

Nuremberg, Germany
14–16.1.2020



EUROGUSS 2020

International Trade Fair for Die Casting:
Technology, Processes, Products

SHOW REPORT

NÜRNBERG / MESSE

1. STRUCTURAL DATA

| | TOTAL | GERMANY | INTERNATIONAL |
|---|--------------------|-------------------|-------------------|
| Exhibitors | 758 (641) | 333 (297) | 425 (344) |
| Visitors | 14,599 (15,354) | 8,380 (8,632) | 6,219 (6,722) |
| Total exhibition space (in m ²) | 40,500 (33,100) | — (—) | — (—) |
| Exhibitor stand space (in m ²) | 22,463 (18,758) | 10,165 (9,019) | 12,298 (9,739) |
| Special shows (in m ²) | 275 (—) | 275 (—) | — (—) |

2. DIE CASTING CONFERENCE

About **1,600**
PARTICIPANTS

enjoyed 28 presentations over three days on various aspects of the entire diecasting supply chain.

Alongside traditional topics like tooling technologies and developments in materials, the event also explored the requirements for auxiliaries and operating resources as well as cutting-edge technologies, such as for Industry 4.0, with their opportunities and challenges for die casting. The high-calibre speakers also discussed advances in digitalisation and simulation as well as the potentials of additive manufacturing and three-dimensional testing procedures.

The congress accompanying the trade fair benefitted once again from the excellent professional management and organisation of the VDD (Association of German Die Casting Foundries).

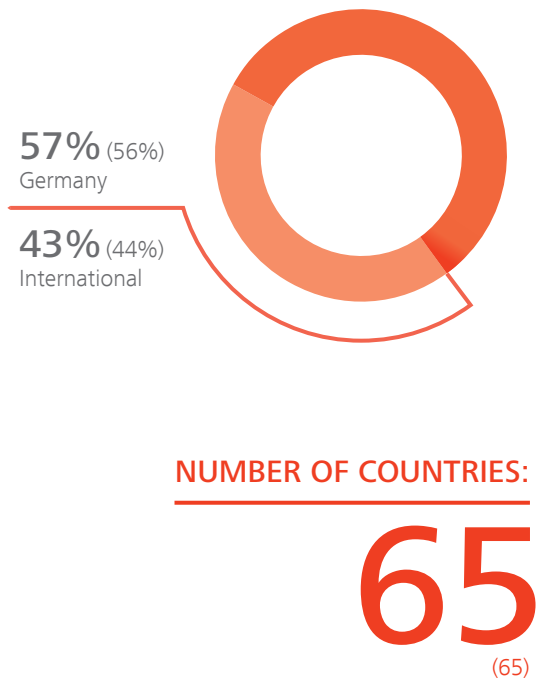
3. MEDIA

49 — accredited journalists from **8** countries.

68,909 — sessions from **69** countries at www.euroguss.de from 18.12.2019 to 16.01.2020.

