

# Fair Profile

Based on the results of 1.303 interviews conducted by means of the Computer Interview System  
Subject to change  
U1-MF/ October 2008

## hogatec

The No.1 in Technology and Design  
28th September – 1st October 2008



### Total number of exhibitors 472

#### Origin of the exhibitors

Germany	399
Other countries	73
Number of countries	19

Space (net, qm)	24.602
-----------------	--------

Germany	22.092
---------	--------

Other Countries	2.510
-----------------	-------

### Total number of visitors 40.639

#### Origin of the visitors

Germany	94 %
---------	------

Other countries	6 %
-----------------	-----

#### Germany

North Germany	6 %
---------------	-----

West Germany	57 %
--------------	------

East Germany	7 %
--------------	-----

Southwest Germany	22 %
-------------------	------

South Germany	8 %
---------------	-----

#### Other countries

Europe	83 %
--------	------

- EU	71 %
------	------

- Eastern Europe	2 %
------------------	-----

- Other European countries	10 %
----------------------------	------

North America	6 %
---------------	-----

Asia	4 %
------	-----

South/Central America	4 %
-----------------------	-----

Africa	3 %
--------	-----

#### Countries of origin (Top 7)\*\*

Netherlands	17 %
-------------	------

Italy	8 %
-------	-----

France	7 %
--------	-----

Luxembourg	7 %
------------	-----

Switzerland	7 %
-------------	-----

Belgium	6 %
---------	-----

USA	5 %
-----	-----

#### Structural characteristics

hogatec 2006	25 %
--------------	------

hogatec 2004	18 %
--------------	------

First-time visitor	58 %
--------------------	------

Average length of stay (in days)	1,2
----------------------------------	-----

### Industrial sector\*

Industry (manufacturer)	3 %
-------------------------	-----

Trade	8 %
-------	-----

Skilled trade	4 %
---------------	-----

Hotel business	13 %
----------------	------

Catering	35 %
----------	------

Snacks/refreshments	3 %
---------------------	-----

System catering	2 %
-----------------	-----

Communal catering	5 %
-------------------	-----

Catering/Partyservice	5 %
-----------------------	-----

Services	6 %
----------	-----

Hotel management school/	
--------------------------	--

university	1 %
------------	-----

Others	7 %
--------	-----

### Company size\*

1 - 4 employees	27 %
-----------------	------

5 - 19 employees	30 %
------------------	------

20 - 49 employees	11 %
-------------------	------

50 - 99 employees	6 %
-------------------	-----

100 - 499 employees	9 %
---------------------	-----

500 - 999 employees	2 %
---------------------	-----

1.000 employees or more	7 %
-------------------------	-----

### Area of responsibility\*

Management	40 %
------------	------

Manufacture, production	10 %
-------------------------	------

Buying, procurement	10 %
---------------------	------

Sales, distribution	8 %
---------------------	-----

Planning, work preparation	4 %
----------------------------	-----

Administration, organization,	
-------------------------------	--

personnel, social welfare, training	2 %
-------------------------------------	-----

Research, development, design	2 %
-------------------------------	-----

Marketing, advertising, PR	2 %
----------------------------	-----

Production, quality control	2 %
-----------------------------	-----

Others	12 %
--------	------

### Occupational position

Independent entrepreneur/partner/ freelance	41 %
---	------

Managing director/board member/ head of an authority etc.	9 %
---	-----

Main department head/ authorized signatory	3 %
--	-----

Department head/group leader	13 %
------------------------------	------

Other alaried staff, civil servant	9 %
------------------------------------	-----

Skilled worker	6 %
----------------	-----

Trainee	6 %
---------	-----

Student, pupil	6 %
----------------	-----

Other	4 %
-------	-----

Not working	3 %
-------------	-----

### Influence on purchasing/ procurement decisions\*

Decisively	35 %
------------	------

Collectively	27 %
--------------	------

In an advisory capacity	19 %
-------------------------	------

No influence	11 %
--------------	------

### Interest in product ranges

(Several answers possible)

Eating, drinking, enjoying	57 %
----------------------------	------

Catering technology	43 %
---------------------	------

Furnishings, decoration, design	32 %
---------------------------------	------

Technical equipment, appliances and installations	30 %
---	------

Fast-food-engineering	18 %
-----------------------	------

Services	16 %
----------	------

Catering systems	13 %
------------------	------

Information and communication technology	9 %
--	-----

Wellness/Spa	9 %
--------------	-----

Others	11 %
--------	------

### General assessment

Satisfied	94 %
-----------	------

Not satisfied	6 %
---------------	-----

### Visit in 2010

yes certainly/probably/maybe	91 %
------------------------------	------

\* difference to 100% = pupil, student, not working (8%)  
\*\* Basic other countries



Messe Düsseldorf GmbH  
P.O. box 10 10 06  
D-40001 Düsseldorf  
Phone: +49 (0) 211/4560-01  
Fax: +49 (0) 211/4560-668  
info@messe-duesseldorf.de  
www.messe-duesseldorf.de

