

Fair Profile 2017

Based on the results of 1,889 interviews with trade visitors during A+A 2017 conducted by means of the Computer-Interview-System

Next date:

5-8 November 2019

Düsseldorf, Germany

www.AplusA-online.com



INTERNATIONAL TRADE FAIR WITH CONGRESS

- SAFETY
- SECURITY
- HEALTH AT WORK

Exhibitors total 1,942

Exhibitors by origin

Germany	578
Other countries	1,364
Number of countries	63

Net space total (sqm) 70,643

Net space by origin

Germany	31,056
Other countries	39,587

Accredited journalists 386

Number of countries	26
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Visitors total* 67,248

Visitors by origin*

Germany	53%
Other countries	47%
Number of countries	134

From Europe 87%

Germany	53%
Other Europe	34%

From Non-European countries 13%

Asia	8%
America	3%
Africa	1%
Australia/Oceania	1%

TOP 10 visitor countries*

(Basis: all foreign visitors)

The Netherlands	9%
Italy	7%
Belgium	5%
Great Britain and Northern Ireland	5%
Russian Federation	5%
France	4%
China	4%
Turkey	3%
Spain	3%
Poland	3%

Decision making powers**

Decisive	26%
Contributory (jointly decisive)	28%
Advisory function (consultative)	32%
Not involved	12%

Economic/business sector**

Industry	46%
Trade	18%
(State) institutions, facilities and authorities	14%
Services	12%
Skilled trades, Craft	4%
Health	3%
Other	1%

Professional function**

Purchasing/procurement	25%
Sales/marketing	19%
Safety engineer, safety technician, safety foreman	17%
Safety Officer/Safety Expert	17%
Works/Staff councils	3%
Health manager, company doctor, industrial medical practitioner, industrial psychologist	2%
Human resources manager	2%
Fire safety engineer/officer	2%
Other	11%

Occupational position

Top-Management	44%
Middle-Management	21%
Low-Management	35%

Frequency of visits

A+A 2015	41%
A+A 2013	32%
First-time visit in 2017	44%

Interests in product ranges

(Several answers possible)

Personal safety/Safety at work	81%
Corporate security/Security at work	41%
Health at Work/Corporate Health	27%
Healthy worksation architecture, Ergonomics	20%
Corporate fire protection	15%
Emergency Management	15%
Accessories and components for Manufacturing personal protective equipment (PPE)	13%
Corporate Fashion, Identity-/Image Wear	13%
Media/training	11%
Meeting Point "Health and Safety"	8%
Services and consultancy	7%

Reasons for visit

(Several answers possible)

New developments/trends	35%
Contact with existing suppliers/business partners	20%
Identifying new suppliers/business partners	20%
Initiating purchase decisions	12%
Purchase/order	8%

New suppliers were found

Yes	53%
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Overall assessment

Very satisfied/satisfied	97%
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Recommendation

Yes	96%
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(Subject to change G1-MF/ February 2018)

*Visitor data from registry

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



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