



Safety, Security and Health at Work
International Trade Fair with Congress
www.AplusA-online.com

Based on the results of 1,842 interviews with trade visitors during
A+A 2015 conducted by means of the Computer-Interview-System

Subject to change
G1-MF/ November 2015

Exhibitors total 1,896

Exhibitors by origin	
Germany	574
Other countries	1,322
Number of countries	55

Net space total (sqm) 68,245

Net space by origin	
Germany	29,469
Other countries	38,776

Accredited journalists 346

Number of countries 25	
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Visitors total 65,244

Visitors by origin	
Germany	44,366
Other countries	20,878
Number of countries	86

Origin of the visitors

Germany	68%
Other countries	32%

Germany

West Germany	51%
South Germany	16%
Southwest Germany	13%
North Germany	13%
East Germany	7%

Other countries

Europe	66%
- EU	58%
- Other european countries	8%
Asia	21%
- South/East/Central Asia	14%
- Middle East	7%
South and Central America	4%
North America	3%
Africa	3%
Australia/Oceania	3%

Countries of origin (Top 7)*

The Netherlands	8%
Belgium	6%
Italy	6%
United Kingdom	5%
France	4%
Austria	4%
Sweden	4%

Frequency of visits

A+A 2013	45%
A+A 2011	35%
First-time visit in 2015	40%

Decision-making powers**

Decisively	22%
Contributory	31%
In an advisory capacity	33%
No influence	11%

Industrial sector**

Industry	44%
Trade	16%
Services	16%
Skilled Trades	5%
Security	4%
Health	4%
Other	8%

Professional capacity

(without trainee, pupil, student, non-working)	
Safety engineer/-technician/-foreman	27%
Safety officer/Safety expert	19%
Sales/marketing	13%
Purchasing/procurement	12%
workers' council / staff council	5%
Fire protection officer	2%
Health manager	2%
Company doctor/industrial medical practitioner/ industrial psychologist	2%
Instructor, Trainer	2%
human resources	1%
Factory engineer/technician/ chemist	1%
Planner, setter	1%
Other	13%

Occupational position

Managing director/board member/ head of an authority etc.	10%
Independent entrepreneur/ co-owner, freelance employee	16%
Area manager, operations manager, plant manager, branch manager, office head	13%
Head of department, group team leader	21%
Other employee/civil servant, specialist	28%
Other	9%
Pupil/student	2%
Not working	1%

Interest in product ranges

(Several answers possible)	
Safety at Work	68%
Security at Work	42%
Healthy workplace design/ Ergonomics	28%
Health at Work/Corporate Health	25%
Preventative fire protection	15%
Components and accessories for personal protective equipment manufacturing	15%
Meeting point health and safety	14%
Media/Training	12%
Services and consultancy	11%
In-house disaster control	6%
Corporate Fashion	6%
Other	6%

Reasons for visit

(Several answers possible)	
Innovations/trends	54%
Contact to existing suppliers and business partners	37%
Search for new suppliers and business partners	35%
Preparation of purchase decision/purchase	18%

New suppliers were found

Yes	53%
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Overall assessment

Satisfied	96%
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Recommendation A+A

Yes	97%
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*Basis: other countries

**Difference to 100% = pupil, student, non-working (3%)

