3
Nielsen 3a	3 Saxony-Anhalt	11
Hesse	2 Nielsen 7	56
Rhineland-Palatinate	1 Saxony	46
Saarland	1 Thuringia	10
Nielsen 3b	3	
Baden-Württemberg	3	
Foreign (total)	10	
of which		
EU	76	
Other countries	24	
Distance to home	%	
up to 50 km	21	
more than 50 km up to 100 km	19	
more than 100 km up to 300 km	35	
over 300 km	25	
Country with the highest visitor share	%	
Poland	31	
Frequency of visits to exhibition	%	
Previous event	30	
Earlier events	31	
First visit	57	
Average length of stay	1,2 days	
Influence on purchasing/procurement decisions	%	
Decisively	30	
Collectively	31	
In an advisory capacity	21	
No	11	
Student	6	
Other not gainfully employed	1	

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

Rheinland-Pfalz-Ausstellung (2012) → Mainz

Private visitors' profile

Visitors (number of entries)	70 549	
Proportion of private visitors	94%	
Germany (total)	100	
of which		
Nielsen 1	- Nielsen 4	-
Bremen	- Bavaria	-
Hamburg	- Nielsen 5+6	-
Lower Saxony	- Berlin	-
Schleswig-Holstein	- Brandenburg	-
Nielsen 2	- Mecklenburg-	
North Rhine-Westph.	- West Pomerania	-
Nielsen 3a	98 Saxony-Anhalt	-
Hesse	20 Nielsen 7	-
Rhineland-Palatinate	78 Saxony	-
Saarland	- Thuringia	-
Nielsen 3b	1	-
Baden-Württemberg	1	-
Position in the company/organization	%	
Entrepreneur, co-owner, freelancer	19	
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	21	
Other salaried staff, civil servant, skilled worker	28	
Lecturer, teacher	1	
Trainee	4	
Other position	3	
Student	6	
Housewife/man	8	
Old-age pensioner	15	
Other not gainfully employed	2	
Buying and ordering capacity	%	
Purchase or order made or intended at the exhibition		
yes	73	
no	5	
maybe	22	
Follow-up business	%	
Intend to buy at later date		
yes	31	
no	15	
maybe	55	
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund		
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	

BAU

Trade visitors' profile

Visitors (number of entries)	232 901	
Proportion of trade visitors	93%	
Germany (total)	73	
of which		
Nielsen 1	5 Nielsen 4	51
Bremen	- Bavaria	51
Hamburg	1 Nielsen 5+6	3
Lower Saxony	3 Berlin	1
Schleswig-Holstein	- Brandenburg	1
Nielsen 2	7 Mecklenburg-	
North Rhine-Westph.	7 West Pomerania	-
Nielsen 3a	10 Saxony-Anhalt	1
Hesse	4 Nielsen 7	4
Rhineland-Palatinate	4 Saxony	2
Saarland	1 Thuringia	2
Nielsen 3b	19	
Baden-Württemberg	19	
Foreign (total)	27	
of which		
EU	62	
Other European countries	24	
Other countries	14	
Distance to home	%	
up to 50 km	13	
more than 50 km up to 100 km	10	
more than 100 km up to 300 km	28	
over 300 km	49	
Countries with the highest visitor shares	%	
Austria	16	
Italy	8	
Switzerland	8	
Turkey	4	
Frequency of visits to exhibition	%	
Previous event	37	
Earlier events	39	
First visit	45	
Average length of stay	1,5 days	
Influence on purchasing/procurement decisions	%	
Decisively	34	
Collectively	27	
In an advisory capacity	19	
No	11	
Student	9	

Trade visitors' profile

Area of responsibility	%		
Management	20		
Research/development/design	5		
Manufacturing, production, quality control	15		
Buying/procurement	3		
Finance/accounting, controlling	1		
Information and communication technology	1		
Personnel administration, administration	1		
Sales	12		
Marketing, advertising, PR	3		
Logistics: storage, material management, transport	2		
Maintenance/repairs	3		
Other area	5		
Product development/design	4		
Planning	17		
Student	9		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	28		
Managing director, board member, head of an authority etc.	9		
Area manager, works manager, plant manager, branch manager, head of public office	6		
Master craftsman, foreman	5		
Department head, group head, team leader	13		
Other salaried staff, civil servant, skilled worker	18		
Lecturer, teacher	2		
Trainee	6		
Other position	2		
Student	9		
Economic sector	%		
Construction industry	34		
Other skilled trades	5		
Architect, architect's office	12		
Constructional engineers	3		
Planner	4		
Building materials trade	8		
Other trade	3		
Building materials manufacturer	7		
Other manufacturers	4		
Building owner	2		
Real estate industry	2		
Service	4		
Authority/public services	3		
University, technical, vocational college, research institute	1		
Student	9		
Size of company/organization:			
Number of employees	%		
1- 9	35	500 - 999	4
10- 49	23	1 000 and more	11
50- 199	14	Student	9
200- 499	5		

Conducted by: TNS Infratest Wirtschaftsforschung, München

Area of responsibility	%		
Management	18		
Research/development/design	7		
Manufacturing, production, quality control	9		
Buying/procurement	2		
Finance/accounting, controlling	1		
Information and communication technology	1		
Personnel administration, administration	-		
Sales	5		
Marketing, advertising, PR	2		
Logistics: storage, material management, transport	5		
Maintenance/repairs	6		
Other area	7		
Building management	15		
Mechanical department, building machine, equipment department	12		
Student	9		
Other not gainfully employed	1		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	18		
Managing director, board member, head of an authority etc.	10		
Area manager, works manager, plant manager, branch manager, head of public office	8		
Master craftsman, building foreman, head mason	12		
Other salaried staff, civil servant, skilled worker	7		
Lecturer, teacher	7		
Trainee	6		
Other position	4		
Student	9		
Other not gainfully employed	1		
Distance to home	%		
up to 50 km	9		
more than 50 km up to 100 km	8		
more than 100 km up to 300 km	26		
over 300 km	57		
Countries with the highest visitor shares	%		
Austria	17		
Switzerland	10		
Italy	7		
France	5		
Frequency of visits to exhibition	%		
Previous event	38		
Earlier events	33		
First visit	48		
Average length of stay	1,9 days		
Influence on purchasing/procurement decisions	%		
Decisively	23		
Collectively	27		
In an advisory capacity	22		
No	19		
Student	9		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	10	500 - 999	5
5- 9	10	1 000 and more	16
10- 49	21	Student	9
50- 199	19	Other not gainfully employed	1
200- 499	9	employed	1

Conducted by: TNS Infratest, München

Trade visitors' profile

Visitors (number of entries)	635 065	Area of responsibility	%
Proportion of trade visitors	84%	Management	18
Germany (total)	56	Research/development/design	7
of which		Manufacturing, production, quality control	9
Nielsen 1	5 Nielsen 4	Buying/procurement	2
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	2 Berlin	Personnel administration, administration	-
Schleswig-Holstein	1 Brandenburg	Sales	5
Nielsen 2	8 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	8 West Pomerania	Logistics: storage, material management, transport	5
Nielsen 3a	8 Saxony-Anhalt	Maintenance/repairs	6
Hesse	3 Nielsen 7	Other area	7
Rhinelands-Palatinate	5 Saxony	Building management	15
Saarland	1 Thuringia	Mechanical department, building machine, equipment department	12
Nielsen 3b	23	Student	9
Baden-Württemberg	23	Other not gainfully employed	1
Visitors (number of entries)	66 772	Area of responsibility	%
Proportion of trade visitors	95%	Management	18
Germany (total)	36	Research/development/design	13
of which		Manufacturing, production, quality control	29
Nielsen 1	6 Nielsen 4	Buying/procurement	6
Bremen	- Bavaria	Finance/accounting, controlling	-
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	3 Berlin	Personnel administration, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	13
Nielsen 2	7 Mecklenburg-	Marketing, advertising, PR	5
North Rhine-Westph.	7 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	10 Saxony-Anhalt	Maintenance/repairs	3
Hesse	4 Nielsen 7	Other area	5
Rhinelands-Palatinate	5 Saxony	Student	6
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	13		
Baden-Württemberg	13		
Position in the company/organization	%	Position in the company/organization	%
Entrepreneur, co-owner, freelancer	14	Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	11	Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	12	Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	20	Department head, group head, team leader	20
Other management positions with personnel/budget responsibility	7	Other management positions with personnel/budget responsibility	7
Foreman, master craftsman	5	Foreman, master craftsman	5
Other salaried staff, civil servant, skilled worker	16	Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	2	Lecturer, teacher	2
Trainee	4	Trainee	4
Other position	3	Other position	3
Student	6	Student	6
Other not gainfully employed	1	Other not gainfully employed	1
Foreign (total)	64	Foreign (total)	64
of which		of which	
EU	47	EU	47
Other European countries	16	Other European countries	16
Africa	5	Africa	5
North America	5	North America	5
South and Central America	7	South and Central America	7
Middle East	4	Middle East	4
South-, East-, Central Asia	14	South-, East-, Central Asia	14
Australia	1	Australia	1
Distance to home	%	Distance to home	%
up to 50 km	9	up to 50 km	9
more than 50 km up to 100 km	8	more than 50 km up to 100 km	6
more than 100 km up to 300 km	26	more than 100 km up to 300 km	12
over 300 km	57	over 300 km	73
Countries with the highest visitor shares	%	Countries with the highest visitor shares	%
Italy	11	Italy	11
Russia	5	Russia	5
Switzerland	5	Switzerland	5
USA	5	USA	5
Austria	3	Austria	3
Frequency of visits to exhibition	%	Frequency of visits to exhibition	%
Previous event	29	Previous event	29
Earlier events	24	Earlier events	24
First visit	62	First visit	62
Average length of stay	1,9 days	Average length of stay	2,2 days
Influence on purchasing/procurement decisions	%	Influence on purchasing/procurement decisions	%
Decisively	24	Decisively	24
Collectively	30	Collectively	30
In an advisory capacity	25	In an advisory capacity	25
No	15	No	15
Student	6	Student	6
Other not gainfully employed	1	Other not gainfully employed	1
Size of company/organization:		Size of company/organization:	
Number of employees	%	Number of employees	%
1- 9	13	1 000 and more	25
10- 49	16	Student	6
50- 249	20	Other not gainfully employed	1
250- 499	11		
500- 999	8		
Conducted by: TNS Infratest Wirtschaftsforschung, München			

eCarTec / MATERIALICA (2012) → München

Trade visitors' profile

Visitors (number of entries)	12 759
Proportion of trade visitors	86%
Germany (total)	81
of which	
Nielsen 1	9
Bremen	4
Hamburg	2
Lower Saxony	2
Schleswig-Holstein	1
Nielsen 2	7
North Rhine-Westph.	7
Nielsen 3a	11
Hesse	7
Rhineland-Palatinate	3
Saarland	1
Nielsen 3b	12
Baden-Württemberg	12
Foreign (total)	19
of which	
EU	79
Other countries	21
Distance to home	%
up to 50 km	20
more than 50 km up to 100 km	16
more than 100 km up to 300 km	21
over 300 km	42
Countries with the highest visitor shares	%
Austria	14
United Kingdom	13
Frequency of visits to exhibition	%
Previous event	62
Earlier events	46
First visit	43
Average length of stay	1,0 days
Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	37
In an advisory capacity	19
No	15
Area of responsibility	%
Management	14
Research/development/design	24
Manufacturing, production, quality control	12
Buying/procurement	6
Finance/accounting, controlling	2
Information and communication technology	1
Organization, personnel, administration	3
Sales	10
Marketing, advertising, PR	-
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	7

