

Structural Data Exhibitors

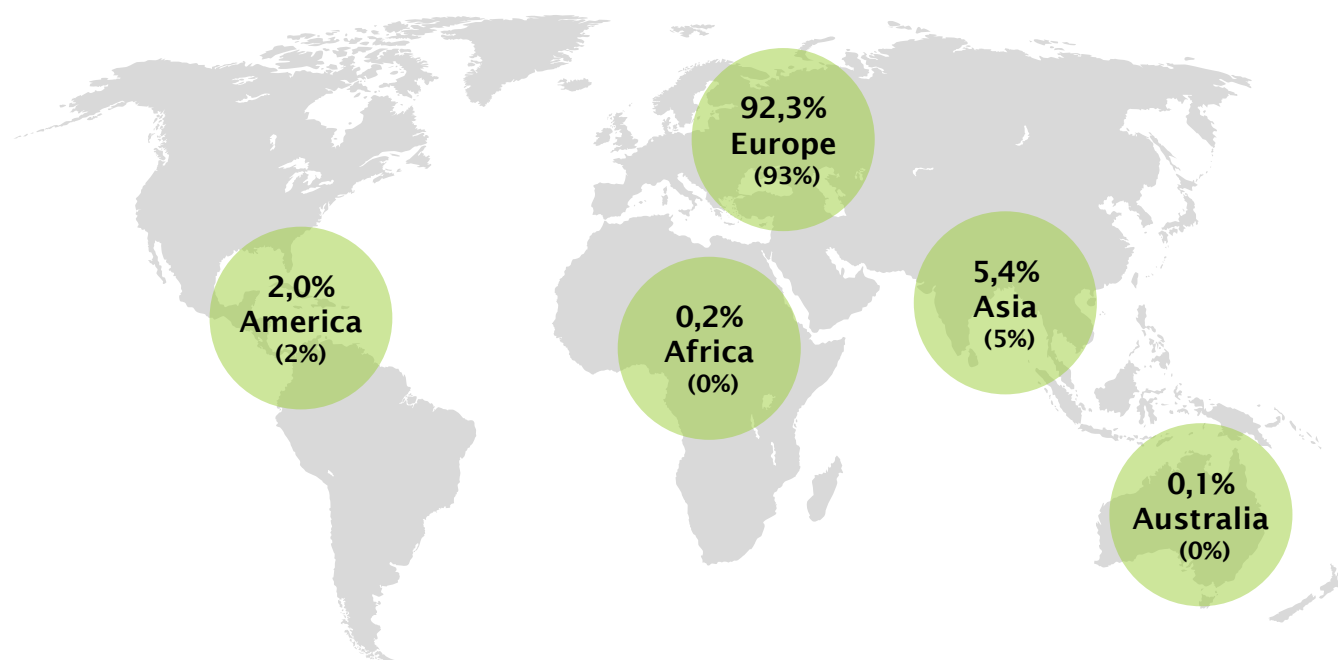
In brackets the results from IPM ESSEN 2020

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

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

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

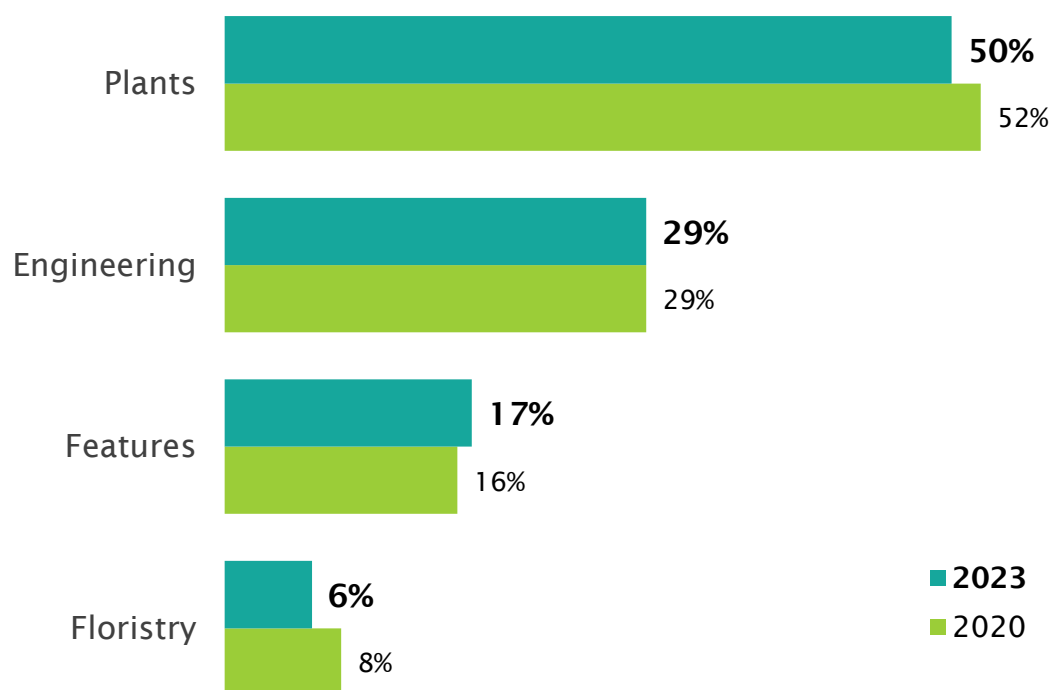
International composition



Exhibitor survey

Focal product groups

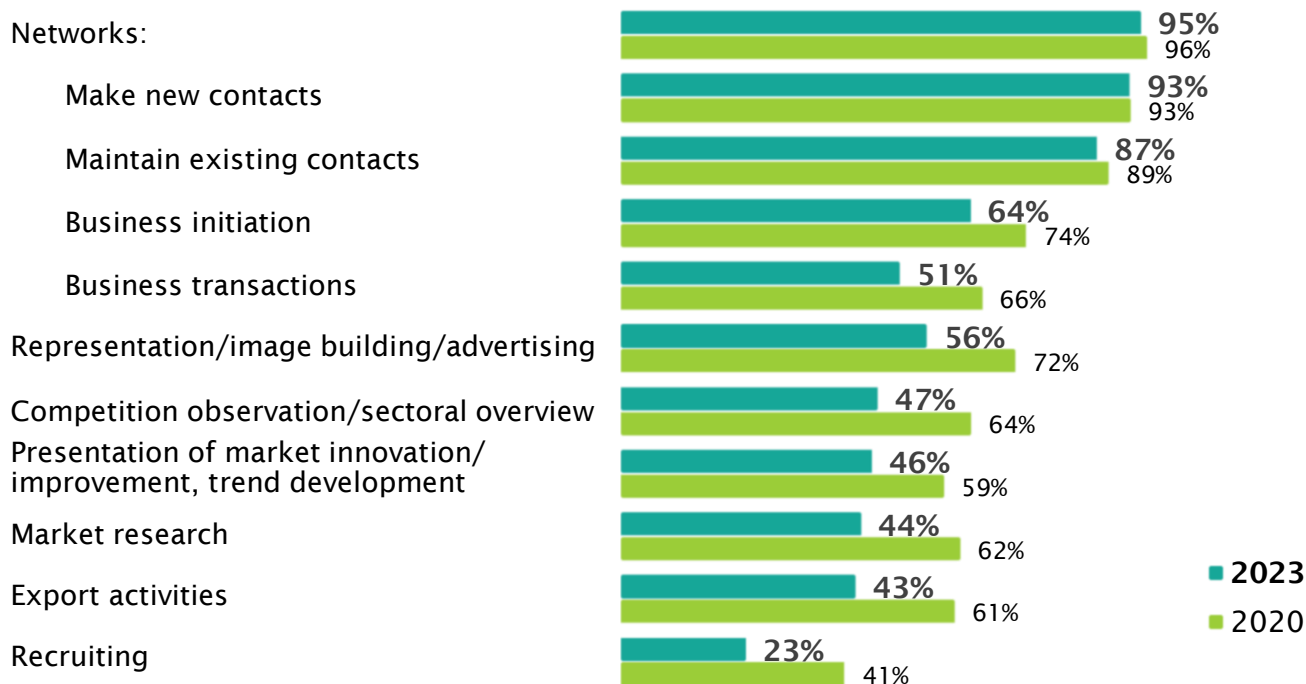
(Multiple answers)



