



Fair Profile interpack PROCESSES AND PACKAGING

08 to 14 May 2014
www.interpack.com

Subject to change (UI-MF/July 2014)

Exhibitors total	2,670
Exhibitors by origin	
Germany	678
Other countries	1,992
Number of countries	60

Net space total (sqm)	174,369
Net space by origin	
Germany	67,906
Other countries	106,463

Visitors total	174,798
Visitors by origin	
Germany	59,431
Other countries	115,367
Number of countries	163

1,051 accredited journalists from 47 countries

Visitor structure

Based on the results of 3,184 interviews with visitors during interpack 2014 conducted by means of the Computer-Interview-System

Origin of the visitors	
Germany	34%
Other countries	66%

Germany	
West Germany	39%
South Germany	27%
Southwest Germany	13%
North Germany	13%
East Germany	8%

Other countries	
Europe	59%
- EU	49%
- Other european countries	10%
Asia	18%
- South/East/Central Asia	11%
- Middle East	7%
South and Central America	7%
Africa	8%
North America	6%
Australia/Oceania	2%

Countries of origin (Top 9)*	
The Netherlands	8%
Italy	6%
USA	5%
Great Britain/Northern Ireland	5%
France	5%
Belgium	5%
India	4%
Switzerland	4%
Spain	3%

Decision-making powers**	
Decisively	28%
Contributory	35%
In an advisory capacity	21%
No influence	11%

Industrial sector**	
Food industry	21%
Pharmaceutical Industry	9%
Mechanical Engineering	8%
Plastic goods production	5%
Confectionery and Bakery Industry	4%
Paper, cardboard production	3%
Beverage Industry	3%
Cosmetic Industry	2%
Other industries	11%
Technical/specialist retail trade	5%
Retail trade (Food/Non Food)	5%
Other trade	3%
Services	7%
Skilled trade	3%
Other	6%

Area of responsibility**	
Management	22%
Research and development, construction	19%
Manufacture, production, quality control	17%
Sales, distribution	14%
Purchasing, procurement	8%
Servicing, maintenance	4%
Marketing, advertising, PR	4%
Logistics: material management, warehouse, transport	2%
Other	5%

Occupational position	
Independent entrepreneur, co-owner, freelance employee	16%
Managing director, board member, head of an authority	16%
Area, operations, plant, branch manager, office head	17%
Department head/group leader	22%
Employee, civil servant, specialist	20%
Trainee	2%
Other	2%
Student, pupil	4%
Not working	1%

Interest in product ranges	
<i>(Several answers possible)</i>	
Processes and machines for the packaging of: food and drink, pharmaceuticals and cosmetics, consumer goods (non-food), industrial goods	54%
Packaging materials, Packagings	45%
Processes and machines for the production of packaging	22%
Packaging Printing	19%
Processes and machines for sweets and baked goods	13%
Services for the packaging industry and confectionery industry	9%

Reasons for visit	
<i>(Several answers possible)</i>	
Innovations/trends	43%
Search for new suppliers and business partners	35%
Contact to existing suppliers and business partners	33%
Preparation of purchase decision	13%
Purchase/Order	8%

New suppliers were found	
<i>(Basis: Visitors looking for new suppliers and business partners)</i>	
Yes	67%

Overall assessment	
Satisfied	97%

Recommendation of interpack	
Yes	96%

*Basis: Other countries

**Difference to 100% = Pupil, student, not gainfully employed (5%)



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