

wire 2024 - Fair Profile



Exhibitors total	1.495	Net space total (sqm)	67.264
Exhibitors Germany	252	Net space Germany	14.194
Exhibitors other countries	1.243	Net space other countries	53.070
Number of countries	59		

Visitor data from registry:

Visitors total <small>wire and Tube</small>	59.702
From Europe	76%
- Germany	32%
- Other Europe	44%
From Non-European countries	24%
- Asia	13%
- America	8%
- Australia/Oceania	2%
- Africa	1%
Number of countries	132

Visitor data from registry:

TOP 10 visitor countries*	
<i>(Basis: all foreign visitors)</i>	
Italy	10%
Turkey	6%
Netherlands	5%
Poland	5%
USA	5%
China	5%
France	5%
India	4%
Spain	4%
Great Britain and Northern Ireland	4%

International Wire and Cable
Trade Fair

Düsseldorf • Germany
15th to 19th of April 2024

www.wire.com

*The origin of the visitors refers to the common number of visitors of wire / Tube 2024.

369 accredited journalists from 18 countries

VG-GE-MF / May 2024

Quality and structure of visitors

Based on the results of a total of 982 interviews including 964 interviews with trade visitors (98%) during wire 2024 conducted as CASI (Computer Assisted Self Interview)

Economic sectors*	
Wire industry	40%
Cable industry	16%
Iron, steel and NF metal industry	9%
Automotive industry incl. supply industry	5%
Construction industry	3%
Electrical industry	2%
Other industry	13%
Services	2%
Trade/retail	2%
Other	5%

Decision making powers*	
Decisive	32%
Contributory (jointly decisive)	30%
Advisory function (consultative)	21%
Not involved	14%

Interest in product ranges	
<i>(Several answers possible)</i>	
Wire and wire products	58%
Machinery for the processing of rods, wire and strips	38%
Machinery for the manufacture of rods, wire and strips	37%
Testing technology, sensor technology and quality assurance	28%
Tools and auxiliary materials and agents for the manufacture of drawn wire and the further processing of wire products	23%
Software and various services for the wire and cable industry	11%
Environmental technologies and resource efficiency for the wire and cable industry	11%
Other	14%

Company size**	
1 - 9 employees	12%
10 - 99 employees	29%
100 bis 499 employees	25%
500 and more employees	31%

Occupational position*	
Top-Management	57%
Middle-Management	17%
Other Employees	18%
Other	5%

Area of responsibility*	
Business/company/plant management	25%
Manufacture, production	23%
Sales	14%
Research and development, design	11%
Buying, procurement	10%
Maintenance, repairs	4%
Manufacture-/quality control	2%
Other	8%

Reasons for visit	
<i>(Several answers possible)</i>	
Identifying new suppliers/ business partners	38%
Contact with existing suppliers/ business partners	24%
See new developments/ trends	22%
Networking	18%
Preparation/implentation of purchase decisions	8%

Overall assessment	
Satisfied	96%

New suppliers were found	
Yes	50%

Recommendation	
Yes	96%

Received information on innovations	
Yes	52%

* Difference to 100% = Pupils, students, not employed (3%)



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