

embeddedworld

Exhibition&Conference

SHOW REPORT

9 – 11.4.2024

NUREMBERG | GERMANY

NÜRNBERG / MESSE

SUCCESS NUMBERS EMBEDDED WORLD 2024

Total

Germany

International



Exhibitors

1,136

381

755

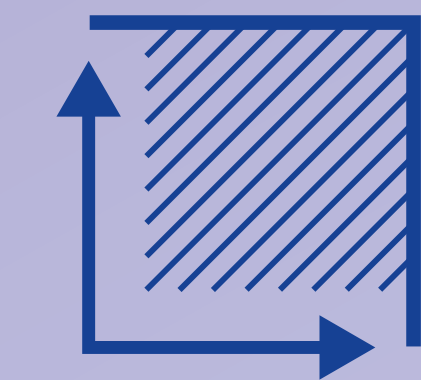


Visitors

32,438

18,528

13,910



Exhibition space
gross

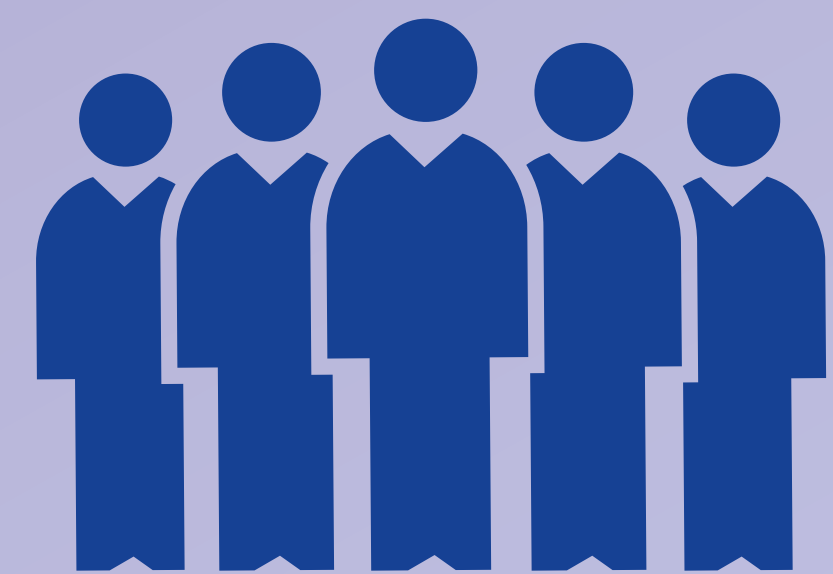
58,200 m²

Exhibitor stand
space

