

# CHILLVENTA

International Exhibition  
Refrigeration | AC & Ventilation | Heat Pumps

Nürnberg  
16.–18.10.2018

Show Report

CONNECTING  
EXPERTS.



[chillventa.de](http://chillventa.de)

NÜRNBERG MESSE

## 1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	1,019 (981)	320 (318)	699 (663)
Visitors	35,490 (32,206)	14,972 (13,912)	20,518 (18,294)
Total exhibition space (in m <sup>2</sup> )	75,200 (72,200)	— (—)	— (—)
Exhibitor stand space (in m <sup>2</sup> )	43,535 (42,735)	18,582 (19,393)	24,953 (23,342)
Special shows (in m <sup>2</sup> )	835 (826)	835 (826)	— (—)

## 2. CHILLVENTA CONGRESS & SPECIALIST FORUMS

302

**PARTICIPANTS**

from **33** countries at **43** presentations  
at Chillventa CONGRESS.

165

**PRESENTATIONS**

at the specialist forums in the halls.

## 3. MEDIA

198

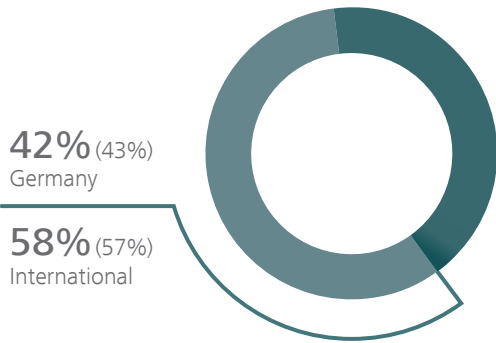
accredited journalists from **21** countries.

221,076

visits and **1,433,412** page impressions from **132** countries  
at [www.chillventa.de](http://www.chillventa.de) from 18.10.2017 to 18.10.2018.

## 4. VISITOR REGISTRATION

### 4.1 ORIGIN OF VISITORS



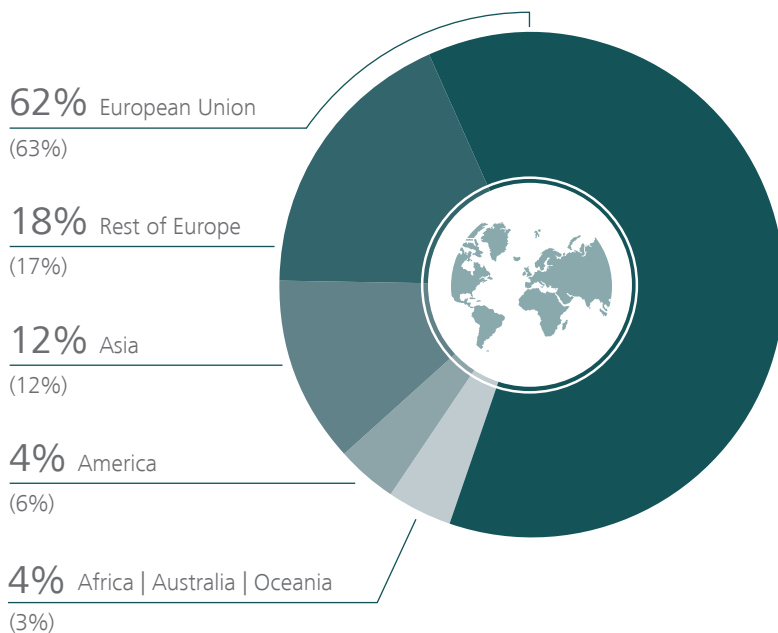
NUMBER OF COUNTRIES:

**126**  
(114)

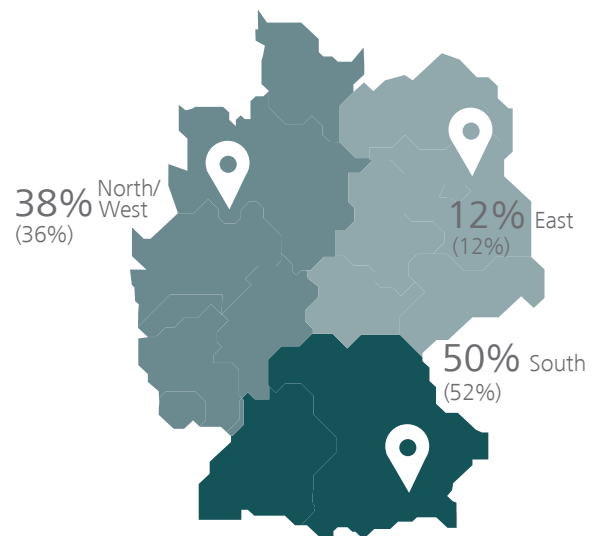
#### TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



