

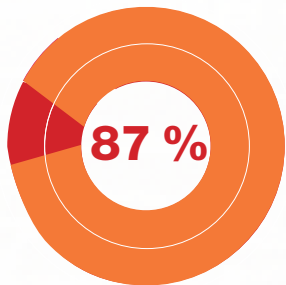
VISITOR STATISTICS

AUTOMATION PROCESS UNDERHÅLLSTEKNIK EMPACK LOGISTICS & DISTRIBUTION

INDUSTRIMÄSSORNA SYD 2017

29–30 of March 2017 | Malmömässan | Malmö

Total number of visitors: **3223**



87 % want to visit the show again!

This means that **2804** of the visitors are interested in visiting next time the show is arranged!

“The trade show is an excellent place for networking. The best things about the show are the wide range, the chance to make contacts and how the show demonstrates that Swedish industry is alive and well!”

Jörgen Thorin, Essenta Components AB

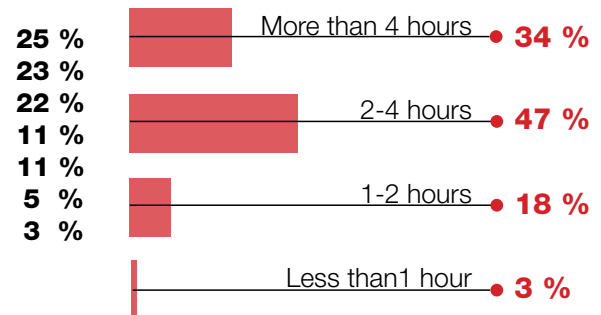
“The trade show is a good way to meet colleagues, make contacts and see innovations. It’s excellent that the show integrates different niches within the industry, such as packing!”

Peter Lagerholm, Managing Director, Rossing och Jansson

The visitors came from the following trades:

Manufacturer of components,
Automation & machine builders
Process & food industry
Logistics, transport & distribution
R&D consultants
Packaging, paper & cardboard
Pharma
Plastic/Rubber

The visitors answered as follows to the question of how long they had spent at the show:



The visitors had the following positions:

CEO/management/purchase/business development	24 %
Consultant/marketing/R&D	17 %
Production manager /factory/operation	13 %
Technical manager/maintenance/service/assembling	13 %
Process/automation/chemical engineer	13 %
Product developer/design	8 %
Transportation manager/stock/logistics/e-business	7 %
Packaging manager/designer/technician	3 %
Quality manager/security/environment	2 %



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3223 decision-makers visited the show!

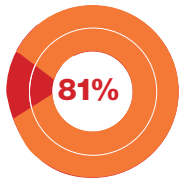
The visitors came to the show to*:

Get information for purchasing	75 %
Find out about new products	62 %
Meet new contacts and people in the trade	56 %
Get an overview of the trade	34 %
Go to seminars	25 %

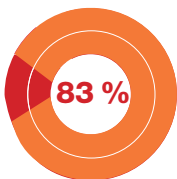
* Option to choose more than one

"I've met plenty of contacts and have a pocketful of business cards! This is a good forum for networking, the show attracts exactly the right type of contacts for me."

- Johan Form, Partner Sales Manager, Grenkeleasing AB



81 % or **2610** of the show's visitors influence or decide on purchases.



83 % or **2675** of the visitors say they will buy one or more products/ services of those exhibited at the show in the near future.

As a result of the show, the visitors will buy products and services for hundreds of Swedish crowns:

