

Nuremberg, Germany
4-5.3.2015

ENFORCE TAC

International Exhibition & Conference
Law Enforcement, Security and Tactical Solutions by **IWA**

SHOW REPORT

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	123 (78)	56 (33)	67 (45)
Visitors	2,069 (1,667)	1,207 (1,015)	862 (652)
Total exhibition space (in m ²)	4,100 (3,300)	— (—)	— (—)
Exhibitor stand space (in m ²)	1,713 (985)	1,079 (592)	634 (393)

2. CONGRESSES

The **EUROPEAN POLICETRAINER CONFERENCE (EPTC)** was attended by

279
VISITORS

7 presentations provided information on the following topics:

- Mumbai-Nairobi-Europe? The terror attack at the „Westgate“ shopping-mall in Nairobi
- Effectiveness of bullets from handguns and rifles
- Salafism as the currently greatest challenge for National Security
- Critical Incident Response - Lessons Learned
- Legal Aspects of street survival and its psychological consequences
- Experience with body worn video in the United Kingdom
- Edged Weapon Attack against Law Enforcement Officers

123 VISITORS

of the European Policetrainer Conference attended the **Practical Training**.

The organizer is Polizeitrainer in Deutschland e.V. – PiD

At the **POLICE MANAGEMENT ACADEMY CONFERENCE (DHPOL)**

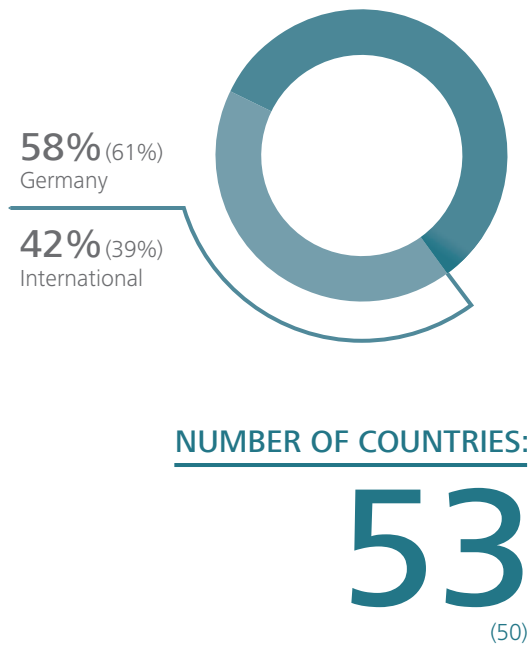
180
VISITORS

sourced information at **14 presentations** on:

- New developments in guns, ammunition, non-lethal weapons and equipment
- Exchanging views on resources introduced to service by state and federal agencies
- Trial results and procurement projects for technical resources

The organizer is Deutsche Hochschule der Polizei - German Police University (DHPol)

