

Show report



Good conversations.

Good business.

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Member of the **Beviale Family**

BrauBeviale2018

Nuremberg, Germany | 13 - 15 November

NÜRNBERG  MESSE

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	1,094 (1,115)	514 (582)	580 (533)
Visitors	40,882 (37,923)	22,509 (21,241)	18,373 (16,682)
Total exhibition space (in m ²)	85,900 (81,300)	— (—)	— (—)
Exhibitor stand space (in m ²)	45,793 (44,845)	24,439 (25,333)	21,354 (19,512)
Special shows (in m ²)	1,290 (1,684)	1,290 (1,684)	— (—)

2. SUPPORTING PROGRAMME

3,648

VISITORS

took their seats in **15 presentation** sessions on topics such as:

- Beverage brand burnout
- Communication is changing
- Containers - Logistics - Efficiency
- Hot spot: Recruiting

9,534

VISITORS

attended the **Craft Drinks Area**, immersing themselves in the world of creative beers from around the world, alcohol-free beers, spirits specialties, mineral water, innovative non-alcoholic beverages and sensory effect of glass.

3. MEDIA

335

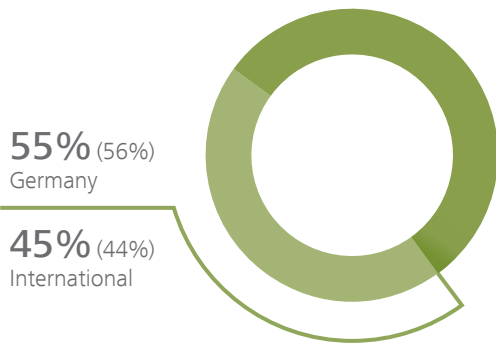
media representatives from **20** countries

217,609

visits and **1,390,987** page impressions from **131** countries at www.braubeviale.de from 16.11.2017 to 15.11.2018

4. VISITOR REGISTRATION

4.1 ORIGIN OF VISITORS



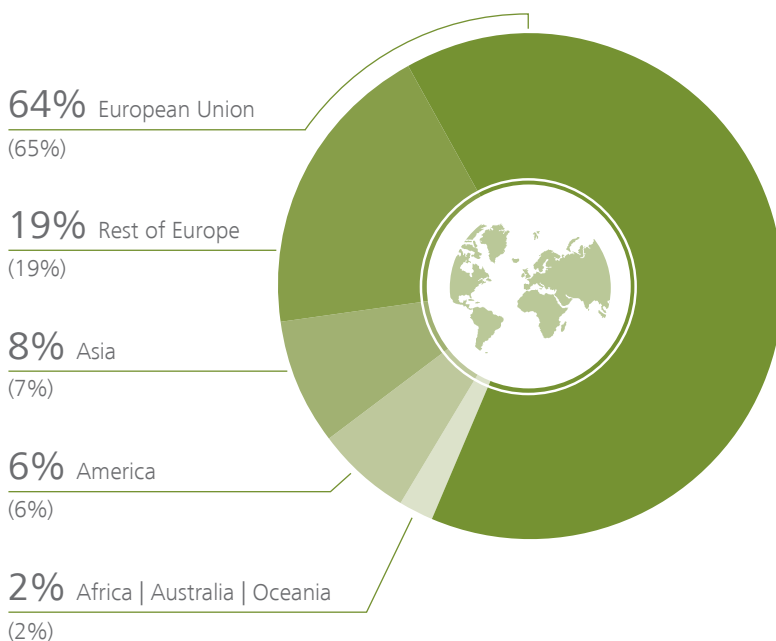
NUMBER OF COUNTRIES:

132
(127)

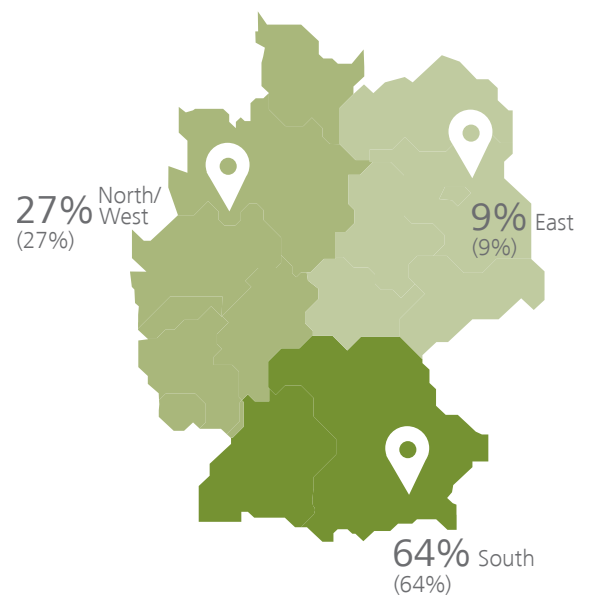
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



