



EUROPEAN

COATINGS SHOW 2017

+ ADHESIVES - SEALANTS - CONSTRUCTION CHEMICALS

NUREMBERG // GERMANY

European Coatings Show: 4-6 April 2017

European Coatings Show Conference: 3-4 April 2017



SHOW REPORT

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	1,135 (1,024)	363 (343)	772 (681)
Visitors	30,198 (28,481)	10,944 (10,704)	19,254 (17,777)
Total exhibition space (in m ²)	70,530 (66,400)	— (—)	— (—)
Exhibitor stand space (in m ²)	39,896 (36,529)	17,875 (17,121)	22,021 (19,408)
Special shows (in m ²)	414 (493)	414 (493)	— (—)

2. EUROPEAN COATINGS SHOW CONFERENCE

848

PARTICIPANTS FROM 49 COUNTRIES

sourced information in:

- **10** introducing pre-congress tutorials
- **24** sessions with **144** presentations

3. MEDIA

87

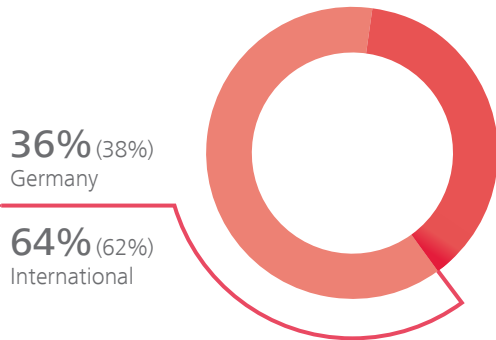
256,786

accredited journalists from **13** countries

visits and **742,826** page impressions from **124** countries at www.european-coatings-show.com from 06.04.2016 to 06.04.2017

4. VISITOR REGISTRATION

4.1 ORIGIN OF VISITORS



NUMBER OF COUNTRIES

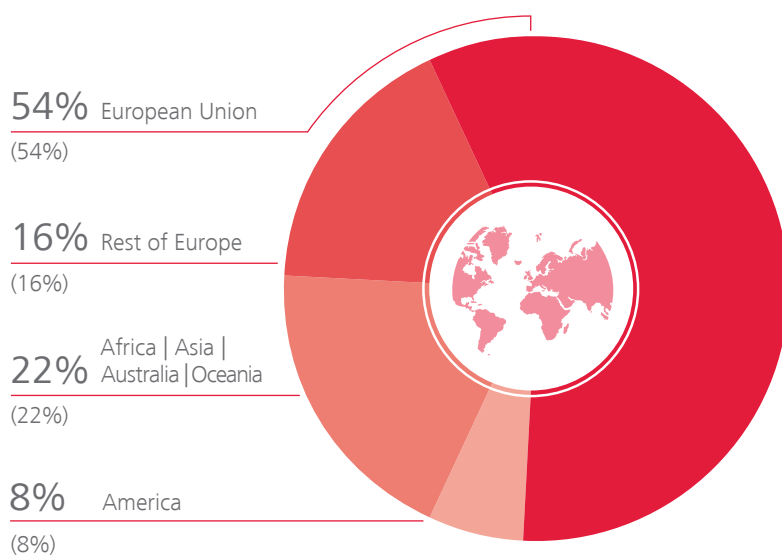
120

(107)

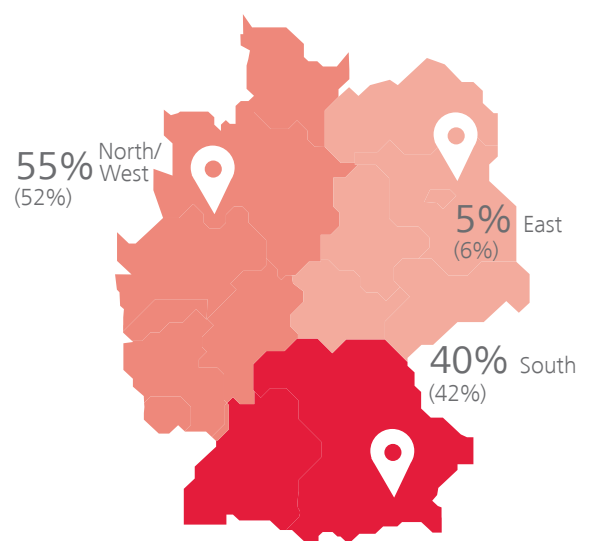
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