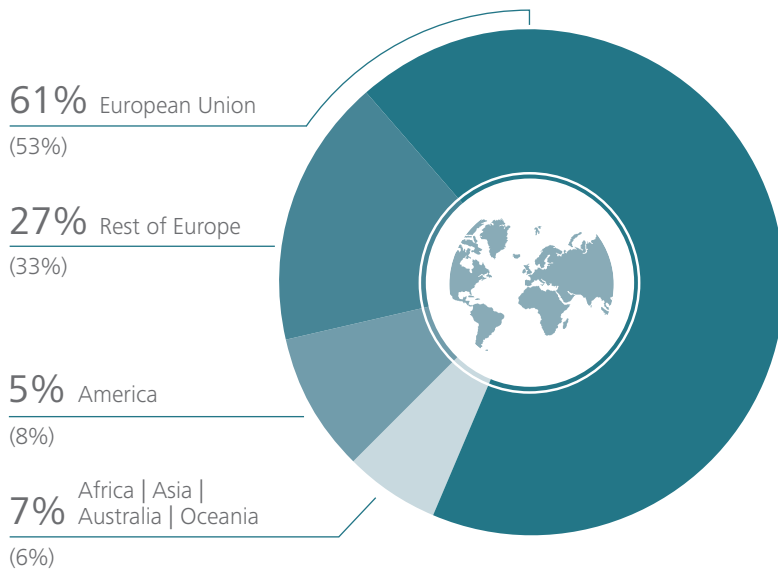
3. VISITOR REGISTRATION/ORIGIN OF VISITORS



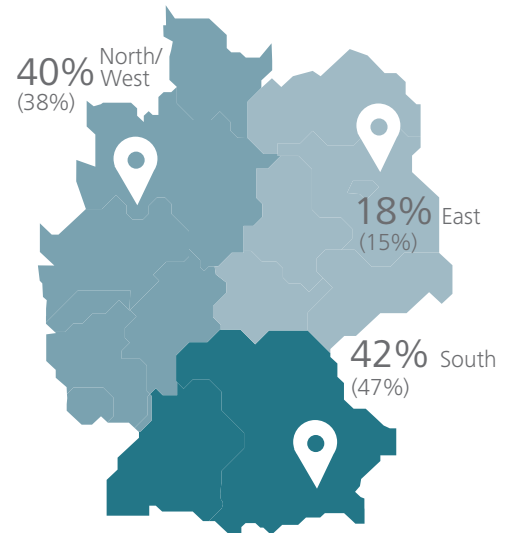
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS

- 1 Switzerland
- 2 Austria
- 3 The Netherlands
- 4 Belgium
- 5 Norway
- 6 Italy
- 7 USA
- 8 Poland
- 9 Czech Republic
- 10 France

