

Nuremberg, Germany
16–18.1.2018



EUROGUSS 2018

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

SHOW REPORT

NÜRNBERG / MESSE

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	641 (578)	297 (266)	344 (312)
Visitors	15,354 (12,032)	8,632 (7,592)	6,722 (4,440)
Total exhibition space (in m²)	33,100 (31,000)	— (—)	— (—)
Exhibitor stand space (in m²)	18,758 (16,290)	9,019 (8,147)	9,739 (8,143)

2. INTERNATIONAL DIE CASTING CONGRESS

About **1,300**
PARTICIPANTS

enjoyed 23 presentations over three days on various aspects of the entire die-casting supply chain.

The key themes explored by the International German Die Casting Congress included the challenge of electric mobility, "Industrie 4.0" and the latest technical innovations.

The congress accompanying the trade fair benefitted once again from the excellent professional management and organisation of the VDD (Association of German Die Casting Foundries).

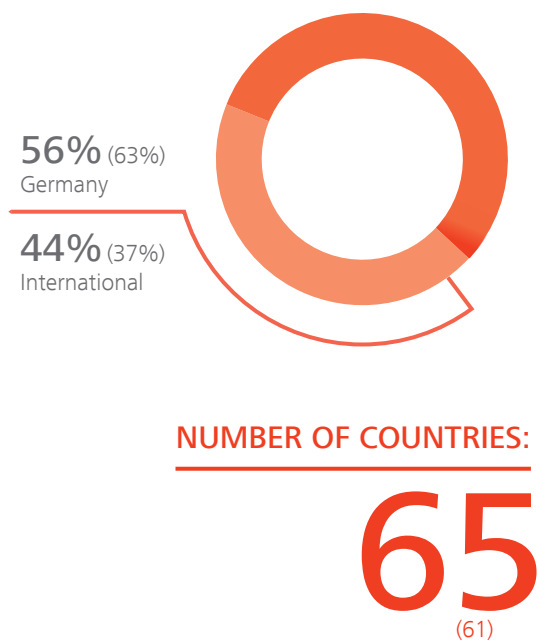
3. MEDIA

50 — accredited journalists from 5 countries.

165,092 — visits and 1,126,880 page impressions from 93 countries at www.euroguss.de from 18.01.2017 to 18.01.2018.

