

Nuremberg, Germany 26-28.2.2019



SHOW REPORT



Visitors

embedded world 2019 Structural data Congress

STRUCTURAL DATA

1

Total exhibition space (in m ²)	55,300	-
	(49,000)	(—)
Exhibitor stand space (in m ²)	28,820	16,219
	(26,799)	(15,991)

TOTAL

30.895

(32,217)

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

GERMANY

498

(473)

18,199

(19, 237)

INTERNATIONAL

619

(548)

12,696

12,601

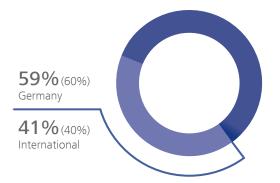
(12,980)

(--)

- 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

3. SELECTED RESULTS OF VISITOR REGISTRATION

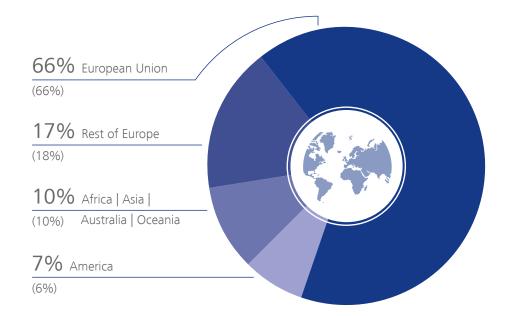
3.1 ORIGIN OF VISITORS



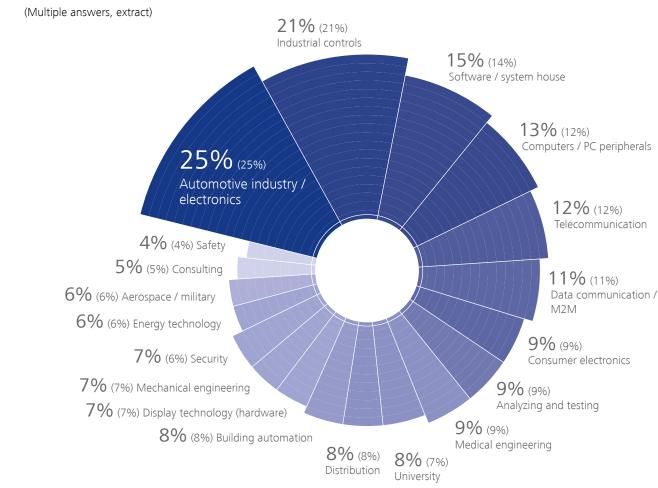
NUMBER OF COUNTRIES:



STRUCTURE OF INTERNATIONAL VISITORS



3.2 VISITORS' BRANCHES OF INDUSTRY



3.3 AREA OF RESPONSIBILITY*

(Multiple answers)

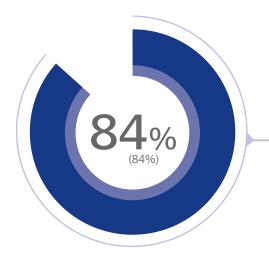
Research and development	46%
Management	19%
Marketing / distribution	15%
Project management	9%
Design	7%
Technical support / maintenance	5%
Purchasing / procurement	5%
Training	4%
Production / manufacturing / QA	4%
Other area	9%

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

4. SELECTED RESULTS OF VISITOR SURVEY

4.1 DECISION-MAKERS

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

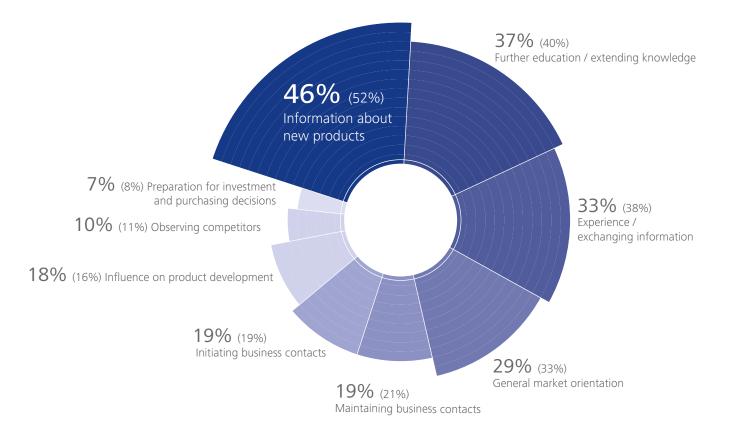


of the visitors are ...

