

Nuremberg, Germany  
12-14.1.2016



# EUROGUSS 2016

International Trade Fair for Die Casting: Technology, Processes, Products

## SHOW REPORT



NÜRNBERG / MESSE

## 1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	579 (470)	267 (228)	312 (242)
Visitors	12,032 (11,187)	7,592 (7,639)	4,440 (3,548)
Total exhibition space (in m <sup>2</sup> )	33,100 (25,300)	— (—)	— (—)
Exhibitor stand space (in m <sup>2</sup> )	16,290 (12,835)	8,147 (6,745)	8,143 (6,090)
Special shows (in m <sup>2</sup> )	462 (550)	— (—)	— (—)

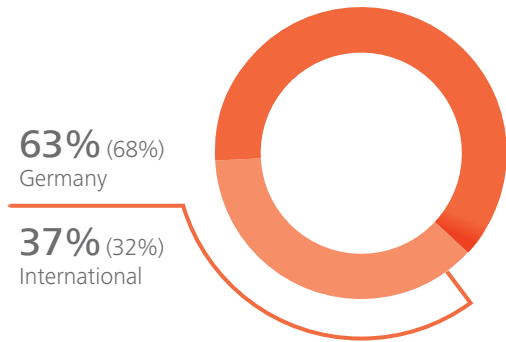
## 2. MEDIA

56 — accredited journalists from 7 countries.

112,634 — visits and 1,117,662 page impressions from 83 countries at www.euroguss.de from 14.01.2015 bis 14.01.2016

### 3. VISITOR REGISTRATION

#### 3.1 ORIGIN OF VISITORS



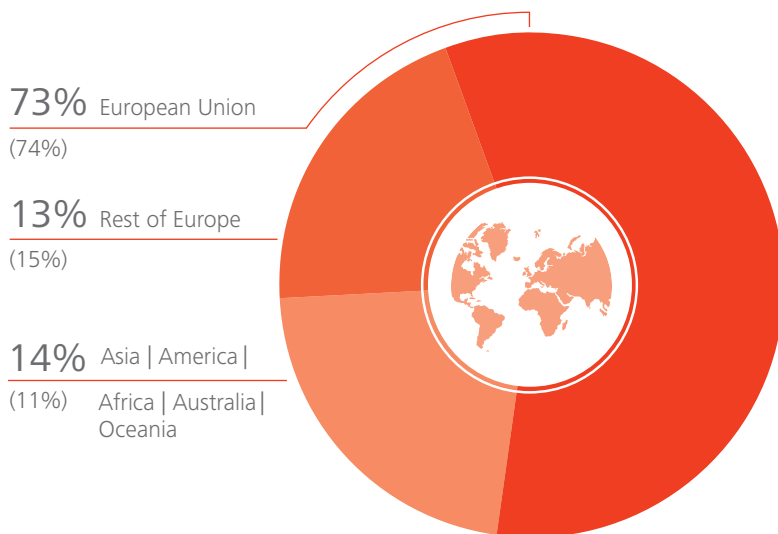
NUMBER OF COUNTRIES:

**61**  
(61)

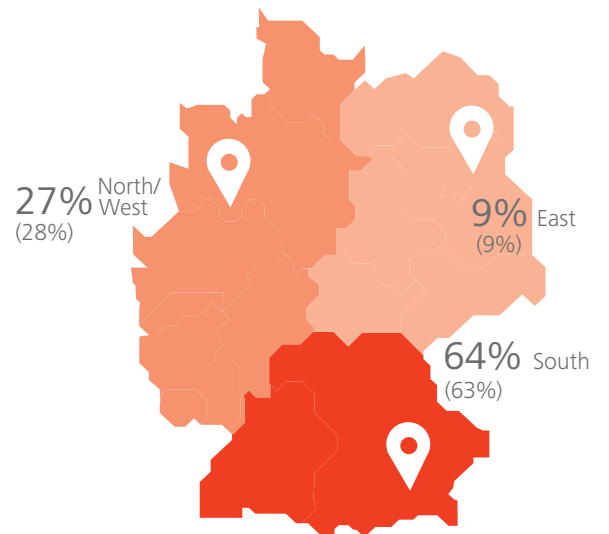
#### TOP 10 COUNTRIES FOR VISITORS



#### STRUCTURE OF INTERNATIONAL VISITORS

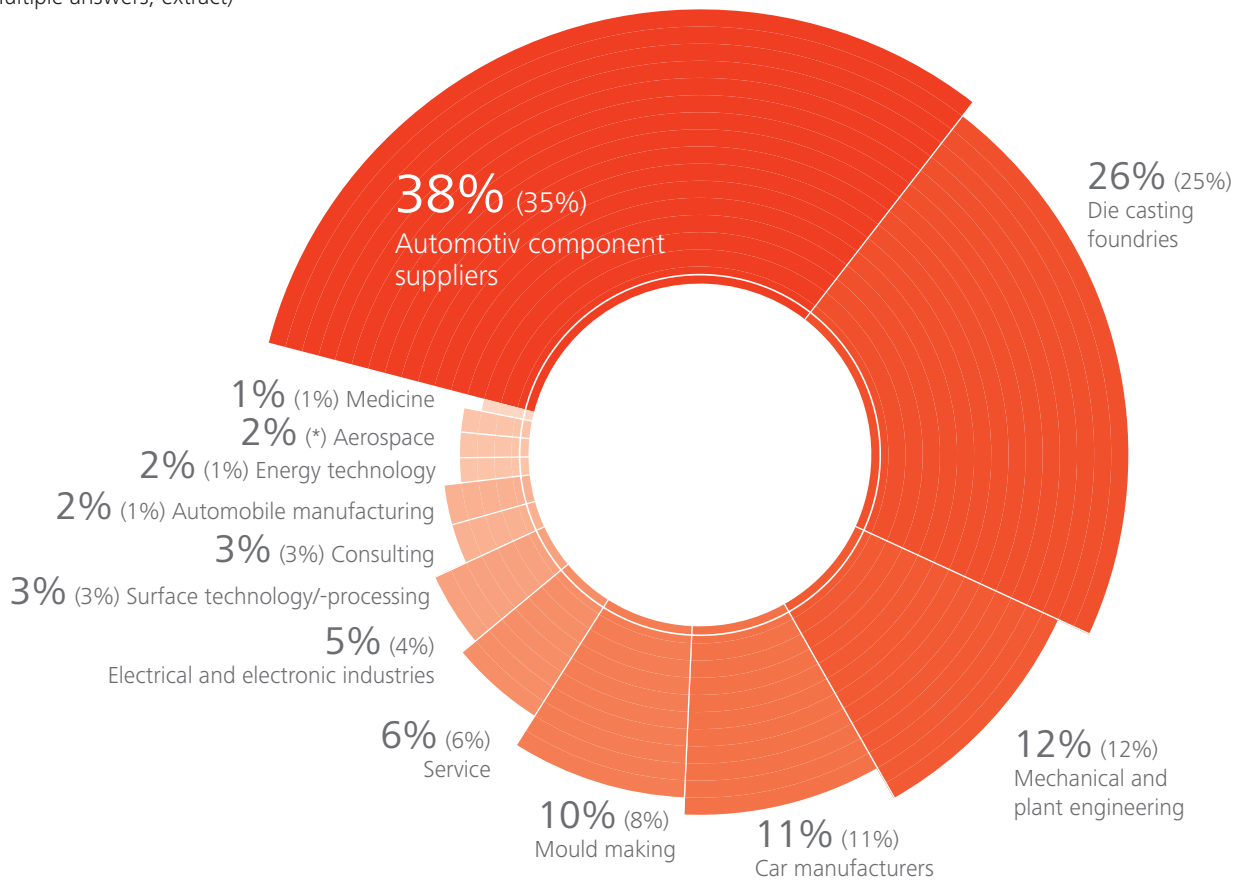


#### STRUCTURE OF GERMAN VISITORS

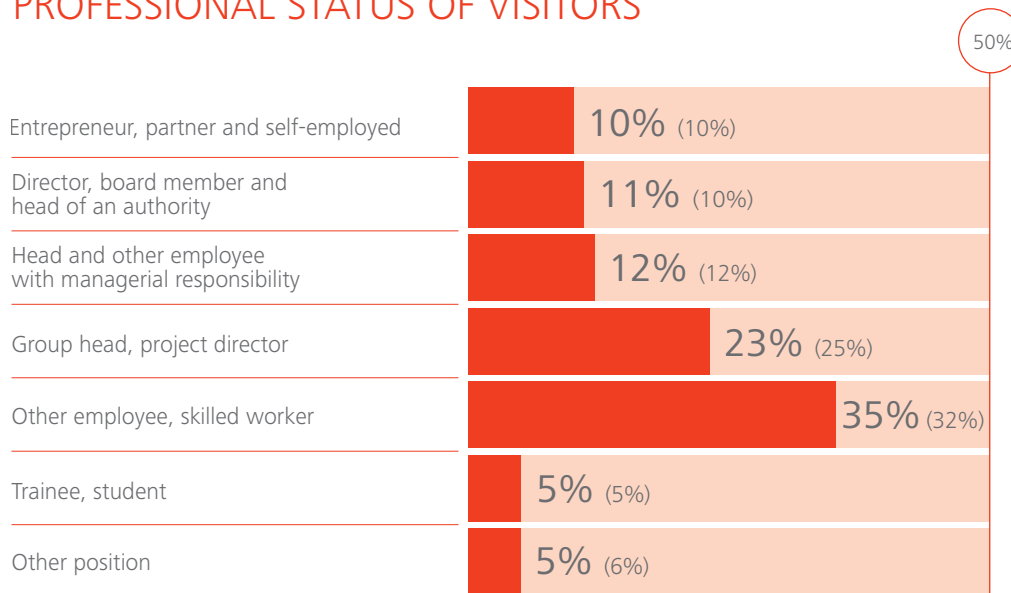


### 3.2 VISITORS' BRANCHES

(Multiple answers, extract)



