

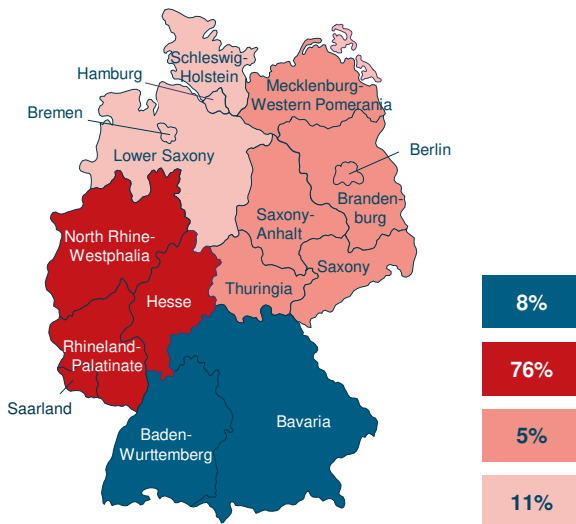
## Selected results of the trade visitor survey

Structural Data 2022	Total	Germany	Inter-national
Exhibitor	494	435	59
Net exhibition area in sqm incl. special show	13,894	13,181	713
Visitor	11,539	11,331	208

Share of trade visitors: 99%

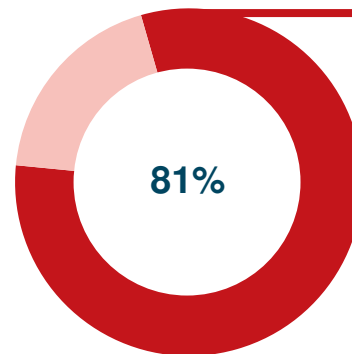
### Origin

(the %-figures concerning the Federal States relate to German trade visitors)

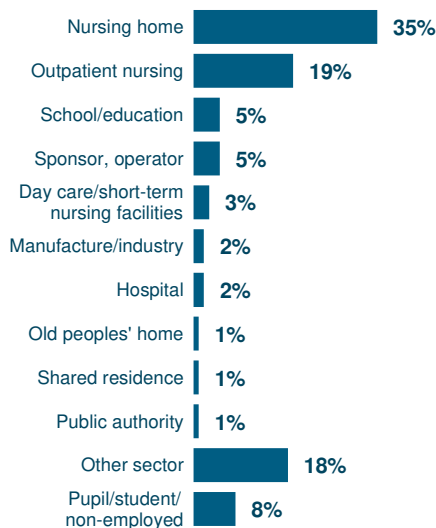


### Purchasing and procurement decisions

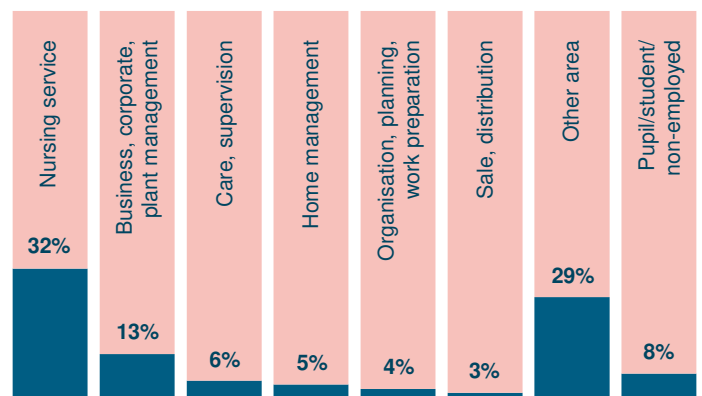
of professional visitors have an influence on procurement decisions in their company



### Sectors of economy



### Range of duties in the company



Gathered and analysed by:

## Selected results of the trade visitor survey

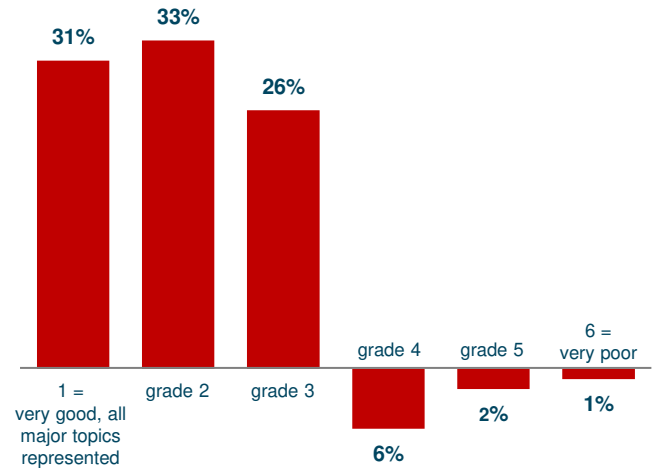
### Reasons for visiting

(Multiple answers/abstract >=12%)

