



EUROPEAN

COATINGS SHOW 2019

⊕ ADHESIVES - SEALANTS - CONSTRUCTION CHEMICALS

NUREMBERG // GERMANY

European Coatings Show: 19-21 March 2019

European Coatings Show Conference: 18-19 March 2019



SHOW REPORT

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	1,156 (1,135)	357 (363)	799 (772)
Visitors	30,472 (30,198)	10,993 (10,944)	19,479 (19,254)
Total exhibition space (in m ²)	81,300 (70,530)	— (—)	— (—)
Exhibitor stand space (in m ²)	42,086 (39,896)	18,423 (17,875)	23,663 (22,021)
Special shows (in m ²)	421 (414)	421 (414)	— (—)

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

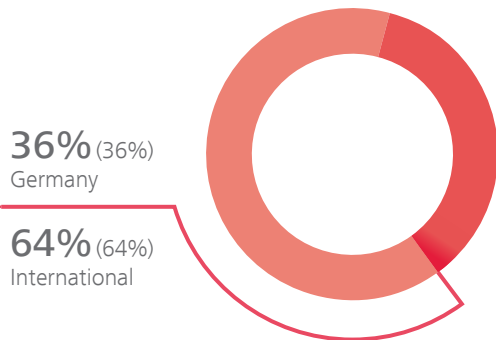
accredited journalists from **15** countries

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

4. VISITOR REGISTRATION

4.1 ORIGIN OF VISITORS



NUMBER OF COUNTRIES:

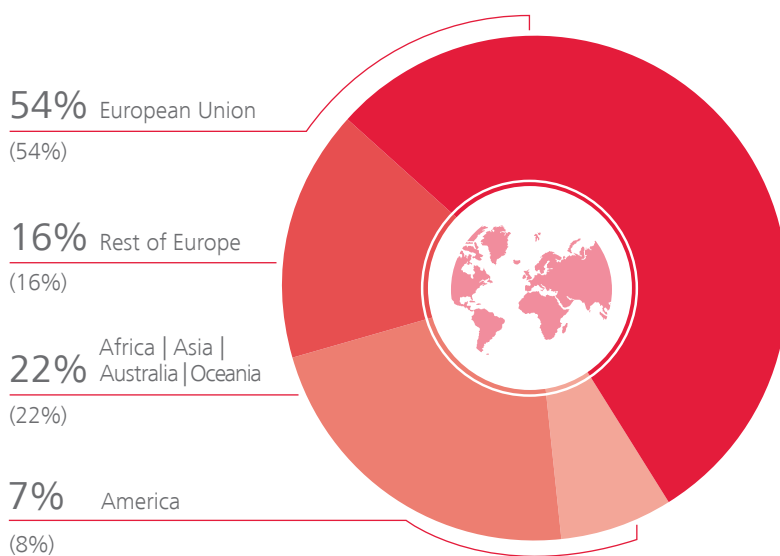
124

(120)

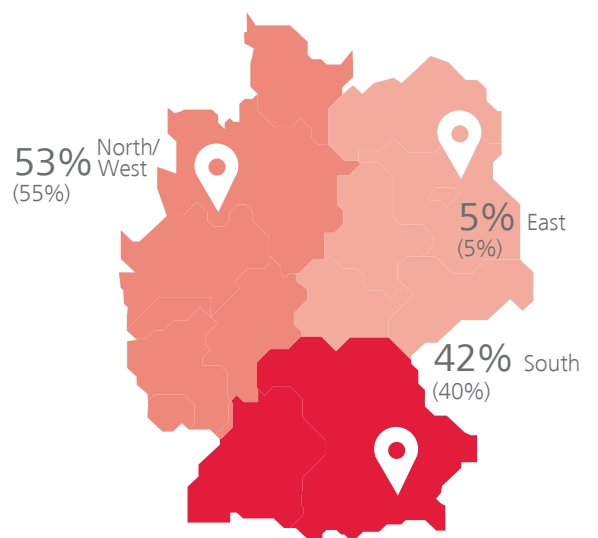
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



