

SHOW REPORT

 FachPack.de

FACH PACK 2013

24.–26. SEPT | NÜRNBERG

NÜRNBERG  MESSE

1. Structural data

(Figures of the previous event in brackets)

	Total		Germany		International	
Exhibitors	1,439	(1,466)	1,039	(1,102)	400	(364)
Total exhibition space in m ²	98,700	(100,900)				
Exhibitor stand space in m ²	53,616	(53,814)	43,787	(44,790)	9,829	(9,024)
Visitors*	34,598	(36,986)	26,880	(29,413)	7,718	(7,573)

* determined by registration

2. Media response

- 313 journalists from 14 countries
- 1,488,128 page impressions and 173,878 visits from 93 countries at www.fachpack.de from June to September 2013
- 61,890 page impressions and 11,073 visits at the mobile website m.fachpack.de in September 2013

3. PackBox Forum

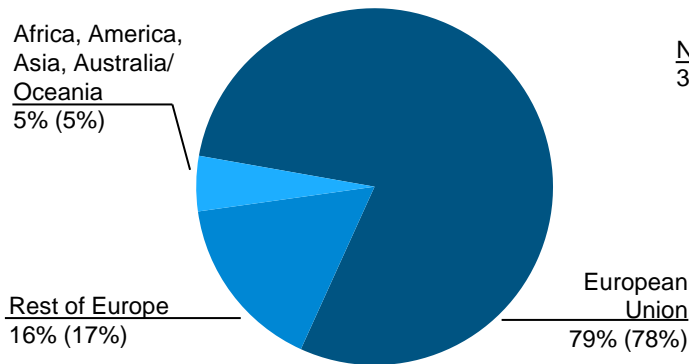
- The PackBox Forum 2013 was dedicated to the triad of inspiration - innovation – information and was attended by 3,635 (*2012: 2,570) visitors on the three days. In 35 short presentations and discussion groups they received information on subjects from the whole FachPack programme: packaging, machine construction, packaging printing and packaging logistics.
- The partners of PackBox 2013 are: bayern design, bdvi, DFTA, dvi, Fraunhofer IML, PackReport, Verpackungs-Rundschau and VVL e.V.

4. Selected results of visitors registration

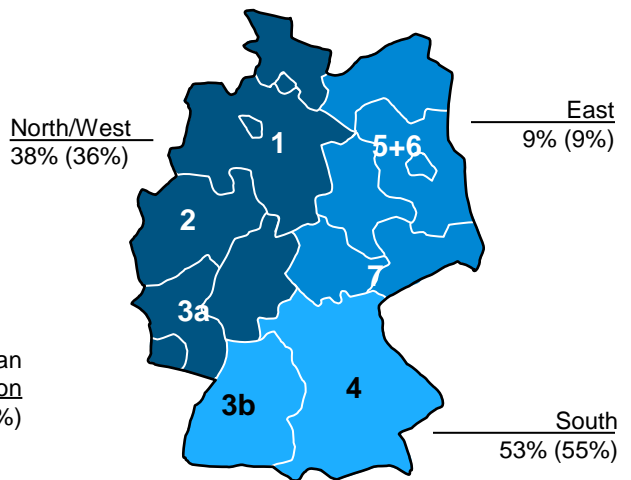
(Figures of the previous event in brackets; * not/differently requested in 2012)

4.1 Origin of visitors

Germany	78%	(80%)
International	22%	(20%)
100%		(100%)



International



Germany

North/West: Nielsen regions 1, 2 and 3a
 South: Nielsen regions 3b and 4
 East: Nielsen regions 5, 6 and 7

4.2 Internationality of visitors

The visitors came to FachPack 2013 from 92 (80) countries.

