

Nuremberg, Germany
08. – 10.6.2022



EUROGUSS 2022

International Trade Fair for Die Casting:
Technology, Processes, Products

SHOW REPORT

NÜRNBERG / MESSE

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	638	273	365
Visitors	10,709	5,271	5,438
Total exhibition space (in m ²)	40,700	—	—
Exhibitor stand space (in m ²)	20,918	8,580	12,338
Special shows (in m ²)	537	537	—

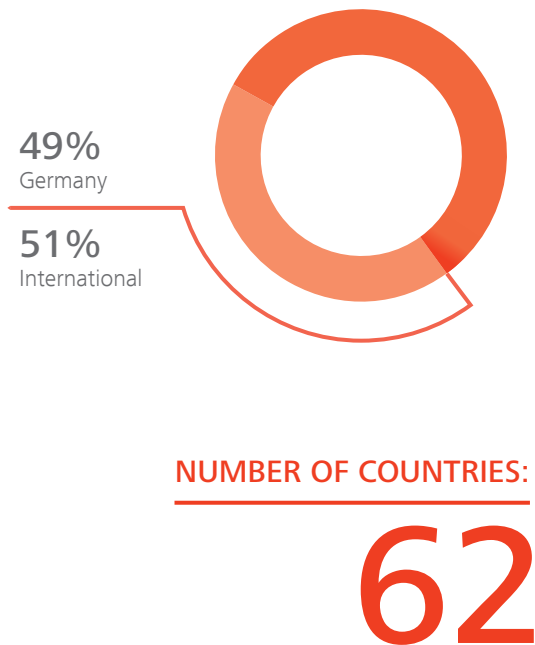
2. MEDIA

25 — accredited journalists.

60,627 — sessions from **69** countries at www.euroguss.de from 11.05.2022 to 10.06.2022.

