

VERPACKUNG 2011

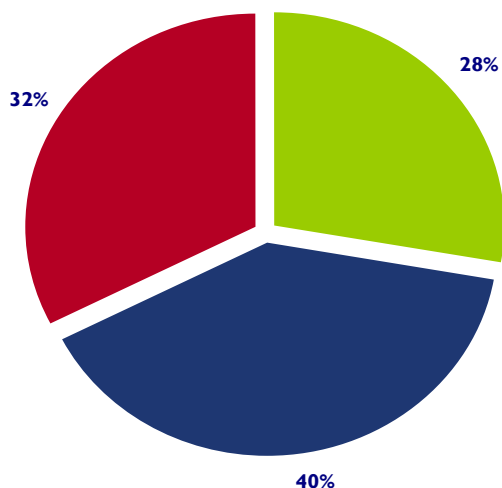
Hamburg Messe, Hall A3
26. – 27. Januar 2011

The strength of easyFairs® VERPACKUNG lies in the quality of its visitors.

Our visitors are decision-makers.

In 2010, approximately 68% of the trade visitors reported that they make or influence purchase decisions on behalf of their companies.

Are you involved in making purchasing decisions on behalf of your company?



■ Yes, I am directly responsible ■ Yes, I advise or specify ■ No

62% of all visitors come from the executive levels of their companies:

39% Managing Directors

23% Division Heads

Of these departments:

Purchasing / procurement

Production and quality management

Product development and design

Marketing

Logistics

A further 38% of visitors were employees of the above listed departments and exert only indirect influence on purchase decisions.

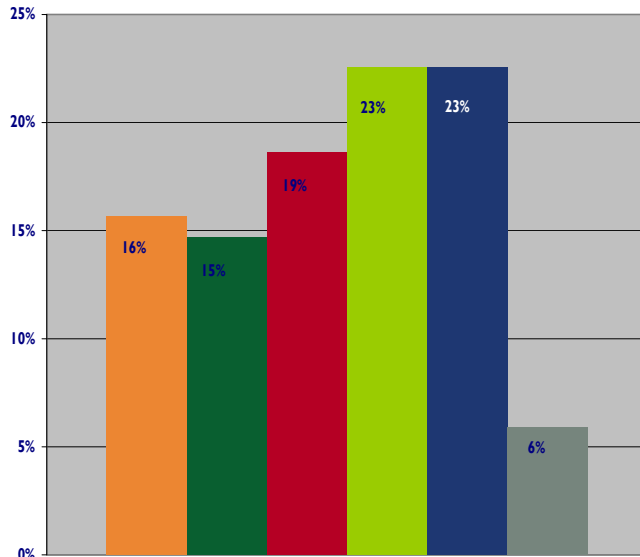
For people who simply want to do business!

easyFairs trade shows are tailored to the market demands of the regions in which they are held. Trade visitors use the shows as an opportunity to network and make new contacts, to source new suppliers, to inform themselves about new solutions to meet their needs, and to do business! The compact, straightforward show structure and clear show layout, combined with the friendly but professional atmosphere, create the perfect environment to engage in concrete project discussions – right at the event.

Trade professionals love the easyFairs concept:

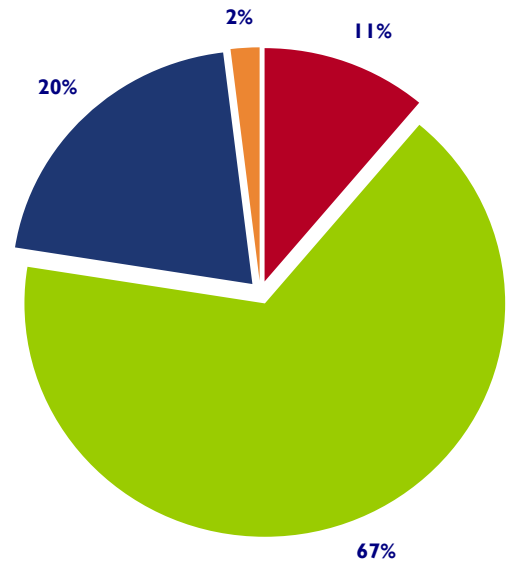
At the last easyFairs® VERPACKUNG, 78% of the visitors claimed to have met their goals for the show:

What were your goals for visiting the show?



