

stay connected

2016 2020

June 23 - July 3

drupa

no. 1 for print
and crossmedia
solutions

drupa 2016 - Fair Profile

May 31 - June 10, 2016
www.drupa.com

Based on the results of 3,019 interviews conducted
by means of the Computer Interview System

1,828

Total number
of exhibitors

520
Germany

1,308
Other countries



158,237

Space (net, sq.m.)

Germany 55,179 sq.m.

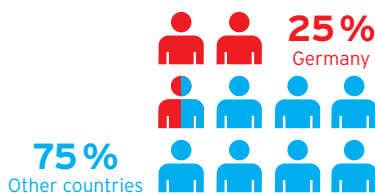
Other countries 103,058 sq.m.



260,165

Total number
of visitors

from 183 countries



Top 10

Countries of origin

- | | |
|------------------|----|
| 1. India | 5% |
| 2. Italy | 4% |
| 3. Netherlands | 4% |
| 4. France | 4% |
| 5. USA | 3% |
| 6. Great Britain | 3% |
| 7. China | 3% |
| 8. Belgium | 3% |
| 9. Turkey | 3% |
| 10. Spain | 3% |



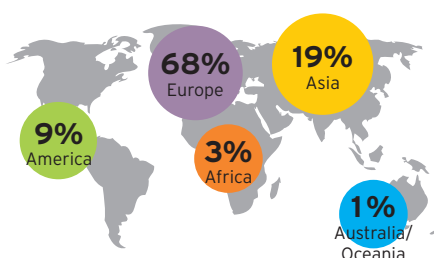
Visitors:
Average length
of stay

1,824

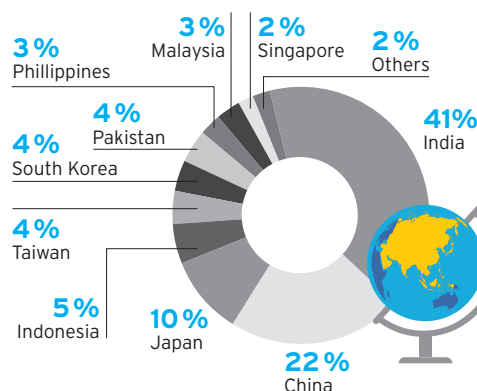
Accredited journalists

from 73 countries

International



Asian countries



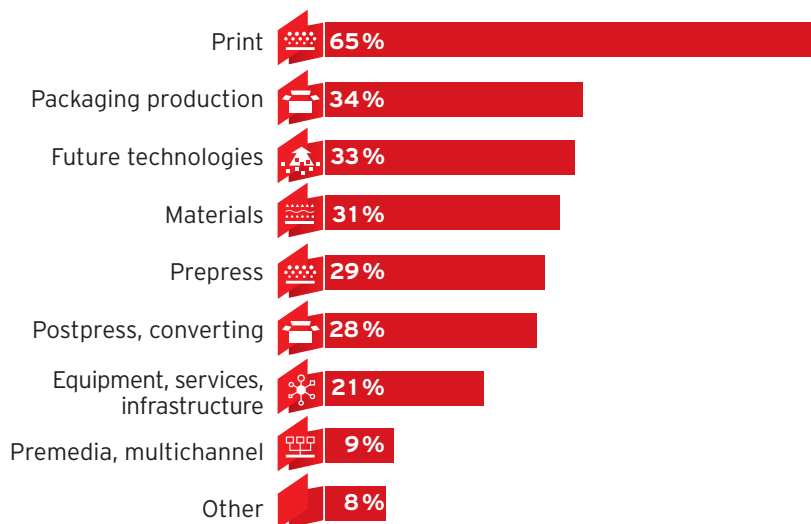
Area of responsibility*

- 31% Business/company/plant management
- 19% Manufacture, production, quality control
- 12% Research and development, design
- 10% Sales, distribution
- 6% Marketing, advertising, PR
- 5% Pupils, students
- 5% Purchasing/procurement

Economic sector**

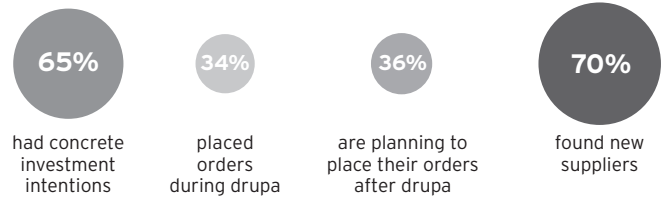
- 54% Printing industry
- 11% Packaging industry
- 6% Industries: consumer goods, electronics, food, bank and safety technology, pharmaceutical, logistics, interior design, luxury goods, cosmetics, medicine, glass
- 4% Publishing and media industry
- 3% Marketing, distribution, agencies
- 2% IT, software, MIS
- 2% Trade
- 1% University/college/institute

General interest in product ranges***



75% Executives

(in a decisive and/or co-decisive capacity when it comes to capital expenditure)

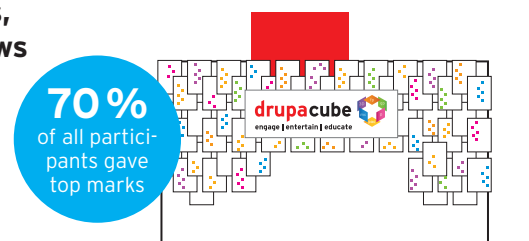


Reasons for visit

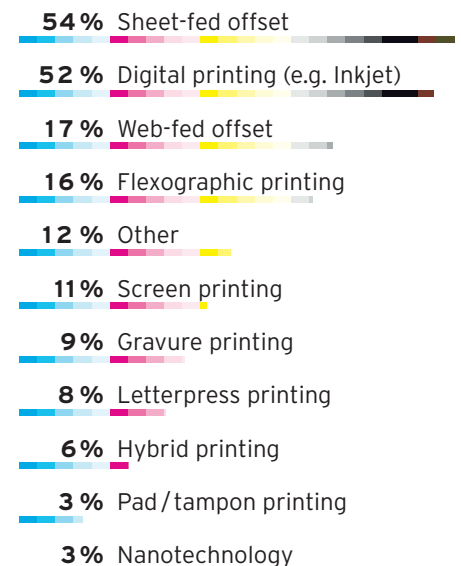
- 55% Innovations/trends
- 33% Contact to existing suppliers and business partners
- 30% Search for new suppliers and business partners
- 31% Purchase/order or preparation of purchase decision
- 22% Industry meeting/networking
- 13% Special shows/highlights

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Conferences, touchpoints, special shows



Print sector**



* Extract visitor survey data
 ** Data from visitor registration
 *** Several answers possible