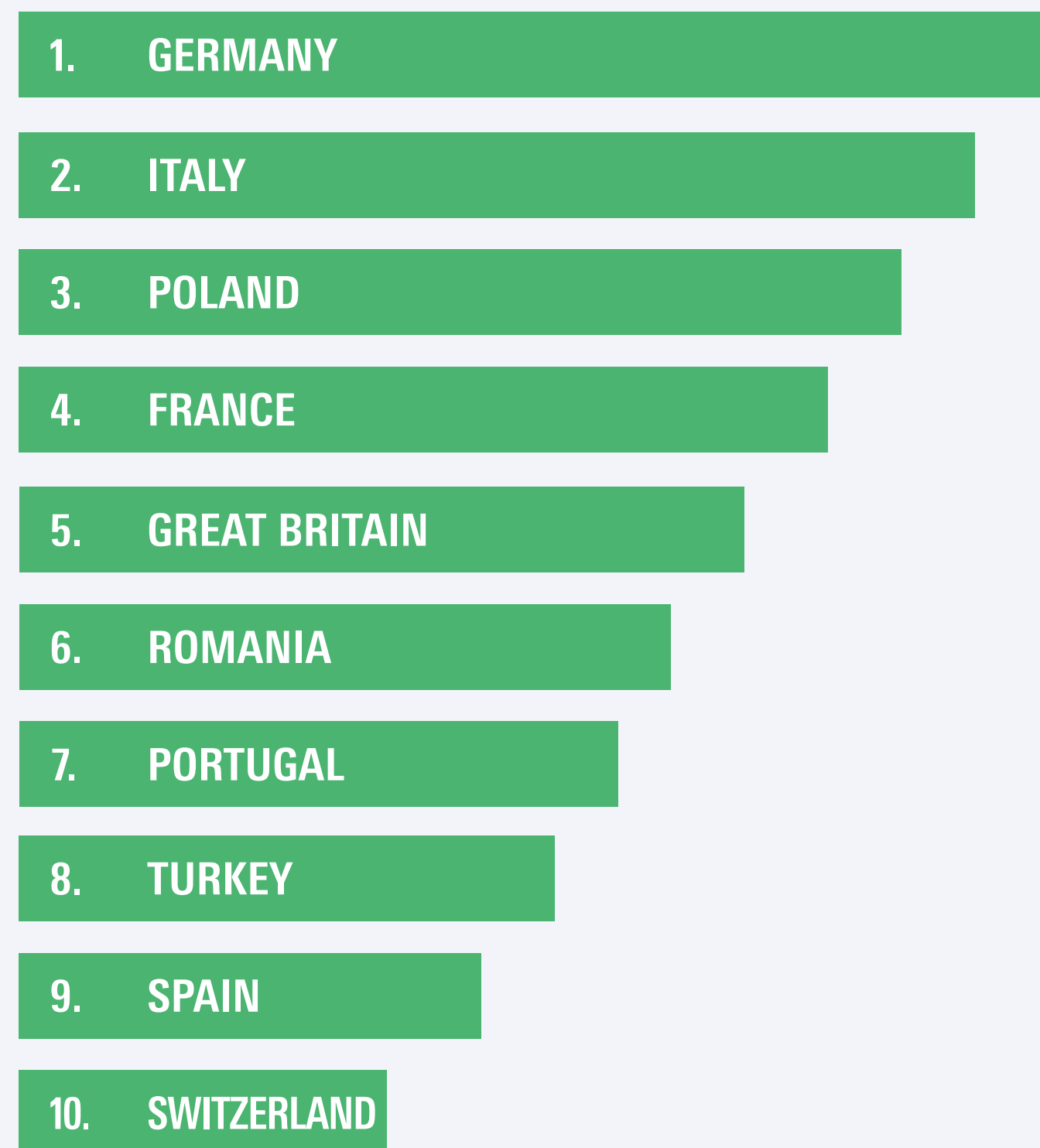


# THIS IS WHERE TECHNOLOGY MEETS PROGRESS

## Top 10

visitor countries:



