

Fair Profile

Based on the results of 173 interviews conducted by means of the Computer Interview System
Subject to change

NEWCAST

International Castings Trade Fair
12th - 16th of June 2007



Total number of exhibitors 304

Origin of the exhibitors

Germany	57
Other countries	247
Number of countries	33

Space (net, qm)

Germany	5.425
Other Countries	1.631
	3.794

Total number of visitors 3.668

Origin of the visitors

Germany	50 %
Other countries	50 %

Germany

North Germany	8 %
West Germany	52 %
East Germany	7 %
Southwest Germany	6 %
South Germany	27 %

Other countries

Europe	53 %
- EU	46 %
- Eastern Europe	1 %
- Other European countries	6 %
Asia	30 %
North America	5 %
South and Central America	5 %
Africa	5 %
Australia	2 %

Countries of origin (Top 9)

India	13 %
U.K.	7 %
Austria	6 %
Czech Republic	6 %
China	6 %
France	4 %
Poland	4 %
Brazil	4 %
South Africa	4 %

Frequency of visits

NEWCAST 2003	36 %
Frist-time visit in 2007	64 %

Visitor structure features

Trade visitors	96 %
Average length of stay (in days)	1,9

Industrial sector*

Vehicle industry	20 %
Iron, steel and non-ferrous metal industry	18 %
Machine engineering	15 %
Other industry	22 %
Services	8 %
Skilled trade	5 %
Trade	2 %
University/college of higher education/technical college	3 %
Other	1 %

Company size*

1 - 4 employees	5 %
5 - 19 employees	10 %
20 - 99 employees	18 %
100 - 499 employees	26 %
500 - 999 employees	12 %
1.000 employees or more	23 %

Area of responsibility*

Management	18 %
Research/development/construction	18 %
Purchasing/procurement	15 %
Manufacture/production	12 %
Sales/distribution	8 %
Manufacture/quality control	7 %
Planning/operations scheduling	5 %
Marketing/advertising/PR	4 %
Servicing/maintenance	2 %
Other	5 %

Occupational position

Independent entrepreneur/partner/freelance	12 %
Managing director/member of the executive board/head of an authority or others	14 %
Main department head/authorized signatory	10 %
Department head/group leader	28 %
Employee	17 %
Skilled worker	6 %
Trainee	4 %
Student/school pupil/not working	6 %
Other	3 %

Influence on purchasing/procurement decisions*

Decisively	24 %
Participate in decision making	31 %
Advisory role	29 %
No influence	10 %

Interest in product ranges

(Several answers possible)	
Cast products from foundries for aluminium, zinc, copper, magnesium, nickel and other non-ferrous metal alloys	55 %
Cast products from iron, steel and malleable iron foundries	46 %
Services	18 %
Others	9 %

General assessment

Satisfied	96 %
Not satisfied	4 %

* difference to 100% = pupil, student, not working (6%)



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