STRUCTURE OF INTERNATIONAL VISITORS

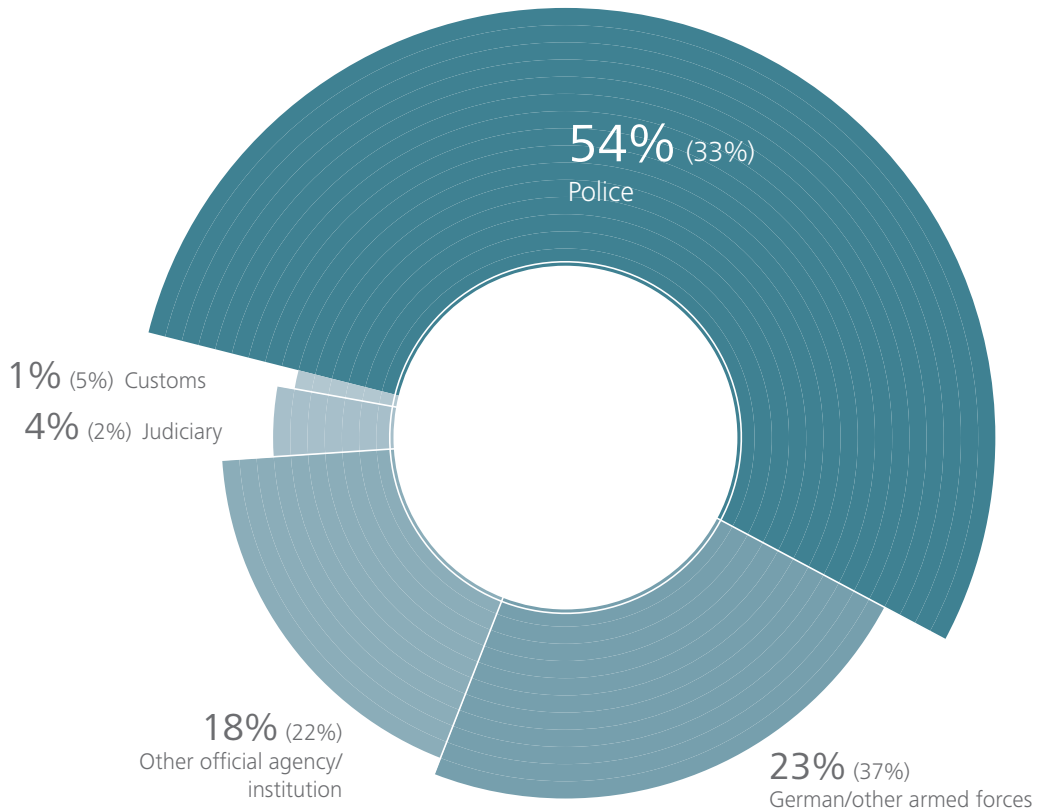


STRUCTURE OF GERMAN VISITORS



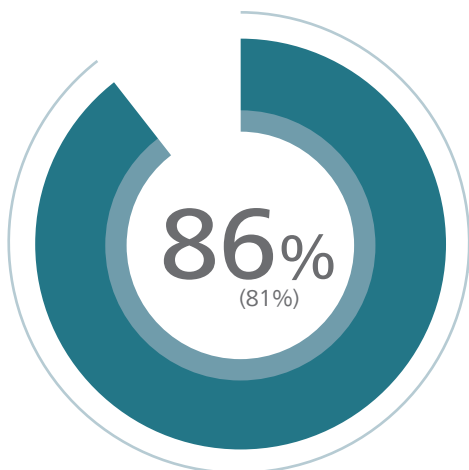
4. VISITOR SURVEY

4.1 VISITORS' BRANCHES/INSTITUTIONS



4.2 DECISION-MAKERS

How important would you rate your influence on decisions on purchasing in your company/institution?

