

# EUROCIS 2019 – FAIR PROFILE

<b>Exhibitors total</b>	<b>482</b>
Exhibitors Germany	237
Exhibitors other countries	245
<b>Number of countries</b>	<b>39</b>

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

Visitor data from registry:

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

Visitor data from registry:

<b>TOP 10 visitor countries</b>	
<i>(Basis: all foreign visitors)</i>	
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%

# EuroCIS

The Leading Trade Fair  
for Retail Technology

**31 MAY–2 JUNE 2022**

Düsseldorf · Germany

[www.eurocis.com](http://www.eurocis.com)

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

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

<b>Occupational position</b>	
Top-Management	46%
Middle-Management	26%
Low-Management	28%

<b>Area of responsibility*</b>	
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%

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

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

<b>New suppliers were found</b>	
Yes	37%

<b>Interest in product ranges</b>	
<i>(Several answers possible)</i>	
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%

<b>Overall assessment</b>	
Satisfied	94%

<b>Recommendation</b>	
Yes	95%

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



Messe Düsseldorf GmbH  
P.O. Box 10 10 06 \_ 40001 Düsseldorf \_ Germany  
Tel. +49 211 4560 01 \_ Fax +49 211 4560 668

[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)

