

stay connected

# 2016 2020

June 23 - July 3



## drupa

no. 1 for print  
and crossmedia  
solutions

### drupa 2016 - Fair Profile

May 31 - June 10, 2016  
www.drupa.com

Based on the results of 3,019 interviews conducted  
by means of the Computer Interview System

## 1,828

Total number  
of exhibitors



## 158,237

Space (net, sq.m.)

Germany 55,179 sq.m.

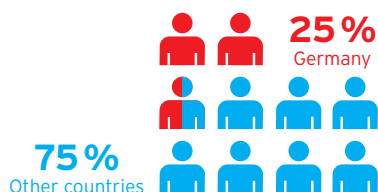
Other countries 103,058 sq.m.



## 260,165

Total number  
of visitors

from 183 countries



### Top 10

Countries of origin

- |                  |    |
|------------------|----|
| 1. India         | 5% |
| 2. Italy         | 4% |
| 3. Netherlands   | 4% |
| 4. France        | 4% |
| 5. USA           | 3% |
| 6. Great Britain | 3% |
| 7. China         | 3% |
| 8. Belgium       | 3% |
| 9. Turkey        | 3% |
| 10. Spain        | 3% |



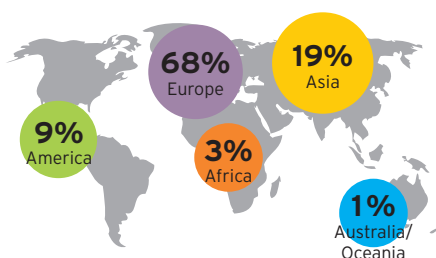
Visitors:  
Average length  
of stay

## 1,824

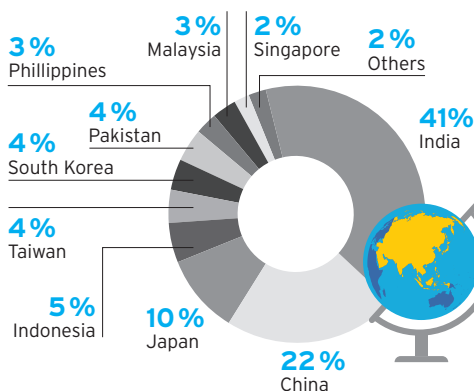
Accredited journalists

from 73 countries

### International



### Asian countries

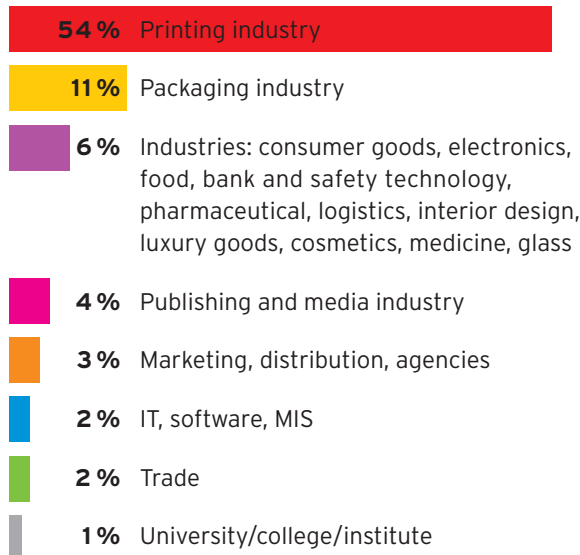


Messe  
Düsseldorf

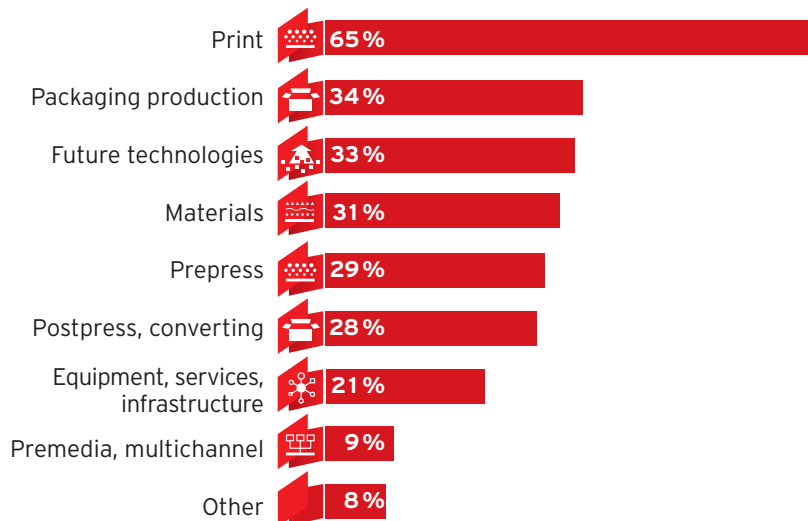
# Area of responsibility\*

- 31% Business/company/plant management
- 19% Manufacture, production, quality control
- 12% Research and development, design
- 10% Sales, distribution
- 6% Marketing, advertising, PR
- 5% Pupils, students
- 5% Purchasing/procurement

# Economic sector\*\*



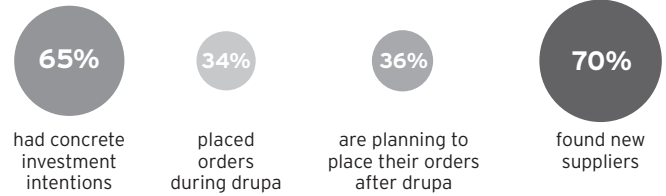
# General interest in product ranges\*\*\*



\* Extract visitor survey data  
 \*\* Data from visitor registration  
 \*\*\* Several answers possible

# 75% Executives

(in a decisive and/or co-decisive capacity when it comes to capital expenditure)

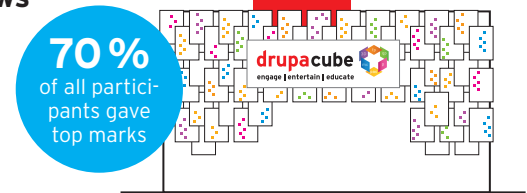


# Reasons for visit

- 55% Innovations/trends
- 33% Contact to existing suppliers and business partners
- 30% Search for new suppliers and business partners
- 31% Purchase/order or preparation of purchase decision
- 22% Industry meeting/networking
- 13% Special shows/highlights

# drupa

Conferences, touchpoints, special shows



# Print sector\*\*