3. VISITOR REGISTRATION

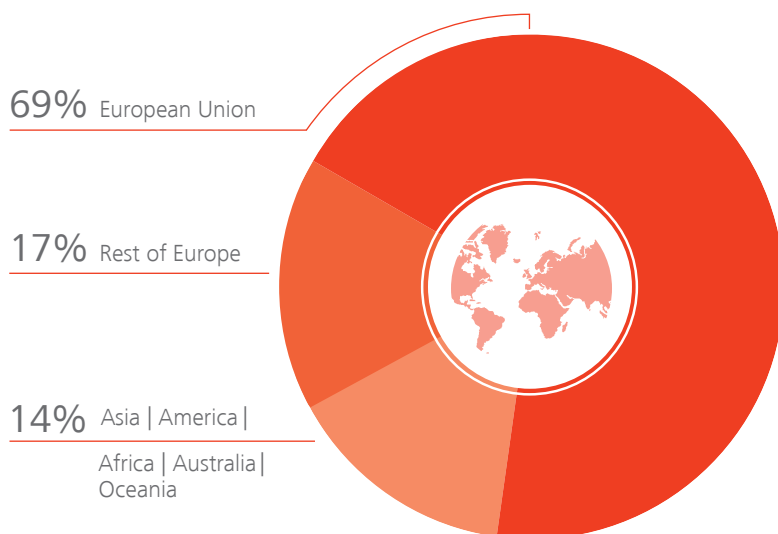
3.1 ORIGIN OF VISITORS



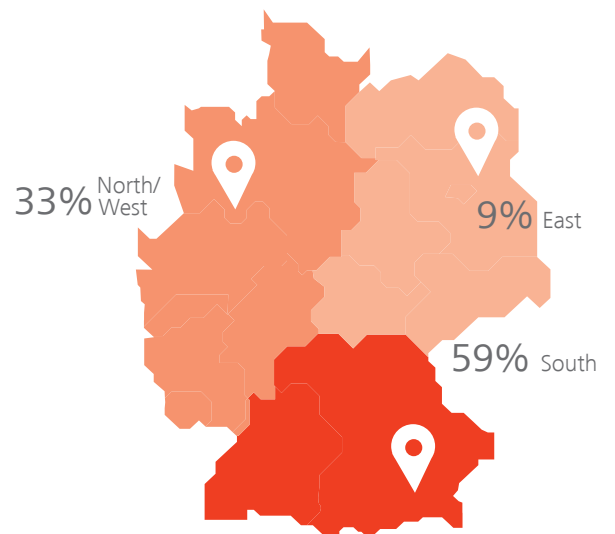
TOP 10 COUNTRIES FOR VISITORS



STRUCTURE OF INTERNATIONAL VISITORS

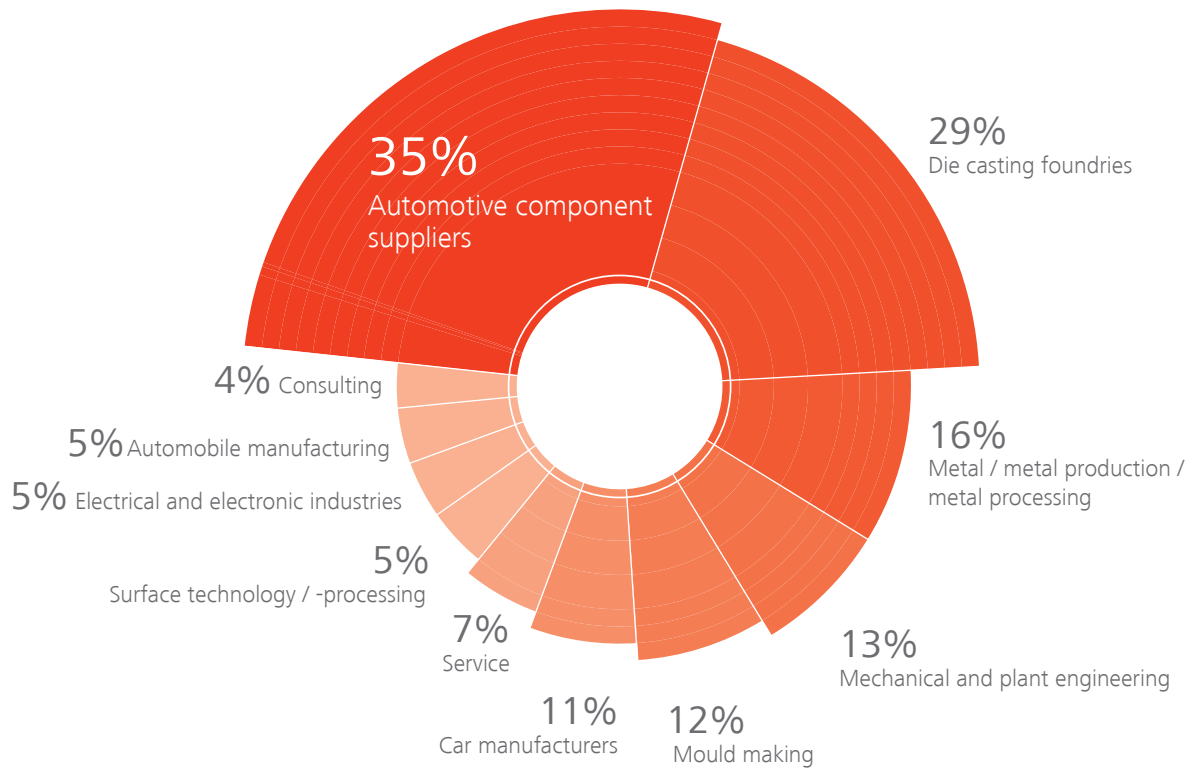


STRUCTURE OF GERMAN VISITORS

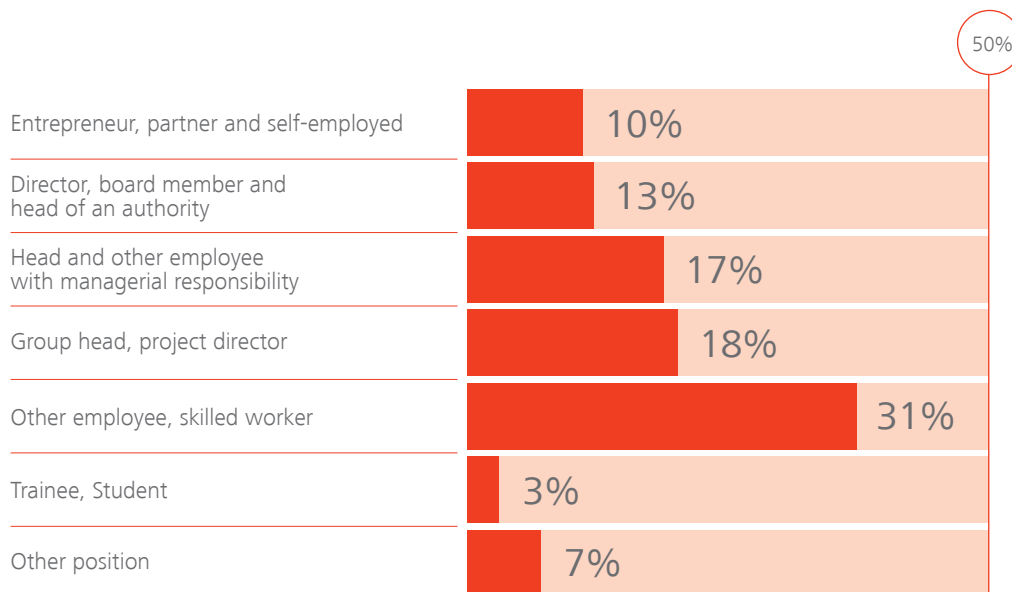


3.2 VISITORS' BRANCHES

(Multiple answers, extract)



