



# Show Report parts2clean 2017

Leading International Trade Fair for Industrial Parts and Surface Cleaning



## 1. Statistics

	Total	Germany	International
Exhibitors	230	187	43
Visitors	4,861	3,694	1,167
Net exhibition area in sqm	7,196	6,165	1,031
Gross exhibition area in sqm	19,425		

## 2. Selected results of the visitor survey

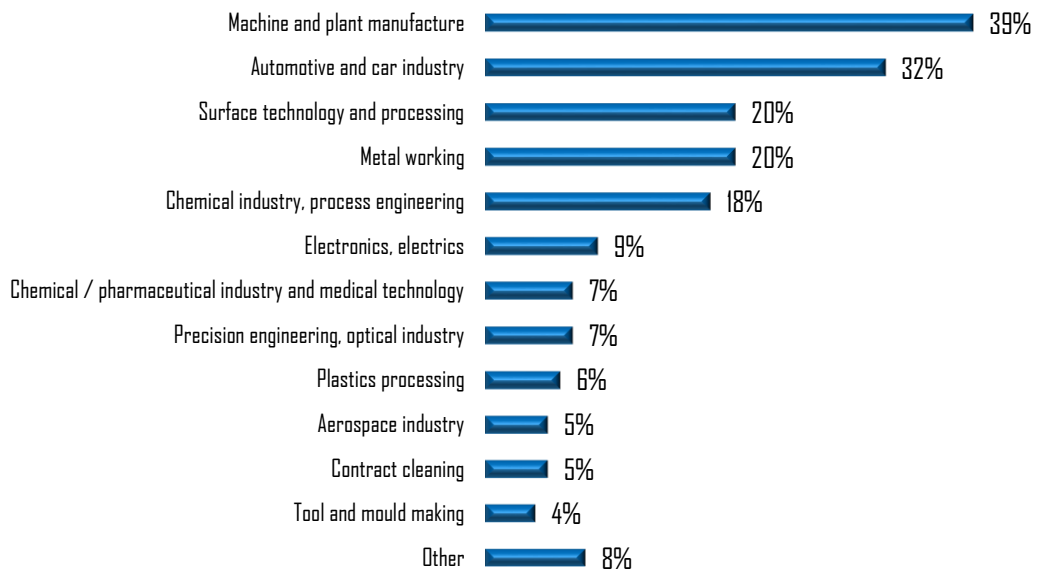
Trade visitor rate	99%	100%
Germany	76%	(81%)
International	24% (from 37 countries*)	(19% from 40 countries)

2.1 Origin of visitors from Germany		2.2 Origin of visitors from abroad*	
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Baden-Württemberg	47% (53%)	Switzerland	18% (18%)
Bavaria	20% (21%)	Austria	17% (18%)
North Rhine-Westphalia	7% (7%)	France	10% (7%)
Hesse	7% (6%)	Italy	8% (6%)
Lower Saxony	4% (2%)	Turkey	5% (5%)
Rest	15% (11%)	Rest	44% (42%)

