

Nuremberg, Germany

16 - 18 January 2024



EUROGUSS

**< CASTING
YOUR
FUTURE.**




SHOW REPORT

NÜRNBERG / MESSE

STRUCTURAL DATA + SUCCESS METRICS

At EUROGUSS 2024, more than 600 exhibitors presented their new products and innovations for the die casting industry. **The number of trade visitors in the four exhibition halls increased significantly compared with the previous event.**

STRUCTURAL DATA

	 TOTAL	 GERMANY	 INTERNATIONAL
Exhibitors	641	250	391
Visitors	14.341	7.488	6.853
Total exhibition space*	40.700		
Exhibitor stand space*	22.661	8.964	13.697
Special shows*	562		

*Area in m²

MEDIA PRESENCE



54

accredited
journalists

+

102.791 sessions

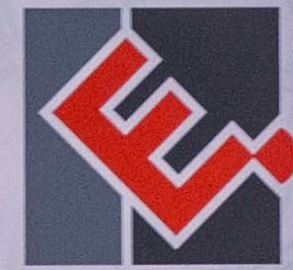
from 119 countries at www.euroguss.de
from 01.10.2023 to 16.01.2024

 EUROGUSS 2024

**VISITORS:
REGISTRATION +
SURVEY**

Mitte Eingang • Entrance

Nürnberg, Germany
16. – 18. Januar 2024



EUROGUSS

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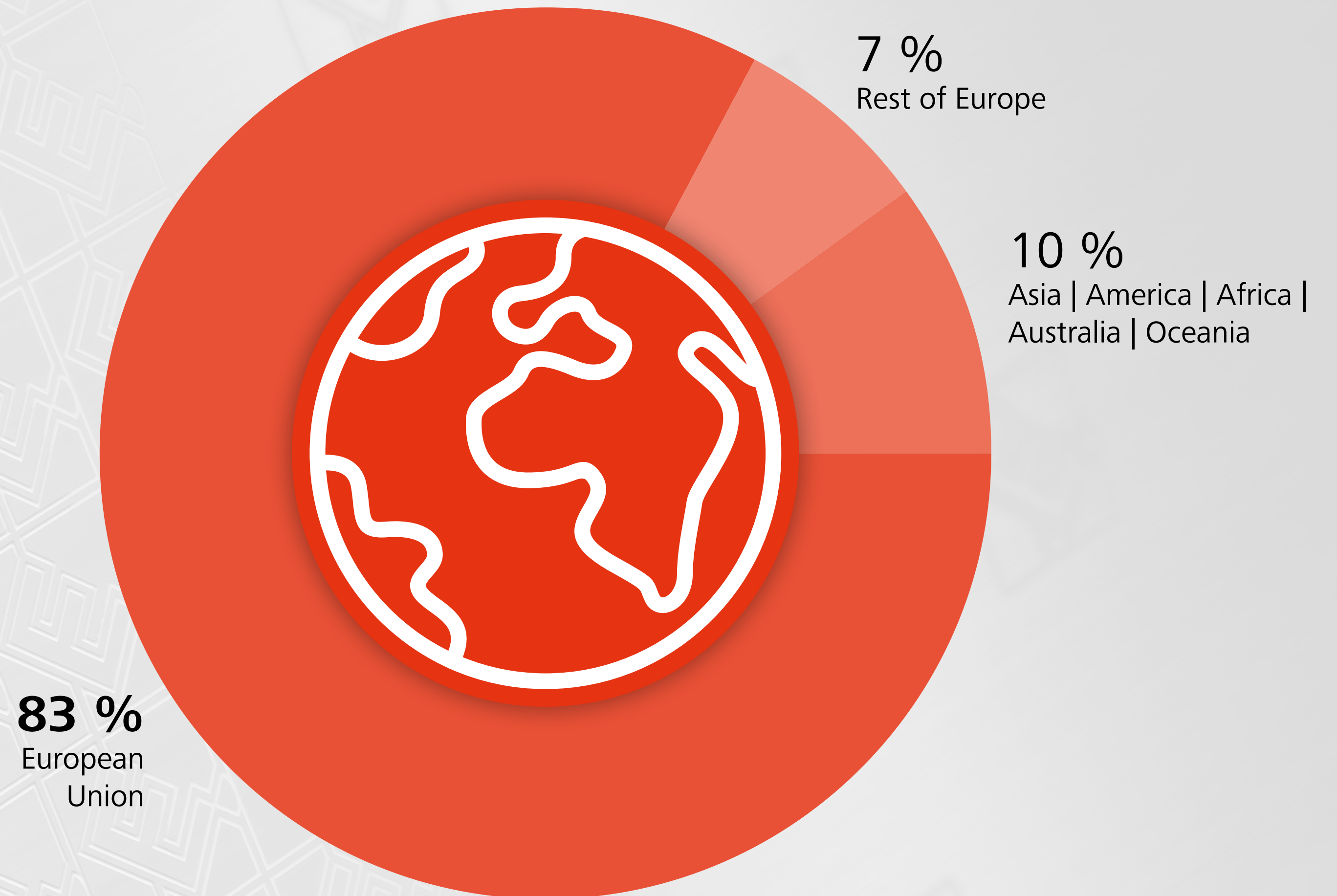
EUROGUSS 2024 provided a platform for guests from all over the world. As before, international trade visitors make up **almost half of the total number of visitors.**

