

EuroCIS

The Leading Trade Fair
for Retail Technology**23 – 25 Feb. 2016**

Düsseldorf · Germany

www.eurocis.com

EuroCIS 2015 Fair Profile

Based on the results of 574 interviews conducted
by means of the Computer Interview Systemsubject to change
UI-MF/ March 2015

Exhibitors total	320
Exhibitors by origin	
Germany	189
Other countries	131
Number of countries	23

Net space total (sqm)	9,130
Net space by origin	
Germany	5,835
Other countries	3,295

Accredited journalists	190
Number of countries	14

Visitors total	8.866
Visitors by origin	
Germany	5.051
Other countries	3.815
Number of countries	74

Origin of the visitors	
Germany	57%
Other countries	43%

Germany	
West Germany	49%
South Germany	20%
Southwest Germany	14%
North Germany	11%
East Germany	6%

Other countries	
Europe	87%
- EU	72%
- Other european countries	15%
Asia	7%
- South/East/Central Asia	5%
- Middle East	2%
North America	3%
Africa	2%
South and Central America	1%

Countries of origin (Top 7)*	
The Netherlands	16%
Belgium	7%
Great Britain/Northern Ireland	7%
Austria	7%
Spain	5%
Italy	4%
Switzerland	4%

Decision-making powers**	
Decisively	28%
Contributory	30%
In an advisory capacity	27%
No influence	15%

Industrial sector**	
Food retail	12%
Non-food retail	9%
Wholesale trade	6%
Other retailer	7%
IT and security industry	13%
Other industry	8%
IT service	14%
Consultant, agency	6%
Other services	15%
Associations, administration, institution	1%
Other	4%

Area of responsibility**	
Business/company/, plant management	16%
IT (information, communication technology)	28%
Sales, distribution	16%
Business Development	10%
Marketing, advertising, PR	8%
E-Commerce	4%
Purchasing/procurement	2%
Research/development/design	1%
Auditing, security	1%
Finances/accounting/controlling	1%
Shop-building/shop fittings/design	1%
Other	7%

Occupational position	
Independent entrepreneur, co-owner, freelance employee	17%
Managing director, board member, head of an authority	16%
Area, operations, plant, branch manager, office head	15%
Department head/group leader	27%
Employee, civil servant, specialist	16%
Trainee	1%
Other	3%

Interest in product ranges (Top 10)	
(Several answers possible)	
Mobile Solutions	42%
Till systems, check out	40%
Multi-channel solutions/ E-Commerce	36%
Payment systems/ cash management	33%
Digital Instore-Marketing, Digital Signage	25%
RFID	24%
Merchandise information supply chain management/logistics	18%
Business intelligence/CRM	17%
Communication systems	15%
Goods security/loss prevention	9%

Reasons for visit	
(Several answers possible)	
Innovations/trends	52%
Contact to existing suppliers and business partners	39%
Search for new suppliers and business partners	36%
Preparation of purchase decision	12%
Purchase/Order	3%

New suppliers were found	
(Basis: Visitors looking for new suppliers and business partners)	
Yes	62%

Overall assessment	
Satisfied	95%

Recommendation of EuroCIS	
Yes	91%



*Basis: Other countries
**Difference to 100% = Pupil, student,
not gainfully employed (5%)