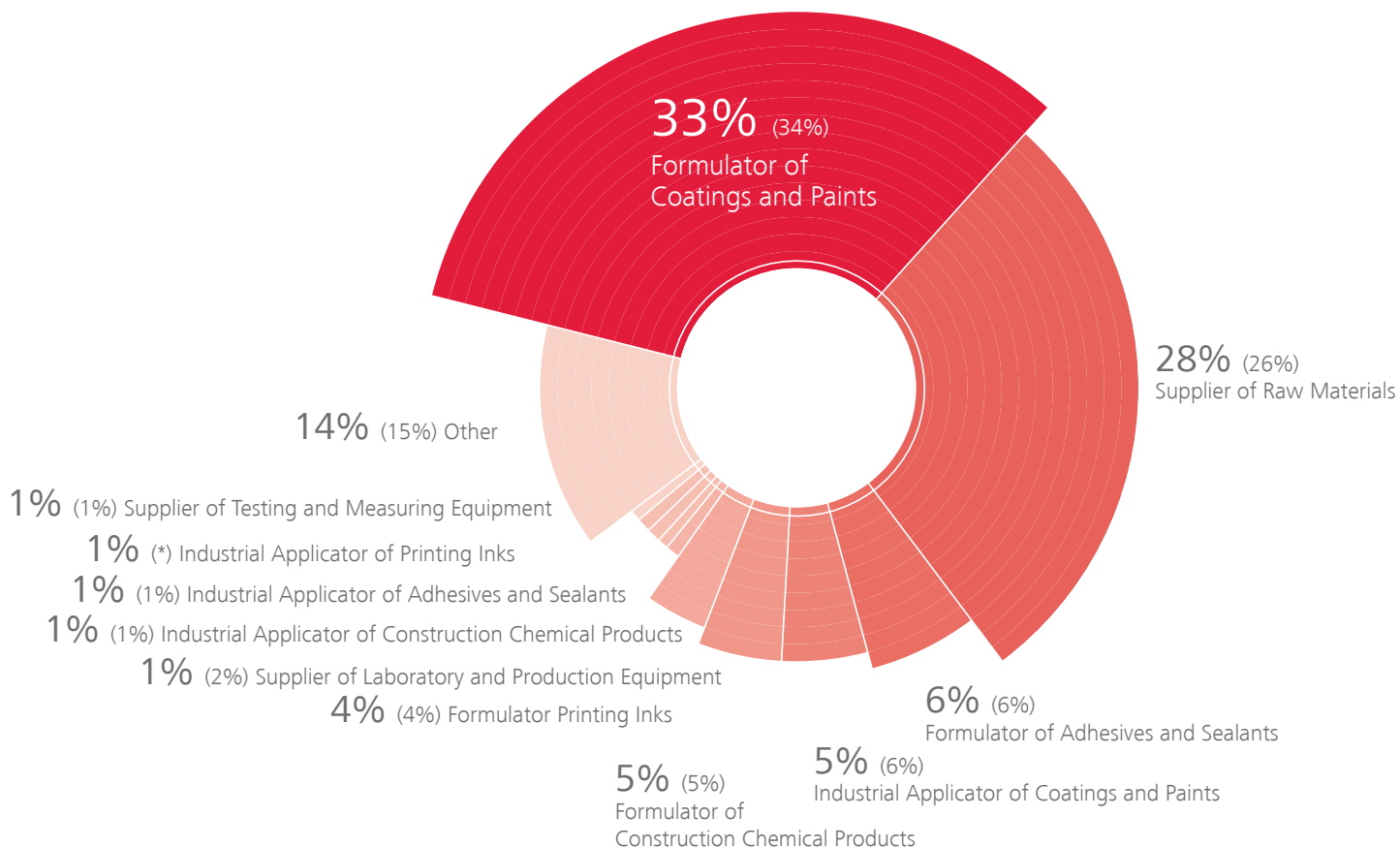
STRUCTURE OF INTERNATIONAL VISITORS



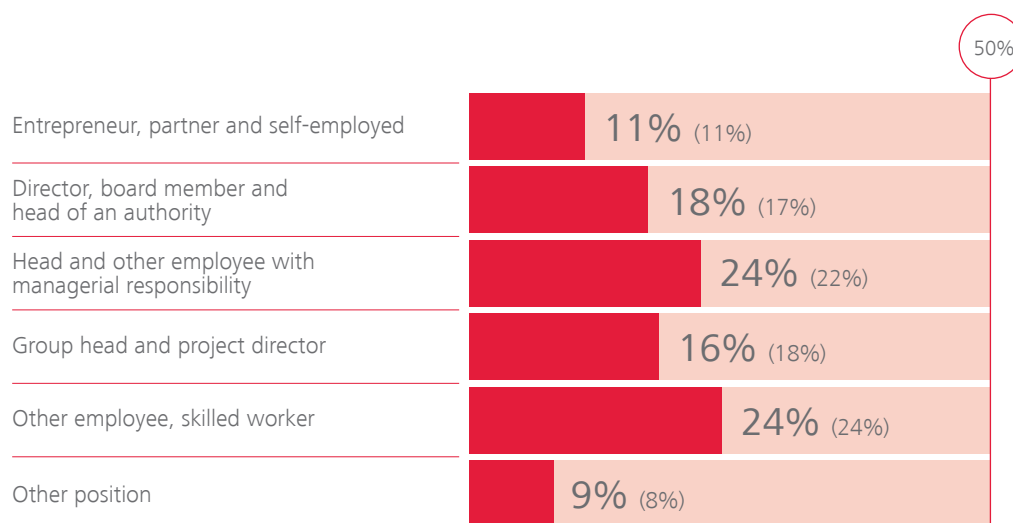
STRUCTURE OF GERMAN VISITORS



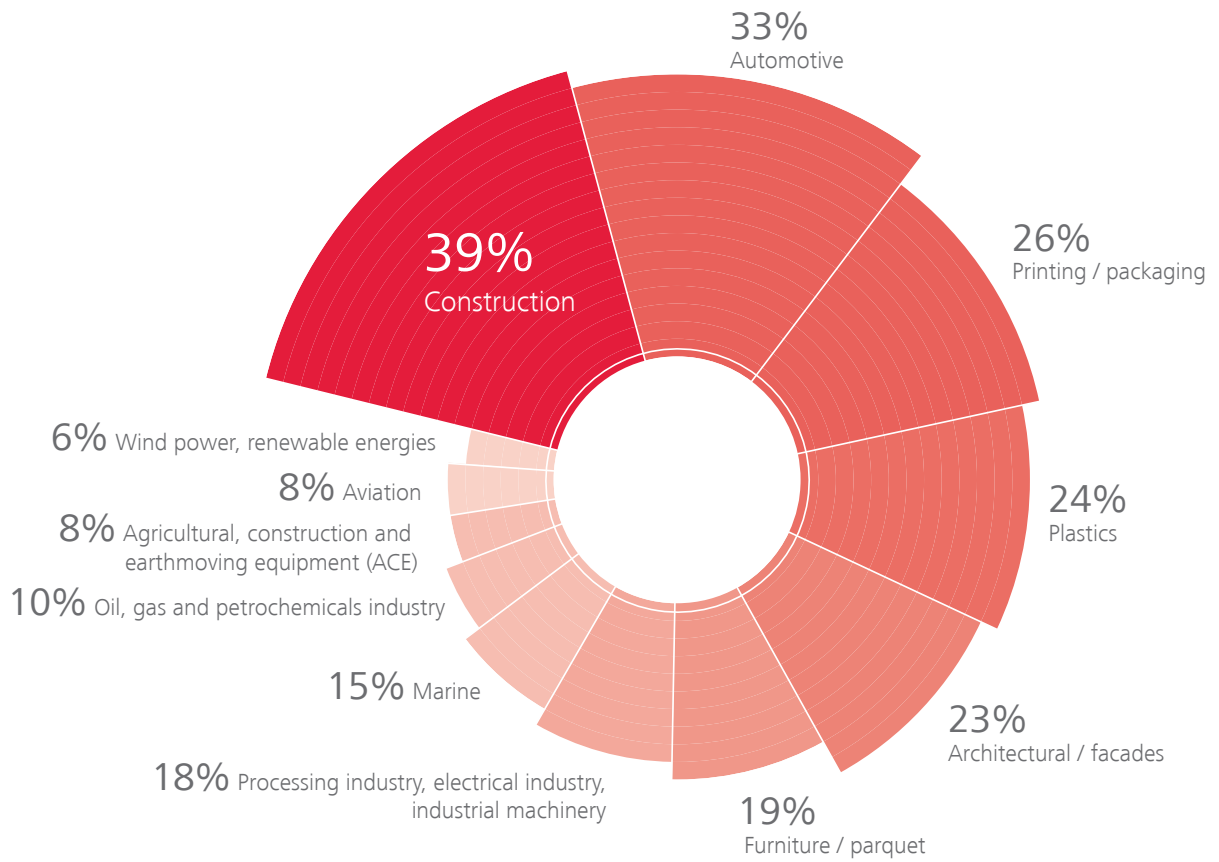
4.2 VISITORS' BRANCHES



