

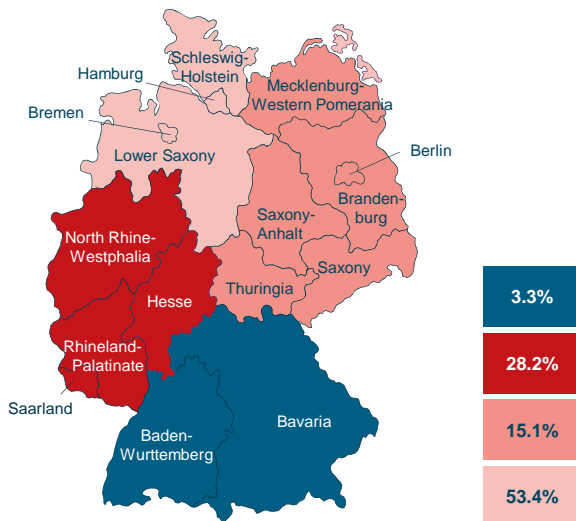
Selected results of the trade visitor survey

Structural Data 2018	Total	Germany	Inter-national
Exhibitor	558	503	55
Net exhibition area in sqm incl. special show	15,186	14,402	784
Visitor	24,032	23,720	312

Share of trade visitors: 99.0%

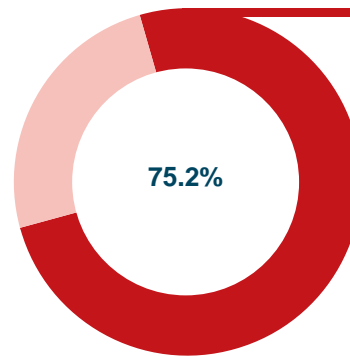
Origin

(the %-figures concerning the Federal States relate to German trade visitors)

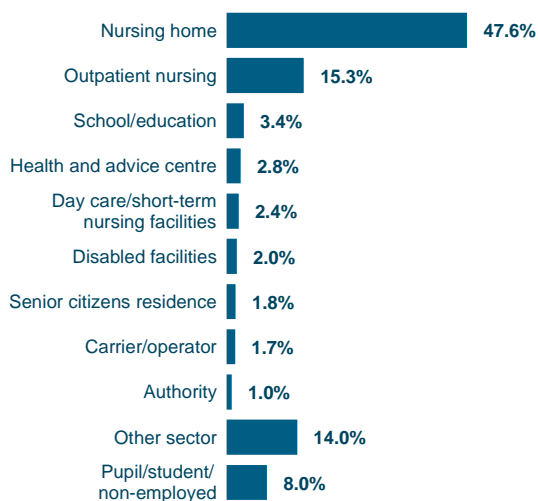


Purchasing and procurement decisions

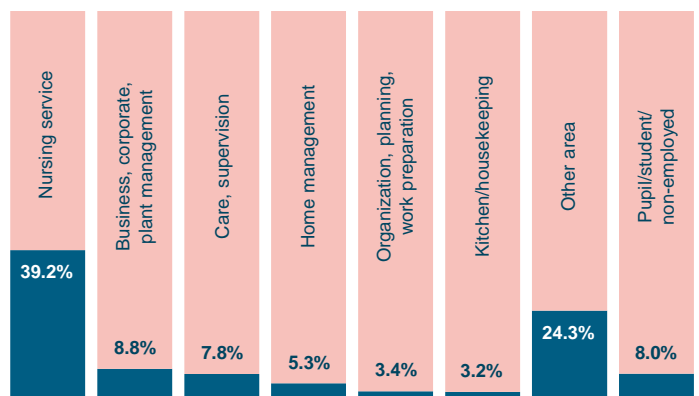
of professional visitors have an influence on procurement decisions in their company



Sectors of economy



Range of duties in the company



Gathered and analysed by:

Selected results of the trade visitor survey

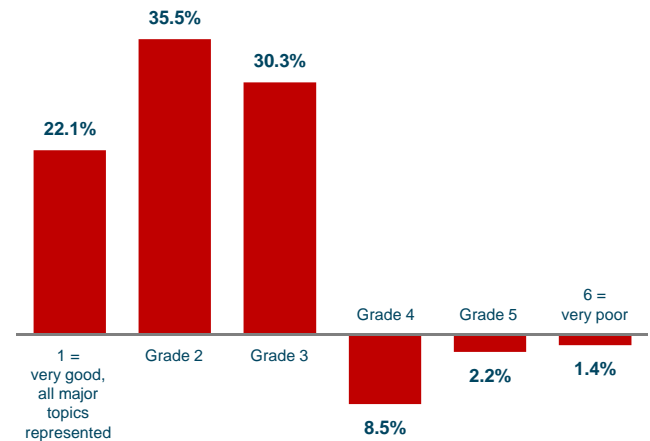
Reasons for visiting

(Multiple answers/abstract >=10%)

