



Show Report

25 – 27.9.2018 /// Nuremberg
fachpack.de

European trade fair for packaging,
processing and technology

NÜRNBERG / MESSE

1. STRUCTURAL DATA

| | TOTAL | GERMANY | INTERNATIONAL |
|---|----------------------|--------------------|--------------------|
| Exhibitors | 1,644 (1,542) | 1,023 (1,044) | 621 (498) |
| Visitors | 44,019 (41,014) | 31,434 (30,708) | 12,585 (10,306) |
| Total exhibition space (in m ²) | 109,800 (105,000) | — | — |
| Exhibitor stand space (in m ²) | 61,996 (58,390) | 44,946 (44,651) | 17,050 (13,739) |
| Special shows (in m ²) | 1,645 (1,392) | 1,645 (1,392) | — |

2. FORUMS

PackBox Forum

- Some **4,200** participants on three days
- Forum without registration and free-of-charge, in German/English
- **53** presentations and discussion groups in **10** thematic blocks on topics around packaging, packaging printing and processing
- **10** industry partners: bayern design; Bundesverband Holzpackmittel, Paletten, Exportverpackung e.V. (HPE); Deutsches Verpackungsinstitut (dvi) e.V.; DFTA Flexodruck Fachverband e.V.; Fachverband Faltschachtel-Industrie (FFI) e.V.; Fachverband Medienproduktioner (f.mp) e.V.; IK Industrievereinigung Kunststoffverpackungen e.V.; Obalovy Institut Syba (Czech Packaging Institute Syba); PrintCity GmbH & Co. KG; World Packaging Organisation (WPO)

TechBox Forum

- More than **3,000** participants on three days
- Forum without registration and free-of-charge, in German/English
- **47** presentations and discussion groups in **9** thematic blocks on packaging technologies and logistics
- **9** industry partners: AIM-D e.V.; Automation Valley Nordbayern; bdvi – das Verpackungsnetzwerk (Bund Deutscher Verpackungstechniker e.V.); Fraunhofer-Arbeitsgruppe für Supply Chain Services SCS; Fraunhofer-Institut für Materialfluss und Logistik IML; Fraunhofer-Institut für Verfahrenstechnik und Verpackung IVV; Packaging Excellence Center (PEC); Verein zur Förderung innovativer Verfahren in der Logistik (VVL) e.V.; Verpackungs-Rundschau (VR)

3. MEDIA

309

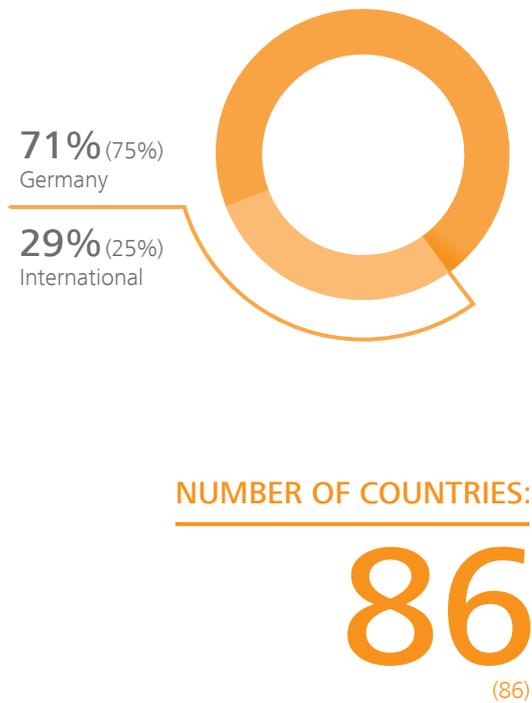
media representatives from **18** countries visited FachPack 2018

311,959

visits and **2,482,884** page impressions from **122** countries at www.fachpack.de from 27.09.2017 to 27.09.2018

