EuroShop ✳ Trade Fairs

EuroCIS
The Leading Trade Fair
for Retail Technology
27.2. – 1.3. 2018
Düsseldorf · Germany
www.eurocis.com

EuroCIS 2016
Quality and structure of trade visitors

Based on the results of 573 interviews with trade visitors during EuroCIS 2016
conducted by means of the Computer-Interview-System

Subject to change
(GI-MF/March 2016)

Exhibitors total	411
Exhibitors by origin	
Germany	239
Other countries	172
Number of countries	29

Net space total (sqm)	10,767
Net space by origin	
Germany	6,552
Other countries	4,215

Accredited journalists	179
Number of countries	11

Visitors total	10,253

Number of countries	74

Origin of the visitors	
From Europe	95%
- Germany	58%
- Other Europe	37%
From Non-European countries	5%
- Asia	4%
- America	1%
- Africa	0%
- Australia/Oceaniea	0%

TOP 10 visitor countries	
(Basis: all visitors)	
The Netherlands	8%
Belgium	3%
Great Britain	3%
Switzerland	2%
Italy	2%
France	2%
Austria	2%
Russia	2%
Spain	2%
Poland	1%

Area of responsibility*	
Business/company/plant management	14%
IT (information, communication technology)	26%
Sales, distribution	15%
Business development	9%
Marketing, advertising, PR	6%
E-Commerce	4%
Auditing, security	3%
Research and development, design	3%
Finances/accounting/controlling	3%
Purchasing/procurement	2%
Manufacture, production, quality control	2%
Servicing/maintenance	2%
Other	6%

Occupational position	
Top-Management	49%
Middle-Management	26%
Low-Management	25%

Decision-making powers	
Decisively	26%
Contributory	29%
In an advisory capacity	30%
No influence	15%

Industrial sector*	
Food retail	14%
Non-food retail	8%
Wholesale trade	5%
Fashion retailer	4%
Other trade	6%
IT services	10%
Consultant, agency	6%
Other services	14%
IT and security industry	15%
Other industry	8%
Associations, administration, institution	2%
Other	3%

Interest in product ranges	
(Several answers possible)	
Till systems, check-out	38%
Mobile solutions	37%
Payment systems and cash management	32%
Omnichannel solutions and E-Commerce	31%
RFID	27%
Digital instore marketing, digital signage	25%
Business intelligence and CRM	22%
Merchandise information, supply chain management/logistics	19%
Communication systems	14%
Goods security/loss prevention	14%

Reasons for visit	
(Several answers possible)	
Innovations/trends	53%
Contact to existing suppliers and business partners	35%
Search for new suppliers and business partners	33%
Preparation of purchase decision	13%
Purchase/Order	5%

New suppliers were found	
(Basis: Visitors looking for new suppliers and business partners)	
Yes	53%

Overall assessment	
Satisfied	93%

Recommendation of EuroCIS	
Yes	91%

*Difference to 100% = Pupil, student, not gainfully employed (5%)

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