

## Structural Data Exhibitors

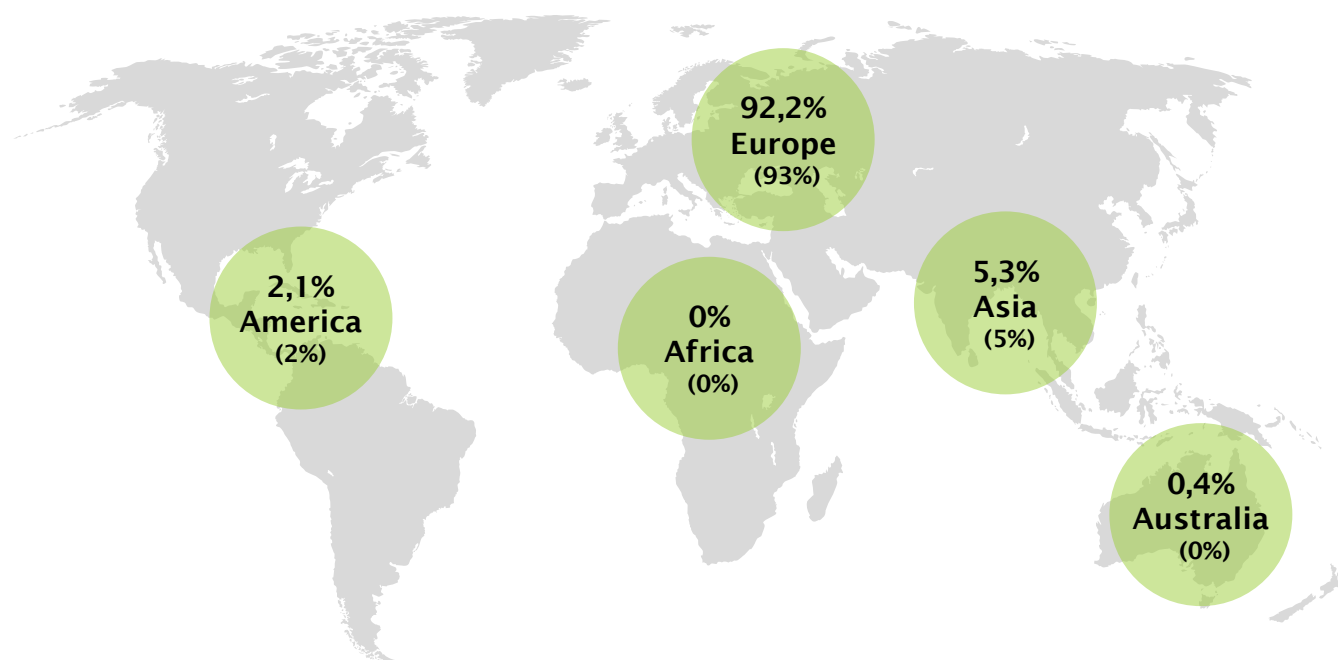
In brackets the results from IPM ESSEN 2019

**1,538** exhibitors from **45** nations  
(1,546 from 46 nations)

including  
**39%** (35%) exhibitors from Germany  
and  
**61%** (65%) international exhibitors

**105,000 m<sup>2</sup>** total exhibition space  
(105,000 m<sup>2</sup>)

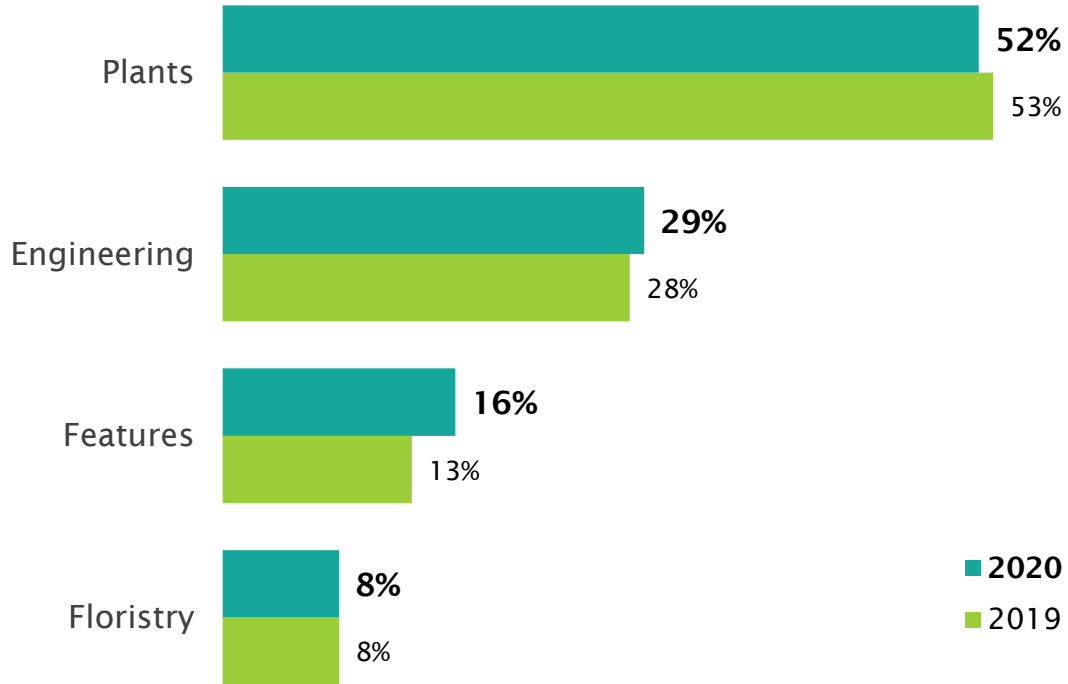
## International composition



# Exhibitor survey

## Focal product groups

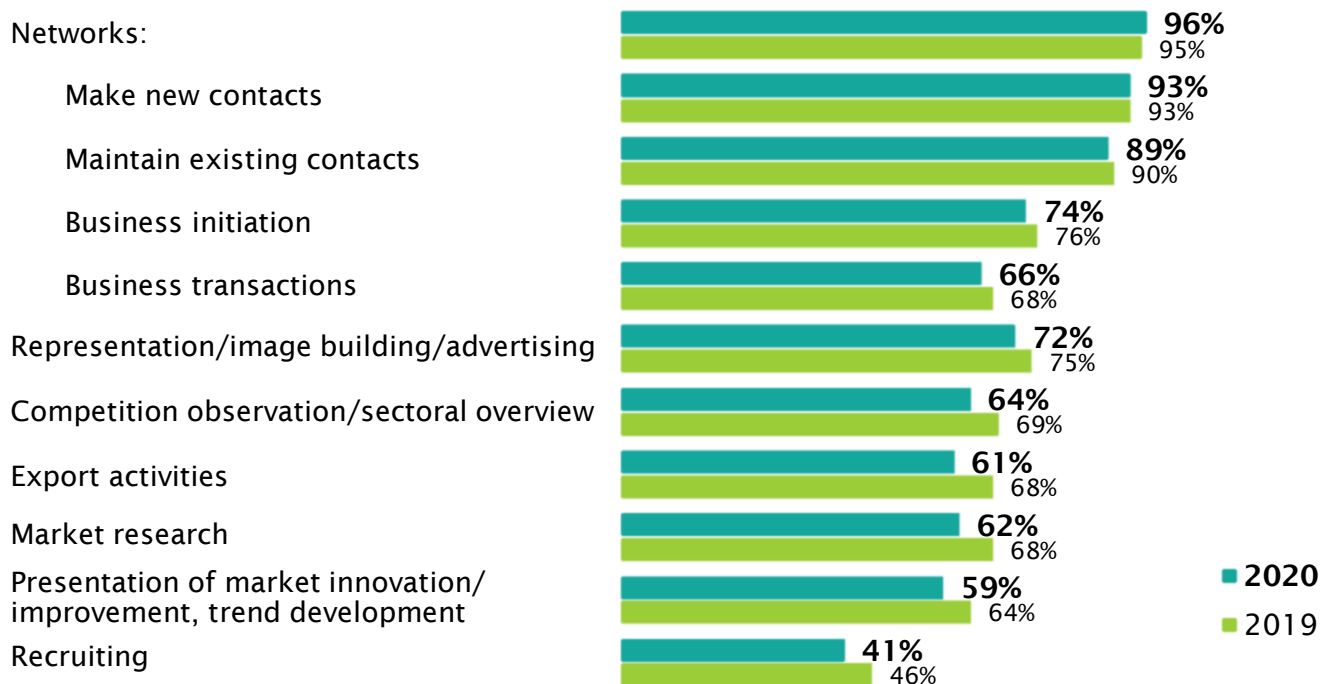
(Multiple answers)



