



Show Report

13–16.6.2018 | Nuremberg, Germany

International Trade Fair for Natural Stone and Stone Technology
Internationale Fachmesse für Naturstein und Steintechnologie

stone-tec.com

NÜRNBERG  MESSE

1. STRUCTURAL DATA

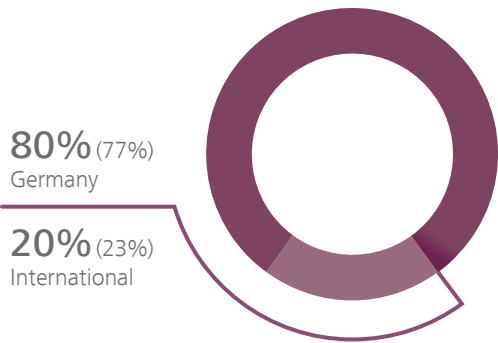
	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	333 (446)	146 (186)	187 (260)
Visitors	11,819 (15,161)	9,419 (11,614)	2,400 (3,547)
Total exhibition space (in m ²)	28,800 (31,700)	— (—)	— (—)
Exhibitor stand space (in m ²)	12,354 (17,925)	8,020 (10,829)	4,334 (7,096)
Special shows (in m ²)	673 (738)	673 (738)	— (—)

2. MEDIA



3. VISITOR REGISTRATION

3.1 ORIGIN OF VISITORS



NUMBER OF COUNTRIES:

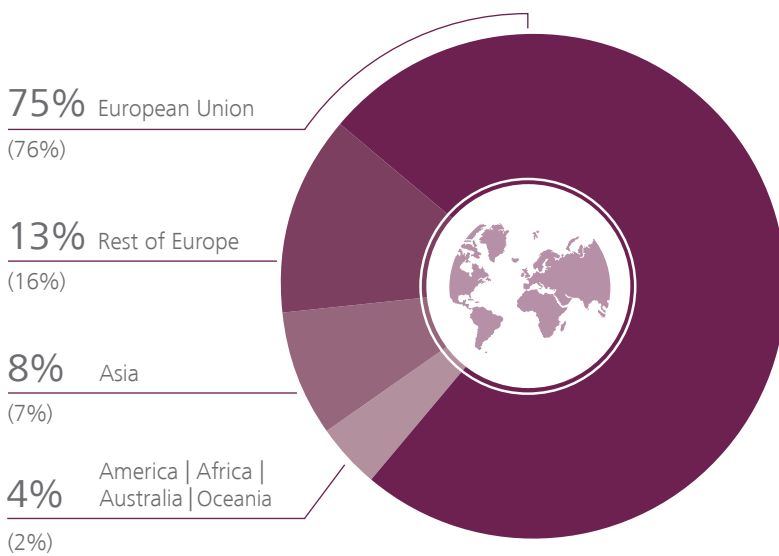
66

(60)

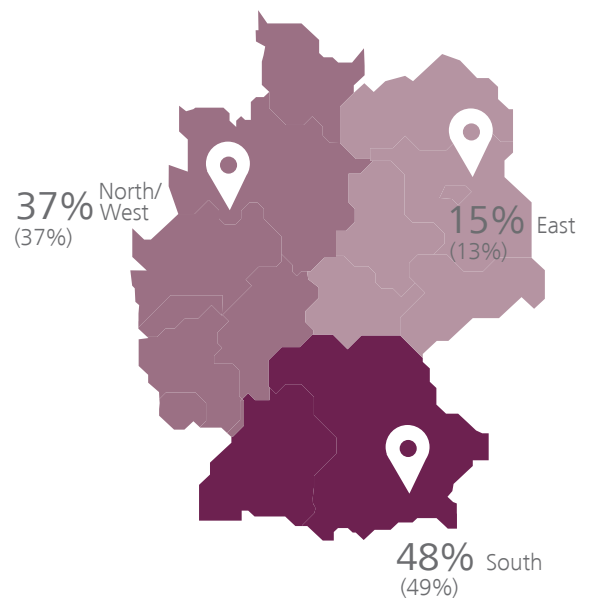
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



