

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

VDI APV

#### 1. STRUCTURAL DATA



- 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

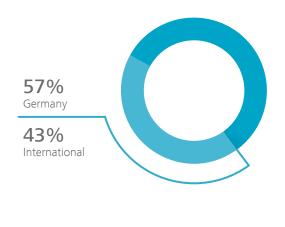
informed themselves on **3** days of the fair in **64** specialist lectures.

#### 4. MEDIA

# 188 - media representatives from 13 countries accreditied for POWTECH/FACHPACK 2022. 101,514 essions with **486,677** pageviews from **100** countries at www.powtech.de from 01.10.2021 to 29.09.2022.

#### 5. VISITOR REGISTRATION

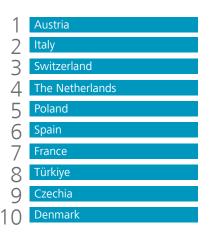
#### 5.1 ORIGIN OF VISITORS

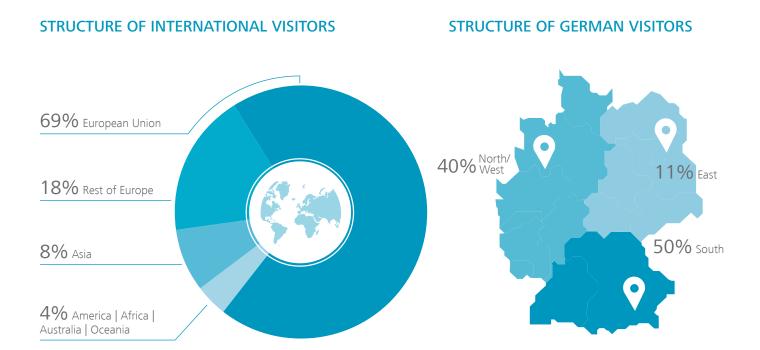


#### NUMBER OF COUNTRIES:



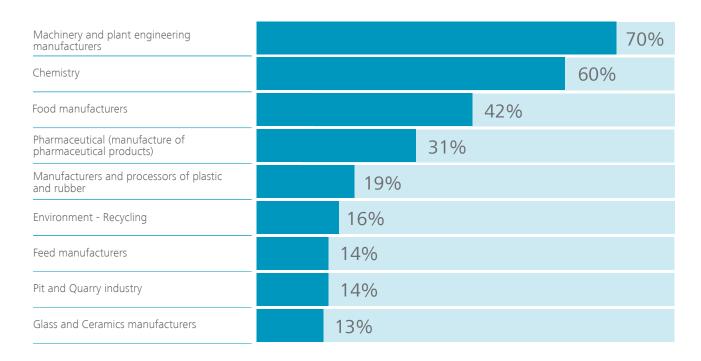
#### TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS





#### 5.2 VISITORS' BRANCHES

(Multiple answers, extract)



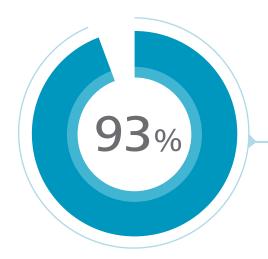
#### 5.3 PROFESSIONAL STATUS OF VISITORS

Entrepreneur, partner and self-employed	8%
Director, board member and head of an authority	9%
Head and other employee with managerial responsibility	14%
Group head and project director	20%
Other employee, skilled worker	16%
Engineer, expert	27%
Lecturer, teacher and scientific assistant	1%
Trainee	1%
Student	1%
Other position	3%

#### 6. VISITOR SURVEY

#### 6.1 DECISION-MAKERS

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

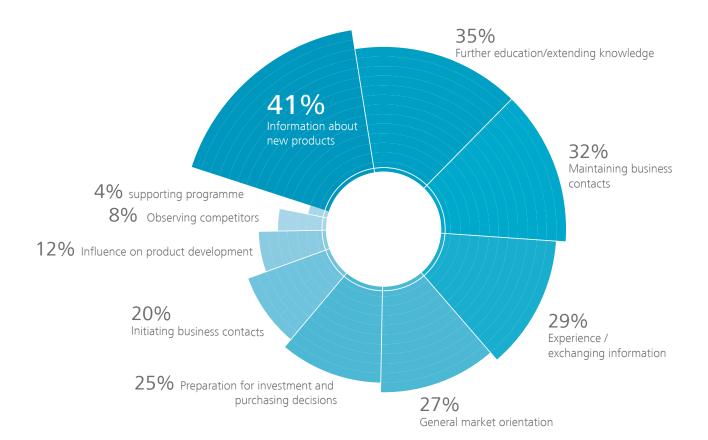


## of the visitors are ...

involved in **purchasing decisions** in their company.