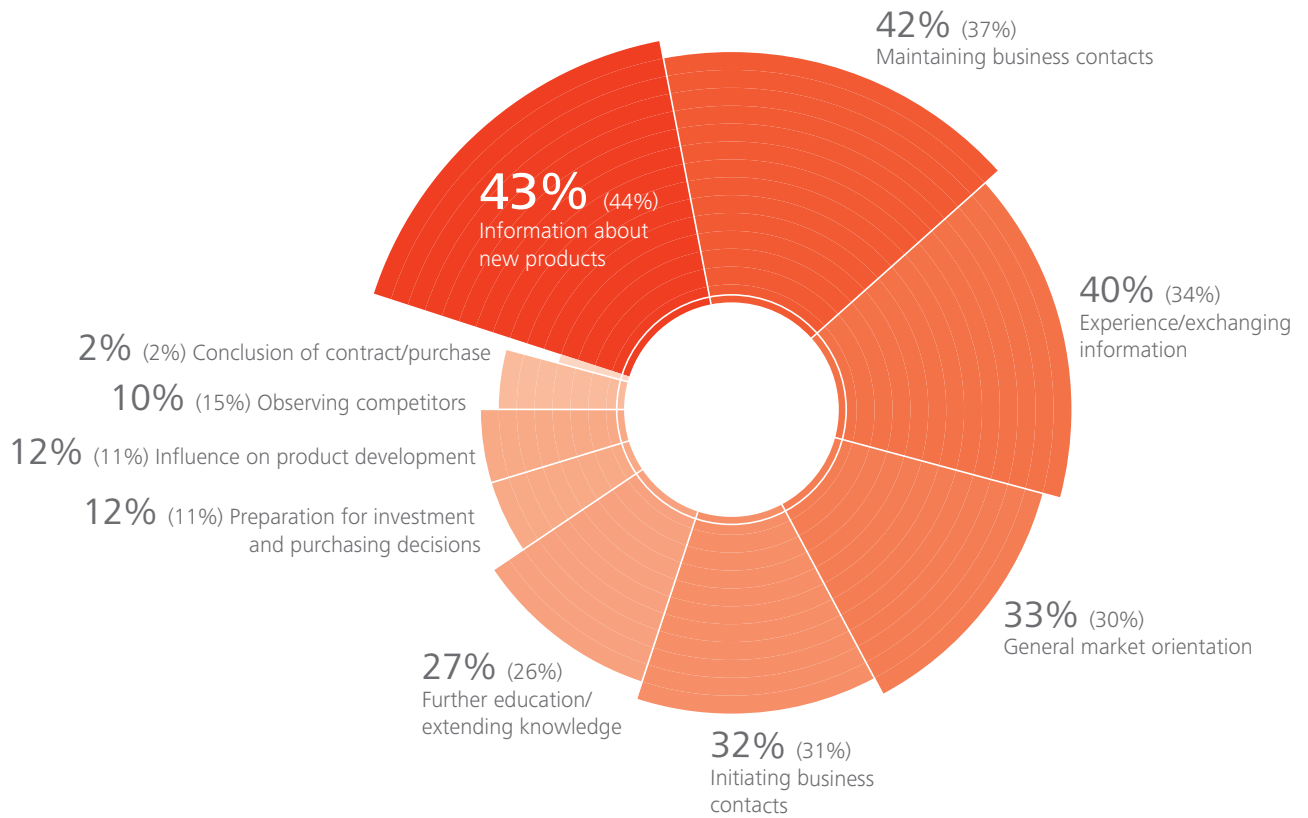
### 3.3 PROFESSIONAL STATUS OF VISITORS



## 4. VISITOR SURVEY

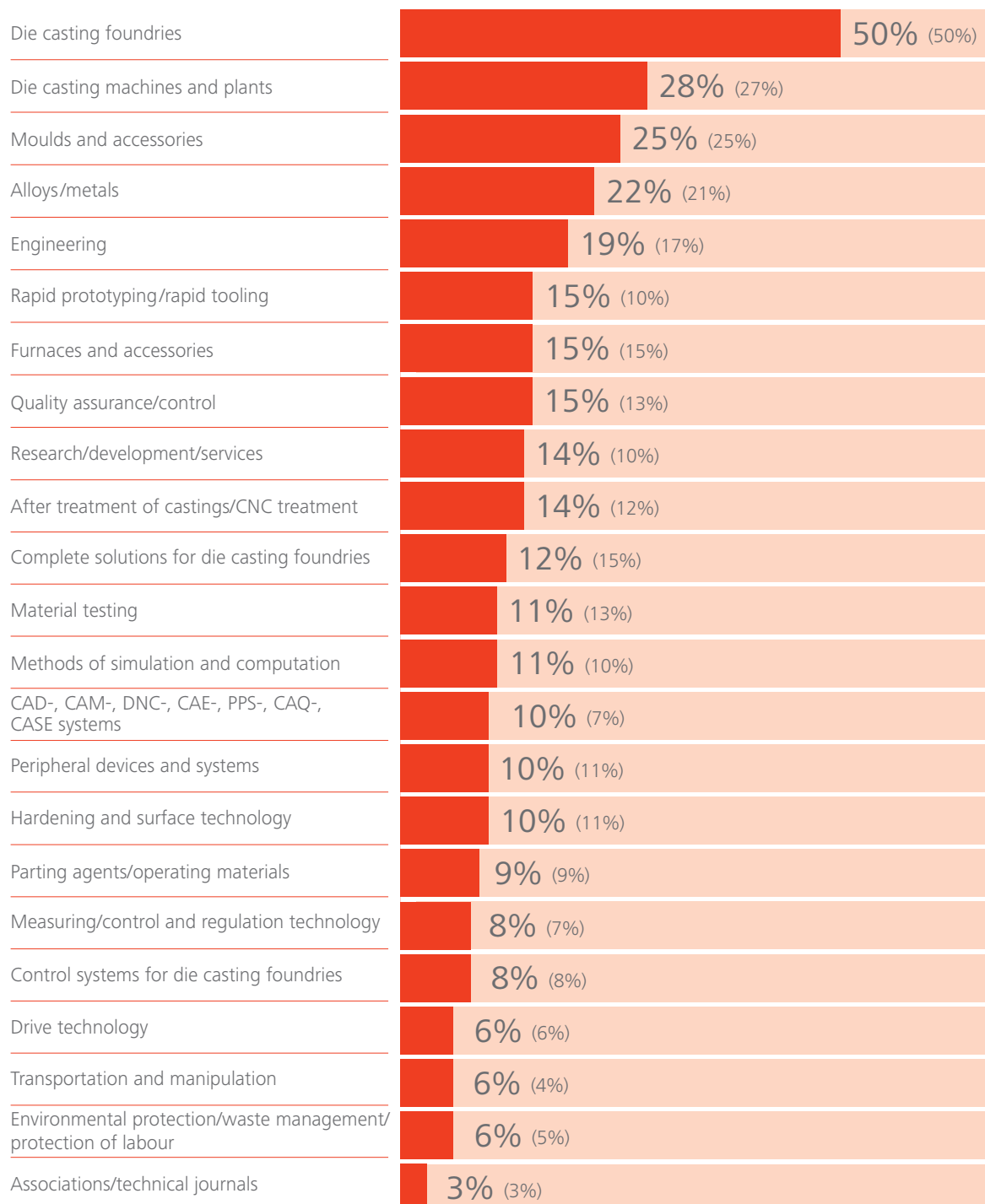
### 4.1 MAIN REASONS FOR VISIT

What are the main reasons for your visit to EUROGUSS 2016? (Multiple answers, extract)