Willkommen
Welcome

ORIGIN OF VISITORS

Composition international

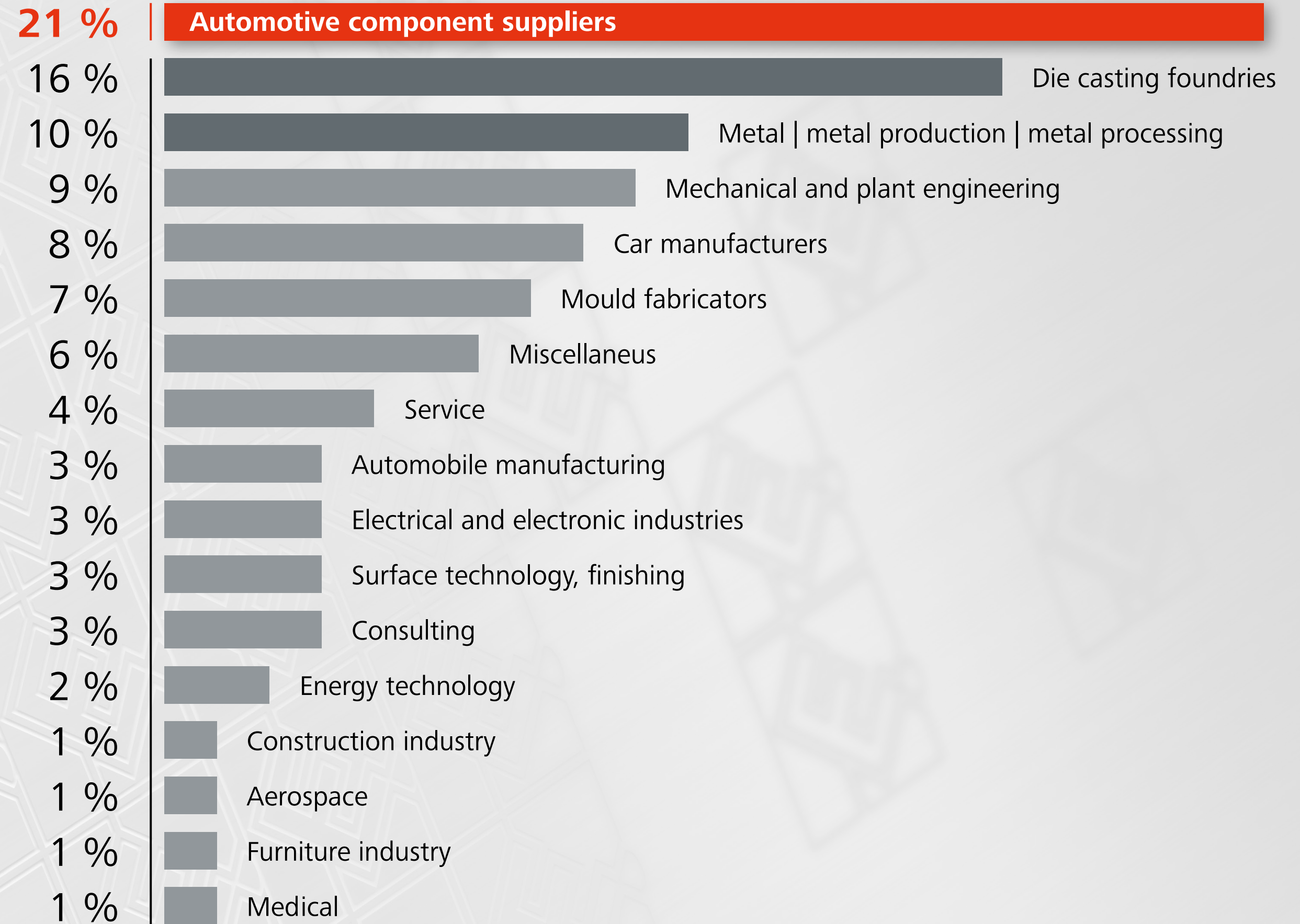
 **63**
countries in total



At EUROGUSS 2024, **decision-makers and business owners** came together with highly **qualified skilled professionals**. For the entire automotive supply chain in particular, EUROGUSS is an unmissable platform.