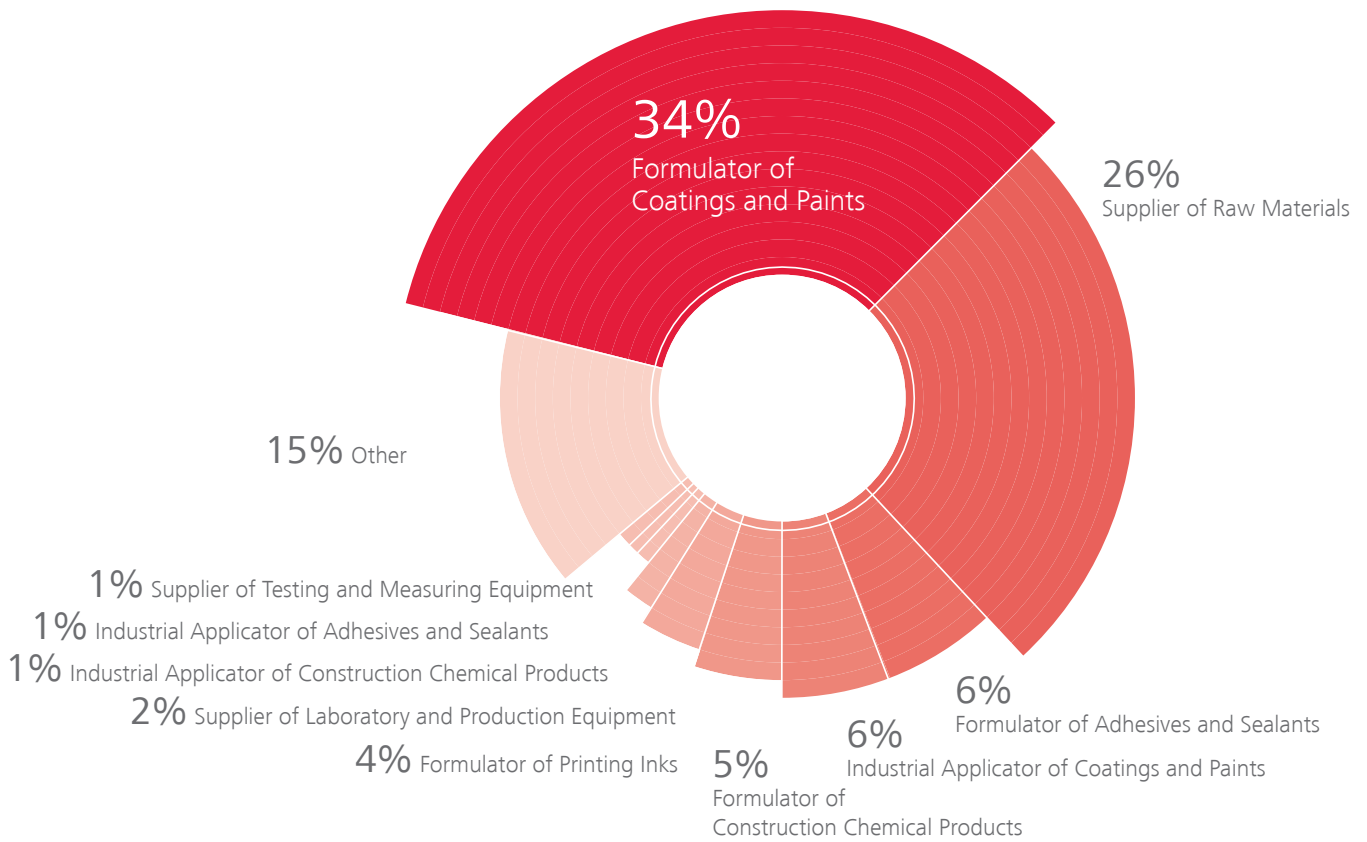
STRUCTURE OF INTERNATIONAL VISITORS



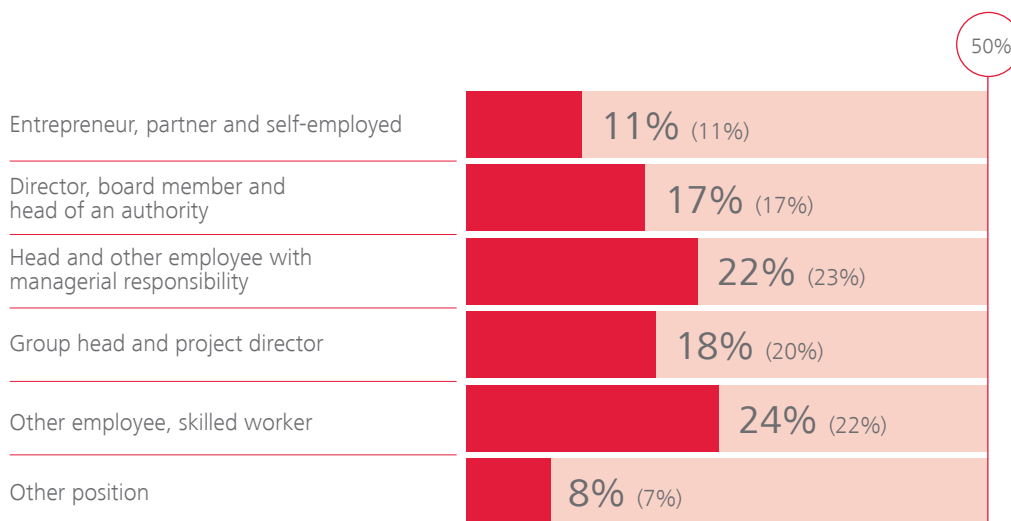
STRUCTURE OF GERMAN VISITORS



4.2 VISITORS' BRANCHES*

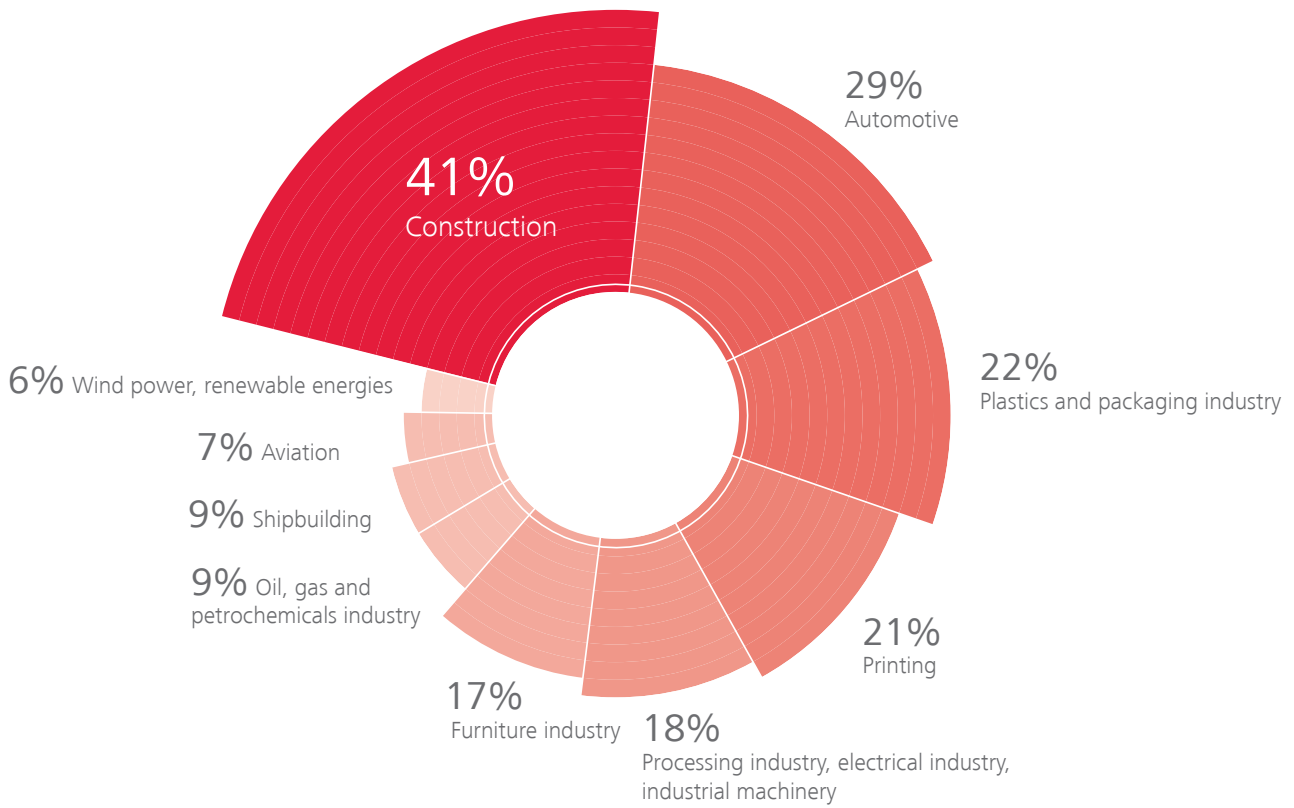


4.3 PROFESSIONAL STATUS OF VISITORS



4.4 APPLICATION INDUSTRIES*

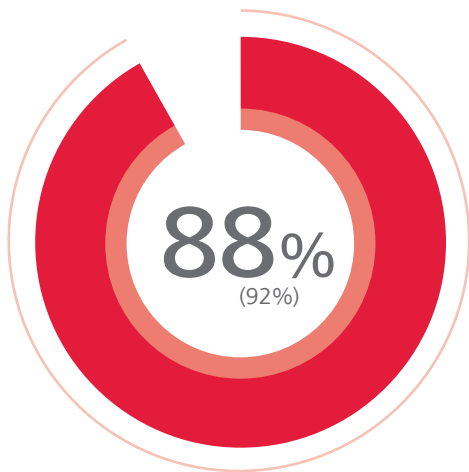
(Multiple answers, extract)



5. VISITOR SURVEY

5.1 DECISION-MAKERS

How important would you rate your influence on decisions on purchasing and materials management?



