

## Fair Profile\*\*\*\*

Based on the results of 1,598 interviews conducted by means of the Computer Interview System  
Subject to change  
November 2011

## REHACARE

International Trade Fair for Rehabilitation,  
Prevention, Integration, Care  
21st - 24th of September 2011  
[www.rehacare.com](http://www.rehacare.com)



### Total number of exhibitors 747

#### Origin of the exhibitors

Germany	455
Other countries	292
Number of countries	31
Space (net, qm)	22,427
Germany	16,067
Other countries	6,360

### Accredited journalists 247

#### Number of countries 11

### Total number of visitors 47,228

#### Origin of the visitors

Germany	86%
Other countries	14%
Number of countries	50

#### Germany

North Germany	9%
West Germany	67%
East Germany	4%
Southwest Germany	10%
South Germany	10%

#### Other countries

Europe	86%
- EU	74%
- Other european countries	12%
Outside of Europe	14%

#### Countries of origin (Top 5)\*

Belgium	14%
Italy	11%
Netherlands	10%
France	7%
Switzerland	6%

#### Visitor structure features

First-time visitors	40%
Trade buyers	17%
Disabled and relatives of disabled people	46%
Average length of stay (days)	1.3

### Industrial sector\*\* (Trade V.)\*\*\*

Medical and sanitary trade	14%
Rehabilitation facilities	8%
Special facilities	6%
Doctors' surgery/other surgery	6%
Orthopaedics trade	5%
Care for outpatients, sick people and the elderly	5%
Hospital/clinic	4%
Cost unit	3%
Ambulant nursing/care service	3%
Industry for medical/therapeutic aids/other industry	3%
Disabled persons organization	3%
Other association, organisation	2%
Other services/consulting	6%
Public authorities	5%
University/college of higher education/technical college	2%
Others	10%

### Area of responsibility\*\* (Trade V.)\*\*\*

Management	12%
Administration, organization, personnel, social welfare, training	10%
Distribution, Sales	7%
Buying, procurement	4%
Manufacture, production	4%
Planning, work preparation	4%
Research, development, design	3%
EDP, information and communication technique	2%
Marketing, advertising, PR	2%
Maintenance, repairs	2%
Others	35%

### Occupational position (Trade V.)\*\*\*

Independent entrepreneur/partner/freelance	11%
Managing director/board member	5%
Main department head/other employee with managerial responsibility	3%
Department head/group leader	12%
Other employee, civil servant	21%
Skilled worker	11%
Trainee	12%
Other	10%
Not working	15%

### Influence on purchasing/procurement decisions (Trade V.)\*\*\*

Decisively	16%
Collectively	24%
In an advisory capacity	25%
No influence	35%

### Interest in product ranges

(Several answers possible)

Devices for everyday use	56%
Mobility equipment, wheel-chairs	51%
Walking and mobility aids	49%
Orthopaedic aids	35%
Leisure time, sports, games	29%
Employment, occupation	28%
Car, traffic, transport	28%
Body care and hygiene	27%
Care and medical provision	26%
Training, Physiotherapy, Ergotherapy	26%
Aids for children	22%
Planning, building and living/barrier free living space	21%
Travelling	20%
Paedagogic, training and further training	20%
Communication aids for people with impaired hearing and speech	19%
Household and nutrition	18%
Associations, institutions, organisations	15%
Communication aids for blinds and people with serious vision restrictions	13%
Clothing, protective gear	13%
Others	10%

### Overall assessment

Satisfied	96%
-----------	-----

### Recommendation

Yes	96%
-----	-----

\*Basis: other countries

\*\*Difference to 100% = not working people (15% of the trade visitors)

\*\*\*Basis: Trade Visitors (71%)

\*\*\*\*Number of interviews and percentages (Visitors Profile) are based on the survey in 2010



Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Germany  
Tel. +49 (0) 211/45 60-01  
Fax +49 (0) 211/45 60-6 68  
[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)