General information about new developments, innovations and trends	48%
Opportunity to try out or test practical things yourself	29%
Development and / or maintenance of contacts	25%
General market orientation (orientation on the entire spectrum of the sector, all relevant providers in the market, etc.)	24%
Information on further training / advanced training options	22%
Development and deepening subject-specific knowledge (uncomplicatedly within the halls / without registration)	17%
Exchange (of experience or information) with colleagues or like-minded people	15%
Information on career prospects / career options	14%
Development and deepening subject-specific knowledge (e.g. through concluded congresses and conferences)	12%

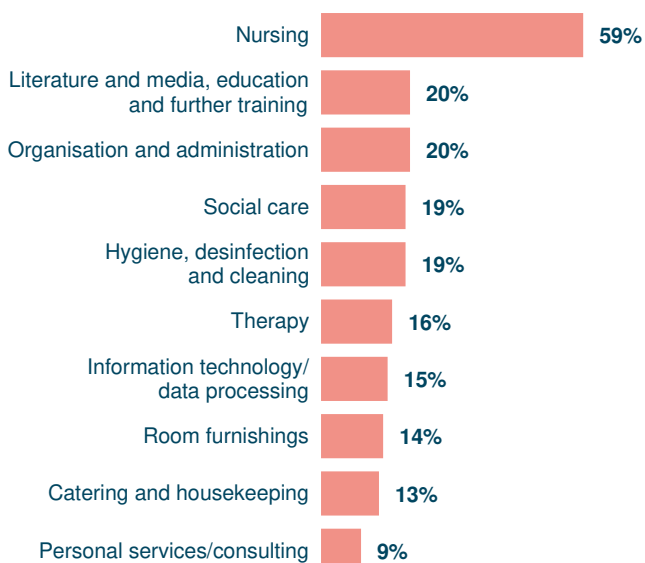
### Rating of offerings

(Scale from 1 = very good, all major topics represented to 6 = very poor)

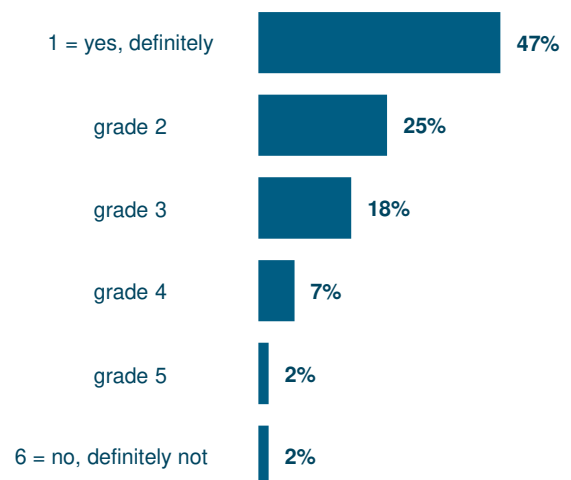


### Interest of offer

(Multiple answers/abstract >=9%)



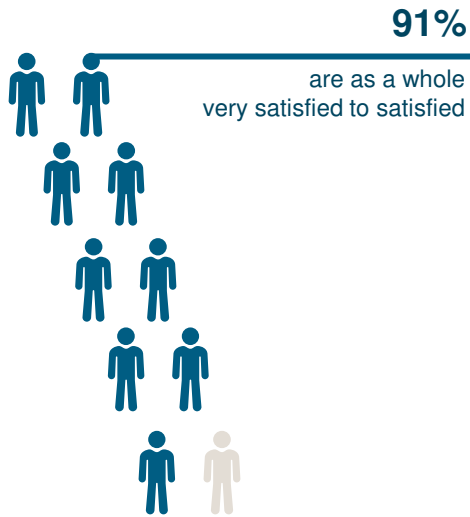
### Trade fair benefit



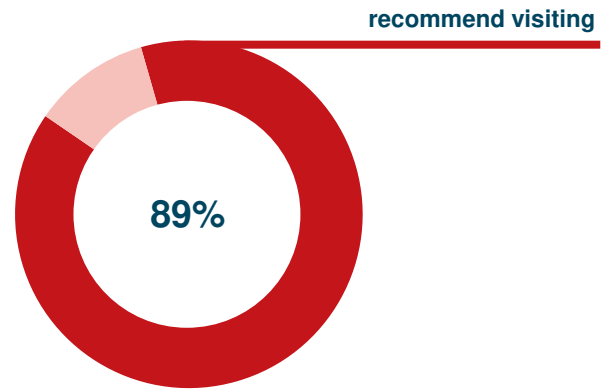
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Overall impression



Recommendation intention



Intention to visit again