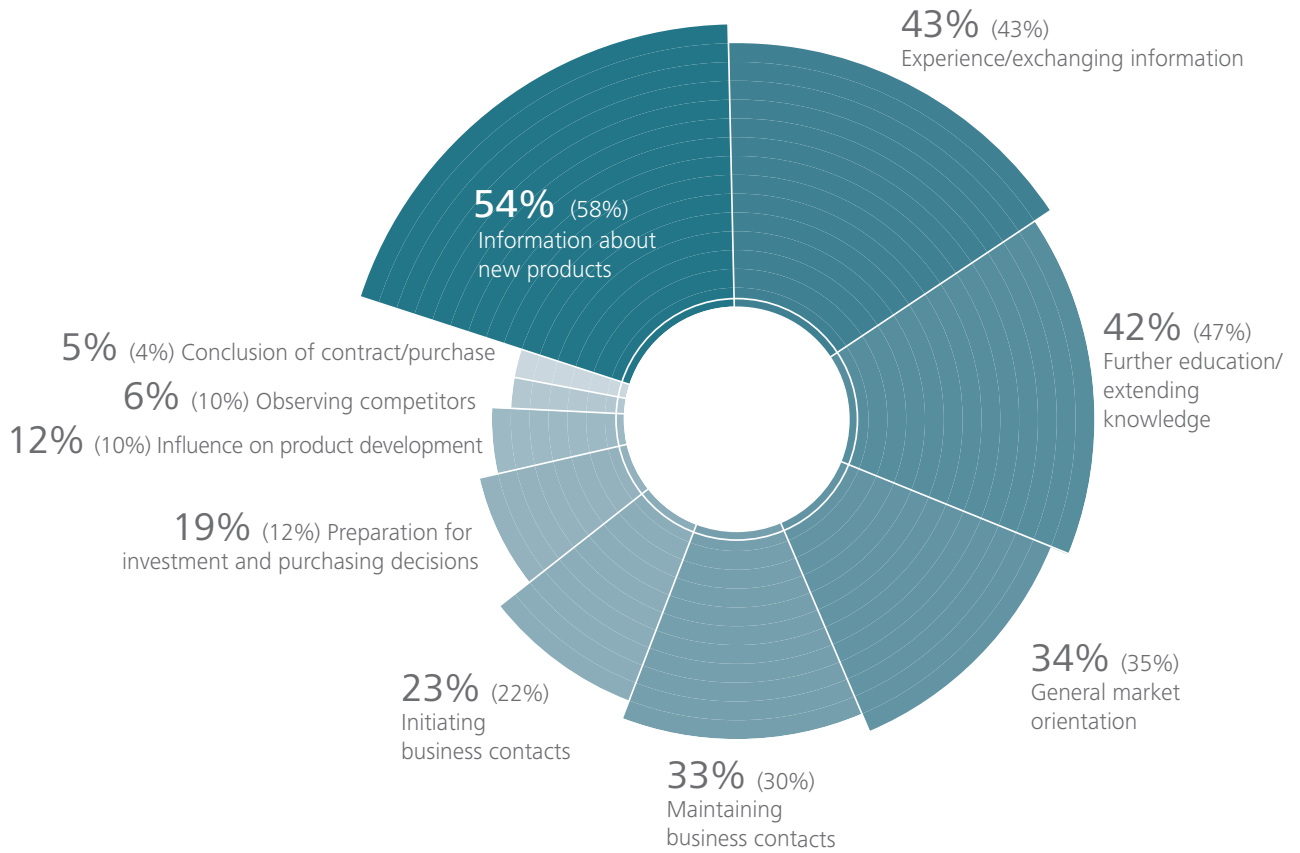


of the visitors are ...

involved in purchasing decisions in their company.

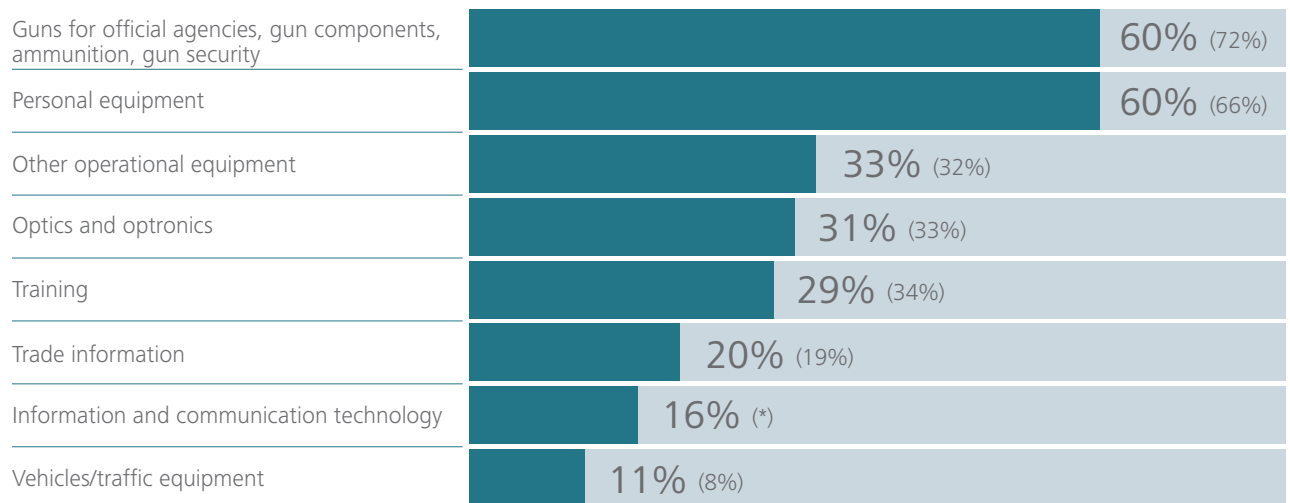
4.3 MAIN REASONS FOR VISIT

What are the main reasons for your visit to Enforce Tac 2015? (Multiple answers, extract)