Conducted by: Hopp & Partner, Berlin

f.re.e → München

Private visitors' profile

Visitors (number of entries)	111 280
Proportion of private visitors	89%
Germany (total)	98
of which	
Nielsen 1	- Nielsen 4
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	- Berlin
Schleswig-Holstein	- Brandenburg
Nielsen 2	- Mecklenburg-
North Rhine-Westph.	- West Pomerania
Nielsen 3a	- Saxony-Anhalt
Hesse	- Nielsen 7
Rhineland-Palatinate	- Saxony
Saarland	- Thuringia
Economic sector	%
Adaptronics	1
Aerospace	3
Automation, mechanical engineering	8
Automotive passenger vehicles	15
Automotive utility vehicles	6
Shipbuilding, boatbuilding	3
Motorcycles	5
Plastics	9
Metal	4
Chemistry	3
Composites	2
Electrical engineering/electronics	9
Energy	5
Medicine	3
Finances	2
Information and communication technology	2
Logistics, car hire services	1
Surface treatment technology	1
Bicycle	2
Sports	1
Building industry, architecture	1
Design	2
Ceramics	1
Authority/public services	4
University/college, research	5
Other	3
Size of company/organization:	%
Number of employees	
1- 4	8
5- 9	5
10- 49	15
50- 199	26
200 - 499	12
500 - 999	11
1 000 and more	24
Age	%
up to 20 years	8
over 20 up to 30 years	20
over 30 up to 40 years	14
over 40 up to 50 years	21
over 50 up to 60 years	20
over 60 up to 70 years	11
over 70 years	6
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	2
Lecturer, teacher	37
Trainee	2
Other position	5
Student	13
Housewife/man	3
Old-age pensioner	15
Other not gainfully employed	1
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	32
no	36
maybe	32
Follow-up business	%
Intend to buy at later date	
yes	30
no	14
maybe	56
Conducted by: TNS Infratest, München	
Visitors (number of entries)	29 544
Proportion of trade visitors	94%
Germany (total)	68
of which	
Nielsen 1	9
Bremen	-
Hamburg	2
Lower Saxony	4
Schleswig-Holstein	3
Nielsen 2	11
North Rhine-Westph.	11
Nielsen 3a	9
Hesse	4
Rhineland-Palatinate	5
Saarland	1
Nielsen 3b	25
Baden-Württemberg	25
Foreign (total)	32
of which	
EU	81
Other European countries	12
Other countries	7
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	6
more than 100 km up to 300 km	23
over 300 km	57
Countries with the highest visitor shares	%
Austria	25
Netherlands	7
Italy	7
Switzerland	7
United Kingdom	6
Frequency of visits to exhibition	%
2012	55
2011	52
Earlier events	49
First visit	24
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	46
Collectively	25
In an advisory capacity	14
No	9
Student	6
Other not gainfully employed	1

INHORGENTA MUNICH

Trade visitors' profile

Visitors (number of entries)	29 544
Proportion of trade visitors	94%
Germany (total)	68
of which	
Nielsen 1	9
Bremen	-
Hamburg	2
Lower Saxony	4
Schleswig-Holstein	3
Nielsen 2	11
North Rhine-Westph.	11
Nielsen 3a	9
Hesse	4
Rhineland-Palatinate	5
Saarland	1
Nielsen 3b	25
Baden-Württemberg	25
Foreign (total)	32
of which	
EU	81
Other European countries	12
Other countries	7
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	6
more than 100 km up to 300 km	23
over 300 km	57
Countries with the highest visitor shares	%
Austria	25
Netherlands	7
Italy	7
Switzerland	7
United Kingdom	6
Frequency of visits to exhibition	%
2012	55
2011	52
Earlier events	49
First visit	24
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	46
Collectively	25
In an advisory capacity	14
No	9
Student	6
Other not gainfully employed	1

Area of responsibility		%	
Management	35		
Research/development/design	1		
Manufacturing, production, quality control	6		
Buying/procurement	6		
Finance/accounting, controlling	2		
Information and communication technology	-		
Personnel administration, administration	-		
Sales	15		
Marketing, advertising, PR	4		
Logistics: storage, material management, transport	-		
Maintenance/repairs	1		
Other area	7		
Product development/design	14		
Student	6		
Other not gainfully employed	1		
Position in the company/organization		%	
Entrepreneur, co-owner, freelancer	53		
Managing director, board member, head of an authority etc.	5		
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/organization:			
Number of employees		%	
1- 4	53	500 - 999	2
5- 9	18	1 000 and more	3
10- 49	11	Student	6
50- 199	4	Other not gainfully employed	1
200- 499	3		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	138 792	Position in the company/organization	%
Proportion of trade visitors	29%	Entrepreneur, co-owner, freelancer	26
Germany (total)	96	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
Nielsen 1	1 Nielsen 4	Department head, group head, team leader	5
Bremen	- Bavaria	Foreman, master craftsman	12
Hamburg	- Nielsen 5+6	Other salaried staff, civil servant, skilled worker	16
Lower Saxony	1 Berlin	Lecturer, teacher	4
Schleswig-Holstein	- Brandenburg	Trainee	13
Nielsen 2	1 Mecklenburg-	Other position	4
North Rhine-Westph.	1 West Pomerania	Student	9
Nielsen 3a	1 Saxony-Anhalt	Other not gainfully employed	5
Hesse	1 Nielsen 7		
Rhineland-Palatinate	- Saxony		
Saarland	- Thuringia		
Nielsen 3b	2		
Baden-Württemberg	2		
Foreign (total)	4		
of which			
EU	66		
Other countries	34		
Distance to home	%		
up to 50 km	48		
more than 50 km up to 100 km	25		
more than 100 km up to 300 km	19		
over 300 km	8		
Country with the highest visitor share	%		
Austria	29		
Frequency of visits to exhibition	%		
Previous event	36		
Earlier events	49		
First visit	30		
Average length of stay	1,1 days		
Influence on purchasing/procurement decisions	%		
Decisively	22		
Collectively	21		
In an advisory capacity	21		
No	22		
Student	9		
Other not gainfully employed	5		

Private visitors' profile

Visitors (number of entries)	138 792	Position in the company/organization	%
Proportion of private visitors	71%	Entrepreneur, co-owner, freelancer	9
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	1
Nielsen 1	- Nielsen 4	Department head, group head, team leader	7
Bremen	- Bavaria	Foreman, master craftsman	3
Hamburg	- Nielsen 5+6	Other salaried staff, civil servant, skilled worker	25
Lower Saxony	- Berlin	Lecturer, teacher	2
Schleswig-Holstein	- Brandenburg	Trainee	1
Nielsen 2	- Mecklenburg-	Other position	4
North Rhine-Westph.	- West Pomerania	Student	4
Nielsen 3a	- Saxony-Anhalt	Housewife/man	8
Hesse	- Nielsen 7	Old-age pensioner	33
Rhineland-Palatinate	- Saxony	Other not gainfully employed	2
Saarland	- Thuringia		
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)	1		
of which			
EU	88		
Other countries	12		
Country with the highest visitor share	%		
Austria	52		
Distance to home	%		
up to 50 km	67		
more than 50 km up to 100 km	20		
more than 100 km up to 300 km	11		
over 300 km	2		
Frequency of visits to exhibition	%		
Previous event	44		
Earlier events	62		
First visit	20		
Sex	%		
Male	42		
Female	58		
Size of household	%		
1 person	15		
2 persons	51		
3 persons	14		
4 persons	14		
5 persons and more	6		
Age	%		
up to 20 years	3		
over 20 up to 30 years	7		
over 30 up to 40 years	8		
over 40 up to 50 years	17		
over 50 up to 60 years	25		
over 60 up to 70 years	28		
over 70 years	12		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

LASER World of PHOTONICS → München

Trade visitors' profile

Visitors (number of entries)	26 582		
Proportion of trade visitors	98%		
Germany (total)	45		
of which			
Nielsen 1	13	Nielsen 4	40
Bremen	1	Bavaria	40
Hamburg	1	Nielsen 5+6	5
Lower Saxony	8	Berlin	3
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2	6	Mecklenburg-	
North Rhine-Westph.	6	West Pomerania	-
Nielsen 3a	9	Saxony-Anhalt	1
Hesse	5	Nielsen 7	11
Rhineland-Palatinate	3	Saxony	4
Saarland	1	Thuringia	7
Nielsen 3b	16		
Baden-Württemberg	16		
Foreign (total)	55		
of which			
EU	57		
Other European countries	15		
North America	7		
South-, East-, Central Asia	16		
Other countries	6		
Distance to home	%		
up to 50 km	12		
more than 50 km up to 100 km	3		
more than 100 km up to 300 km	15		
over 300 km	71		
Countries with the highest visitor shares	%		
France	9		
United Kingdom	7		
Italy	7		
Switzerland	7		
Frequency of visits to exhibition	%		
Previous event	34		
Earlier events	27		
First visit	57		
Average length of stay	2,1 days		
Influence on purchasing/procurement decisions	%		
Decisively	17		
Collectively	29		
In an advisory capacity	20		
No	10		
Student	23		
Other not gainfully employed	1		

Size of company/organization:

Number of employees	%		
1- 4	6	500 - 999	5
5- 9	4	1 000 and more	22
10- 49	16	Student	23
50- 199	17	Other not gainfully employed	1
200- 499	6	employed	1

Conducted by: TNS Infratest Wirtschaftsforschung, München

productronica → München

Trade visitors' profile

Visitors (number of entries)	37 808	Finance/accounting, controlling	-
Proportion of trade visitors	98%	Information and communication technology	1
Germany (total)	49	Personnel administration, administration	-
of which		Sales	7
Nielsen 1	5	Marketing, advertising, PR	1
Bremen	1	Logistics: storage, material management, transport	1
Hamburg	1	Maintenance/repairs	2
Lower Saxony	2	Other area	2
Schleswig-Holstein	1	Student	12
Nielsen 2	5	Other not gainfully employed	1
Mecklenburg-			
North Rhine-Westph.	5	Position in the company/organization	%
West Pomerania	-	Entrepreneur, co-owner, freelancer	10
Nielsen 3a	7	Managing director, board member, head of an authority etc.	10
Saxony-Anhalt	1	Area manager, works manager, plant manager, branch manager, head of public office	9
Hesse	6	Project manager with managerial responsibility	11
Rhineland-Palatinate	1	Department head, group head, team leader	17
Saarland	-	Other salaried staff, civil servant, skilled worker	22
Nielsen 3b	18	Lecturer, teacher	2
Thuringia	3	Trainee	3
Baden-Württemberg	18	Other position	3
Foreign (total)	51	Student	12
of which		Other not gainfully employed	1
EU	64		
Other European countries	20	Economic sector	%
Middle East	4	Manufacture of industrial electronics	17
South-, East-, Central Asia	6	Manufacture of motor vehicle electronics	9
Other countries	6	Telecom products and consumer electronics manufacturers	4
Distance to home	%	Production of medical electronics	3
up to 50 km	13	Production of military electronics	2
more than 50 km up to 100 km	7	Semiconductor production	2
more than 100 km up to 300 km	18	Printed circuit board production	5
over 300 km	63	Electrical engineering	4
Countries with the highest visitor shares	%	Precision engineering and optics	1
Italy	12	Mechanical and apparatus engineering	5
Austria	8	Measuring, control and automation technology	3
Switzerland	8	Aerospace industry	2
Russia	6	Automobile and vehicle manufacturing	3
Czech Republic	4	Other processing industries, industry in general	3
Frequency of visits to exhibition	%	Trade, craft/skilled trades	6
Previous event	34	Service	10
Earlier events	41	Non-university research institute	1
First visit	54	University/college	2
Average length of stay	1,7 days	Public administration	1
Influence on purchasing/procurement decisions	%	Other sectors	5
Decisively	21	Student	12
Collectively	31	Other not gainfully employed	1
In an advisory capacity	26		
No	9		
Student	12		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 9	9	500 - 999	9
10- 49	16	1 000 and more	22
50- 99	22	Student	12
200- 499	9	Other not gainfully employed	1

Conducted by: TNS Infratest Wirtschaftsforschung, München

ALTENPFLEGE

Trade visitors' profile

Visitors (number of entries)	31 161		
Proportion of trade visitors	99%		
Germany (total)	98		
of which			
Nielsen 1	2	Nielsen 4	59
Bremen	-	Bavaria	59
Hamburg	1	Nielsen 5+6	3
Lower Saxony	1	Berlin	1
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	4	Mecklenburg-	
North Rhine-Westph.	4	West Pomerania	1
Other countries	17	Saxony-Anhalt	1
Foreign (total)	2		
of which			
EU	83		
Other countries	17		
Distance to home	%		
up to 50 km	17		
more than 50 km up to 100 km	17		
more than 100 km up to 300 km	45		
over 300 km	21		
Frequency of visits to exhibition	%		
Previous event	10		
Earlier events	60		
First visit	34		
Average length of stay	1,1 days		
Influence on purchasing/procurement decisions	%		
Decisively	15		
Collectively	29		
In an advisory capacity	26		
No	21		
Student	8		
Other not gainfully employed	2		