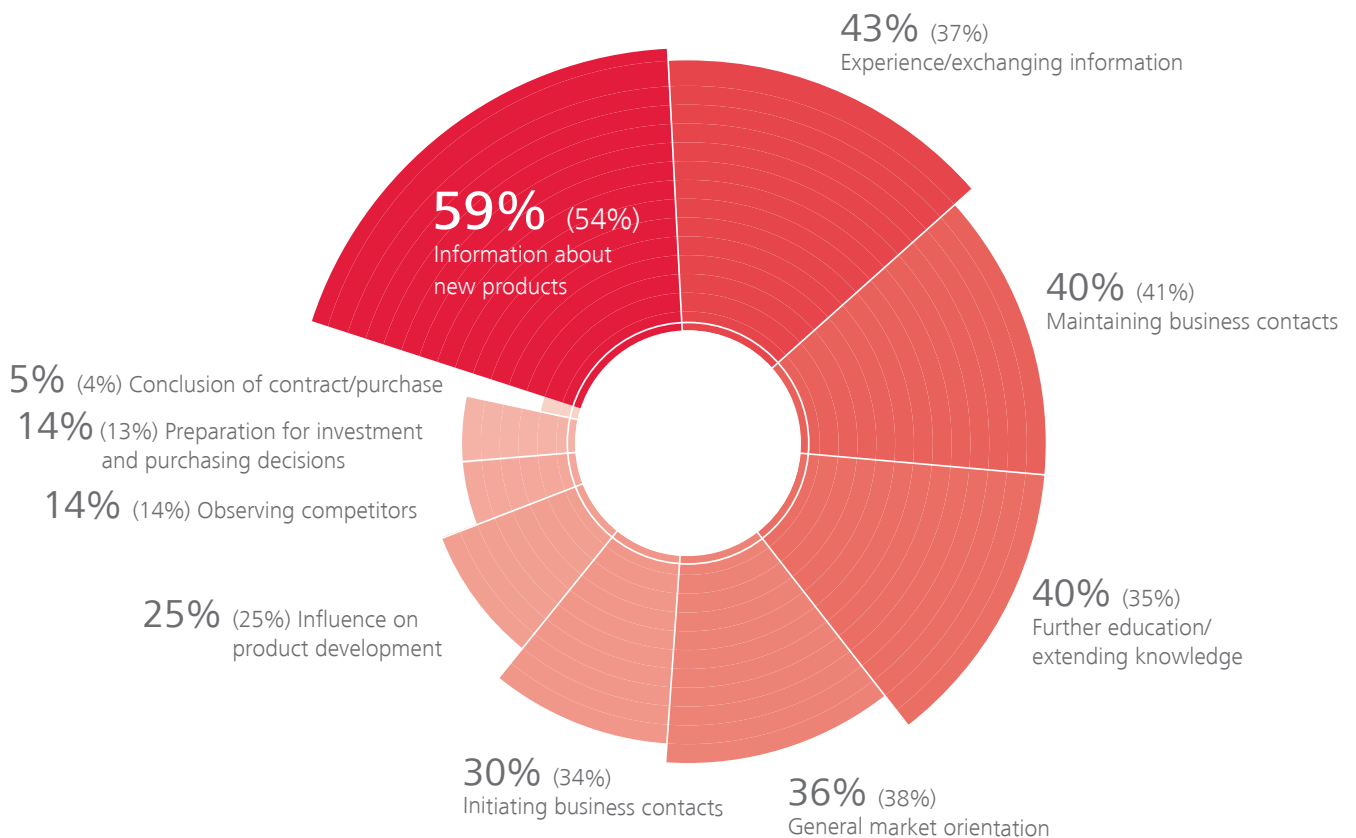
of the visitors are ...

involved in purchasing decisions in their company.

5.2 MAIN REASONS FOR VISIT

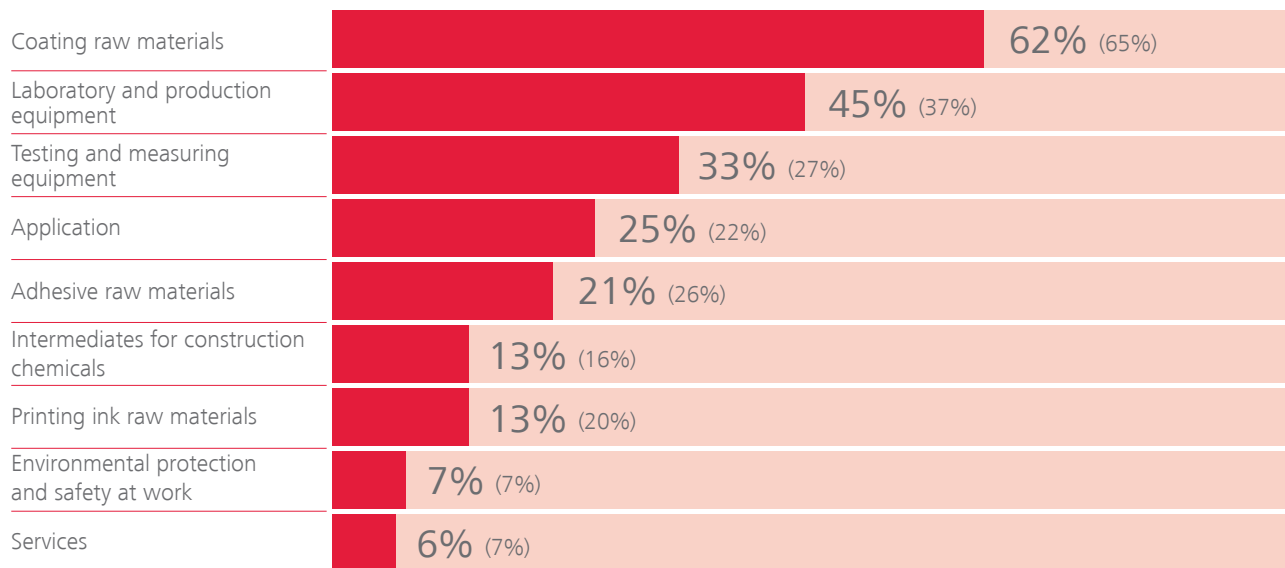
What are the main reasons for your visit to European Coatings Show 2017?

