

Fair Profile

Based on the results of 2.965 interviews with trade visitors conducted by means of the Computer Interview System
Subject to change



Eine Messe des
A Fair by **VDW**

Total number of exhibitors	2.226	Spain	3%	Occupational/professional status	
Origin of the exhibitors		Belgium	2%	Independent entrepreneur/ co-owner, freelancer	15%
Germany	809	Korea, Republic	2%	Managing director/member of the member of the executive board/direc- tor of administrative body or similar	9%
Other countries	1.417	Great Britain and Northern Ireland	2%	Division-/operations-/plant-/branch- manager, Chief officer	12%
Number of countries	44	USA	2%	Head of department, group/team manager	20%
Space (total, sqm)	181.768	Industrial sector ***		Other employee/civil servant, skilled worker	21%
Germany	78.717	Machine and system construction	28%	Lecturer/professor, teacher	2%
Other countries	103.051	Automotive industry	13%	Apprentice	8%
Total number of visitors	128.966	Electro-technology, electronics	3%	Other occupation	3%
Origin of the visitors *		Other industrial sectors	15%	Student, pupil	9%
Germany	52%	Skilled trades	8%	Non-employed	1%
Other countries	48%	Specialised technical trade	4%	Influence on purchasing/ procurement decisions ***	
Number of countries */**	159	Other trade	2%	Decisively	22%
Germany		Press, media, publishing companies	1%	Collectively	27%
North Germany	36%	Other services	4%	In an advisory capacity	24%
West Germany	22%	Public authorities	1%	No influence	17%
South Germany	21%	University/institute of higher education/polytechnic	3%	Interest in product ranges	
East Germany	12%	Other	2%	(Several answers possible)	
Southwest Germany	9%	Supplier for the automotive industry	33 %	Milling machines, machining centres, flexible manufacturing	44%
Other countries */**		Company size ***		Lathes	38%
Europe	71%	1 - 4 employees	6%	Precision tools, workpiece/tool holders	33%
- EU	52%	5 - 9 employees	6%	Measuring technology and quality assurance	24%
- Other European countries	19%	10 - 49 employees	19%	Industrial electronics, robotics	21%
Asia	23%	50 - 199 employees	19%	Software, manufacturing and process automation	21%
- South / East / Central Asia	21%	200 - 499 employees	11%	Additive Manufacturing	19%
- Middle East	2%	500 - 999 employees	7%	Tool grinding machines, automation	17%
North America	2%	1.000 employees and more	21%	Grinding machines, surface technology, honing, lapping, polishing machines, heat treatment	16%
South and Central America	2%	Area of responsibility ***		Sawing machines, drilling machines	14%
Africa	2%	business/company/general management	22%	Sheet metal working machines, forming machines	13%
Australia/Oceania	0%	Manufacture, production, quality control	27%	Gear cutting and finishing machines	10%
Countries of origin (Top 20) */**		Research, development, design	16%	Transfer and special production machines, unit heads	9%
Italy	6%	Sales, distribution	8%	Components, coolants and lubricants, disposal, accessories	8%
Sweden	6%	Service, maintenance	4%	Electrical discharge machining	7%
China, People's Republic	5%	Purchasing, procurement	4%	Special Youth Show	4%
Turkey	5%	Other	9%	Other	9%
The Netherlands	5%	Frequency of visits		General assessment	
Russian Federation	5%	(Several answers possible)		Satisfied	99%
Switzerland	4%	EMO Milan 2015	15%	Not satisfied	1%
Japan	4%	EMO Hannover 2013	33%		
Austria	4%	First-time visit of EMO	47%		
Poland	4%				
Taiwan	4%				
Denmark	4%				
India	4%				
Czech Republic	4%				
France	3%				

*basis: visitor registration

**basis: other countries

*** difference to 100% = pupils, students, non-employed, no answer