28,348\*

visitors  
from 93 countries

\* including exchange visitors from Techtextil

230

exhibitors  
from 30 countries

69%

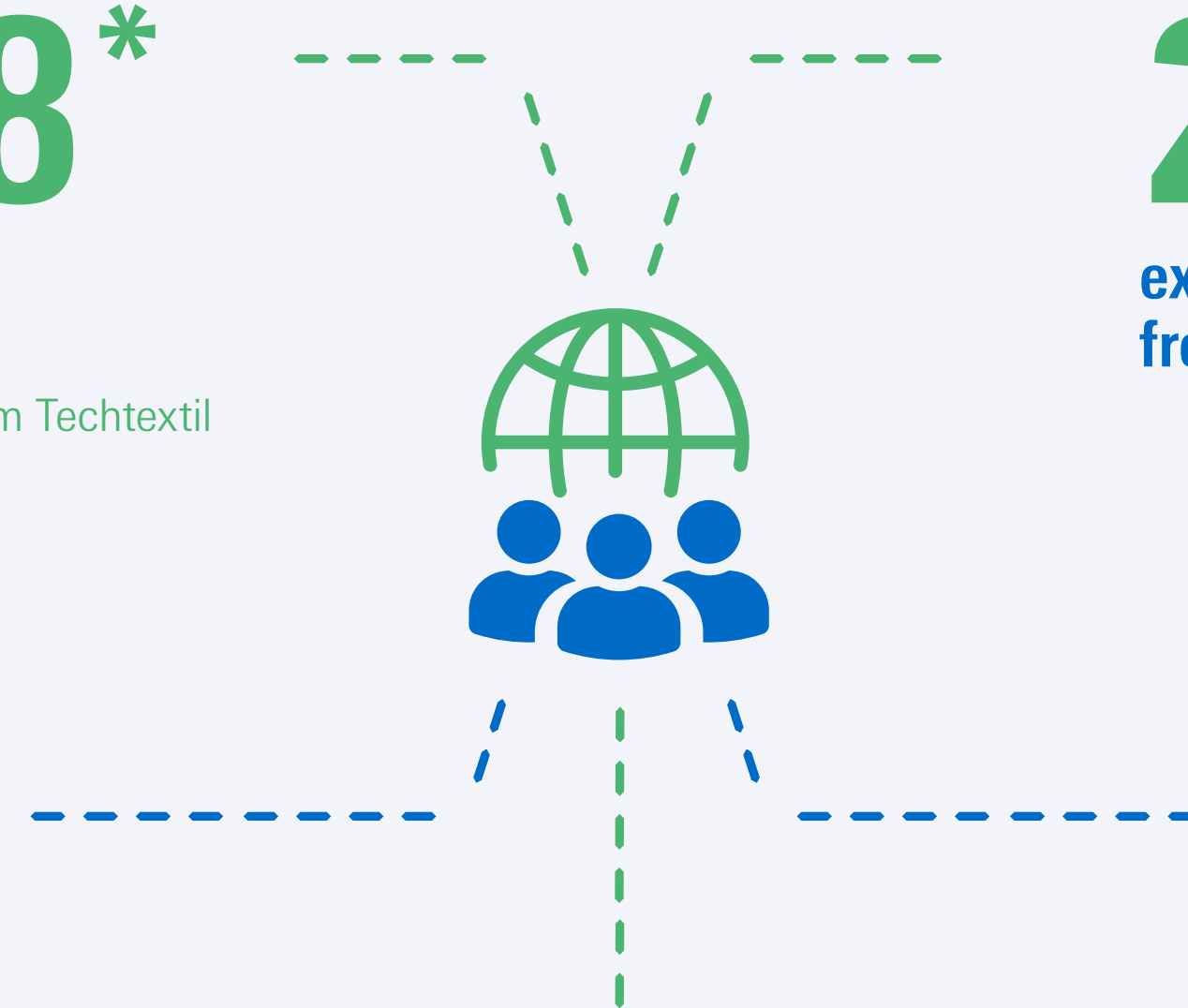
