

120

participating nations

95 %

visitor satisfaction

32,675

visitors

70 %

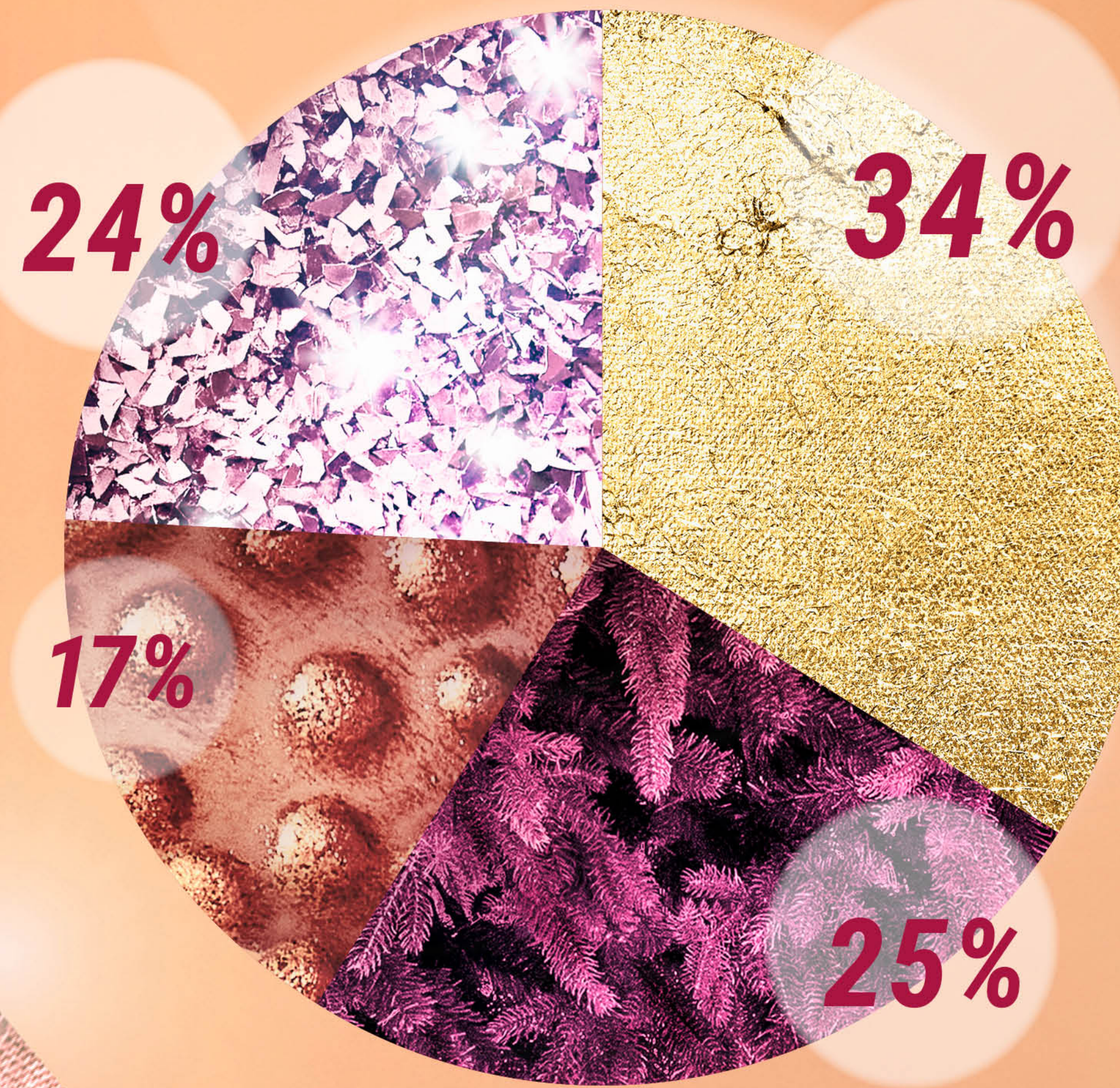
visitors degree of
internationality

72,900 sqm
gross exhibition area

