

Brief analysis bautec 2010

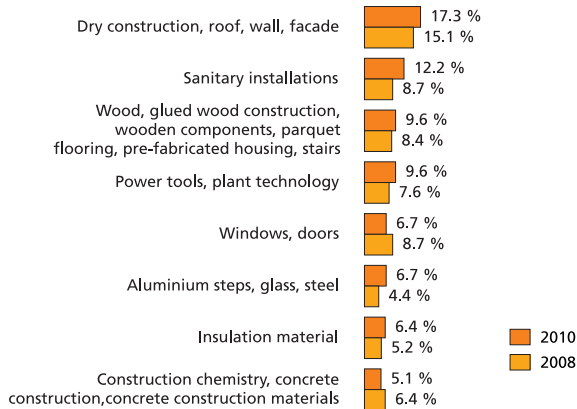
(Gathered and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund)

1 Exhibitors' survey

(In brackets the values for bautec 2008)

1.1 Main exhibition areas

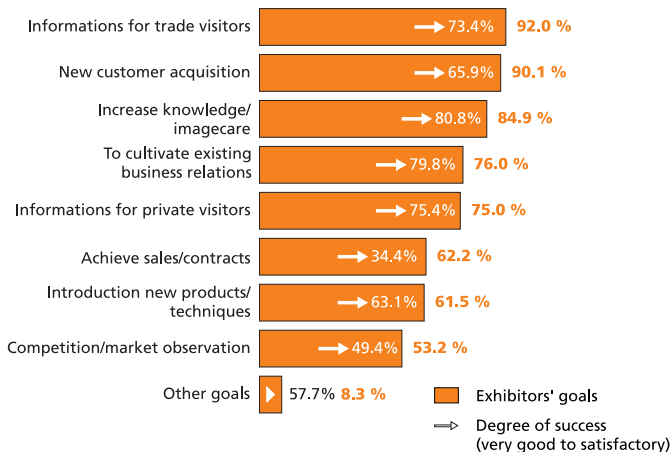
(Multiple citations/extract of denominations/ N > 5%)



1.2 Goals/degree of achievement

(Multiple citations)

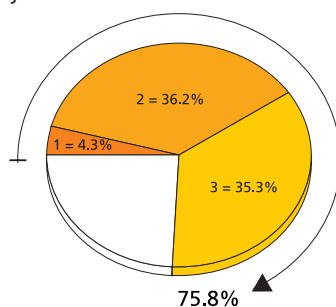
- With 92.0% and 90.1%, „Informations for trade visitors“ and „New customer acquisition“ were among the companies' main objectives.
- The goal of „Informations for trade visitors“ was achieved by 73.4% of the exhibitors to a very good to satisfactory extent.



1.3 Quality of trade visitors

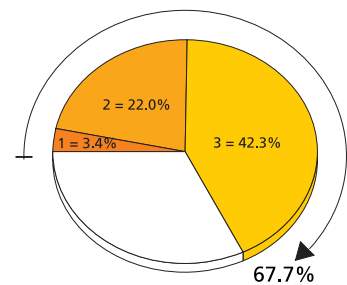
Three-quarters of the participating companies were satisfied with the quality of the trade visitors to their exhibition stands.

Scale from
1 = completely satisfied
to
6 = completely unsatisfied



1.4 Business success of the fair participation

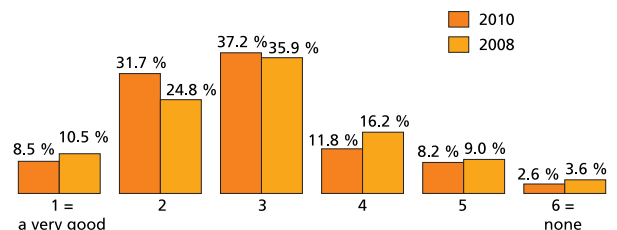
The majority of exhibitors (67.7%; 2008: 61.5%) attributed a positive effect on their business to their participation in the fair (on a scale of 1 = „very good“ to 6 = „very bad“).



1.5 Follow up business after the fair

77.4% (71.2%) of the exhibiting companies expect positive follow up business after the fair.

„We expect ... following-up business after the fair“



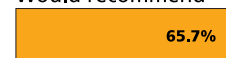
1.6 Overall impression and outlook

75.8% (68.5%) of the exhibiting companies intend to participate in bautec also in the future.

