



POWTECH

World-Leading Trade Fair for Processing,
Analysis, and Handling of Powder and Bulk Solids

SHOW REPORT

27–29.9.2022
NUREMBERG, GERMANY

Ideelle Träger
Honorary sponsors



NÜRNBERG / MESSE

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	477	284	193
Visitors	7,688	4,395	3,293
Total exhibition space (in m²)	32,800	—	—
Exhibitor stand space (in m²)	15,623	10,475	5,148
Special shows (in m²)	1,031	1,031	—

2. CO-LOCATION WITH FACHPACK

35%

of the total of **38,393** visitors to FACHPACK and POWTECH indicated in the visitor survey that they would visit both trade fairs.

19%

of the **1,153** FACHPACK exhibitors stated in the exhibitor survey that employees attended POWTECH

3. EXPERT FORUM AND FORUM PHARMA.MANUFACTURING. EXCELLENCE.

1.635
CONGRESS PARTICIPANTS

informed themselves on **3** days of the fair in **64** specialist lectures.

4. MEDIA

188

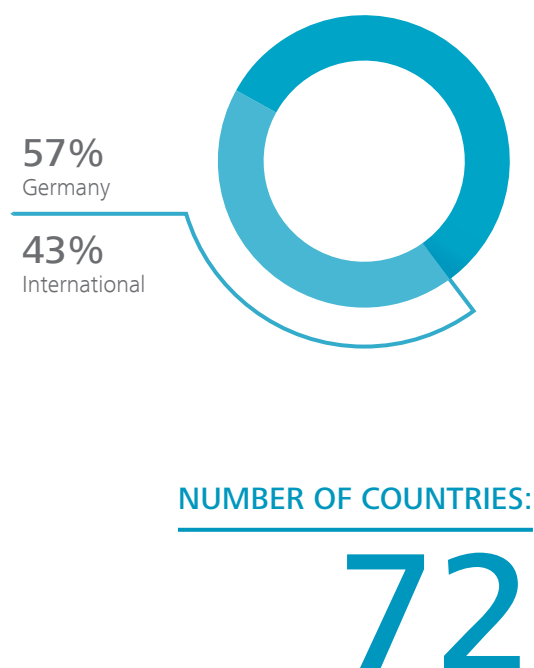
media representatives from **13** countries accredited for POWTECH/FACHPACK 2022.

101,514

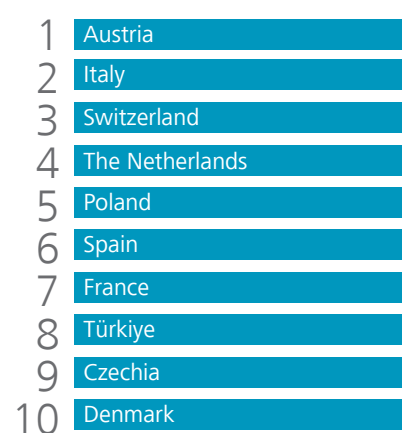
sessions with **486,677** pageviews from **100** countries at www.powtech.de from 01.10.2021 to 29.09.2022.