4. VISITOR REGISTRATION

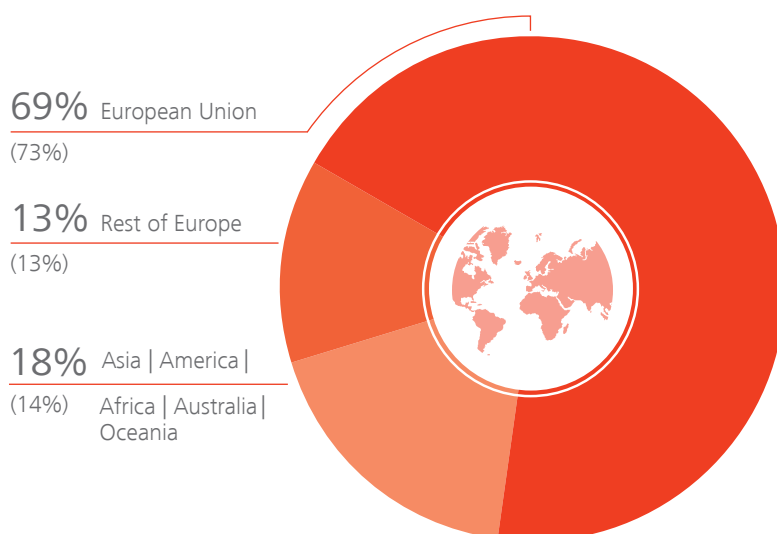
4.1 ORIGIN OF VISITORS



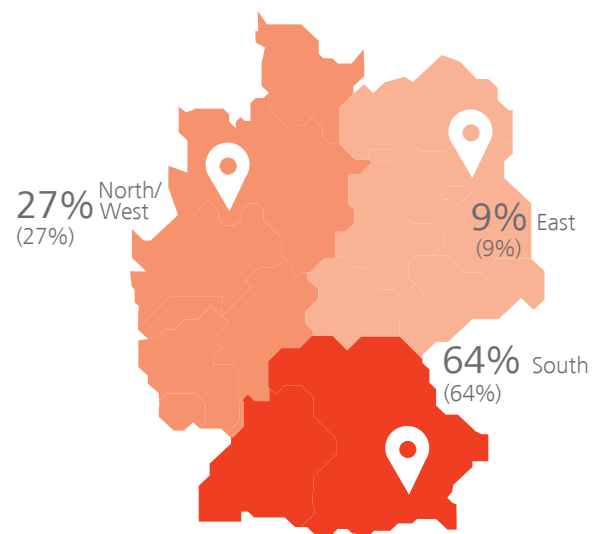
TOP 10 COUNTRIES FOR VISITORS

1	Germany
2	Italy
3	Austria
4	Czech Republic
5	Turkey
6	Poland
7	France
8	Spain
9	Switzerland
10	Slovenia

STRUCTURE OF INTERNATIONAL VISITORS

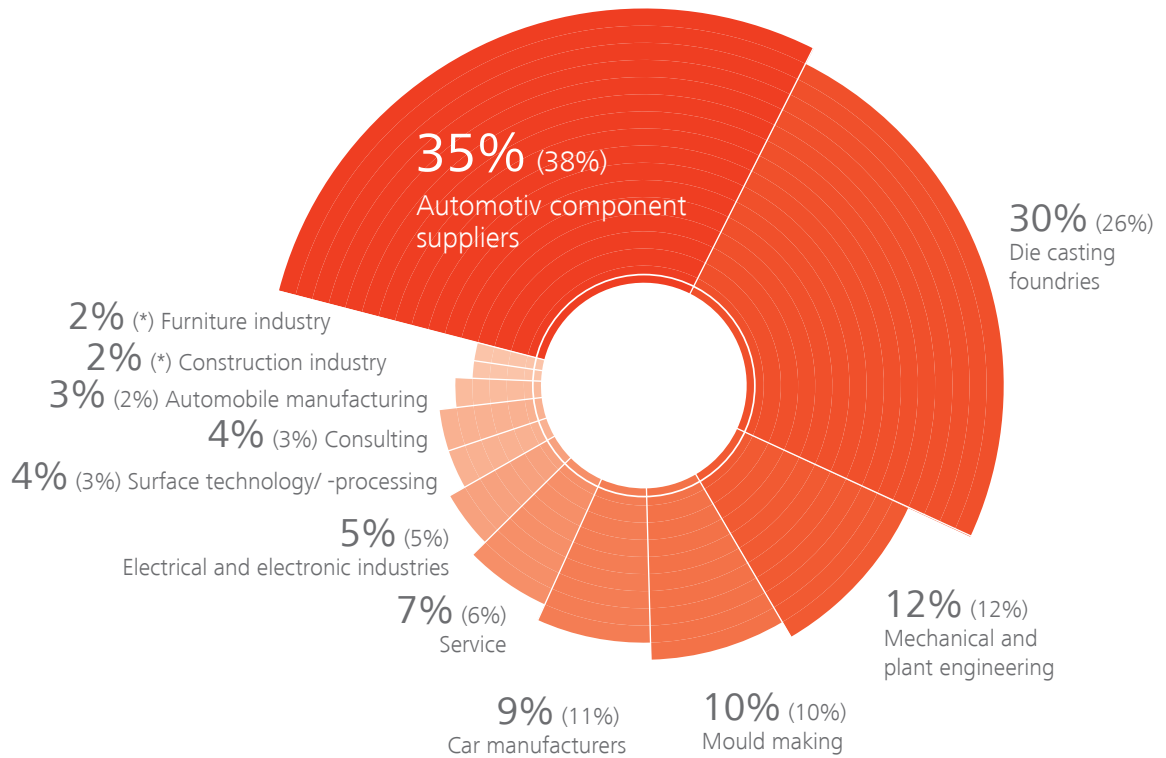


STRUCTURE OF GERMAN VISITORS



4.2 VISITORS' BRANCHES

(Multiple answers, extract)



