

CHILLVENTA

International Exhibition
Refrigeration | AC & Ventilation | Heat Pumps

Nuremberg
11–13.10.2016

Show Report.

CONNECTING
EXPERTS.



chillventa.de

NÜRNBERG / MESSE

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	981 (984)	318 (322)	663 (662)
Visitors	32,206 (30,585)	13,912 (13,396)	18,294 (17,189)
Total exhibition space (in m ²)	72,200 (66,400)	— (—)	— (—)
Exhibitor stand space (in m ²)	42,735 (37,647)	19,393 (16,951)	23,342 (20,696)
Special shows (in m ²)	826 (837)	826 (837)	— (—)

2. CHILLVENTA CONGRESS & SPECIALIST FORUMS

260

PARTICIPANTS

from **31** countries at **41** presentations
at Chillventa CONGRESS.

160

PRESENTATIONS

at the specialist forums in the halls.

3. MEDIA

186

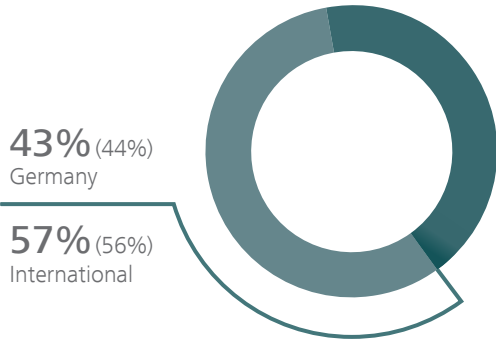
accredited journalists from **24** countries.

263,214

visits and **1,972,452** page impressions from **118** countries
at www.chillventa.de from 14.10.2015 to 13.10.2016.

4. VISITOR REGISTRATION

4.1 ORIGIN OF VISITORS



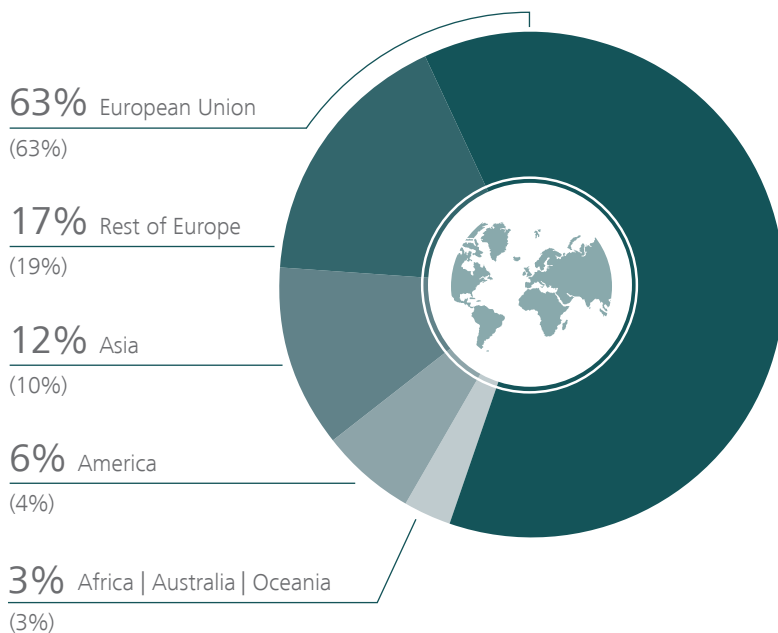
NUMBER OF COUNTRIES:

114
(118)

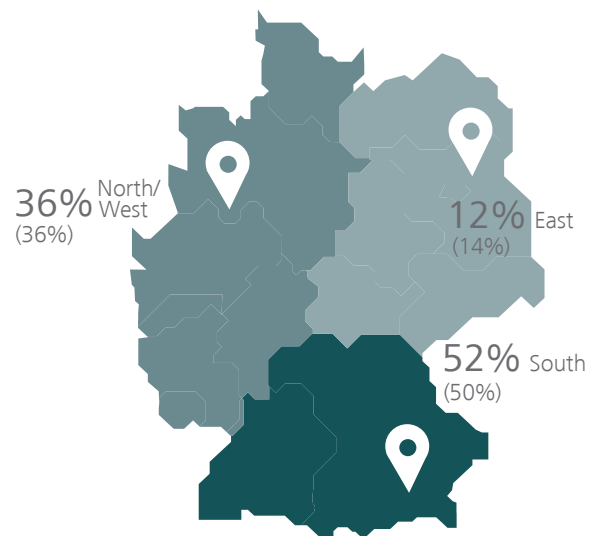
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS

1	Italy
2	Austria
3	Poland
4	Russian Federation
5	The Netherlands
6	Czech Republic
7	Switzerland
8	France
9	Spain
10	Great Britain / Northern Ireland

STRUCTURE OF INTERNATIONAL VISITORS

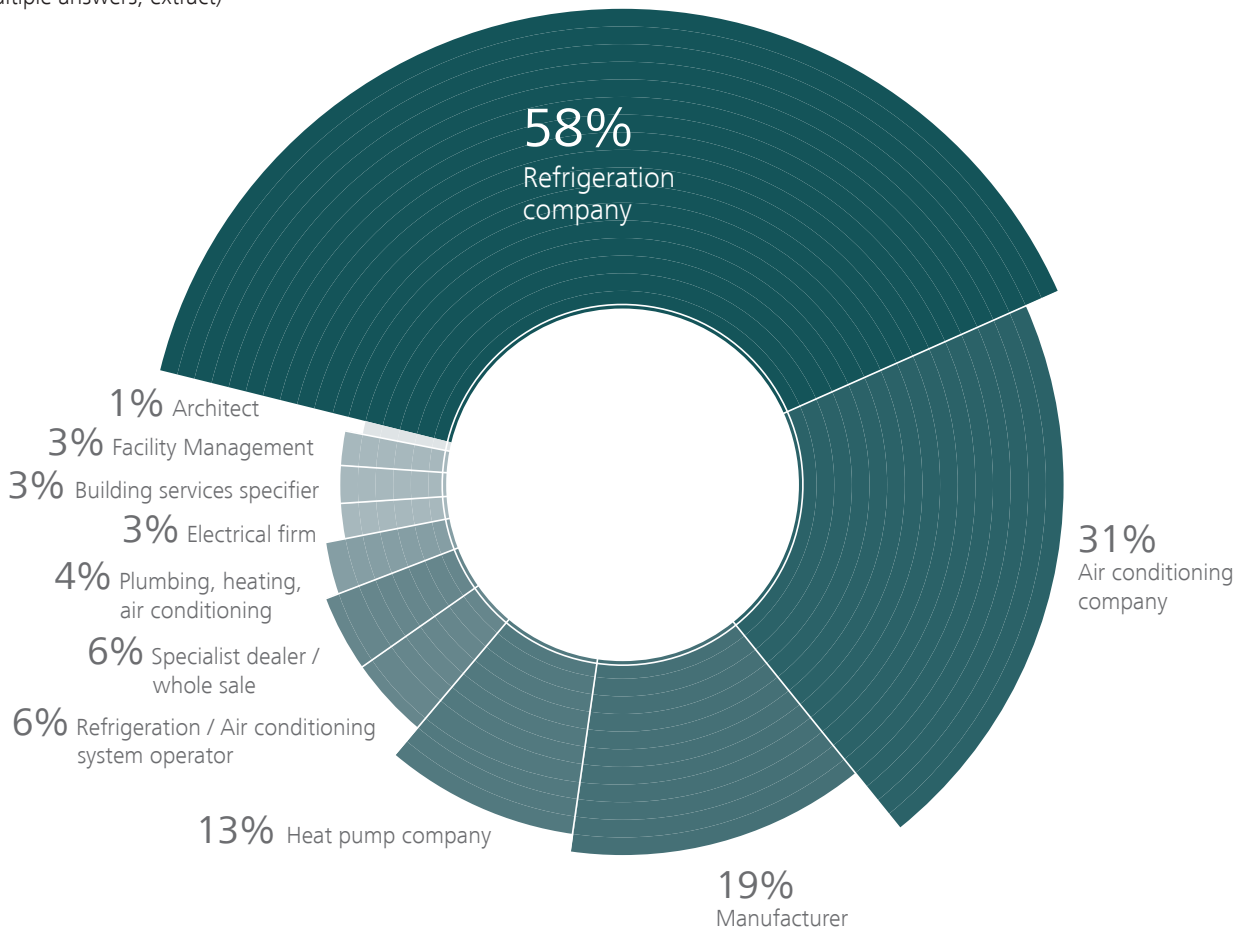


STRUCTURE OF GERMAN VISITORS

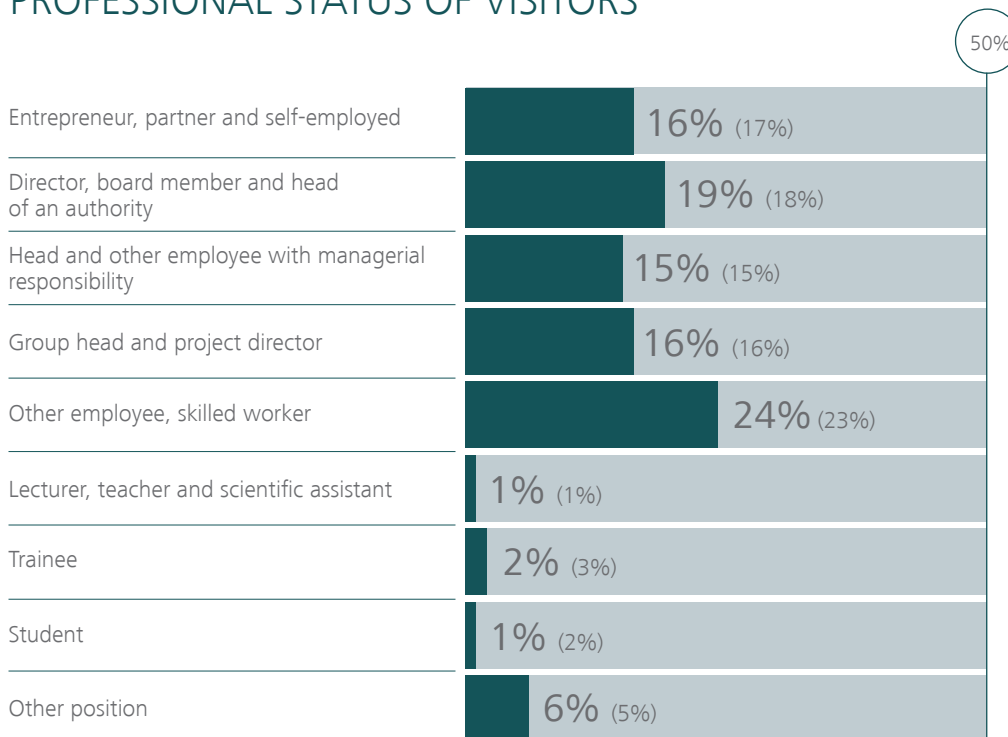


4.2 BRANCH*

(multiple answers, extract)