Area of responsibility	%
Management	12
Research/development/design	-
Manufacturing, production, quality control	1
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	2
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	9
Nursing service	54
Kitchen/household	5
Student	8
Other not gainfully employed	2
Position in the company/organization	%
Owner/Managing Director	8
Managing Director/Board of Directors –	-
Benefactor's Association	1
Homes management (e.g. elderly, handicapped)	6
Nursing management	13
Residential sector management	6
Kitchen/Housekeeping management	4
Social support	3
Nursing staff	24
Skilled domestic worker	2
Other management position	5
Other specialist	4
Nursing student	9
Other position	5
Student	8
Other not gainfully employed	2
Economic sector	%
Geriatric care, retirement home	50
Ambulatory care, residential community, assisted living	20
Hospital/clinic	4
Facility for the disabled	3
Therapeutic facility	1
Public authority, organization	3
School, university	3
Other sectors	7
Student	8
Other not gainfully employed	2

Size of company/organization:		
Number of employees		
1- 4	4	500 - 999
5- 9	4	1 000 and more
10- 49	23	Student
50- 199	35	Other not gainfully employed
200- 499	11	employed

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	711	Area of responsibility	%
Proportion of trade visitors	99%	Management	13
Germany (total)	68	Research/development/design	40
of which		Manufacturing, production, quality control	11
Nielsen 1	5 Nielsen 4	Buying/procurement	-
Bremen	- Bavaria	Finance/accounting, controlling	-
Hamburg	1 Nielsen 5+6	Information and communication technology	-
Lower Saxony	4 Berlin	Personnel administration, administration	1
Schleswig-Holstein	- Brandenburg	Sales	27
Nielsen 2	14 Mecklenburg-	Marketing, advertising, PR	5
North Rhine-Westph.	14 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	10 Saxony-Anhalt	Maintenance/repairs	2
Hesse	9 Nielsen 7	Other area	1
Rhinelan-Palatinate	2 Saxony	Student	1
Saarland	- Thuringia		
Nielsen 3b	22		
Baden-Württemberg	22		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	7		
Managing director, board member, head of an authority etc.	11		
Area manager, works manager, plant manager, branch manager, head of public office	19		
Department head, group head, team leader	23		
Other salaried staff, civil servant, skilled worker	30		
Lecturer, teacher	3		
Trainee	4		
Other position	2		
Student	1		
Foreign (total)	32		
of which			
EU	65		
Other European countries	35		
Distance to home	%		
up to 50 km	9		
more than 50 km up to 100 km	11		
more than 100 km up to 300 km	32		
over 300 km	48		
Average length of stay	1,3 days		
Influence on purchasing/procurement decisions	%		
Decisively	14		
Collectively	44		
In an advisory capacity	27		
No	14		
Student	1		
Economic sector	%		
Industry	75		
Wholesale trade	3		
Retail trade	1		
Import/export	2		
Service	9		
Public administration	1		
Teaching, research	7		
Other sectors	1		
Student	1		
Size of company/organization:			
Number of employees	%		
1- 4	4	200 - 499	11
5- 9	1	500 - 999	4
10- 49	11	1 000 and more	51
50- 199	15	Student	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	41 794	Area of responsibility	%
Proportion of trade visitors	92%	Management	31
Germany (total)	60	Research/development/design	8
of which		Manufacturing, production, quality control	7
Nielsen 1	9 Nielsen 4	Buying/procurement	9
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	2 Nielsen 5+6	Information and communication technology	1
Lower Saxony	5 Berlin	Personnel administration, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	17
Nielsen 2	4 Mecklenburg-	Marketing, advertising, PR	5
North Rhine-Westph.	4 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	9 Saxony-Anhalt	Maintenance/repairs	-
Hesse	7 Nielsen 7	Other area	8
Rhinelan-Palatinate	2 Saxony	Student	10
Saarland	- Thuringia		10
Nielsen 3b	16		1
Baden-Württemberg	16		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	40		
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	10		
Other salaried staff, civil servant, skilled worker	15		
Lecturer, teacher	2		
Trainee	2		
Other position	4		
Student	10		
Foreign (total)	40		
of which			
EU	74		
Other European countries	15		
North America	2		
South and Central America	3		
South-, East-, Central Asia	5		
Other countries	2		
Distance to home	%		
up to 50 km	12		
more than 50 km up to 100 km	6		
more than 100 km up to 300 km	30		
over 300 km	52		
Economic sector	%		
Retail trade	38		
Wholesale, import, export	12		
Manufacturers	15		
Agriculture and fisheries	9		
Service	9		
Other sectors	8		
Student	10		
Other not gainfully employed	1		
Countries with the highest visitor shares	%		
Italy	11		
Austria	8		
Russia	7		
Spain	7		
Poland	7		
Frequency of visits to exhibition	%		
Previous event	38		
Earlier events	50		
First visit	37		
Average length of stay	1,7 days		
Influence on purchasing/procurement decisions	%		
Decisively	38		
Collectively	30		
In an advisory capacity	13		
No	9		
Student	10		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	30	500 - 999	4
5- 9	11	1 000 and more	6
10- 49	24	Student	10
50- 199	10	Other not gainfully employed	1
200- 499	6		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

eltec → Nürnberg

Trade visitors' profile

Visitors (number of entries)	11 863	
Proportion of trade visitors	97%	
Germany (total)	98	
of which		
Nielsen 1	2 Nielsen 4	90
Bremen	- Bavaria	90
Hamburg	- Nielsen 5+6	2
Lower Saxony	1 Berlin	1
Schleswig-Holstein	- Brandenburg	-
Nielsen 2	1 Mecklenburg-	
North Rhine-Westph.	1 West Pomerania	-
Nielsen 3a	- Saxony-Anhalt	-
Hesse	- Nielsen 7	3
Rhineland-Palatinate	- Saxony	2
Saarland	- Thuringia	1
Nielsen 3b	2	
Baden-Württemberg	2	
Foreign (total)	2	
Distance to home	%	
up to 50 km	26	
more than 50 km up to 100 km	24	
more than 100 km up to 300 km	43	
over 300 km	7	
Frequency of visits to exhibition	%	
Previous event	38	
Earlier events	43	
First visit	35	
Average length of stay	1.1 days	
Influence on purchasing/procurement decisions	%	
Decisively	31	
Collectively	27	
In an advisory capacity	20	
No	18	
Student	4	
Other not gainfully employed	1	

Area of responsibility	%		
Management	14		
Research/development/design	4		
Manufacturing, production, quality control	5		
Buying/procurement	2		
Finance/accounting, controlling	-		
Information and communication technology	4		
Personnel administration, administration	1		
Sales	8		
Marketing, advertising, PR	1		
Logistics: storage, material management, transport	1		
Maintenance/repairs	15		
Other area	8		
Installation/assembly	32		
Student	4		
Other not gainfully employed	1		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	26		
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	12		
Foreman, master craftsman	11		
Other salaried staff, civil servant, skilled worker	20		
Lecturer, teacher	2		
Trainee	16		
Other position	1		
Student	4		
Other not gainfully employed	1		
Economic sector	%		
Electrical skilled trade	51		
Heating, hot water preparation, air-conditioning, ventilation	1		
Other skilled trades	2		
Electrical engineering/electronics industry	13		
Other industry	4		
Electrical wholesale trade	5		
Power supply company	4		
Engineering, planning office, architects	4		
Service	5		
Specialist authority, administration	3		
Training institution	2		
Other sectors	2		
Student	4		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	27	500 - 999	5
5- 9	15	1 000 and more	15
10- 49	15	Student	4
50- 199	12	Other not gainfully employed	1
200- 499	7	employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

embedded world → Nürnberg

Trade visitors' profile

Visitors (number of entries)	22 547		
Proportion of trade visitors	94%		
Germany (total)	60		
of which			
Nielsen 1	7 Nielsen 4	45	
Bremen	- Bavaria	45	
Hamburg	2 Nielsen 5+6	7	
Lower Saxony	4 Berlin	4	
Schleswig-Holstein	1 Brandenburg	1	
Nielsen 2	5 Mecklenburg-		
North Rhine-Westph.	5 West Pomerania	1	
Nielsen 3a	9 Saxony-Anhalt	1	
Hesse	6 Nielsen 7	7	
Rhineland-Palatinate	2 Saxony	4	
Saarland	1 Thuringia	3	
Nielsen 3b	21		
Baden-Württemberg	21		
Foreign (total)	40		
of which			
EU	66		
Other European countries	23		
South-, East-, Central Asia	6		
Other countries	6		
Distance to home	%		
up to 50 km	9		
more than 50 km up to 100 km	4		
more than 100 km up to 300 km	34		
over 300 km	53		
Countries with the highest visitor shares	%		
Czech Republic	12		
Italy	10		
Russia	10		
Austria	7		
Netherlands	6		
Frequency of visits to exhibition	%		
Previous event	42		
Earlier events	52		
First visit	37		
Average length of stay	1.6 days		
Influence on purchasing/procurement decisions	%		
Decisively	28		
Collectively	32		
In an advisory capacity	18		
No	9		
Student	13		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	8	500 - 999	5
5- 9	6	1 000 and more	21
10- 49	21	Student	13
50- 199	15	Other not gainfully employed	1
200- 499	10	employed	1
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European Coatings SHOW

Trade visitors' profile

Visitors (number of entries)	25 845	
Proportion of trade visitors	100%	
Germany (total)	45	
of which		
Nielsen 1	9 Nielsen 4	28
Bremen	1 Bavaria	28
Hamburg	2 Nielsen 5+6	4
Lower Saxony	5 Berlin	1
Schleswig-Holstein	2 Brandenburg	-
Nielsen 2	17 Mecklenburg-	
North Rhine-Westph.	17 West Pomerania	-
Nielsen 3a	17 Saxony-Anhalt	2
Hesse	8 Nielsen 7	3
Rhineland-Palatinate	8 Saxony	1
Saarland	1 Thuringia	2
Nielsen 3b	23	
Baden-Württemberg	23	
Foreign (total)	55	
of which		
EU	58	
Other European countries	13	
Africa	10	
North America	7	
South and Central America	5	
Middle East	4	
South-, East-, Central Asia	3	
Distance to home	%	
up to 50 km	4	
more than 50 km up to 100 km	3	
more than 100 km up to 300 km	22	
over 300 km	71	
Countries with the highest visitor shares	%	
France	6	
Italy	6	
Austria	6	
Switzerland	6	
Spain	6	
Frequency of visits to exhibition	%	
Previous event	39	
Earlier events	39	
First visit	45	
Average length of stay	1,8 days	
Influence on purchasing/procurement decisions	%	
Decisively	32	
Collectively	35	
In an advisory capacity	19	
No	11	
Student	3	

Trade visitors' profile

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

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

Economic sector	%
Industrial producer	73
Wholesale, import, export	11
Commercial agent	4
Service	5
Public authority/administration	1
Other sectors	3
Student	3

Size of company/organization:	
Number of employees	%
1- 4	7
5- 9	5
10- 49	16
50- 199	23
200- 499	13
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Visitors (number of entries)	34 598
Proportion of trade visitors	99%
Germany (total)	79
of which	
Nielsen 1	11
Nielsen 4	34
Bremen	1
Bavaria	34
Hamburg	2
Nielsen 5+6	4
Lower Saxony	6
Berlin	2
Schleswig-Holstein	2
Brandenburg	1
Nielsen 2	11
Mecklenburg-	
North Rhine-Westph.	11
West Pomerania	-
Nielsen 3a	13
Saxony-Anhalt	1
Hesse	8
Nielsen 7	9
Rhineland-Palatinate	5
Saxony	6
Saarland	-
Thuringia	3
Nielsen 3b	20
Baden-Württemberg	20

Foreign (total)	21
of which	
EU	82
Other European countries	11
Other countries	6

Distance to home	%
up to 50 km	7
more than 50 km up to 100 km	8
more than 100 km up to 300 km	39
over 300 km	46

Countries with the highest visitor shares	%
Austria	17
Czech Republic	16
Italy	8
Netherlands	8
Switzerland	6

Frequency of visits to exhibition	%
Previous event	37
Earlier events	39
First visit	41

Average length of stay	1,2 days
------------------------	----------

Influence on purchasing/procurement decisions	%
Decisively	27
Collectively	38
In an advisory capacity	19
No	9
Student	5
Other not gainfully employed	1

