

Structural Data Exhibitors

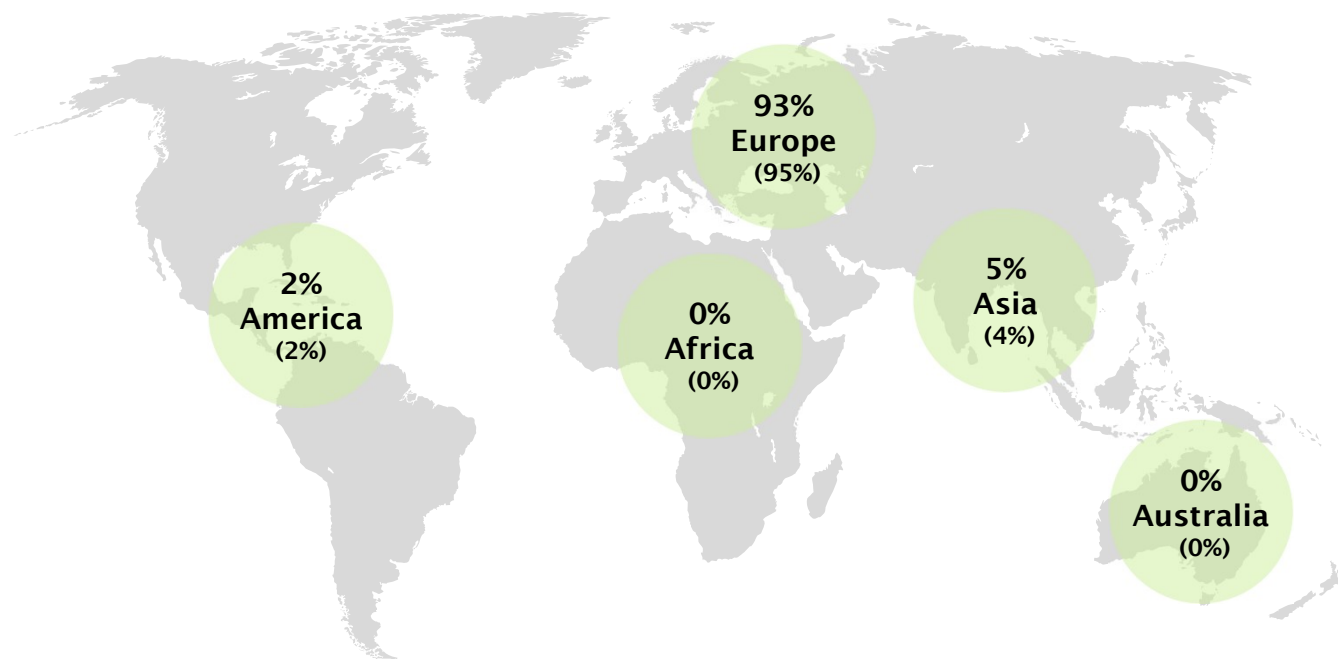
In brackets the results from IPM ESSEN 2018

1,546 exhibitors from **46** nations
 (1,562 from 45 nations)

including
35% (36%) exhibitors from Germany
 and
65% (64%) international exhibitors