VISITOR SEGMENTS

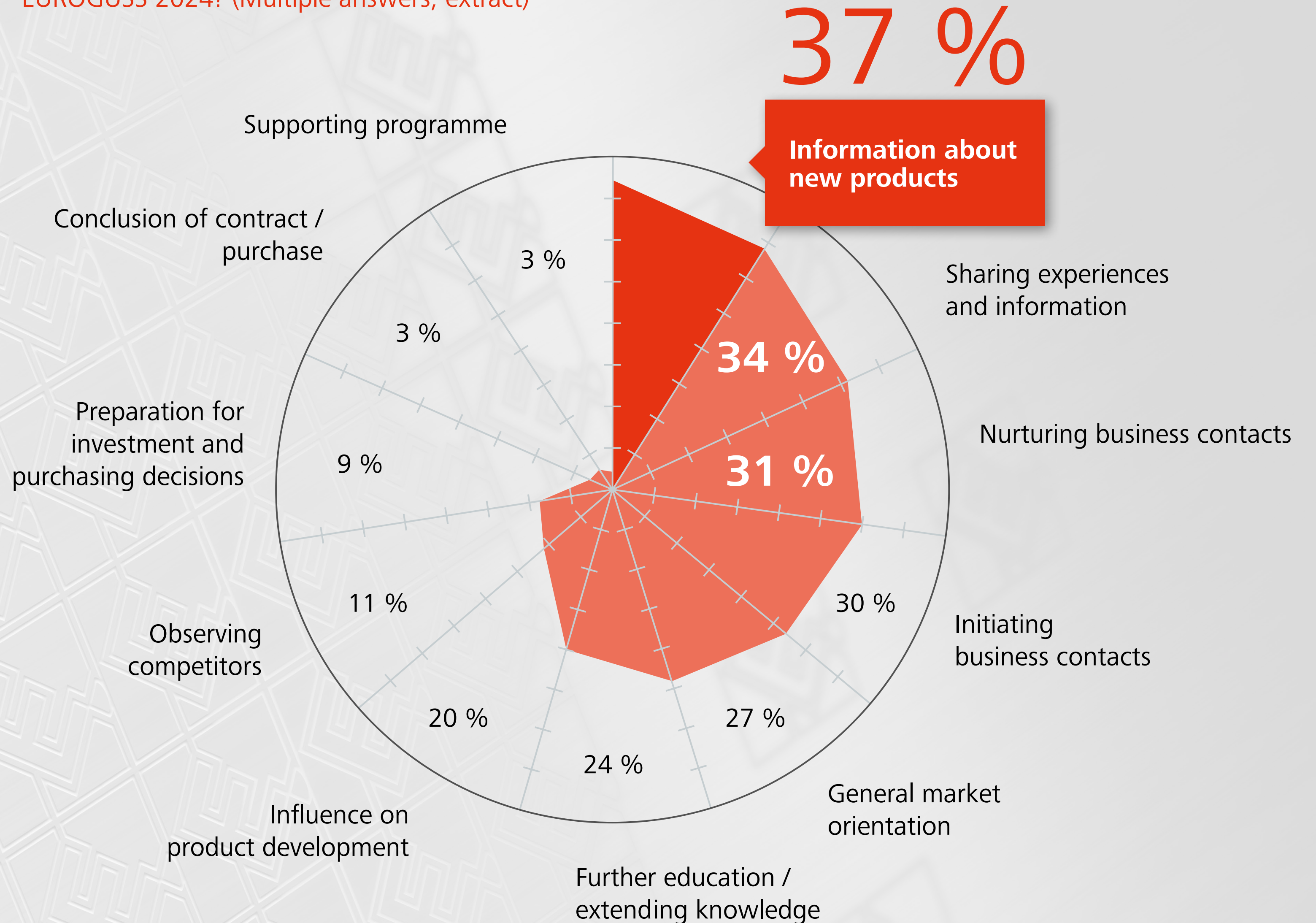
Multiple answers / extract



EUROGUSS 2024 was the platform for **nurturing business contacts on site and building new networks**. The trade fair continues to provide an important framework for exchanging knowledge and experience in the die casting sector.

MAIN REASONS FOR VISIT

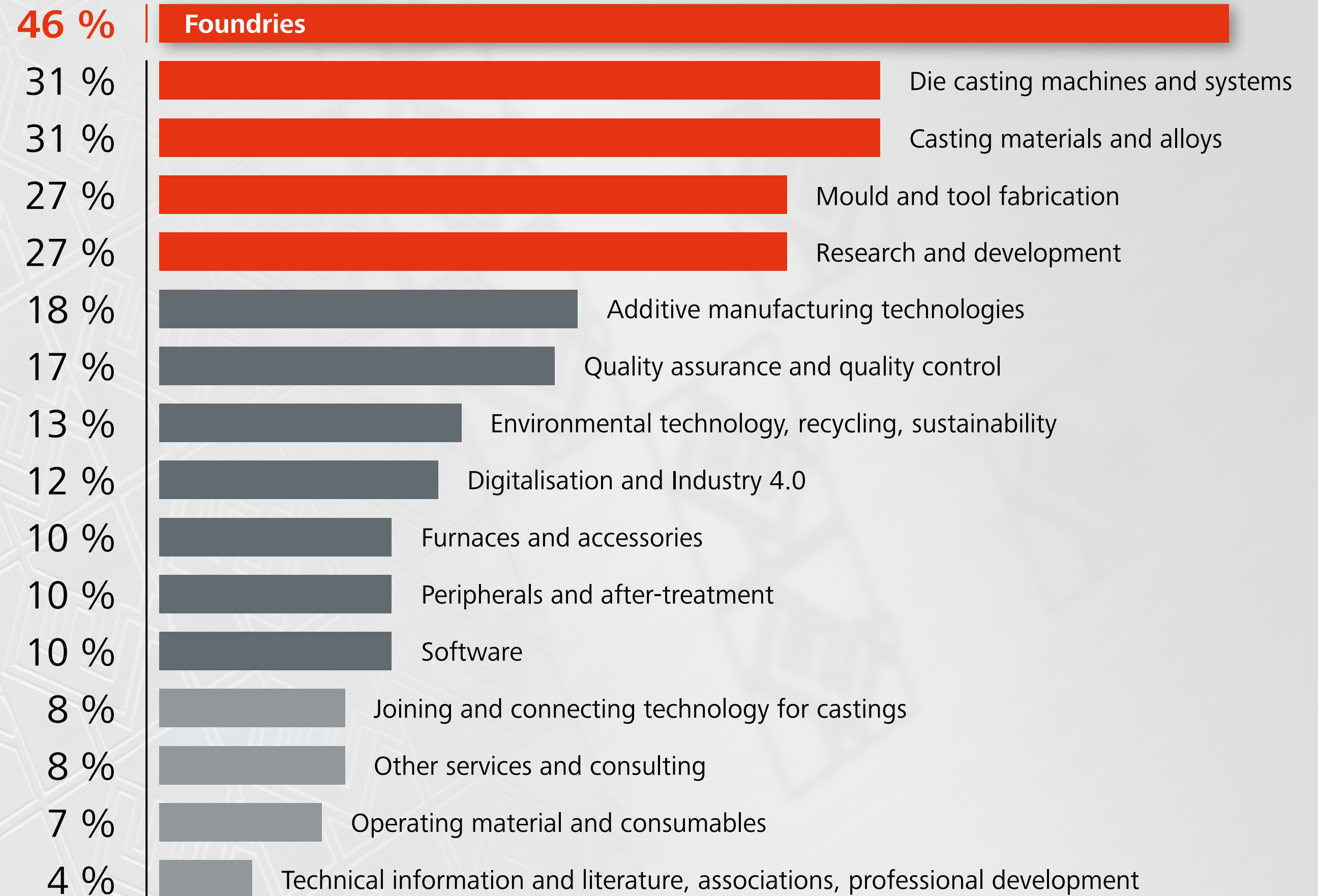
What are the main reasons for your visit to EUROGUSS 2024? (Multiple answers, extract)



The entire die casting and foundry value chain is represented at EUROGUSS. It attracts a broad audience receptive to the trending issues affecting the future of the industry – **innovative process solutions** are just as much a focus as topics like **rapid prototyping, die casting machinery and materials testing**.

