drupa 2016

Exhibitors total	1,823
Exhibitors Germany	521
Exhibitors other countries	1,302
Number of countries	**54**

Net space total (sqm)	156,552
Net space Germany	53,668
Net space other countries	102,884

Visitor data from registry:

Visitors total	260,165
From Europe	68%
- Germany	25%
- Other Europe	43%
From Non-European countries	32%
- Asia	19%
- America	9%
- Africa	3%
- Australia/Oceania	1%
Number of countries	**189**

TOP 10 visitor countries
(Basis: all foreign visitors)

India	5%
Italy	4%
The Netherlands	4%
France	4%
United States of America	3%
China	3%
Great Britain	3%
Belgium	3%
Turkey	3%
Spain	2%

1,824 accredited journalists from 73 countries

no. 1 for print and crossmedia solutions

Dusseldorf, Germany

31. May - 10. June 2016

www.drupa.com

Preliminary data; Subject to change (G1-MF/12.08.2016)

Qualiy and structur of visitors

Based on the results of 2.949 interviews with trade visitors (98%) during drupa 2016 conducted by means of the Computer-Interview-System

Area of responsibility*

Business/company/plant management	31%
Manufacture, production, quality control	19%
Research and development, design	12%
Sales, distribution	11%
Marketing, advertising, PR	6%
Purchasing/procurement	5%
Other	11%

Industrial sector*

Printing industry	55%
Packaging industry	11%
Publishing and media industry	4%
Consumer goods industry	2%
Other industry	7%
Trade	2%
IT, software, etc.	2%
Services/Consultants	2%
Other Services	5%
Other	5%

Reasons for visit
(Several answers possible)

Innovations/trends	56%
Contact to existing suppliers and business partners	34%
Search for new suppliers and business partners	31%
Industry meeting/networking	22%
Preparation of purchase decision	22%
Purchase/Order	10%

Occupational position

Top-Management	58%
Middle-Management	18%
Low-Management	24%

Interest in product ranges
(Several answers possible)

Print	65%
Packaging production (finishing, label printing, functional printing)	34%
Future technologies (3D printing, printed electronics, functional printing)	33%
Materials (graphic papers, card, cardboard, films, glass, ceramics, textiles, paint, varnishes, inks, toner, etc.)	31%
Prepress	29%
Postpress, converting	28%
Equipment, services, infrastructure (prepress technologies, press, postpress/professional graphics trade)	21%
Premedia, multichannel	9%
Other	8%

New suppliers were found
(Basis: All trade visitors)

Yes	62%

Overall assessment

Satisfied	98%

Recommendation

Yes	97%

Decision-making powers

Decisively	34%
Contributory	30%
In an advisory capacity	20%
No influence	16%

*Difference to 100% = Pupil/student, not gainfully employed (5%)