#### STRUCTURE OF INTERNATIONAL VISITORS



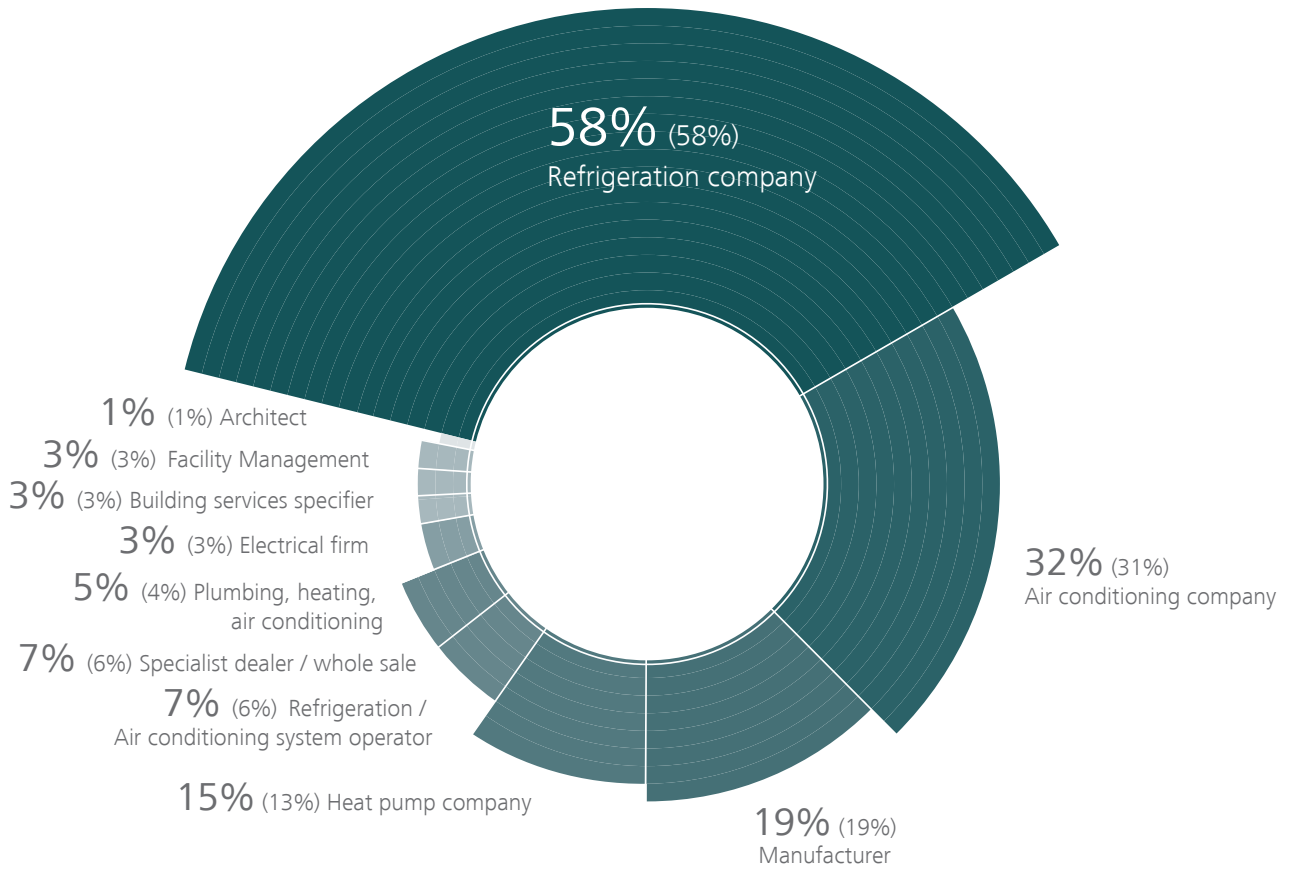
#### STRUCTURE OF