4.3 Top 10 countries for international visitors

- | | |
|-------------------|--------------|
| 1. Austria | 6. Poland |
| 2. Czech Republic | 7. France |
| 3. Switzerland | 8. Hungary |
| 4. Netherlands | 9. Belgium |
| 5. Italy | 10. Slovakia |

4.4 Branch* (Multiple answers)

Printing/paper and cardboard processing	18%	Electrical equipment and components	5%
Food/luxury foodstuffs and tobacco	16%	Automotive components supplier	4%
Machinery	11%	Consumer goods	4%
Plastic processing	9%	Metalworking	4%
Packaging logistics/contract packer	8%	Car manufacturer	2%
Service provider	8%	Drinks	2%
Pharmaceuticals and cosmetics	8%	Other	17%
Chemicals	7%		

4.5 Position of visitors in the company

Entrepreneur, partner and self-employed	13%	(12%)	Other employee/skilled worker	26%	(26%)
Director, board member and head of an authority	10%	(10%)	Lecturer, teacher and scientific assistant	1%	(1%)
Head and other employee with managerial responsibility	12%	(13%)	Trainee	2%	(5%)
Group head and project director	27%	(25%)	Student	3%	(3%)
			Other position	6%	(5%)

5. Selected results of visitors survey

(Figures of the previous event in brackets)

5.1 Main reason for visit (Multiple answers)

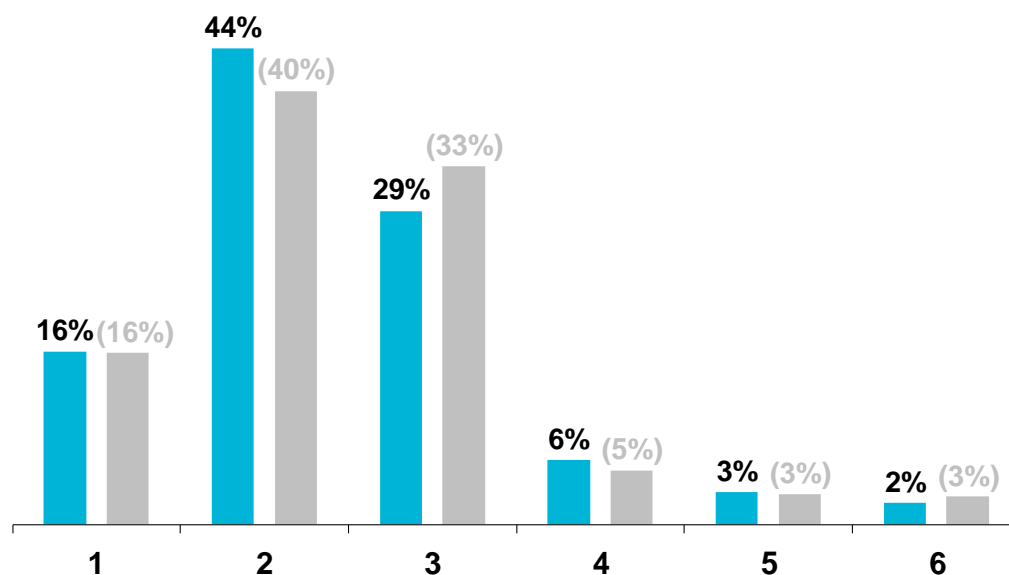
Finding out information about new products	51%	(47%)	Further education/extending knowledge	25%	(26%)
Maintaining business contacts	37%	(32%)	Preparation of investment and purchasing decisions	16%	(15%)
General market orientation	34%	(31%)	Observation of competitors	13%	(12%)
Experience/exchange of information	33%	(32%)	Influence on product development	12%	(11%)
Setting up new business contacts	29%	(24%)	Conclusion of contracts/purchasing	2%	(3%)

5.2 Main interest in the following product segments (Multiple answers)

Packaging materials and supplies	53%	(49%)	Packaging logistics	21%	(24%)
Packaging machinery	35%	(34%)	Packaging ancillaries	21%	(23%)
Packaging printing and processing	23%	(23%)	Labelling and marking equipment	16%	(14%)
Peripheral packaging machinery and equipment	22%	(19%)	Services	9%	(10%)

5.3 Visitors' satisfaction with exhibits

(1 very satisfied ... 6 not satisfied)

