

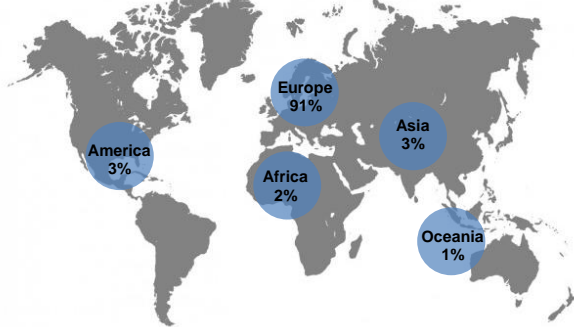


Brief analysis of the visitor survey

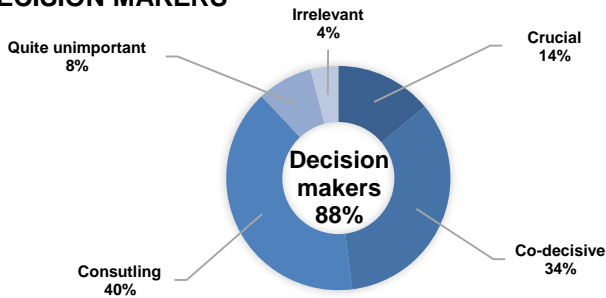
ORIGIN OF THE VISITORS

Germany 76%
From abroad 24%

The following percentage refers to foreign visitors.



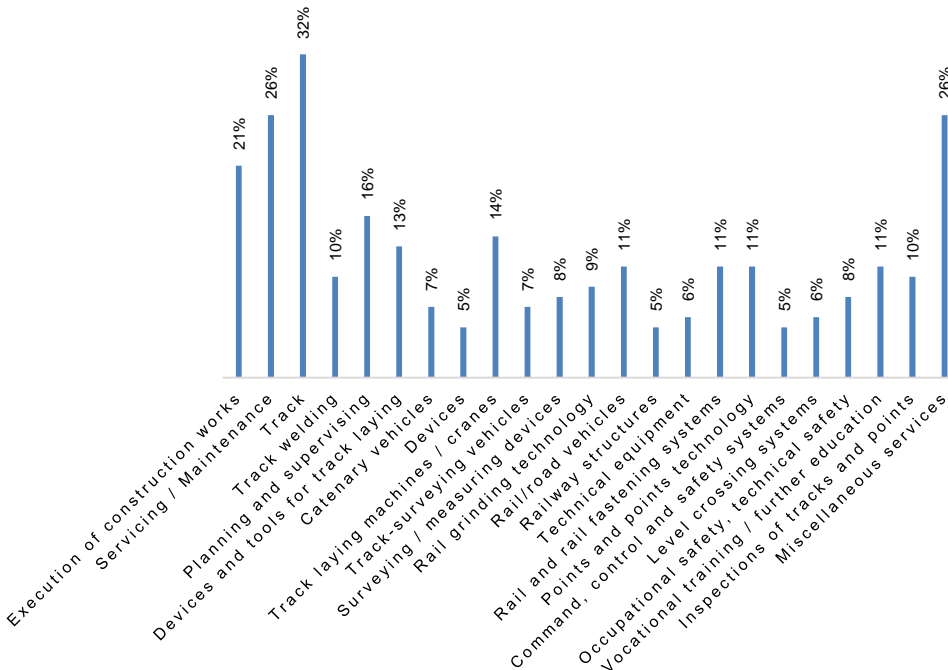
DECISION MAKERS



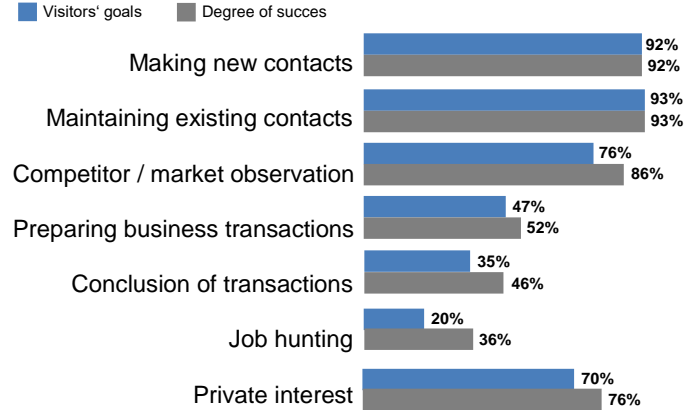
The share of professional trade visitors who have an influence on purchasing / procurement decisions is 88%.

LINE OF BUSINESS

(Multiple answers possible/ Abstract > 4%)



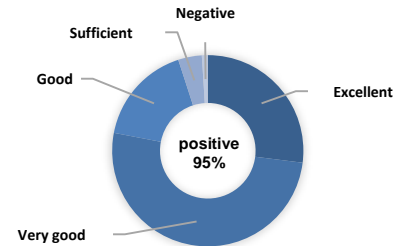
GOALS OF THE VISIT AND ACHIEVEMENT OF THESE OBJECTIVES



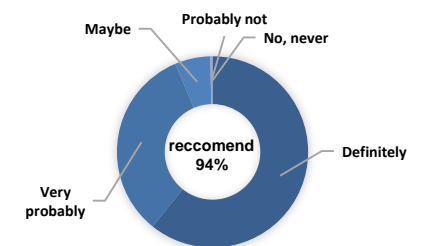
BUSINESS SUCCESS

87% of the visitors achieved an excellent to good business result at iaf 2017.

OVERALL IMPRESSION



WOULD RECOMMEND



INTENTION TO VISIT AGAIN

