

EUROCIS 2018 – FAIR PROFILE

EuroCIS

The Leading Trade Fair
for Retail Technology

19 – 21 Feb. 2019

Düsseldorf · Germany
www.eurocis.com

Exhibitors total	468
Exhibitors Germany	250
Exhibitors other countries	218
Number of countries	29

Net space total (sqm)	13,406
Net space Germany	8,185
Net space other countries	5,221

Visitor data from registry:

Visitors total	11,991
Germany	50%
Other Europe	44%
From Non-European countries	6%
Number of countries	92

Visitor data from registry:

TOP 10 visitor countries	
<i>(Basis: all foreign visitors)</i>	
The Netherlands	15%
Great Britain and Northern Ireland	7%
Russian Federation	6%
Belgium	5%
Italy	5%
Switzerland	5%
Austria	4%
Spain	4%
France	3%
Poland	3%

179 accredited journalists from 15 countries

Preliminary data; subject to change
(G1-MF/June 2018)

QUALITY AND STRUCTURE OF TRADE VISITORS

Based on the results of 590 interviews with trade visitors during EuroCIS 2018 conducted by means of the Computer-Interview-System

Decision making powers*	
Decisive	22%
Contributory (jointly decisive)	35%
Advisory function (consultative)	31%
Not involved	10%

Occupational position*	
Top-Management	49%
Middle-Management	27%
Low-Management	22%

Area of responsibility*	
Business/company/plant, management	14%
IT (information, communication technology)	30%
Sales, distribution	16%
Business development	11%
E-Commerce	5%
Marketing, advertising, PR	5%
Purchasing/procurement	3%
Research and development, design	3%
Other	11%

Industrial sector*	
Trade	33%
IT services	26%
Other services	12%
IT and security industry	8%
Other industry	6%
Consultant, agency	5%
Payment solutions	5%
Other	3%

Reasons for visit	
<i>(Several answers possible)</i>	
New developments/trends	36%
Contact with existing suppliers/business partners	29%
Identifying new suppliers/business partners	26%
Initiating purchase decisions	9%
Purchase/Order	4%

New suppliers were found	
Yes	49%

Interest in product ranges	
<i>(Several answers possible)</i>	
Till-/checkout-systems	48%
Payment systems and cash management	40%
Mobile solutions	39%
Omnichannelsolutions and E-Commerce	33%
Digital instore marketing, digital signage	31%
RFID	26%
Business intelligence und CRM	20%
ERP, merchandise-/supply chain management and logistics	16%
Scales	14%
Communication systems	12%
Merchandise-/article-/product-surveillance, Loss Prevention	11%
Surveillance systems, access control	10%
Workforce management	5%
Reverse vending systems (empty returns)	5%
Other	9%

Overall assessment	
Satisfied	97%

Recommendation	
Yes	97%

* Difference to 100% = Pupils, Students, not employed (2%)



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