



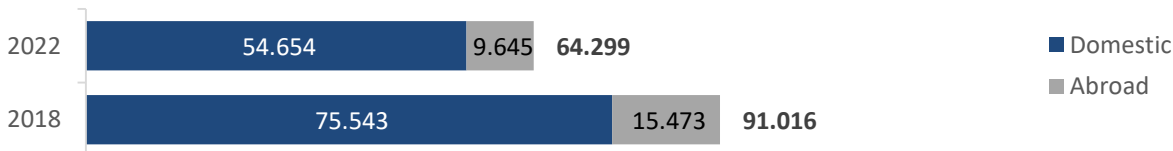
Show report 2022



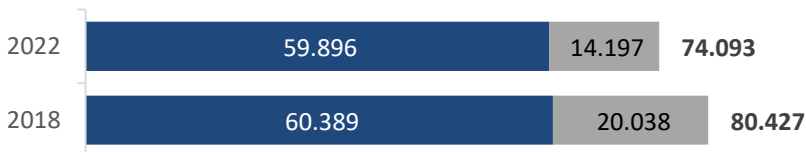
Statistics



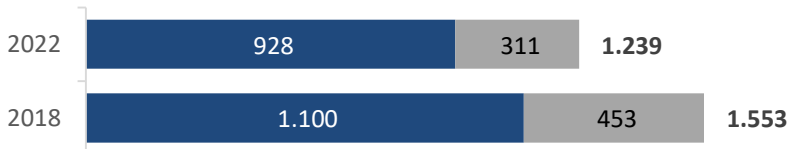
Visitors



Net exhibition space in sqm



Exhibitors



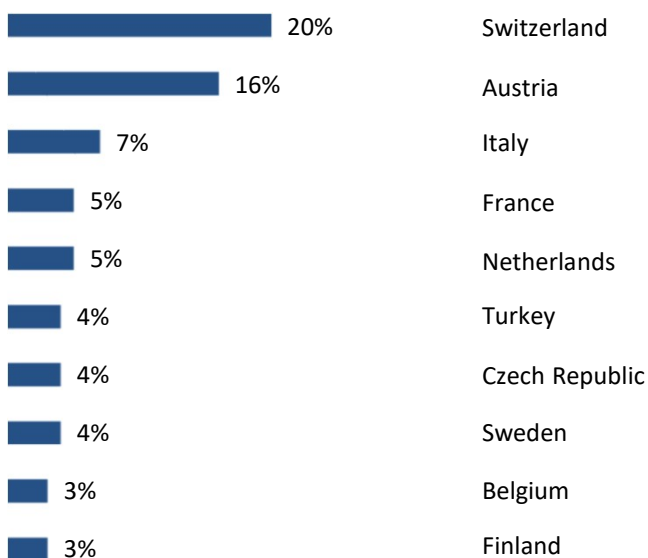
Origin of visitors*

64.299 visitors from 72 countries attended AMB 2022.

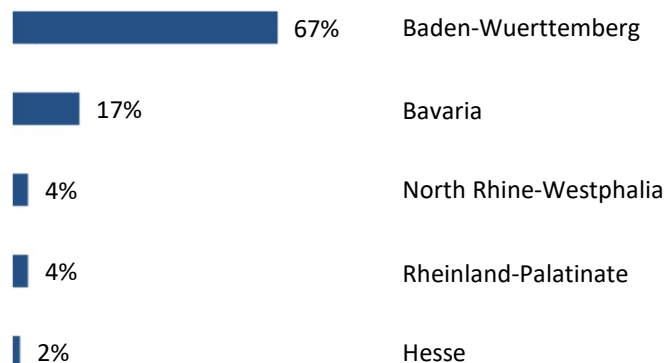
Origin of visitors*



Top 10 International visitors by country*



Top 5 German visitors by federal state

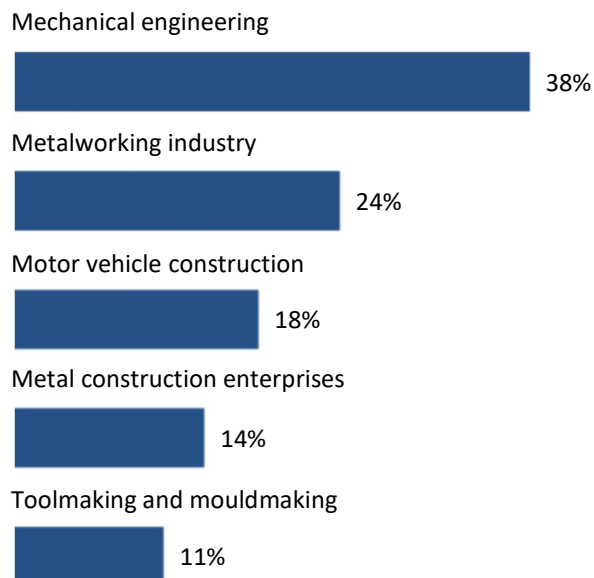


* According to visitor registration



Visitor survey – TOP 5 Industry branches*

The majority of AMB visitors is employed in the mechanical engineering and metalworking industry.