(Multiple answers, extract)



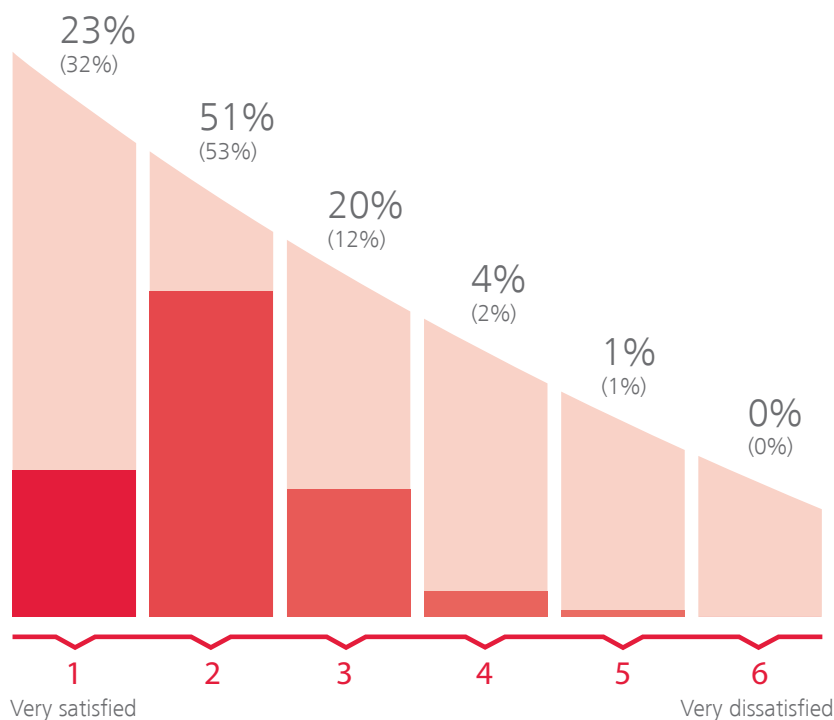
5.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at European Coatings Show 2017? (Multiple answers)



5.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at European Coatings Show 2017?

