Fair Profile 2017

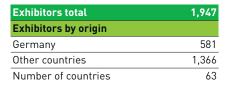
Based on the results of 1,889 interviews with trade visitors during A+A 2017 conducted by means of the Computer-Interview-System

Next date:

5-8 November 2019

Düsseldorf, Germany

www.AplusA-online.com



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%

46%
18%
14%
12%
4%
3%
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%



- SAFETY
- SECURITY
- HEALTH AT WORK

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 exisiting 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)

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







^{*}Visitor data from registry