Area of responsibility	%
Management	17
Research/development/design	11
Manufacturing, production, quality control	13
Buying/procurement	13
Finance/accounting, controlling	-
Personnel administration, administration	-
Sales	21
Marketing, advertising, PR	3
Logistics: storage, material management, transport	10
Maintenance/repairs	3
Other area	3
Student	5
Other not gainfully employed	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	14
Department head, group head, team leader	27
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	1
Trainee	3
Other position	3
Student	5
Other not gainfully employed	1

Distance to home	%
up to 50 km	7
more than 50 km up to 100 km	8
more than 100 km up to 300 km	28
over 300 km	5

Economic sector	%
Industry	63
Skilled trades	3
Retail trade	1
Wholesale trade	9
Mail order	1
Advertising business	2
Other service	8
Organisation/association/society	1
Public authority/administration	1
Other sectors	4
Student	5
Other not gainfully employed	1

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

Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	27
In an advisory capacity	16
No	21
Student	8
Other not gainfully employed	3

Size of company/organization:	
Number of employees	%
1- 4	7
5- 9	21
10- 49	15
50- 199	23
200- 499	16
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Trade visitors' profile

Visitors (number of entries)	31 138
Proportion of trade visitors	91%
Germany (total)	99
of which	
Nielsen 1	- Nielsen 4
- Nielsen 4	88
Bremen	88
Hamburg	- Nielsen 5+6
Lower Saxony	- Berlin
Schleswig-Holstein	- Brandenburg
Nielsen 2	1 Mecklenburg-
North Rhine-Westph.	1 West Pomerania
Nielsen 3a	3 Saxony-Anhalt
Hesse	2 Nielsen 7
Rhineland-Palatinate	1 Saxony
Saarland	- Thuringia
Nielsen 3b	4
Baden-Württemberg	4

Foreign (total)	1
of which	
EU	38
Other countries	63

Distance to home	%
up to 50 km	44
more than 50 km up to 100 km	23
more than 100 km up to 300 km	28
over 300 km	5

Frequency of visits to exhibition	%
2009	36
2007	22
2005	16
Earlier events	15
First visit	26

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

Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	27
In an advisory capacity	16
No	21
Student	8
Other not gainfully employed	3

Size of company/organization:	
Number of employees	%
1- 4	15
5- 9	16
10- 49	31
50- 199	16
200- 499	4
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it-sa → Nürnberg

Trade visitors' profile

Visitors (number of entries)	6 945	
Proportion of trade visitors	98%	
Germany (total)	94	
of which		
Nielsen 1	3 Nielsen 4	62
Bremen	- Bavaria	62
Hamburg	- Nielsen 5+6	4
Lower Saxony	2 Berlin	2
Schleswig-Holstein	- Brandenburg	-
Nielsen 2	6 Mecklenburg-	
North Rhine-Westph.	6 West Pomerania	-
Nielsen 3a	9 Saxony-Anhalt	1
Hesse	6 Nielsen 7	5
Rhineland-Palatinate	3 Saxony	4
Saarland	1 Thuringia	2
Nielsen 3b	12	
Baden-Württemberg	12	
Foreign (total)	6	
of which		
EU	50	
Other countries	50	
Distance to home	%	
up to 50 km	25	
more than 50 km up to 100 km	12	
more than 100 km up to 300 km	39	
over 300 km	23	
Frequency of visits to exhibition	%	
Previous event	31	
Earlier events	32	
First visit	57	
Average length of stay	1,2 days	
Influence on purchasing/procurement decisions	%	
Decisively	21	
Collectively	31	
In an advisory capacity	26	
No	11	
Student	11	
Other not gainfully employed	1	

Area of responsibility	%		
Management	9		
Research/development/design	6		
Manufacturing, production, quality control	1		
Buying/procurement	1		
Finance/accounting, controlling	-		
Information and communication technology	54		
Personnel administration, administration	1		
Sales	7		
Marketing, advertising, PR	1		
Logistics: storage, material management, transport	-		
Maintenance/repairs	3		
Other area	6		
Student	11		
Other not gainfully employed	1		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	11		
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	25		
Other salaried staff, civil servant, skilled worker	31		
Lecturer, teacher	2		
Trainee	6		
Other position	2		
Student	11		
Other not gainfully employed	1		
Economic sector	%		
Industry	17		
Skilled trades	1		
Trade	4		
Police	2		
Public authority	11		
Banks, saving banks	2		
Insurance	2		
Information services	26		
Telecommunication	3		
Management consultancy	3		
Health service	4		
Education and schools	3		
Research	3		
Public institutions	1		
Other sectors	7		
Student	11		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	7	500 - 999	8
5- 9	4	1 000 and more	32
10- 49	12	Student	11
50- 199	15	Other not gainfully employed	2
200- 499	10	employed	1

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mailingtage → Nürnberg

Trade visitors' profile

Visitors (number of entries)	7 368		
Proportion of trade visitors	99%		
Germany (total)	93		
of which			
Nielsen 1	7 Nielsen 4	51	
Bremen	1 Bavaria	51	
Hamburg	3 Nielsen 5+6	5	
Lower Saxony	3 Berlin	3	
Schleswig-Holstein	1 Brandenburg	1	
Nielsen 2	8 Mecklenburg-		
North Rhine-Westph.	8 West Pomerania	-	
Nielsen 3a	7 Saxony-Anhalt	-	
Hesse	5 Nielsen 7	6	
Rhineland-Palatinate	2 Saxony	5	
Saarland	- Thuringia	1	
Nielsen 3b	17		
Baden-Württemberg	17		
Foreign (total)	7		
of which			
EU	92		
Other European countries	8		
Distance to home	%		
up to 50 km	17		
more than 50 km up to 100 km	9		
more than 100 km up to 300 km	44		
over 300 km	30		
Country with the highest visitor share	%		
Austria	39		
Frequency of visits to exhibition	%		
Previous event	29		
Earlier events	40		
First visit	51		
Average length of stay	1,3 days		
Influence on purchasing/procurement decisions	%		
Decisively	24		
Collectively	40		
In an advisory capacity	23		
No	11		
Student	2		
Other not gainfully employed	2		
Size of company/organization:			
Number of employees	%		
1- 4	11	500 - 999	10
5- 9	4	1 000 and more	20
10- 49	18	Student	2
50- 199	21	Other not gainfully employed	2
200- 499	12	employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

POWTECH + TechnoPharm

Trade visitors' profile

Visitors (number of entries)	16 805	
Proportion of trade visitors	100%	
Germany (total)	72	
of which		
Nielsen 1	7 Nielsen 4	32
Bremen	- Bavaria	32
Hamburg	1 Nielsen 5+6	5
Lower Saxony	3 Berlin	1
Schleswig-Holstein	2 Brandenburg	1
Nielsen 2	11 Mecklenburg-	
North Rhine-Westph.	11 West Pomerania	-
Nielsen 3a	15 Saxony-Anhalt	3
Hesse	10 Nielsen 7	8
Rhineland-Palatinate	5 Saxony	7
Saarland	1 Thuringia	2
Nielsen 3b	23	
Baden-Württemberg	23	
Foreign (total)	28	
of which		
EU	67	
Other European countries	19	
South-, East-, Central Asia	7	
Other countries	7	
Distance to home	%	
up to 50 km	8	
more than 50 km up to 100 km	6	
more than 100 km up to 300 km	36	
over 300 km	50	
Countries with the highest visitor shares	%	
Switzerland	12	
Austria	11	
Czech Republic	10	
Italy	7	
Netherlands	7	
Frequency of visits to exhibition	%	
Previous event	29	
Earlier events	32	
First visit	54	
Average length of stay	1,3 days	
Influence on purchasing/procurement decisions	%	
Decisively	22	
Collectively	43	
In an advisory capacity	21	
No	8	
Student	7	
Other not gainfully employed	1	

Trade visitors' profile

Area of responsibility	%
Management	13
Research/development/design	30
Manufacturing, production, quality control	20
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	1
Sales	13
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	7
Other area	5
Student	7
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	32
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	2
Trainee	1
Other position	4
Student	7
Other not gainfully employed	1
Economic sector	%
Industry	66
Skilled trades	1
Retail trade	1
Wholesale/foreign trade	2
Engineer's and planning office	6
Service companies (total)	7
Authority/public services	1
Teaching (polytechnic/university/college)	2
Research	5
Other sectors	2
Student	7
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	8
5- 9	3
10- 49	13
50- 199	18
200- 499	16
employed	1

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Visitors (number of entries) 7 810

Proportion of trade visitors 99%

Germany (total) 77

of which			
Nielsen 1	5	Nielsen 4	49
Bremen	-	Bavaria	49
Hamburg	1	Nielsen 5+6	3
Lower Saxony	4	Berlin	1
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	6	Mecklenburg-	
North Rhine-Westph.	6	West Pomerania	-
Nielsen 3a	10	Saxony-Anhalt	1
Hesse	6	Nielsen 7	8
Rhineland-Palatinate	3	Saxony	5
Saarland	2	Thuringia	3
Nielsen 3b	19		
Baden-Württemberg	19		

Foreign (total) 23

of which			
EU	63		
Other European countries	17		
Africa	20		

Distance to home %

up to 50 km	11
more than 50 km up to 100 km	13
more than 100 km up to 300 km	35
over 300 km	41

Countries with the highest visitor shares %

Switzerland	9
Italy	8

Frequency of visits to exhibition %

Previous event	19
Earlier events	32
First visit	57

Average length of stay 1,2 days

Influence on purchasing/procurement decisions %

Decisively	19
Collectively	36
In an advisory capacity	22
No	6
Student	17
Other not gainfully employed	1

Size of company/organization:

Number of employees %

1- 4	8	500 - 999	6
5- 9	3	1 000 and more	33
10- 49	13	Student	17
50- 199	18	Other not gainfully employed	1
200- 499	16		
employed	1		

Area of responsibility %

Management	7
Research/development/design	49
Manufacturing, production, quality control	8
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	2
Personnel administration, administration	-
Sales	8
Marketing, advertising, PR	3
Logistics: storage, material management, transport	-
Maintenance/repairs	3
Other area	2
Student	17
Other not gainfully employed	1

Position in the company/organization %

Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	35
Lecturer, teacher	3
Trainee	2
Other position	3
Student	17
Other not gainfully employed	1

Economic sector %

Industry	58
Wholesale trade	1
Import/export	1
Service	9
Public administration	1
Teaching, research	9
Other sectors	2
Student	17
Other not gainfully employed	1

Size of company/organization:

Number of employees %

1- 4	6	500 - 999	6
5- 9	5	1 000 and more	33
10- 49	12	Student	17
50- 199	10	Other not gainfully employed	1
200- 499	10		

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Trade visitors' profile

Visitors (number of entries) 76 055

Proportion of trade visitors 79%

Germany (total) 61

of which			
Nielsen 1	5	Nielsen 4	53
Bremen	-	Bavaria	53
Hamburg	1	Nielsen 5+6	5
Lower Saxony	3	Berlin	3
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	6	Mecklenburg-	
North Rhine-Westph.	6	West Pomerania	-
Nielsen 3a	9	Saxony-Anhalt	1
Hesse	6	Nielsen 7	6
Rhineland-Palatinate	3	Saxony	4
Saarland	2	Thuringia	3
Nielsen 3b	17		
Baden-Württemberg	17		

Foreign (total) 39

of which			
EU	62		
Other European countries	13		
Africa	4		
North America	3		
South and Central America	3		
Middle East	9		
South-, East-, Central Asia	2		
Australia	4		

Distance to home %

up to 50 km	14
more than 50 km up to 100 km	6
more than 100 km up to 300 km	29
over 300 km	51

Countries with the highest visitor shares %

Netherlands	8
Austria	6
Czech Republic	6
Switzerland	6
Italy	5

Frequency of visits to exhibition %

2011	43
2010	38
2009	32
2008	27
Earlier events	27
First visit	30

Average length of stay 2,0 days

Influence on purchasing/procurement decisions %

Decisively	47
Collectively	27
In an advisory capacity	14
No	8
Student	3
Other not gainfully employed	2

Area of responsibility %

Management	28
Research/development/design	6
Manufacturing, production, quality control	5
Buying/procurement	12
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	1
Sales	27
Marketing, advertising, PR	5
Logistics: storage, material management, transport	-
Maintenance/repairs	2
Other area	6
Student	3
Other not gainfully employed	2