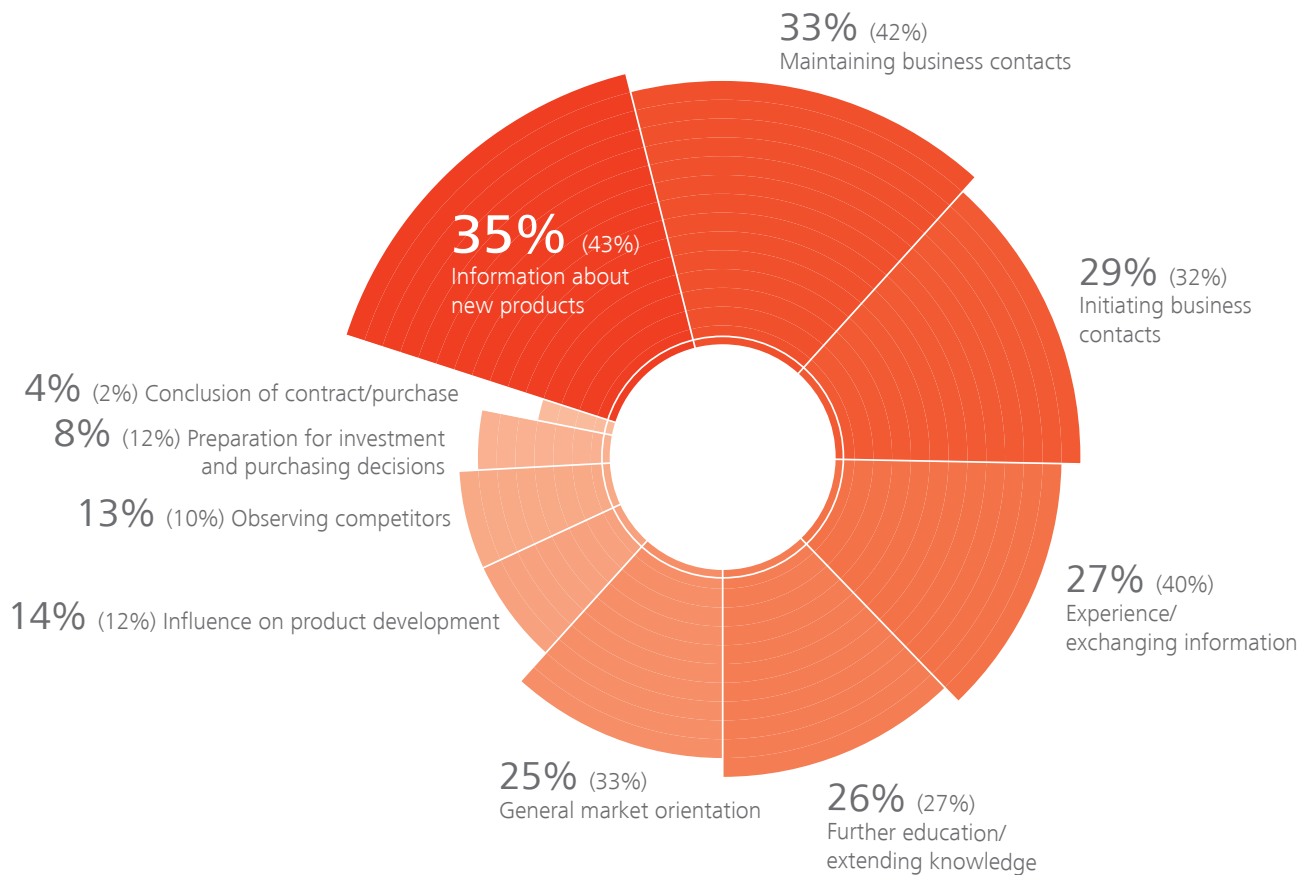
4.3 PROFESSIONAL STATUS OF VISITORS



5. VISITOR SURVEY

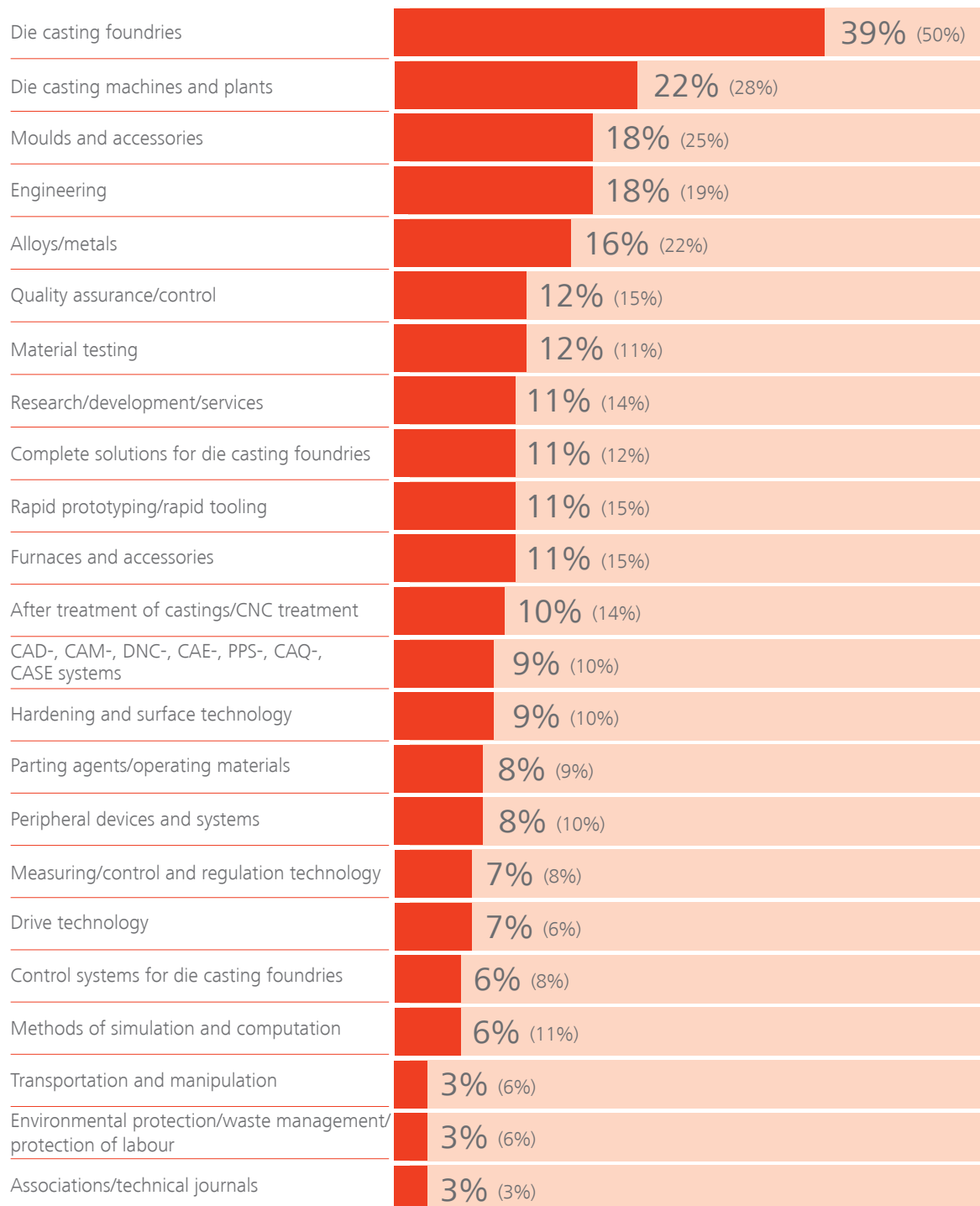
5.1 MAIN REASONS FOR VISIT