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)



4.3 PRODUCT GROUPS (main interest of visitors)

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

HARDWARE:

Components	35% (40%)
Hardware devices and modules for secure embedded systems	24% (27%)
Modules	23% (28%)
Electronic displays	17% (25%)
Embedded Vision	16% (*)
M2M / connectivity	13% (16%)
Systems for various applications	10% (14%)

TOOLS:

Hardware		39% (38%)
Software		38% (38%)

SYSTEM SOFTWARE:

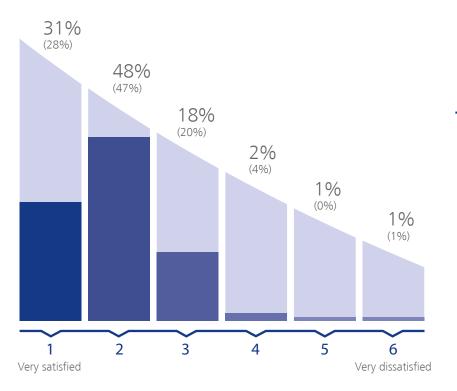
Artificial Intelligence	19% (*)
Software, algorithms and OS for secure embedded systems	17% (18%)
Operating systems	17% (21%)
Software libraries	12% (14%)
Data security	10% (9%)
Software for Embedded Vision	10% (*)
Communication software	10% (12%)
Visualisation	9% (10%)
BIOS	7% (7%)
Middleware	6% (10%)
Runtime environments	6% (7%)

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?

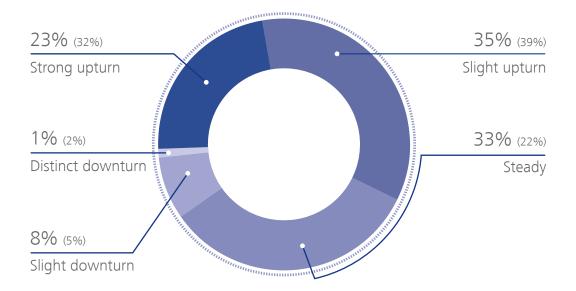




99% (99%) of the visitors were satisfied with the range of products and services presented at embedded world 2019.

4.5 ECONOMIC SITUATION IN SECTOR

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



5. SELECTED RESULTS OF EXHIBITOR SURVEY

5.1 PRODUCT GROUPS (of exhibitors)

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

HARDWARE:

Modules		23% (22%)
Hardware devices and modules for secure embedded systems		22% (21%)
Components		18% (21%)
Systems for various applications		16% (20%)
Electronic displays		14% (12%)
M2M / connectivity		11% (11%)
Embedded Vision		7% (*)

TOOLS:

Software		24% (28%)
Hardware		23% (27%)

SYSTEM SOFTWARE:

Software, algorithms and OS for secure embedded systems	10% (11%)
Operating systems	9% (11%)
Software libraries	8% (9%)
Communication software	7% (8%)
Artificial Intelligence	7% (*)
Middleware	7% (6%)
Software for Embedded Vision	7% (*)
Visualisation	6% (3%)
Remote device management software	5% (4%)
Runtime environments	5% (4%)

SERVICES:

System development	21% (24%)
Electronic manufacturing	15% (16%)
Consulting	14% (14%)
Training	9% (8%)
Embedded security architectures	7% (7%)
Certification and approval	6% (7%)

5.2 EXHIBITORS' OBJECTIVES

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

Winning new customers			79% (78%)
Image building / representation			61% (62%)
Cultivation of customer relations			60% (59%)
General information about the range of products / services on offer			60% (63%)
Information about new products		41% (38%)	
Exchange of experience		33% (32%)	
Observation of competitors		32% (29%)	
Recruiting	11% (11%)		
Preparing business transactions	9% (11%)		
Direct conclusion of business transactions	7% (8%)		

5.3 TARGET GROUP ACCURACY

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



their most important target groups during embedded world 2019.

5.4 NEW BUSINESS RELATIONS

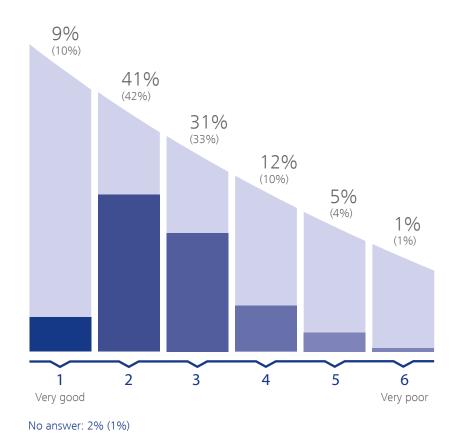
To what extent did your company make new business connections in the course of the fair?



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

5.5 QUALITY OF VISITORS

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

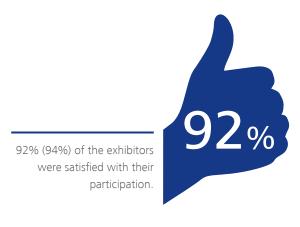




93% (95%) of the exhibitors were satisfied with the quality of the visitors at their stands.

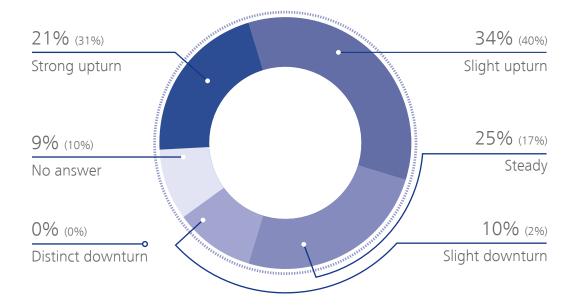
5.6 OVERALL SATISFACTION

How satisfied are you with exhibiting overall?



5.7 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 9118606-0, F +49 9118606-8228, info@nuernbergmesse.de.

March 2019 NürnbergMesse GmbH - Market Research -