



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*

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*

glasstec

INTERNATIONAL TRADE FAIR FOR GLASS PRODUCTION • PROCESSING • PRODUCTS

2016

WORLD LEADING

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

1.237
EXHIBITORS
FROM **52**
COUNTRIES



40.105
VISITORS
FROM **121** COUNTRIES

More internationally frequented than ever before

www.glasstec.de

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

BEST FEEDBACK

Excellent trade fair results for exhibitors and visitors

96%
was satisfied



95%
would recommend glasstec

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%
- America	8%
- Africa	2%
- Australia/Oceania	1%
Number of countries	121

(Basis: all foreign visitors)

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%

239 accredited journalists from 24 countries

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%)

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	
(Several answers possible)	
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%