from outside Germany

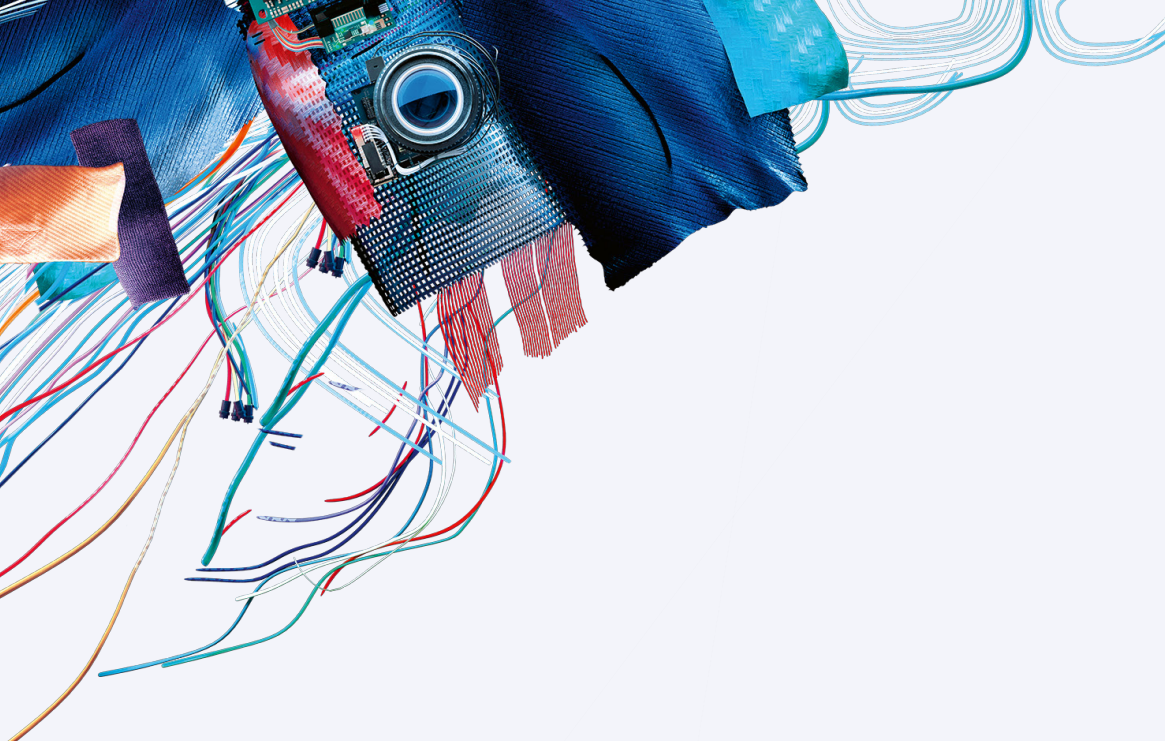
90%

exhibitors with  
intention to reparticipate

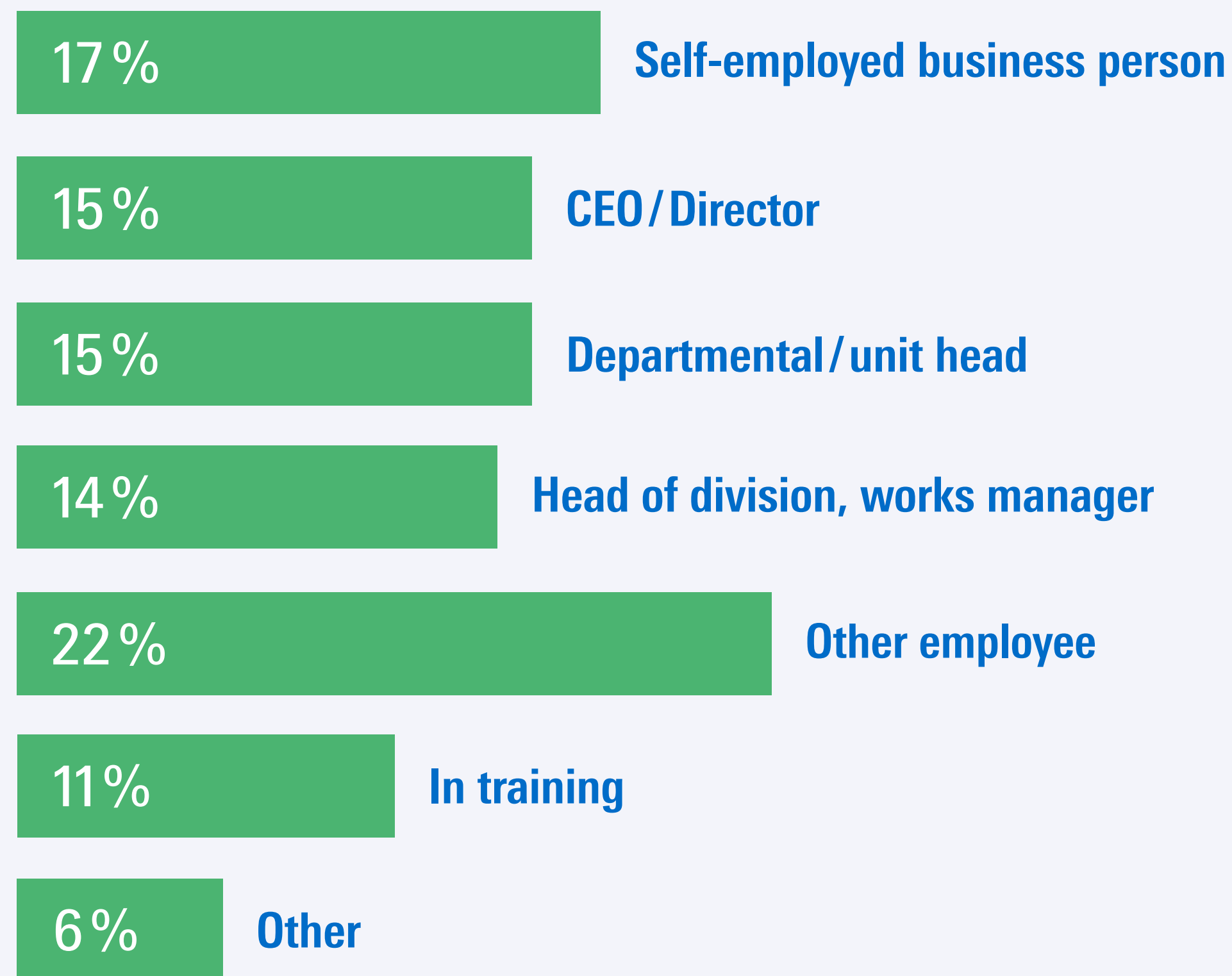