4. VISITOR REGISTRATION

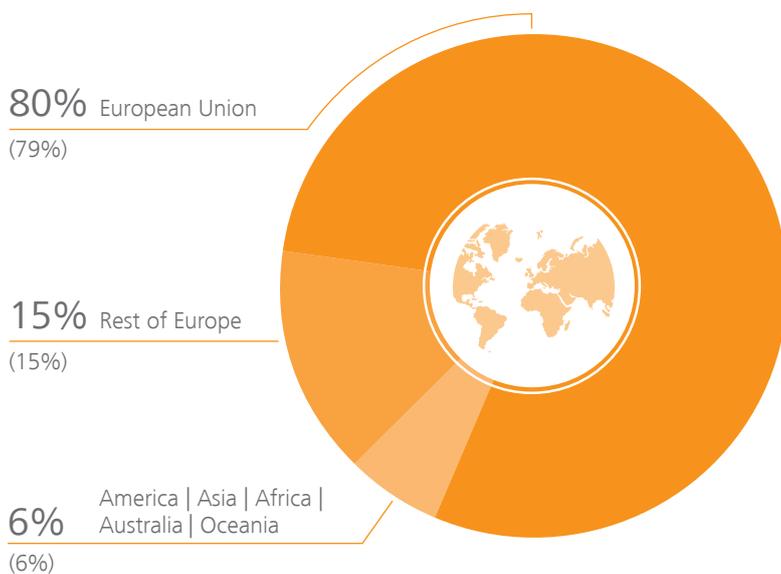
4.1 ORIGIN OF VISITORS



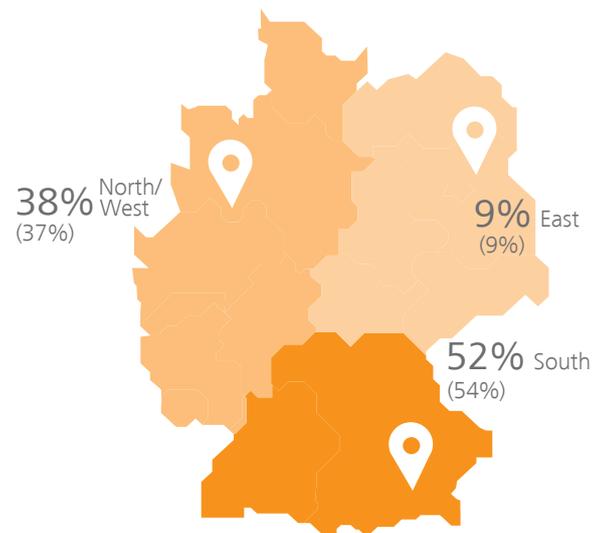
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



