

Fair Profile

Based on the results of 5.079 interviews conducted by means of the Computer Interview System
Subject to change

drupa

world market print media,
publishing & converting
29th of May – 11th of June 2008



Total number of exhibitors	1.968
Origin of the exhibitors	
Germany	709
Other countries	1.259
Number of countries	53

Space (net, qm)	175.272
Germany	71.217
Other Countries	104.055

Total number of visitors (prov.)	389.993
Origin of the visitors	
Germany	41 %
Other countries	59 %

Germany	
West Germany	40 %
South Germany	29 %
Southwest Germany	13 %
North Germany	10 %
East Germany	8 %

Other countries	
Europe	57 %
- EU	47 %
- Eastern Europe	3 %
- Other European countries	7 %
Asia	22 %
- South-/East-/Central Asia	15 %
- Middle East	7 %
South and Central America	7 %
Africa	6 %
North America	6 %
Australia/Oceania	2 %

Countries of origin (Top 8)	
Netherlands	7 %
Belgium	7 %
India	6 %
France	6 %
USA	5 %
United Kingdom	4 %
Switzerland	4 %
Italy	4 %

Visitor structure features	
Trade-visitor	96 %
Average length of stay (in days)	3,2

Frequency of visits	
drupa 2004	45 %
drupa 2000	35 %
First-time visit in 2008	41 %

Industrial sector*	
Printing	41 %
Graphics and pre-press	17 %
Bookbinding and further processing	6 %
Multimedia, e-technologies and Internet	1 %
IT, consulting, logistics, freelance	4 %
Marketing, advertising, PR	3 %
Publishing and media business	2 %
Technology PrePress, Press, PostPress	4 %
Cellulose, paper, cardboard and packaging material	4 %
Graphic specialist trade	2 %
Universities/colleges technical colleges	2 %
Other	7 %

Company size*	
1 - 19 employees	26 %
20 - 49 employees	15 %
50 - 99 employees	11 %
100 - 499 employees	22 %
500 - 999 employees	6 %
1.000 employees or more	13 %

Area of responsibility*	
Management	27 %
Manufacture, production	15 %
Marketing, sales, advertising, PR	13 %
Planning/Design, operations scheduling	8 %
Research, development, construction	8 %
sales, distribution	5 %
Manufacture/quality control	4 %
Servicing, maintenance	3 %
EDP, information and communication technology	2 %
Other	8 %

Occupational position	
Independent entrepreneur/partner/freelance	19 %
Managing director/board member/head of an authority etc.	17 %
Main department head/other employee with managerial responsibility	8 %
Department head/group leader	19 %
Employee/civilant servant	13 %
Skilled worker	9 %
Trainee	4 %
Other	4 %
Student, pupil, not working	7 %

Influence on purchasing/procurement decisions*	
Decisively	27 %
Collectively	29 %
In an advisory capacity	22 %
No influence	15 %

Interest in product ranges (Several answers possible)	
Print (machines - equipment - accessoires)	63 %
Pre-press and media (systems - equipment - software)	41 %
Bookbinding, print processing (machines - equipment - accessoires)	27 %
Materials, consumption goods (incl. printing links - printing materials)	23 %
Paper processing (machines - equipment - accessoires)	20 %
Packaging material production (machines - equipment - accessoires)	16 %
Services	11 %
Used machines	8 %
Other	7 %

General assessment	
Satisfied	97 %
Not satisfied	3 %

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* difference to 100% = pupil, student, not working (7%)