STRUCTURE OF INTERNATIONAL VISITORS

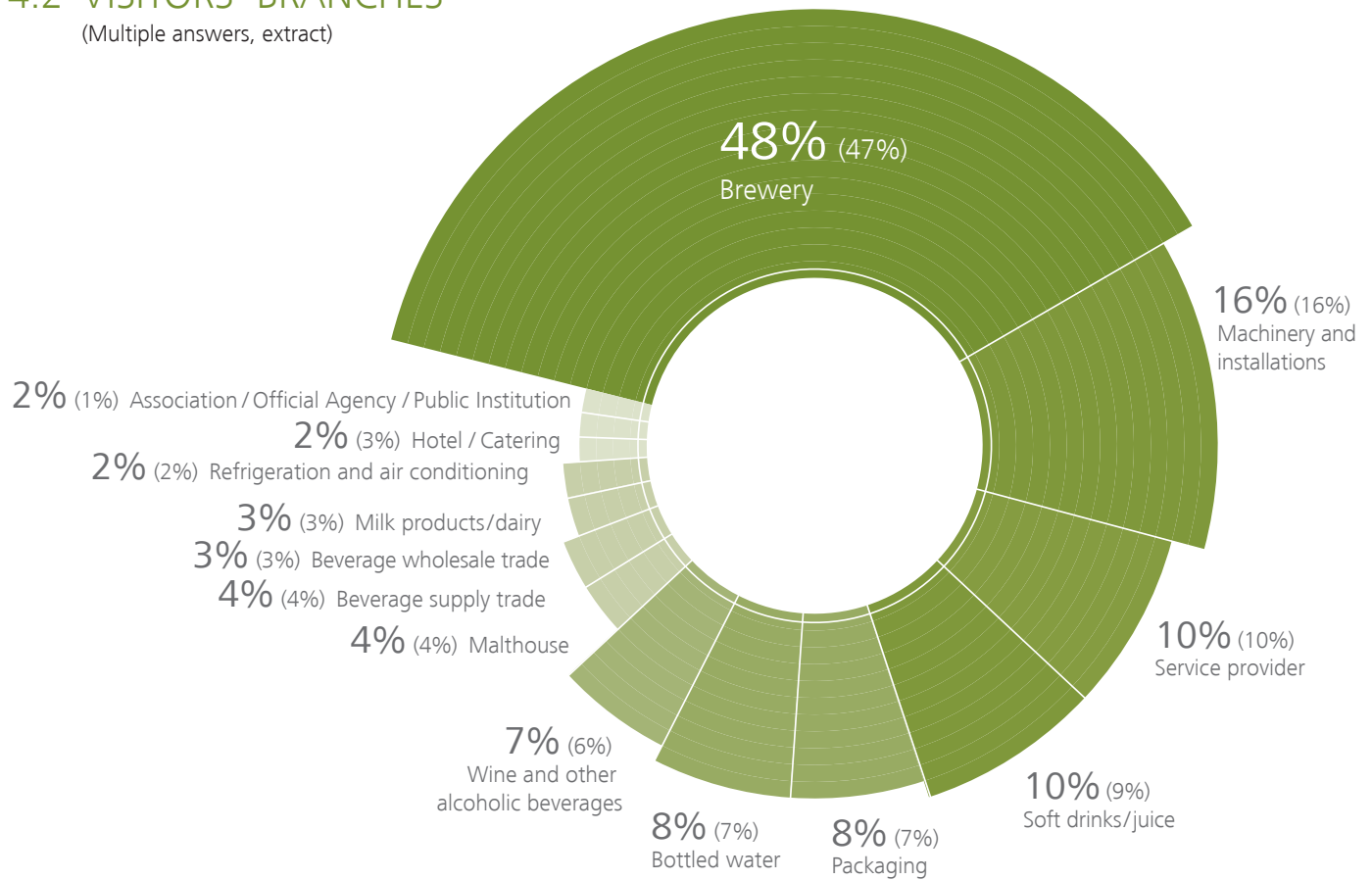


STRUCTURE OF GERMAN VISITORS



4.2 VISITORS' BRANCHES

(Multiple answers, extract)



