

Structural Data Exhibitors

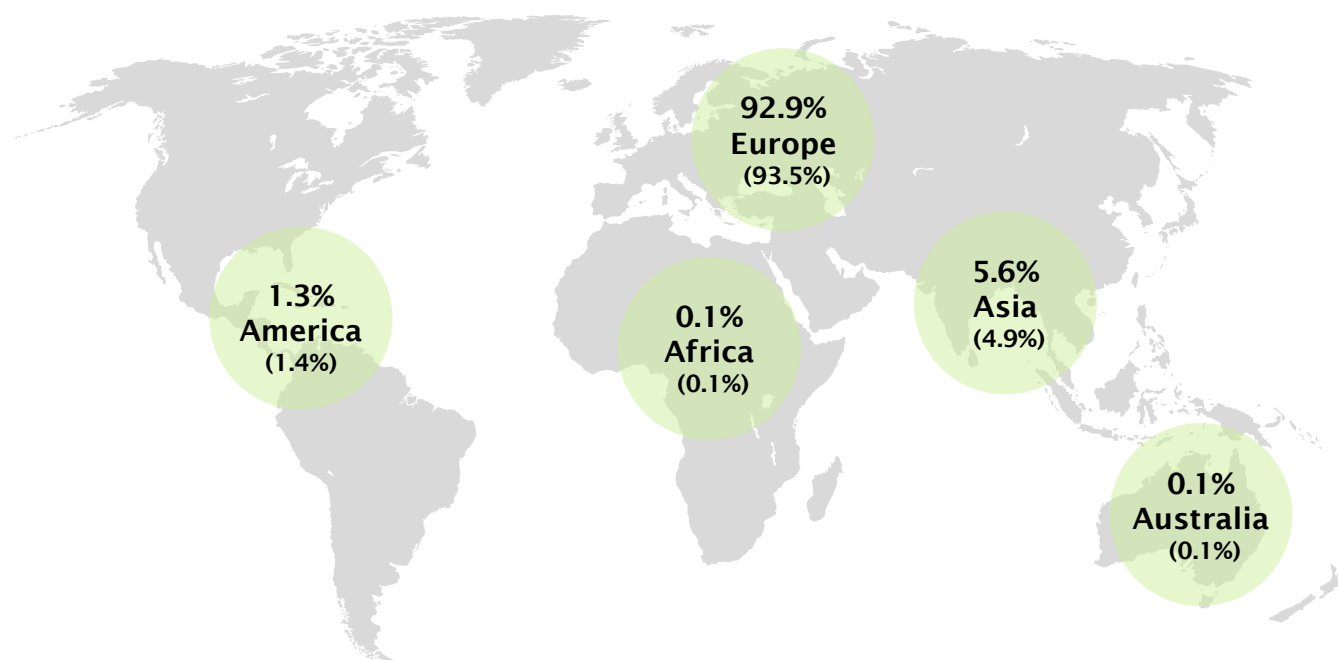
In brackets the results from IPM ESSEN 2016

1,577 exhibitors from **45** nations
(1,587 from 49 nations)

including
34.8% (36.1%) exhibitors from Germany
and
65.2% (63.9%) international exhibitors

105,000 m² total exhibition
space
(105,000 m²)

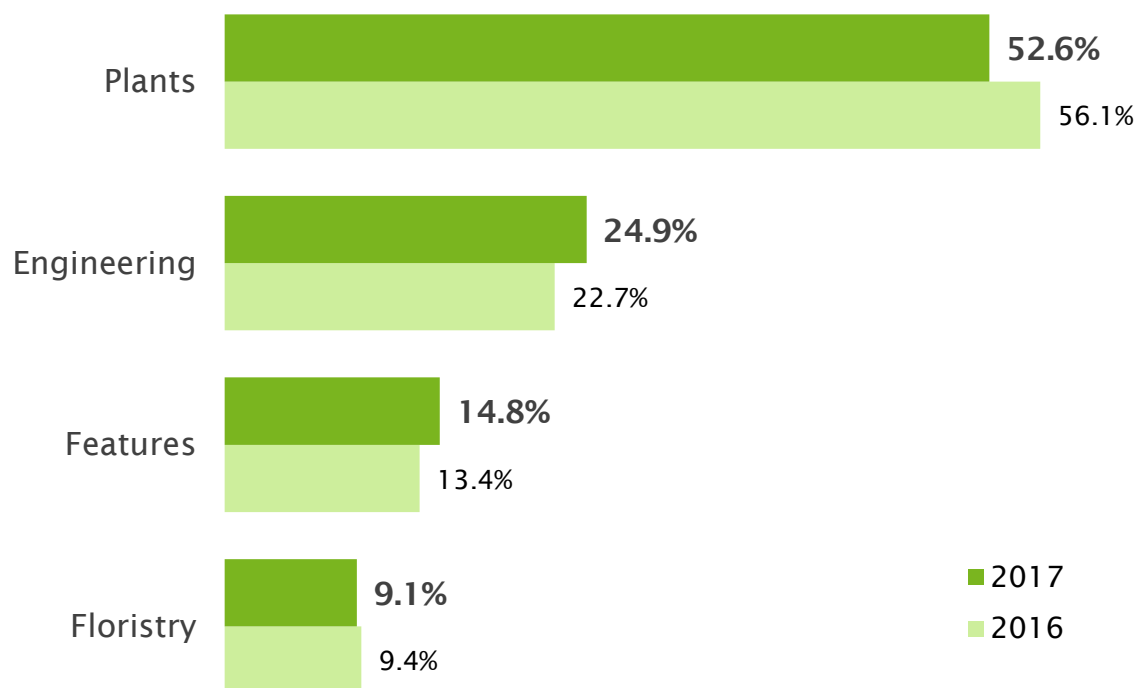
International composition



Exhibitor survey

Focal product groups

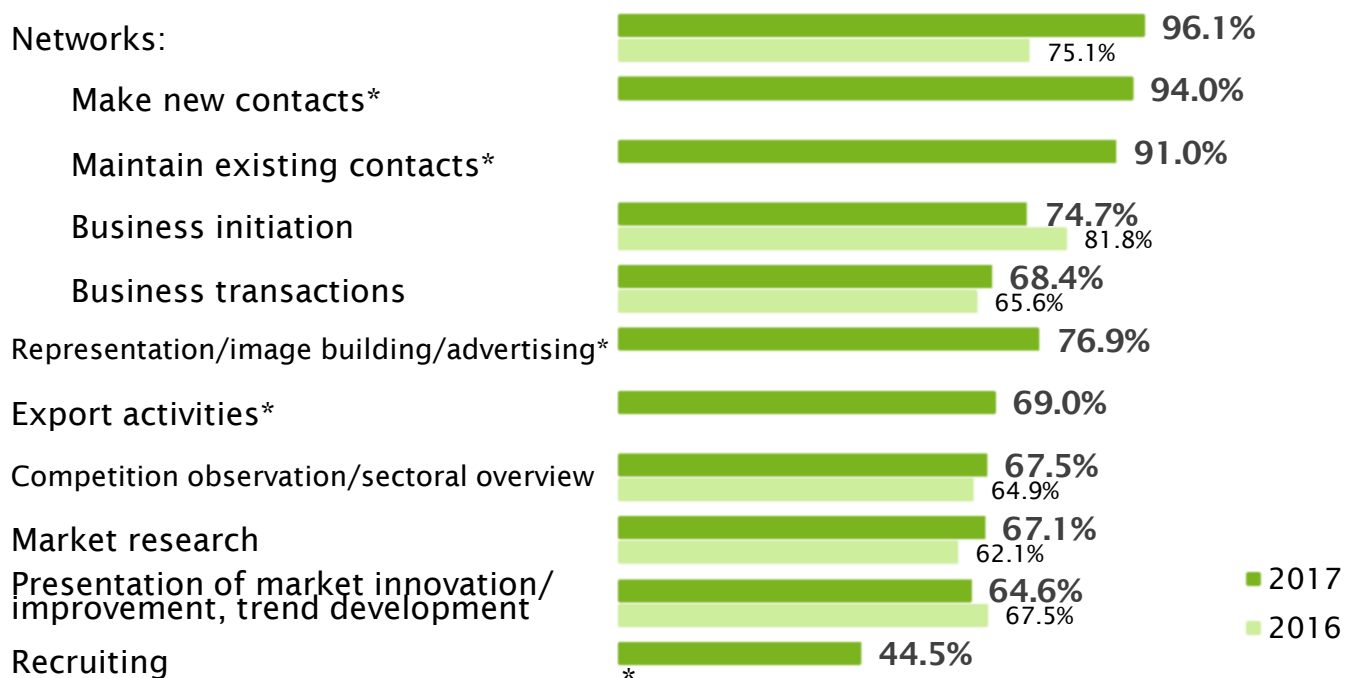
(Multiple answers)



