

Fair Profile

Based on the results of 378 interviews conducted by means of the Computer Interview System
Preliminary data; Subject to change
UI-MF / October 2010
Total number of visitors of InterMopro/InterCool/InterMeat: 34.551

InterMeat

International Trade Fair Meat,
Cold Meats and Sausage
12th - 15th of September 2010



Number of exhibitors	291
Origin of the exhibitors	
Germany	194
Other countries	97
Number of countries	17

Space (net, qm)	12.100
Germany	9.130
Other Countries	2.970

Accredited journalists***	565
Number of countries***	25

InterMeat visitor share	15.503
Origin of the visitors	
Germany	77 %
Other countries	23 %

Germany	
North Germany	18 %
West Germany	56 %
East Germany	4 %
Southwest Germany	9 %
South Germany	13 %

Other countries**	
Europe	79 %
- EU	65 %
- Other European countries	14 %
Non-European countries	21 %

Countries of origin (Top 5)**	
Belgium	15 %
Netherlands	13 %
Switzerland	9 %
Spain	6 %
France	5 %

Visitor structure features	
InterMeat 2008	45 %
InterMeat 2006	33 %
First-time visitors	43 %
Average length of stay (in days)	1,4

Industrial sector*	
Food wholesalers	11 %
Food retailers	9 %
Importer, exporter	10 %
Other trade	1 %
Food industry	19 %
Supply industry for food production	7 %
Butchers/ Bakers	15 %
Service provider / consultancy	5 %
Gastronomy	4 %
Catering & party service	2 %
Others	12 %

Company size*	
1 - 4 employees	9 %
5 - 19 employees	23 %
20 - 49 employees	13 %
50 - 99 employees	7 %
100 - 499 employees	19 %
500 - 999 employees	7 %
1.000 employees or more	17 %

Area of responsibility*	
Business/company/plant management	24 %
Sales, distribution	28 %
Purchasing, procurement	14 %
Marketing, advertising, PR	7 %
Manufacture, production	5 %
Research/development/design	3 %
Manufacture, quality control	2 %
Administr./organis., personnel, social welfare, training	2 %
Finances / accounting / controlling	2 %
Others	8 %

Occupational position	
Independent entrepreneur/partner/freelance	23 %
Managing director/board member/head of an authority etc.	11 %
Main department head/authorized signatory	9 %
Department head/group leader	21 %
Other salaried staff, civil servant	14 %
Skilled worker	6 %
Trainee	8 %
Student, pupil	3 %
Other	3 %
Not gainfully-employed	2 %

Influence on purchasing/procurement decisions*	
Decisively	25 %
Collectively	32 %
In an advisory capacity	22 %
No influence	16 %

Interest in product ranges (Several answers possible)	
Meat	64 %
Cold meats/sausages	56 %
Delicacies	38 %
Meat-based convenience products	35 %
Spices and marinades	27 %
Delicatessen	27 %
Technology and equipment	21 %
Organically produced products	12 %
Services	10 %
Others	9 %

General assessment	
Satisfied	91 %
Not satisfied	9 %

Visit in 2012	
yes certainly/probably	70 %

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

** basis: other countries

*** total InterMopro/Cool/Meat

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