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

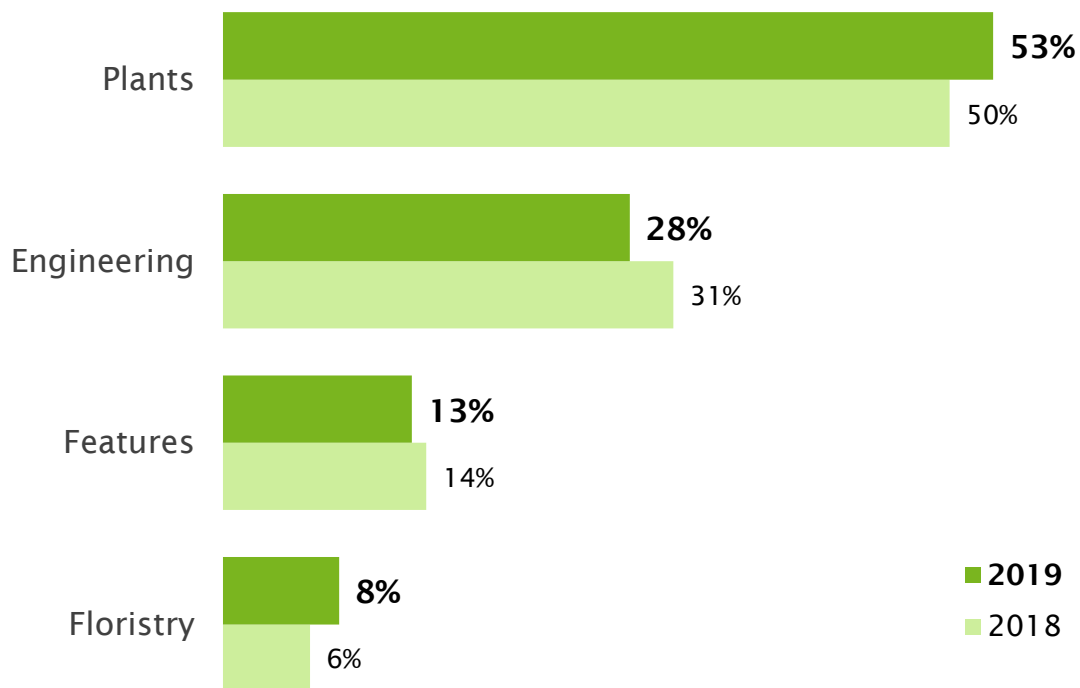
International composition



Exhibitor survey

Focal product groups

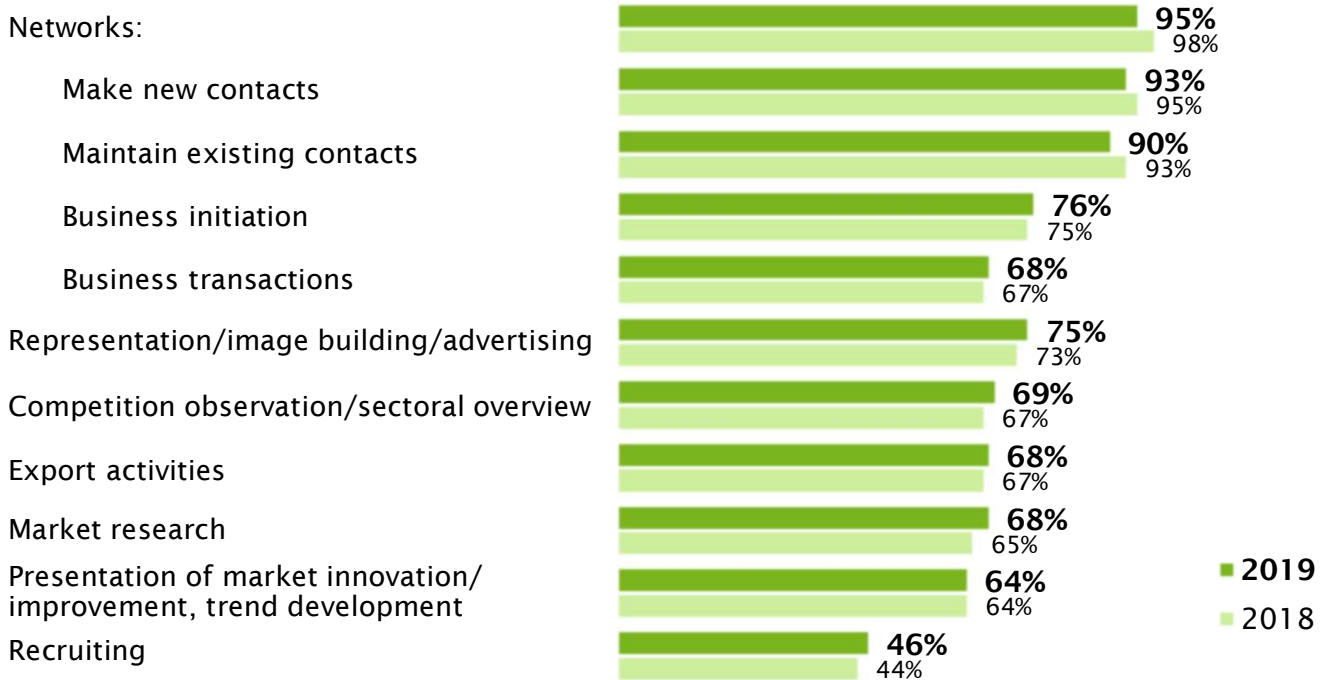
(Multiple answers)



Exhibitor survey

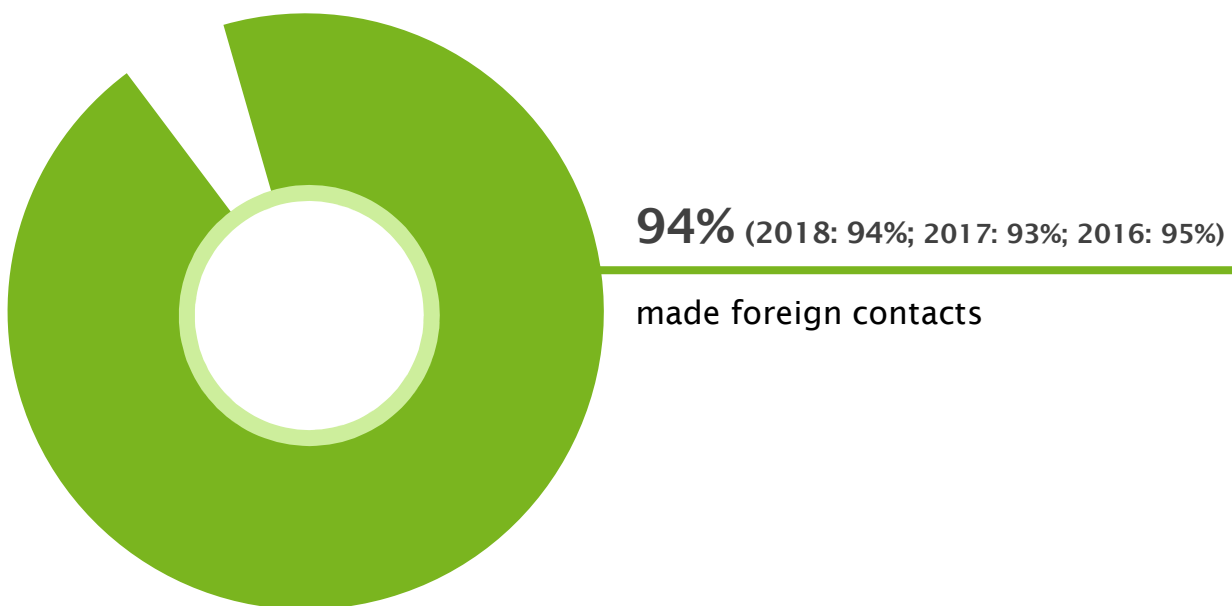
Exhibitors' objectives

(Multiple answers)



Contacts to international trade visitors

Basis with data

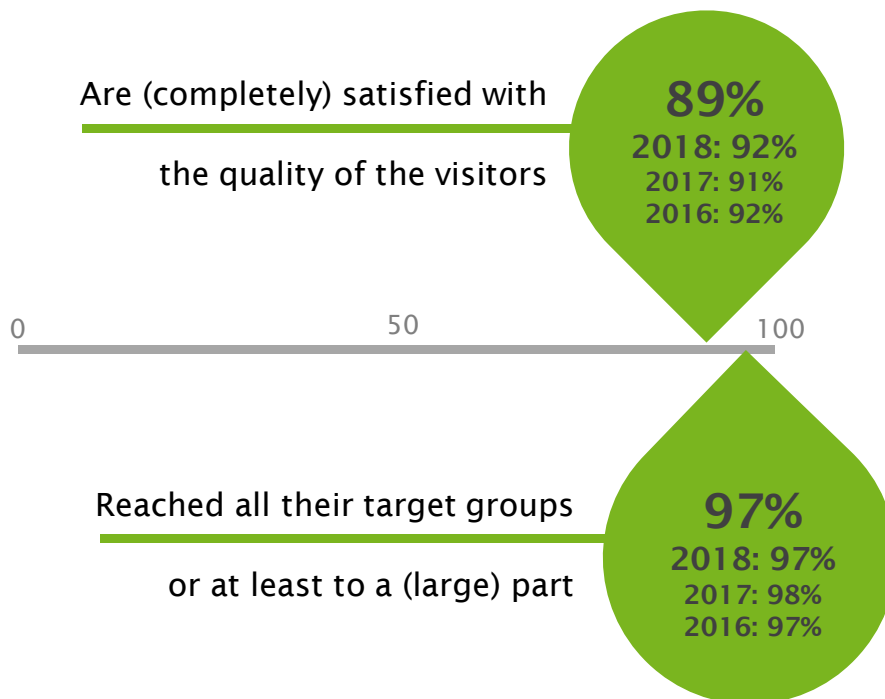


Exhibitor survey

Target groups quality and reaching

Results 2019/2018
(2019 without halls 8A, 8B and Grugahalle
(2018/2017 without halls 13, 14 and Grugahalle)

