

Trade fair profile A+A 2021

Exhibitors total	1,189	Net space total (sqm)	44,584
Exhibitors Germany	289	Net space Germany	15,383
Exhibitors other countries	900	Net space other countries	29,201
Number of countries	55		



Visitor data from registry:

Visitors total	25,268
From Europe	94%
- Germany	50%
- Other Europe	44%
From Non-European countries	6%
- Asia	3%
- America	2%
- Africa	1%
Number of countries	103

Visitor data from registry:

TOP 10 visitor countries	
(Basis: all foreign visitors)	
The Netherlands	11%
Italy	10%
France	7%
Belgium	6%
Spain	5%
Great Britain and Northern Ireland	5%
Poland	4%
Austria	3%
Switzerland	3%
Sweden	3%

Safety, Security and Health at Work

Dusseldorf • Germany
26th - 29th of October 2021

www.aplusa.com

231 accredited journalists from 15 countries

(MD ResearchF/November 2021)

Structure of trade visitors

Based on the results of 1,233 interviews with trade visitors during A+A 2021 conducted by means of the Computer-Interview-System

Interests in product ranges (Several answers possible)		Professional function*		Reasons for visit (Several answers possible)	
Personal protective equipment (PEE)	75%	Expert for occupational health and safety/ Safety officer/safety expert	31%	New developments/trends	37%
Security at work	49%	Sales/marketing	22%	Contact with existing suppliers/ business partners	26%
Health at work	39%	Purchasing/procurement	18%	Identifying new suppliers business partners	23%
Corporate Wear / Workwear	36%	Works council and staff council	2%	Presence of particular exhibitors	21%
Sustainability	18%	Work organization	2%	Industry meeting/Networking	18%
Media/training	16%	Human resources manager	2%	Initiating purchase decisions	13%
Components, Sourcing & Service	15%	Professional and on-site fire brigade	2%	Purchase/Order	13%
Special Equipment for Disaster/ Emergency Management	13%	Fire and disaster prevention officers	2%		
Other	3%	Other	17%		
Occupational position*		Economic/business sector*		Searching for new suppliers	
Top-Management	46%	Industry	32%	Yes	53%
Middle-Management	20%	Services	15%		
Low-Management	32%	Trade	14%	Intention to visit A+A 2023	
		(State) institutions, facilities and authorities	8%	Yes	95%
		Industrial trade/business	6%		
Decision making powers*		Suppliers	6%	Overall assessment	
Decisive	23%	Further sectors	17%	Very satisfied/satisfied	95%
Contributory (jointly decisive)	31%				
Advisory function (consultative)	29%	Frequency of visits		Recommendation	
		A+A 2019	53%	Yes	94%
Decision makers		A+A 2017	39%		
with procurement intentions	47%	First-time visit in 2021	35%		

* Difference to 100% = Pupils, Students, not employed (2%)