



POWTECH

World-Leading Trade Fair for Processing,
Analysis, and Handling of Powder and Bulk Solids

SHOW REPORT

9 – 11.4.2019
NUREMBERG, GERMANY

Ideelle Träger
Honorary sponsors

VDI



NÜRNBERG / MESSE

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	823 (835)	500 (511)	323 (324)
Visitors	14,131 (14,066)	8,504 (8,426)	5,627 (5,640)
Total exhibition space (in m ²)	50,600 (55,400)	— (—)	— (—)
Exhibitor stand space (in m ²)	25,913 (26,427)	17,536 (18,026)	8,377 (8,401)
Special shows (in m ²)	944 (936)	944 (936)	— (—)

2. PARTEC

500

PARTICIPANTS

from **31** countries sourced information at the three-day scientific PARTEC congress in seven parallel lecture blocks themed **"Particles for a better life!"**

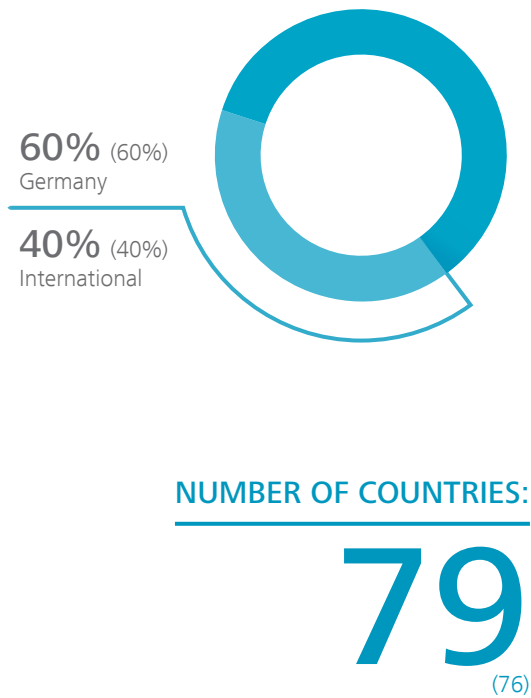
3. MEDIA

120 — media representatives from **13** countries

172,549 — visits and **1,213,779** page impressions from **113** countries at www.powtech.de from 12.04.2018 to 11.04.2019