STRUCTURE OF INTERNATIONAL VISITORS

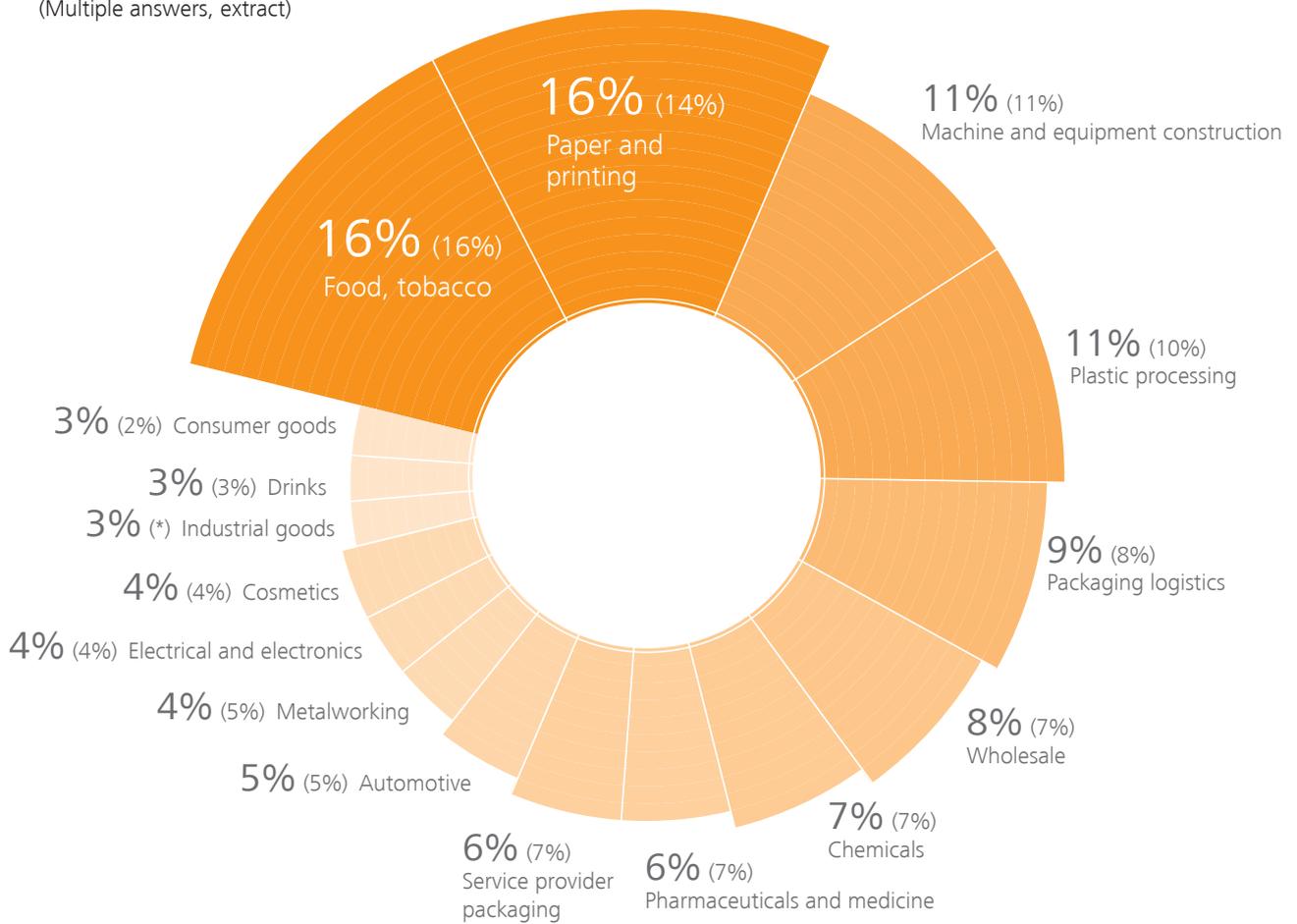


STRUCTURE OF GERMAN VISITORS



4.2 VISITORS' BRANCHES

(Multiple answers, extract)