4.3 PROFESSIONAL STATUS OF VISITORS

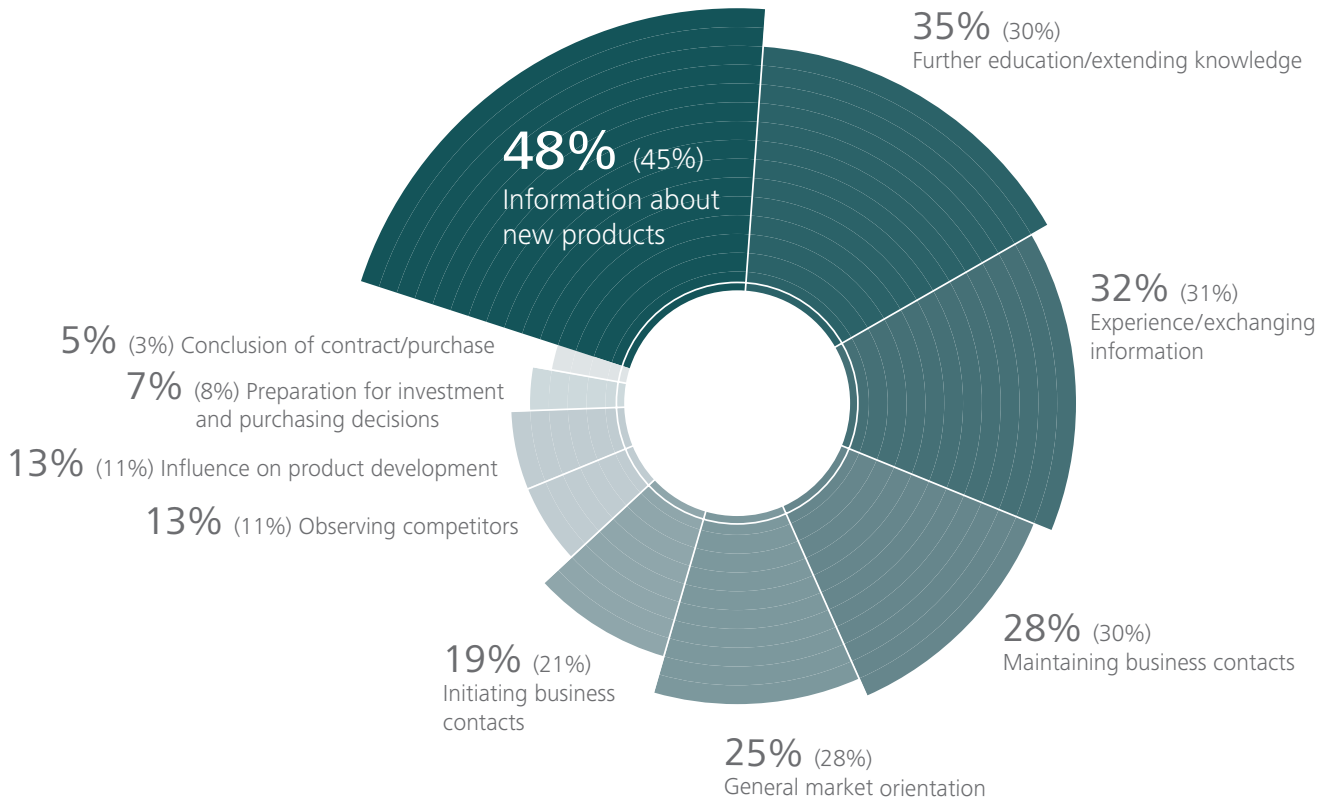


(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up | * = no comparison possible

5. VISITOR SURVEY

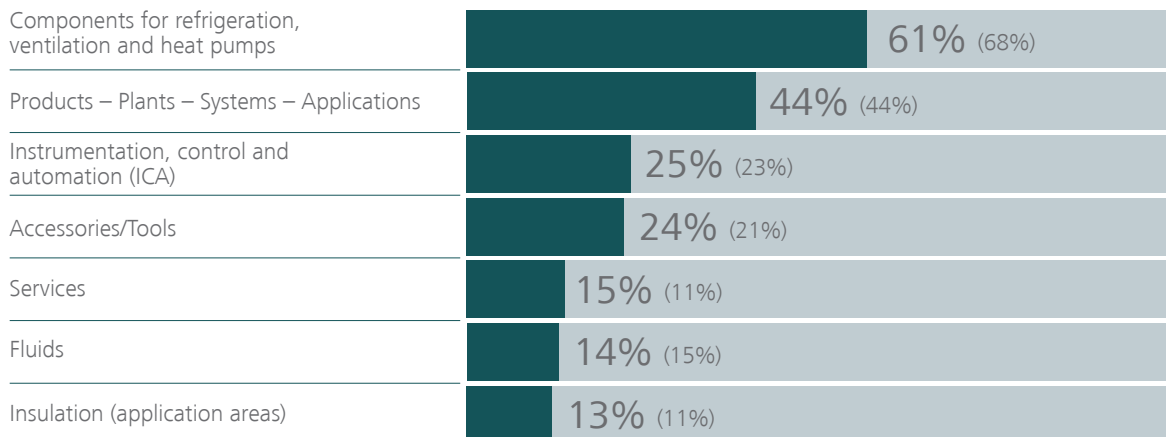
5.1 MAIN REASON FOR VISIT

What are the main reasons for your visit to Chillventa 2016? (Multiple answers, extract)