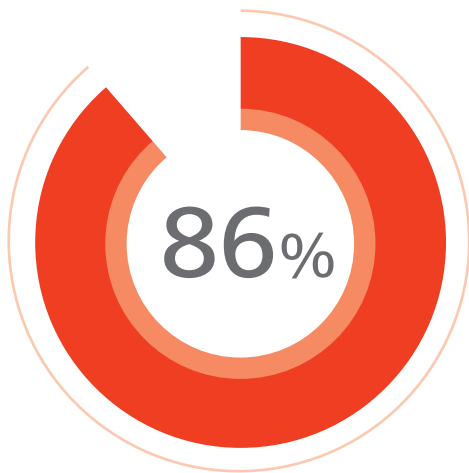
3.3 PROFESSIONAL STATUS OF VISITORS



4. VISITOR SURVEY

4.1 DECISION-MAKERS

How important would you rate your influence on decisions on purchasing and materials management?

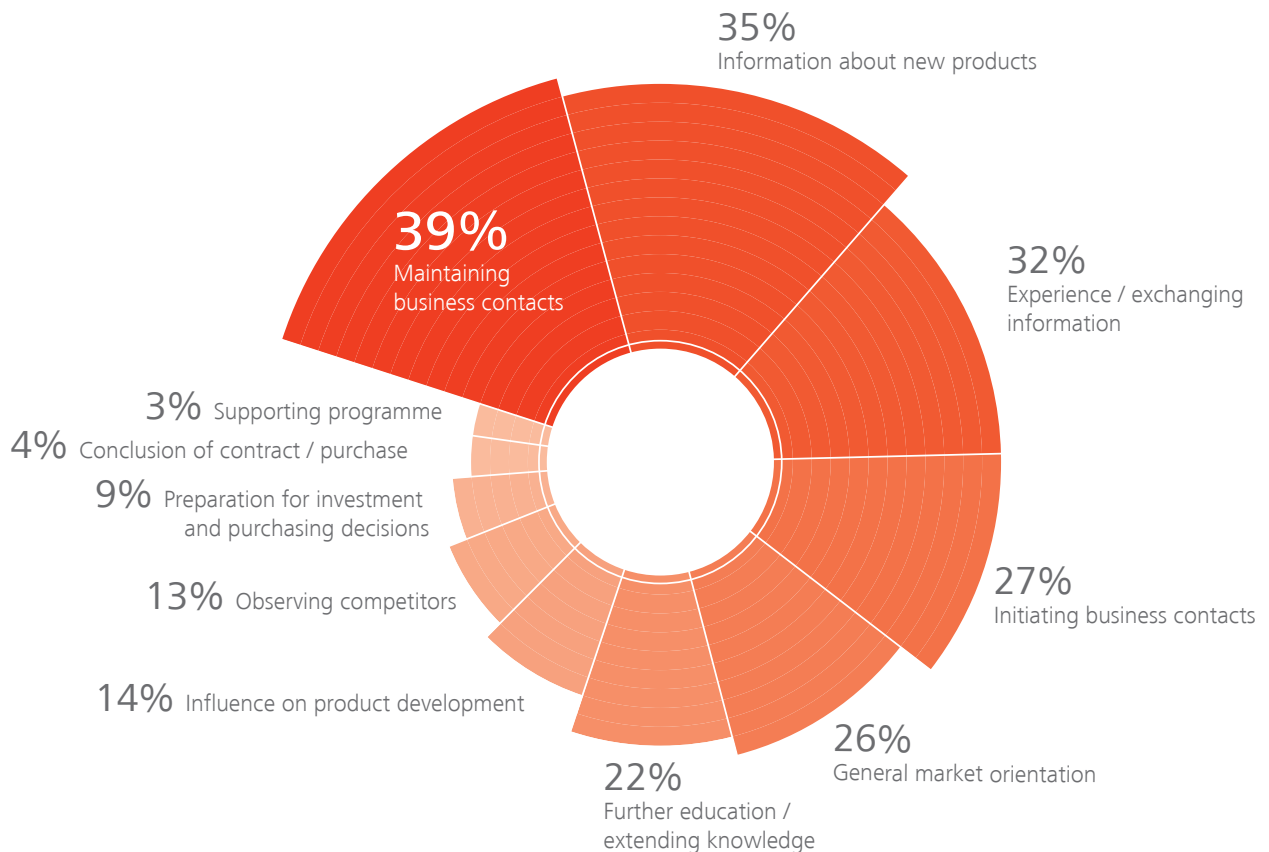


of the visitors are ...

involved in purchasing decisions in their company.

