 Glasstec – the place to be for business

// Excellent investment climate
// Outstanding business transactions

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**PERSONAL EXCELLENCE**

The high number of decision makers amongst the glasstec visitors is crucial to its success.

- **97%** qualified trade visitors
- **86%** were decision makers or involved in the decision making
- **75%** came from senior or top-management
- **58%** came with concrete investment intentions or looked for new suppliers

**WORLD LEADING**

glasstec claims its position as the world’s leading trade fair:

- **1,237 EXHIBITORS** FROM **52 COUNTRIES**

**BEST FEEDBACK**

Excellent trade fair results for exhibitors and visitors

- **96%** was satisfied
- **95%** would recommend glasstec

**IMPORTANT IMPULSES**

glasstec provides important stimuli for the future of the industry.

- Promising new contacts
- Concentrated demonstration of innovative strength
- Expecting great follow-up business after the trade fair

**EXHIBITORS** FROM **52 COUNTRIES**

**VISITORS** FROM **121 COUNTRIES**

More internationally frequented than ever before

**www.glasstec.de**
Structure of visitors

**EXHIBITORS TOTAL**: 1,237
- Exhibitors Germany: 358
- Exhibitors other countries: 879
- Number of countries: 52

**NET SPACE TOTAL (SQM)**: 64,033
- Net space Germany: 20,035
- Net space other countries: 43,998

Visitor data from registry:

**VISITORS TOTAL**: 40,105
- From Europe: 77%
  - Germany: 29%
  - Other Europe: 48%
- From Non-European countries: 23%
  - Asia: 12%
  - Africa: 2%
  - Australia/Oceania: 1%
- Number of countries: 121

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**TOP 10 VISITOR COUNTRIES**
- Italy: 6%
- Netherlands: 6%
- France: 6%
- USA: 5%
- United Kingdom: 5%
- Poland: 4%
- Belgium: 4%
- Russian Federation: 4%
- Spain: 4%
- Austria: 3%

**INDUSTRIAL SECTOR**
- Manufacturing, processing, finishing glass: 29%
- Machine and plant construction: 18%
- Craft: 12%
- Trade: 11%
- Architecture + construction: 6%
- Windows + facades: 5%
- Glass supply industry: 5%
- Other: 10%

**AREA OF RESPONSIBILITY**
- Business/company/plant management: 26%
- Manufacture, production, quality control: 18%
- Research and development, design: 18%
- Sales, distribution: 14%
- Purchasing/procurement: 7%
- Marketing, advertising, PR: 3%
- Other: 10%

**DECISION-MAKING POWERS**
- Decisively: 32%
- Contributory: 32%
- In an advisory capacity: 22%
- No influence: 14%

**OCCUPATIONAL STATUS**
- Independent entrepreneur, co-owner, freelance employee: 21%
- Managing director, board member, head of an authority: 18%
- Area manager, operations manager, plant manager, branch manager, office head: 19%
- Head of department, group/team leader: 18%
- Other employee/civil servant, specialist: 15%
- Trainee: 2%
- Lecturer, teacher: 1%
- Other occupational status: 2%

**NUMBER OF EMPLOYEES**
- 1 - 4 employees: 12%
- 5 - 9 employees: 8%
- 10 - 19 employees: 10%
- 20 - 49 employees: 10%
- 50 - 99 employees: 9%
- 100 - 199 employees: 10%
- 200 - 499 employees: 12%
- 500 - 999 employees: 6%
- 1000 - 4,999 employees: 9%
- 5000 - 9,999 employees: 2%
- 10,000 and more employees: 8%

**INTEREST IN PRODUCT RANGES**
- Glass manufacture/production technology: 52%
- Glass treatment/processing and finishing: 35%
- Glass products and glass applications: 32%
- Tools, spare/expendable parts, auxiliary materials, equipment: 20%
- Measuring, controlling, regulating technology, software: 18%
- Research/training, trade publishers, associations/organizations: 8%
- Contracting, Consulting, engineering, services: 7%

**NEW SUPPLIERS WERE FOUND**
- Yes: 58%

**OVERALL ASSESSMENT**
- Satisfied: 96%

**RECOMMENDATION**
- Yes: 95%

Based on the results of 1,195 interviews with visitors during glasstec 2016 conducted by means of the Computer-Interview-System

Preliminary data. Subject to change (UI-MF/November 2016)

* Difference to 100%: Pupil, student, not gainfully employed (4%)