STRUCTURE OF INTERNATIONAL VISITORS

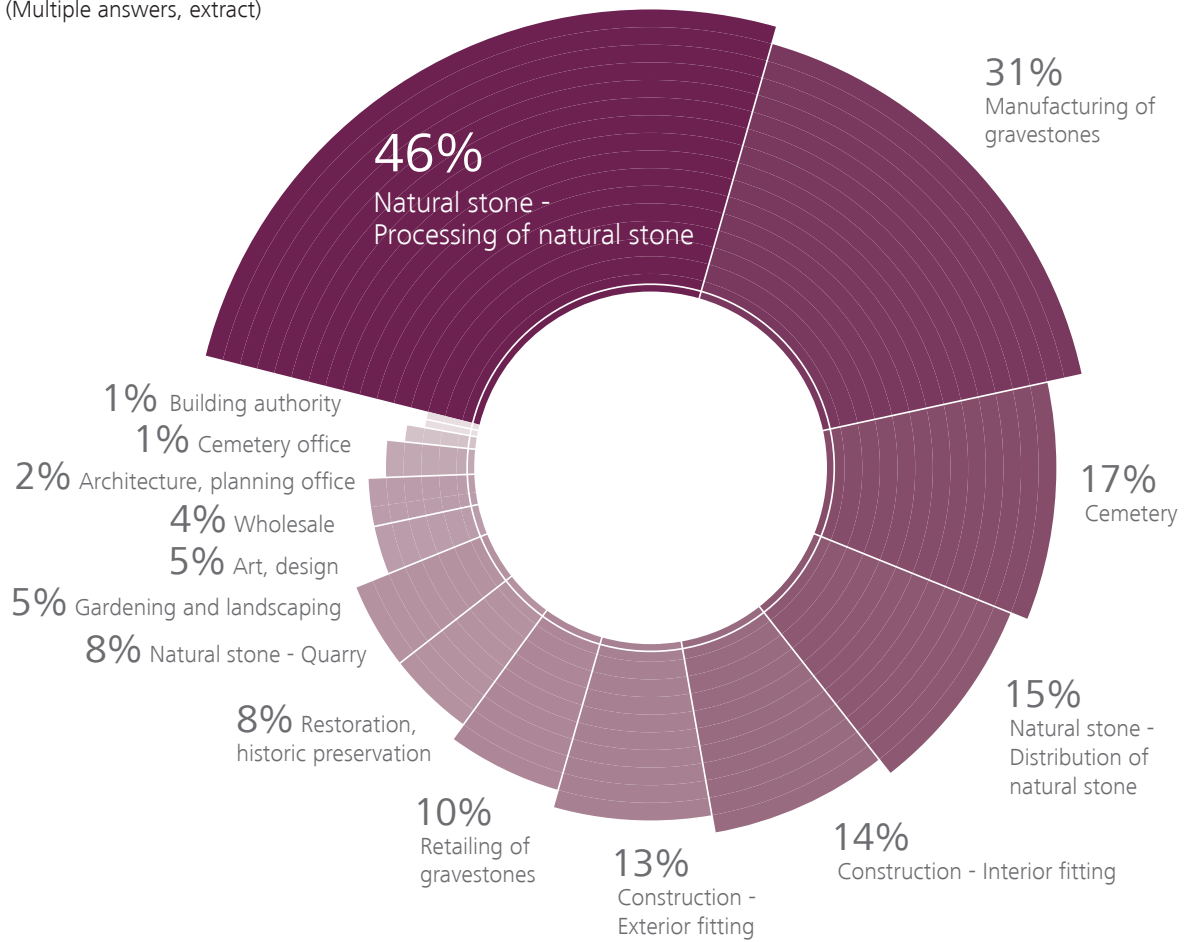


STRUCTURE OF GERMAN VISITORS

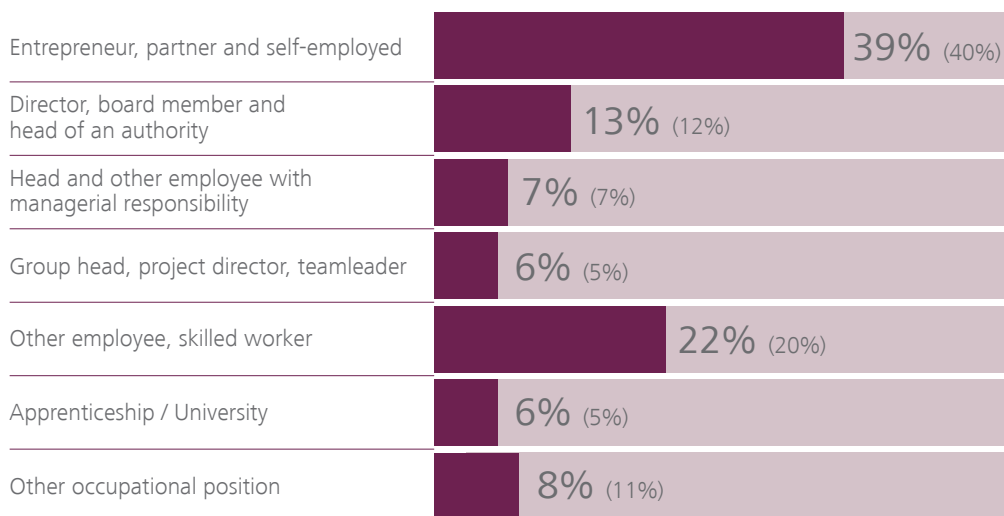


3.2 VISITORS' BRANCHES*

(Multiple answers, extract)



