



CastForge

Trade Fair for Castings and
Forgings with Processing

5. – 7. June 2018

Messe Stuttgart

Show report 2018

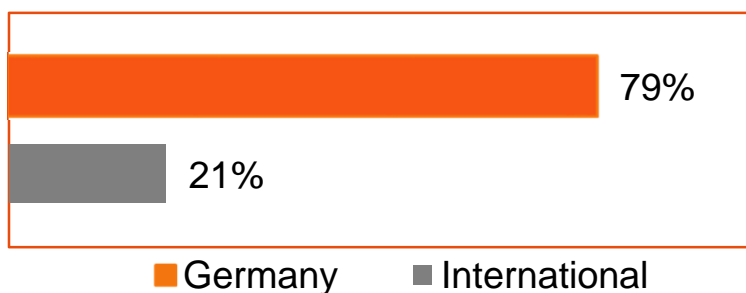


Statistics

	Total	Germany	International
Exhibitors	153	59	94
Visitors	3.702	2.925	777
Net exhibition space in m ²	2.379	983	1.396
Gross exhibition space in m ²	7.000		

Visitor survey – catchment area

Germany / International



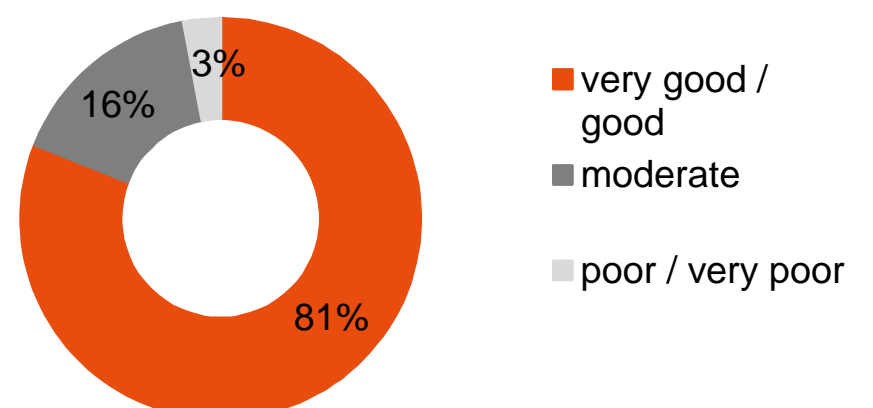
The international visitors mainly come from France, Italy, Switzerland and Austria.

Distance from permanent residence



Visitor survey – general assessment

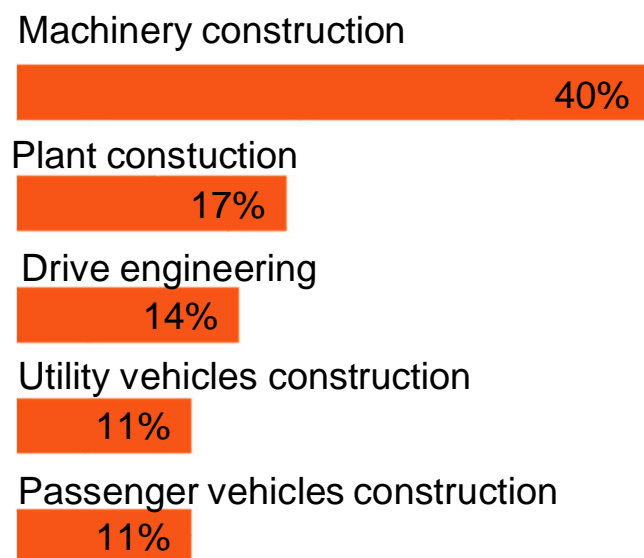
Visitors rate CastForge with a good grade of 2,0.