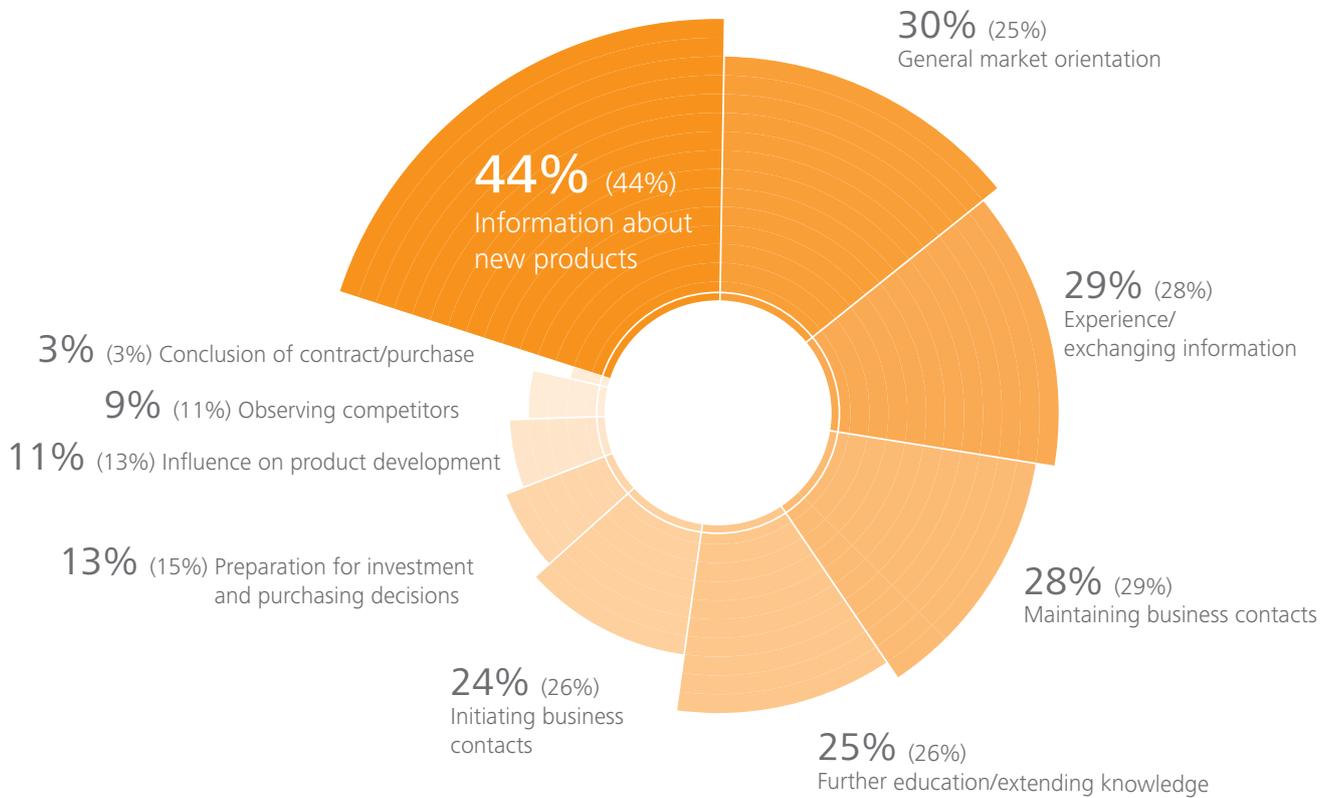
4.3 PROFESSIONAL STATUS OF VISITORS



5. VISITOR SURVEY

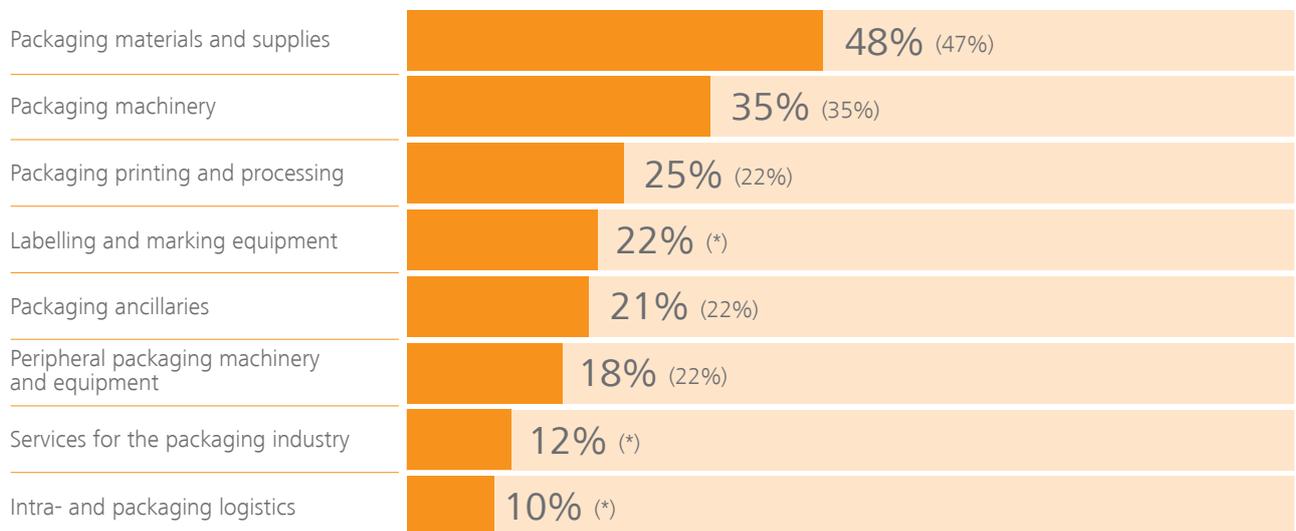
5.1 MAIN REASONS FOR VISIT

What are the main reasons for your visit to FachPack 2018? (Multiple answers, extract)



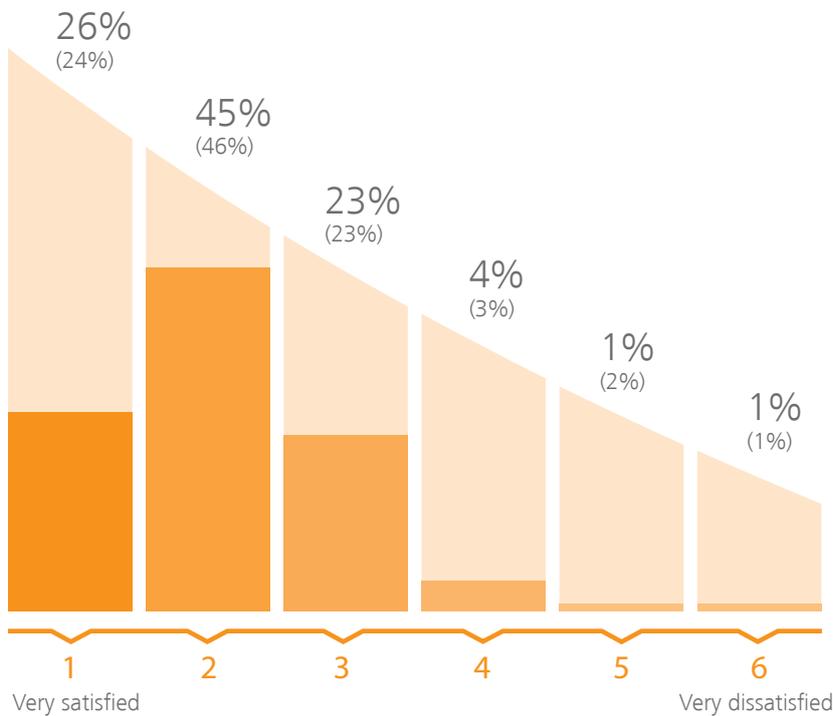
5.2 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at FachPack 2018? (Multiple answers)



5.3 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at FachPack 2018?

