

Fair Profile 2017

Based on the results of 1,889 interviews with trade visitors during A+A 2017 conducted by means of the Computer-Interview-System

Next date:

5-8 November 2019

Düsseldorf, Germany

www.AplusA-online.com



INTERNATIONAL TRADE FAIR WITH CONGRESS

- SAFETY
- SECURITY
- HEALTH AT WORK

Exhibitors total	1,947
Exhibitors by origin	
Germany	581
Other countries	1,366
Number of countries	63

Net space total (sqm)	70,685
Net space by origin	
Germany	31,035
Other countries	39,650

Accredited journalists	386
Number of countries	26

Visitors total*	67,248
Visitors by origin*	
Germany	53%
Other countries	47%
Number of countries	134
From Europe	87%
Germany	53%
Other Europe	34%
From Non-European countries	13%
Asia	8%
America	3%
Africa	1%
Australia/Oceania	1%

TOP 10 visitor countries*	
(Basis: all foreign visitors)	
The Netherlands	9%
Italy	7%
Belgium	5%
Great Britain and Northern Ireland	5%
Russian Federation	5%
France	4%
China	4%
Turkey	3%
Spain	3%
Poland	3%

Decision making powers**	
Decisive	26%
Contributory (jointly decisive)	28%
Advisory function (consultative)	32%
Not involved	12%

Economic/business sector**	
Industry	46%
Trade	18%
(State) institutions, facilities and authorities	14%
Services	12%
Skilled trades, Craft	4%
Health	3%
Other	1%

Professional function**	
Purchasing/procurement	25%
Sales/marketing	19%
Safety engineer, safety technician, safety foreman	17%
Safety Officer/Safety Expert	17%
Works/Staff councils	3%
Health manager, company doctor, industrial medical practitioner, industrial psychologist	2%
Human resources manager	2%
Fire safety engineer/officer	2%
Other	11%

Occupational position	
Top-Management	44%
Middle-Management	21%
Low-Management	35%

Frequency of visits	
A+A 2015	41%
A+A 2013	32%
First-time visit in 2017	44%

Interests in product ranges	
(Several answers possible)	
Personal safety/Safety at work	81%
Corporate security/Security at work	41%
Health at Work/Corporate Health	27%
Healthy worksation architecture, Ergonomics	20%
Corporate fire protection	15%
Emergency Management	15%
Accessories and components for Manufacturing personal protective equipment (PPE)	13%
Corporate Fashion, Identity-/Image Wear	13%
Media/training	11%
Meeting Point "Health and Safety"	8%
Services and consultancy	7%

Reasons for visit	
(Several answers possible)	
New developments/trends	35%
Contact with existing suppliers/business partners	20%
Identifying new suppliers/business partners	20%
Initiating purchase decisions	12%
Purchase/order	8%

New suppliers were found	
Yes	53%

Overall assessment	
Very satisfied/satisfied	97%

Recommendation	
Yes	96%

(Subject to change G1-MF/ October 2017)

*Visitor data from registry

**Difference to 100% = Pupils, Students, not employed (2%)



Messe Düsseldorf GmbH
Postfach 101006
40001 Düsseldorf _ Germany
Tel. +49(0)211/45 60-01
Fax +49(0)211/45 60-668
www.messe-duesseldorf.de