4.3 PROFESSIONAL STATUS OF VISITORS



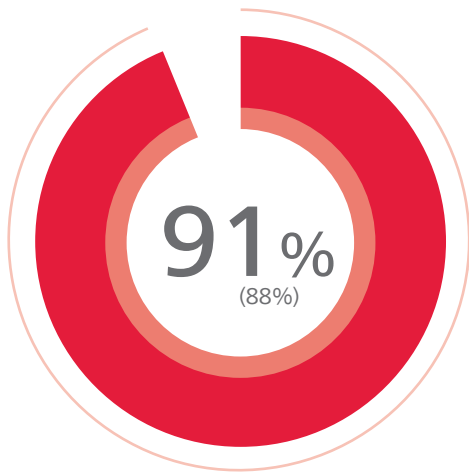
4.4 APPLICATION INDUSTRIES*



5. VISITOR SURVEY

5.1 DECISION-MAKERS

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



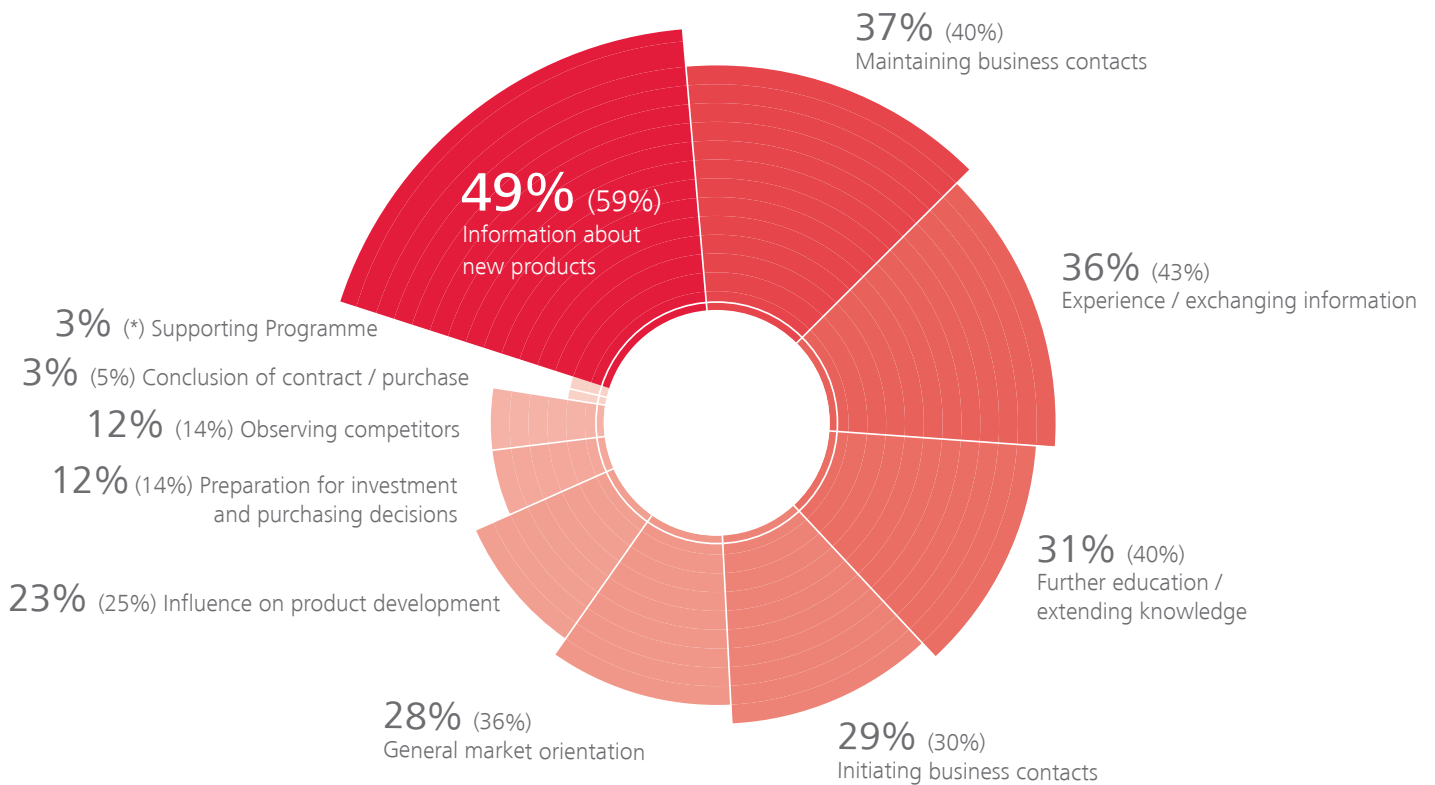