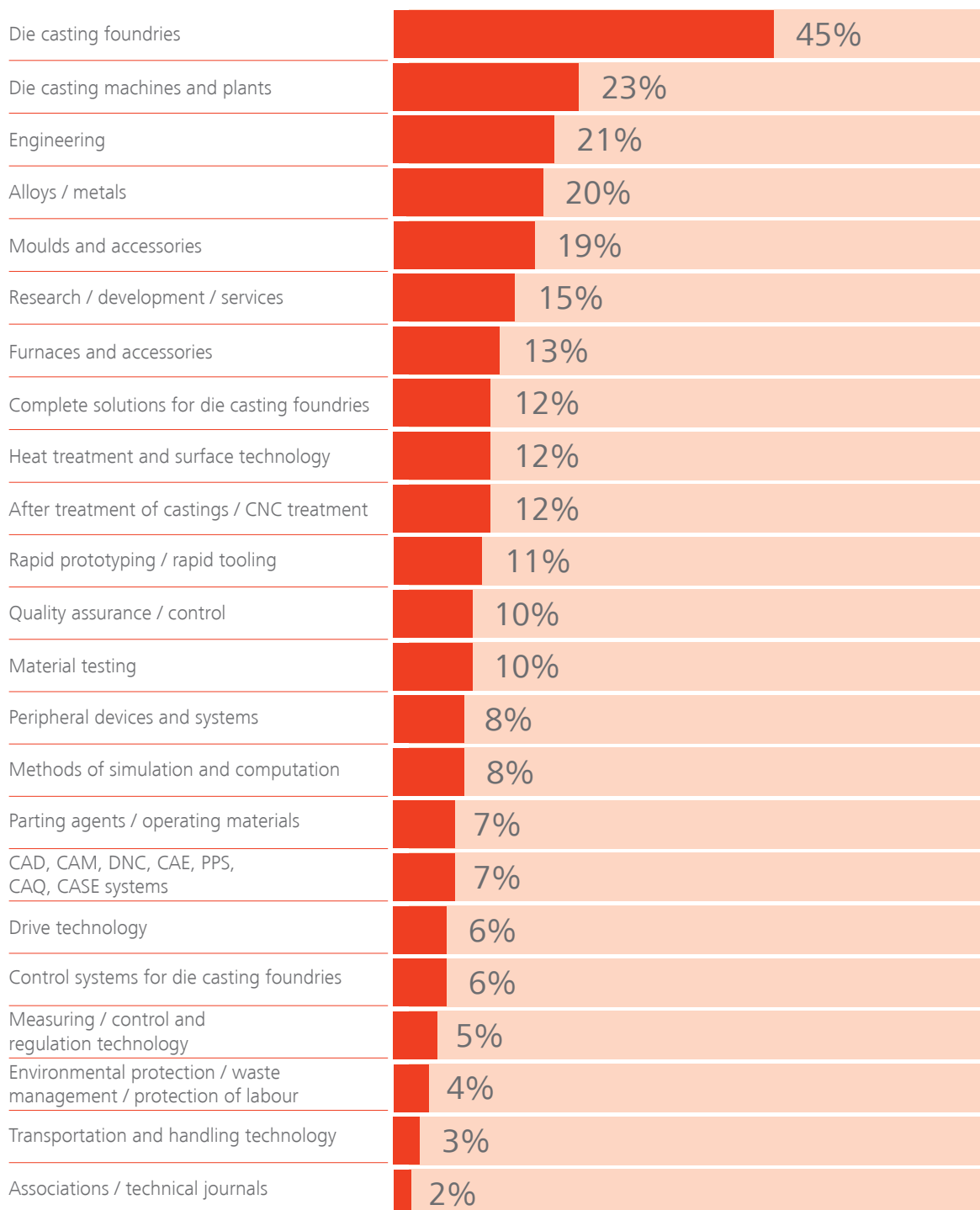
4.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to EUROGUSS 2022? (Multiple answers, extract)



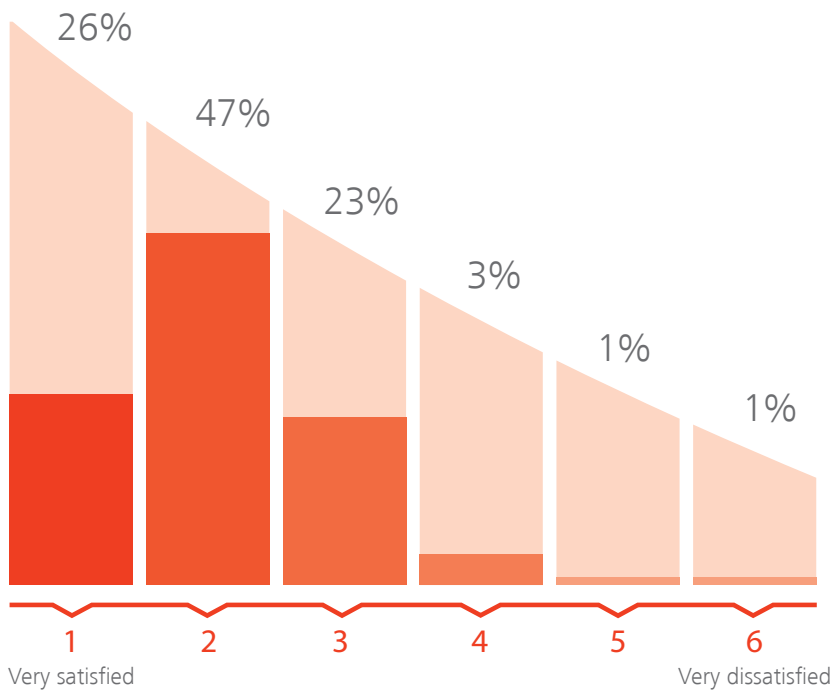
4.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at EUROGUSS 2022? (Multiple answers)



4.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at EUROGUSS 2022?

