

embeddedworld

Exhibition&Conference

SHOW REPORT

14 – 16.3.2023

NUREMBERG | GERMANY

NÜRNBERG / MESSE

SUCCESS NUMBERS EMBEDDED WORLD 2023

Total

Germany

International



Exhibitors

952

354

598

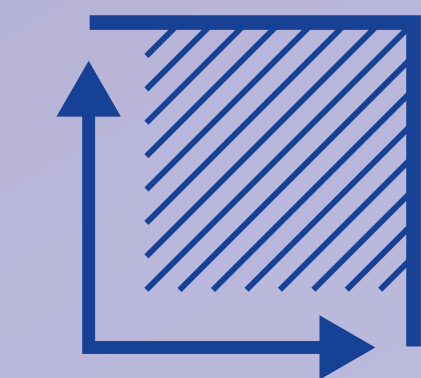


Visitors

26,636

15,802

10,834



Exhibition
space gross

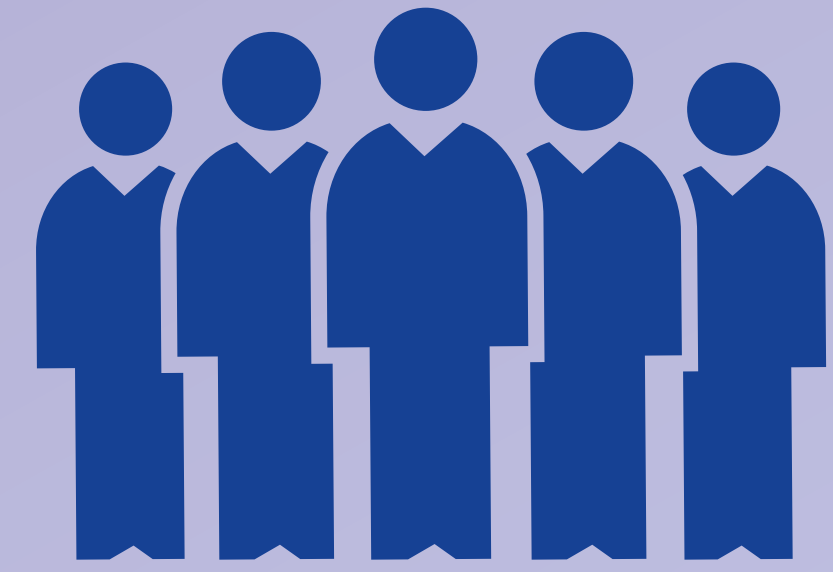
51,000 m²

Exhibitor
stand space

25,392.08 m²

Structural data FKM-certified