# Exhibitor survey

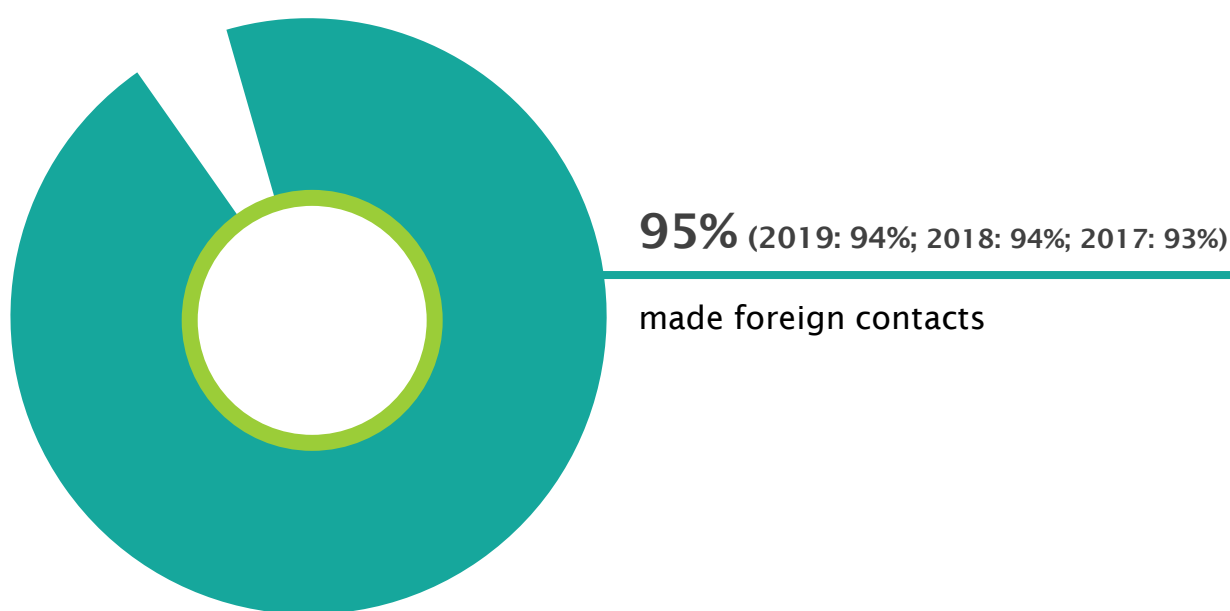
## Exhibitors' objectives

(Multiple answers)



## Contacts to international trade visitors

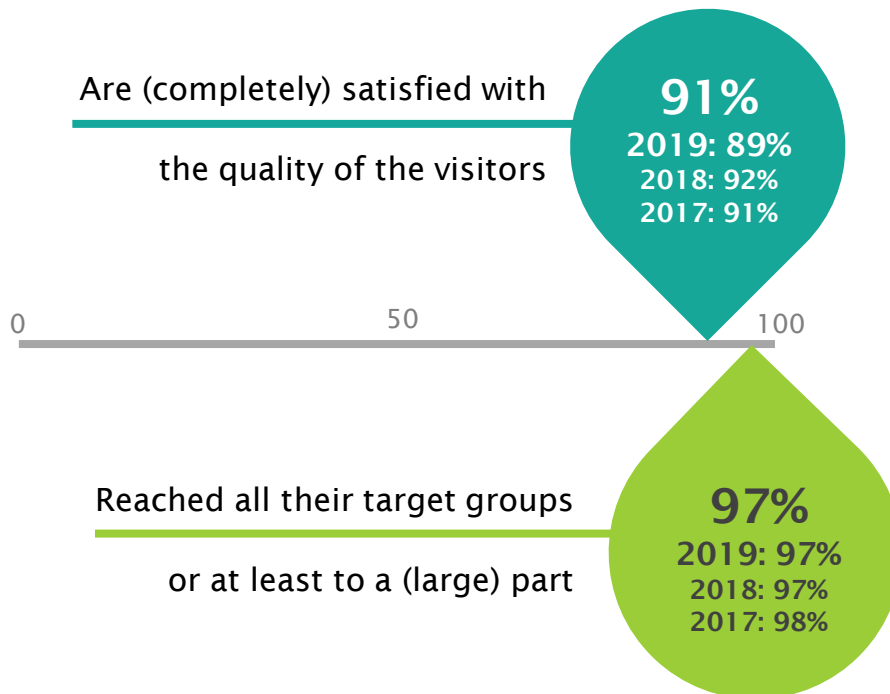
Basis with data



# Exhibitor survey

## Target groups quality and reaching

Results 2020/2019  
(2019 without halls 8A, 8B and Grugahalle  
(2018/2017 without halls 13, 14 and Grugahalle)  
Basis with data