of the visitors are ...

involved in purchasing decisions in their company.

5.2 MAIN REASONS FOR VISIT

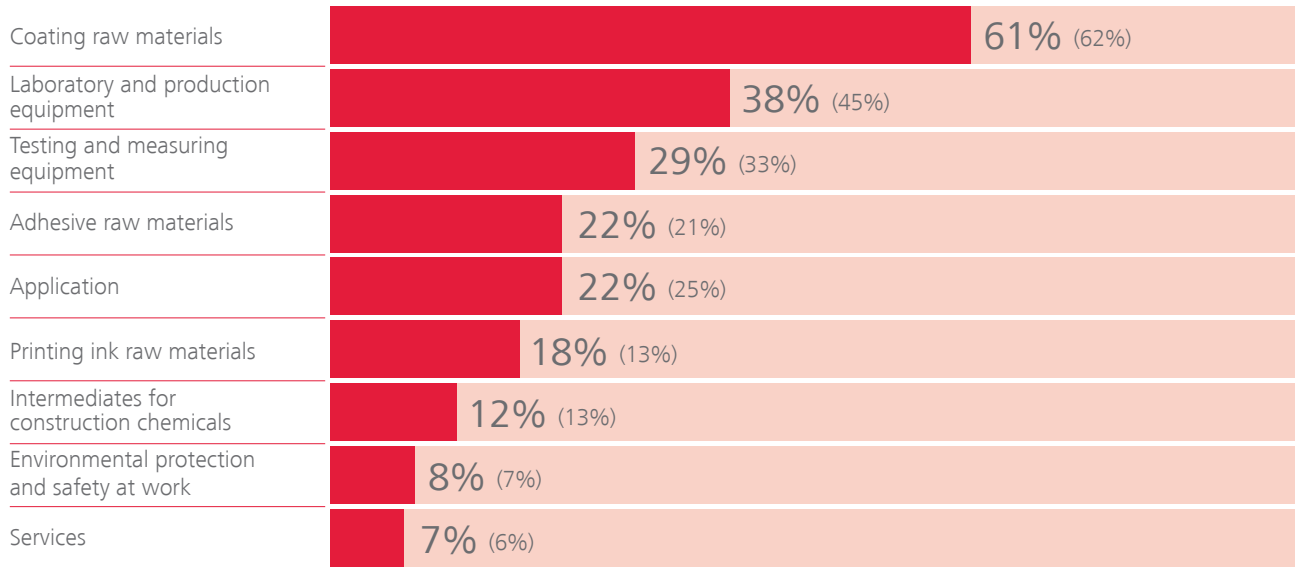
What are the main reasons for your visit to European Coatings Show 2019?