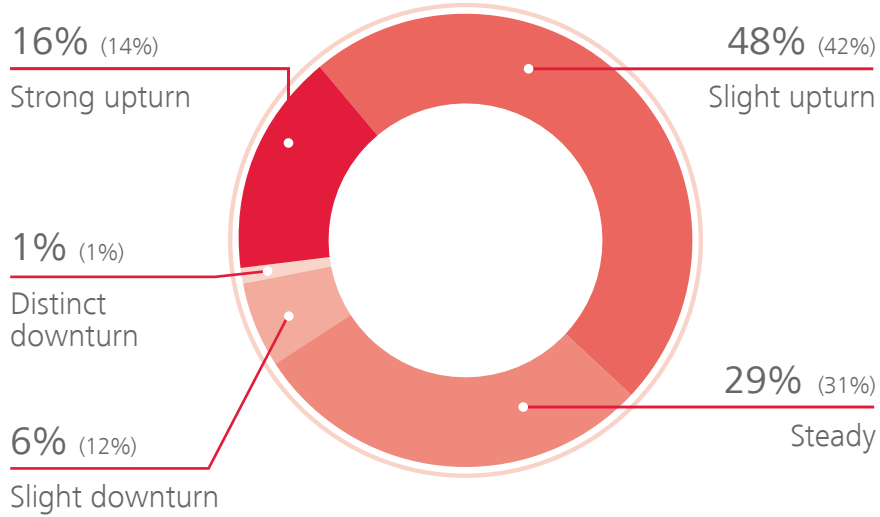


98 %

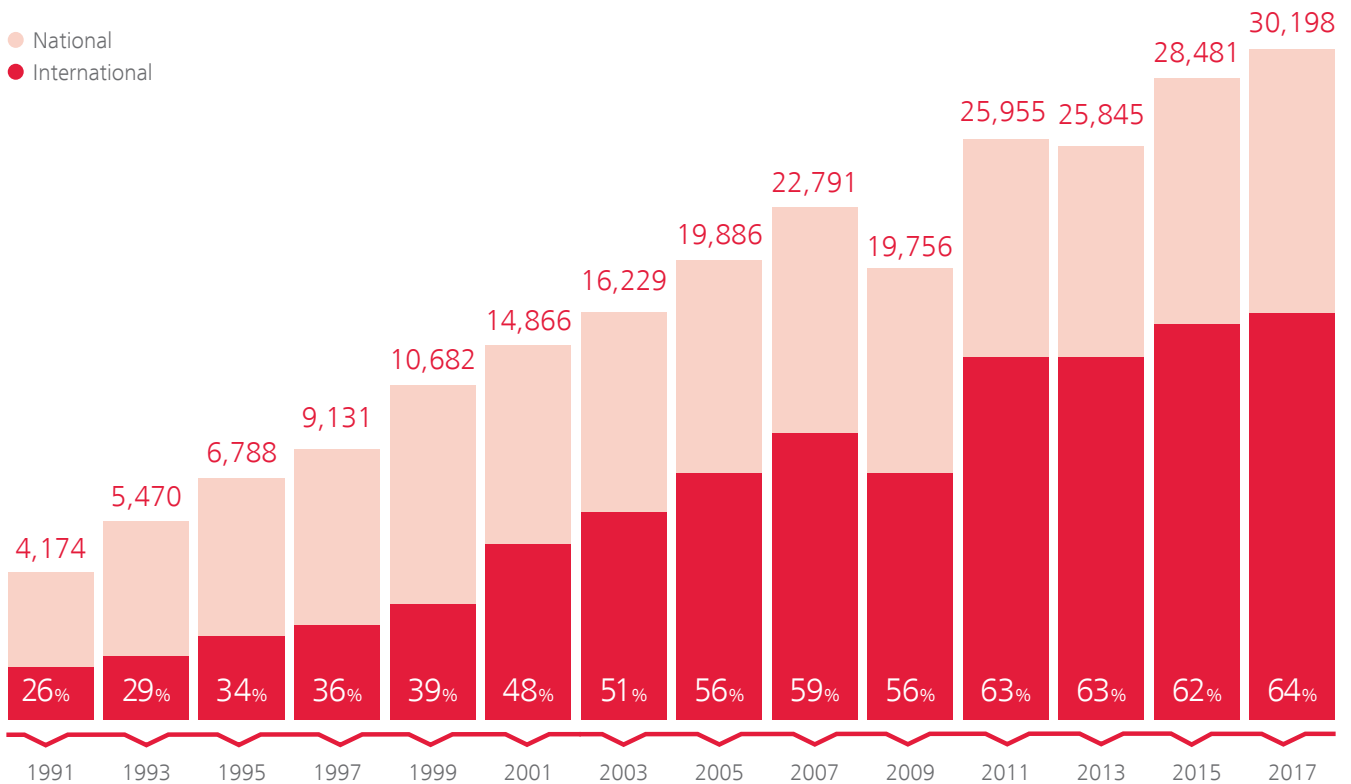
98% (99%) of the visitors were satisfied with the range of products and services presented at the trade fair.