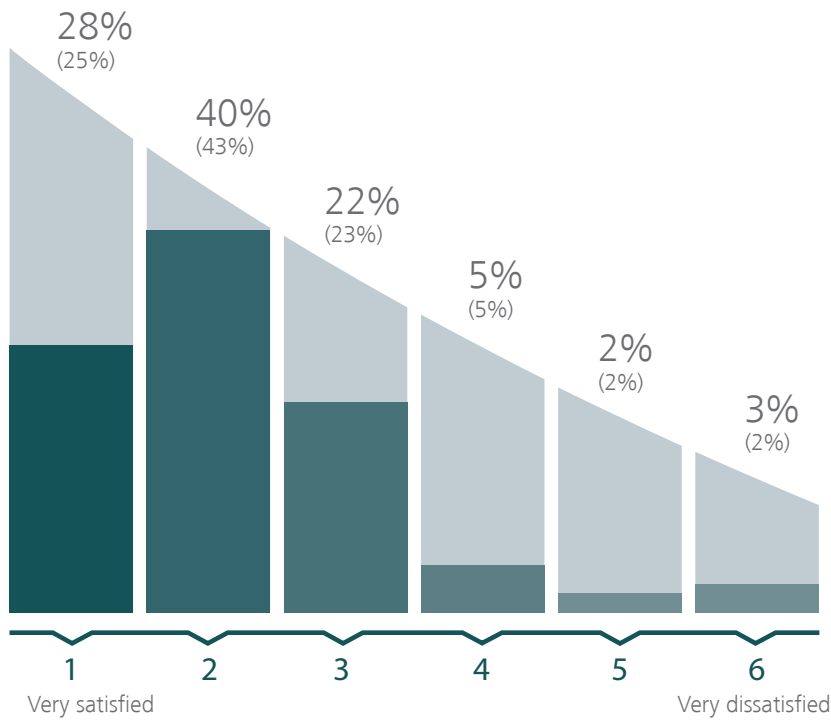
5.2 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at Chillventa 2016? (Multiple answers)



5.3 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at Chillventa 2016?

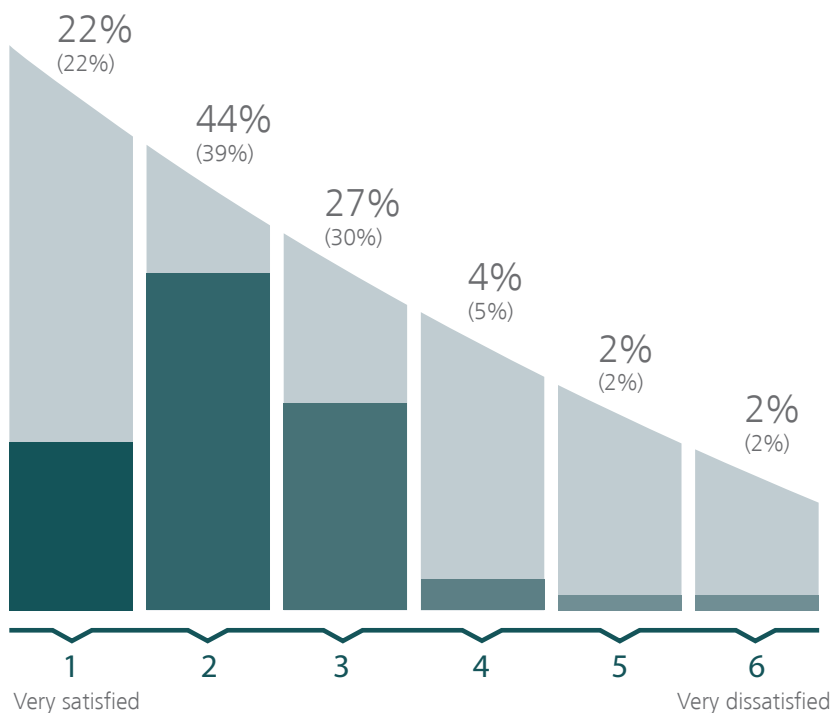


95 %

95% (96%) of the visitors were satisfied with the range of products and services presented at Chillventa 2016.

5.4 OPPORTUNITIES FOR INFORMATION AND CONTACT

How satisfied are you with the opportunities for obtaining information and establishing contacts at the exhibitors' stands?