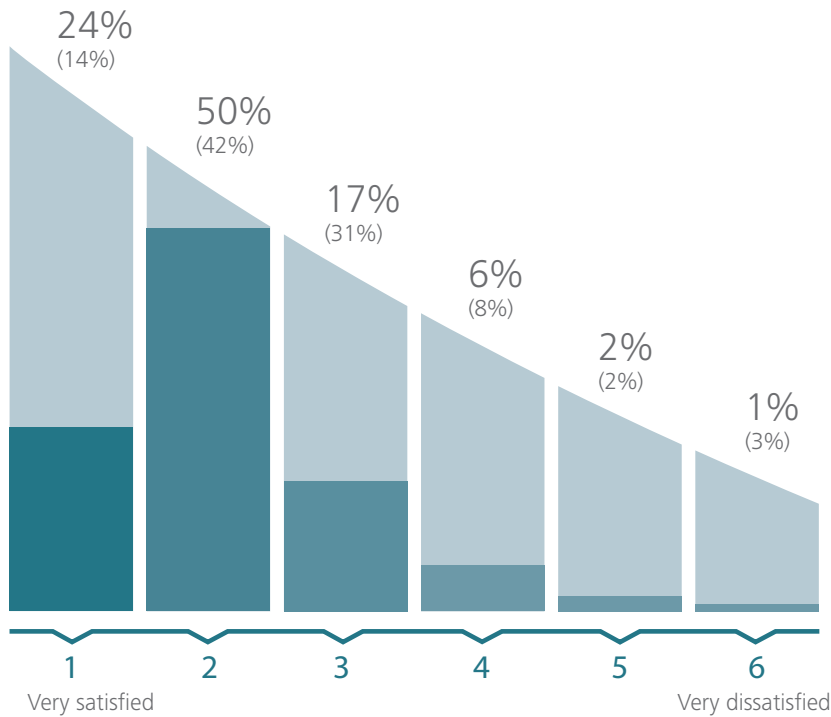
4.4 PRODUCT GROUPS (MAIN INTEREST OF VISITORS)

Which product groups mainly interest you at Enforce Tac 2015? (Multiple answers)



4.5 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at Enforce Tac 2015?

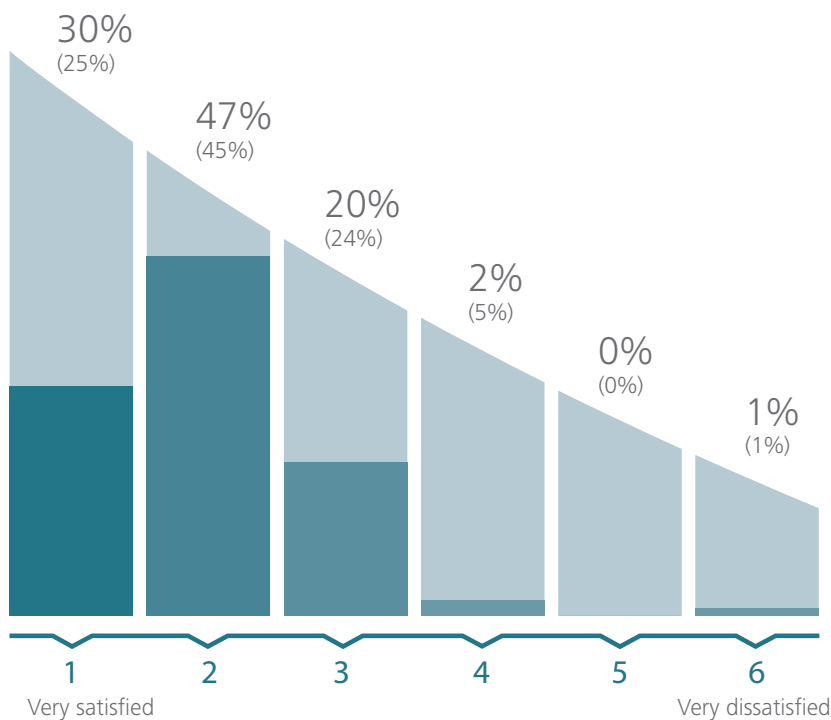


97 %

97% (95%) of the visitors were satisfied with the range of products and services presented at Enforce Tac 2015.