EMBEDDED WORLD CONFERENCE AND ELECTRONIC DISPLAYS CONFERENCE



1,659

conference participants
from **46** countries



11 Keynotes

75 Sessions

17 Classes

ORIGIN OF VISITORS



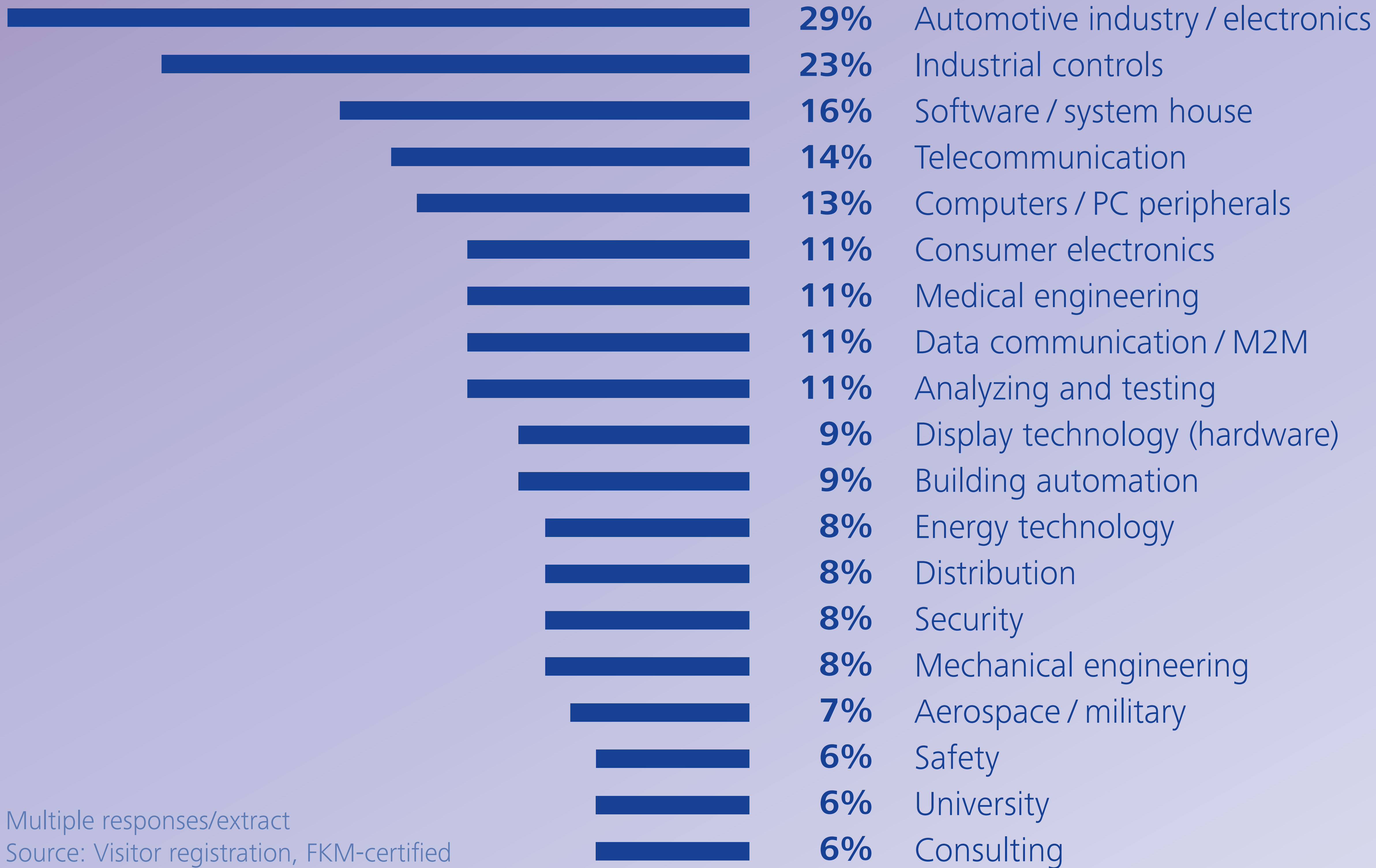
Number of countries total: **75**

Top 10 International

- 1 Italy
- 2 Austria
- 3 Great Britain / Northern Ireland
- 4 France
- 5 Switzerland
- 6 USA
- 7 Poland
- 8 The Netherlands
- 9 Czech Republic
- 10 Turkey