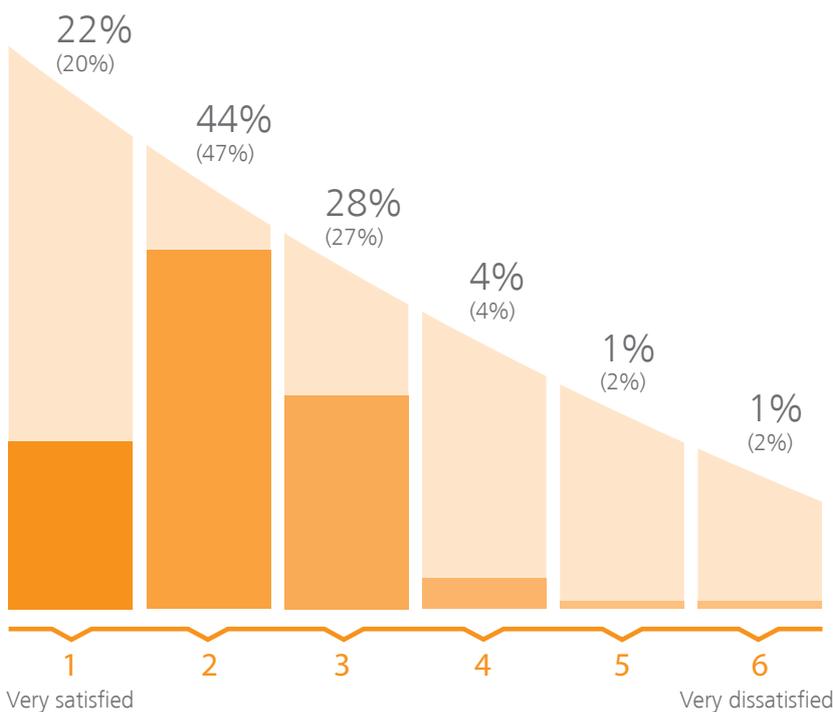


98 %

98% (96%) of the visitors were satisfied with the range of products and services presented at FachPack 2018.

