

HERE IS WHERE IT ALL COMES TOGETHER: Frankfurt welcomes the world!



Top 10

international visitor countries

1. Italy
2. Turkey
3. USA
4. United Kingdom
5. Pakistan
6. France
7. Spain
8. Netherlands
9. India
10. Greece

2,400

exhibitors from 59 countries
Likelihood of returning: 92%

44,000

visitors from 129 countries
Likelihood of returning: 81%

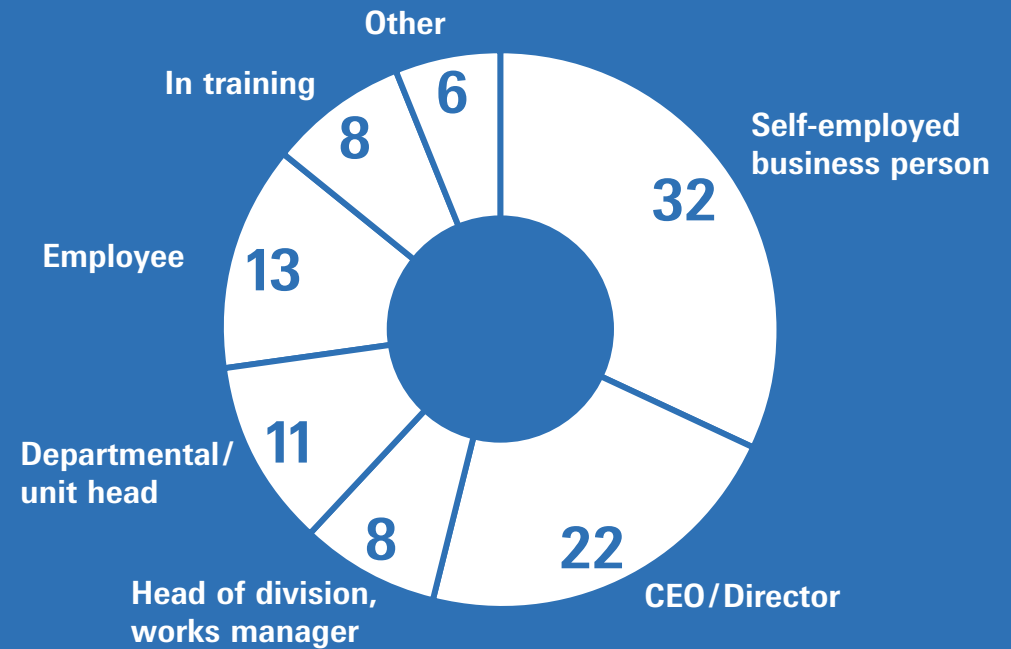
INSPIRINGLY INTERNATIONAL:

Destination for top decision makers

Visitors by economic sector
in percent



Occupational status of trade visitors
in percent



OUR TRADE FAIR TARGET: YOU.

Your trade fair target: Achieved.

Trade fair objectives*

of trade visitors

1. Information about trends
2. Initiating new business connections
3. Viewing/discovering new products
4. Cultivating existing business connections
5. Networking/exchanging information
6. Seeing/getting to know different product versions
7. Ordering goods at the fair



92%

of trade visitors achieved their trade fair objectives.

Trade fair objectives*

of exhibitors

1. Initiating new business connections
2. Cultivating existing business connections
3. Presenting new products/developments
4. Exhibiting/discussing different product versions
5. Finding new sales partners
6. Gaining an overall feel of the market
7. Laying groundwork for sales deals



81%

of exhibitors achieved their objectives.

*Data from Market Research 2023