4. VISITOR REGISTRATION

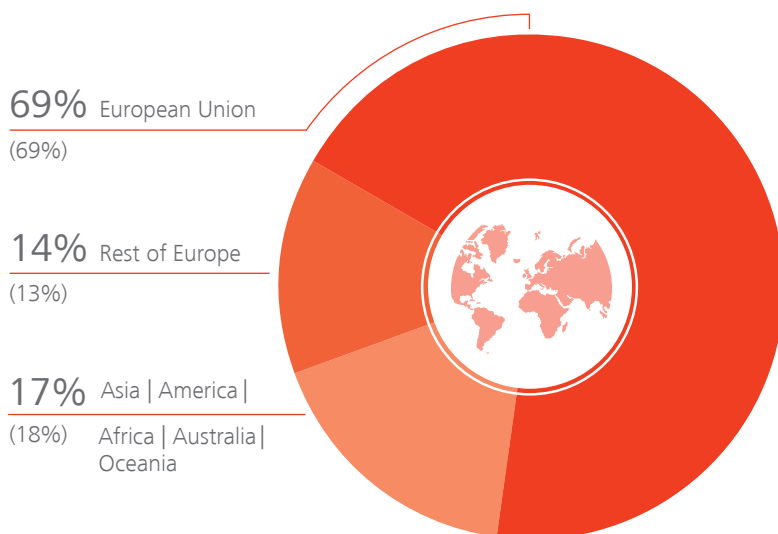
4.1 ORIGIN OF VISITORS



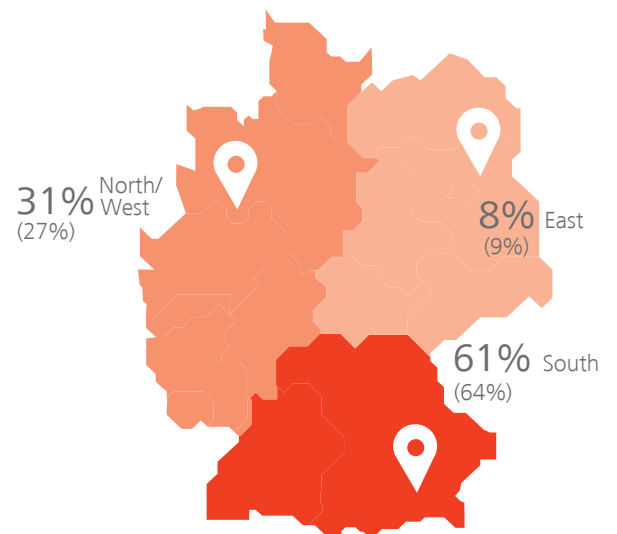
TOP 10 COUNTRIES FOR VISITORS



STRUCTURE OF INTERNATIONAL VISITORS

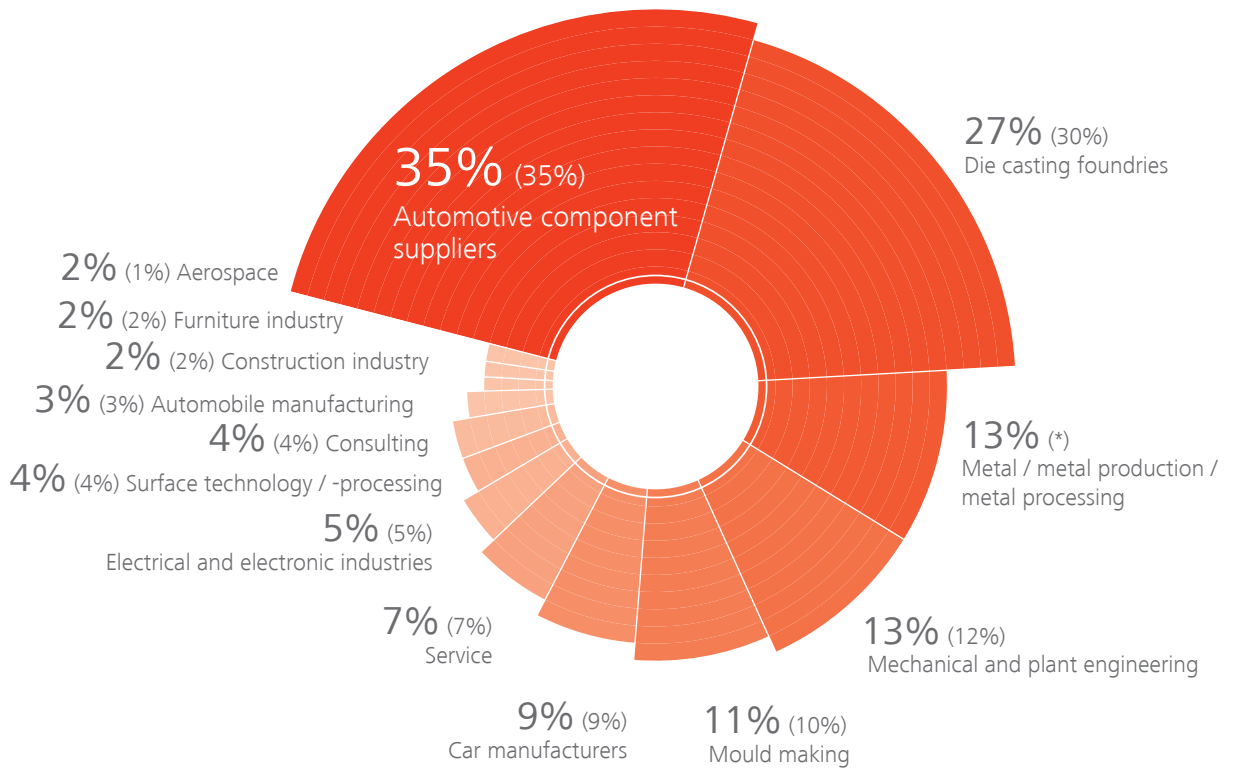


STRUCTURE OF GERMAN VISITORS

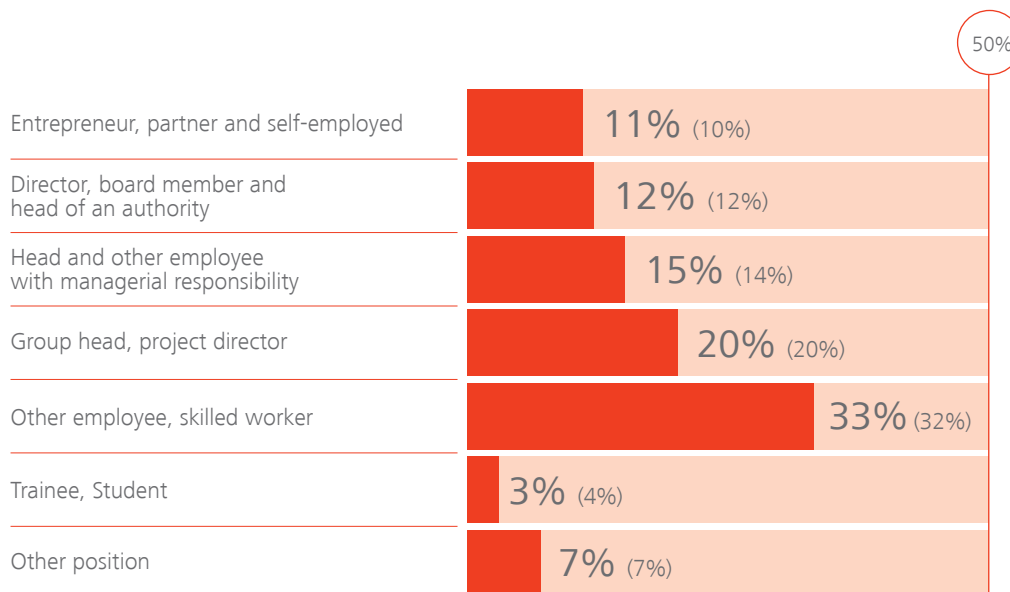


4.2 VISITORS' BRANCHES

