

Fair Profile

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

interpack Processes and Packaging

24th of April - 30th of April 2008



Total number of exhibitors	2.746
Origin of the exhibitors	
Germany	846
Other countries	1.900
Number of countries	60
Space (net, qm)	175.007
Germany	73.128
Other Countries	101.879

Total number of visitors (prov.)	179.000
Origin of the visitors	
Germany	40 %
Other countries	60 %
Germany	
North Germany	13 %
West Germany	41 %
East Germany	7 %
Southwest Germany	14 %
South Germany	25 %

Other countries	
Europe	62 %
- EU	50 %
- Other European countries	12 %
Asia	20 %
- South-/East-/Central Asia	13 %
- Middle East	7 %
South and Central America	6 %
Africa	5 %
North America	4 %
Australia/Oceania	3 %

Countries of origin (Top 9)	
Netherlands	7 %
Italy	6 %
Switzerland	6 %
United Kingdom	5 %
India	5 %
Belgium	5 %
France	5 %
Spain	4 %
USA	4 %

Frequency of visits	
interpack 2005	39 %
interpack 2002	27 %
First-time visit in 2008	46 %

Visitor structure features	
Trade visitors	98 %
Average length of stay (in days)	2,4

Industrial sector*	
Food and semi-luxury goods industry	17 %
Pharmaceutical industry	9 %
Machinery construction	8 %
Chemical industry	6 %
Plastic goods production	6 %
Confectionery industry	5 %
Other industries	20 %
Technical/specialist retail trade	6 %
Other trade	4 %
Services	6 %
Skilled trade	4 %
Universities/colleges technical colleges	1 %
Other	4 %

Area of responsibility*	
Management	23 %
Research, development, construction, design	20 %
Manufacture, production	16 %
Marketing, sales, advertising, PR	14 %
Purchasing, procurement	7 %
Planning, operations scheduling	4 %
Servicing, maintenance	4 %
Production, quality control	2 %
Storage, material management, logistics, transport	2 %
Other	4 %

Influence on purchasing/procurement decisions*	
Decisively	28 %
Collectively	36 %
In an advisory capacity	22 %
No influence	10 %

Company size*	
1 - 19 employees	18 %
20 - 49 employees	10 %
50 - 99 employees	11 %
100 - 499 employees	25 %
500 - 999 employees	9 %
1.000 employees or more	23 %

Occupational position	
Independent entrepreneur/partner/freelance	13 %
Managing director/board member/head of an authority etc.	18 %
Main department head/other employee with managerial responsibility	12 %
Department head/group leader	25 %
Employee/civilant servant	16 %
Skilled worker	7 %
Trainee	1 %
Other	4 %
Student, pupil, not working	4 %

Interest in product ranges (Several answers possible)	
Processes and machines for the packaging of: food and drink, pharmaceuticals and cosmetics, consumer goods (non-food), industrial goods	53 %
Packaging materials, Packaging	50 %
Processes and machines for the production of packaging	25 %
Processes and machines for sweets and baked goods	15 %
Services for the packaging industry and confectionery industry	10 %

General assessment	
Satisfied	97 %
Not satisfied	3 %

* difference to 100% = pupil, student, not working (4%)

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