5. VISITOR REGISTRATION

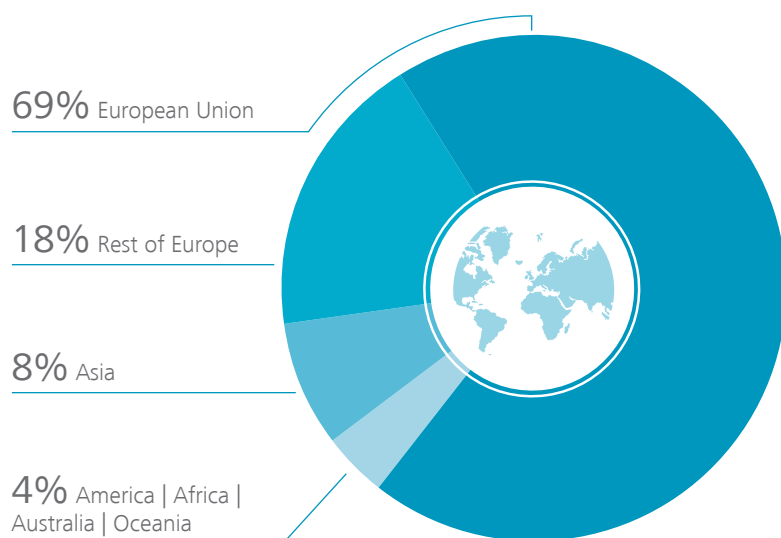
5.1 ORIGIN OF VISITORS



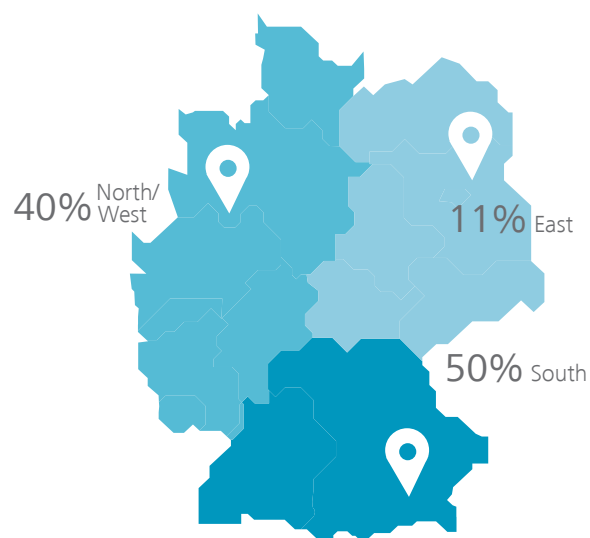
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