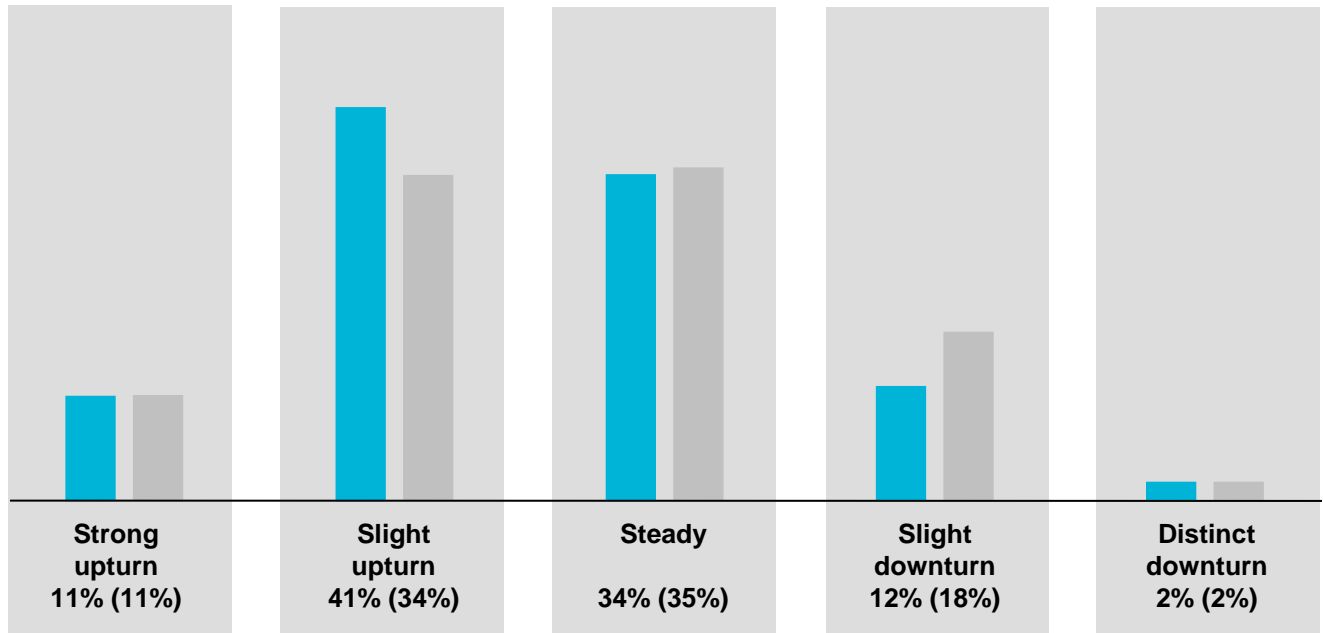


5.4 Information and contact opportunities on the stands

96% (96%) of the visitors were satisfied with the information and contact opportunities on the stands.

5.5 Opinion of the present economic situation

(At the time of exhibition in September 2013 vs. 2012)



6. Selected results of the exhibitors survey

(Figures of the previous event in brackets; * not/differently requested in 2012)

6.1 Associated with following product segments (Multiple answers)

Packaging materials and supplies	36%	(37%)	Packaging printing and processing	11%	(11%)
Packaging machinery	23%	(23%)	Packaging ancillaries	8%	(8%)
Peripheral packaging machinery and equipment	13%	(13%)	Labelling and marking equipment	8%	(7%)
Services	11%	(13%)	Packaging logistics	6%	(6%)

6.2 Aims of participation (Multiple answers)

Winning new customers	88%	(88%)	Information about new products	65%	(68%)
General information	84%	(83%)	Exchange of experience	57%	(60%)
Cultivation of our image/representation	82%	(81%)	Observation of competitors	56%	(59%)
Cultivation of customer relations	80%	(79%)	Direct business	42%	(46%)