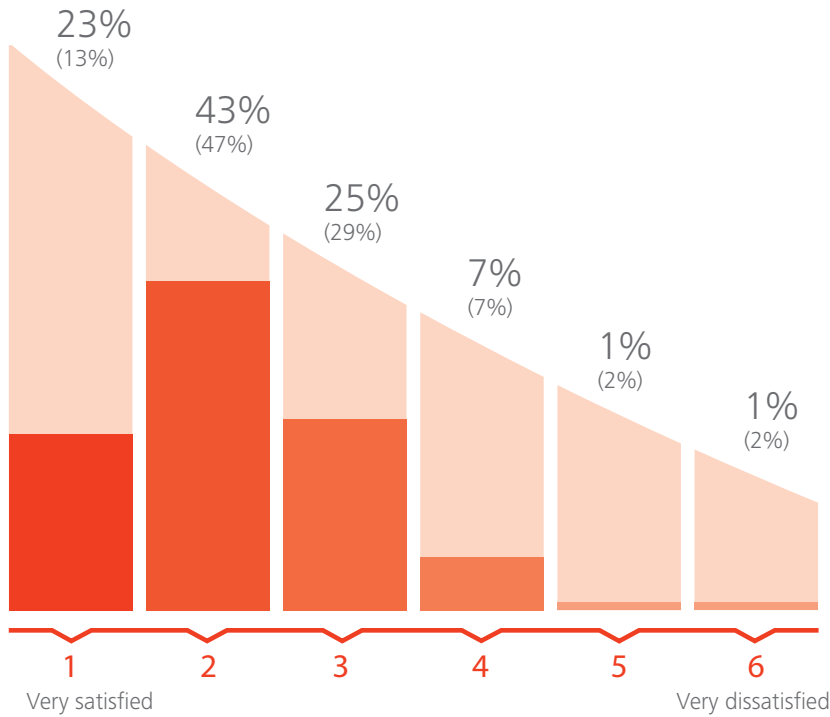
## 4.2 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at EUROGUSS 2016? (Multiple answers)



### 4.3 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at EUROGUSS 2016?

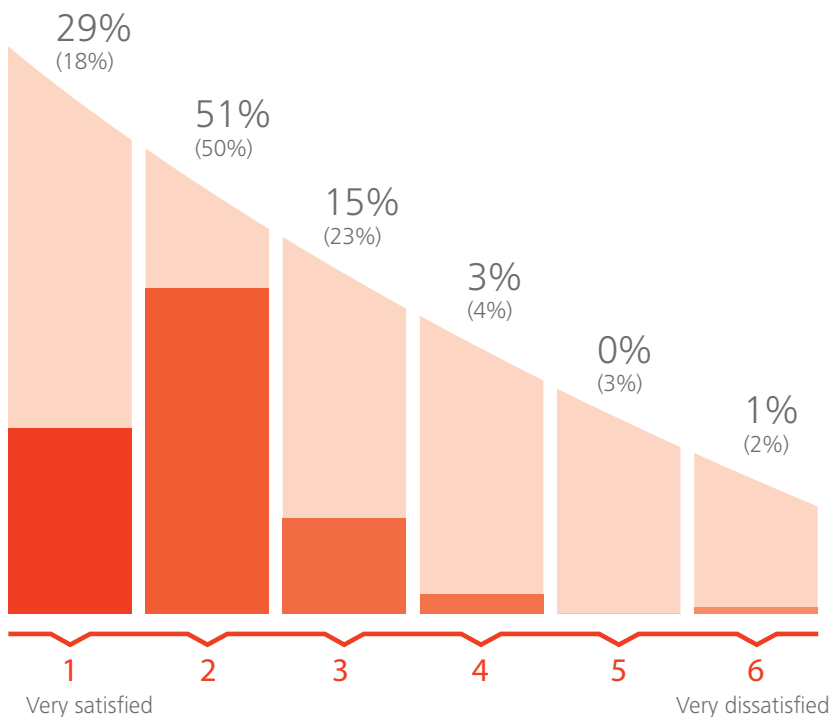


# 98 %

98% (96%) of the visitors were satisfied with the range of products and services presented at EUROGUSS 2016.

### 4.4 ORGANIZATION AND SERVICE

How satisfied are you with the organization and service at this trade fair?

