

Fair Profile

EuroCIS 2010

EuroShop  Trade Fairs

Based on the results of 513 interviews conducted by means of the Computer Interview System subject to change
U1-MF/ March 2010

Europe's leading Trade Fair for IT and Security in Retail
March 02-04, 2010

EuroCIS

Total number of exhibitors 190

Origin of the exhibitors

Germany	145
Other countries	45
Number of countries	22
Space (net, sq.m.)	5.468
Germany	4.498
Other Countries	970

Accredited journalists 127

Number of countries 13

Total number of visitors 5.003

Origin of the visitors

Germany	63 %
Other countries	37 %

Germany

West Germany	50 %
South Germany	18 %
Southwest Germany	14 %
North Germany	12 %
East Germany	6 %

Other countries

Europe	85 %
- EU	73 %
- Other European countries	8 %
Outside Europe	15 %

Countries of origin (Top 4)

(Base: other countries)	
Netherlands	18 %
Great Britain, North Ireland	9 %
Belgium	7 %
Austria	7 %

Frequency of visits

EuroCIS 2009	30 %
EuroCIS 2008*	30 %
First-time visit in 2010	52 %

Length of stay

Average length of stay (in days)	1,2
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Industrial sector**

Retail	31 %
Wholesale trade	9 %
Industry	14 %
Service	25 %
Catering/hotel business	2 %
Press, media, publishing houses	3 %
other	15 %

Company size**

1 - 19 employees	24 %
20 - 49 employees	12 %
50 - 99 employees	8 %
100 - 499 employees	15 %
500 - 999 employees	8 %
1.000 employees or more	32 %

Area of responsibility**

Business/company/ plant manager	28 %
Distribution, sales	20 %
EDV/information and communication technology	18 %
Marketing, advertising , PR	6 %
Research/development/ construction	6 %
Purchasing/procurement	3 %
Finances/accounting/controlling	3 %
Administration/organisation/ personnel management/ social affairs/training and further training	2 %
Servicing/maintenance	2 %
Manufacture/production	1 %
Planning/ operations scheduling	1 %
Warehousing/ material management logistics/ transport	1 %
other	8 %

General assessment

satisfied	91 %
not satisfied	9 %

Recommendation

yes	85 %
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Occupational position

Independent entrepreneur/ partner/freelance	15 %
Managing director/member of the executive board/head of an authority of others	18 %
Main department head/ authority signatory	12 %
Department head/group leader	26 %
Other salaried staff/civil servant	21 %
Skilled worker	3 %
other employed persons	4 %
Student/pupil/not employed persons	1 %

Influence on purchasing/ procurement decisions**

Decisively	28 %
Collectively	32 %
In an advisory capacity	25 %
No influence	14 %

Interest in product ranges***

(Several answers possible)	
Till systems, check out	51 %
Payment systems and cash management	41 %
RFID	34 %
WirelessTechnologies, mobile solutions	24 %
Merchandise information, supply chain management, logistics	24 %
Goods security, loss prevention	21 %
Digital Signage	21 %
Communication systems	18 %
Surveillance systems, access control	17 %
Scales	15 %
Business Intelligence and CRM	14 %
Staff assignment planning	9 %
Empties managment	7 %
other	12 %

* within EuroShop

** difference to 100% = pupil, student, not working (1%)



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