

## Fair Profile tasc 2017

Based on the results of 254 interviews with visitors during tasc 2017 conducted by means of the Computer-Interview-System

Next Date:

**11th/12th of October 2019**

Areal Böhrer, Düsseldorf



**TRADE SHOW FOR  
AUTOMOTIVE GLASS,  
SMART REPAIR AND  
CAR DETAILING**

» [www.tasc-expo.de](http://www.tasc-expo.de)

<b>Exhibitors total</b>	<b>50</b>
Exhibitors Germany	44
Exhibitors other countries	6
<b>Number of countries</b>	<b>6</b>

<b>Net space total (sqm)</b>	<b>896</b>
Net space Germany	815
Net space other countries	81

<b>Visitors total</b>	<b>1.159</b>
From Europe	100 %
– Germany	91 %
– Other Europe	9 %

22 accredited journalists from Germany

<b>TOP 10 visitor countries</b>	
<i>Visitor data from registry:</i>	
<i>(Basis: all foreign visitors)</i>	
The Netherlands	35 %
Belgium	17 %
Switzerland	9 %
Denmark	6 %
Luxembourg	6 %
Poland	4 %
Romania	4 %
Austria	3 %
Great Britain and Northern Ireland	3 %
Sweden	3 %



(G1-MF/October 2017)

### Structure of visitors

<b>Decision making powers*</b>	
Decisive	45 %
Contributory (jointly decisive)	29 %
Advisory function (consultative)	14 %
Not involved	11 %

<b>Economic / business sector*</b>	
Automotive glass specialists	29 %
Auto repair shops (independent)	16 %
Car detailers	11 %
Smart-Repair-Shops	8 %
Authorized repair shop	4 %
Car body shops	4 %
Car dealers/Car centers	2 %
Paint shop	2 %
other skilled crafts and trade	3 %
Fleet management	2 %
Car rental company	1 %
Motor insurer	1 %
Other services	3 %
Automotive parts/accessories/ chemical trade	4 %
Other retail trade	2 %
automotive industry	2 %
Manufacturing of automotive equipment (supplier for the automotive industry)	2 %
Other	3 %

<b>Quality of visitors</b>	
Top-Management	72 %
Middle-Management	9 %
Low-Management	19 %

<b>Occupational position*</b>	
Independent entrepreneur / co-owner, freelancer	48 %
Managing director, board member, head of an authority	14 %
Area -, operations -, plant -, branch manager, office head	11 %
Mechanics, skilled worker, other employee	10 %
Head of department, group -, team leader, master craftsman	9 %
Other	7 %

<b>Reasons for visit</b>	
<i>(Several answers possible)</i>	
New developments/trends	37 %
Contact with existing suppliers/ business partners	21 %
Identifying new suppliers business partners	23 %
Initiating purchase decisions	13 %
Purchase/Order	7 %

<b>Interest in product ranges</b>	
<i>(Several answers possible)</i>	
Tools	60 %
Replacements and Solutions to Automotive Glass, Smart Repair and Car Detailing industries	60 %
Auto Repair Shop Supplies	50 %
Cleaning, Care, Accessories	44 %
Consumption Devices	39 %
Software Calibration for Driving Assistance Systems	35 %
Training Programs	31 %
Accident Management, Claims Investigation, Insurance Companies	26 %
Car Wrapping	17 %
Safety at Work	16 %
Institutes, Associations	13 %
Other	13 %

<b>New suppliers were found</b>	
Yes	37 %

<b>Overall assessment</b>	
Very satisfied / satisfied	87 %

<b>Recommendation</b>	
Yes	87 %

\* Difference to 100 % = Pupils, Students (1 %)

Messe Düsseldorf GmbH  
P.O. Box 10 10 06 \_ 40001 Düsseldorf \_ Germany  
Tel. +49 (0) 2 11/45 60-01 \_ Fax +49 (0) 2 11/45 60-6 68  
[www.messe-duesseldorf.com](http://www.messe-duesseldorf.com)

**Messe  
Düsseldorf**