

# Fair Profile

Based on the results of 728 interviews conducted by means of the Computer Interview System  
Subject to change



Eine Messe des  
A Fair by **VDW**

The International Fair for  
Manufacturing Technology  
and Automation

## Total number of exhibitors 692

### Origin of the exhibitors

Germany	507
Other countries	185
Space net (total, qm)	32.121
Germany	21.444
Other Countries	10.677

## Total number of visitors 44.686

### Origin of the visitors

Germany	92 %
Other countries	8 %

### Germany

West Germany	66 %
South Germany	12 %
Southwest Germany	11 %
North Germany	6 %
East Germany	5 %

### Other countries

Europe	76 %
- EU	63 %
- Other European countries	13 %
Non European countries	24 %

### Countries of origin (Top 4)

Austria	14 %
Belgium	9 %
Netherlands	7 %
Switzerland	7 %

### Frequency of visits

METAV 2008, Düsseldorf	35 %
METAV 2006, Düsseldorf	29 %
METAV 2004, Düsseldorf	26 %
First-time visit of METAV	41 %

### Length of stay

Average length of stay (in days)	1,3
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## Industrial sector\*

Mechanical engineering and apparatus construction	27 %
Automotive industry	
Supplier to the automotive industry	10 %
Electrical engineering, electronics	2 %
Steel and alloy construction	2 %
Other industrial sectors	15 %
Skilled trade	9 %
Trade	6 %
Services	7 %
University/college of higher education/technical college	5 %
Others	4 %

## Supplier for the automotive industry 20 %

### Company size\*\*

1 - 19 employees	21 %
20 - 49 employees	10 %
50 - 99 employees	10 %
100 - 499 employees	23 %
500 - 999 employees	6 %
1.000 employees or more	16 %

### Area of responsibility\*

Management	15 %
Manufacture, production	28 %
Research, development, construction	8 %
Distribution, sales	7 %
Planning, work preparation	7 %
Maintenance, repairs	5 %
Purchasing, procurement	3 %
Administration, organisation, personnel management, social affairs, training/further training	3 %
Others	11 %

### Influence on purchasing/procurement decisions\*

Decisively	19 %
Collectively	27 %
In an advisory capacity	24 %
No influence	17 %

## Occupational position

Independent entrepreneur/partner/freelance	15 %
Managing director/board member	5 %
Main department head/other employee with managerial responsibility	5 %
Department head/group head	20 %
Other employee, civil service	12 %
Skilled worker	15 %
Lecturer/teacher/scientific assistant	4 %
Trainee	9 %
Other	2 %
Student, pupil	12 %
Not working	1 %

## Interest in product ranges

(Several answers possible)

Machine tools, cutting, splitting and stripping	71 %
CAD/CAM	26 %
Testing/measuring technology	22 %
Precision/diamond/forming tools	21 %
Robotics and automation	18 %
Machines and systems for tool manufacture, mould making etc.	18 %
Plate working machines	15 %
Surface techniques, thin-film processes	15 %
Software for all kinds of manufacturing technology	15 %
Accessories and components	13 %
Cooling lubricants	11 %
Quality management systems	9 %
Second hand machine tools	9 %
Materials handling and warehouse technology	7 %
Industrial electronics	5 %
Waste disposal	4 %
Others	9 %

## General assessment

Satisfied	90 %
Not satisfied	10 %

\* difference to 100% = pupil, student, not working (13%)

\*\* difference to 100% = pupil, student, not working, no answer (14%)