GERMAN VISITORS



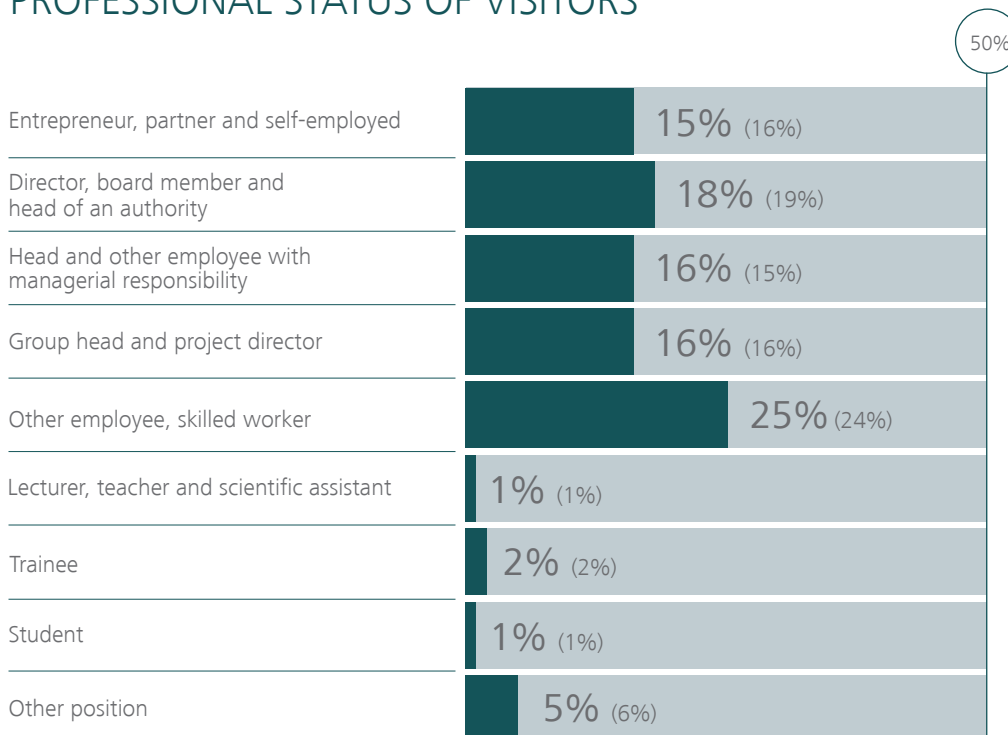


## 4.2 BRANCH

(multiple answers, extract)



