

wire 2018 - Fair Profile



Exhibitors total	1,442
Exhibitors Germany	302
Exhibitors other countries	1,140
Number of countries	53

Net space total (sqm)	65,222
Net space Germany	15,360
Net space other countries	49,862

Visitor data from registry:

Visitors total	42,248
Origin*:	
From Europe	79%
- Germany	33%
- Other Europe	46%
From Non-European countries	21%
- Asia	12%
- America	6%
- Australia/Oceania	0,3%
- Africa	2%
Number of countries	135

Visitor data from registry:

TOP 10 visitor countries*	
<i>(Basis: all foreign visitors)</i>	
Italy	9%
Turkey	7%
France	5%
Netherlands	5%
USA	5%
Spain	4%
Poland	4%
India	4%
Great Britain and Northern Ireland	4%
Russian Federation	3%

International Wire and Cable
Trade Fair

Düsseldorf • Germany
16. - 20. April 2018

www.wire.com

*The origin of the visitors refers to the common number of visitors of wire / Tube 2018.

254 accredited journalists from 18 countries

G1-MF / July 2018

Quality and structure of visitors

Based on the results of 971 interviews with visitors during wire 2018 conducted by means of the Computer-Interview-System

Economic sector*	
Wire industry	37%
Cable industry	16%
Iron, steel and NF metal industry	11%
Automotive industry incl. supply industry	6%
Construction industry	3%
Chemical industry	3%
Other industry	10%
Trade/retail	5%
Services	3%
Other	3%

Decision making powers*	
Decisive	31%
Contributory (jointly decisive)	31%
Advisory function (consultative)	22%
Not involved	13%

Reasons for visit	
<i>(Several answers possible)</i>	
New developments/trends	25%
Identifying new suppliers	23%
Contact with existing suppliers/business partners	21%
Identifying new business partners	16%
Initiating purchase decisions	10%
Purchase/Order	10%

Occupational position*	
Top-Management	52%
Middle-Management	23%
Low-Management	22%

New suppliers were found	
Yes	54%

Area of responsibility*	
Business/company/plant management	25%
Manufacture, production	25%
Research and development, design	16%
Sales	11%
Buying, procurement	10%
Manufacture-/quality control	3%
Maintenance, repairs	3%
Other	4%

Interest in product ranges	
<i>(Several answers possible)</i>	
Machines for processing wire steel rods and coil	38%
Machines for manufacturing wire, steel rods and coil	35%
Process technology tools	21%
End-products	21%
Auxiliary materials (machines, devices, tools, fuels, lubricants etc.)	21%
Moulding technology	15%
Spring manufacturing technology	13%
Mesh welding machines	9%
Bonding/fastening technology	6%
Other	24%

Concrete investment intentions	
Yes	54%

Overall assessment	
Satisfied	97%

Recommendation	
Yes	95%

* Difference to 100% = Pupils, Students, not employed (3%)



Messe Düsseldorf GmbH
Postfach 10 10 06 _ 40001 Düsseldorf _ Germany
Tel. +49 211 4560-01 _ Fax +49 211 4560-668
www.messe-duesseldorf.de