- Meet existing suppliers
- Get to know new suppliers
- Get an overview of the industry
- Find new products
- Gather information
- Other

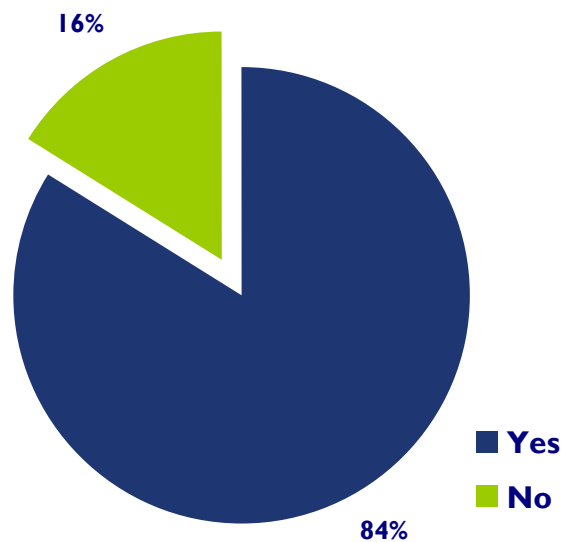
How well did you fulfil them?



- Excellent
- Good
- OK
- Not good

Our visitors come back!

Do you plan to visit the show again next year?



- Yes
- No

Visitors came from these companies, among others:

Airbus Operations GmbH	Lugato GmbH & Co. KG
Appel Feinkost GmbH	Mecklenburger Kartoffelveredlung GmbH
AXA Versicherung AG	Mitsubishi HiTec Paper Flensburg GmbH
Axel Springer AG	Nordmark Arzneimittel
BASF SE	Peek&Cloppenburg KG
BIBA	Pioneer Hi-Bred Northern Europe
Bosch Rexroth AG	Reemtsma Cigarettenfabriken GmbH
Carl Kühne KG	Schneider Versand GmbH
Carlsberg Deutschland Logistik GmbH	Siemens AG
Cewe Color AG & Co. Ohg	Sony
Dan Tobacco GmbH	Tesa SE
Danone GmbH	ThyssenKrupp Plastics
Edeka Zentrale AG & Co. Kg	Tom Tailor GmbH
Goldeck Süßwaren GmbH ·NL Zeitz	Unilever Deutschland
Hamburger Teespeicher	Vattenfall Europe Business Services GmbH
HASPA	Vivanco Gruppe AG
Herza Schokolade GmbH & Co. KG	Volkswagen AG
HOCHTIEF Projektentwicklung GmbH	VOSSCHEMIE GmbH
Jack Wolfskin	Webasto AG
Kraft Foods	Yamato Europe GmbH
Lufthansa Technik Logistik	

Visitors also represented the following sectors:

- 13 % Wholesale / retail / catalogue sales
- 10 % Food and drinks
- 8 % Packaging industry
- 7 % Print and printing
- 6 % Chemicals
- 6 % Wood and pulp industry
- 4 % Machines and equipment building
- 3 % Pharmaceuticals

Here's what exhibitors have to say:

“We were positively surprised by the quality of the visitors. We had a lot more interesting discussions than we expected! We also talked to some decision makers from very large enterprises – people that aren't easy to reach, otherwise!”

Harald Schönfeld, General Director Rajapack GmbH, Aussteller 2010

“95% of all the visitors to our stand were new contacts. Next year, we'll certainly be back to both easyFairs® VERPACKUNG in Hamburg and in the Netherlands. Booking a stand was easy, quick and flexible.”

Torsten Lüdemann, Remscheider Wellpappenfabrik Otto Hampel GmbH & Co. KG, exhibitor since 2008

“Two days at easyFairs® VERPACKUNG are as effective as 20 days selling on the road.”

Martin Buse, ARPACK GmbH, exhibitor since 2008

“We've been participating right from the start and we've always been very satisfied with the quality of the visitors.”

Thorsten Wasser, EBS Ink-Jet Systeme GmbH, exhibitor since 2006

Here's what visitors have to say:

“We love visiting easyFairs trade shows because you can very quickly orient yourself – the crowds aren't huge and intimidating, and it's easy to engage in real discussions with the exhibitors.”

Bertwin Kühlmann, glaskoch B. Koch jr. GmbH & Co. KG

“Personally, I find the show is exactly the right size. I could meet up with our existing suppliers and make some new contacts, without having to invest loads of time. My visit was efficient and goals-oriented!”

Karola Bubke, ERO Edelstahl-Rohrtechnik GmbH

For more information, please contact us! Someone from our team will gladly assist you.
Call us on: +49(0)89 127 165 0 or send an email to: verpackung@easyFairs.com