

MT-CONNECT

21.-22.6.2017

Nürnberg | Germany
International Exhibition

Inside Medical Technology

SHOW REPORT

Ideeller Träger
Honorary Sponsor



Im Verbund mit
Together with

MedTech-Summit
Congress and Partnering

NÜRNBERG MESSE

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	189	143	46
Visitors	1,853	1,626	227
Total exhibition space (in m ²)	6,400	–	–
Exhibitor stand space (in m ²)	1,799	1,536	263
Special shows (in m ²)	723	723	–

2. MEDTECH SUMMIT (CONGRESS AND PARTNERING)

556

PARTICIPANTS

from **14** countries sourced information at **49** presentations. There were also:

- Partnering Event with **489** pre-booked networking chats
- In addition to MedTech Summit: **50 presentations at the Exhibition Forum in the halls**

3. MEDIA

37

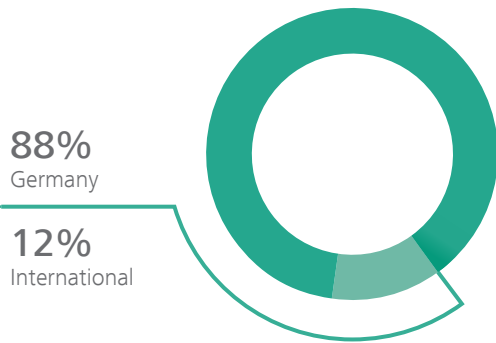
44,905

accredited journalists

visits and **268,207** page impressions from **79** countries at www.mt-connect.de from 22.06.2016 to 22.06.2017

4. VISITOR REGISTRATION

4.1 ORIGIN OF VISITORS



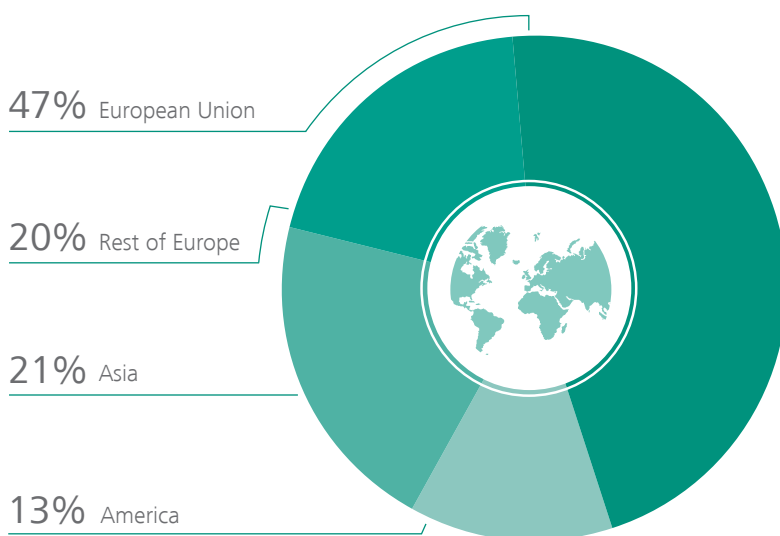
TOP 5 COUNTRIES FOR INTERNATIONAL VISITORS



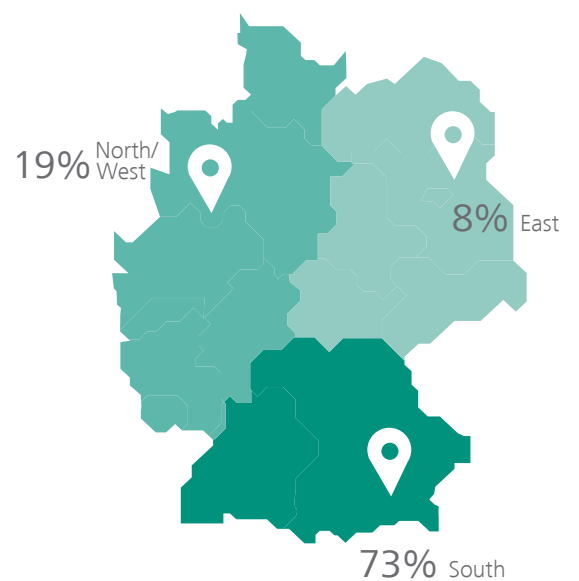
NUMBER OF COUNTRIES:

26

STRUCTURE OF INTERNATIONAL VISITORS



STRUCTURE OF GERMAN VISITORS



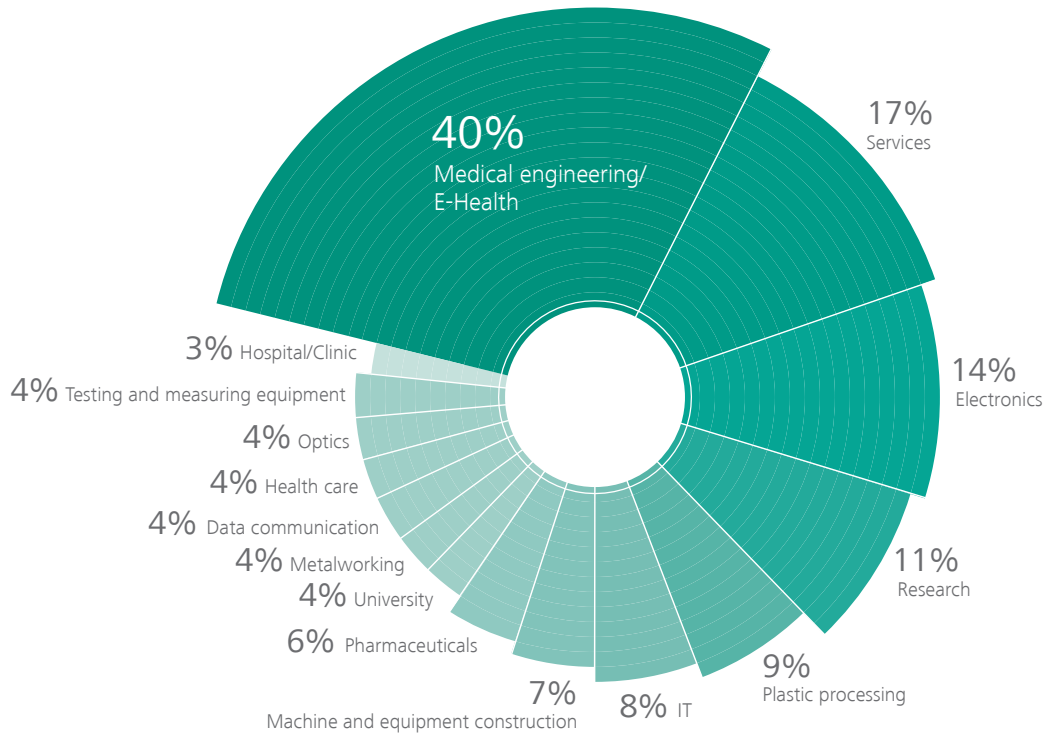
4.2 PROFESSIONAL STATUS OF VISITORS (Visitor structure of MT-CONNECT and MedTech Summit)