Exhibitor survey

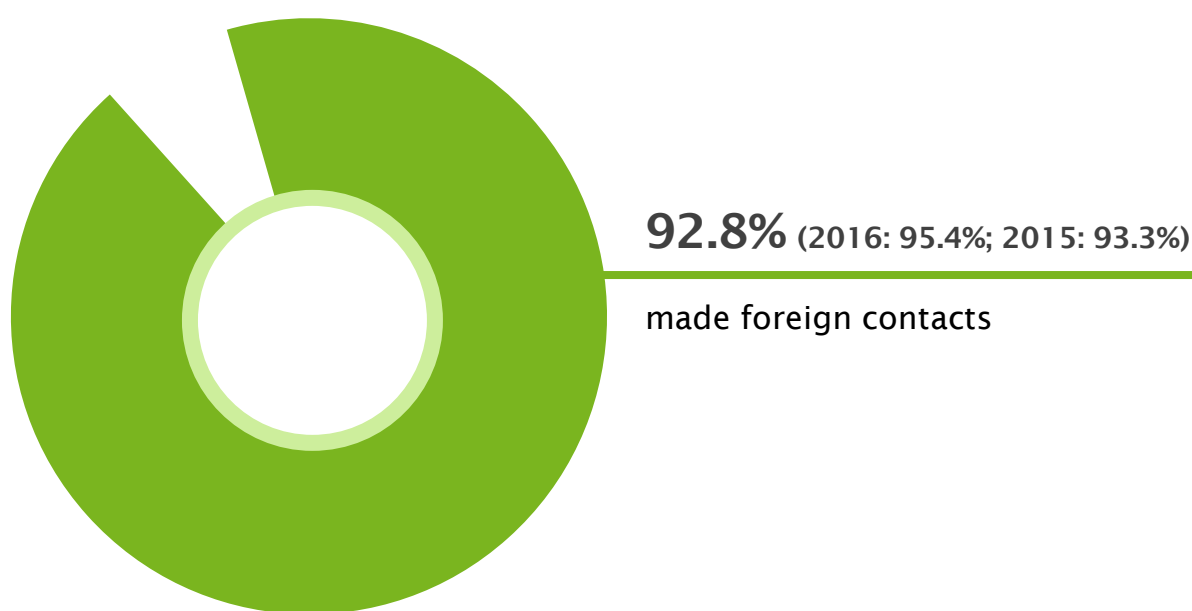
Exhibitors' objectives

(Multiple answers; * = no comparison possible)



