

32,143

visitors
from 102
countries*

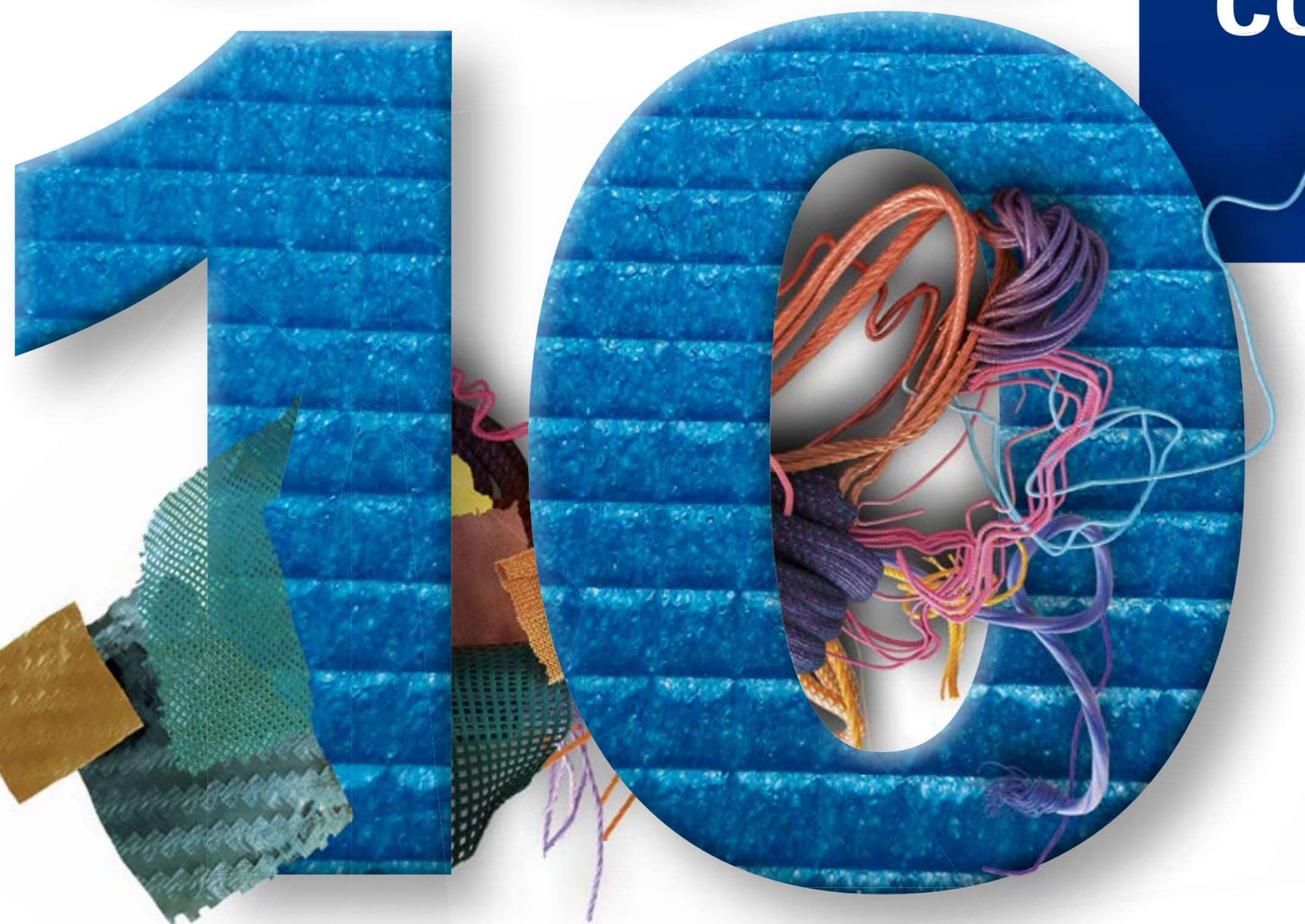
* incl. exchange visitors





TOP

**visitor
countries**



10

- 1. Germany**
- 2. Italy**
- 3. France**
- 4. Turkey**
- 5. Netherlands**
- 6. Belgium**
- 7. Spain**
- 8. Great Britain**
- 9. Poland**
- 10. Switzerland**



**relevant
decision-
makers**



**of
objectives
achieved**

Top 5 trade fair visit objectives:

- 1. Expanding expertise**
- 2. Finding new suppliers and cooperation partners**
- 3. Viewing and discovering new products**
- 4. Networking and exchanging information**
- 5. Viewing and getting to know product variants**



