EUROCIS 2019 – FAIR PROFILE

EuroCIS

The Leading Trade Fair
for Retail Technology
Düsseldorf · Germany
www.eurocis.com

Exhibitors total	482
Exhibitors Germany	237
Exhibitors other countries	245
Number of countries	39

Net space total (sqm)	13,927
Net space Germany	7,966
Net space other countries	5,961

Visitor data from registry:

Visitors total	13,374
Germany	49%
Other Europe	44%
From Non-European countries	7%
Number of countries	94

Visitor data from registry:

TOP 10 visitor countries	
(Basis: all foreign visitors)	
The Netherlands	14%
Great Britain and Northern Ireland	6%
Russian Federation	6%
Italy	5%
Spain	5%
Belgium	5%
Austria	4%
Ukraine	4%
France	4%
Switzerland	4%

Preliminary data; subject to change
(G1-MF/March 2019)

QUALITY AND STRUCTURE OF TRADE VISITORS

Based on the results of 599 interviews with trade visitors during EuroCIS 2018 conducted by means of the Computer-Interview-System

Decision making powers*	
Decisive	25%
Contributory (jointly decisive)	30%
Advisory function (consultative)	28%
Not involved	14%

Occupational position	
Top-Management	46%
Middle-Management	26%
Low-Management	28%

Area of responsibility*	
Business/company/plant, management	14%
IT (information, communication technology)	29%
Sales, distribution	16%
Business development	11%
Marketing, advertising, PR	6%
E-Commerce	4%
Research and development, design	4%
Purchasing/procurement	2%
Other	11%

Industrial sector*	
Retail	29%
Services	26%
Industry	19%
Wholesale	10%
Hotels/Resorts	3%
Food Service/Catering	3%
Leisurepark/Entertainment	1%
Sonstiges	7%

Reasons for visit	
(Several answers possible)	
New developments/trends	36%
Identifying new suppliers business partners	35%
Contact with exisiting suppliers/ business partners	20%
Initiating purchase decisions	6%
Purchase/Order	4%

New suppliers were found	
Yes	37%

Interest in product ranges	
(Several answers possible)	
Till-/checkout-systems	39%
Payment systems and cash management	37%
Mobile solutions	35%
Omnichannelsolutions and E-Commerce	31%
IoT, KI	28%
Digital Signage	28%
RFID	27%
Digital Instore-Marketing	20%
Business intelligence and CRM	20%
ERP, merchandise-/supply chain management and logistics	18%
Communication systems	14%
Augmented/Virtual Reality	14%
Robotics	12%
Scales	11%
Surveillance systems, access control	10%
Merchandise-/article-/product-surveillance, Loss Prevention	10%
Workforce management	8%
Reverse vending systems (empty returns)	4%
Sonstiges	9%

Overall assessment	
Satisfied	94%

Recommendation	
Yes	95%

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

FKM ZERTIFIZIERT

Messe Düsseldorf