

FACH PACK

PACKAGING & MORE
27-29.9.2016 | NUREMBERG
SHOW REPORT

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	1,542 (1,565)	1,044 (1,069)	498 (496)
Visitors	41,014 (44,022)	30,708 (33,735)	10,306 (10,287)
Total exhibition space (in m ²)	105,000 (105,500)	— (—)	— (—)
Exhibitor stand space (in m ²)	58,390 (59,238)	44,651 (46,464)	13,739 (12,774)
Special shows (in m ²)	1,392 (1,546)	1,392 (1,546)	— (—)

2. PACKBOX FORUM

The PackBox Forum was dedicated to the triad of **innovation, inspiration, information**

- **4,350** visitors on three days
- **13** thematic blocks
- **41** presentations and discussion groups on subjects as packaging, technology, processing, logistics
- **13** industry partners:
AIM-D e. V., bayern design GmbH, DFTA Flexodruck Fachverband e. V., Deutsches Verpackungsinstitut (dvi) e. V., Fachverband Faltschachtel-Industrie (FFI) e. V., Pro Carton, fraunhofer IML, fraunhofer SCS (Arbeitsgruppe für Supply Chain Services), Gütegemeinschaft Paletten e. V., Packaging Valley e. V., PackReport (dfv), PrintCity GmbH + Co. KG, Verpackungs-Rundschau (Keppler Medien)

3. MEDIA

316

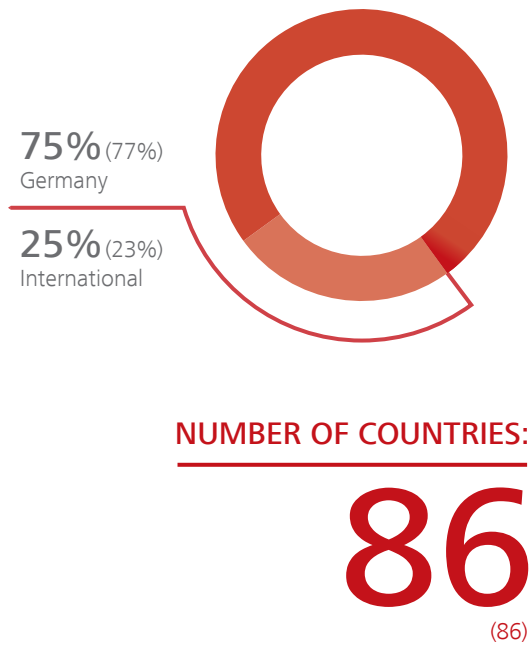
accredited journalists from **13** countries

500,165

visits and **3,777,851** page impressions from **121** countries at www.fachpack.de from 02.10.2015 to 29.09.2016

