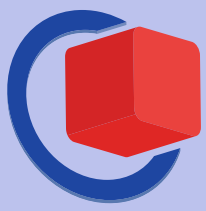
Nuremberg, Germany

26–28.2.2019



embeddedworld

Exhibition&Conference

... it´s a smarter world

SHOW REPORT

NÜRNBERG MESSE

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	1,117 (1,021)	498 (473)	619 (548)
Visitors	30,895 (32,217)	18,199 (19,237)	12,696 (12,980)
Total exhibition space (in m^2)	55,300 (49,000)	– (–)	– (–)
Exhibitor stand space (in m^2)	28,820 (26,799)	16,219 (15,991)	12,601 (10,808)

2. CONGRESS

1,991

PARTICIPANTS & SPEAKERS

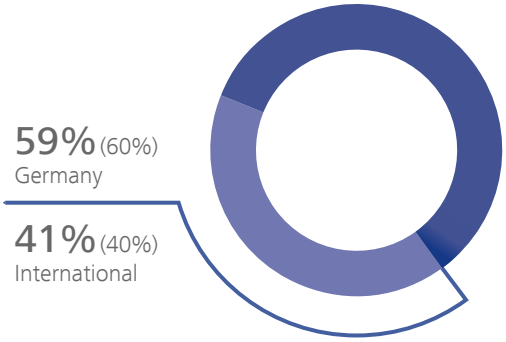
from **46** countries sourced information at **9** keynotes, **56** sessions and **12** classes of embedded world Conference and electronic displays Conference. The top themes were:

- **Internet of Things**
- **Connected Systems**
- **Embedded OS**
- **Safety & Security**
- **Hardware Engineering**
- **Software & Systems Engineering**
- **Embedded Vision**
- **Autonomous & Intelligent Systems**
- **Embedded GUI & HMI**
- **System-on-Chip**
- **Touch Technologies & Integration**
- **Future Automotive Displays**
- **Micro OLEDs**

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

3. SELECTED RESULTS OF VISITOR REGISTRATION

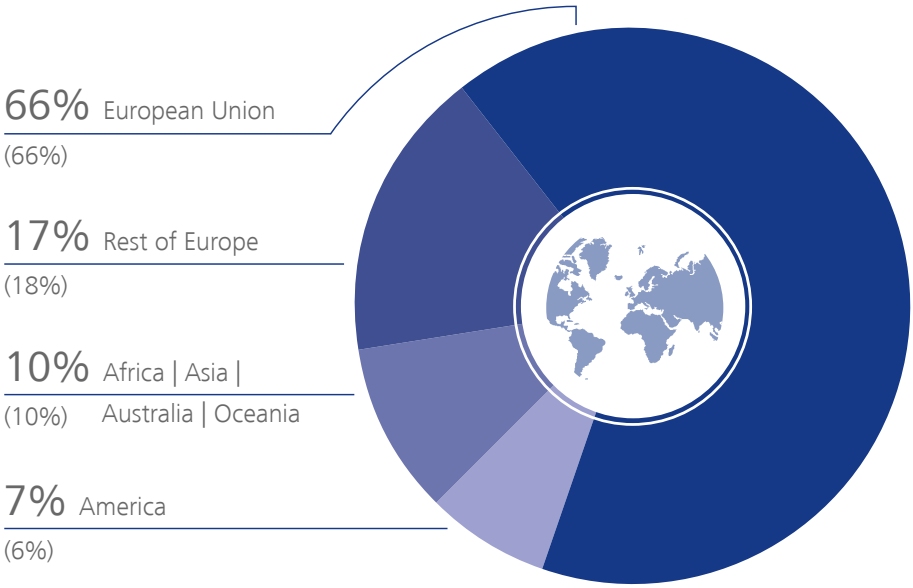
3.1 ORIGIN OF VISITORS



NUMBER OF COUNTRIES:

84
(77)

