

# Fair Profile

Based on the results of 551 interviews conducted by means of the Computer Interview System  
Subject to change

# METEC

International Exhibition for Metallurgical Technology with Congress  
12 - 16 June, 2007



## Total number of exhibitors 369

### Origin of the exhibitors

Germany	162
Other countries	207
Number of countries	29

### Space (net, qm)

Germany	14.785
Other Countries	8.177
	6.608

## Total number of visitors 15.842

### Origin of the visitors

Germany	49 %
Other countries	51 %

### Germany

North Germany	8 %
West Germany	68 %
East Germany	5 %
Southwest Germany	11 %
South Germany	8 %

### Other countries

Europe	51 %
- EU	43 %
- Eastern Europe	2 %
- Other European countries	6 %
Asia	29 %
North America	3 %
South and Central America	6 %
Africa	9 %
Australia/Oceania	2 %

### Countries of origin (Top 8)

India	13 %
Austria	7 %
Italy	6 %
France	4 %
U.K.	4 %
Finnland	4 %
Brazil	4 %
Egypt	4 %

### Frequency of visits

METEC 2003	31 %
METEC 1999	19 %
First-time visit in 2007	55 %

## Visitor structure features

Trade visitors	96 %
Average length of stay (in days)	1,9

### Industrial sector\*

Steel Works	17 %
Rolling mill	9 %
Others steel and non-ferrous metal production	17 %
Suppliers for the iron, steel and non-ferrous metal industry	8 %
Iron, steel and non-ferrous metal industry	7 %
Machine engineering	5 %
other industry	8 %
Service	9 %
Trade	7 %
University/college of higher education/technical college	2 %
Other	5 %

### Company size\*

1 - 4 employees	7 %
5 - 19 employees	9 %
20 - 99 employees	16 %
100 - 499 employees	24 %
500 - 999 employees	9 %
1.000 employees or more	29 %

### Area of responsibility\*

Management	25 %
Manufacture/production	16 %
Research/development/construction	15 %
Sales/distribution	9 %
Purchasing/procurement	6 %
Planning/operations scheduling	5 %
Servicing/maintenance	4 %
Manufacture/quality control	3 %
Marketing/advertising/PR	3 %
Finances/accounting/controlling	1 %
EDP/IT/new media	1 %
Other	6 %

## Occupational position

Independent entrepreneur/partner/freelance	14 %
Managing director/board member/head of an authority etc.	14 %
Main department head/other employee with managerial responsibility	10 %
Department head/group leader	30 %
Employee	18 %
Skilled worker	5 %
Trainee	2 %
Student/pupil/not working	6 %
Other	1 %

### Influence on purchasing/procurement decisions\*

Decisively	23 %
Participate in decision making	38 %
Advisory role	20 %
No influence	13 %

### Interest in product ranges

(Several answers possible)	
Iron and non-ferrous metal production	49 %
Equipment and components for smelting works and rolling mills	48 %
Measuring, controlling, regulating technology and data communications	27 %
Environment and safety technology, industrial safety	10 %
Services	10 %
Research and teaching	9 %
Other	7 %

### General assessment

Satisfied	97 %
Not satisfied	3 %

\* difference to 100% = pupil, student (see page 10)



Messe Düsseldorf GmbH  
P.O. box 10 10 06  
D-40001 Düsseldorf  
Phone: +49 (0) 211/4560-01  
Fax: +49 (0) 211/4560-668  
[info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)  
[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)

