



Show report 2018



Statistics

This year 267 SÜFFA exhibitors presented their products and services in an area of 10.347 sqm for 8,436 interested visitors.

Visitor



Exhibitor



Gross exhibition area in sqm



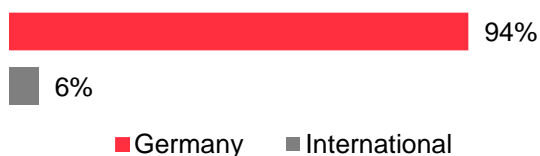
Net exhibition area in sqm



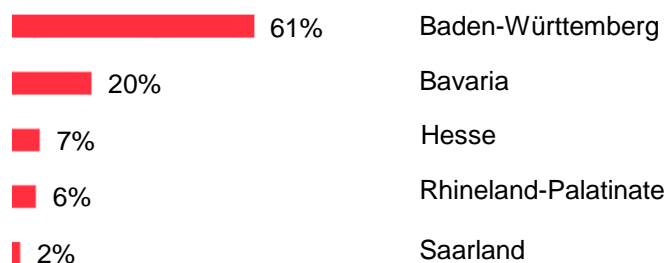
Visitor survey – Catchment area

6 % of the trade visitors are from abroad, especially from Austria, Switzerland and the France.

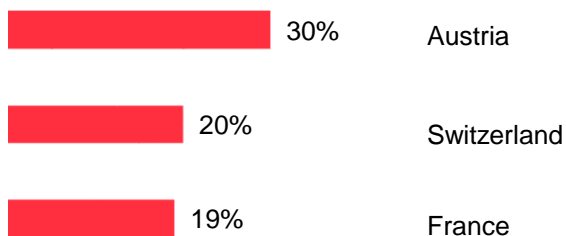
Germany / International



Federal state TOP 5



Origin of foreign visitors – TOP 3





Visitor survey - TOP 5 Economic sector*

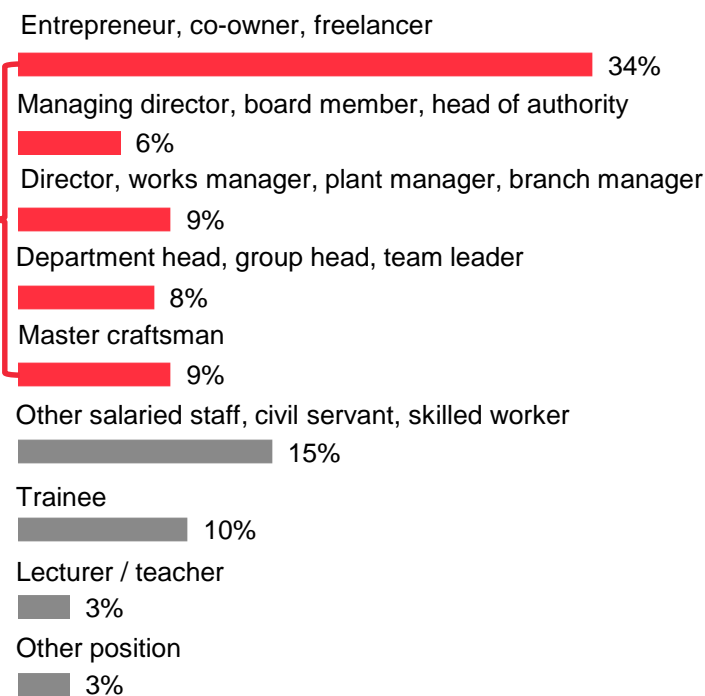
The majority of the visitors with 68 % came from Butchers' trade or butchers' shop



*Multiple choice

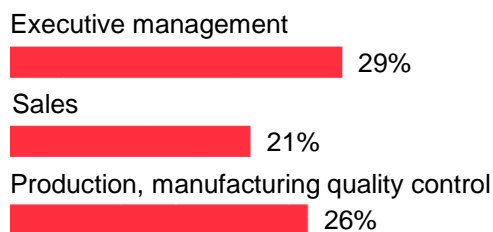
Visitor survey – Position in company

66 % of the visitors are in leadership position or as master craftsman



Visitor survey – TOP 3 Area of responsibility

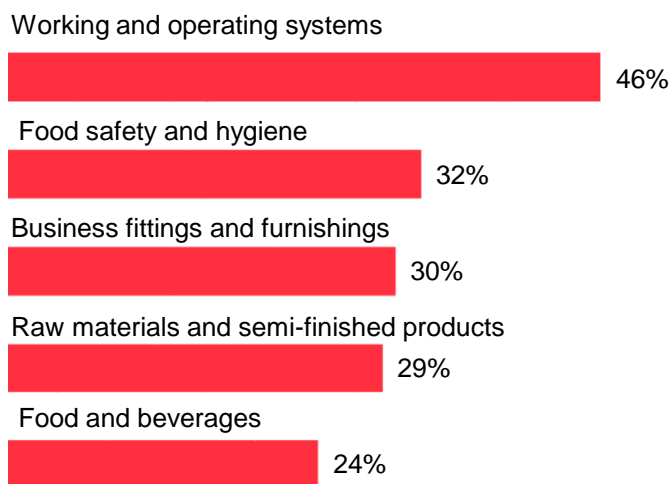
Almost one third of the trade visitors work in executive management in their company