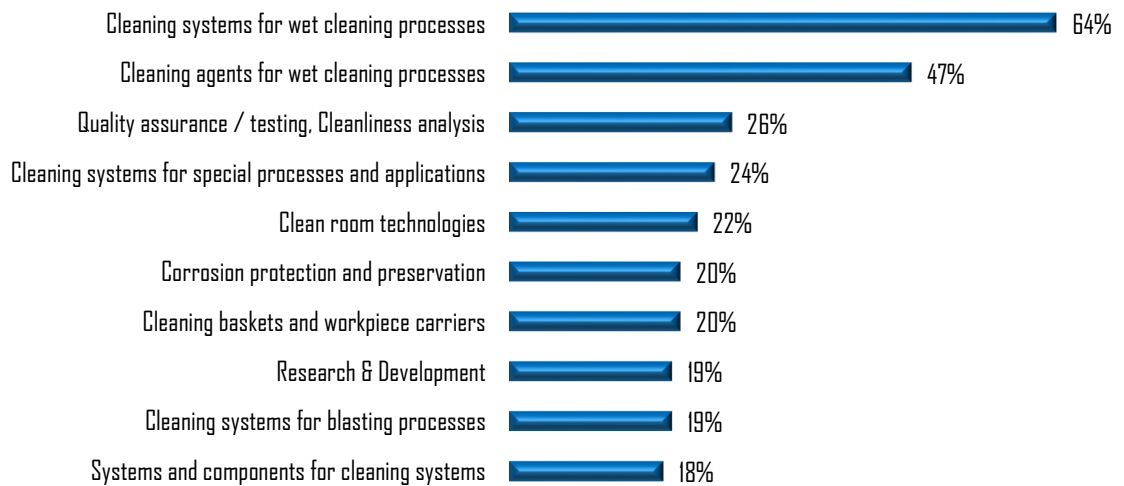
\* as per registration system

## 2.3 Branch of industry



## 2.4 TOP 10 Interest in the exhibition offer

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## 2.5 Decision-making authority of visitors\*\*

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Decisive	21% (18%)
Jointly decisive	43% (42%)
Consultative	23% (24%)
Not involved	8% (9%)

## 2.6 Investment / purchase intention

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Yes	42% (33%)
Perhaps	39% (48%)
No	19% (19%)

## 2.7 Intention to recommend parts2clean to others

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Yes / rather yes	80% (80%)
Perhaps	19% (19%)
Rather no / no	1% (1%)

## 2.8 Intention of revisitation

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Yes / rather yes	58% (62%)
Perhaps	33% (31%)
Rather no / no	9% (8%)

## 2.9 Characteristics

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55% (57%) of all visitors were new to parts2clean.

31% (37%) of visitors get their information exclusively at parts2clean and don't visit any other show.

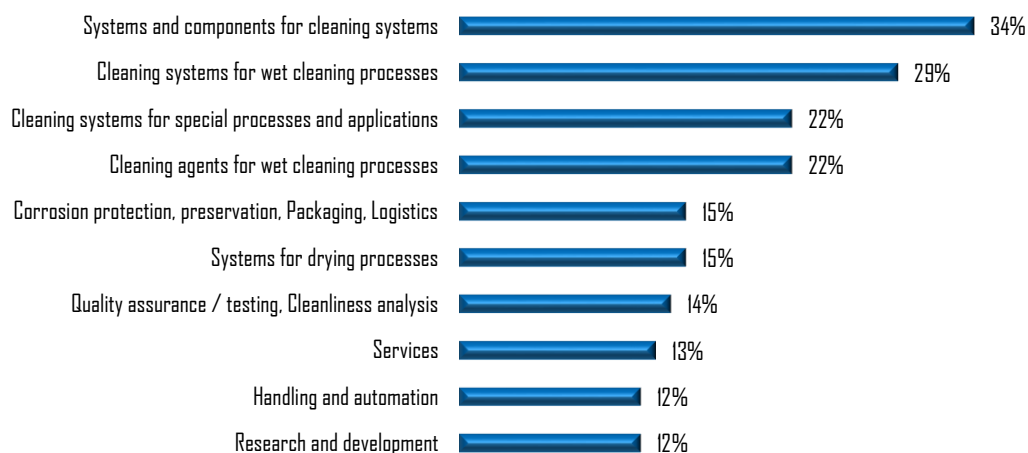
53% (46%) of visitors think that parts2clean will be even more important for the branch of industry in the future.

\*\* difference to 100% = pupil / student / not working

The representative survey covers a sample of 655 asked persons.  
(6 November 2017, Market Research Messe Stuttgart, subject to modifications)

### 3. Selected results of the exhibitor survey

#### 3.1 TOP 10 Affiliation according to offer segments



#### 3.2 Assessment of visitors' expertise

Very good / good	83% (72%)
Moderate	17% (25%)
Poor / very poor	1% (3%)

#### 3.3 Intention to exhibit again

Yes / rather yes	80% (79%)
Rather no / no	7% (8%)
Not (yet) decided	13% (13%)

#### 3.4 Intention to recommend parts2clean to others

Yes / rather yes	83% (80%)
Perhaps	15% (18%)
Rather no / no	2% (3%)

#### 3.5 Market situation of the industry

Very good / good	91% (76%)
Moderate	7% (22%)
Poor / very poor	2% (1%)