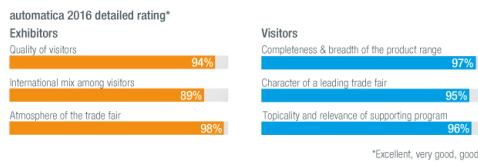
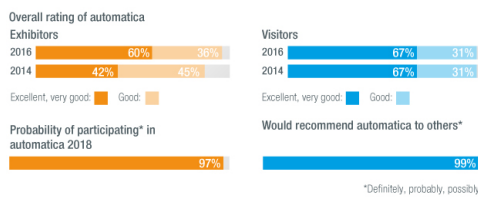


## Up to 98 percent satisfaction

The international trade fair automatica strengthens its leading position each time that it is held. A significant reason for that is the fact that our participants are so satisfied. We look forward to receiving outstanding ratings from exhibitors and visitors alike.

### Top marks for automatica 2016

Our exhibitors and visitors agree: Their commitment to the fair was worthwhile. Our 2016 Participant Survey did an impressive job of confirming that. It was conducted by the independent research institute GMM Gelszus Messe-Marktforschungs GmbH.

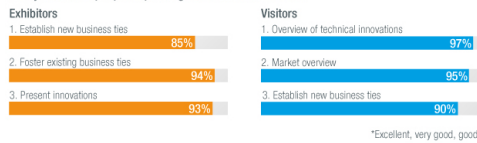


71 percent of visitors attested to the fact that automatica's significance will continue to increase during the next few years.

### This is where new business is initiated

According to our exhibitors and visitors, the most important thing about automatica is establishing new business ties. Something we do particularly well: 85 percent of our exhibitors and 90 percent of our visitors said that they were very satisfied with the new contacts that they had made.

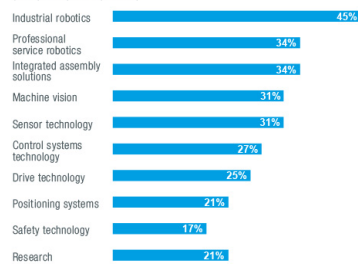
#### Ability to attain top 3 participation goals\* at automatica 2016



## All relevant future technologies at a glance

A key factor for automatica's success is that it depicts the entire range of future-oriented technologies in automation. Our trade visitors appreciate the unique scope of its exhibits. It plays an important role in making the most out of participating in the fair.

#### Share of visitors in the following product areas in 2016 (Multiple responses possible)



## Would you like to find out more about our participants?

→ [automatica's participant profile in 2016](#)