

Brief analysis InnoTrans 2008

(Gathered and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund)

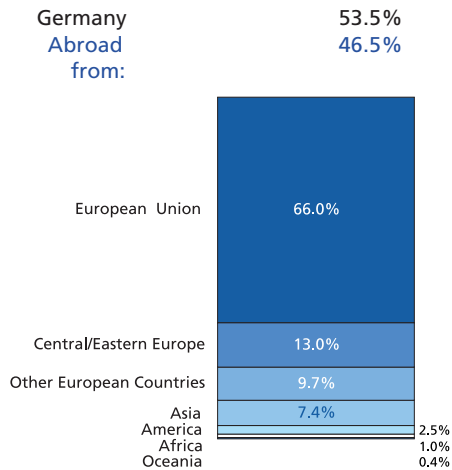


1. Trade visitors' survey

InnoTrans 2008: 88,330 visitors (proportion of trade visitors: 96.9% = 85,592 trade visitors)

InnoTrans 2006: 66,074 visitors (proportion of trade visitors: 97.5% = 64,422 trade visitors)

1.1 Origin (Basis: full visitor registration)

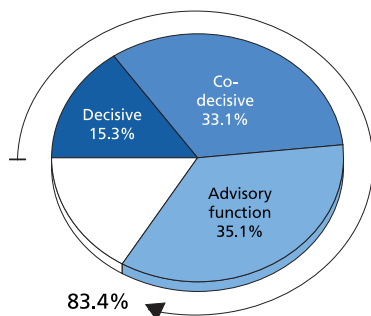


1.2 Sectoral allocation (Multiple answers possible)

Railway technology	42.6%
Public and private transport companies	29.3%
Railway infrastructure	20.6%
Consultancy/planning	9.8%
Traffic management/IT technology	7.4%
Logistics	5.5%
Science/research/education	3.9%
Interiors	3.4%
Stationary installations/public transport	3.1%
Media	2.7%
Tunnel construction	2.4%
Administration/politics	2.2%
Institution/trade associations	0.9%
Other area	10.8%

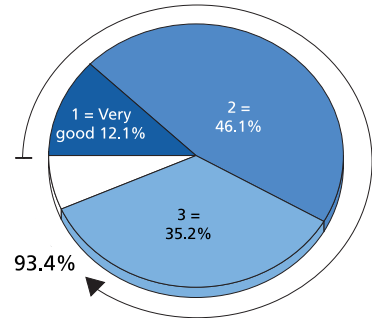
1.3 Status

Way over 80% of the trade visitors have authority to make purchasing and procurement decisions within their company.



1.4 Business success

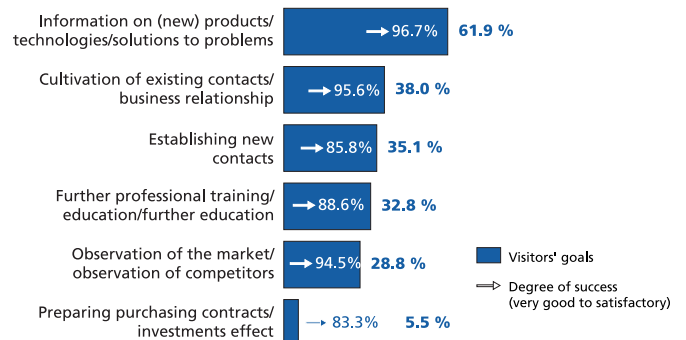
93.4% of the trade visitors assessed the business success of their InnoTrans visit positively.



Scale of 1 = very good to 6 = very bad.

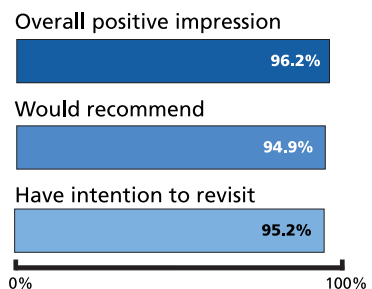
1.5 Goals/degree of achievement (Multiple answers possible)

More than six out of ten trade visitors stated that they came to the InnoTrans with the goal "Information on (new) products/technologies/solutions to problems". 96.7% of the trade visitors achieved this goal to a very good to satisfactory extent.