(Multiple answers, extract)



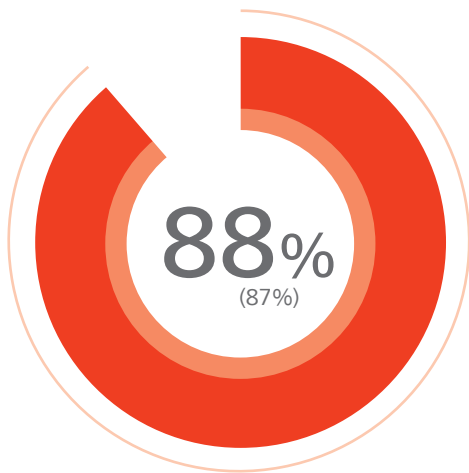
4.3 PROFESSIONAL STATUS OF VISITORS



5. VISITOR SURVEY

5.1 DECISION-MAKERS

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

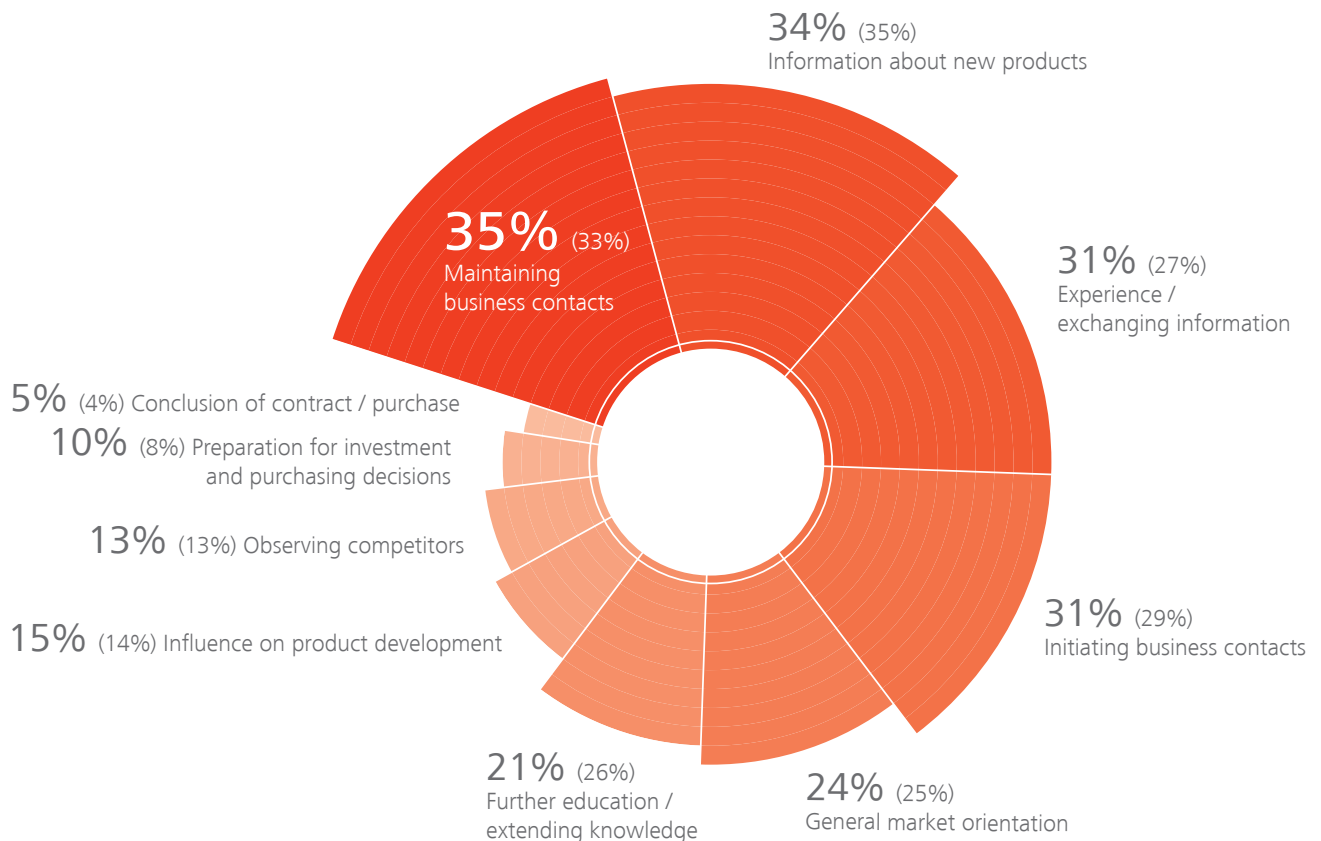


of the visitors are ...

involved in purchasing decisions in their company.

