

Fair Profile

Based on the results of
1,466 interviews conducted by means
of the Computer Interview System
Subject to change
UI-MF/January 2014

A+A

Safety, Security and Health at Work
5th - 8th of November 2013
www.aplusa.de



Total number of exhibitors 1,607

Origin of the exhibitors	
Germany	519
Other countries	1,088
Number of countries	54
Space (net, qm)	60,696
Germany	28,514
Other countries	32,182

Accredited journalists 382

Number of countries 21

Total number of visitors 63,493

Origin of the visitors	
Germany	74%
Other countries	26%
Number of countries	69

Germany

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

Other countries

Europe	73%
- EU	63%
- Other european countries	10%
Asia	14%
- South-/East-/Central Asia	8%
- Middle East	6%
North America	4%
Africa	4%
Australia/Oceania	3%
South and Central America	2%

Countries of origin (Top 7)*

Netherlands	9%
Belgium	9%
Great Britain/Northern Ireland	6%
France	5%
Italy	5%
Austria	5%
Switzerland	4%

Frequency of visits

A+A 2011	45%
A+A 2009	34%
First-time visit in 2013	41%

Length of stay

Average length of stay (in days)	1.6
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Industrial sector**

Industry	44%
Services	14%
Trade	10%
Skilled Trade	4%
Hospital/clinic/doctor's practice medical laboratory/institute	2%
Public emergency services	2%
Public authority/public institution	8%
University/technical college	1%
Other	11%

Company size**

1 - 4 employees	8%
5 - 19 employees	12%
20 - 99 employees	15%
100 - 499 employees	24%
500 - 999 employees	9%
1,000 employees or more	28%

Area of responsibility**

Management	13%
Safety	27%
Sales, distribution	10%
Manufacture, production, quality control	8%
Purchasing, procurement	6%
Research and development, construction	6%
Work/ staff council	5%
Servicing, maintenance	4%
Company organisation	4%
Other	17%

Occupational position

Independent entrepreneur/ co-owner, freelance employee	16%
Managing director/board member/ head of an authority etc.	9%
Area manager, operations manager, plant manager, branch manager, office head	11%
Head of department, group team leader	21%
Other employee/civil servant, specialist	31%
Lecturer, teacher	2%
Trainee	1%
Other	5%
Pupil/student	2%
Not working	2%

Influence on purchasing/ procurement decisions**

Decisively	22%
Contributory	33%
In an advisory capacity	32%
No influence	9%

Professional capacity**

Safety engineer	17%
Safety officer	16%
Safety foremen	6%
Safety technician	5%
Buyer	14%
Person in charge/staff member of marketing/sales	7%
Member of factory/workers' council	5%
Fire protection officer	2%
Member of the fire brigade	2%
Company doctor / industrial medic. practioner / psychologist	2%
Instructor, trainer	2%
Factory engineer / technician / chemist	2%
Supervision officer	1%
Other	15%

Interest in product ranges

(Several answers possible)	
Security at Work	68%
Safety at Work	49%
Health at Work	36%
Healthy workplace design/ workplace design (hall 10)	13%
Media / Training	12%
Corporate protection against fire and civil protection	12%
Corporate health management/ corporate health (hall 10)	11%
Services and consultancy	10%
Corporate Fashion	7%
Special equipment for civil protection	6%
Components and Accessories/ Semi-finished products	4%
Other	4%

General assessment

Satisfied	97%
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*Basis: other countries

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



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