



**International exhibition  
for metal working**

**18.-22.09.2018  
Messe Stuttgart**

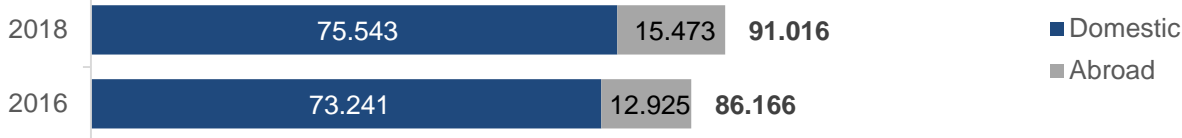
## Show report 2018

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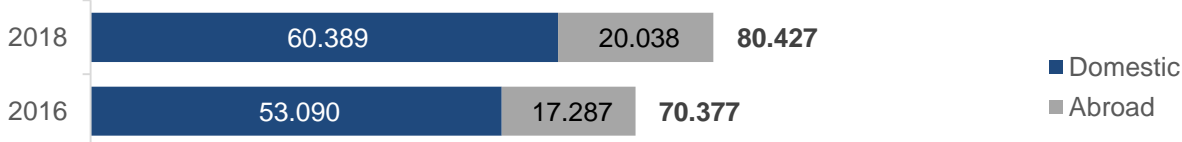


## Statistics

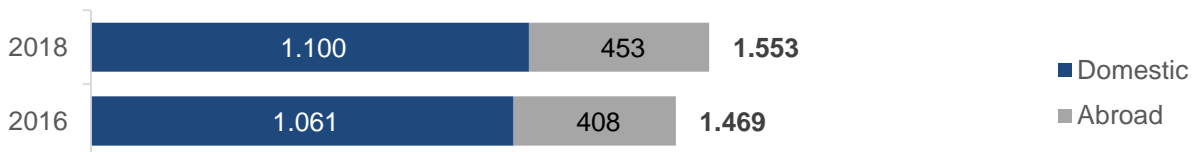
### Visitors



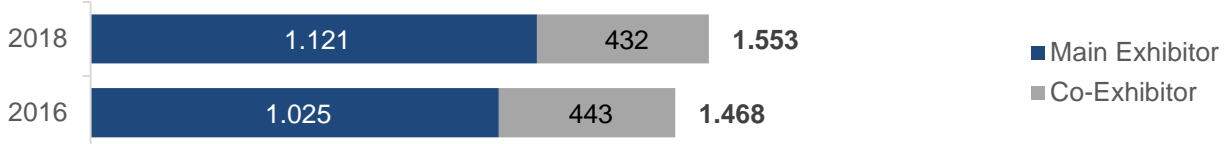
### Net exhibition space in sqm



### Origin of exhibitors



### Type of exhibitors



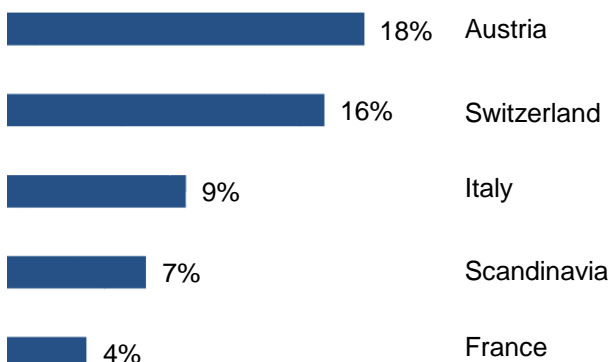
## Visitor survey – Origin of visitors

The visitors came from 83 countries in total.