Visitor survey – TOP 5 economic sectors / industries*

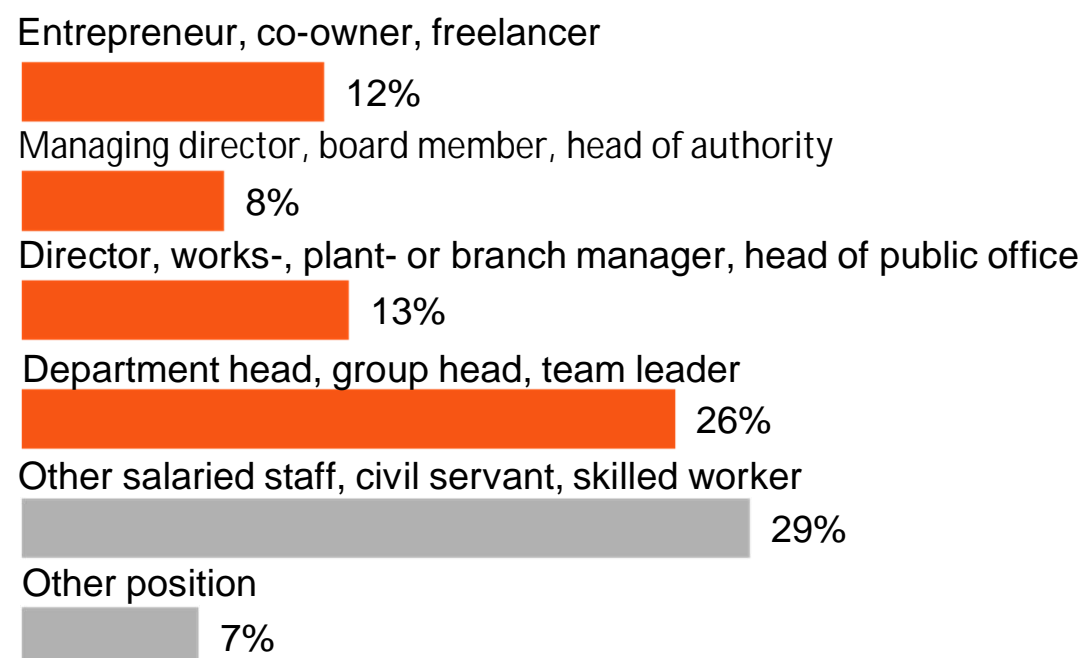
Industry is the largest economic sector at CastForge with 82% and 10% belong to the commerce sector.



*Multiple choice

Visitor survey - position in company*

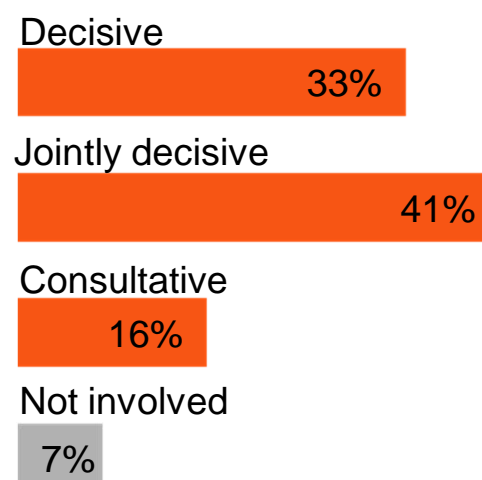
59% of all CastForge visitors are employed in leading positions. More than one out of four come from large companies with more than 1.000 employees.



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

Visitor survey - decision making competency*

90% of visitors are involved in the procurement or purchasing decision-making process.