Position in the company/organization %

Entrepreneur, co-owner, freelancer	48
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	12
Lecturer, teacher	2
Trainee	2
Other position	4
Student	3
Other not gainfully employed	2

Economic sector %

Wholesale/foreign trade	15
Retail trade/specialist trade	43
Department stores, mail order	3
Skilled trades	4
Services, professions, institutions	11
Media (press, radio, television)	3
Industry	8
Authority/public services	4
Chain stores, specialist stores	1
Other sectors	5
Student	3
Other not gainfully employed	2

Size of company/organization:

Number of employees %

Stone+tec Nürnberg → Nürnberg

Trade visitors' profile

Visitors (number of entries)	19 562
Proportion of trade visitors	94%
Germany (total)	78
of which	
Nielsen 1	8
- Nielsen 4	36
Bremen	-
- Bavaria	36
Hamburg	1
Nielsen 5+6	6
Lower Saxony	5
Berlin	1
Schleswig-Holstein	1
Brandenburg	2
Nielsen 2	9
Mecklenburg-	
North Rhine-Westph.	9
West Pomerania	-
Nielsen 3a	14
Saxony-Anhalt	2
Hesse	7
Nielsen 7	9
Rhineland-Palatinate	6
Saxony	5
Saarland	1
Thuringia	4
Nielsen 3b	18
Baden-Württemberg	18
Foreign (total)	22
of which	
EU	77
Other European countries	14
Other countries	9
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	34
over 300 km	49
Countries with the highest visitor shares	%
Austria	11
Netherlands	11
Italy	9
Switzerland	8
Czech Republic	7
Frequency of visits to exhibition	%
Previous event	45
Earlier events	63
First visit	25
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	46
Collectively	24
In an advisory capacity	16
No	9
Student	3
Other not gainfully employed	1

Area of responsibility	%		
Management	39		
Research/development/design	3		
Manufacturing, production, quality control	23		
Buying/procurement	4		
Finance/accounting, controlling	1		
Information and communication technology	-		
Personnel administration, administration	1		
Sales	11		
Marketing, advertising, PR	2		
Logistics: storage, material management, transport	1		
Maintenance/repairs	2		
Other area	8		
Student	3		
Other not gainfully employed	1		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	55		
Managing director, board member, 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	8		
Other salaried staff, civil servant, skilled worker	14		
Lecturer, teacher	1		
Trainee	6		
Other position	2		
Student	3		
Other not gainfully employed	1		
Economic sector	%		
Industry	16		
Wholesale trade	9		
Retail trade	6		
Skilled trades	55		
Services (e.g. architects)	5		
Public authority/administration	2		
Polytechnics	1		
Other sectors	2		
Student	3		
Other not gainfully employed	1		
Size of company/organization:			
Number of employees	%		
1- 4	44	500 - 999	1
5- 9	22	1 000 and more	3
10- 49	18	Student	3
50- 199	5	Other not gainfully employed	8
200- 499	3	employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Werkstätten:Messe → Nürnberg

Trade visitors' profile

Visitors (number of entries)	21 909
Proportion of trade visitors	52%
Germany (total)	98
of which	
Nielsen 1	6
Nielsen 4	67
Bremen	-
- Bavaria	67
Hamburg	1
Nielsen 5+6	3
Lower Saxony	3
Berlin	1
Schleswig-Holstein	1
Brandenburg	2
Nielsen 2	4
Mecklenburg-	
North Rhine-Westph.	4
West Pomerania	-
Nielsen 3a	6
Saxony-Anhalt	1
Hesse	5
Nielsen 7	4
Rhineland-Palatinate	1
Saxony	2
Saarland	-
Thuringia	2
Nielsen 3b	11
Baden-Württemberg	11
Foreign (total)	2
of which	
EU	42
Other European countries	53
Other countries	5
Distance to home	%
up to 50 km	43
more than 50 km up to 100 km	13
more than 100 km up to 300 km	26
over 300 km	18
Frequency of visits to exhibition	%
Previous event	38
Earlier events	48
First visit	38
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	14
Collectively	24
In an advisory capacity	20
No	32
Student	3
Other not gainfully employed	8

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private visitors' profile

Visitors (number of entries)	21 909		
Proportion of private visitors	48%		
Germany (total)	100		
of which			
Nielsen 1	-		
Nielsen 4	97		
Bremen	-		
- Bavaria	97		
Hamburg	-		
- Nielsen 5+6	1		
Lower Saxony	-		
- Berlin	-		
Schleswig-Holstein	-		
- Brandenburg	-		
Nielsen 2	-		
Mecklenburg-			
North Rhine-Westph.	-		
- West Pomerania	1		
Nielsen 3a	1		
Saxony-Anhalt	-		
Hesse	1		
Nielsen 7	1		
Rhineland-Palatinate	-		
- Saxony	-		
Saarland	-		
- Thuringia	-		
Nielsen 3b	1		
Baden-Württemberg	1		
Distance to home	%		
up to 50 km	86		
more than 50 km up to 100 km	7		
more than 100 km up to 300 km	5		
over 300 km	2		
Frequency of visits to exhibition	%		
Previous event	41		
Earlier events	45		
First visit	41		
Sex	%		
Male	28		
Female	72		
Size of household	%		
1 person	18		
2 persons	41		
3 persons	17		
4 persons	18		
5 persons and more	6		
Age	%		
up to 20 years	3		
over 20 up to 30 years	8		
over 30 up to 40 years	11		
over 40 up to 50 years	21		
over 50 up to 60 years	26		
over 60 up to 70 years	21		
over 70 years	10		
Size of company/organization:			
Number of employees	%		
1- 4	6	500 - 999	12
5- 9	4	1 000 and more	14
10- 49	12	Student	3
50- 199	17	Other not gainfully employed	8
200- 499	24	employed	8

Badische Weinmesse → Offenburg

Private visitors' profile

Position in the company/organization	%
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	2
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher	4
Trainee	1
Other position	6
Student	4
Housewife/man	11
Old-age pensioner	28
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	75
no	7
maybe	18
Follow-up business	%
Intend to buy at later date	
yes	28
no	18
maybe	54

Conducted by: Gelszs Messe-Marktforschung GmbH, Dortmund

Visitors (number of entries)

4 763

Proportion of private visitors

83%

Germany (total)

95

of which

Nielsen 1

1

Nielsen 2

1

Nielsen 3a

4

Nielsen 3b

94

Baden-Württemberg

94

Foreign (total)

5

Distance to home

%

up to 50 km

73

more than 50 km up to 100 km

9

more than 100 km up to 300 km

16

over 300 km

2

Frequency of visits to exhibition

%

Previous event

23

Earlier events

45

First visit

31

Sex

%

Male

58

Female

42

Age

%

up to 20 years

3

over 20 up to 30 years

18

over 30 up to 40 years

13

over 40 up to 50 years

22

over 50 up to 60 years

28

over 60 up to 70 years

10

over 70 years

5

Position in the company/organization

%

Entrepreneur, co-owner, freelancer

16

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

3

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

6

Department head, group head, team leader

15

Other salaried staff, civil servant, skilled worker

30

Lecturer, teacher

3

Trainee

1

Other position

8

Student

4

Housewife/man

-

Old-age pensioner

12

Other not gainfully employed

2

Buying and ordering capacity

%

Purchase or order made or intended at the exhibition

39

yes

39

no

39

maybe

22

Follow-up business

%

Intend to buy at later date

52

yes

52

no

12

maybe

36

Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg

OBERRHEIN MESSE → Offenburg

Private visitors' profile

Visitors (number of entries)

73 367

Proportion of private visitors

100%

Germany (total)

94

of which

Nielsen 1

-

Bremen

-

Hamburg

-

Lower Saxony

-

Schleswig-Holstein

-

North Rhine-Westph.

-

Nielsen 2

-

Hesse

-

Rhineland-Palatinate

-

Saarland

-

Baden-Württemberg

-

Foreign (total)

6

of which

EU

98

Other countries

2

Country with the highest visitor share

%

France

98

Distance to home

%

up to 50 km

84

more than 50 km up to 100 km

10

more than 100 km up to 300 km

2

over 300 km

1

Frequency of visits to exhibition

%

Previous event

66

Earlier events

28

First visit

6

Sex

%

Male

47

Female

53

Size of household

%

1 person

9

2 persons

43

3 persons

18

4 persons

20

5 persons and more

10

Age

%

up to 20 years

6

over 20 up to 30 years

16

over 30 up to 40 years

14

over 40 up to 50 years

21

over 50 up to 60 years

19

over 60 up to 70 years

16

over 70 years

8

CMT – Die Urlaubsmesse → Stuttgart

Private visitors' profile

Visitors (number of entries)	208 413	
Proportion of private visitors	88%	
Germany (total)	99	
of which		
Nielsen 1	- Nielsen 4	5
Bremen	- Bavaria	5
Hamburg	- Nielsen 5+6	-
Lower Saxony	- Berlin	-
Schleswig-Holstein	- Brandenburg	-
Nielsen 2	- Mecklenburg-	-
North Rhine-Westph.	- West Pomerania	-
Nielsen 3a	4 Saxony-Anhalt	-
Hesse	2 Nielsen 7	-
Rhineland-Palatinate	2 Saxony	-
Saarland	- Thuringia	-
Nielsen 3b	91	
Baden-Württemberg	91	
Foreign (total)	1	
of which		
EU	-	
Other European countries	75	
Other countries	26	
Country with the highest visitor share	%	
Switzerland	75	
Distance to home	%	
up to 50 km	61	
more than 50 km up to 100 km	23	
more than 100 km up to 300 km	15	
over 300 km	2	
Frequency of visits to exhibition	%	
Previous event	40	
Earlier events	54	
First visit	25	
Sex	%	
Male	53	
Female	47	
Size of household	%	
1 person	12	
2 persons	53	
3 persons	15	
4 persons	15	
5 persons and more	1	
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	21	
over 50 up to 60 years	29	
over 60 up to 70 years	23	
over 70 years	7	

Position in the company/organization	%
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	9
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher	3
Trainee	1
Other position	4
Student	4
Housewife/man	4
Old-age pensioner	26
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	37
no	33
maybe	30
Follow-up business	%
Intend to buy at later date	
yes	41
no	14
maybe	45

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

COMPOSITES EUROPE → Stuttgart

Trade visitors' profile

Visitors (number of entries)	9 171	
Proportion of trade visitors	99%	
Germany (total)	75	
of which		
Nielsen 1	6 Nielsen 4	24
Bremen	1 Bavaria	24
Hamburg	1 Nielsen 5+6	2
Lower Saxony	4 Berlin	1
Schleswig-Holstein	1 Brandenburg	-
Nielsen 2	14 Mecklenburg-	-
North Rhine-Westph.	14 West Pomerania	1
Nielsen 3a	11 Saxony-Anhalt	1
Hesse	7 Nielsen 7	3
Rhineland-Palatinate	4 Saxony	2
Saarland	- Thuringia	1
Nielsen 3b	40	
Baden-Württemberg	40	

Foreign (total)	25
of which	
EU	70
Other European countries	19
Other countries	11
Distance to home	%
up to 50 km	17
more than 50 km up to 100 km	10
more than 100 km up to 300 km	29
over 300 km	44

Countries with the highest visitor shares	%
Austria	14
Switzerland	11
France	10
United Kingdom	8
Italy	7

Frequency of visits to exhibition	%
Previous event	18
Earlier events	24
First visit	64

Average length of stay

1,3 days

Influence on purchasing/procurement decisions	%
Decisively	16
Collectively	27
In an advisory capacity	26
No	16
Student	15
Other not gainfully employed	1

Size of company/organization:

Number of employees	%
1- 4	8
5- 9	4
10- 49	15
50- 199	18
200- 499	10
500 - 999	5
1 000 and more	24
Student	15
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

eltefa

Trade visitors' profile

Visitors (number of entries)	22 826
Proportion of trade visitors	99%

Germany (total)	99	
of which		
Nielsen 1	- Nielsen 4	3
Bremen	- Bavaria	3
Hamburg	- Nielsen 5+6	-
Lower Saxony	- Berlin	-
Schleswig-Holstein	- Brandenburg	-
Nielsen 2	- Mecklenburg-	-
North Rhine-Westph.	- West Pomerania	-
Nielsen 3a	5 Saxony-Anhalt	-
Hesse	- Nielsen 7	-
Rhineland-Palatinate	- Saxony	-
Saarland	- Thuringia	-
Nielsen 3b	91	
Baden-Württemberg	91	

