

1 Trade visitor survey

1.1 Origin

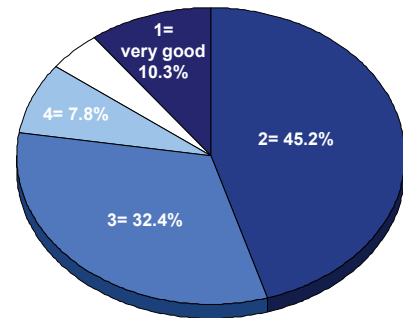
More than half of the trade visitors (53.8 %) came from outside of Berlin. In comparison to last year's belekro, the catchment area is stable.

Trade visitors from:

Berlin	46,2%
Brandenburg	31,5%
Saxony	5,4%
Mecklenburg-West Pomerania	4,6%
Saxony-Anhalt	3,8%
Another federal state	6,9%
Abroad	1,5%

1.4 Business success

95.7 % of the trade visitors assess their business success within the context of their belekro visit as positive.

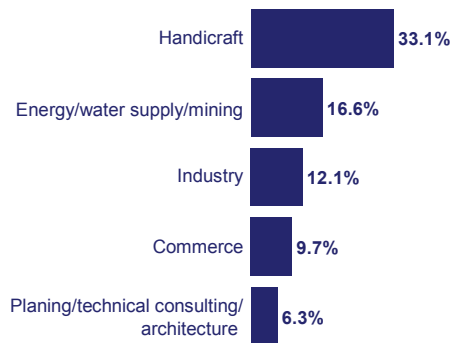


Scale from 1 = very good to 6 = very bad

1.2 Industrial sector

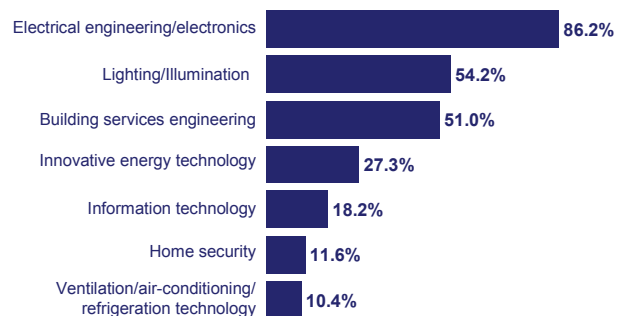
(Extract)

One-third of the trade visitors came from handicraft businesses.



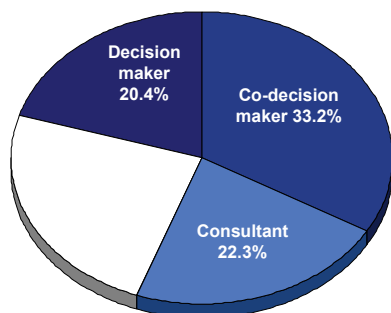
1.5 Interest in offers

(Multiple answers possible)



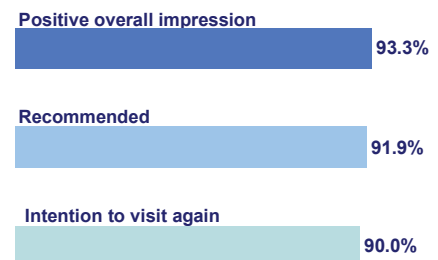
1.3 Status

75.9% out of the trade visitors are authorised to make purchasing and procurement decisions in their companies.



1.6 Overall impression and outlook

90.0 % of the trade visitors already expressed their intention to visit the belekro again.



2 Exhibitor survey

2.1 Main exhibition areas

(Multiple answers)

Electrical engineering	46.0%
Building services engineering	21.8%
Lighting/illumination	18.3%
Innovative energy technology	9.4%
Information technology	5.9%
Ventilation/air-conditioning/ refrigeration technology	4.5%
Home Security	0.5%

2.2 Objectives and degree of achievement

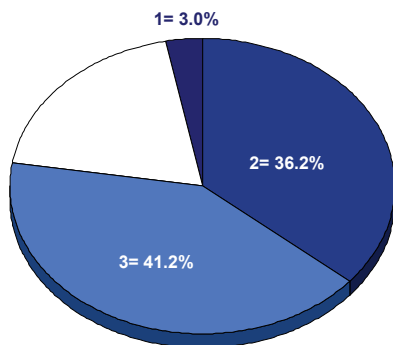
(Multiple answers)

At 89.1% of responses, the most important objective for the participation in the belekro was "Presentation of the company/image maintenance". When asked, 96.1% of the exhibitors claimed to have achieved their objectives to a good or satisfactory extent. The belekro is a suitable instrument for exhibitors to present their company and/or maintain their image.



2.3 Quality of the trade visitors

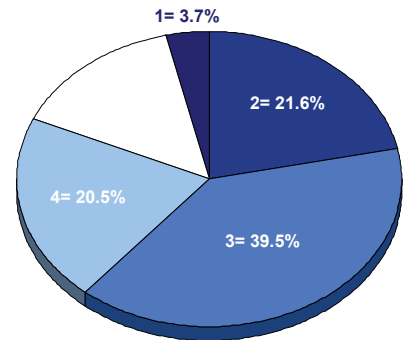
80.4% of the exhibitors assessed the quality of the trade visitors at the belekro as positive.



Scale from 1=completely satisfied
 to 6= completely dissatisfied

2.4 Business success

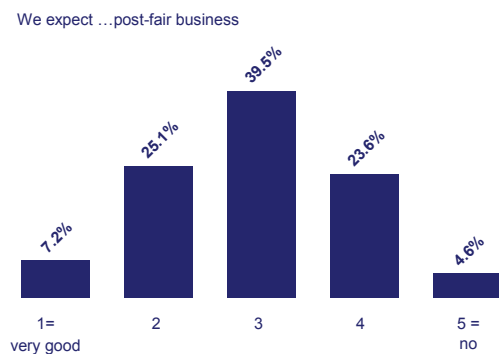
The exhibitors showed themselves to be satisfied with the business result of their participation in the belekro. On a scale of 1 = very good to 6 = very bad, 85.3% gave the marks from 1 to 4.



Scale from 1 = very good
 to 6 = very bad

2.5 Post-fair business

Based on contacts and discussions during the belekro, 71.8% of the company representatives expect successful post-fair business.



2.6 Overall impression and outlook

This year's belekro left a good overall impression on almost 90% of the exhibitors.