4. VISITOR REGISTRATION

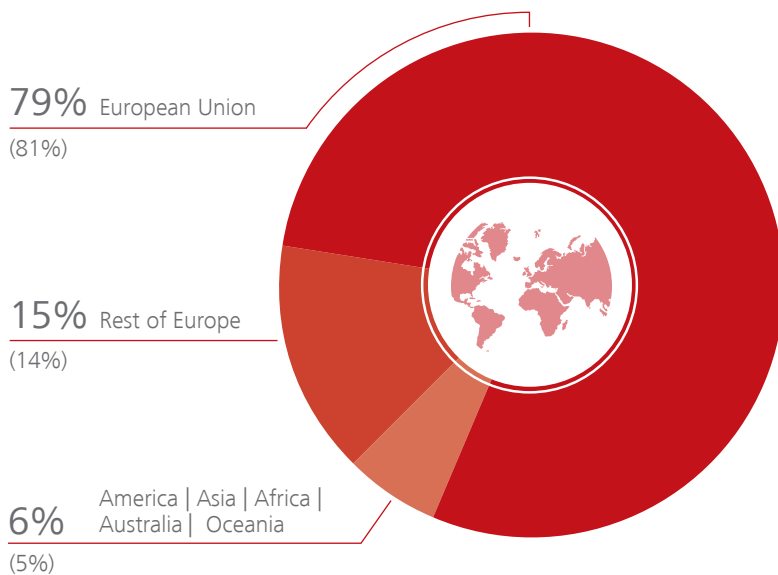
4.1 ORIGIN OF VISITORS



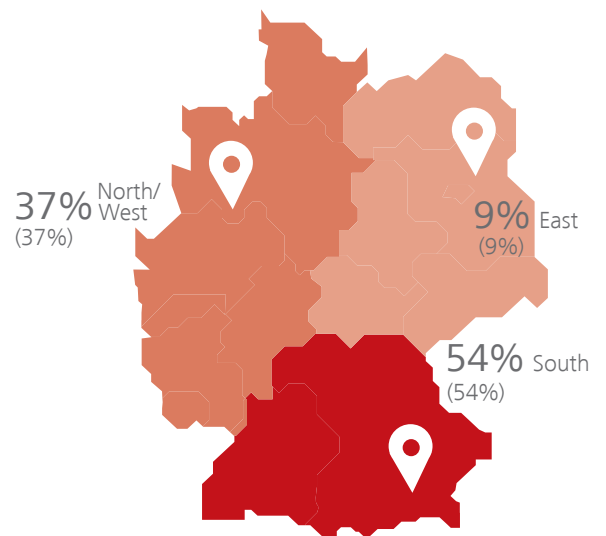
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



