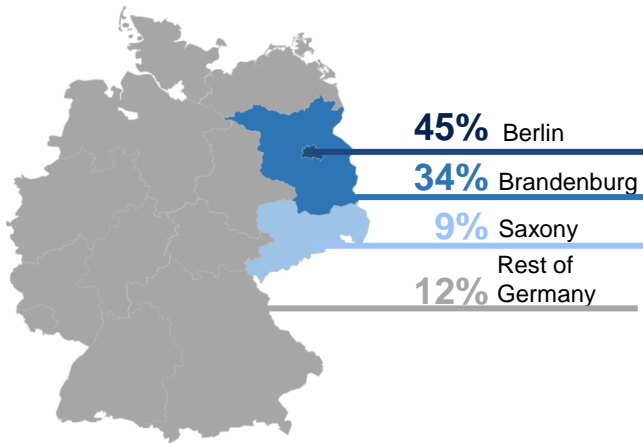


## Trade visitors' survey

### Structural data of the trade visitors

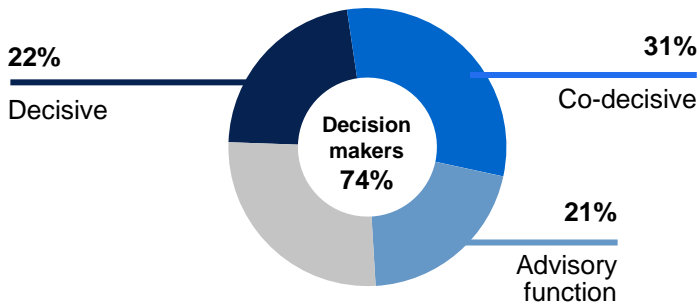


**First-time visitors: 44%**

### Decision-making authority

(Working trade visitors)

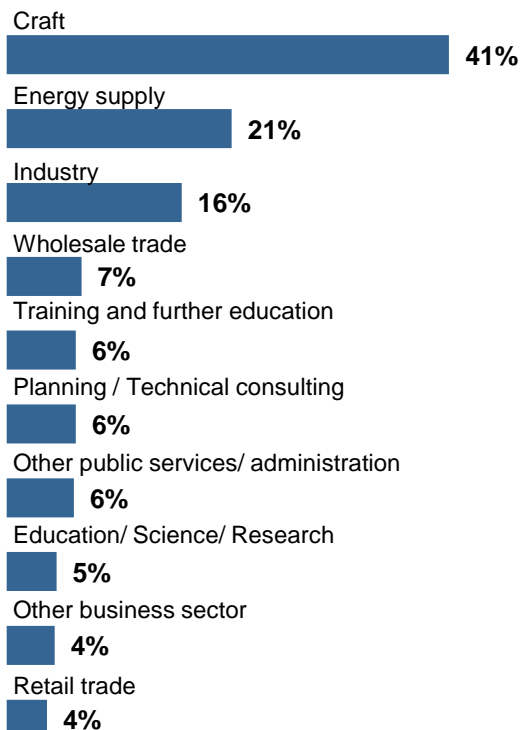
Around 3 out of 4 trade visitors are involved in the purchasing and procurement decision-making process within their company.



### Business sector

(Multiple answers possible/ working trade visitors; extract > 3 %)

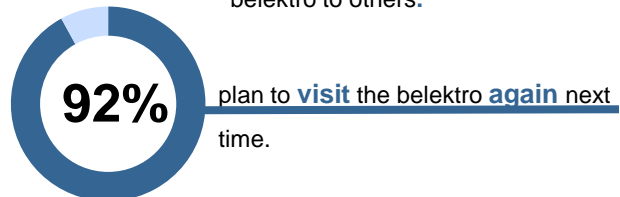
With 41 %, most of the trade visitors come from a company/ organization in the "Craft" sector.