STRUCTURE OF INTERNATIONAL VISITORS

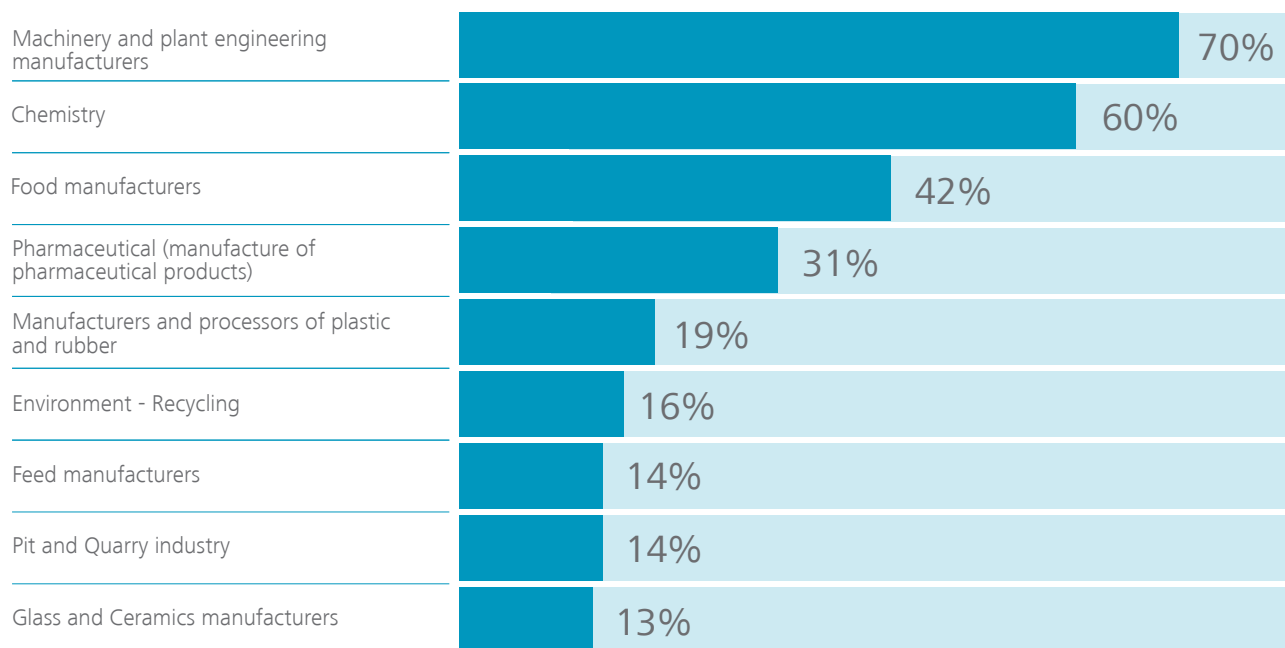


STRUCTURE OF GERMAN VISITORS

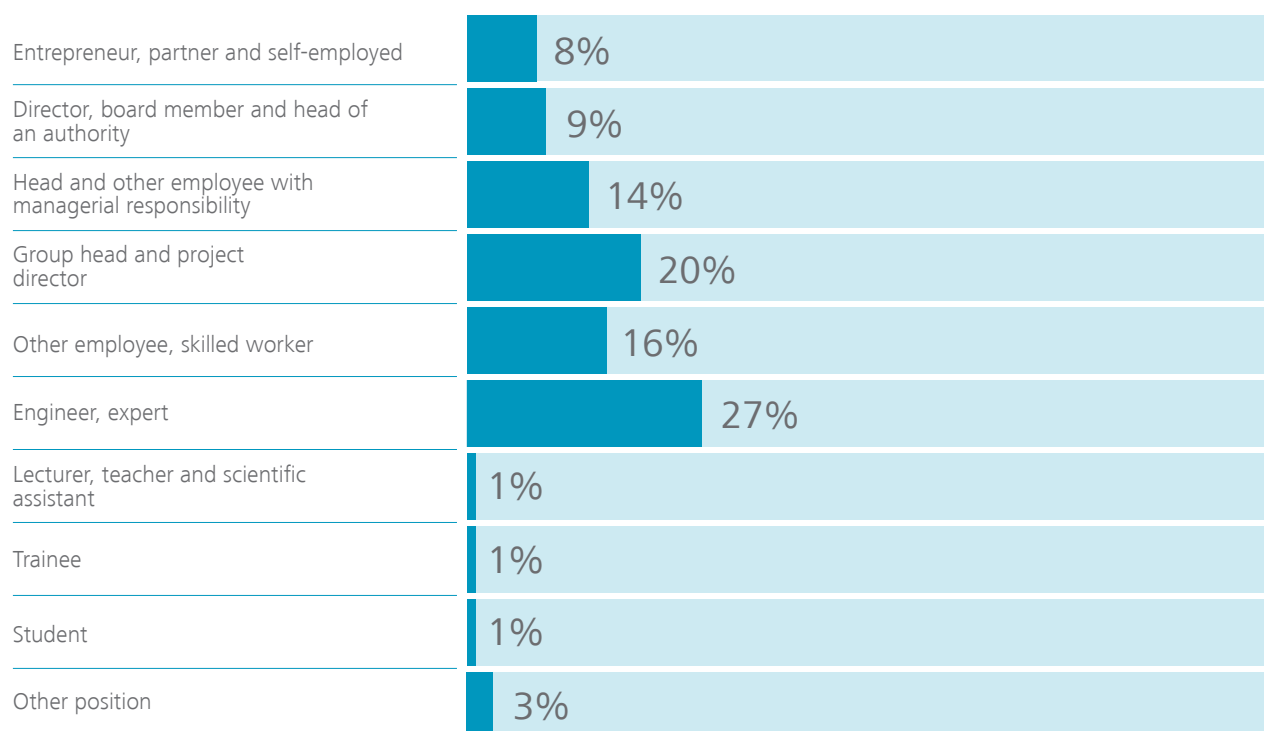


5.2 VISITORS' BRANCHES

(Multiple answers, extract)