83%

trade visitors with  
likelihood of returning





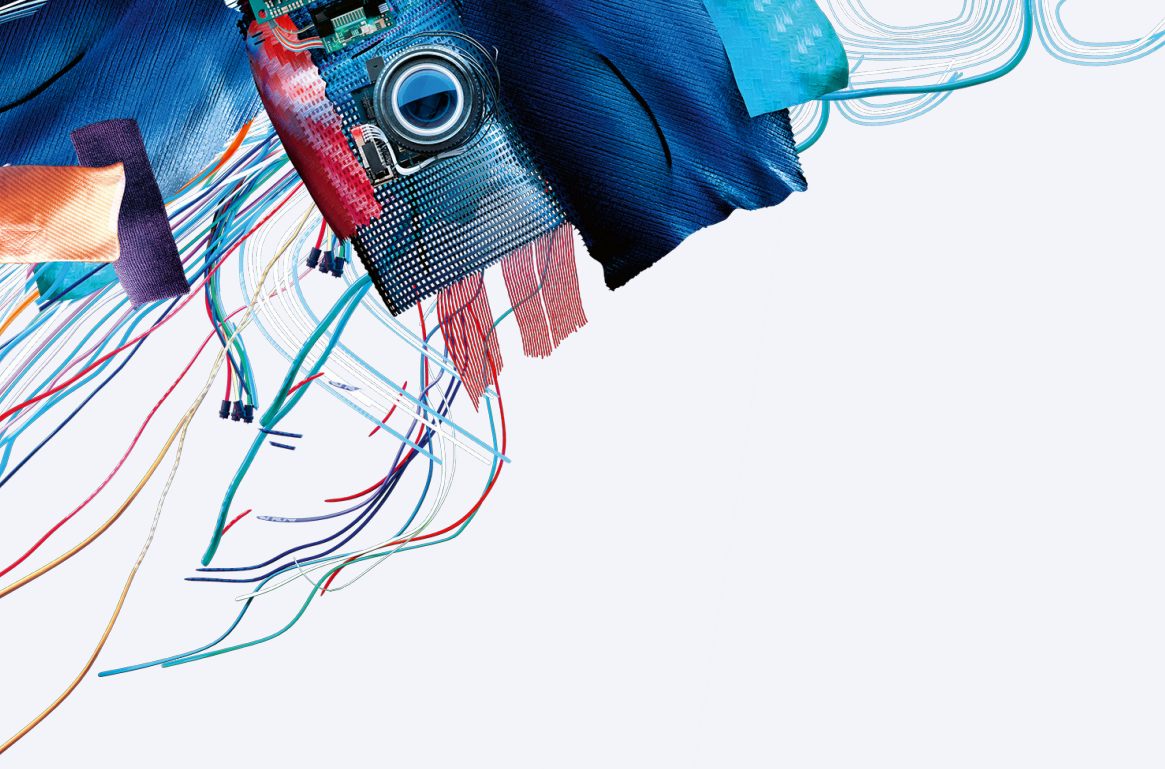
## Occupational status of trade visitors