3. VISITOR REGISTRATION

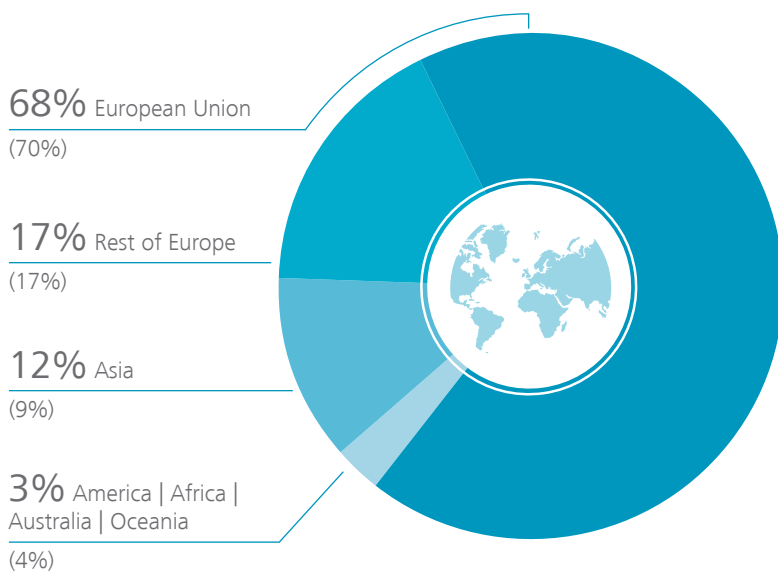
3.1 ORIGIN OF VISITORS



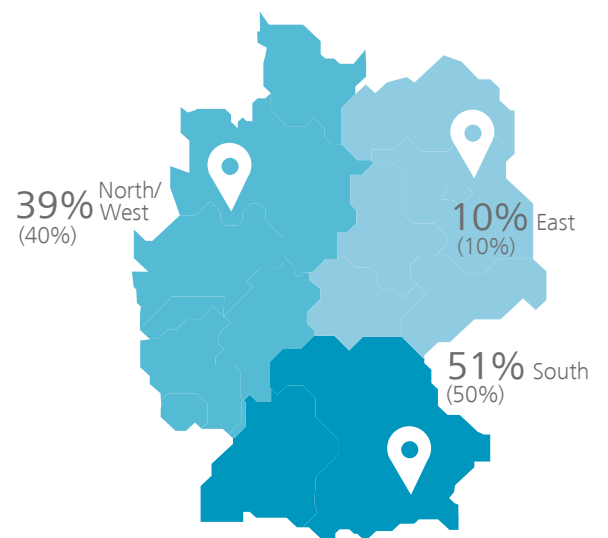
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