5.3 PROFESSIONAL STATUS OF VISITORS



6. VISITOR SURVEY

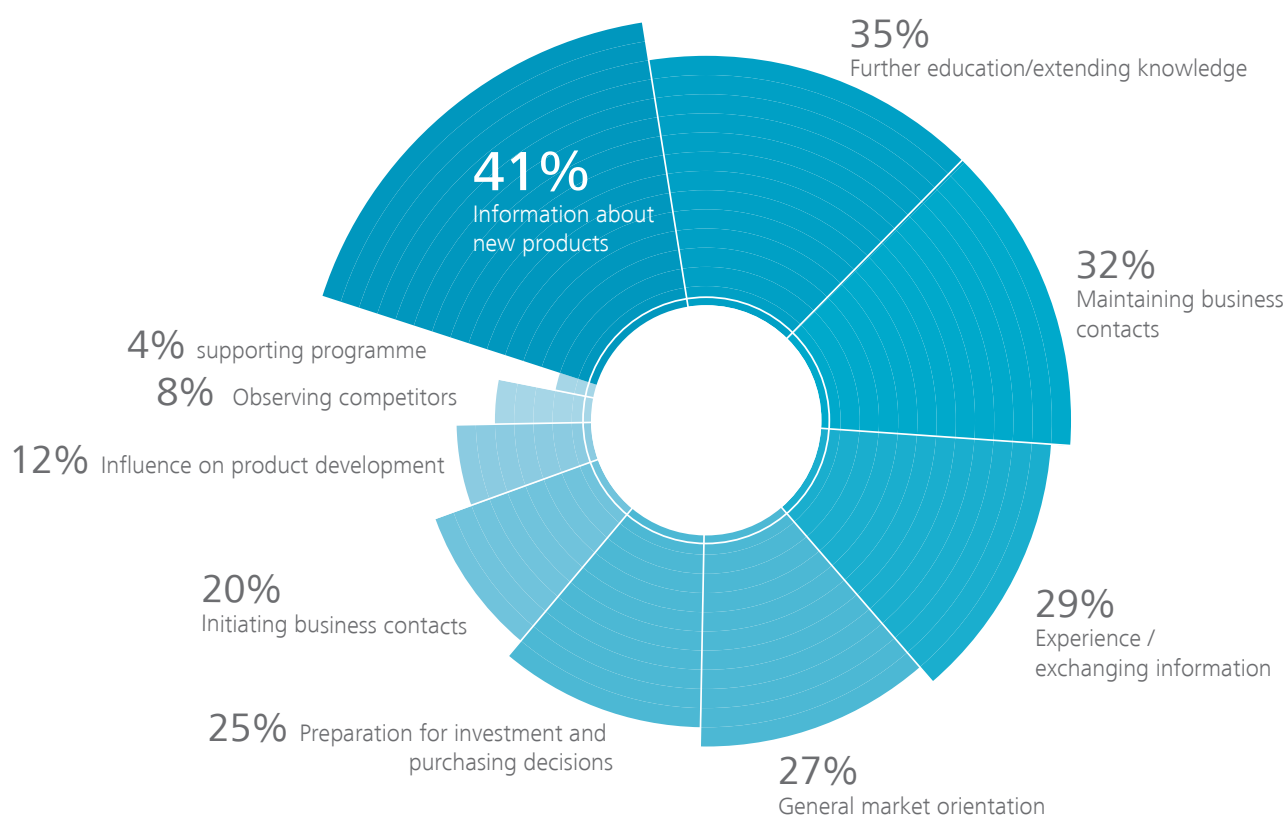
6.1 DECISION-MAKERS

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



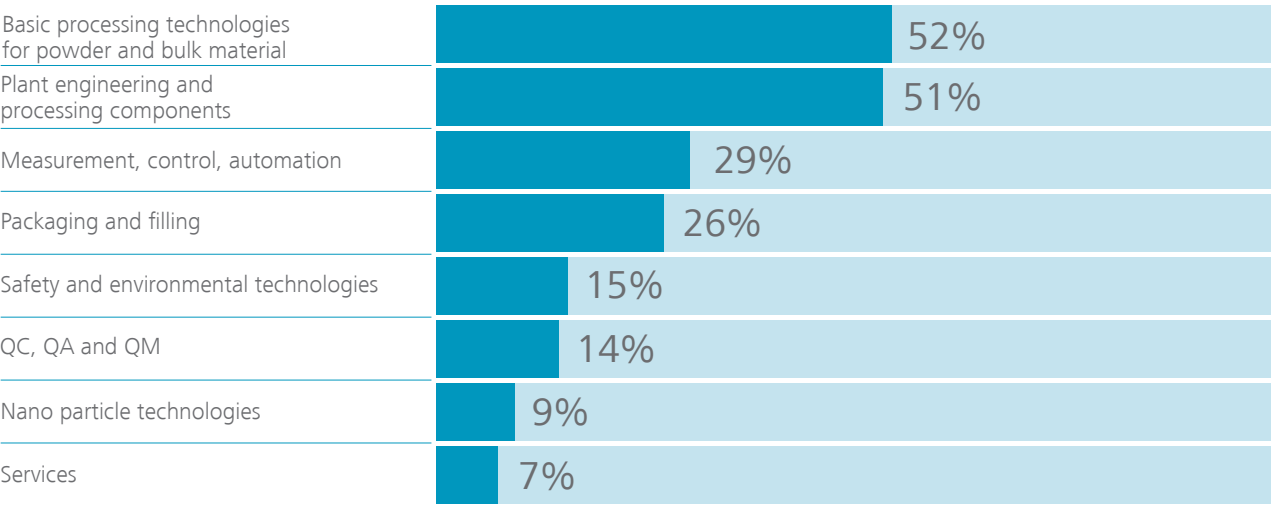
6.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to