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



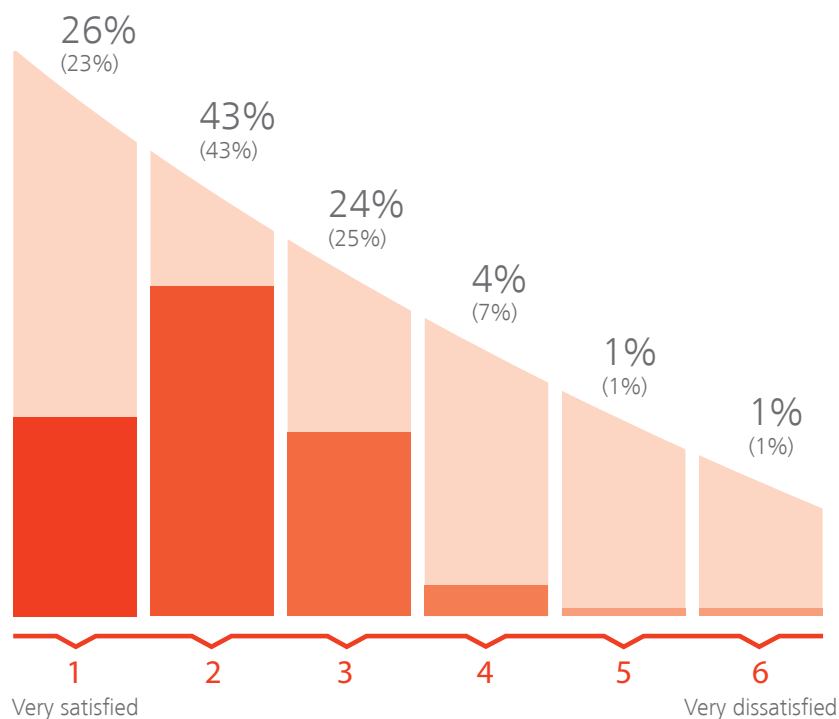
5.2 PRODUCT GROUPS (main interest of visitors)