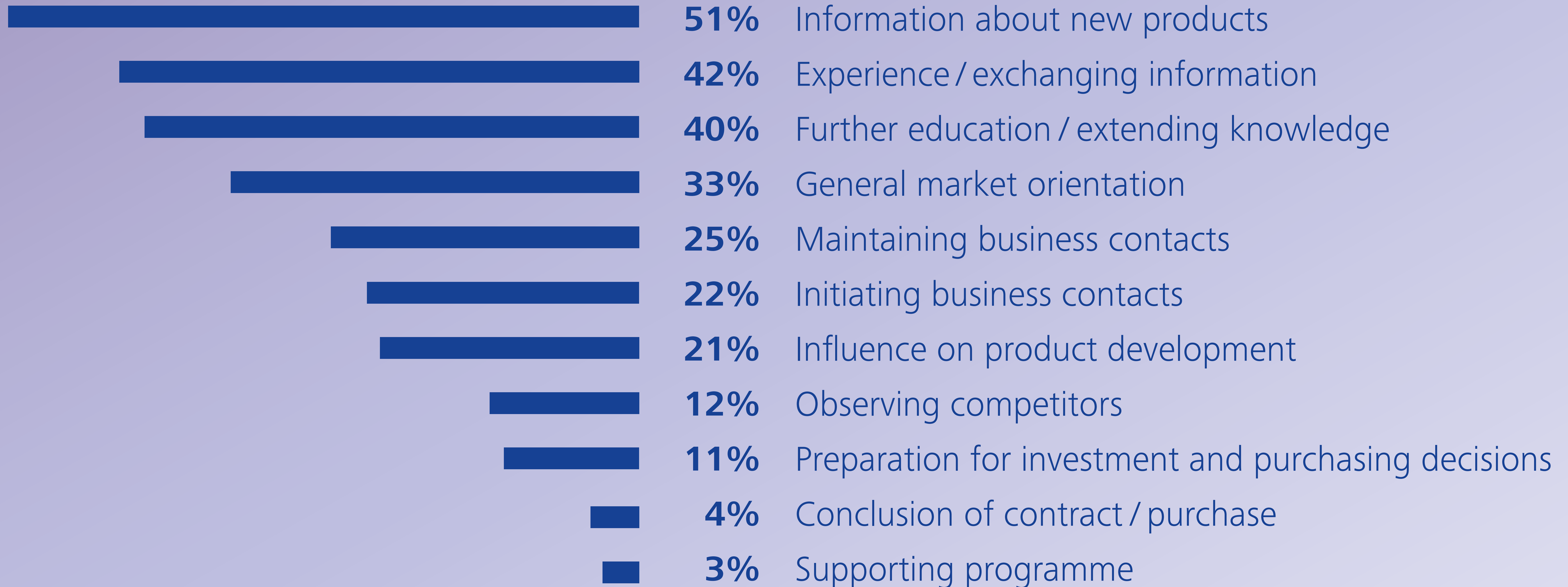
Source: Visitor registration,
FKM-certified

VISITOR SEGMENTS



Multiple responses/extract
Source: Visitor registration, FKM-certified

REASONS FOR VISITING



Multiple responses/extract

Source: Visitor registration, FKM-certified

TOP MARKS FROM THE VISITORS



99%

were satisfied with the range of
products and services presented
at embedded world 2023

