

Fair Profile

Valve World Expo 2010



Based on the results of 569 interviews conducted by means of the Computer Interview System
Preliminary data; Subject to change
UI-MF / December 2010

International Trade Fair For
Industry Fittings
30.11. - 2.12.2010

Total number of exhibitors 535

Origin of the exhibitors

Germany	112
Other countries	423
Number of countries	37

Space (net, sqm)	13,543
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Germany	3,058
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Other Countries	10,484
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Accredited journalists 57

Number of countries 8

Total number of visitors 10,163

Origin of the visitors

Germany	36 %
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Other countries	64 %
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Number of countries	63
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Germany

North Germany	6 %
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West Germany	65 %
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East Germany	6 %
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Southwest Germany	8 %
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South Germany	15 %
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Other countries

Europe	66 %
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- EU	55 %
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- Other European countries	11 %
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Asia	20 %
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- Middle East	6 %
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- South-/East-/Central Asia	14 %
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North America	5 %
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South and Central America	3 %
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Africa	5 %
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Australia/Oceania	1 %
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Countries of origin (Top 10)**

Netherlands	11 %
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UK	8 %
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Italy	8 %
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India	7 %
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France	6 %
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USA	4 %
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Belgium	4 %
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Sweden	3 %
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Switzerland	3 %
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Spain	3 %
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Frequency of visits

Valve World Expo 2008	27 %
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Valve World Expo 2006	19 %
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First-time visit in 2010	63 %
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Average length of stay (in days)	1.7
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Industrial sector *

Fittings manufacturer	26 %
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Engineering services	19 %
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Other services	6 %
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Fittings retailer	11 %
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Other retailer	8 %
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(Petro-) chemical industry	4 %
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Other fittings user, other industry/manufacturer	7 %
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Other	17 %
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Company size *

1 - 4 employees	8 %
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5 - 19 employees	19 %
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20 - 99 employees	25 %
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100 - 499 employees	20 %
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500 - 999 employees	7 %
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1,000 employees or more	19 %
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Area of responsibility *

Business/company/plant management	25 %
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Distribution, sales	23 %
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Research, development, construction	12 %
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Purchasing, procurement	11 %
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Marketing, advertising, PR	5 %
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Manufacture, production	5 %
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Servicing, maintenance	4 %
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Design	4 %
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Planning, work preparation	4 %
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Manufacture/quality control	2 %
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Other	3 %
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Occupational position

Independent entrepreneur/partner/freelance	16 %
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Managing director/board member/head of an authority	19 %
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Main department head/other employee with managerial responsibility	10 %
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Department head/group leader	21 %
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Other employee, civil servant	18 %
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Skilled worker	5 %
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Trainee	1 %
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Other	8 %
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Student, school pupil	1 %
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Not gainfully-employed	1 %
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Influence on purchasing/procurement decisions *

Decisively	29 %
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Contributory	34 %
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In an advisory capacity	20 %
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No influence	15 %
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Interest in product ranges

(Several answers possible)

Fittings	54 %
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Drive and control	35 %
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Engineering	23 %
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Automation and service	22 %
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Fittings-related products	20 %
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Seals and sealing materials	19 %
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Fittings-related pipework products	13 %
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Associations and publishers	2 %
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Other	19 %
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General assessment

Satisfied	96 %
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Not satisfied	4 %
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Visit in 2012

Intention to visit again	94 %
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* Difference to 100% = pupil, student, not gainfully employed (2%)

** Basis: other countries

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