Exhibitor survey

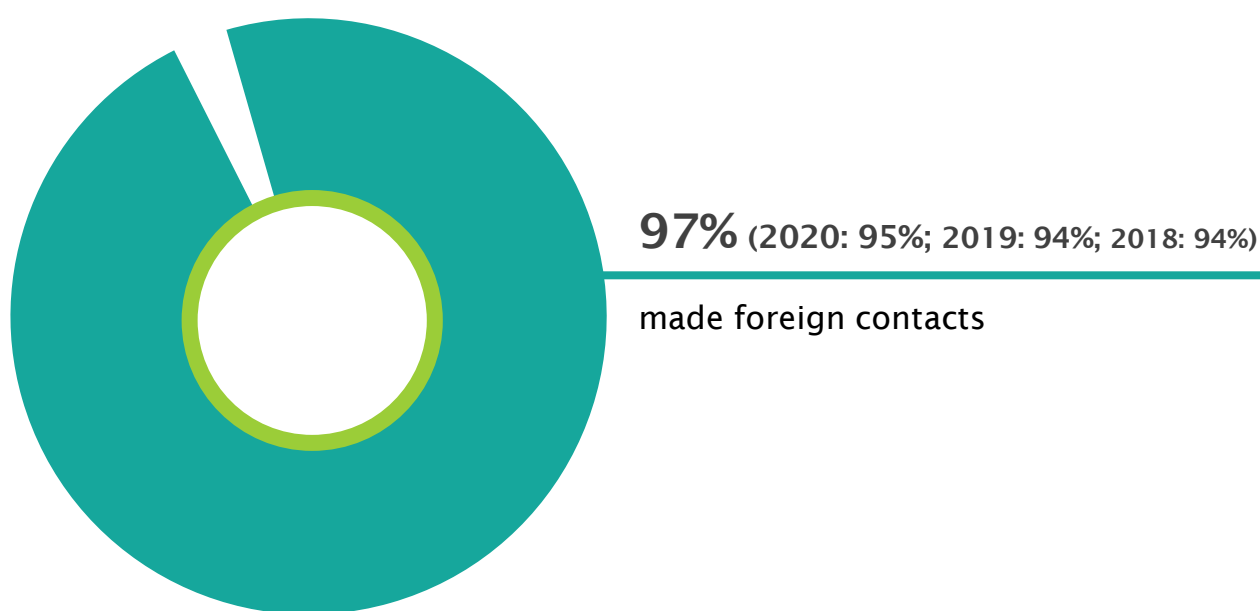
Exhibitors' objectives

(Multiple answers)



Contacts to international trade visitors

Basis with data

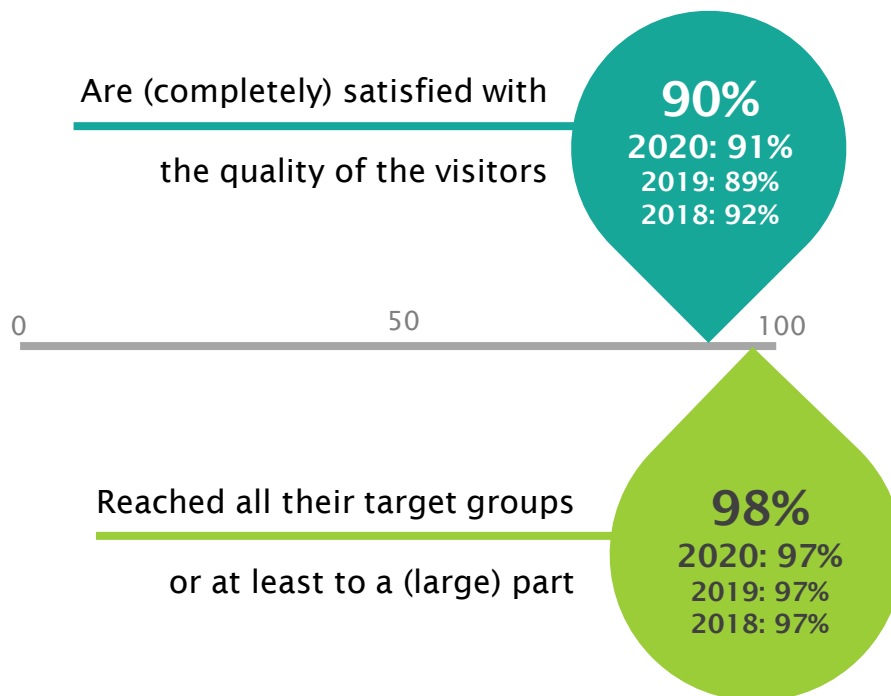


Exhibitor survey

Target groups quality and reaching

Results 2023/2020
(2019 without halls 8A, 8B and Grugahalle
(2018 without halls 13, 14 and Grugahalle)

