

# EuroCIS 2016

<b>Exhibitors total</b>	<b>411</b>
Exhibitors Germany	239
Exhibitors other countries	172
<b>Number of countries</b>	<b>29</b>

<b>Net space total (sqm)</b>	<b>10,767</b>
Net space Germany	6,552
Net space other countries	4,215



Visitor data from registry:

<b>Visitors total</b>	<b>10,427</b>
From Europe	95%
- Germany	58%
- Other Europe	37%
From Non-European countries	5%
- Asia	4%
- America	1%
- Africa	0%
- Australia/Oceania	0%
<b>Number of countries</b>	<b>74</b>

<b>TOP 10 visitor countries</b>	
<i>(Basis: all foreign visitors)</i>	
The Netherlands	19%
Belgium	7%
United Kingdom	6%
Switzerland	5%
Italy	5%
France	4%
Austria	4%
Russia	4%
Spain	4%
Poland	3%

The Leading Trade Fair for  
Retail Technology

Dusseldorf, Germany

23. - 25. February 2016

[www.eurocis.com](http://www.eurocis.com)

Preliminary data;  
Subject to change

**179 accredited journalists from 11 countries**

(GI-MF/March 2016)

## Quality and structur of trade visitors

Based on the results of 573 interviews with trade visitors during EuroCIS 2016 conducted by means of the Computer-Interview-System

<b>Area of responsibility*</b>	
Business/company/plant management	14%
IT (information, communication technology)	26%
Sales, distribution	15%
Business development	9%
Marketing, advertising, PR	6%
E-Commerce	4%
Auditing, security	3%
Research and development, design	3%
Finances/accounting/controlling	3%
Purchasing/procurement	2%
Manufacture, production, quality control	2%
Servicing/maintenance	2%
Other	6%

<b>Industrial sector*</b>	
Food retail	14%
Non-food retail	8%
Wholesale trade	5%
Fashion retailer	4%
Other trade	6%
IT services	10%
Consultant, agency	6%
Other services	14%
IT and security industry	15%
Other industry	8%
Associations, administration, institution	2%
Other	3%

<b>Reasons for visit</b>	
<i>(Several answers possible)</i>	
Innovations/trends	53%
Contact to existing suppliers and business partners	35%
Search for new suppliers and business partners	33%
Preparation of purchase decision	13%
Purchase/Order	5%

<b>Occupational position</b>	
Top-Management	49%
Middle-Management	26%
Low-Management	25%

<b>Interest in product ranges</b>	
<i>(Several answers possible)</i>	
Till systems, check-out	38%
Mobile solutions	37%
Payment systems and cash management	32%
Omnichannel solutions and E-Commerce	31%
RFID	27%
Digital instore marketing, digital signage	25%
Business intelligence and CRM	22%
Merchandise information, supply chain management/logistics	19%
Communication systems	14%
Goods security, loss prevention	14%

<b>New suppliers were found</b>	
<i>(Basis: Visitors looking for new suppliers and business partners)</i>	
Yes	53%

<b>Overall assessment</b>	
Satisfied	93%

<b>Recommendation</b>	
Yes	91%

\*Difference to 100% = Pupil, student, not gainfully employed (5%)



Messe Düsseldorf GmbH  
Postfach 101006  
40001 Düsseldorf  
Germany  
Tel. +49 (0)211/45 60-01  
Fax +49 (0)211/45 60-6 68  
[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)

