

Welcome to the

Innovation Dialog!



SENSOR+TEST

DIE MESSTECHNIK-MESSE

The Measurement Fair

Nuremberg, Germany

25.-27.6.2019

1. Structural data

(Figures of the previous event in brackets)

	Total	Germany	International
Exhibitors	538 (591)	327 (354)	211 (237)
Total exhibition space in m²	21,000 (22,000)		
Exhibitor stand space in m²	8,013 (8,690)	5,457 (5,996)	2,556 (2,694)
Special shows in m²	383 (3,328)		
Visitors	6,873 (7,879)	4,536* (6,224*)	2,337* (1,665*)

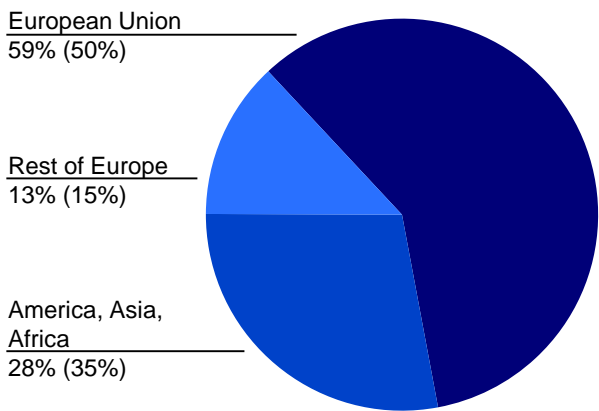
* determined by visitor survey

2. Selected results of visitor survey

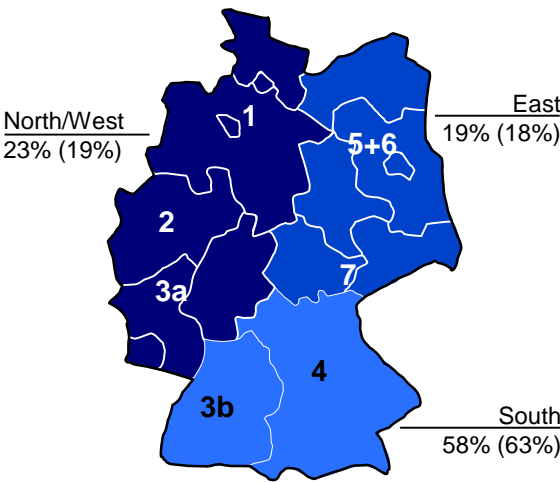
(Figures of the previous event in brackets)

2.1 Origin of visitors

Germany	66%	(79%)
International	34%	(21%)
	100%	(100%)



International



Germany

North/West: Nielsen regions 1, 2 and 3a
South: Nielsen regions 3b and 4
East: Nielsen regions 5, 6 and 7

The visitors at SENSOR+TEST 2019 came from 44 (32) countries.

2.2 Sector of economy

Industry	72%	(71%)	Trade	3%	(3%)
Services	9%	(11%)	Import and export	3%	(1%)
Teaching/science and research	7%	(9%)	Other sector	6%	(5%)
			<hr/>		
				100%	(100%)

2.3 Branch

Other electrical industry	25%	(20%)	Chemistry and pharmacy	5%	(4%)
Machinery and plant construction	22%	(22%)	Medical engineering	4%	(6%)
Automotive and suppliers	17%	(15%)	Energy industry	4%	(4%)
Consulting, service	6%	(6%)	Aviation and suppliers	2%	(5%)
Information technology	5%	(5%)	Other branch	10%	(13%)
			<hr/>		
				100%	(100%)

2.4 Area of responsibility

Research, development, construction	47%	(57%)	Servicing, maintenance	4%	(3%)
Sales, distribution	15%	(12%)	Information, communication technology	4%	(2%)
Manufacturing, production, quality control	13%	(8%)	Purchasing, procurement	2%	(1%)
Business, corporate and works management	7%	(7%)	Other area	4%	(6%)
Marketing, advertising, PR	4%	(4%)	<hr/>		
				100%	(100%)

2.5 Purchasing authority

89% (91%) of the visitors are involved in purchasing decisions in their company.

2.6 Share of trade visitors

98% (98%) of SENSOR+TEST 2019 visitors were trade visitors.