5. VISITOR SURVEY

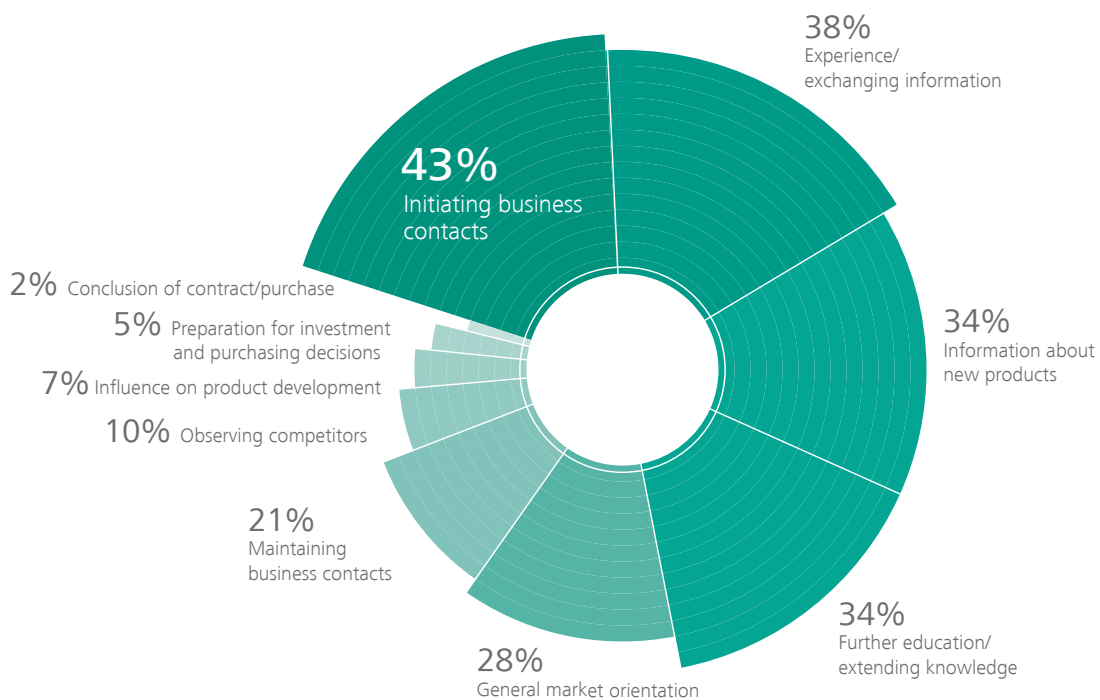
5.1 VISITORS' BRANCHES OF INDUSTRY

Which branch of the economy does your company/your organisation belong to? (Multiple answers, extract)



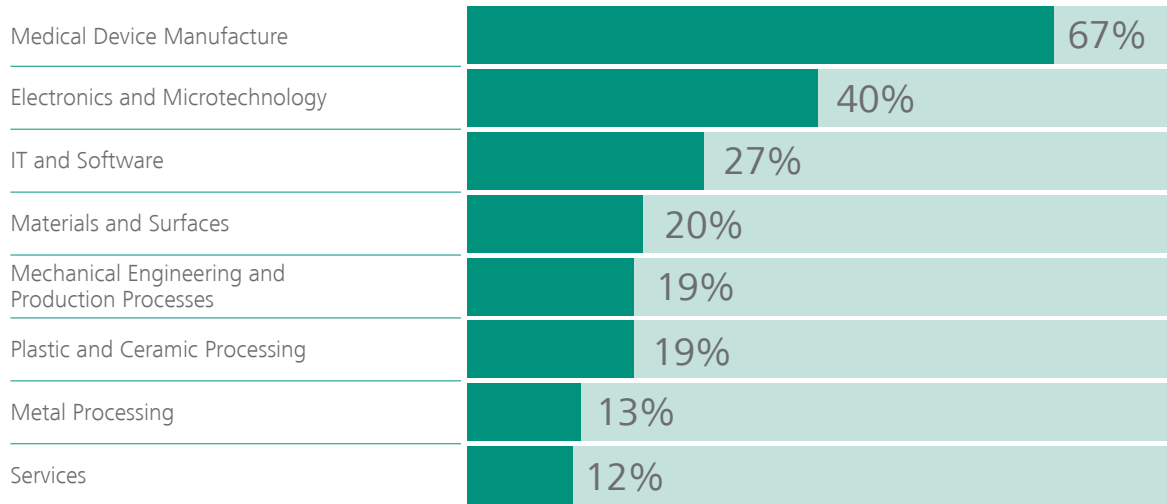
5.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to MT-CONNECT 2017? (Multiple answers, extract)