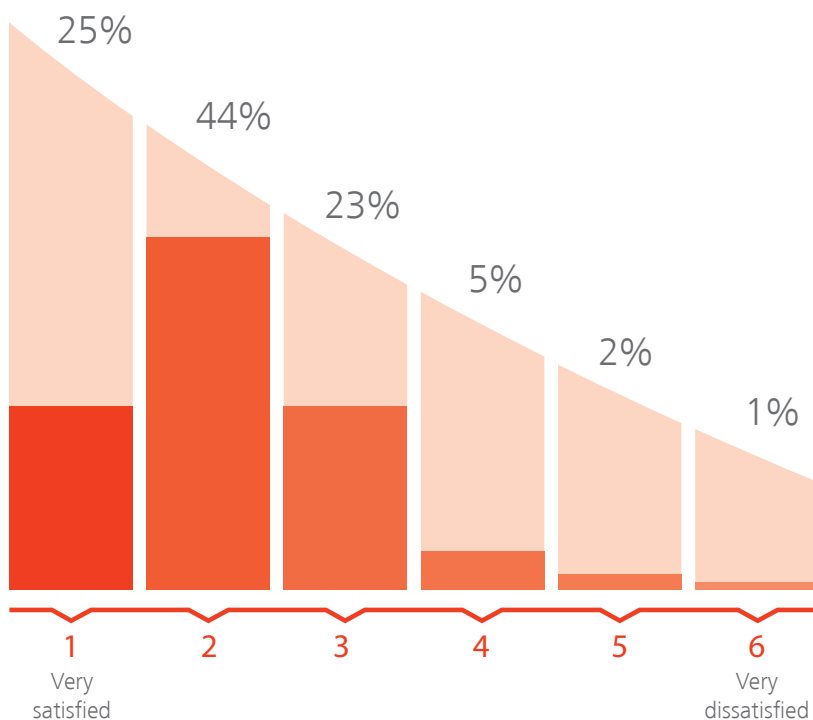


99 %

99% of the visitors were satisfied with the range of products and services presented at EUROGUSS 2022.

4.5 ORGANIZATION AND SERVICE

How satisfied are you with the organization and service at this trade fair?

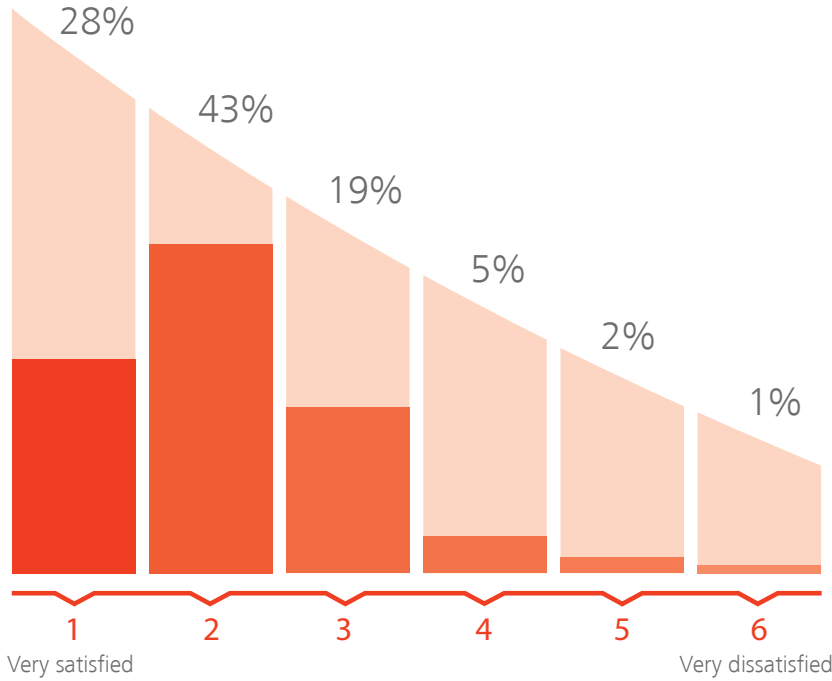


97 %

97% of the visitors were satisfied with the organization and service at EUROGUSS 2022.

4.6 OVERALL SATISFACTION

How satisfied are you overall with your visit to EUROGUSS 2022 so far?



