# Formex

# VISITOR PROFILE SPRING 2018

Below is an extract from the survey among visitors at Formex January 17 to 20 2018. The survey was conducted by an external research company, Fairlink.

If you would like to get some more information about the event or to book a standplace, please contact our sales team. You can find more information on our website Formex.se

# Number of visitors $\begin{array}{c|c} 2017 & 2018 \\ \hline 23217 & 21559 \\ \hline 10,94\% & \text{SHARE} \\ \text{OF FOREIGN} \\ \text{VISITORS} \\ \end{array}$ COUNTRIES REPRESENTED: $\begin{array}{c|c} 60 \\ \hline \end{array}$



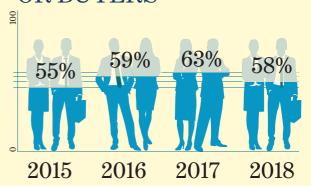
### MEET NEW CUSTOMERS / SUPPLIERS Have your participation Have your visit at Formex made that you have found and will buy from a supplier that you would not otherwise have at Formex resulted in new sales to stores that you would not have been selling to otherwise? purchased from MAYBE 19% 23% 45% 50% NO 36% 27%HAVE NO

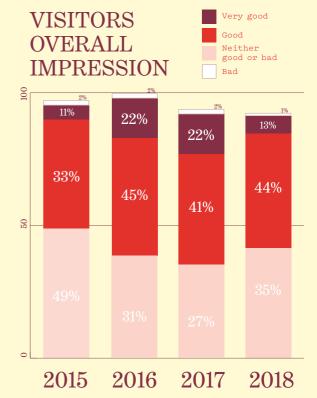
EXHIBITORS

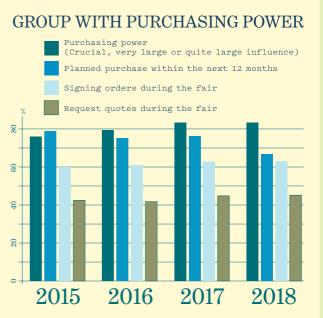
PURCHASING

RESPONSIBILITY

## SHARE OF VISITORS WHO ARE CEO/OWNER OR BUYERS









VISITORS