Basis with data



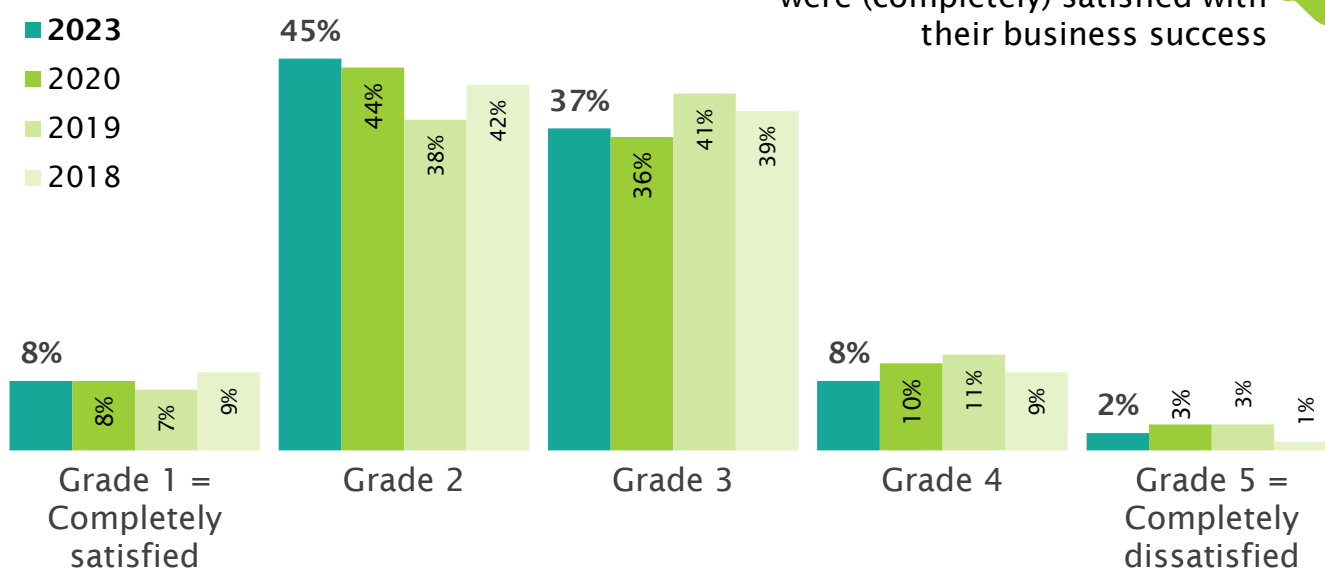
Business success

Results 2023/2020
(2019 without halls 8A, 8B and Grugahalle
(2018 without halls 13, 14 and Grugahalle)

Basis with data

90% (2020: 88%; 2019: 86%; 2018: 90%)

were (completely) satisfied with their business success



Exhibitor survey

Follow-up business

Results 2023/2020
(2019 without halls 8A, 8B and Grugahalle
(2018 without halls 13, 14 and Grugahalle)
Basis with data

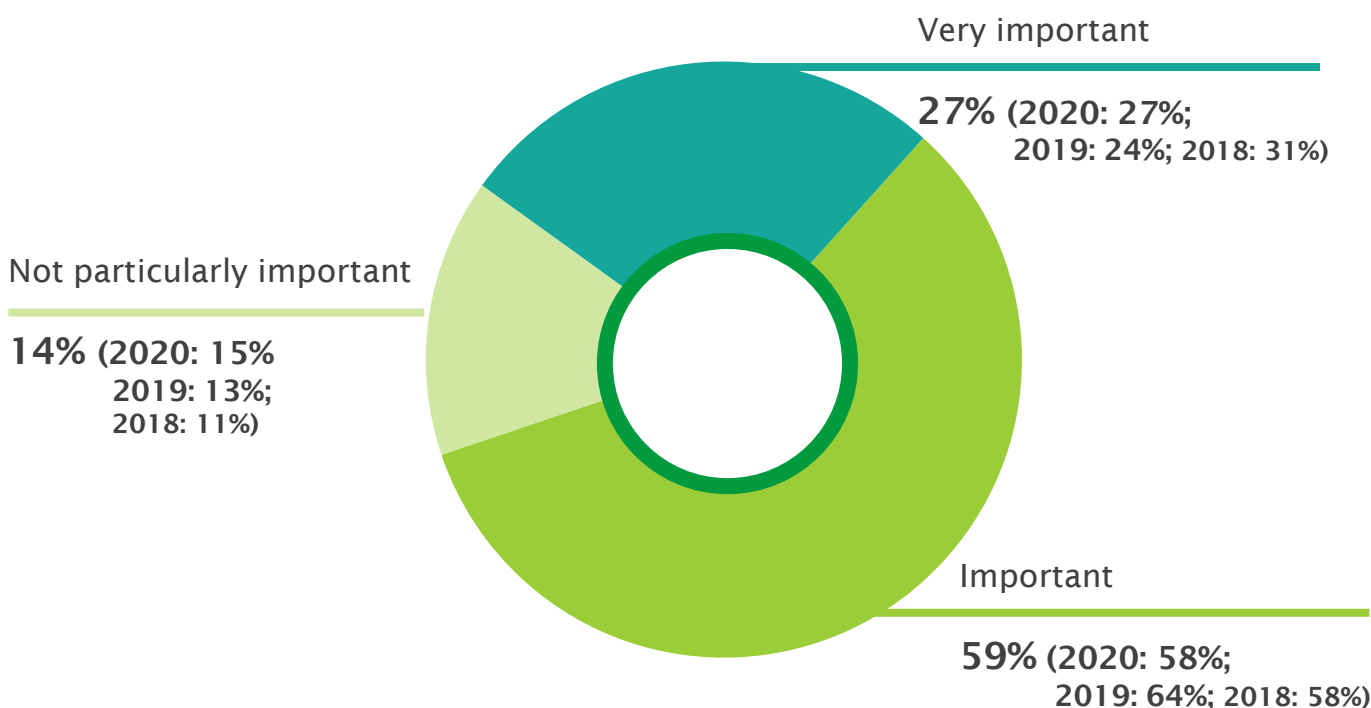


95% (2020: 92%; 2019: 92%; 2018: 94%)

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

Importance of participation

Basis with data



Expectations from participation

Results 2023/2020 (2019 without halls 8A, 8B and Grugahalle
(2018 without halls 13, 14 and Grugahalle)
Basis with data



For **95%** (2020: 95%; 2019: 93%; 2018: 95%)

expectations concerning their trade fair participation were (partially) fulfilled

