

Fair Profile

Based on the results of 1,047 interviews with trade visitors conducted by means of the Computer Interview System
Subject to change
UI-MF/October 2011

Total number of exhibitors	1,208
Origin of the exhibitors	
Germany	315
Other countries	893
Number of countries	39
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Space (net, qm)	54,801
Germany	16,776
Other Countries	33,790

Accredited journalists	570
Number of countries	23

Total number of visitors	25,399
Origin of the visitors	
Germany	48%
Other countries	52%
Number of countries	75

Germany	
West Germany	46%
South Germany	19%
Southwest Germany	15%
North Germany	13%
East Germany	7%

Other countries	
Europe	77%
- EU	65%
- Other European countries	12%
Asia	14%
- South-/ East-/ Central Asia	10%
- Middle East	4%
North America	4%
South and Central America	3%
Australia/ Oceania	1%
Africa	1%

Countries of origin (Top 8)*	
Netherlands	13%
Italy	9%
Great Britain/Northern Ireland	8%
Belgium	5%
Switzerland	4%
Russia	4%
France	4%
Spain	4%

Length of stay	
Average length of stay (in days)	1.7

GDS/GLOBAL SHOES Spring 2011

March 16-18, 2011
www.gds-online.com
www.globalshoes-online.com

GDS
International Event
for Shoes & Accessories

GLOBAL SHOES
leading trade show for sourcing

Industrial sector**	
Specialist shoe retailer	34%
Fashion/accessories store	5%
Shoe chain store	5%
Online shop	5%
Leather goods retailers	3%
Other retail trade	6%
Wholesale trade/foreign trade	9%
Trade agent	3%
Shoe manufacturing	5%
Other industry	4%
Press/media/publishing companies	5%
Designer/modeller	4%
Other	7%

Company size**	
1 - 4 employees	30%
5 - 19 employees	25%
20 - 49 employees	11%
50 - 99 employees	7%
100 - 499 employees	11%
500 - 999 employees	3%
1,000 employees or more	8%

Area of responsibility**	
Business/company/ plant management	35%
Sales, distribution	20%
Purchasing/ procurement	16%
Marketing, advertising, PR	6%
Research / development / design	5%
Manufacture, production, quality control	3%
Other	10%

Occupational position	
Independent entrepreneur/ co-owner, freelance employee	48%
Managing director/ board member, head of an authority	13%
Area-/operations-/plant-/branch-manager, office head	9%
Head of department, group/ team leader	11%
Other employee/civilant servant, specialist	7%
Trainee	3%
Other	4%
Student, pupil	4%
Not working	1%

Influence on purchasing/ procurement decisions**	
Decisively	33%
Contributory	24%
In an advisory capacity	23%
No influence	15%

Interest in product ranges: GDS	
<i>(several answers possible)</i>	
essential	36,2%
superior	26,2%
upper style	23,3%
urban active	23,3%
urban authentic	23,3%
white cubes	22,8%
urban fresh	21,3%
design attack	21%
prime ²	16,5%
kidwalk	16,1%
shop & deco	10,2%
Other	13,5%

Interest in product ranges: GLOBAL SHOES	
<i>(several answers possible)</i>	
Ladies' shoes	65,3%
Men's shoes	44,7%
Children's shoes	25,8%
Comfort shoes	21,6%
Trainers	20,3%
Slippers	14,8%
Leather bags	14,8%
Rubber boots	11,3%
Trekking shoes	10,7%
Health shoes	10,7%
Belts	7,2%
Small leather goods	6,2%
Bathing shoes	4,8%
Gloves	3,8%
Travel, leisure and sports bags	2,7%
Other	7,9%

General assessment	
Satisfied	94%

Recommendation	
Yes	91%

*Basis: other countries

**Difference to 100% = pupil, student, not gainfully-employed (5%)



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