

Fair Profile

Based on the results of 946 interviews conducted by means of the Computer Interview System
Preliminary data, Subject to change



Eine Messe des
A Fair by **VDW**

20th International Exhibition for
Metalworking Technologies

Total number of exhibitors 562

Origin of the exhibitors

Germany	388
Other countries	174

Space net (total, qm) 23.984

Germany	15.907
Other Countries	8.077

Total number of visitors 26.753

Origin of the visitors

Germany	90%
Other countries	10%

Germany

West Germany	71%
Southwest Germany	14%
South Germany	8%
North Germany	4%
East Germany	3%

Other countries*

Europe	78%
- EU	61%
- Other European countries	17%
Non European countries	22%

Countries of origin (Top)*

Netherlands	23%
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Frequency of visits

METAV 2016, Düsseldorf	28%
METAV 2014, Düsseldorf	23%
First-time visit of METAV	49%

Length of stay

Average length of stay (in days)	1,3
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Industrial sector**

Machine and system construction	26%
Automotive industry	8%
Tool manufacture, mould making and model building	3%
Electro-technology, electronics	3%
Other industrial sectors	15%
Skilled trades	10%
Services	9%
Trade	5%
University/college of higher education/technical college	4%
Others	5%

Supplier for the automotive industry 20 %

Company size**

1 - 19 employees	21%
20 - 49 employees	12%
50 - 99 employees	10%
100 - 499 employees	22%
500 - 999 employees	6%
1.000 employees or more	17%

Area of responsibility**

Business/company/plant management	10%
Manufacture, production	35%
Research, development, design	11%
Sales, distribution	9%
Servicing/maintenance	6%
Quality control	3%
Purchasing/procurement	2%
Marketing, advertising, PR	2%
Others	10%

Influence on purchasing/ procurement decisions**

Decisively	13%
Collectively	28%
In an advisory capacity	23%
No influence	24%

Occupational position

Independent entrepreneur/co-owner, freelancer employee	12%
Managing director/board member/head of an authority	4%
Area-/operations-/plant-/branch-manager, office head	11%
Head of department, group/team leader	17%
Other employee, civil servant, specialist	22%
Lecturer, teacher	3%
Trainee	16%
Other occupational position	3%
Student, pupil	10%
Not employed	2%

Interest in product ranges

(Several answers possible)	
Machine tools, cutting, splitting and stripping	62%
CAD/CAM	33%
Testing/measuring technology	27%
Robotics and automation	24%
Precision tools, diamond tools, forming tools	18%
Machines and systems for tool manufacture, mould making and model building	18%
Additive manufacturing	14%
Quality management systems	13%
Plate working machines	13%
Cooling lubricants	12%
Software for all kinds of manufacturing technology	11%
Surface techniques, thin-film processes	10%
Accessories and components	9%
Used machine tools	8%
Material handling and warehouse technology	8%
Industrial design	7%
Medical technology	7%
Industrial electronics	6%
Services	6%
Waste disposal	4%
Others	8%

General assessment

Satisfied	93 %
Not satisfied	7 %

*Basis: other countries

**difference to 100% = pupil, student, not employed (12%)