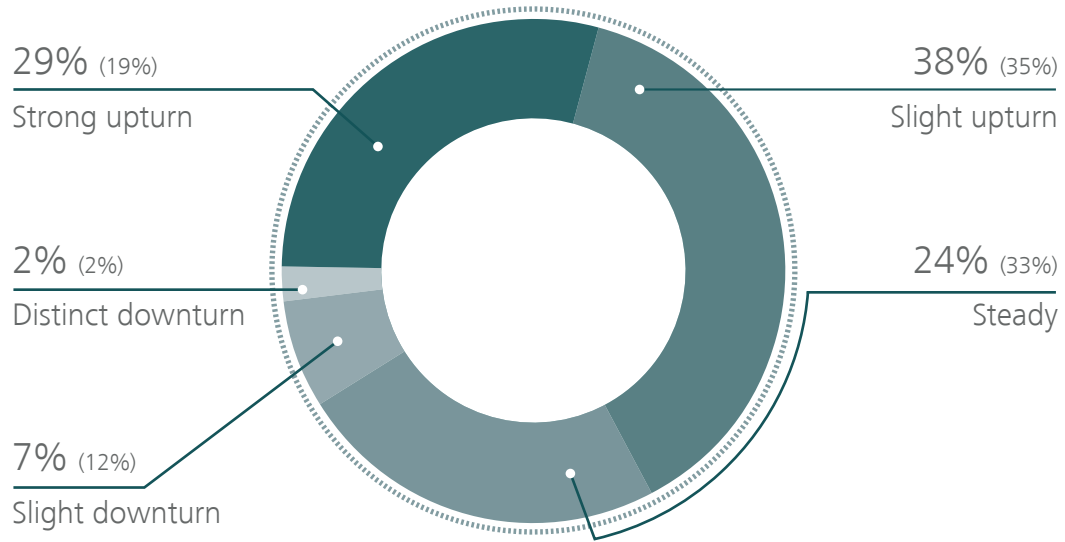


97 %

97% (96%) of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

5.5 ECONOMIC SITUATION IN SECTOR

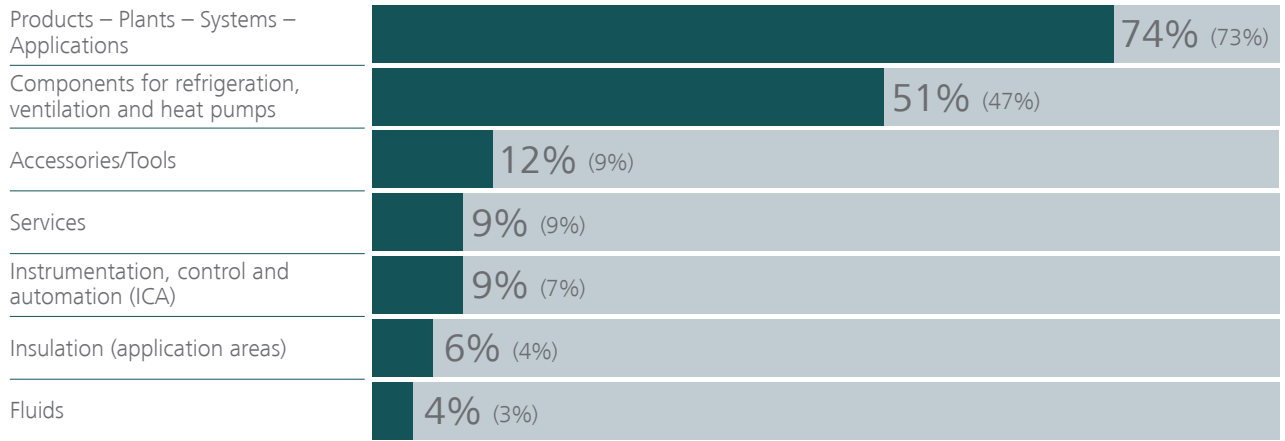
How do you rate the current economic situation in your sector?



