



**components**

FOR PROCESSING & PACKAGING

PACKAGING-COMPONENTS.COM

**85 EXHIBITORS**  
**FROM 15 COUNTRIES**



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

**97%**  
RECOMMENDATION



**BIG**  
**BUSINESS**  
**DEALS**



**PERSONAL**  
**EXCELLENCE**

**65%**  
OF THE VISITORS  
WERE DECISION MAKERS



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



**98%**  
OF THE VISITORS  
ARE SATISFIED

**82%**  
WERE FROM  
**SENIOR OR**  
**TOP-MANAGEMENT**



<b>EXHIBITORS TOTAL</b>	<b>85</b>
Exhibitors Germany	50
Exhibitors other countries	35
<b>NUMBER OF COUNTRIES</b>	<b>15</b>

<b>NET SPACE TOTAL (SQM)</b>	<b>2,368</b>
Net space Germany	1,479
Net space other countries	889

<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>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	60 %
Middle-Management	22 %
Low-Management	18 %

<b>DECISION-MAKING POWERS</b>	
Decisively	34 %
Contributory	31 %
In an advisory capacity	22 %
No influence	13 %

<b>AREA OF RESPONSIBILITY**</b>	
General management	29 %
Research and development, design	19 %
Manufacture, production, quality control	16 %
Sales, distribution	12 %
Buying, procurement, purchasing	8 %
Other	13 %

<b>INTEREST IN PRODUCT RANGES</b>	
(SEVERAL ANSWERS POSSIBLE)	
Processes and machines for the packaging of: food, drink, confec- tionery/bakery industry, pharma- ceuticals/cosmetics, consumer goods (non-food), industrial goods	77 %
Packaging materials, packaging means	45 %
Processes and machines for the production of packaging	42 %
Packaging Printing	25 %
Services for the packaging industry/the confectionery goods industry	13 %

<b>REASONS FOR VISIT</b>	
(SEVERAL ANSWERS POSSIBLE)	
New developments /trends	29 %
Identifying new suppliers / business partners	22 %
Contact to existing suppliers / business partners	20 %
Initiating purchase decisions	9 %
Purchase / Order	8 %

<b>ECONOMIC SECTOR**</b>	
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 trade	3 %
Services	7 %
Other	7 %

<b>NEW SUPPLIERS WERE FOUND</b>	
Yes	64 %

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

<b>RECOMMENDATION</b>	
Yes	97 %