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



5.3 SATISFACTION WITH EXHIBITS

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

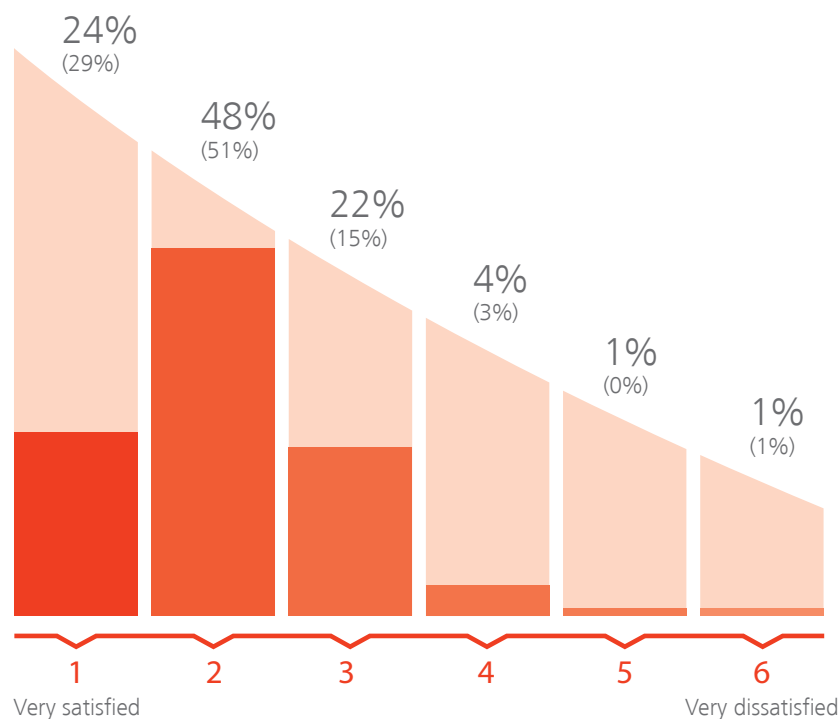


97 %

97% (98%) of the visitors were satisfied with the range of products and services presented at EUROGUSS 2018.

5.4 ORGANIZATION AND SERVICE

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

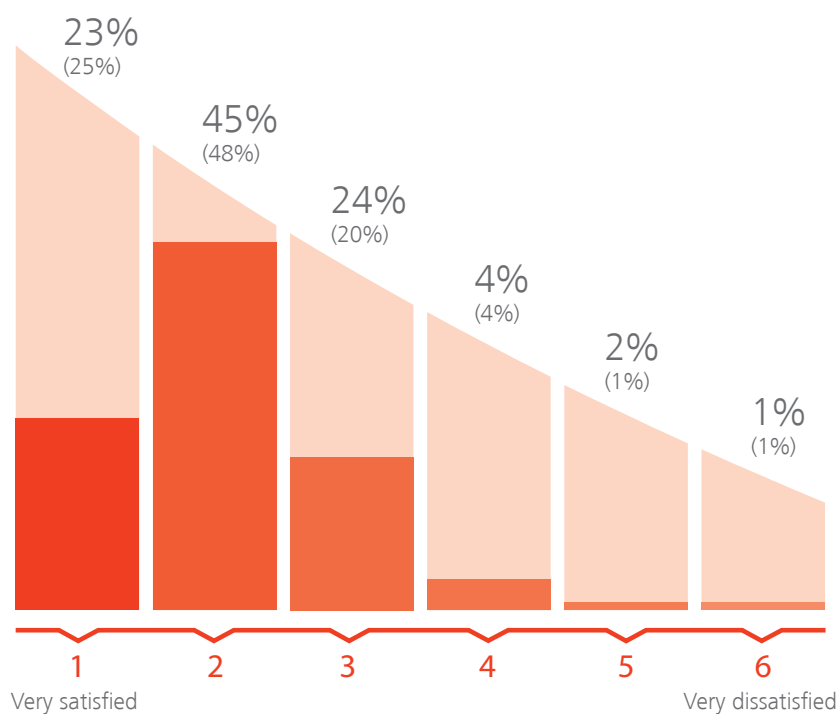


98 %

98% (98%) of the visitors were satisfied with the organization and service at EUROGUSS 2018.

