## PERFORMANCE DATA FEUERTRUTZ 2023

Tota



247



5,617 (+32 % on 2022)

Germany

# (+20 % on 2022)

205 77)

4,831 (3, 877)

### International

### 42 (29)

### 786 (370)

Structural data FKM-certified

# FEUERTRUTZ CONGRESS IN FIGURES

1,300 participants on-site and online

Structural data FKM-certified



# VISITORS BY COUNTRY international visitors

## 86% Germany



Germany 2 Austria 3 Switzerland 4 The Czech Republic Slovenia 6 The Netherlands Italy 8 France 9 Spain 10 Poland

### Top 10 visitor countries

Source: Visitor registration, FKM-certified

# REASONS FOR TRADE FAIR VISIT

- **20%** Information about new products
- **16 %** Professional development/knowledge building
- **13**% Share experiences / information
  - 9% Nurture business contacts
  - 8% General picture of the market
  - 8% Initiate business contacts
  - 6% Congress/seminars
  - 6% Fire Protection EXPERIENCE
  - 5% Prepare for investment and procurement decisions
  - **3%** Monitor the competition
  - **3%** Other reasons

- 2 % Influence product development
- 1 % Conclude contract / purchase

Multiple responses/extract Source: Visitor survey as per FKM guidelines

# TOP MARKS FROM VISITORS



97 0/0



were satisfied with what was on offer at FeuerTrutz 2023

even stated during the fair that they would visit the event again

 $\bullet \bullet \bullet$ 97 % 98%

were very satisfied or or satisfied with their trade fair visit

# Nine out of ten

are influential in their company's purchasing and/or procurement decisions

Source: Visitor survey as per FKM guidelines

## **INDUSTRY BAROMETER** Visitors rated the economic situation of the industry as follows:

24 % strong upward trend
34 % slight upward trend
28 % stable trend
12 % slight downturn



Source: Visitor survey as per FKM guidelines

### TOP MARKS FROM EXHIBITORS Nine out of $980/_{0}$ ten 94 0/0 070/

reached their most important target groups

were very satisfied or satisfied with their overall success

Source: Exhibitor survey as per FKM guidelines





were satisfied with their trade fair participation and stated on-site that they would take part in FeuerTrutz again

were able to forge new business contacts

## Around € 84 % 60%

expected follow-on business from the event

rated the economic situation of the industry as having a strong or slight upward trend, and 23% said the situation was stable

# **INDUSTRY BAROMETER** Exhibitors rated the economic situation of the industry as follows:

17 % strong upward trend
40 % slight upward trend
23 % stable trend
17 % slight downturn



Source: Exhibitor survey as per FKM guidelines



July 2023, NürnbergMesse GmbH Percentages may not add up to 100 due to rounding. The structural data are certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin. zahlen, Berlin, zertifiziert. For information about FKM, please go to: www.fkm.de.

The representative surveys were conducted by an independent market research institute according to FKM guidelines.

More detailed results of the surveys can be obtained from NürnbergMesse, Business Analytics & Strategy Department, T +49 9 11 86 06-0, F +49 9 11 86 06-82 28, info@nuernbergmesse.de.