

The IZB 2018 | Survey Results

Main Results of the Exhibitor and Visitor Surveys

18th – 20th October 2018

Allerpark | Wolfsburg, Germany



www.izb-online.com



IZB 2018

EXHIBITOR AND VISITOR SURVEY | MAIN RESULTS

From 16th to 18th October 2018, the International Suppliers Fair (IZB) took place in the German city of Wolfsburg for the tenth time since being launched and broke new records in terms of its number of exhibitors. Ever since the first IZB was held back in 2001, the specialist trade fair has achieved continuous growth both in terms of its exhibitor and visitor numbers and also on an international level.

During the IZB 2018, a representative survey was conducted among visitors and exhibitors in order to find out what they thought about the trade fair. The significant results of survey are presented below.

OVERALL DEVELOPMENT OF THE IZB

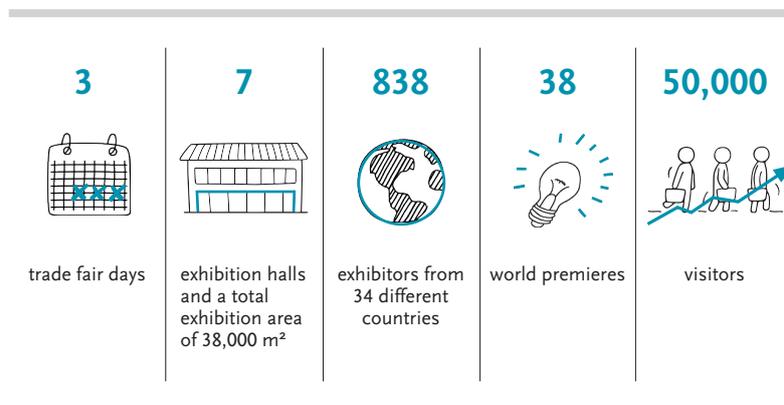
	2001	2003	2004	2006	2008	2010	2012	2014	2016	2018
Exhibitors	128	286	509	609	680	729	776	821	800	838
Trade visitors	13,500	24,500	38,000	42,000	46,000	48,000	49,000	51,000	50,000	50,000
Exhibition area (m ²)	6,000	13,000	22,000	30,000	33,000	35,000	36,000	36,000	36,800	38,000
Nations	6	10	17	22	22	24	28	29	32	34

MAIN RESULTS OF THE EXHIBITOR SURVEY

The leading trade fair for the automotive supplier industry is demonstrating a positive track record.

In the survey, nearly three quarters of exhibitors said that they had a very positive or positive overall impression of the IZB 2018 while the remaining exhibitors were satisfied with the anniversary event.

THE IZB 2018 IN NUMBERS



93 percent of exhibitors responded particularly well to the IZB's wide variety of different exhibitors and its internationality, rating both as good or very good. At the IZB 2018, eight of the world's ten highest-volume automotive supplier companies showcased their products and services. The topic of digitalisation was a common thread running through all seven exhibition halls. More than half of the exhibitors made the diverse range of topics involved in networked mobility the focus of their trade fair presentation, demonstrating how they are taking a new approach to existing knowledge and combining innovative solutions to create completely new applications.

Approximately 300 of the 838 exhibitors were being represented at the IZB for the first time. The most prominent country was Germany with a total of 544 exhibitors. Spain and Italy also had a strong presence with 45 companies each at the trade show, followed by Austria with 24 exhibitors and Turkey with 23.

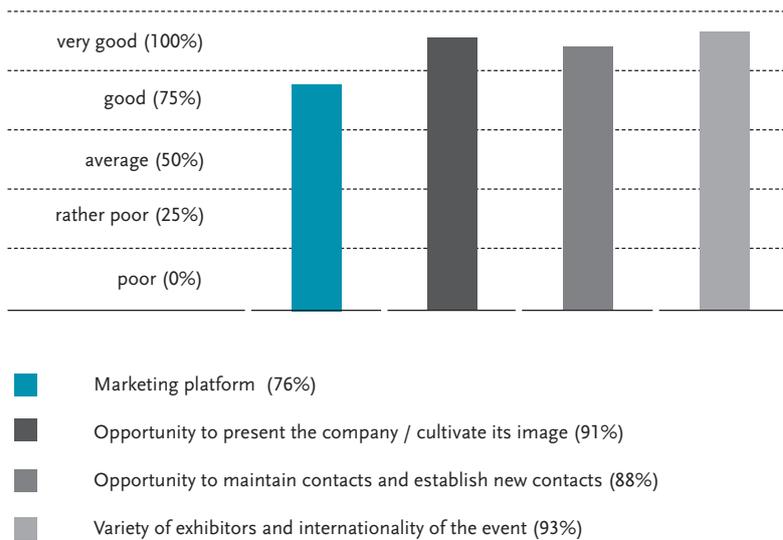
Of the nine federal states of Germany represented at the event, North Rhine-Westphalia had the strongest presence in terms of numbers with a total of around 140 companies.