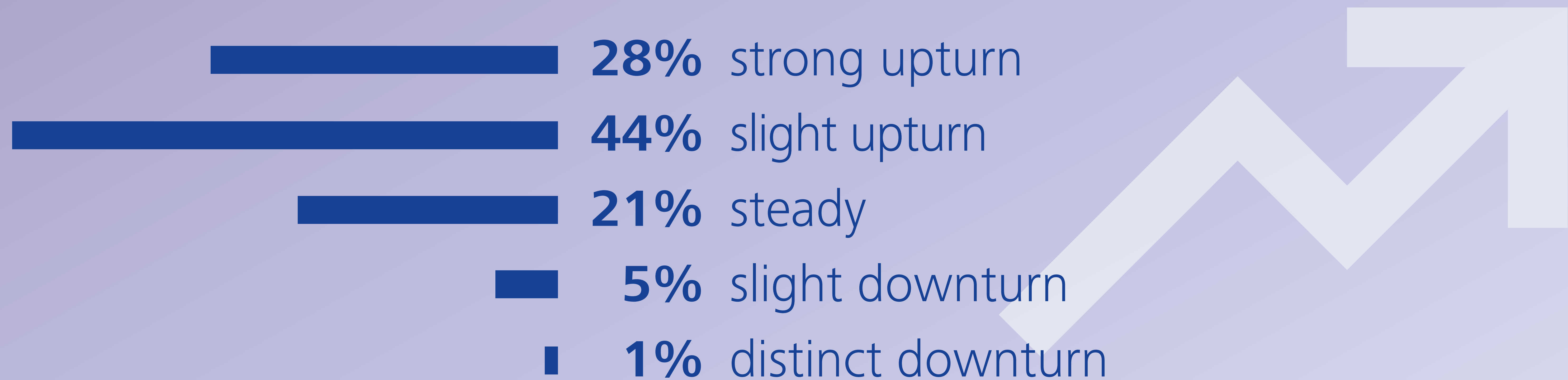


97%

were satisfied with their visit
to embedded world 2023

ECONOMIC SITUATION IN SECTOR

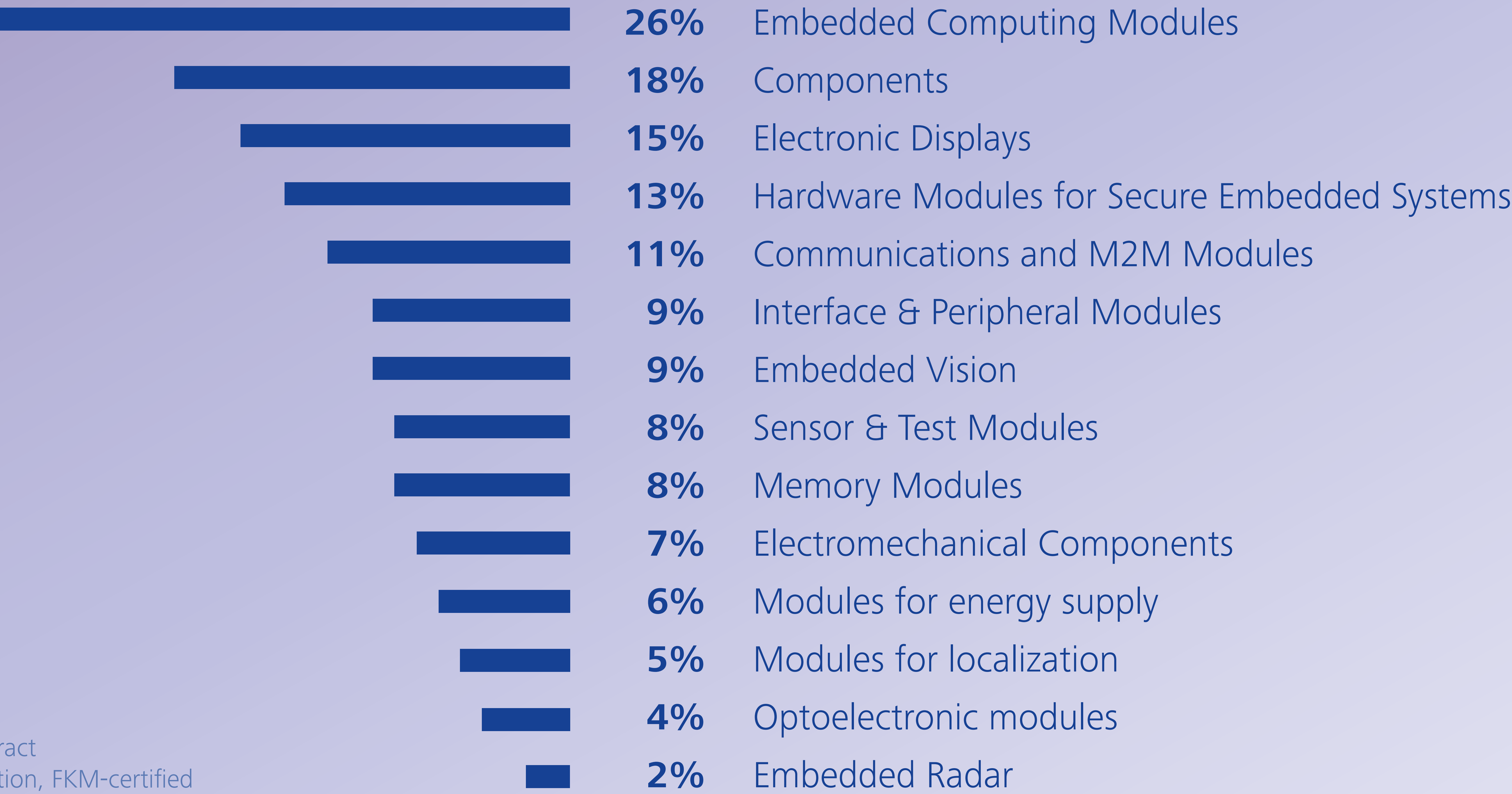
THIS IS HOW VISITORS RATE THE CURRENT ECONOMIC SITUATION IN THEIR SECTOR:



Source: Visitor survey according to FKM guidelines

EXHIBITOR PRODUCT CATEGORY

HARDWARE



Multiple responses/extract
Source: Visitor registration, FKM-certified

EXHIBITOR PRODUCT CATEGORY

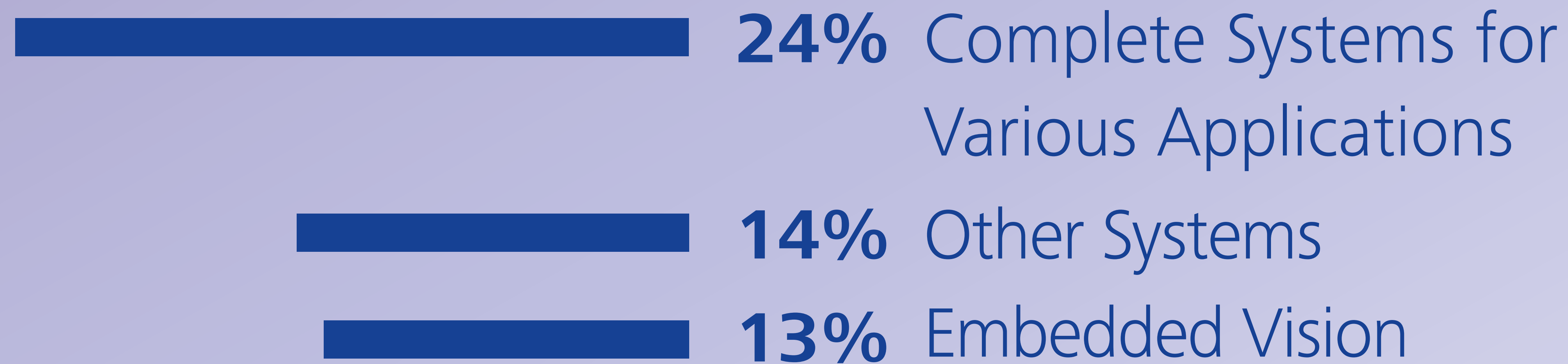
TOOLS



Multiple responses/extract
Source: Visitor registration, FKM-certified

EXHIBITOR PRODUCT CATEGORY

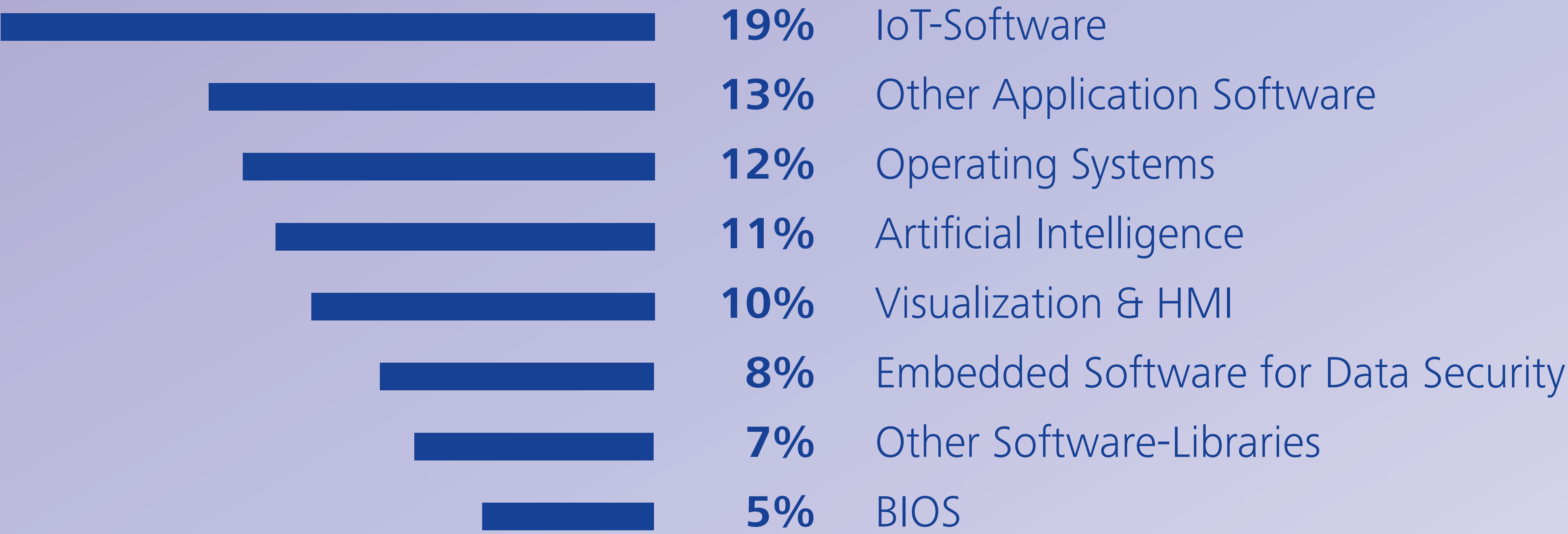
SYSTEMS



Multiple responses/extract
Source: Visitor registration, FKM-certified