1.6 Overall impression and outlook

More than 90% of the trade visitors had a good overall impression of the InnoTrans, wanted to recommend it, and visit again.



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2. Exhibitors' survey

InnoTrans 2008: 1,904 exhibitors (978 foreign exhibitors from 41 countries)

InnoTrans 2006: 1,603 exhibitors (780 foreign exhibitors from 40 countries)

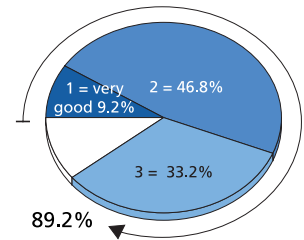
2.1 Sectoral allocation of the exhibitors

(Multiple answers possible)

Railway Technology	52.9%
Infrastructure	23.2%
Public Transport	14.5%
Interiors	13.2%
Tunnel Construction	1.9%

2.4 Business success

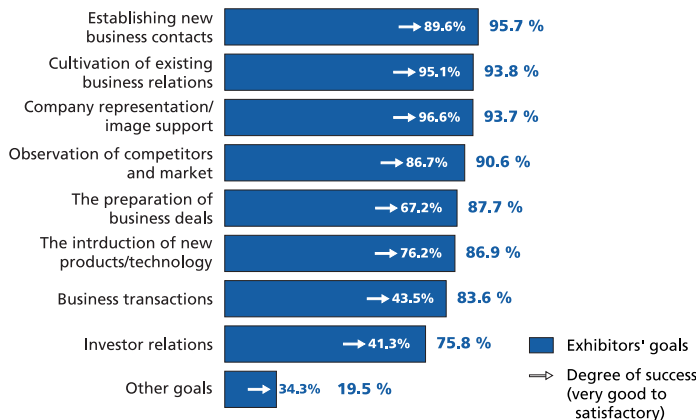
The exhibitors showed themselves to be equally satisfied with the business success of their participation. On a scale of 1 = very good to 6 = very bad, nine out of ten gave the marks 1 to 3.



2.2 Goals/degree of achievement

(Multiple answers possible)

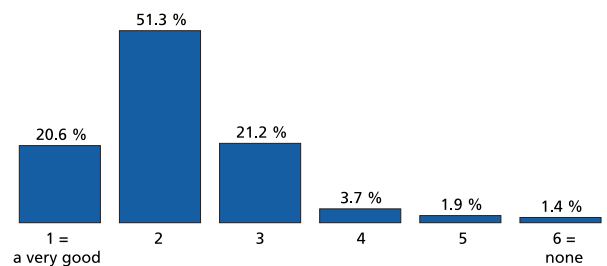
In position 1 as the most important goal of participation for the exhibitors at 95.7% of the entries was "establishing new business contacts". This goal was achieved by 89.6% of the participants to a very good to satisfactory extent.



2.5 Follow-up business after the fair

Based on the contacts and the discussions during the InnoTrans, 93.1% of the company representatives expect successful follow-up business.

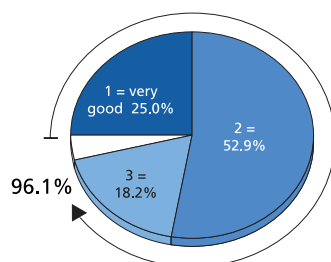
"We expect ... follow-up business after the fair"



2.3 Assessment of the quality of the trade visitors at the stand

The quality of the trade visitors at their stands was assessed very positively by the exhibitors.

Scale from
1 = very good to
6 = very bad.



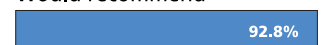
2.6 Overall impression and outlook

This year's InnoTrans left a good impression on 95.7% of the exhibitors. The willingness of the participants to recommend the fair is therefore not to be expected otherwise. 94.5% of the companies already expressed an interest in participating in the next InnoTrans, which is to be held from 21. - 24.9.2010.

Overall positive impression



Would recommend



Intend to participate again



0% 100%