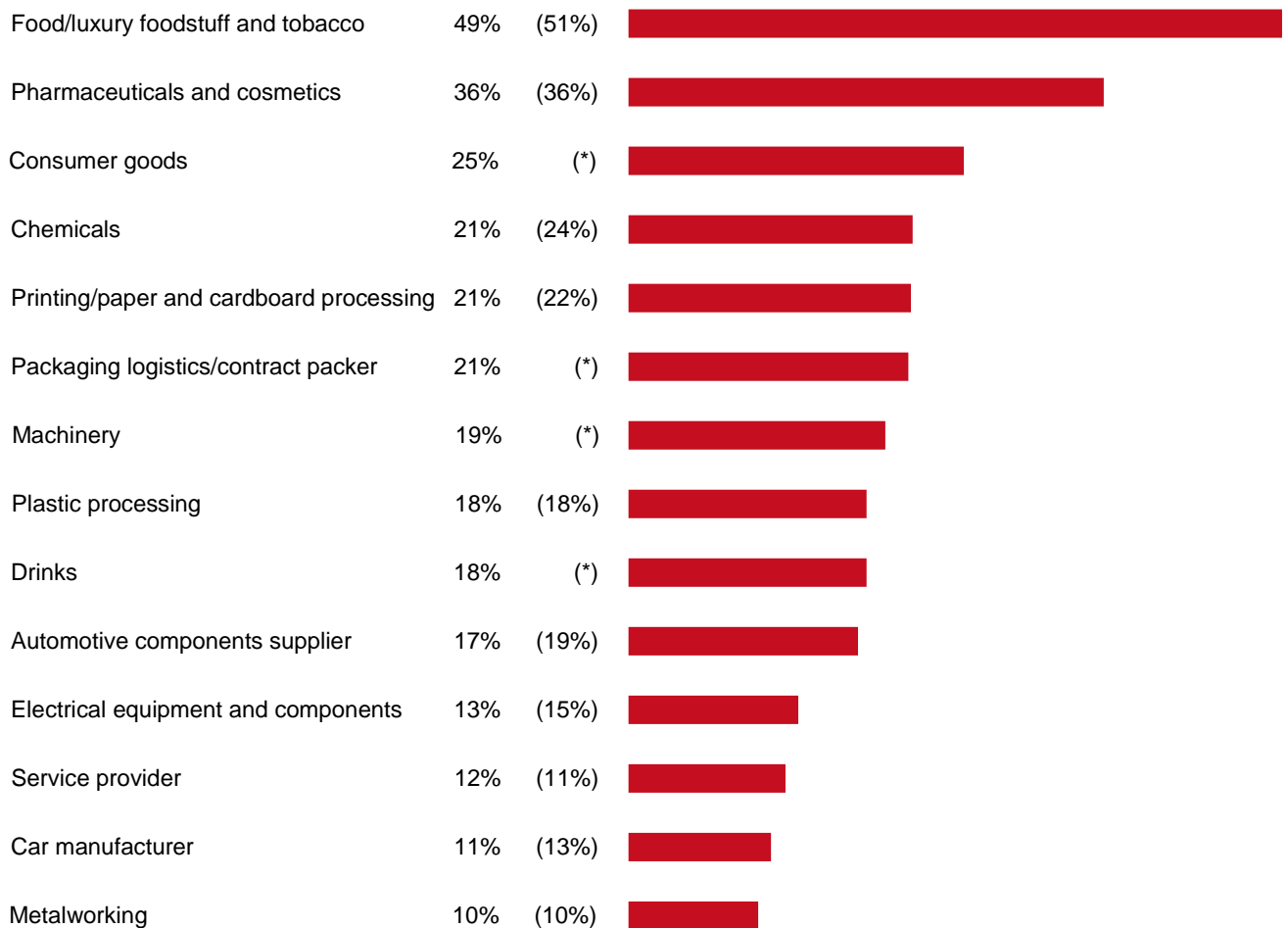
6.3 Overall success of participation

91% (90%) of the exhibitors were satisfied with the overall success of their participation.

6.4 Satisfaction with organisation and service

95% (90%) of the exhibitors were satisfied with the organisation and the service.