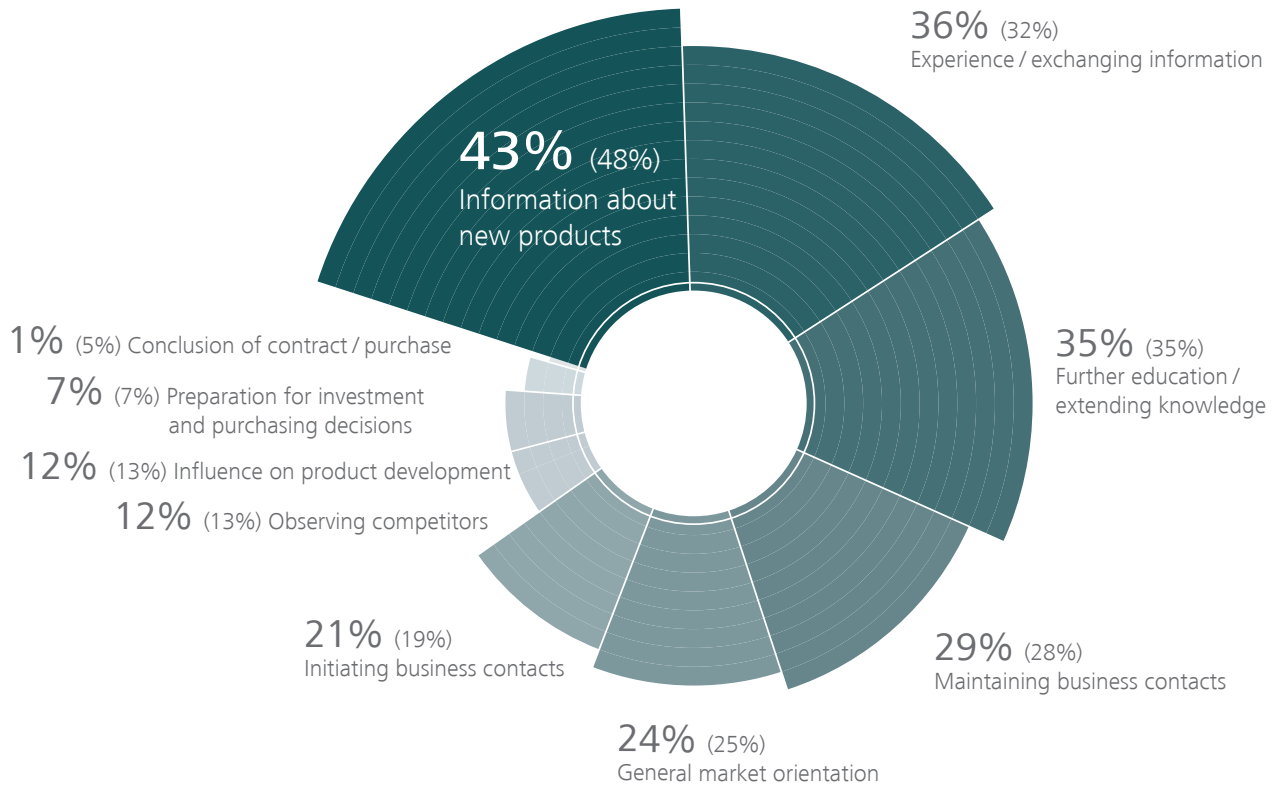
## 4.3 PROFESSIONAL STATUS OF VISITORS



## 5. VISITOR SURVEY

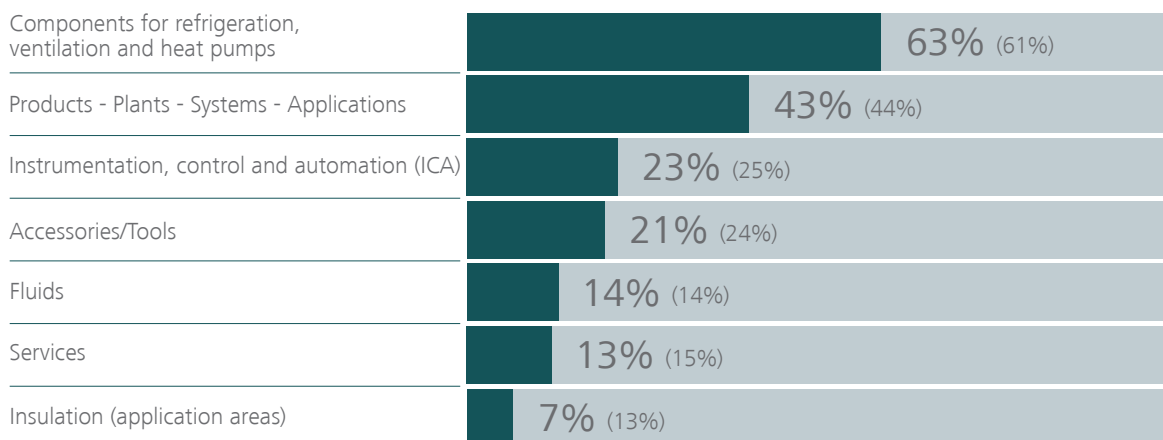
### 5.1 MAIN REASON FOR VISIT

What are the main reasons for your visit to Chillventa 2018? (Multiple answers, extract)



