### Exhibitors and Net Space Total

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Germany</th>
<th>Other Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitors total</td>
<td>1,823</td>
<td>521</td>
<td>1,302</td>
</tr>
<tr>
<td>Net space total (sqm)</td>
<td>156,552</td>
<td>53,668</td>
<td>102,884</td>
</tr>
</tbody>
</table>

### Visitor Data from Registry

- **Visitors total**: 260,165
  - From Europe: 66%
    - Germany: 25%
    - Other Europe: 43%
  - From Non-European countries: 32%
    - Asia: 19%
    - America: 9%
    - Africa: 3%
    - Australia/Oceania: 1%
- **Number of countries**: 189

### Top 10 Visitor Countries (Basis: all foreign visitors)

- India: 5%
- Italy: 4%
- The Netherlands: 4%
- France: 4%
- United States of America: 3%
- China: 3%
- Great Britain: 3%
- Belgium: 3%
- Turkey: 3%
- Spain: 2%

### Quality and Structur of Visitors

Based on the results of 2,949 interviews with trade visitors (98%) during drupa 2016 conducted by means of the Computer-Interview-System

#### Industrial sector*

- Printing industry: 55%
- Packaging industry: 11%
- Publishing and media industry: 4%
- Consumer goods industry: 2%
- Other industry: 7%
- Trade: 2%
- IT, software, etc.: 2%
- Services/Consultants: 2%
- Other Services: 5%
- Other: 5%

#### Reasons for visit (Several answers possible)

- Innovations/trends: 56%
- Contact to existing suppliers and business partners: 34%
- Search for new suppliers and business partners: 31%
- Industry meeting/networking: 22%
- Preparation of purchase decision: 22%
- Purchase/Order: 10%

#### New suppliers were found (Basis: All trade visitors)

- Yes: 62%

#### Overall assessment

- Satisfied: 98%

#### Recommendation

- Yes: 97%

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

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**drupa 2016**

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- **Exhibitors Germany**: 521
- **Exhibitors other countries**: 1,302
- **Number of countries**: 54

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**1,824 accredited journalists from 73 countries**

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http://www.drupa.com