

Brief analysis InnoTrans 2010

(Gathered and analysed by Hopp & Partner Communication Research, Berlin)

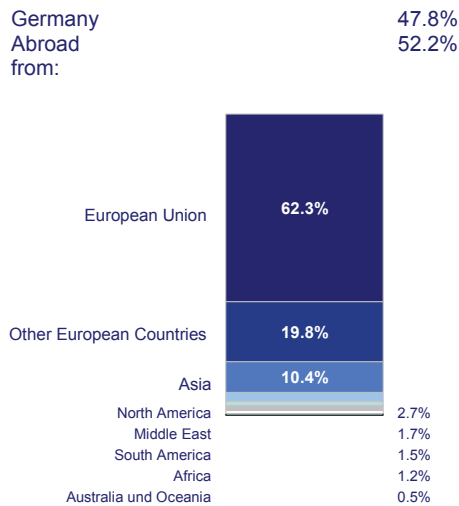


1 Trade visitors' survey

InnoTrans 2010: 106,600 visitors (proportion of trade visitors: 96.9% = 103,295 trade visitors)

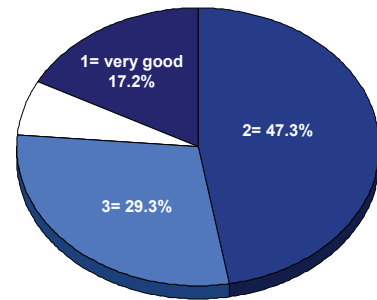
InnoTrans 2008: 88,330 visitors (proportion of trade visitors: 96.9% = 85,592 trade visitors)

1.1 Origin (Basis: full visitor registration)



1.4 Business success

93.8% of the trade visitors assessed the business success of their InnoTrans visit positively.



Scale of 1 = very good to 6 = very bad

1.2 Sectoral allocation

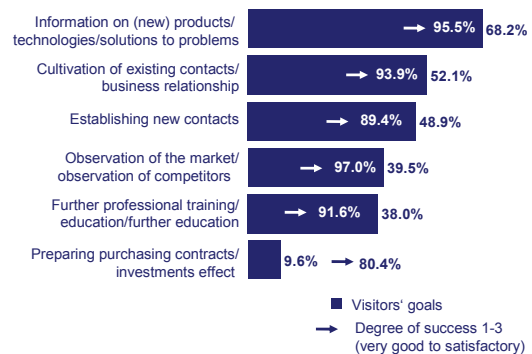
(Multiple answers possible)

Railway technology	46.0%
Public and private transport companies	32.4%
Railway infrastructure	26.9%
Traffic management/IT technology	9.0%
Consultancy/planning	7.9%
Interiors	7.2%
Logistics	6.5%
Stationary installations/public transport	6.0%
Science/research/education	6.0%
Tunnel construction	3.2%
Administration/politics	2.6%
Media	2.3%
Institution/trade associations	2.7%
Other area	4.6%

1.5 Goals/degree of achievement

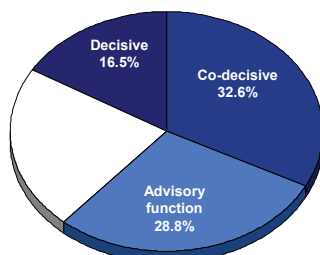
(Multiple answers possible)

68.2% out of the trade visitors stated that they came to the InnoTrans with the goal "Information on (new) products/technologies/solutions to problems". 95.5% of the trade visitors achieved this goal to a very good to satisfactory extent.



1.3 Status

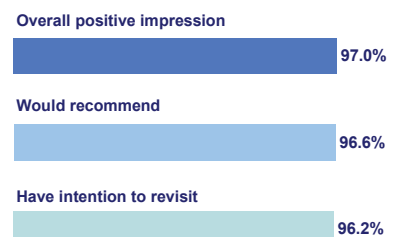
Approximately 80% of the trade visitors have authority to make purchasing and procurement decisions within their company.



At least advisory function: 77.9%

1.6 Overall impression and outlook

Nearly all of the trade visitors had a good overall impression of the InnoTrans, wanted to recommend it and visit again.



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2 Exhibitors' survey

InnoTrans 2010: 2,243 exhibitors (1,244 foreign exhibitors) from 45 countries
 InnoTrans 2008: 1,914 exhibitors (978 foreign exhibitors) from 41 countries

2.1 Sectoral allocation of the exhibitors

(Multiple answers possible)

Railway Technology	50.0%
Infrastructure	17.6%
Public Transport	14.0%
Interiors	10.5%
Tunnel Construction	1.8%

2.2 Goals/degree of achievement

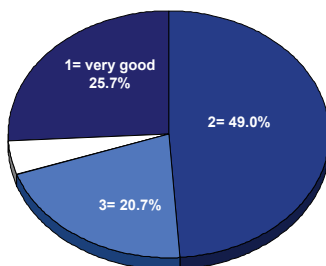
(Multiple answers possible)

In position 1 as the most important goal of participation for the exhibitors at 85.4% of the entries was "establishing new business contacts". This goal was achieved by 91.3% of the participants to a very good to satisfactory extent.



2.3 Assessment of the quality of the trade visitors at the stand

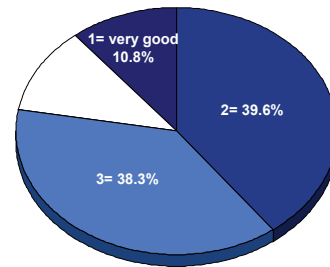
The quality of the trade visitors at their stands was assessed very positively by the exhibitors



Scale from 1=very good to 6=very bad

2.4 Business success

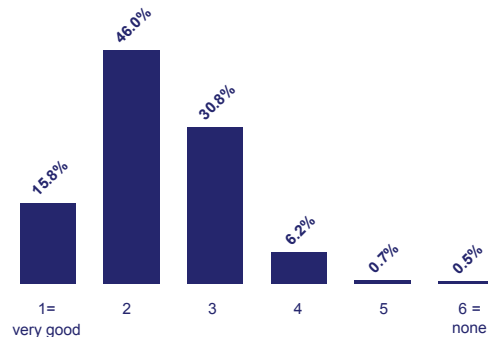
The exhibitors showed themselves to be equally satisfied with the business success of their participation. On a scale of 1 = very good to 6 = very bad, 88.7% gave the marks 1 to 3.



Scale from 1=very good to 6=very bad

2.5 Follow-up business after the fair

Based on the contacts and the discussions during the InnoTrans, 92.6% of the company representatives expect successful follow-up business.



2.6 Overall impression and outlook

This year's InnoTrans left a good impression on 96.5% of the exhibitors. The willingness of the participants to recommend the fair is therefore not to be expected otherwise. 93.2% of the companies already expressed an interest in participating in the next InnoTrans.