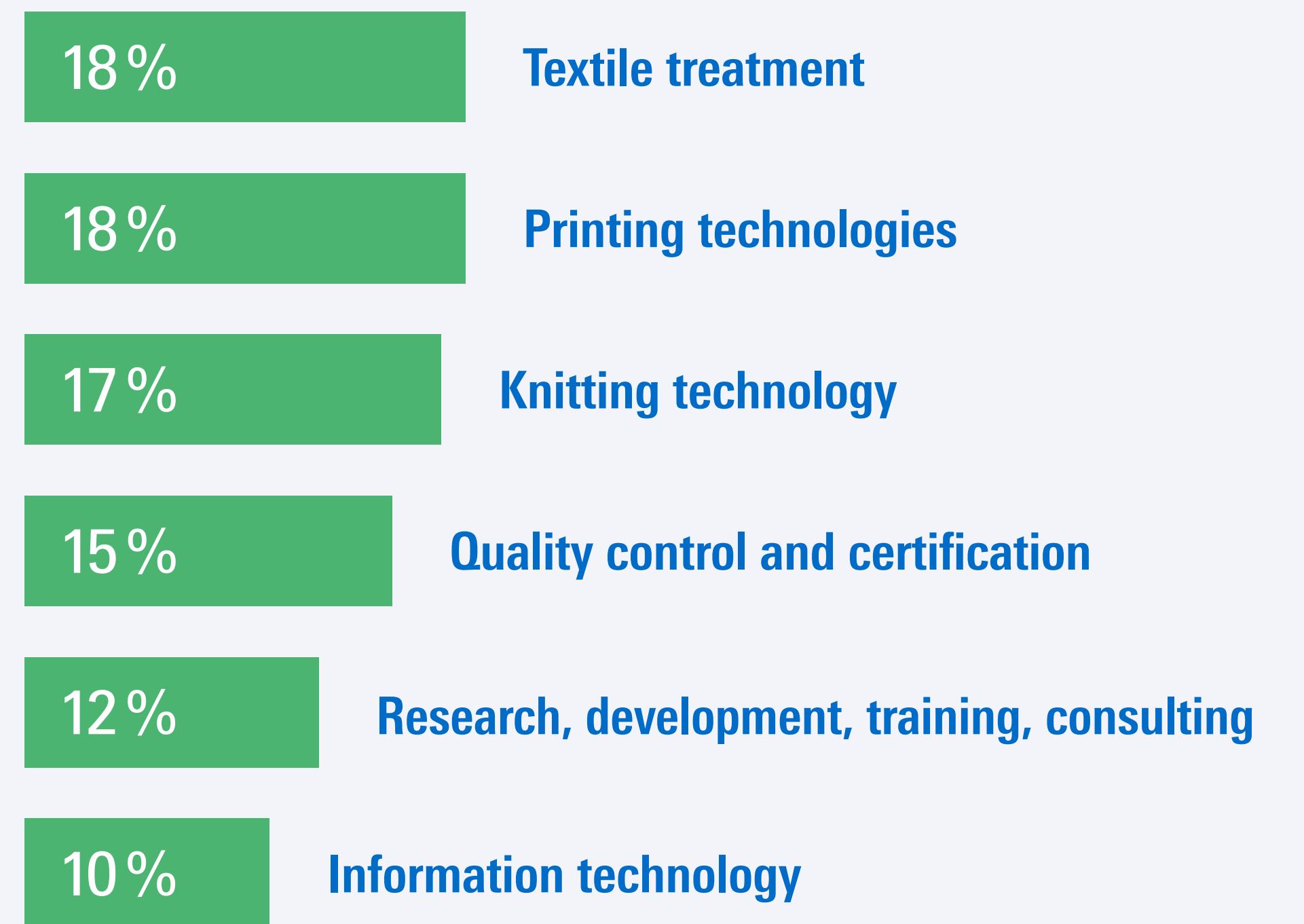
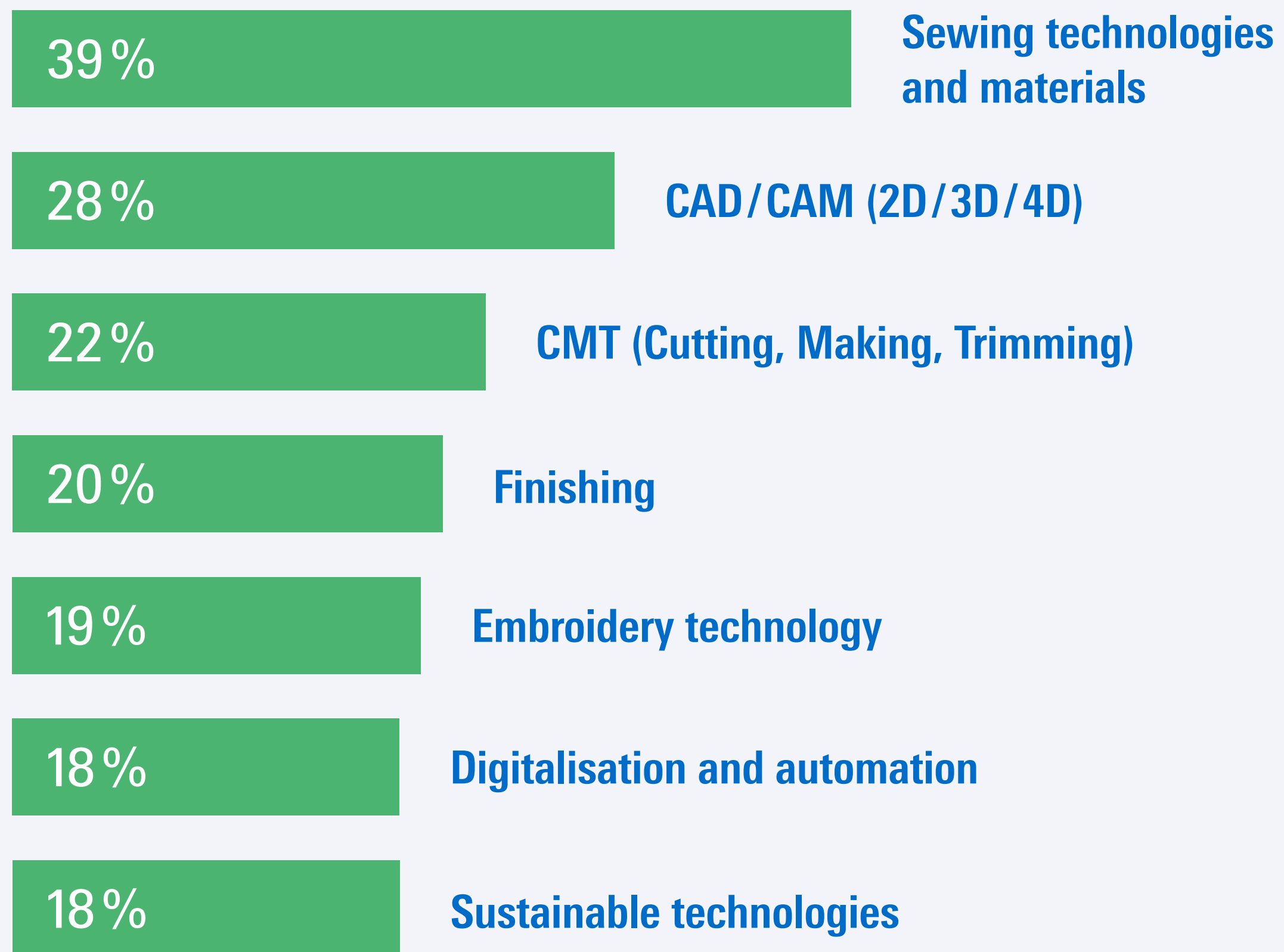
# DESTINATION FOR TOP DECISION MAKERS