### Overall impression and outlook



**93%** of trade visitors would **recommend** belektrö to others.



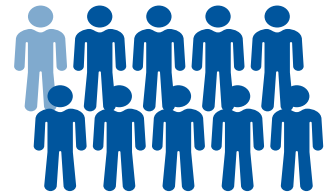
(Grade 1-3)

### Spectrum of offers



**96%** of trade visitors are **(very) satisfied** with the **product range** of the belektrö.

**9 out of 10** trade visitors say they've seen and learned about **innovations/ new products** at belektrö.

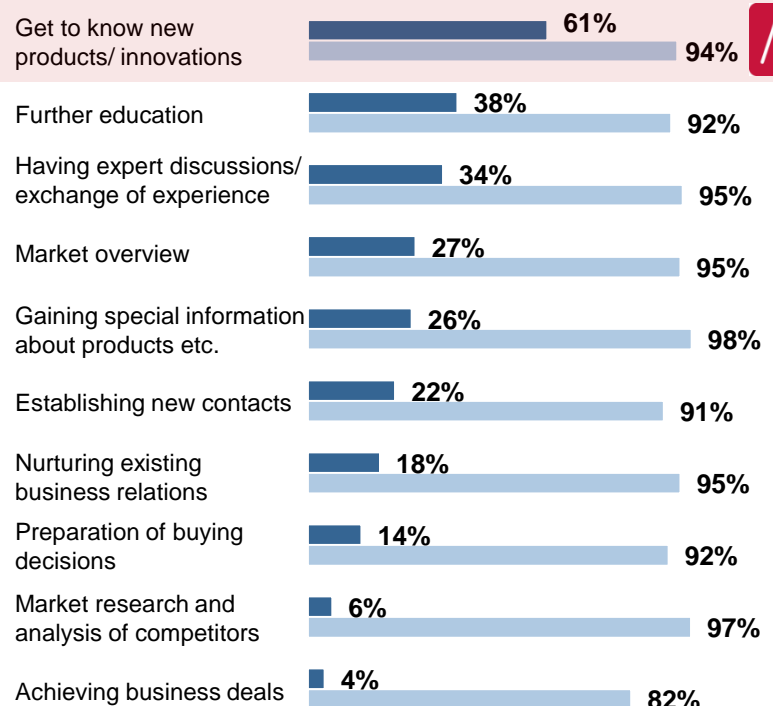


(Grade 1-3)

### Objectives and degree of achievement

(Mehrfachnennungen)

6 out of 10 trade visitors named „get to know new products/ innovations“ as an important objective of their visit at belektrö 2018. Out of those, 94 % see their objective as fulfilled.



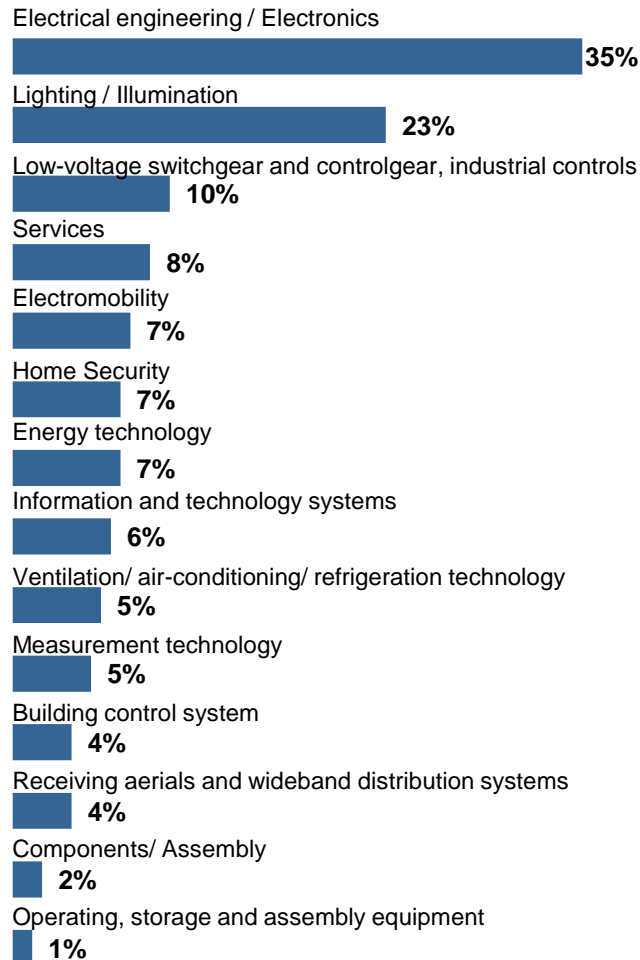
■ Goals ■ Degree of achievement  
(Grade 1-3)

