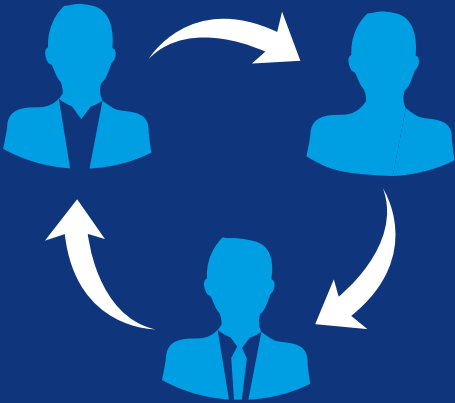


# WORLD LEADING

## 2.866 EXHIBITORS FROM 55 COUNTRIES



**170,899**  
**VISITORS**  
FROM 169  
COUNTRIES

**96 %**  
RECOMMENDATION



**PERSONAL**  
**EXCELLENCE**

**63 %**  
OF THE VISITORS  
WERE DECISION MAKERS

**BIG**  
BUSINESS  
DEALS



**98 %**  
OF THE VISITORS  
ARE SATISFIED

**75 %**  
WERE FROM  
SENIOR OR  
TOP-MANAGEMENT



**OUTSTANDING**  
BUSINESS TRANSACTIONS  
**EXCELLENT**  
INVESTMENT CLIMATE

<b>EXHIBITORS TOTAL</b>	<b>2,866</b>
Exhibitors Germany	648
Exhibitors other countries	2,218
<b>NUMBER OF COUNTRIES</b>	<b>55</b>

<b>NET SPACE TOTAL (SQM)</b>	<b>178,131</b>
Net space Germany	65,212
Net space other countries	112,919

<b>VISITOR DATA FROM REGISTRY:</b>	
<b>VISITORS TOTAL</b>	<b>170,899</b>
<b>FROM EUROPE</b>	<b>70 %</b>
- Germany	26 %
- Other Europe	44 %
<b>FROM NON-EUROPEAN COUNTRIES</b>	<b>30 %</b>
- Asia	18 %
- America	7 %
- Africa	4 %
- Australia/Oceania	1 %
<b>NUMBER OF COUNTRIES</b>	<b>169</b>

<b>VISITOR DATA FROM REGISTRY:</b>	
<b>TOP 10 VISITOR COUNTRIES</b>	
(BASIS: ALL FOREIGN VISITORS)	
Italy	7 %
Netherlands	7 %
Turkey	4 %
United Kingdom	4 %
Spain	4 %
Japan	4 %
India	3 %
Belgium	3 %
Switzerland	3 %
France	3 %
<b>934 ACCREDITED JOURNALISTS FROM 48 COUNTRIES</b>	

## QUALITY AND STRUCTURE OF TRADE VISITORS

<b>OCCUPATIONAL POSITION</b>	
Top-Management	52 %
Middle-Management	23 %
Low-Management	25 %
<b>DECISION-MAKING POWERS</b>	
Decisively	31 %
Contributory	32 %
In an advisory capacity	23 %
No influence	14 %

<b>AREA OF RESPONSIBILITY*</b>	
General management	28 %
Research and development, design	20 %
Manufacture, production, quality control	15 %
Sales, distribution	12 %
Buying, procurement, purchasing	9 %
Maintenance, repairs	4 %
Marketing, advertising, PR	3 %
Logistics: material management, storage/warehouse, transport	2 %
Other	4 %

<b>INTEREST IN PRODUCT RANGES</b>	
(SEVERAL ANSWERS POSSIBLE)	
Processes and machines for the packaging of: food, drink, confectionery/bakery industry, pharmaceuticals/cosmetics, consumer goods (non-food), industrial goods	78 %
Packaging materials, packaging means	46 %
Processes and machines for the production of packaging	40 %
Packaging Printing	26 %
Services for the packaging industry /the confectionery goods industry	11 %

<b>REASONS FOR VISIT</b>	
(SEVERAL ANSWERS POSSIBLE)	
New developments /trends	31 %
Identifying new suppliers / business partners	23 %
Contact to existing suppliers / business partners	21 %
Initiating purchase decisions	10 %
Purchase /Order	6 %

<b>ECONOMIC SECTOR*</b>	
Food industry	20 %
Pharmaceutical Industry	9 %
Industrial goods	6 %
Plastic goods production	5 %
Confectionery /Bakery Industry	4 %
Paper-, paperboard-, cardboard-processing, printing	4 %
Consumer goods industry (non-food)	3 %
Cosmetics Industry	3 %
Beverage Industry	3 %
Other industries	9 %
Technical /specialist retail trade	5 %
Retail trade (Food /Non Food)	5 %
Other trade	4 %
Services	8 %
Skilled trade	2 %
Other	7 %

<b>NEW SUPPLIERS WERE FOUND</b>	
Yes	59 %

<b>OVERALL ASSESSMENT</b>	
Satisfied	98 %

<b>RECOMMENDATION</b>	
Yes	96 %