EXHIBITOR PRODUCT CATEGORY

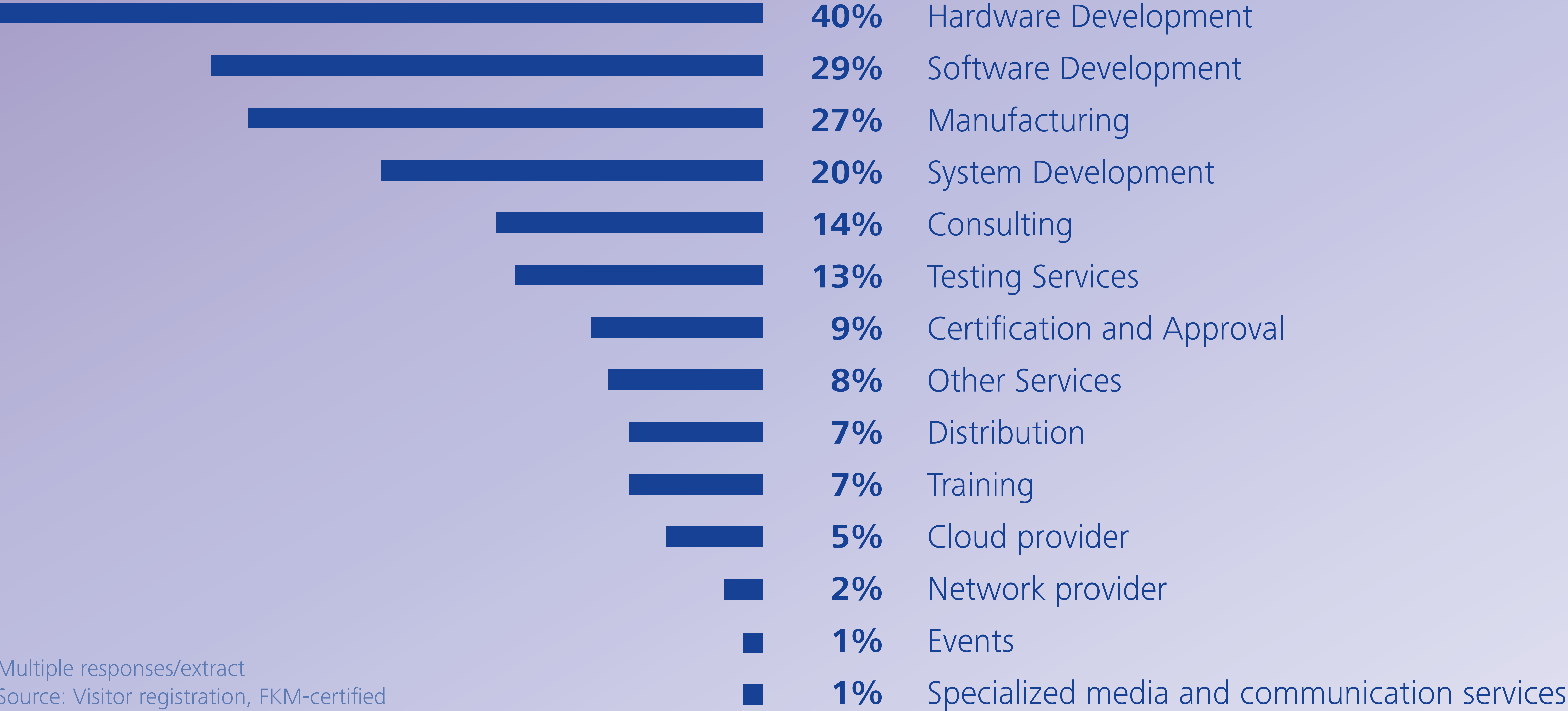
SYSTEM & APPLICATION SOFTWARE



Multiple responses/extract
Source: Visitor registration, FKM-certified

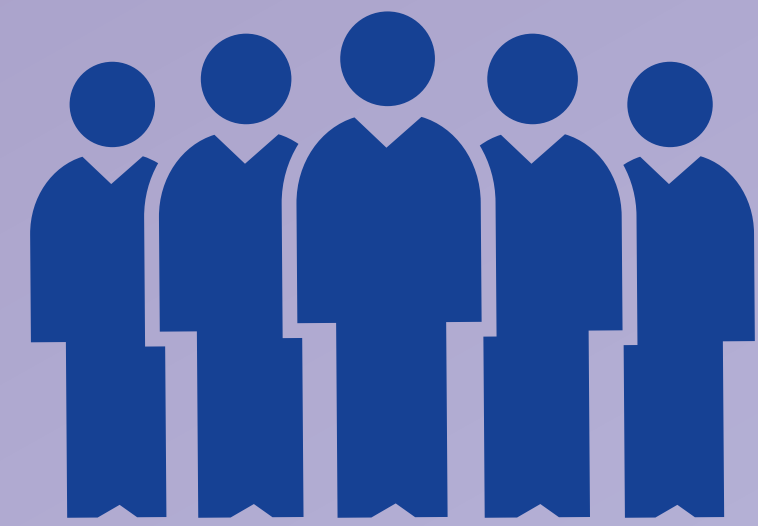
EXHIBITOR PRODUCT CATEGORY

SERVICES



Multiple responses/extract
Source: Visitor registration, FKM-certified

TOP MARKS FROM THE EXHIBITORS



95%

reached their most important
target groups during
embedded world 2023



94%

were satisfied with
the overall success
of their participation



94%

established new
business relations



89%

expect follow-up
business from the event



April 2023, NürnbergMesse GmbH
Deviations from 100% possible due
to rounding up

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. The event analysis is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Business Analytics & Strategy, T +49 9 11 86 06-0, F +49 9 11 86 06-82 28, info@nuernbergmesse.de.