5.5 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



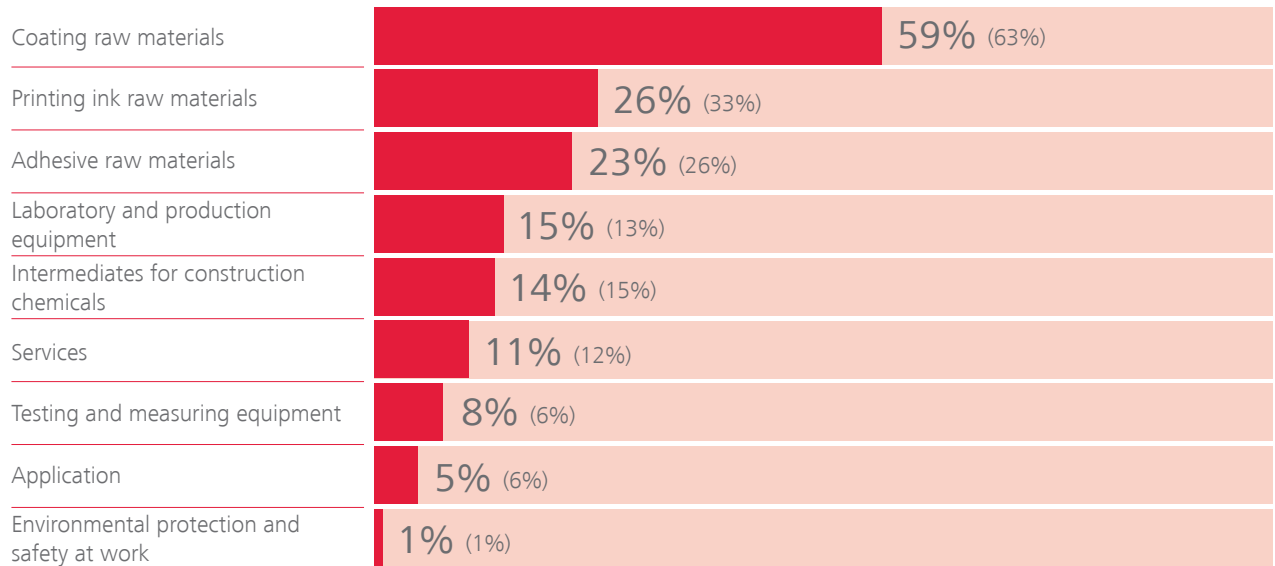
6. DEVELOPMENT OF VISITORS



7. EXHIBITOR SURVEY

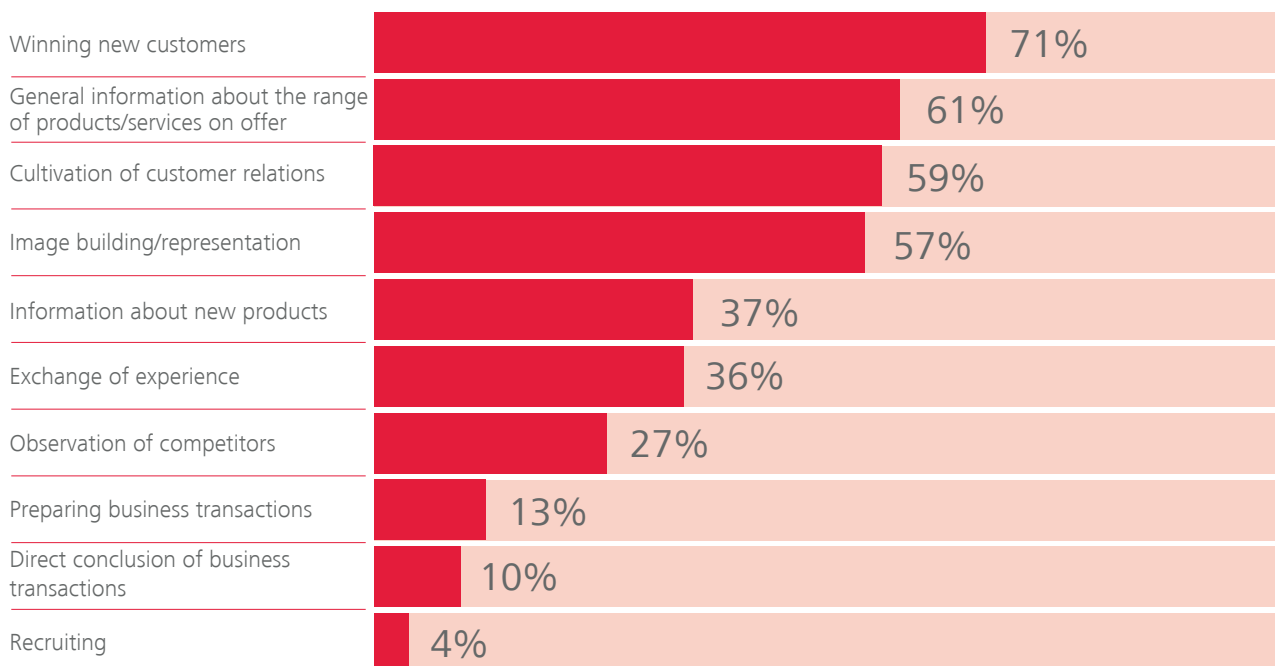
7.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers)



7.2 EXHIBITORS' OBJECTIVES*

What were your company's objectives for exhibiting at European Coatings Show 2017?
(Multiple answers, extract)



7.3 TARGET GROUP ACCURACY

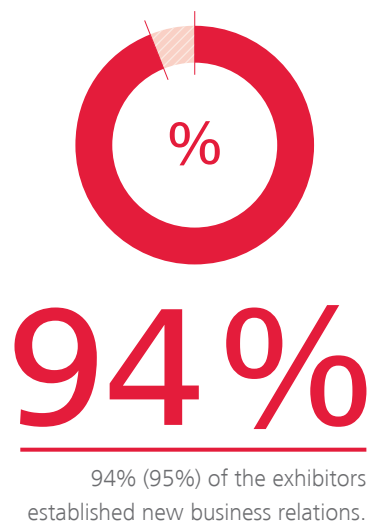
Did you reach your most important target groups at this trade fair?



95% (98%) of the exhibitors reached their most important target groups during European Coatings Show 2017.

7.4 NEW BUSINESS RELATIONS

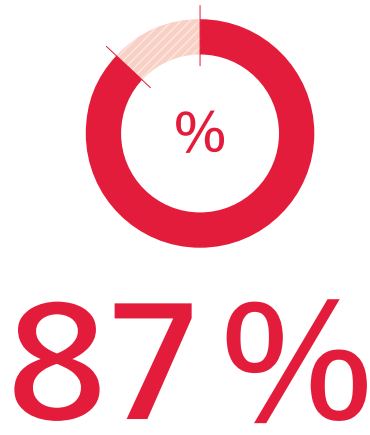
To what extent did your company make new business connections in the course of the fair?



94% (95%) of the exhibitors established new business relations.

7.5 FOLLOW-UP BUSINESS

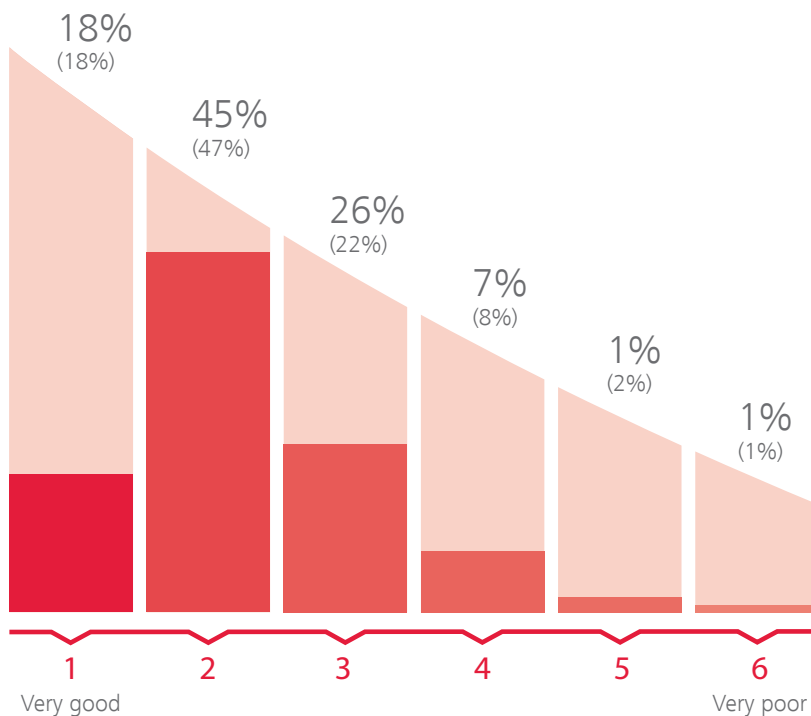
Do you expect follow-up business after making contacts and paving the way during the fair?