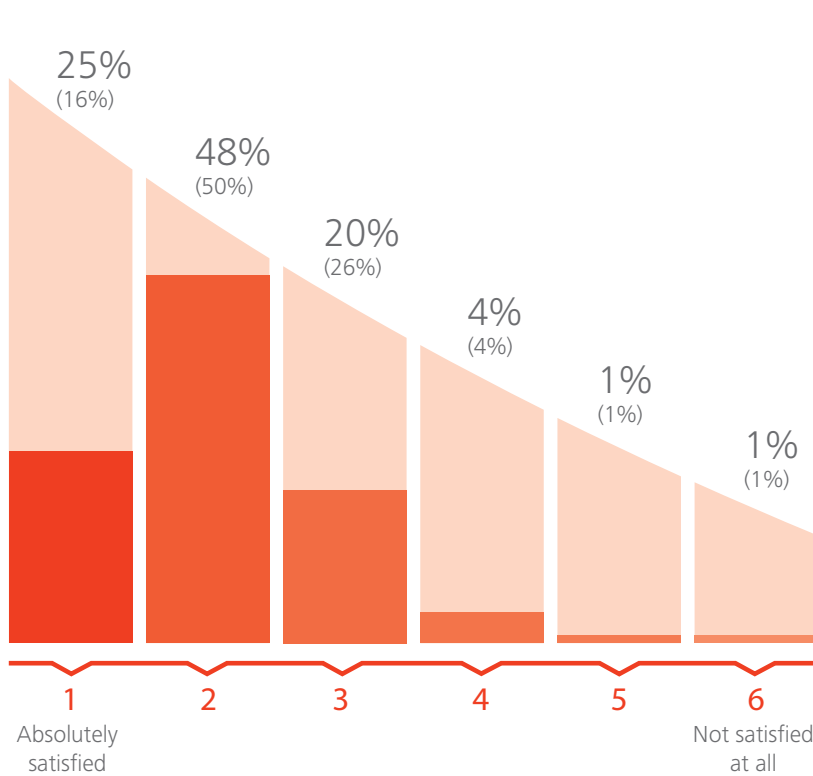


# 98 %

98% (95%) of the visitors were satisfied with the organization and service at EUROGUSS 2016.

## 4.5 OVERALL SATISFACTION

How satisfied are you overall with your visit to EUROGUSS 2016 so far?



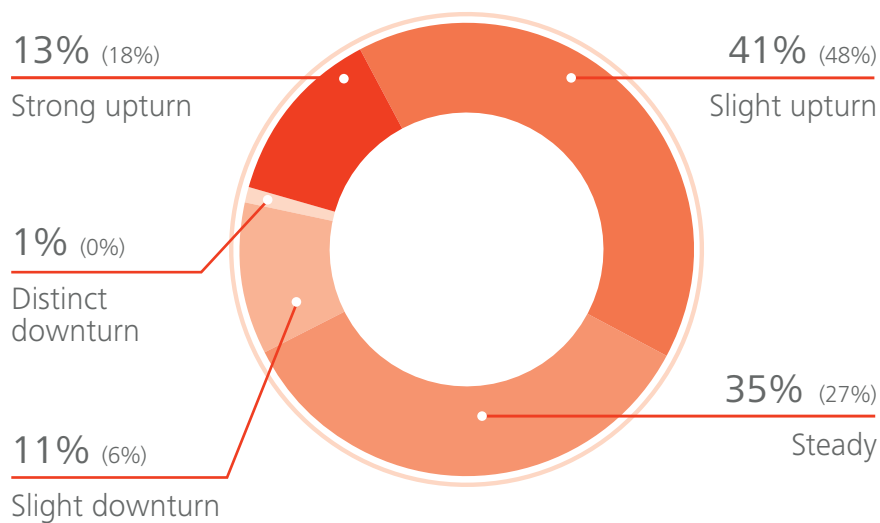
# 97%

97% (96%) of the visitors were satisfied with their visit to the trade fair.

No answer: 0% (1%)

