



MOULDING **EXPO**

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

Show report 2019



Statistics

Visitor

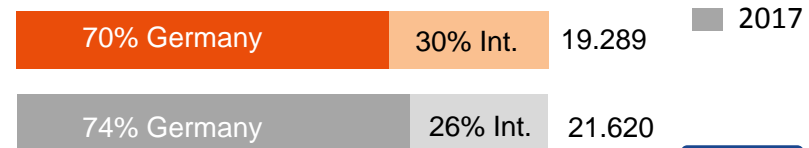


This year 704 exhibitors present their products and services on an area of 42.000 square metres to the 12.943 interested visitors.

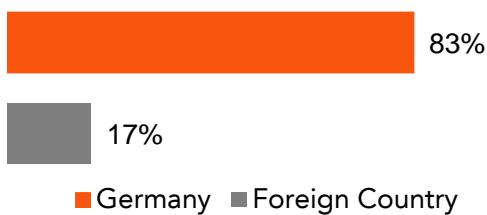
Exhibitor



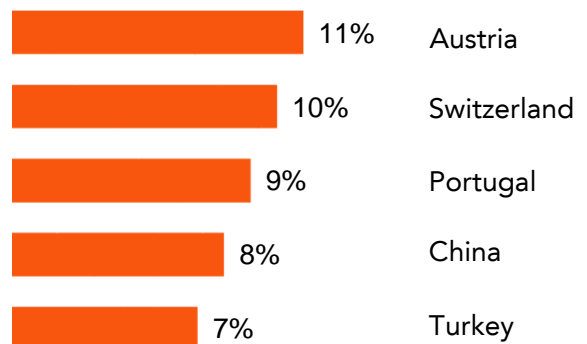
Net exhibition area in sqm



Visitor survey – Catchment area



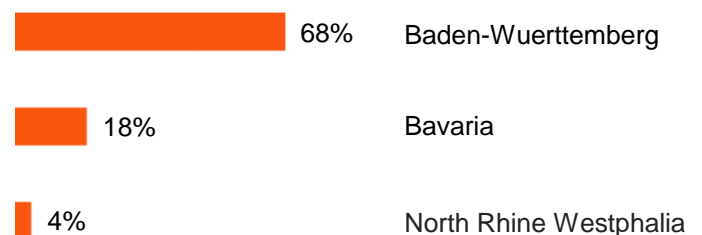
Origin of visitors from abroad – TOP 5



Visitor survey – Catchment area

68% of the visitors came from Baden-Wuerttemberg. 18% are from Bavaria followed by North Rhine Westphalia .

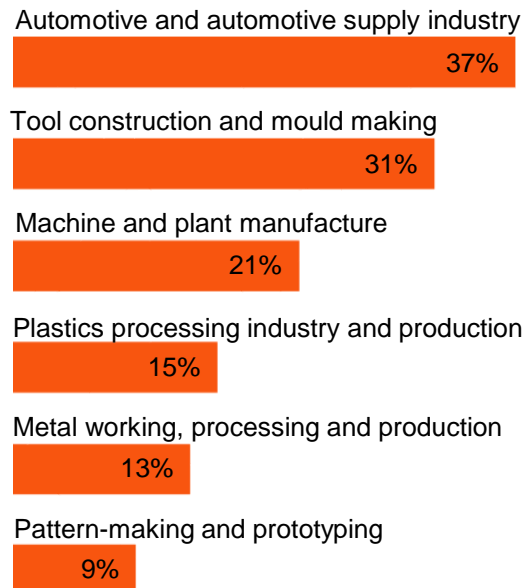
Federal states





Visitor survey - Economic sector / TOP 6*

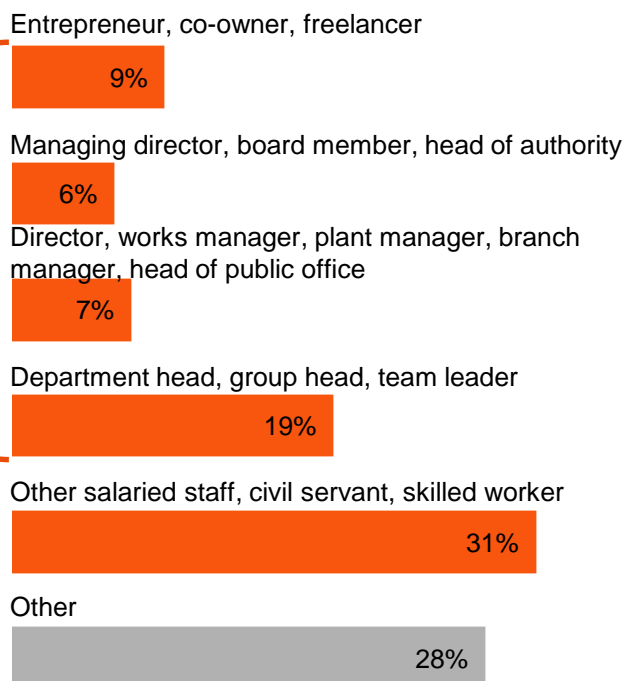
37% of the visitors came from the automotive and automotive supply industry and almost a third from tool construction and mould making industry.



