

Fair Profile

Based on the results of 668 interviews conducted by means of the Computer-Interview-System
Subject to change
UI-MF/November 2011

METEC

International Metallurgical Trade Fair with Congresses
28 June - 02 July 2011
www.metec.de



Total number of exhibitors 486

Origin of the exhibitors

Germany	188
Other countries	298
Number of countries	33

Space (net, sq.m.)	20,234
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Germany	9,454
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Other countries	10,780
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Accredited journalists 371

Number of countries 22

Total number of visitors 19,162

Origin of the visitors

Germany	50%
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Other countries	50%
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Germany

North Germany	6%
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West Germany	70%
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East Germany	5%
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Southwest Germany	9%
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South Germany	10%
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Other countries

Europe	55%
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- EU	45%
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- Other european countries	10%
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Asia	25%
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North America	8%
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South and Central America	7%
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Australia/Oceania	1%
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Africa	4%
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Countries of origin (Top 6)*

India	14%
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Italy	7%
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Belgium	7%
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USA	7%
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Austria	6%
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France	5%
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Frequency of visits

METEC 2007	31%
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METEC 2003	19%
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First-time visit in 2011	55%
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Length of stay

Average length of stay	
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(in days)	2.0
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Industrial sector**

Iron and steel production	28%
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Construction of machines	
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plant and apparatus	10%
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Steelworks/	
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stainless steelworks	7%
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Supplier industry for the iron,	
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steel and NF-metal industry	4%
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NF-metal industry	3%
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Roller mill	3%
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Other industry	11%
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Trade	8%
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Skilled trade	2%
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Services	11%
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University/college of higher	
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education/technical college	2%
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Other	2%
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Company size**

1 - 19 employees	16%
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20 - 49 employees	8%
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50 - 99 employees	8%
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100 - 499 employees	15%
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500 - 999 employees	9%
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1,000 employees or more	35%
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Area of responsibility**

Management	19%
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Research, development, design	20%
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Manufacture, production	
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quality control	16%
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Sales, distribution	13%
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Buying, procurement	6%
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Maintenance and repairs	6%
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Marketing, advertising, PR	2%
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Other	9%
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Occupational position

Independent entrepreneur,	
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co-owner, freelance employee	13%
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Managing director, board member,	
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head of an authority	12%
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Area, operations, plant, branch	
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manager, office head	16%
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Department head/group leader	24%
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Employee, civil servant, specialist	22%
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Lecturer, teacher	1%
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Trainee	1%
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Other	2%
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Pupil, student	6%
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Not working	3%
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Influence on purchasing/ procurement decisions**

Decisively	26%
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Contributory	27%
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In an advisory capacity	24%
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No influence	14%
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Interest in product ranges

(Several answers possible)

Iron and non-ferrous metal	
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production	50%
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Equipment and components for	
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smelting works and rolling mills	50%
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Measuring, controlling, regulating	
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technology and data communi-	
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cations	29%
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Environment and safety technology,	
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industrial safety	17%
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Research and teaching	14%
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Services	12%
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Other	6%
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General assessment

Satisfied	99%
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*Basis: other countries

**Difference to 100% = pupil, student, not working (9%)



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