5.4 OPPORTUNITIES FOR INFORMATION AND CONTACT

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

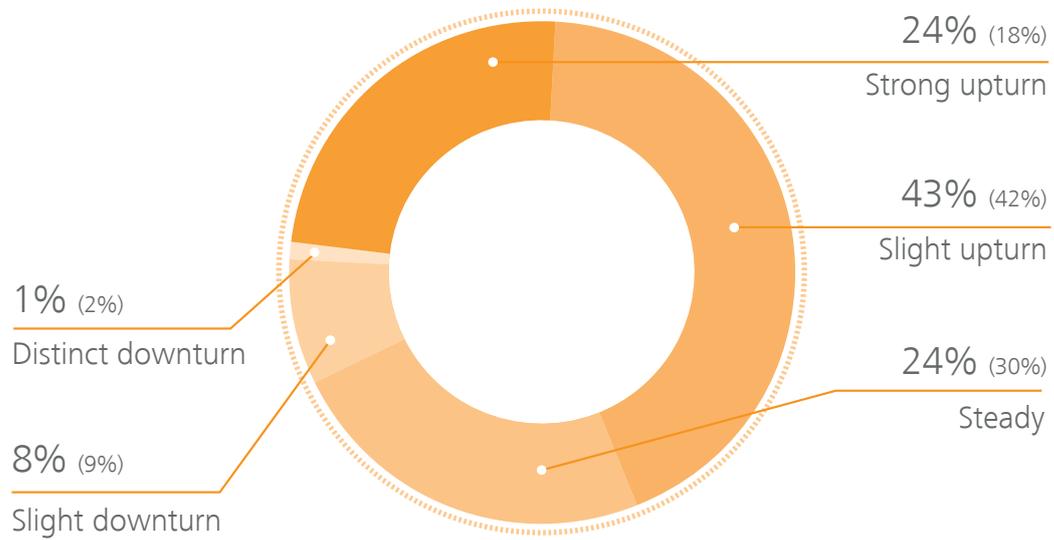


98 %

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

5.5 ECONOMIC SITUATION IN SECTOR

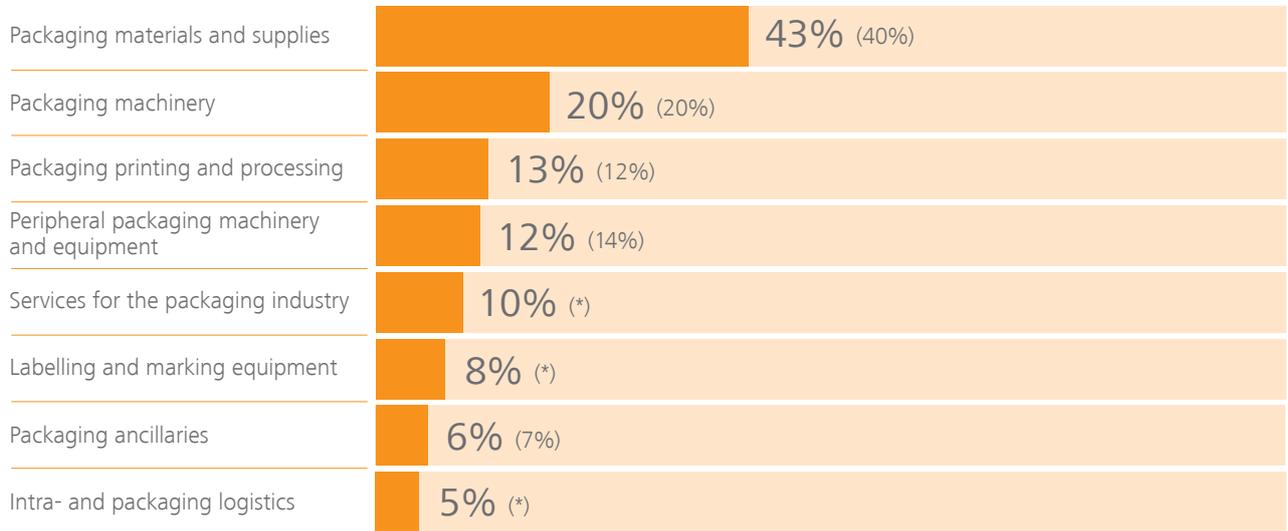
How do you rate the current economic situation in your sector?



6. EXHIBITOR SURVEY

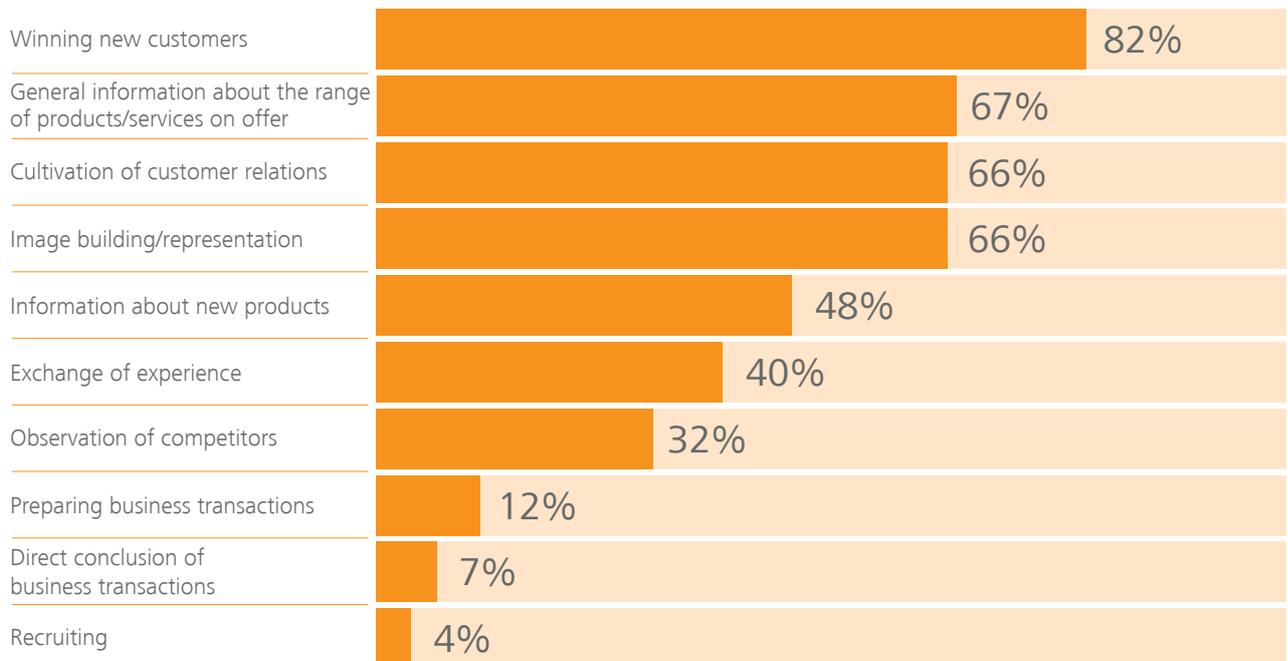
6.1 PRODUCT GROUPS (of exhibitors)