STRUCTURE OF INTERNATIONAL VISITORS

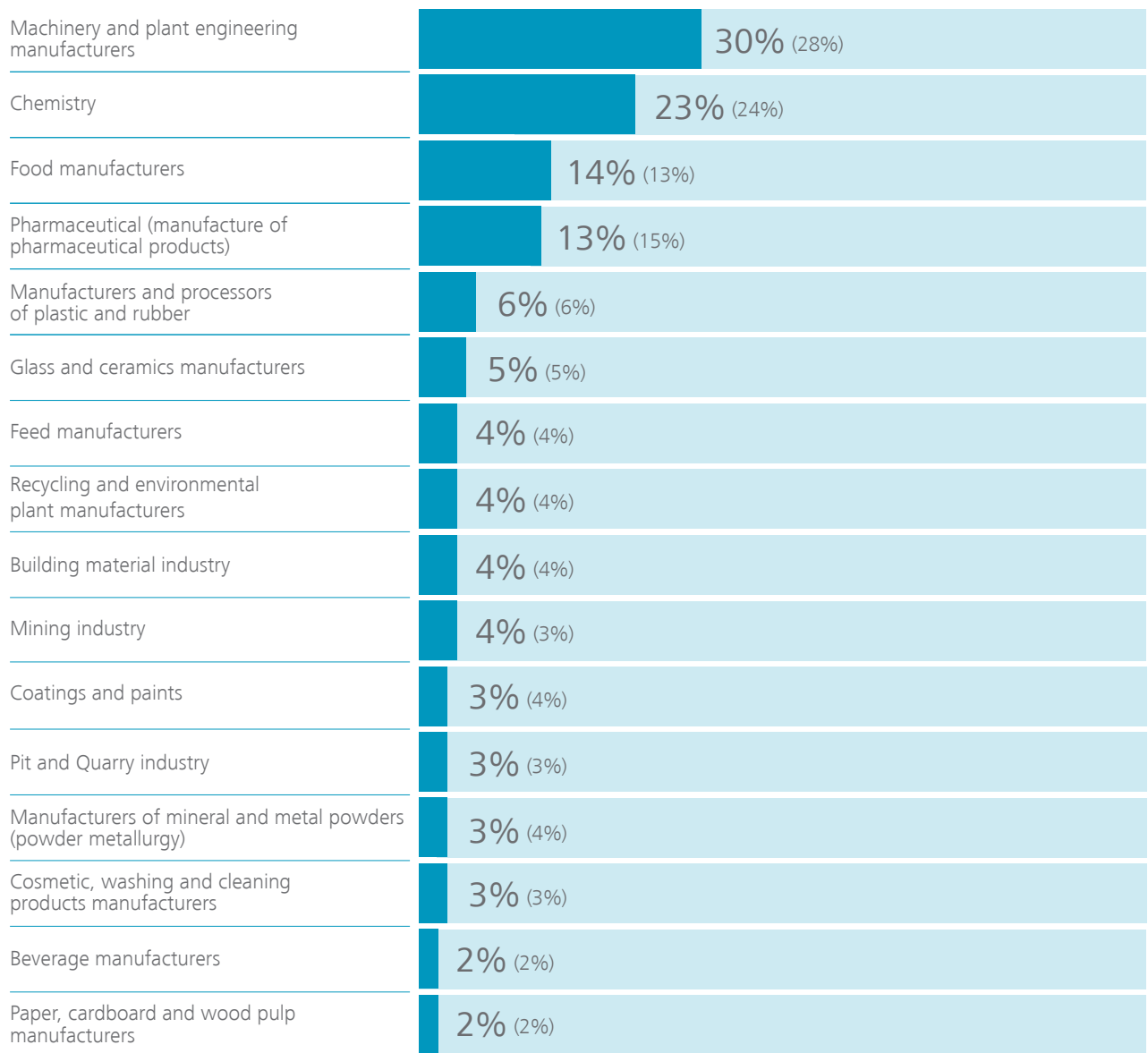


STRUCTURE OF GERMAN VISITORS

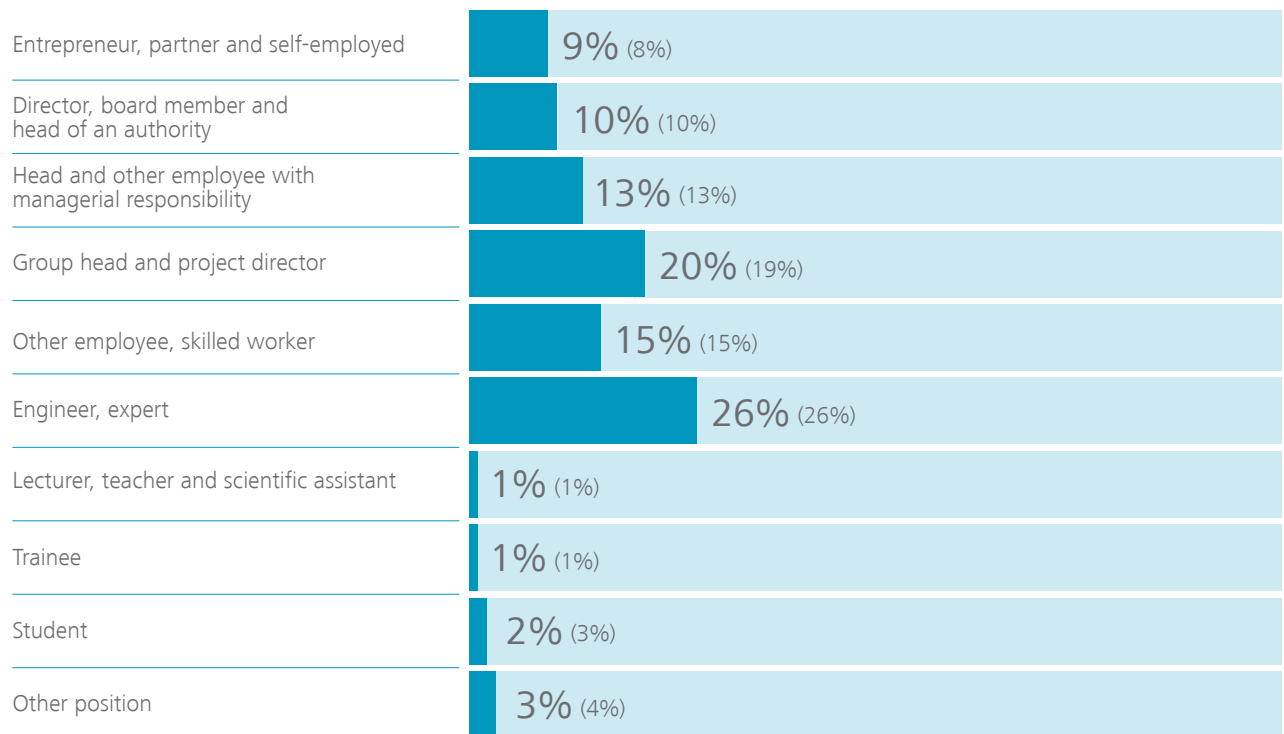


3.2 VISITORS' BRANCHES

(Multiple answers, extract)