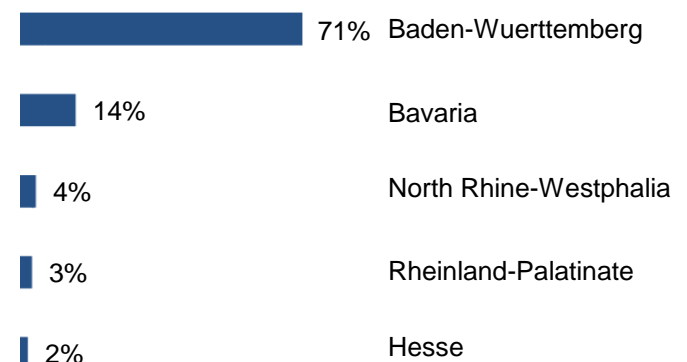
### Internationality



### Top 5 countries



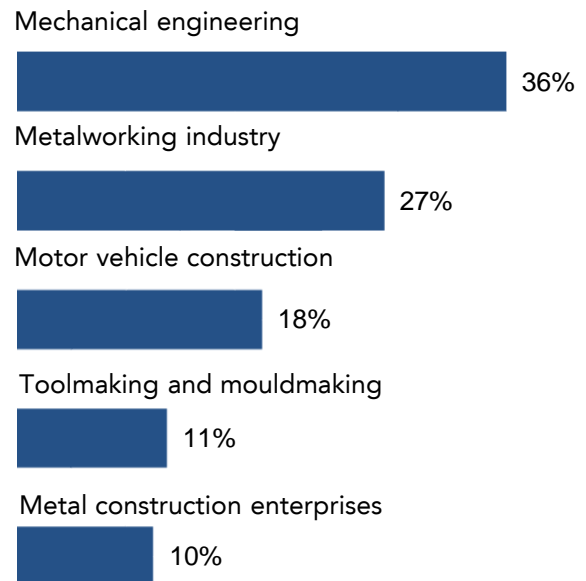
### Top 5 federal states





## Visitor survey – TOP 5 industry branches\*

More than one third of AMB visitors is employed in the mechanical engineering sector.

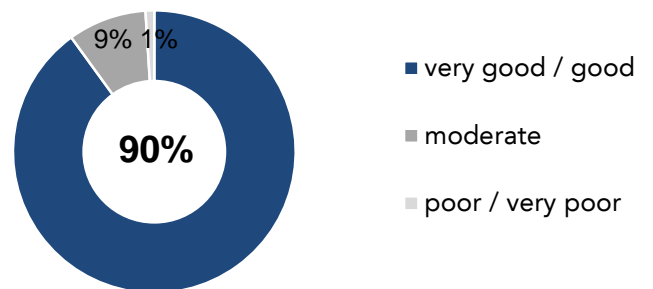


\* Multiple choice

## Visitor survey – General assessment

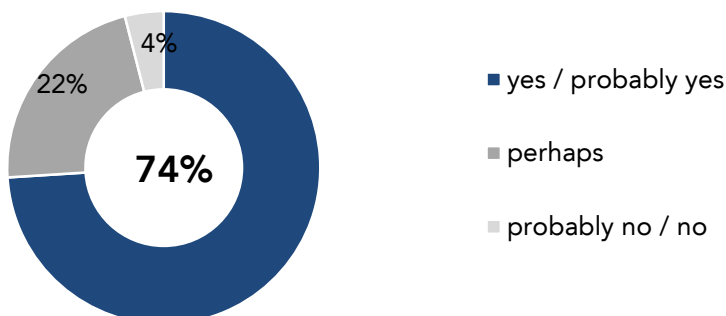
Overall, visitors are rating AMB with a good grade of 1.9.

More than one third of all visitors visits no other trade fair besides AMB.

