



TRADE FAIR PROFILE A+A 2023

INTERNATIONAL TRADE FAIR AND CONGRESS
FOR SAFETY AND HEALTH AT WORK.

BIG BUSINESS DEALS



International decision makers come together with top products. Great expectations of good after-fair business!

EXHIBITORS RATE THE VISITOR QUALITY AS VERY POSITIVE.



84% *of visitors are decision makers or involved in decision-making*

81% *of visitors are very satisfied overall*

52% *are international visitors*

WORLD LEADING
TRADE FAIR

2,196
EXHIBITORS
IN TOTAL

NUMBER OF
COUNTRIES

58



62,265
VISITORS IN
TOTAL

NUMBER OF
COUNTRIES **141**

aplusa-online.com



IMPORTANT INSPIRATIONS

Excellent trade visitor ratings.
A+A impresses in particular with:

- The presence of all market leaders
- An extensive and comprehensive array of offerings
- The outstanding innovation on offer
- Extremely good networking opportunities



TOP MARKS
FROM TRADE VISITORS

98%
HIGHLY SATISFIED



98%
EVENT RECOMMENDATION



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Exhibitors total	2,196
Exhibitors Germany	450
Exhibitors other countries	1,746
Number of countries	58

Visitor data from registry:

Visitors total	62,265
From Europe	85%
- Germany	48%
- Other Europe	37%
From Non-European countries	15%
- Asia	9%
- America	4%
- Africa	1%
- Australia	1%
Number of countries	141

Net space total (sqm) 80.194

Net space other countries	53.572
Net space Germany	26.622

Visitor data from registry:

TOP 10 visitor countries

(Basis: all foreign visitors)

The Netherlands	10%
Italy	7%
Belgium	6%
Great Britain and Northern Ireland	5%
France	4%
China	4%
Poland	3%
Spain	3%
Switzerland	3%
Austria	3%

210 accredited journalists from 21 countries

STRUCTURE OF TRADE VISITORS

Based on the results of a total of 1.332 interviews including 1.315 interviews with trade visitors (99%) during A+A 2023 conducted as CASI (Computer Assisted Self Interview)

Frequency of visits

A+A 2021	24%
A+A 2019	35%
Prior events	24%
First-time visit in 2023	48%

Decision making powers*

Decisive	25%
Contributory (jointly decisive)	28%
Advisory function (consultative)	31%
Not involved	13%

Occupational position*

Top-Management	44%
Middle-Management	20%
Other	33%

Professional function*

Expert for occupational health & safety	22%
Safety engineers	6%
Safety technicians	3%
Safety foreman	2%
Safety officer/safety expert	8%
Purchasing/procurement	16%
Sales	13%
Marketing, advertising, PR	3%
Work organization	3%
Works council and staff council	3%
Instructor, trainer, consultant	2%
Health management	2%
Other	14%

Economic/business sector*

Industry/manufacturer	62%
Construction industry	5%
Suppliers	4%
Other industrial trade	3%
Specialist trade for occupational health and safety	6%
Other trade	1%
(State) institutions, organisations, authorities	5%
Services/Consultancy/Engineering firms	6%
Other	5%

Interests in product ranges

(Several answers possible)	
Personal protective equipment (PEE)	78%
Security at work	51%
Health at work	40%
Corporate Wear/Workwear	40%
Sustainability	19%
Media/training	15%
Components, Sourcing & Service	14%
Special Equipment for Disaster/ Emergency Management	13%
Meeting Point „Health and Safety“	9%
Other	9%

Reasons for visit

(Several answers possible)	
New developments/trends	32%
Contact with existing suppliers/ business partners	23%
Presence of particular exhibitors	21%
Identifying new suppliers business partners	20%
Industry meeting/Networking	16%
Purchase/Order	13%
Initiating purchase decisions	10%

New suppliers were found

Yes	55%
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Received information on innovations

Yes	71%
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Overall assessment

Very satisfied/satisfied	98%
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Recommendation

Yes	98%
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* Difference to 100% = Pupils, Students, not employed (3%)