


PERFORMANCE DATA FEUERTRUTZ 2023

	Total	Germany	International
 Exhibitors	247 (+20 % on 2022)	205 (177)	42 (29)
 Visitors	5,617 (+32 % on 2022)	4,831 (3,877)	786 (370)

FEUERTRUTZ CONGRESS IN FIGURES



1,300

participants
on-site and online



42

congress presentations

VISITORS BY COUNTRY



Top 10 visitor countries

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

Source: Visitor registration,
FKM-certified

REASONS FOR TRADE FAIR VISIT



TOP MARKS FROM VISITORS



97 %

were satisfied with what
was on offer
at FeuerTrutz 2023



97 %

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



98 %

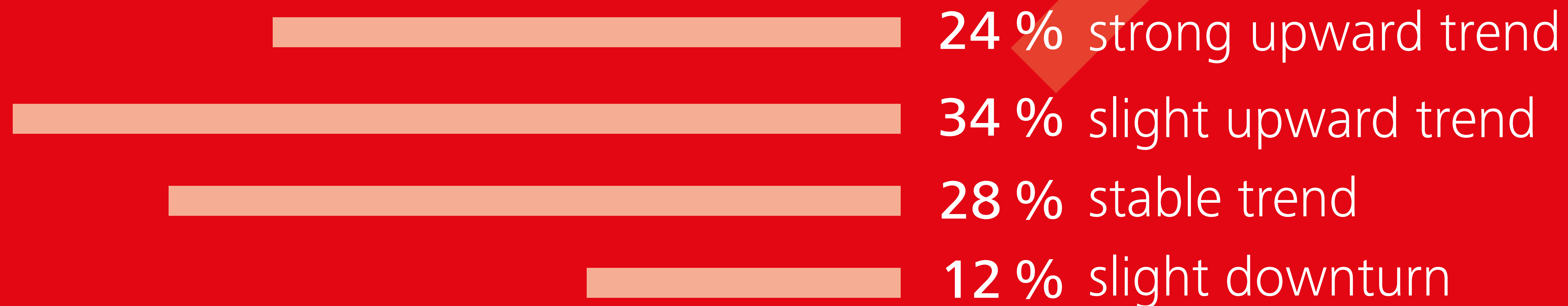
were very satisfied or
or satisfied with their
trade fair visit

Nine
out of
ten

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

INDUSTRY BAROMETER

Visitors rated the economic situation of the industry as follows:



Source: Visitor survey as per FKM guidelines

TOP MARKS FROM EXHIBITORS



98 %

reached
their most
important
target groups

Nine
out of
ten

were very satisfied
or satisfied
with their
overall success



97 %

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



94 %

were able to
forge new
business
contacts



84 %

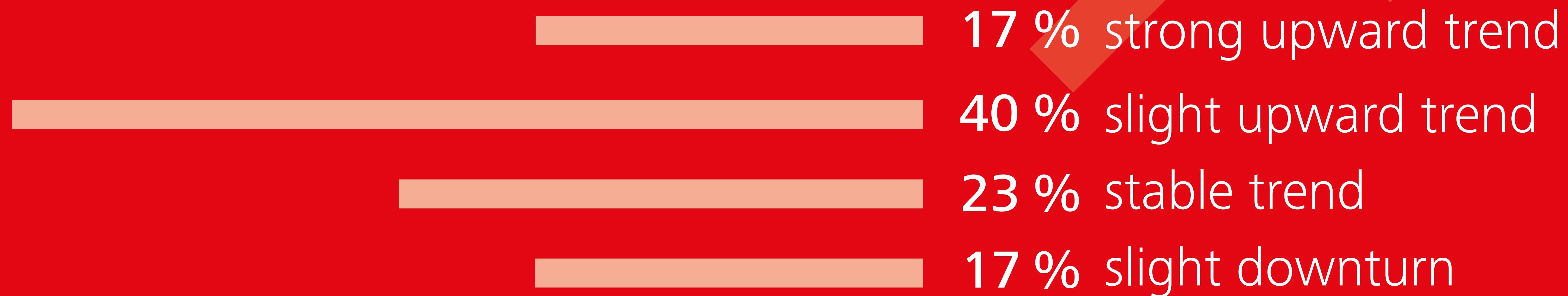
expected
follow-on business
from the event

Around
60%

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:



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.