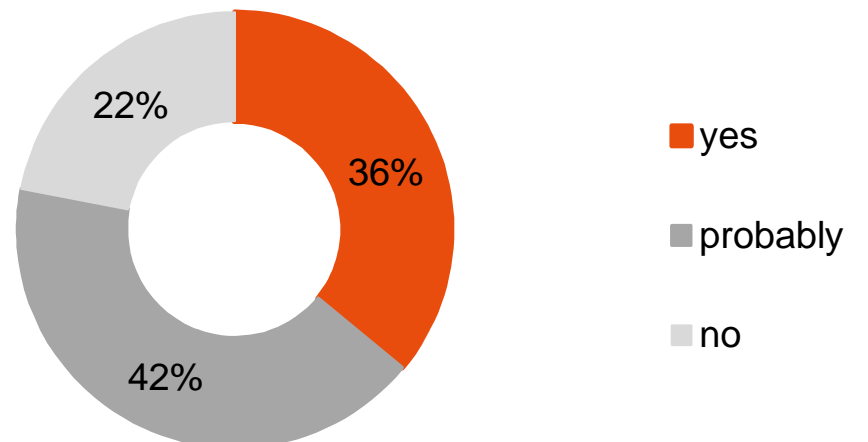


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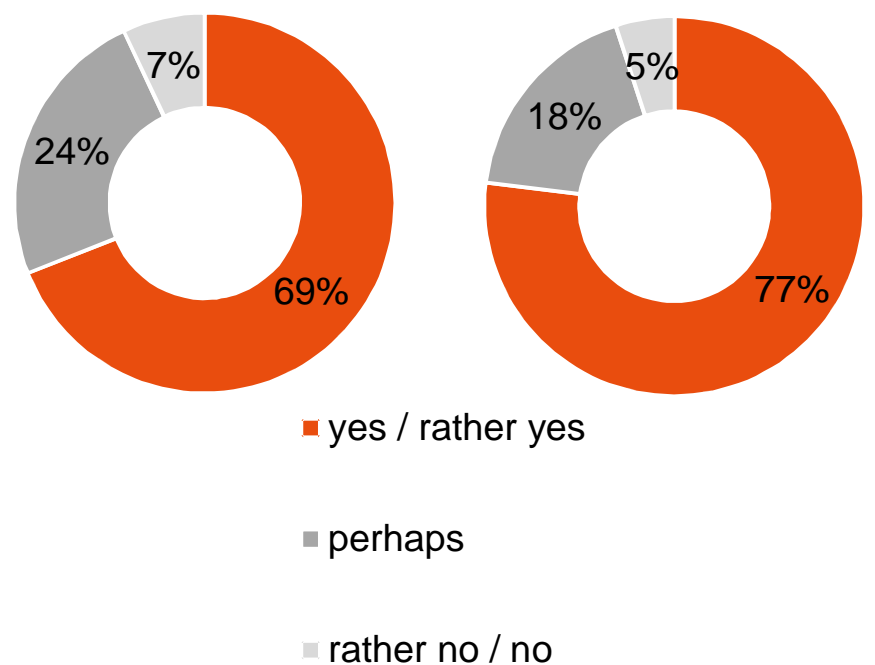
Visitor survey– investment and / or purchase intentions

38% of visitors who want to invest are planning an investment volume of more than 200.000 €. Every second is planning to invest within the next 6 months..



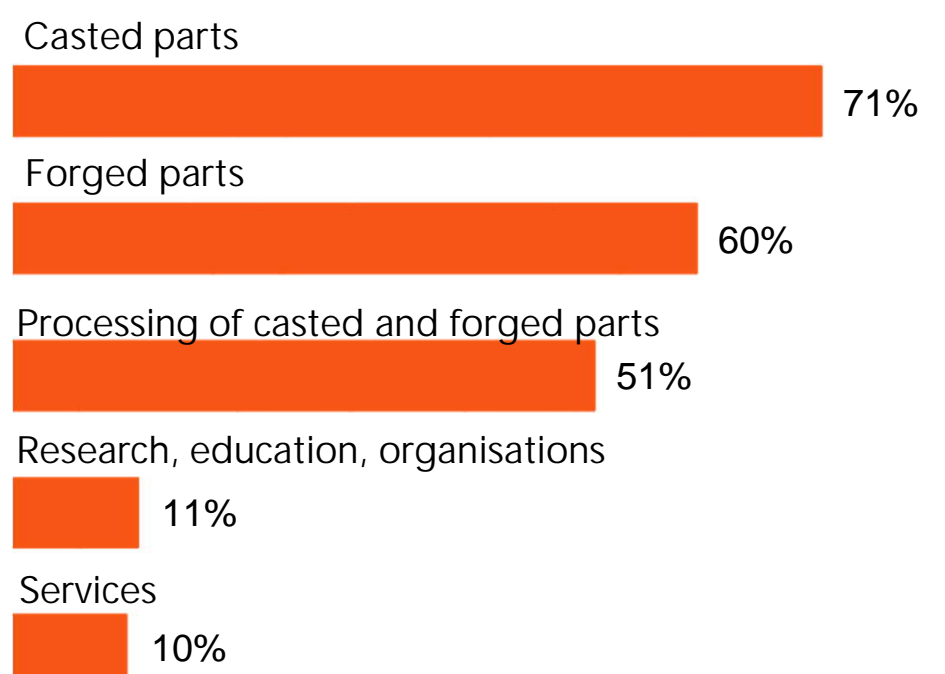
Visitor survey – Intention of revisitation / recommendation

More than two-thirds would visit CastForge again. 77% would recommend the fair to others.



Visitor survey – TOP 5 interests*

The top interest of CastForge visitors are casted parts and forged parts as well as the processing of these.



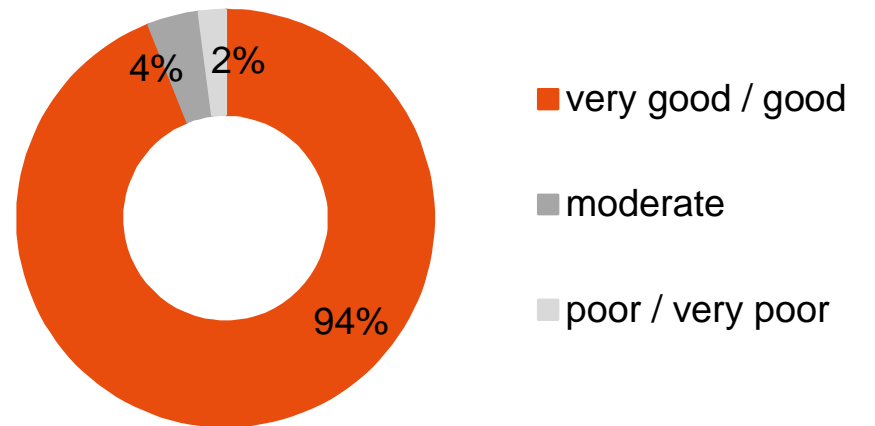
Multiple choice

Representative survey of 293 random samples.