30,851 m²

Structural data FKM-certified

EMBEDDED WORLD CONFERENCE AND ELECTRONIC DISPLAYS CONFERENCE



1,871

participants and speakers
from **45** countries



15 Keynotes

81 Sessions

17 Classes

ORIGIN OF VISITORS



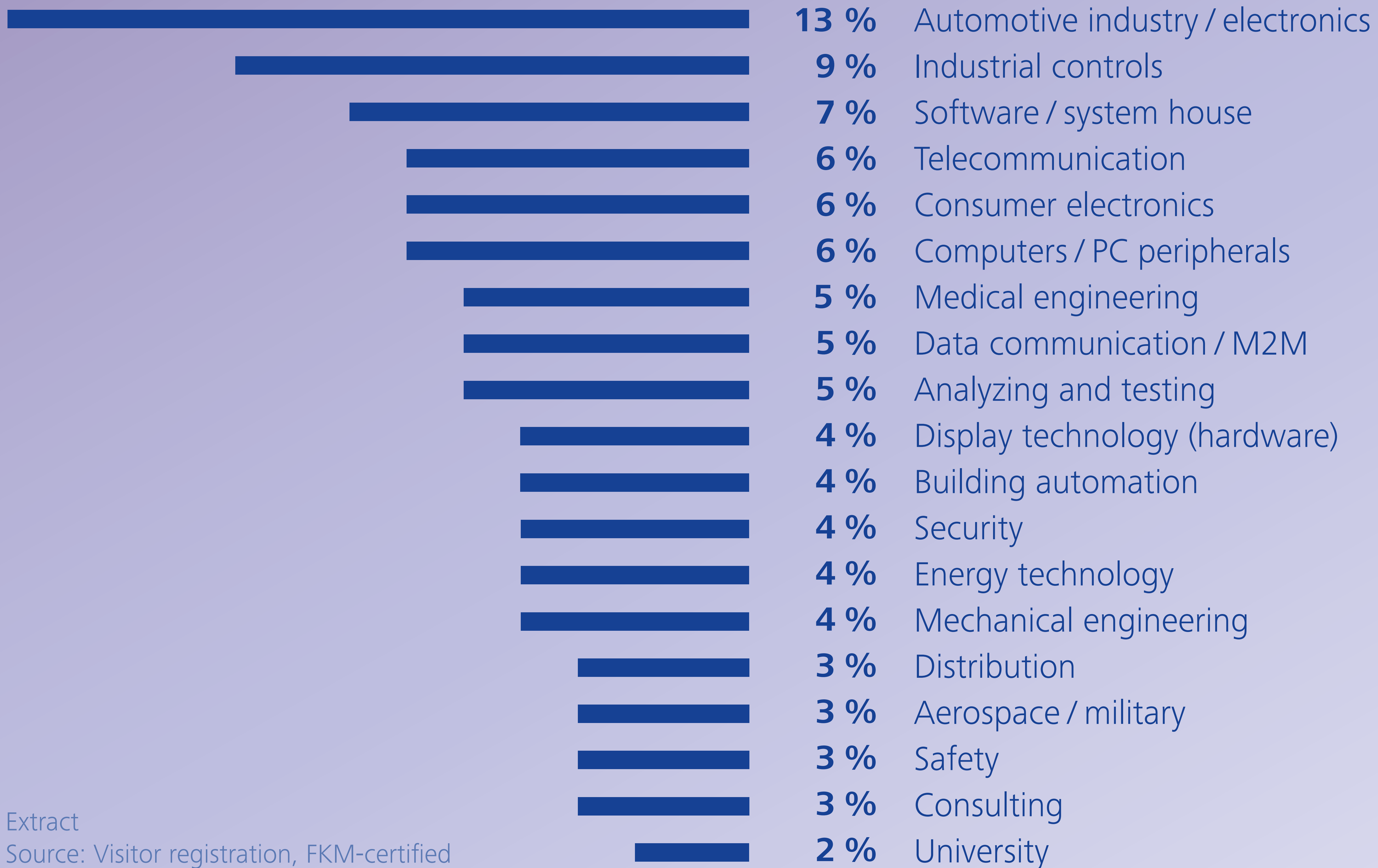
Number of countries total: **85**

Top 10 International

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