STRUCTURE OF INTERNATIONAL VISITORS

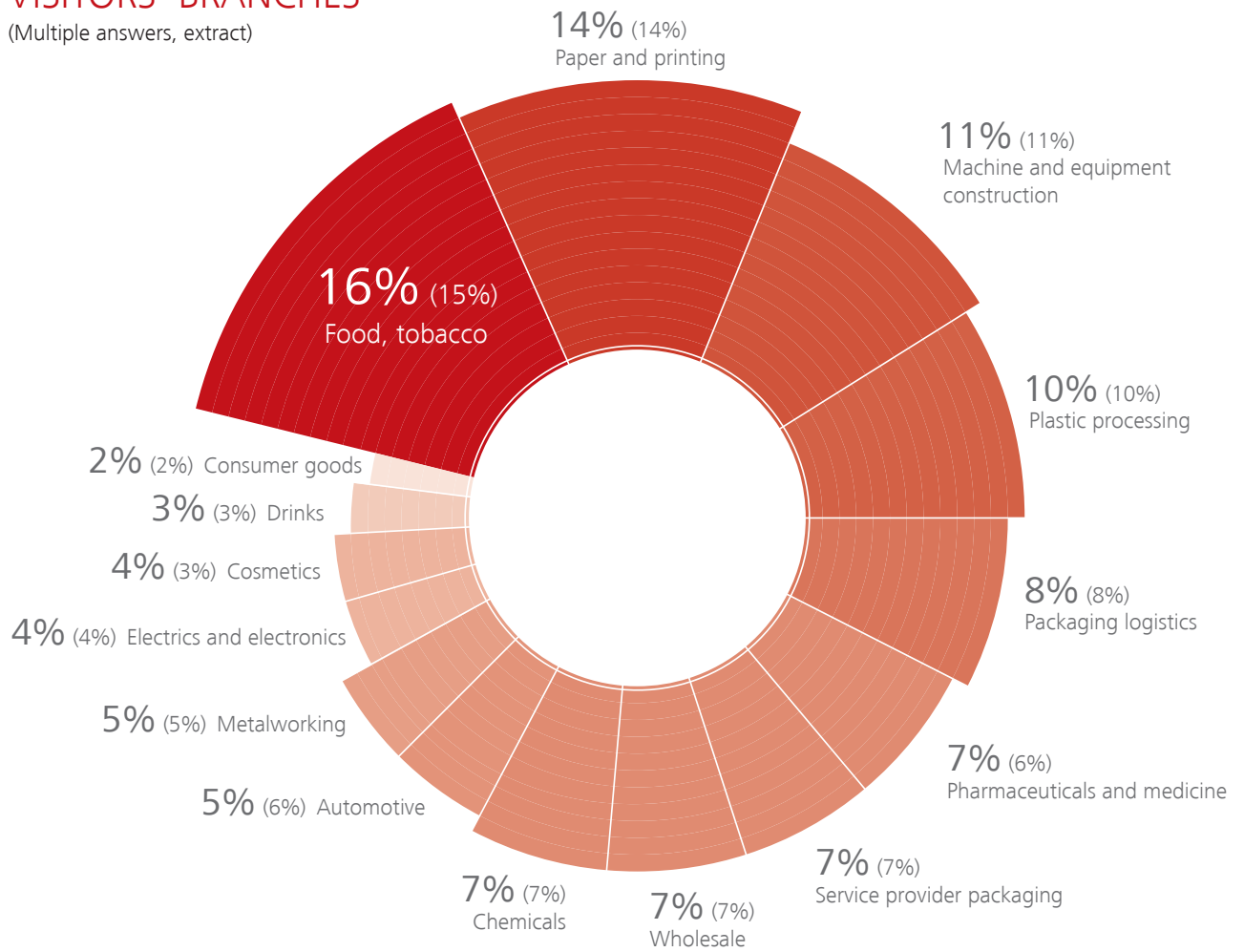


STRUCTURE OF GERMAN VISITORS

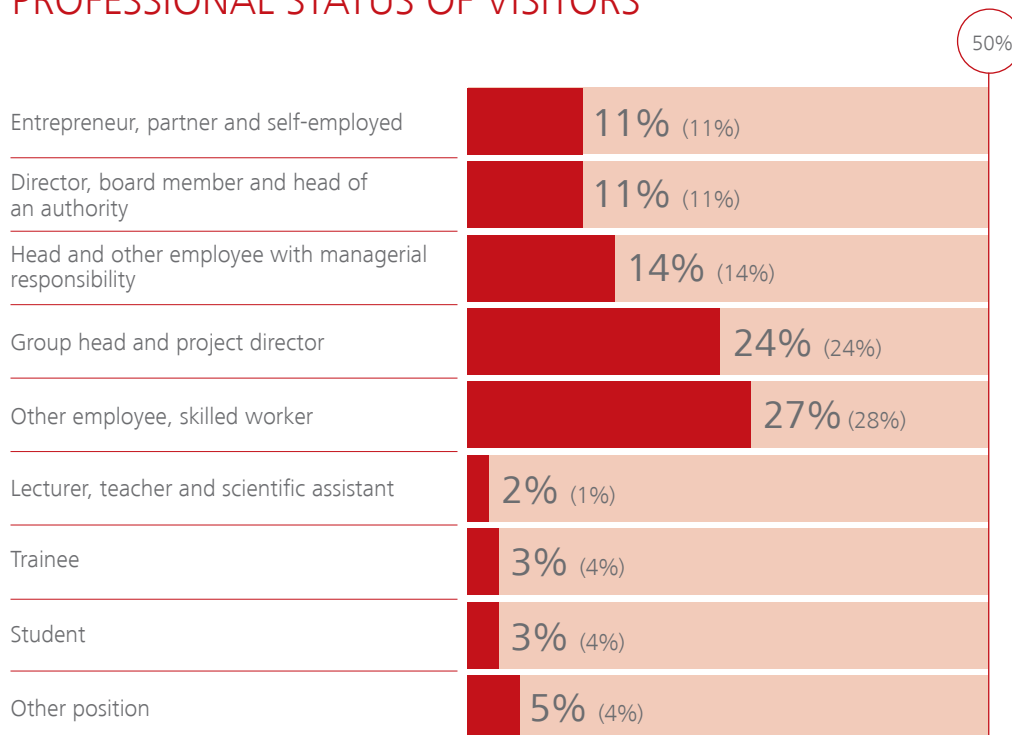


4.2 VISITORS' BRANCHES

(Multiple answers, extract)



