



BIG BUSINESS DEALS

glasstec – the place to be for business
// Excellent investment climate
// Outstanding business transactions



VISITOR EXCELLENCE
The high number of decision makers amongst the glasstec visitors is crucial to its success

99% *qualified trade visitors*

79% *are decision makers or involved in decision making*

77% *come from senior or top management*

glasstec

INTERNATIONAL TRADE FAIR FOR GLASS PRODUCTION • PROCESSING • PRODUCTS

2024

WORLD LEADING

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

1,257
EXHIBITORS
FROM **49**
COUNTRIES



32,023
VISITORS
FROM **126** COUNTRIES

www.glasstec-online.com

IMPORTANT IMPULSES

glasstec provides important stimuli for the future of the industry.



Promising new contacts

Concentrated demonstration of innovative strength

Expecting great follow-up business after the trade fair

BEST FEEDBACK

Excellent trade fair results for exhibitors and visitors

95%
satisfied



95%
glasstec recommendation

Structure of visitors

EXHIBITORS TOTAL	1,257
Exhibitors Germany	283
Exhibitors other countries	974
Number of countries	49

NET SPACE TOTAL (sqm)	60,379
Net space Germany	17,469
Net space other countries	42,910

Visitor data from registry:

VISITORS TOTAL	32,023
From Europe	76 %
- Germany	27 %
- Other Europe	49 %
From Non-European countries	24 %
- Asia	13 %
- America	7 %
- Africa	3 %
- Australia/Oceania	1 %
Number of countries	126

TOP 10 VISITOR COUNTRIES

(Basis: all foreign visitors)

Italy	8 %
Netherlands	6 %
France	5 %
Poland	5 %
China	4 %
Spain	4 %
USA	4 %
Great Britain & Northern Ireland	4 %
Turkey	4 %
Belgium	4 %

141 accredited journalists from 20 countries

Based on the results of a total of 1.194 interviews including 1.163 interviews with trade visitors (97%) during glasstec 2024 conducted by means of the Computer-Interview-System

Preliminary data, Subject to change
(U-GES-GE/January 2025)

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

INDUSTRIAL SECTOR*	
Mechanical engineering	30 %
Industry: Glass manufacturing/ glass processing/glass finishing	29 %
Suppliers/Trade	19 %
Manufacturers of windows/facades	5 %
Crafts	5 %
Architecture + building industry	3 %
Miscellaneous	6 %

AREA OF RESPONSIBILITY*	
Business-/company-/plant management	29 %
Manufacture, production, quality control	21 %
Research and development, construction	17 %
Sales, distribution	14 %
Buying, procurement	5 %
Other	11 %

DECISION-MAKING POWERS*	
Decisive	30 %
Contributory (jointly decisive)	27 %
Advisory function (consultative)	22 %
No influence	18 %

OCCUPATIONAL STATUS*	
Independent entrepreneur, co-owner, freelance employee	22 %
Managing director, board member, head of an authority	20 %
Area manager, operations manager, plant manager, branchmanager, office head	17 %
Head of department, group leader, team leader	18 %
Other employee, civil servant, specialist	13 %
Trainee	2 %
Lecturer, teacher	1 %
Other occupational status	4 %

OVERALL ASSESSMENT	
Satisfied	95 %

RECOMMENDATION OF GLASSTEC	
Yes	95 %

NUMBER OF EMPLOYEES*	
1 – 9 employees	18 %
10 – 19 employees	9 %
20 – 99 employees	21 %
100 – 499 employees	24 %
500 – 999 employees	6 %
1,000 and more employees	19 %

REASONS FOR VISIT	
(Several answers possible)	
Identifying new suppliers/ business partners	31 %
New developments/trends	26 %
Contact with existing suppliers/ business partners	20 %
Networking	18 %
Preparation/implementation of purchase decisions	5 %

INTEREST IN PRODUCT RANGES	
(Several answers possible)	
Glass production/production technology	55 %
Industrial glass processing and finishing	37 %
Glass products and applications	32 %
Technical glass/functional glass	23 %
Glass printing	22 %
Measurement, testing, control technology and software	22 %
Interior construction and design with glass	17 %
Tools, replacement and spare parts, auxiliary equipment fittings	16 %
Glass recycling	15 %
Glass processing crafts	14 %
Solar Applications	12 %
Metal and glass facade construction	11 %
Contracting, Consulting engineering, services	8 %
Research and teaching, trade literature, trade associations	8 %
Functional fittings and brackets	7 %
Other	7 %