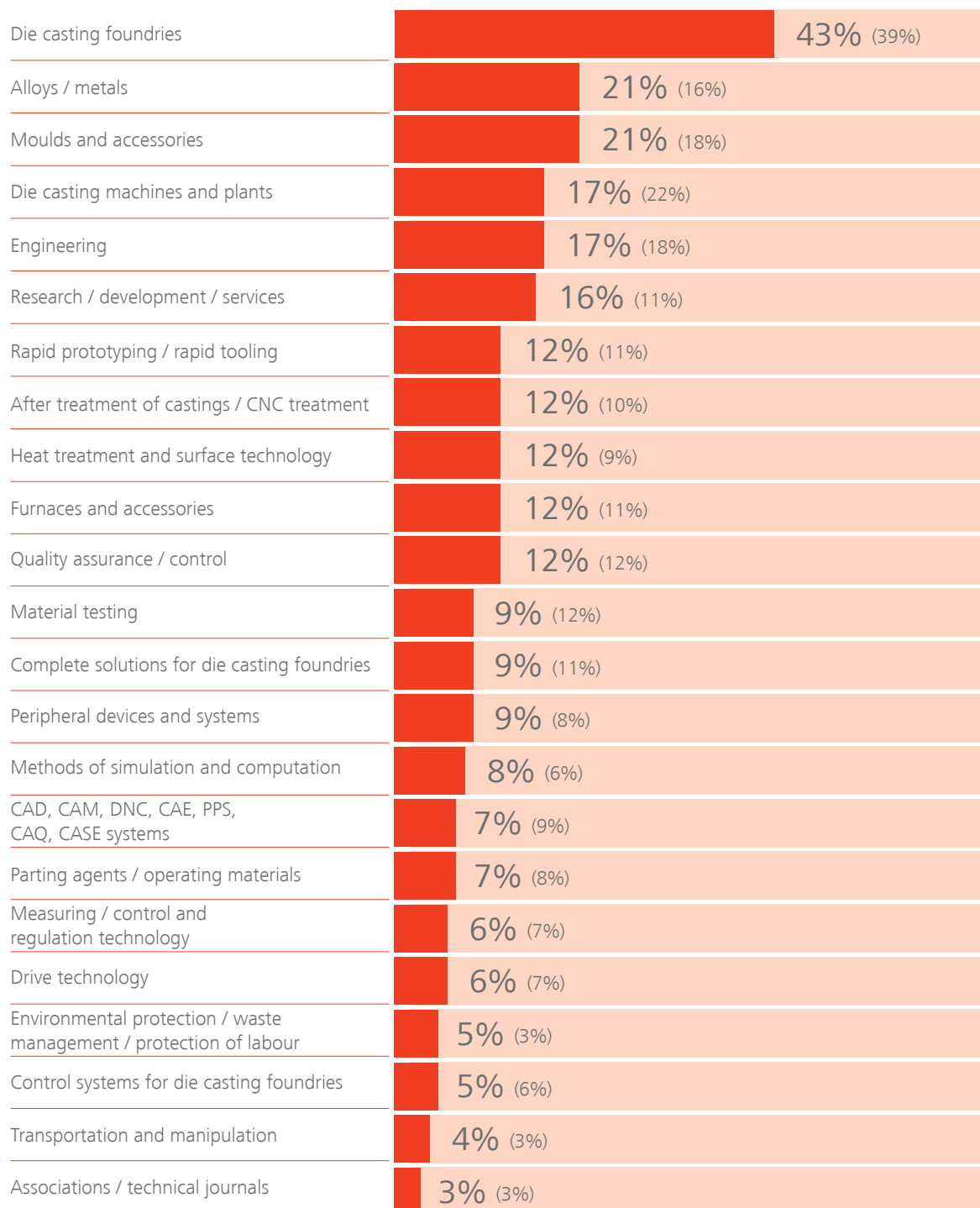
5.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to EUROGUSS 2020? (Multiple answers, extract)