Exhibitor survey

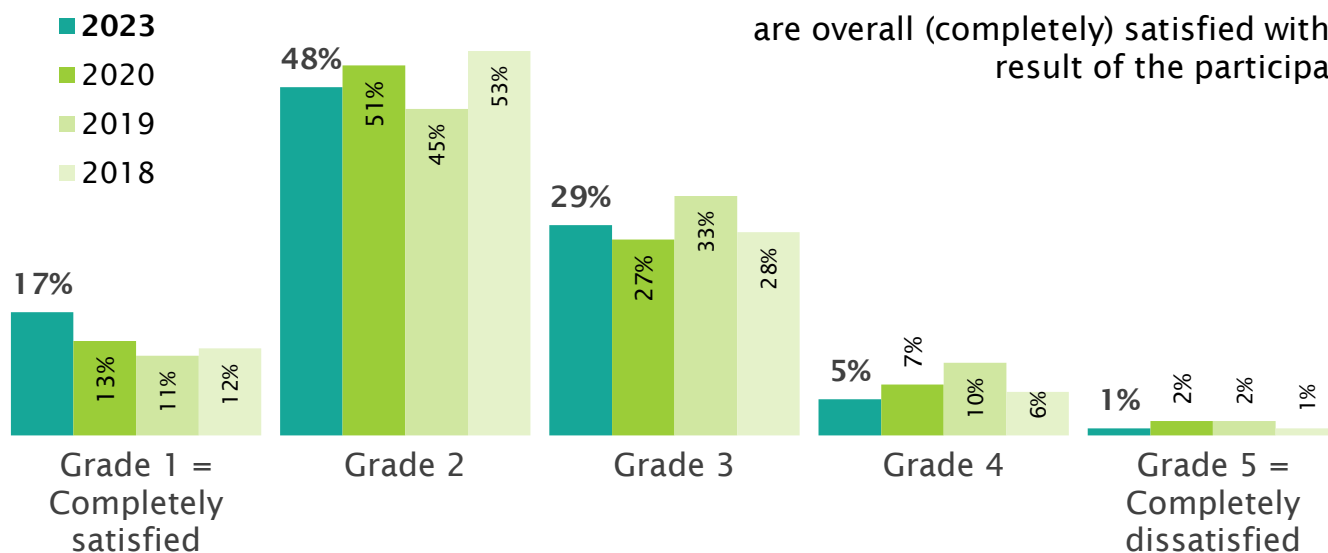
Overall result, willingness to recommend and intention to participate again

Results 2023/2020
(2019 without halls 8A, 8B and Grugahalle
(2018 without halls 13, 14 and Grugahalle)

Basis with data

94% (2020: 91%; 2019: 89%; 2018: 93%)

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



93% (2020: 93%; 2019: 93%; 2018: 92%)

recommend participation

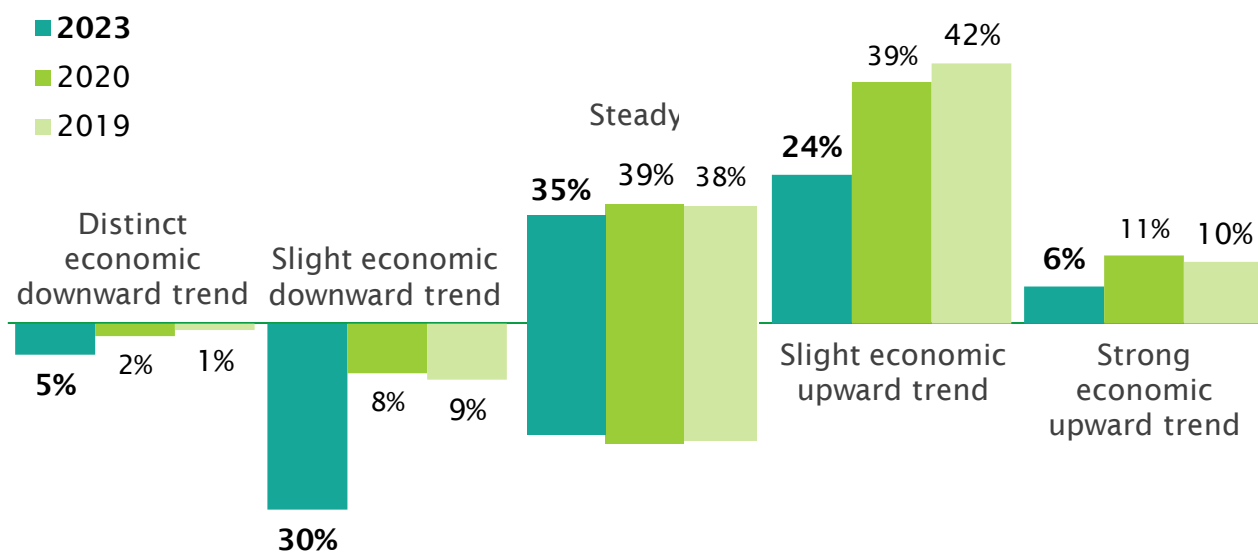
93% (2020: 95%; 2019: 94%; 2018: 94%)

