

wire 2018 - Fair Profile



Exhibitors total	1,442	Net space total (sqm)	65,065
Exhibitors Germany	302	Net space Germany	15,203
Exhibitors other countries	1,140	Net space other countries	49,862
Number of countries	53		

Visitor data from registry:

Visitors total	42,248	TOP 10 visitor countries*	
Origin*:		<i>(Basis: all foreign visitors)</i>	
From Europe	79%	Italy	9%
- Germany	33%	Turkey	7%
- Other Europe	46%	France	5%
From Non-European countries	21%	Netherlands	5%
- Asia	12%	USA	5%
- America	6%	Spain	4%
- Australia/Oceania	0,3%	Poland	4%
- Africa	2%	India	4%
Number of countries	135	Great Britain and Northern Ireland	4%
		Russian Federation	3%

*The origin of the visitors refers to the common number of visitors of wire / Tube 2018.

International Wire and Cable
Trade Fair

Düsseldorf • Germany
16. - 20. April 2018

www.wire.com

254 accredited journalists from 18 countries

G1-MF / June 2018

Quality and structure of visitors

Based on the results of 971 interviews with visitors during wire 2018 conducted by means of the Computer-Interview-System

Economic sector*	Decision making powers*	Reasons for visit
Wire industry 37%	Decisive 31%	<i>(Several answers possible)</i>
Cable industry 16%	Contributory (jointly decisive) 31%	New developments/trends 25%
Iron, steel and NF metal industry 11%	Advisory function (consultative) 22%	Identifying new suppliers 23%
Automotive industry incl. supply industry 6%	Not involved 13%	Contact with existing suppliers/business partners 21%
Construction industry 3%	Occupational position*	Identifying new business partners 16%
Chemical industry 3%	Top-Management 52%	Initiating purchase decisions 10%
Other industry 10%	Middle-Management 23%	Purchase/Order 10%
Trade/retail 5%	Low-Management 22%	New suppliers were found
Services 3%	Interest in product ranges	Yes 54%
Other 3%	<i>(Several answers possible)</i>	Concrete investment intentions
Area of responsibility*	Machines for processing wire steel rods and coil 38%	Yes 54%
Business/company/plant management 25%	Machines for manufacturing wire, steel rods and coil 35%	Overall assessment
Manufacture, production 25%	Process technology tools 21%	Satisfied 97%
Research and development, design 16%	End-products 21%	Recommendation
Sales 11%	Auxiliary materials (machines, devices, tools, fuels, lubricants etc.) 21%	Yes 95%
Buying, procurement 10%	Moulding technology 15%	
Manufacture-/quality control 3%	Spring manufacturing technology 13%	
Maintenance, repairs 3%	Mesh welding machines 9%	
Other 4%	Bonding/fastening technology 6%	
	Other 24%	

* Difference to 100% = Pupils, Students, not employed (3%)



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