Visitor survey – TOP 5 Interest in exhibition offer

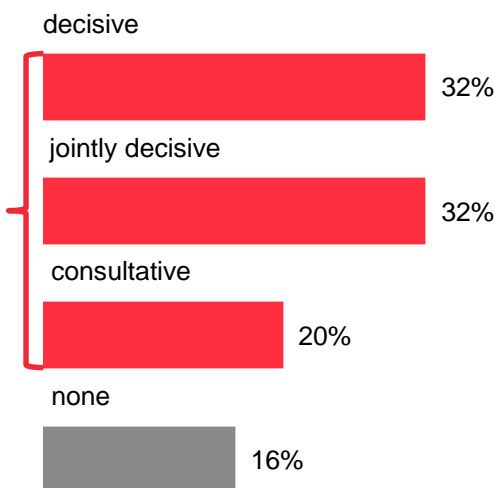
The visitors are especially interested in for the range area working and operating systems, food safety and hygiene as well as business fittings and furnishings.



*Multiple choice

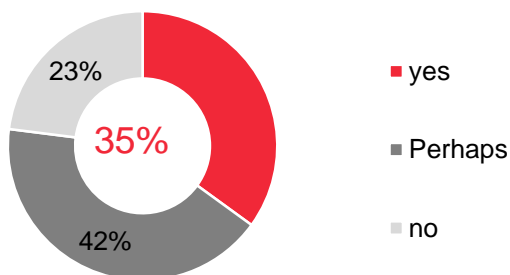
Visitor survey – Decision-making competency*

84 % of the visitors are involved in purchase and procurement decision of their company

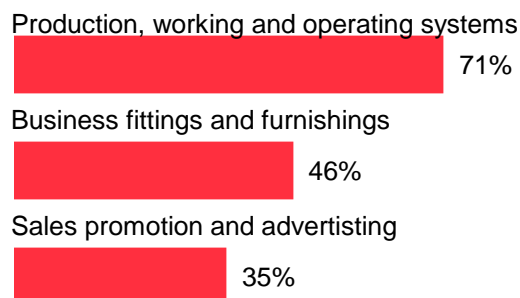


Visitor survey – Investment

Intend to place orders or to invest



Field to invest

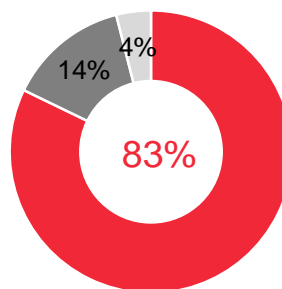


*Multiple choice



Visitor survey – General assesment

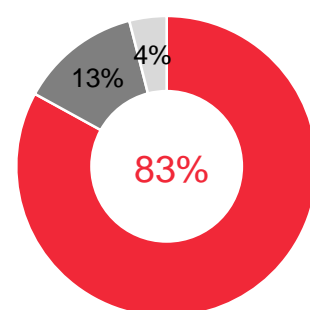
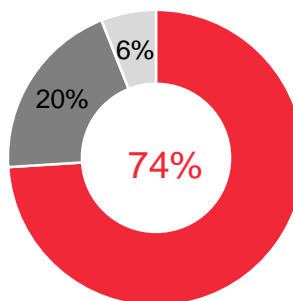
The visitors give with a good overall rating for SÜFFA again.



- very good / good
- moderate
- poor / very poor

Visitor survey – Intention of revisitation & Intention of recommendation

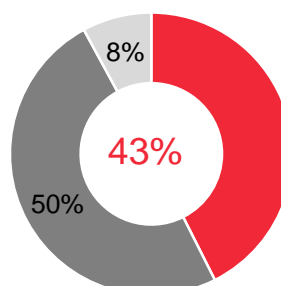
74 % of the visitors want to visit SÜFFA again and 83 % want to recommend it to others.



