



Fair Profile METEC

9th International Metallurgical Trade Fair with Congresses
16th - 20th June, 2015
www.metec.com

Preliminary data, Subject to change (UI-MF/June 2015)

Exhibitors total	525	Net space total (sqm)	21,782	Visitors total	17,746
Exhibitors by origin		Net space by origin		Visitors by origin	
Germany	183	Germany	8,944	Germany	8,696
Other countries	342	Other countries	12,838	Other countries	9,050
Number of countries	35			Number of countries	112*

294 accredited journalists from 20 countries**

Visitor structure

Based on the results of 421 interviews with visitors during METEC 2015 conducted by means of the Computer-Interview-System

Origin of the visitors		Industrial sector****		Interest in product ranges (Top 9)	
Germany	47%	Iron/steel production	23%	<i>(Several answers possible)</i>	
Other countries	53%	Mechanical engineering, apparatus construction (gen.), toolmaking	17%	Plant/equipment for iron making	43%
Germany		Plant manufacturing/engineering	9%	Steel mills	38%
West Germany	69%	Services/consulting	6%	Measurement/test technology	25%
Southwest Germany	11%	Steelworks	5%	Plant/equipment for shaping of steel	18%
East Germany	8%	Wholesale/export trade	4%	Plant/equipment for casting & pouring of molten steel	17%
South Germany	7%	Ironworks	4%	Miscellaneous equipment for metallurgical plant/rolling mills	16%
North Germany	5%	Non-ferrous metals industry	3%	Plant/equipment for iron making	16%
Other countries		Subsequent processing (drawing, rolling, forging, tube manuf.)	3%	Plant/equipment for processing prime/raw material	13%
Europe	49%	Steel/metal trade	2%	Electrical engineering/process control Technology	11%
- EU	42%	Other	14%		
- Other european countries	7%	Area of responsibility****		Reasons for visit	
Asia	32%	Business/company/ plant management	21%	<i>(Several answers possible)</i>	
- South/East/Central Asia	23%	Research/development/design	16%	Innovations/trends	38%
- Middle East	9%	Manufacture, production, quality control	16%	Search for new suppliers and business partners	31%
South and Central America	8%	Sales, distribution	11%	Contact to existing suppliers and business partners	29%
Africa	7%	Purchasing/procurement	6%	Preparation of purchase decision	7%
North America	3%	Servicing/maintenance	6%	Purchase/Order	6%
Australia/Oceania	1%	Marketing, advertising, PR	3%		
		Planning, work preparation	2%	New suppliers were found	
		Other	9%	Yes	52%
Countries of origin (Top 5)***		Occupational position		Overall assessment	
India	14%	Independent entrepreneur, co-owner, freelance employee	15%	Satisfied	97%
Italy	8%	Managing director, board member, head of an authority	13%		
Austria	6%	Area, operations, plant, branch manager, office head	15%	Recommendation	
Iran	5%	Department head/group leader	21%	Yes	96%
Belgium	5%	Employee, civil servant, specialist	18%		
		Trainee	3%		
		Other	15%		
Visitor structure features					
Private visitors	4%				
Trade visitors	96%				
Decision-making powers****					
Decisively	25%				
Contributory	30%				
In an advisory capacity	20%				
No influence	15%				

*Number of countries GIFA/METEC/THERMPROCESS/NEWCAST

**Press accreditation for GIFA/METEC/THERMPROCESS/NEWCAST

***Basis: Other countries

****Difference to 100% = Pupil, student, not gainfully employed (10%)

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