670

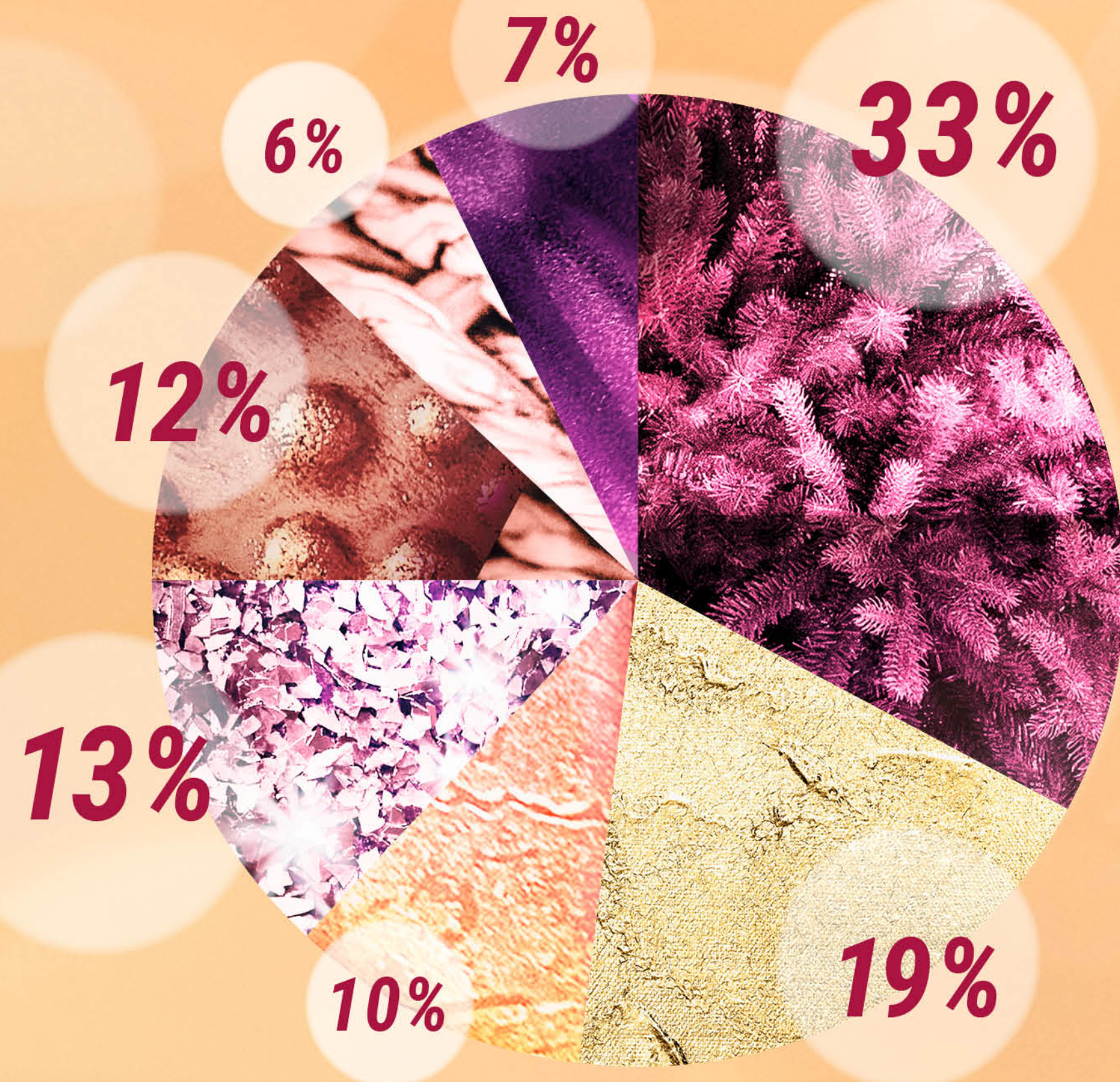
exhibitors

INFLUENCE ON PURCHASING/ PROCUREMENT DECISIONS



-  **34% decisive**
-  **25% collective**
-  **17% consultative**
-  **24% no influence**