87% (90%) of the exhibitors expect follow-up business due to contacts made during the exhibition.

7.6 QUALITY OF VISITORS

How do you rate the quality of the visitors at your stand?



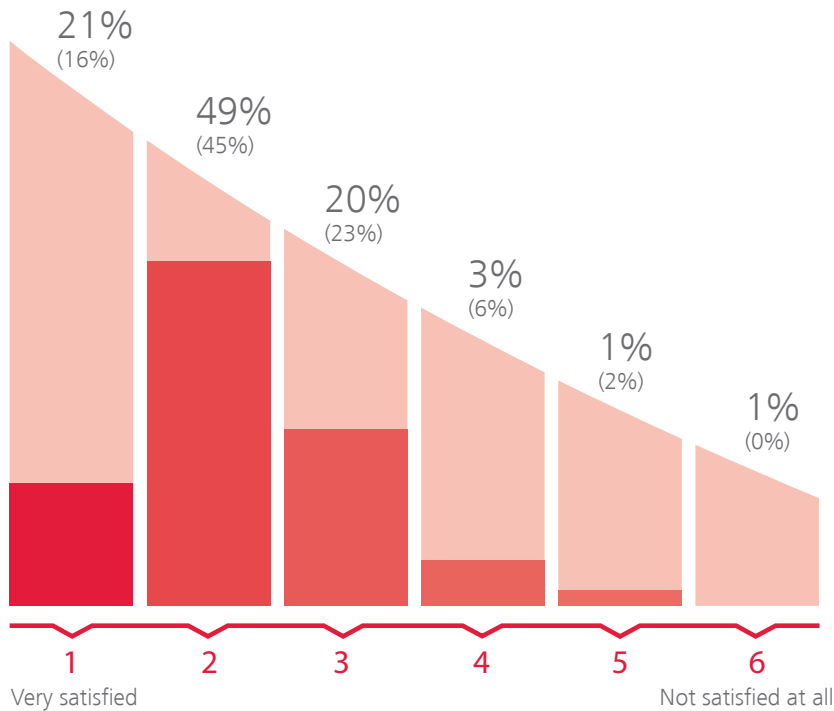
96%

96% (95%) of the exhibitors were satisfied with the quality of the visitors at their stands.

No answer: 3% (2%)

7.7 OVERALL SATISFACTION

How satisfied are you with exhibiting overall?



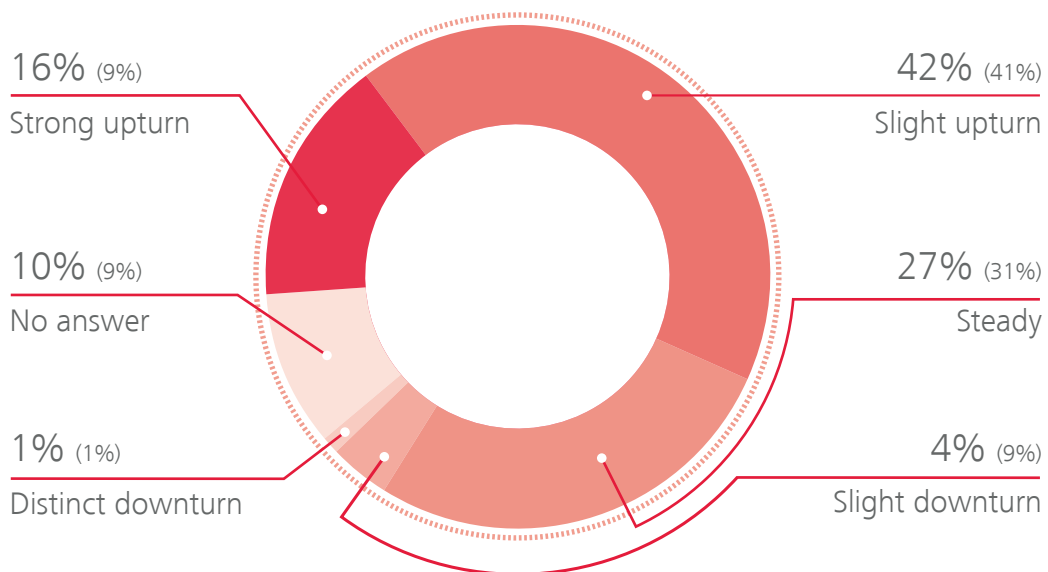
93 %

93% (90%) of the exhibitors were satisfied with their participation.

No answer: 5% (7%)

7.8 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



MISCELLANEOUS

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



Further information is available at www.fkm.de.

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Market Research, T +49 9 11 8606-0, F +49 9 11 8606-82 28, info@nuernbergmesse.de.

May 2017
NürnbergMesse GmbH
- Market Research -
