

Nuremberg, Germany 21.-24.3.2018



HOLZ-HANDWERK 2018

European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts

SHOW REPORT

holz-handwerk.de





1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
		GERRIN	
Exhibitors	515	367	148
	(494)	(362)	(132)
Visitors (incl. FENSTERBAU FRONTALE)	111,021	75,065	35,956
	(110,581)	(75,692)	(34,889)
Total exhibition space (in m ²)	52,300	-	-
	(52,300)	(—)	(—)
Exhibitor stand space (in m ²)	33,023	23,772	9,251
	(32,683)	(23,425)	(9,258)

2. WEBSITE

236,892 Visits and 1,454,821 page impressions from 99 countries at www.holz-handwerk.de from 24.03.2017 to 24.03.2018

3. VISITOR REGISTRATION OF HOLZ-HANDWERK

3.1 ORIGIN OF VISITORS

NUMBER OF COUNTRIES



TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS

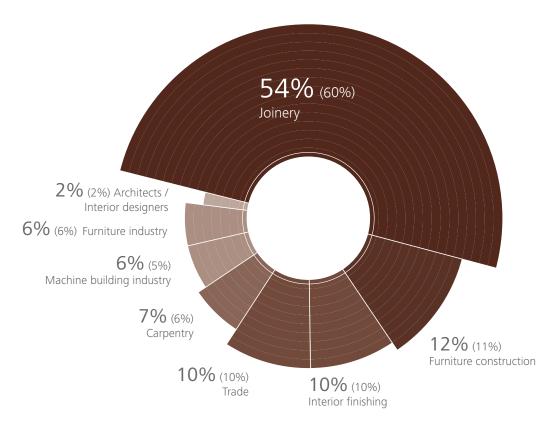


STRUCTURE OF INTERNATIONAL VISITORS STRUCTURE OF GERMAN VISITORS 77% European Union (75%) 22% North/ West 2% East (21%) 15% Rest of Europe (15%) 66% South (67%) 5% Asia (8%) America | Africa | 3% Australia | Oceania

(3%)

3.2 VISITORS' BRANCHES

(Multiple answers, extract)



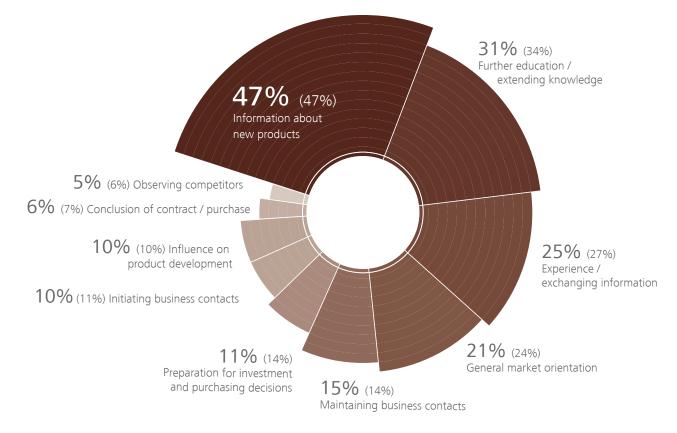
3.3 PROFESSIONAL STATUS OF VISITORS

Entrepreneur, partner and self-employed	29% (28%)
Director, board member and head of an authority	8% (7%)
Head and other employee with managerial responsibility	7% (7%)
Group head and project director	11% (10%)
Other employee, skilled worker	26% (22%)
Lecturer, teacher and scientific assistant / Trainee / Student	10% (19%)
Other position	9% (8%)

4. VISITOR SURVEY

4.1 MAIN REASONS FOR VISIT

What are the main reasons for your visit to HOLZ-HANDWERK 2018? (Multiple answers, extract)



4.2 PRODUCT GROUPS (main interest of visitors)

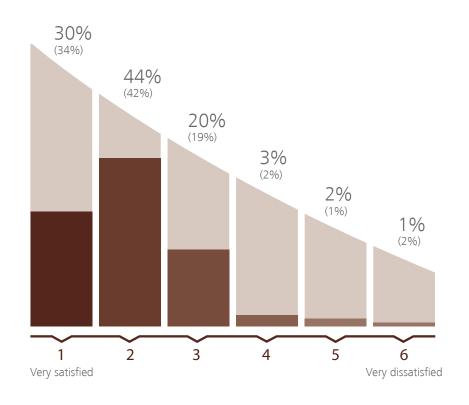
Which product groups mainly interest you at HOLZ-HANDWERK 2018? (Multiple answers)

Woodworking machinery	57% (61%)	
Wood and wood-based materials	46% (40%)	
Tools, grinding and polishing aids	34% (36%)	
Finishing technology	28% (25%)	
Fixing equipment and hardware	27% (26%)	
Software and organization	15% (15%)	
Electrical and pneumatic tools	15% (14%)	
Components, semi-finished materials, finished components and systems for furniture-making and interior finishing	13% (14%)	
Technical colleges, associations, trade press	11% (12%)	
Environmental protection and industrial safety	11% (9%)	
Disposal equipment	5% (6%)	

(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up | * = no comparison possible

4.3 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at HOLZ-HANDWERK 2018?

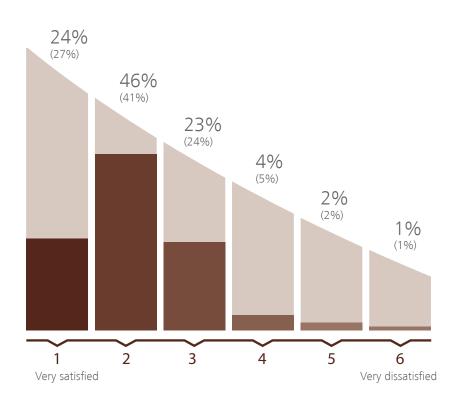


<u>97 %</u>

97% (97%) of the visitors were satisfied with the range of products and services presented at HOLZ-HANDWERK 2018.