plan to participate again



Forecasts for horticulture 2023/2024

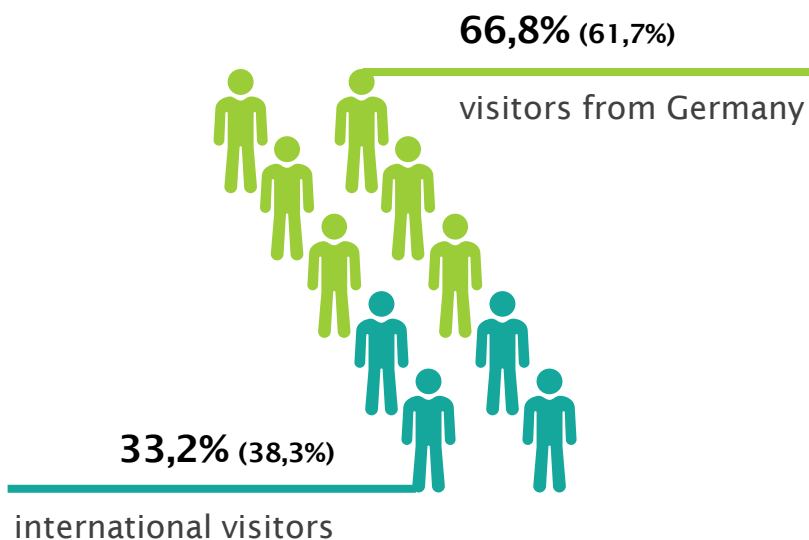
Basis with data



Structural Data Visitors

In brackets the results from IPM ESSEN 2020

40.059 (54.079) visitors
of which **38.377 (50.239) trade visitors**

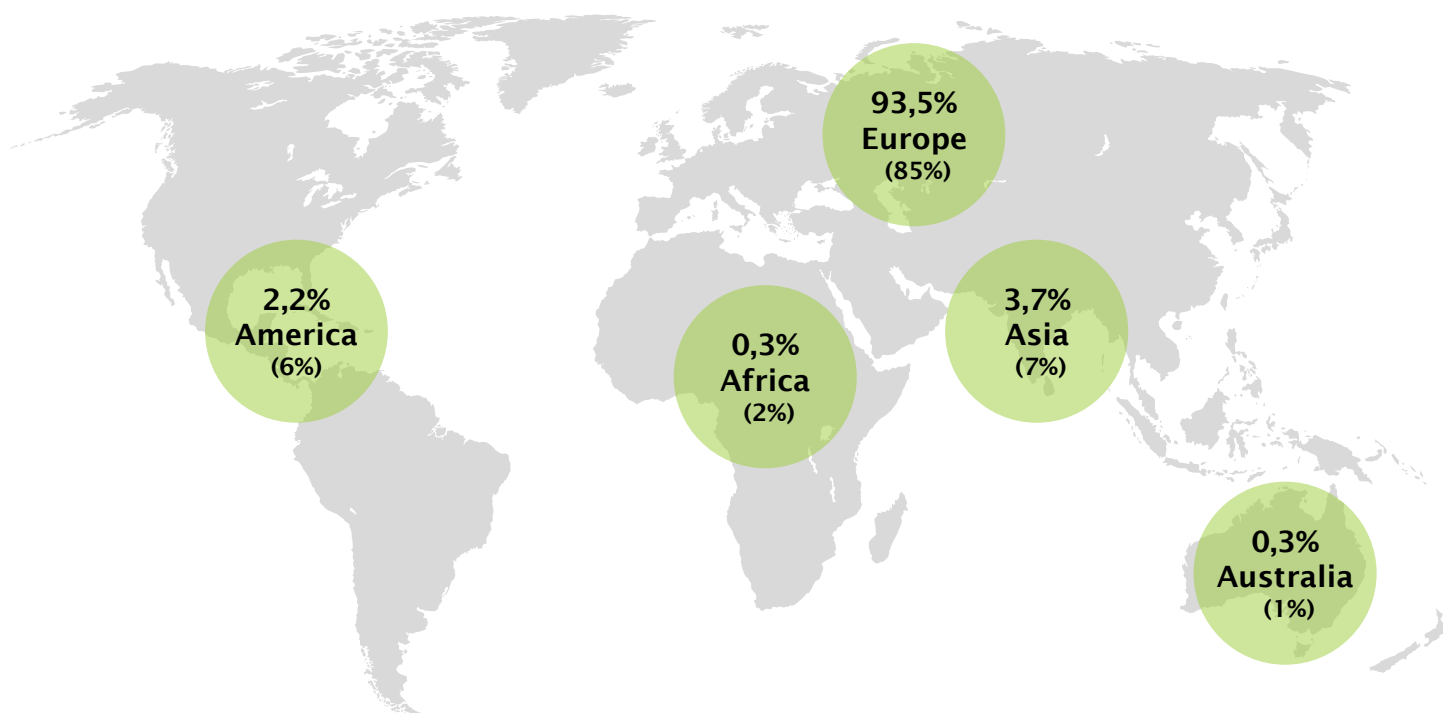


Trade visitor survey

Geographical origin

In brackets the results from IPM ESSEN 2020

The following percentages refer to foreign trade visitors



TOP 9

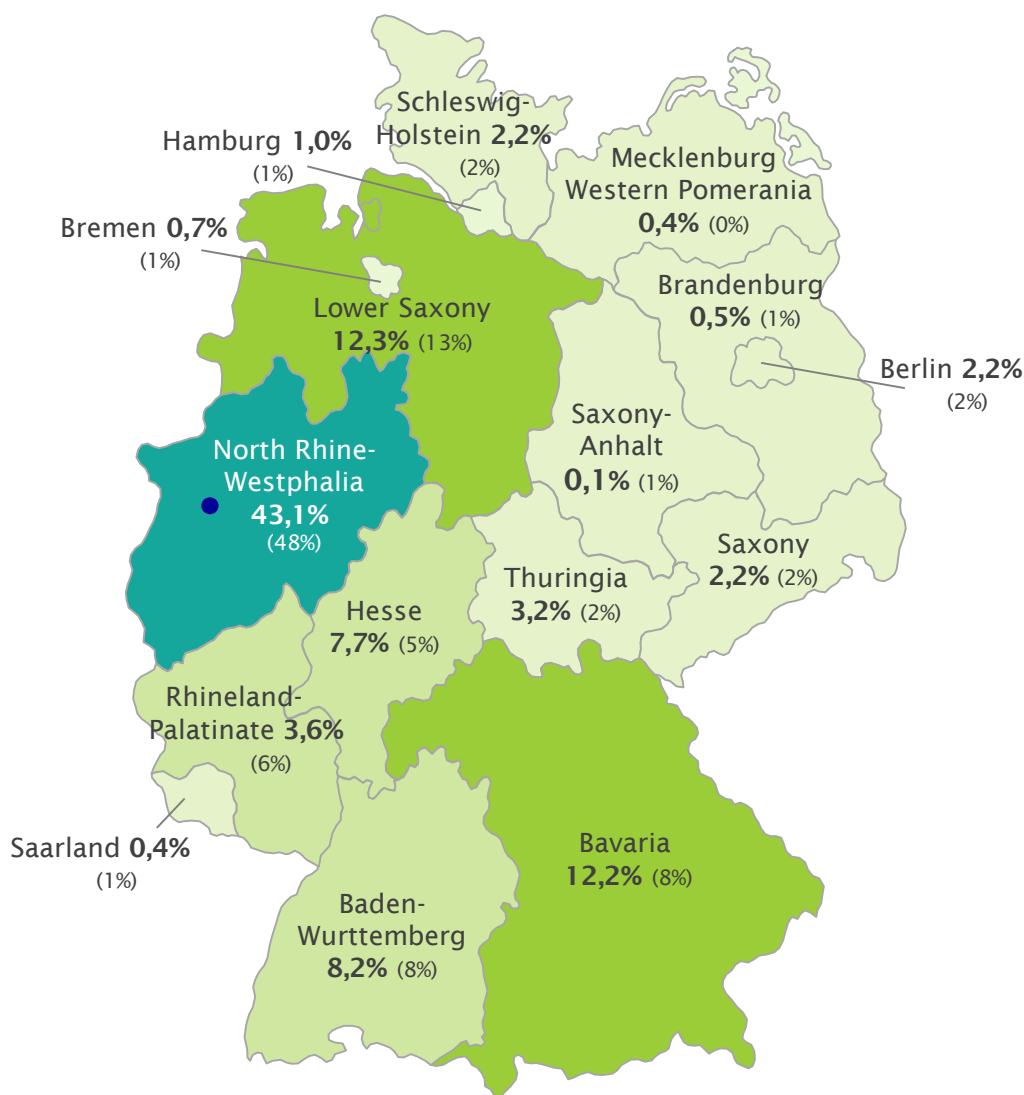
| | | |
|------------------------------------|-------|---------|
| The Netherlands | 22,6% | (24,1%) |
| Belgium | 7,1% | (5,0%) |
| Italy | 4,7% | (9,8%) |
| Spain | 4,7% | (2,5%) |
| Austria | 4,7% | (1,5%) |
| Denmark | 4,1% | (2,0%) |
| France | 4,1% | (5,3%) |
| Great Britain and Northern Ireland | 3,5% | (4,3%) |
| Luxembourg | 2,9% | (0,8%) |

