

# Fair Profile

# Valve World Expo 2010



Based on the results of 569 interviews conducted by means of the Computer Interview System  
Preliminary data; Subject to change  
UI-MF / December 2010

International Trade Fair For  
Industry Fittings  
30.11. - 2.12.2010

## Total number of exhibitors 535

### Origin of the exhibitors

Germany	112
Other countries	423
Number of countries	37

Space (net, sqm) 13,543

Germany	3,058
Other Countries	10,484

## Accredited journalists 57

### Number of countries 8

## Total number of visitors 10,163

### Origin of the visitors

Germany	36 %
Other countries	64 %
Number of countries	63

### Germany

North Germany	6 %
West Germany	65 %
East Germany	6 %
Southwest Germany	8 %
South Germany	15 %

### Other countries

Europe	66 %
- EU	55 %
- Other European countries	11 %
Asia	20 %
- Middle East	6 %
- South-/East-/Central Asia	14 %
North America	5 %
South and Central America	3 %
Africa	5 %
Australia/Oceania	1 %

### Countries of origin (Top 10)\*\*

Netherlands	11 %
UK	8 %
Italy	8 %
India	7 %
France	6 %
USA	4 %
Belgium	4 %
Sweden	3 %
Switzerland	3 %
Spain	3 %

## Frequency of visits

Valve World Expo 2008	27 %
Valve World Expo 2006	19 %
First-time visit in 2010	63 %
Average length of stay (in days)	1.7

## Industrial sector \*

Fittings manufacturer	26 %
Engineering services	19 %
Other services	6 %
Fittings retailer	11 %
Other retailer	8 %
(Petro-) chemical industry	4 %
Other fittings user, other industry/ manufacturer	7 %
Other	17 %

## Company size \*

1 - 4 employees	8 %
5 - 19 employees	19 %
20 - 99 employees	25 %
100 - 499 employees	20 %
500 - 999 employees	7 %
1,000 employees or more	19 %

## Area of responsibility \*

Business/company/ plant management	25 %
Distribution, sales	23 %
Research, development, construction	12 %
Purchasing, procurement	11 %
Marketing, advertising, PR	5 %
Manufacture, production	5 %
Servicing, maintenance	4 %
Design	4 %
Planning, work preparation	4 %
Manufacture/quality control	2 %
Other	3 %

## Occupational position

Independent entrepreneur/ partner/freelance	16 %
Managing director/board member/ head of an authority	19 %
Main department head/other employee with managerial responsibility	10 %
Department head/group leader	21 %
Other employee, civil servant	18 %
Skilled worker	5 %
Trainee	1 %
Other	8 %
Student, school pupil	1 %
Not gainfully-employed	1 %

## Influence on purchasing/ procurement decisions \*

Decisively	29 %
Contributory	34 %
In an advisory capacity	20 %
No influence	15 %

## Interest in product ranges

(Several answers possible)

Fittings	54 %
Drive and control	35 %
Engineering	23 %
Automation and service	22 %
Fittings-related products	20 %
Seals and sealing materials	19 %
Fittings-related pipework products	13 %
Associations and publishers	2 %
Other	19 %

## General assessment

Satisfied	96 %
Not satisfied	4 %

## Visit in 2012

Intention to visit again	94 %
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\* Difference to 100% = pupil, student, not gainfully employed (2%)

\*\* Basis: other countries

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