POWTECH 2022? (Multiple answers, extract)



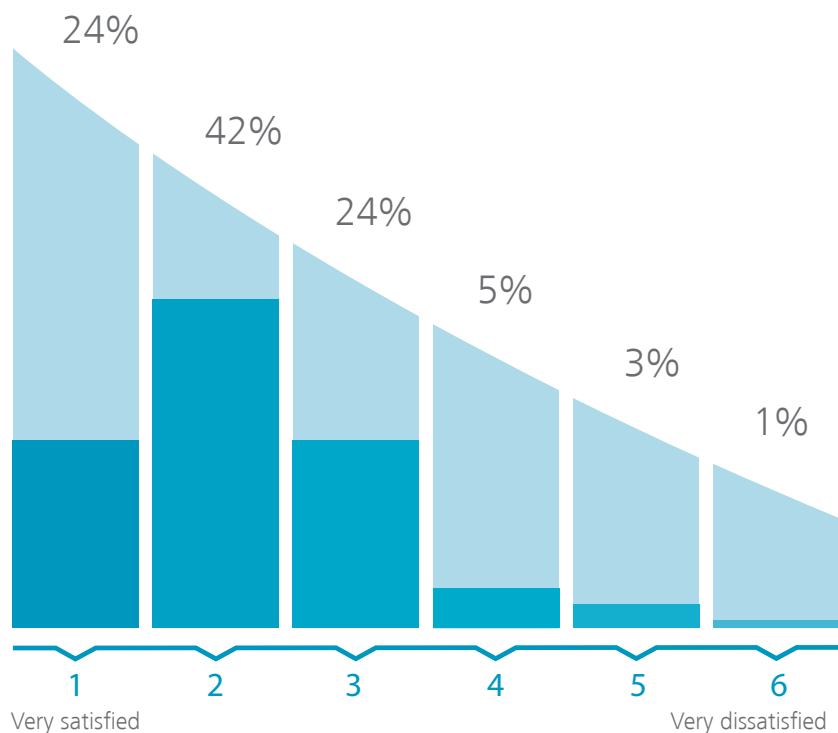
6.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at POWTECH 2022? (Multiple answers)



6.4 OVERALL SATISFACTION

All in all, how satisfied are you with your visit to the fair so far?