STRUCTURE OF INTERNATIONAL VISITORS



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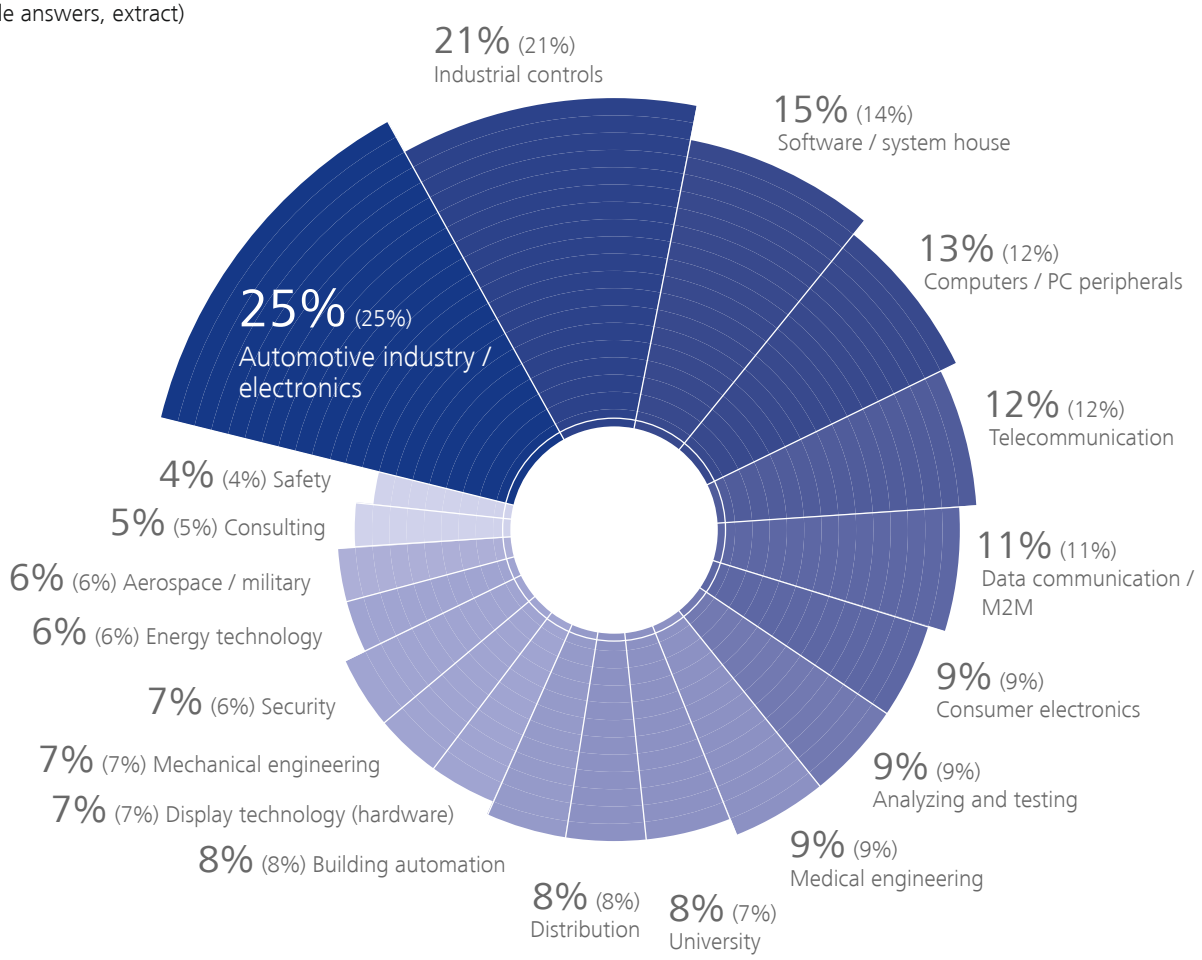
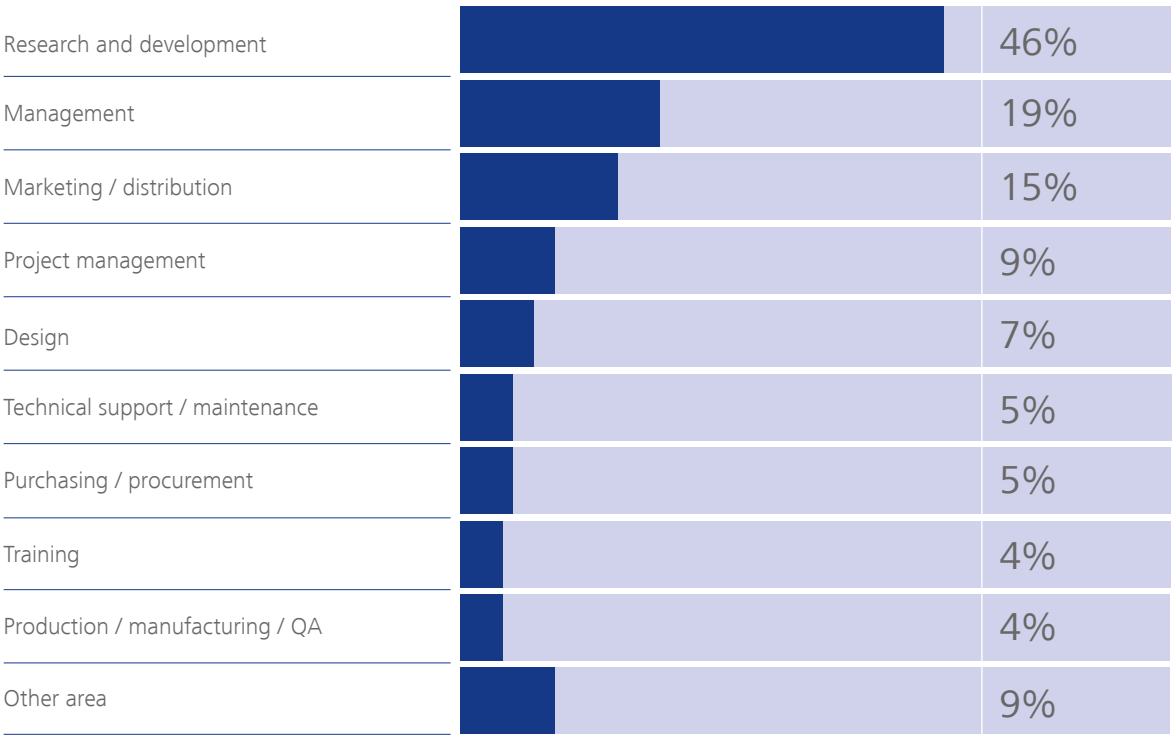
3.2 VISITORS' BRANCHES OF INDUSTRY

