



# **MOULDING** **EXPO**

*International Trade Fair  
for Tool, Pattern and Mould Making*

## Show report 2017

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## Statistics

This year 763 exhibitors present their products and services on an area of 42.000 square metres to the 14.015 interested visitors.

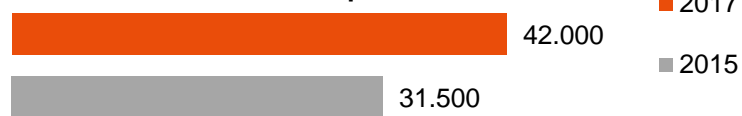
### Visitor



### Exhibitor



### Gross exhibition area in sqm



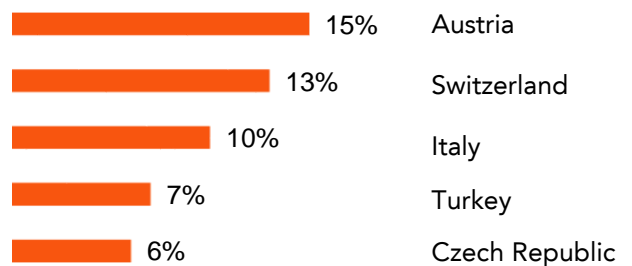
### Net exhibition area in sqm



## Visitor survey – Catchment area



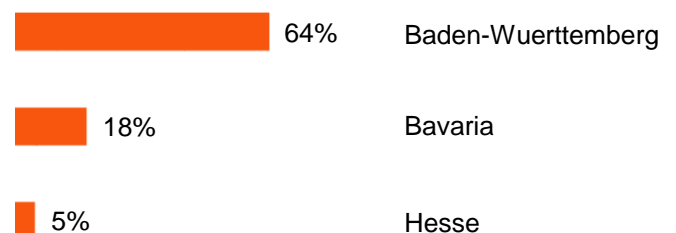
### Origin of visitors from abroad – TOP 5



## Visitor survey – Catchment area

64% of the visitors came from Baden-Wuerttemberg. 18% are from Bavaria followed by Hesse.

### Federal states





## Visitor survey - Economic sector TOP 5\*

41% of the visitors came from the automotive and automotive supply industry and almost a third from tool construction and mould making industry.

Automotive and automotive supply industry

41%

Tool construction and mould making

29%

Machine and plant manufacture

23%

Plastics processing industry and production

15%

Metal working, processing and production

11%

Pattern-making and prototyping

11%

\*Multiple choice

## Visitor survey – Position in company

46% of the trade fair visitors hold a managerial position.

Entrepreneur, co-owner, freelancer

10%

Managing director, board member, head of authority

7%

Director, works manager, plant manager, branch manager, head of public office

10%

Department head, group head, team leader

19%

Other salaried staff, civil servant, skilled worker

29%

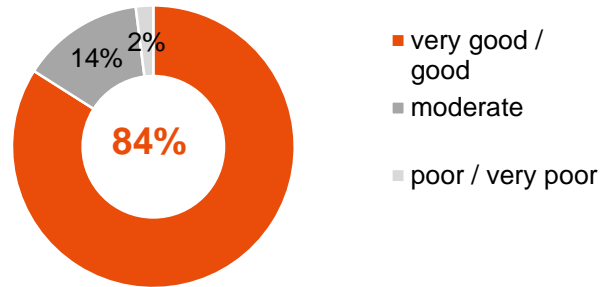
Other

25%



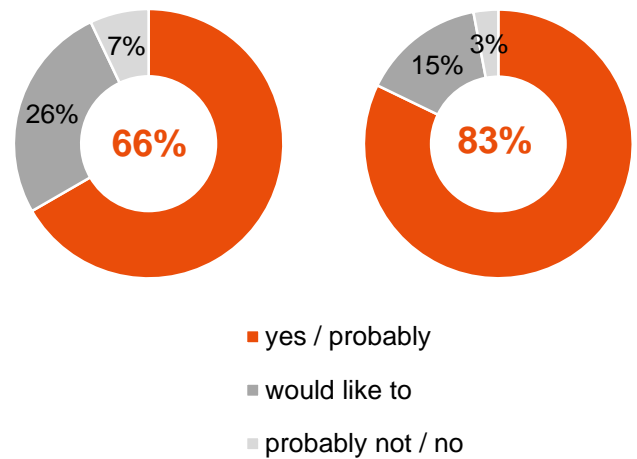
## Visitor survey – General assesment

The trade visitors have once again given the trade fair good marks. Average rating of 2.0.



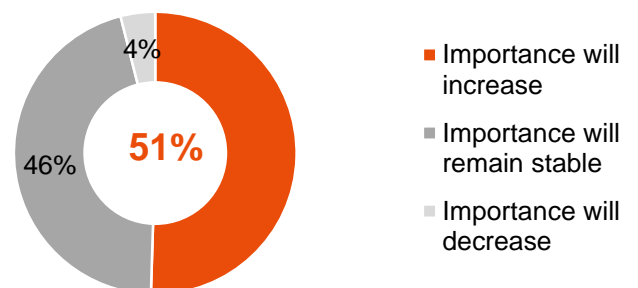
## Visitor survey – Intention of revisitation & Intention of recommendation

This event is a firm feature in the calender: 66% of all visitors intend to return to Moulding Expo and 83% will recommend the industry event to others.