4.6 OPPORTUNITIES FOR INFORMATION AND CONTACT

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



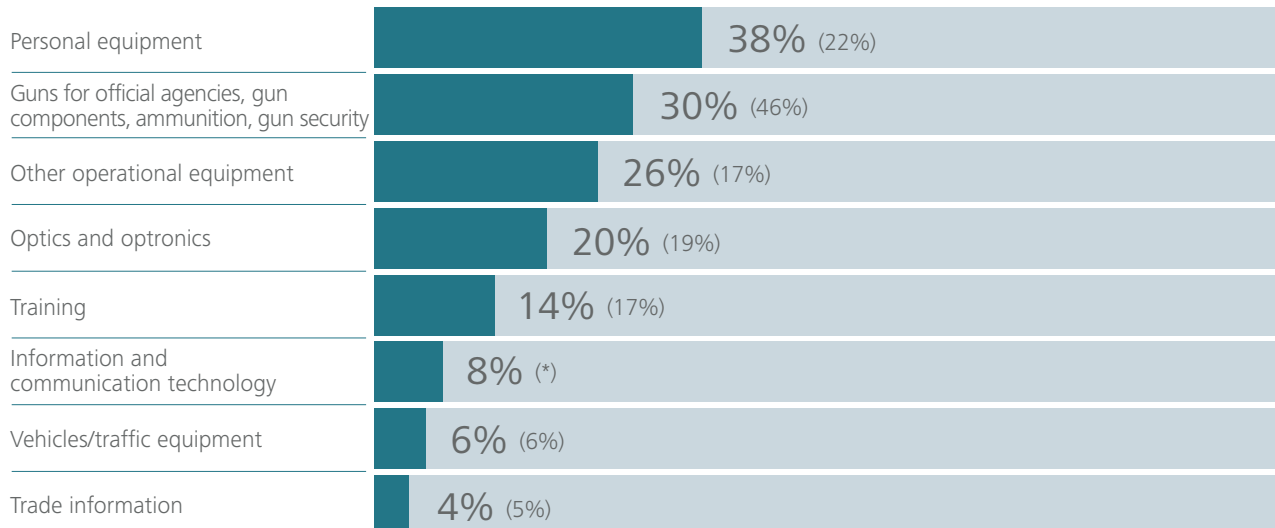
99 %

99% (99%) of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

5. EXHIBITOR SURVEY

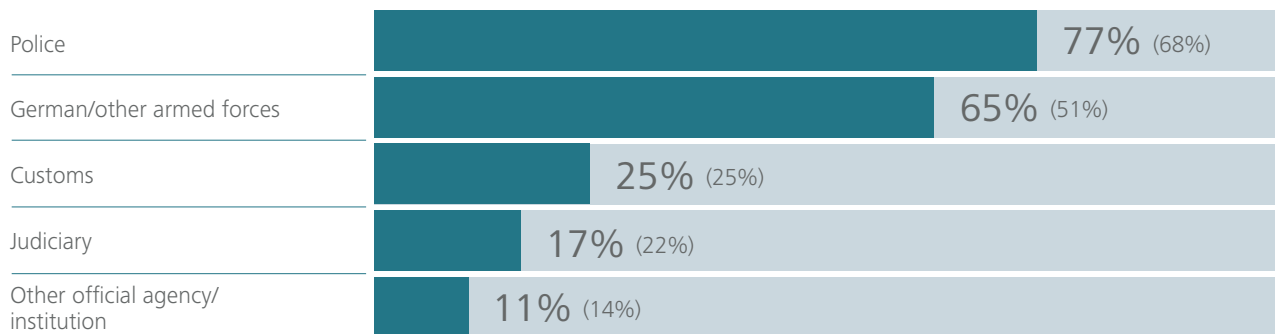
5.1 PRODUCT GROUPS (OF EXHIBITORS)

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



5.2 THE EXHIBITORS RECEIVED VISITORS FROM THE FOLLOWING BRANCHES

Which target groups do you wish to reach by exhibiting at Enforce Tac 2015 and with which did you **actually have contact**? (Multiple answers)