(Multiple answers, extract)



3.3 AREA OF RESPONSIBILITY*

(Multiple answers)



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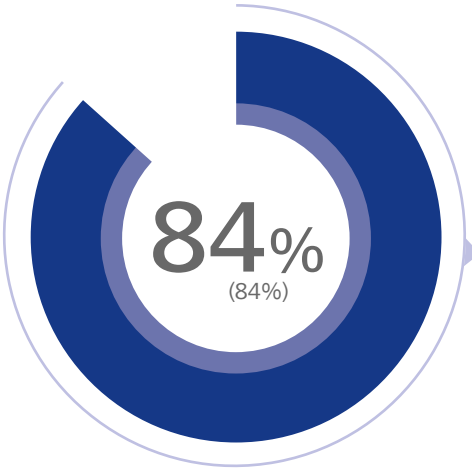
4. SELECTED RESULTS OF VISITOR SURVEY

4.1 DECISION-MAKERS

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

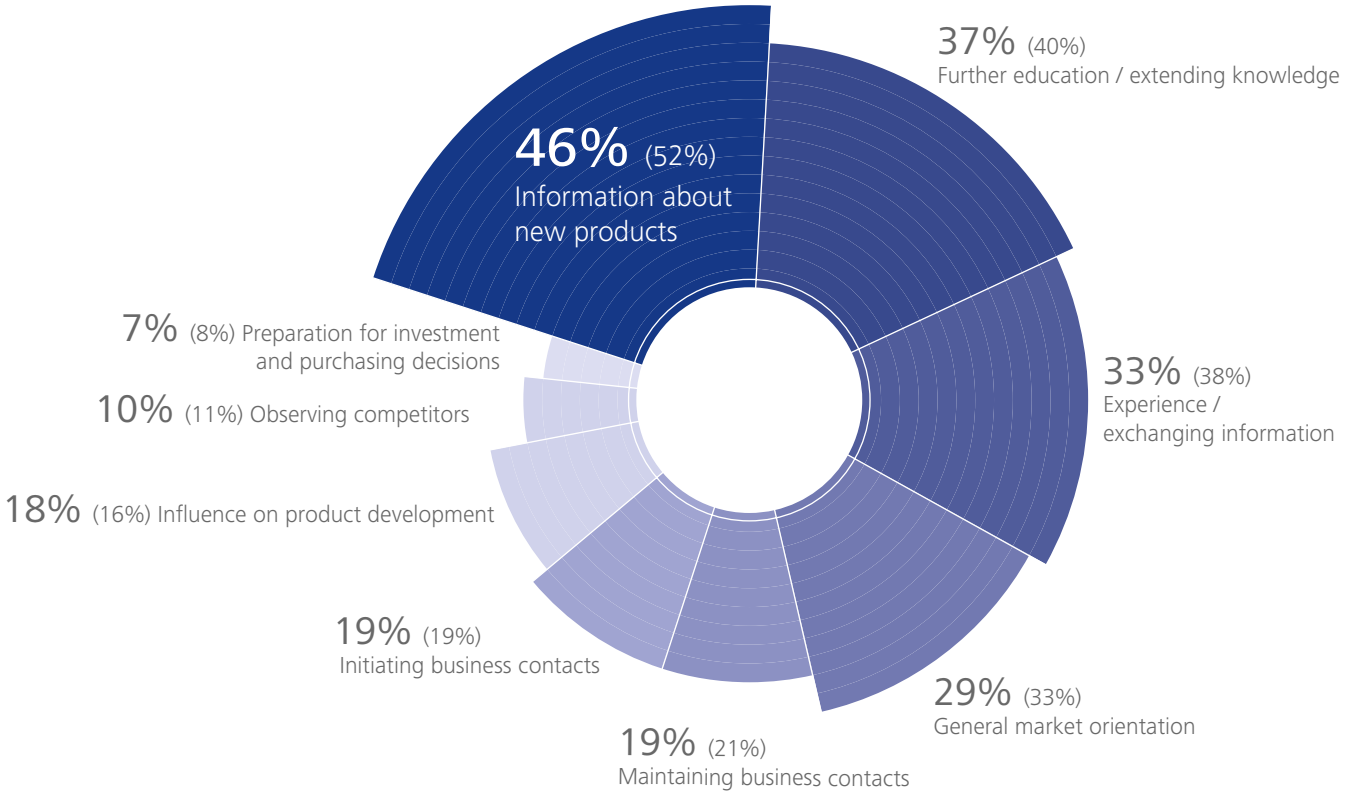


of the visitors are ...