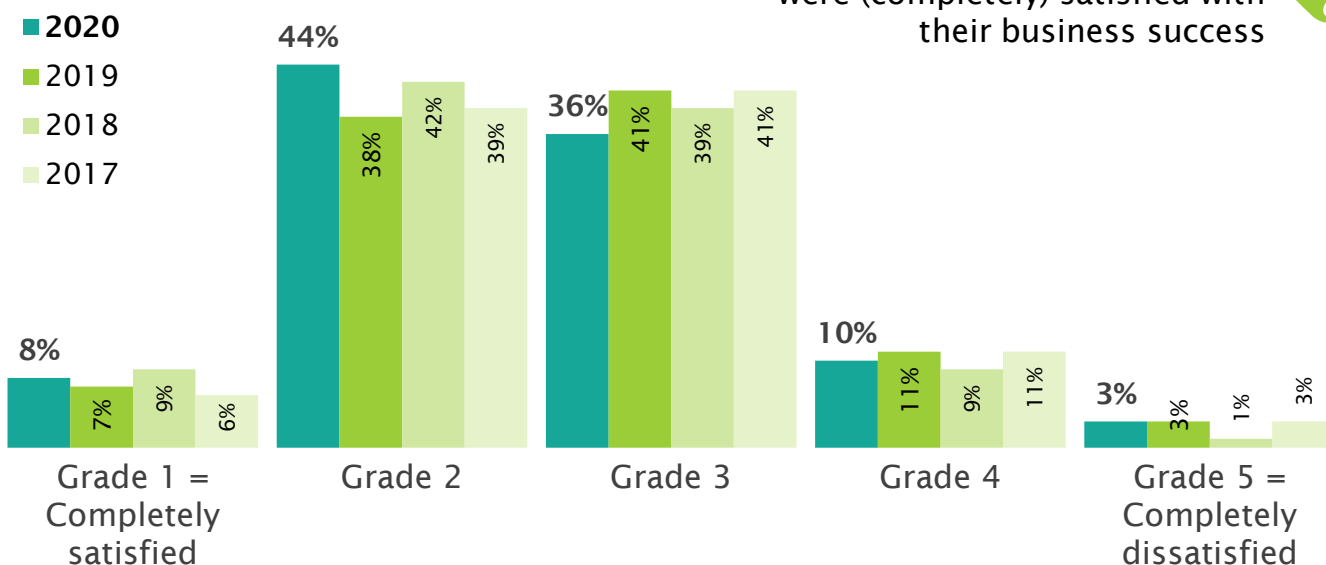


## Business success

Results 2020/2019  
(2019 without halls 8A, 8B and Grugahalle  
(2018/2017 without halls 13, 14 and Grugahalle)  
Basis with data

**88%** (2019: 86%; 2018: 90%; 2017: 86%)

were (completely) satisfied with their business success



# Exhibitor survey

## Follow-up business

Results 2020/2019  
(2019 without halls 8A, 8B and Grugahalle  
(2018/2017 without halls 13, 14 and Grugahalle)  
Basis with data

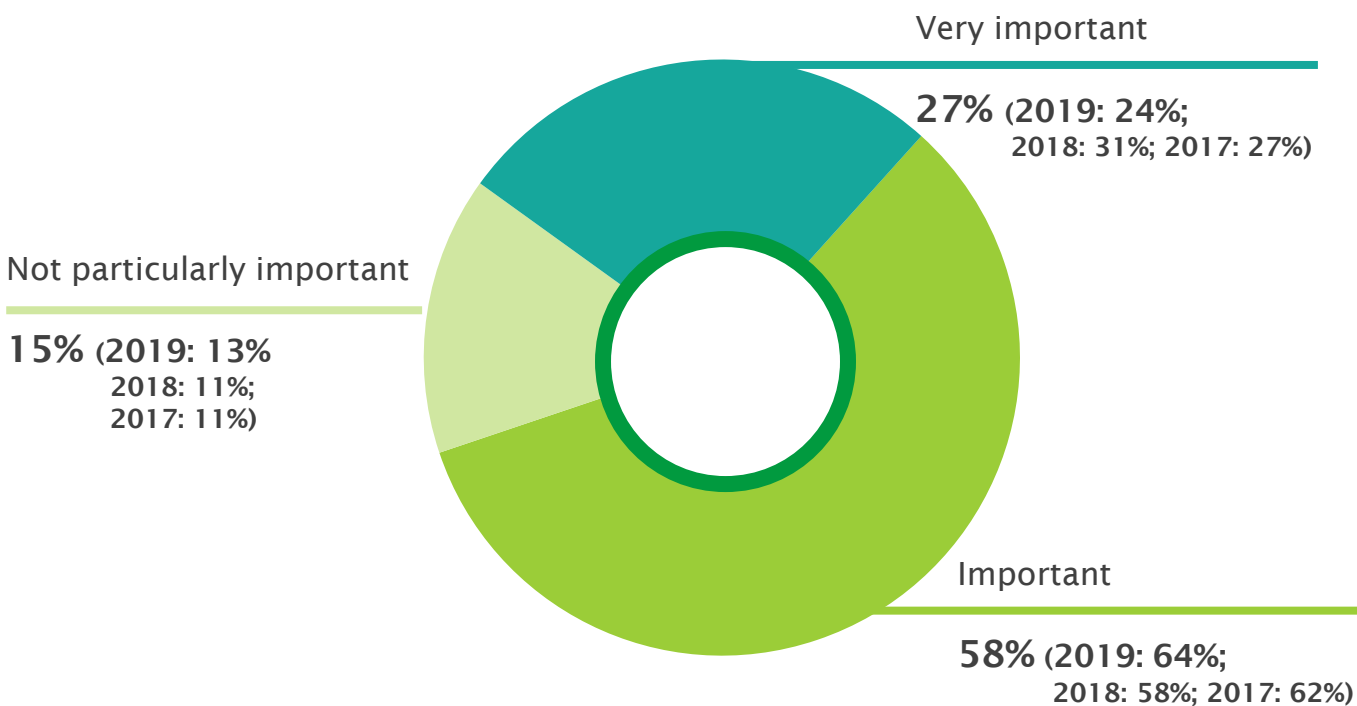


**92%** (2019: 92%; 2018: 94%; 2017: 91%)

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

## Importance of participation

Basis with data



## Expectations from participation

Results 2020/2019 (2019 without halls 8A, 8B and Grugahalle  
(2018/2017 without halls 13, 14 and Grugahalle)  
Basis with data



For **95%** (2019: 93%; 2018: 95%; 2017: 94%)

expectations concerning their trade fair participation were (partially) fulfilled