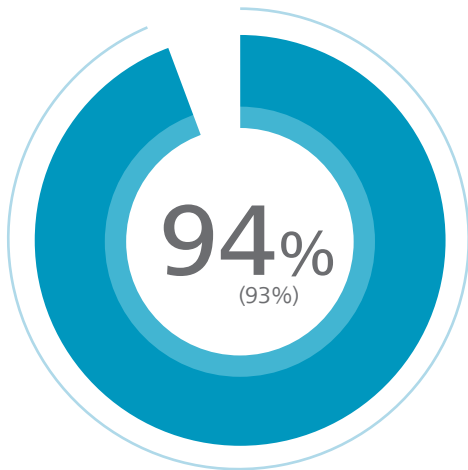
3.3 PROFESSIONAL STATUS OF VISITORS



4. VISITOR SURVEY

4.1 DECISION-MAKERS

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

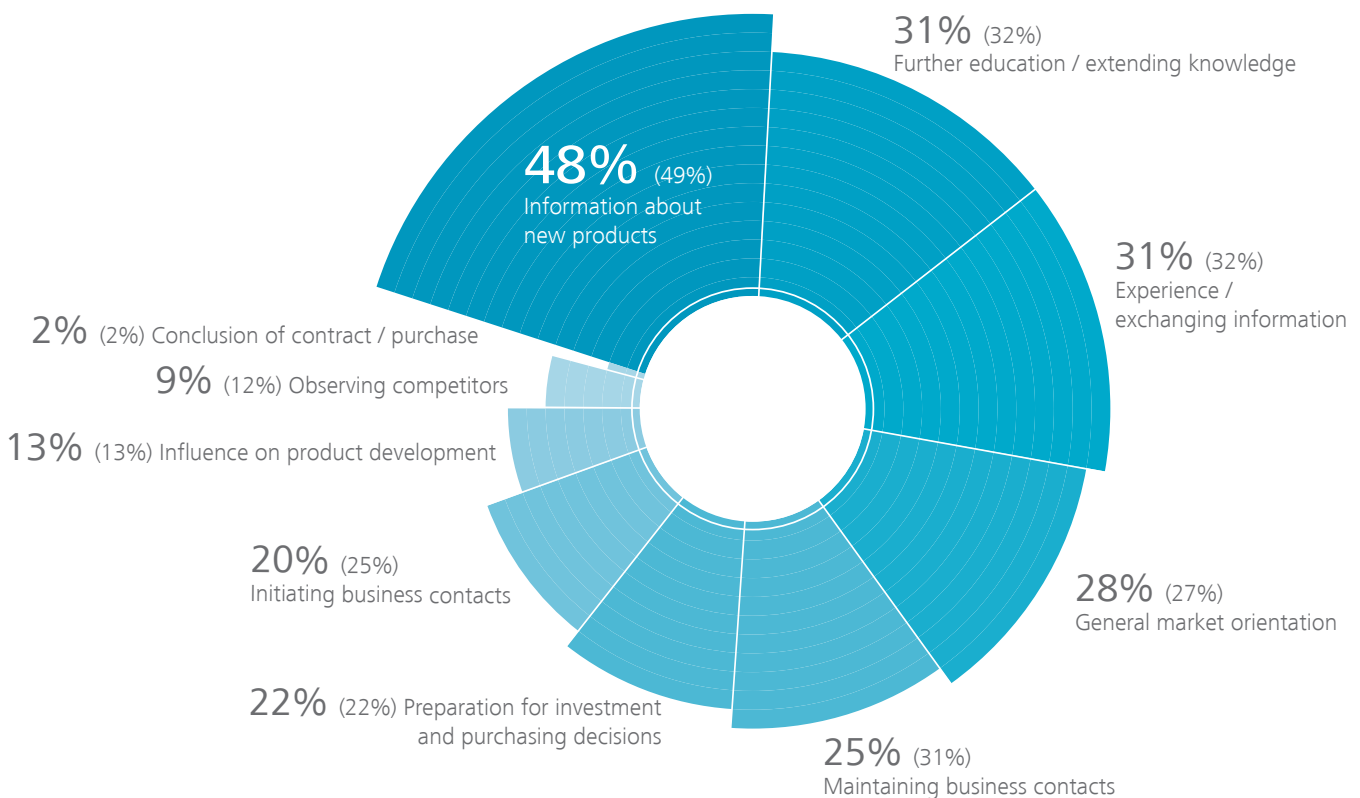


of the visitors are ...

involved in purchasing decisions in their company.