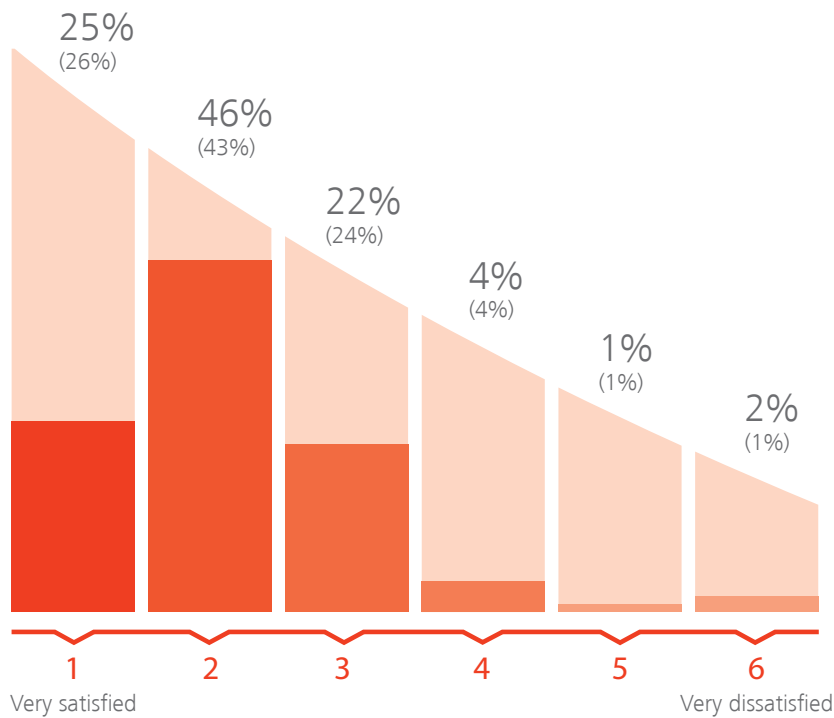
5.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at EUROGUSS 2020? (Multiple answers)



5.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at EUROGUSS 2020?

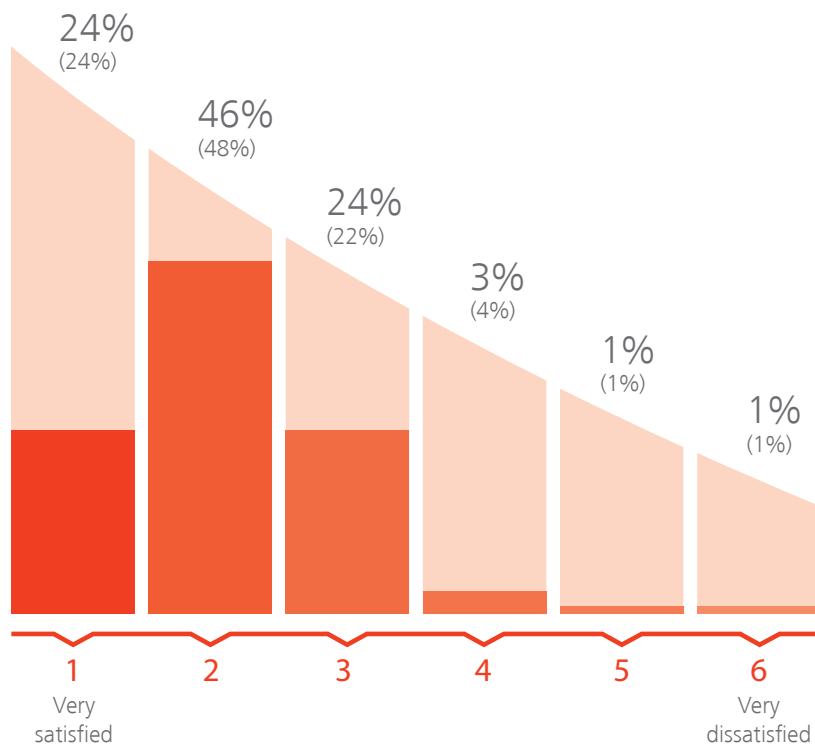


97 %

97% (97%) of the visitors were satisfied with the range of products and services presented at EUROGUSS 2020.

5.5 ORGANIZATION AND SERVICE

How satisfied are you with the organization and service at this trade fair?

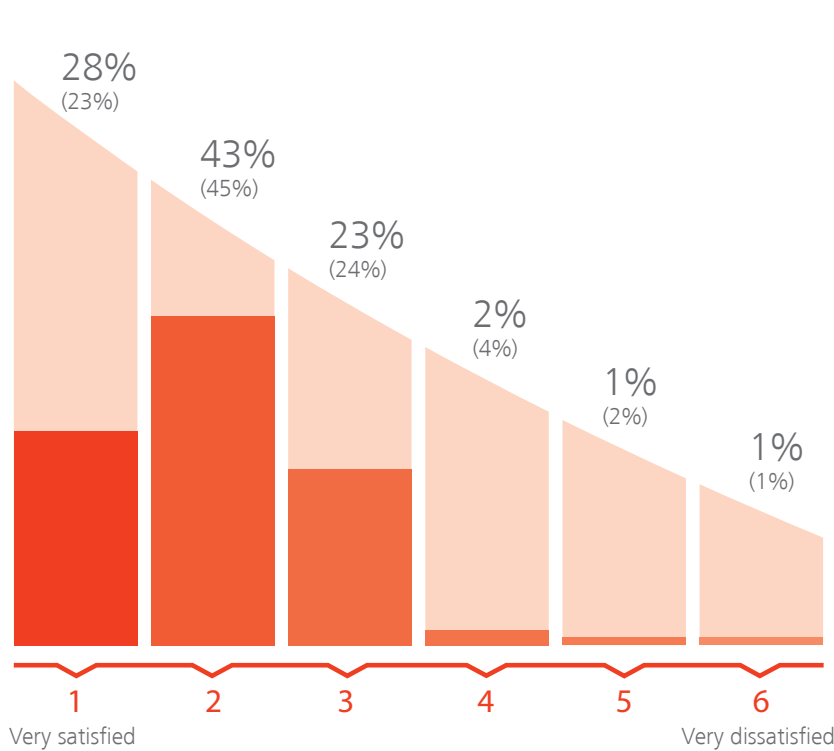


97 %

97% (98%) of the visitors were satisfied with the organization and service at EUROGUSS 2020.

5.6 OVERALL SATISFACTION

How satisfied are you overall with your visit to EUROGUSS 2020 so far?



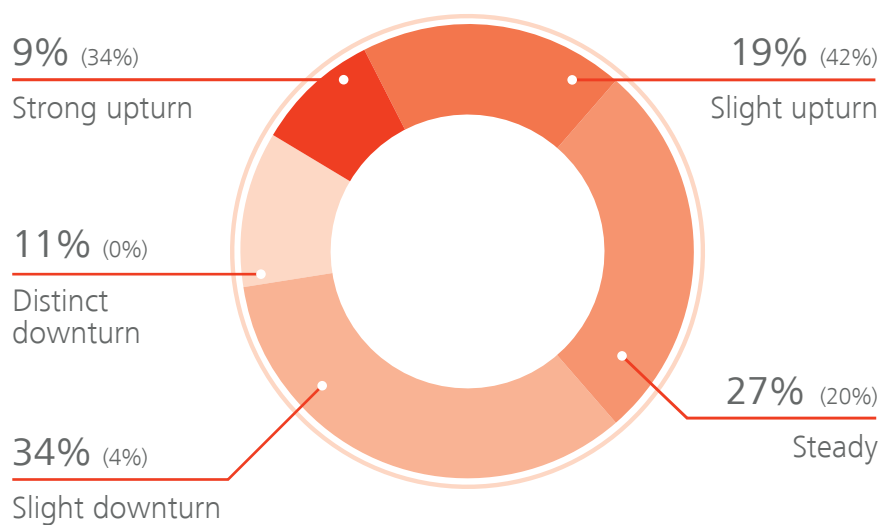
96 %

96% (96%) of the visitors were satisfied with their visit to the trade fair.

No answer: 1% (1%)

5.7 ECONOMIC SITUATION IN SECTOR

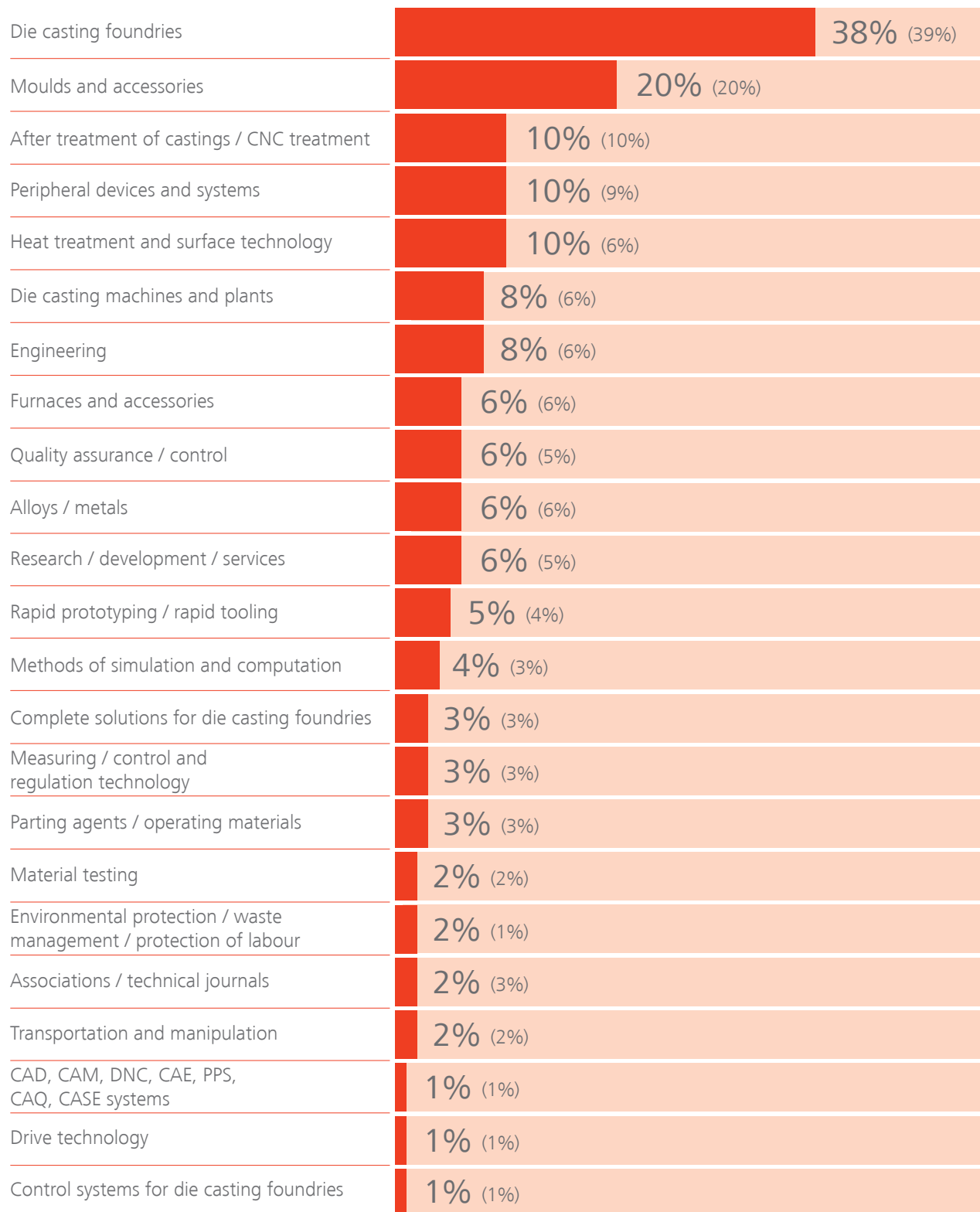
How do you rate the current economic situation in your sector?



6. EXHIBITOR SURVEY

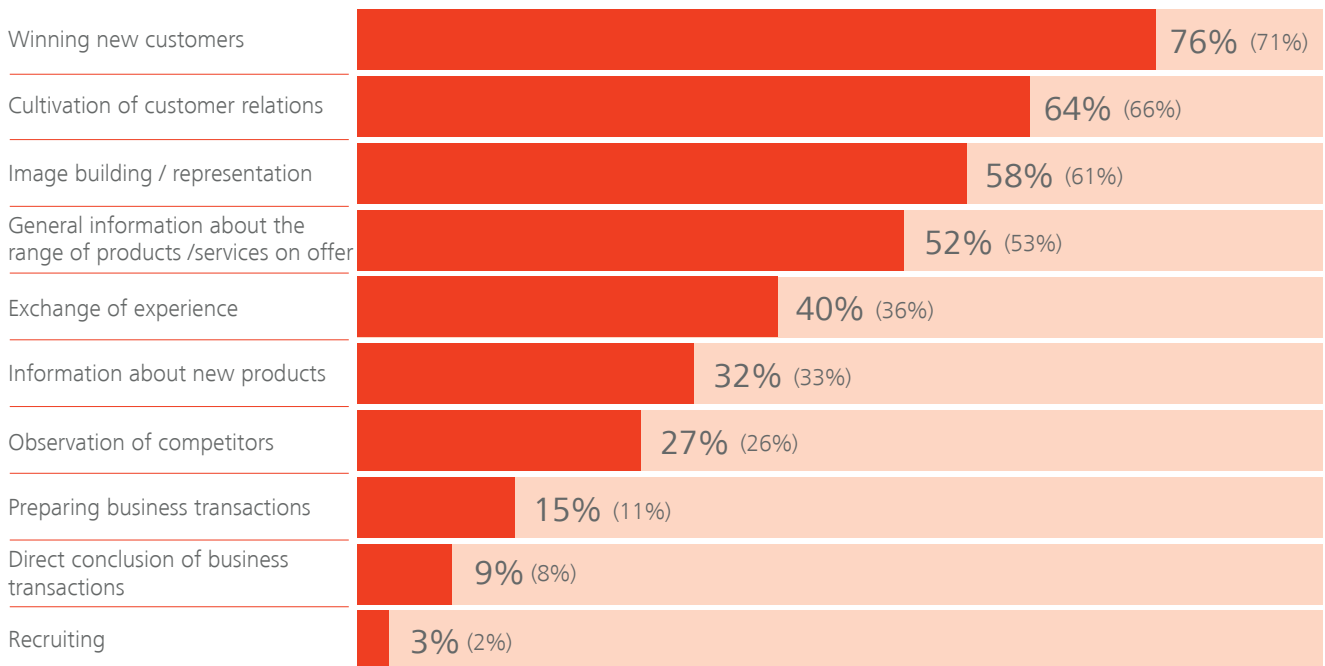
6.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers)



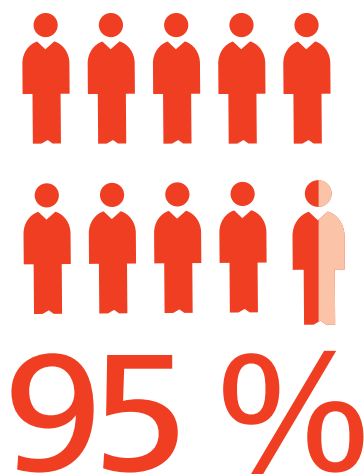
6.2 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at EUROGUSS 2020? (Multiple answers, extract)



6.3 TARGET GROUP ACCURACY

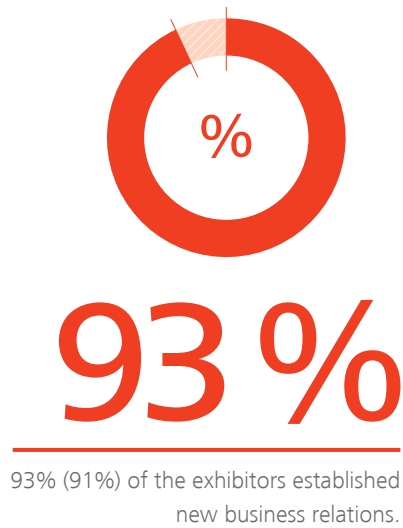
Did you reach your most important target groups at EUROGUSS 2020?