PRODUCT GROUPS: MAIN INTERESTS

Which product groups are you mainly interested in at EUROGUSS 2024? (Multiple answers)



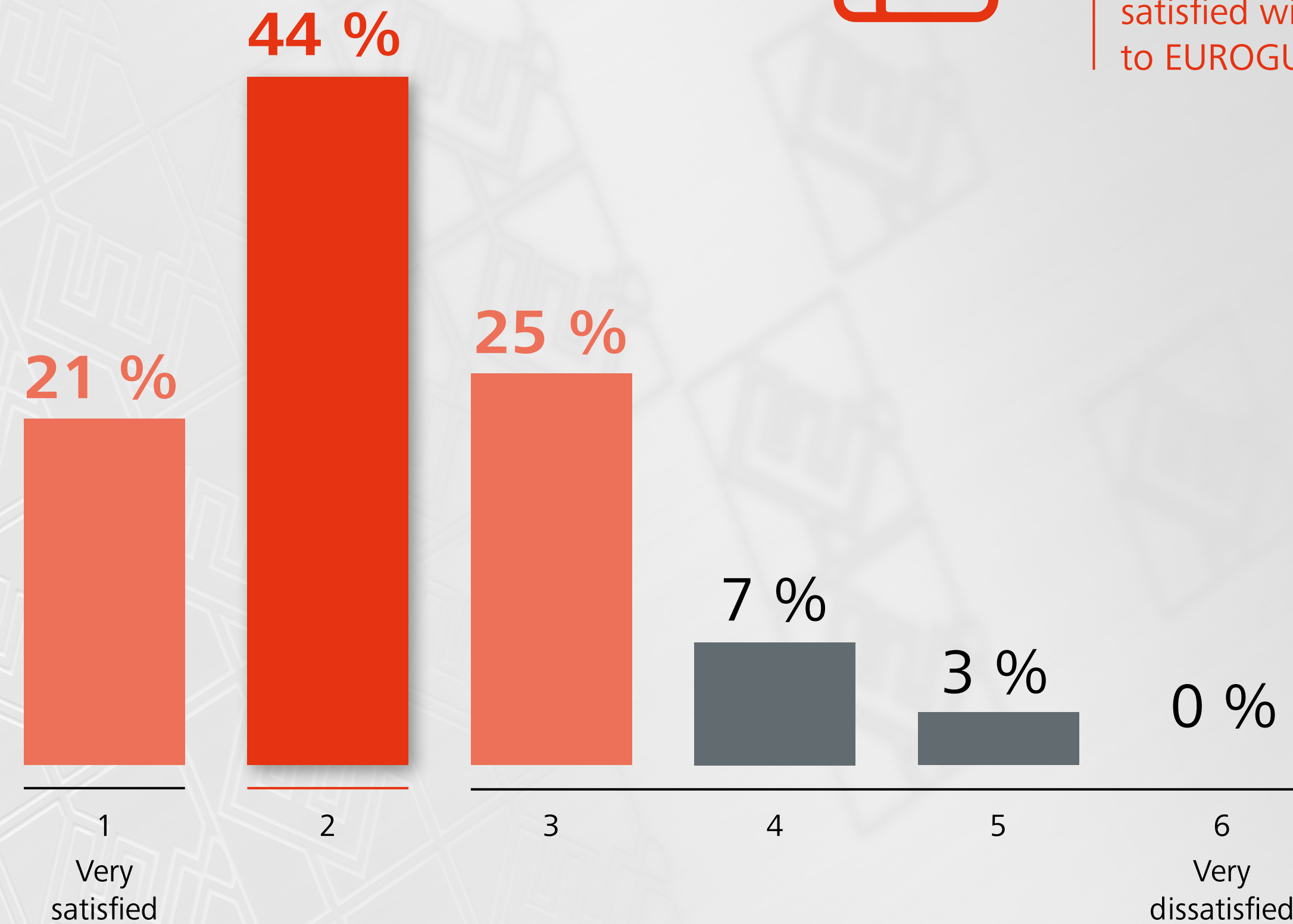
The overall satisfaction of the trade fair visitors reflects the diverse range of products on display at EUROGUSS – there is something for all interests. In 2024, guided tours for industry newcomers, meeting places like the various pavilions, including the “Additive Manufacturing” pavilion or the special show “Research for Knowledge” again offered **numerous opportunities for discussions about die casting and its possibilities.**

OVERALL SATISFACTION OF VISITORS

How satisfied are you overall with your visit to EUROGUSS 2024 so far?