6. EXHIBITOR SURVEY

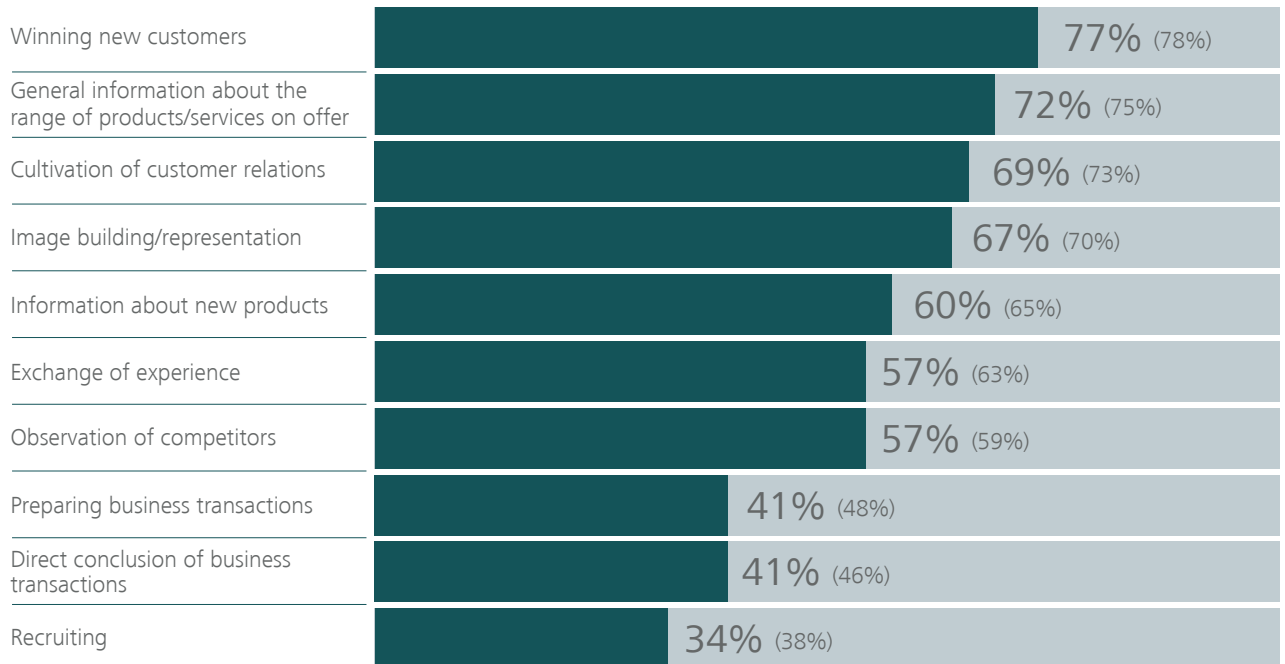
6.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers)



6.2 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at Chillventa 2016? (Multiple answers, extract)



6.3 TARGET GROUP ACCURACY

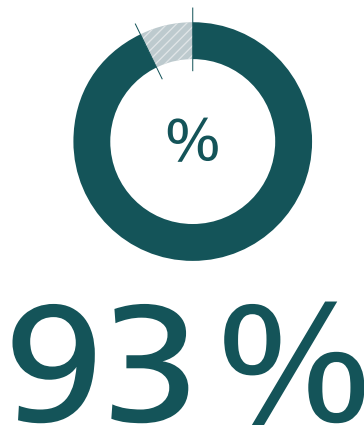
Did you reach your most important target groups at Chillventa 2016?



96% (95%) of the exhibitors reached their most important target groups during Chillventa 2016.