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

Visitor survey – Importance of SÜFFA

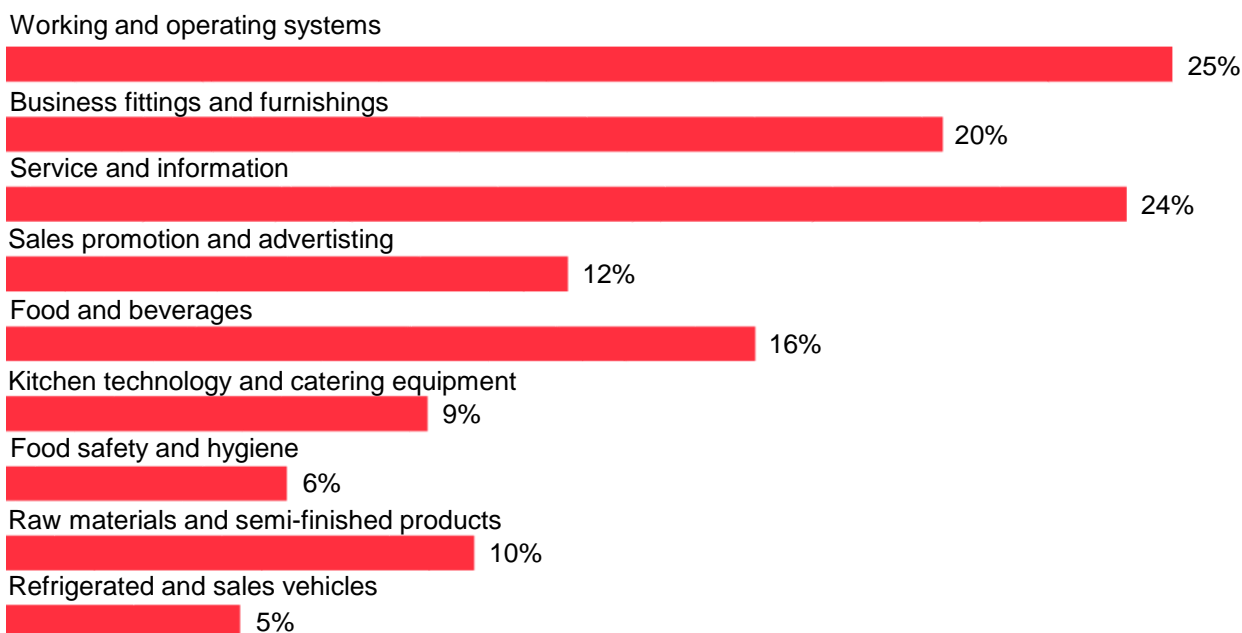
93 % of the visitors assess the importance of SÜFFA as increasing or constant.



- Importance will increase
- Importance will remain stable
- Importance will decrease



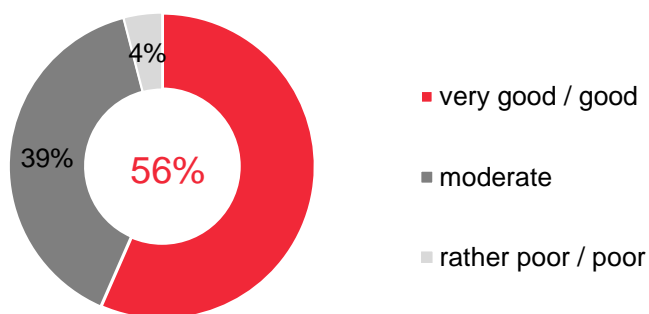
Exhibitor survey – Exhibition offer



*Multiple choice

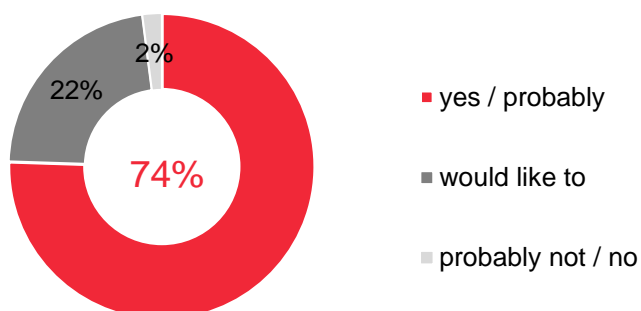
Exhibitor survey – General assesment

The exhibitors evaluate SÜFFA with 2,4 on average.



Exhibitor survey – Intention of recommendation

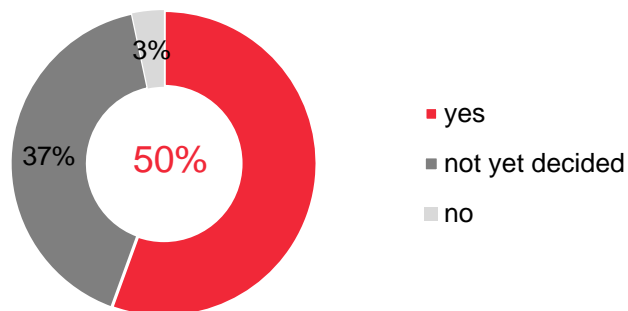
Three-quarter of the exhibitors will recommend SÜFFA to others.





Exhibitor survey – Intention to participate again

50 % of the exhibitors intend to exhibit again at next SÜFFA 2020.



Exhibitor survey – Business success assesment

Expertise of the trade visitors



Present market situation of industry



Business location Baden-Württemberg precisely for SÜFFA