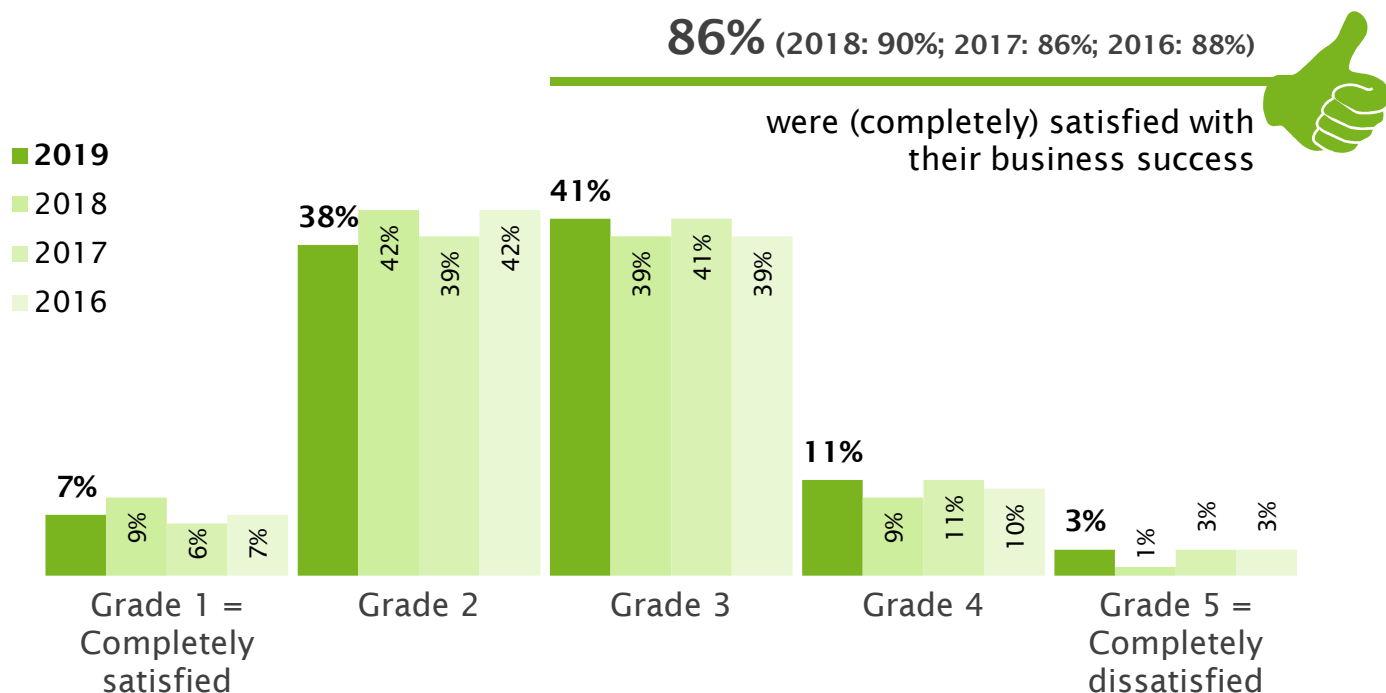
Basis with data



Business success

Results 2019/2018
(2019 without halls 8A, 8B and Grugahalle
(2018/2017 without halls 13, 14 and Grugahalle)

Basis with data



Exhibitor survey

Follow-up business

Results 2019/2018
(2019 without halls 8A, 8B and Grugahalle
(2018/2017 without halls 13, 14 and Grugahalle)
Basis with data

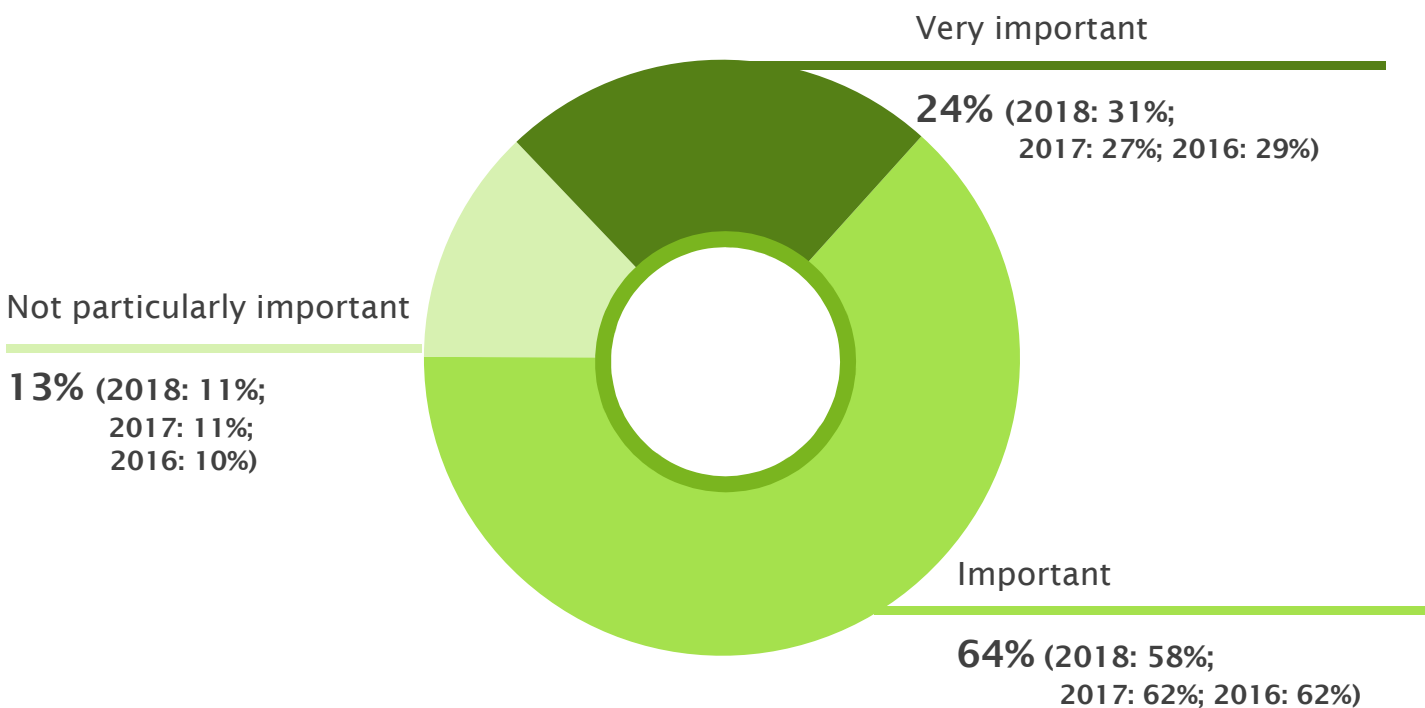


92% (2018: 94%; 2017: 91%; 2016: 93%)

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

Importance of participation

Basis with data



Expectations from participation

Results 2019/2018 (2019 without halls 8A, 8B and Grugahalle
(2018/2017 without halls 13, 14 and Grugahalle)
Basis with data



For **94%** (2018: 95%; 2017: 94%; 2016: 94%)

expectations concerning their trade fair participation were (partially) fulfilled