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

4.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to embedded world 2019? (Multiple answers, extract)



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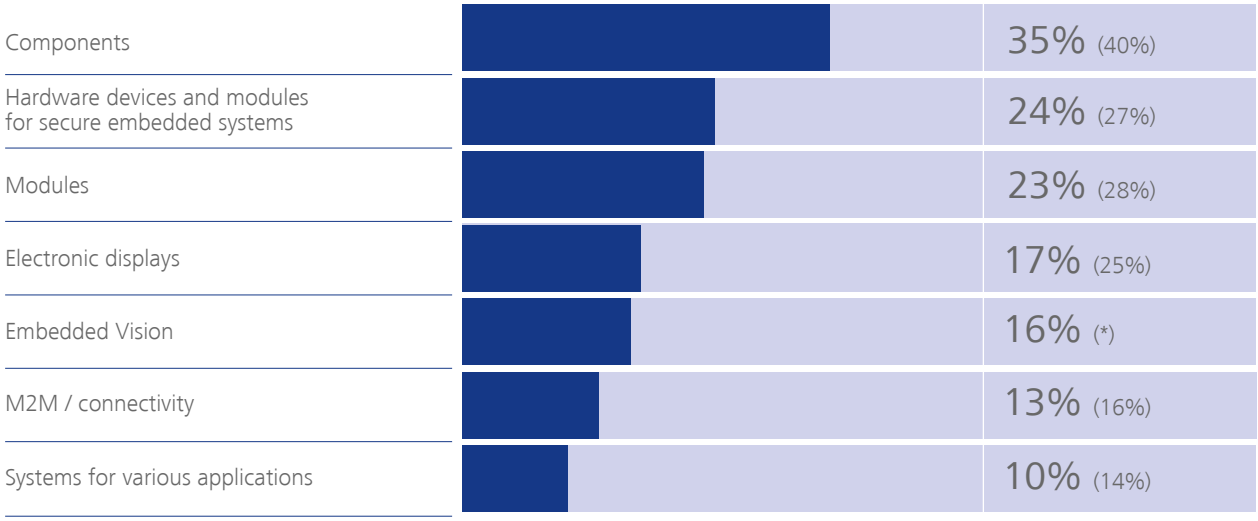
4.3 PRODUCT GROUPS (main interest of visitors)

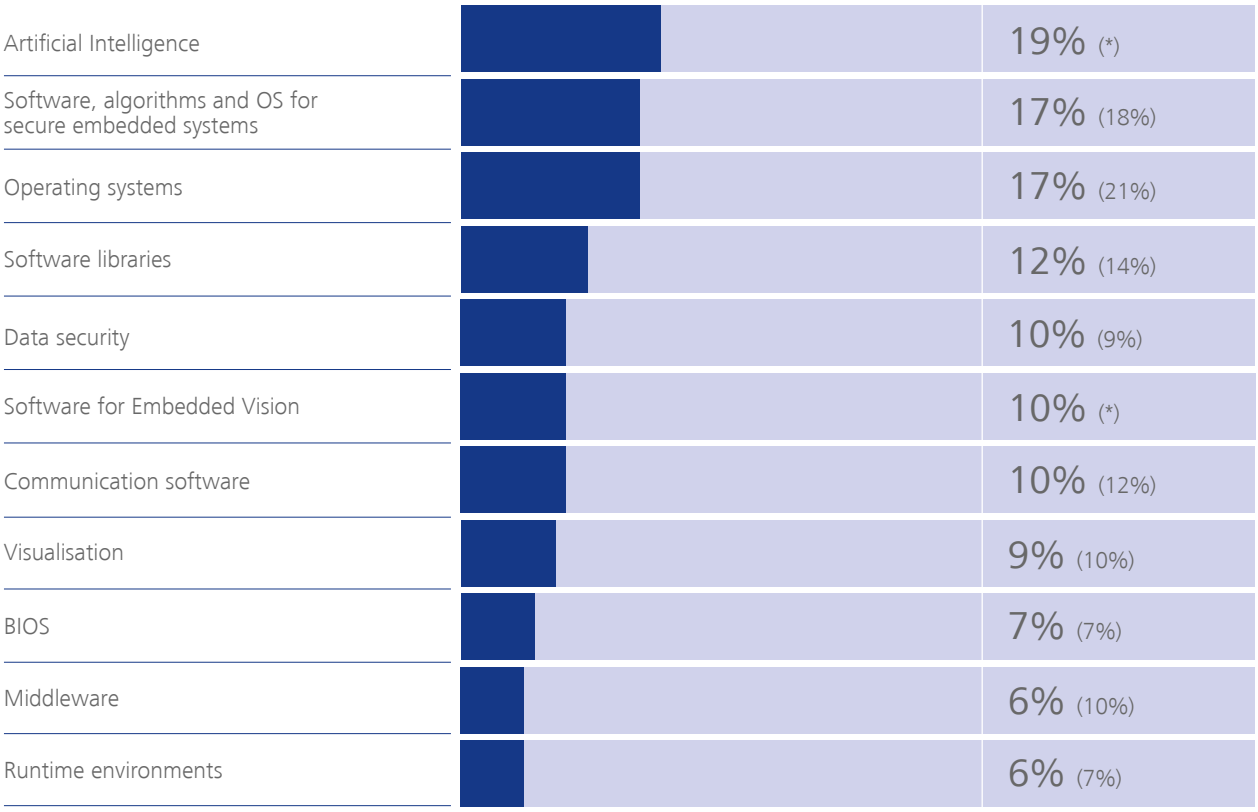
Which product groups mainly interest you at embedded world 2019? (Multiple answers, extract)