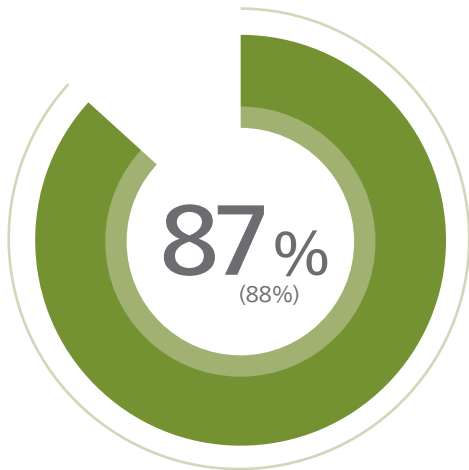
4.3 PROFESSIONAL STATUS OF VISITORS



5. VISITOR SURVEY

5.1 DECISION-MAKERS

How important would you rate your influence on decisions on purchasing and materials management?

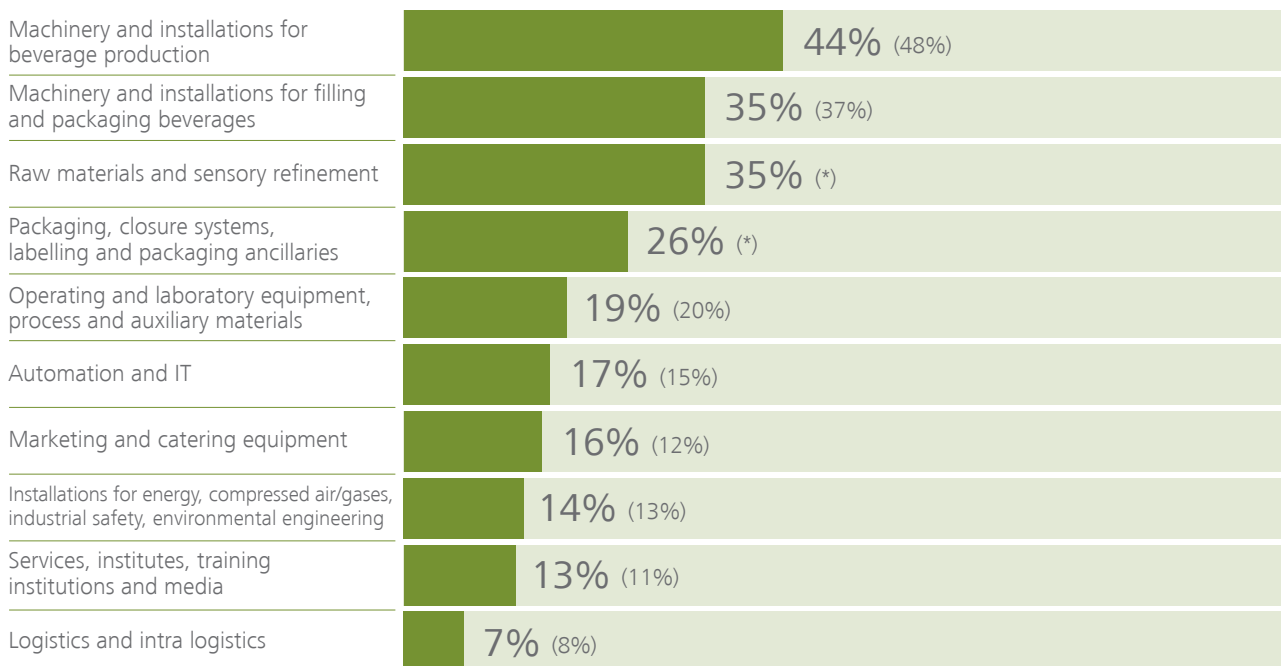


of the visitors are ...

involved in purchasing decisions in their company.