*Multiple choice

Visitor survey – Position in company

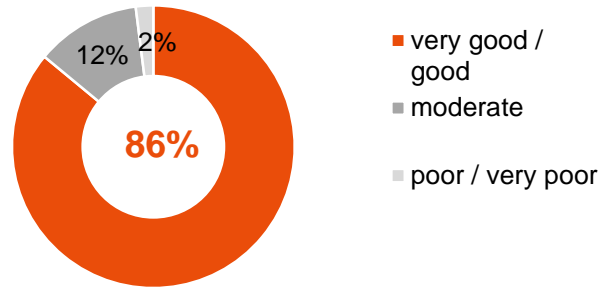
41% of the trade fair visitors hold a managerial position.





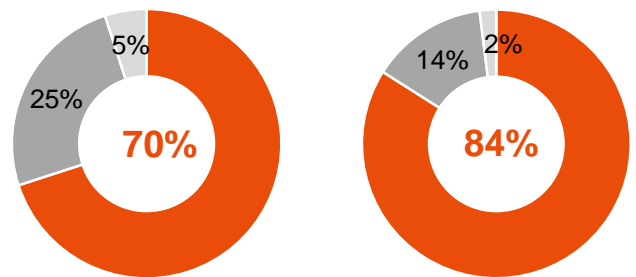
Visitor survey – General assessment

The trade visitors have once again given the trade fair good marks with an average rating of 2.0.



Visitor survey – Intention of revisitation & Intention of recommendation

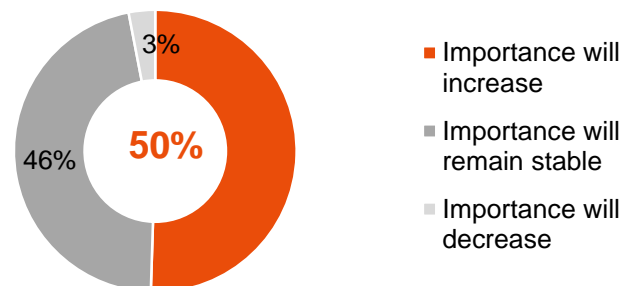
This event is a firm feature in the calendar: 70% of all visitors intend to return to Moulding Expo and 84% will recommend the industry event to others.



- yes / probably
- would like to
- probably not / no

Visitor survey – Importance

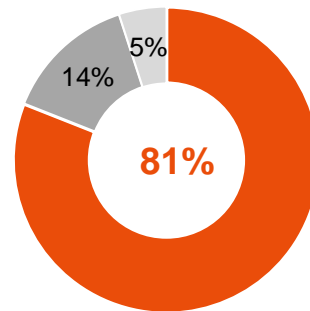
50% of the trade visitors see an increasing importance of Moulding Expo for the future.





Visitor survey – Completeness of range products

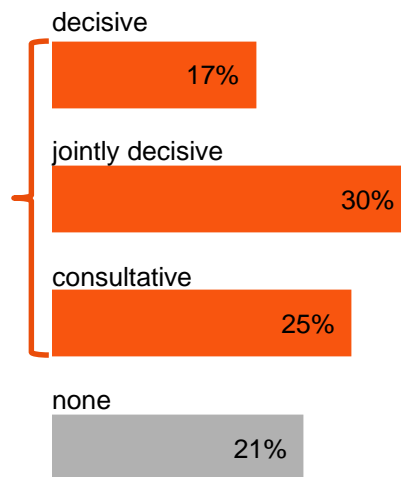
More than 80% of the visitors assess the range of products as complete.



- yes / probably
- neither nor
- probably not / no

Visitor survey – Decision-making competency*

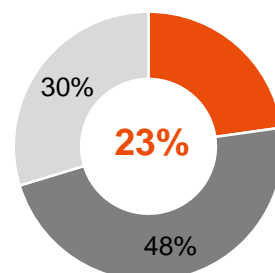
72% of Moulding Expo visitors are directly involved in investment decisions.