(Multiple answers, extract)



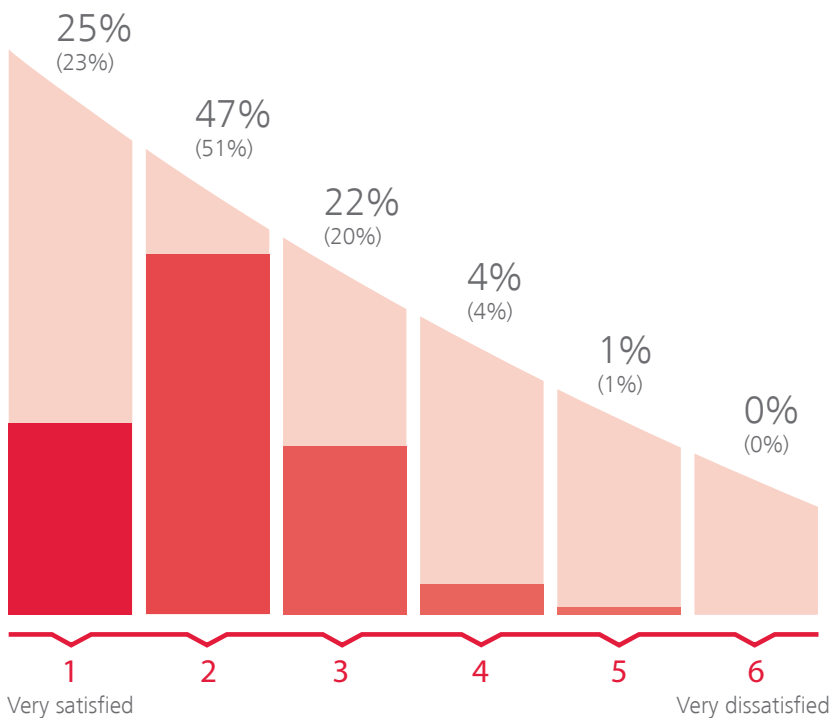
5.3 PRODUCT GROUPS (main interest of visitors)

