



visitors  
from 82  
countries\*

\* incl. exchange visitors



**visitor  
countries**

- 1. Germany**
- 2. Italy**
- 3. Portugal**
- 4. France**
- 5. Poland**
- 6. Turkey**
- 7. Great Britain**
- 8. Spain**
- 9. Romania**
- 10. China (People's Republic)**



relevant  
decision-  
makers

0%



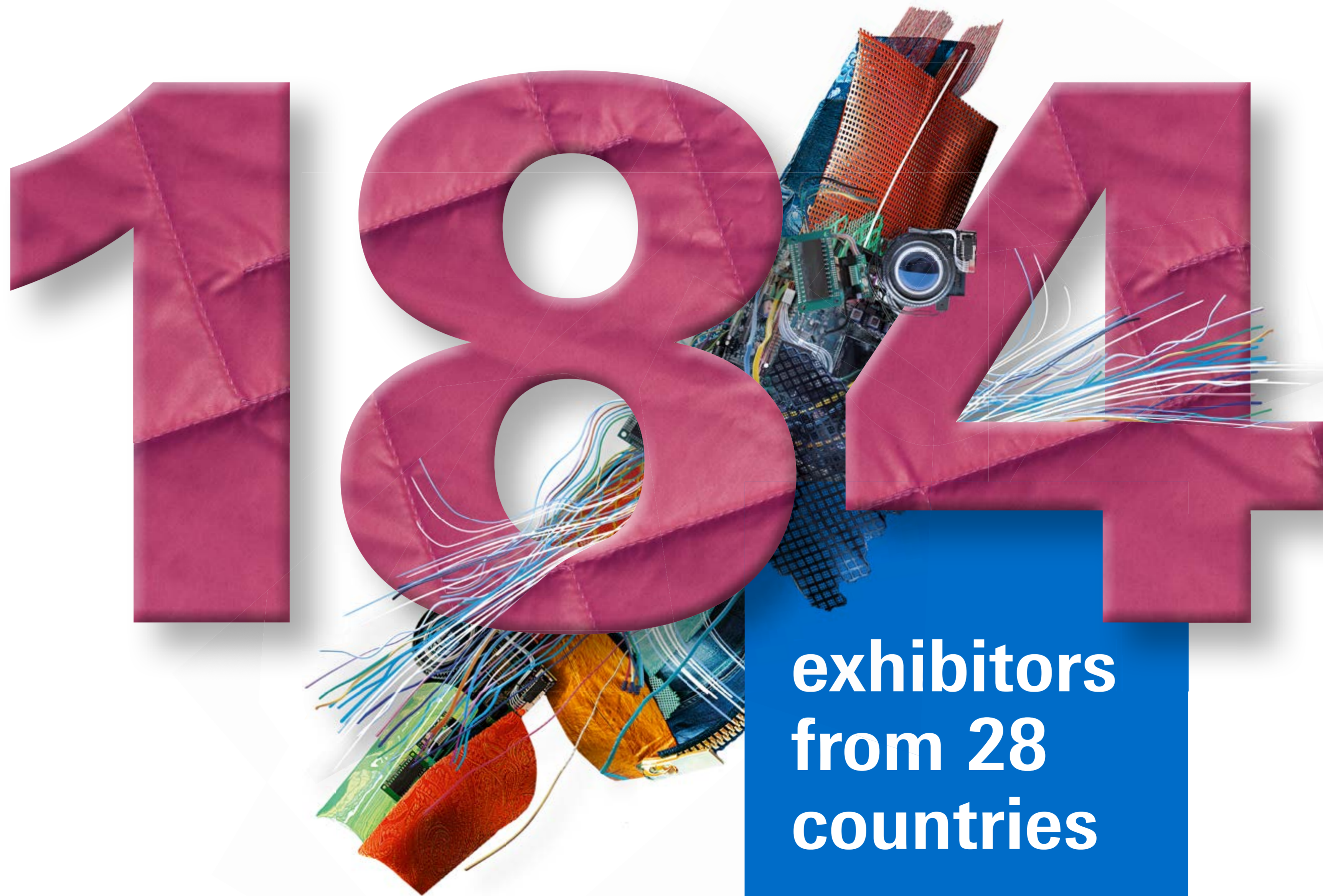
## **Top 5 trade fair visit objectives:**

- 1. Expanding expertise**
- 2. Viewing and discovering new products**
- 3. Finding new suppliers and cooperation partners**
- 4. Viewing and getting to know product variants**
- 5. Networking and exchanging information**



# Visitors by economic sector

- 51 % industry**
- 8 % wholesale and foreign trade**
- 8 % services**
- 7 % research institutes and universities/  
institutes of higher education**
- 6 % skilled trades**
- 6 % retail**
- 14 % other**  
(10 % school and college students, among others)