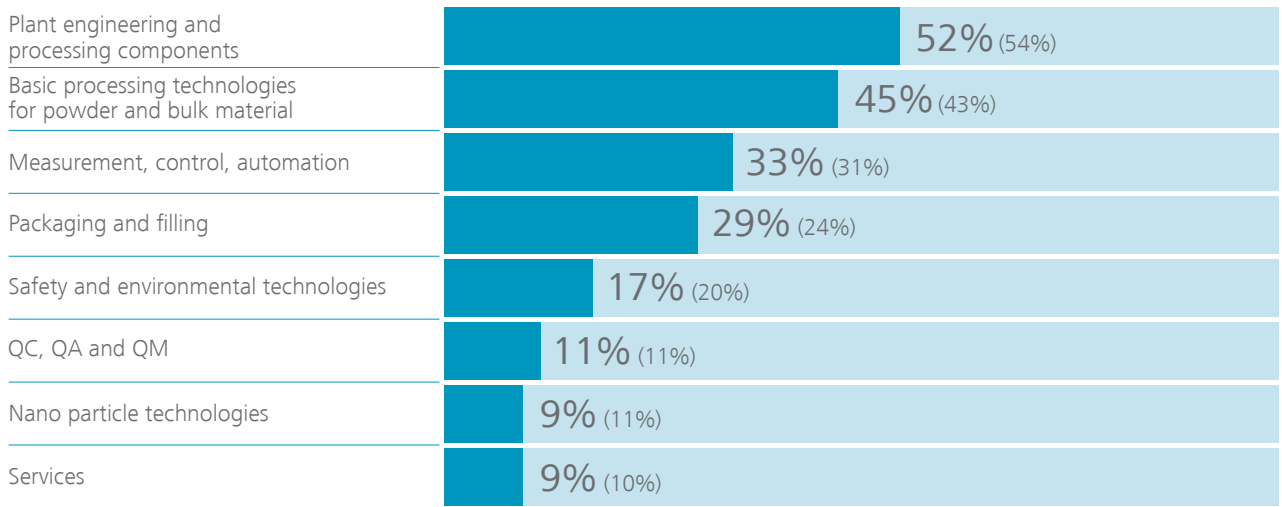
4.2 MAIN REASONS FOR VISIT

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



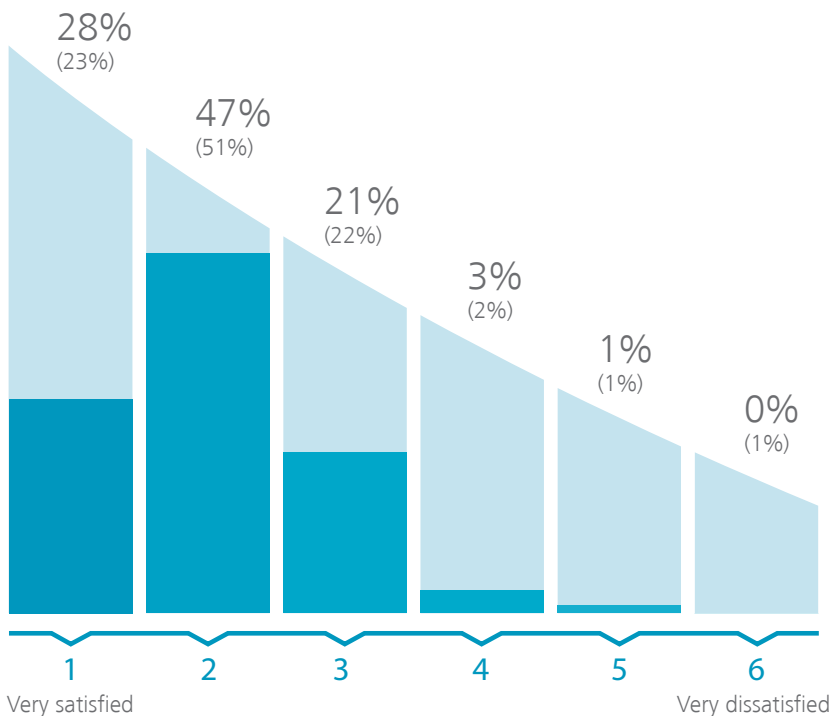
4.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at POWTECH 2019? (Multiple answers)



