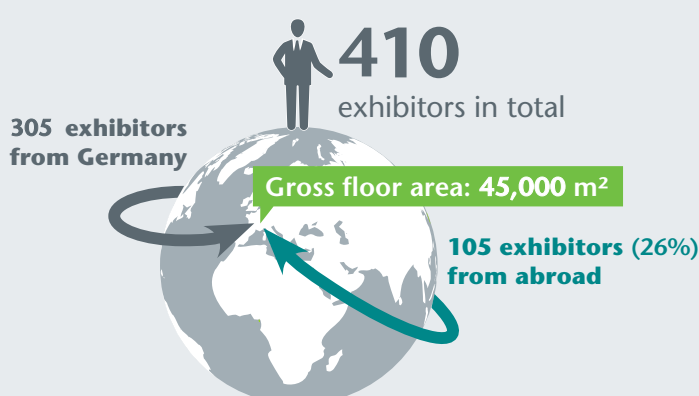




FAF SHOWS ITS COLOURS: FACTS & FIGURES ABOUT FAF 2019 IN COLOGNE*

ABSOLUTELY THRILLED: THE EXHIBITORS

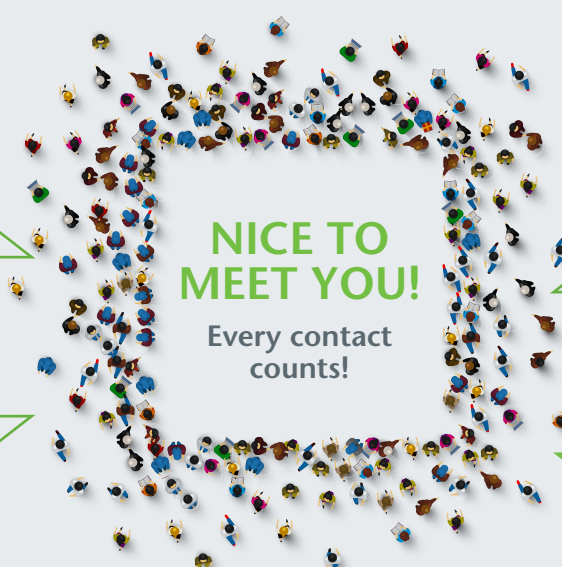


THE TOP 5 REASONS why companies exhibit at FAF



93%
of exhibitors are satisfied with the
number of visitors

88%
of exhibitors are satisfied with the
quality of visitors



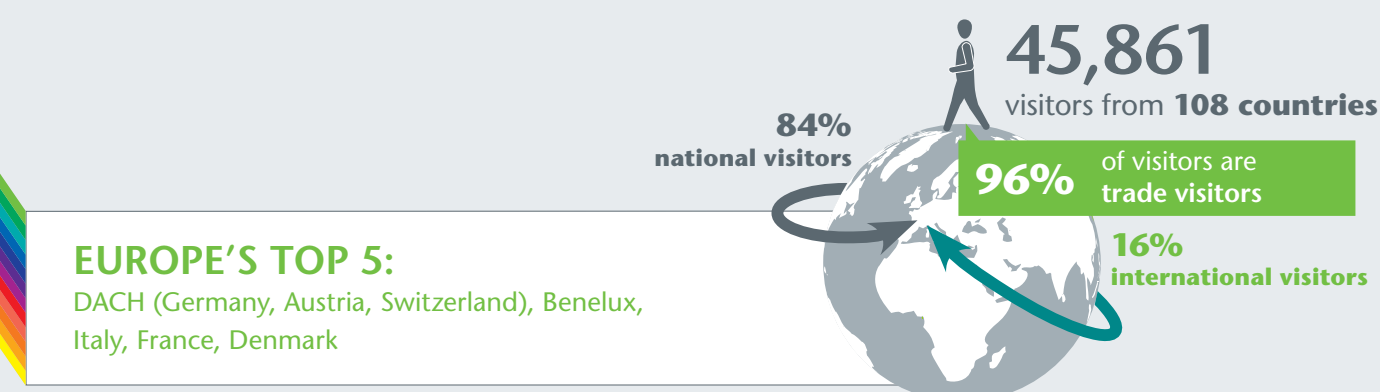
85%
of exhibitors were able to reach
their most important target
groups

ALL-ROUND SUCCESS:
88%
of exhibitors are very satisfied
with the overall success



AFTER FAF IS BEFORE FAF
91% of exhibitors will also be at the next FAF in 2022 in Munich

TOTALLY INSPIRED: THE VISITORS



A WIDE RANGE OF EXPERTS

Visitor profile, top 3



Visitor industries, top 3



76% of visitors are involved in **purchasing decisions** in their company.



CONCLUSION



* All results are taken from the event organiser statistics verified by FKM or the independent visitor and exhibitor survey conducted by Gelszus Messe-Marktforschung GmbH in 2019.

