### Brief analysis of the exhibitor survey

**ORIGIN OF THE EXHIBITORS**

- **Germany**: 56%
- **From abroad**: 44%

The following percentage refers to foreign exhibitors.

**LINE OF BUSINESS**

- **16%**: Servicing / Maintenance
- **16%**: Track welding
- **16%**: Surveying
- **16%**: Care and tools for track laying
- **16%**: Devices
- **21%**: Devices and tools for track laying / cranes
- **26%**: Measuring devices
- **16%**: Rail grinding technology
- **16%**: Railway vehicles
- **11%**: Points and points technology
- **21%**: Inspections of tracks and points
- **16%**: Miscellaneous services

**PARTICIPATION GOALS AND ACHIEVMENT OF THESE OBJECTIVES**

- **Making new contacts**: 100%
- **Maintaining existing contacts**: 95%
- **Competitor / market observation**: 89%
- **Preparing business transactions**: 83%
- **Conclusion of transactions**: 89%
- **Advertising**: 89%
- **Publicity**: 84%
- **Attraction of new employees**: 33%
- **Investor Relations**: 23%

**QUALITY OF THE TRADE VISITORS**

- **Excellent**: 94%
- **Very good**: 65%
- **Good**: 23%
- **Sufficient**: 6%

The quality of the trade visitors at **iaf 2017** is rated as (very) positive by 94% of the exhibitors.

**BUSINESS SUCCESS**

- **71%** of the exhibiting companies rate the business success of their **iaf** participation as positive.

**FOLLOW UP BUSINESS**

- **64%** of the exhibitors expect a promising after fair business.

**OVERALL IMPRESSION**

- **Excellent**: 65%
- **Very good**: 23%
- **Good**: 16%
- **Sufficient**: 11%
- **Negative**: 6%

**WOULD RECOMMEND**

- **Definitely**: 94%
- **Very probably**: 61%
- **Maybe**: 33%
- **Probably not**: 6%
- **No, never again**: 1%

**INTENTION TO VISIT AGAIN**

- **Definitely**: 98%
- **Very probably**: 95%
- **Maybe**: 33%
- **Probably not**: 4%
- **No never again**: 1%