4.4 OPPORTUNITIES FOR INFORMATION AND CONTACT

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

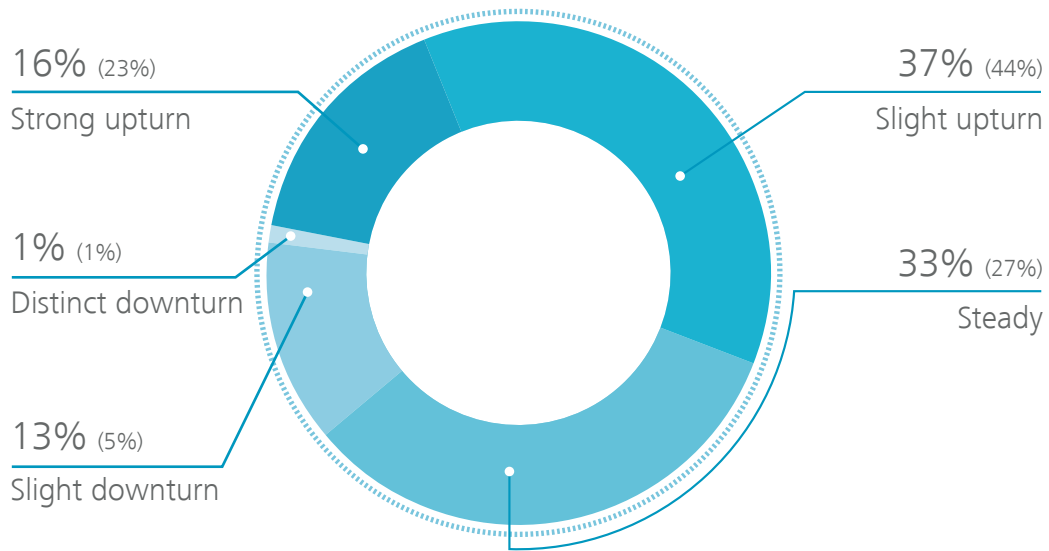


99 %

99% (98%) of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

4.5 ECONOMIC SITUATION IN SECTOR

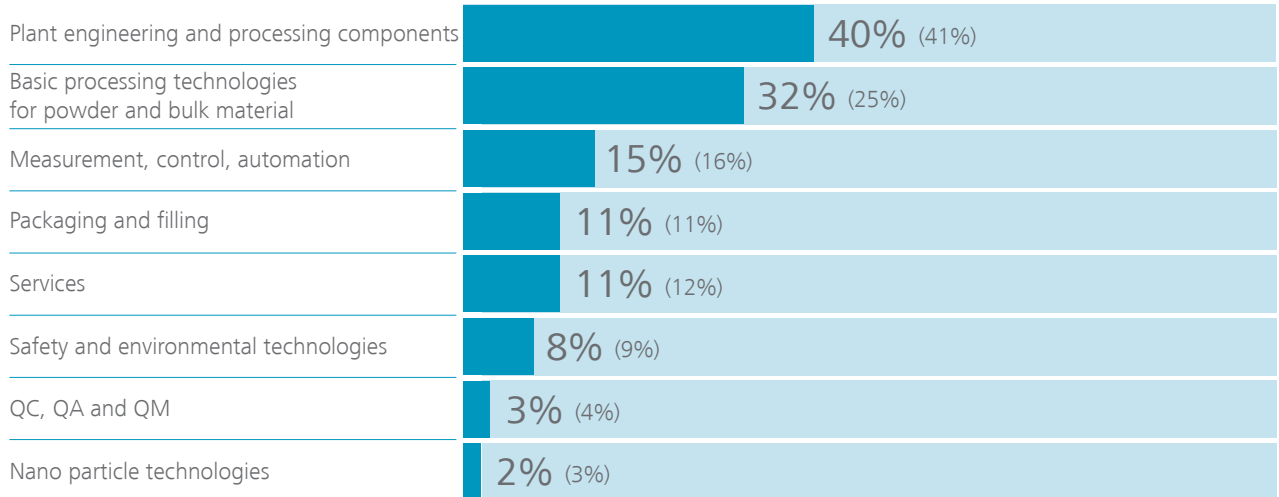
How do you rate the current economic situation in your sector?



