

Fair Profile

Based on the results of 2.576 interviews with trade visitors conducted by means of the Computer Interview System
Subject to change



Total number of exhibitors 2.131

Origin of the exhibitors

Germany	849
Other countries	1.282
Number of countries	43
Space (total, sqm)	180.582
Germany	82.748
Other Countries	97.834

Total number of visitors (prov.) 142.804

Origin of the visitors*

Germany	59 %
Other countries	41 %
Number of countries*	over 114

Germany

North Germany	33 %
West Germany	22 %
East Germany	13 %
Southwest Germany	11 %
South Germany	21 %

Other countries**/**

Europe	77 %
- EU	58 %
- Other European countries	19 %
Asia	17 %
North America	2 %
South and Central America	2 %
Africa	1 %
Australia/Oceania	1 %

Countries of origin (Top 20)*/**

Italy	7 %
Sweden	6 %
Netherlands	5 %
Switzerland	5 %
Russia	5 %
Austria	5 %
Turkey	5 %
Poland	5 %
France	4 %
Denmark	4 %
Czech Republic	4 %
China	4 %
Belgium	3 %
Japan	3 %

Spain	3 %
United Kingdom	3 %
Norway	2 %
India	2 %
Taiwan	2 %
USA	2 %

Industrial sector ***

Machine and system construction	28 %
Automotive industry and supplier	12 %
Other industry	20 %
Skilled trades	8 %
Trade	6 %
Services	6 %
University/institute of higher education/polytechnic	3 %
Other	2 %

Company size ***

1 - 19 employees	18 %
20 - 49 employees	10 %
50 - 99 employees	9 %
100 - 499 employees	21 %
500 - 999 employees	7 %
1.000 employees and more	20 %

Area of responsibility ***

Management	18 %
Manufacture, production	
quality control	28 %
Research, development, design	15 %
Sales, distribution	8 %
Maintenance and repairs	5 %
Buying, procurement	4 %
Marketing, advertising, PR	2 %
Other	5 %

* basis: visitor registration

** basis: other countries

*** difference to 100% = pupils, students, not working (15%)

Occupational position

Independent entrepreneur, co-owner, freelance employee	13 %
Managing director, board member, head of an authority	8 %
Area, operations, plant, branch manager, office head	11 %
Department head/group leader	19 %
Employee, civil servant, specialist	21 %
Lecturer, teacher	2 %
Trainee	9 %
Other	2 %
Pupil, student	14 %
Not working	1 %

Influence on purchasing/ procurement decisions ***

Decisive	20 %
Collective	27 %
In an advisory capacity	23 %
No influence	15 %

Frequency of visits

EMO 2011, Hanover	38 %
EMO 2009, Milan	9 %
First-time visit of EMO	43 %

Interest in product ranges

(Several answers possible)	
Tool machines	71 %
Other machinery	18 %
Precision tools	34 %
Measurement engineering and quality assurance	22 %
Software, Factory and process automation	21 %
Control systems, components, assemblies, accessories	18 %
Services	6 %
Other	7 %

General assessment

Satisfied	99 %
Not satisfied	1 %



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