

## Exhibitors and visitors in numbers

Every two years the industry's key players and decision-makers meet at the most important innovation platform for automated production processes. In Munich we greet participants from all branches of industry who want to invest in future technologies effectively. automatica also plays a key role internationally: More than one-third of its visitors come from abroad.

Exhibitors are enthusiastic about the quality of the visitors at our automation trade fair. This first-rate audience of industry professionals comes with concrete plans to invest: 82 percent of trade visitors are decision-makers, and 19 percent of them strongly influence the decision-making process.

At 43 percent, we have also noticed a considerable increase in the share of visitors who are production employees from the areas of production, design and production control.

### Success of automatica 2016 in numbers

- 43,052 visitors from approx. 100 countries
- 35% international visitors
- 833 exhibitors from 47 countries
- 35% international exhibitors
- 66,000 m<sup>2</sup> of exhibition space

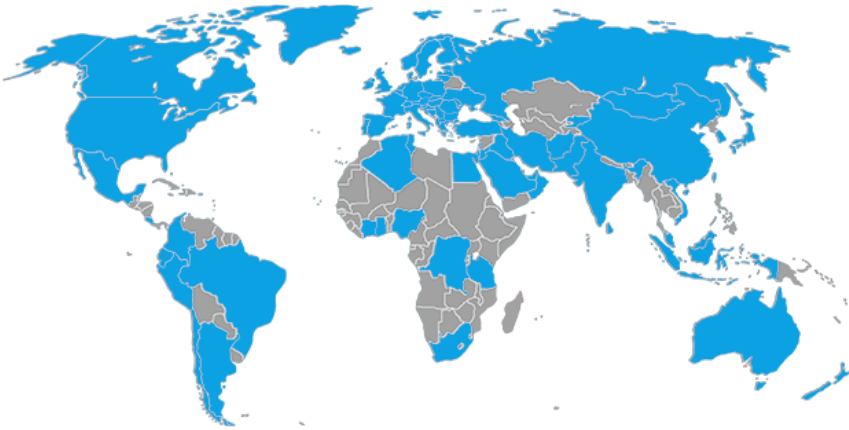
### High international interest

European nations in particular appreciate automatica. However, beyond Europe, its international appeal has been growing for years: Approximately one-third of our visitors come from abroad. The countries with the largest increases in the number of visitors were Taiwan, China, France, Turkey and the USA.

### Change in number of international visitors



## Visitors from the entire world

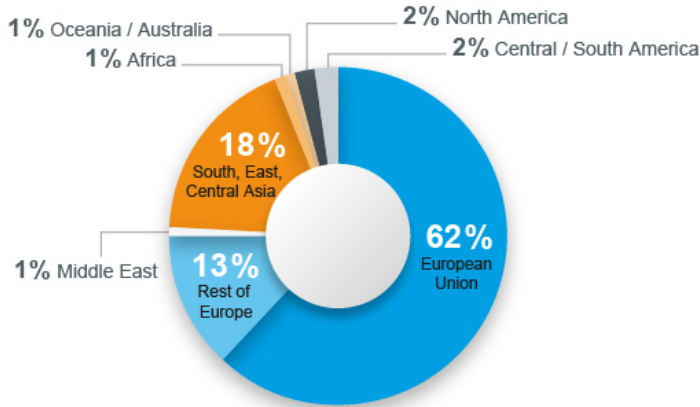


### Top 20 visitor countries besides Germany

01. Austria	1.837		11. USA	450
02. Italy	1.698		12. Taiwan	391
03. China, PR	1.364		13. Great Britain and Northern Ireland	376
04. Switzerland	998		14. Denmark incl. Greenland	374
05. Czech Republic	825		15. Poland	349
06. Slovenia	735		16. Republic of Korea	292
07. Turkey	551		17. Netherlands	271
08. Hungary	484		18. Finland	270
09. Spain	472		19. Japan	260

10. France	460		20. Slovak Republic	242
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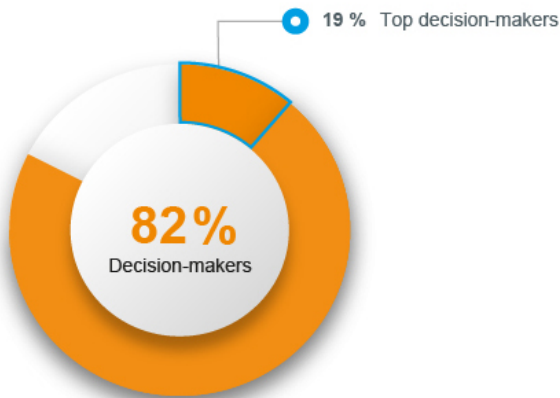
**Distribution of trade visitors from abroad**



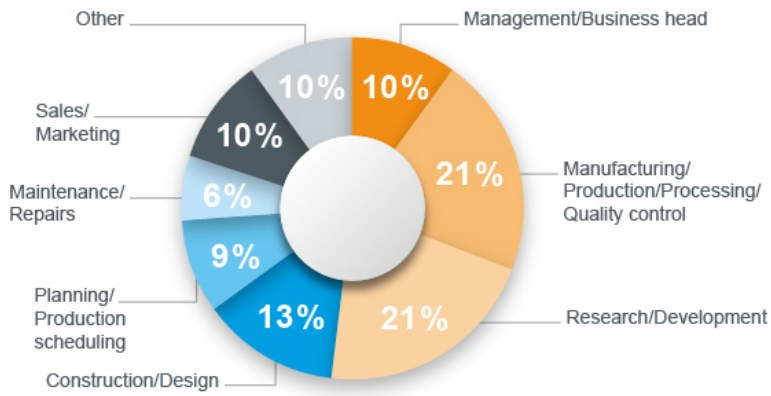
**Profile of trade visitors at automatica 2016: Quality at its best**

automatica gives the entire manufacturing industry access to expedient new solutions for its business challenges. Everyone who wants to produce faster, more cost-effectively and with higher quality comes to the automation trade fair. This is where decision-makers from several user industries come for information about innovations and to sustainably optimize their production operations.

**Gathering for decision-makers**



**Visitors from all important branches of industry**



## Visitors from all important branches of industry