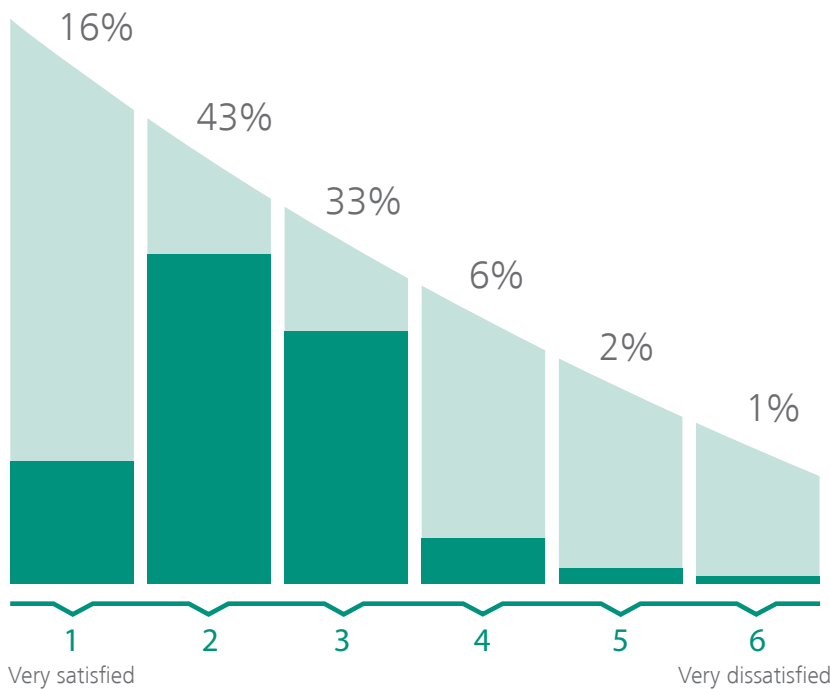
5.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at MT-CONNECT 2017? (Multiple answers)



5.4 OPPORTUNITIES FOR INFORMATION AND CONTACT

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

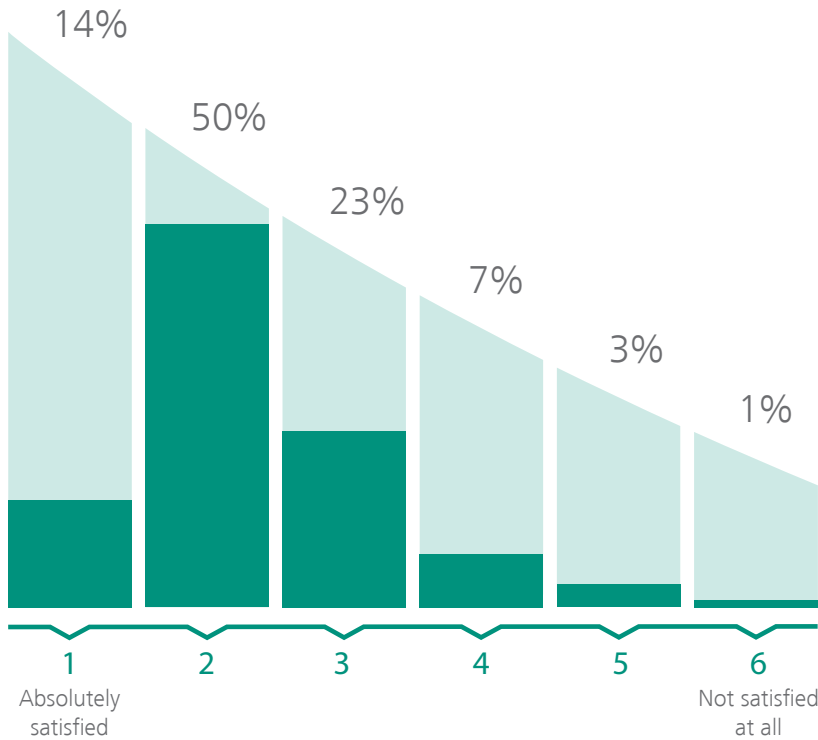


98 %

98% of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

5.5 OVERALL SATISFACTION

How satisfied are you overall with your visit to MT-CONNECT so far?