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



5.4 SATISFACTION WITH EXHIBITS

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

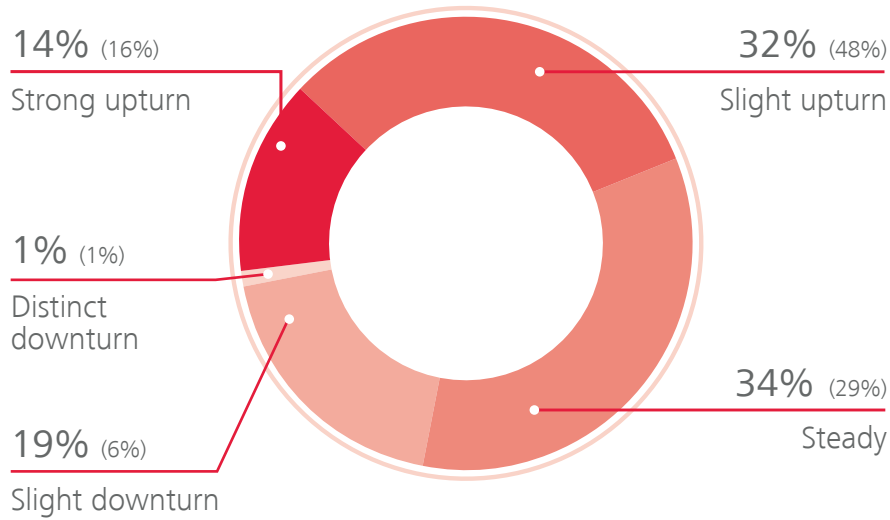


98%

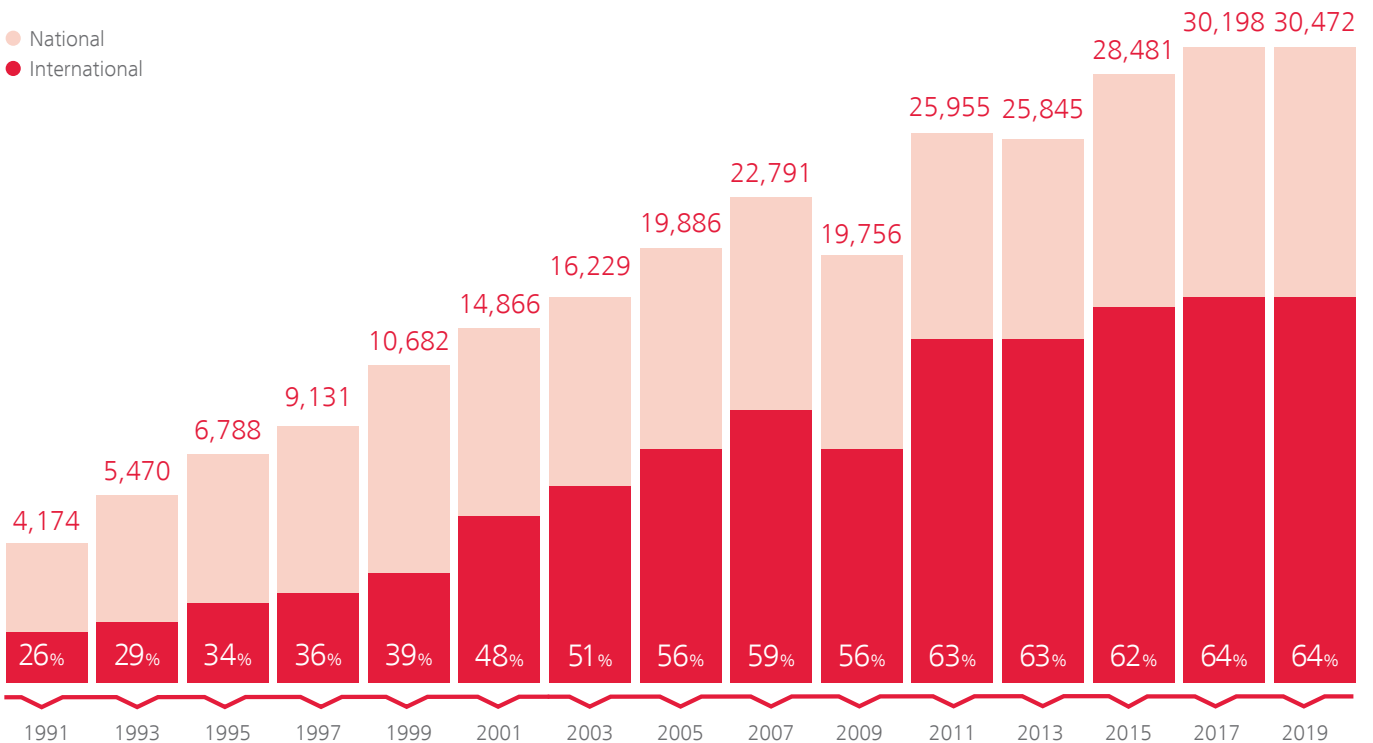
98% (98%) of the visitors were satisfied with the range of products and services presented at the trade fair.