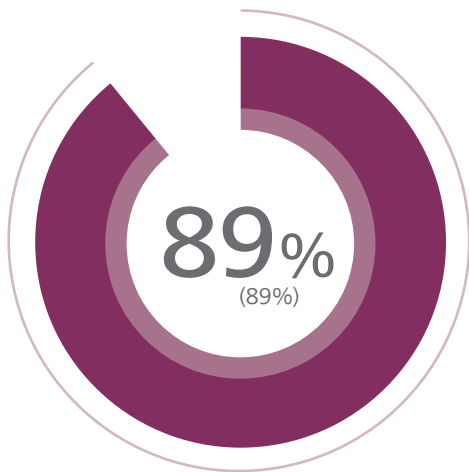
3.3 PROFESSIONAL STATUS OF VISITORS



4. VISITOR SURVEY

4.1 DECISION-MAKERS

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

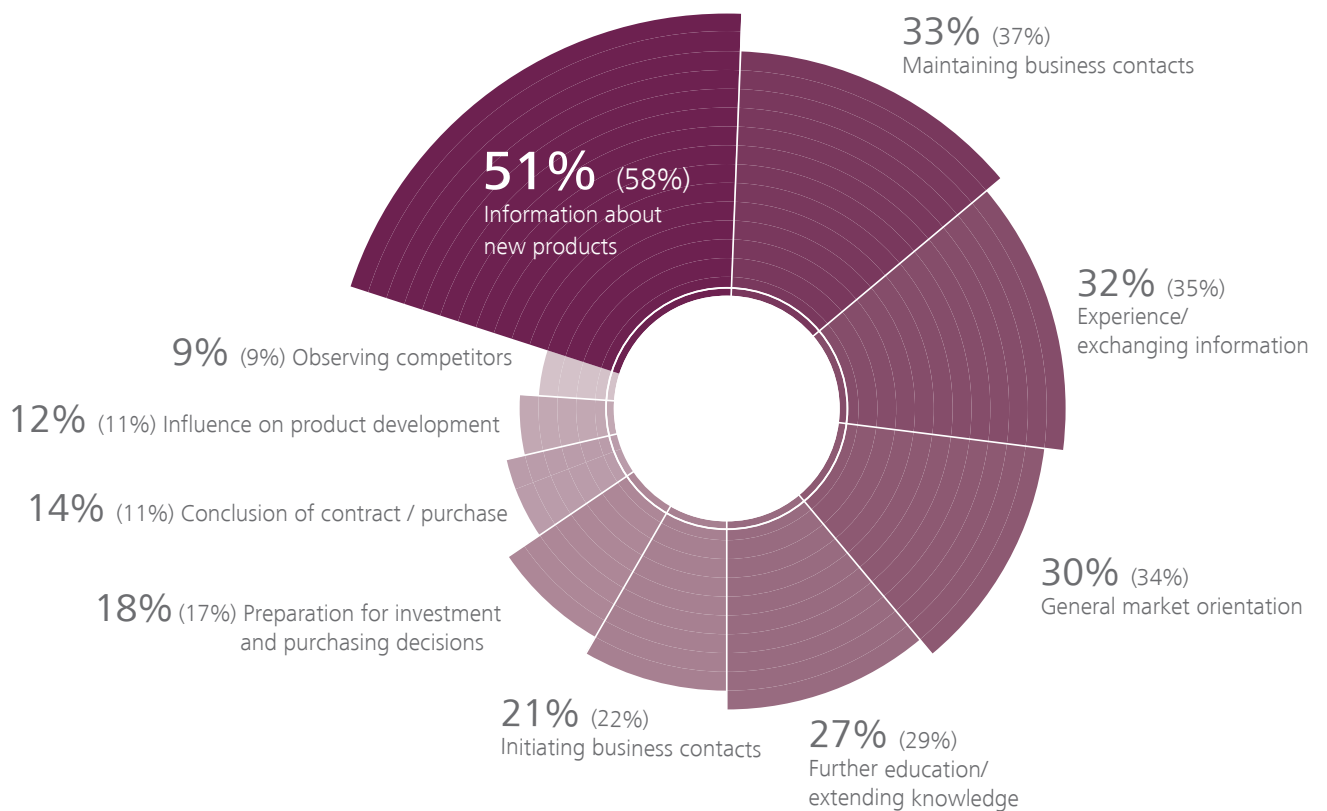


of the visitors are ...