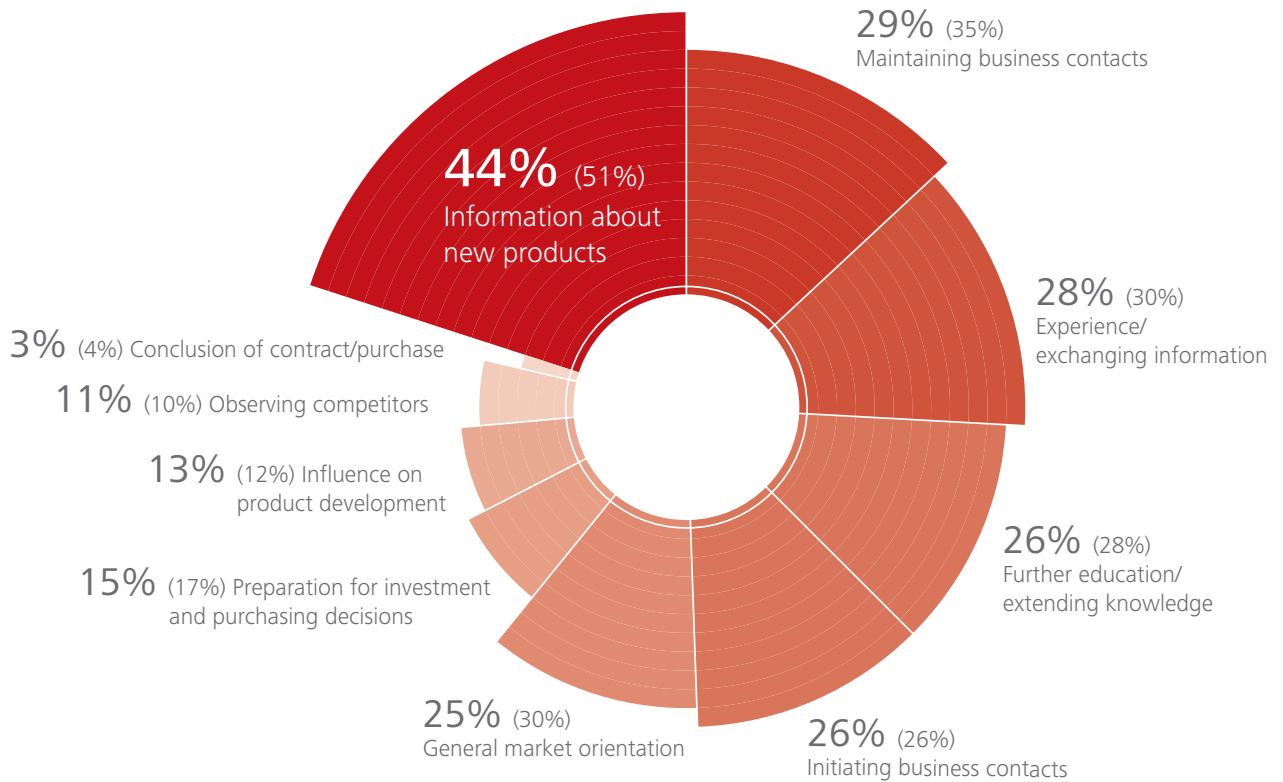
4.3 PROFESSIONAL STATUS OF VISITORS



5. VISITOR SURVEY

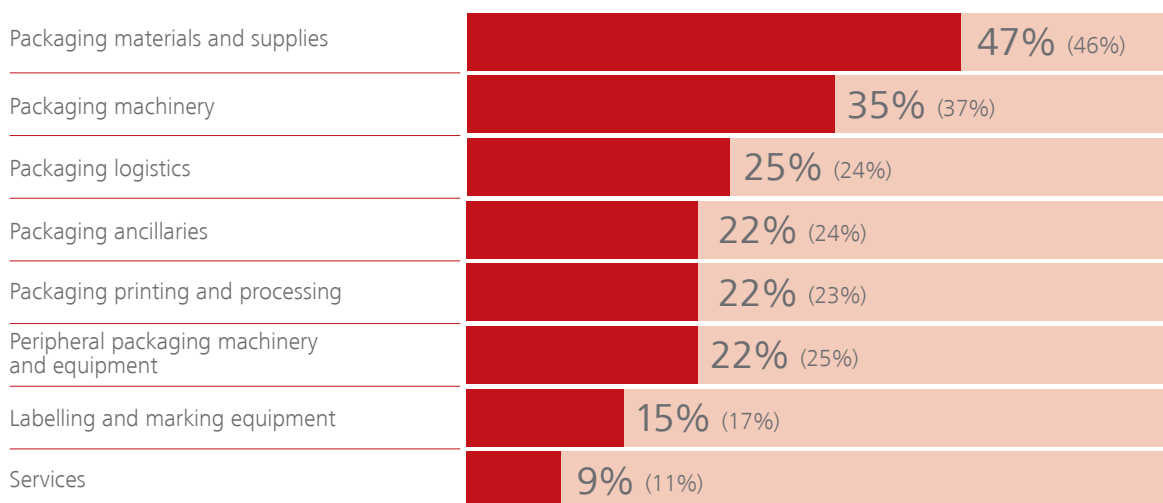
5.1 MAIN REASONS FOR VISIT

What are the main reasons for your visit to FachPack 2016? (Multiple answers, extract)



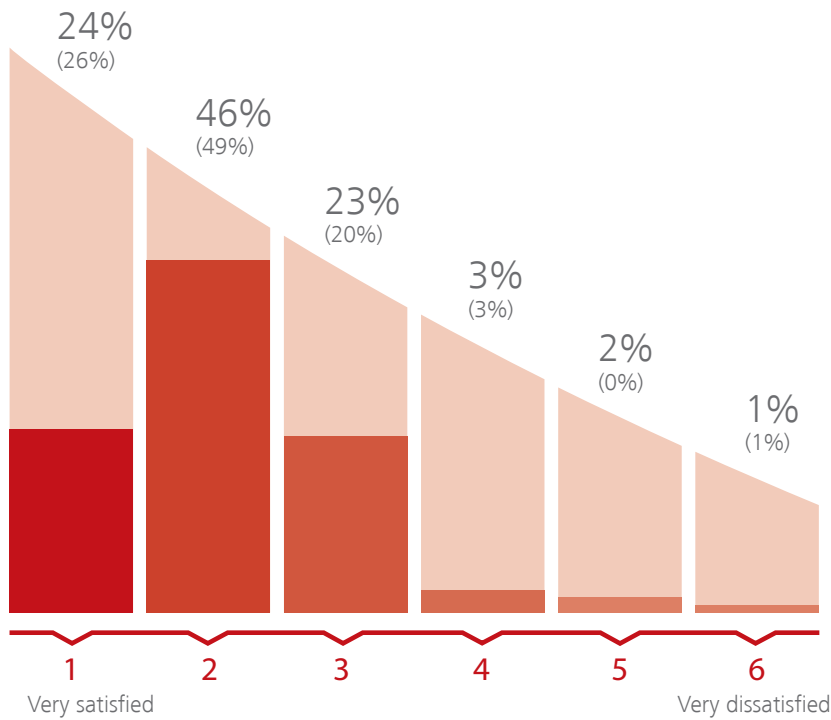
5.2 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at FachPack 2016? (Multiple answers)



