



# BIG BUSINESS DEALS

glasstec – the place to be for business

- High proportion of decision makers among visitors
- Best expectations for successful after-trade-fair business



## INTERNATIONAL LEADERSHIP

The high degree of internationality among visitors of glasstec creates qualified contacts and leads across the world

**99%** certified professional trade visitors

**80%** decision makers or involved in investment decisions

**73%** from the executive or top management ranks

# glasstec

INTERNATIONAL TRADE FAIR FOR GLASS PRODUCTION • PROCESSING • PRODUCTS

## 2022

## WORLD LEADING

glasstec claims its position as the world's leading trade fair:

# 928

EXHIBITORS FROM **47** COUNTRIES



# 29,278

VISITORS FROM **121** COUNTRIES

[glasstec-online.com](https://glasstec-online.com)

# INSPIRING YOUR BUSINESS

- Intense networking and substantial exchange of experience
- Unique number of innovations and technologies in one place
- High calibre platform for sharing knowledge: focus on the global trend topics of the industry

## BEST FEEDBACK

Excellent rating of the trade fair from visitors

# 95%

were satisfied



# 94%

would recommend glasstec

## Structure of visitors

<b>EXHIBITORS TOTAL</b>	<b>928</b>
Exhibitors Germany	283
Exhibitors other countries	645
<b>Number of countries</b>	<b>47</b>

<b>NET SPACE TOTAL (sqm)</b>	<b>50.838</b>
Net space Germany	14,933
Net space other countries	39,905

Visitor data from registry:

<b>VISITORS TOTAL</b>	<b>29,278</b>
<b>From Europe</b>	<b>79%</b>
- Germany	27%
- Other Europe	52%
<b>From Non-European countries</b>	<b>21%</b>
- Asia	9%
- America	8%
- Africa	3%
- Australia/Oceania	1%
<b>Number of countries</b>	<b>121</b>

(Basis: all foreign visitors)

<b>TOP 10 VISITOR COUNTRIES</b>	
Italy	7%
Netherlands	6%
France	5%
Poland	5%
Turkiye	5%
USA	5%
Spain	4%
Belgium	4%
Great Britain & Northern Ireland	4%
Austria	3%

### 210 accredited journalists from 66 countries

Based on the results of a total of 1.260 interviews including 1.241 interviews with trade visitors (99%) during glasstec 2022 conducted by means of the Computer-Interview-System

Preliminary data, Subject to change  
(VG-VE-MF/October 2022)

\* Difference to 100%:  
Pupil, student, not gainfully employed (4%)

<b>INDUSTRIAL SECTOR*</b>	
Industry: Glass manufacturing/ glass processing/glass finishing	34%
Mechanical engineering	27%
Suppliers/Trade	18%
Manufacturers of windows/facades	5%
Crafts	4%
Architecture + building industry	3%
miscellaneous	5%

<b>AREA OF RESPONSIBILITY*</b>	
Business-/company-/plant management	28%
Manufacture, production, quality control	20%
Research and development, construction	17%
Sales, distribution	12%
Buying, procurement	5%
other	14%

<b>DECISION-MAKING POWERS*</b>	
Decisive	29%
Contributory (jointly decisive)	27%
Advisory function (consultative)	24%
no influence	16%

<b>OCCUPATIONAL STATUS*</b>	
Independent entrepreneur, co-owner, freelance employee	18%
Managing director, board member, head of an authority	20%
Area manager, operations manager, plant manager, branch manager office head	17%
Head of department, group leader team leader	19%
other employee, civil servant, specialist	16%
Trainee	3%
Lecturer, teacher	1%
other occupational status	2%

<b>NUMBER OF EMPLOYEES*</b>	
1 – 9 employees	15%
10 – 19 employees	9%
20 – 99 employees	21%
100 – 499 employees	22%
500 – 999 employees	7%
1000 and more employees	22%

<b>INTEREST IN PRODUCT RANGES</b>	
Several answers possible)	
Glass production/production technology	57%
Industrial glass processing and finishing	37%
Glass products and applications	33%
Glass printing	23%
Technical glass/functional glass	23%
Measurement, testing, control technology and software	22%
Interior construction and design with glass	18%
Tools, replacement and spare parts auxiliary equipment and fittings	16%
Solar Applications	15%
Glasrecycling	15%
Glass processing crafts	13%
Metal and glass facade construction	12%
Functional fittings and brackets	9%
Contracting, Consulting, engineering, services	9%
Research and teaching, trade literature, trade associations	7%
other	7%

<b>OVERALL ASSESSMENT</b>	
Satisfied	95%

<b>RECOMMENDATION OF GLASSTEC</b>	
Yes	94%