# wire 2022 - Fair Profile

wire
Düsseldorf

| Exhibitors total | 1.058 |
|---|---|
| Exhibitors Germany | 229 |
| Exhibitors other countries | 829 |
| Number of countries | 52 |

| Net space total (sqm) | 52.959 |
|---|---|
| Net space Germany | 12.661 |
| Net space other countries | 40.298 |

International Wire and Cable Trade Fair

Dusseldorf • Germany
20th - 24th of June 2022

www.wire.com

Visitor data from registry:

| Visitors total wire and Tube | 42.998 |
|---|---|
| Origin*: | |
| **From Europe** | **82%** |
| - Germany | 31% |
| - Other Europe | 51% |
| **From Non-European countries** | **18%** |
| - Asia | 8% |
| - America | 7% |
| - Australia/Oceaniea | 0,4% |
| - Africa | 3% |
| Number of countries | 143 |

Visitor data from registry:

| TOP 10 visitor countries* | |
|---|---|
| *(Basis: all foreign visitors)* | |
| Italy | 11% |
| Turkey | 8% |
| Netherlands | 6% |
| France | 6% |
| Poland | 5% |
| Spain | 4% |
| Belgium | 4% |
| USA | 4% |
| Great Britain and Northern Ireland | 3% |
| India | 3% |

*The origin of the visitors refers to the common number of visitors of wire / Tube 2022.

**159 accredited journalists from 14 countries**

## Quality and structure of visitors

Based on the results of 642 interviews with visitors during wire 2022 conducted by means of the Computer-Interview-System

| Decision making powers* | |
|---|---|
| Decisive | 33% |
| Contributory (jointly decisive) | 30% |
| Advisory function (consultative) | 22% |
| Not involved | 11% |

| Occupational position* | |
|---|---|
| Top-Management | 56% |
| Middle-Management | 20% |
| Low-Management | 20% |

| Area of responsibility* | |
|---|---|
| Business/company/plant management | 26% |
| Manufacture, production | 24% |
| Research and development, design | 13% |
| Sales | 12% |
| Buying, procurement | 8% |
| Maintenance, repairs | 3% |
| Manufacture-/quality control | 3% |
| Other | 7% |

| Economic sectors* | |
|---|---|
| Wire industry | 36% |
| Cable industry | 17% |
| Iron, steel and NF metal industry | 11% |
| Automotive industry incl. supply industry | 7% |
| Chemical industry | 3% |
| Construction industry | 2% |
| Other industry | 12% |
| Services | 3% |
| Trade/retail | 1% |
| Other | 4% |

| Reasons for visit | |
|---|---|
| *(Several answers possible)* | |
| Identifying new suppliers | 31% |
| See new developments/ trends | 27% |
| Contact with existing suppliers/ business partners | 27% |
| Networking | 21% |
| Preparation/implentation of purchase decisions | 12% |

| New suppliers were found | |
|---|---|
| Yes | 47% |

| Interest in product ranges | |
|---|---|
| *(Several answers possible)* | |
| Wire and wire products | 59% |
| Machinery for the processing of rods, wire and strips | 40% |
| Machinery for the manufacture of rods, wire and strips | 39% |
| Testing technology, sensor technology and quality assurance | 29% |
| Tools and auxiliary materials and agents for the manufacture of drawn wire and the further processing of wire products | 25% |
| Environmental technologies and resource efficiency for the wire and cable industry | 15% |
| Software and various services for the wire and cable industry | 14% |
| Other | 15% |

| Overall assessment | |
|---|---|
| Satisfied | 98% |

| Recommendation | |
|---|---|
| Yes | 97% |

*Difference to 100% = Pupils, students, not employed (4%)*