

# Fair Profile

Based on the results of  
1,533 interviews conducted by means  
of the Computer Interview System  
Subject to change  
UI-MF/March 2012

# A+A

**Safety, Security and Health at Work**  
18th - 21th of October 2011  
www.aplusa.de



## Total number of exhibitors 1,595

### Origin of the exhibitors

Germany	522
Other countries	1,073
Number of countries	54
Space (net, qm)	57,544
Germany	27,108
Other countries	30,436

## Accredited journalists 370

### Number of countries 24

## Total number of visitors 60,105

### Origin of the visitors

Germany	74%
Other countries	26%
Number of countries	69

### Germany

West Germany	53%
North Germany	11%
South Germany	16%
Southwest Germany	14%
East Germany	6%

### Other countries

Europe	70%
- EU	61%
- Other european countries	9%
Asia	15%
- South-/East-/Central Asia	12%
- Middle East	3%
North America	3%
South and Central America	6%
Africa	3%
Australia/Oceania	2%

### Countries of origin (Top 7)\*

Netherlands	11%
United Kingdom	9%
Belgium	7%
Italy	6%
Austria	5%
India	5%
France	4%

### Frequency of visits

A+A 2009	44%
A+A 2007	34%
First-time visit in 2011	41%

### Length of stay

Average length of stay (in days)	1.6
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\*Basis: other countries

\*\*Difference to 100% = pupil, student, not working (4%)



## Industrial sector\*\*

Industry	41%
Trade	15%
Skilled Trade	4%
Employers` liability insurance association	3%
Health service and social welfare	3%
Public emergency services	2%
Other services/technical management consultancy	12%
Public authority/public institution	7%
University/technical college	1%
Other	8%

## Company size\*\*

1 - 4 employees	10%
5 - 19 employees	10%
20 - 99 employees	17%
100 - 499 employees	24%
500 - 999 employees	9%
1,000 employees or more	26%

## Area of responsibility\*\*

Management	14%
Safety	25%
Manufacture, production, quality control	9%
Sales, distribution	8%
Purchasing, procurement	8%
Work/ staff council	6%
Research and development, construction	4%
Servicing, maintenance	4%
Company organisation	4%
Marketing, advertising, PR	2%
Other	11%

## Occupational position

Independent entrepreneur/ co-owner, freelance employee	14%
Managing director/board member/ head of an authority etc.	8%
Area manager, operations manager, plant manager, branch manager, office head	11%
Head of department, group team leader	22%
Other employee/civil servant, specialist	31%
Lecturer, teacher	1%
Trainee	2%
Other occupational position	6%
Student/pupil	2%
Not working	2%

## Influence on purchasing/ procurement decisions\*\*

Decisively	22%
Contributory	32%
In an advisory capacity	31%
No influence	11%

## Professional capacity

Safety engineer	16%
Safety officer	18%
Safety foremen	5%
Safety technician	6%
Buyer	17%
Member of factory/workers` council	6%
Instructor, trainer	2%
Supervision officer	2%
Member of the fire brigade/ civil protection officer	2%
Fire protection officer	2%
Factory engineer / technician/ chemist	1%
Company doctor / industrial medical practioner / industrial psychologist	1%
Environmental protection officer/ immission protection officer	1%
Employee of an industrial physician's office	1%
Other	20%

## Interest in product ranges

(Several answers possible)

Security at Work	70%
Safety at Work	49%
Health at Work	37%
Services and consultancy	16%
Media / Training	15%
Special equipment for catastrophe protection	12%
Components and Accessories/ Semi-finished products	11%
Corporate Fashion	10%
Forums and presentations	7%
Other	12%

## General assessment

Satisfied	96%
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