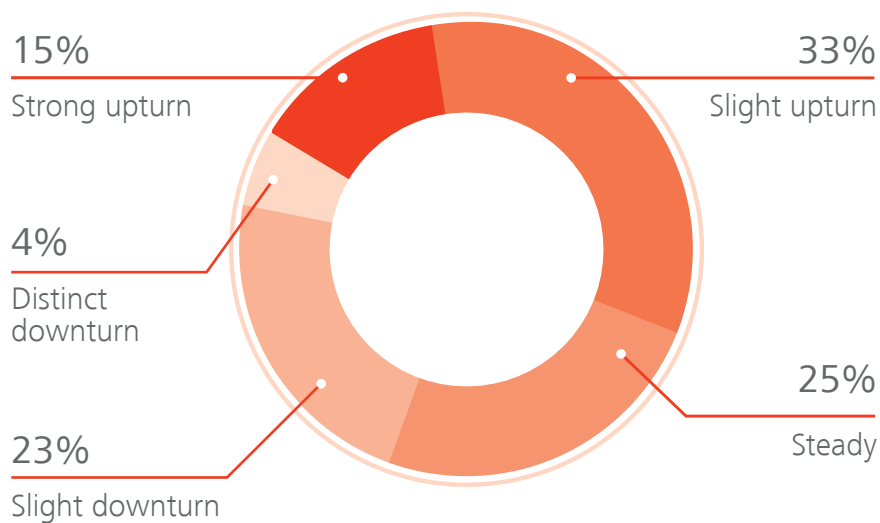
95 %

95% of the visitors were satisfied with their visit to EUROGUSS 2022.

No answer: 2%

4.7 ECONOMIC SITUATION IN SECTOR

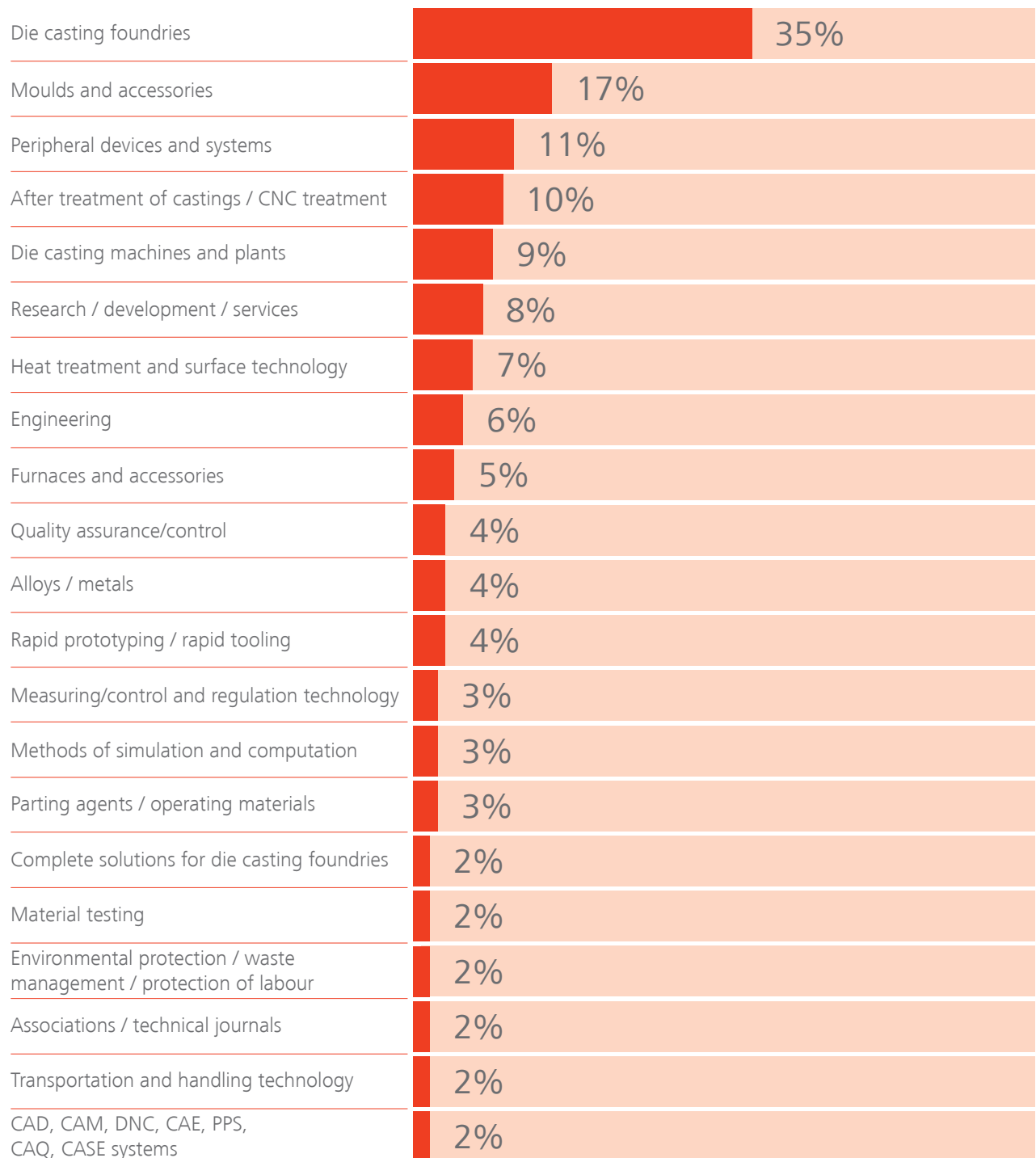
How do you rate the current economic situation in your sector?



