

Brief analysis WASSER BERLIN 2009

(Gathered and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund)

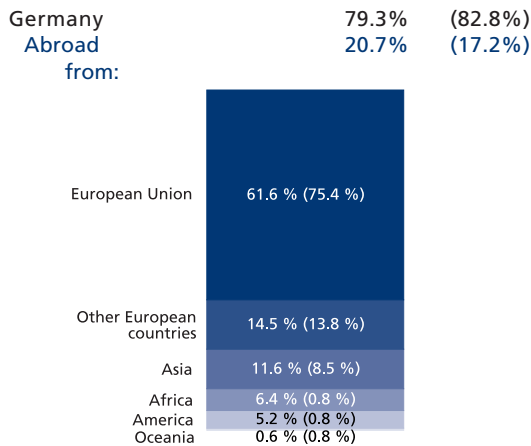


1. Trade visitor's survey

34,583 visitors (trade visitors: 98.0% = 33,891 trade visitors)

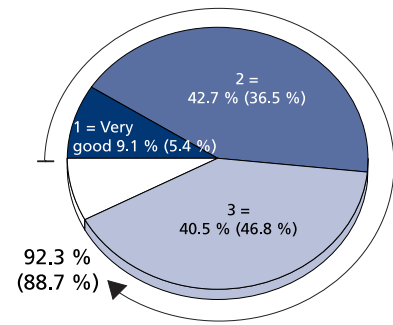
(The values of the questionnaire from the year 2006 are in parentheses)

1.1 Origin



1.4 Business success

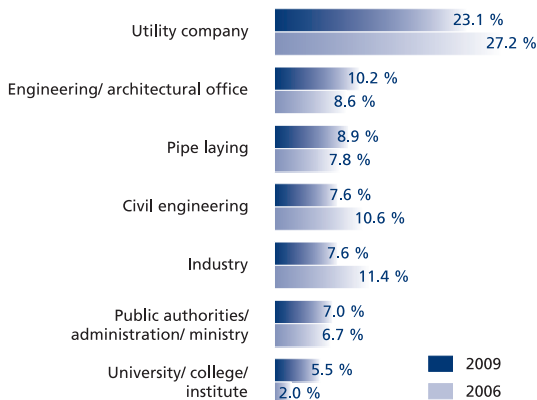
This year, 92.3% of trade visitors gave the business results of their visit a positive assessment.



Scale from 1 = very good to 6 = very bad.

1.2 Allocation to branch of trade

(Multiple citations/ extract of denominations/ N > 5%)



1.5 Goals

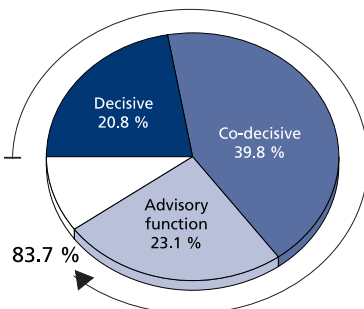
(Multiple citations/ extract of denominations/ N > 15%)

More than half of trade professionals visited WASSER BERLIN in order to learn about innovations.



1.3 Status

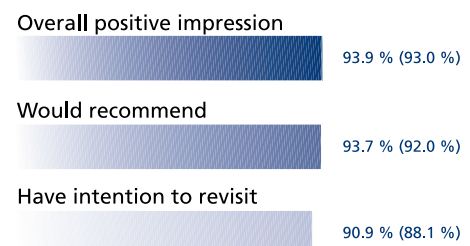
More than 80% of trade visitors are authorised to make purchasing and procurement decisions in their companies.



All in all, more than nine out of ten trade visitors were able to meet expected goals at the trade fair.

1.6 Overall impression and outlook

More than 90% of trade visitors had, respectively, a good overall impression of WASSER BERLIN, planned to recommend it further and also visit it again.



