

DATA & FACTS



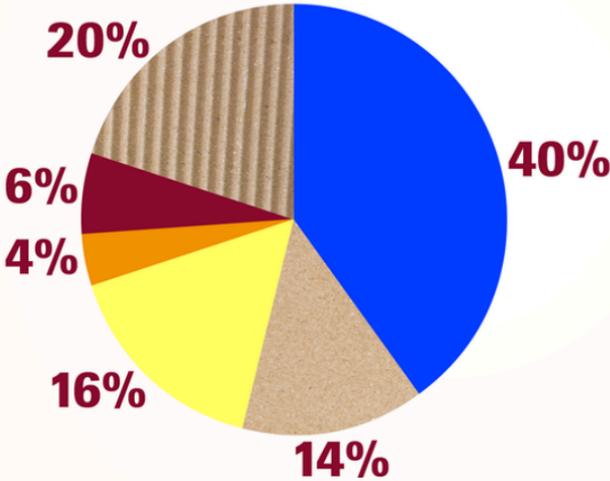
TOP 10 VISITOR COUNTRIES (INTERNATIONAL)*



* According to visitor registration data of Creativeworld, excluding DE.
The country list contains states, provinces and territories.

Source: Messe Frankfurt Exhibition GmbH | Creativeworld 2026

TRADE VISITORS PER BUSINESS SECTOR



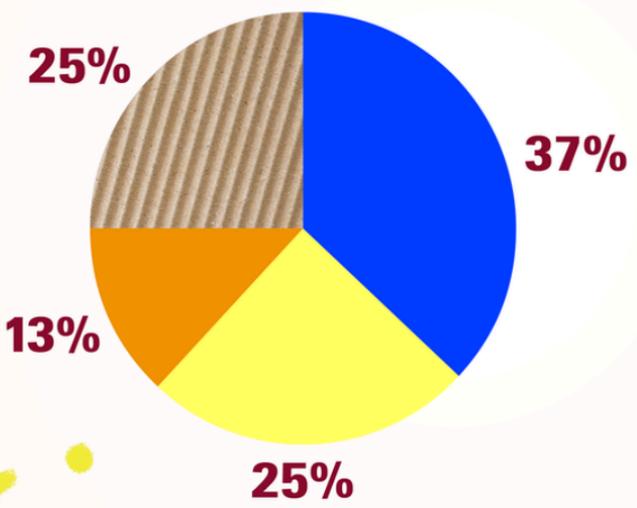
- 40%** RETAIL TRADE
- 14%** WHOLESALE, FOREIGN TRADE
- 16%** SERVICES
- 4%** SKILLED TRADES
- 6%** INDUSTRY
- 20%** OTHER



OCCUPATIONAL POSITION OF THE TRADE VISITORS



INFLUENCE ON PURCHASING/ PROCUREMENT DECISIONS



37% DECISIVE
25% COLLECTIVE
13% CONSULTATIVE
25% NO INFLUENCE