The fact that 60 companies exhibiting at the IZB came from the German Land of Lower Saxony enabled the region to present itself as a major business location for the automotive industry. These exhibitors included 30 companies from the Braunschweig-Wolfsburg-Salzgitter region that presented their innovations at the trade fair.

More than three quarters of exhibitors gave the IZB 2018 a positive rating as a marketing platform 91 percent of those surveyed stated that presenting their company and cultivating its image was the primary objective of their participation in the IZB. 79 percent above all used their involvement in the event to observe their competitors and the market.

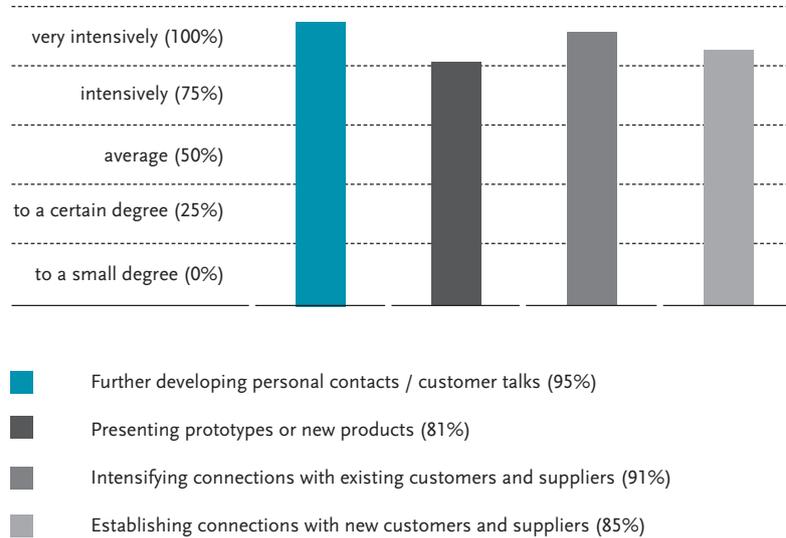
88 percent of those surveyed stated that the IZB offered them a very good opportunity to maintain contacts and provided excellent potential for establishing new contacts. Most exhibitors claimed that the IZB helped them to further intensify their connections with existing customers and suppliers (91%) or to establish contact with new prospective customers and suppliers (85%). At the time of the survey, over half of the individuals representing companies at the exhibition stands were the managers of these organisations.

EVALUATION OF THE KEY FACTORS OF THE IZB 2018



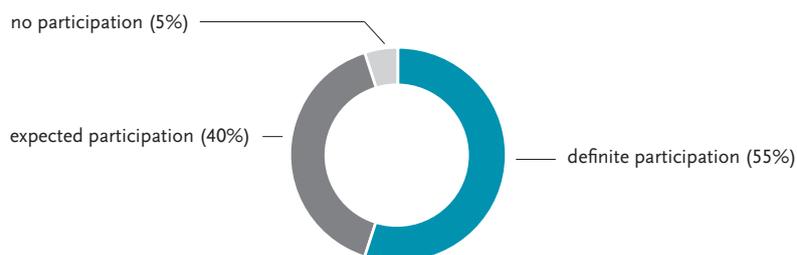
88 percent of exhibitors used the IZB 2018 very intensively to develop their personal contacts and showcase prototypes or new products. 117 exhibiting companies published articles and images on their innovations in the IZB Innovations Report 2018, 38 of which presented world premieres.

THE EXHIBITORS OF THE IZB 2018 FOCUSED ON

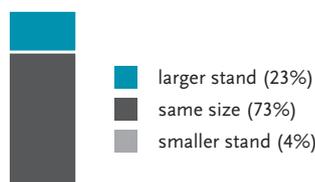


95 percent of the exhibitors surveyed stated that they also intended to participate in Europe's leading trade fair for the automotive supplier industry in 2020*. 96 percent of those who confirmed their intention to participate in the IZB 2020* said that they wanted to hire exhibition stands of the same size or larger stands for the event.

PLANNED PARTICIPATION IN THE IZB 2020*



PLANNED STAND SIZES FOR THE IZB 2020* COMPARED TO THE IZB 2018



* At the time of the survey, the next trade fair should take place in 2020. This event was postponed to 2021 due to the Corona pandemic.

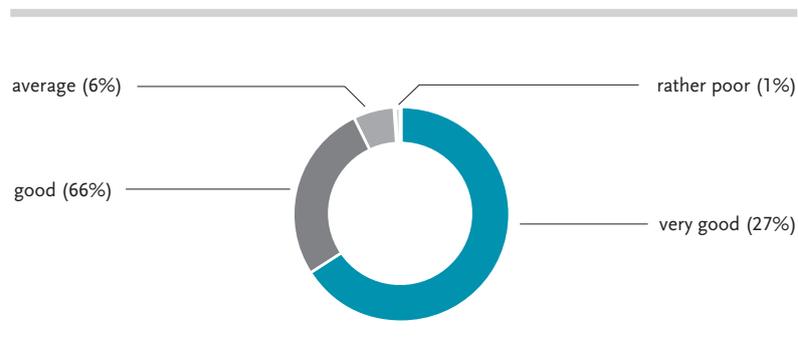
MAIN RESULTS OF THE VISITOR SURVEY

More than 50,000 trade visitors from all over the world used the IZB 2018 to find out about the latest trends and innovations in the international automotive industry.

