

Fair Profile

Based on the results of 2.811 interviews with trade visitors conducted by means of the Computer Interview System

Subject to change



Total number of exhibitors 2.120

Origin of the exhibitors

Germany	873
Other countries	1.247
Number of countries	42

Space (total, sqm) 180.158

Germany	76.056
Other Countries	104.102

Total number of visitors (prov.) 166.500

Origin of the visitors

Germany	64 %
Other countries	36 %

Germany

North Germany	30 %
West Germany	21 %
East Germany	12 %
Southwest Germany	10 %
South Germany	27 %

Other countries

Europe	70 %
- EU	54 %
- Other European countries	16 %
Asia	15 %
North America	6 %
South and Central America	4 %
Africa	3 %
Australia/Oceania	2 %

Countries of origin (Top 10)

Switzerland	8 %
Italy	7 %
India	6 %
France	5 %
Sweden	5 %
Netherlands	5 %
Austria	5 %
USA	4 %
Spain	4 %
Great Britain/Northern Ireland	4 %

Frequency of visits

EMO 2005, Hanover	42 %
EMO 2003, Milano	12 %
First-time visit of EMO	37 %

Industrial sector *

Machine and system construction	31 %
Automotive industry and supplier	15 %
Other industry	21 %
Skilled trades	8 %
Trade	8 %
Services	5 %
University/institute of higher education/polytechnic	3 %
Other	2 %

Company size *

1 - 19 employees	20 %
20 - 49 employees	11 %
50 - 99 employees	11 %
100 - 499 employees	25 %
500 - 999 employees	8 %
1.000 employees and more	18 %

Area of responsibility *

Management	19 %
Manufacture, production	26 %
Research, development, construction	16 %
Sales/distribution	8 %
Planning, operations scheduling	7 %
Servicing/maintenance	4 %
Manufacture, quality control	3 %
Purchasing, procurement	3 %
Administration, organisation, personnel, social welfare, training	2 %
Marketing, advertising, PR	2 %
Finances, accounting, controlling	1 %
Information/communication technology/IT	1 %
Others	1 %

Occupational position

Independent entrepreneur/partner/freelance	15 %
Managing director/board member/head of an authority etc.	11 %
Main department head/authorized signatory	8 %
Department head/group leader	24 %
Other salaried staff/civil servant	13 %
Skilled worker	10 %
Lecturer/teacher/scientific assistant	3 %
Trainee	6 %
School pupil/student	6 %
Other	4 %

Influence on purchasing/procurement decisions *

Decisively	24 %
Collectively	32 %
In an advisory capacity	23 %
No influence	14 %

Interest in product ranges

(Several answers possible)	
Tool machines	76 %
Other machinery	19 %
Precision tools	33 %
Factory and process automation	31 %
Measurement engineering and quality assurance	23 %
Components, assemblies, accessories	18 %
Services	7 %
Other	7 %

General assessment

Satisfied	99 %
Not satisfied	1 %

* difference to 100% = pupils, students, not working (7%)

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