5.5 ECONOMIC SITUATION IN SECTOR

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



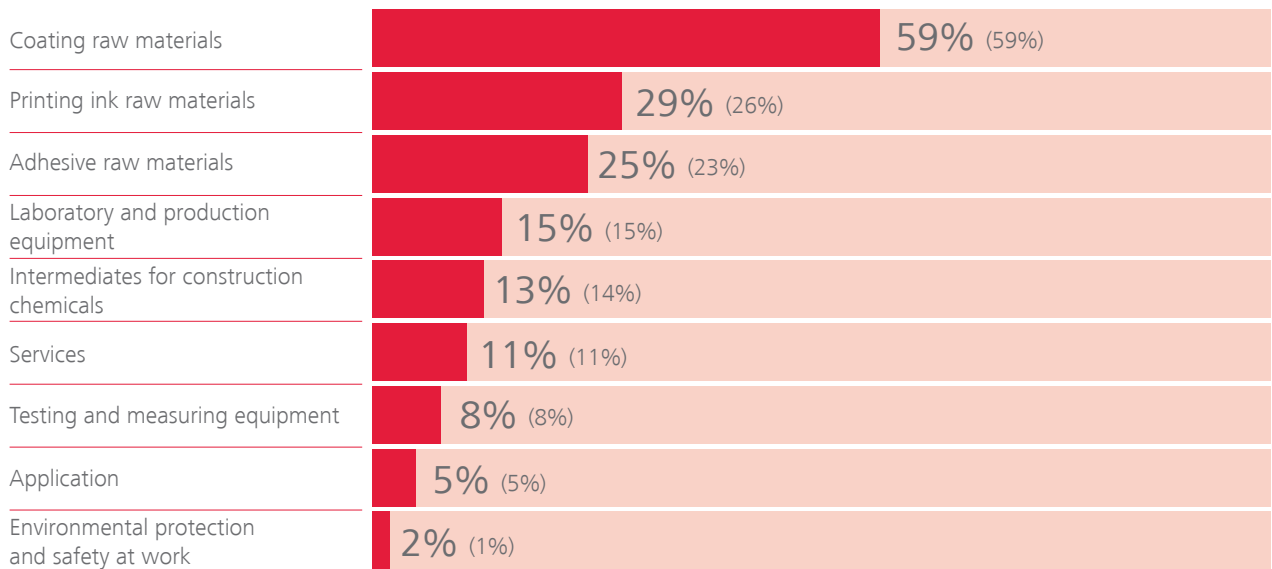
6. DEVELOPMENT OF VISITORS



7. EXHIBITOR SURVEY

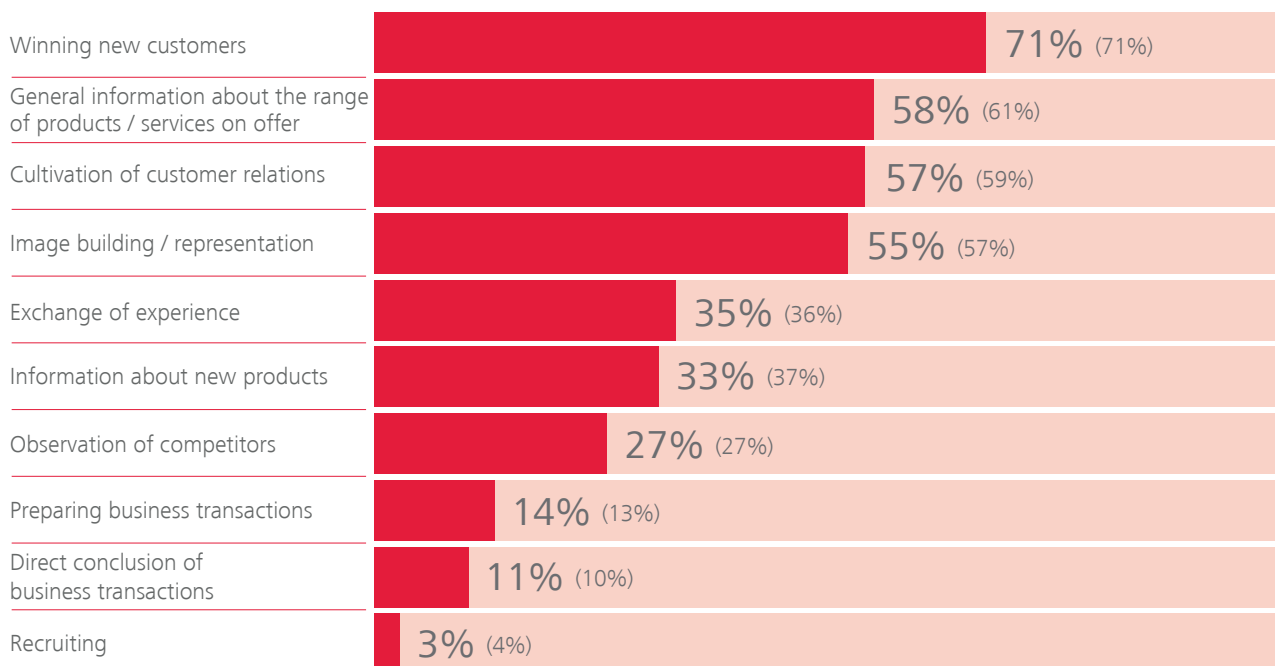
7.1 PRODUCT GROUPS (of exhibitors)

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 2019? (Multiple answers, extract)



7.3 TARGET GROUP ACCURACY

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



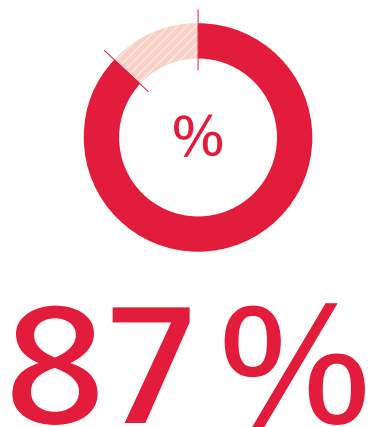
7.4 NEW BUSINESS RELATIONS

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



7.5 FOLLOW-UP BUSINESS

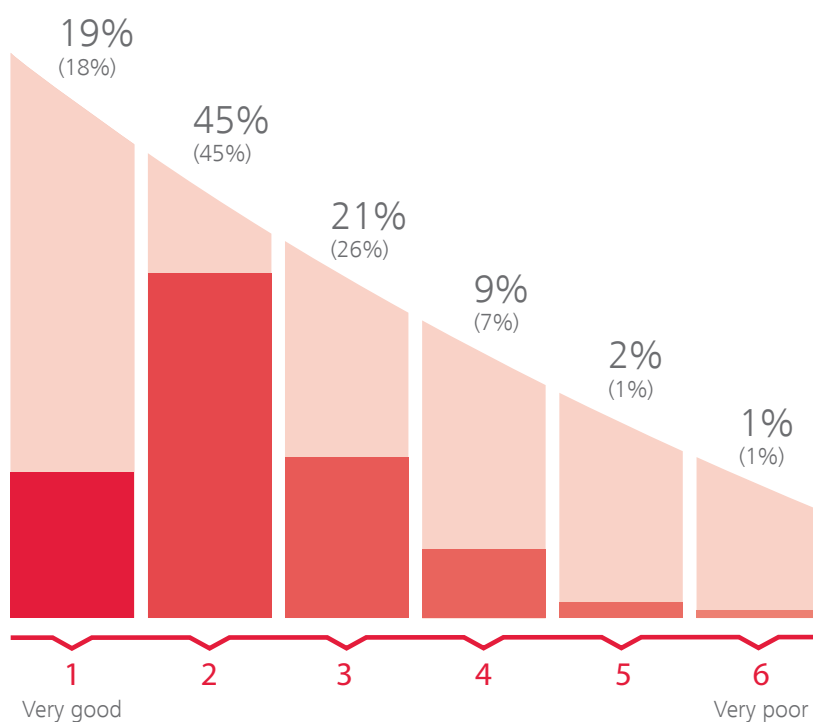
Do you expect follow-up business after making contacts and paving the way during the fair?