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



6.2 EXHIBITORS' OBJECTIVES*

What were your company's objectives for exhibiting at FachPack 2018? (Multiple answers, extract)



6.3 TARGET GROUP ACCURACY

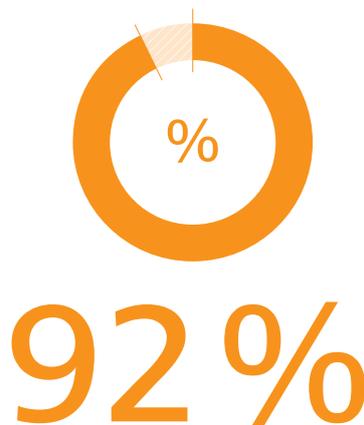
Did you reach your most important target groups at FachPack 2018?



94% (94%) of the exhibitors reached their most important target groups during FachPack 2018.

6.4 NEW BUSINESS RELATIONS

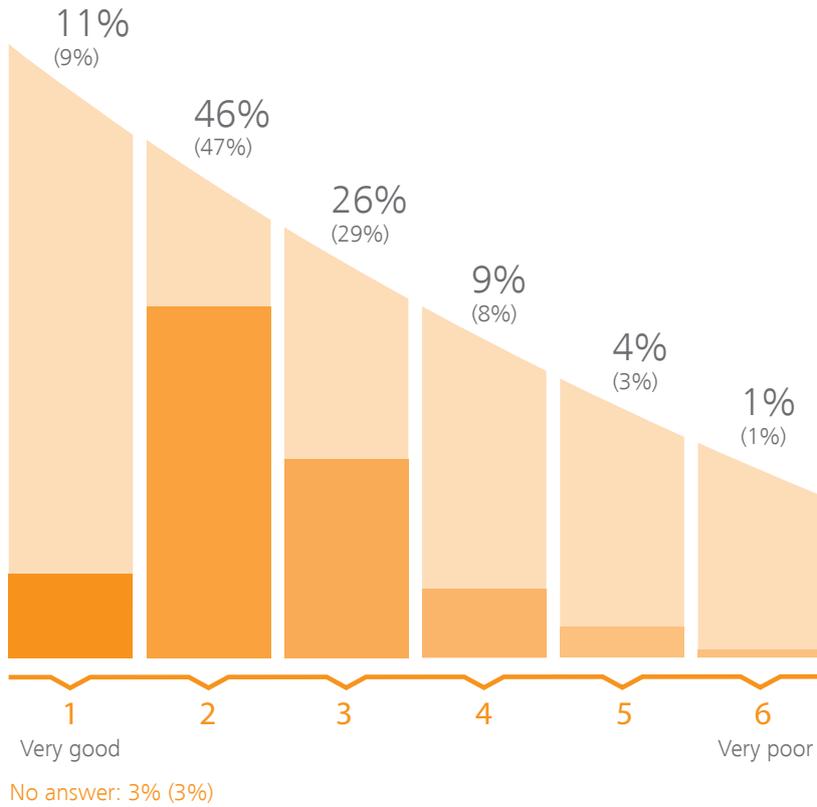
To what extent did your company make new business connections in the course of the fair?



92% (93%) of the exhibitors established new business relations.

