1. **STRUCTURAL DATA**

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>GERMANY</th>
<th>INTERNATIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitors</td>
<td>1,156</td>
<td>357</td>
<td>799</td>
</tr>
<tr>
<td></td>
<td>(1,135)</td>
<td>(363)</td>
<td>(772)</td>
</tr>
<tr>
<td>Visitors</td>
<td>30,472</td>
<td>10,993</td>
<td>19,479</td>
</tr>
<tr>
<td></td>
<td>(30,198)</td>
<td>(10,944)</td>
<td>(19,254)</td>
</tr>
<tr>
<td>Total exhibition space (in m²)</td>
<td>81,300</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>(70,530)</td>
<td>(–)</td>
<td>(–)</td>
</tr>
<tr>
<td>Exhibitor stand space (in m²)</td>
<td>42,086</td>
<td>18,423</td>
<td>23,663</td>
</tr>
<tr>
<td></td>
<td>(39,896)</td>
<td>(17,875)</td>
<td>(22,021)</td>
</tr>
<tr>
<td>Special shows (in m²)</td>
<td>421</td>
<td>421</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>(414)</td>
<td>(414)</td>
<td>(–)</td>
</tr>
</tbody>
</table>

(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up | * = no comparison possible

2. **EUROPEAN COATINGS SHOW CONFERENCE**

721 PARTICIPANTS FROM 54 COUNTRIES

sourced information in:
- 10 introducing pre-conference tutorials
- 24 sessions with 144 presentations

3. **MEDIA**

88 accredited journalists from 15 countries

189,363 visits and 482,935 page impressions from 117 countries at www.european-coatings-show.com from 22.03.2018 to 21.03.2019

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4. VISITOR REGISTRATION

4.1 ORIGIN OF VISITORS

NUMBER OF COUNTRIES:

124

(120)

STRUCTURE OF INTERNATIONAL VISITORS

- European Union: 54% (54%)
- Rest of Europe: 16% (16%)
- Africa | Asia | Australia | Oceania: 22% (22%)
- America: 7% (8%)

STRUCTURE OF GERMAN VISITORS

- North/West: 53% (55%)
- South: 42% (40%)
- East: 5% (5%)

TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS

1. Italy
2. Netherlands
3. Turkey
4. Poland
5. Great Britain / Northern Ireland
6. France
7. Switzerland
8. Spain
9. Russian Federation
10. India

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### 4.2 VISITORS’ BRANCHES

- **Formulator of Coatings and Paints**: 33% (34%)
- **Supplier of Raw Materials**: 28% (26%)
- **Other**: 14% (15%)
- **Supplier of Testing and Measuring Equipment**: 1% (1%)
- **Industrial Applicator of Printing Inks**: 1% (*)
- **Industrial Applicator of Adhesives and Sealants**: 1% (1%)
- **Industrial Applicator of Construction Chemical Products**: 1% (2%)
- **Formulator Printing Inks**: 4% (4%)
- **Formulator of Adhesives and Sealants**: 28% (26%)
- **Industrial Applicator of Coatings and Paints**: 1% (1%)
- **Supplier of Laboratory and Production Equipment**: 5% (6%)
- **Supplier of Laboratory and Production Equipment**: 5% (6%)
- **Formulator of Construction Chemical Products**: 5% (5%)
- **Industrial Applicator of Adhesives and Sealants**: 6% (6%)

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### 4.3 PROFESSIONAL STATUS OF VISITORS

<table>
<thead>
<tr>
<th>Professional Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneur, partner and self-employed</td>
<td>11% (11%)</td>
</tr>
<tr>
<td>Director, board member and head of an authority</td>
<td>18% (17%)</td>
</tr>
<tr>
<td>Head and other employee with managerial responsibility</td>
<td>24% (22%)</td>
</tr>
<tr>
<td>Group head and project director</td>
<td>16% (18%)</td>
</tr>
<tr>
<td>Other employee, skilled worker</td>
<td>24% (24%)</td>
</tr>
<tr>
<td>Other position</td>
<td>9% (8%)</td>
</tr>
</tbody>
</table>

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4.4 APPLICATION INDUSTRIES*

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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 2019? (Multiple answers, extract)

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5.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at European Coatings Show 2019? (Multiple answers)

