

Fair Profile

Based on the results of 2.494 interviews conducted by means of the Computer Interview System
Subject to change
U1-MF/ February 2008

EuroShop

The Global Retail Trade Fair
23rd of February - 27th of February 2008

EuroShop



Total number of exhibitors		1.895
Origin of the exhibitors		
Germany		883
Other countries		1.012
Number of countries		48
Space (net, sq.m.)		106.871
Germany		47.071
Other Countries		59.800

Total number of visitors		104.766
Origin of the visitors		
Germany		41 %
Other countries		59 %

Germany		
North Germany		12 %
West Germany		44 %
East Germany		7 %
Southwest Germany		12 %
South Germany		25 %

Other countries		
Europe		72 %
- EU		60 %
- Eastern Europe		6 %
- Other European countries		6 %
Asia		11 %
North America		6 %
South and Central America		5 %
Australia/Oceania		4 %
Africa		2 %

Countries of origin (Top 7)		
Netherlands		9 %
Great Britain and Northern Ireland		7 %
France		6 %
Italy		5 %
Spain		4 %
Belgium		4 %
USA		4 %

Frequency of visits		
EuroShop 2002		23 %
EuroShop 2005		33 %
First-time visit in 2008		54 %

Length of stay		
Average length of stay (in days)		1.8

Industrial sector*		
Retail trade		21 %
Wholesale trade		6 %
Skilled trades		4 %
Industry		8 %
Architecture/Design offices		8 %
Interior furnishings/Visual marketing/Shop layouts		15 %
Stand construction/Event agency		7 %
Advertising/Graphic design		5 %
Other services		11 %
University/college of higher education/technical college		1 %
Others		9 %

Company size*		
1 - 19 employees		34 %
20 - 49 employees		13 %
50 - 99 employees		9 %
100 - 499 employees		16 %
500 - 999 employees		6 %
1.000 employees or more		17 %

Area of responsibility*		
Management		25 %
Planning, work preparation		19 %
Sales, distribution		11 %
Marketing, advertising, PR		12 %
Buying, procurement		6 %
Manufacture, production		5 %
Research, development, design		4 %
Other		13 %

Occupational position		
Independent entrepreneur/partner/freelance		26 %
Managing director/board member		17 %
Main department head/other employee with managerial responsibility		8 %
Department head/group leader		19 %
Employee		12 %
Skilled worker		5 %
Trainee		3 %
Other		5 %
Student, pupil		4 %
Not working		1 %

Influence on purchasing/procurement decisions*		
Decisively		36 %
Collectively		32 %
In an advisory capacity		18 %
No influence		9 %

Interest in product ranges		
(Several answers possible)		
Shop fittings, fixtures		52 %
Lighting		34 %
Visual Marketing/Visual Merchandising		33 %
Architecture/Store Design		32 %
Sales promotion, POS marketing		30 %
Trade fair construction, design, events		28 %
Cool cabinets/fixtures, refrigeration appliances		14 %
Information technology		13 %
Security technology		11 %
Others		7 %

General assessment		
Satisfied		96 %
Not satisfied		4 %

*difference to 100% = pupil, student, not working (5%)



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