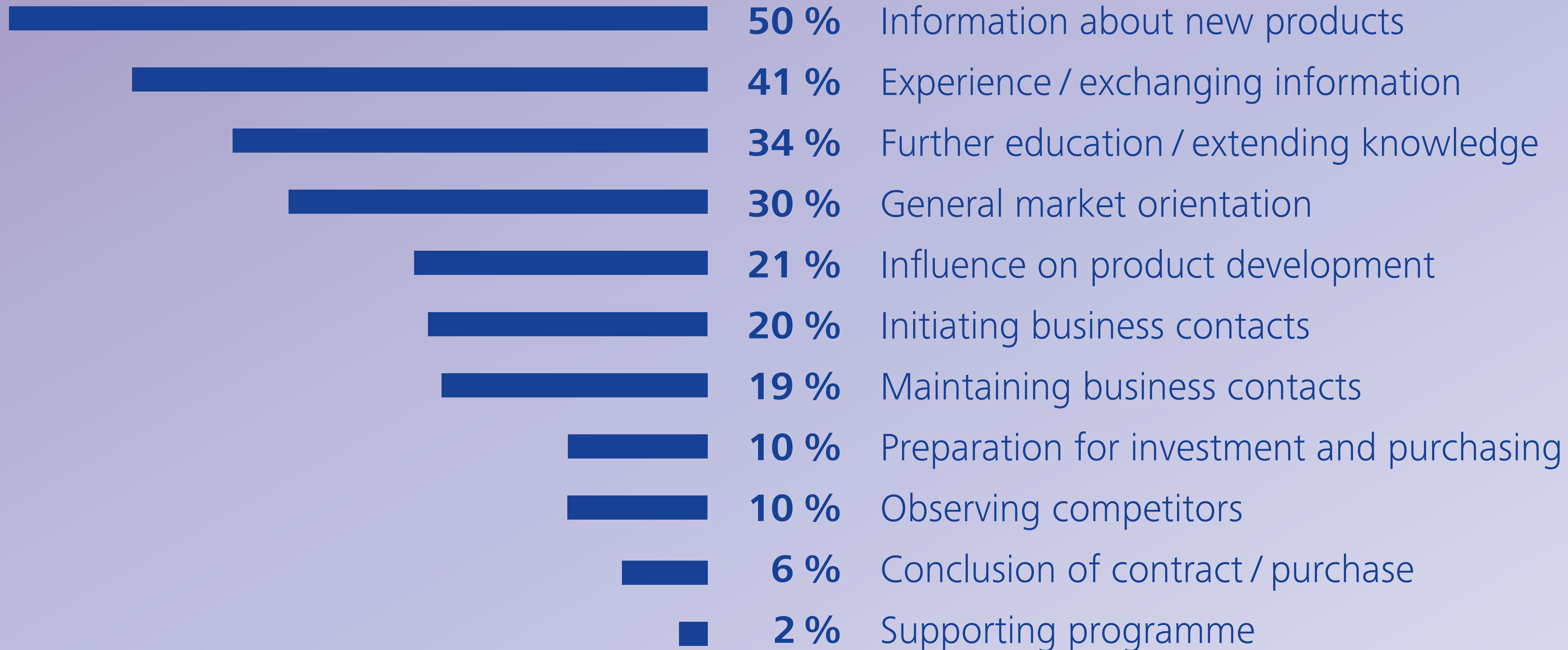
Source: Visitor registration,
FKM-certified

VISITOR SEGMENTS



Extract
Source: Visitor registration, FKM-certified

REASONS FOR VISITING



Multiple responses / extract

Source: Visitor survey according to FKM guidelines

TOP MARKS FROM THE VISITORS



99 %

were satisfied with the
range of products
and services presented
at embedded world 2024