5.3 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at FachPack 2016?

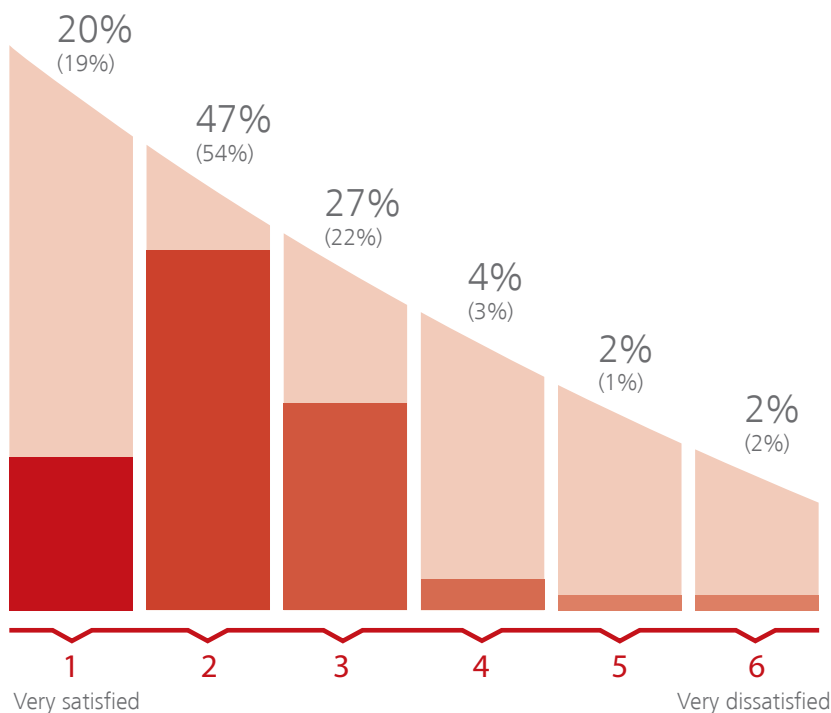


96 %

96% (98%) of the visitors were satisfied with the range of products and services presented at FachPack 2016.

5.4 OPPORTUNITIES FOR INFORMATION AND CONTACT

How satisfied are you with the opportunities for obtaining information and establishing contacts at the exhibitors' stands?