involved in purchasing decisions in their company.

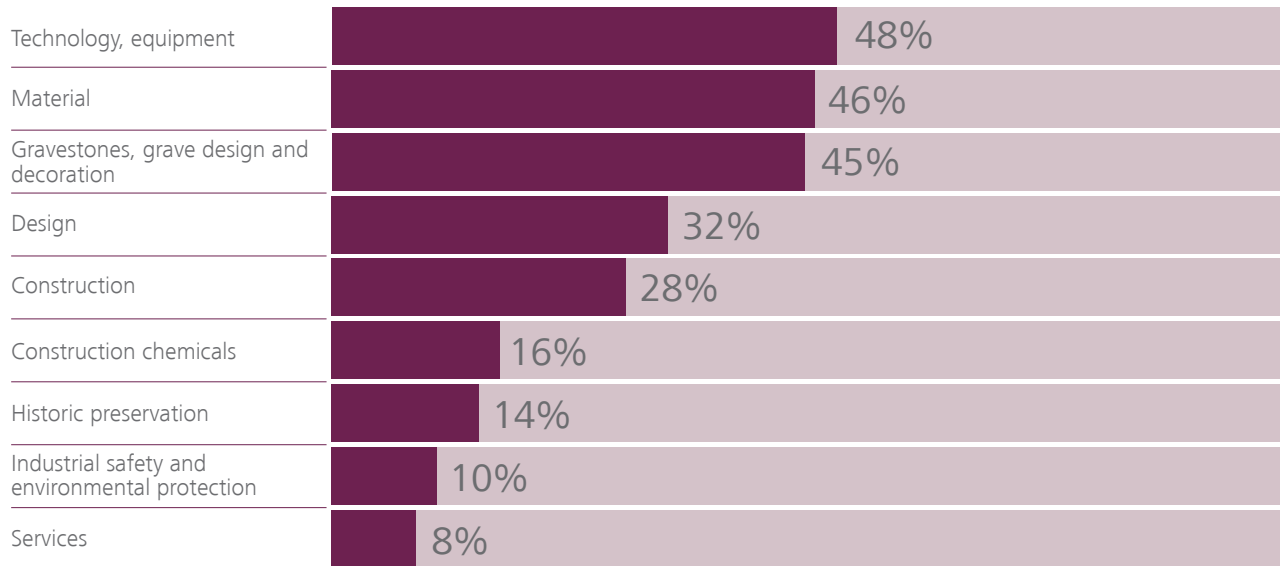
4.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to Stone+tec 2018? (Multiple answers, extract)



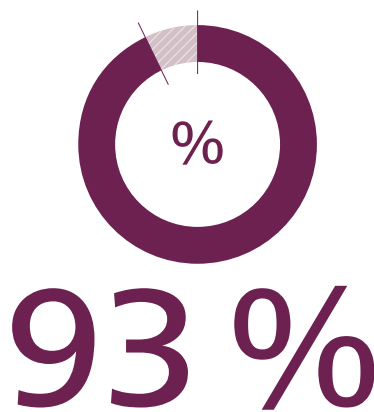
4.3 PRODUCT GROUPS (main interest of visitors)*