Foreign (total)	1
Distance to home	%
up to 50 km	38
more than 50 km up to 100 km	31
more than 100 km up to 300 km	29
over 300 km	2

Frequency of visits to exhibition	%
Previous event	39
Earlier events	46
First visit	33

Average length of stay

1,1 days

Influence on purchasing/procurement decisions	%
Decisively	26
Collectively	30
In an advisory capacity	24
No	16
Student	3
Other not gainfully employed	1

Area of responsibility	%		
Management	19		
Research/development/design	6		
Manufacturing, production, quality control	13		
Buying/procurement	5		
Finance/accounting, controlling	-		
Information and communication technology	5		
Personnel administration, administration	1		
Sales	8		
Marketing, advertising, PR	1		
Logistics: storage, material management, transport	1		
Maintenance/repairs	25		
Other area	13		
Student	3		
Other not gainfully employed	1		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	22		
Managing director, board member, head of an authority etc.	4		
Area manager, works manager, plant manager, branch manager, head of public office	5		
Department head, group head, team leader	16		
Other salaried staff, civil servant, skilled worker	31		
Lecturer, teacher	2		
Trainee	14		
Other position	2		
Student	3		
Other not gainfully employed	1		
Economic sector	%		
Industry	28		
Wholesale trade	7		
Specialist trade	3		
Skilled trades	47		
Service	11		
Authority, public services	9		
University, polytechnic, vocational school	4		
Other	4		
Size of company/organization:			
Number of employees	%		
1- 4	20	500 - 999	16
5- 9	13	1 000 and more	6
10- 49	19	Student	3
50- 199	14	Other not gainfully employed	1
200- 499	8		

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries) 6 338

Proportion of trade visitors 97%

Germany (total) 97

of which

Nielsen 1 1 Nielsen 4 6

Bremen - Bavaria 6

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 2 Nielsen 7 -

Rhinelan-Palatinate 3 Saxony -

Saarland - Thuringia -

Nielsen 3b 88

Baden-Württemberg 88

Foreign (total) 3

Distance to home %

up to 50 km 51

more than 50 km up to 100 km 20

more than 100 km up to 300 km 26

over 300 km 3

Frequency of visits to exhibition %

Previous event 40

Earlier events 58

First visit 23

Average length of stay 1,0 days

Influence on purchasing/procurement decisions %

Decisively 29

Collectively 30

In an advisory capacity 23

No 12

Student 4

Other not gainfully employed 2

Position in the company/organization %

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 -

Department head, group head, team leader 6

Other salaried staff, civil servant, skilled worker 31

Lecturer, teacher 1

Trainee 11

Other position 3

Student 4

Other not gainfully employed 2

Economic sector %

Dentist's practice, -clinic 69

Orthodontics 5

Oral and maxillofacial surgery 4

Dental technology laboratory 12

Dental trade 4

University, polytechnic, vocational school 3

Other 11

Size of company/organization:

Number of employees %

1- 4 25 500 - 999 1

5- 9 42 1 000 and more 1

10- 49 20 Student 4

50- 199 3 Other not gainfully employed 47

200- 499 3 employed 2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries) 26 930

Proportion of trade visitors 96%

Germany (total) 79

of which

Nielsen 1 - Nielsen 4 12

Bremen - Bavaria 12

Hamburg - Nielsen 5+6 1

Lower Saxony - Berlin -

Schleswig-Holstein - Brandenburg -

Nielsen 2 1 Mecklenburg-

North Rhine-Westph. 1 West Pomerania -

Nielsen 3a 30 Saxony-Anhalt -

Hesse 3 Nielsen 7 1

Rhinelan-Palatinate 27 Saxony -

Saarland 1 Thuringia -

Nielsen 3b 54

Baden-Württemberg 54

Foreign (total) 21

of which

EU 74

Other European countries 18

Other countries 8

Distance to home %

up to 50 km 18

more than 50 km up to 100 km 12

more than 100 km up to 300 km 47

over 300 km 23

Countries with the highest visitor shares %

France 28

Austria 22

Switzerland 12

Italy 9

Frequency of visits to exhibition %

Previous event 44

Earlier events 46

First visit 32

Average length of stay 1,2 days

Influence on purchasing/procurement decisions %

Decisively 39

Collectively 24

In an advisory capacity 16

No 11

Student 8

Other not gainfully employed 2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

INVEST → Stuttgart

Trade visitors' profile

Visitors (number of entries)	11 492	
Proportion of trade visitors	52%	
Germany (total)	97	
of which		
Nielsen 1	2 Nielsen 4	15
Bremen	- Bavaria	15
Hamburg	- Nielsen 5+6	1
Lower Saxony	- Berlin	-
Schleswig-Holstein	- Brandenburg	-
Nielsen 2	4 Mecklenburg-	
North Rhine-Westph.	4 West Pomerania	-
Nielsen 3a	6 Saxony-Anhalt	-
Hesse	3 Nielsen 7	1
Rhineland-Palatinate	3 Saxony	-
Saarland	- Thuringia	-
Nielsen 3b	72	
Baden-Württemberg	72	
Foreign (total)	3	
Distance to home	%	
up to 50 km	47	
more than 50 km up to 100 km	17	
more than 100 km up to 300 km	24	
over 300 km	11	
Frequency of visits to exhibition	%	
Previous event	38	
Earlier events	46	
First visit	36	
Average length of stay	1.1 days	
Influence on purchasing/procurement decisions	%	
Decisively	22	
Collectively	17	
In an advisory capacity	16	
No	24	
Student	17	
Other not gainfully employed	4	

Position in the company/organization			%
Entrepreneur, co-owner, freelancer			26
Managing director, board member, head of an authority etc.			6
Area manager, works manager, plant manager, branch manager, head of public office			5
Department head, group head, team leader			6
Other salaried staff, civil servant, skilled worker			24
Lecturer, teacher			3
Trainee			8
Other position			2
Student			17
Other not gainfully employed			4
Economic sector			%
Industry			8
Trade			6
Bank			28
Insurance			5
Financial services			26
Other service			14
Public authority			1
Training/consulting			5
University, polytechnic, vocational school			12
Specialist media			2
Other			11
Size of company/organization: Number of employees			%
1- 4	23	500 - 999	7
5- 9	6	1 000 and more	21
10- 49	6	Student	17
50- 199	8	Other not gainfully employed	4

Private visitors' profile

Visitors (number of entries)	11 492	
Proportion of private visitors	48%	
Germany (total)	98	
of which		
Nielsen 1	- Nielsen 4	11
Bremen	- Bavaria	11
Hamburg	- Nielsen 5+6	1
Lower Saxony	- Berlin	-
Schleswig-Holstein	- Brandenburg	-
Nielsen 2	2 Mecklenburg-	
North Rhine-Westph.	2 West Pomerania	-
Nielsen 3a	7 Saxony-Anhalt	-
Hesse	2 Nielsen 7	1
Rhineland-Palatinate	5 Saxony	-
Saarland	- Thuringia	-
Nielsen 3b	77	
Baden-Württemberg	77	
Foreign (total)	2	
Distance to home	%	
up to 50 km	55	
more than 50 km up to 100 km	15	
more than 100 km up to 300 km	23	
over 300 km	7	
Frequency of visits to exhibition	%	
Previous event	48	
Earlier events	65	
First visit	23	
Sex	%	
Male	86	
Female	14	
Size of household	%	
1 person	29	
2 persons	43	
3 persons	14	
4 persons	10	
5 persons and more	5	
Age	%	
up to 20 years	3	
over 20 up to 30 years	9	
over 30 up to 40 years	15	
over 40 up to 50 years	20	
over 50 up to 60 years	25	
over 60 up to 70 years	18	
over 70 years	9	

IT & Business / DMS EXPO /

Trade visitors' profile

Visitors (number of entries)	8 447	
Proportion of trade visitors	99%	
Germany (total)	93	
of which		
Nielsen 1	4 Nielsen 4	14
Bremen	- Bavaria	14
Hamburg	- Nielsen 5+6	2
Lower Saxony	- Berlin	-
Schleswig-Holstein	- Brandenburg	-
Nielsen 2	7 Mecklenburg-	
North Rhine-Westph.	7 West Pomerania	-
Nielsen 3a	11 Saxony-Anhalt	-
Hesse	7 Nielsen 7	2
Rhineland-Palatinate	3 Saxony	-
Saarland	1 Thuringia	-
Nielsen 3b	60	
Baden-Württemberg	60	
Foreign (total)	7	
of which		
EU	71	
Other European countries	25	
Other countries	4	
Distance to home	%	
up to 50 km	34	
more than 50 km up to 100 km	16	
more than 100 km up to 300 km	29	
over 300 km	21	
Countries with the highest visitor shares	%	
Austria	36	
Switzerland	25	
Frequency of visits to exhibition	%	
Previous event	26	
Earlier events	25	
First visit	59	
Average length of stay	1,2 days	
Influence on purchasing/procurement decisions	%	
Decisively	24	
Collectively	32	
In an advisory capacity	28	
No	8	
Student	6	
Other not gainfully employed	1	

Trade visitors' profile

Area of responsibility	%		
Management	17		
Research/development/design	5		
Manufacturing, production, quality control	1		
Buying/procurement	2		
Finance/accounting, controlling	3		
Information and communication technology	36		
Personnel administration, administration	1		
Sales	14		
Marketing, advertising, PR	7		
Logistics: storage, material management, transport	1		
Maintenance/repairs	1		
Other area	5		
Student	6		
Other not gainfully employed	1		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	17		
Managing director, board member, head of an authority etc.	9		
Area manager, works manager, plant manager, branch manager, head of public office	10		
Department head, group head, team leader	25		
Other salaried staff, civil servant, skilled worker	27		
Lecturer, teacher	1		
Trainee	2		
Other position	2		
Student	6		
Other not gainfully employed	1		
Economic sector	%		
Industry	28		
Trade	12		
Skilled trades	2		
Service	45		
Training/consulting	6		
Authority/public services	6		
University, polytechnic, vocational school	6		
Other	8		
Size of company/organization:			
Number of employees	%		
1- 4	12	500 - 999	7
5- 9	6	1 000 and more	20
10- 49	17	Student	6
50- 199	19	Other not gainfully employed	1
200- 499	11		

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Visitors (number of entries) 29 068

Proportion of trade visitors 99%

Germany (total) 92

of which

Nielsen 1 3 Nielsen 4 25

Bremen - Bavaria 25

Hamburg - Nielsen 5+6 2

Lower Saxony 3 Berlin 1

Schleswig-Holstein - Brandenburg -

Nielsen 2 8 Mecklenburg-

North Rhine-Westph. 8 West Pomerania -

Nielsen 3a 12 Saxony-Anhalt 1

Hesse 8 Nielsen 7 2

Rhinelan-Palatinate 4 Saxony 1

Saarland - Thuringia 1

Nielsen 3b 48

Baden-Württemberg 48

Foreign (total) 8

of which

EU 65

Other European countries 29

Other countries 6

Distance to home %

up to 50 km 23

more than 50 km up to 100 km 20

more than 100 km up to 300 km 33

over 300 km 24

Countries with the highest visitor shares %

Austria 33

Switzerland 25

Frequency of visits to exhibition %

Previous event 34

Earlier events 35

First visit 50

Average length of stay 1,2 days

Influence on purchasing/procurement decisions %

Decisively 13

Collectively 35

In an advisory capacity 31

No 12

Student 8

Other not gainfully employed 2

Size of company/organization:

Number of employees %

1- 4 12 500 - 999 7

5- 9 6 1 000 and more 20

10- 49 17 Student 6

50- 199 19 Other not gainfully employed 1

200- 499 11 employed 1

Conducted by: Wissler & Partner, Basel

Area of responsibility %

Management 11

Research/development/design 5

Manufacturing, production, quality control 9

Buying/procurement 5

Finance/accounting, controlling 1

Information and communication technology 5

Personnel administration, administration -

Sales 11

Creation/graphic/design 1

Logistics: storage, material management, transport 36

Maintenance/repairs 2

Other area 5

Student 8

Other not gainfully employed 2

Position in the company/organization %

Entrepreneur, co-owner, freelancer 6

Managing director, board member, head of an authority etc. 5

Area manager, works manager, plant manager, branch manager, head of public office 13