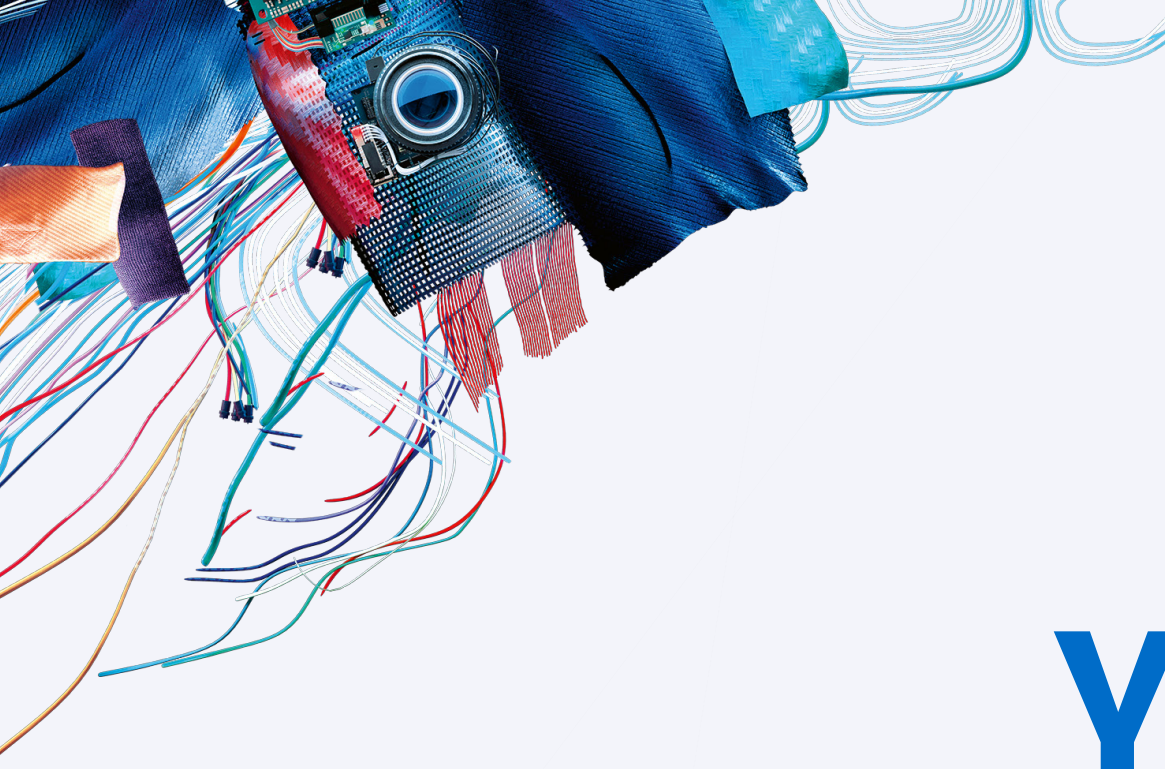
**76%**  
of visitors are involved in purchasing decisions.