5. EXHIBITOR SURVEY

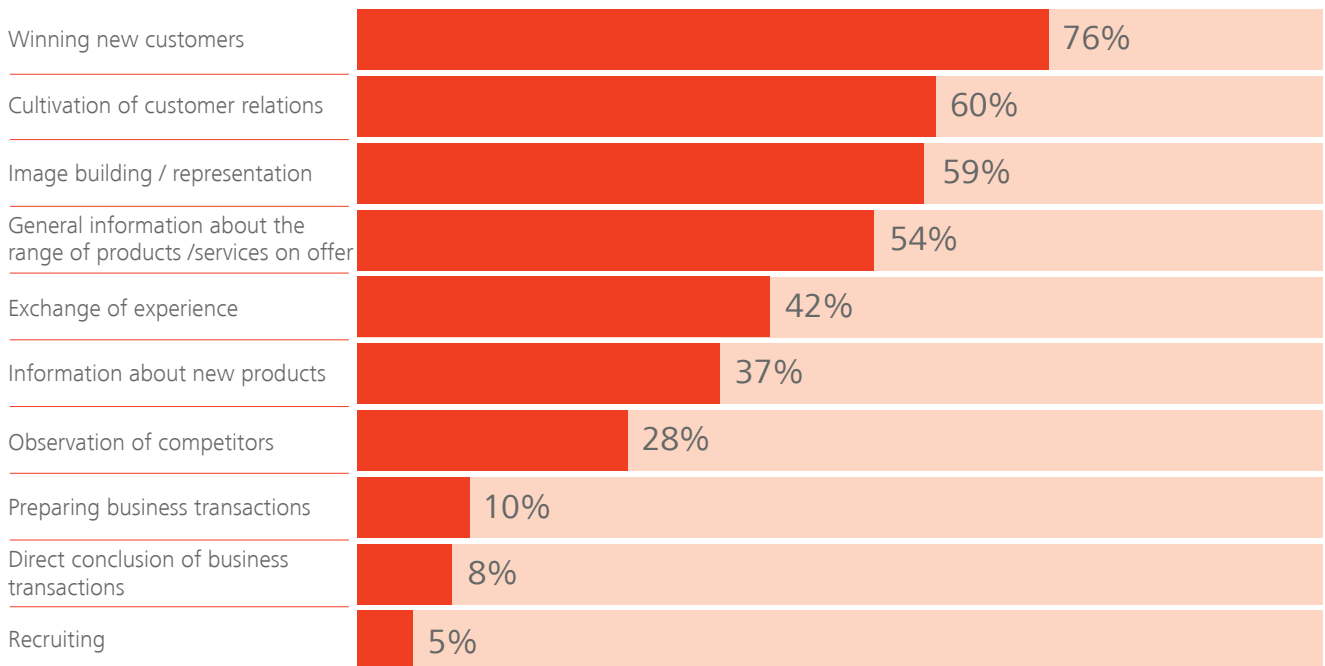
5.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers, extract)



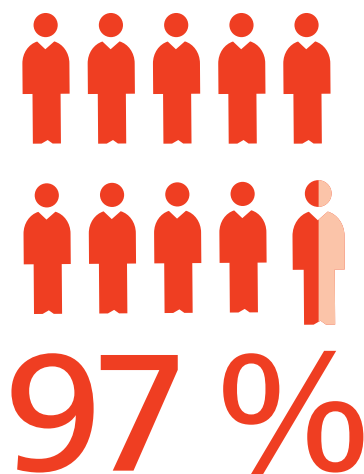
5.2 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at EUROGUSS 2022? (Multiple answers, extract)



5.3 TARGET GROUP ACCURACY

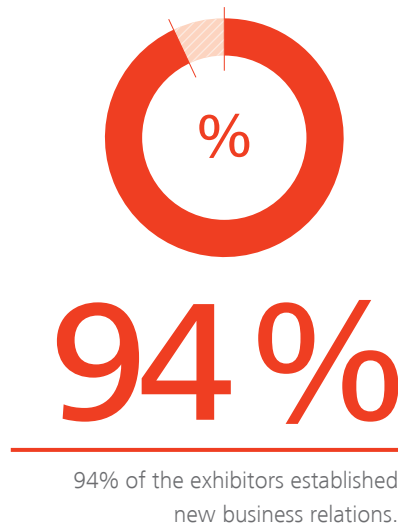
Did you reach your most important target groups at EUROGUSS 2022?