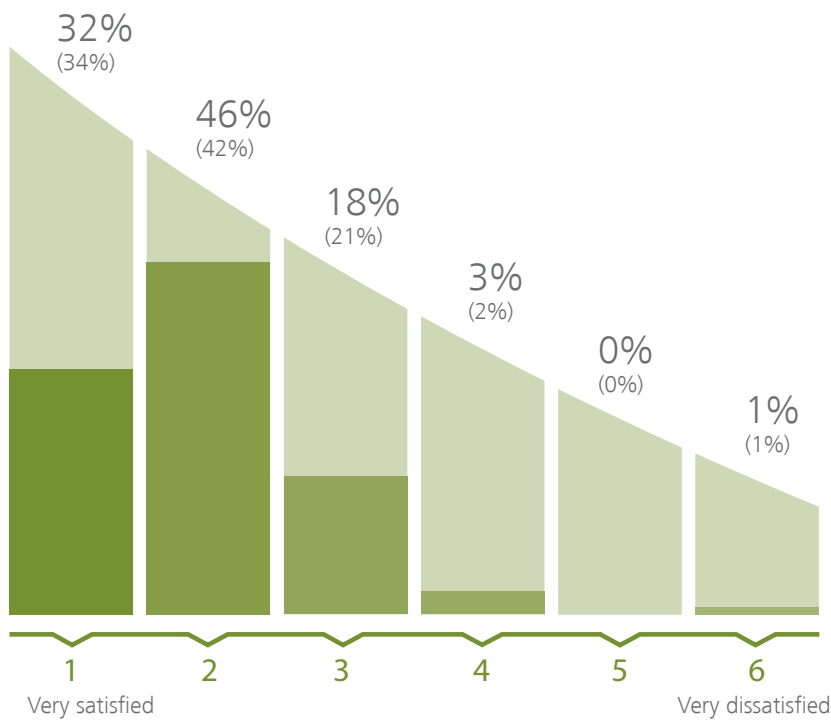
5.2 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at BrauBeviale 2018? (Multiple answers)



5.3 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at BrauBeviale 2018?

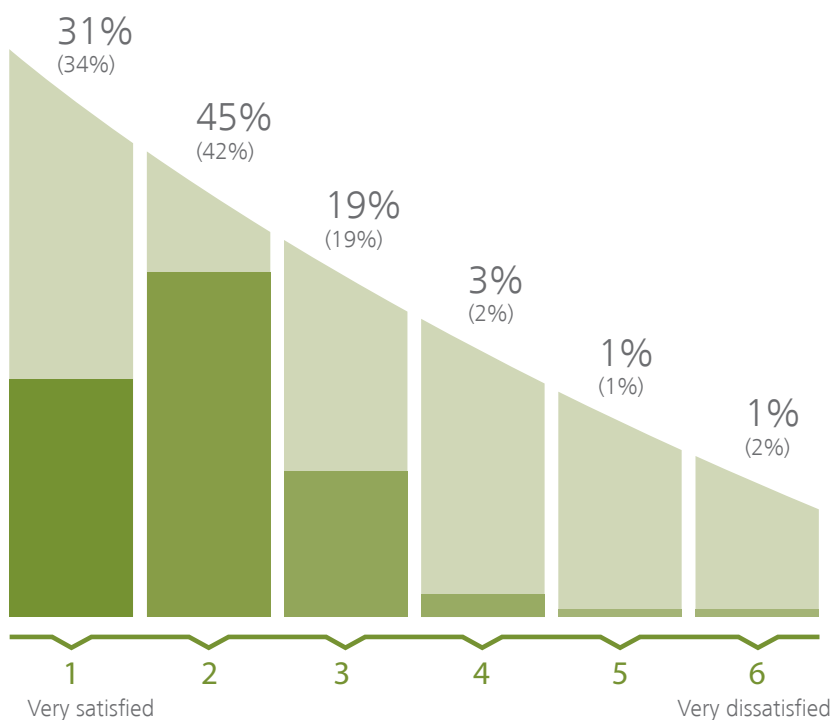


99 %

99% (99%) of the visitors were satisfied with the range of products and services presented at BrauBeviale 2018.

5.4 OPPORTUNITIES FOR INFORMATION AND CONTACT

How satisfied are you with the opportunities for obtaining information and establishing contacts at the exhibitors' stands?

