EUROCIS 2018 – FAIR PROFILE

EuroShop ✳ Trade Fairs

EuroCIS
The Leading Trade Fair
for Retail Technology
19 – 21 Feb. 2019
Düsseldorf · Germany
www.eurocis.com

Exhibitors total	471
Exhibitors Germany	253
Exhibitors other countries	218
Number of countries	**29**

Net space total (sqm)	13,406
Net space Germany	8,185
Net space other countries	5,221

Visitor data from registry:

Visitors total	11,991
Germany	50%
Other Europe	44%
From Non-European countries	6%
Number of countries	**92**

Visitor data from registry:

TOP 10 visitor countries	
(Basis: all foreign visitors)	
The Netherlands	15%
Great Britain and Northern Ireland	7%
Russian Federation	6%
Belgium	5%
Italy	5%
Switzerland	5%
Austria	4%
Spain	4%
France	3%
Poland	3%

179 accredited journalists from 15 countries	

Preliminary data; subject to change
(G1-MF/March 2018)

QUALITY AND STRUCTURE OF TRADE VISITORS

Based on the results of 590 interviews with trade visitors during EuroCIS 2018 conducted by means of the Computer-Interview-System

Decision making powers*	
Decisive	22%
Contributory (jointly decisive)	35%
Advisory function (consultative)	31%
Not involved	10%

Occupational position*	
Top-Management	49%
Middle-Management	27%
Low-Management	22%

Area of responsibility*	
Business/company/plant, management	14%
IT (information, communication technology)	30%
Sales, distribution	16%
Business development	11%
E-Commerce	5%
Marketing, advertising, PR	5%
Purchasing/procurement	3%
Research and development, design	3%
Other	11%

Industrial sector*	
Trade	33%
IT services	26%
Other services	12%
IT and security industry	8%
Other industry	6%
Consultant, agency	5%
Payment solutions	5%
Other	3%

Reasons for visit	
(Several answers possible)	
New developments/trends	36%
Contact with exisiting suppliers/ business partners	29%
Identifying new suppliers business partners	26%
Initiating purchase decisions	9%
Purchase/Order	4%

New suppliers were found	
Yes	49%

Interest in product ranges	
(Several answers possible)	
Till-/checkout-systems	48%
Payment systems and cash management	40%
Mobile solutions	39%
Omnichannelsolutions and E-Commerce	33%
Digital instore marketing, digital signage	31%
RFID	26%
Business intelligence und CRM	20%
ERP, merchandise-/supply chain management and logistics	16%
Scales	14%
Communication systems	12%
Merchandise-/article-/product-surveillance, Loss Prevention	11%
Surveillance systems, access control	10%
Workforce management	5%
Reverse vending systems (empty returns)	5%
Other	9%

Overall assessment	
Satisfied	97%

Recommendation	
Yes	97%

* Difference to 100% = Pupils, Students, not employed (2%)

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