

# Fair Profile 2019

Based on the results of 1,821 interviews with trade visitors during A+A 2019 conducted by means of the Computer-Interview-System

Next date:

**26 - 29 October 2021**

Düsseldorf, Germany

[www.AplusA-online.com](http://www.AplusA-online.com)



## INTERNATIONAL TRADE FAIR WITH CONGRESS

- SAFETY
- SECURITY
- HEALTH AT WORK

### Exhibitors total 2,111

#### Exhibitors by origin

|                            |           |
|----------------------------|-----------|
| Exhibitors Germany         | 566       |
| Exhibitors other countries | 1,545     |
| <b>Number of countries</b> | <b>61</b> |

### Net space total (sqm) 78,152

#### Net space by origin

|                           |        |
|---------------------------|--------|
| Net space Germany         | 31,723 |
| Net space other countries | 46,429 |

### Accredited journalists 419

|                     |    |
|---------------------|----|
| Number of countries | 26 |
|---------------------|----|

### Visitors total\* 73,507

#### Visitors by origin\*

|                                    |            |
|------------------------------------|------------|
| From Europe                        | 86%        |
| Germany                            | 49%        |
| Other Europe                       | 37%        |
| <b>From Non-European countries</b> | <b>14%</b> |
| Asia                               | 9%         |
| America                            | 3%         |
| Africa                             | 1%         |
| Australia/Oceania                  | 1%         |
| <b>Number of countries</b>         | <b>136</b> |

### TOP 10 visitor countries\*

(Basis: all foreign visitors)

|                                    |    |
|------------------------------------|----|
| The Netherlands                    | 9% |
| Italy                              | 6% |
| Great Britain and Northern Ireland | 5% |
| Belgium                            | 5% |
| China                              | 4% |
| France                             | 4% |
| Russian Federation                 | 4% |
| Spain                              | 3% |
| Poland                             | 3% |
| Turkey                             | 3% |

### Decision making powers\*\*

|                                  |     |
|----------------------------------|-----|
| Decisive                         | 22% |
| Contributory (jointly decisive)  | 30% |
| Advisory function (consultative) | 34% |
| Not involved                     | 11% |

### Economic/business sector\*\*

|  |     |
|--|-----|
| Industry   | 39% |
| Trade  | 15% |
| Services   | 15% |
| (State) institutions, facilities and authorities | 7%  |
| Suppliers  | 5%  |
| Other  | 16% |

### Professional function\*\*

|   |     |
|---|-----|
| Expert for occupational health & safety | 25% |
| Purchasing/procurement                  | 17% |
| Sales/marketing                         | 16% |
| Safety officer/safety expert            | 13% |
| Works council and staff council         | 3%  |
| Work organization                       | 2%  |
| Human resources manager                 | 2%  |
| Other                                   | 19% |

### Occupational position\*\*

|                   |     |
|-------------------|-----|
| Top-Management    | 44% |
| Middle-Management | 19% |
| Low-Management    | 34% |

### Frequency of visits

|                          |     |
|--------------------------|-----|
| A+A 2017                 | 41% |
| A+A 2015                 | 33% |
| First-time visit in 2019 | 44% |

### Interests in product ranges

(Several answers possible)

|   |     |
|---|-----|
| Personal protective equipment (PPE)                     | 77% |
| Safety equipment and facilities for the workplace       | 41% |
| Corporate security/Security at work                     | 23% |
| Health at Work/Corporate Health                         | 17% |
| Software  | 16% |
| Healthy workstation architecture, Ergonomics            | 16% |
| Corporate fire protection                               | 13% |
| Fabrics for protective wear and workwear                | 35% |
| Accessories and Components                              | 25% |
| Corporate Fashion, Corporate Identity-/Image-/Work-Wear | 9%  |
| Emergency/crisis management                             | 9%  |
| Media/training  | 8%  |
| Services and consultancy                                | 5%  |
| Other   | 3%  |

### Reasons for visit

(Several answers possible)

|   |     |
|---|-----|
| New developments/trends                           | 34% |
| Contact with existing suppliers/business partners | 24% |
| Identifying new suppliers/business partners       | 20% |
| Initiating purchase decisions                     | 13% |
| Purchase/Order                                    | 8%  |

### New suppliers were found

|     |     |
|-----|-----|
| Yes | 46% |
|-----|-----|

### Intention to visit A+A 2021

|     |     |
|-----|-----|
| Yes | 94% |
|-----|-----|

### Overall assessment

|                          |     |
|--------------------------|-----|
| Very satisfied/satisfied | 98% |
|--------------------------|-----|

### Weiterempfehlung der A+A

|     |     |
|-----|-----|
| Yes | 97% |
|-----|-----|

\*Visitor data from registry

\*\*Difference to 100% = Pupils, Students, not employed (3%)

Subject to change G1-MF/ November 2019)



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