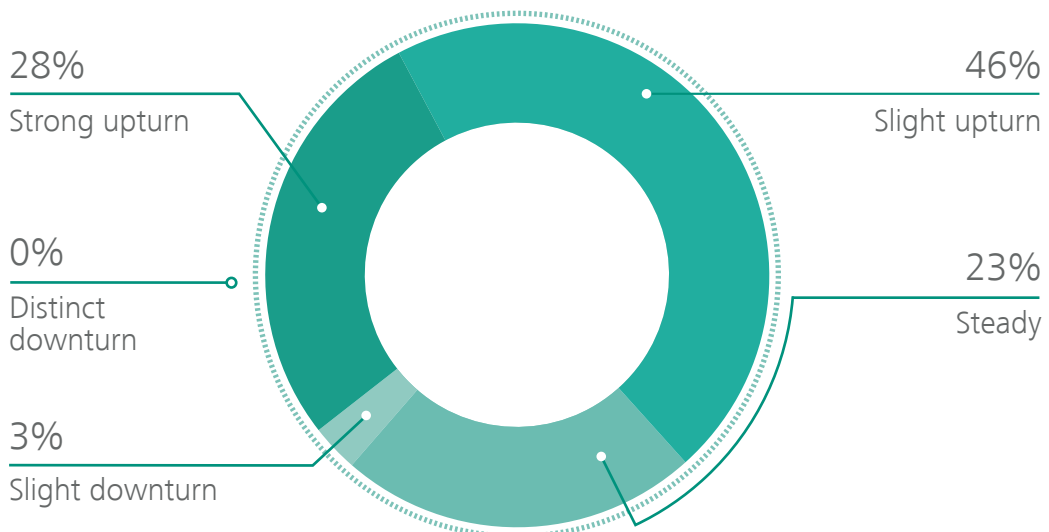
94%

94% of the visitors were satisfied with their visit to the trade fair.

No answer: 2%

5.6 ECONOMIC SITUATION IN SECTOR

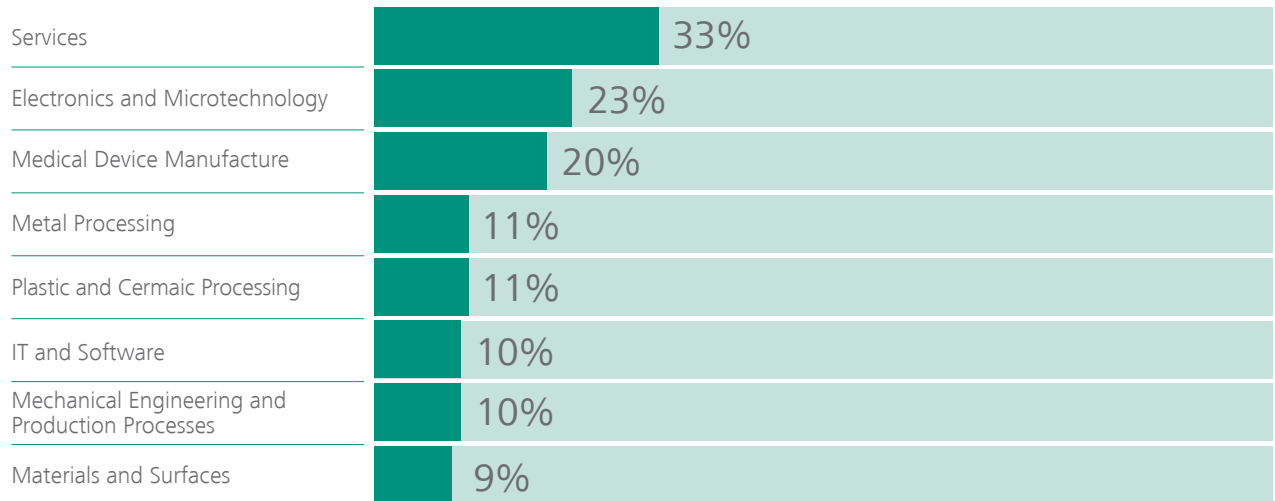
How do you rate the current economic situation in your sector?