# Exhibitor survey

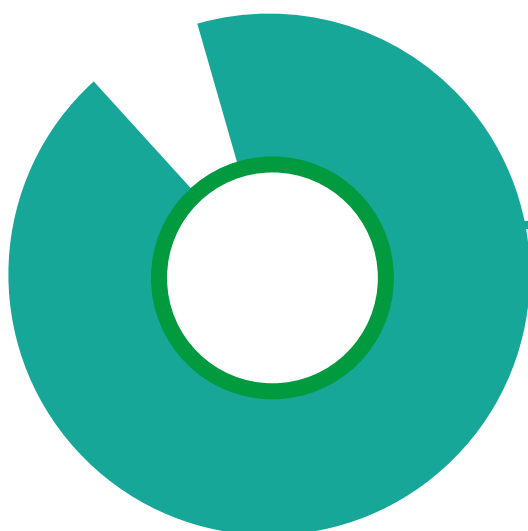
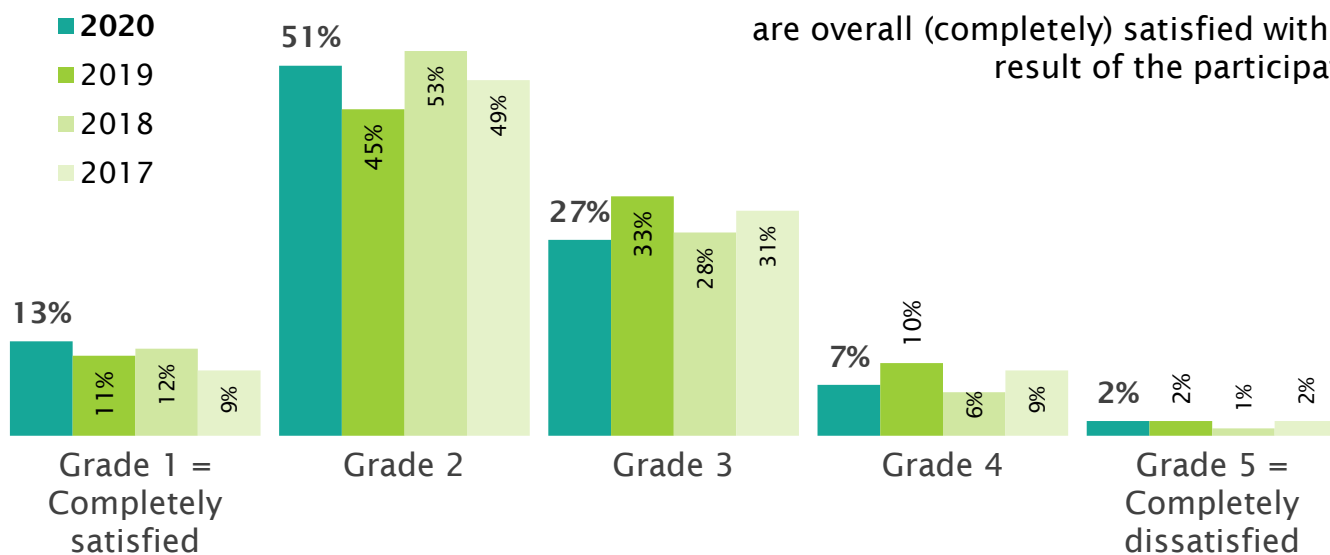
## Overall result, willingness to recommend and intention to participate again

Results 2020/2019  
(2019 without halls 8A, 8B and Grugahalle  
(2018/2017 without halls 13, 14 and Grugahalle)

Basis with data

**91%** (2019: 89%; 2018: 93%; 2017: 89%)

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



**93%** (2019: 93%; 2018: 92%; 2017: 91%)

recommend participation

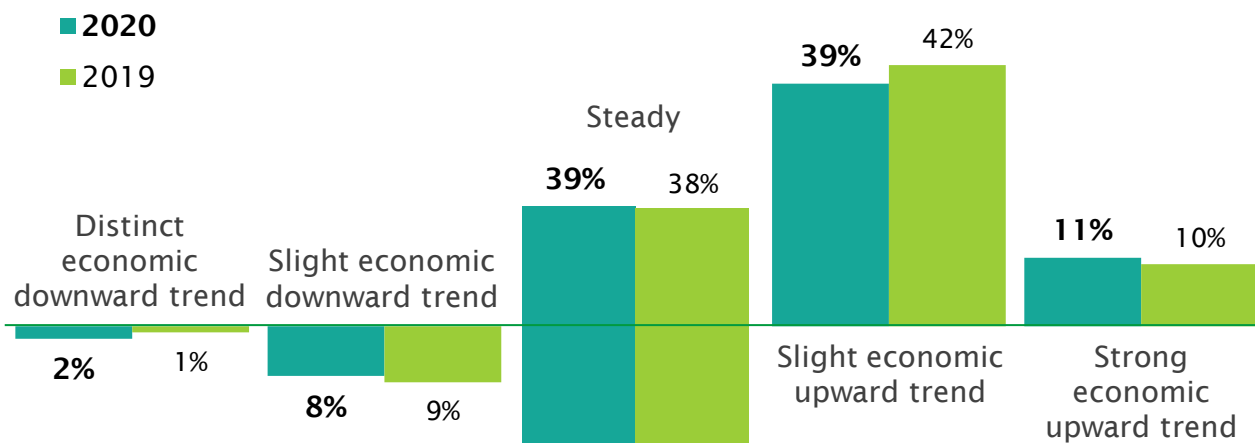
**95%** (2019: 94%; 2018: 94%; 2017: 92%)