6.4 NEW BUSINESS RELATIONS

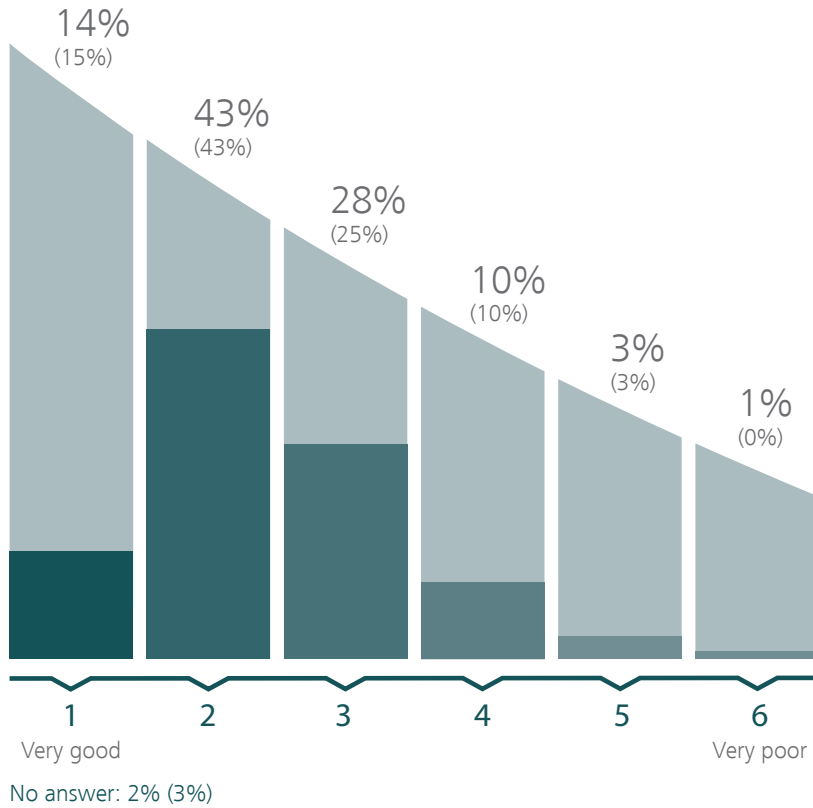
To what extent did your company make new business connections in the course of the fair?



93% (93%) of the exhibitors established new business relations.

6.5 QUALITY OF VISITORS

How do you rate the quality of the visitors at your stand?

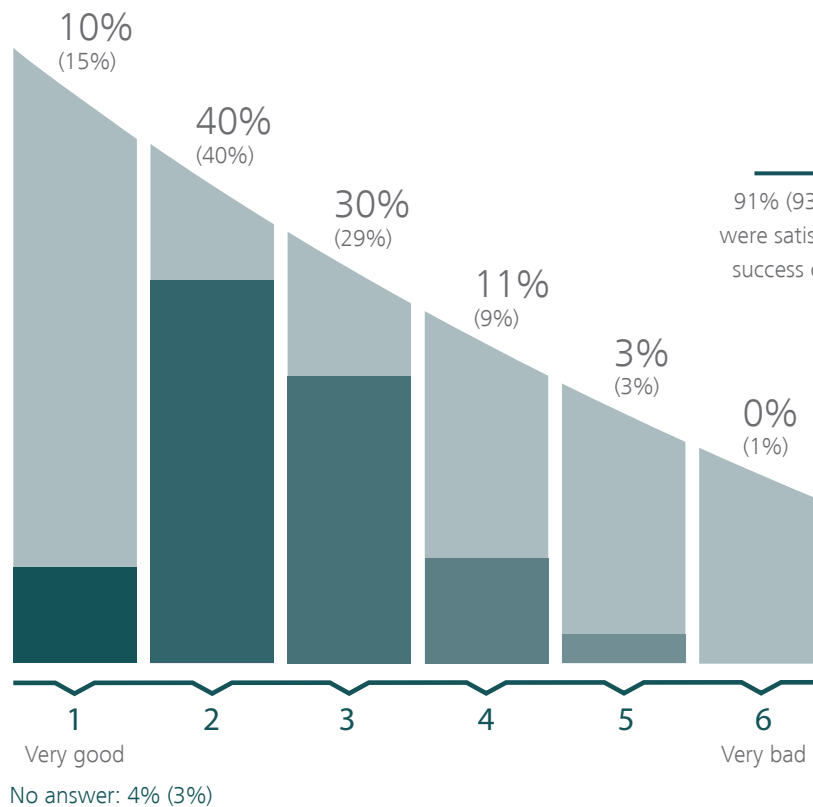


95%

95% (93%) of the exhibitors were satisfied with the quality of the visitors at their stands.

6.6 OVERALL SUCCESS

How successful do you think taking part in Chillventa 2016 was for your company overall?



91% (93%) of the exhibitors were satisfied with the overall success of their participation in Chillventa 2016.

6.7 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



MISCELLANEOUS

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



Further information is available at www.fkm.de.

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Market Research,
T +49 9 11 8606-0, F +49 9 11 8606-82 28, info@nuernbergmesse.de

March 2017
NürnbergMesse GmbH
- Market Research -
