



**Exhibition for metal working**

**23. - 26.05.2017 | Tehran**

organised by Messe Stuttgart and VDW

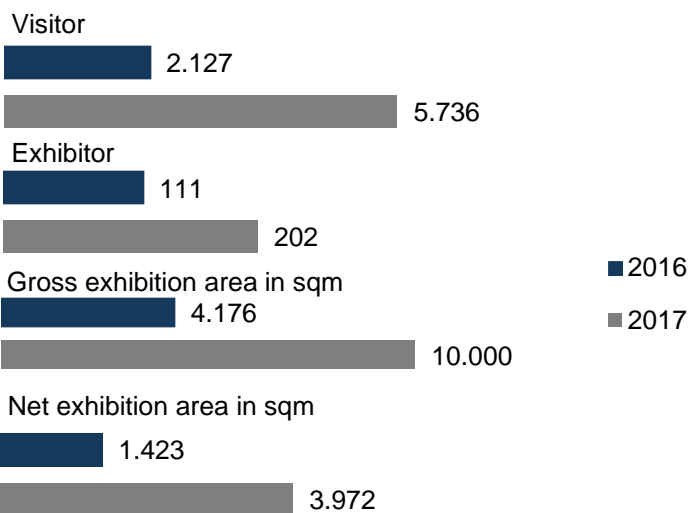
## Show report 2017

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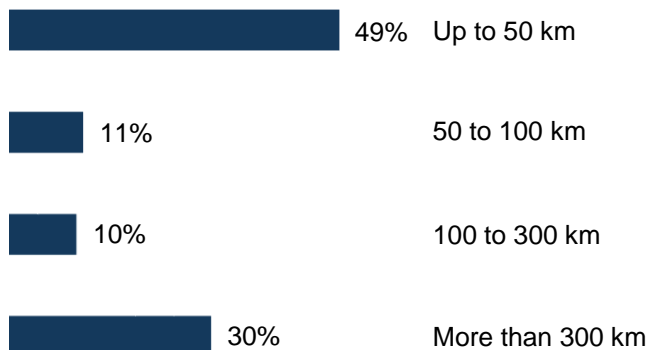
## Statistics

202 exhibitors presented their products and services to 5.736 visitors.



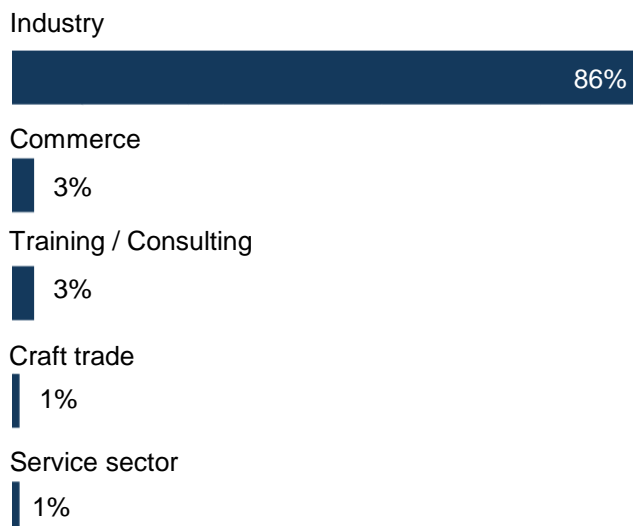
## Visitor survey – Catchment area

49% of the visitors come from up to 50 km.



## Visitor survey - TOP 5 / Economic sector\*

86% of all visitors are employed in the industry sector.



\*Multiple choice



## Visitor survey – TOP 5 visitor groups\*

23% of the visitors come from the automobile manufacturing industry.

Automobile manufacturing industry

23%

Components supply industry

14%

Mould die-making industry

11%

General machinery engineering

11%

Electronics industry

5%

\*Multiple choice

## Visitor survey – Position in company

Most visitors have positions in management, manufacture or R&D, planning and sales.