plan to participate again



## Forecasts for horticulture 2020/2021

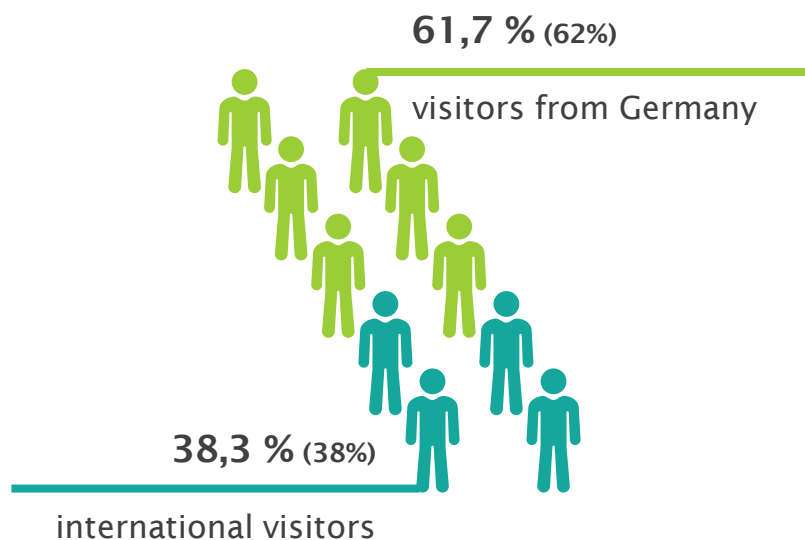
Basis with data



## Structural Data Visitors

In brackets the results from IPM ESSEN 2019

**54,079** (52,567) visitors  
of which **46,480** (50,517) trade visitors

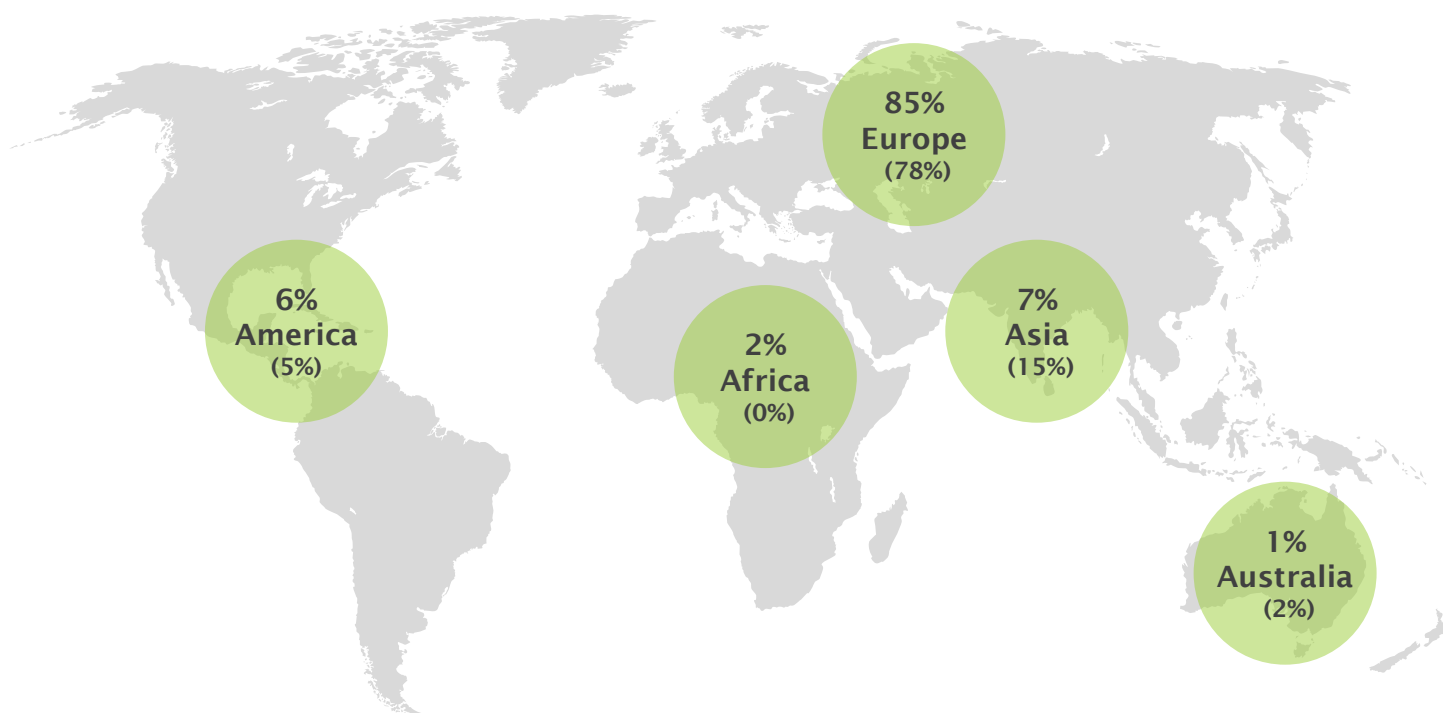




## Geographical origin

In brackets the results from IPM ESSEN 2019

The following percentages refer to foreign trade visitors



### TOP 10

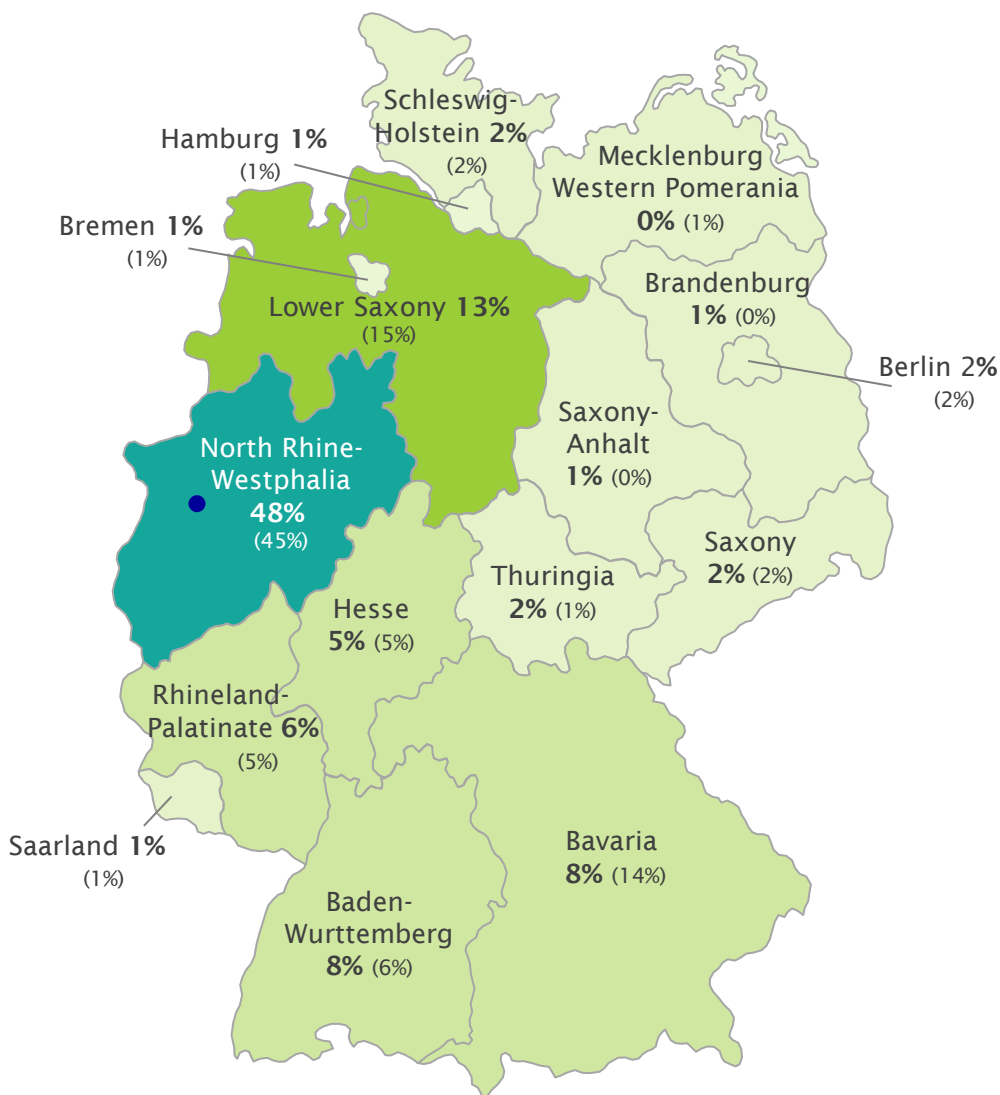
The Netherland	24%	(24%)
Italy	10%	(5%)
Belgium	5%	(8%)
France	5%	(4%)
Great Britain and Northern Ireland	4%	(2%)
Poland	4%	(2%)
Switzerland	3%	(3%)
Spain	3%	(4%)
Denmark	2%	(1%)
Ireland	2%	(1%)

# Trade visitor survey

## Origin

In brackets the results from IPM ESSEN 2019

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



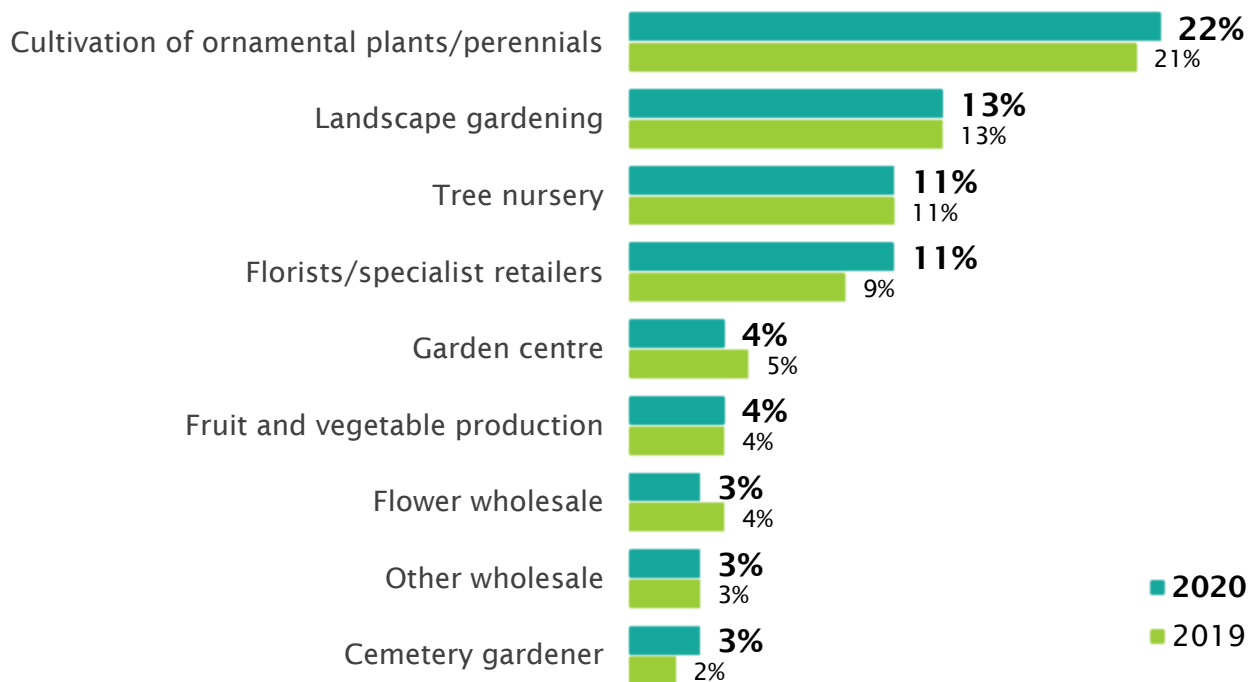
### Journey distance of the German trade visitors