97% of the exhibitors reached their most important target groups during EUROGUSS 2020.

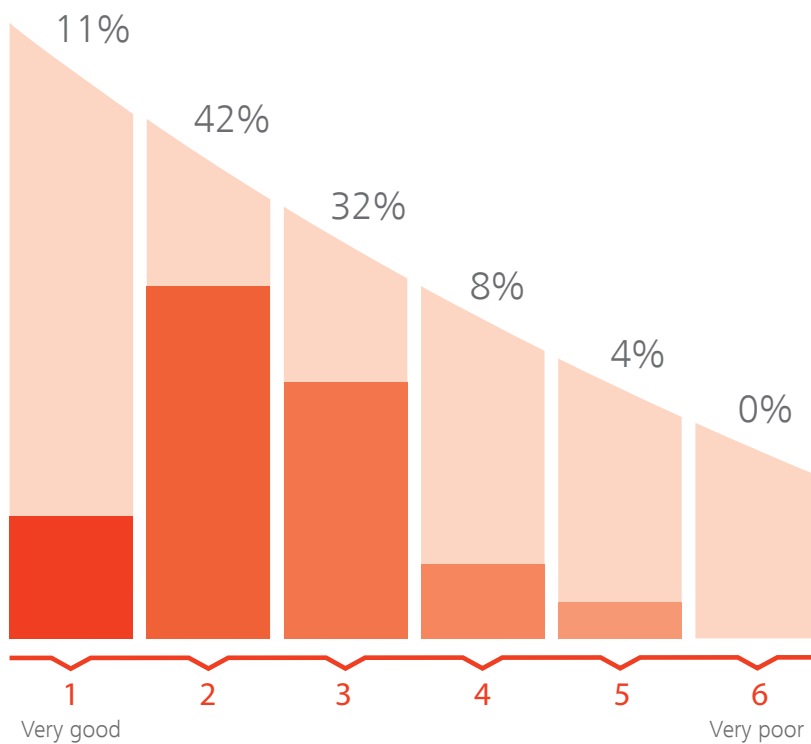
5.4 NEW BUSINESS RELATIONS

To what extent did your company make new business connections in the course of the fair?



5.5 OVERALL SUCCESS

How successful do you think taking part in EUROGUSS 2022 was for your company overall?



93%

93% of the exhibitors were satisfied with the overall success of their participation in EUROGUSS 2022.

No answer: 3%

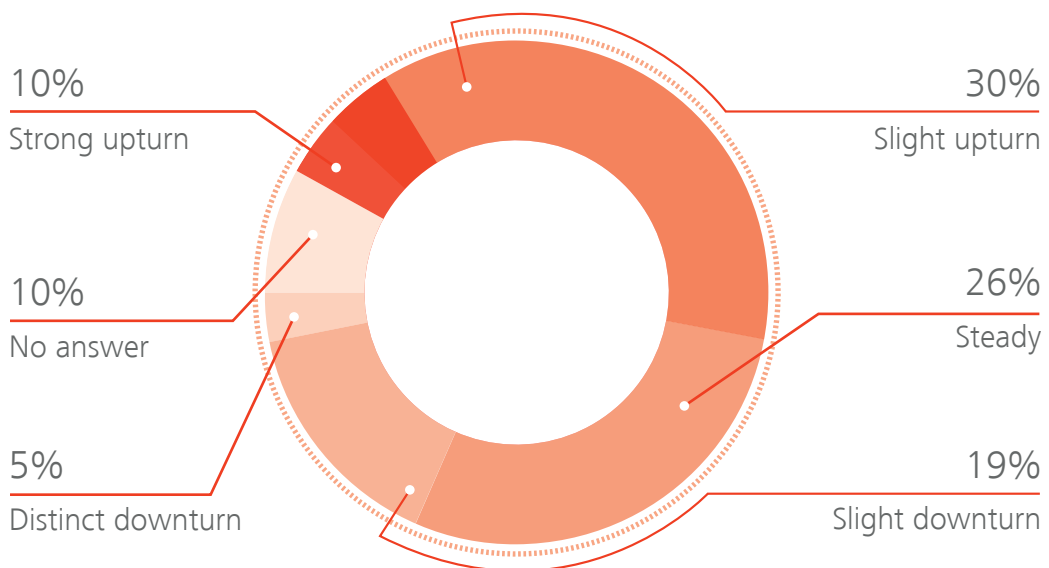
5.6 OVERALL SATISFACTION

How satisfied are you with your fair participation all in all?



5.7 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



MISCELLANEOUS

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



Further information is available at www.fkm.de.

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Business Analytics & Strategy, T +49 9 11 8606-0, F +49 9 11 8606-82 28, info@nuernbergmesse.de.

July 2022
NürnbergMesse GmbH
- Business Analytics & Strategy -

Deviations from 100% possible due to rounding up