## 4.6 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?

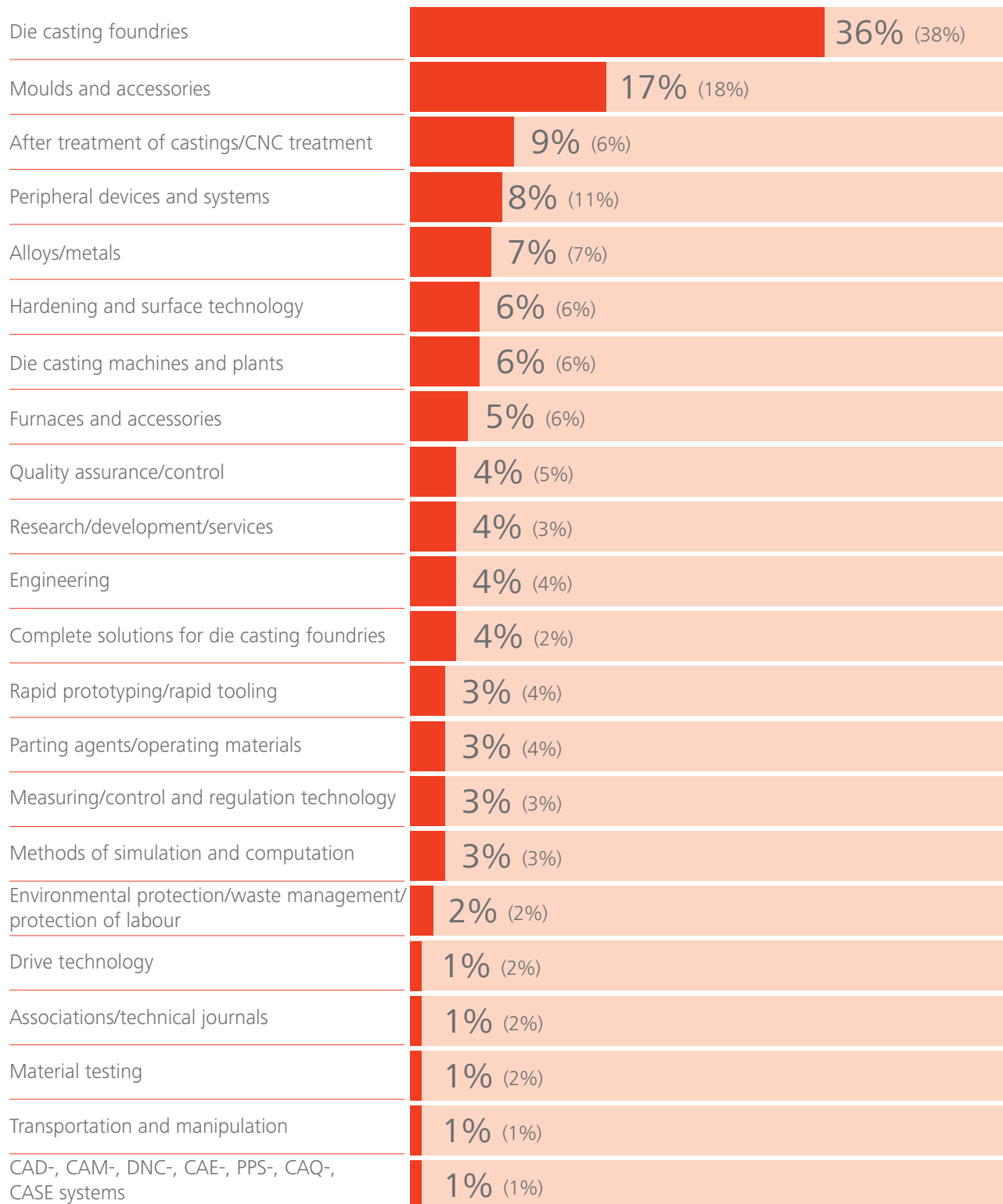




## 5. EXHIBITOR SURVEY

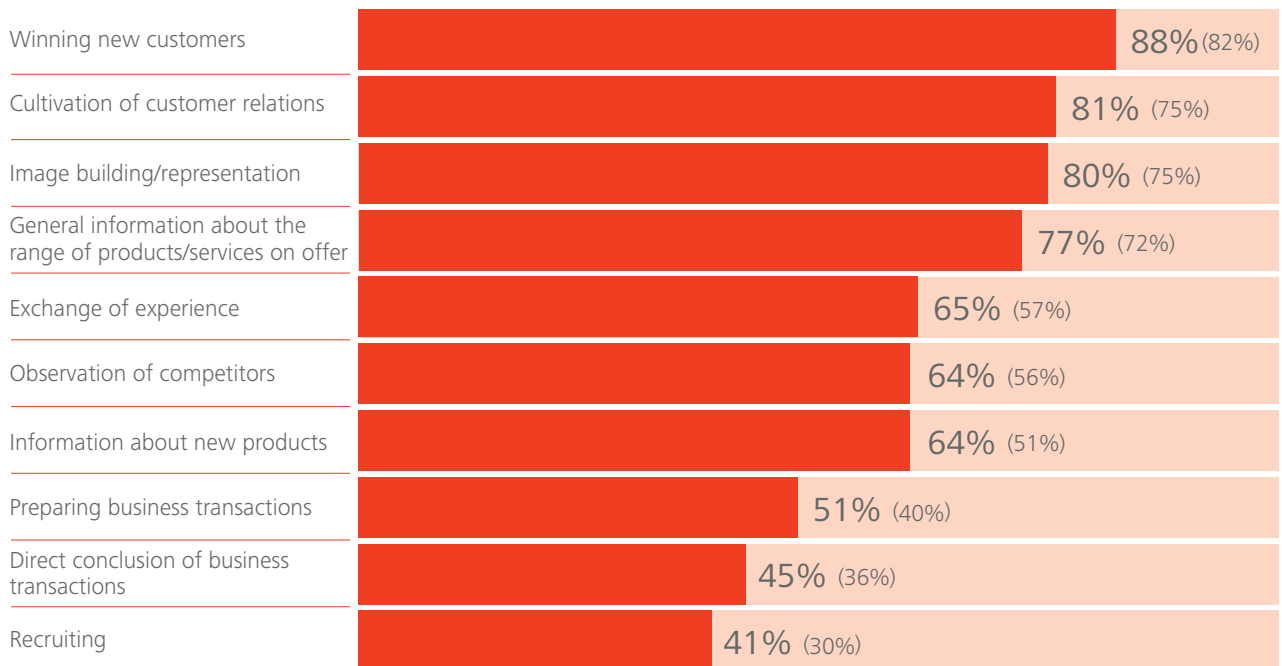
### 5.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers)