Live in Essen	5%	(2%)
Up to 50 km	19%	(15%)
51 km up to 100 km	19%	(20%)
101 km up to 300 km	28%	(30%)
Over 300 km	30%	(33%)

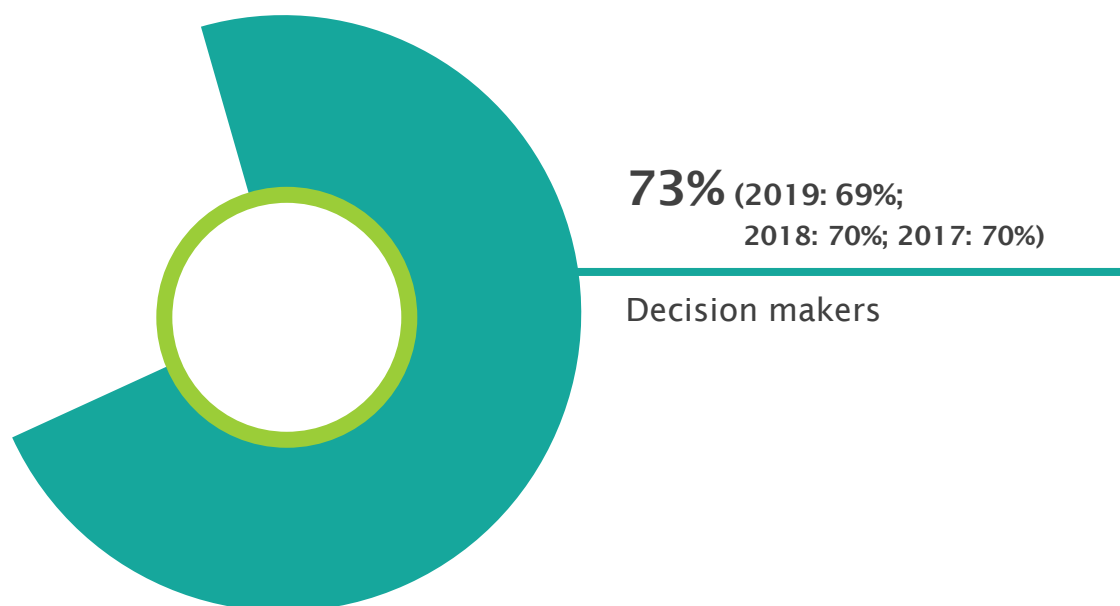
# Trade visitor survey

## Sector of economy

(Extract >=2%)



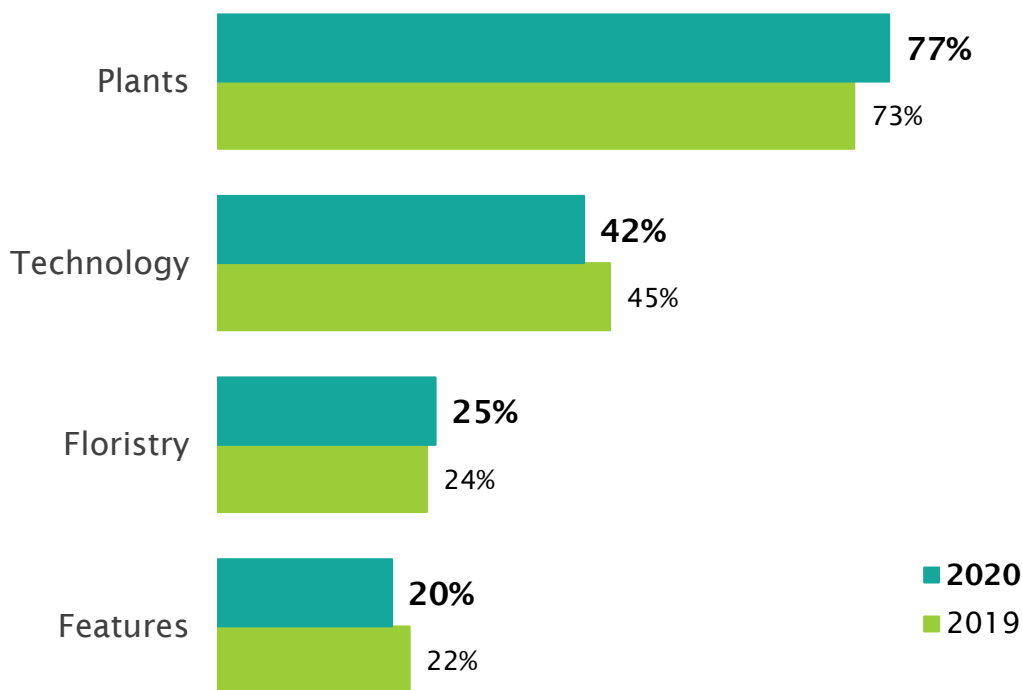
## Purchasing and procurement decisions



# Trade visitor survey

## Interest of offer

(Multiple answers)