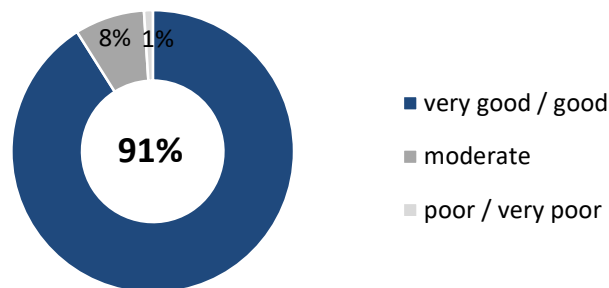


* Multiple choice

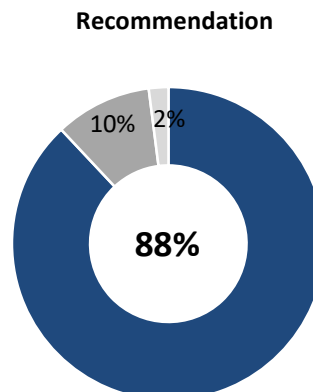
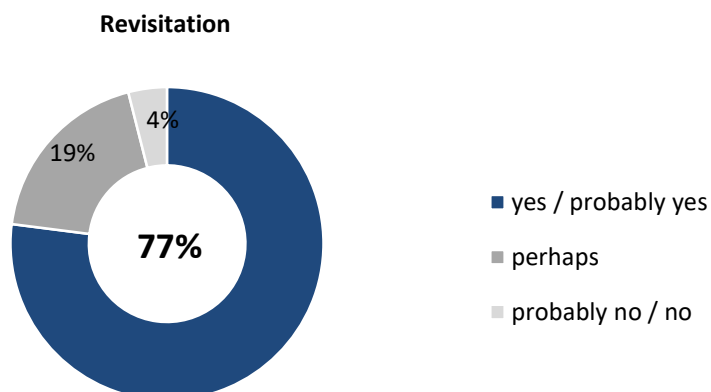
Visitor survey – General assessment of AMB 2022

91% of the visitors are rating AMB with a very good/good grade.

42% of all visitors attend no other trade fair besides AMB.

