

Brief analysis CMS 2007

Number of visitors: 13.765
Share of trade visitors: 99%



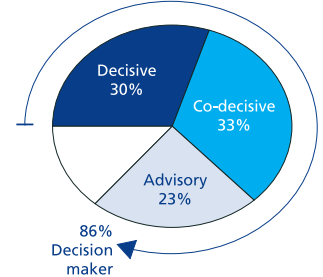
1 Trade Visitors' Survey

(Gathered and analyzed by Gelszus Messe-Marktforschung, Dortmund)

1.1 Structure of trade visitors / decision-making authority

The trade visitors predominantly hold senior positions in private and public cleaning companies, hospitals, property management companies, the hotel and catering trade, sports complexes, other communal facilities as well as industry, trade, banks and insurance companies.

Decision-making authority

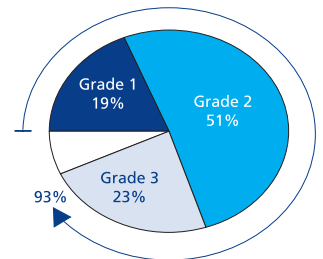


1.2 Product interest and range assessment

(Multiple citations / extract of denominations / N>15%)

Cleaning material and aids	55%
Cleaning machines	51%
Dry cleaning and maintenance materials	47%
Accessories for cleaning machines	35%
Cleaning and maintenance services	28%
Industrial cleaning	22%
Products for industrial hygiene	18%
Technical industrial equipment	18%
Software	17%

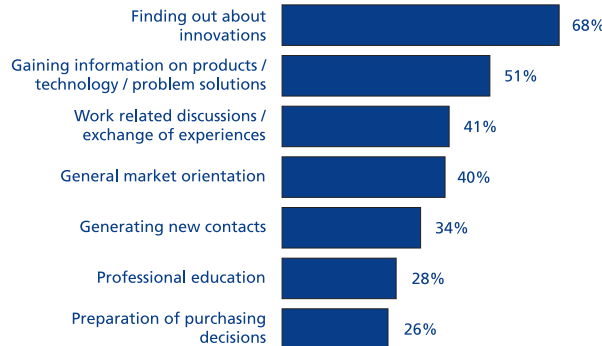
The entire range was clearly positively assessed by the trade visitors (average: 2.1).



(Scale from 1 = very good to 6 = very bad)

1.3 Goals

(Multiple citations / extract of denominations / N>20%)

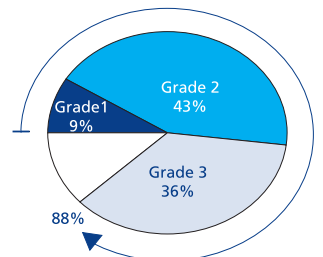


On average, each trade visitor stated four objectives for his visit to the CMS 2007.

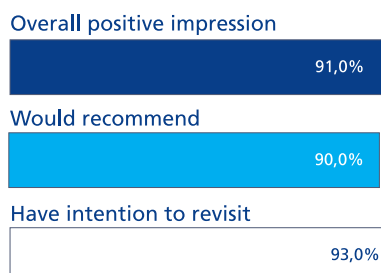
1.4 Visitors' results

88% of the trade visitors said they were satisfied with the business result of their visit.

(Scale from 1 = very satisfied to 6 = not satisfied at all)



1.5 Overall impression and outlook



At the time of the survey, 93% of the trade visitors were already planning to visit the CMS again.

Brief analysis CMS 2007

Number of exhibitors: 343 from 25 countries
Internationality: 26%



2 Exhibitors' Survey

(Gathered and analyzed by Gelszus Messe-Marktforschung, Dortmund)

2.1 Range of exhibits

(Multiple citations / extract of denominations / N>10%)

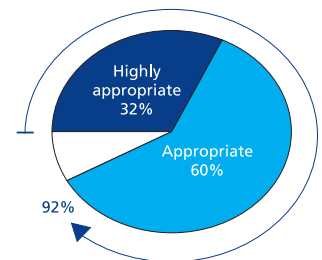
The exhibition areas "cleaning machines" and "cleaning materials and aids" formed the focus of the products and services on offer.

Cleaning machines	35%
Cleaning materials and aids	30%
Accessories for cleaning machines	19%
Products for industrial hygiene	18%
Dry cleaning and maintenance materials	18%
Industrial cleaning	13%
Technical industrial equipment	10%

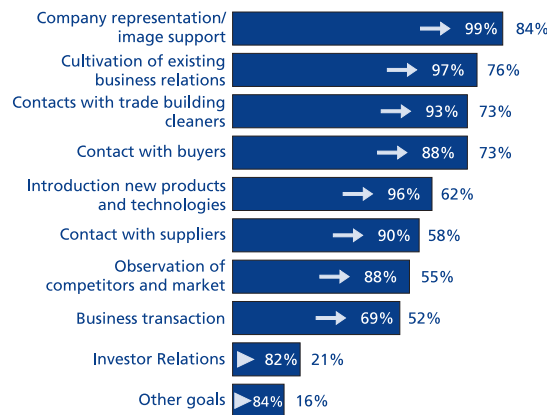
2.2 Presentation of new innovations

92% of the exhibitors view the CMS as a suitable platform for the presentation of innovations.

73% of the participants actually present innovations or further developments at the CMS.



2.3 Goals and degree of achieving the goals



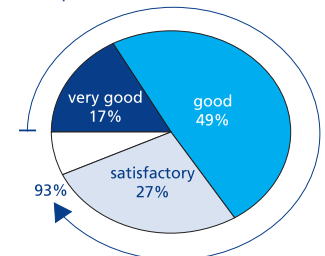
■ Exhibitors' goals
→ Degree of success (good or satisfactory)

On average, the CMS exhibitors pursued six investment goals.

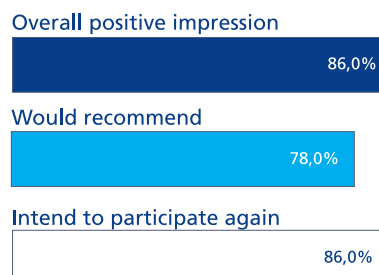
2.4 Follow-up business after the fair

The majority of the exhibiting participants expected good to satisfactory post fair business.

We expect ... business after the fair



2.5 Overall impression and outlook



At the time of the survey, 86% of the exhibitors were already planning to participate in the CMS again.