

# NEW VISIONS OF WORK COLOGNE, 25.–29.10.2016

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## TOP-QUALITY MARKET LEADERS: **THE EXHIBITORS**

Once again at ORGATEC 2014 all of the important powerhouses in the sector presented their new products and concepts.

**105,000 m<sup>2</sup>** of exhibition space in 6 halls

**627** companies from **41** countries

**72 %** of trade exhibitors said they were (very) satisfied

## INTERNATIONAL DECISION-MAKERS: **THE VISITORS**

A high level of internationality and a concentration of decision-making authority make participation at ORGATEC compulsory for all ambitious suppliers in the office and facilities sector. The response to ORGATEC was once again extremely positive in 2014.

More than **51,000** visitors from **123** countries (**51 %** from abroad)

**85 %** decision-makers in purchasing

**81 %** of trade visitors said they were (very) satisfied

## INFORMATIVE AND ENTERTAINING: **THE SUPPORTING PROGRAMME**

As part of the attractive supporting programme, global trends were discussed and international examples of best practices were presented.

### Competence Centre:

- Space
- Mobile
- IOI

### Congress:

- Facility Manager
- DGB (Betriebsräte)

### Award Ceremony:

- BDIA

## WHAT TURNS ORGATEC INTO THE TOP INDUSTRY MEETING PLACE?

### EXHIBITORS

#### Origin of exhibitors from abroad

Europe (excl. Germany)	303
Asia	104
America	6
Africa	2
Australia	1

#### Assessment of the overall success of the fair

very satisfied	15 %
satisfied	57 %
partly satisfied	23 %
dissatisfied	4 %
very dissatisfied	1 %

Total: **627**  
International  
(from 41 countries): **416**  
National: **211**

Assessment of  
the visitor quality:



**69 %**

ORGATEC is one of the five most important  
sector events. **Agreement:**

**90 %**

### VISITORS

#### Origin of visitors

EU countries	59 %
Asia	13 %
Rest of Europe	9 %
Near/Middle East	7 %
North America	4 %
South/Central America	3 %
Australia	2 %
Africa	2 %

#### Function

Management	24 %
Marketing	9 %
Manufacturing/Production	5 %
Purchasing/Procurement	4 %
Research/Development	3 %
Human Resources/Administration	3 %
Sales	2 %
Other trade visitors	20 %

Total: **51,095**  
International  
(from 123 countries): **26,058**  
National: **25,037**

#### Occupational group

Architects/ Interior designers	37 %	
Trade	33 %	
End customers	23 %	
Facility Managers	7 %	

#### Business sectors

Credit institutions/insurances	6 %
Skilled trades	5 %
Authorities/public institutions	4 %
Service providers	3 %
Trade	2 %
Industry	1 %
Other	11 %

#### Influence regarding purchasing/ procurement decisions

Decisive	36 %
Among others decisive	29 %
Guiding/influential	20 %
Not decisive	10 %
Students	4 %
Other	1 %

Overall  
assessment:



**84 %**

Assessment of  
the product range:



**85 %**