

CLOSING REPORT

April 2016

Record visitor numbers at FENSTERBAU FRONTALE and HOLZ-HANDWERK in 2016

- **1,288 exhibitors from 40 countries**
- **About 110,581 trade visitors – much broader international visitor base**
- **Next event from 21 to 24 March 2018**

The twin trade fair FENSTERBAU FRONTALE and HOLZ-HANDWERK confirmed its leading position among participating industries with a record number of visitors in 2016: the event held between 16 and 19 March brought about 110,581* experts from the wood and window industries to Nuremberg, compared to 108,967 on the previous occasion in 2014. The second day of the event alone saw a record 38,500 visitors pass through the halls – a figure never previously achieved by the Exhibition Centre Nuremberg in a single day. The venue, fully booked for the event, hosted a total of 1,288 exhibitors*, more than a third of them from outside Germany, presenting new developments and innovations from the wood processing industry and the fields of window, door and façade construction.

With 794 exhibitors from 37 countries at FENSTERBAU FRONTALE, 494 exhibitors from 20 countries at HOLZ-HANDWERK and about 110,581 international trade visitors combined, this biennial combined event again impressed both exhibitors and visitors with the outstanding quality and volume of the top level products and information available. Current industry topics were carefully prepared to provide a wealth of information in the supporting programme.

About a third of all exhibitors and visitors came from abroad in 2016. After Germany, the countries with the greatest number of exhibitors at FENSTERBAU FRONTALE were Italy, Poland and Turkey, with Austria and Italy the runners-up at HOLZ-HANDWERK.

* The visitor, exhibitor and floor space figures for this trade fair event are calculated and certified in accordance with the uniform definitions published by FKM – German Society for Voluntary Control of Fair and Exhibition Statistics.

Trade visitors came from 116 countries, above all Germany, Italy, Austria, Poland and the Czech Republic.

FENSTERBAU FRONTALE beats all expectations

After four busy days, exhibitors were extremely pleased with the FENSTERBAU FRONTALE 2016: 95 per cent gave the event a positive overall rating.

Almost all survey respondents reached their key target groups - and their expectations of participation in the exhibition were met. Besides acquiring new customers (87%), securing information about offerings (81%) and innovations (77%) as well as promoting image and maintaining contacts (78%, multiple answers allowed) were at the forefront. 94 per cent of exhibitors forged new business connections at the event, with 9 out of 10 respondents expecting post-show business. Roughly two-thirds of all exhibitors ranked the number of visitors and their professional expertise as good or very good. The excellent mood at the world's leading exhibition also reflects the confident attitude shown by exhibitors and visitors regarding the economic situation facing the industry: about half expect a positive trend. Exhibitors are thus eager to participate again: today 9 out of 10 are already planning to take part in the exhibition in 2018.

Visitors to FENSTERBAU FRONTALE – primarily window producers (62%), carpenters (9%), component retailers (11%) and roller shutter and sunshade technicians (10%) – mainly came to the exhibition to learn about innovations (46%), expand their knowledge (30%), share experiences and information (28%) and cultivate business contacts (28%, multiple answers allowed). They echoed the positive assessment provided by exhibitors: about 95 per cent were pleased with the products on display at the stands, with 9 out of 10 visitors rating the usefulness of their visit as high. 93 per cent are planning to return in 2018.

Exhibitors and visitors thrilled with HOLZ-HANDWERK

Smiling faces were to be seen at HOLZ-HANDWERK, as well. 9 out of 10 exhibitors were pleased with the number of conversations at their stands and the business connections that they forged, and expect post-show business. Virtually all respondents reported having reached their most important target groups. 84 per cent rated HOLZ-HANDWERK as important to very important compared with other trade fairs.

Therefore, it comes as no surprise at all that the event plays an important or paramount role for about 87 per cent of exhibitors in their sales and

marketing activities. Visitors and exhibitors alike are optimistic about the future of the woodworking and wood processing industries: about 90 per cent of all respondents believe that there will be an upswing or that market conditions will stay the same.

HOLZ-HANDWERK mainly welcomed cabinet makers (60%), furniture makers (11%), interior remodellers (10%) joiners and carpenters (6%), about three quarters of whom are involved in making purchasing decisions at their company. Visitors primarily wanted to learn about innovations (47%), take advantage of continuing education (34%) and share experiences and information (27%, multiple answers allowed). Roughly 93 per cent felt that their visit had added value and have already made a note of the date of HOLZ-HANDWERK 2018.

Save the date! The next combined FENSTERBAU FRONTALE and HOLZ-HANDWERK trade fair will be held at the Exhibition Centre Nuremberg on **21-24 March 2018**.

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