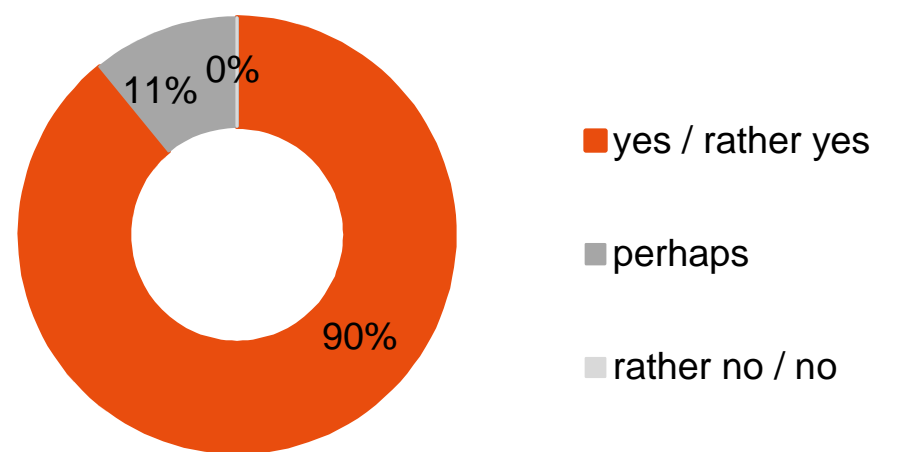
Exhibitor survey – general assessment

Exhibitors rate the first CastForge with a good grade of 1,6.



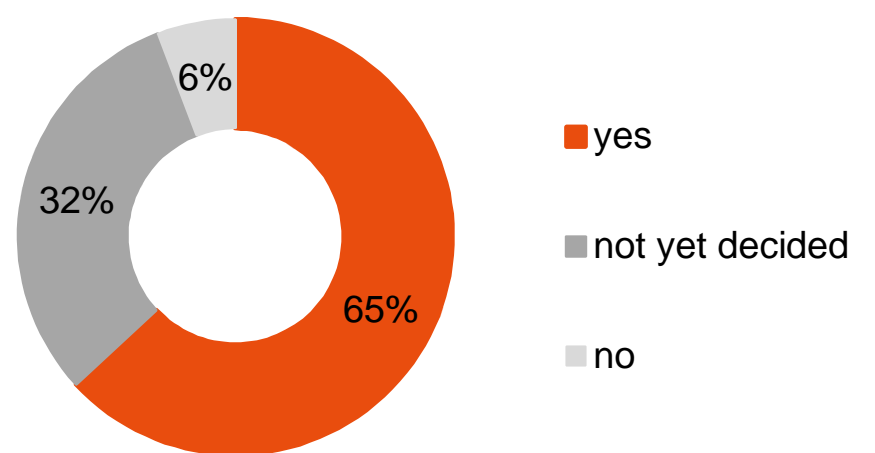
Exhibitor survey – Intention of recommendation

Nine out of ten exhibitors would recommend CastForge to others.



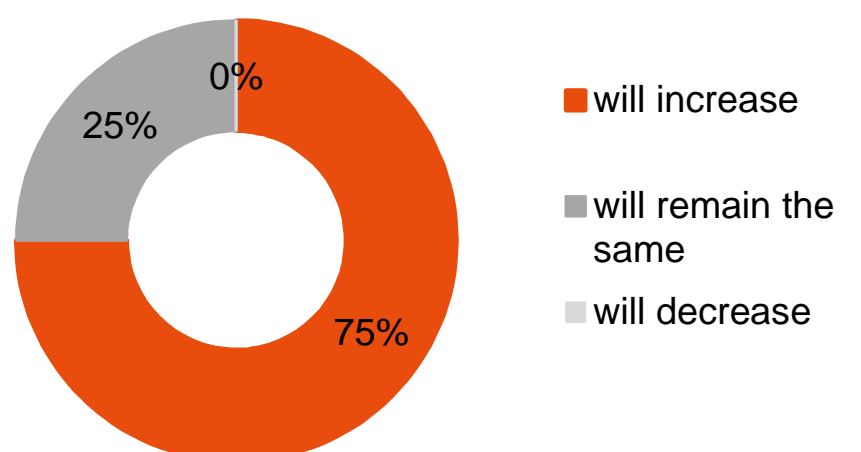
Exhibitor survey – Intention to exhibit again

Two-thirds of exhibitors have the intention to exhibit again.