Contacts to international trade visitors

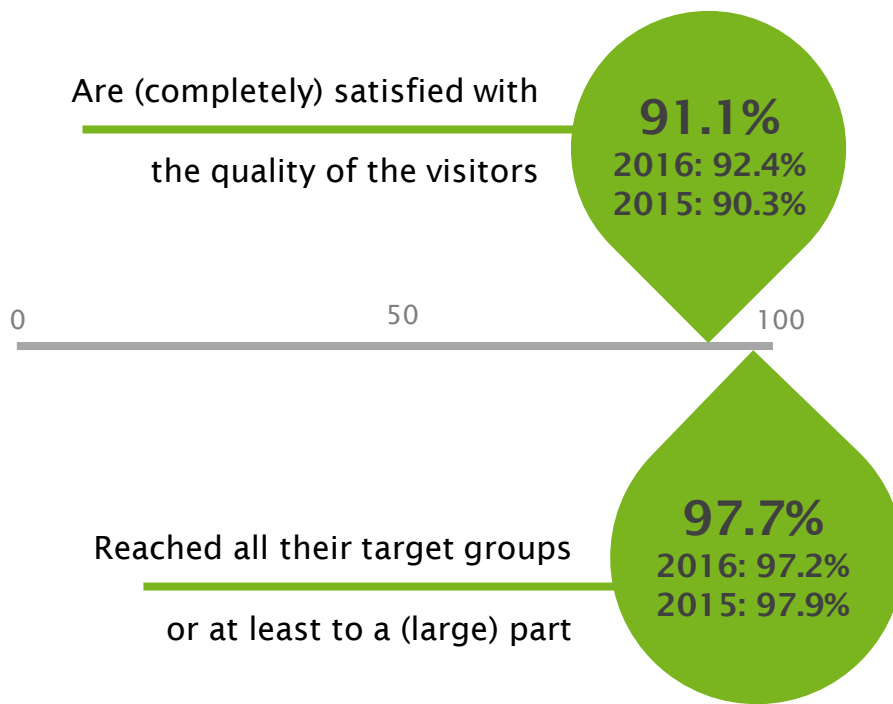
Basis with data



Exhibitor survey

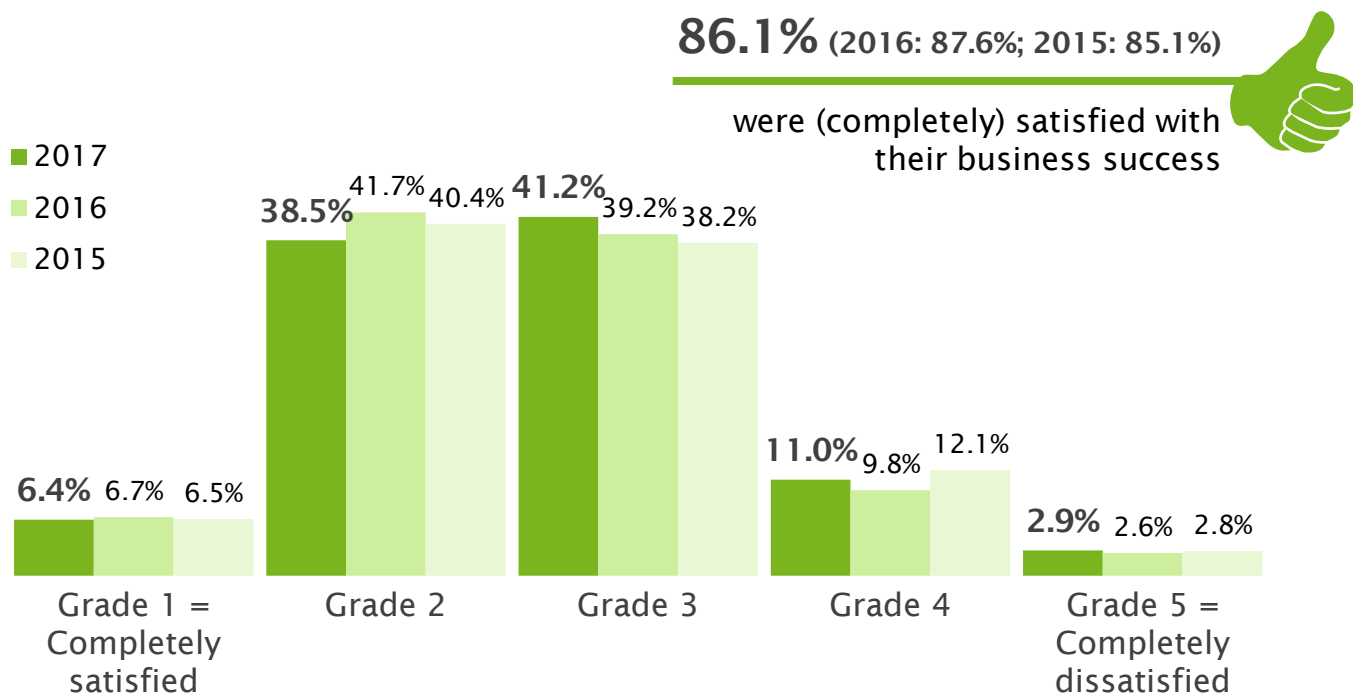
Target groups quality and reaching

Results 2017 without halls 13, 14 and Grugahalle;
Basis with data



Business success

Results 2017 without halls 13, 14 and Grugahalle;
Basis with data



Follow-up business

Results 2017 without halls 13, 14 and Grugahalle;
Basis with data

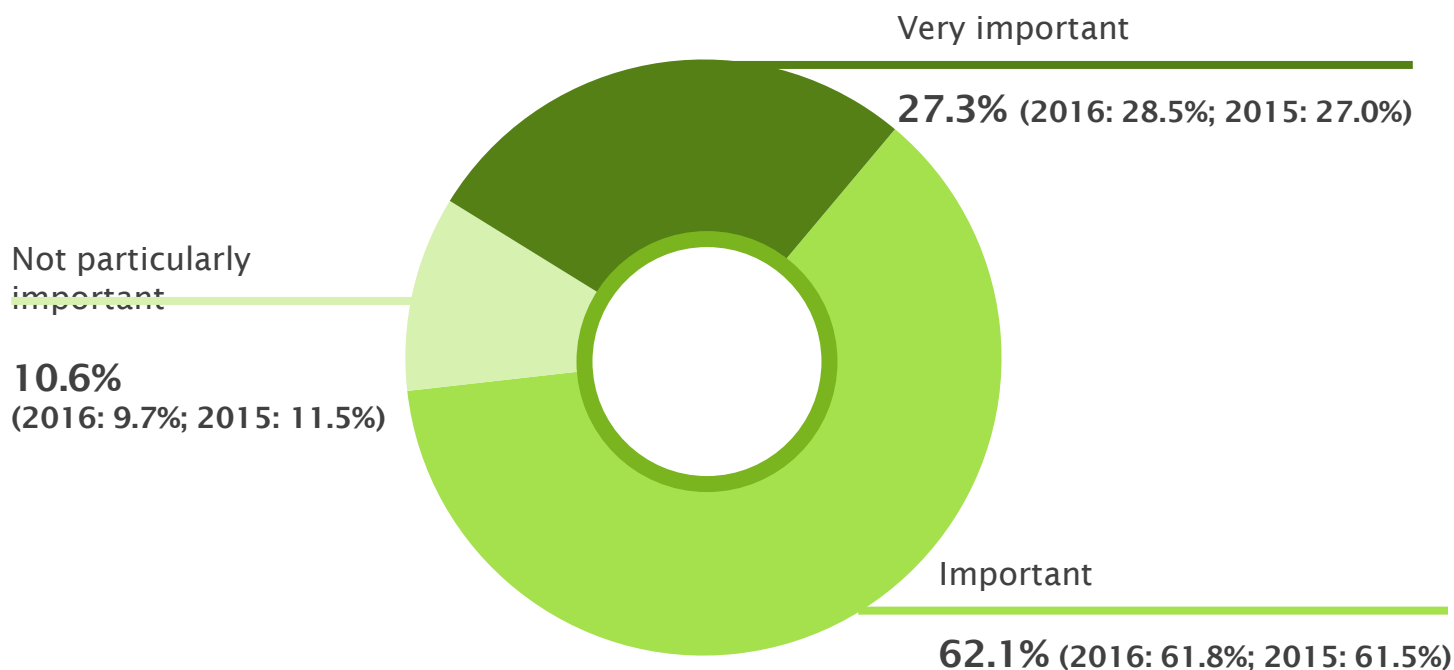


91.3% (2016: 92.7%; 2015: 92.3%)

of the company representatives expect very good to satisfactory business following the IPM ESSEN