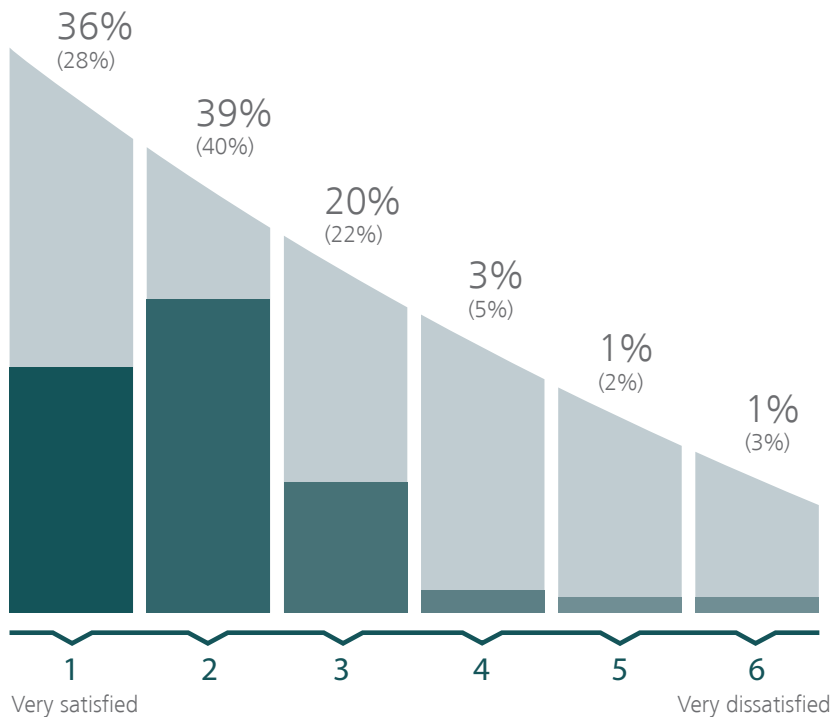
### 5.2 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at Chillventa 2018? (Multiple answers)



### 5.3 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at Chillventa 2018?

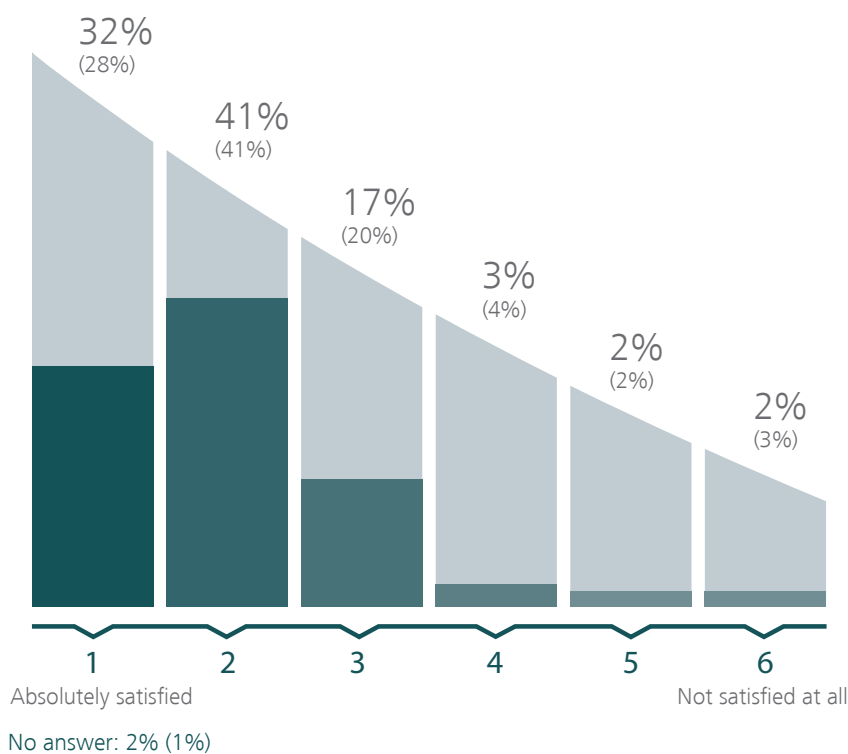


# 98 %

98% (95%) of the visitors were satisfied with the range of products and services presented at Chillventa 2018.

### 5.4 OVERALL SATISFACTION

How satisfied are you overall with your visit to Chillventa 2018 so far?



# 93 %

93% (93%) of the visitors were satisfied with their visit to the trade fair.