Trade visitor survey

Origin

In brackets the results from IPM ESSEN 2020

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



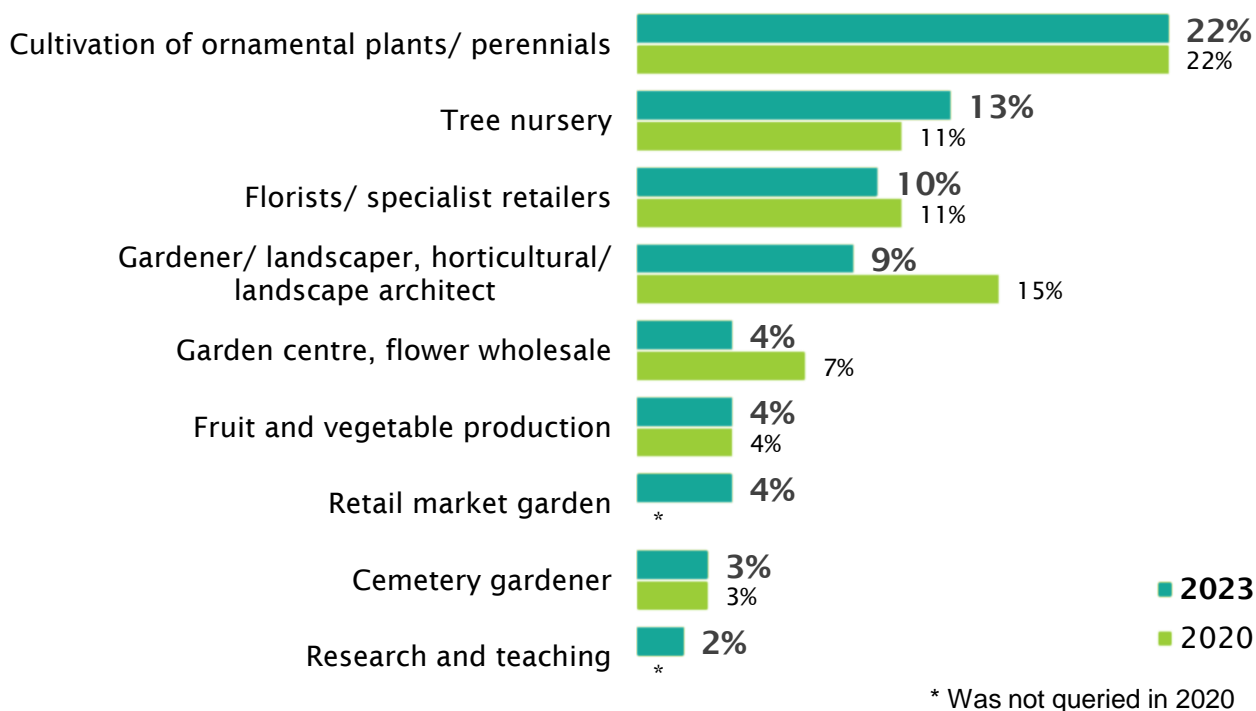
Journey distance of the German trade visitors

| | | |
|---------------------|-------|---------|
| Live in Essen | 3,1% | (6,2%) |
| Up to 50 km | 18,1% | (19,2%) |
| 51 km up to 100 km | 17,2% | (18,8%) |
| 101 km up to 300 km | 27,9% | (27,1%) |
| Over 300 km | 33,6% | (28,6%) |

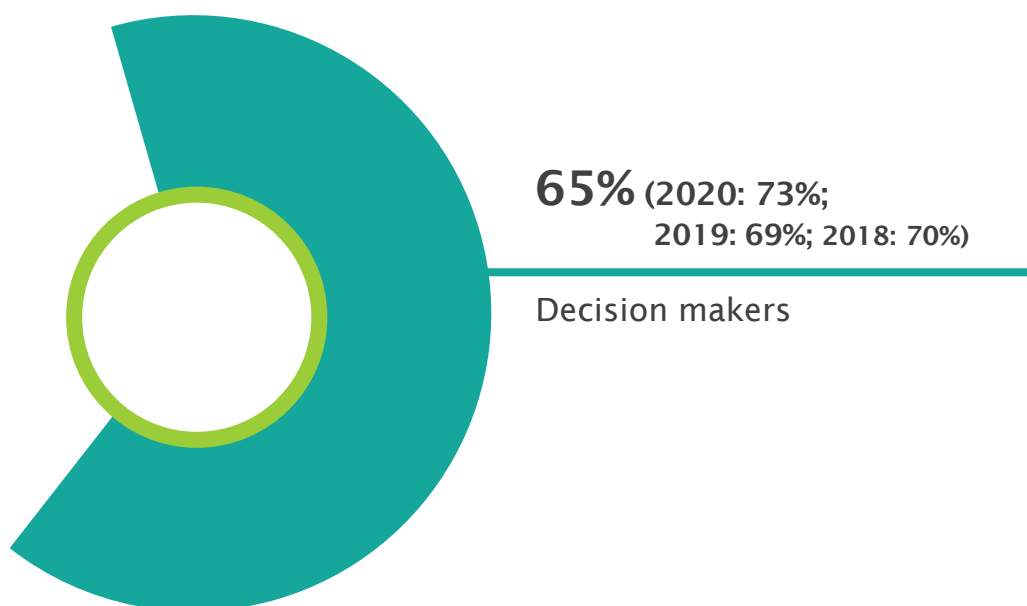
Trade visitor survey

Sector of economy

(Extract >=2%)



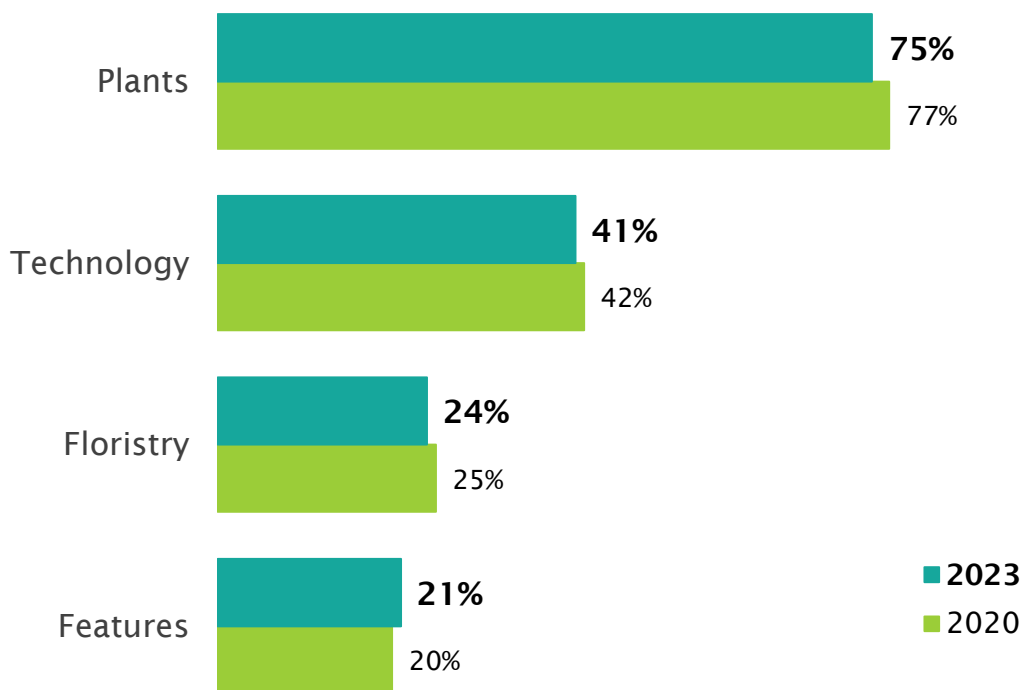
Purchasing and procurement decisions



Trade visitor survey

Interest of offer

(Multiple answers)