Management

46%

Manufacture, production, quality control

13%

Research, development, design

11%

Planning, construction

9%

Sales

7%

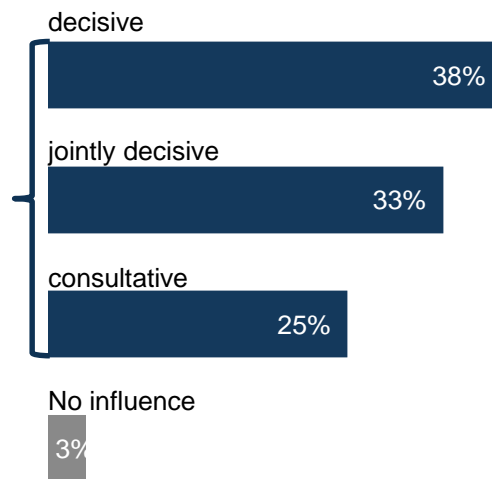
Other area of responsibility

8%



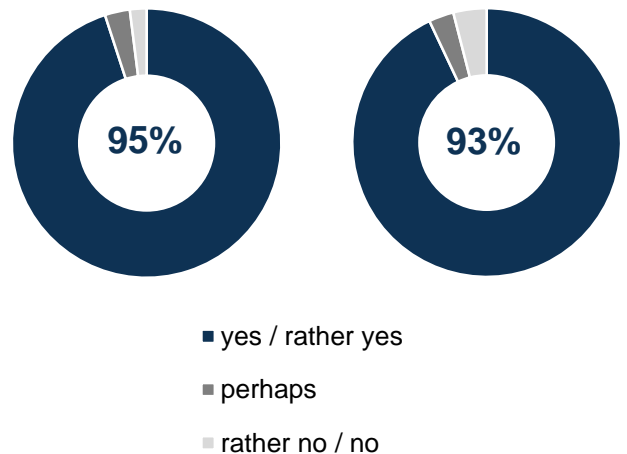
## Visitor survey – Decision-making competency

97% of all visitors have influence on purchasing or procurement decisions.



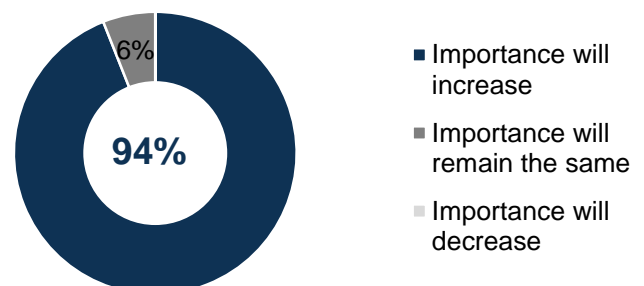
## Visitor survey – Intention of revisitation & Intention of recommendation

95% of visitors would visit AMB Iran again. 93% would recommend the trade show to others.



## Visitor survey – Importance

94% of the visitors think, that the importance of AMB Iran will increase in the future.

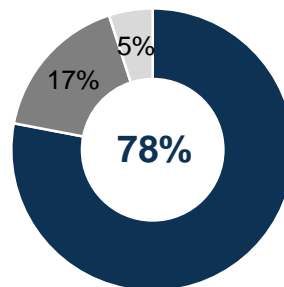




## Visitor survey – General assessment

AMB Iran is rated with a good average grade of 2.0 by visitors.

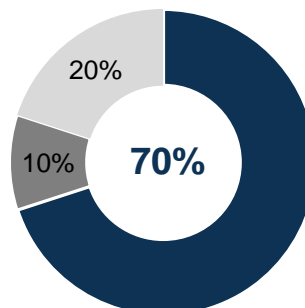
*(scale of 1 to 5, with 1 being the best grade)*



- very good / good
- moderate
- poor / very poor

## Visitor survey – Completeness of offer

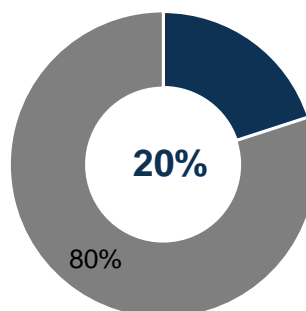
Already 70% of visitors think, that the range of products shown at AMB Iran is complete.