5.3 TARGET GROUP ACCURACY

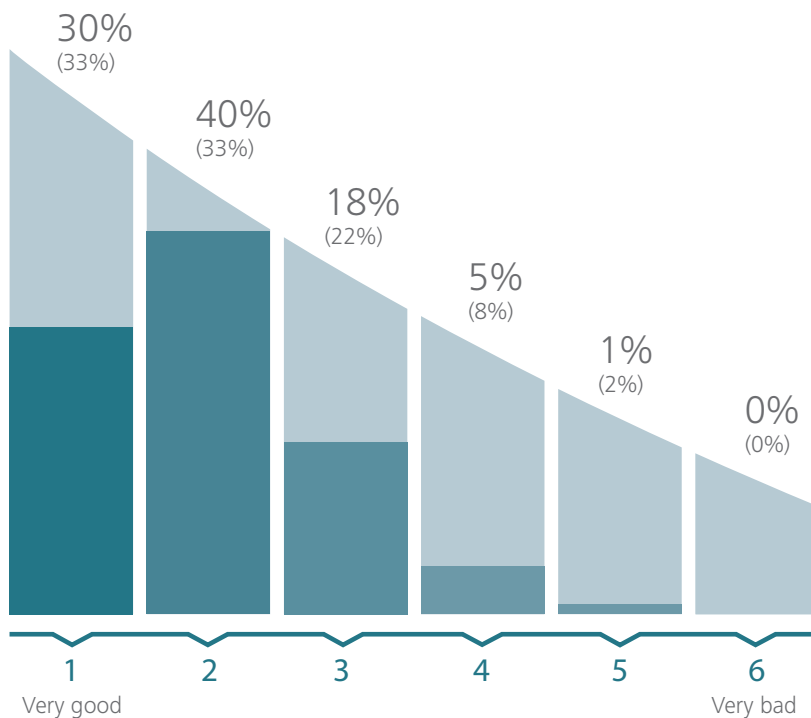
Did you reach your most important target groups at this trade fair?



90% (94%) of the exhibitors reached their most important target groups during Enforce Tac 2015.

5.4 ORGANIZATION AND SERVICE

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



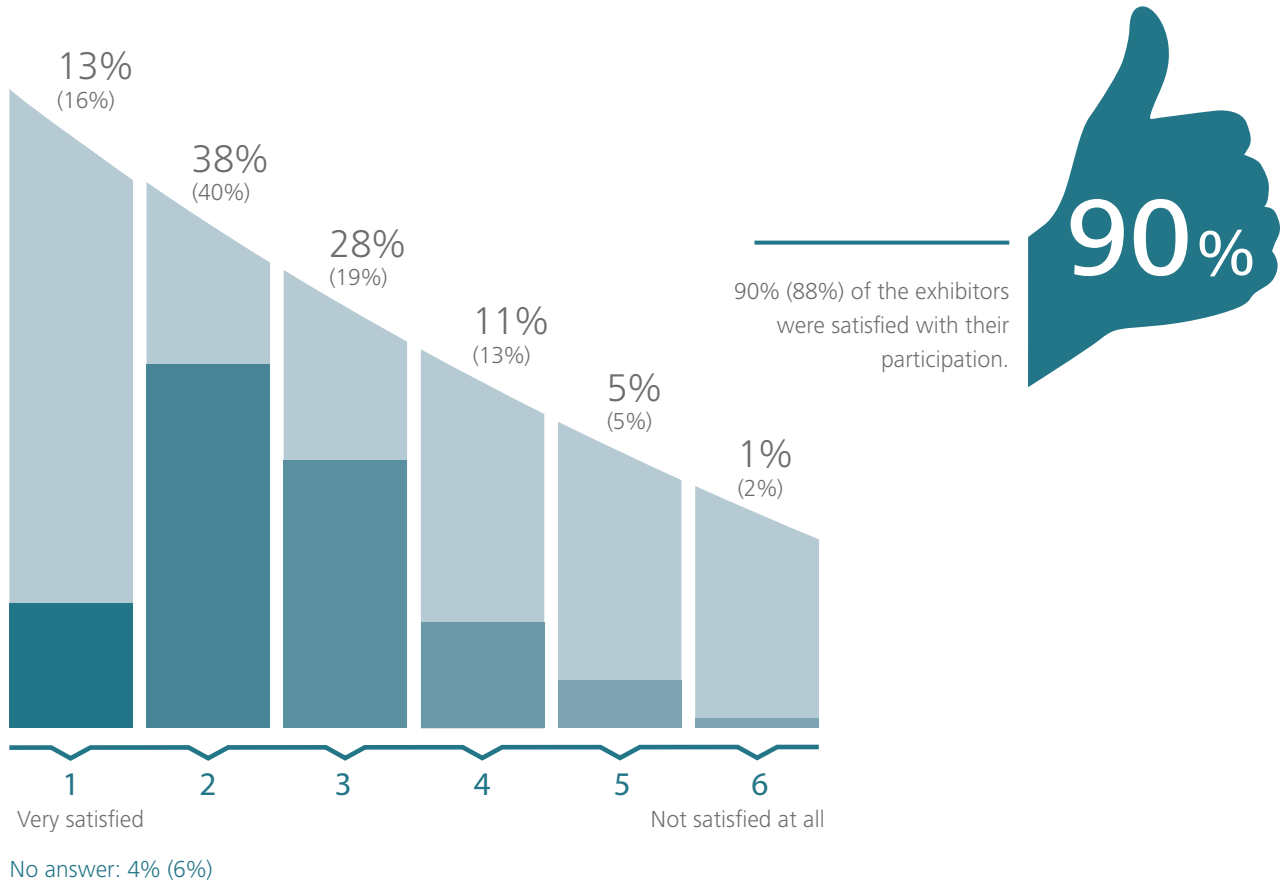
No answer: 5% (2%)