## Exhibitors' survey

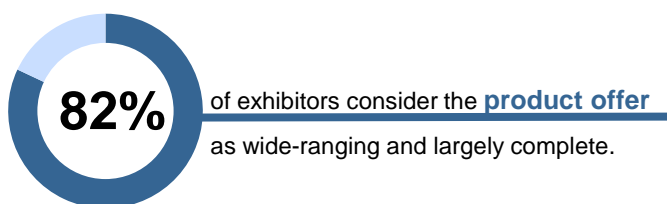
### Main exhibiton areas

(Multiple answers possible)

For more than a third of exhibitors, the main exhibition focus lies in the area of Electrical engineering / Electronics.



### Offer range and innovations



About **9 out of 10** exhibitors consider the belektro appropriate to show **innovations/ product enhancements**.

(Grade 1-3)

**65%** of exhibitors present a **product introduction/innovation** at belektro.

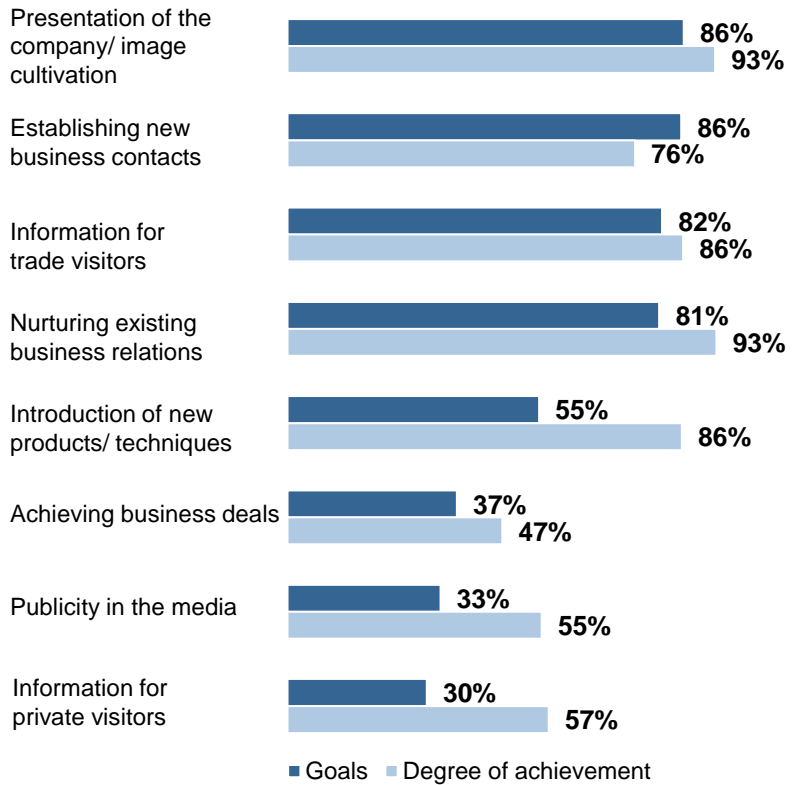
**56%** present an **innovative development of existing products**.

(Multiple answers)

### Objectives and degree of achievement

(Multiple answers possible)

86% of exhibitors rate „presentation of the company/ image cultivation“ as (very) important objective. Out of those, 93% see this objective as achieved at belektro.



(Grade 1-3)

### Business success



**82%** of exhibitors are (very) satisfied with the **quality of trade visitors**.

About **8 out of 10** exhibitors expect a **positive effect** on their **after-fair business**.

(Grade 1-3)



### Overall impression and outlook



About **9 out of 10** exhibitors are (very) satisfied with their **participation** at belektro.

**8 out of 10** exhibitors consider to **participate** at the **next belektro**.

**2020**

(Grade 1-3)