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coating raw materials</td>
<td>61% (62%)</td>
</tr>
<tr>
<td>Laboratory and production equipment</td>
<td>38% (45%)</td>
</tr>
<tr>
<td>Testing and measuring equipment</td>
<td>29% (33%)</td>
</tr>
<tr>
<td>Adhesive raw materials</td>
<td>22% (21%)</td>
</tr>
<tr>
<td>Application</td>
<td>22% (25%)</td>
</tr>
<tr>
<td>Printing ink raw materials</td>
<td>18% (13%)</td>
</tr>
<tr>
<td>Intermediates for construction chemicals</td>
<td>12% (13%)</td>
</tr>
<tr>
<td>Environmental protection and safety at work</td>
<td>8% (7%)</td>
</tr>
<tr>
<td>Services</td>
<td>7% (6%)</td>
</tr>
</tbody>
</table>

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5.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at European Coatings Show 2019?

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

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5.5 ECONOMIC SITUATION IN SECTOR

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

- **Strong upturn**: 14% (16%)
- **Slight upturn**: 32% (48%)
- **Distinct downturn**: 1% (1%)
- **Slight downturn**: 19% (6%)
- **Steady**: 1% (1%)
- **Strong downturn**: 34% (29%)

6. DEVELOPMENT OF VISITORS

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## 7. EXHIBITOR SURVEY

### 7.1 PRODUCT GROUPS (of exhibitors)
Which group of products/services do you offer? (Multiple answers)

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coating raw materials</td>
<td>59% (59%)</td>
</tr>
<tr>
<td>Printing ink raw materials</td>
<td>29% (26%)</td>
</tr>
<tr>
<td>Adhesive raw materials</td>
<td>25% (23%)</td>
</tr>
<tr>
<td>Laboratory and production equipment</td>
<td>15% (15%)</td>
</tr>
<tr>
<td>Intermediates for construction chemicals</td>
<td>13% (14%)</td>
</tr>
<tr>
<td>Services</td>
<td>11% (11%)</td>
</tr>
<tr>
<td>Testing and measuring equipment</td>
<td>8% (8%)</td>
</tr>
<tr>
<td>Application</td>
<td>5% (5%)</td>
</tr>
<tr>
<td>Environmental protection and safety at work</td>
<td>2% (1%)</td>
</tr>
</tbody>
</table>

### 7.2 EXHIBITORS’ OBJECTIVES
What were your company’s objectives for exhibiting at European Coatings Show 2019? (Multiple answers, extract)

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winning new customers</td>
<td>71% (71%)</td>
</tr>
<tr>
<td>General information about the range of products / services on offer</td>
<td>58% (61%)</td>
</tr>
<tr>
<td>Cultivation of customer relations</td>
<td>57% (59%)</td>
</tr>
<tr>
<td>Image building / representation</td>
<td>55% (57%)</td>
</tr>
<tr>
<td>Exchange of experience</td>
<td>35% (36%)</td>
</tr>
<tr>
<td>Information about new products</td>
<td>33% (37%)</td>
</tr>
<tr>
<td>Observation of competitors</td>
<td>27% (27%)</td>
</tr>
<tr>
<td>Preparing business transactions</td>
<td>14% (13%)</td>
</tr>
<tr>
<td>Direct conclusion of business transactions</td>
<td>11% (10%)</td>
</tr>
<tr>
<td>Recruiting</td>
<td>3% (4%)</td>
</tr>
</tbody>
</table>

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7.3 TARGET GROUP ACCURACY
Did you reach your most important target groups at this trade fair?

97%

97% (95%) of the exhibitors reached their most important target groups during European Coatings Show 2019.

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

94%

94% (94%) 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% (87%) 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?

94% (96%) of the exhibitors were satisfied with the quality of the visitors at their stands.
## 7.7 OVERALL SATISFACTION

How satisfied are you with exhibiting overall?

- 21% (21%) Very satisfied
- 43% (49%) Slightly satisfied
- 21% (20%) Moderately satisfied
- 6% (3%) Slightly dissatisfied
- 2% (1%) Moderately dissatisfied
- 1% (1%) Very dissatisfied

No answer: 7% (5%)

91% (93%) of the exhibitors were satisfied with their participation.

## 7.8 ECONOMIC SITUATION IN SECTOR

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

- 12% (16%) Strong upturn
- 11% (10%) No answer
- 1% (1%) Distinct downturn
- 29% (42%) Slight upturn
- 34% (27%) Steady
- 13% (4%) Slight downturn

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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 +49 911 86 06-0, F +49 911 86 06-82 28, info@nuernbergmesse.de.

May 2019
NürnbergMesse GmbH
- Market Research -