Department head, group head, team leader 28

Other salaried staff, civil servant, skilled worker 26

Lecturer, teacher 1

Trainee 9

Other position 2

Student 8

Other not gainfully employed 2

Economic sector %

Practice 58

Hospital/clinic 16

Medical care centre 2

Rehabilitation facilities 6

Nursing home 2

Medical laboratory/institute 2

Emergency services organizations 3

Association 1

Industry 3

Trade 1

Service 9

Public authorities/health service 1

Training/consulting 4

University, polytechnic, vocational school 6

Other 6

Other not gainfully employed 2

Frequency of visits to exhibition %

Previous event 36

Earlier events 50

First visit 35

Average length of stay 1,3 days

Influence on purchasing/procurement decisions %

Decisively 32

Collectively 24

In an advisory capacity 22

No 14

Student 6

Other not gainfully employed 2

Size of company/organization:

Number of employees %

1- 4 33 500 - 999 3

5- 9 23 1 000 and more 7

10- 49 13 Student 6

50- 199 7 Other not gainfully employed 2

Visitors (number of entries) 6 818

Proportion of trade visitors 98%

Germany (total) 97

of which

Nielsen 1 1 Nielsen 4 10

Bremen - Bavaria 10

Hamburg - Nielsen 5+6 1

Lower Saxony - Berlin -

Schleswig-Holstein - Brandenburg -

Nielsen 2 1 Mecklenburg-

North Rhine-Westph. 1 West Pomerania -

Nielsen 3a 4 Saxony-Anhalt -

Hesse 2 Nielsen 7 1

Rhinelan-Palatinate 2 Saxony -

Saarland - Thuringia -

Nielsen 3b 82

Baden-Württemberg 82

Foreign (total) 3

Distance to home %

up to 50 km 54

more than 50 km up to 100 km 16

more than 100 km up to 300 km 23

over 300 km 7

Frequency of visits to exhibition %

Previous event 36

Earlier events 50

First visit 35

Average length of stay 1,3 days

Influence on purchasing/procurement decisions %

Decisively 32

Collectively 24

In an advisory capacity 22

No 14

Student 6

Other not gainfully employed 2

Size of company/organization:

Number of employees %

1- 4 33 500 - 999 3

5- 9 23 1 000 and more 7

10- 49 13 Student 6

50- 199 7 Other not gainfully employed 2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

südback → Stuttgart

Trade visitors' profile

Visitors (number of entries)	32 655	
Proportion of trade visitors	95%	
Germany (total)	90	
of which		
Nielsen 1	2 Nielsen 4	23
Bremen	- Bavaria	23
Hamburg	- Nielsen 5+6	1
Lower Saxony	- Berlin	-
Schleswig-Holstein	- Brandenburg	-
Nielsen 2	5 Mecklenburg-	
North Rhine-Westph.	5 West Pomerania	-
Nielsen 3a	12 Saxony-Anhalt	-
Hesse	4 Nielsen 7	1
Rhineland-Palatinate	6 Saxony	-
Saarland	2 Thuringia	-
Nielsen 3b	56	
Baden-Württemberg	56	
Foreign (total)	10	
of which		
EU	62	
Other European countries	35	
Other countries	3	
Distance to home	%	
up to 50 km	26	
more than 50 km up to 100 km	17	
more than 100 km up to 300 km	38	
over 300 km	19	
Countries with the highest visitor shares	%	
Switzerland	27	
Austria	24	
Frequency of visits to exhibition	%	
Previous event	46	
Earlier events	43	
First visit	33	
Average length of stay	1.2 days	
Influence on purchasing/procurement decisions	%	
Decisively	27	
Collectively	29	
In an advisory capacity	21	
No	19	
Student	2	
Other not gainfully employed	1	

Conducted by: Landesmesse Stuttgart GmbH,
Stuttgart

Messe Wächtersbach → Wächtersbach

Private visitors' profile

Visitors (number of entries)	59 194		
Proportion of private visitors	95%		
Germany (total)	100		
of which			
Nielsen 1	- Nielsen 4	10	
Bremen	- Bavaria	10	
Hamburg	- Nielsen 5+6	-	
Lower Saxony	- Berlin	-	
Schleswig-Holstein	- Brandenburg	-	
Nielsen 2	- Mecklenburg-		
North Rhine-Westph.	- West Pomerania	-	
Nielsen 3a	89 Saxony-Anhalt	-	
Hesse	89 Nielsen 7	-	
Rhineland-Palatinate	- Saxony	-	
Saarland	- Thuringia	-	
Nielsen 3b	1		
Baden-Württemberg	1		
Position in the company/organization	%		
Entrepreneur, co-owner, freelancer	25		
Managing director, board member, head of an authority etc.	5		
Area manager, works manager, plant manager, branch manager, head of public office	10		
Department head, group head, team leader	9		
Other salaried staff, civil servant, skilled worker	46		
Lecturer, teacher	3		
Trainee	2		
Other position	1		
Farmer	1		
Student	5		
Housewife/man	5		
Old-age pensioner	22		
Other not gainfully employed	1		
Buying and ordering capacity	%		
Purchase or order made or intended at the exhibition			
yes	68		
no	11		
maybe	21		
Follow-up business	%		
Intend to buy at later date			
yes	21		
no	36		
maybe	44		
Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf			
Sex	%		
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		
Number of employees	%		
1- 4	13	500 - 999	5
5- 9	16	1 000 and more	6
10- 49	29	Student	2
50- 199	19	Other not gainfully employed	1
200- 499	10		

Registered Events

Bad Salzuflen

Messe Ostwestfalen GmbH

kfo – Plastics Processing Fair, Bad Salzuflen
March 2015

Bayreuth

bbg Betriebsberatungs GmbH

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

Berlin

Messe Berlin GmbH

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

● 17.01.-26.01.2014

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

● 05.02.-07.02.2014

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

● 18.02.-21.02.2014

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

● 05.03.-09.03.2014

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

● 23.09.-26.09.2014

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

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

● 12.11.-16.11.2014

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

● 24.03.-27.03.2015

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

● 22.09.-25.09.2015

Bielefeld

Clarion Events Deutschland GmbH

ZOW – International fair for suppliers to the furniture and design industries, Bad Salzuflen
10.02.-13.02.2014

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

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

Bremen

MESSE BREMEN

WFB Wirtschaftsförderung Bremen GmbH
Bremen Classic Motorshow – Classic vehicle fair, Bremen
31.01.-02.02.2014

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

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

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

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

Chemnitz

C³ Chemnitzer Veranstaltungszentren GmbH c/o Messe Chemnitz

Baumesse Chemnitz – trade fair of construction, Chemnitz
07.02.-09.02.2014

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

Dortmund

Messe Westfalenhallen Dortmund GmbH

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

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

Düsseldorf

Messe Düsseldorf GmbH

boot – Düsseldorf – International Boat Show, Düsseldorf

● 18.01.-26.01.2014

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

● 16.02.-20.02.2014

GLOBAL SHOES – Leading Trade Show for Sourcing, Düsseldorf

● 11.03.-14.03.2014

GDS – International Event for Shoes & Accessoires, Düsseldorf

● 12.03.-14.03.2014

METAV - International Fair for Manufacturing Technology and Automation, Düsseldorf

● 11.03.-15.03.2014

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

● 21.03.-23.03.2014

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

● 22.03.-23.03.2014

ProWein – International Trade Fair Wines and Spirits, Düsseldorf

● 23.03.-25.03.2014

Tube – International Tube and Pipe Trade Fair, Düsseldorf

● 07.04.-11.04.2014

wire – International Wire and Cable Trade Fair, Düsseldorf

● 07.04.-11.04.2014

interpack – PROCESSES AND PACKAGING – LEADING TRADE FAIR, Düsseldorf

● 08.05.-14.05.2014

GDS – Global Destination for Shoes & Accessories, Düsseldorf

● 30.07.-01.08.2014

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

● 29.08.-07.09.2014

TourNatur – Hiking and Trekking Exhibition, Düsseldorf

● 05.09.-07.09.2014

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

● 21.09.-23.09.2014

InterMeat – International Trade Fair for Meat and Sausage, Düsseldorf

● 21.09.-23.09.2014

InterMopro - International Trade Fair for Dairy Products, Düsseldorf

● 21.09.-23.09.2014

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

● 24.09.-27.09.2014

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

● 21.10.-24.10.2014

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

● 12.11.-15.11.2014

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

02.12.-04.12.2014

EuroCIS – The Leading Trade Fair for Retail Technology, Düsseldorf

● 24.02.-26.02.2015

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

● 16.06.-20.06.2015

Registered Events

METEC – International Metallurgical Technology Trade Fair with Congresses, Düsseldorf

● 16.06.-20.06.2015

NEWCAST - International Trade Fair for Precision Castings, Düsseldorf

● 16.06.-20.06.2015

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

● 16.06.-20.06.2015

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

● 27.10.-30.10.2015

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

● 31.05.-10.06.2016

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

● 19.10.-26.10.2016

Reed Exhibitions Deutschland GmbH

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

● 08.01.-10.01.2014

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

● 14.01.-17.01.2014

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

● 03.04.-06.04.2014

ISO – International Trade Fair for Industrial Insulation Materials and Technology, Cologne

08.05.-09.05.2014

ALUMINIUM – World Trade Fair & Conference, Düsseldorf

● 07.10.-09.10.2014

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

● 07.10.-09.10.2014

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

+ ● 05.11.-07.11.2014

MODERNER STAAT – Exhibition and Conference, Berlin

02.12.-03.12.2014

EQUITANA – Equestrian Sports World Fair, Essen

● 14.03.-22.03.2015

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

● April 2015

HYBRID Expo – Materials, Technology & Components, Stuttgart

22.09.-24.09.2015

Erfurt

Messe Erfurt GmbH

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

14.05.-15.05.2014

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

13.09.-15.09.2014

Grüne Tage Thüringen – The agricultural fair, Erfurt

19.09.-21.09.2014

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

22.10.-25.10.2016

RAM Regio

Ausstellungs GmbH Erfurt

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

08.03.-16.03.2014

Eschborn

Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH

EXPOPHARM – International Pharmaceutical Trade Fair, Munich

+ 17.09.-20.09.2014

Essen

Messe Essen GmbH

DEUBAUKOM - Trade fair for architecture, art of engineering and housing Industry, Essen

15.01.-18.01.2014

IPM ESSEN – The world's leading trade fair for horticulture, Essen

28.01.-31.01.2014

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

11.02.-13.02.2014

SHK – Trade fair for sanitary, heating, air conditioning and renewable energies, Essen

12.03.-15.03.2014

METPACK – International trade fair for metal packaging, Essen

06.05.-10.05.2014

REIFEN – No 1 in tires and more, Essen

27.05.-30.05.2014

security essen – The world forum for security and fire prevention, Essen

23.09.-26.09.2014

SCHWEISSEN & SCHNEIDEN – International trade fair joining cutting surfacing, Essen

18.09.-23.09.2017

Frankfurt/Main

DLG e.V.