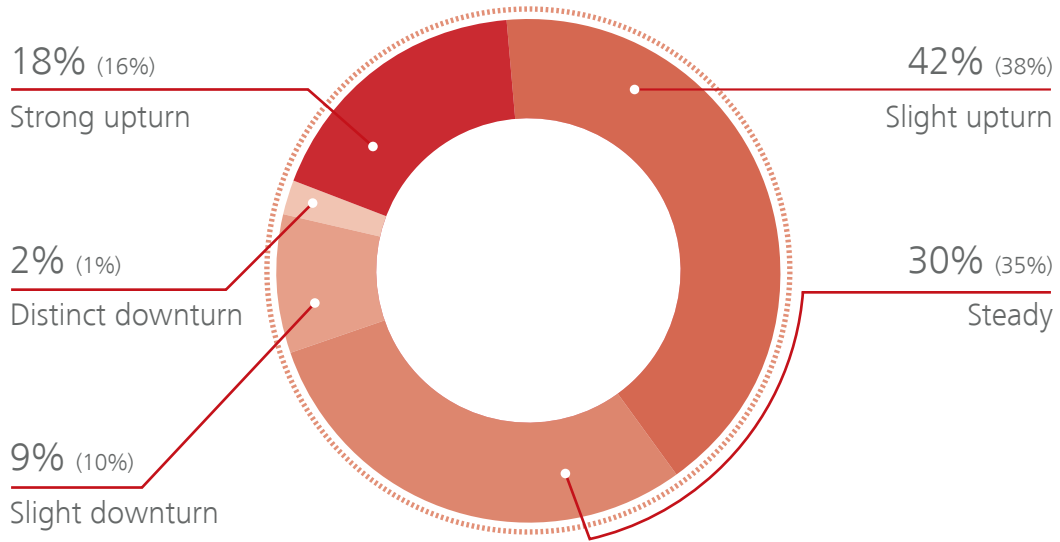


98 %

98% (98%) of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

5.5 ECONOMIC SITUATION IN SECTOR

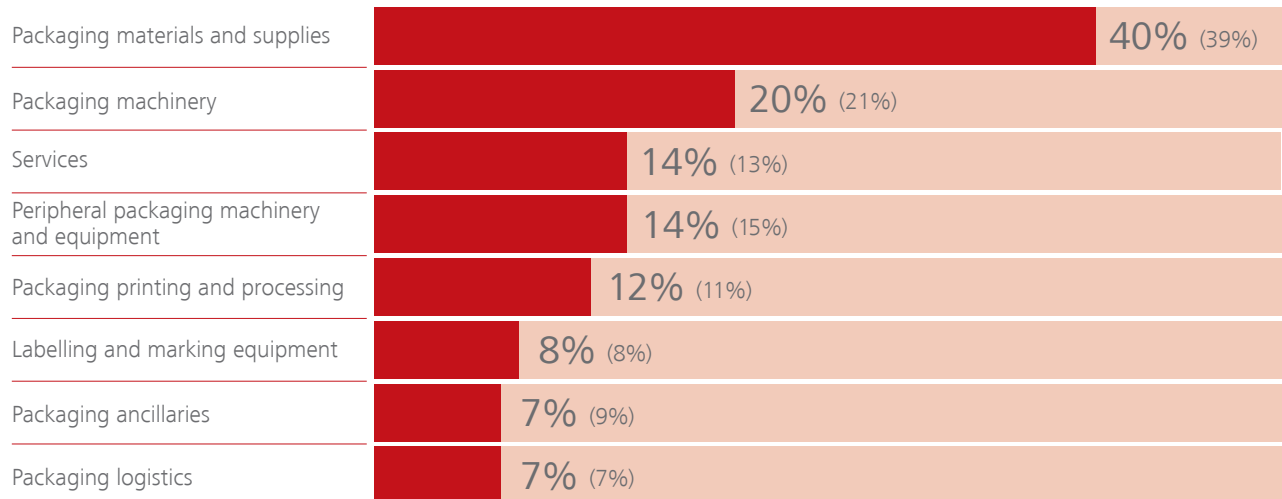
How do you rate the current economic situation in your sector?



6. EXHIBITOR SURVEY

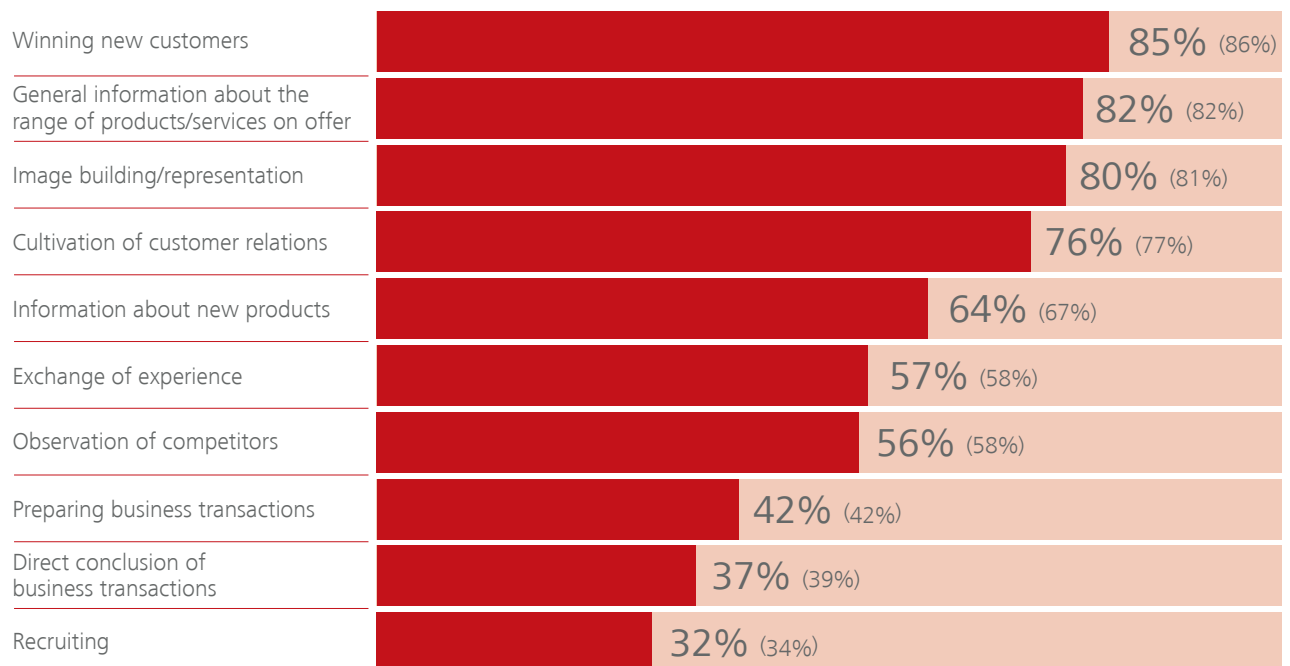
6.1 PRODUCT GROUPS (of exhibitors)