HARDWARE:



TOOLS:

SYSTEM SOFTWARE:



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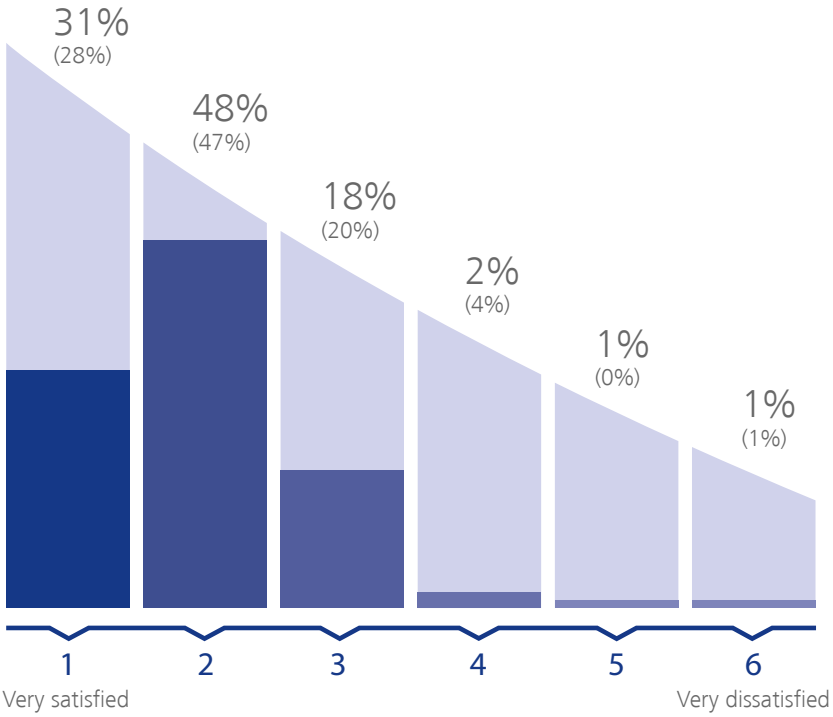
SERVICES:

System development	13% (19%)
Electronic manufacturing	13% (16%)
Embedded security architectures	10% (12%)
Training	7% (9%)
Cloud services	6% (*)
Books	6% (7%)

4.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at embedded world 2019?



99%

99% (99%) of the visitors were satisfied with the range of products and services presented at embedded world 2019.

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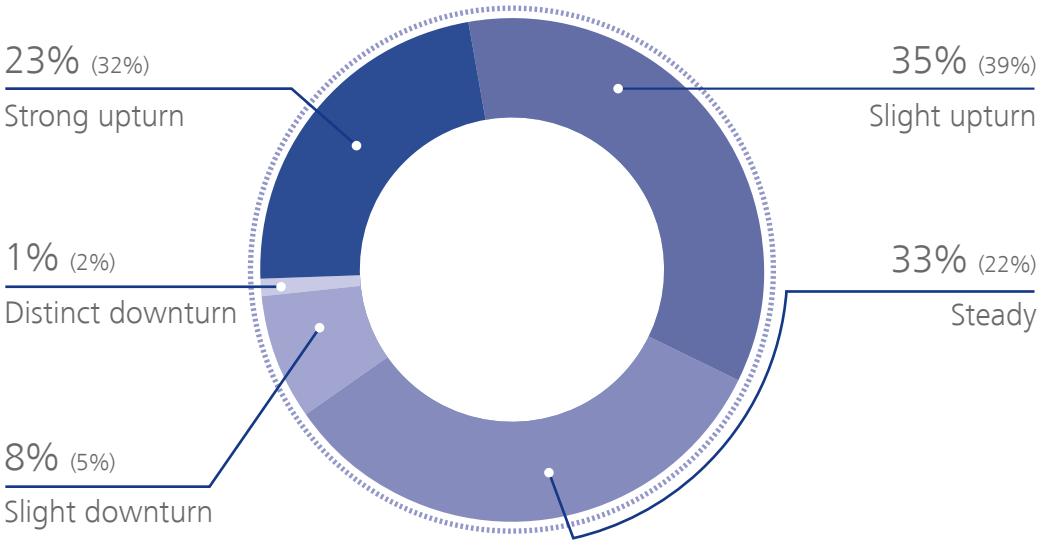
4.5 ECONOMIC SITUATION IN SECTOR