2.7 Main reason for visit (multiple answers, extract)

Information about new products	46%	(53%)	Influence on product development	15%	(18%)
Training, extending knowledge	31%	(39%)	Observation of competitors	12%	(12%)
Experience, exchange of information	31%	(34%)	Preparation of investment and purchasing decisions	11%	(14%)
General market orientation	31%	(31%)	Conclusion of contracts, purchasing	4%	(1%)
Setting up new business contacts	27%	(22%)			
Maintaining business contacts	21%	(23%)			

2.8 Main interest in following product segments (multiple answers)

Industrial Products	73%	(73%)
R&D Services	33%	(32%)
Other Services	12%	(13%)
Production Services	12%	(7%)

2.9 Visitors' interests (group of segment: Industrial Products, multiple answers)

Sensors, Measuring Devices and Measuring Systems	65%	(66%)	
Sensorics Components	40%	(45%)	
Sensor Elements per Measuring Principle	38%	(45%)	
Measuring Technology and Automation	36%	(38%)	
Testing and Calibration Equipment	22%	(13%)	
Measuring and Testing Technology for Material Testing	17%	(14%)	
Accessories and Tools for Measuring and Testing Technology	11%	(12%)	
Actuators, Microactuators	10%	(13%)	
Equipment for the Production of Sensors and Actuators	10%	(8%)	
Measuring and Testing Technology for Traffic Engineering	9%	(9%)	
Non-destructive Materials and Components Testing	6%	(9%)	

2.10 Visitors‘ satisfaction with exhibits

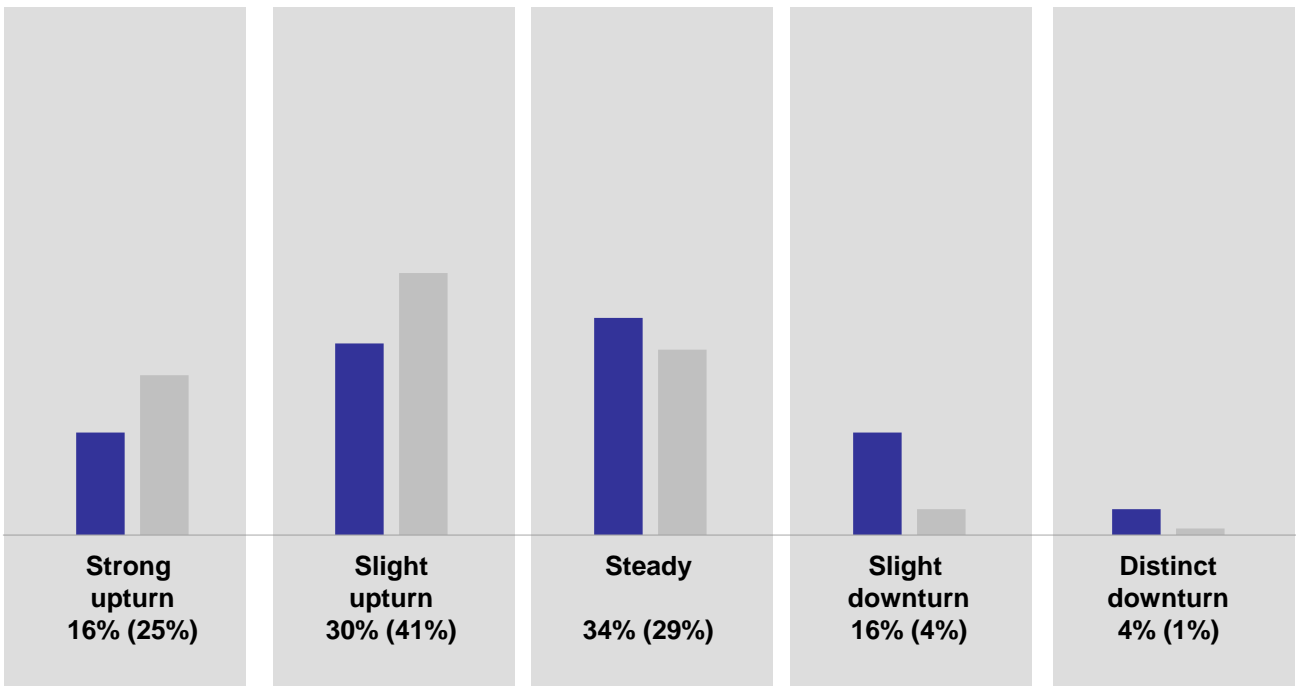
98% (98%) of the visitors were satisfied with the exhibits of SENSOR+TEST 2019.

2.11 Information and contact opportunities

98% (97%) of the visitors were satisfied with the opportunities for obtaining information and establishing contact on the stands.