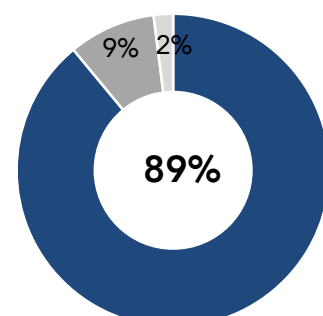


## Visitor survey – Intention of revisitation and recommendation

Revisitation

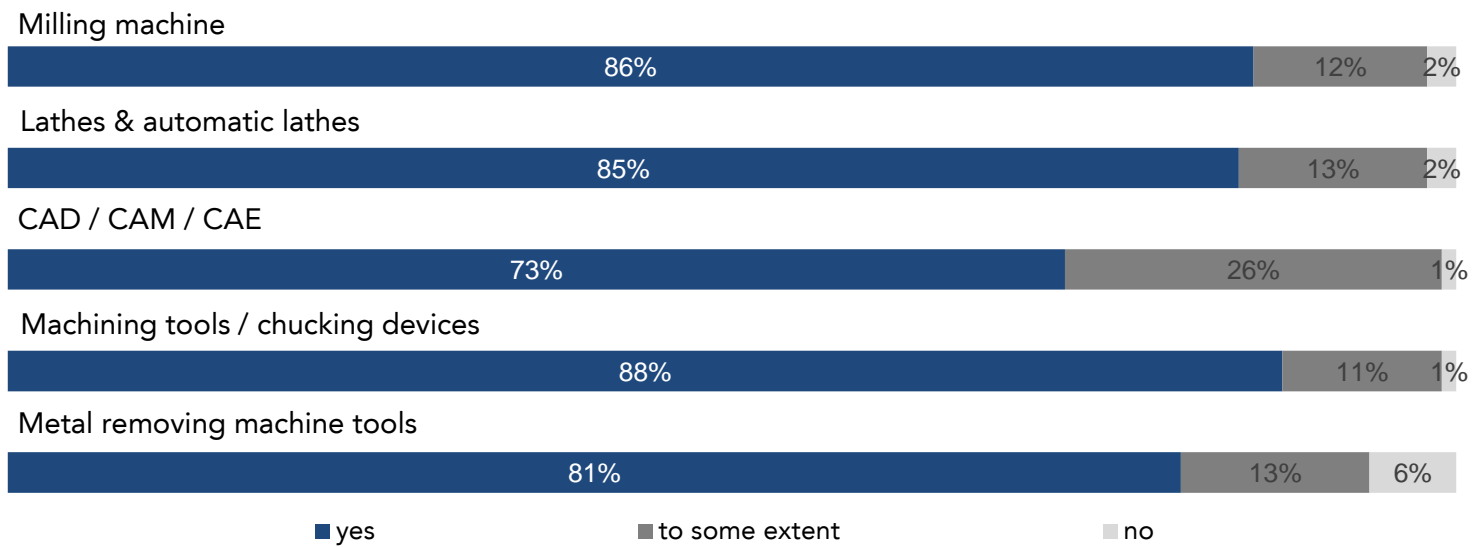


Recommendation





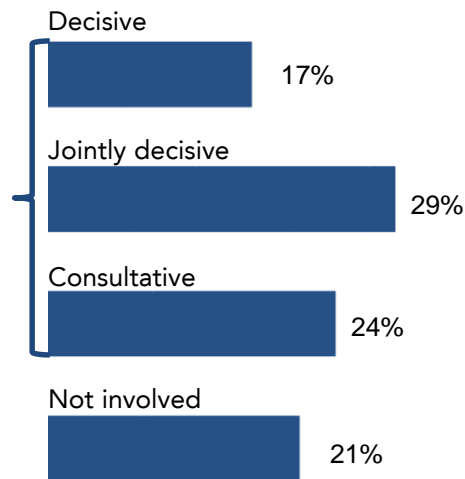
## Visitor survey – Completeness of the offer\*



\* TOP 5 offerings sorted by relevance

## Visitor survey – decision making competency\*

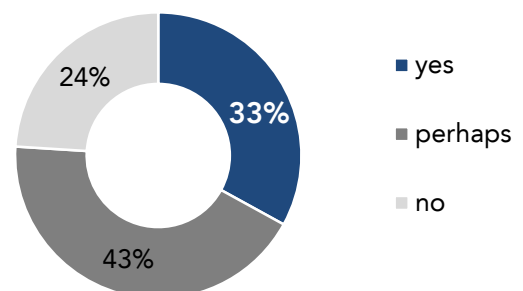
70% of the visitors are involved in purchasing and procurement processes.



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

## Visitor survey – investment and / or purchase intentions

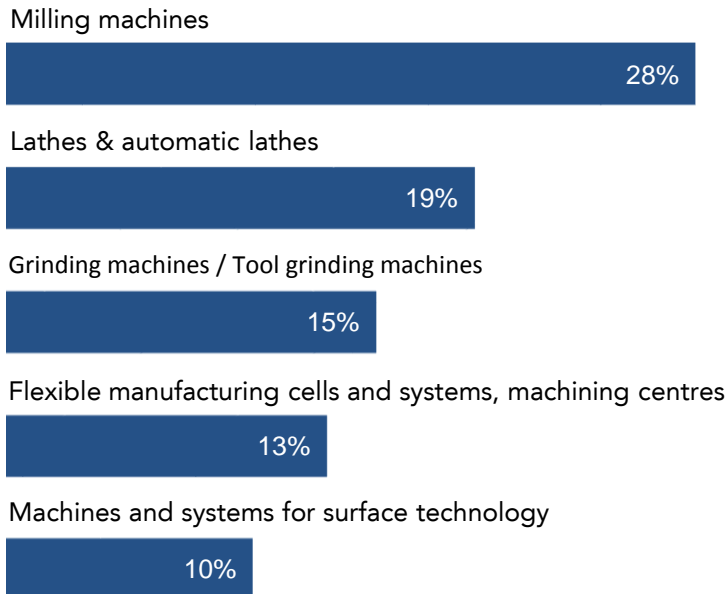
Three out of four AMB visitors come with investment and / or purchase intentions.



