

# Fair Profile

Based on the results of 2.406 interviews with trade visitors conducted by means of the Computer Interview System  
Subject to change



<b>Total number of exhibitors</b>	2.037
<b>Origin of the exhibitors</b>	
Germany	819
Other countries	1.218
Number of countries	41
Space (total, sqm)	176.435
Germany	75.713
Other Countries	100.722

<b>Total number of visitors (prov.)</b>	138.651
<b>Origin of the visitors</b>	
Germany	64 %
Other countries	36 %

<b>Germany</b>	
North Germany	31 %
West Germany	23 %
East Germany	13 %
Southwest Germany	10 %
South Germany	23 %

<b>Other countries</b>	
Europe	65 %
- EU	51 %
- Other European countries	14 %
Asia	21 %
North America	5 %
South and Central America	5 %
Africa	3 %
Australia/Oceania	1 %

<b>Countries of origin (Top 28)**</b>	
India	10 %
Switzerland	7 %
Austria	5 %
Italy	5 %
France	5 %
Netherlands	5 %
USA	4 %
Sweden	4 %
Spain	4 %
Poland	3 %
Greatbritain and North. Ireland	3 %
Belgium	3 %
Denmark	3 %
Czech Republic	3 %
Brasil	3 %
Turkey	2 %
Norway	2 %

South Africa	2 %
Israel	2 %
Finland	1 %
Portugal	1 %
Hungary	1 %
Canada	1 %
China	1 %
Mexico	1 %
Japan	1 %
Russia	1 %
Taiwan	1 %

<b>Industrial sector *</b>	
Machine and system construction	31 %
Automotive industry and supplier	14 %
Other industry	20 %
Skilled trades	9 %
Trade	7 %
Services	5 %
University/institute of higher education/polytechnic	3 %
Other	2 %

<b>Company size *</b>	
1 - 19 employees	19 %
20 - 49 employees	11 %
50 - 99 employees	10 %
100 - 499 employees	25 %
500 - 999 employees	8 %
1.000 employees and more	18 %

<b>Area of responsibility *</b>	
Management	22 %
Manufacture, production	
quality control	32 %
Research, development, design	13 %
Sales, distribution	8 %
Maintenance and repairs	5 %
Buying, procurement	4 %
Marketing, advertising, PR	2 %
Other	5 %

<b>Occupational position</b>	
Independent entrepreneur, co-owner, freelance employee	16 %
Managing director, board member, head of an authority	9 %
Area, operations, plant, branch manager, office head	13 %
Department head/group leader	18 %
Employee, civil servant, specialist	19 %
Lecturer, teacher	2 %
Trainee	12 %
Other	2 %
Pupil, student	8 %
Not working	1 %

<b>Influence on purchasing/ procurement decisions *</b>	
Decisively	22 %
Collectively	31 %
In an advisory capacity	21 %
No influence	17 %

<b>Frequency of visits</b>	
EMO 2009, Milan	11 %
EMO 2007, Hanover	34 %
First-time visit of EMO	45 %

<b>Interest in product ranges</b>	
(Several answers possible)	
Tool machines	76 %
Other machinery	19 %
Precision tools	33 %
Factory and process automation	31 %
Measurement engineering and quality assurance	23 %
Control systems, components, assemblies, accessories	18 %
Services	7 %
Other	7 %

<b>General assessment</b>	
Satisfied	99 %
Not satisfied	1 %

\* difference to 100% = pupils, students, not working (9%)

\*\* Basis: other countries