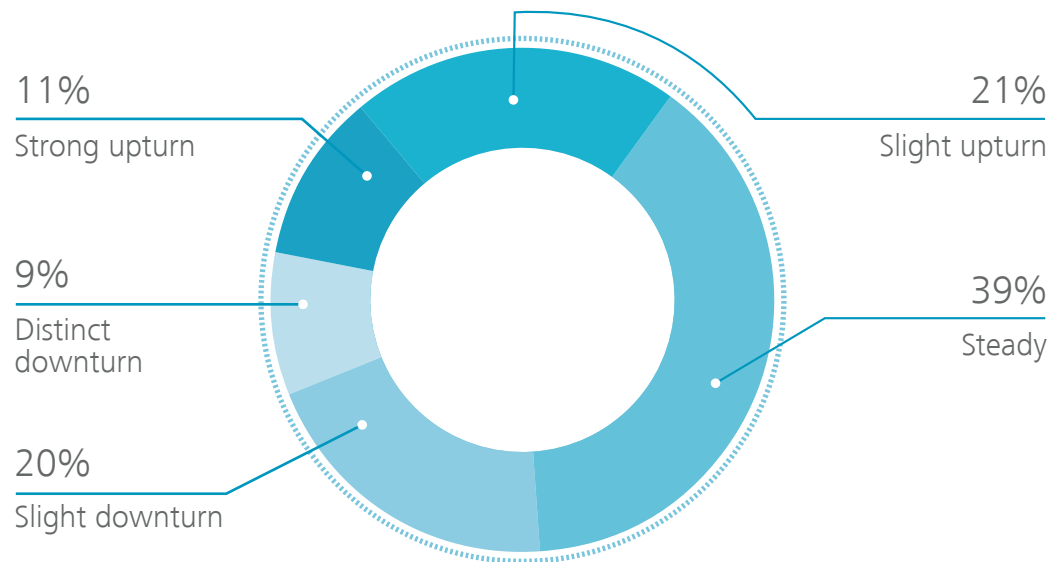
95 %

95% of visitors were satisfied with their visit to POWTECH 2022.

No answer: 1%

6.5 ECONOMIC SITUATION IN SECTOR

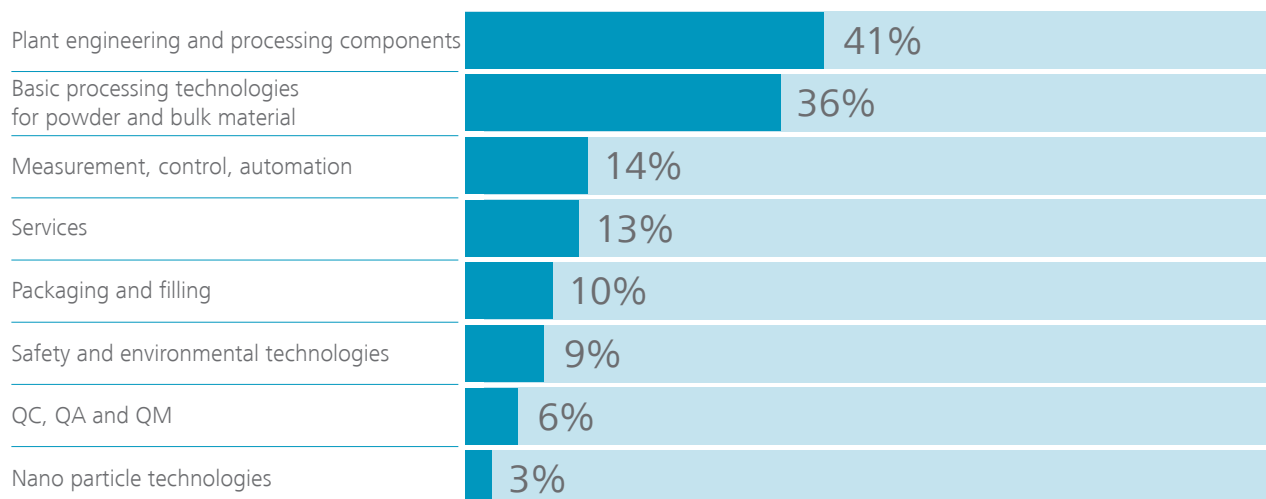
How do you rate the current economic situation in your sector?



