

Fair Profile

InterMopro



Based on the results of 227 interviews conducted by means of the Computer Interview System
Preliminary data; Subject to change
UI-MF / October 2010

International Trade Fair
Dairy Products
12th - 15th September 2010

Total number of visitors of InterMopro/InterCool/InterMeat: 34.551

Number of exhibitors		192	
Origin of the exhibitors			
Germany		119	
Other countries		73	
Number of countries		13	
Space (net, qm)		9.441	
Germany		7.654	
Other Countries		1.787	
Accredited journalists***		565	
Number of countries***		25	
InterMopro visitor share		10.219	
Origin of the visitors			
Germany		81 %	
Other countries		19 %	
Germany			
North Germany		17 %	
West Germany		51 %	
East Germany		5 %	
Southwest Germany		13 %	
South Germany		14 %	
Other countries**			
Europe		86 %	
- EU		72 %	
- Other European countries		14 %	
Non-European countries		14 %	
Countries of origin (Top 4)**			
Netherlands		14 %	
Austria		12 %	
France		7 %	
Ireland		7 %	
Visitor structure features			
InterMopro 2008		37 %	
InterMopro 2006		23 %	
First-time visitors		50 %	
Average length of stay (in days)		1,3	
Industrial sector*			
Food retailers		18 %	
Food wholesalers		13 %	
Importer, exporter		4 %	
Other trade		4 %	
Food industry		25 %	
Supply industry for food production		3 %	
Gastronomy		4 %	
Service provider / consultancy		3 %	
Hotel business		3 %	
Butchers		3 %	
Special press		2 %	
Others		12 %	
Company size*			
1 - 4 employees		8 %	
5 - 19 employees		13 %	
20 - 49 employees		10 %	
50 - 99 employees		11 %	
100 - 499 employees		25 %	
500 - 999 employees		6 %	
1.000 employees or more		21 %	
Area of responsibility*			
Business/company/plant management		13 %	
Sales, distribution		26 %	
Purchasing, procurement		17 %	
Marketing, advertising, PR		9 %	
Research, development, design		6 %	
Manufacture, production		5 %	
Administration, organization, personnel, social welfare, training		3 %	
Manufacture / quality control		2 %	
EDP / information and communication technology		2 %	
Others		11 %	
Occupational position			
Independent entrepreneur/partner/freelance		14 %	
Managing director/board member/head of an authority etc.		8 %	
Main department head/authorized signatory		8 %	
Department head/group leader		23 %	
Other salaried staff, civil servant		19 %	
Skilled worker		8 %	
Trainee		5 %	
Student, pupil		4 %	
Other		9 %	
Not gainfully-employed		2 %	
Influence on purchasing/procurement decisions*			
Decisively		20 %	
Collectively		31 %	
In an advisory capacity		22 %	
No influence		21 %	
Interest in product ranges			
(Several answers possible)			
Cheese		63 %	
Milk and mixed milk products		53 %	
Delicacy		41 %	
Dairy requirements		39 %	
Desserts		36 %	
Dairy products for bulk consumers		31 %	
Cream and cream products		29 %	
Butter		26 %	
Lactose-free products		25 %	
Organically produced products		21 %	
Technology and equipment		18 %	
Powdered milk products		15 %	
Services		13 %	
Others		13 %	
General assessment			
Satisfied		91 %	
Not satisfied		9 %	
Visit in 2012			
yes certainly/probably		62 %	

* difference to 100% = pupil/student, not gainfully-employed (6%)

** basis: other countries

*** total InterMopro/Cool/Meat

Messe Düsseldorf GmbH
Postfach 1010 06
40001 Düsseldorf
Germany
Tel. +49 (0) 211/45 60-01
Fax +49 (0) 211/45 60-6 68
www.messe-duesseldorf.de

