

1 Trade visitor survey

1.1 Origin

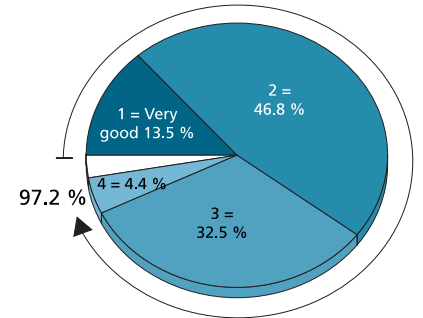
More than half of the trade visitors (55.5 %) came from outside of Berlin. Thus the belekto was able to further extend its catchment area this year.

Trade visitors from:

Berlin	44.5%
Brandenburg	36.2%
Saxony	4.5%
Mecklenburg-West Pomerania	4.3%
Saxony-Anhalt	4.3%
Another federal state	5.4%
Abroad	0.8%

1.4 Business success

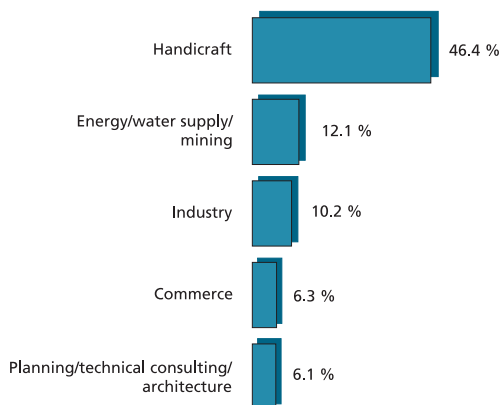
97.2 % of the trade visitors assess their business success within the context of their belekto visit as positive.



1.2 Industrial sector

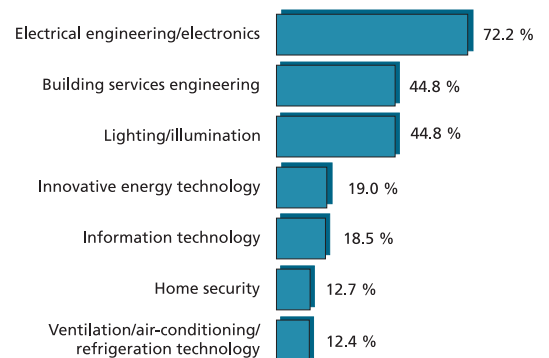
(Extract)

Almost half of the trade visitors came from handcraft businesses.



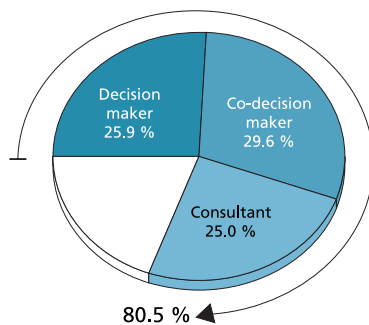
1.5 Interest in offers

(Multiple answers)



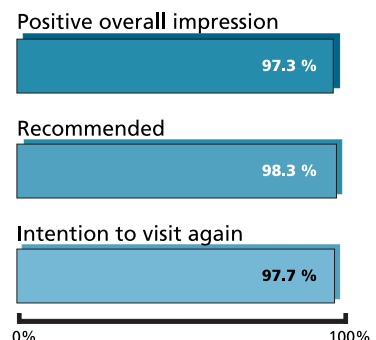
1.3 Status

Eight out of ten trade visitors are authorised to make purchasing and procurement decisions in their companies.



1.6 Overall impression and outlook

97.7 % of the trade visitors already expressed their intention to visit the belekto again when it takes place from 6th - 8th October 2010.



2 Exhibitor survey

2.1 Main exhibition areas

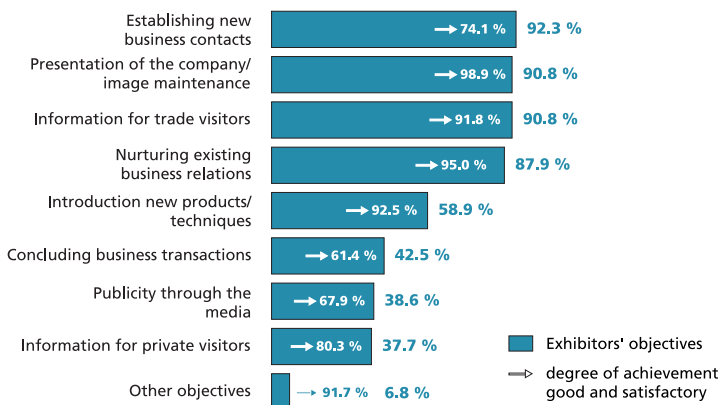
(Multiple answers)

Electrical engineering	53.6 %
Building services engineering	22.2 %
Lighting/illumination	15.0 %
Innovative energy technology	9.7 %
Information technology	8.7 %
Ventilation/air-conditioning/ refrigeration technology	3.4 %
Home security	2.4 %

2.2 Objectives and degree of achievement

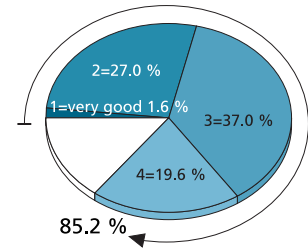
(Multiple answers)

At 92.3% of responses, the most important objective for the participation in the beelektro was "Establishing new business contacts". When asked, 74.1% of the exhibitors claimed to have achieved their objectives to a good or satisfactory extent. The beelektro is a suitable instrument for exhibitors to present their company and/or maintain their image. 99% of the participants were able to achieve this objective.



2.4 Business success

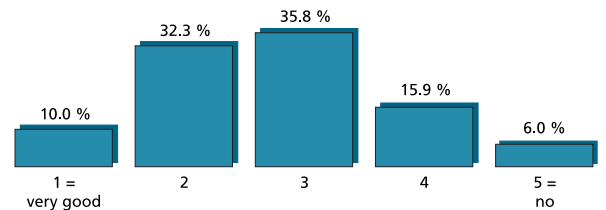
The exhibitors showed themselves to be satisfied with the business result of their participation in the beelektro. On a scale of 1 = very good to 6 = very bad, 85.2% gave marks from 1 to 4.



2.5 Post-fair business

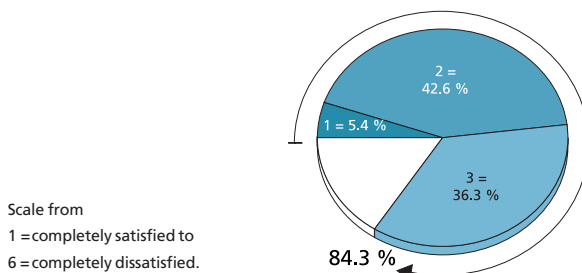
Based on contacts and discussions during the beelektro, 78.1% of the company representatives expect successful post-fair business.

We expect ... post-fair business



2.3 Quality of the trade visitors

84.3% of the exhibitors assessed the quality of the trade visitors at the beelektro as positive.

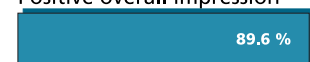


Scale from
1 = completely satisfied to
6 = completely dissatisfied.

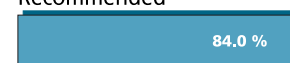
2.6 Overall impression and outlook

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

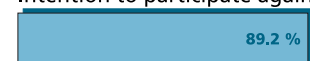
Positive overall impression



Recommended



Intention to participate again



0% 100%