

Total number of exhibitors 216**Origin of the exhibitors**

Germany	173
Other countries	43
Number of countries	18
Space (net, sq.m.)	5,929
Germany	5,175
Other countries	754

Total number of visitors 5,200**Origin of the visitors**

Germany	70%
Other countries	30%

Germany

West Germany	55%
South Germany	16%
North Germany	13%
Southwest Germany	12%
East Germany	4%

Other countries

Europe	91%
- EU	80%
- Other European countries	11%
Outside Europe	9%

Countries of origin (TOP 7)

(Base: other countries)

Netherlands	27%
Austria	9%
Italy	7%
Belgium	6%
Switzerland	6%
Finnland	4%
U.K.	4%

Frequency of visits

EuroCIS 2008	40%
EuroCIS 2007**	28%
First-time visit in 2009	48%

Length of stay

Average length of stay (in days)	1.2
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Industrial sector*

IT and security technology industry	14%
Consumer goods industry	2%
Other industry	4%
Food retail trade	12%
Textile retailers	5%
Other non-food retailers	6%
Wholesale trade	4%
Mail order business	1%
Online shops/internet trading	1%
IT service	24%
Consulting	6%
Press, media, publishing houses	3%
Financial services, Banks	3%
Other services	6%
Other	8%

Company size*

1 - 19 employees	26%
20 - 49 employees	8%
50 - 99 employees	7%
100 - 499 employees	16%
500 - 999 employees	6%
1,000 employees or more	36%

Area of responsibility*

Business/company/plant management	27%
EDP, information and communication technology	22%
Distribution, sales	18%
Marketing/advertising/PR	8%
Research/development/construction	3%
Buying/production	3%
Administration/organization/personel/social welfare/training	3%
Finance/accounting/controlling	2%
Manufacture/production	2%
Planning/process planning	2%
Servicing/maintenance	2%
Storage/material management/logistics/transport	1%
Other	5%

Occupational position

Independent entrepreneur/partner/freelance	18%
Managing director/board member	17%
Main department head/other employee with managerial responsibility	13%
Department head/group leader	26%
Other employee, civil servant	17%
Skilled worker	3%
Trainee	1%
Other employed persons	4%
Student/pupil/not employed persons	1%

Influence on purchasing/procurement decisions*

Decisively	27%
Collectively	34%
In an advisory capacity	25%
No influence	13%

Interest in product ranges

(Several answers possible)

POS technologies	48%
EPOS solutions, check-out, scales	48%
Payment systems, cash management	33%
RFID	28%
Merchandise management, supply chain management and logistics	25%
Wireless technologies, mobile solutions	20%
Digital Signage	16%
Article surveillance, loss prevention	15%
Surveillance systems, acces control	13%
Business intelligence and CRM	11%
Reverse vending systems (returns)	8%
Workforce management and Accounts	7%
Other	9%

General assessment

Satisfied	94%
Not satisfied	6%

Recommendation

Yes	87%
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*difference to 100% = pupil, student, not working (1%)
**within EuroShop 2008