## 5.2 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at EUROGUSS 2016? (Multiple answers, extract)



## 5.3 TARGET GROUP ACCURACY

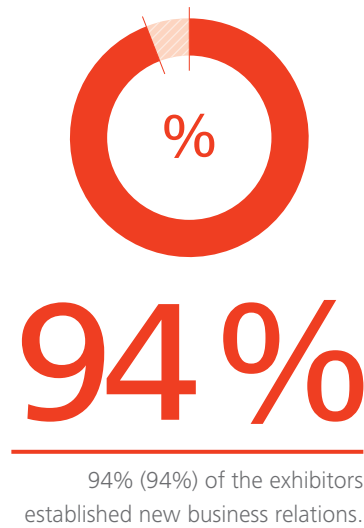
Did you reach your most important target groups at EUROGUSS 2016?



97% (98%) of the exhibitors reached their most important target groups during EUROGUSS 2016.

## 5.4 NEW BUSINESS RELATIONS

To what extent did your company make new business connections in the course of the fair?



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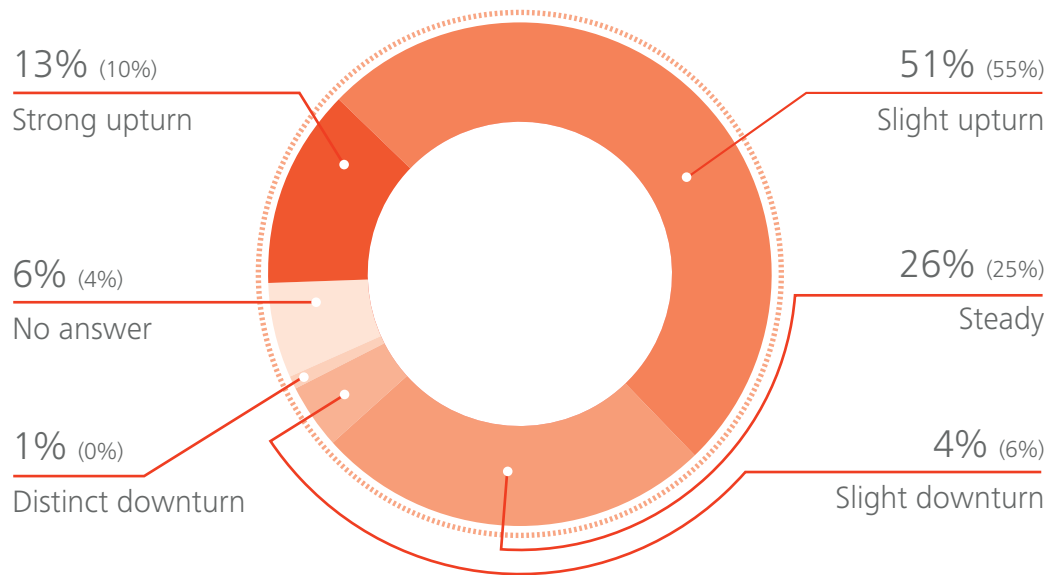
## 5.5 OVERALL SUCCESS

How successful do you think taking part in EUROGUSS 2016 was for your company overall?



## 5.6 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



## MISCELLANEOUS

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



Further information is available at [www.fkm.de](http://www.fkm.de).

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Market Research, telephone +49(0)911.8606-0, fax +49(0)911.8606-8228, [info@nuernbergmesse.de](mailto:info@nuernbergmesse.de).

February 2016  
NürnbergMesse GmbH  
- Market Research -

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