



Total no. of CeBIT visitors		495,000
Location		
Where is the registered office of your company? (More than one reply possible)	Germany	411,300
	North Germany	201,700
	Central/West	99,000
	South/South West	55,500
	East	55,100
	Other Countries	83,700
	EU countries (excl. Germany)	50,500
	Other Western European countries	7,000
	Other Eastern European countries	2,000
	North America	2,300
	Central and South America	2,300
	East Asia	11,100
	Middle East	4,500
	Africa	3,300
	Australia/Oceania	700
Professional visitors		361,300
Areas of interest		
Which of these sectors will you definitely visit? (More than one reply possible)	Business Solutions	179,900
	Public Sector Solutions	48,800
	Home + Mobile Solutions	165,500
	Technology + Infrastructure	172,000
	Banking + Finance	35,800
	future parc	76,200
	Planet Reseller	40,500
Industrial sector		
To what sector of industry does your company belong? (More than one reply possible)	Basic industry	6,900
	Capital goods	19,100
	Automotive industry (incl. suppliers)	10,800
	Consumer goods	4,000
	Food, beverages or tobacco	1,400
	Manufacture of hardware equipment of information technology	10,100
	Manufacture of hardware equipment of telecommunications	3,600
	Manufacture of hardware equipment of office equipment and automation	2,500
	Consultants, engineering firm	7,200
	Architect	2,500
	Other services, freelance professions	36,500
	Software house, computer consultant	27,800
	IT-Services, IT-Consultants	68,600
	Equipment wholesaler of telecommunications, information and office technology	11,200
	Equipment retailer of telecommunications, information and office technology	13,400
	Equipment wholesaler and retailer of entertainment and consumer electronics	6,100
	Trade, other	5,800
	Telecommunication services	34,700
	Public authority, public services	44,100
	Credit and financial institute, insurance company	15,500
	Health care	12,300
	Traffic and logistics	10,500
	Energy sector, mining	6,900
Construction	6,500	
Crafts	9,400	

Department or area within company

Which area of the company do you work in? (More than one reply possible)	Management	46,200
	Data processing/IT-management	123,600
	Telecommunication	31,400
	Marketing, distribution, advertising, PR	43,400
	Purchasing	21,000
	Finance, accounting, controlling	17,300
	Administration, organization, personnel, training	34,000
	Research, development, design	23,500
	Production planning, preparation of work	13,000
	Manufacturing, production	14,800
	Manufacturing-/quality control	6,100
	Transport/storage/logistics	8,300
	Maintenance, repairs	15,200

Position in company

What is your position within the company?	Sole proprietor, partner, freelancer	53,400
	Manager, director, board member, head of public authority	37,200
	Authorized signatory, division director	16,200
	Manager of department, foreman, section manager, other manager	51,200
	public servant, staff in public service	31,000
	Other salaried staff	82,700
	Skilled employee	15,900
	Professor, university lecturer, teacher, assistant lecturer	8,300

Role in decision-making

Are you involved in your purchasing decisions?	I play a decisive role	100,800
	I am involved in purchasing decisions	94,000
	I am consulted on purchasing decisions	73,700

Size of company

How many people are employed at your company?	1 to 99 employees	161,100
	100 to 499 employees	67,900
	500 to 999 employees	23,500
	1 000 to 9 999 employees	40,500
	10 000 to more employees	20,200