85 EXHIBITORS FROM 15 COUNTRIES

170,899 VISITORS FROM 169 COUNTRIES

97% RECOMMENDATION

BIG BUSINESS DEALS

65% OF THE VISITORS WERE DECISION MAKERS

OUTSTANDING BUSINESS TRANSACTIONS

98% OF THE VISITORS ARE SATISFIED

EXCELLENT INVESTMENT CLIMATE

82% WERE FROM SENIOR OR TOP-MANAGEMENT

PERSONAL EXCELLENCE
### QUALITY AND STRUCTURE OF TRADE VISITORS

#### VISITORS TOTAL: 170,899

| From Europe | 70 % |
| Different countries | 30 % |

**Area of Responsibility**

- General management: 29 %
- Research & development, design: 19 %
- Manufacture, production, quality control: 16 %
- Sales, distribution: 12 %
- Buying, procurement, purchasing: 8 %
- Other: 13 %

**Economic Sector**

- Food industry: 23 %
- Pharmaceutical Industry: 9 %
- Plastic goods production: 6 %
- Industriegüter: 5 %
- Other industries: 25 %
- Technical/specialist retail trade: 6 %
- Retail trade (Food / Non Food): 6 %
- Other: 3 %
- Services: 7 %
- Other: 7 %

**New Suppliers were found**

- Yes: 64 %

**Overall Assessment**

- Satisfied: 98 %

**Recommendation**

- Yes: 97 %

#### Top 10 Visitor Countries

- Italy: 7 %
- Netherlands: 7 %
- Turkey: 4 %
- United Kingdom: 4 %
- Spain: 4 %
- Japan: 4 %
- India: 3 %
- Belgium: 3 %
- Switzerland: 3 %
- France: 3 %

**934 Accredited Journalists from 48 Countries**

#### Reasons for Visit

- New developments/trends: 29 %
- Identifying new suppliers/business partners: 22 %
- Contact to existing suppliers/business partners: 20 %
- Initiating purchase decisions: 9 %
- Purchase / Order: 8 %

#### Decision-Making Powers

- Decisively: 34 %
- Contributory: 31 %
- In an advisory capacity: 22 %
- No influence: 13 %

#### Exhibitors

- Germany: 50
- Other countries: 35

**Occupational Position**

- Top-Management: 60 %
- Middle-Management: 22 %
- Low-Management: 18 %

**Exhibitors Total**: 85

| Top Management | 60 % |
| Middle Management | 22 % |
| Low Management | 18 % |

**Exhibitors Number of Countries**: 15

**Net Space Total (SQM)**: 2,368

- Net space Germany: 1,479
- Net space other countries: 889

** Visitor Data from Registry**

- Visitors Total: 170,899
- Visitors from Europe: 70 %
- Visitors from Non-European Countries: 30 %

**Exhibitors**

- Total: 85
- Germany: 50
- Other Countries: 35

**Number of Countries**

- 15

**Exhibitors Germany**:

- 50

**Exhibitors other countries**:

- 35

**Number of Countries**

- 15

**Net Space Total (SQM)**

- 2,368

**Net Space Germany**

- 1,479

**Net Space Other Countries**

- 889

**Top 10 Visitor Countries**

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Italy</td>
<td>7 %</td>
</tr>
<tr>
<td>Netherlands</td>
<td>7 %</td>
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<tr>
<td>Turkey</td>
<td>4 %</td>
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<tr>
<td>United Kingdom</td>
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</table>

**934 Accredited Journalists from 48 Countries**

**Based on the results of 1,109 interviews with trade visitors during components 2017 conducted by means of the Computer-Interview-System**

**Preliminary data, Subject to change**

* interpack incl. components

**Difference to 100 % = Pupil, student, not employed (5%)**