easyFairs SCHÜTTGUT 2011 achieves record exhibitor and visitor numbers

Successful track record maintained!

The fourth edition of easyFairs SCHÜTTGUT took place in Dortmund, Germany on 18 & 19 May 2011 in the Westfalenhallen. With 285 exhibitors – an increase of 20% over 2009 figures – SCHÜTTGUT now counts among central Europe’s most important specialist trade shows in this area. The number of visitors also reached record heights with nearly 3,500 trade professionals (cf. 2009: 2,997 visitors) attending. The show’s success is further indicated by the high rate of onsite re-bookings: 57% of the exhibitors have already secured their stands at the next edition of SCHÜTTGUT on 7-8 November 2012 in the Westfalenhallen Dortmund. In addition, the debut of the co-located easy update conference Schüttgut was also well received, with about 50 experts exploiting the new, modular conference format as an effective platform for lively discussions and information exchange.

easyFairs SCHÜTTGUT has established itself as an important industry meeting place for the solids sector in Germany. On 18 and 19 May 2011, some 3,421 trade visitors came from all across Germany, the Benelux, Austria, Switzerland – and even as far away as Asia and South America – to the Westfalenhallen Dortmund to get abreast of all the latest trends and developments in solids handling technologies. But quality trumps quantity: Around 65% of the visitors reported that they are directly involved in purchasing decisions at their companies and over half had come with concrete investment intentions: 40% of those planned to spend more than €50,000. The most heavily represented industries were machinery (22%), chemicals (13%), and construction / building materials (9%). Furthermore, the industrial supply sector, food and drink industry, and recycling / disposal trades all showed strong turnout with about 6% each.
A glance around the exhibitors revealed thoroughly pleased faces. They particularly praised the efficient trade show concept and the quality of the visitors. “For us, easyFairs SCHÜTTGUT puts the trade show in a nutshell! In our opinion, exactly the right lines of business are represented. The visitors are decision makers and influencers – that’s important to us,” explains Eberhard Schütz from VAN DER GRAAF Deutschland. And Marcus Bronner from SWR engineering Messtechnik GmbH agrees: “Not exhibiting at SCHÜTTGUT would mean a step backward for us. We’ve been there since the start and now enjoy high recognition value at this show. It’s pleasantly transparent and attracts an extremely high-calibre audience of professionals.”

The compact and personable character of SCHÜTTGUT distinguishes it from other trade shows. “We made a conscious decision to exhibit at SCHÜTTGUT and not at Interpack. It’s a condensed show of only two days’ length and explicitly for specialty exhibitors. SCHÜTTGUT is a very flexible show: You can make direct personal contacts and the human touchpoint between exhibitor and customer takes highest priority,” emphasises Rosemarie Peil from DERICHs GmbH Verfahrenstechnik.

SCHÜTTGUT in Dortmund is the largest event in the easyFairs Solids European Series, which features additional shows in Antwerp, Basel, Rotterdam and Krakow. “We are convinced that our decentralized show concept provides high added value not only for the suppliers but also for the users of the European solids community,” explains Eric Préat, Vice President for Product Development at easyFairs. Numerous exhibitors, like Bernhard Bückmann, Managing Director of BÜCKMANN GmbH & Co. KG, really appreciate the international repeatability of the easyFairs concept as an important pillar of their export business. “We’ve been participating since the very beginning. For us, SCHÜTTGUT is a very important show, the concept is great. Here, people have time for each other and it seems that not only the visitors but also the exhibitors are less stressed. The size of the show is perfect: it’s completely manageable, and you can see everything in just half a day. Beyond this, we also take part in other shows of the easyFairs’ “Solids European Series” in
Antwerp und Rotterdam – that's how happy we are. SCHÜTTGUT is always worth it," says Bückmann.

**A concept whose time has come**

Especially now, in light of rising international competition, companies increasingly recognise the value of national/local business and the importance of maintaining their existing customer base. With its innovative show concept, easyFairs offers a time & cost-effective communication platform for exhibitors and visitors alike. The unified and compact stand layout emphasises the event’s true nature as marketplace: trade shows for people who simply want to do business. Professionals benefit from the proximity of the show, which reduces travel, from the ease of face-to-face contact with suppliers, as well as from the thematic focus of the exhibitors. Besides time, visitors also save money, as entrance to the show is always free of charge.

**The next edition of SCHÜTTGUT will take place 7–8 November 2012 in the Westfalenhallen Dortmund.**

**Information about easyFairs®**
easyFairs is Europe’s leading organiser of time & cost-effective trade shows. We make it easy for people to meet and do business in a professional environment. With headquarters in Brussels and an international network of offices, easyFairs runs shows in Austria, Belgium, Colombia, Denmark, Finland, France, Germany, Ireland, The Netherlands, Norway, Poland, Russia, Spain, Sweden, Switzerland and the United Kingdom.
easyFairs brings sales-focused trade shows to the heart of buyer markets. For further information, please visit [www.easyFairs.com](http://www.easyFairs.com)

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