95% (97%) of the exhibitors reached their most important target groups during EUROGUSS 2020.

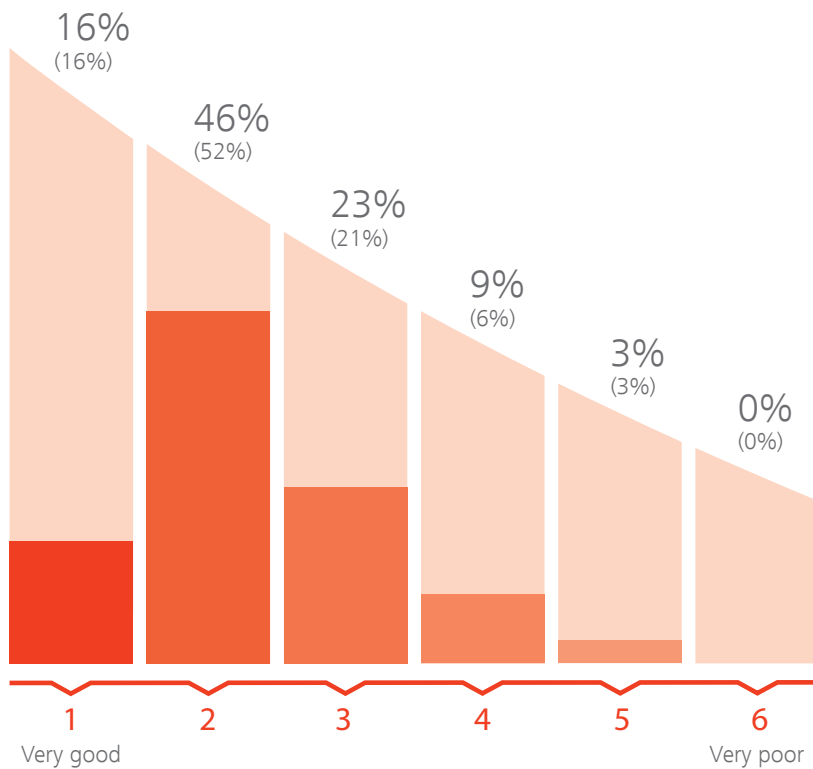
6.4 NEW BUSINESS RELATIONS

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



6.5 ORGANIZATION AND SERVICE

How do you rate the organization and service provided at this fair?



94 %

94% (95%) of the exhibitors were satisfied with the organization and service.

No answer: 2% (3%)

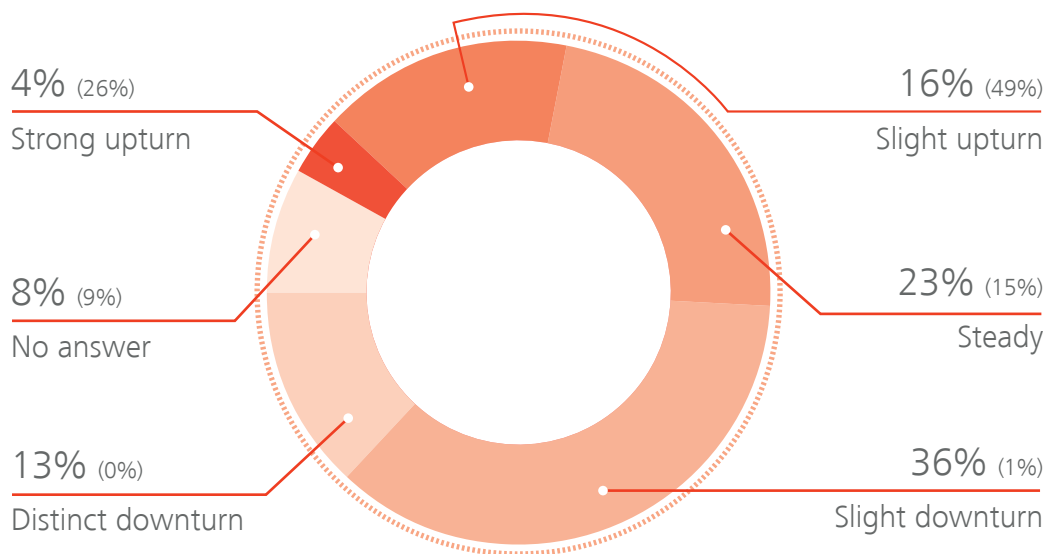
6.6 OVERALL SATISFACTION

How satisfied are you with your fair participation all in all?



6.7 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.

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NürnbergMesse GmbH
- Market Research -