2.12 Economic situation in branch

(At the time of exhibition June 2019 vs. June 2018)



3. Selected results of exhibitor survey

(Figures of the previous event in brackets)

3.1 Aims of participation (multiple answers, extract)

Acquiring new customers	77%	(61%)	Observation of competitors	48%	(24%)
General information about the range of products/services on offer	66%	(53%)	Providing information on new products	43%	(48%)
Image building, representation	61%	(49%)	Exchange of experience	43%	(37%)
Cultivation of customer relations	57%	(51%)	Direct sales	20%	(14%)

3.2 Target group accuracy

96% (97%) of the exhibitors reached their most important target groups during SENSOR+TEST 2019.

3.3 The exhibitors received visitors from the following branches (multiple answers, extract)

Machinery and plant construction	59%	(59%)	<div></div>
Automotive and suppliers	45%	(37%)	<div></div>
Other electrical industry	43%	(36%)	<div></div>
Medical engineering	27%	(27%)	<div></div>
Energy industry	16%	(24%)	<div></div>
Information technology	14%	(14%)	<div></div>
Consulting, service	14%	(12%)	<div></div>
Aviation and suppliers	13%	(20%)	<div></div>
Chemistry and pharmacy	13%	(14%)	<div></div>

3.4 New business relations

92% (95%) of the exhibitors established new business relations.

3.5 Follow-up business

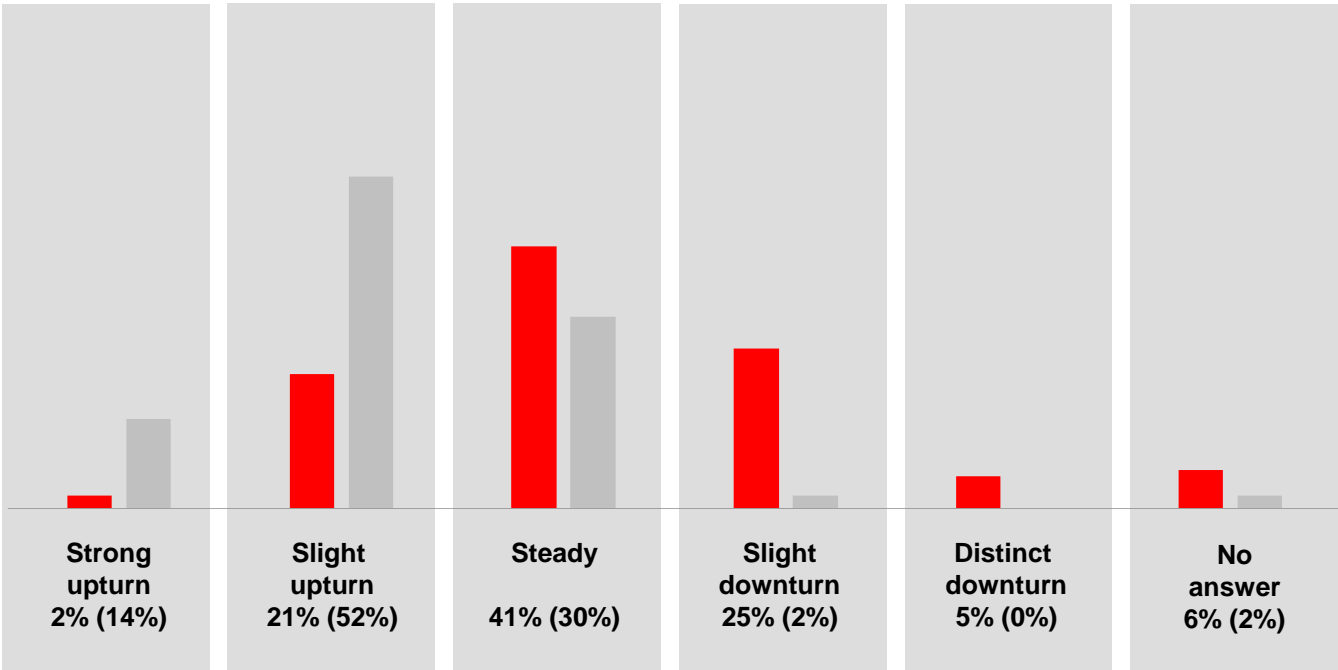
89% (85%) of the exhibitors expect follow-up business due to contacts made during the exhibition.

3.6 Organisation and service

The exhibitors were satisfied with organisation and service at SENSOR+TEST 2019.

3.7 Economic situation in branch

(At the time of exhibition June 2019 vs. June 2018)



4. Miscellaneous

The representative visitor survey was carried out by an independent market research institute.

The structural data have been certified by the FKM, Society for Voluntary Control of Fair and Exhibition Statistics, Berlin. Further information at www.fkm.de.



This show report is also available in German.



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DIE MESSTECHNIK - MESSE
The Measurement Fair

Nuremberg , Germany

23 - 25 June 2020

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