

# Fair Profile 2017

Based on the results of 1,889 interviews with trade visitors during A+A 2017 conducted by means of the Computer-Interview-System

Next date:

**5-8 November 2019**

Düsseldorf, Germany

[www.AplusA-online.com](http://www.AplusA-online.com)



## INTERNATIONAL TRADE FAIR WITH CONGRESS

- SAFETY
- SECURITY
- HEALTH AT WORK

### Exhibitors total 1,942

#### Exhibitors by origin

Germany	578
Other countries	1,364
Number of countries	63

### Net space total (sqm) 70,643

#### Net space by origin

Germany	31,056
Other countries	39,587

### Accredited journalists 386

Number of countries	26
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### Visitors total\* 67,248

#### Visitors by origin\*

Germany	53%
Other countries	47%
Number of countries	134

#### From Europe 87%

Germany	53%
Other Europe	34%

#### From Non-European countries 13%

Asia	8%
America	3%
Africa	1%
Australia/Oceania	1%

### TOP 10 visitor countries\*

(Basis: all foreign visitors)

The Netherlands	9%
Italy	7%
Belgium	5%
Great Britain and Northern Ireland	5%
Russian Federation	5%
France	4%
China	4%
Turkey	3%
Spain	3%
Poland	3%

### Decision making powers\*\*

Decisive	26%
Contributory (jointly decisive)	28%
Advisory function (consultative)	32%
Not involved	12%

### Economic/business sector\*\*

Industry	46%
Trade	18%
(State) institutions, facilities and authorities	14%
Services	12%
Skilled trades, Craft	4%
Health	3%
Other	1%

### Professional function\*\*

Purchasing/procurement	25%
Sales/marketing	19%
Safety engineer, safety technician, safety foreman	17%
Safety Officer/Safety Expert	17%
Works/Staff councils	3%
Health manager, company doctor, industrial medical practitioner, industrial psychologist	2%
Human resources manager	2%
Fire safety engineer/officer	2%
Other	11%

### Occupational position

Top-Management	44%
Middle-Management	21%
Low-Management	35%

### Frequency of visits

A+A 2015	41%
A+A 2013	32%
First-time visit in 2017	44%

### Interests in product ranges

(Several answers possible)

Personal safety/Safety at work	81%
Corporate security/Security at work	41%
Health at Work/Corporate Health	27%
Healthy workstation architecture, Ergonomics	20%
Corporate fire protection	15%
Emergency Management	15%
Accessories and components for Manufacturing personal protective equipment (PPE)	13%
Corporate Fashion, Identity-/Image Wear	13%
Media/training	11%
Meeting Point "Health and Safety"	8%
Services and consultancy	7%

### Reasons for visit

(Several answers possible)

New developments/trends	35%
Contact with existing suppliers/business partners	20%
Identifying new suppliers/business partners	20%
Initiating purchase decisions	12%
Purchase/order	8%

### New suppliers were found

Yes	53%
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### Overall assessment

Very satisfied/satisfied	97%
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### Recommendation

Yes	96%
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(Subject to change G1-MF/ February 2018)

\*Visitor data from registry

\*\*Difference to 100% = Pupils, Students, not employed (2%)



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