Importance of participation

Basis with data



Expectations from participation

Results 2017 without halls 13, 14 and Grugahalle;
Basis with data



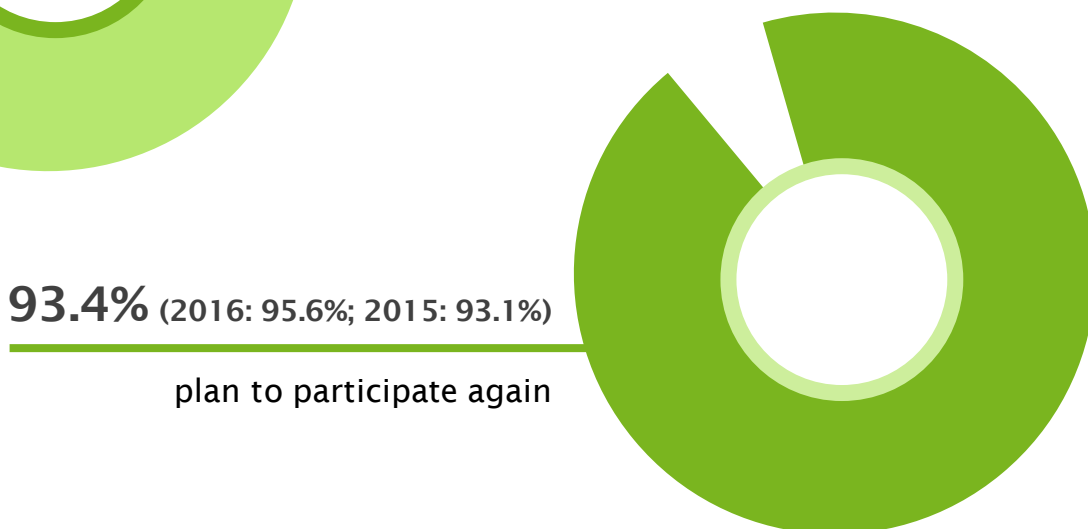
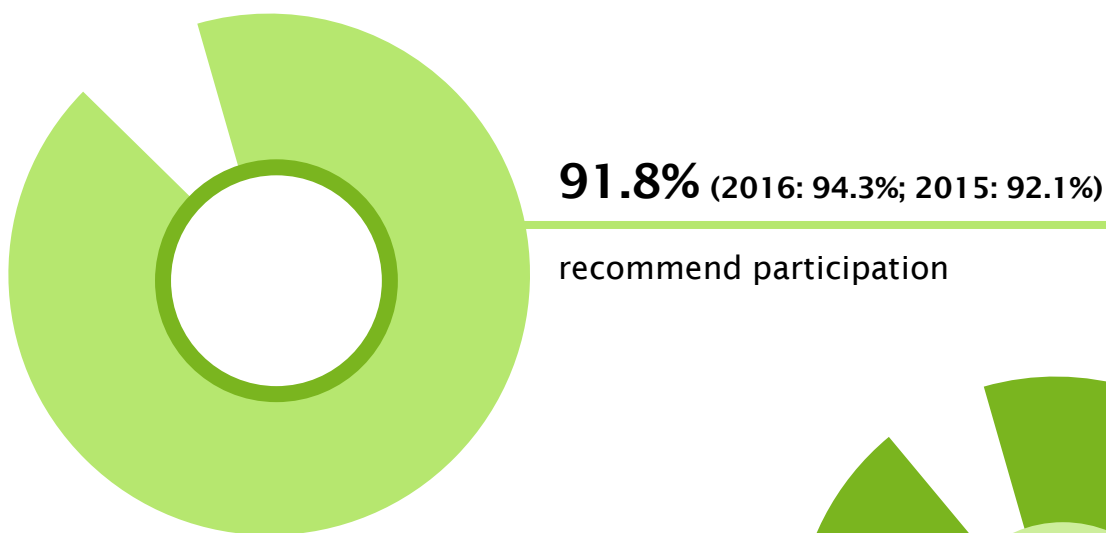
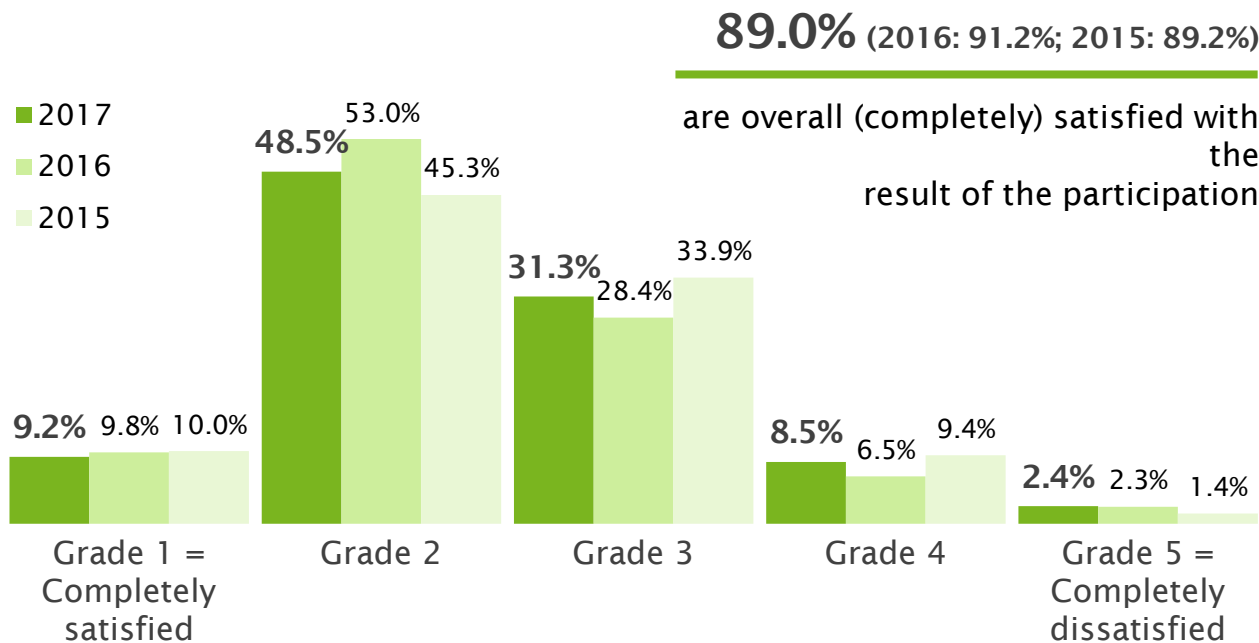
For **93.6%** (2016: 94.2% 2015: 93.7%)

expectations concerning their trade fair participation were (partially) fulfilled

Exhibitor survey

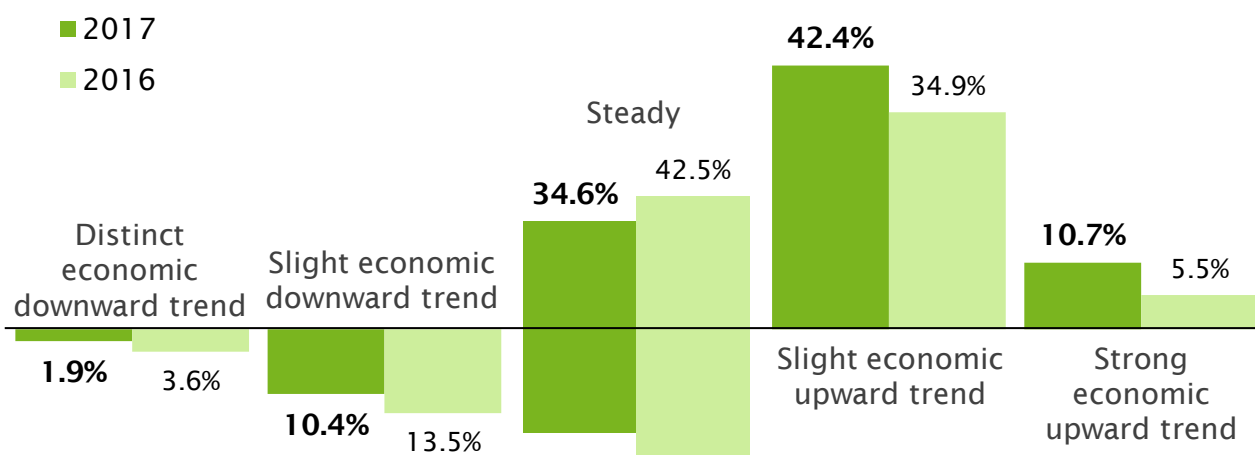
Overall result, willingness to recommend and intention to participate again