Information about new products	58.2%
Further education/ extending knowledge	37.1%
Experience/ exchange of information	30.6%
Information on education/ further training	27.3%
General market orientation	21.6%
Maintaining business contacts	11.8%
Setting up new business contacts	11.1%
Preparation of investment and purchasing decisions	10.0%

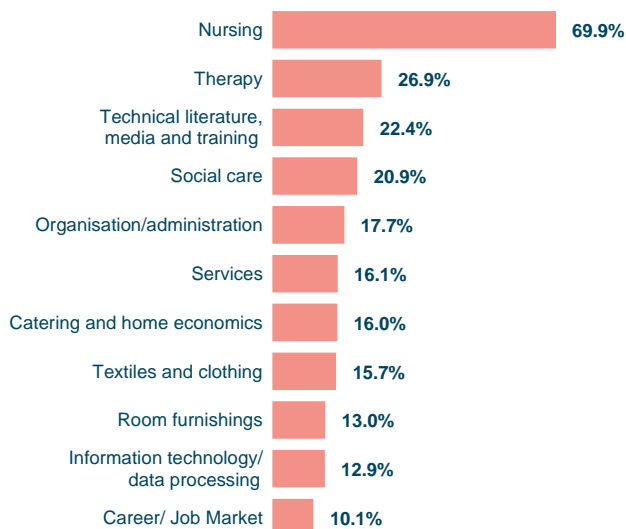
Rating of offerings

(Scale from 1 = very good, all major topics represented to 6 = very poor)

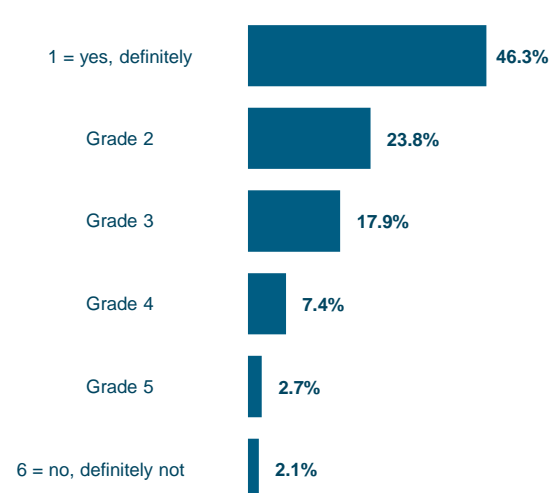


Interest of offer

(Multiple answers/abstract >10%)



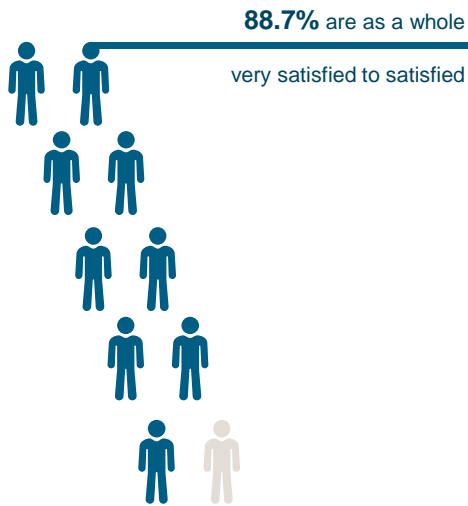
Trade fair benefit



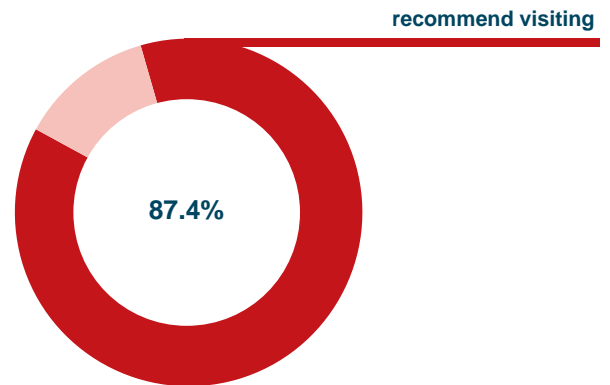
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Overall impression



Recommendation intention



Intention to visit again

