

Fair Profile

Based on the results of
950 interviews conducted by means of
the Computer Interview System
subject to change
UI-MF/ June 2010

wire

International Wire and Cable Trade Fair
12.04 - 16.04.2010



Total number of exhibitors	1.217
Origin of the exhibitors	
Germany	331
Other countries	886
Number of countries	52
Space (net, sqm)	51.823
Germany	16.137
Other Countries	35.686

Accredited journalists	200
Number of countries	40

Total number of visitors	37.144
Origin of the visitors	
Germany	40 %
Other countries	60 %

Germany	
West Germany	49 %
South Germany	23 %
Southwest Germany	12 %
East Germany	9 %
North Germany	7 %

Other countries**	
Europe	66 %
- EU	56 %
- other European countries	10 %
Asia	14 %
South and Central America	7 %
North America	7 %
Africa	5 %
Australia / Oceania	1 %

Countries of origin (Top 9)**	
France	8 %
Great Britain/ Northern Ireland	7 %
Netherlands	7 %
Italy	7 %
India	7 %
USA	6 %
Belgium	5 %
Spain	5 %
Turkey	4 %

Frequency of visits	
wire 2008	50 %
wire 2006	42 %
First-time visit in 2010	33 %

Visitor structure features	
Trade visitors	89 %
Average length of stay (in days)	2,1

Industrial sector*	
Wire manufacturing (production)	26 %
Cable manufacturing (production)	12 %
Iron / steel and non-ferrous metal industry	7 %
Manufacturing of connecting/ fastening elements (production)	7 %
Spring manufacturing (production)	5 %
Manufacturing of other wire goods (production)	5 %
Automobile industry	3 %
Electrical industry / electronics	2 %
Manufacturer of machines and plant for the production of wire	2 %
Chemicals industry	2 %
Other industries	8 %
Skilled Trade	3 %
Technical / specialist retail trade	4 %
Other trade	4 %
Services	4 %
Other	3 %

Company size*	
1 - 9 employees	13 %
10 - 49 employees	20 %
50 - 99 employees	14 %
100 - 499 employees	28 %
500 - 999 employees	7 %
1.000 employees or more	15 %

Area of responsibility*	
business / company / plant management	27 %
manufacture / production	20 %
research / development / construction	16 %
distribution, sales	11 %
purchasing / procurement	9 %
planning / operations scheduling	3 %
manufacture / quality control	2 %
marketing, advertising, PR	2 %
servicing / maintenance	2 %
other	5 %

Influence on purchasing/ procurement decisions*	
decisively	31 %
collectively	36 %
in an advisory capacity	20 %
no influence	10 %

Occupational position*	
Independent entrepreneur/partner/ freelance	18 %
Managing director/board member/ head of an authority etc.	18 %
Main department head/ authorized signatory	12 %
Department head/group leader	25 %
other salaried staff / civil servant	14 %
Skilled worker	6 %
Other	5 %

Interest in product ranges <i>(Several answers possible)</i>	
Machines for wire production and finishing	45 %
Materials, special wires and cables	40 %
Testing technology	22 %
Materials-forming technology, machines for connecting elements	20 %
Tools for process engineering	19 %
Measuring, controlling and regulating technology	19 %
Second-hand machines	16 %
Spring manufacturing machines	12 %
Auxiliary materials for process engineering	10 %
Specialist areas (e.g. systems engineering etc.)	8 %
Machines for glass-fibre cable production	5 %
Glass-fibre cables	5 %
other	18 %

General assessment	
satisfied	95 %

Recommendation	
yes	93 %

* difference to 100% = pupil, student, not working (3%)

** basis other countries



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