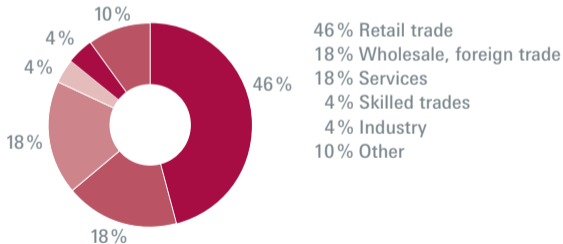


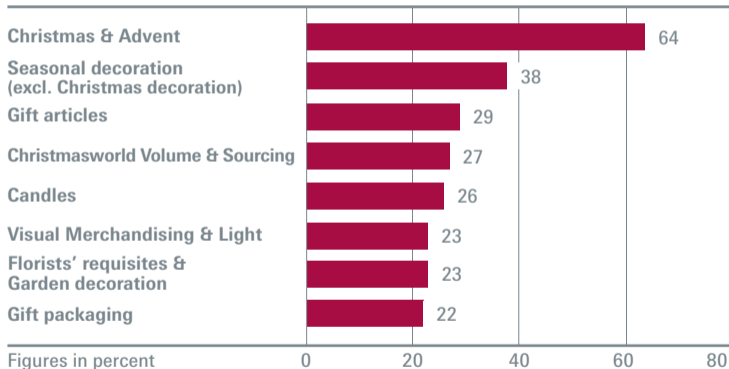
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Trade visitors per business sector



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Visitors' interest in product groups



Several answers possible

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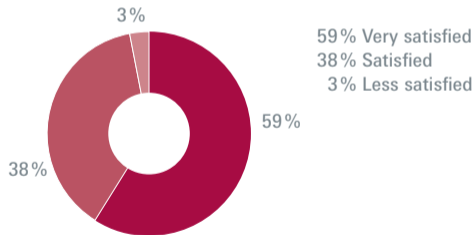
Trade visitors' objectives in visiting the trade fair



Several answers possible

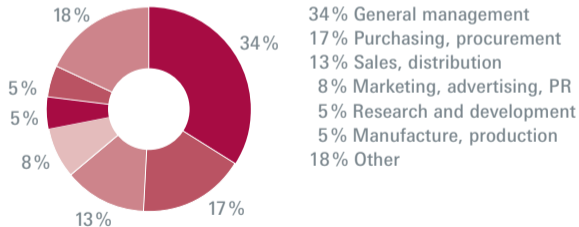
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Satisfaction with the attainment of trade fair visit objectives



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Area of responsibility of trade visitors



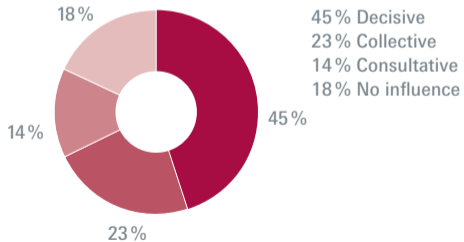
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Occupational position of the trade visitors



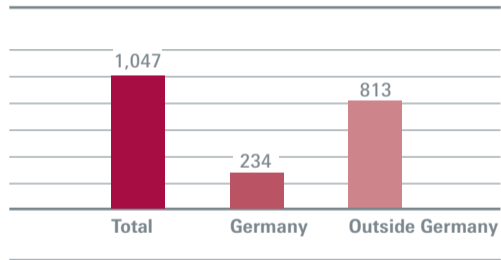
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Influence on purchasing/ procurement decisions



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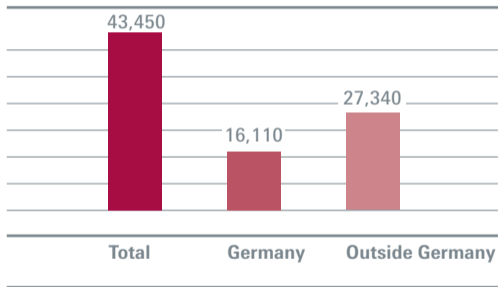
Exhibitor numbers* 2018



* Including Floradecora.

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Visitor numbers*) **) 2018



* Including Floradecora.

** Excluding "synergy visitors" to the parallel Paperworld and Creativeworld shows.