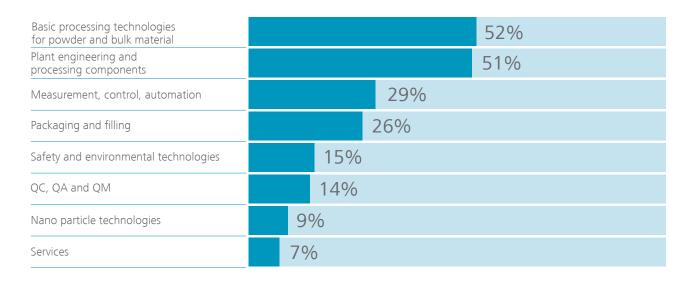
#### 6.2 MAIN REASONS FOR VISIT

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



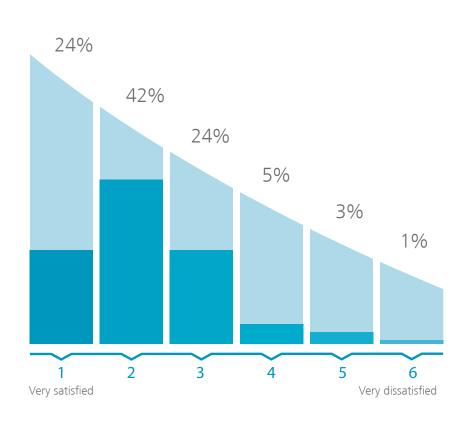
#### 6.3 PRODUCT GROUPS (main interest of visitors)

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?

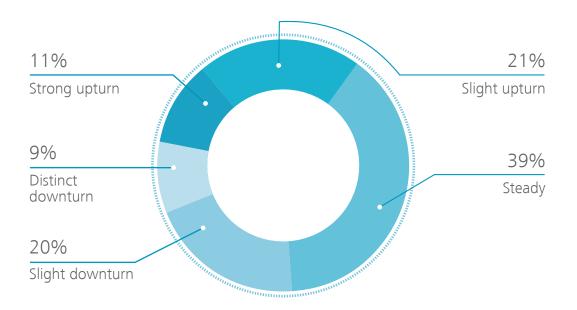


95 %

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

#### 6.5 ECONOMIC SITUATION IN SECTOR

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



#### 7. EXHIBITOR SURVEY

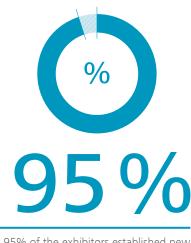
#### 7.1 PRODUCT GROUPS (of exhibitors)

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

Plant engineering and processing components	41%
Basic processing technologies for powder and bulk material	36%
Measurement, control, automation	14%
Services	13%
Packaging and filling	10%
Safety and environmental technologies	9%
QC, QA and QM	6%
Nano particle technologies	3%

#### 7.2 NEW BUSINESS RELATIONS

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



95% of the exhibitors established new business relations.

#### 7.3 TARGET GROUPS

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

Food manufacturers	63%
Chemistry	62%
Pharmaceutical (manufacture of pharmaceutical products)	50%
Machinery and plant engineering manufacturers	49%
Feed manufacturers	43%
Manufactures and processors of plastic and rubber	42%
Environment - Recycling	39%
Pit and Quarry industry	35%
Glass and Ceramics manufacturers	35%

#### 7.4 TARGET GROUP ACCURACY

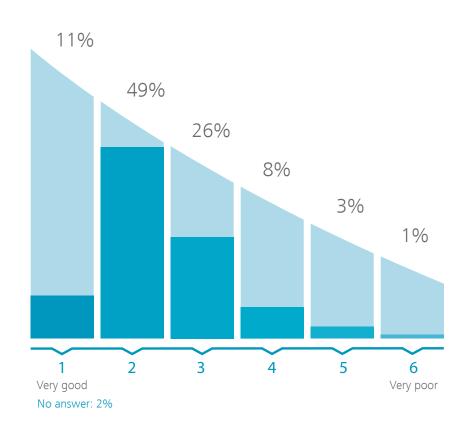
Did you reach your most important target groups at POWTECH 2022?

**††††† ††††† 94 %** 

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?

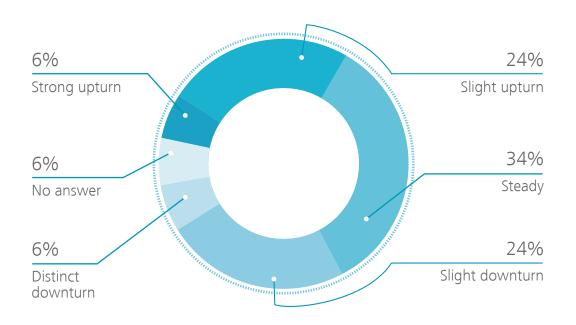




94% of the exhibitors were satisfied with the quality of the visitors at their stands.

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

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