

Fair Profile

Based on the results of 1.613 interviews conducted by means of the Computer Interview System
Subject to change
U1-MF / November 2009

A+A

Safety, Security and Health at Work
3rdth - 6th of November 2009



Total number of exhibitors 1.548

Origin of the exhibitors

Germany	537
Other countries	1.011
Number of countries	63
Space (net, qm)	53.014
Germany	26.228
Other Countries	26.786

Accredited journalists 381

Number of countries 20

Total number of visitors 55.809

Origin of visitors

Germany	77 %
North Germany	12 %
West Germany	54 %
East Germany	7 %
Southwest Germany	13 %
South Germany	14 %

Other countries 23 %

Europe	74 %
- EU	63 %
- Other European countries	11 %
Asia	16 %
- South-/ East-/ Central Asia	12 %
- Middle East	4 %
North America	3 %
South-/Central America	3 %
Australia/Oceania	2 %
Africa	2 %

Countries of origin (Top 7)**

Netherlands	9 %
Belgium	8 %
Italy	6 %
Great Britain	6 %
Austria	6 %
France	5 %
Switzerland	5 %

Frequency of visits

A+A 2007	45 %
A+A 2005	34 %
First-time visit in 2009	39 %

Length of stay

Average length of stay (in days)	1,6
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Industrial sector *

Industry	38 %
Trade	15 %
Employers` liability insurance association	4 %
Skilled Trade	4 %
Public emergency services	3 %
Security service providers	2 %
Health service and social welfare	2 %
Hospital/doctor`s surgery/ medical laboratory/institute	1 %
Other services/technical management consultancy	9 %
Public authority/public institution	9 %
University/technical college	2 %
Other	8 %

Company size *

1 - 4 employees	9 %
5 - 19 employees	11 %
20 - 99 employees	15 %
100 - 499 employees	23 %
500 - 999 employees	11 %
1.000 employees or more	28 %

Area of responsibility *

Business/company/plant management	17 %
Manufacture/production	9 %
Administration/organisation/ personnel management/social affairs/training and further training	9 %
Purchasing/procurement	8 %
Sales/distribution	7 %
Servicing/maintenance	7 %
Research/development/ construction	6 %
Planning/operations scheduling	5 %
Manufacture/quality control	3 %
Marketing/advertising/PR	3 %
Warehousing/material management/ logistics/transport	2 %
Other	21 %

Influence on purchasing/ procurement decisions *

Make the decision	20 %
Participate in decision making	30 %
Advisory role	35 %
No participation	12 %

Occupational position

Independent entrepreneur/ partner/freelance	14 %
Managing director/member of the executive board/head of an authority or others	9 %
Main department head/ authorized signatory	5 %
Department head/group leader	23 %
Other Employee/civil servant	26 %
Skilled worker	11 %
trainee	2 %
Other	7 %
Student/school pupil	2 %
Not working	1 %

Professional capacity

Safety engineer	18 %
Safety officer	18 %
Safety foremen	5 %
Safety technician	5 %
Buyer	15 %
Member of factory/workers` council	6 %
Instructor, trainer	3 %
Supervision officer	2 %
Member of the fire brigade/ civil protection officer	2 %
Fire protection officer	2 %
Factory engineer / technician/ chemist	2 %
Company doctor / industrial medical practioner / industrial psychologist	1 %
Environmental protection officer/ immission protection officer	1 %
Employee of an industrial physician's office	1 %
Data protection officer	1 %
Other	18 %

Interest in product ranges

(Several answers possible)	
Safety at Work	69 %
Security at Work	54 %
Health at Work	40 %
Media / Training	11 %
Services and consultancy	9 %
Forums and presentations	8 %
Other	4 %

General assessment

Satisfied	96 %
Not satisfied	4 %

* difference to 100% = pupil, student, not working (3%)

** basis: other countries

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