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



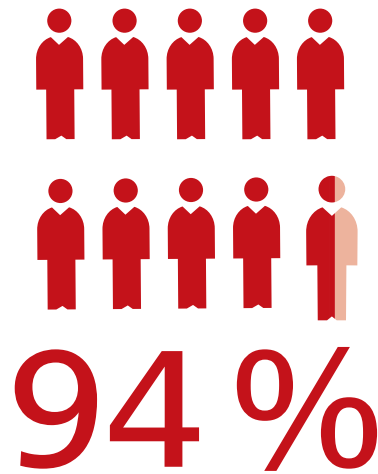
6.2 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at FachPack 2016? (Multiple answers, extract)



6.3 TARGET GROUP ACCURACY

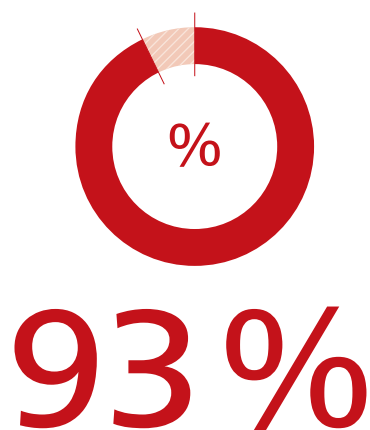
Did you reach your most important target groups at FachPack 2016?



94% (96%) of the exhibitors reached their most important target groups during FachPack 2016.

6.4 NEW BUSINESS RELATIONS

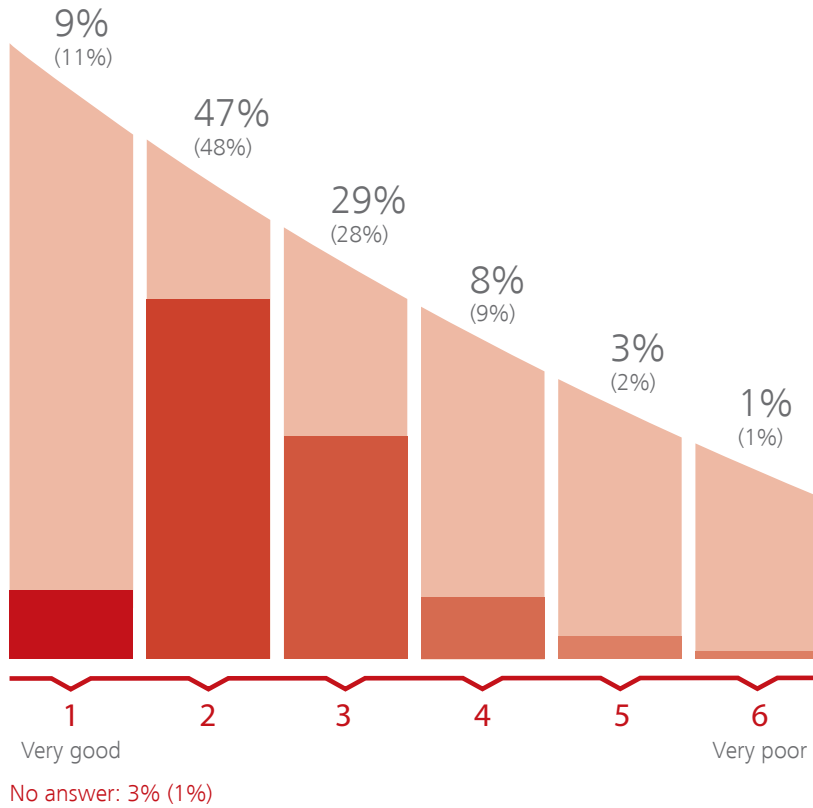
To what extent did your company make new business connections in the course of the fair?