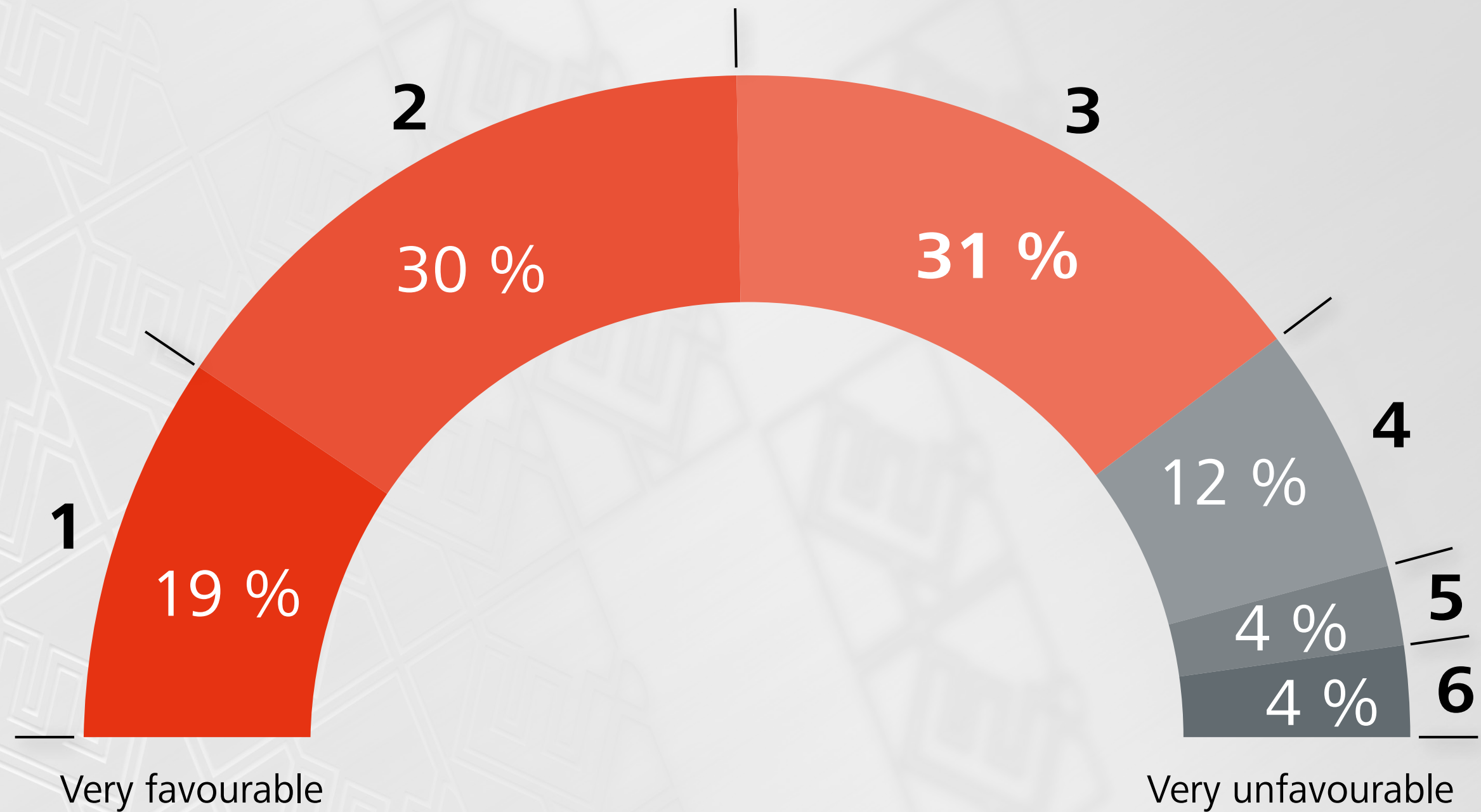
90 %
of the visitors were satisfied with their visit to EUROGUSS 2024.



High energy costs, a precarious economic outlook and upcoming market changes like the German Supply Chain Act are issues of current relevance to many industrial companies. Nevertheless, a majority of visitors are looking optimistically to the future – **partly as a result of the substantial innovative strength in the die casting industry.**

ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation of your company?



Rated on a scale of 1 to 6

MORE ABOUT THE VISITORS TO EUROGUSS

TOP 10 COUNTRIES FOR VISITORS

1	Germany	
2	Italy	6
3	Turkey	7
4	Austria	8
5	Czech Republic	9
		10
		Switzerland

DECISION-MAKERS



88 %
of the visitors
are...

decision-makers or involved
in the purchasing and
procurement decisions of
their companies.

PROFESSIONAL STATUS OF VISITORS

21 %	Other employees, civil servants, skilled workers
21 %	Head of department, group leader, team leader
14 %	Engineer, specialist
12 %	Divisional manager, operations manager, plant manager, branch manager, public sector department head
11 %	Managing director, board member, government agency director
9 %	Independent entrepreneur, co-owner, self-employed
4 %	Trainee/apprentice, school or university student