93% (96%) of the exhibitors were satisfied with the organization and service.

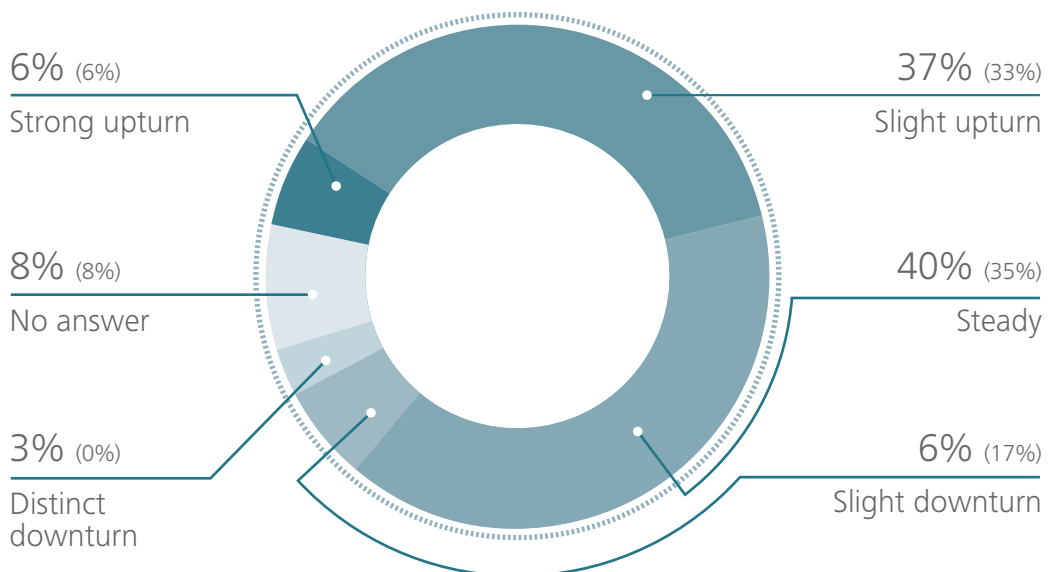
5.5 OVERALL SATISFACTION

How satisfied are you with exhibiting overall?



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, telephone +49(0)911.8606-0, fax +49(0)911.8606-8228, info@nuernbergmesse.de.

March 2015
NürnbergMesse GmbH
- Market Research -
