

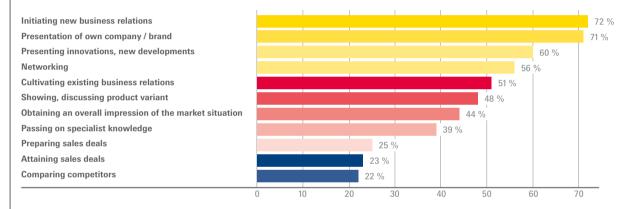


Exhibitors' Surveys BIEL Light + Building Buenos Aires 2019





Objectives of trade show participation

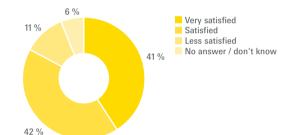


Several answers possible





Attainment of trade show participation objectives



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83% satisfied with the attainment of the participation objectives





Visitor target group

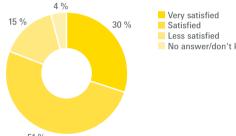
64 % Wholesale trade, distributors, importers Engineering and planning offices 39 % Goverment body/public authorities 35 % Building and construction industry, contracting companies 31 % Retail trade 29 % Manufacturing industry 28 % Skilled trades (electricians, installers, etc.) 27 % Other visitor target groups 24 % Architect's office 22 % Building technology service provider 15 % System Integrators 15 % Design studio 14 % Interior designer's offices 13 % Hotel industry 12 % **Real estate managment companies** 8 % **Property developers** 8 % 0 10 20 30 40 50 60 70

Several answers possible





Satisfaction with the specific group of visitors reached



51 %

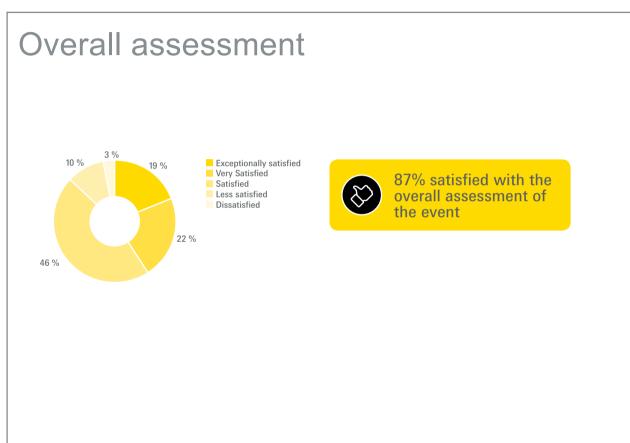
No answer/don't know



81% satisfied with the specific group of visitors reached



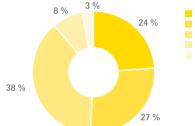








Intention to participate in the next BIEL Light + Building Buenos Aires



Certainly Most Likely Possibly Probably not Certainly not



89% intends to participate in the next edition