5.5 OVERALL SATISFACTION

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



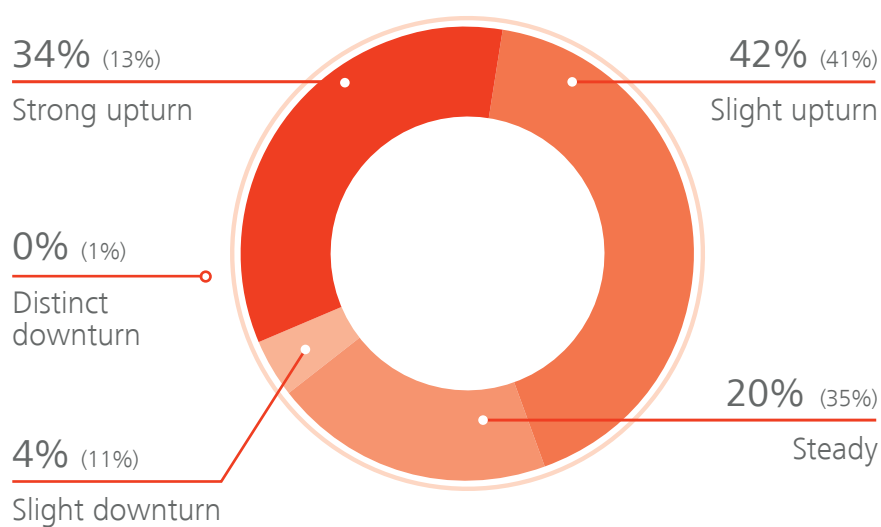
96 %

96% (97%) of the visitors were satisfied with their visit to the trade fair.

No answer: 1% (0%)

5.6 ECONOMIC SITUATION IN SECTOR

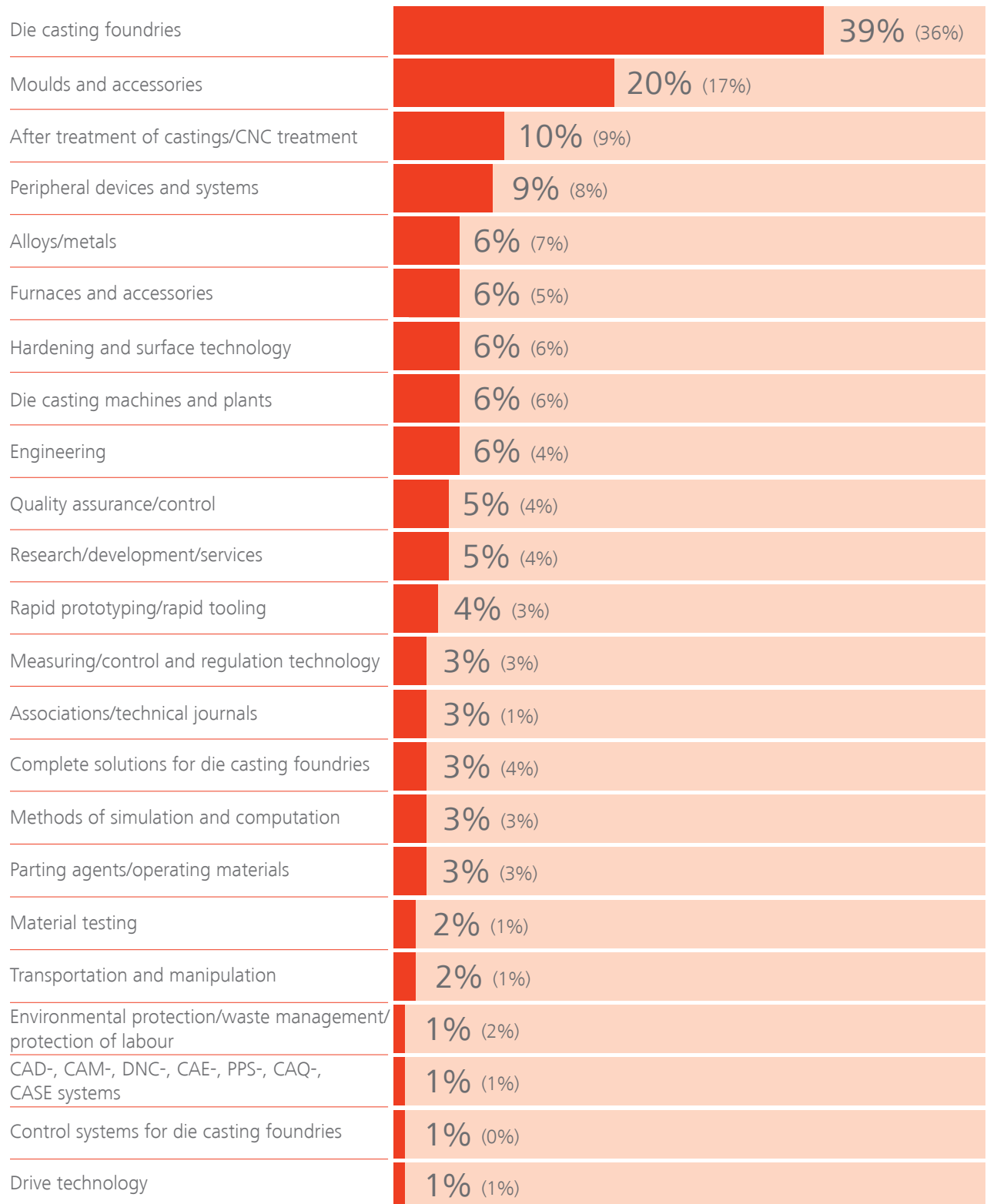
How do you rate the current economic situation in your sector?