# WHAT INTERESTS TRADE VISITORS

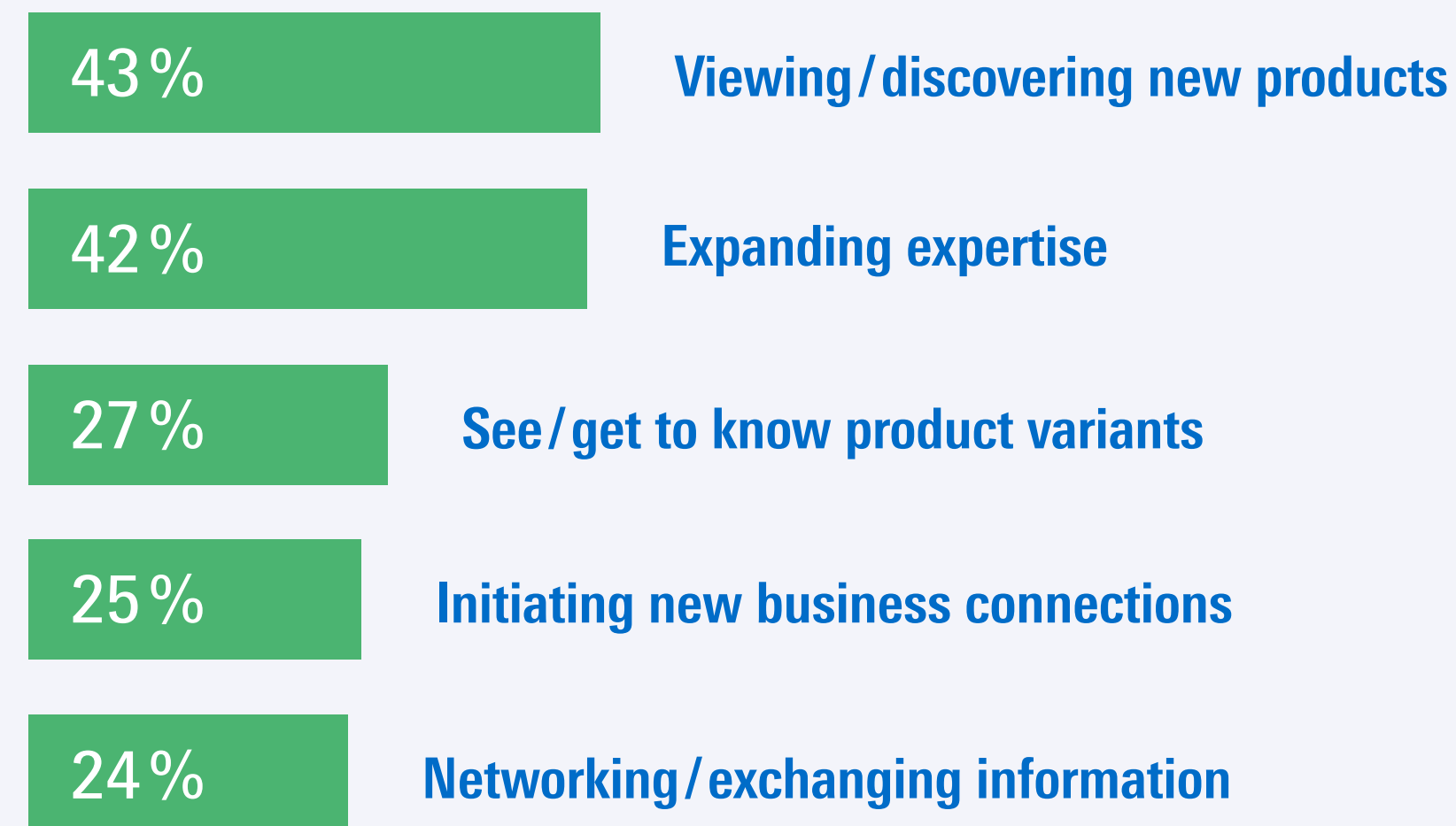






# OUR TRADE FAIR TARGET: YOU. YOUR TRADE FAIR TARGET: ACHIEVED.

## TOP 5 trade fair visit objectives trade visitors



**94%** of trade visitors  
achieved their  
trade fair objectives

## TOP 5 trade fair participation objectives exhibitors



**90%** of exhibitors  
achieved their  
objectives