4.4 OPPORTUNITIES FOR INFORMATION AND CONTACT

How satisfied are you with the opportunities for obtaining information and establishing contacts at the exhibitors' stands?

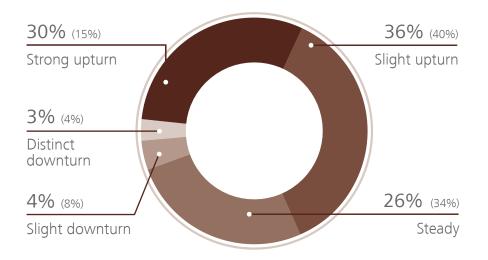




97% (97%) of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

4.5 ECONOMIC SITUATION IN SECTOR

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



5. EXHIBITOR SURVEY

5.1 PRODUCT GROUPS (of exhibitors)

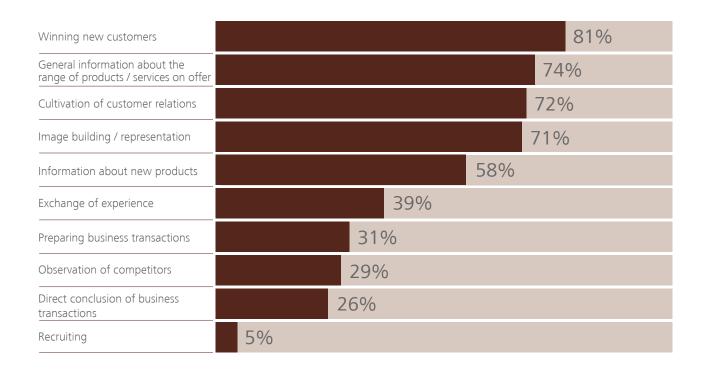
Which group of products/services do you offer? (Multiple answers)

Woodworking machinery	33% (34%)
Tools, grinding and polishing aids	16% (18%)
Finishing technology	13% (11%)
Software and organization	11% (11%)
Components, semi-finished materials, finished components and systems for furniture-making and interior finishing	10% (11%)
Electrical and pneumatic tools	8% (6%)
Fixing equipment and hardware	7% (6%)
Wood and wood-based materials	6% (7%)
Disposal equipment	4% (5%)
Technical colleges, associations, trade press	4% (2%)
Environmental protection and industrial safety	3% (3%)

50%

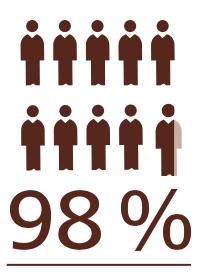
5.2 EXHIBITORS' OBJECTIVES*

What were your company's objectives for exhibiting at HOLZ-HANDWERK 2018? (Multiple answers, extract)



5.3 TARGET GROUP ACCURACY

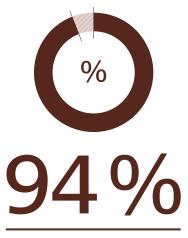
Did you reach your most important target groups at HOLZ-HANDWERK 2018?



98% (96%) of the exhibitors reached their most important target groups during HOLZ-HANDWERK 2018.

5.4 NEW BUSINESS RELATIONS

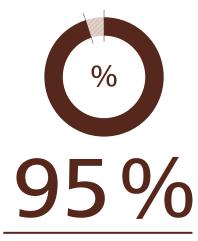
To what extent did your company make new business connections in the course of the fair?



94% (95%) of the exhibitors established new business relations.

5.5 FOLLOW-UP BUSINESS

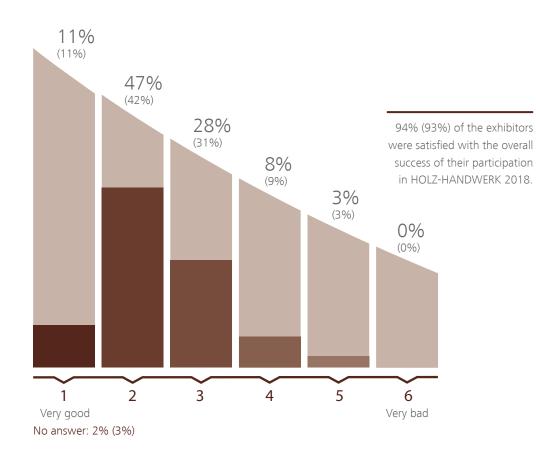
Do you expect follow-up business after making contacts and paving the way during the fair?



95% (91%) of the exhibitors expect follow-up business due to contacts made during the exhibition.

5.6 OVERALL SUCCESS

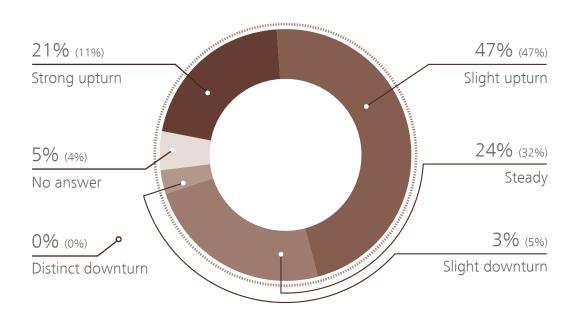
How successful do you think taking part in HOLZ-HANDWERK 2018 was for your company overall?





5.7 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 86 06-0, F +49 9 11 86 06-82 28, info@nuernbergmesse.de.

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