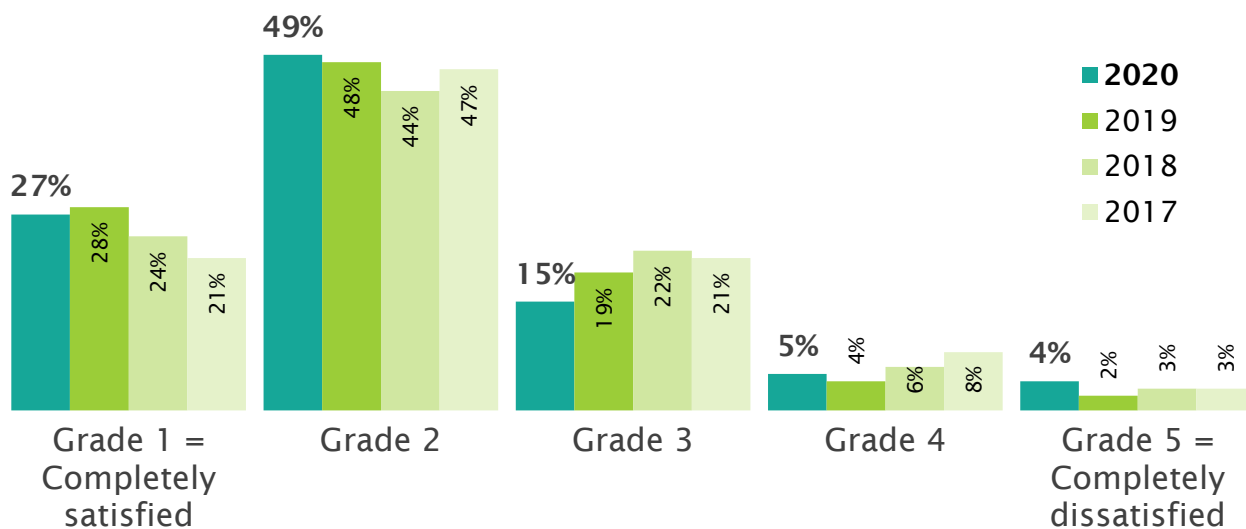


## Rating of offer

Basis with data

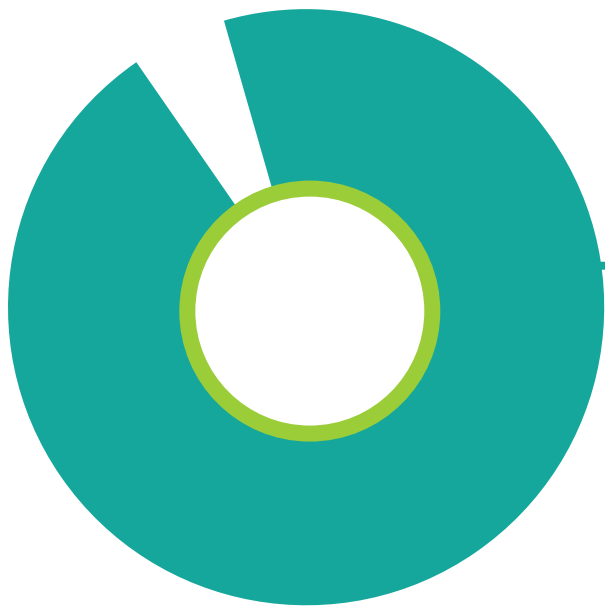
**91%** (2019: 95%; 2018: 91%; 2017: 89%)

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



## Market leaders at the IPM ESSEN

Basis with data



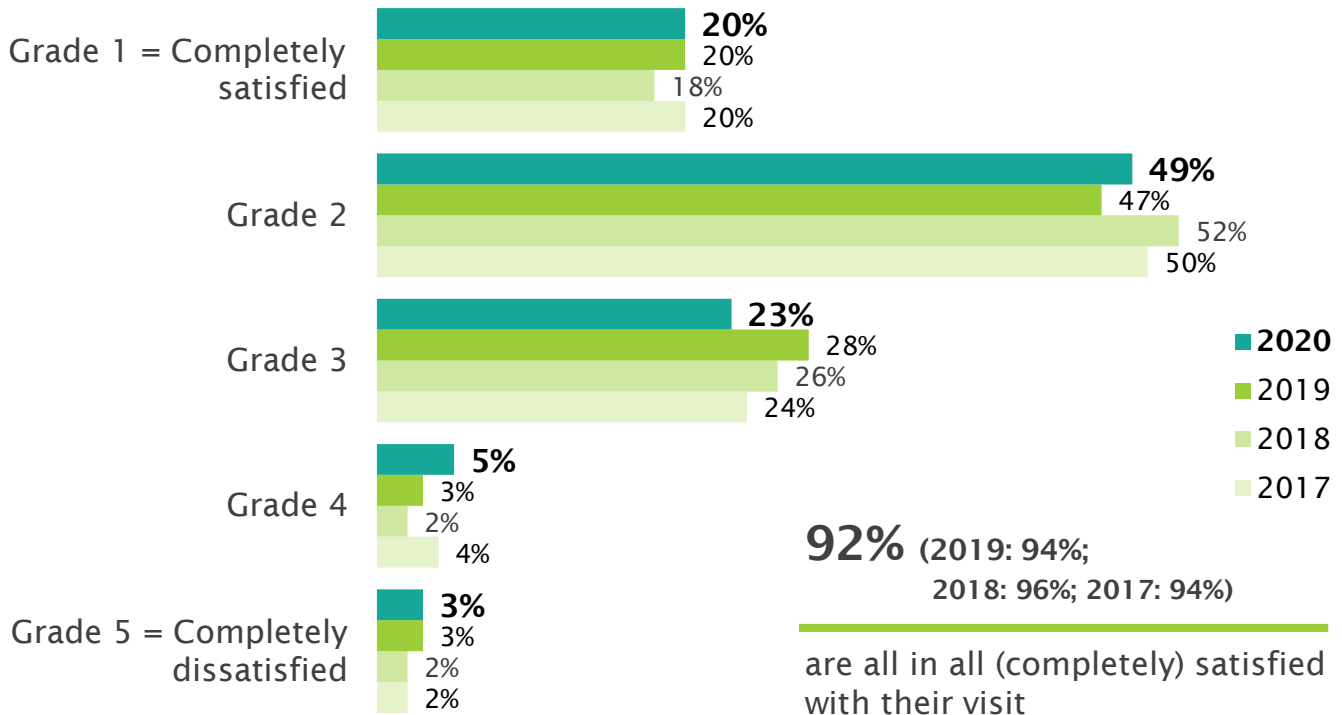
**95%** (2019: 95%;  
2018: 95%; 2017: 94%)