Which product groups mainly interest you at Stone+tec 2018? (Multiple answers)



4.4 SATISFACTION WITH EXHIBITS

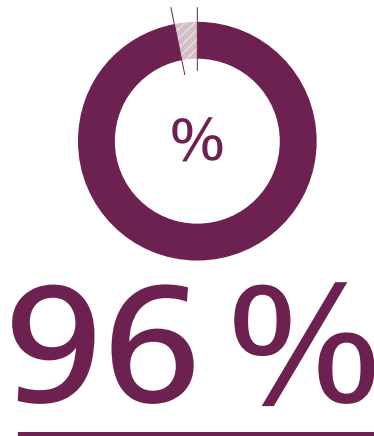
Were you satisfied with the range of products/services presented at Stone+tec 2018?



93% (90%) of the visitors were satisfied with the range of products and services presented at Stone+tec 2018.

4.5 OPPORTUNITIES FOR INFORMATION AND CONTACT

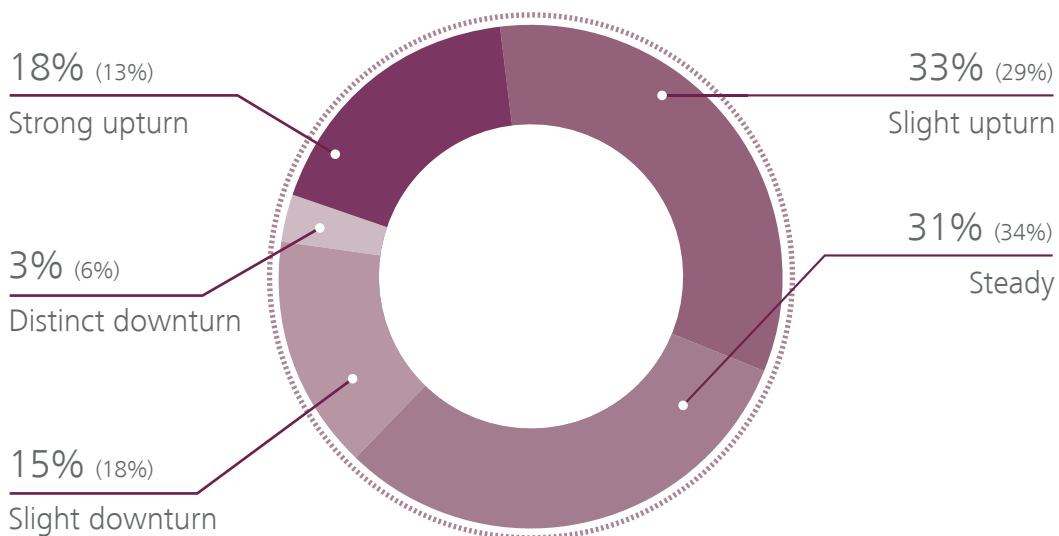
How satisfied are you with the opportunities for obtaining information and establishing contacts at the exhibitors' stands?