 EUROGUSS 2024

**EXHIBITORS:
SURVEY**

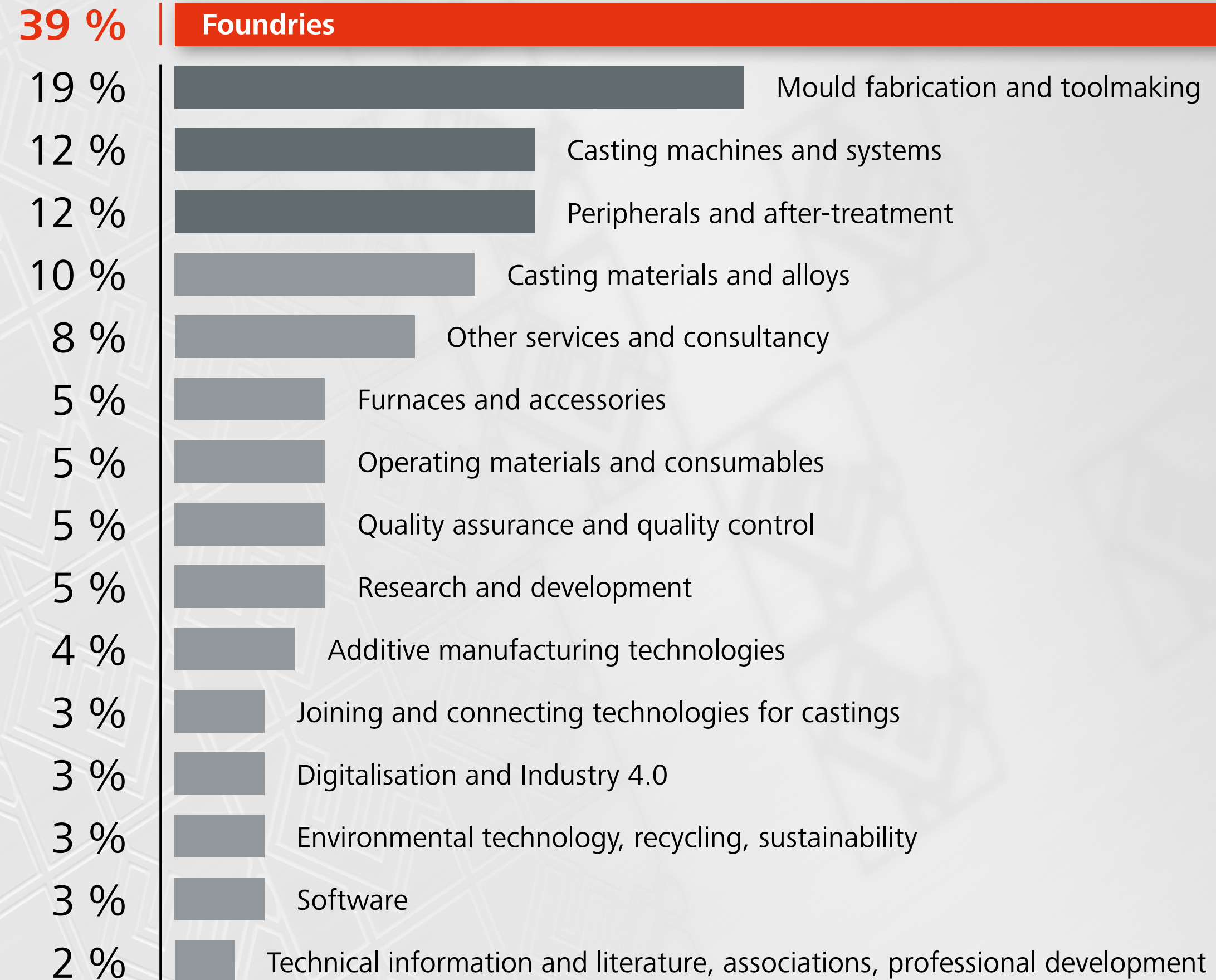
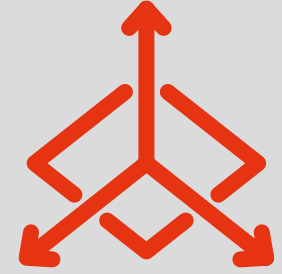


Alongside important issues for the industry's future like digitalisation, lightweight construction and sustainability, megacasting was definitely the key topic in 2024:

The expertise of the die casting industry is allowing large vehicle parts to be manufactured in one piece and is revolutionising the automotive industry.

PRODUCT GROUPS (OF EXHIBITORS)

Which group of products and/or services do you offer?
(Multiple answers, extract)



With the German Die Casting Conference, numerous special shows and pavilions and a diverse supporting programme, this year's EUROGUSS again offered an **attractive platform for dialogue between die casting experts, researchers, suppliers and the next generation of industry professionals.**

