

wire 2016

Exhibitors total	1,335
Exhibitors Germany	313
Exhibitors other countries	1,022
Number of countries	53

Visitor data:

Visitors total	38,255
From Europe	79%
- Germany	35%
- Other Europe	44%
From Non-European countries	21%
- Asia	11%
- America	5%
- Africa	4%
- Australia/Oceania	1%
Number of countries	134

Net space total (sqm)	59,522
Net space Germany	15,875
Net space other countries	43,647

TOP 10 visitor countries	
<i>(Basis: all foreign visitors)</i>	
Italy	11%
France	8%
Belgium	6%
India	5%
Great Britain / Northern Ireland	5%
Switzerland	4%
Turkey	4%
Spain	4%
Poland	4%
United States	3%

266 accredited journalists from 19 countries



International Wire and Cable
Trade Fair

Dusseldorf, Germany

4. - 8. April 2016

www.wire.de

Preliminary data;
Subject to change

(GI-MF/April 2016)

Quality and structure of visitors

Based on the results of 923 interviews with visitors during wire 2016 conducted by means of the Computer-Interview-System

Area of responsibility*	
Business/company/plant management	27%
Manufacture, production, quality control	23%
Research and development, design	16%
Purchasing/procurement	11%
Sales, distribution	10%
Servicing/maintenance	3%
Marketing, advertising, PR	2%
Other	5%

Occupational position	
Top-Management	52%
Middle-Management	23%
Low-Management	25%

Decision-making powers	
Decisively	31%
Contributory	36%
In an advisory capacity	20%
No influence	13%

Industrial sector*	
Wire industry	33%
Iron, steel and NF metal industry	12%
Cable industry	11%
Automotive industry incl. supplier industry	9%
Other industry	13%
Technical/specialist retail trade	4%
Other trade	6%
Skilled trades	3%
Services	3%
Other	3%

Interest in product ranges	
<i>(Several answers possible)</i>	
Machines for processing wire, steel rods and coil	37%
Machines for producing wire, steel rods and coil	36%
Resources (machines, devices, tools, fuels)	24%
Final products	22%
Moulding technology	19%
Spring manufacturing techn.	10%
Meshwelding Machinery	7%
Other	20%

Reasons for visit	
<i>(Several answers possible)</i>	
Innovations/trends	35%
Contact to existing suppliers and business partners	36%
Search for new suppliers and business partners	30%
Preparation of purchase decision	13%
Purchase/Order	12%

New suppliers were found	
<i>(Basis: Visitors looking for new suppliers and business partners)</i>	
Yes	66%

Overall assessment	
Satisfied	97%

Recommendation	
Yes	96%

*Difference to 100% = Pupil, student, not gainfully employed (3%)



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