6.5 QUALITY OF VISITORS

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

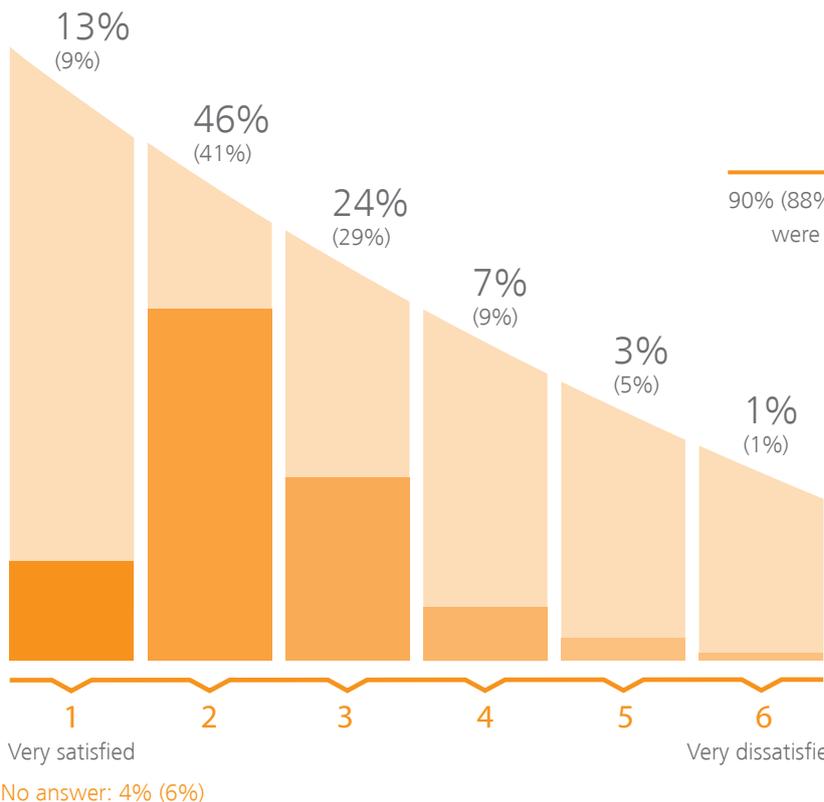


92%

92% (93%) of the exhibitors were satisfied with the quality of the visitors at their stands.

6.6 OVERALL SATISFACTION

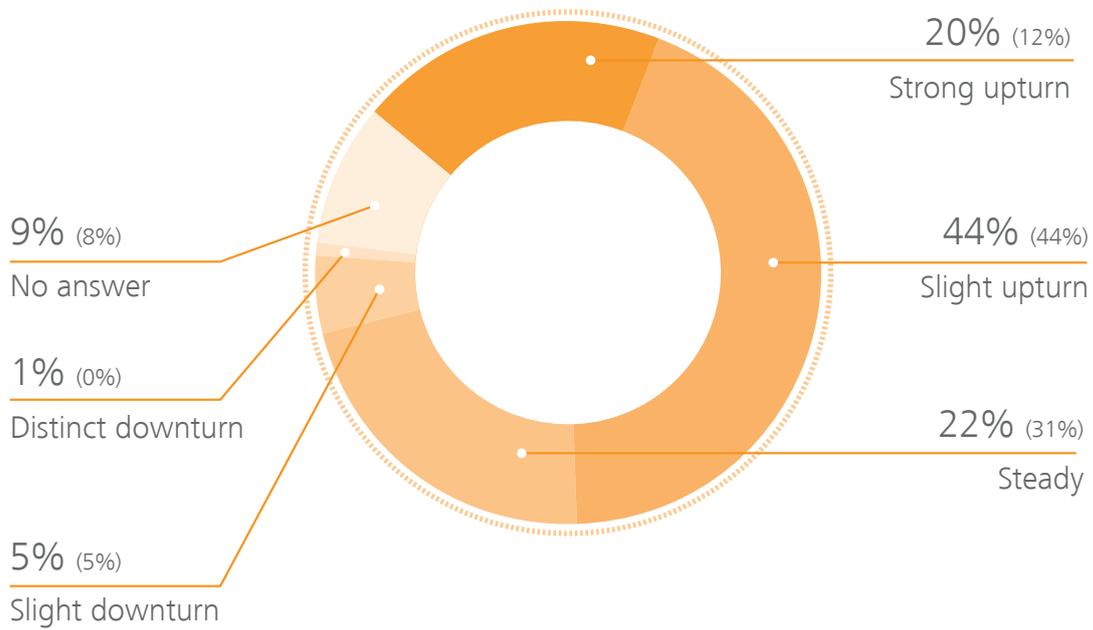
How satisfied are you with your fair participation all in all?



90% (88%) of the exhibitors were satisfied with their fair participation.

6.7 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 2018
NürnbergMesse GmbH
- Market Research -