## 5.5 ECONOMIC SITUATION IN SECTOR

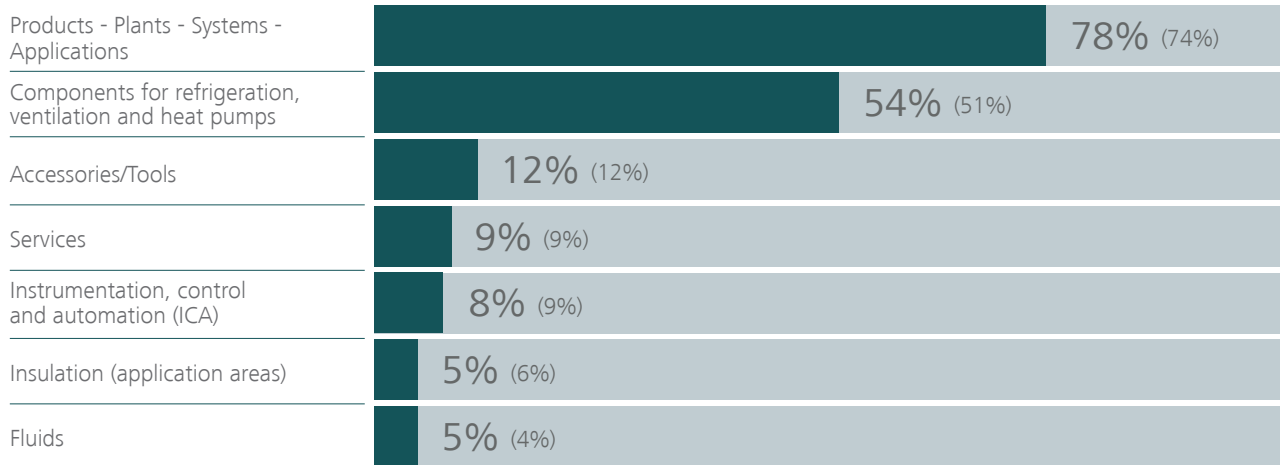
How do you rate the current economic situation in your sector?



## 6. EXHIBITOR SURVEY

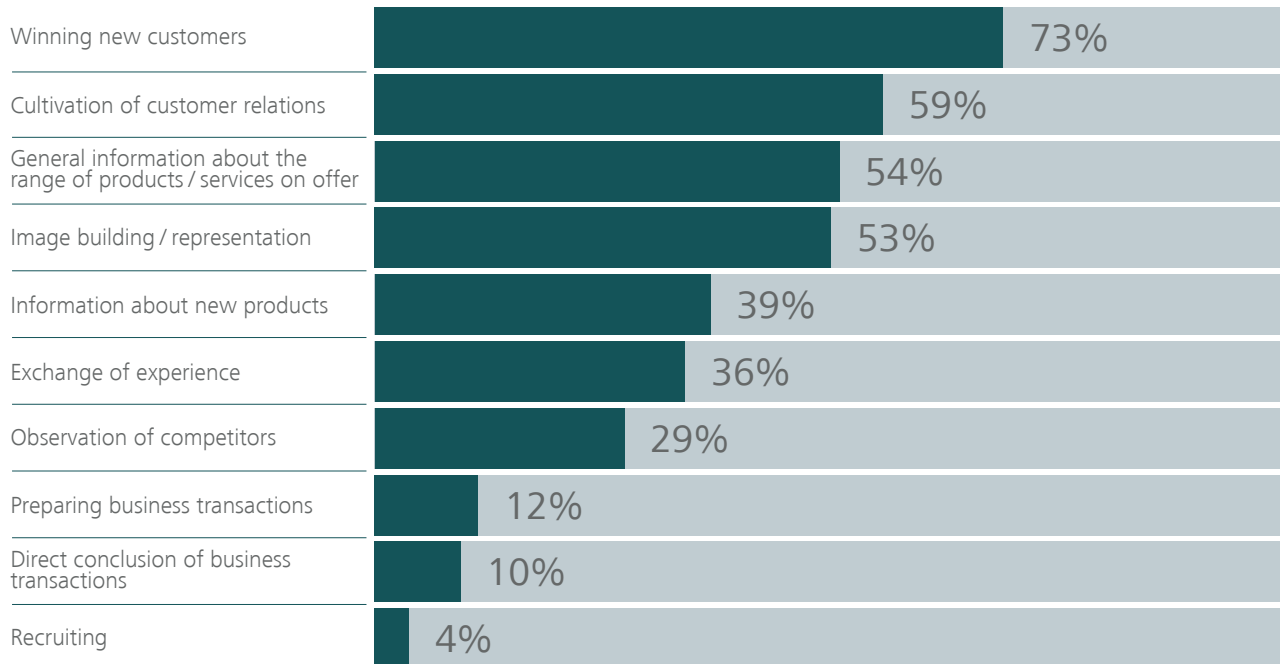
### 6.1 PRODUCT GROUPS (of exhibitors)