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

# Trade visitor survey

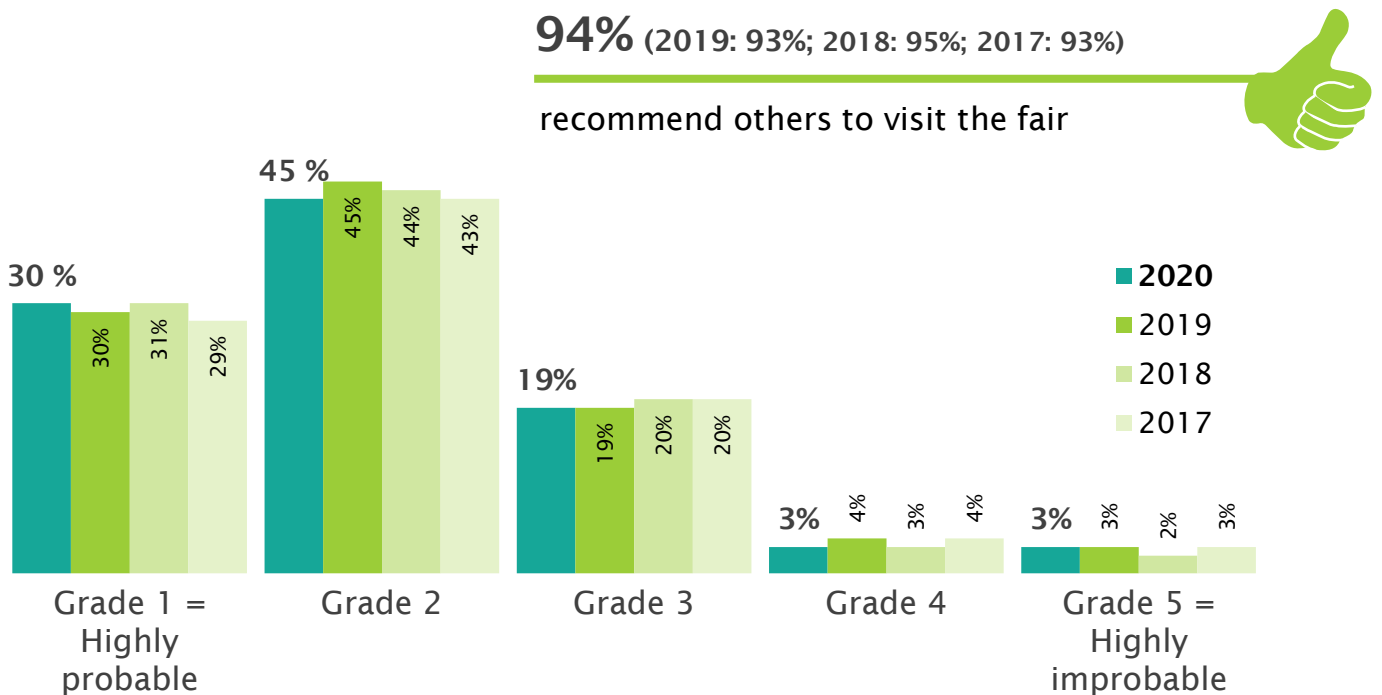
## Overall result

Basis with data



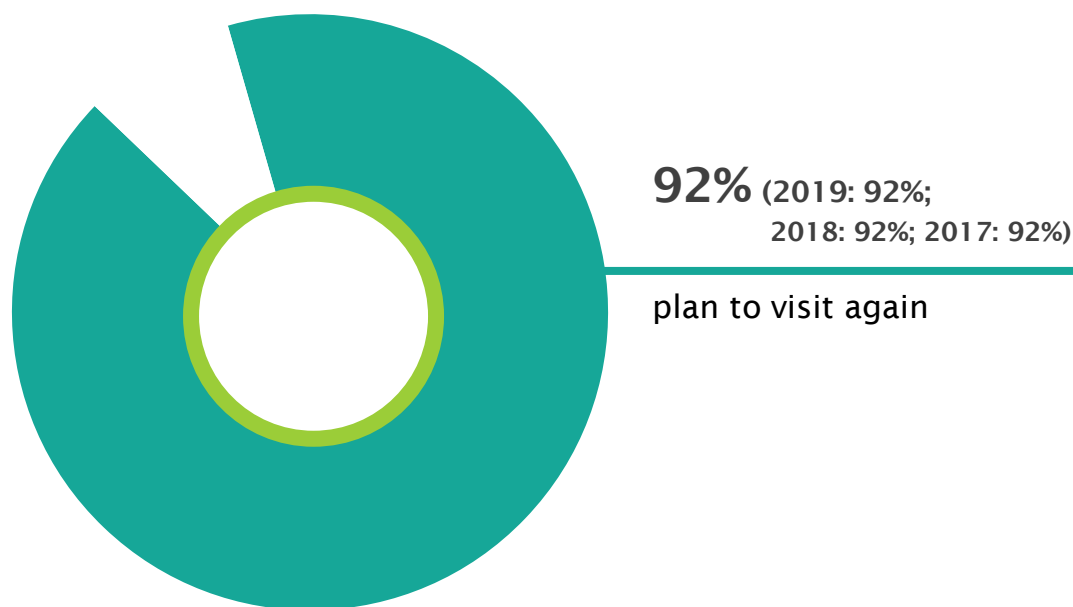
## Willingness to recommend

Basis with data

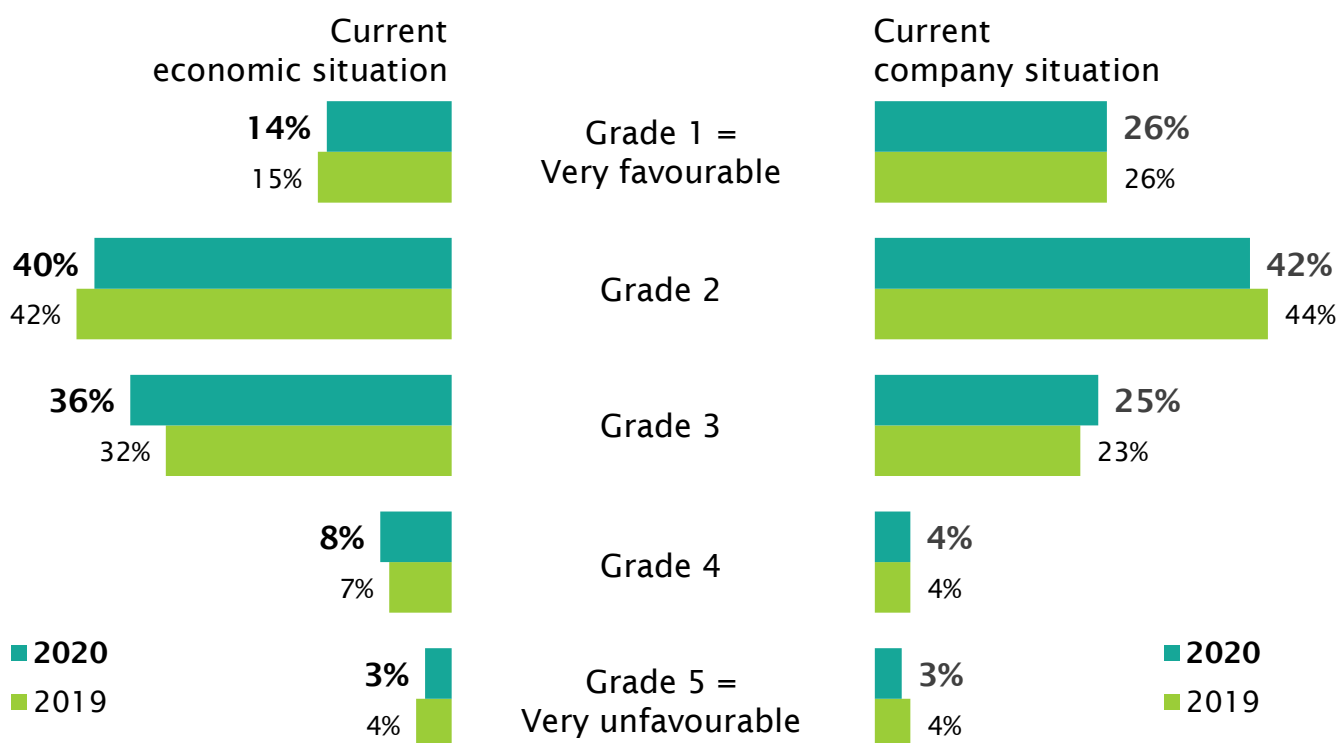


## Intention to visit again

Basis with data



## Economic situation and economic company situation



## Media Data

In brackets the results from IPM ESSEN 2019

**382 accredited journalists**  
from 28 countries (394 from 30 countries)