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

Visitor survey – Intention to invest / purchase

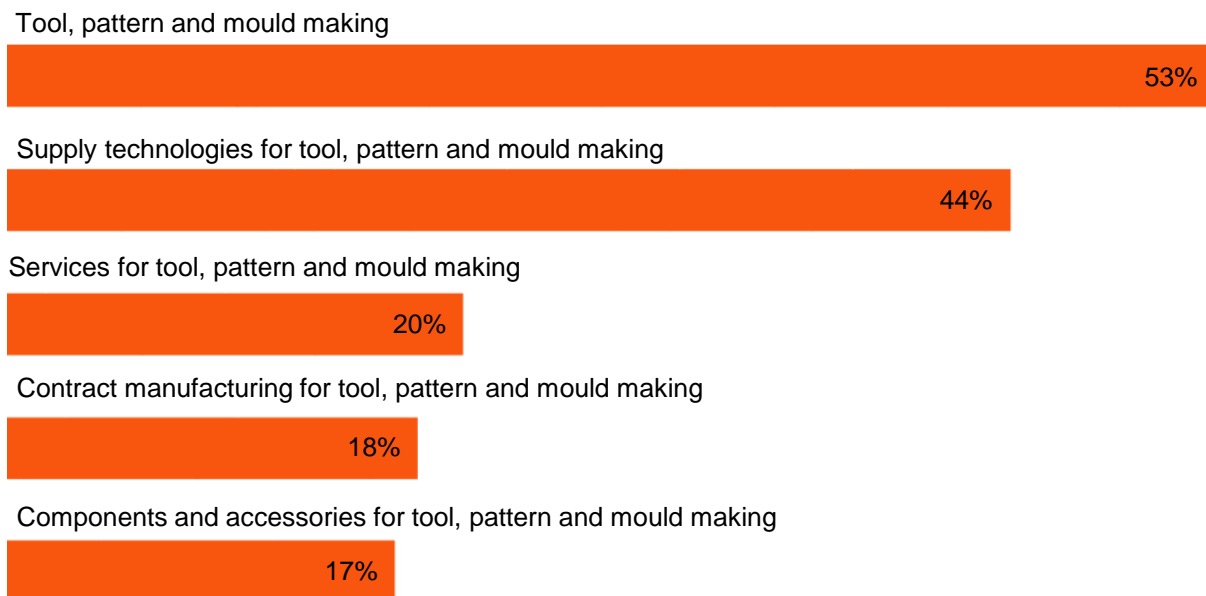
Almost three quarters of the visitors have the intention to invest.



- yes
- maybe
- no



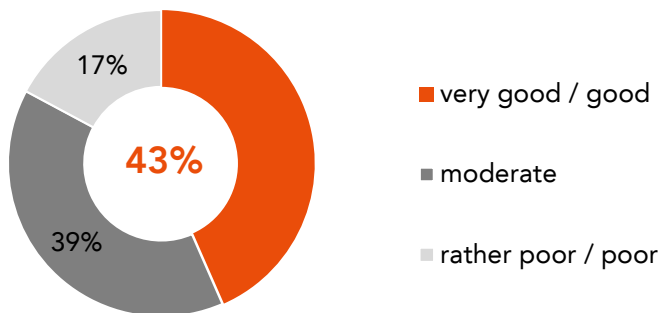
Exhibitor survey – TOP 5 Offers*



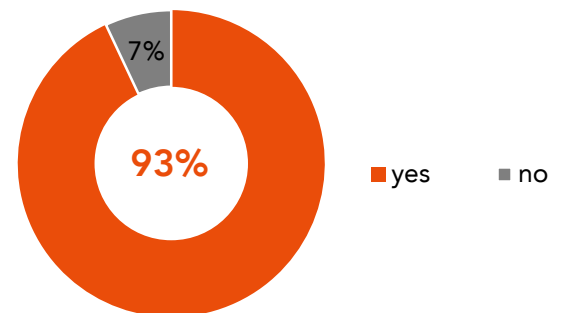
*Multiple choice

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

General assessment



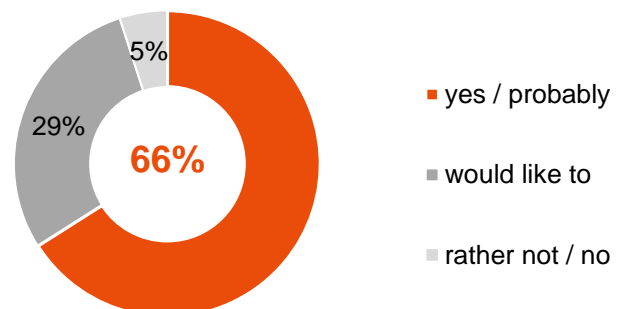
Intention to participate again



** without „Not yet decided“ and „Somebody else from our company decides upon this matter“

Exhibitor survey – Intention of recommendation

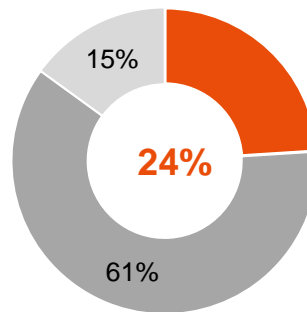
95% of the exhibitors are likely to recommend Moulding Expo to others.





Exhibitor survey – Importance for branch of industry

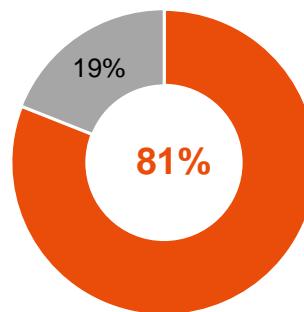
85% of the exhibitors see a stable, or even increasing importance of Moulding Expo in the future.



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

Exhibitor survey – Achieved objectives

81% of the exhibitors achieved their fair objectives fully, or at least in part.



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

Exhibitor survey – Reach of target groups

The industry's main target groups got reached very well at the fair.

