

Fair Profile 2019

Based on the results of 1,821 interviews with trade visitors during A+A 2019 conducted by means of the Computer-Interview-System

Next date:

26-29 October 2021

Düsseldorf, Germany

www.AplusA-online.com



INTERNATIONAL TRADE FAIR WITH CONGRESS

- SAFETY
- SECURITY
- HEALTH AT WORK

Exhibitors total 2,111

Exhibitors by origin

Exhibitors Germany	566
Exhibitors other countries	1,545
Number of countries	61

Net space total (sqm) 78,152

Net space by origin

Net space Germany	31,723
Net space other countries	46,429

Accredited journalists 419

Number of countries	26
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Visitors total* 73,507

Visitors by origin*

From Europe	86%
Germany	49%
Other Europe	37%
From Non-European countries	14%
Asia	9%
America	3%
Africa	1%
Australia/Oceania	1%
Number of countries	136

TOP 10 visitor countries*

(Basis: all foreign visitors)

The Netherlands	9%
Italy	6%
Great Britain and Northern Ireland	5%
Belgium	5%
China	4%
France	4%
Russian Federation	4%
Spain	3%
Poland	3%
Turkey	3%

Decision making powers**

Decisive	22%
Contributory (jointly decisive)	30%
Advisory function (consultative)	34%
Not involved	11%

Economic/business sector**

Industry	39%
Trade	15%
Services	15%
(State) institutions, facilities and authorities	7%
Suppliers	5%
Other	16%

Professional function**

Expert for occupational health & safety	25%
Purchasing/procurement	17%
Sales/marketing	16%
Safety officer/safety expert	13%
Works council and staff council	3%
Work organization	2%
Human resources manager	2%
Other	19%

Occupational position**

Top-Management	44%
Middle-Management	19%
Low-Management	34%

Frequency of visits

A+A 2017	41%
A+A 2015	33%
First-time visit in 2019	44%

Interests in product ranges

(Several answers possible)

Personal protective equipment (PPE)	77%
Safety equipment and facilities for the workplace	41%
Corporate security/Security at work	23%
Health at Work/Corporate Health	17%
Software	16%
Healthy workstation architecture, Ergonomics	16%
Corporate fire protection	13%
Fabrics for protective wear and workwear	35%
Accessories and Components	25%
Corporate Fashion, Corporate Identity-/Image-/Work-Wear	9%
Emergency/crisis management	9%
Media/training	8%
Services and consultancy	5%
Other	3%

Reasons for visit

(Several answers possible)

New developments/trends	34%
Contact with existing suppliers/business partners	24%
Identifying new suppliers/business partners	20%
Initiating purchase decisions	13%
Purchase/Order	8%

New suppliers were found

Yes	46%
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Intention to visit A+A 2021

Yes	94%
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Overall assessment

Very satisfied/satisfied	98%
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Weiterempfehlung der A+A

Yes	97%
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*Visitor data from registry

**Difference to 100% = Pupils, Students, not employed (3%)

Subject to change G1-MF/ November 2019)



Messe Düsseldorf GmbH
P.O. Box 10 1006 _ 40001 Düsseldorf _ Germany
Tel. +49 211 4560 01 _ Fax +49 211 4560 668

www.messe-duesseldorf.de

