

Fair Profile

Based on the results of 970 interviews conducted by means of the Computer Interview System
Preliminary data, Subject to change

19th International Exhibition for Metalworking Technologies

Total number of exhibitors	637	Industrial sector**	Occupational position		
Origin of the exhibitors		Machine and system construction	Independent entrepreneur/ co-owner, freelancer		
Germany	450	automotive industry	28 %	14 %	
Other countries	187	Automotive industry/supplier to the automotive industry	9 %	Managing director/board member/ head of an authority etc.	5 %
Space net (total, qm)	26.656	Tool manufacture, mould making and model building	3 %	Area-/operations-/plant-/ branch-manager, office head	10 %
Germany	17.638	Electro-technology, electronics	3 %	Head of department, group/team leader	16 %
Other Countries	9.018	Iron and steel production	2 %	Other employee, civil service	22 %
		Other industrial sectors	11 %	Lecturer, teacher	3 %
Total number of visitors	35.750	Skilled trade	10 %	Trainee	12 %
Origin of the visitors		Services	7 %	Other occupational position	3 %
Germany	89 %	Trade	5 %	Student, pupil	12 %
Other countries	11 %	University/college of higher education/technical college	3 %	Not working	3 %
Germany		Others	4 %		
West Germany	69 %	Supplier for the automotive industry	20 %	Interest in product ranges	
Southwest Germany	13 %			(Several answers possible)	
South Germany	9 %	Company size**		Machine tools, cutting, splitting and stripping	64 %
North Germany	5 %	1 - 19 employees	21 %	CAD/CAM	29 %
East Germany	4 %	20 - 49 employees	12 %	Testing/measuring technology	24 %
Other countries*		50 - 99 employees	11 %	Robotics and automation	22 %
Europe	79 %	100 - 499 employees	21 %	Machines and systems for tool manufacture, mould making and model building	20 %
- EU	67 %	500 - 999 employees	6 %	Precision tools, diamond tools, forming tools	18 %
- Other European countries	12 %	1.000 employees or more	14 %	Generative production/3D printing, rapid prototyping	15 %
Non European countries	21 %			Software for all kinds of manufacturing technology	12 %
Countries of origin (Top 3)*		Area of responsibility**		Plate working machines	11 %
Belgium	22 %	Business/company/ plant management	13 %	Surface techniques, thin-film processes	10 %
Netherlands	16 %	Manufacture, production, quality control	37 %	Quality management systems	10 %
Austria	10 %	Research, development, construction	10 %	Cooling lubricants	9 %
Frequency of visits		Distribution, sales	10 %	Accessories and components	9 %
METAV 2014, Düsseldorf	30 %	Maintenance/repair	4 %	Medical technology	8 %
METAV 2012, Düsseldorf	26 %	Purchasing, procurement	3 %	Used machine tools	6 %
First-time visit of METAV	44 %	Marketing, advertising, PR	2 %	Industrial electronics	6 %
Length of stay		Others	6 %	Material handling and warehouse technology	5 %
Average length of stay (in days)	1,3	Influence on purchasing/ procurement decisions**		Waste disposal	3 %
		Decisively	16 %	Composites	2 %
		Collectively	27 %	Others	9 %
		In an advisory capacity	20 %		
		No influence	22 %	General assessment	
				Satisfied	93 %
				Not satisfied	7 %

*Basis: other countries

**difference to 100% = pupil, student, not working (15%)