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



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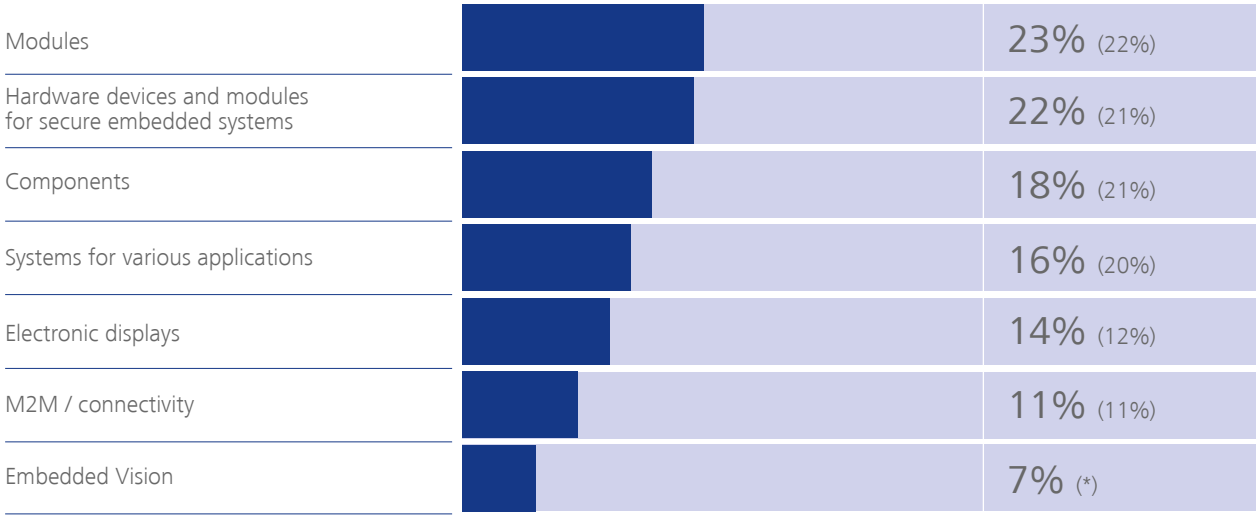
5. SELECTED RESULTS OF EXHIBITOR SURVEY

5.1 PRODUCT GROUPS (of exhibitors)

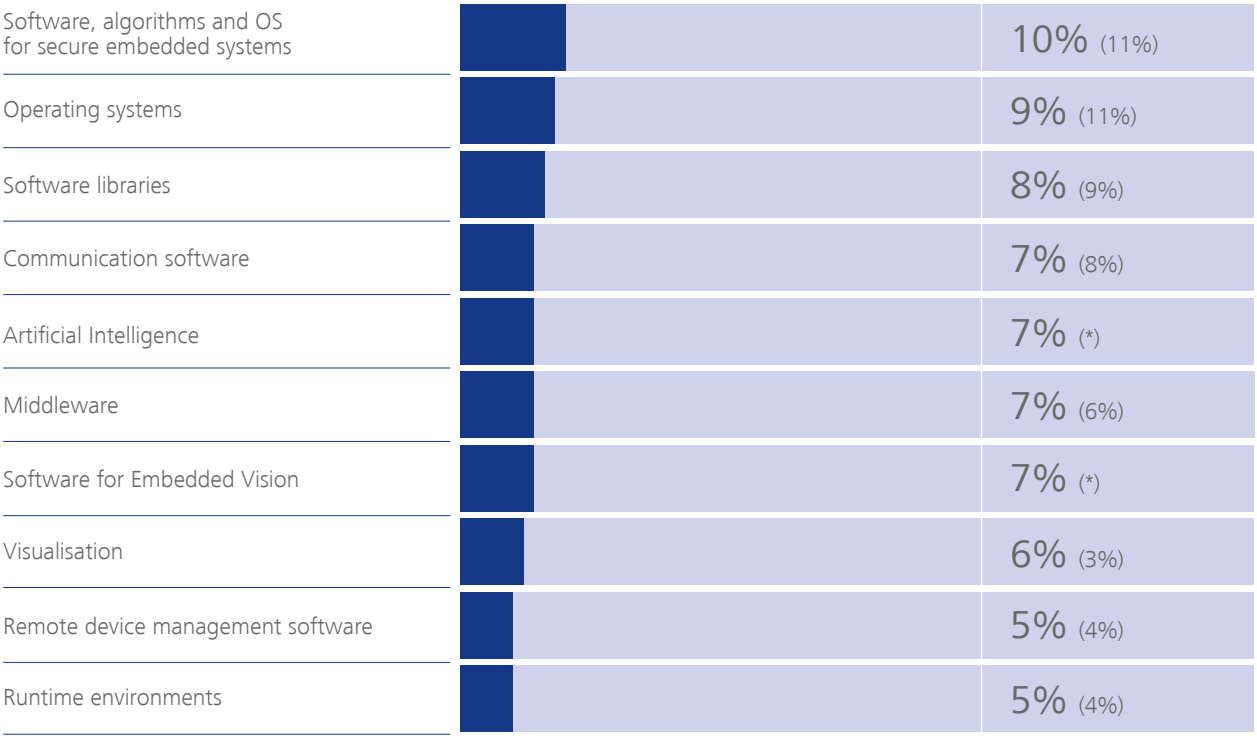
Which group of products/services do you offer? (Multiple answers, extract)

HARDWARE:



TOOLS:

