



Fair Profile NEWCAST

4th International Trade Fair for Castings with NEWCAST Forum
16th - 20th June, 2015
www.newcast.com

Preliminary data, Subject to change (UI-MF/June 2015)

Exhibitors total	434
Exhibitors by origin	
Germany	65
Other countries	369
Number of countries	33

Net space total (sqm)	7,005
Net space by origin	
Germany	1,547
Other countries	5,458

Visitors total	3,973
Visitors by origin	
Germany	1,351
Other countries	2,622
Number of countries	112*

294 accredited journalists from 20 countries**

Visitor structure

Based on the results of 121 interviews with visitors during NEWCAST 2015 conducted by means of the Computer-Interview-System

Origin of the visitors	
Germany	34%
Other countries	66%

Germany	
West Germany	42%
South Germany	29%
Southwest Germany	12%
East Germany	10%
North Germany	7%

Other countries	
Europe	59%
- EU	50%
- Other european countries	9%
Asia	31%
- South/East/Central Asia	30%
- Middle East	1%
South and Central America	4%
Africa	4%
North America	1%
Australia/Oceania	1%

Countries of origin (Top 5)***	
India	13%
France	11%
China	11%
Great Britain/Northern Ireland	6%
Italy	6%

Visitor structure features	
Private visitors	7%
Trade visitors	93%

Decision-making powers****	
Decisively	31%
Contributory	34%
In an advisory capacity	15%
No influence	12%

Industrial sector****	
Automobile manuf., transmission manuf., supply industry	26%
Mechanical engineering, apparatus construction (gen.), toolmaking	24%
Services/consulting	5%
Wholesale/export trade	5%
Electrical engineering	4%
Construction industry	4%
Electronics	3%
Aviation/aerospace industry	2%
Manuf. of white goods	2%
Other	17%

Area of responsibility****	
Business/company/ plant management	21%
Purchasing/procurement	20%
Research and development, design	15%
Manufacture, production, quality control	13%
Sales, distribution	11%
Servicing/maintenance	3%
Other	9%

Occupational position	
Independent entrepreneur, co-owner, freelance employee	12%
Managing director, board member, head of an authority	12%
Area, operations, plant, branch manager, office head	19%
Department head/group leader	21%
Other Employee, civil servant, specialist	21%
Trainee	2%
Other	13%

Interest in product ranges <i>(Several answers possible)</i>	
Ferrous castings - Iron, steel & malleable foundries	54%
Nonferrous metal castings - Aluminium, zinc, copper, magnesium, nickel & other nonferrous metal foundries	48%
Forging	15%
Services	12%
Trade and Logistics	8%
Sinters	7%
Other	7%

Reasons for visit <i>(Several answers possible)</i>	
Innovations/trends	37%
Search for new suppliers and business partners	36%
Contact to existing suppliers and business partners	25%
Preparation of purchase decision	8%
Purchase/Order	8%

New suppliers were found	
Yes	47%

Overall assessment	
Satisfied	95%

Recommendation	
Yes	91%

*Number of countries GIFA/METEC/THERMPROCESS/NEWCAST

**Press accreditation for GIFA/METEC/THERMPROCESS/NEWCAST

***Basis: Other countries

****Difference to 100% = Pupil, student, not gainfully employed (8%)

Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Germany
Tel. +49 (0) 211/45 60-01
Fax +49 (0) 211/45 60-6 68
www.messe-duesseldorf.de

