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 m² 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
- 101

Congress: – Facility Manager – DGB (Betriebsräte) Award Ceremony: – BDIA



ORGATEC 2014 FACTS & FIGURES

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WHAT TURNS ORGATEC INTO THE TOP INDUSTRY MEETING PLACE?

EXHIBITORS

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

Assessment of the visitor quality:



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%



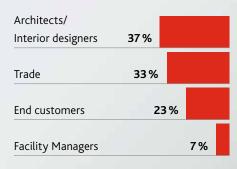
ORGATEC is one of the five most important sector events. Agreement:

90%

VISITORS

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

Occupational group



Overall assessment:

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 %

Business sectors

84%

6%
5 %
4%
3%
2 %
1%
11 %

Assessment of the product range:

Function

24 %
9%
5 %
4%
3%
3%
2%
20 %

Influence regarding purchasing/ procurement decisions

36 %
29 %
20 %
10 %
4%
1%

85% \odot