SYSTEM SOFTWARE:



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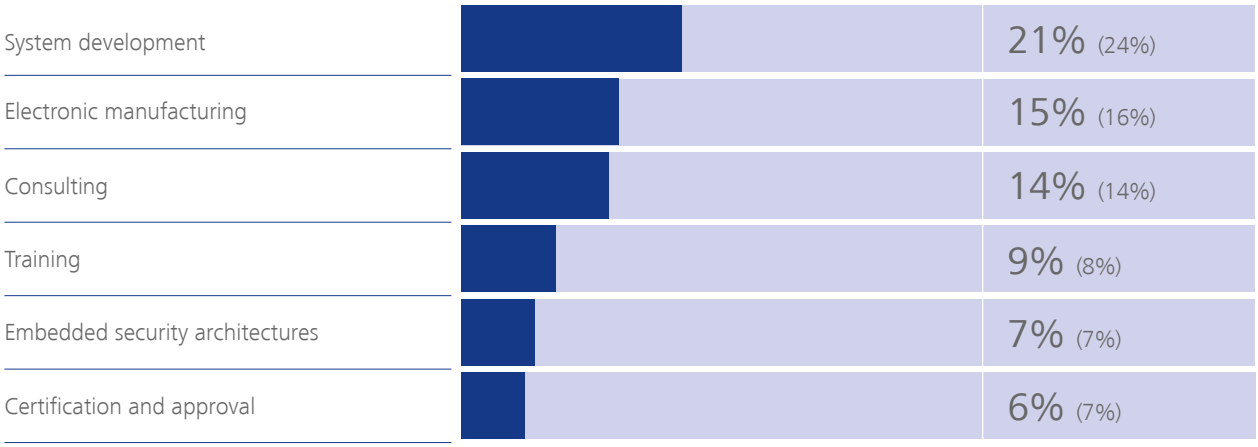
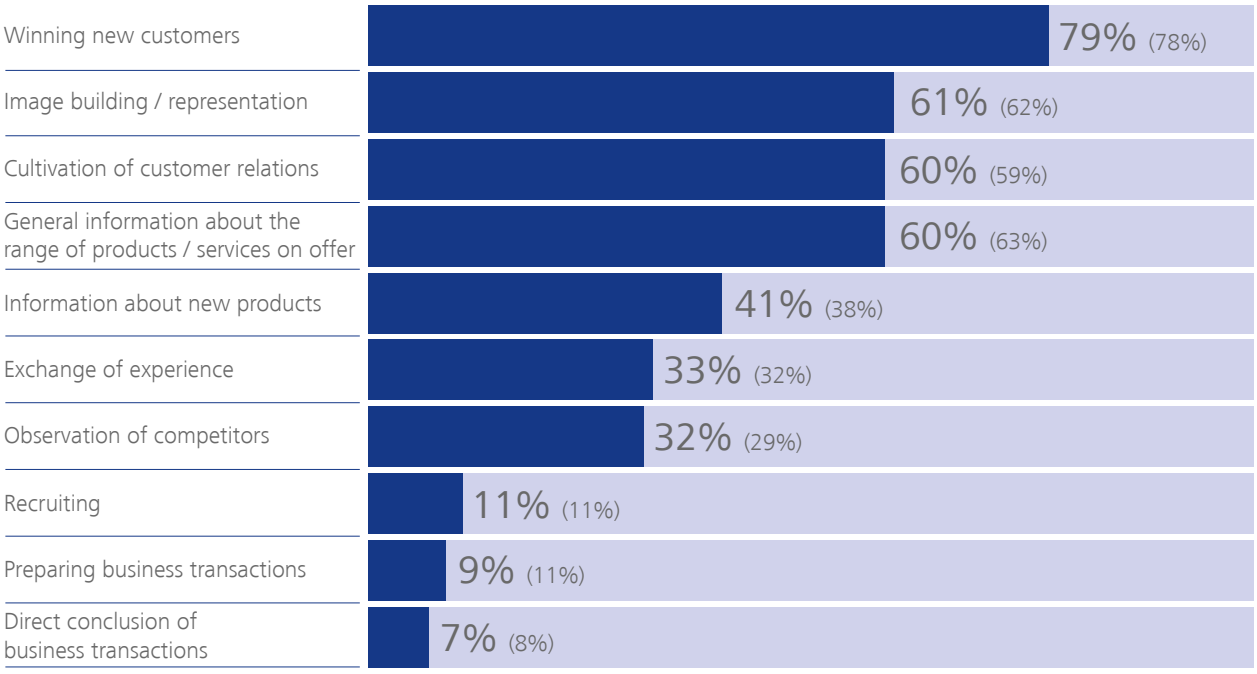
SERVICES:



5.2 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at embedded world 2019? (Multiple answers, extract)



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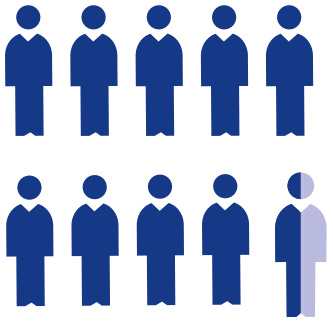
5.3 TARGET GROUP ACCURACY

Did you reach your most important target groups at embedded world 2019?