Exhibitor survey – Importance for branch of industry

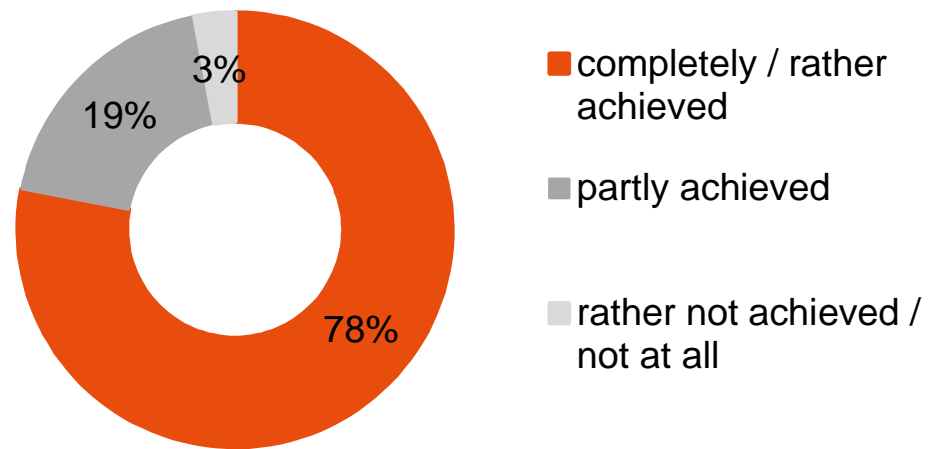
75% of exhibitors assume that the importance of CastForge will increase.





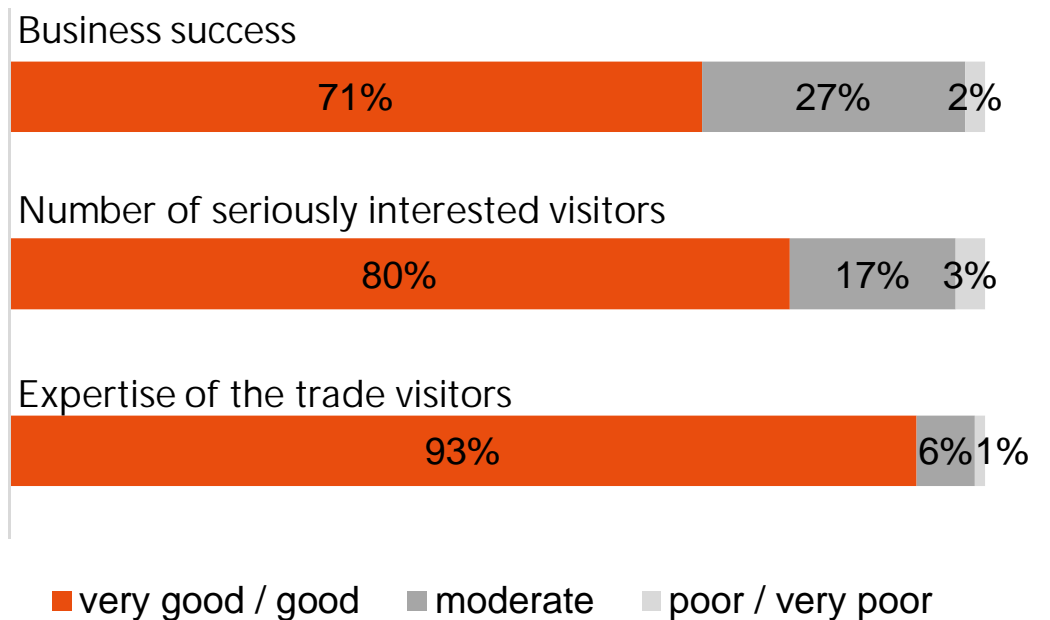
Exhibitor survey – Achievement of trade fair objectives

78% have achieved their trade fair objectives at CastForge this year.



Exhibitor survey – Business success assessment

The business success at the trade fair was also assessed as good by the exhibitors.



Exhibitor survey - Service

The exhibitors rate the service and the assistance offered by Messe Stuttgart as very good.