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?



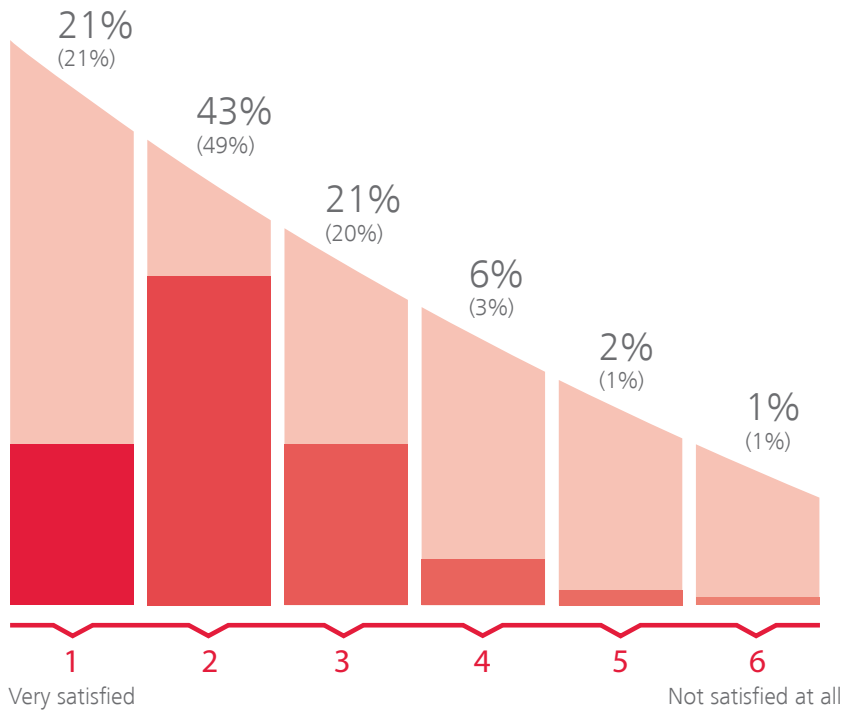
94%

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

No answer: 3% (3%)

7.7 OVERALL SATISFACTION

How satisfied are you with exhibiting overall?



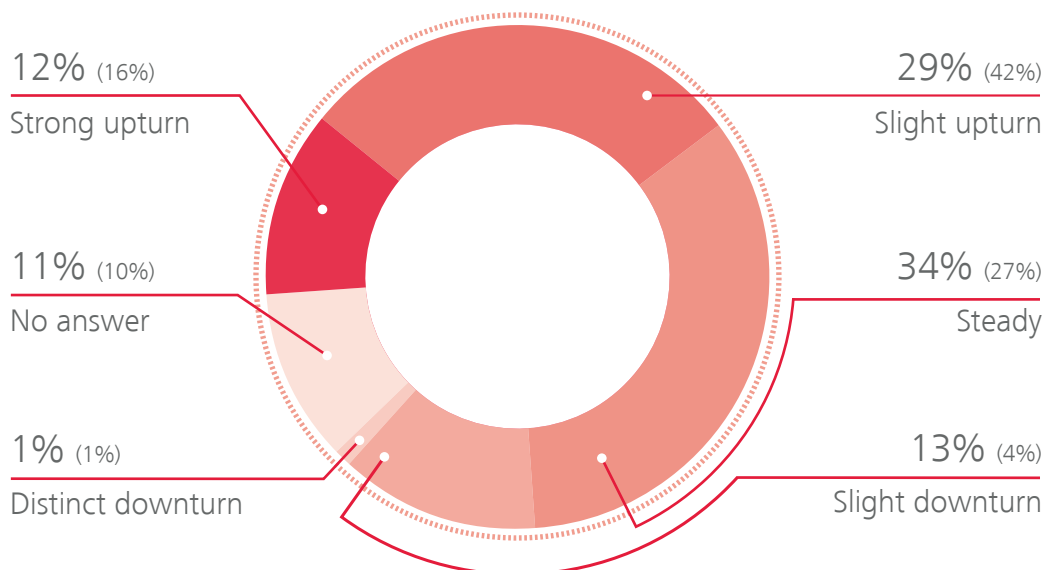
91 %

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

No answer: 7% (5%)

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 2019
NürnbergMesse GmbH
- Market Research -