## Visitor survey – Importance

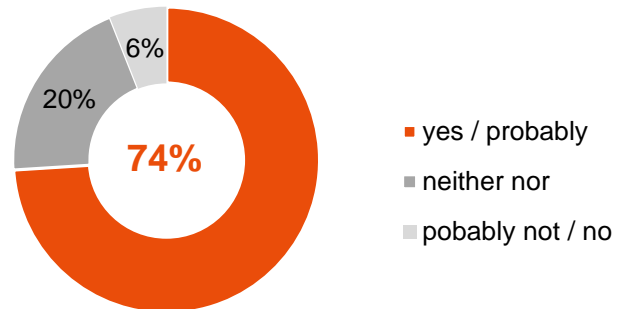
51% of the trade visitors see an increasing importance of Moulding Expo for the future.





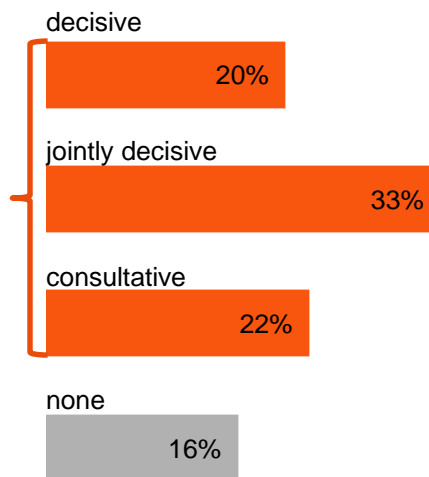
## Visitor survey – Completeness of range products

Almost three quarters of the visitors assess the range of products as complete.



## Visitor survey – Decision-making competency\*

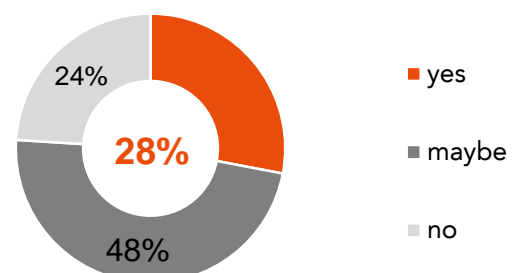
75% of Moulding Expo visitors are directly involved in investment decisions.



\*difference to 100% = pupil / student / not working

## Visitor survey – Intention to invest / purchase

Three quarters of the visitors have the intention to invest.





## Exhibitor survey – TOP 5 Offers\*

Tool, pattern and mould making



Contract manufacturing and services



Machine tools, machining tools, workpiece and tool handling technology, measuring technology



Components and accessories



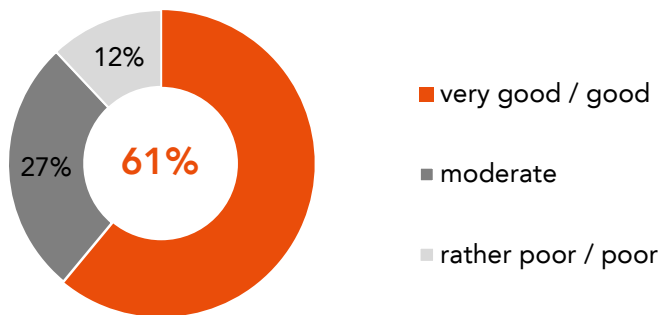
Software



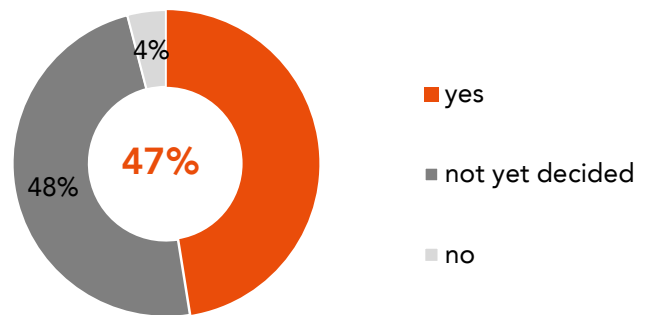
\*Multiple choice

## Exhibitor survey – General assessment & Intention to participate again

General assessment

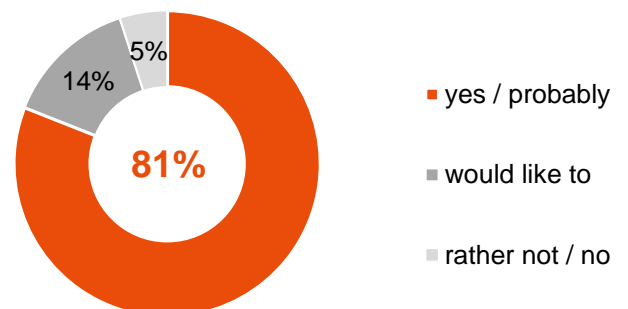


Intention to participate again



## Exhibitor survey – Intention of recommendation

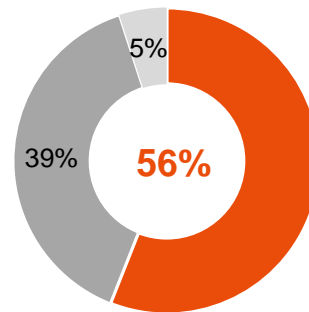
81% of the exhibitors are willing to recommend Moulding Expo to others.





## Exhibitor survey – Importance for branch of industry

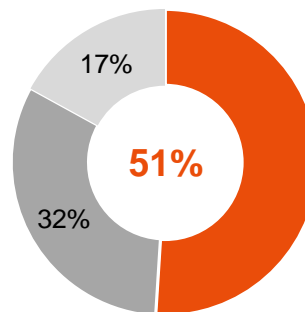
56% of the exhibitors see an increasing importance of Moulding Expo in the future



- Importance will increase
- Importance will remain the same
- Importance will decrease

## Exhibitor survey – Achieve objectives

More than half of the exhibitors achieved their fair objectives.



- completely / rather achieved
- partly achieved
- rather not achieved / not at all

## Exhibitor survey – Business success assesment

The business success at Moulding Expo 2017 was well assessed by the exhibitors.

