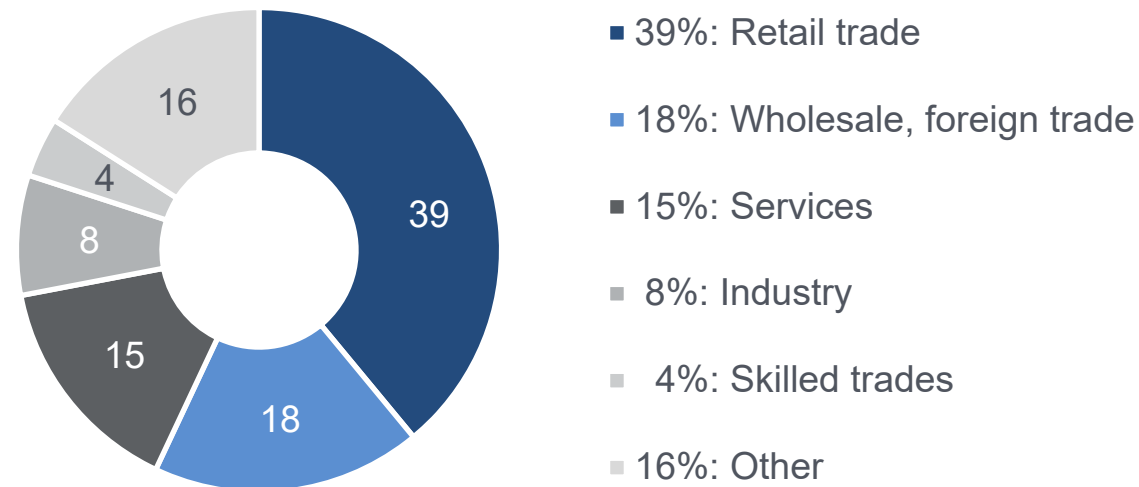
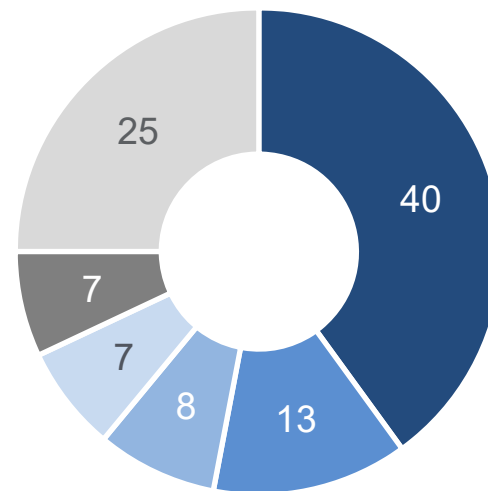


Creativeworld 2018: Trade visitors per business sector

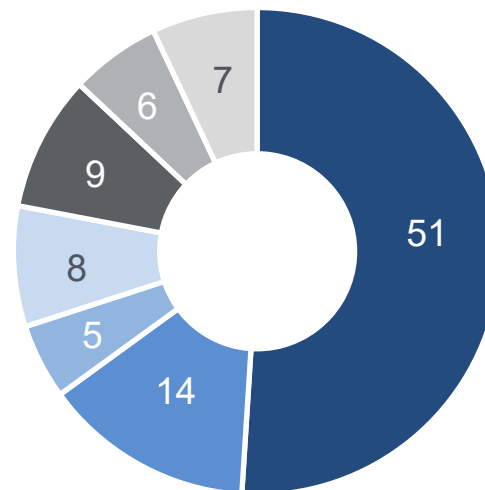


Creativeworld 2018: Area of responsibility of the trade visitors



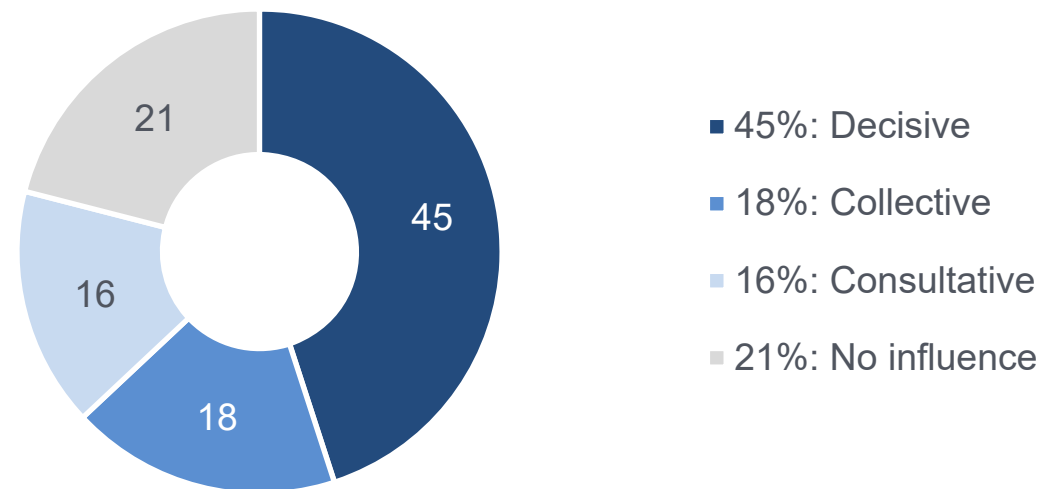
- 40%: General management
- 13%: Sales, distribution
- 8%: Purchasing, procurement
- 7%: Marketing, advertising, PR
- 7%: Manufacture, production
- 25%: Other

Creativeworld 2018: Occupational position of the trade visitors



- 51%: Self-employed entrepreneur
- 14%: Managing director, board member
- 5%: Division manager, operations manager
- 8%: Department head, group head
- 9%: Other salaried staff
- 6%: In training
- 7%: Other

Creativeworld 2018: Influence on purchasing/procurement decisions



Creativeworld 2018: Visitors' interest

	%
Hobby and handicrafts	65
Graphic artists' and artists' requisites	45
Handiwork, textile design	31

Several answers possible

creativeworld

Creativeworld 2018: Trade visitors' objectives in visiting the trade fair



Several answers possible

creativeworld

Wissler & Partner
Trade Fair Marketing

Messe Frankfurt
Corporate Research

Creativeworld 2018: Satisfaction with the attainment of trade fair visit objectives

The trade visitors are ...