Exhibitor survey

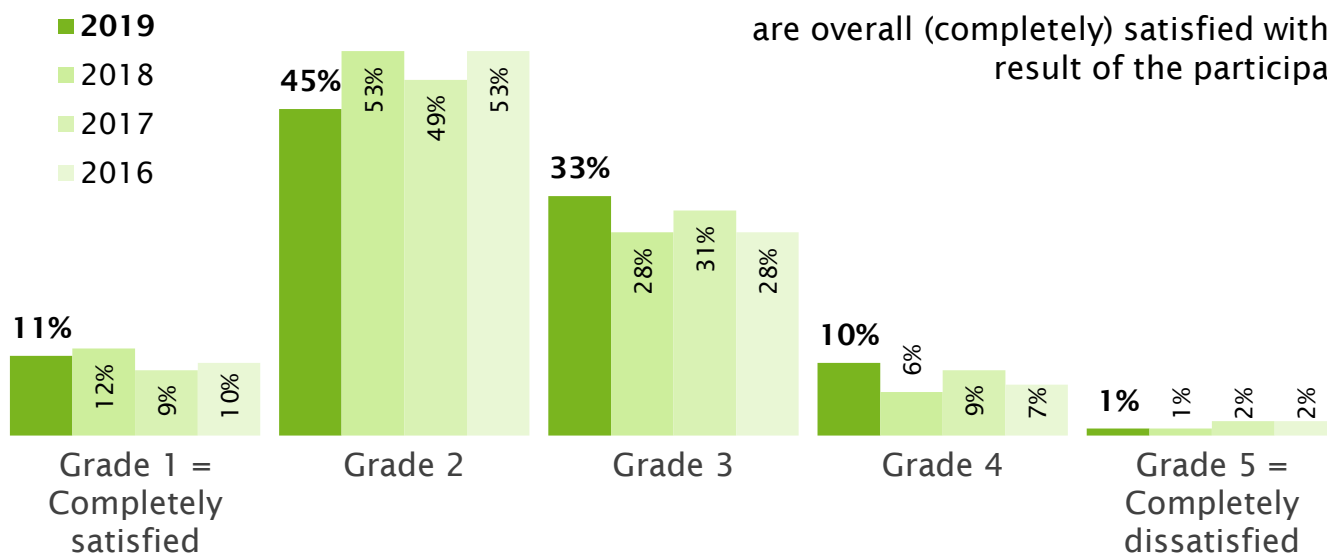
Overall result, willingness to recommend and intention to participate again

Results 2019/2018
(2019 without halls 8A, 8B and Grugahalle
(2018/2017 without halls 13, 14 and Grugahalle)

Basis with data

89% (2018: 93%; 2017: 89%; 2016: 91%)

are overall (completely) satisfied with the result of the participation



93% (2018: 92%; 2017: 91%; 2016: 94%)

recommend participation

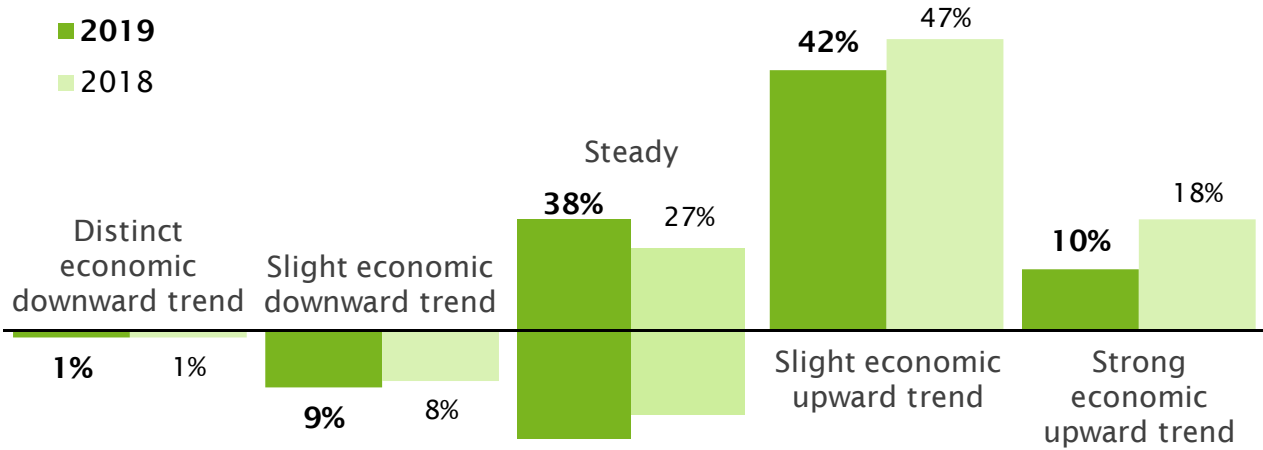


94% (2018: 94%; 2017: 92%; 2016: 96%)

plan to participate again

Forecasts for horticulture 2019/2020

Basis with data



Structural Data Visitors

In brackets the results from IPM ESSEN 2018

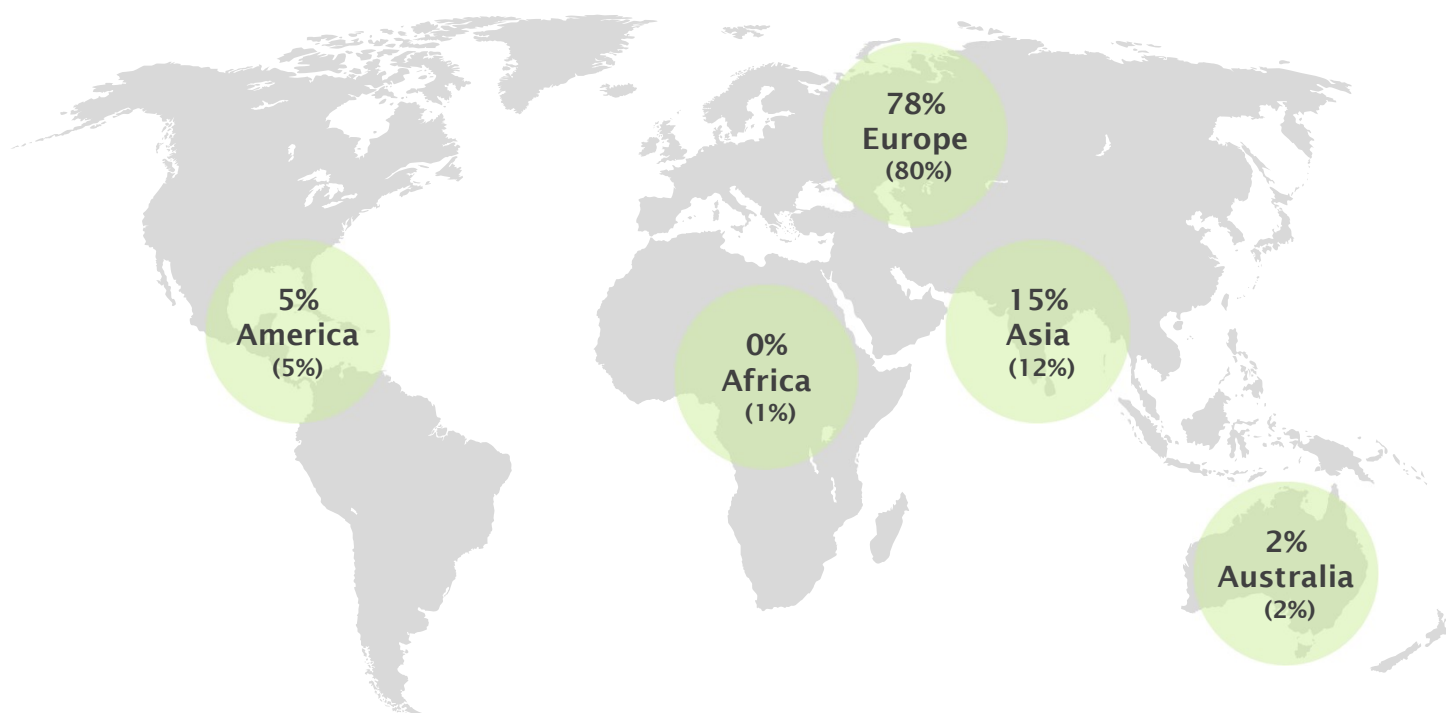
52,567 (56,535) visitors
of which **50,517** (54,104) trade visitors