NEW BUSINESS CONTACTS



95 %

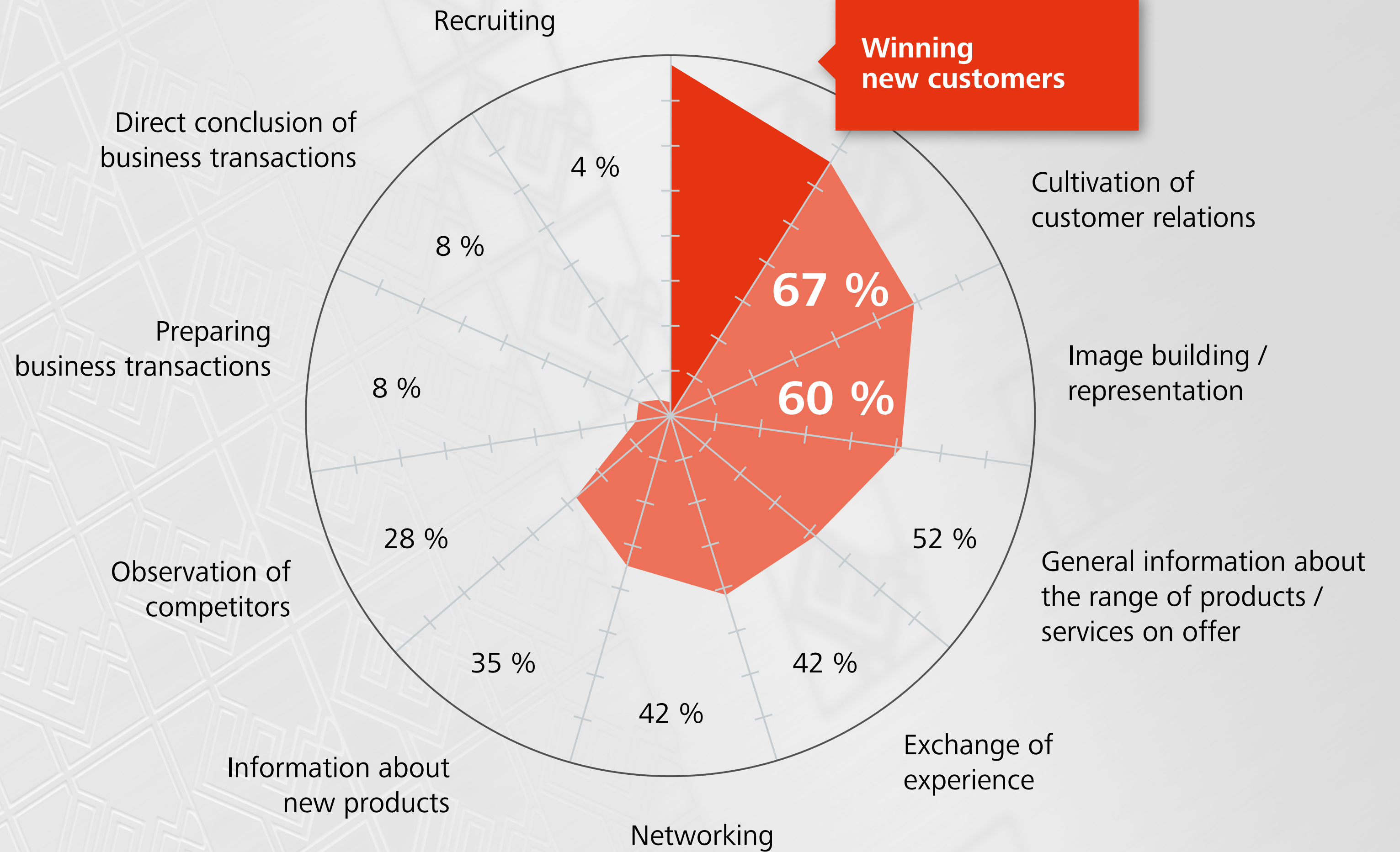
of the exhibitors established new business relations.

OBJECTIVES OF EXHIBITORS

What were your company's objectives for exhibiting at EUROGUSS 2024? (Multiple answers, extract)

78 %

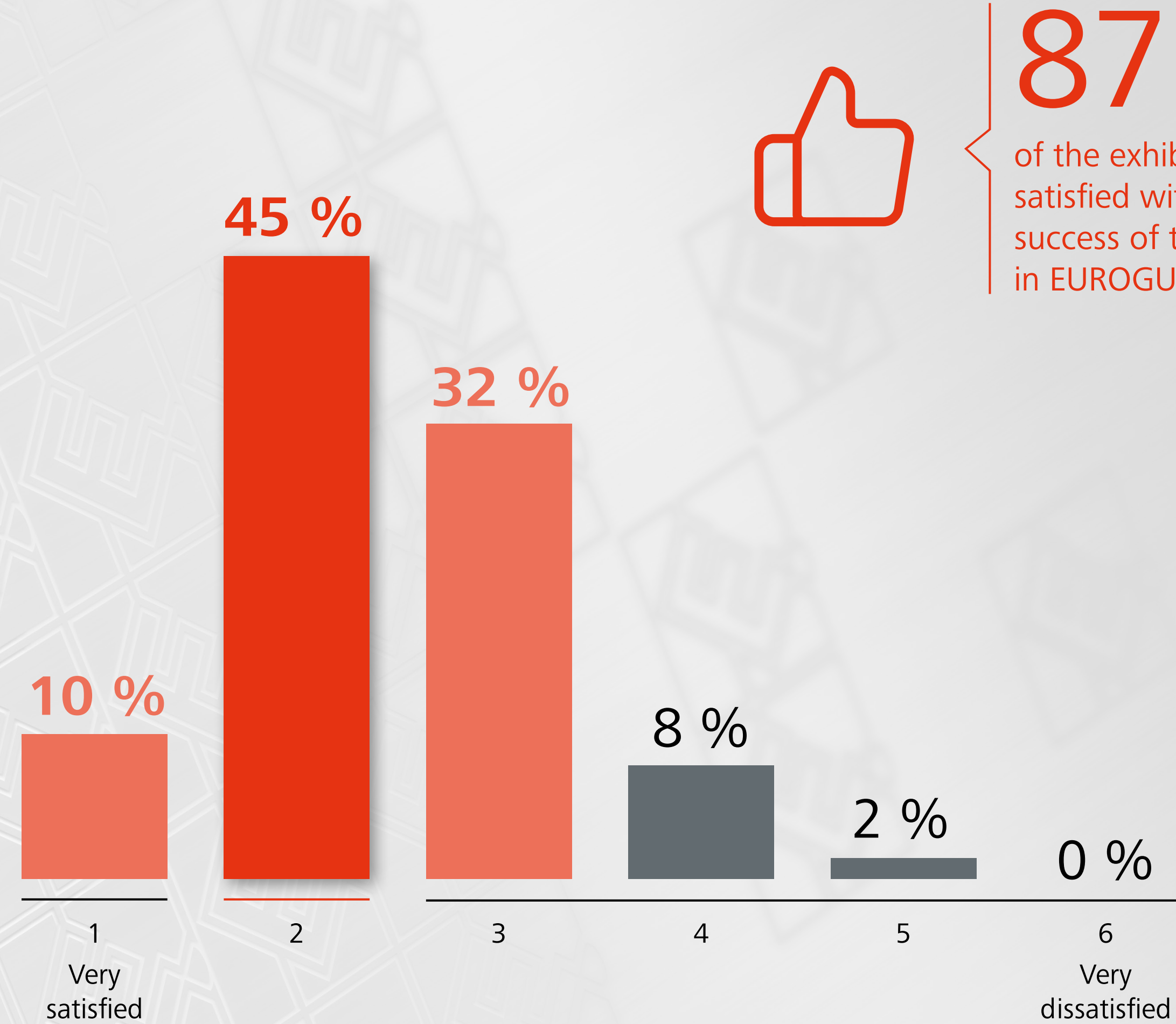
Winning new customers



Whether their aim was to win new customers, get specific information on new products or look for potential employees, **a majority of the EUROGUSS exhibitors rated the fair as a success for them.**

OVERALL SUCCESS

How successful was your company's participation in EUROGUSS 2024 overall?