93% (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?

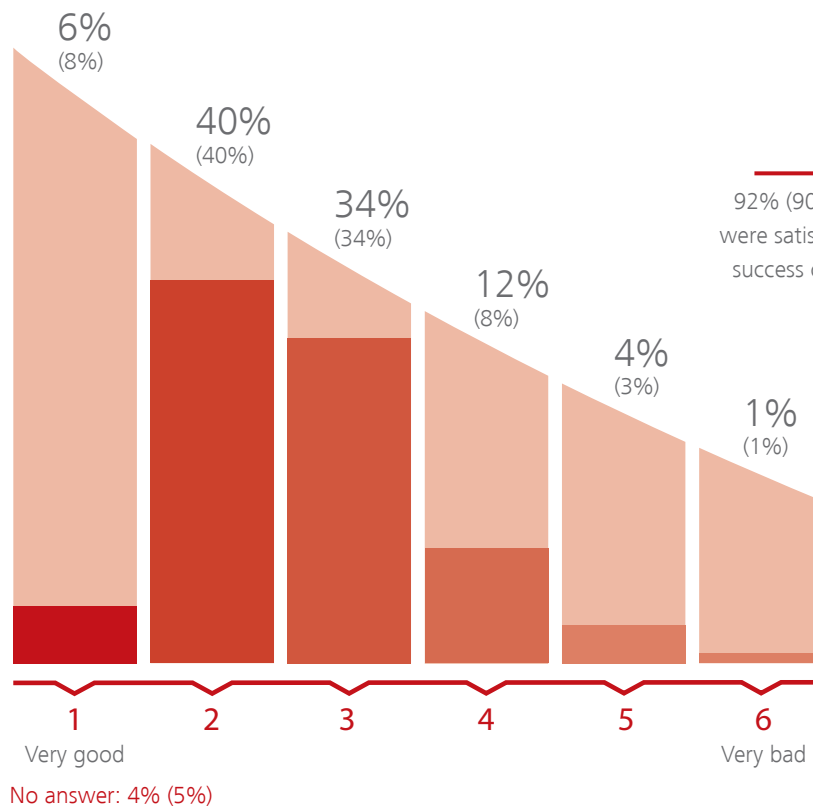


93 %

93% (96%) of the exhibitors were satisfied with the quality of the visitors at their stands.

6.6 OVERALL SUCCESS

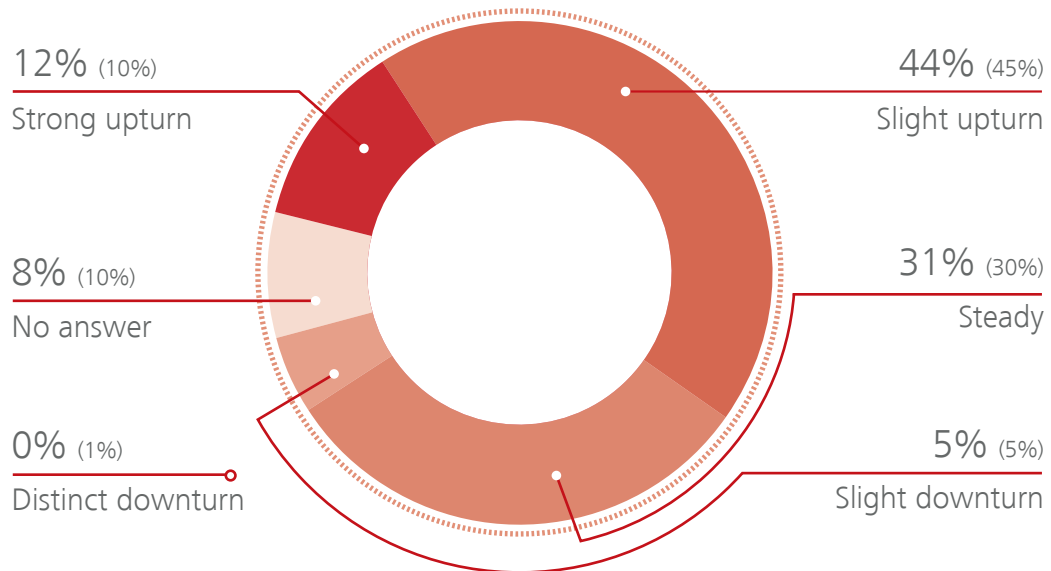
How successful do you think taking part in FachPack 2016 was for your company overall?



92% (90%) of the exhibitors were satisfied with the overall success of their participation in FachPack 2016.

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.

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,
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NürnbergMesse GmbH
- Market Research -
