



# BIG BUSINESS DEALS

glasstec – the place to be for business

// Excellent investment climate

// Outstanding business transactions



## PERSONAL EXCELLENCE

The high number of decision makers amongst the glasstec visitors is crucial to its success



**97%** *qualified trade visitors*

**79%** *were decision makers or involved in the decision making*

**72%** *came from senior or top-management*

**70%** *came with concrete investment intentions or looked for new suppliers*

# glasstec

INTERNATIONAL TRADE FAIR FOR GLASS PRODUCTION • PROCESSING • PRODUCTS

## 2018

## WORLD LEADING

*glasstec claims its position as the world's leading trade fair:*

**1.276**  
EXHIBITORS  
FROM **50**  
COUNTRIES



**42.603**  
VISITORS  
FROM **126** COUNTRIES

*More internationally frequented than ever before*

[www.glasstec.de](http://www.glasstec.de)

## IMPORTANT IMPULSES

glasstec provides important stimuli for the future of the industry.



*Promising new contacts*

*Concentrated demonstration of innovative strength*

*Expecting great follow-up business after the trade fair*

## BEST FEEDBACK

Excellent trade fair results for exhibitors and visitors

**96%**  
was satisfied



**96%**  
would recommend glasstec

## Structure of visitors

<b>EXHIBITORS TOTAL</b>	<b>1,276</b>
Exhibitors Germany	314
Exhibitors other countries	962
<b>Number of countries</b>	<b>50</b>

<b>NET SPACE TOTAL (SQM)</b>	<b>66,945</b>
Net space Germany	18,624
Net space other countries	48,321

Visitor data from registry:

<b>VISITORS TOTAL</b>	<b>42,603</b>
<b>From Europe</b>	<b>78 %</b>
- Germany	28 %
- Other Europe	50 %
<b>From Non-European countries</b>	<b>22 %</b>
- Asia	11 %
- America	8 %
- Africa	2 %
- Australia/Oceania	1 %
<b>Number of countries</b>	<b>126</b>

(Basis: all foreign visitors)

<b>TOP 10 VISITOR COUNTRIES</b>	
Italy	6 %
Netherlands	6 %
France	6 %
USA	5 %
Poland	4 %
United Kingdom	4 %
Belgium	4 %
Spain	4 %
Russian Federation	4 %
Austria	3 %

**259 accredited journalists from 29 countries**

Based on the results of 1,235 interviews with visitors during glasstec 2018 conducted by means of the Computer-Interview-System

Preliminary data, Subject to change (G1-MF/November 2018)

\* Difference to 100%:  
Pupil, student, not gainfully employed (4%)

<b>INDUSTRIAL SECTOR*</b>	
Industry: Glass manufacturing, -processing, -finishing	36 %
Mechanical engineering	17 %
Suppliers (e.g. chem industry) / trade	12 %
Crafts	11 %
Manufacturers of windows / facades	6 %
Architecture + building industry	5 %
Miscellaneous	12 %

<b>AREA OF RESPONSIBILITY*</b>	
Business-/company-/plant management	25 %
Manufacture, production	19 %
Research and development, design	17 %
Sales, distribution	13 %
Buying, procurement	5 %
Maintenance, repairs	4 %
Marketing, advertising, PR	3 %
Other	10 %

<b>DECISION-MAKING POWERS</b>	
Decisive	29 %
Contributory (jointly decisive)	27 %
Advisory function (consultative)	24 %
No influence	16 %

<b>OCCUPATIONAL STATUS*</b>	
Independent entrepreneur, co-owner, freelance employee	22 %
Managing director, board member, head of an authority	17 %
Area manager, operations manager, plant manager, branch manager, office head	16 %
Head of department, group/team leader	19 %
Other employee, civil servant, specialist	16 %
Trainee	2 %
Other occupational status	5 %

<b>NUMBER OF EMPLOYEES*</b>	
1 – 4 employees	12 %
5 – 9 employees	7 %
10 – 19 employees	10 %
20 – 49 employees	10 %
50 – 99 employees	10 %
100 – 199 employees	9 %
200 – 499 employees	12 %
500 – 999 employees	6 %
1000 – 4.999 employees	7 %
5000 – and more employees	13 %

<b>INTEREST IN PRODUCT RANGES</b>	
(Several answers possible)	
Glass production / production technology	51 %
Industrial glass processing and finishing	26 %
Technical glass / functional glass	26 %
Glass products and glass applications	26 %
Measurement, testing, control technology and software	18 %
Tools, replacement and spare parts, auxiliary equipment and fittings	17 %
Glass processing crafts	16 %
Facade systems	15 %
Functional fittings and brackets	11 %
Solar Applications	11 %
Glass recycling	7 %
Contracting, Consulting, engineering, services	7 %

<b>NEW SUPPLIERS WERE FOUND</b>	
Yes	54 %

<b>OVERALL ASSESSMENT</b>	
Satisfied	96 %

<b>RECOMMENDATION</b>	
Yes	96 %