DLG-Feldtage – DLG Field Days – Meeting point for crop production experts, Bernburg-Strenzel

17.06.-19.06.2014

EnergyDecentral – International trade fair for innovative energy supply, Hanover

11.11.-14.11.2014

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

● 11.11.-14.11.2014

AGRITECHNICA – International DLG Exhibition for Agricultural Machinery, Hanover

● 08.11.-14.11.2015

Messe Frankfurt Exhibition GmbH

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

● 08.01.-11.01.2014

Christmasworld – The World of Seasonal Decoration, Frankfurt/Main

● 24.01.-28.01.2014

Creativeworld – International Trade Fair for Hobby, Crafts and Artists Material, Frankfurt/Main

25.01.-28.01.2014

Paperworld – Leading International Trade Fair for Paper, Office Supplies and Stationery, Frankfurt/Main

● 25.01.-28.01.2014

Ambiente, Frankfurt/Main

● 07.02.-11.02.2014

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

● 12.03.-15.03.2014

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

● 12.03.-15.03.2014

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

● 30.03.-04.04.2014

Hair & Beauty – with OMC Hairworld World Cup, Frankfurt/Main

03.05.-05.05.2014

Tendence, Frankfurt/Main

● 30.08.-02.09.2014

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

● 16.09.-20.09.2014

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

● 10.03.-14.03.2015

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

04.05.-07.05.2015

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

● 05.05.-07.05.2015

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

● 07.05.-12.05.2016

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

● 11.06.-15.06.2016

+ Event with changing venues

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

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG
Intersolar Europe – The World's Largest Exhibition for the Solar Industry, Munich
● 04.06.-06.06.2014

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

INTER BRUSH – International Trade Fair for Machines, Materials and Accessories of the Brush, Paintbrush, Paintroller and Mop Industries, Freiburg
● May 2016

Groß-Umstadt

KWF – Kuratorium für Walldarbeit und Forsttechnik GmbH
KWF – Expo – Forest Machinery and Innovation DemoFair, not yet determined
June 2016

Hamburg

H²VC GmbH
Hessisch Hanseatisches Veranstaltungs-Contor GmbH
IMITFair – International Marine Interiors Trade Fair, Rostock
14.10.-16.10.2014

Hamburg Messe und Congress GmbH
NORTEC – The manufacturing trade fair in the North, Hamburg
21.01.-24.01.2014

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

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

HansePferd Hamburg – The equestrian trade fair experience, Hamburg
25.04.-27.04.2014

SMM – the leading international maritime trade fair hamburg, Hamburg
● 09.09.-12.09.2014

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

hanseboot – Hamburg International Boat Show, Hamburg
25.10.-02.11.2014

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

Hannover

Deutsche Messe AG
DOMOTEX HANNOVER – The World of Flooring, Hanover
● 11.01.-14.01.2014

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

HANNOVER MESSE – The world's leading trade fair for industrial technology, Hanover
● 07.04.-11.04.2014

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

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

Industrial Automation / HANNOVER MESSE – Leading Trade Fair for Factory and Process Automation, Systems Solutions and Industrial IT, Hanover
07.04.-11.04.2014

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

IndustrialGreenTec / HANNOVER MESSE – Leading Trade Fair for Environmental Technology, Hanover
07.04.-11.04.2014

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

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

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

CeMAT – the world's leading fair for intralogistics, Hanover
19.05.-23.05.2014

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

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

EuroBLECH – International Sheet Metal Working Technology Exhibition, Hanover
● 21.10.-25.10.2014

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

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

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

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

LIGNA – World Fair for the Forestry and Wood Industries, Hanover
● 11.05.-15.05.2015

INTERSCHUTZ – DER ROTE HAHN - International Exhibition for Rescue, Fire Prevention, Disaster Relief, Safety and Security, Hanover
● 08.06.-13.06.2015

BIOTECHNICA – Europe's No.1 Event for Biotechnology, Life Sciences and Lab Technology, Hanover
● 06.10.-08.10.2015

Fachausstellungen Heckmann GmbH
ABF – The Leisure and Sales Exhibition, Hanover
25.01.-02.02.2014

ALTENPFLEGE – Leading Exhibition for the Care Sector, Hanover
+ 25.03.-27.03.2014

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

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

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

Hohenhäftlarn

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

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

Husum

Messe Husum & Congress GmbH & Co. KG
Nord Gastro & Hotel – Hotel and Restaurant Industry Trade Fair, Husum
10.02.-11.02.2014

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

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

Registered Events

Idar-Oberstein

Intergem Messe GmbH

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

Karlsruhe

HINTE GmbH

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

+ 25.08.-28.08.2014

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

+ 07.10.-09.10.2014

Karlsruher Messe- und Kongress-GmbH

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

IT-TRANS - International Conference and Exhibition for IT Solutions in Public Transport, Karlsruhe
18.02.-20.20.2014

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

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

Kempten

Kempten Tourismus- und Veranstaltungsservice

Allgäuer Festwoche

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

Köln/Cologne

Koelnmesse GmbH

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

● 13.01.-19.01.2014

ISM – International Sweets and Biscuits Fair, Cologne

● 26.01.-29.01.2014

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

INTERNATIONALE EISENWARENMESSE KÖLN, Cologne
● 09.03.-12.03.2014

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

CFC – Children's Fashion Cologne
10.07.-12.07.2014

spoga+gafa/spoga horse (autumn) – The garden trade fair, Cologne/International Trade Fair for Equestrian Sports, Cologne
● 31.08.-02.09.2014

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

Kind + Jugend – The Trade Show for Kids' First Years, Cologne
● 11.09.-14.09.2014

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

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

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

IDS – International Dental Show, Cologne
● 10.03.-14.03.2015

Anuga FoodTec – The international supplier fair for the food and drink industry, Cologne
● 24.03.-27.03.2015

interzum – International fair for the furniture and interior construction industries' supplying sections, Cologne
● 05.05.-08.05.2015

Eu'Vend/coffeeda – The International Trade Fair for the Vending Industry/coffeeda - International Coffee Fair, Cologne
24.09.-26.09.2015

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

● 10.10.-14.10.2015

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

● 27.10.-30.10.2015

Leipzig

Leipziger Messe GmbH

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

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

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

OTWorld - Orthopädie + Reha-Technik – International Trade Show and World Congress, Leipzig
● 13.05.-16.05.2014

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

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

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

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

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

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

Z – International subcontracting fair for parts, components, modules and technologies, Leipzig
● 24.02.-27.02.2015

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

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

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

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

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

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

Leipziger Messe International GmbH

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

Lindau-Bodolz

Kinold Ausstellungsgesellschaft mbH

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

Messe Hof - Regional Exhibition, Hof
27.09.-05.10.2014

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

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGM)

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

TIERWELT – MESSE MAGDEBURG, Magdeburg
11.04.-13.04.2014

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

Mainz

RAM Regio Ausstellungs GmbH

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

München

easyFairs Deutschland GmbH

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

EUROEXPO Messe- und Kongress-GmbH

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

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

GHM Gesellschaft für Handwerksmessen mbH

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

DACH+HOLZ International – ROOF+TIMBER International – Trade Fair for timber construction and interior works, roof and wall, Cologne
+ 18.02.-21.02.2014

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

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

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

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

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

Messe München GmbH

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

● 26.01.-29.01.2014

INHORGENTA MUNICH – Jewelry, Timepieces, Lifestyle, Munich
● 14.02.-17.02.2014

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

analytica – International Trade Fair for Laboratory Technology, Analysis, Biotechnology and analytica Conference, Munich
● 01.04.-04.04.2014

IFAT – resources.innovations.solutions. – World's leading Trade Fair for Water, Sewage, Waste and Raw Materials Management, Munich
● 05.05.-09.05.2014

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

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

INTERFORST – International Key Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows, Munich
● 16.07.-20.07.2014

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

● 06.10.-08.10.2014

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

● 11.11.-14.11.2014

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

● 25.11.-28.11.2014

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

● 19.01.-24.01.2015

transport logistic – THE LEADING EXHIBITION, Munich

● 05.05.-08.05.2015

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

● 22.06.-25.06.2015

CERAMITEC – Technologies – Innovations – Materials, Munich

● 20.10.-23.10.2015

productronica – International trade fair for innovative electronics production, Munich

● 10.11.-13.11.2015

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

● 11.04.-17.04.2016

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

● 11.09.-15.09.2017

MunichExpo Veranstaltungs GmbH

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

Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

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

Münster

Messe und Congress Centrum Halle Münsterland GmbH

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

Nürnberg

AFAG Messen und Ausstellungen GmbH

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

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

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

NürnbergMesse GmbH

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

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

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

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

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

Registered Events

Enforce Tac – International Exhibition & Conference – Law Enforcement, Security and Tactical Solutions, Nuremberg
05.03.-06.03.2014

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

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

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

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

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

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

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

Chillventa – International Trade Fair for Refrigeration, Air Conditioning, Ventilation and Heat Pumps, Nuremberg
● 14.10.-16.10.2014

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

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

Stone+tec Nrnberg – International Trade Fair Natural Stone and Stoneprocessing Technology, Nuremberg
13.05.-16.05.2015

AUTOMOTIVE ENGINEERING EXPO – Connecting outstanding experts on car body manufacturing, painting and assembly, Nuremberg
09.06.-11.06.2015

FachPack, Nuremberg
29.09.-01.10.2015

Spielwarenmesse eG

Spielwarenmesse® – International Toy Fair Nrnberg, Nuremberg
29.01.-03.02.2014

Offenbach

Messe Offenbach GmbH

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

I.L.M – International Leather Goods Fair Offenbach – Summer Styles, Offenbach/Main
● 06.09.-08.09.2014

Offenburg

Messe Offenburg-Ortenau GmbH

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

OBERRHEIN MESSE Offenburg
27.09.-05.10.2014

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH

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

Stuttgart

blickfang GmbH

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

Landesmesse Stuttgart GmbH

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

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

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

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

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

didacta – The trade fair for education and training, Stuttgart
+ 25.03.-29.03.2014

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

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

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

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

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

PFLEGE & REHA – Trade fair for elderly care, nursing and rehabilitation with accompanying congress, Stuttgart
06.05.-08.05.2014

+ Event with changing venues

LASYS – International trade fair for laser material processing, Stuttgart
24.06.-26.06.2014

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

FACHDENTAL Leipzig, Leipzig
26.09.-27.09.2014

SFFA – Trade fair for the meat industry, Stuttgart
28.09.-30.09.2014

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

FACHDENTAL Sdwest, Stuttgart
10.10.-11.10.2014

sdback – Trade fair for the bakery and confectionery trades, Stuttgart
18.10.-21.10.2014

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

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

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

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

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

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

KREATIV / Stuttgarter MesseHerbst – The trade fair for creative design, Stuttgart
20.11.-23.11.2014

Modell Süd / Stuttgarter MesseHerbst – The exhibition for modelmaking and model railways, Stuttgart
20.11.-23.11.2014

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

VISION – Leading world trade fair for machine vision, Stuttgart
04.11.-06.11.2014

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

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

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

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

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

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

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

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

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

Wächtersbach

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

Wiesbaden

WIRTSCHAFTSGEMEINSCHAFT Zoologischer Fachbetriebe GmbH
Interzoo – International Trade Fair for Pet Supplies, Nuremberg
29.05.-01.06.2014

Wunstorf

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

Hongkong/SVR

Hong Kong Trade Development Council
HKTDC Hong Kong Baby Products Fair, Hongkong/SAR
06.01.-09.01.2014

HKTDC Hong Kong Fashion Week for Fall/Winter, Hongkong/SAR

● 13.01.-16.01.2014

HKTDC Hong Kong Toys & Games Fair, Hongkong/SAR
● 06.01.-09.01.2014

HKTDC Hong Kong International Diamond, Gem & Pearl Show , Hongkong/SAR
● 03.03.-07.03.2014

HKTDC Hong Kong International Jewellery Show, Hongkong/SAR

● 03.03.-09.03.2014

HKTDC Hong Kong Electronics Fair (Spring Edition), Hongkong/SAR
● 13.04.-16.04.2014

HKTDC Hong Kong Gifts & Premium Fair, Hongkong/SAR

● 27.04.-30.04.2014

HKTDC Hong Kong Houseware Fair, Hongkong/SAR
● 20.04.-23.04.2014

HKTDC Hong Kong Watch & Clock Fair, Hongkong/SAR
● 03.09.-07.09.2014

HKTDC Hong Kong Electronics Fair (Autumn Edition), Hongkong/SAR
● 13.10.-16.10.2014

electronicAsia – International Trade Fair for Components, Assemblies and Display Technologies, Hongkong/SAR
● 13.10.-16.10.2014

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

HKTDC Hong Kong Optical Fair, Hongkong/SAR
● 05.11.-07.11.2014

Verona

Ente Autonomo per le Fiere di Verona
Fieragricola – International agricultural technologies show, Verona
● 06.02.-09.02.2014

VINITALY/ENOLITECH/SOL&AGRIFOOD – International wine & spirits exhibition/International Exhibition of Wine-Growing and Cellar Techniques & Olive-Growing and Olive Oil Technologies/International Quality Agro-Foods Event, Verona
● 06.04.-09.04.2014

SAMOTER – International triennial Earthmoving and Building Machinery Exhibition, Verona
● 08.05.-11.05.2014

MARMOMACC – International Trade Fair for Stone, Design and Technology, Verona
● 24.09.-27.09.2014

EUROCARNE – International Exhibition of the Technologies for Processing, Conservation, Refrigeration and Meat Distribution, Verona
● 10.05.-13.05.2015

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

Overview: over here!

Transparent exhibition data bears this brand:



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