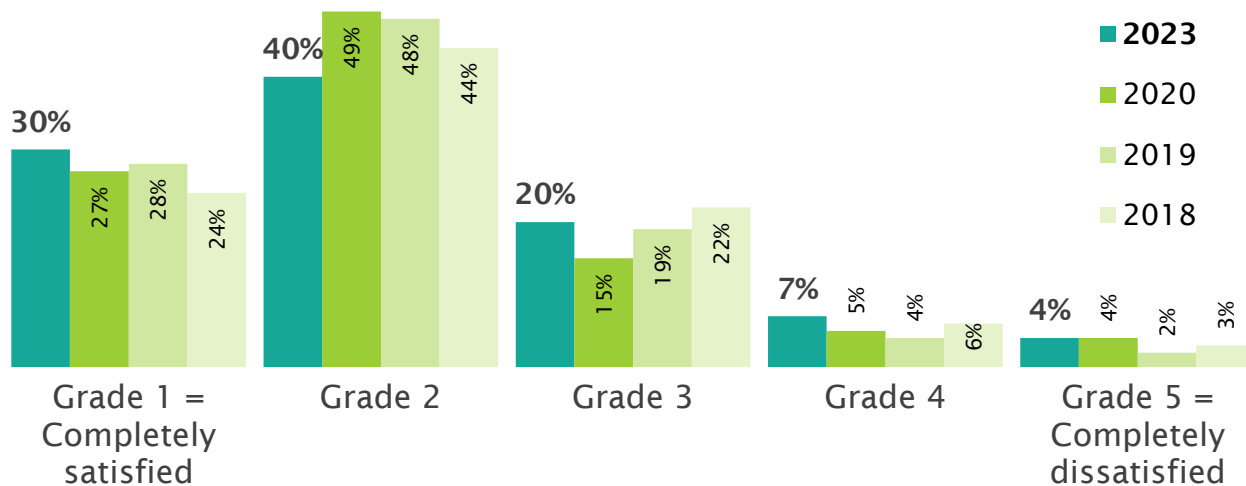


Rating of offer

Basis with data

90% (2020: 91%; 2019: 95%; 2018: 91%)

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



Range of new services/products

Basis with data



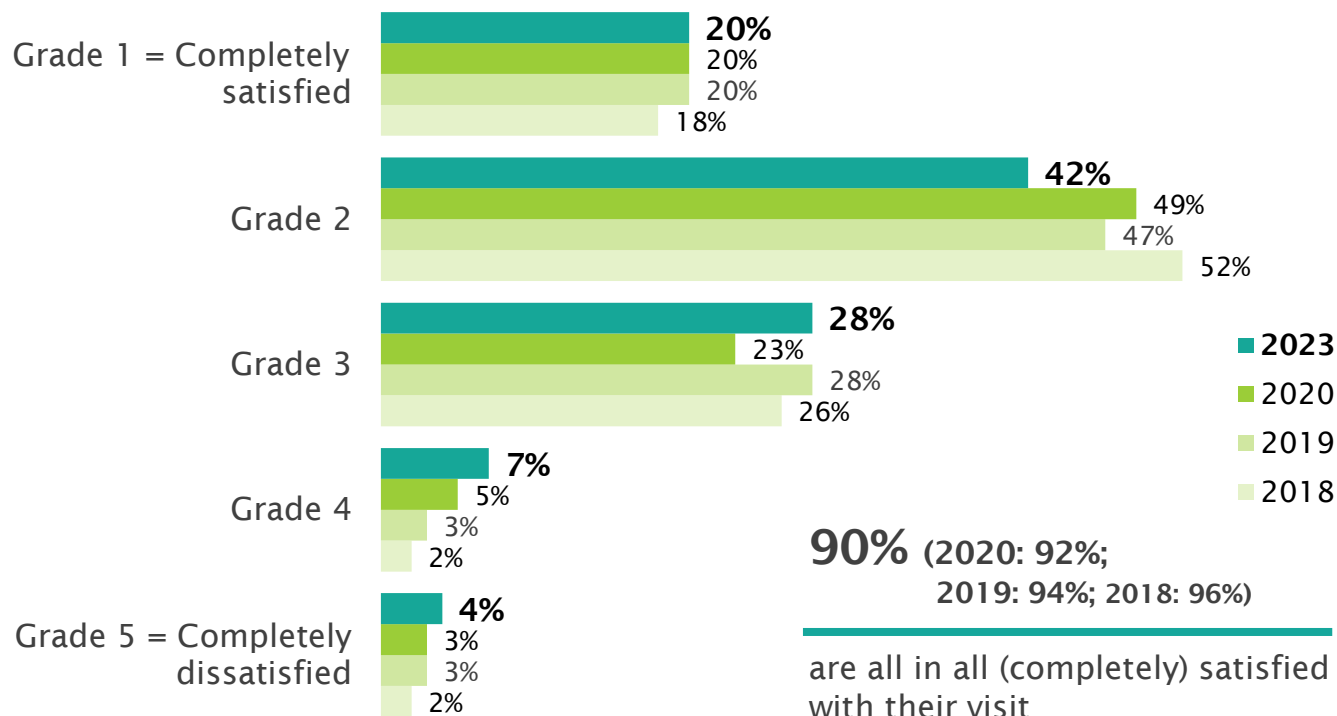
88% (2020: 88%; 2019: 91%; 2018: 89%)