OCCUPATIONAL POSITION OF THE TRADE VISITORS

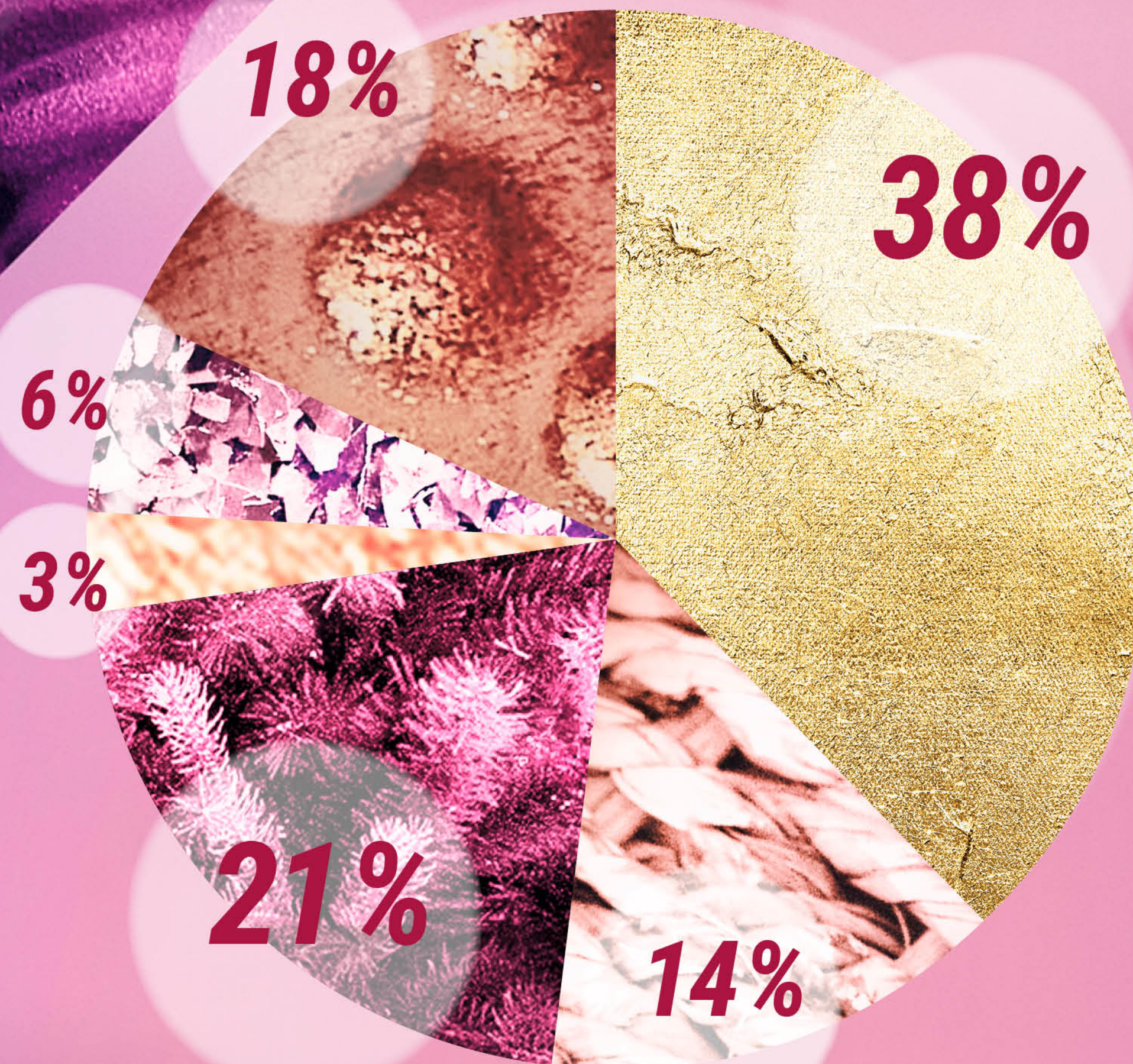


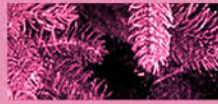
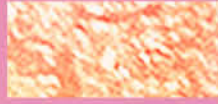
-  **33%** Self-Employed Entrepreneur
-  **19%** Managing Director, Board Member
-  **10%** Division Manager, Operations Manager
-  **13%** Department Head, Group Head
-  **12%** Other Salaried Staff
-  **6%** In Training
-  **7%** Other

TOP 10 VISITOR COUNTRIES INTERNATIONAL

- 1. Italy**
- 2. Netherlands**
- 3. France**
- 4. Peoples Republic of China**
- 5. USA**
- 6. Great Britain**
- 7. Spain**
- 8. Switzerland**
- 9. Belgium**
- 10. Poland**

TRADE VISITORS PER BUSINESS SECTOR



-  **38% Retail Trade**
-  **14% Wholesale & Foreign Trade**
-  **21% Services**
-  **3% Skilled Trades**
-  **6% Industry**
-  **18% Other***

** Pupils, students, non-working people (9%), shopping centre operators (1%), city/municipality (1%), etc.*