Results 2017 without halls 13, 14 and Grugahalle;
Basis with data



Forecasts for horticulture 2017/2018

Basis with data



Structural Data Visitors

In brackets the results from IPM ESSEN 2016

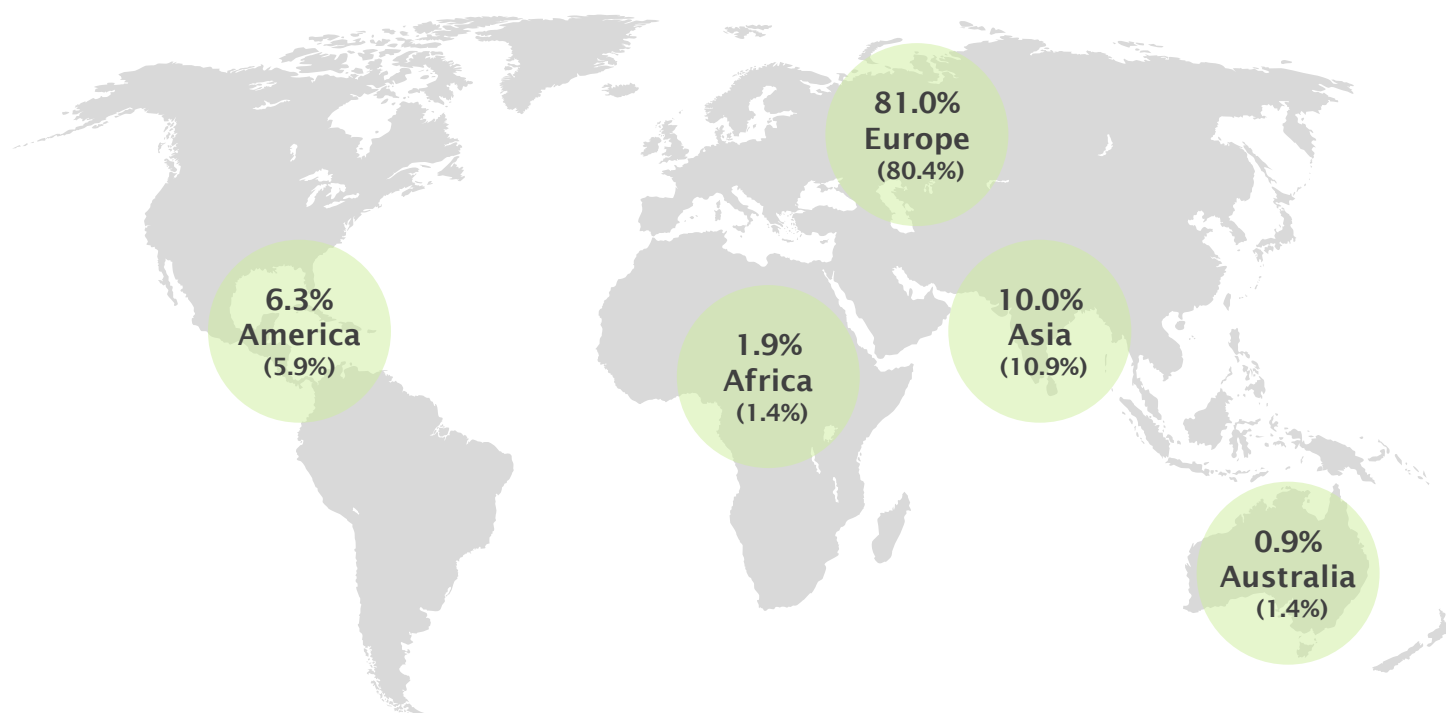
57,348 (57,200) visitors
of which **55,513** (54,900) trade visitors



Geographical origin

In brackets the results from IPM ESSEN 2016

The following percentages refer to foreign trade visitors



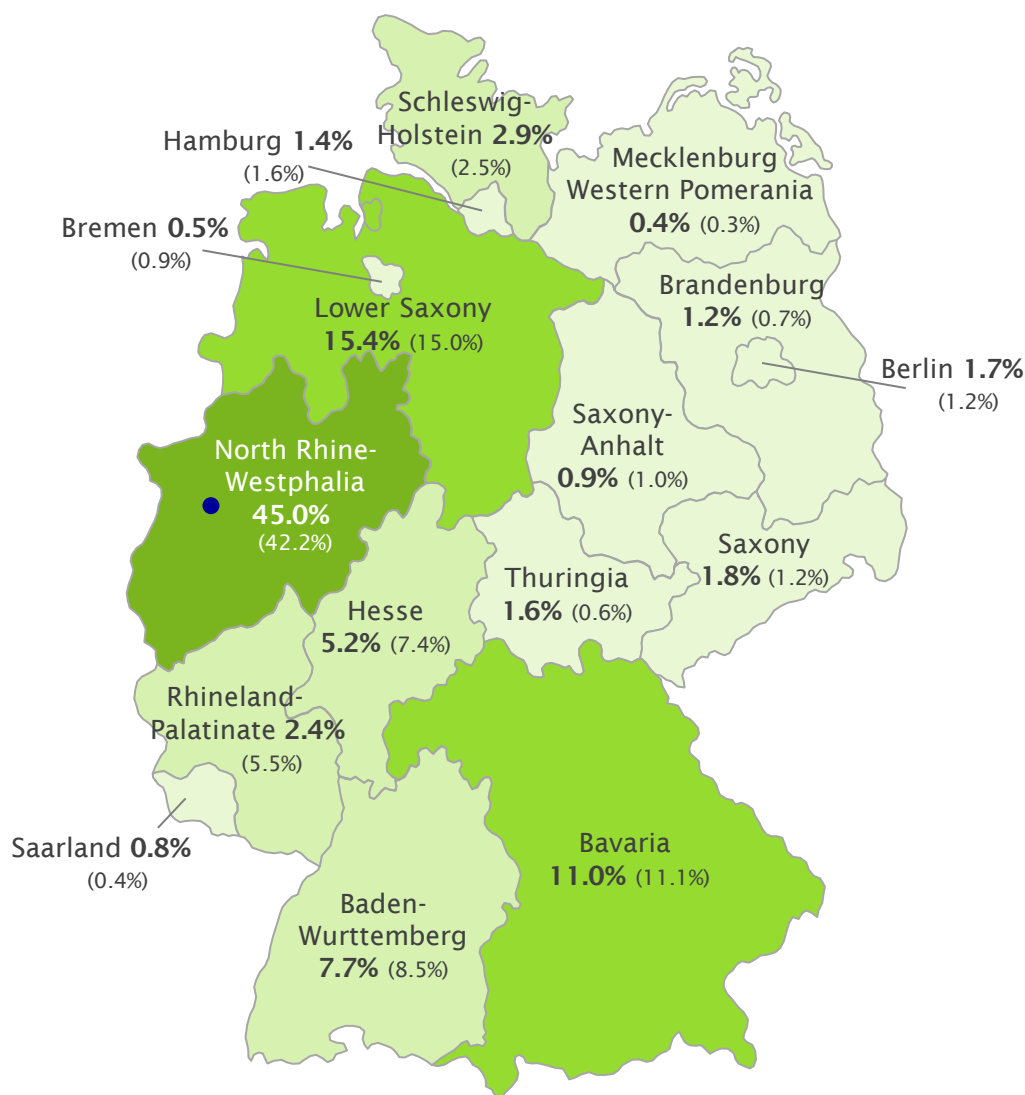
TOP 10

The Netherlands	26.5%	(23.4%)
Belgium	7.2%	(4.8%)
Italy	6.3%	(5.2%)
Poland	4.2%	(3.0%)
France	3.7%	(5.5%)
Denmark	2.8%	(4.1%)
Great Britain and northern Ireland	2.8%	(1.1%)
Switzerland	2.8%	(5.7%)
USA	2.8%	(3.0%)
Spain	2.3%	(2.7%)