Geographical origin

In brackets the results from IPM ESSEN 2018

The following percentages refer to foreign trade visitors



TOP 10

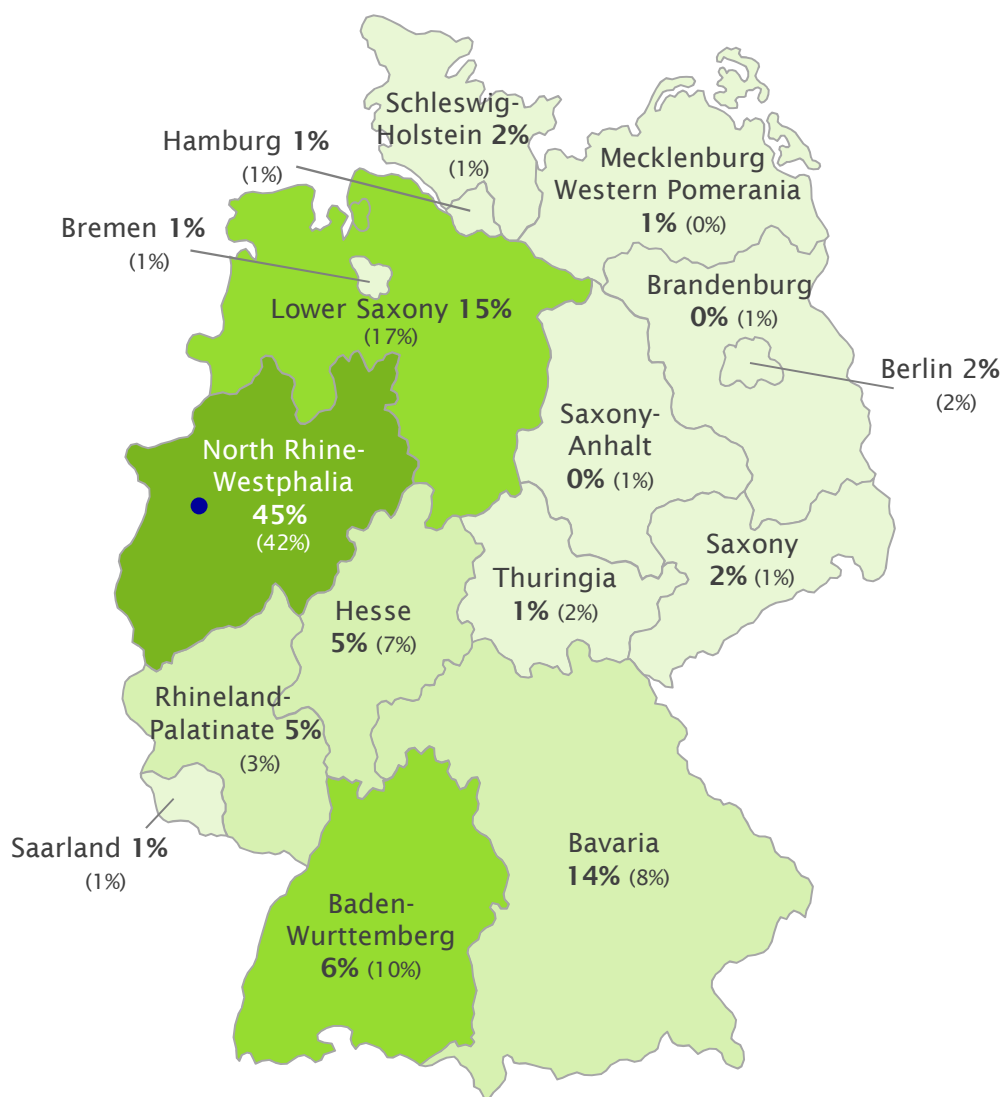
The Netherlands	24%	(24%)
Belgium	8%	(3%)
People's Republic of China	6%	(4%)
Italy	5%	(8%)
France	4%	(4%)
Spain	4%	(4%)
Austria	3%	(3%)
Switzerland	3%	(2%)
Czech Republic	2%	(2%)
United States of America	2%	(2%)

Trade visitor survey

Origin

In brackets the results from IPM ESSEN 2018

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



Journey distance of the German trade visitors

Live in Essen	2%	(2%)
Up to 50 km	15%	(18%)
51 km up to 100 km	20%	(16%)
101 km up to 300 km	30%	(33%)
Over 300 km	33%	(32%)