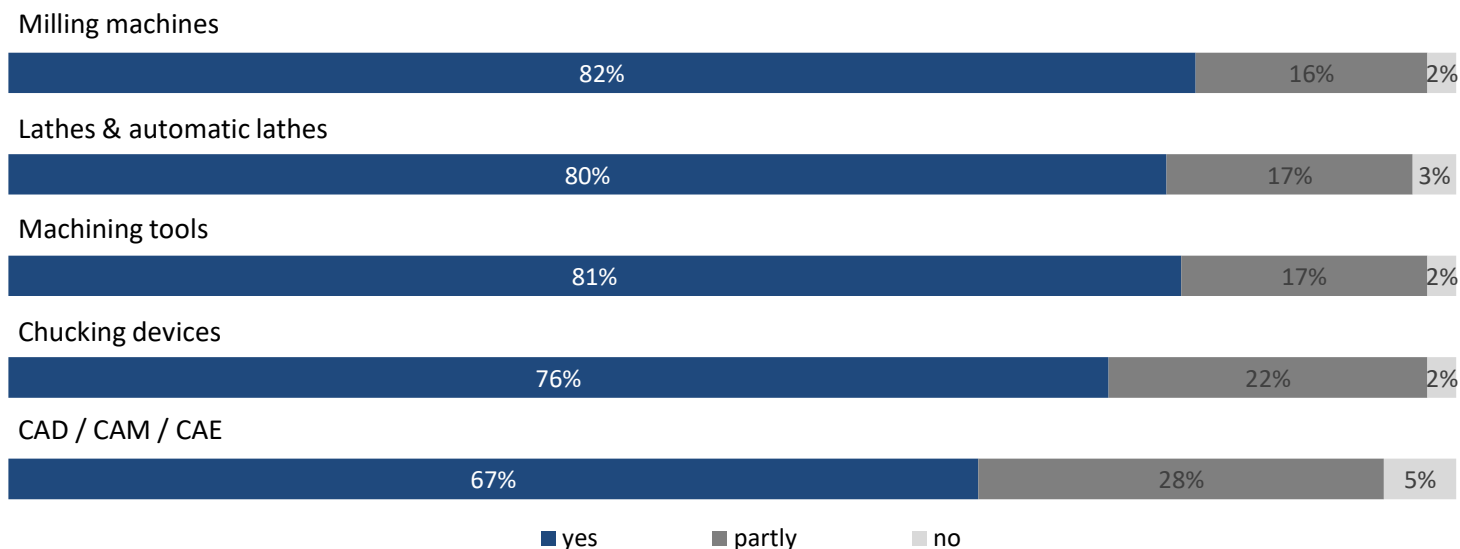


Visitor survey – Intention of revisitation & Recommendation





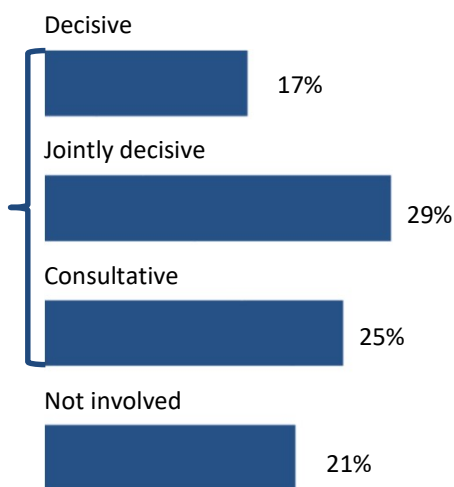
Visitor survey – Completeness of the offer*



* TOP 5 offerings according to relevance for the visitors

Visitor survey – Decision making competency*

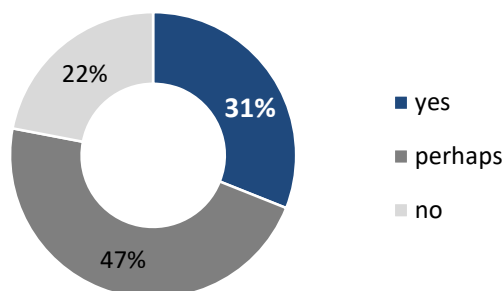
71% of the visitors are directly involved in purchasing and procurement processes.



*Difference to 100% = pupil, student, other not working

Visitor survey – Investment and / or purchase intentions

Four out of five AMB visitors come with investment and / or purchase intentions.





Exhibitor survey – TOP 5 Product offerings*

Machines

Milling machines



Lathes & automatic lathes



Grinding machines / Tool grinding machines



Flexible manufacturing cells and systems



Honing, polishing, lapping and deburring machines



Products / Services

Machining tools



Chucking devices



Machine and manufacturing software



Robots, workpiece and tool handling



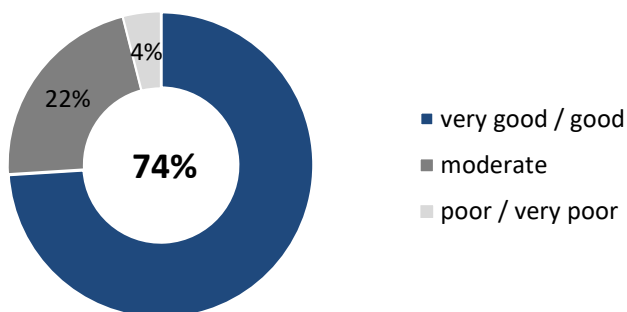
Components (mechanical, hydraulic, pneumatic, electric)



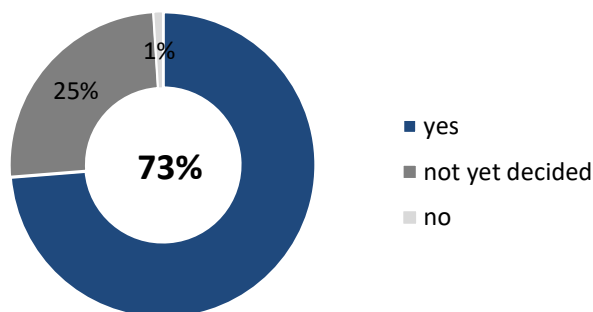
* Multiple choice

Exhibitor survey – General assessment & Intention to exhibit again

General assessment

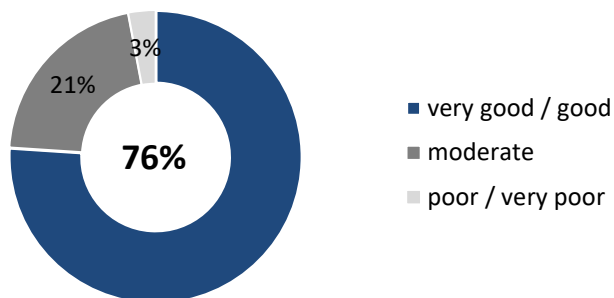


Intention to exhibit again



Exhibitor survey – Quality of visitors & Expectation of AMB 2022

Quality of trade visitors



Expectation of AMB 2022

