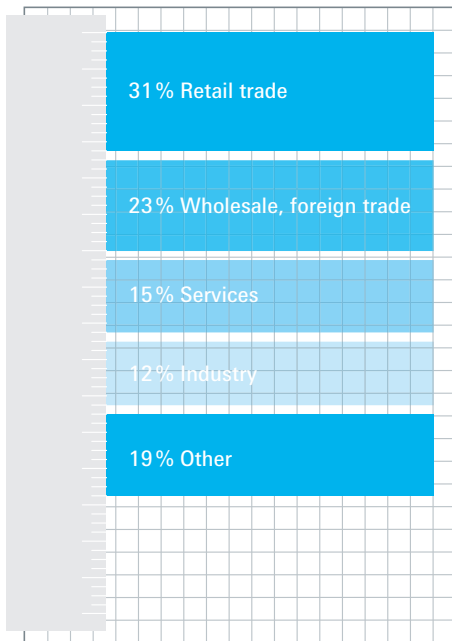
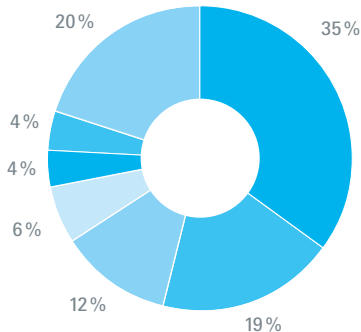


Trade visitors per business sector

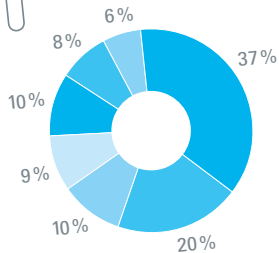


Area of responsibility of trade visitors



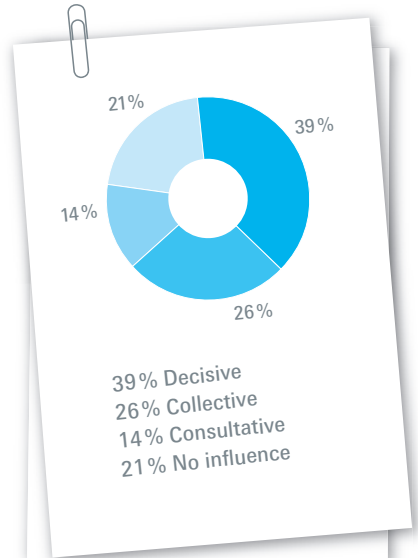
35% General management
19% Sales, distribution
12% Purchasing, procurement
6% Marketing, advertising, PR
4% Manufacture, production
4% Research and development
20% Other

Occupational position of the trade visitors

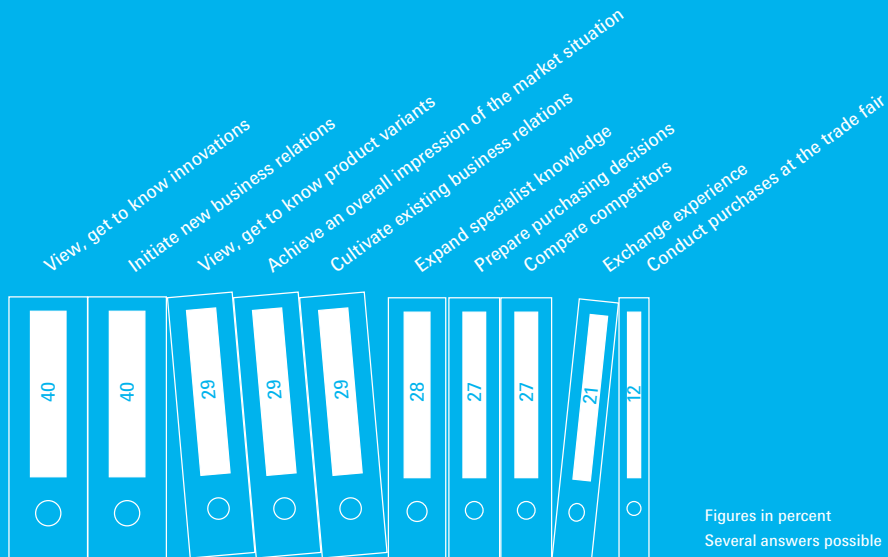


37% Self-employed entrepreneur
20% Managing director,
board member
10% Division manager,
operations manager
9% Department head, group head
10% Other salaried staff
8% In training
6% Other

Influence on purchasing/ procurement decisions

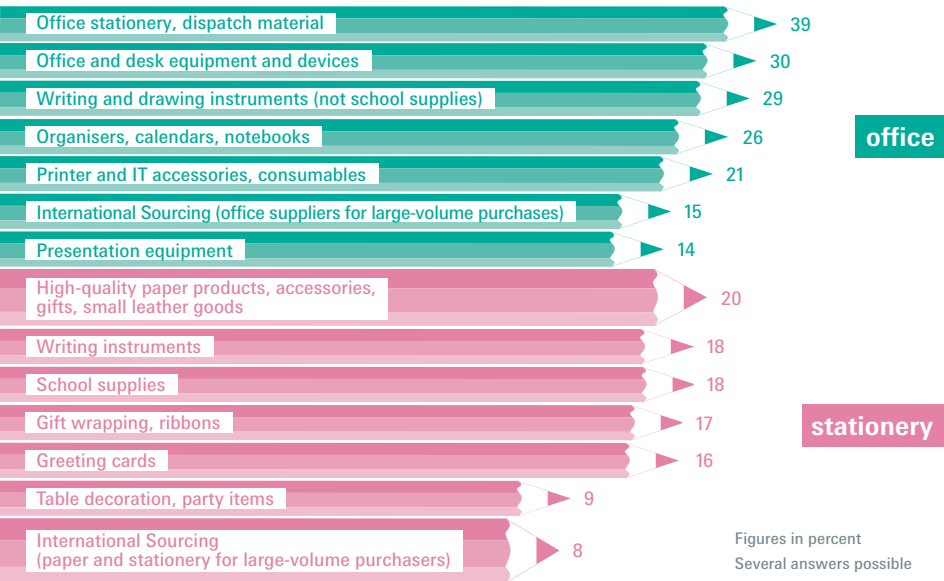


Trade visitors' objectives in visiting the trade fair



Figures in percent
Several answers possible

Visitors' interest



Figures in percent
Several answers possible

Satisfaction with the attainment of trade fair visit objectives