6. EXHIBITOR SURVEY

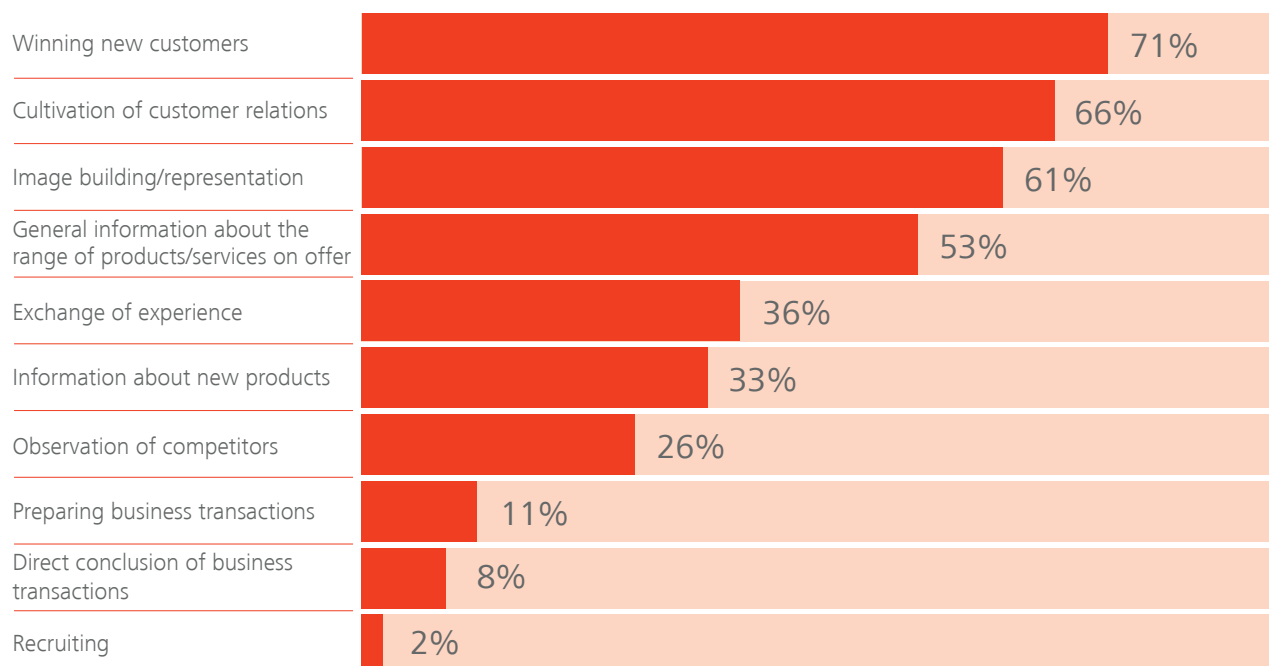
6.1 PRODUCT GROUPS (of exhibitors)

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



6.2 EXHIBITORS' OBJECTIVES*

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



6.3 TARGET GROUP ACCURACY

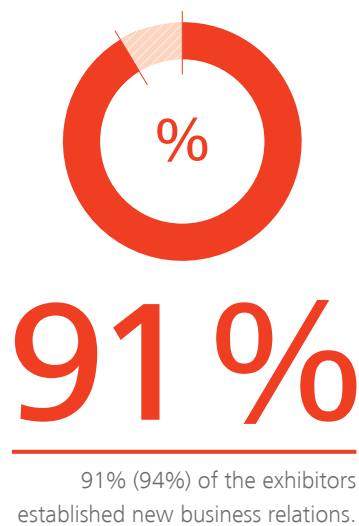
Did you reach your most important target groups at EUROGUSS 2018?