Nearly a quarter of the visitors came from countries outside of Germany.

93 percent of the visitors gave the anniversary event an overall rating of very good or good. 71 percent declared that the IZB is a well-known event in the industry or among their superiors.

OVERALL IMPRESSION



Around 90 percent of visitors made the most of the trade fair as a source of information on innovations in the automotive industry. The IZB Innovations Report was also a valuable source of information, with the 2018 issue featuring 117 exhibiting companies from eleven different countries that published articles and images on new products and services, 38 of which were labelled as world premieres.

Alongside Volkswagen and its 12 brands, an additional 14 of the OEMs represented at the trade fair also made use of the IZB 2018 as an information platform, as was revealed in the survey. BMW, Chrysler, Daimler, Fiat, Ford, Honda, Hyundai Kia, Mazda, Mitsubishi, Opel, PSA, Renault-Nissan, Suzuki and Toyota.

VISITOR PROFILE

Visitors according to industry branch

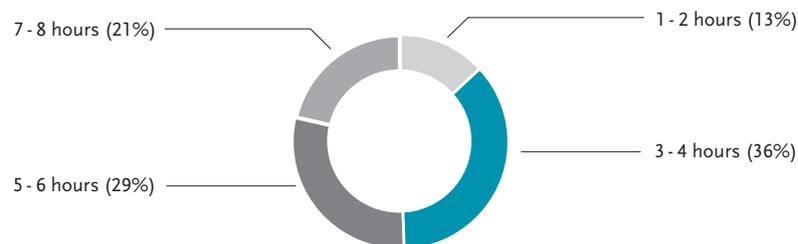
Automotive manufacturers	48%
Tier 1, Tier 2 or Tier 3	37%
Other	15%

Visitors according to their fields of activity

Purchasing Procurement	35%
Research Development	34%
Manufacturing Production Quality Control	19%
Marketing Sales Advertising PR	9%
Other	3%

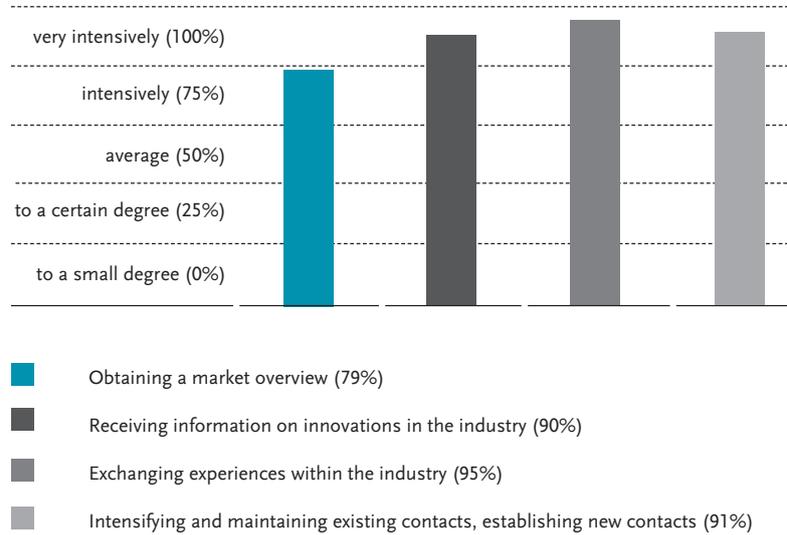
A third of all visitors attended the trade fair on more than one day. 65 percent of visitors spent three to six hours at Europe's leading showcase event for the automotive supplier industry, with more than half of the survey participants visiting ten or more exhibitors during their tour of the IZB. The second day of the IZB again attracted the most visitors.

LENGTH OF TIME VISITORS SPENT AT THE IZB



79 percent of visitors stated that their visit to Europe's leading trade fair for the automotive supplier industry helped to provide them with an overview of the market and enabled them to identify trends. Around 93 percent declared that they above all use the trade fair for maintaining contacts and exchanging experiences within the industry.

THE VISITORS OF THE IZB 2018 FOCUSED ON



The majority of visitors mainly used the trade fair for communication purposes. Other significant reasons for visiting the event included further education and initiating or preparing business transactions.

Alongside the focus topic of "Think Digital", visitors to the trade fair were also particularly interested in the field of electrics/electronics/mechatronics (39%), followed by the topics of passenger compartment/modules/plastics/chemical products and metal and lightweight construction/car body manufacturing (both with 26%).

A total of 96 percent of the visitors surveyed declared that they also want to return to the IZB in 2020*.

* At the time of the survey, the next trade fair should take place in 2020. This event was postponed to 2021 due to the Corona pandemic.

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