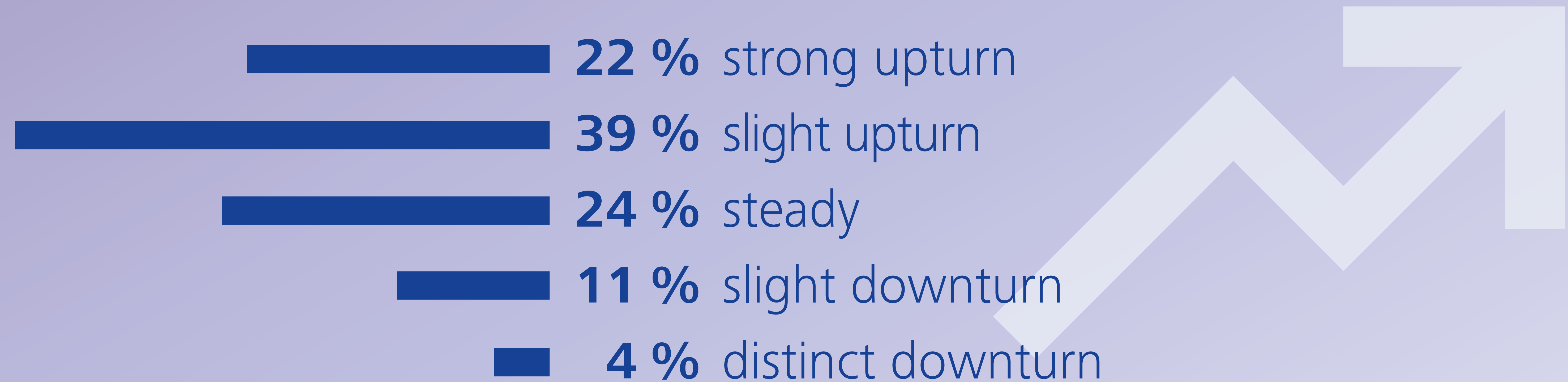
97 %

were satisfied with their visit
to embedded world 2024

Source: Visitor survey according to FKM guidelines

ECONOMIC SITUATION IN SECTOR

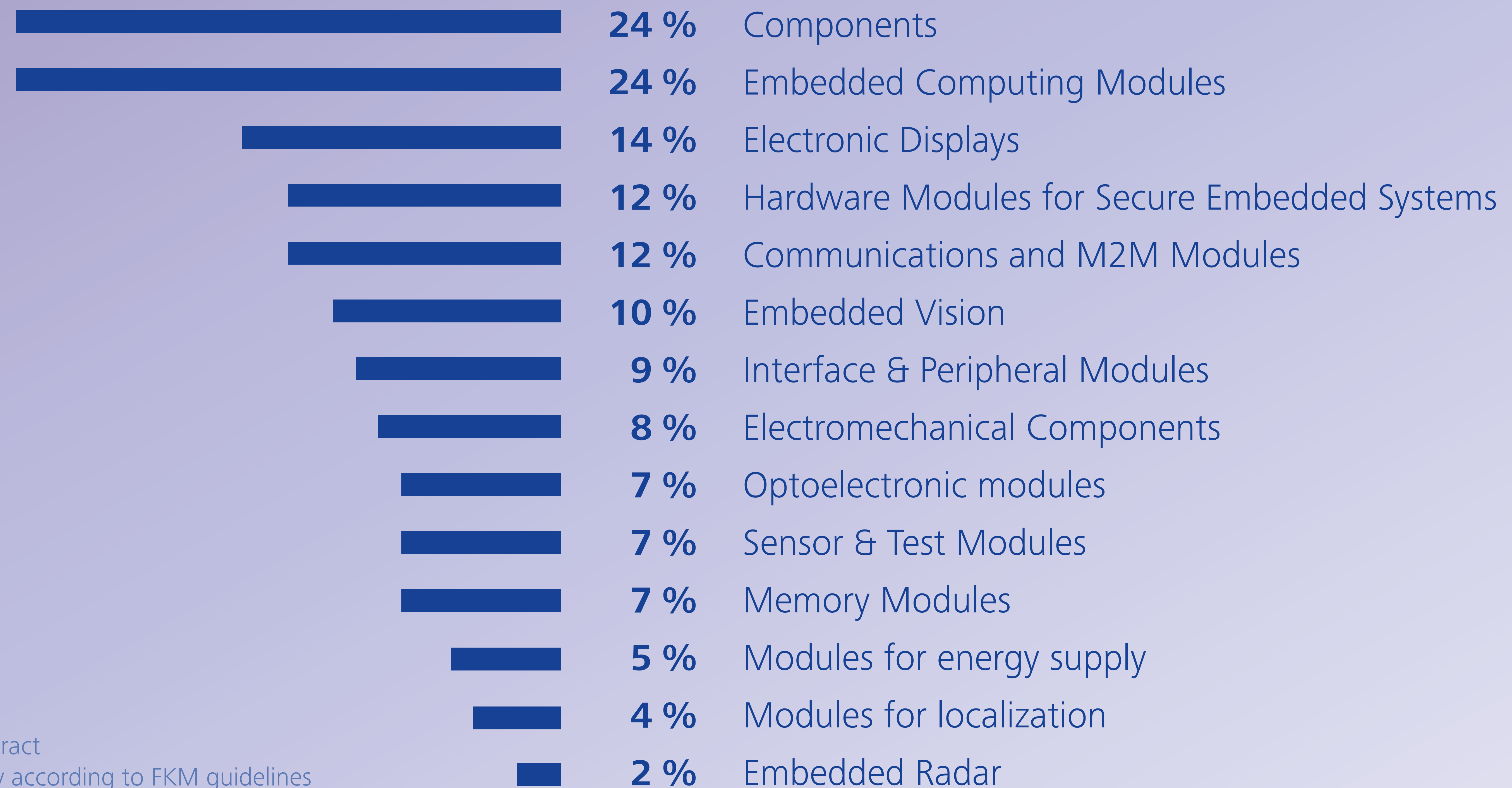
THIS IS HOW VISITORS RATE THE CURRENT ECONOMIC SITUATION IN THEIR SECTOR:



Source: Visitor survey according to FKM guidelines

EXHIBITOR PRODUCT CATEGORY

HARDWARE



Multiple responses / extract
Source: Exhibitor survey according to FKM guidelines

EXHIBITOR PRODUCT CATEGORY

TOOLS

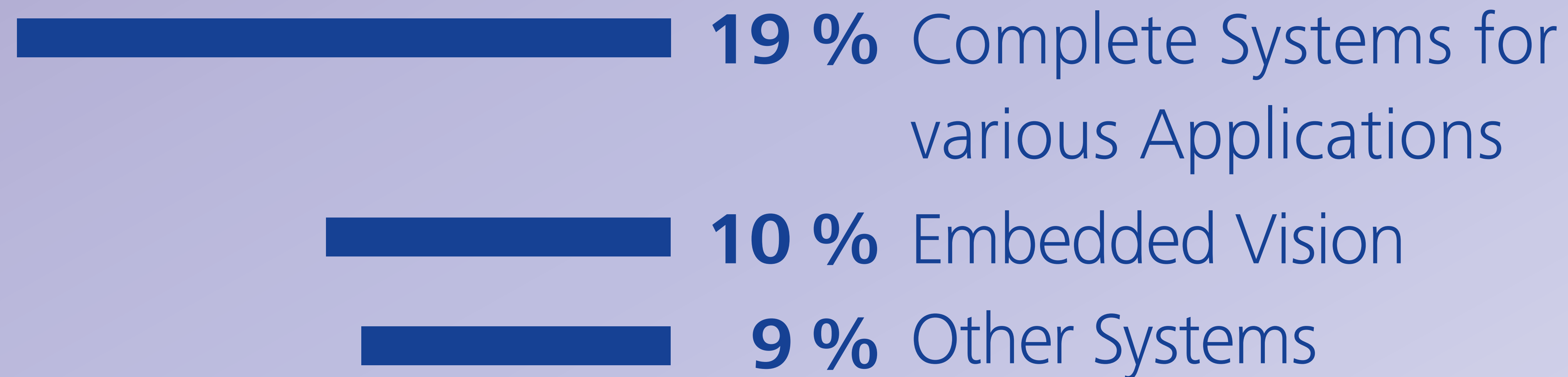


Multiple responses / extract

Source: Exhibitor survey according to FKM guidelines

EXHIBITOR PRODUCT CATEGORY

SYSTEMS



Multiple responses / extract

Source: Exhibitor survey according to FKM guidelines

EXHIBITOR PRODUCT CATEGORY

SYSTEM & APPLICATION SOFTWARE

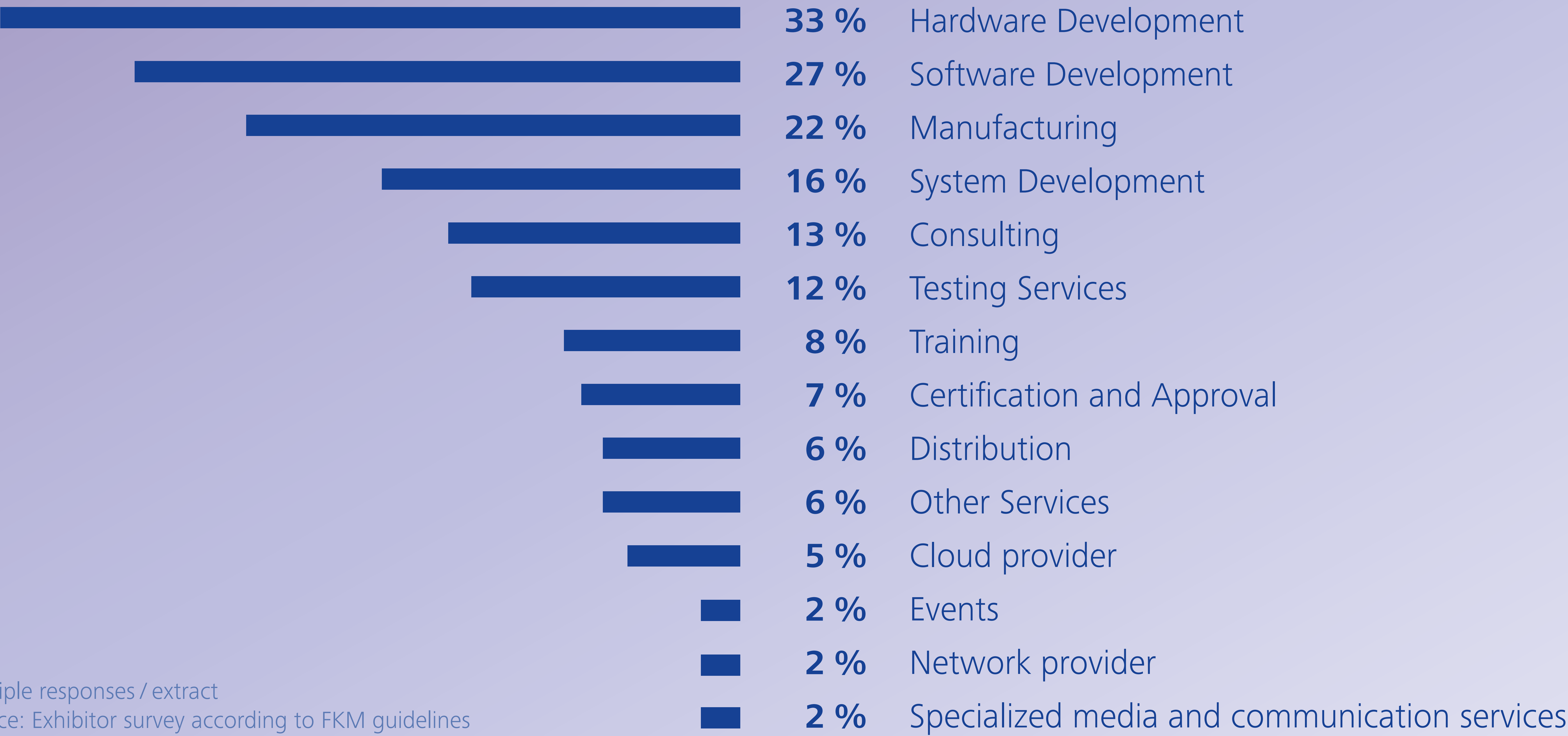


Multiple responses / extract

Source: Exhibitor survey according to FKM guidelines

EXHIBITOR PRODUCT CATEGORY

SERVICES



Multiple responses / extract

Source: Exhibitor survey according to FKM guidelines

TOP MARKS FROM THE EXHIBITORS



96 %

reached their most
important target
groups during
embedded world 2024



93 %

were satisfied with
the overall success
of their participation



95 %

established new
business relations



92 %

expect follow-up
business from the event



May 2024, 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.