97% (97%) of the exhibitors reached their most important target groups during EUROGUSS 2018.

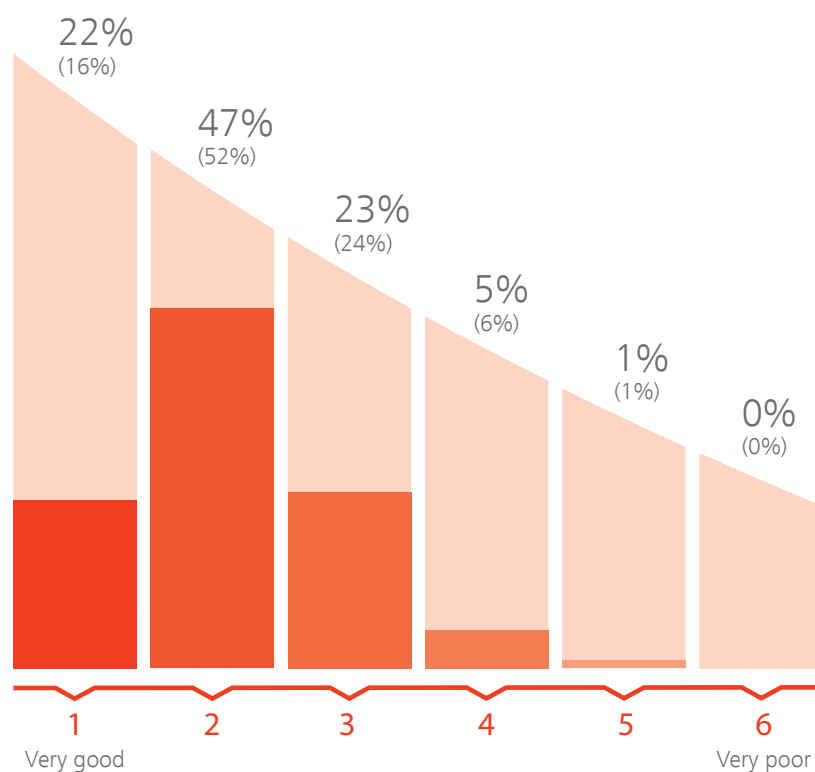
6.4 NEW BUSINESS RELATIONS

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



6.5 QUALITY OF VISITORS

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



No answer: 3% (1%)

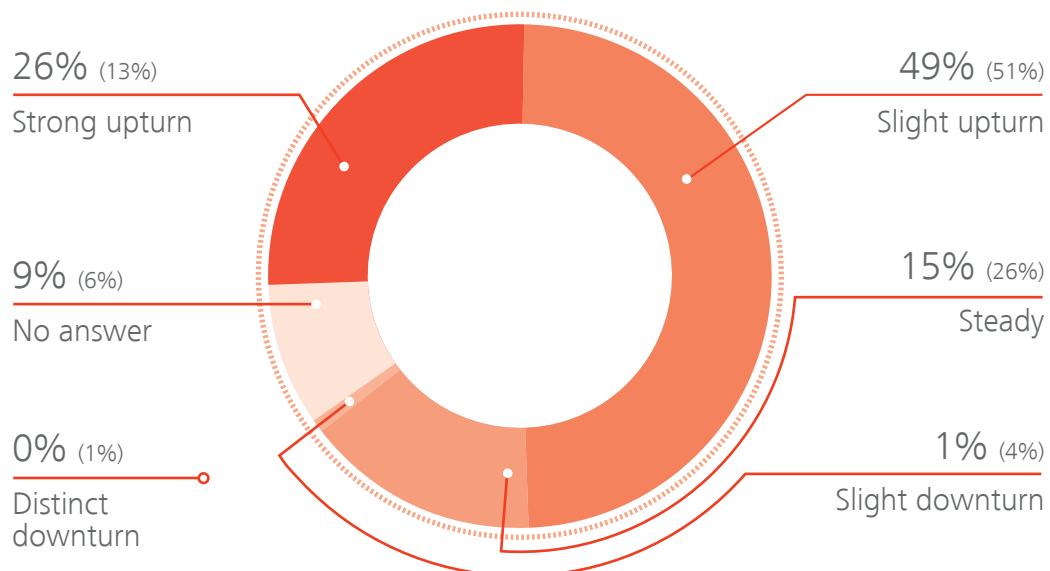
6.6 OVERALL SUCCESS

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



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,
T +49 9 11 86 06-0, F +49 9 11 86 06-82 28, info@nuernbergmesse.de.

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NürnbergMesse GmbH
- Market Research -