

# Fair Profile

Based on the results of 1.613 interviews conducted by means of the Computer Interview System  
Subject to change  
U1-MF / November 2009

# A+A

Safety, Security and Health at Work  
3rdth - 6th of November 2009



## Total number of exhibitors 1.548

### Origin of the exhibitors

Germany	537
Other countries	1.011
Number of countries	62
Space (net, qm)	53.014
Germany	26.228
Other Countries	26.786

## Accredited journalists 381

### Number of countries 20

## Total number of visitors 55.809

### Origin of visitors

Germany	77 %
North Germany	12 %
West Germany	54 %
East Germany	7 %
Southwest Germany	13 %
South Germany	14 %

### Other countries 23 %

Europe	74 %
- EU	63 %
- Other European countries	11 %
Asia	16 %
- South-/ East-/ Central Asia	12 %
- Middle East	4 %
North America	3 %
South-/Central America	3 %
Australia/Oceania	2 %
Africa	2 %

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

Netherlands	9 %
Belgium	8 %
Italy	6 %
Great Britain	6 %
Austria	6 %
France	5 %
Switzerland	5 %

### Frequency of visits

A+A 2007	45 %
A+A 2005	34 %
First-time visit in 2009	39 %

### Length of stay

Average length of stay (in days)	1,6
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## Industrial sector \*

Industry	38 %
Trade	15 %
Employers` liability insurance association	4 %
Skilled Trade	4 %
Public emergency services	3 %
Security service providers	2 %
Health service and social welfare	2 %
Hospital/doctor`s surgery/ medical laboratory/institute	1 %
Other services/technical management consultancy	9 %
Public authority/public institution	9 %
University/technical college	2 %
Other	8 %

## Company size \*

1 - 4 employees	9 %
5 - 19 employees	11 %
20 - 99 employees	15 %
100 - 499 employees	23 %
500 - 999 employees	11 %
1.000 employees or more	28 %

## Area of responsibility \*

Business/company/plant management	17 %
Manufacture/production	9 %
Administration/organisation/ personnel management/social affairs/training and further training	9 %
Purchasing/procurement	8 %
Sales/distribution	7 %
Servicing/maintenance	7 %
Research/development/ construction	6 %
Planning/operations scheduling	5 %
Manufacture/quality control	3 %
Marketing/advertising/PR	3 %
Warehousing/material management/ logistics/transport	2 %
Other	21 %

## Influence on purchasing/ procurement decisions \*

Make the decision	20 %
Participate in decision making	30 %
Advisory role	35 %
No participation	12 %

## Occupational position

Independent entrepreneur/ partner/freelance	14 %
Managing director/member of the executive board/head of an authority or others	9 %
Main department head/ authorized signatory	5 %
Department head/group leader	23 %
Other Employee/civil servant	26 %
Skilled worker	11 %
trainee	2 %
Other	7 %
Student/school pupil	2 %
Not working	1 %

## Professional capacity

Safety engineer	18 %
Safety officer	18 %
Safety foremen	5 %
Safety technician	5 %
Buyer	15 %
Member of factory/workers` council	6 %
Instructor, trainer	3 %
Supervision officer	2 %
Member of the fire brigade/ civil protection officer	2 %
Fire protection officer	2 %
Factory engineer / technician/ chemist	2 %
Company doctor / industrial medical practioner / industrial psychologist	1 %
Environmental protection officer/ immission protection officer	1 %
Employee of an industrial physician's office	1 %
Data protection officer	1 %
Other	18 %

## Interest in product ranges

(Several answers possible)	
Safety at Work	69 %
Security at Work	54 %
Health at Work	40 %
Media / Training	11 %
Services and consultancy	9 %
Forums and presentations	8 %
Other	4 %

## General assessment

Satisfied	96 %
Not satisfied	4 %

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

\*\* basis: other countries

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