6. EXHIBITOR SURVEY

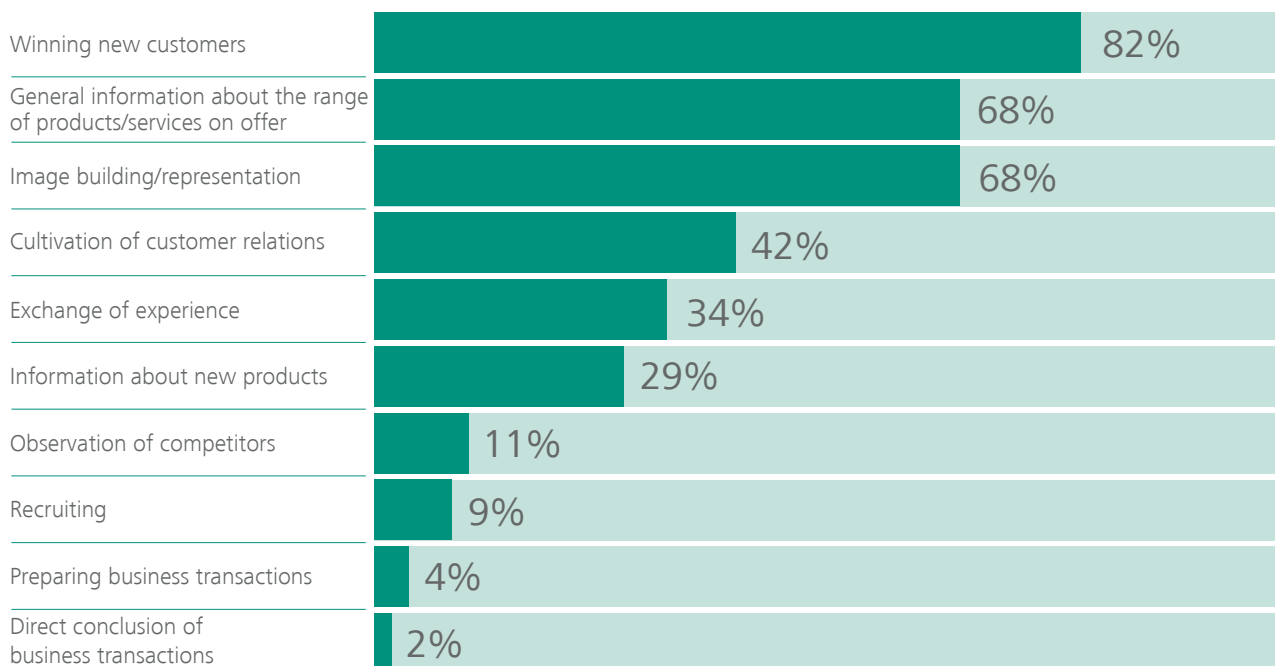
6.1 PRODUCT GROUPS (of exhibitors)

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



6.2 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at MT-CONNECT 2017? (Multiple answers, extract)



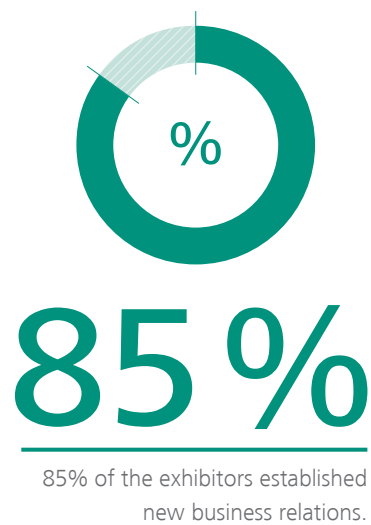
6.3 TARGET GROUP ACCURACY

Did you reach your most important target groups at MT-CONNECT 2017?