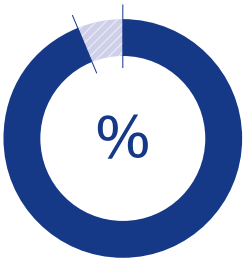


93 %

93% (95%) of the exhibitors reached their most important target groups during embedded world 2019.

5.4 NEW BUSINESS RELATIONS

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

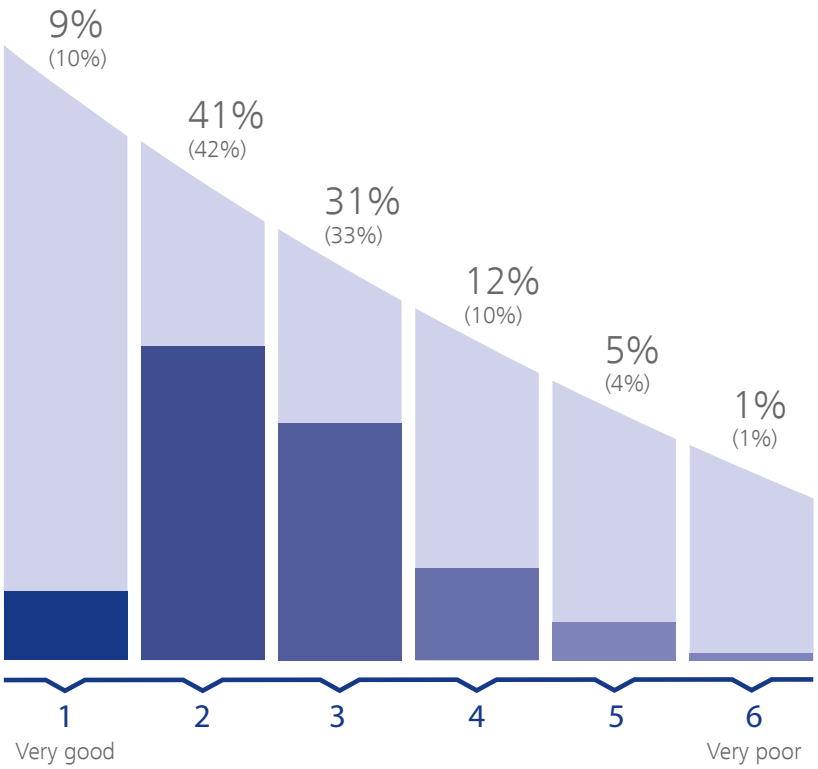


94 %

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

5.5 QUALITY OF VISITORS

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



No answer: 2% (1%)

93 %

93% (95%) of the exhibitors were satisfied with the quality of the visitors at their stands.

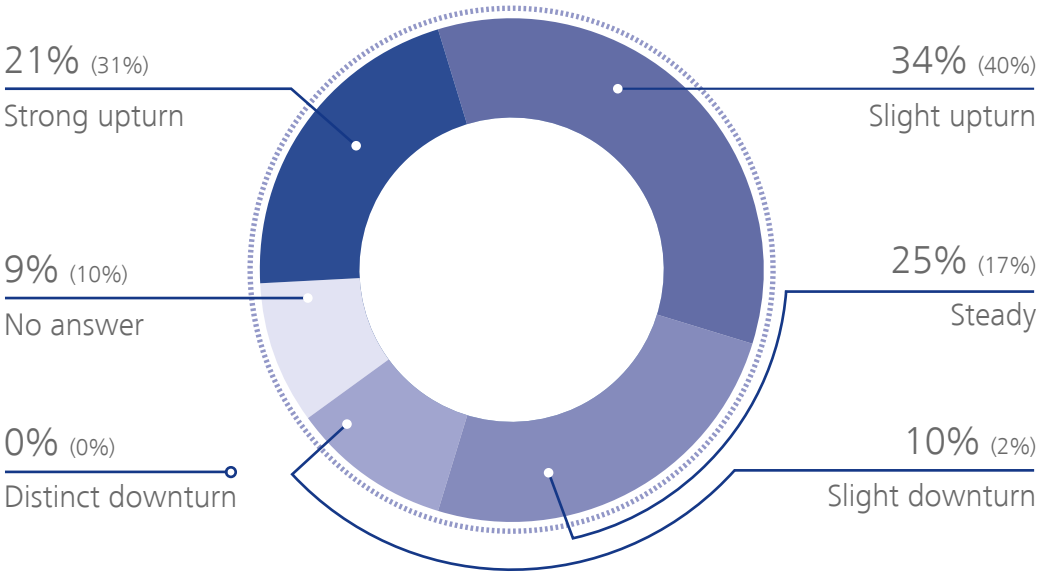
5.6 OVERALL SATISFACTION

How satisfied are you with exhibiting overall?

92% (94%) of the exhibitors were satisfied with their participation.

5.7 ECONOMIC SITUATION IN SECTOR

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



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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.

March 2019
NürnbergMesse GmbH
- Market Research -