EUROCIS 2022 – FAIR PROFILE

EuroCIS
THE LEADING TRADE FAIR
FOR RETAIL TECHNOLOGY
27–29 FEB 2024
DÜSSELDORF, GERMANY
www.eurocis.com

Exhibitors total	343
Exhibitors Germany	169
Exhibitors other countries	174
Number of countries	32

Net space total (sqm)	10,721
Net space Germany	5,604
Net space other countries	5,117

Visitor data from registry:

Visitors total	9,070
Germany	50%
Other Europe	43%
From Non-European countries	7%
Number of countries	89

116 accredited journalists from 9 countries

Visitor data from registry:

TOP 10 visitor countries	
(Basis: all foreign visitors)	
The Netherlands	17%
Austria	6%
Italy	6%
Great Britain and North Ireland	5%
Spain	5%
Belgium	5%
Poland	4%
France	4%
Switzerland	4%
Israel	3%

Preliminary data
subject to change
(G1-MF/June 2022)

QUALITY AND STRUCTURE OF TRADE VISITORS

Based on the results of 548 interviews with trade visitors during EuroCIS 2022 conducted by means of the Computer-Interview-System

Decision making powers*	
Decisive	26%
Contributory (jointly decisive)	30%
Advisory function (consultative)	28%
Not involved	14%

Occupational position	
Top-Management	45%
Middle-Management	27%
Low-Management	28%

Area of responsibility*	
IT (information, communication technology)	34%
Business/company/plant management	15%
Sales, distribution	14%
Business development	11%
Marketing, advertising, PR	6%
E-Commerce	3%
Research and development, design	3%
Purchasing/procurement	3%
Other	9%

Industrial sector*	
Retail	40%
Services	23%
Industry	13%
Wholesale	6%
Hotels/Resorts	1%
Food Service/Catering	1%
Leisure Park/Entertainment	1%
Other	13%

Reasons for visit	
(Several answers possible)	
See new developments trends	44%
Identifying new business partners/ new suppliers	42%
Visit specific exhibitors	32%
Contact with existing suppliers/ business partners	27%
Industry meeting/ networking	27%
Competitive intelligence	23%
Preparation/ implementation of decisions	8%

New suppliers were found	
Yes	35%

Interest in product ranges	
(Several answers possible)	
POS systems/checkout systems	44%
Payment systems and cash management	35%
Digital Marketing, Digital Signage	31%
Mobile Solutions	30%
E-Commerce/Fulfillment Solutions	26%
Omnichannel Management	24%
Analytics	19%
ERP, Supply Chain Management	17%
CRM	14%
Merchandise-/article-/ product surveillance, LossPrevention	12%
Scales	11%
Workforce Management	7%
Smart Energy Management	4%
Other	9%

Overall assessment	
Satisfied	95%

Recommendation	
Yes	94%

*Difference to 100% = Pupils, Students, not employed (2%)

FKM ZERTIFIZIERT

Messe Düsseldorf