



Fair Profile

VALVE WORLD EXPO

Trade Fair and Congress

2 to 4 December 2014
www.valveworldexpo.de

Subject to change (UI-MF/December 2014)

Exhibitors total	664
Exhibitors by origin	
Germany	136
Other countries	528
Number of countries	40

Net space total (sqm)	17,876
Net space by origin	
Germany	4,025
Other countries	13,851

Visitors total	12,500
Visitors by origin	
Germany	3,863
Other countries	8,637
Number of countries	90

93 accredited journalists from 18 countries

Visitor structure

Based on the results of 601 interviews with visitors during VALVE WORLD EXPO 2014 conducted by means of the Computer-Interview-System

Origin of the visitors	
Germany	31%
Other countries	69%

Germany	
West Germany	56%
Southwest Germany	16%
South Germany	16%
East Germany	8%
North Germany	4%

Other countries	
Europe	69%
- EU	61%
- Other european countries	8%
Asia	18%
- South/East/Central Asia	12%
- Middle East	6%
South and Central America	4%
North America	4%
Africa	3%
Australia/Oceania	2%

Countries of origin (Top 10)*	
Italy	12%
The Netherlands	12%
Great Britain/Northern Ireland	9%
France	5%
India	5%
Belgium	4%
USA	3%
People's Republic of China	3%
Austria	2%
Spain	2%

Decision-making powers**	
Decisively	33%
Contributory	29%
In an advisory capacity	24%
No influence	12%

Industrial sector**	
Valves user, other industry/ manufacturer	26%
Valves manufacturer	22%
Valves retailer	18%
Services	13%
Other retailer	5%
Craftsmanship	2%
Press/Media/Publisher	1%
University/polytechnic/ vocational college	1%
Other	10%

Area of responsibility**	
Business/company/ plant management	27%
Sales, distribution	28%
Research, development, design	14%
Purchasing/procurement	10%
Manufacture, production, quality control	6%
Servicing/maintenance	4%
Marketing, advertising, PR	3%
Finances/accounting/controlling	1%
Information and communication technology	1%
Other	4%

Interest in product ranges	
<i>(Several answers possible)</i>	
Valves	74%
Actuators and positioners	39%
Valves components/ parts	36%
Engineering and software	11%
Compressors	6%
Associations/ publishing houses	3%
Other	10%

Reasons for visit	
<i>(Several answers possible)</i>	
Contact to existing suppliers and business partners	39%
Search for new suppliers and business partners	37%
Innovations/trends	28%
Purchase/Order	8%
Preparation of purchase decision	7%

New suppliers were found	
<i>(Basis: Visitors looking for new suppliers and business partners)</i>	
Yes	65%

Overall assessment	
Satisfied	98%

Recommendation of VALVE WORLD EXPO	
Yes	95%

*Basis: other countries

**Difference to 100% = Pupils/Students/not working people (2% of the trade visitors)



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