- yes / rather yes
- neither nor
- rather no / no

## Visitor survey – Visit of other trade fairs

20% of the visitors do not visit any other trade fairs beside AMB Iran.

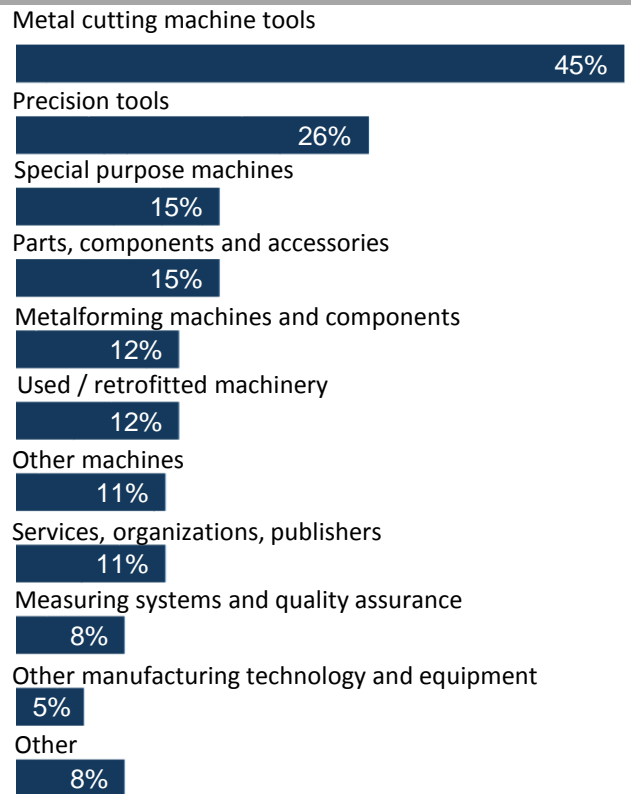


- no other trade fair
- other



## Exhibitor survey – product & service offer\*

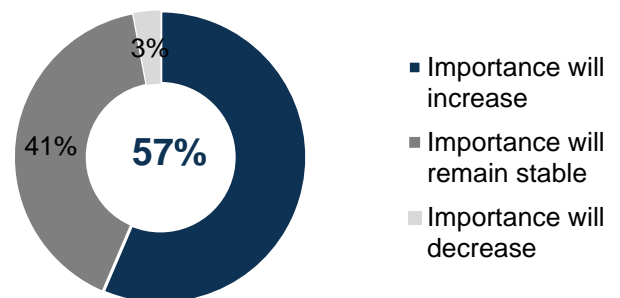
Metal cutting machine tools, precision tools and special purpose machines are the main products, which are presented at AMB Iran.



\*Multiple choice; only answers above 5% are shown

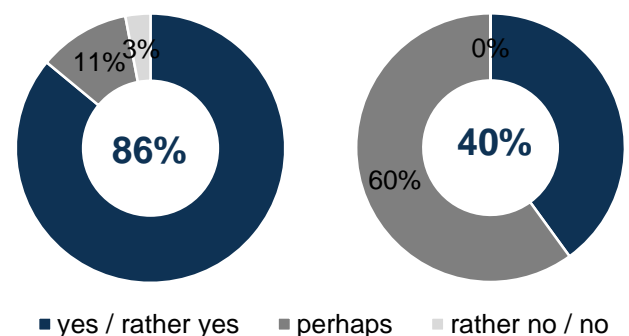
## Exhibitor survey – Importance of AMB Iran for branch of industry

57% of exhibitors think, that the importance of AMB Iran for the branch of industry will increase or will remain stable.



## Exhibitor survey – Intention of recommendation and re-engagement

86% of exhibitors would recommend AMB Iran to others.  
40% are sure to exhibit again at the next edition.



The survey was carried out in writing and covers a sample of 74 questioned exhibitors.