

Preliminary visitor analysis HANNOVER MESSE 2009

2009

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|-----------------|----------------|
| Visitors | 206,481 |
|-----------------|----------------|

Origin

| | |
|----------------|----------------|
| Germany | 164,800 |
|----------------|----------------|

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|---------------|--------|
| North Germany | 67,200 |
| Middle / West | 49,300 |
| South / West | 29,300 |
| East | 19,000 |

| | |
|------------------------|---------------|
| Other Countries | 41,700 |
|------------------------|---------------|

| | |
|-------------------------------|--------|
| EU countries (excl. Germany) | 24,200 |
| Other West European Countries | 3,900 |
| Other East European Countries | 1,000 |
| Americas | 2,900 |
| Asia | 7,900 |
| Africa | 1,300 |
| Australia / Oceania | 500 |

Visited Trade Fairs

| | |
|----------------------------------|---------|
| Industrial Automation | 102,600 |
| MDA - Motion, Drive & Automation | 75,200 |
| Digital Factory | 32,000 |
| Subcontracting | 48,500 |
| Energy | 98,500 |
| Power Plant Technology | 32,000 |
| Wind | 58,400 |
| ComVac | 25,600 |
| SurfaceTechnology | 41,900 |
| MicroTechnology | 33,200 |
| Research & Technology | 43,200 |
| multiple answers possible | |

| | |
|-----------------------|----------------|
| Trade visitors | 195,100 |
|-----------------------|----------------|

Industrial Sector

| | |
|---|--------|
| Energy sector | 22,400 |
| Processing industries | 86,600 |
| Primary and production goods | 27,300 |
| Investment goods | 62,000 |
| -Manufacturing systems engineering, plant engineering | 36,500 |
| -Electrical engineering and electronics industry | 16,000 |
| -Automobile industry and vehicles (incl. suppliers) | 13,700 |
| -Aerospace | 3,100 |
| -Medicine technology | 2,700 |
| -Other sector involving investment goods | 1,600 |
| Consumer goods | 800 |
| Foodstuffs / luxury foods | 2,300 |
| Other processing industries | 3,100 |
| Building industry | 5,700 |
| Skilled trades | 6,800 |
| Trade | 11,300 |
| Telecommunication | 3,700 |
| Business services provider | 23,400 |
| Government, public authorities, institutions | 7,200 |
| Research institutes / industrial research | 8,000 |
| multiple answers possible | |

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Function within company

| | |
|---|--------|
| Entrepreneur, partner, self-employed | 22,000 |
| Managing director, board member, head of an authority | 21,100 |
| Senior department head, other employee with managerial responsibility | 11,700 |
| Department head, group head, foreman | 33,400 |
| Other salaried staff, public official | 52,100 |
| Skilled worker | 6,800 |
| Lecturer, teacher, scientific assistant | 7,200 |

Company department

| | |
|---|--------|
| Business / company / general management | 28,100 |
| Research, development, engineering | 42,700 |
| Product development | 16,800 |
| Process planning, work preparation | 14,200 |
| Manufacturing, production | 25,000 |
| Process control, quality assurance | 7,000 |
| Purchasing, procurement | 16,400 |
| Finance, accounting, controlling | 4,300 |
| Information / communication technology, EDP | 5,500 |
| Administration, organization, human resources, social services, education, training | 7,400 |
| Marketing, sales, advertising, public relations | 32,400 |
| Warehousing, materials management, logistics, transportation | 3,500 |
| Maintenance, repair | 14,400 |

multiple answers possible

Role in decision-making

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|-----------------------------|--------|
| Major role (final decision) | 49,700 |
| Contributing role | 52,300 |
| Advisory role | 34,100 |

Size of company

| | |
|--------------------------|--------|
| 1 - 9 employees | 27,100 |
| 10 - 99 employees | 49,000 |
| 100 - 499 employees | 41,000 |
| 500 - 999 employees | 10,900 |
| 1,000 - 9,999 employees | 23,400 |
| 10,000 or more employees | 8,800 |