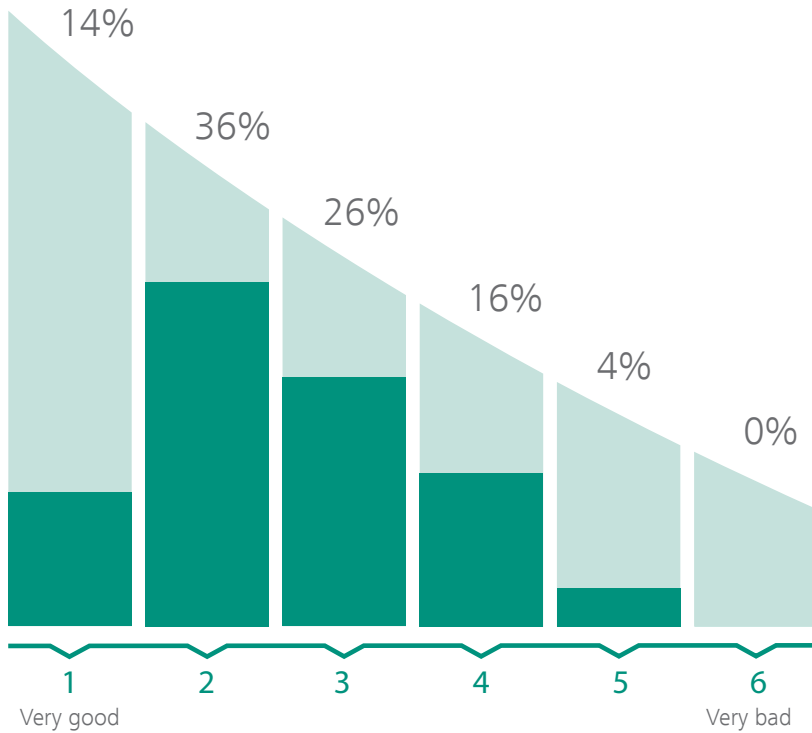
6.4 NEW BUSINESS RELATIONS

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



6.5 ORGANIZATION AND SERVICE

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



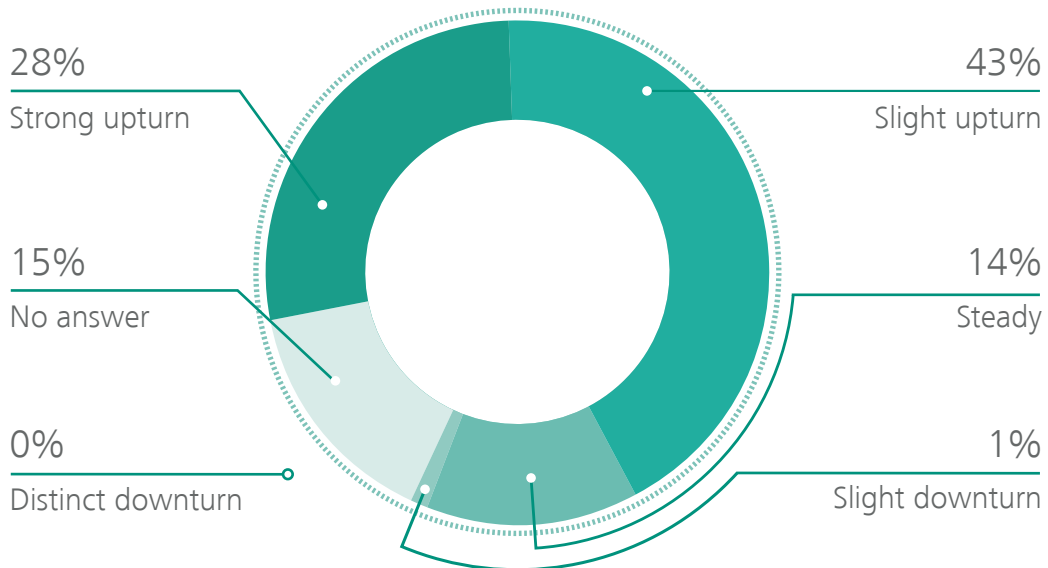
No answer: 5%

92%

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

6.6 ECONOMIC SITUATION IN SECTOR

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



MISCELLANEOUS

The structural data are determined in accordance with the procedure defined 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 8606-0, F +49 9 11 8606-82 28, info@nuernbergmesse.de.

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NürnbergMesse GmbH
- Market Research -
