EUROCIS 2019 – FAIR PROFILE

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%

**Enhanced data; subject to change**

<table>
<thead>
<tr>
<th>Exibitors total</th>
<th>482</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exibitors Germany</td>
<td>237</td>
</tr>
<tr>
<td>Exibitors other countries</td>
<td>245</td>
</tr>
<tr>
<td>Number of countries</td>
<td>39</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net space total (sqm)</th>
<th>13,927</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net space Germany</td>
<td>7,966</td>
</tr>
<tr>
<td>Net space other countries</td>
<td>5,961</td>
</tr>
</tbody>
</table>

Visitor data from registry:

<table>
<thead>
<tr>
<th>Visitors total</th>
<th>13,374</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>49%</td>
</tr>
<tr>
<td>Other Europe</td>
<td>44%</td>
</tr>
<tr>
<td>From Non-European countries</td>
<td>7%</td>
</tr>
<tr>
<td>Number of countries</td>
<td>94</td>
</tr>
</tbody>
</table>

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 35%
- Contact with existing 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%
- Omni Channel solutions and E-Commerce 31%
- IoT, KI 28%
- Digital Signage 28%
- RFID 27%
- Digital Instore-Marketing 20%
- Business intelligence and CRM 18%
- Communication systems 14%
- Augmented/Virtual Reality 14%
- Robotics 12%
- Scales 11%
- Surveillance systems, access control 10%
- Merchanise/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%)