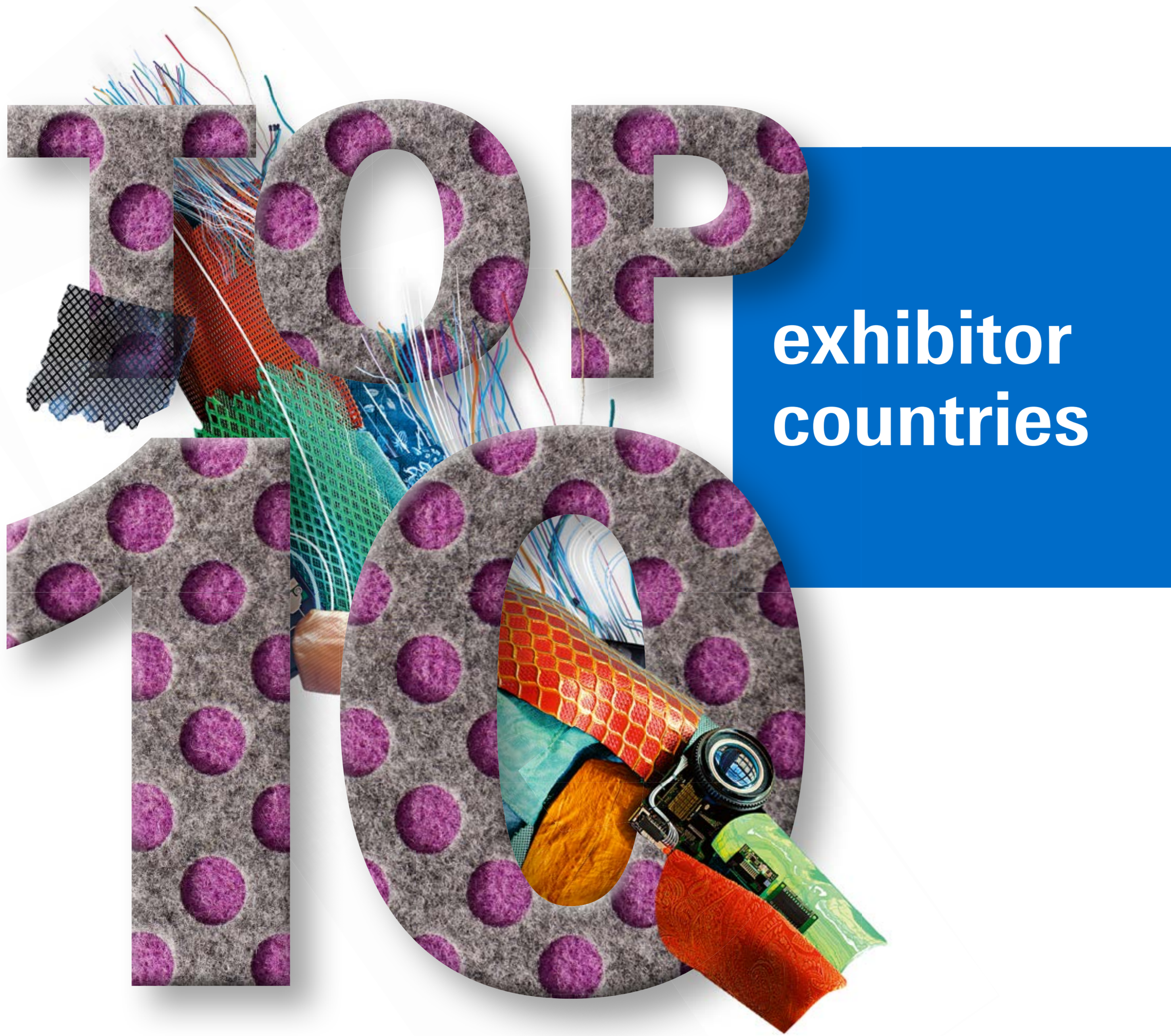
**exhibitors  
from 28  
countries**



**of  
objectives  
achieved**

## **Top 5 exhibitor objectives:**

- 1. Acquiring new clients**
- 2. Presenting innovations and new developments**
- 3. Maintaining existing client relationships**
- 4. Brand management**
- 5. Finding new sales partners**



**exhibitor  
countries**

- 1. Germany**
- 2. Italy**
- 3. China (People's Republic)**
- 4. Turkey**
- 5. Taiwan**
- 6. Great Britain**
- 7. Belgium**
- 8. Japan**
- 9. France**
- 10. Poland**



journalists  
from 38  
countries\*

Countries in  
which PR and  
advertising  
campaigns ran:

\* Journalists who visited  
Techtextil and Texprocess



# Fabrics & followers

The community grows

\* Followers of the shared accounts for Techtextil and Texprocess



**12,438**  
**followers\* on**  
**Facebook**



**11,159**  
**followers\* on**  
**LinkedIn**



**5,813**  
**followers\* on**  
**Instagram**