

## Fair Profile

Based on the results of  
3,614 interviews conducted by means  
of the Computer Interview System  
Subject to change  
UI-MF/October 2011

## interpack PROCESSES AND PACKAGING

12th of May - 18th of May 2011  
www.interpack.com



### Total number of exhibitors 2,703

#### Origin of the exhibitors

Germany	804
Other countries	1,899
Number of countries	59

Space (net, qm)	174,255
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Germany	70,996
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Other countries	103,259
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### Accredited journalists 1,173

#### Number of countries 46

### Total number of visitors 165,141

#### Origin of the visitors

Germany	40%
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Other countries	60%
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#### Germany

West Germany	40%
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South Germany	28%
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North Germany	13%
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Southwest Germany	13%
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East Germany	6%
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#### Other countries

Europe	60%
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- EU	49%
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- Other european countries	11%
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Asia	20%
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- South-/East-/Central Asia	12%
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- Middle East	8%
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South and Central America	6%
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Africa	6%
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North America	5%
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Australia/Oceania	3%
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#### Countries of origin (Top 7)\*

Netherlands	7%
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United Kingdom	7%
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Italy	5%
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Belgium	5%
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Switzerland	5%
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France	5%
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USA	5%
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### Frequency of visits

interpack 2008	40%
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interpack 2005	28%
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First-time visit in 2011	48%
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### Industrial sector\*\*

Food industry	21%
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Mechanical Engineering	10%
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Pharmaceutical industry	8%
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Other chemical industry	5%
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Plastic goods production	6%
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Paper, cardboard production	5%
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Other industries	13%
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Technical/specialist retail trade	5%
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Retail trade (Food/Non Food)	4%
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Other trade	4%
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Services	7%
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Skilled trade	3%
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Universities/colleges/technical	
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colleges	1%
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Other	2%
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### Company size\*\*

1 - 19 employees	18%
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20 - 49 employees	10%
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50 - 99 employees	10%
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100 - 499 employees	26%
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500 - 999 employees	8%
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1,000 employees or more	22%
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### Area of responsibility\*\*

Management	22%
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Research and development,	
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construction	20%
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Manufacture, production,	
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quality control	16%
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Sales, distribution	14%
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Purchasing, procurement	8%
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Servicing, maintenance	4%
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Marketing, advertising, PR	4%
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Logistics: material manage-	
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ment, warehouse, transport	2%
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Other	4%
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### Executives 71%

Top management	47%
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Middle management	24%
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### Influence on purchasing/ procurement decisions\*\*

Decisively	27%
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Contributory	35%
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In an advisory capacity	22%
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No influence	10%
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### Occupational position

Independent entrepreneur/	
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co-owner, freelance employee	14%
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Managing director/board member/	
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head of an authority etc.	16%
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Area manager, operations manager,	
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plant manager, branch manager,	
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office head	17%
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Head of department, group	
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team leader	24%
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Other employee/civil servant,	
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specialist	19%
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Lecturer, teacher	1%
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Trainee	2%
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Other occupational position	2%
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Student/pupil	5%
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Not working	1%
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### Interest in product ranges

(Several answers possible)

Processes and machines for the

packaging of: food and drink,

pharmaceuticals and cosmetics,

consumer goods (non-food),

industrial goods 56%

Packaging materials, Packaging 51%

Processes and machines for the

production of packaging 31%

Processes and machines for

and baked goods 16%

Services for the packaging

and confectionery industry 11%

### General assessment

Satisfied	97%
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### Recommendation

Yes	96%
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\*Basis: other countries

\*\*Difference to 100% = pupil, student, not working (6%)



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