5. EXHIBITOR SURVEY

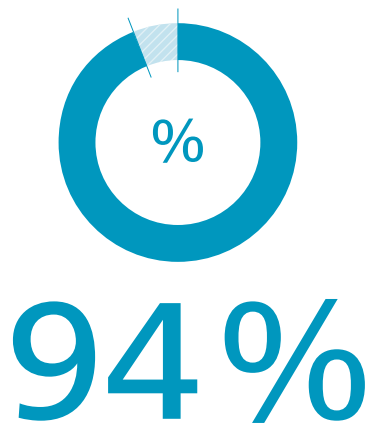
5.1 PRODUCT GROUPS (of exhibitors)

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



5.2 NEW BUSINESS RELATIONS

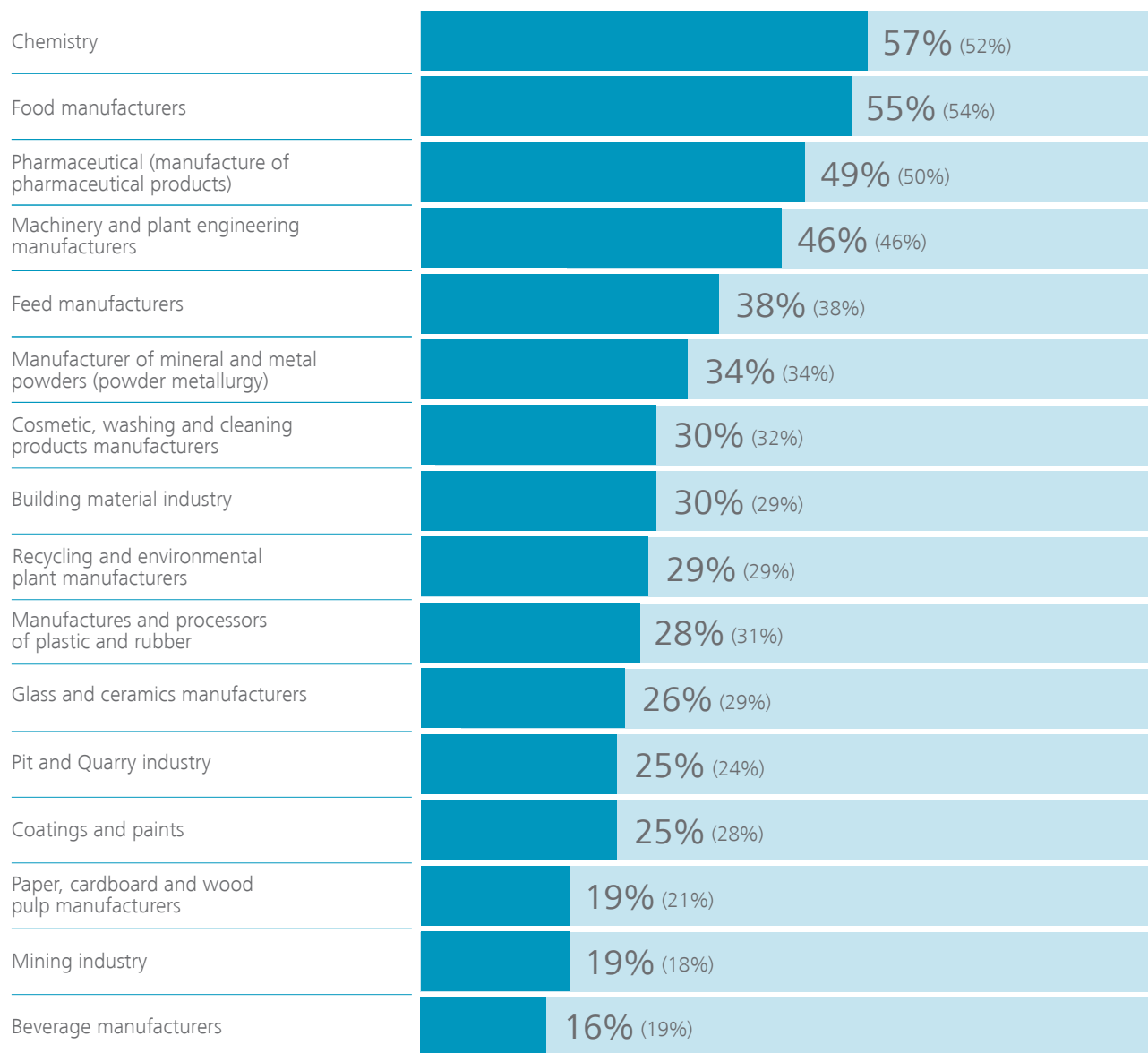
To what extent did your company make new business connections in the course of the fair?