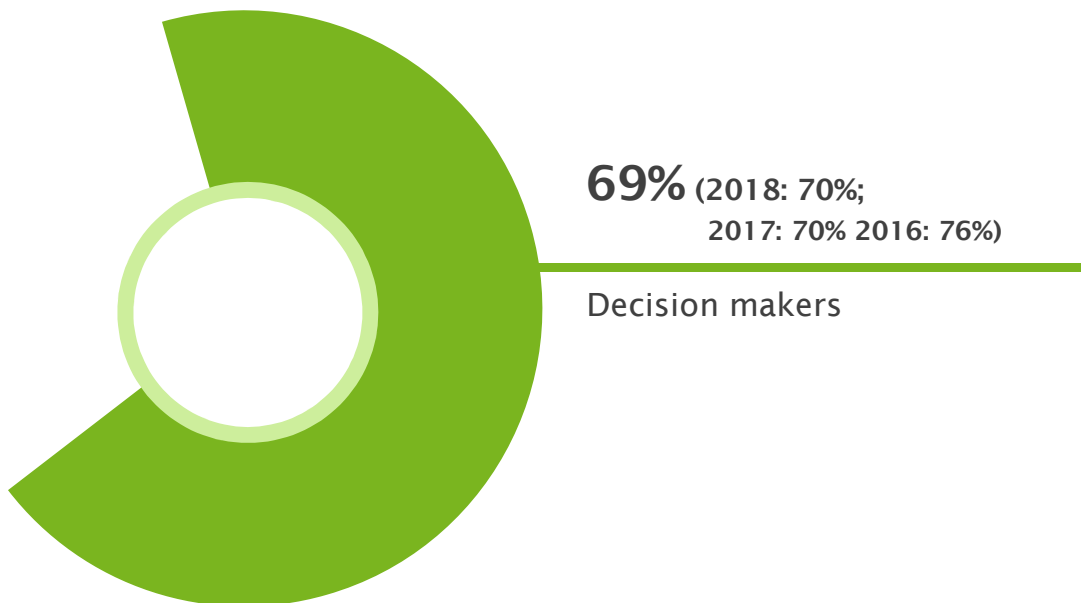
Trade visitor survey

Sector of economy

(Extract >=2%)



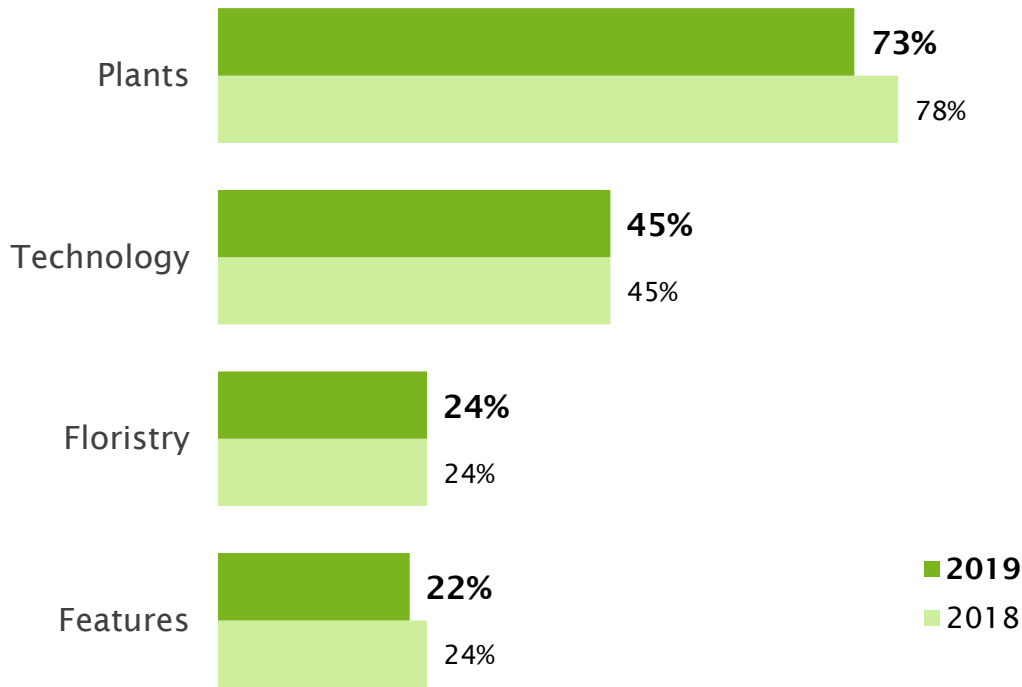
Purchasing and procurement decisions



Trade visitor survey

Interest of offer

(Multiple answers)

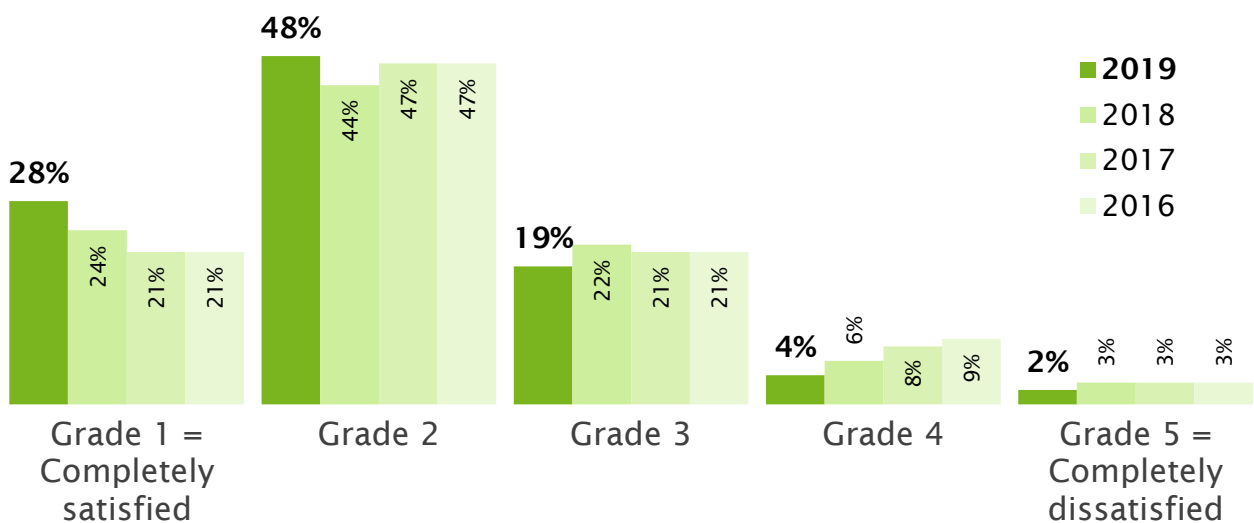


Rating of offer

Basis with data

95% (2018: 91%; 2017: 89%; 2016: 88%)