Visitors by economic sector

59 % industry

**9 % wholesale and
foreign trade**

5 % services

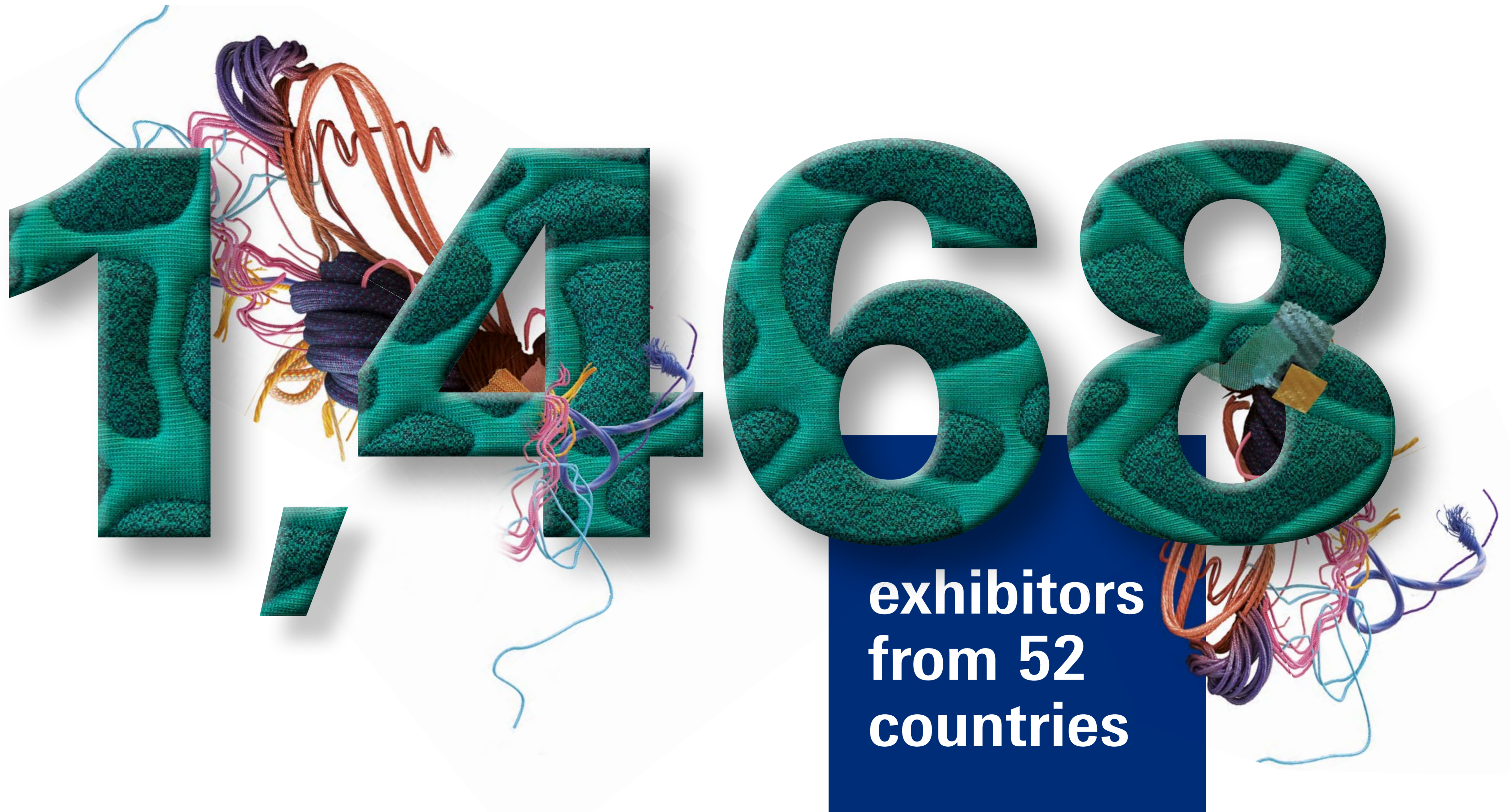
**5 % research institutes and
universities/institutes
of higher education**

