



Show Report parts2clean 2018

Leading International Trade Fair for Industrial Parts and Surface Cleaning



1. Statistics

	Total	Germany	International
Exhibitors	216	170	46
Visitors	4,426	3,497	929
Net exhibition area in sqm	6,784	5,664	1,120
Gross exhibition area in sqm	19,100		

2. Selected results of the visitor survey

	2018
Trade visitor rate	99%
Germany	79%
International	21% (from 41 countries*)

2.1 Origin of visitors from Germany

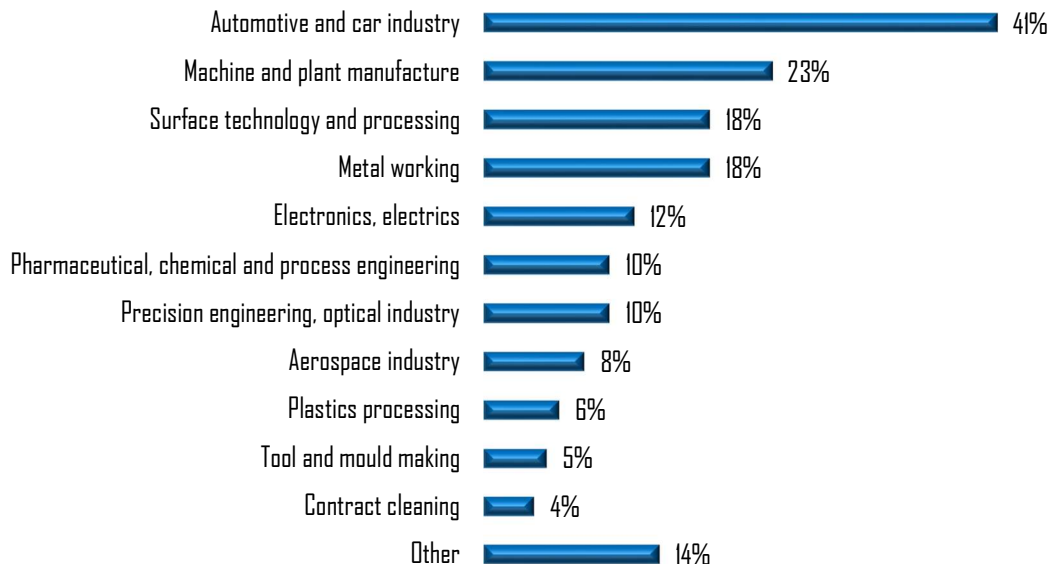
Baden-Württemberg	53%
Bavaria	19%
North Rhine-Westphalia	7%
Hesse	7%
Saarland	3%
Thuringia	3%
Rest	9%

2.2 Origin of visitors from abroad*

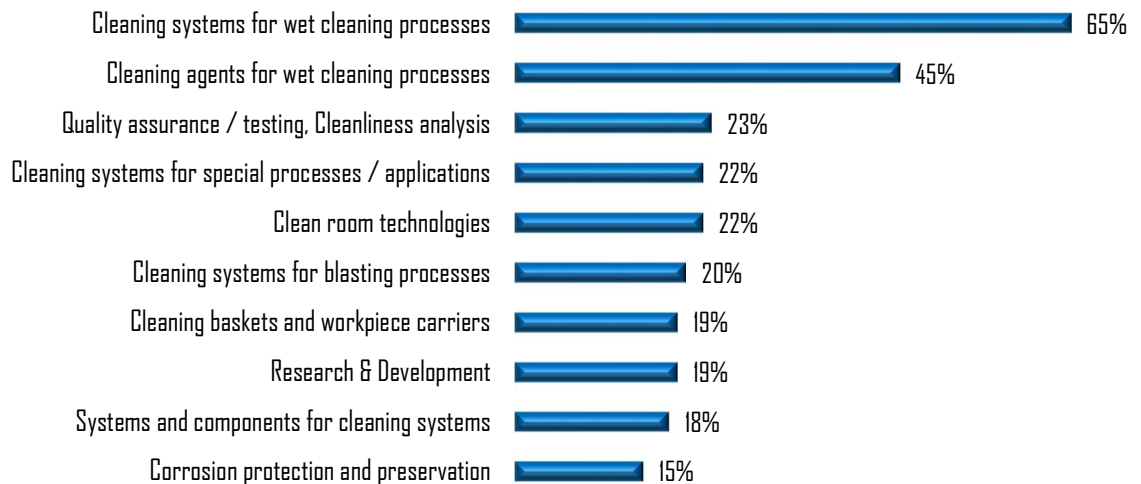
Switzerland	14%
Austria	12%
Italy	9%
France	7%
Romania	5%
Rest	53%

* as per registration system

2.3 Branch of industry



2.4 TOP 10 Interest in the exhibition offer



2.5 Decision-making authority of visitors**

Decisive	18%
Jointly decisive	39%
Consultative	28%
Not involved	10%

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

2.6 Investment / purchase intention

Yes	38%
Perhaps	44%
No	18%

2.7 Intention to recommend parts2clean to others

Yes / rather yes	84%
Perhaps	15%
Rather no / no	1%

2.8 Intention of revisitation

Yes / rather yes	57%
Perhaps	33%
Rather no / no	10%

2.9 Characteristics

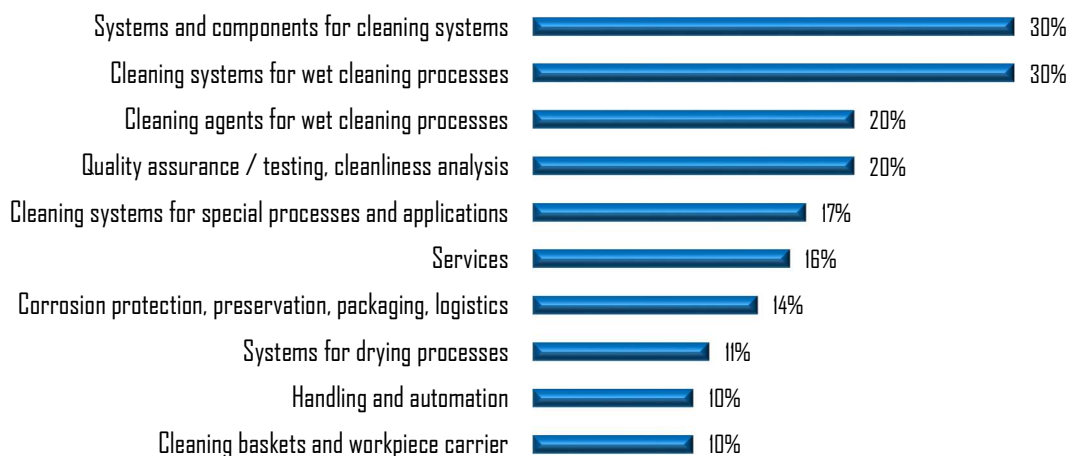
58% of all visitors were new to parts2clean.

35% of visitors get their information exclusively at parts2clean and don't visit any other show.

48% of visitors think that parts2clean will be even more important for the branch of industry in the future.

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	76%
Moderate	20%
Poor / very poor	4%

3.3 Intention to exhibit again

Yes / rather yes	77%
Rather no / no	10%
Not (yet) decided	13%

3.4 Intention to recommend parts2clean to others

Yes / rather yes	75%
Perhaps	22%
Rather no / no	3%

3.5 Market situation of the industry

Very good / good	89%
Moderate	11%
Poor / very poor	1%