7. EXHIBITOR SURVEY

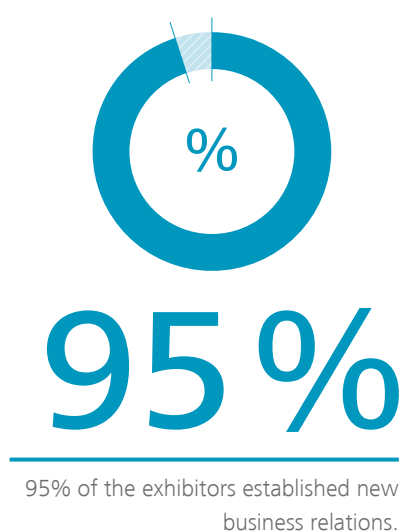
7.1 PRODUCT GROUPS (of exhibitors)

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



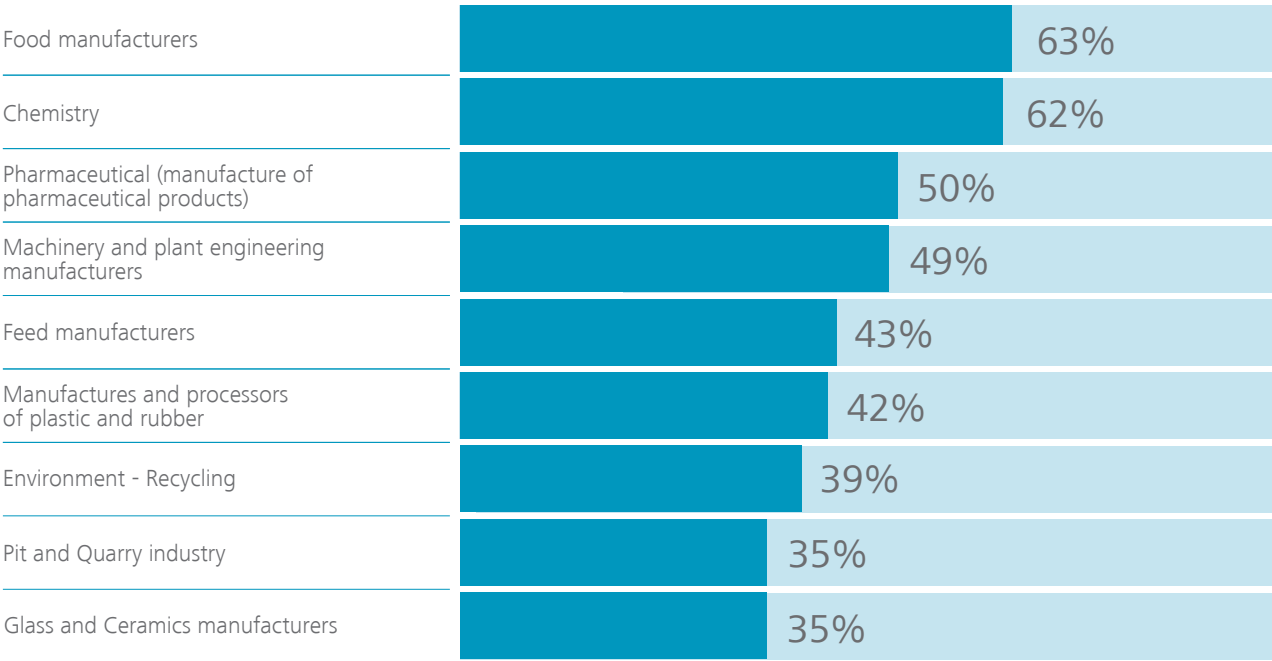
7.2 NEW BUSINESS RELATIONS

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



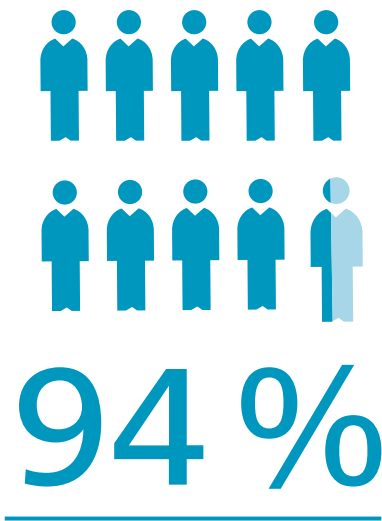
7.3 TARGET GROUPS

Which target groups do you wish to reach by exhibiting at POWTECH 2022? (Multiple answers, extract)



7.4 TARGET GROUP ACCURACY

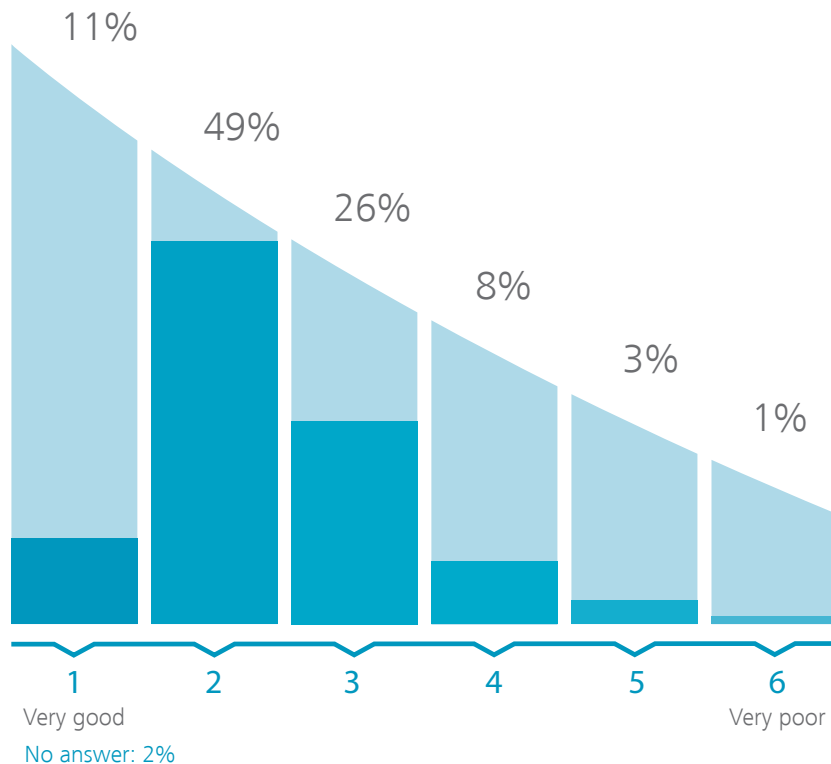
Did you reach your most important target groups at POWTECH 2022?



94% of the exhibitors reached their most important target groups during POWTECH 2022.

7.5 QUALITY OF VISITORS

How do you rate the quality of the visitors at your stand?



94 %

94% of the exhibitors were satisfied with the quality of the visitors at their stands.

7.6 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, Business Analytics & Strategy,
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NürnbergMesse GmbH
- Business Analytics & Strategy -