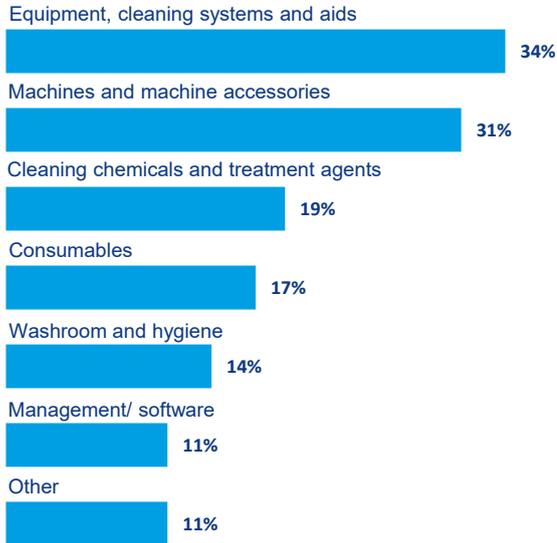


Brief analysis of exhibitor survey

421 exhibitors from 25 countries.

Range of exhibits

(Multiple answers; extract of denominations ≥ 10%; excl. no entry)



Platform for novelties/ innovations and further product development



65% of exhibitors present a novelty/ innovation at CMS Berlin 2023.
 (Excl. no entry)

28% of exhibitors present a further development of their products at CMS Berlin 2023
 (Excl. no entry)

Quality and number of trade visitors

95% of exhibitors are (very) satisfied with the quality of trade visitors at CMS Berlin 2023.
 (Ratings 1-3 on a scale of 6, excl. no entry)

About **9 out of 10** exhibitors are (very) satisfied with the number of trade visitors at CMS Berlin 2023.
 (Ratings 1-3 on a scale of 6, excl. no entry)

Participation goals and goal achievement

(Multiple citations; extract of denominations > 15%; excl. no entry)

Participation goal	Goal important for % of exhibitors	Goal was achieved by %
Company representation/ image support	85%	96%
Cultivation of existing business relations	80%	94%
Establish contacts with trade building cleaners	72%	91%
Establish contacts with specialized trade	58%	86%
Introduction of new products/ techniques	53%	94%
Establish contacts with buyers from private sector	52%	77%
Establish contacts with municipal buyers	50%	75%
Competitor/ market observation	49%	83%
Conclude business transactions	47%	75%
Recruitment of skilled staff	24%	38%
Investor relations	21%	44%

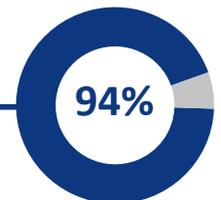
Follow-up business after the fair



Overall satisfaction and outlook



of exhibitors would recommend a participation in CMS Berlin.*



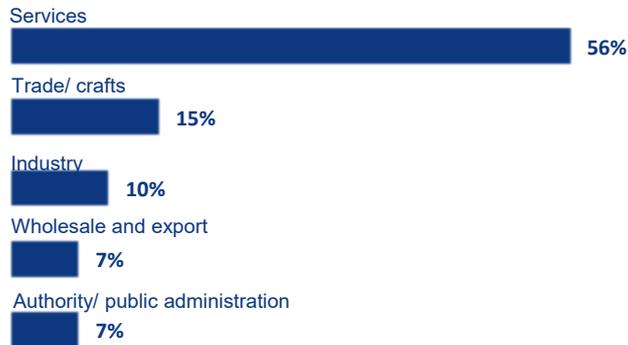
(*Ratings 1-3 on a scale of 6, excl. no entry)

Brief analysis of trade visitor survey

21,000 visitors from 88 countries.

Economic sector

(Multiple answers; Extract of denominations > 5%; excl. no entry)



Decision makers

82%

of professional trade visitors have an **influence on purchasing/ procurement decisions.**



Business result

95%

of professional trade visitors evaluate the **business result** of their visit as **(very) good.**

(Ratings 1-3 on a scale of 6; excl. no entry)

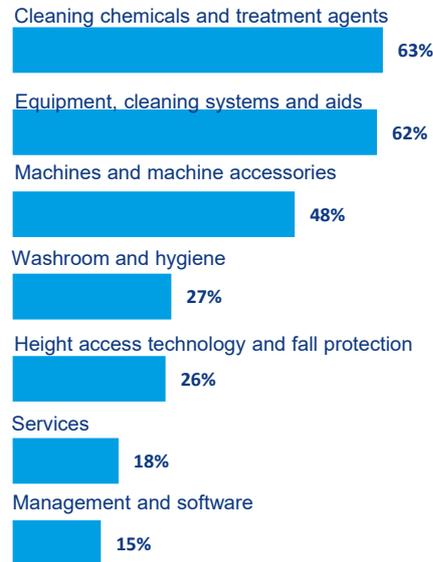
Trade visitor goals

(Multiple citations; extract of denominations > 20%; excl. no entry)

Trade visitor goal	Goal important for % of visitors	Goal was achieved by %
General market orientation	39%	92%
Gaining information on products/ techniques/ problems	31%	87%
Maintaining contact	28%	89%
Preparation of purchasing decisions	27%	84%
Professional education	26%	89%
Generating new contacts	23%	89%
Finding out about innovations	22%	93%

Interest in exhibition areas

(Multiple citations; extract of denominations > 15%; excl. no entry)



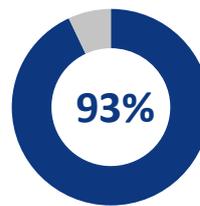
Evaluation of offer

95%

of trade visitors evaluate the **range of offers** at CMS Berlin 2023 as **positive.**

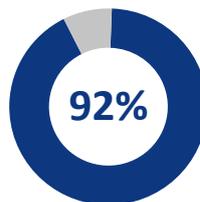
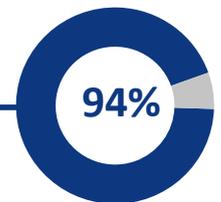
(Ratings 1-3 on a scale of 6; excl. no entry)

Overall satisfaction and outlook



of trade visitors are **(fully) satisfied** with their **visit** to CMS Berlin 2023.*

of trade visitors would **recommend a visit** to CMS Berlin.*



of trade visitors express their **willingness to visit the next CMS Berlin.***

(*Ratings 1-3 on a scale of 6; excl. no entry)