3 % skilled trades

2 % retail

17 % other

**(10 % school and college
students, among others)**



**exhibitors
from 52
countries**



**of
objectives
achieved**

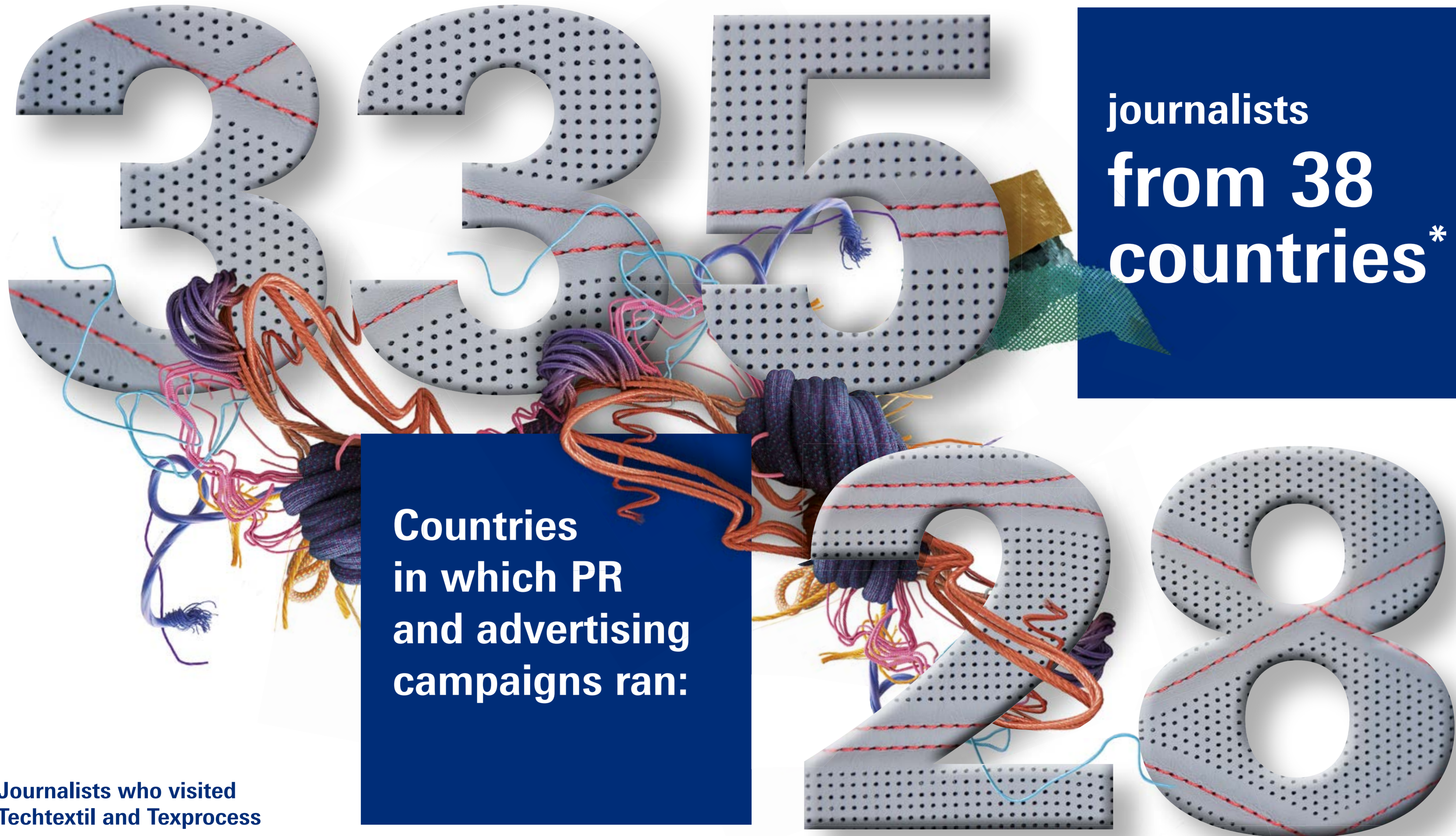
Top 5 exhibitor objectives:

- 1. Acquiring new clients**
- 2. Maintaining existing client relationships**
- 3. Presenting innovations and new developments**
- 4. Presenting product variants**
- 5. Networking and exchanging experiences**



**exhibitor
countries**

- 1. Germany**
- 2. China (People's Republic)**
- 3. Italy**
- 4. France**
- 5. Turkey**
- 6. Spain**
- 7. India**
- 8. Switzerland**
- 9. Great Britain**
- 10. Taiwan**



journalists
from 38
countries*

Countries
in which PR
and advertising
campaigns ran:

* Journalists who visited
Techtextil and Texprocess



Fabrics & followers

The community grows

* Followers of the shared accounts for Techtextil and Texprocess



12,438
followers* on
Facebook



11,159
followers* on
LinkedIn



5,813
followers* on
Instagram