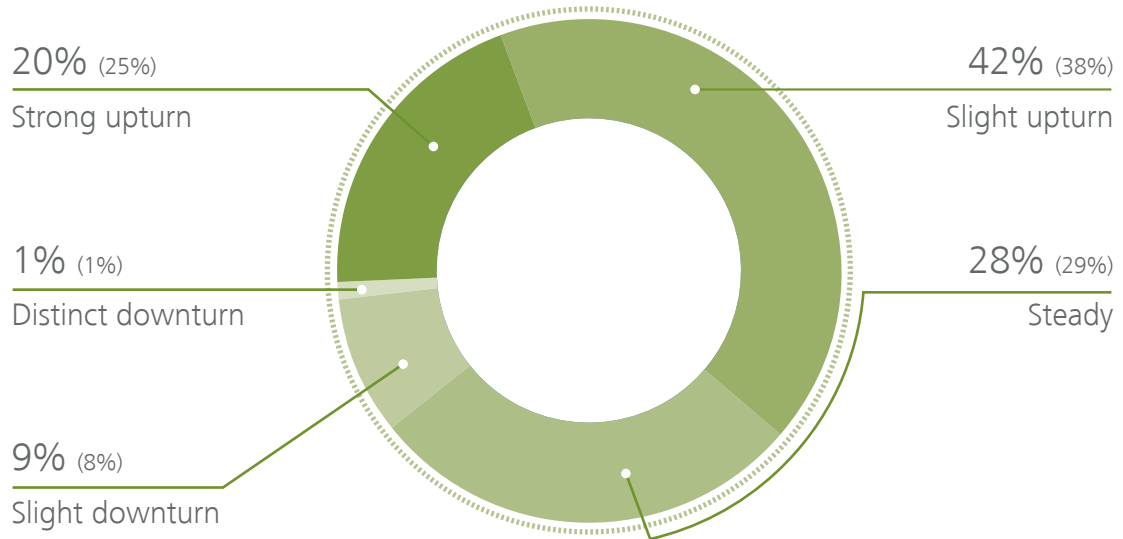


98 %

98% (97%) of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

5.5 ECONOMIC SITUATION IN SECTOR

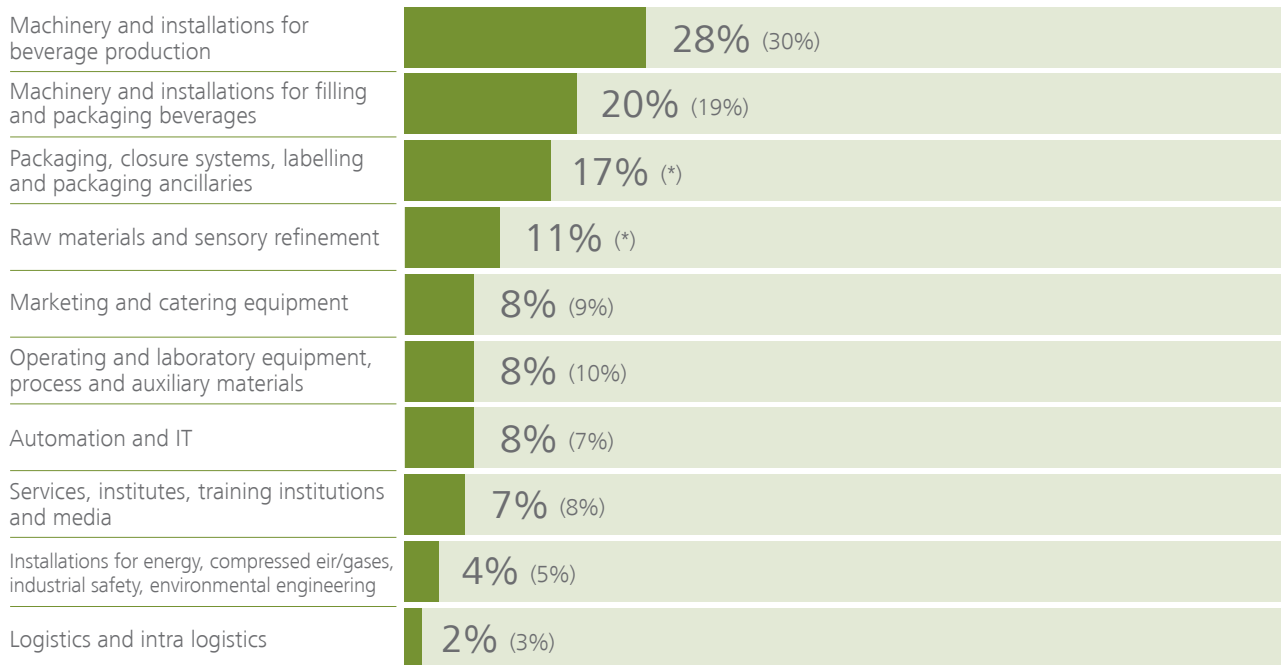
How do you rate the current economic situation in your sector?



