

# FACTS + FIGURES

21 - 24 OCTOBER 2014

**glasstec**

INTERNATIONAL TRADE FAIR FOR GLASS  
PRODUCTION • PROCESSING • PRODUCTS

[www.glasstec.de](http://www.glasstec.de)

EXHIBITORS TOTAL	1.217
Exhibitors by origin	
Germany	378
Other countries	839
Number of countries	51

NET SPACE TOTAL (SQM)	60.601
Net space by origin	
Germany	19.863
Other countries	40.738

ACCREDITED JOURNALISTS	262
Number of countries	23

VISITORS TOTAL	42.701
Visitors by origin	
Germany	37%
Other countries	63%
Number of countries	87

GERMANY	
West Germany	36%
South Germany	24%
Southwest Germany	15%
East Germany	14%
North Germany	11%

OTHER COUNTRIES	
Europe	68%
EU	59%
Other european countries	9%
Asia	13%
South/East/Central Asia	8%
Middle East	5%
North America	7%
South and Central America	6%
Africa	4%
Australia/Oceania	2%

COUNTRIES OF ORIGIN (TOP 10)*	
The Netherlands	8%
France	7%
USA	6%
Belgium	6%
Great Britain/Northern Ireland	6%
Italy	5%
Austria	4%
Spain	3%
Russian Federation	3%
Poland	3%

DECISION-MAKING POWERS**	
Decisively	36%
Contributory	27%
In an advisory capacity	22%
No influence	11%

INDUSTRIAL SECTOR**	
Manufacturing, processing, finishing glass (glass industry)	35%
Machine and plant construction	13%
Glass supply industry	8%
Windows + Façades (manufacturer)	4%
Skilled crafts and trades	8%
Trade	8%
Architecture + construction	6%
Research institute/University/college/technical college	2%
Other services	3%
Solar energy	1%
Other	8%

AREA OF RESPONSIBILITY**	
Business/company/plant management	28%
Manufacture, production, quality control	18%
Research, development, design	17%
Sales, distribution	13%
Purchasing/procurement	6%
Servicing/maintenance	3%
Marketing, advertising, PR	2%
Other	9%

OCCUPATIONAL POSITION	
Independent entrepreneur, co-owner, freelance employee	23%
Managing director, board member, head of an authority	17%
Area, operations, plant, branch manager, office head	17%
Department head/group leader	20%
Employee, civil servant, specialist	14%
Lecturer/Teacher	1%
Trainee	2%
Other	2%
Student, pupil	3%
Not working	1%

INTEREST IN PRODUCT RANGES	
(Several answers possible)	
Glass processing and finishing	53%
Glass manufacture/production technology	43%
Glass products and applications	39%
Tools, spare/expendable parts, auxiliary materials, equipment	25%
Measuring, controlling, regulating technology, software	15%
Solar applications	10%
Contracting, consulting, engineering, services	9%
Research and training, trade publishers, associations/organizations	8%
Glass recycling	7%
Solar production engineering	6%
Materials/components for solar production	4%

REASONS FOR VISIT	
(Several answers possible)	
Innovations/trends	43%
Contact to existing suppliers and business partners	37%
Search for new suppliers and business partners	33%
Preparation of purchase decision	12%
Purchase/Order	12%

NEW SUPPLIERS WERE FOUND	
(Basis: Visitors looking for new suppliers and business partners)	
Yes	63%

OVERALL ASSESSMENT	
Satisfied	97%

RECOMMENDATION OF GLASSTEC	
Yes	95%

Based on the results of 1.321 interviews with visitors during glasstec 2014 conducted by means of the Computer-Interview-System

Preliminary data, Subject to change (UI-MF/October 2014)

\* Basis: other countries

\*\* Difference to 100% = Students, pupils, not working people (4% of the trade visitors)