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



### 6.2 EXHIBITORS' OBJECTIVES\*

What were your company's objectives for exhibiting at Chillventa 2018? (Multiple answers, extract)





## 6.3 TARGET GROUP ACCURACY

Did you reach your most important target groups at Chillventa 2018?

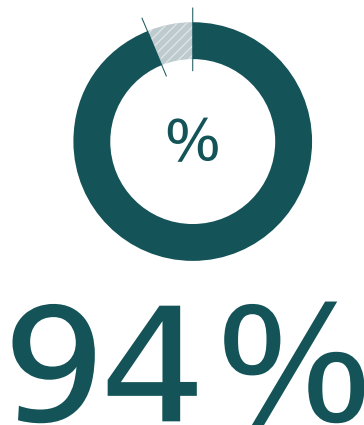


95% (96%) of the exhibitors reached their most important target groups during Chillventa 2018.

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## 6.4 NEW BUSINESS RELATIONS

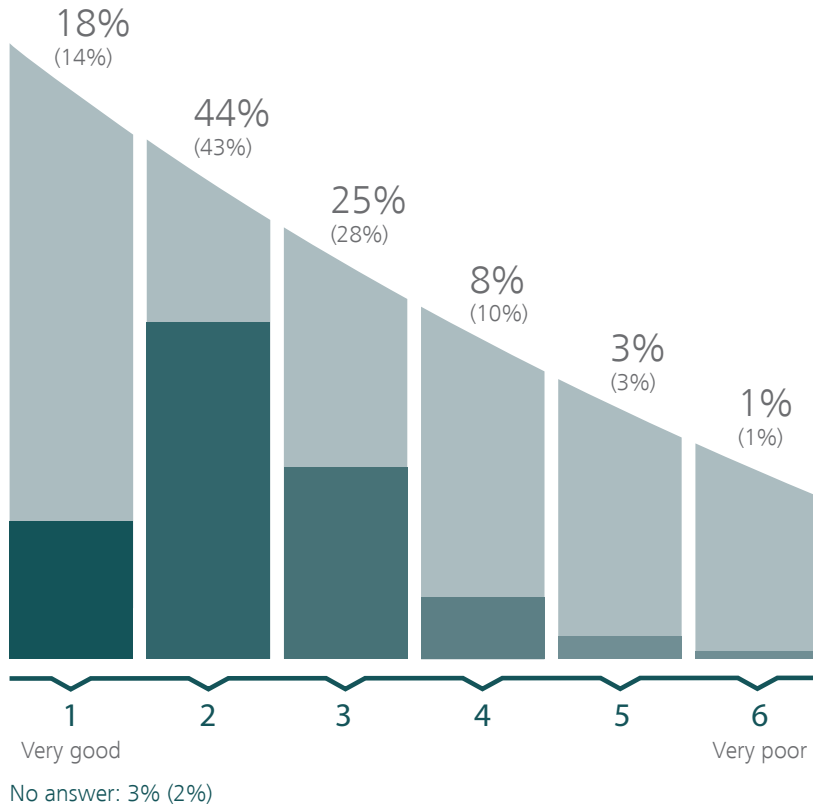
To what extent did your company make new business connections in the course of the fair?



94% (93%) of the exhibitors established new business relations.

## 6.5 QUALITY OF VISITORS

How do you rate the quality of the visitors at your stand?

