Big business deals

glasstec – the place to be for business

// Excellent investment climate
// Outstanding business transactions

Personal excellence

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

97% qualified trade visitors
79% were decision makers or involved in the decision making
72% came from senior or top-management
70% came with concrete investment intentions or looked for new suppliers

Important impulses

glasstec provides important stimuli for the future of the industry.

World leading

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

1,276 exhibitors from 50 countries

Best feedback

Excellent trade fair results for exhibitors and visitors

96% was satisfied

More internationally frequented than ever before

www.glasstec.de

1,276 exhibitors from 50 countries

42,603 visitors from 126 countries

96% would recommend glasstec
## Structure of visitors

**EXHIBITORS TOTAL** 1,276
- Exhibitors Germany 314
- Exhibitors other countries 962
- Number of countries 50

**NET SPACE TOTAL (SQM)** 66,945
- Net space Germany 18,624
- Net space other countries 48,321

**VISITORS TOTAL** 42,603
- From Europe 78 %
  - Germany 28 %
  - Other Europe 50 %
- From Non-European countries 22 %
  - Asia 11 %
  - America 8 %
  - Africa 2 %
  - Australia/Oceania 1 %
- Number of countries 126

(Basis: all foreign visitors)

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

**INDUSTRIAL SECTOR***
- Industry: Glass manufacturing, -processing, -finishing 36 %
- Mechanical engineering 17 %
- Suppliers (e.g. chem industry) / trade 12 %
- Crafts 11 %
- Manufacturers of windows / facades 6 %
- Architecture + building industry 5 %
- Miscellaneous 12 %

**AREA OF RESPONSIBILITY***
- Business-/company-/plant management 25 %
- Manufacture, production 19 %
- Research and development, design 17 %
- Sales, distribution 13 %
- Buying, procurement 5 %
- Maintenance, repairs 4 %
- Marketing, advertising, PR 3 %
- Other 10 %

**DECISION-MAKING POWERS**
- Decisive 29 %
- Contributory (jointly decisive) 27 %
- Advisory function (consultative) 24 %
- No influence 16 %

**OCCUPATIONAL STATUS***
- Independent entrepreneur, co-owner, freelance employee 22 %
- Managing director, board member, head of an authority 17 %
- Area manager, operations manager, plant manager, branch manager, office head 16 %
- Head of department, group/team leader 19 %
- Other employee, civil servant, specialist 16 %
- Trainee 2 %
- Other occupational status 5 %

**NUMBER OF EMPLOYEES***
- 1 – 4 employees 12 %
- 5 – 9 employees 7 %
- 10 – 19 employees 10 %
- 20 – 49 employees 10 %
- 50 – 99 employees 10 %
- 100 – 199 employees 9 %
- 200 – 499 employees 12 %
- 500 – 999 employees 6 %
- 1000 – 4,999 employees 7 %
- 5000 – and more employees 13 %

**INTEREST IN PRODUCT RANGES**
(Several answers possible)
- Glass production / production technology 51 %
- Industrial glass processing and finishing 26 %
- Technical glass / functional glass 26 %
- Glass products and glass applications 26 %
- Measurement, testing, control technology and software 18 %
- Tools, replacement and spare parts, auxiliary equipment and fittings 17 %
- Glass processing crafts 16 %
- Facade systems 15 %
- Functional fittings and brackets 11 %
- Solar Applications 11 %
- Glass recycling 7 %
- Contracting, Consulting, engineering, services 7 %

**NEW SUPPLIERS WERE FOUND**
Yes 54 %

**OVERALL ASSESSMENT**
Satisfied 96 %

**RECOMMENDATION**
Yes 96 %

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

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Based on the results of 1,235 interviews with visitors during glasstec 2018 conducted by means of the Computer-Interview-System

Preliminary data. Subject to change (G1-MF/November 2018)