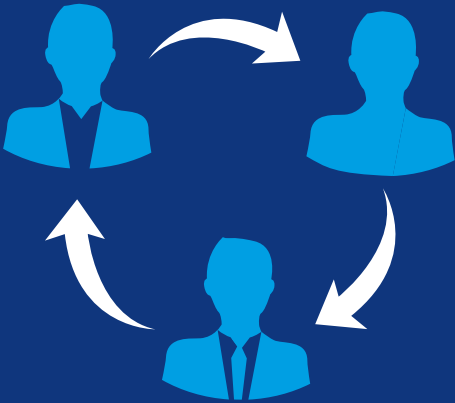


WORLD LEADING

2.866 EXHIBITORS FROM 55 COUNTRIES



170,899
VISITORS
FROM 169
COUNTRIES

96 %
RECOMMENDATION



PERSONAL
EXCELLENCE

63 %
OF THE VISITORS
WERE DECISION MAKERS

BIG
BUSINESS
DEALS



98 %
OF THE VISITORS
ARE SATISFIED

75 %
WERE FROM
SENIOR OR
TOP-MANAGEMENT



OUTSTANDING
BUSINESS TRANSACTIONS
EXCELLENT
INVESTMENT CLIMATE

EXHIBITORS TOTAL	2,866
Exhibitors Germany	648
Exhibitors other countries	2,218
NUMBER OF COUNTRIES	55

NET SPACE TOTAL (SQM)	178,131
Net space Germany	65,212
Net space other countries	112,919

VISITOR DATA FROM REGISTRY:	
VISITORS TOTAL	170,899
FROM EUROPE	70 %
- Germany	26 %
- Other Europe	44 %
FROM NON-EUROPEAN COUNTRIES	30 %
- Asia	18 %
- America	7 %
- Africa	4 %
- Australia/Oceania	1 %
NUMBER OF COUNTRIES	169

VISITOR DATA FROM REGISTRY:	
TOP 10 VISITOR COUNTRIES	
(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 %
934 ACCREDITED JOURNALISTS FROM 48 COUNTRIES	

QUALITY AND STRUCTURE OF TRADE VISITORS

OCCUPATIONAL POSITION	
Top-Management	52 %
Middle-Management	23 %
Low-Management	25 %

DECISION-MAKING POWERS	
Decisively	31 %
Contributory	32 %
In an advisory capacity	23 %
No influence	14 %

AREA OF RESPONSIBILITY*	
General management	28 %
Research and development, design	20 %
Manufacture, production, quality control	15 %
Sales, distribution	12 %
Buying, procurement, purchasing	9 %
Maintenance, repairs	4 %
Marketing, advertising, PR	3 %
Logistics: material management, storage/warehouse, transport	2 %
Other	4 %

INTEREST IN PRODUCT RANGES	
(SEVERAL ANSWERS POSSIBLE)	
Processes and machines for the packaging of: food, drink, confectionery/bakery industry, pharmaceuticals/cosmetics, consumer goods (non-food), industrial goods	78 %
Packaging materials, packaging means	46 %
Processes and machines for the production of packaging	40 %
Packaging Printing	26 %
Services for the packaging industry /the confectionery goods industry	11 %

REASONS FOR VISIT	
(SEVERAL ANSWERS POSSIBLE)	
New developments /trends	31 %
Identifying new suppliers / business partners	23 %
Contact to existing suppliers / business partners	21 %
Initiating purchase decisions	10 %
Purchase /Order	6 %

ECONOMIC SECTOR*	
Food industry	20 %
Pharmaceutical Industry	9 %
Industrial goods	6 %
Plastic goods production	5 %
Confectionery /Bakery Industry	4 %
Paper-, paperboard-, cardboard-processing, printing	4 %
Consumer goods industry (non-food)	3 %
Cosmetics Industry	3 %
Beverage Industry	3 %
Other industries	9 %
Technical /specialist retail trade	5 %
Retail trade (Food /Non Food)	5 %
Other trade	4 %
Services	8 %
Skilled trade	2 %
Other	7 %

NEW SUPPLIERS WERE FOUND	
Yes	59 %

OVERALL ASSESSMENT	
Satisfied	98 %

RECOMMENDATION	
Yes	96 %