Origin

In brackets the results from IPM ESSEN 2016

The %-figures concerning the Federal States relate to German trade visitors

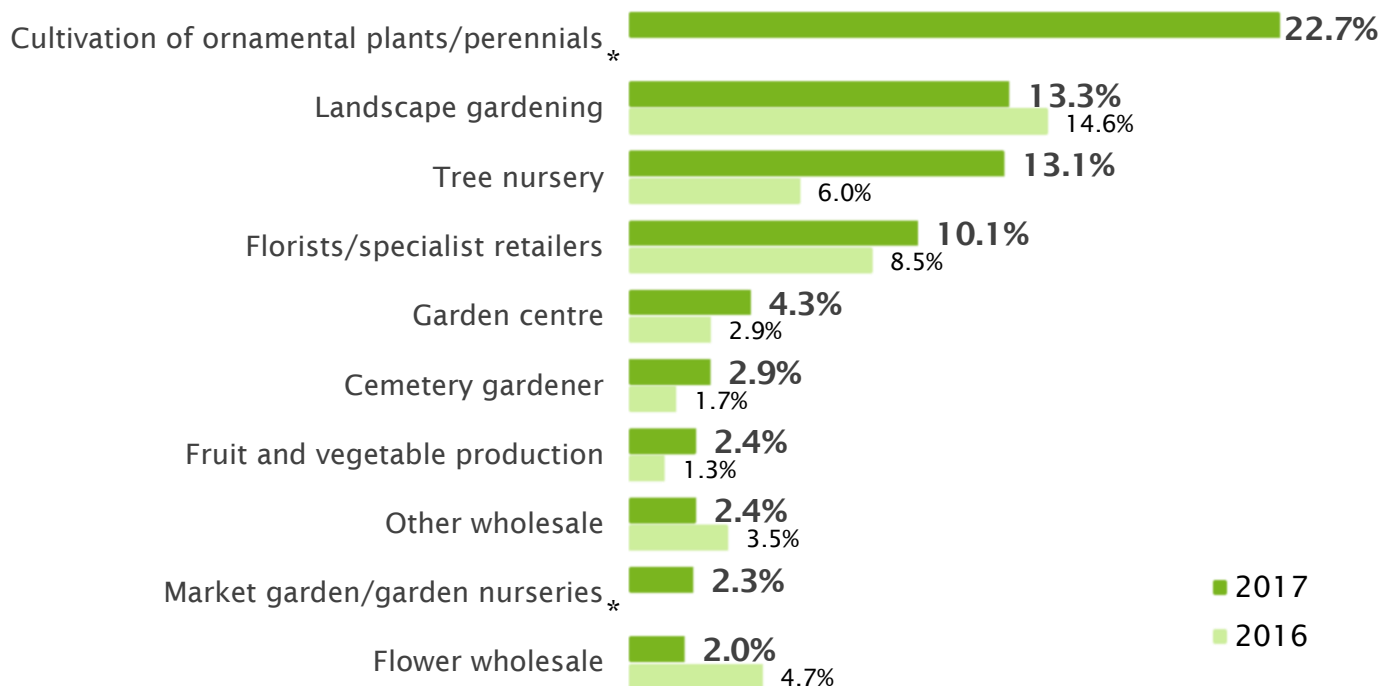


Journey distance of the German trade visitors

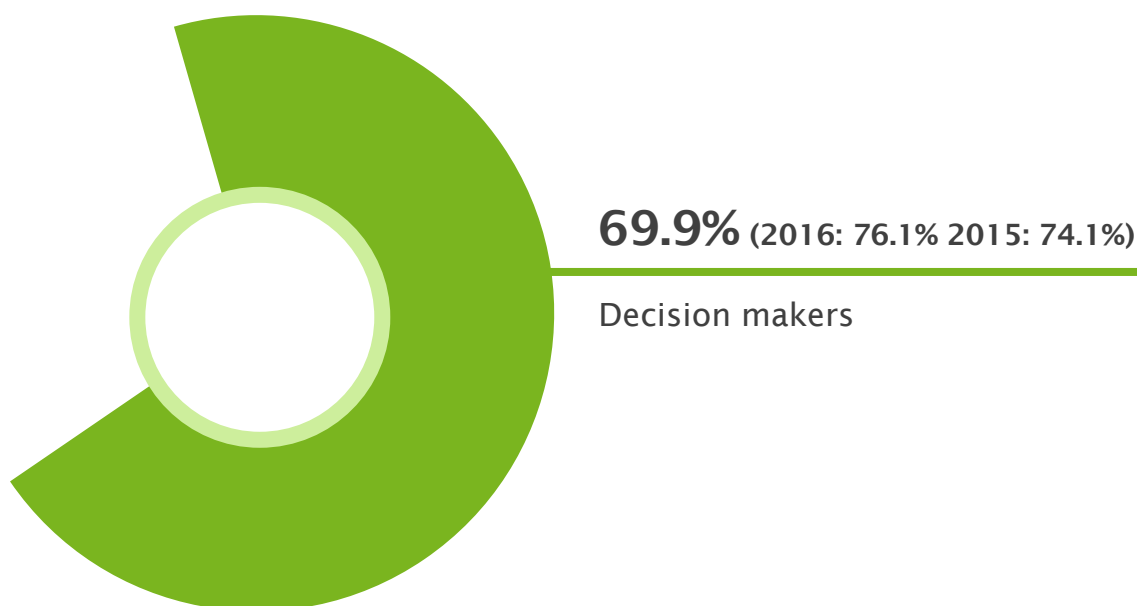
Live in Essen	3.3%	(3.2%)
Up to 50 km	18.6%	(16.7%)
51 km up to 100 km	18.1%	(15.7%)
101 km up to 300 km	25.3%	(33.1%)
Over 300 km	34.8%	(31.3%)

Sector of economy

(Extract $\geq 2\%$; * = no comparison possible)