6. EXHIBITOR SURVEY

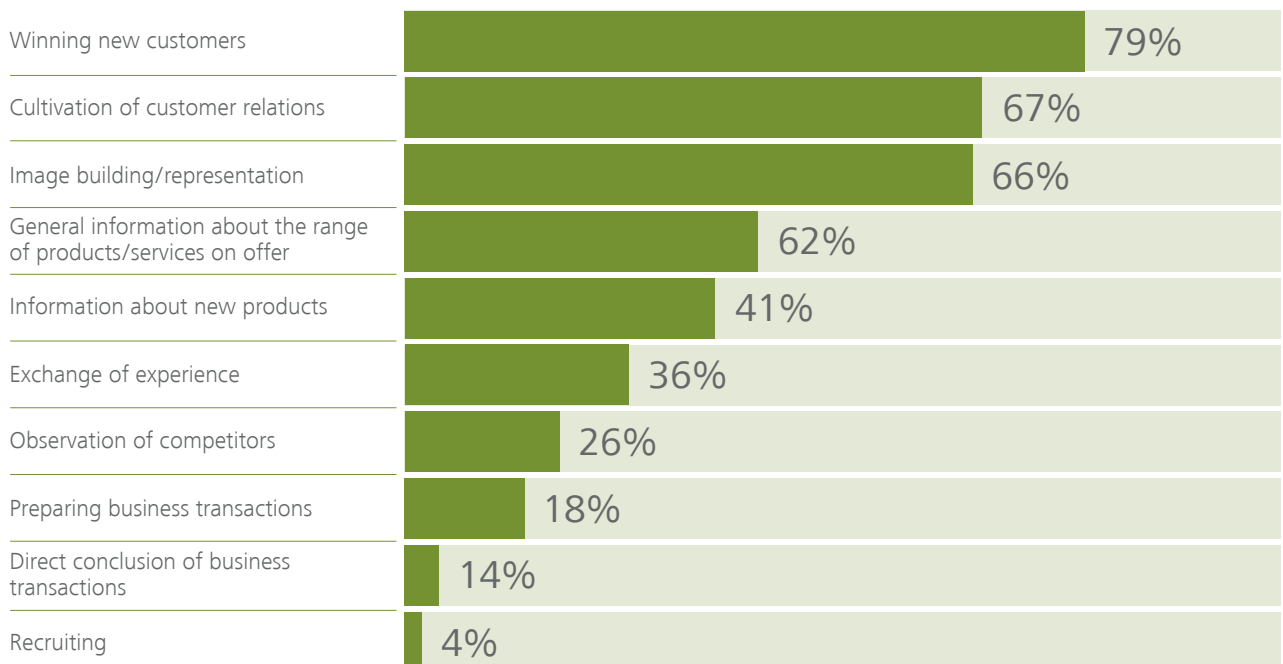
6.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers)



6.2 EXHIBITORS' OBJECTIVES*

What were your company's objectives for exhibiting at BrauBeviale 2018? (Multiple answers, extract)



6.3 TARGET GROUP ACCURACY

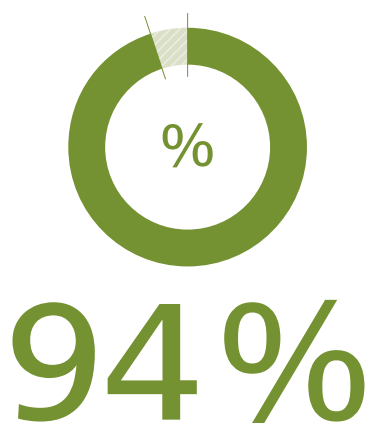
Did you reach your most important target groups at this trade fair?



