

wire 2016

Exhibitors total	1,335
Exhibitors Germany	313
Exhibitors other countries	1,022
Number of countries	53

Net space total (sqm)	59,522
Net space Germany	15,875
Net space other countries	43,647



Visitor data:

Visitors total	38,255
From Europe	79%
- Germany	35%
- Other Europe	44%
From Non-European countries	21%
- Asia	11%
- America	5%
- Africa	4%
- Australia/Oceania	1%
Number of countries	134

TOP 10 visitor countries	
<i>(Basis: all foreign visitors)</i>	
Italy	11%
France	8%
Belgium	6%
India	5%
Great Britain / Northern Ireland	5%
Switzerland	4%
Turkey	4%
Spain	4%
Poland	4%
United States	3%

266 accredited journalists from 19 countries

International Wire and Cable
Trade Fair

Dusseldorf, Germany

4. - 8. April 2016

www.wire.de

Preliminary data;
Subject to change

(GI-MF/April 2016)

Quality and structure of visitors

Based on the results of 923 interviews with visitors during wire 2016 conducted by means of the Computer-Interview-System

Area of responsibility*	
Business/company/plant management	27%
Manufacture, production, quality control	23%
Research and development, design	16%
Purchasing/procurement	11%
Sales, distribution	10%
Servicing/maintenance	3%
Marketing, advertising, PR	2%
Other	5%

Occupational position	
Top-Management	52%
Middle-Management	23%
Low-Management	25%

Decision-making powers	
Decisively	31%
Contributory	36%
In an advisory capacity	20%
No influence	13%

Industrial sector*	
Wire industry	33%
Iron, steel and NF metal industry	12%
Cable industry	11%
Automotive industry incl. supplier industry	9%
Other industry	13%
Technical/specialist retail trade	4%
Other trade	6%
Skilled trades	3%
Services	3%
Other	3%

Interest in product ranges	
<i>(Several answers possible)</i>	
Machines for processing wire, steel rods and coil	37%
Machines for producing wire, steel rods and coil	36%
Resources (machines, devices, tools, fuels)	24%
Final products	22%
Moulding technology	19%
Spring manufacturing techn.	10%
Meshwelding Machinery	7%
Other	20%

Reasons for visit	
<i>(Several answers possible)</i>	
Innovations/trends	35%
Contact to existing suppliers and business partners	36%
Search for new suppliers and business partners	30%
Preparation of purchase decision	13%
Purchase/Order	12%

New suppliers were found	
<i>(Basis: Visitors looking for new suppliers and business partners)</i>	
Yes	66%

Overall assessment	
Satisfied	97%

Recommendation	
Yes	96%

*Difference to 100% = Pupil, student, not gainfully employed (3%)

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