96% (97%) of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

4.6 ECONOMIC SITUATION IN SECTOR

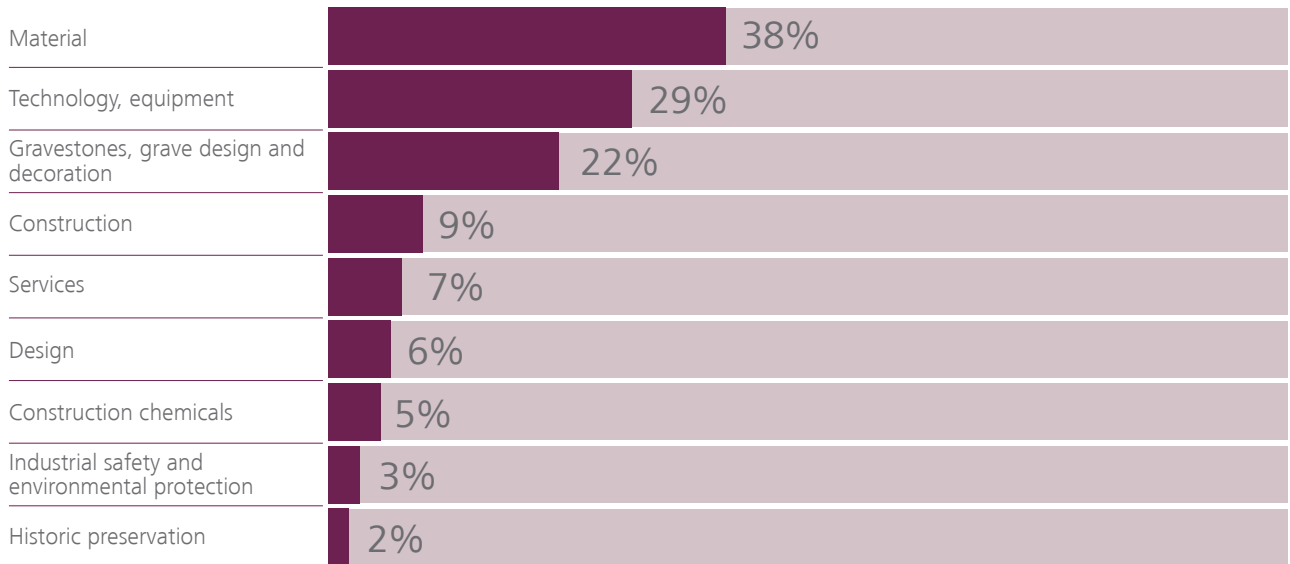
How do you rate the current economic situation in your sector?



5. EXHIBITOR SURVEY

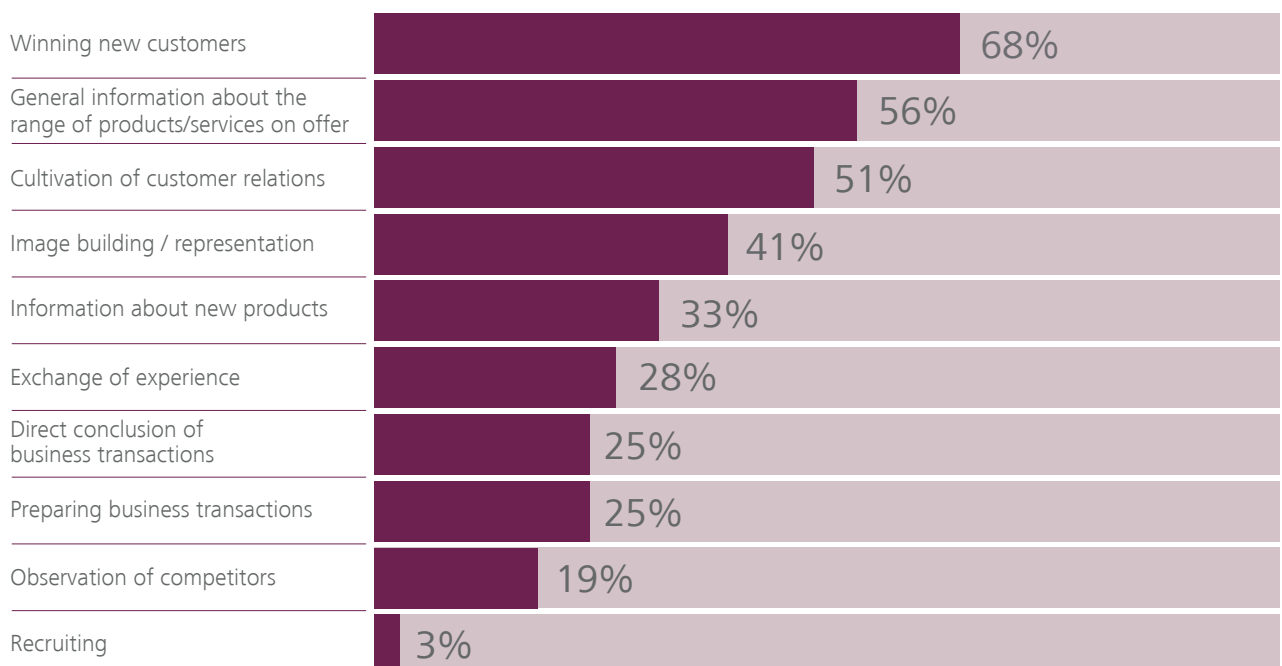
5.1 PRODUCT GROUPS (of exhibitors)*

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



5.2 EXHIBITORS' OBJECTIVES*

What were your company's objectives for exhibiting at Stone+tec 2018? (Multiple answers, extract)



5.3 TARGET GROUP ACCURACY

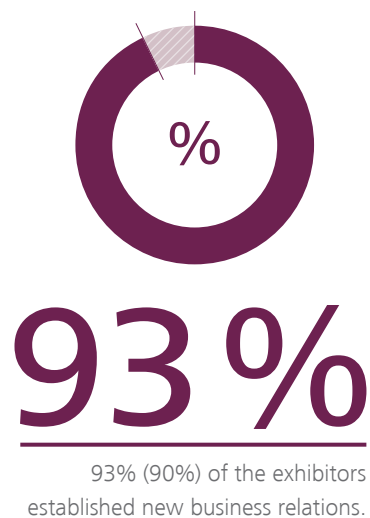
Did you reach your most important target groups at Stone+tec 2018?



91% (89%) of the exhibitors reached their most important target groups during Stone+tec 2018.

5.4 NEW BUSINESS RELATIONS

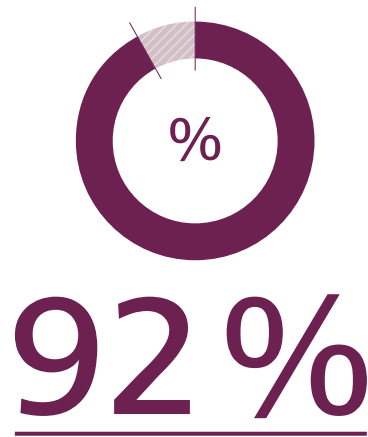
To what extent did your company make new business connections in the course of Stone+tec 2018?



93% (90%) of the exhibitors established new business relations.

5.5 ORGANIZATION AND SERVICE

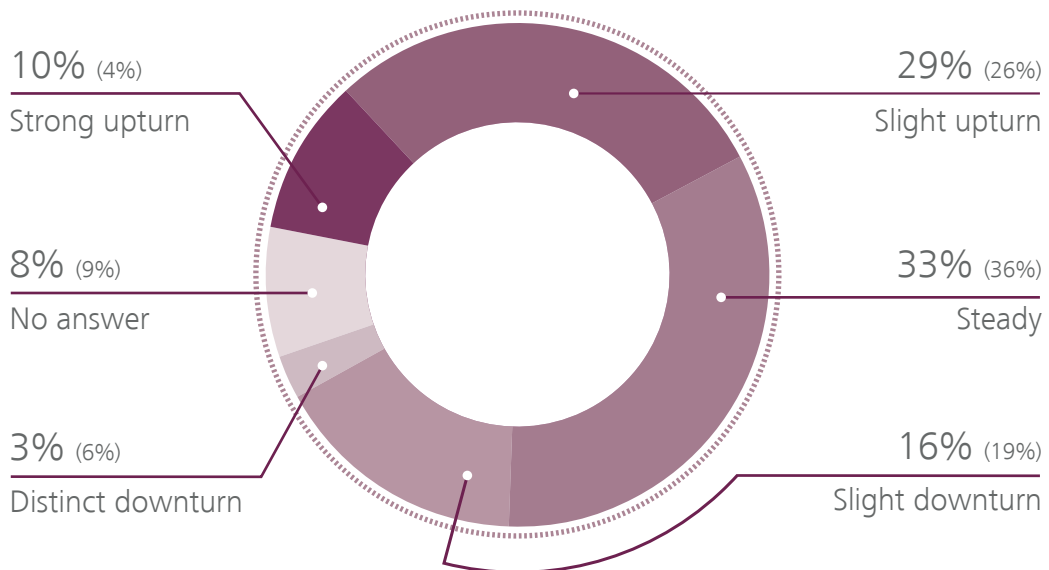
How do you rate the organization and services provided at this fair in general?



92% (85%) of the exhibitors were satisfied with the organization and service.

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

November 2018
NürnbergMesse GmbH
- Market Research -

SAVE THE DATE: Stone+tec 2020

The next Stone+tec will take place from **17 - 20 June 2020**
at Exhibition Centre Nuremberg.