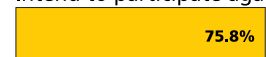
Overall positive impression



Would recommend



Intend to participate again



0% 100%

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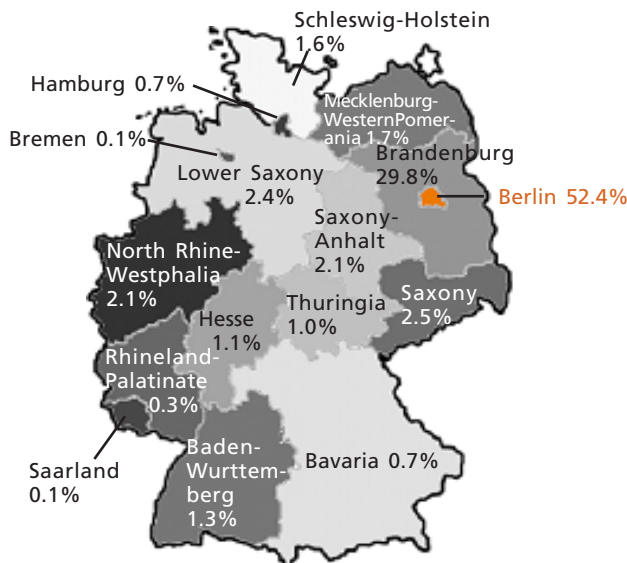
(Gathered and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund)

2 Trade visitors' survey

(In brackets the values for bautec 2008)

2.1 Origin according to federal states

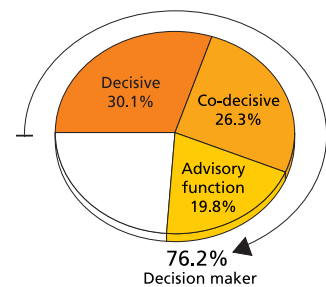
The majority (91,8%; 2008: 93,6%) of the professional public maintain their official residence in Germany. 52,4% (51,4%) of the trade visitors from within the country indicated they maintain their official residence in Berlin and 29,8% (31,4%) travelled from Brandenburg to attend.



2.3 Status

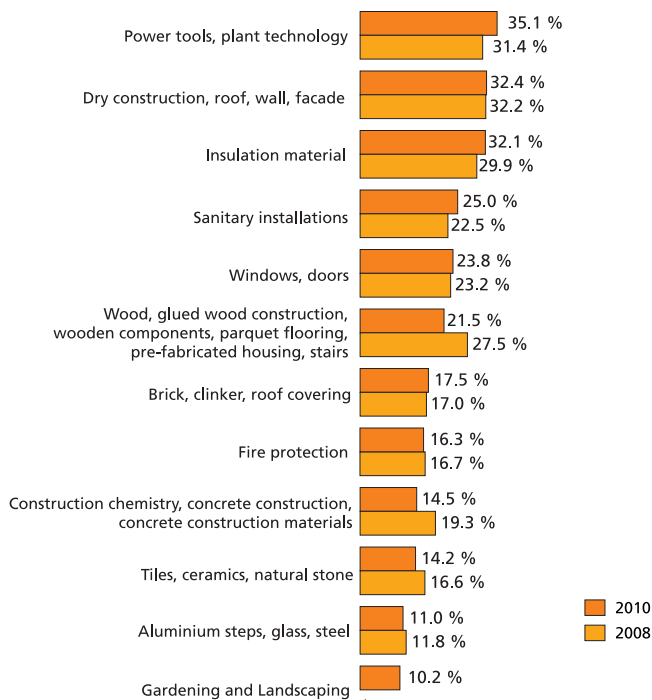
More than every second trade visitor (55.5%; 2008: 49.6%) holds an executive position. At the same time, the first two places - as was the case already two years ago - were occupied by representatives from the construction and finishing trade (31.2%; 2008: 31.5%) and by architects/planners/engineers (16.9%; 2008: 16.0%).

The proportion of those who are responsible for purchasing and procurement decisions within their companies is 76.2% (74.3%).



2.2 Interest in offers

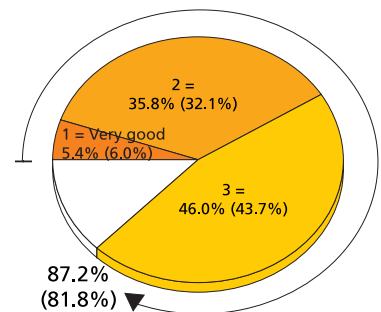
(Multiple citations/ extract of denominations/ N > 10%)



* = No comparison possible

2.4 Business success

The trade visitors gave their business performance a clearly positive rating this year as well, based on a scale of 1 = "very good" to 6 = "very bad".



2.5 Overall impression and outlook

More than 80% of trade visitors had, respectively, a good overall impression of bautec, planned to recommend it further and also visit it again.

Overall positive impression



Would recommend



Have intend to revisit



0% 100%