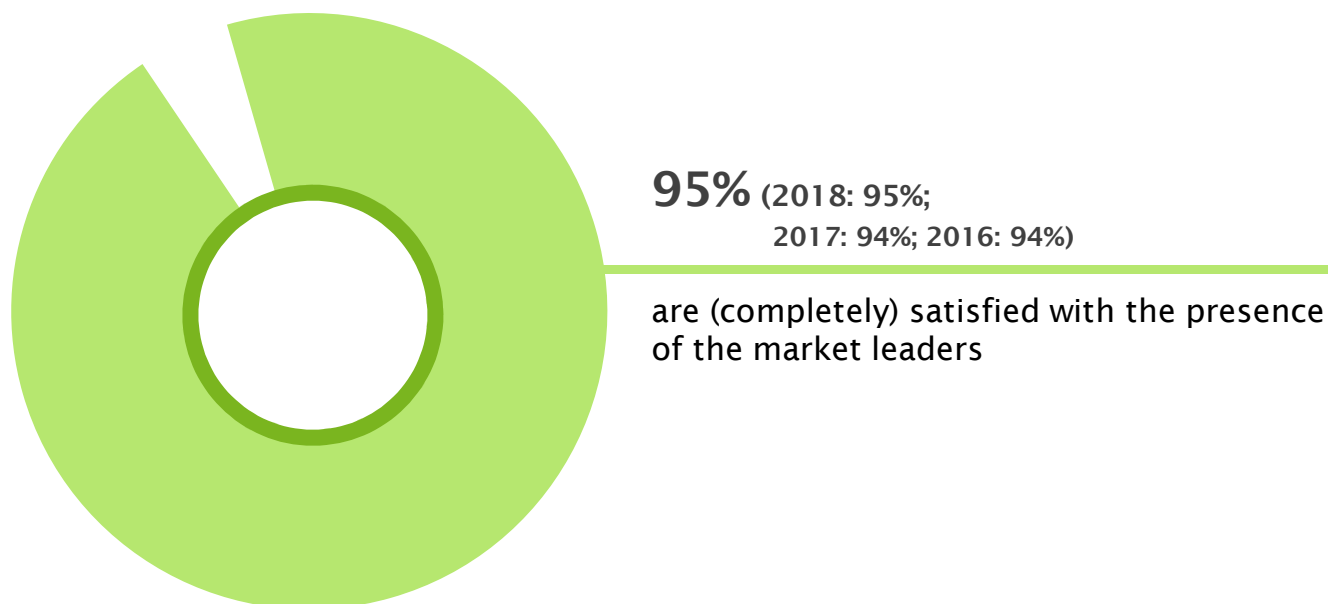
were all in all (completely) satisfied with the range available



Gathered and analysed by:

Market leaders at the IPM ESSEN

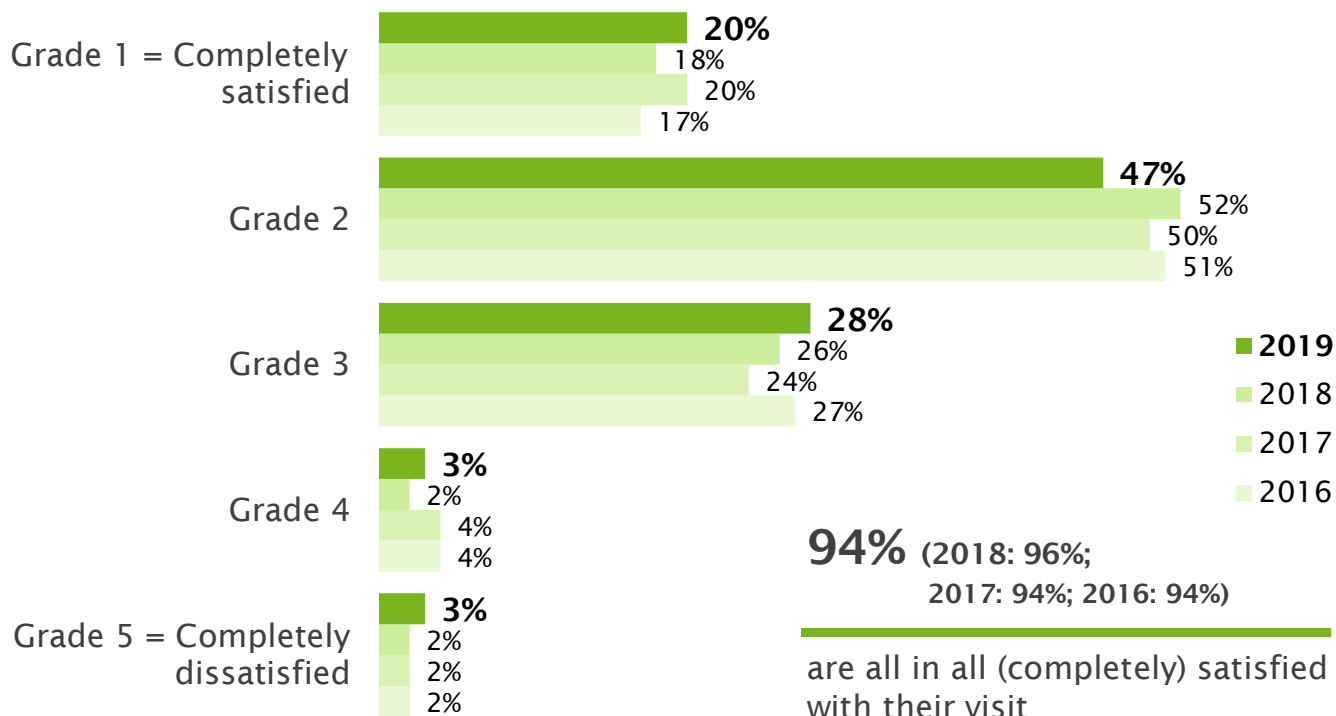
Basis with data



Trade visitor survey

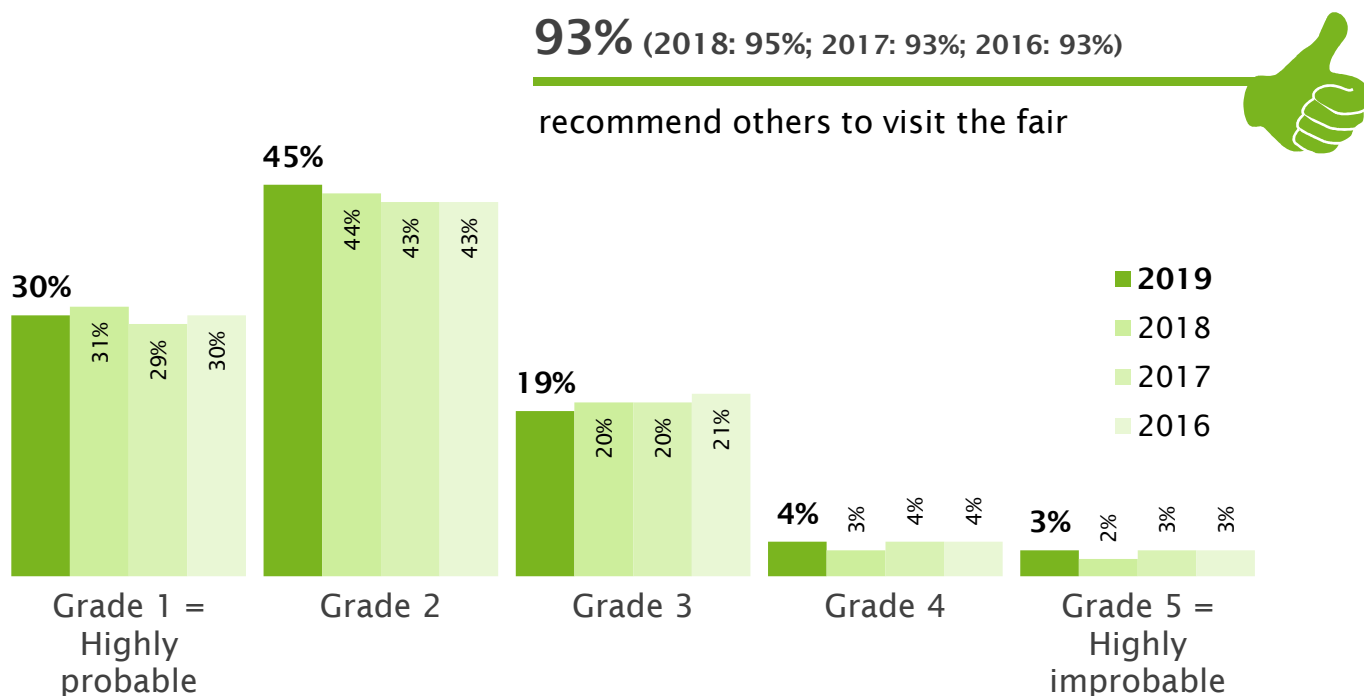
Overall result

Basis with data



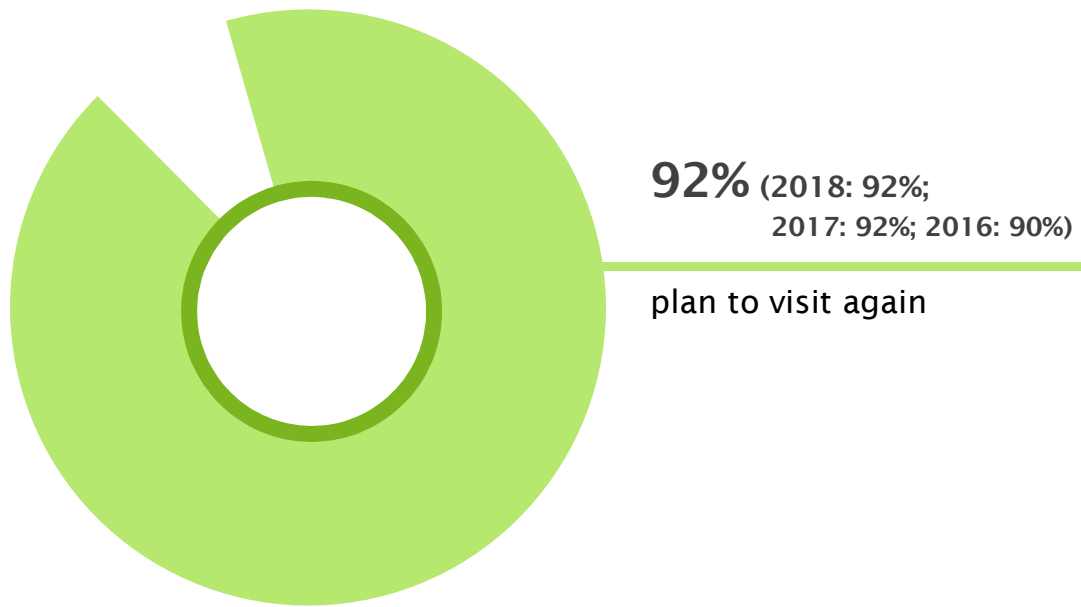
Willingness to recommend

Basis with data

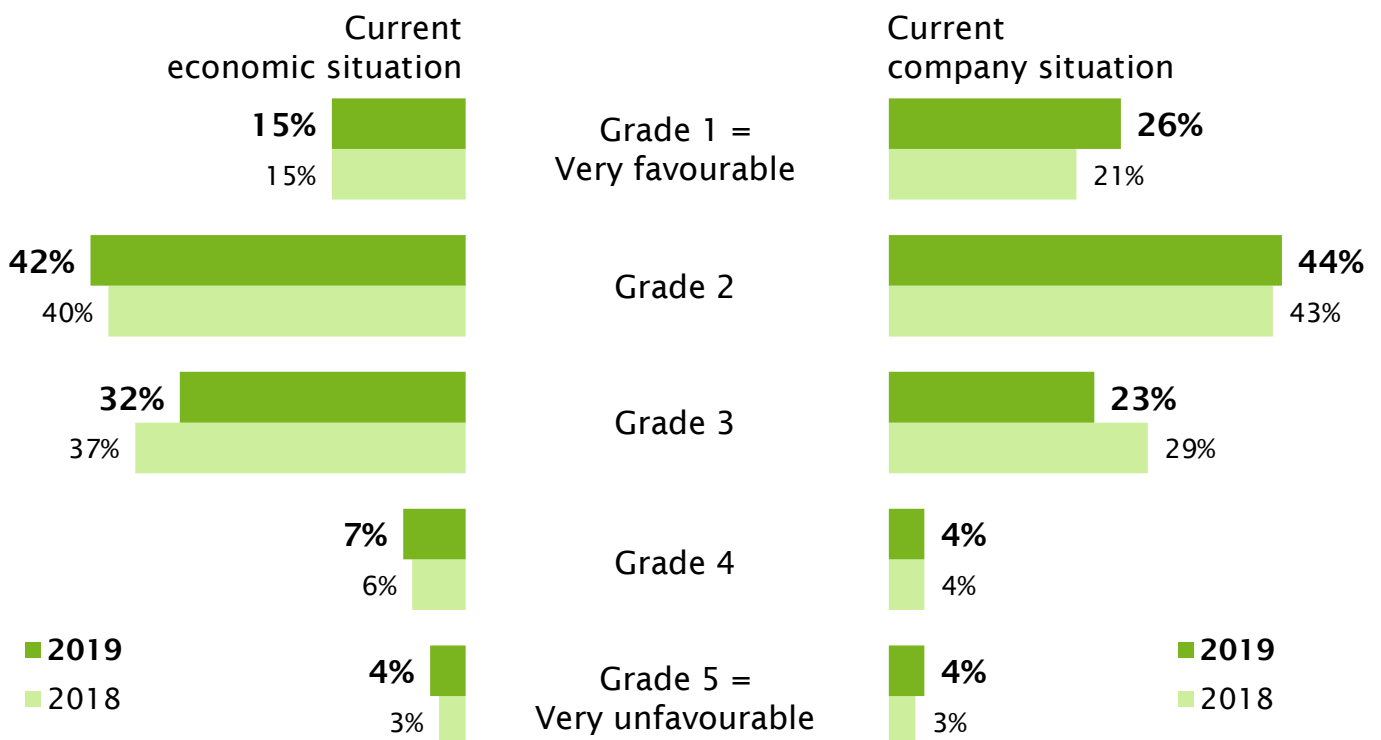


Intention to visit again

Basis with data



Economic situation and economic company situation



Media Data

In brackets the results from IPM ESSEN 2018

394 accredited journalists
from 30 countries (382 from 24 countries)