97% (97%) of the exhibitors reached their most important target groups during BrauBeviale 2018.

6.4 NEW BUSINESS RELATIONS

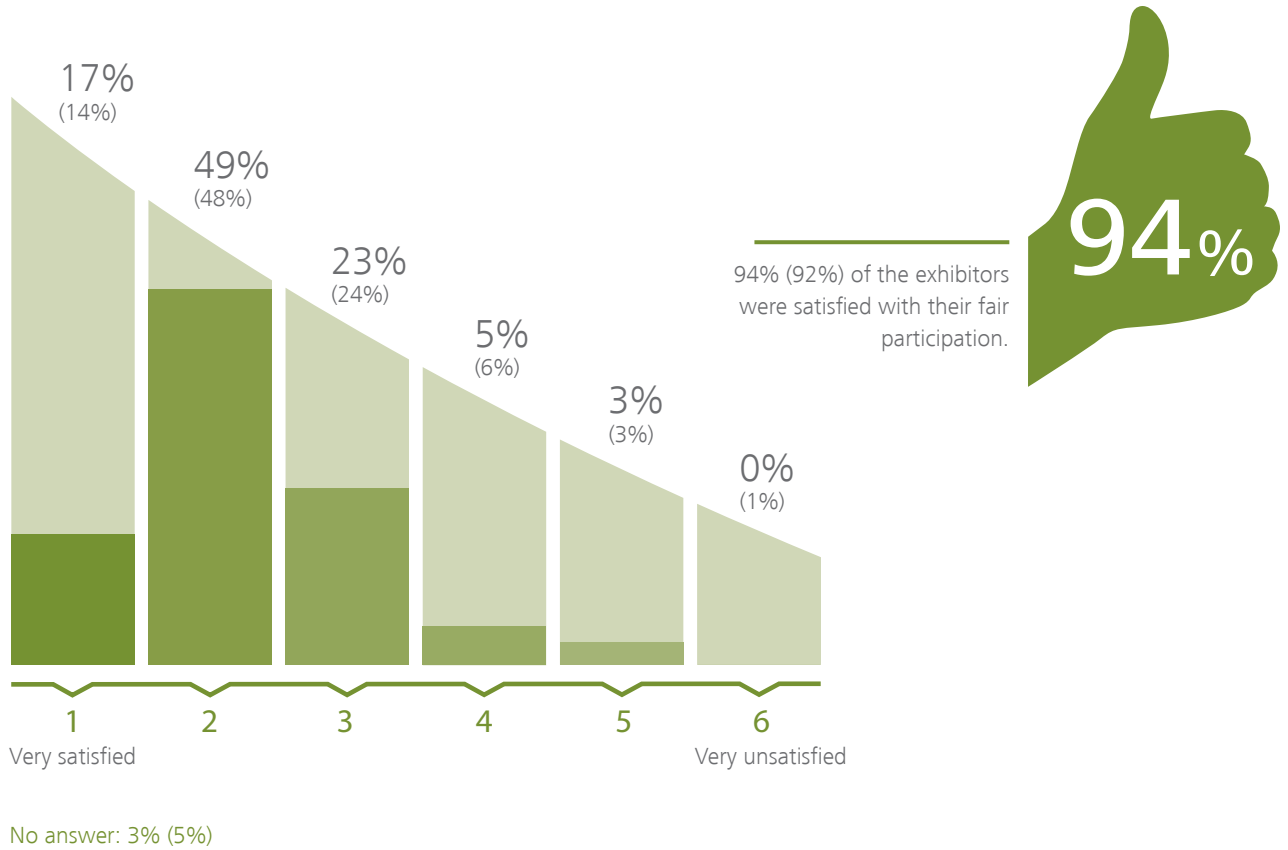
To what extent did your company make new business connections in the course of the fair?



94% (96%) of the exhibitors established new business relations.

6.5 OVERALL SATISFACTION

How satisfied are you with your fair participation all in all?



6.6 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



MISCELLANEOUS

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



Further information is available at www.fkm.de.

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Market Research,
T +49 9 11 8606-0, F +49 9 11 8606-82 28, info@nuernbergmesse.de.

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NürnbergMesse GmbH
- Market Research -