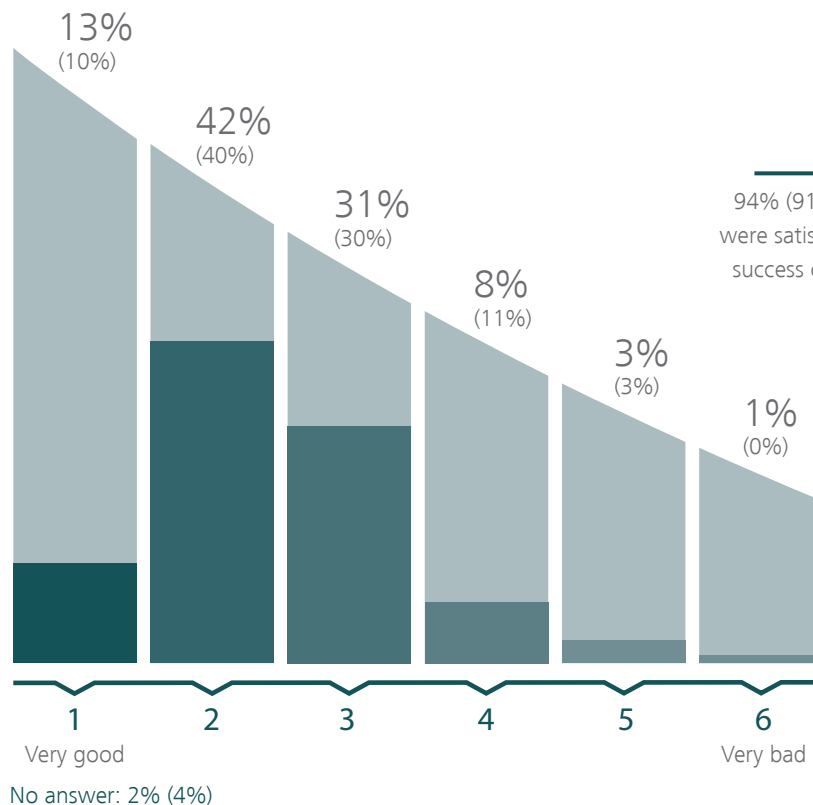


# 95 %

95% (95%) of the exhibitors were satisfied with the quality of the visitors at their stands.

## 6.6 OVERALL SUCCESS

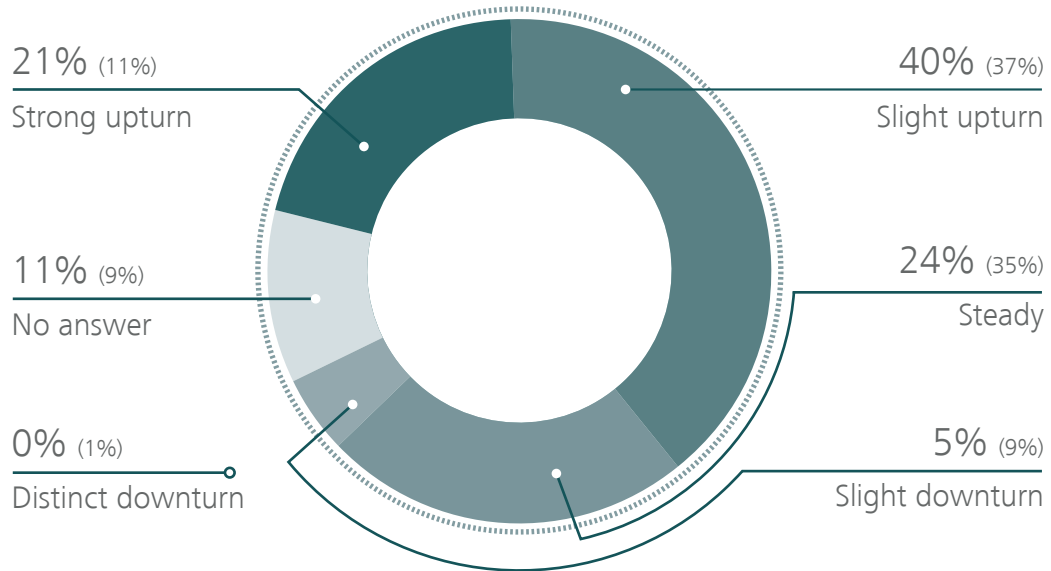
How successful do you think taking part in Chillventa 2018 was for your company overall?



94% (91%) of the exhibitors were satisfied with the overall success of their participation in Chillventa 2018.

## 6.7 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](http://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, Market Research,  
T +49 9 11 8606-0, F +49 9 11 8606-82 28, [info@nuernbergmesse.de](mailto:info@nuernbergmesse.de)

November 2018  
NürnbergMesse GmbH  
- Market Research -

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