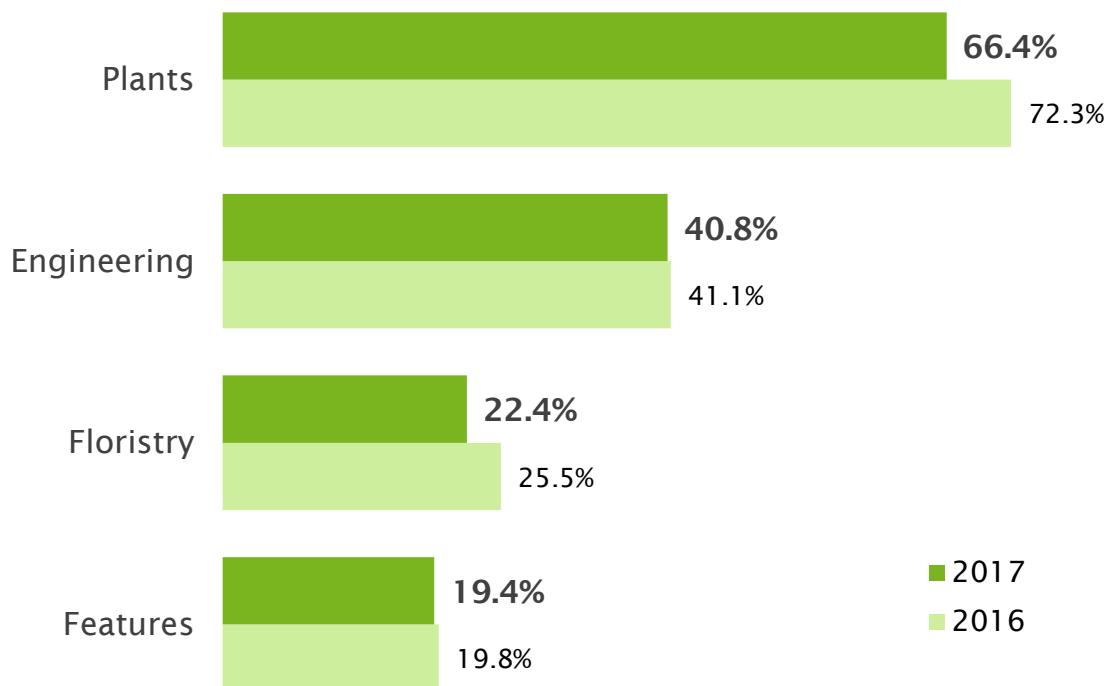
Purchasing and procurement decisions



Trade visitor survey

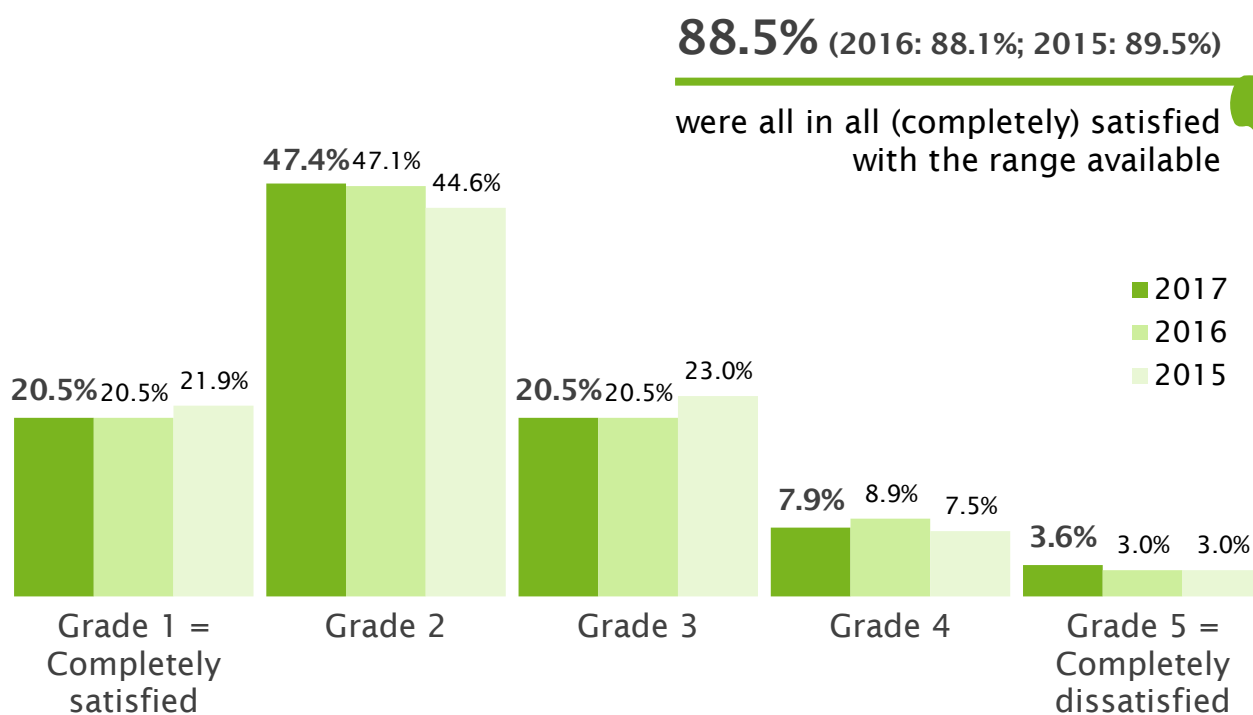
Interest of offer

(Multiple answers)



Rating of offer

Basis with data



Market leaders at the IPM ESSEN

Basis with data



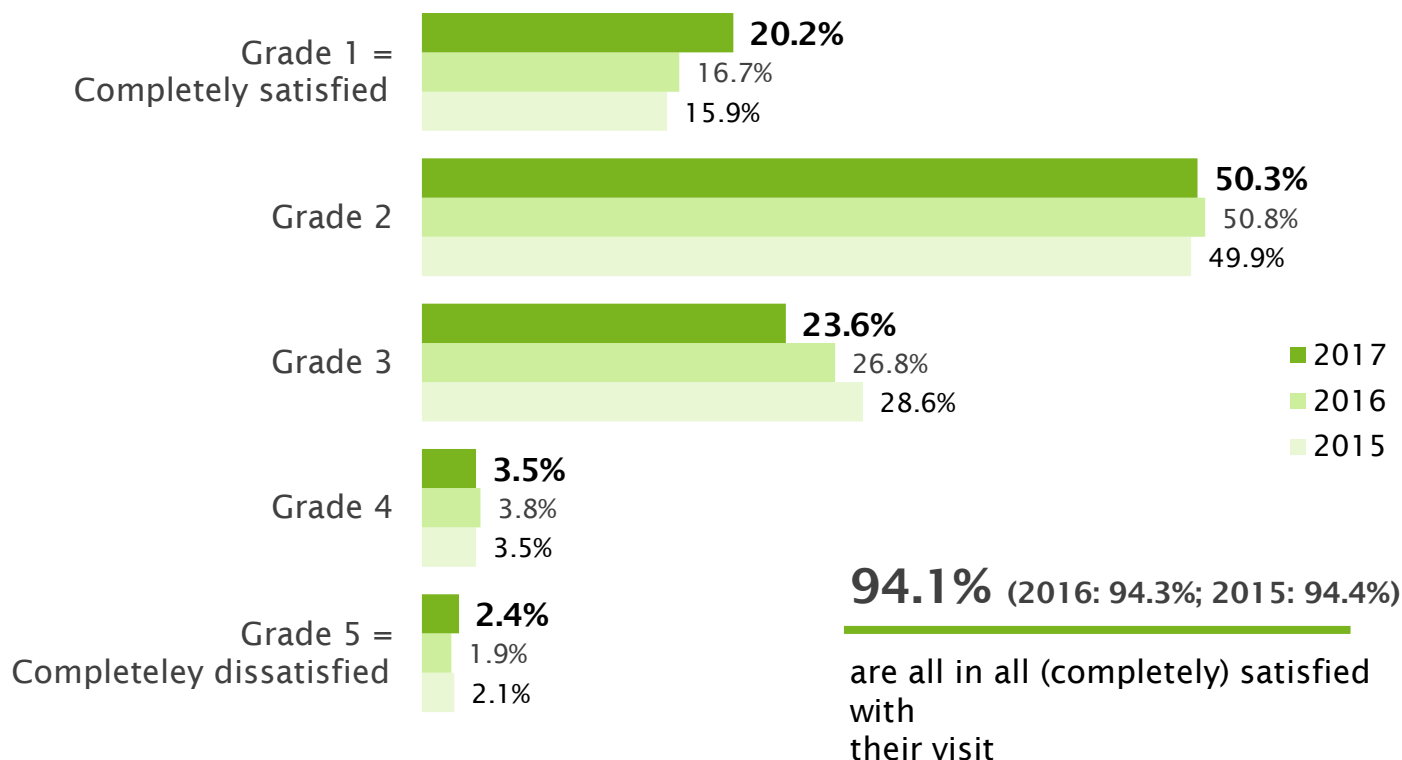
93.7% (2016: 94.0%; 2015: 95.3%)