are (completely) satisfied with the range of new services/products

Trade visitor survey

Overall result

Basis with data

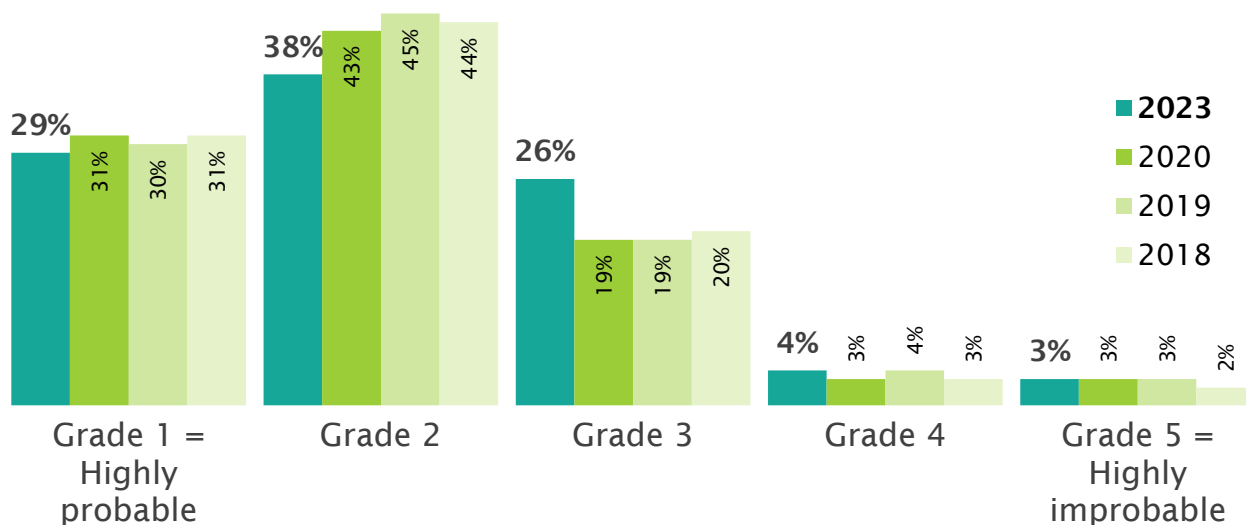


Willingness to recommend

Basis with data

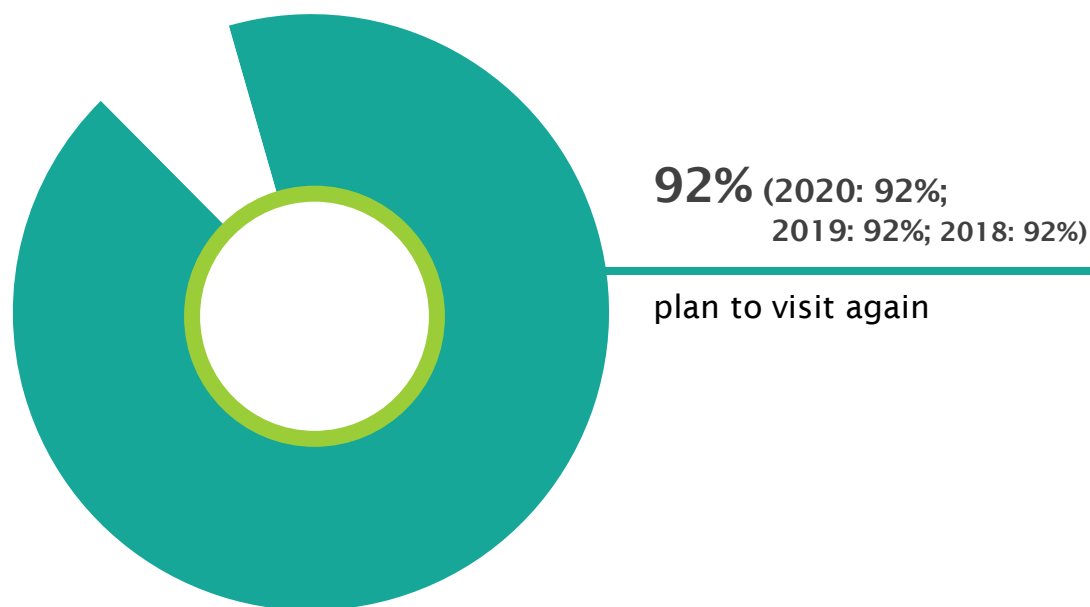
93% (2020: 93%; 2019: 93%; 2018: 95%)

recommend others to visit the fair

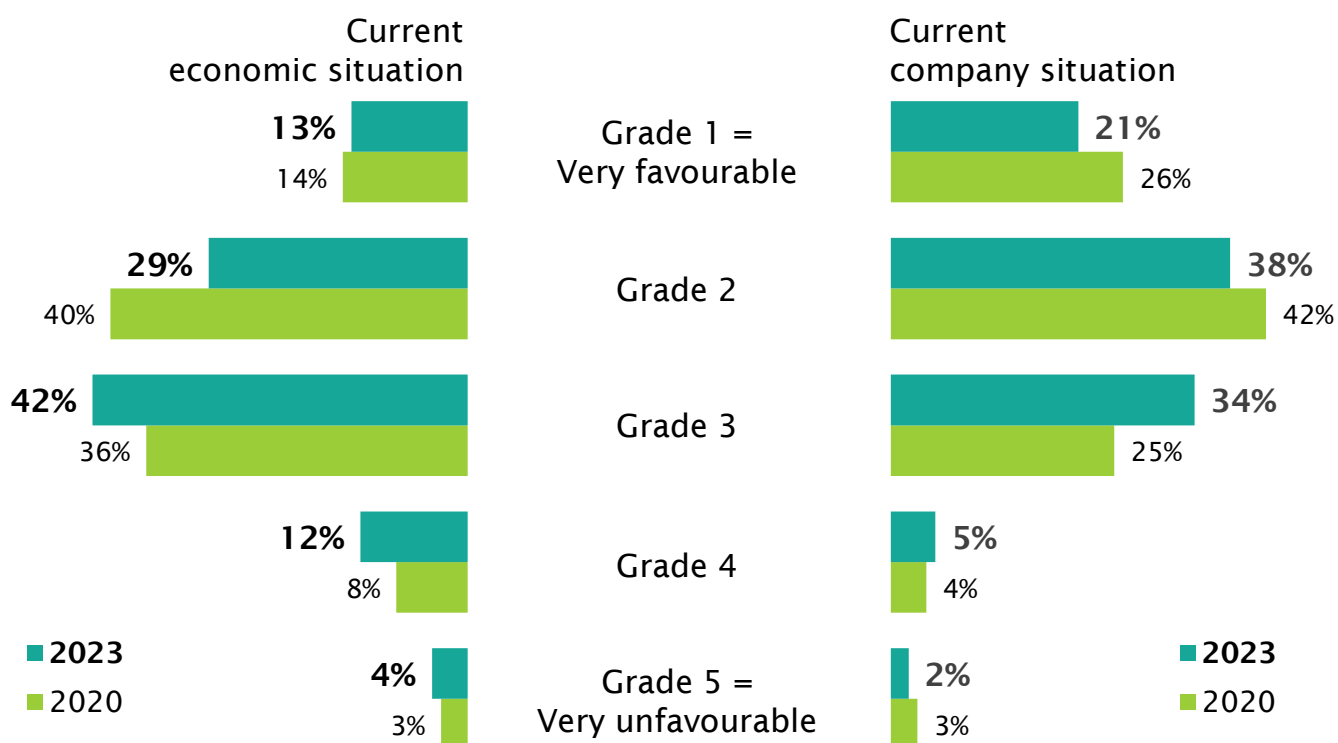


Intention to visit again

Basis with data



Economic situation and economic company situation



Media Data

In brackets the results from IPM ESSEN 2020

302 accredited journalists
from **26 countries** (382 from 30 countries)

