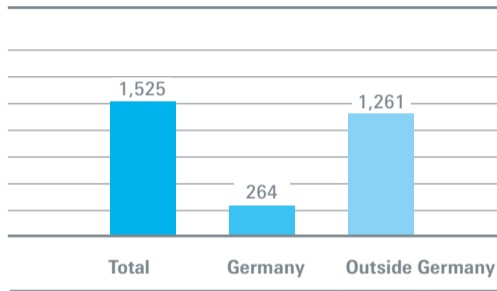
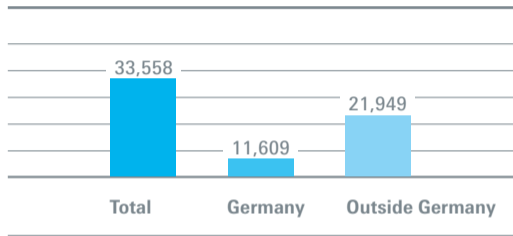


## Exhibitor numbers 2017



State: 2/2017

## Visitor numbers\* 2017

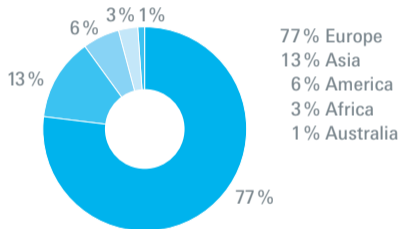


\* Excluding "synergy visitors" to the parallel Creativeworld, Christmasworld and Floradecora shows.

State: 2/2017

## International profile of visitors

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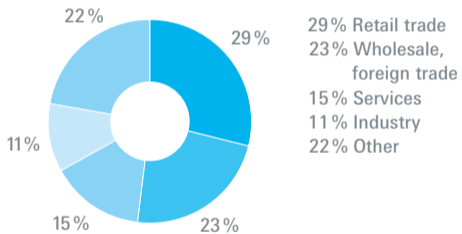


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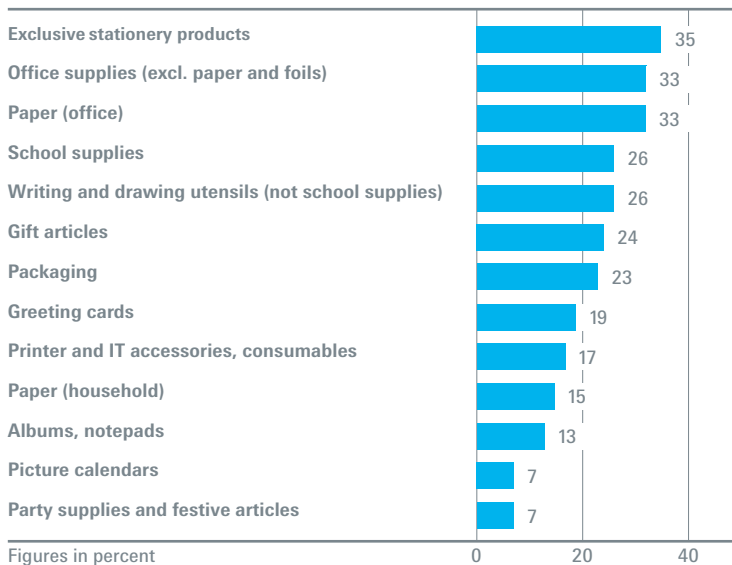
State: 2/2017

## Trade visitors per business sector

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## Visitors' interest in product groups



Several answers possible

## Exhibitors' objectives of trade fair participation



Several answers possible

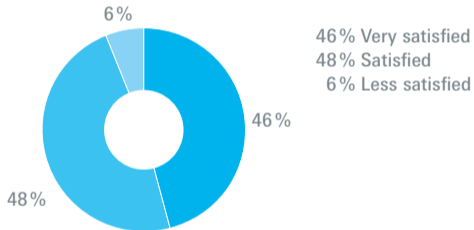
## Trade visitors' objectives in visiting the trade fair



Several answers possible

## Satisfaction with the attainment of trade fair visit objectives

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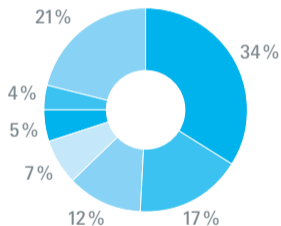
46% Very satisfied  
48% Satisfied  
6% Less satisfied

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## Area of responsibility of trade visitors

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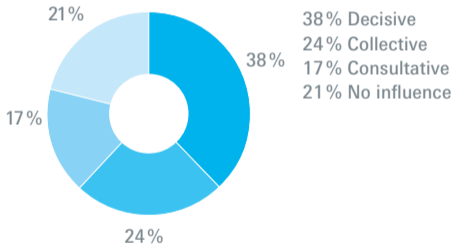


34% General management  
17% Sales, distribution  
12% Purchasing, procurement  
7% Marketing, advertising, PR  
5% Research and development  
4% Manufacture, production  
21% Other

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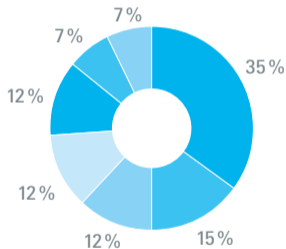
## Influence on purchasing/ procurement decisions

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## Occupational position of the trade visitors

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35% Self-employed entrepreneur  
15% Managing director, board member  
12% Division manager, operations manager  
12% Department head, group head  
12% Other salaried staff  
7% In training  
7% Other

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