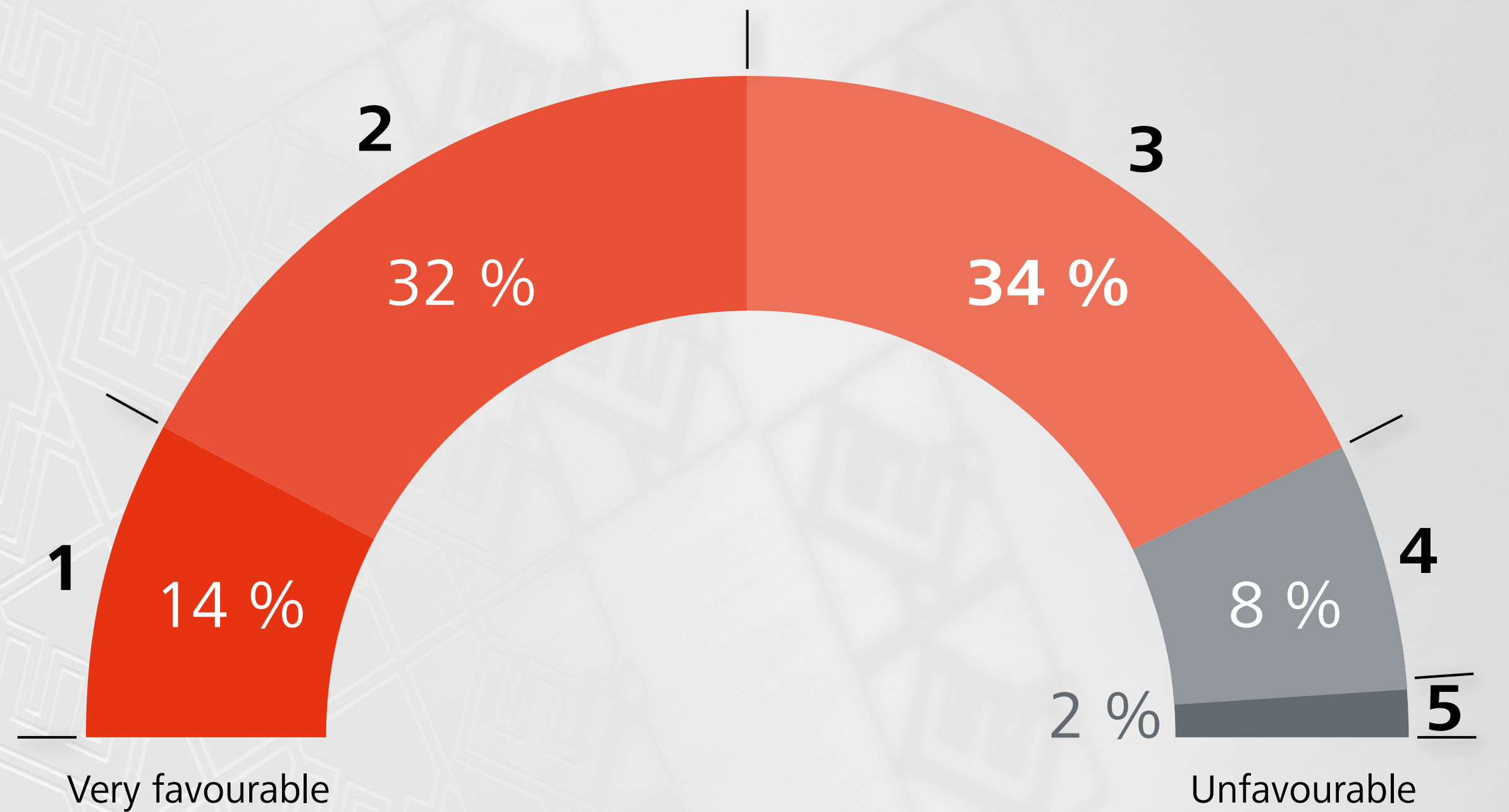
87 %

of the exhibitors were satisfied with the overall success of their participation in EUROGUSS 2024.

In 2024, EUROGUSS once again proved to be the key event for the sector – for networking, innovation, dialogue, and preparing for the future.

ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



Rated on a scale from 1 to 6, very unfavourable: 0 %

MORE ABOUT THE EXHIBITORS AT EUROGUSS

TARGET GROUP REACH



96 %

of the exhibitors reached their most important target groups during EUROGUSS 2024.

OVERALL SATISFACTION



91 %

of the exhibitors were satisfied with their participation.

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



For information about FKM, please go to www.fkm.de.

The representative surveys were carried out by an independent market research institute in accordance with FKM guidelines.

The show report is also available in German.

Die Veranstaltungsanalyse liegt auch auf Deutsch vor.

KONTAKT

More detailed results of the surveys can be obtained from NürnbergMesse, Business Analytics & Strategy Department:

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01 / 2024 | NürnbergMesse GmbH | Business Analytics & Strategy

Percentages may not add up to 100 due to rounding.