

Trade fair profile A+A 2023



Exhibitors total	2.196
Exhibitors Germany	450
Exhibitors other countries	1.746
Number of countries	58

Net space total (sqm)	80.194
Net space Germany	26.622
Net space other countries	53.572

Visitor data from registry:

Visitors total	62.265
From Europe	85%
- Germany	48%
- Other Europe	37%
From Non-European countries	15%
- Asia	9%
- America	4%
- Africa	1%
- Australia	1%
Number of countries	141

Visitor data from registry:

TOP 10 visitor countries	
(Basis: all foreign visitors)	
The Netherlands	10%
Italy	7%
Belgium	6%
Great Britain and Northern Ireland	5%
France	4%
China	4%
Poland	3%
Spain	3%
Switzerland	3%
Austria	3%

Safety, Security and Health at Work

Dusseldorf • Germany
24th - 27th of October 2023

www.aplusa.com

272 accredited journalists from 16 countries

(MD ResearchF/November 2023)

Structure of trade visitors

Based on the results of a total of 1.332 interviews including 1.315 interviews with trade visitors (99%) during A+A 2023 conducted as CASI (Computer Assisted Self Interview)

Frequency of visits	
A+A 2021	24%
A+A 2019	35%
Prior events	24%
First-time visit in 2023	48%

Decision making powers*	
Decisive	25%
Contributory (jointly decisive)	28%
Advisory function (consultative)	31%
Not involved	13%

Occupational position*	
Top-Management	44%
Middle-Management	20%
Other	33%

Professional function*	
Expert for occupational health & safety	22%
Safety engineers	6%
Safety technicians	3%
Safety foreman	2%
Safety officer/safety expert	8%
Purchasing/procurement	16%
Sales	13%
Marketing, advertising, PR	3%
Work organization	3%
Works council and staff council	3%
Instructor, trainer, consultant	2%
Health management	2%
Other	14%

Economic/business sector*	
Industry/manufacturer	62%
Construction industry	5%
Suppliers	4%
Other industrial trade	3%
Specialist trade for occupational health and safety	6%
Other trade	1%
(State) institutions, organisations, authorities	5%
Services/ Consultancy/ Engineering firms	6%
Other	5%

Interests in product ranges	
(Several answers possible)	
Personal protective equipment (PEE)	78%
Security at work	51%
Health at work	40%
Corporate Wear / Workwear	40%
Sustainability	19%
Media/training	15%
Components, Sourcing & Service	14%
Special Equipment for Disaster / Emergency Management	13%
Meeting Point "Health and Safety"	9%
Other	9%

Reasons for visit	
(Several answers possible)	
New developments/trends	32%
Contact with existing suppliers/ business partners	23%
Presence of particular exhibitors	21%
Identifying new suppliers business partners	20%
Industry meeting / Networking	16%
Purchase/Order	13%
Initiating purchase decisions	10%

New suppliers were found	
Yes	55%

Received information on innovations	
Yes	71%

Overall assessment	
Very satisfied/satisfied	98%

Recommendation	
Yes	98%

* Difference to 100% = Pupils, Students, not employed (3%)



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