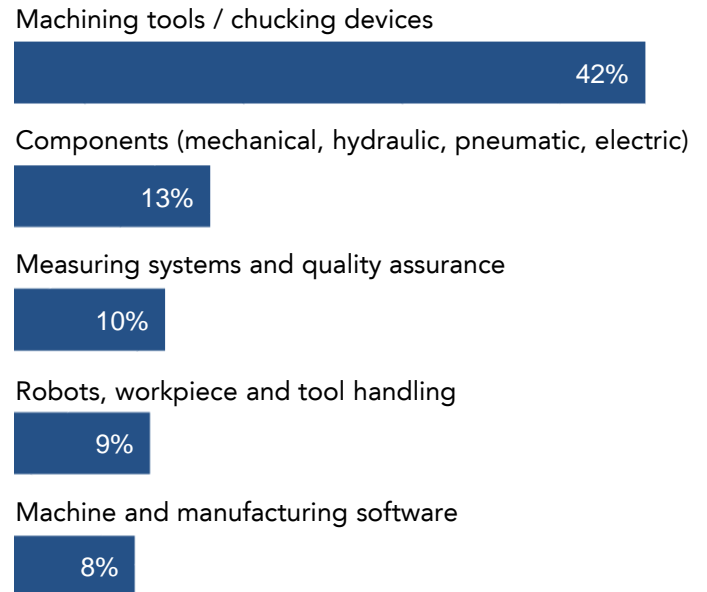


## Exhibitor survey – TOP 5 product offerings\*

### Machines



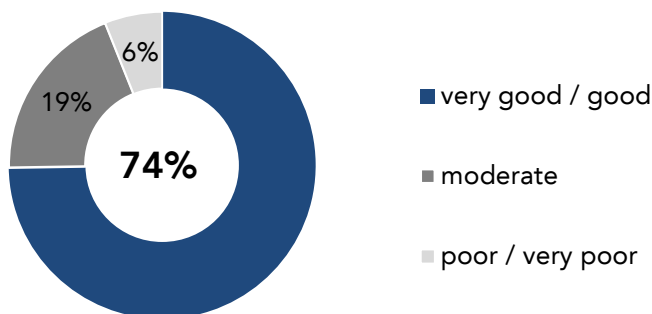
### Products / Services



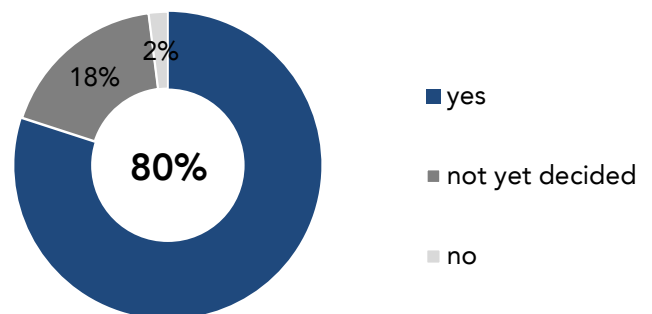
\* Multiple choice

## Exhibitor survey – general assessment & intention to exhibit again

### General assessment

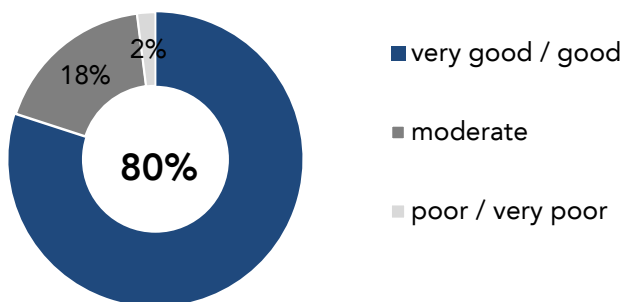


### Intention to exhibit again



## Exhibitor survey– Quality of visitors and location

### Quality of trade visitors



### Baden-Wuerttemberg as trade fair location