6.5 The exhibitors received visitors from the following branches (Multiple answers)



6.6 Target group accuracy

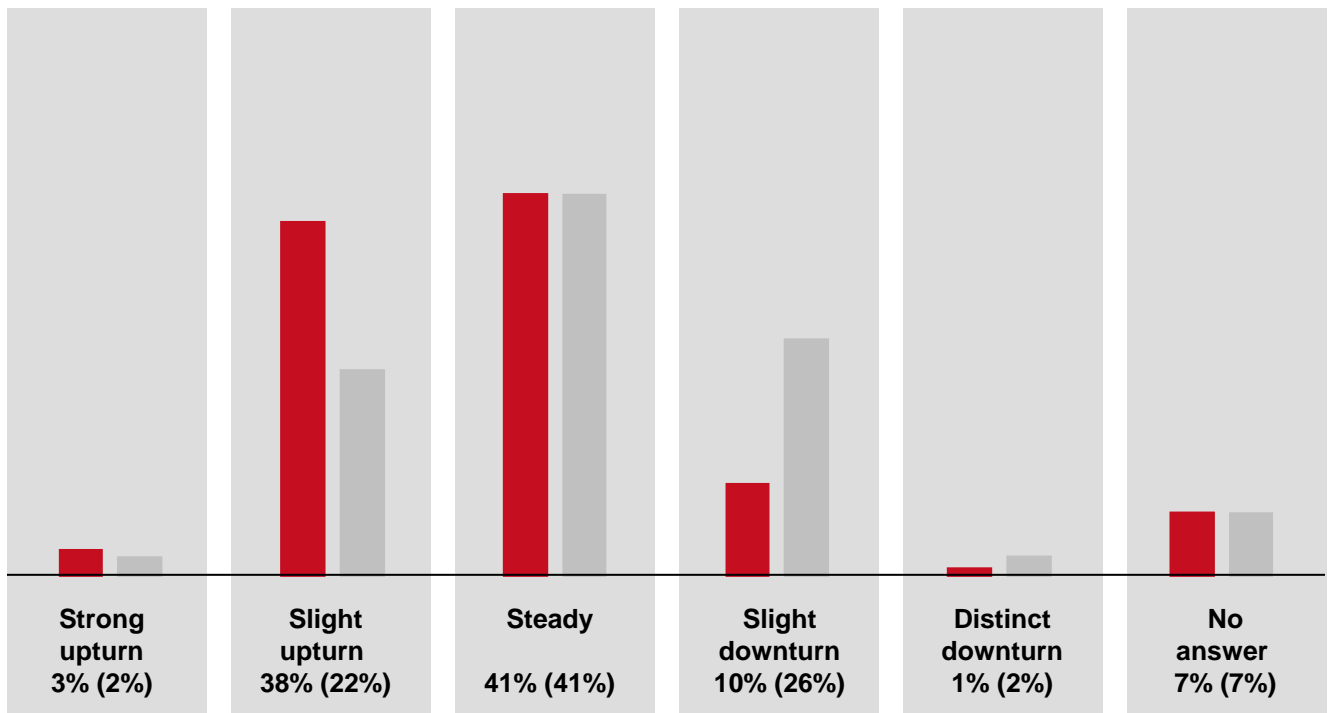
95% (93%) of the exhibitors were able to reach their most important target groups during FachPack 2013.

6.7 New business relations

92% (90%) of the exhibitors established new business relations.

6.8 Opinion on the present economic situation

(At the time of exhibition in September 2013 vs. 2012)



7. Miscellaneous

The representative interviews were carried out by an independent market research institute.

The structural data have been certified by FKM, Society for Voluntary Control of Fair and Exhibition Statistics, Berlin. Further information on www.fkm.de.



This show report is also available in German.

Other detailed results of the surveys may be obtained from NürnbergMesse, Market Research, Telephone +49(0)911.8606-0, Telefax +49(0)911.8606-8228, info@nuernbergmesse.de.

24.02.2014

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2015 **PACK**

29.9.-1.10.
NÜRNBERG

TERMIN VORMERKEN!
SAVE THE DATE!

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