are (completely) satisfied with the presence of the market leaders

Trade visitor survey

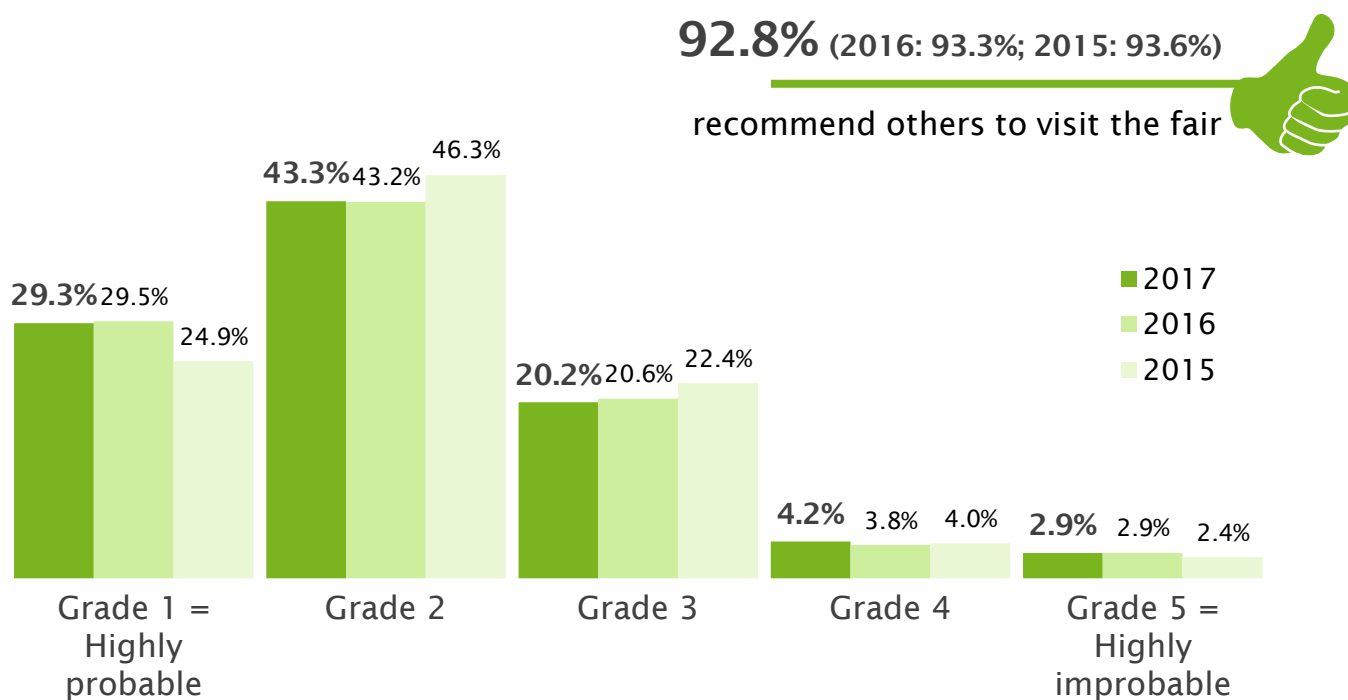
Overall result

Basis with data



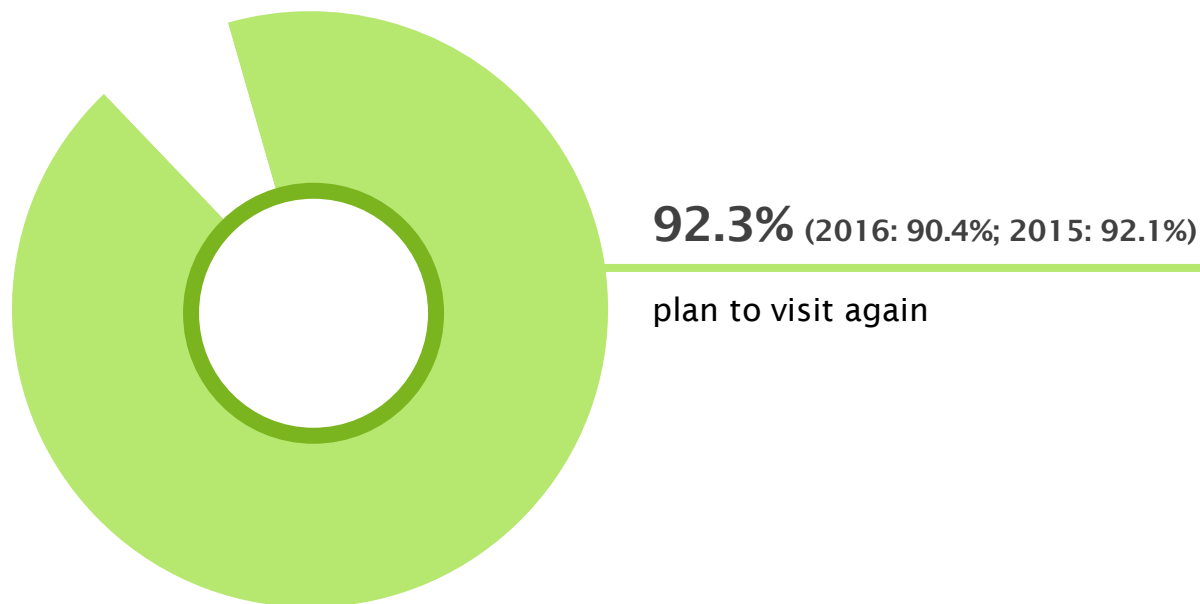
Willingness to recommend

Basis with data

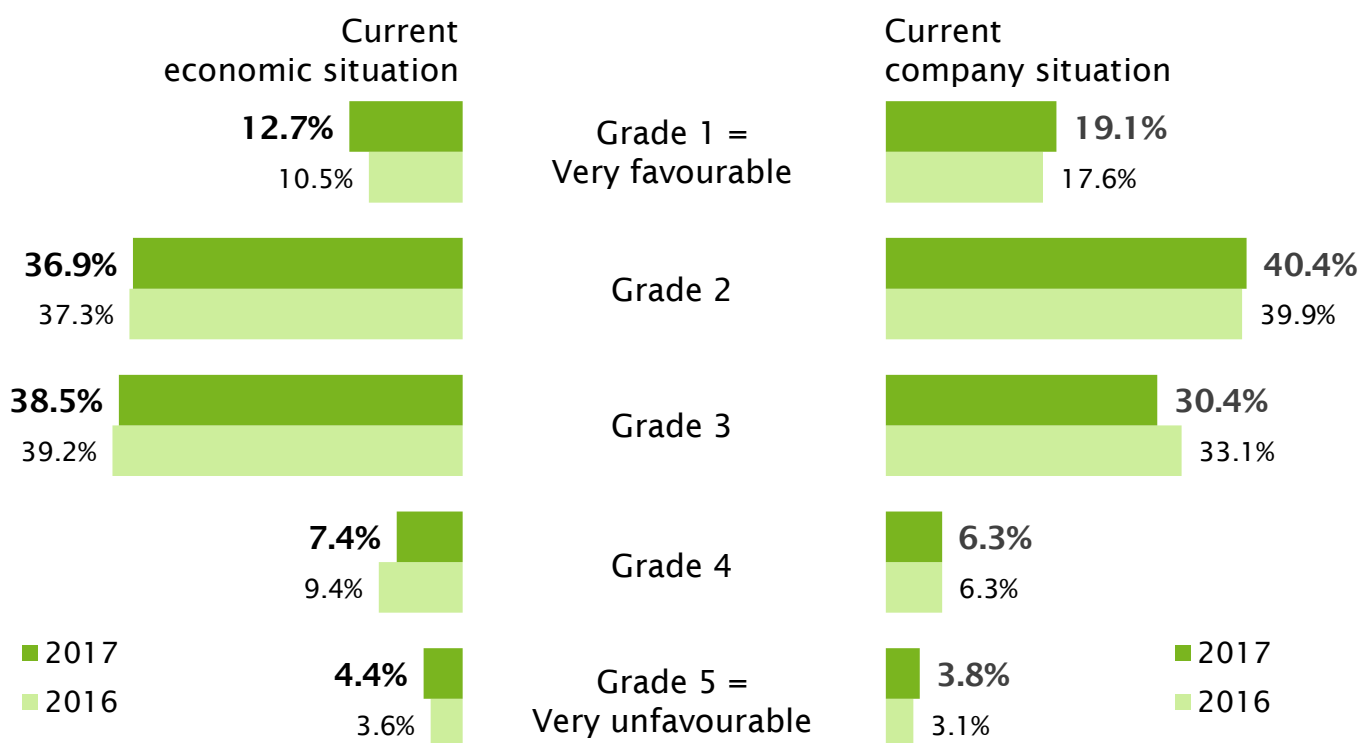


Intention to visit again

Basis with data



Economic situation and economic company situation



Media Data

In brackets the results from IPM ESSEN 2016

416 accredited journalists
from **28** countries (444 from 27
countries)