94% (92%) of the exhibitors established new business relations.

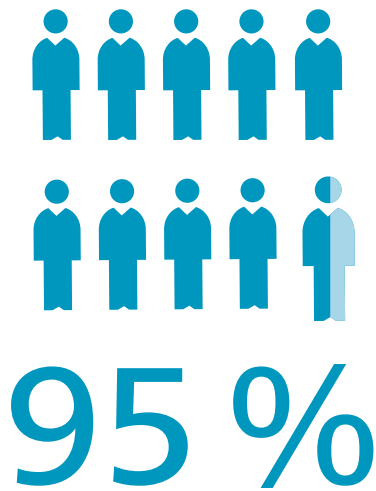
5.3 TARGET GROUPS

Which target groups do you wish to reach by exhibiting at POWTECH 2019? (Multiple answers, extract)



5.4 TARGET GROUP ACCURACY

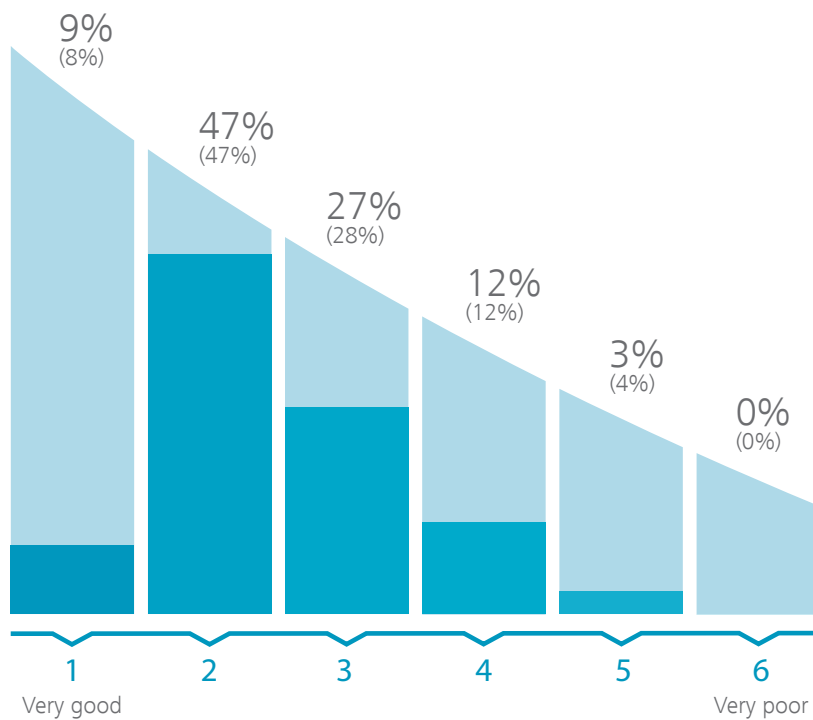
Did you reach your most important target groups at POWTECH 2019?



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

5.5 QUALITY OF VISITORS

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



No answer: 1% (2%)

95 %

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

5.6 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 9 11 8606-0, F +49 9 11 8606-82 28, info@nuernbergmesse.de.

October 2019
NürnbergMesse GmbH
- Market Research -
