

Fair Profile

Based on the results of 899 interviews with trade visitors conducted by means of the Computer Interview System. Preliminary data; subject to change
UI-MF/October 2011

GDS/GLOBAL SHOES Autumn 2011

September 7th-9th, 2011
www.gds-online.com
www.globalshoes-online.com

GDS
International Event
for Shoes & Accessories
GLOBAL SHOES
leading trade show for sourcing

Total number of exhibitors 1,297

Origin of the exhibitors

Germany	297
Other countries	1,000
Number of countries	44

Space (net, qm)	55,440
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Germany	20,012
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Other countries	35,428
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Accredited journalists 540

Number of countries 23

Total number of visitors 23,520

Origin of the visitors

Germany	46%
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Other countries	54%
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Number of countries	81
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Germany

West Germany	44%
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South Germany	18%
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Southwest Germany	18%
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North Germany	13%
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East Germany	7%
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Other countries

Europe	70%
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- EU	58%
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- Other european countries	12%
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Asia	16%
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- South-/ East-/ Central Asia	3%
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- Middle East	13%
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North America	4%
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South and Central America	4%
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Australia/ Oceania	2%
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Africa	4%
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Countries of origin (Top 8)*

Netherlands	11%
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Great Britain/Northern Ireland	9%
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Belgium	6%
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Italy	4%
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Switzerland	4%
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Spain	4%
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Portugal	3%
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China	3%
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Length of stay

Average length of stay (in days)	1.7
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Industrial sector**

Specialist shoe retailer	29%
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Shoe chain store	7%
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Fashion/accessories store	6%
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Online shop	5%
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Department store	2%
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Leather goods retailers	2%
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Other retail trade	4%
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Wholesale trade/foreign trade	9%
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Trade agent	4%
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Shoe manufacturing	6%
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Other industry	5%
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Press/media/publishing companies	4%
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Designer/modeller	4%
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Other	9%
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Company size**

1 - 4 employees	31%
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5 - 19 employees	25%
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20 - 49 employees	10%
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50 - 99 employees	8%
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100 - 499 employees	11%
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500 - 999 employees	3%
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1,000 employees or more	8%
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Occupational position

Independent entrepreneur/ co-owner, freelance employee	44%
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Managing director/ board member, head of an authority	14%
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Area-/operations-/plant-/branch-manager, office head	8%
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Head of department, group/ team leader	13%
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Other employee/civilant servant, specialist	9%
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Trainee	3%
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Other	5%
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Student, pupil	3%
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Not working	1%
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Influence on purchasing/ procurement decisions**

Decisively	43%
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Contributory	25%
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In an advisory capacity	16%
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No influence	12%
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Interest in product ranges: GDS

(several answers possible)

essential	36%
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urban fresh	32%
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superior	28%
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urban active	28%
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urban authentic	26%
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design attack	23%
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upper style	22%
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white cubes	21%
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kidwalk	17%
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prime ²	16%
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shop & deco	9%
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Other	11%
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Interest in product ranges: GLOBAL SHOES

(several answers possible)

Ladies' shoes	63%
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Men's shoes	36%
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Children's shoes	27%
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Comfort shoes	19%
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Leather bags	15%
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Trainers	13%
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Slippers	13%
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Trekking shoes	12%
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Belts	10%
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Health shoes	8%
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Rubber boots	7%
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Small leather goods	7%
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Travel, leisure and sports bags	5%
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Bathing shoes	4%
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Gloves	2%
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Other	11%
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General assessment

Satisfied	94%
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Recommendation

Yes	89%
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*Basis: other countries

**Difference to 100% = pupil, student, not gainfully-employed (4%)



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