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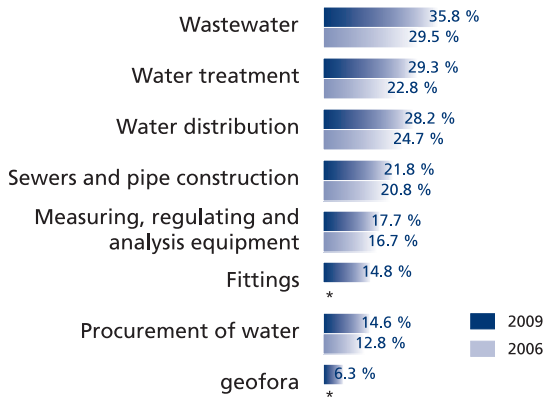
2. Exhibitors' survey

704 exhibitors from 28 countries (179 foreign exhibitors)

(The values of the questionnaire from the year 2006 are in parentheses)

2.1 Main exhibition areas

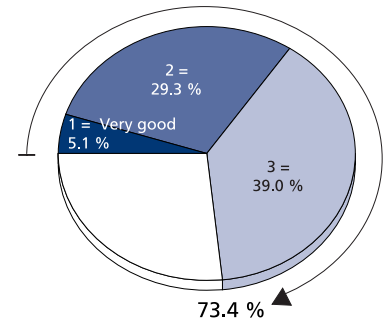
(Multiple citations)



* = no comparison possible

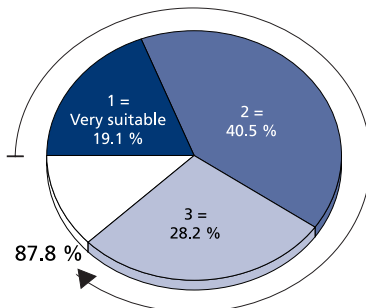
2.4 Business success

The exhibitors also indicated satisfaction with the business success of their participation. More than seven out of ten gave it a rating ranging from 1 to 3 on a scale of 1 = very good to 6 = very poor.



2.2 Innovations

The majority (70.1%; 2006 = 79.8 %) of exhibitors presented innovations or advances at their trade fair booths. 87.8% (89%) of participants consider WASSER BERLIN a suitable platform for the presentation of innovations.

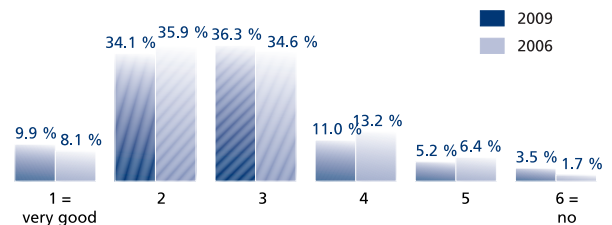


Scale from 1 = very suitable to 6 = Not suitable.

2.5 Follow up business after the fair

Based on contacts and discussions during the WASSER BERLIN, 80.3% (78.6%) of the company representatives expect successful post-fair business.

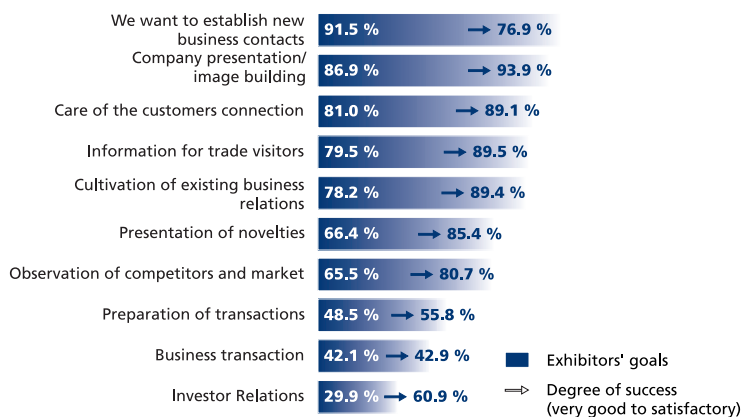
"We expect ... post-fair business"



2.3 Goals/degree of achievement

(Multiple citations)

Occupying first place as named by 91.5% as the most important participatory goal of the exhibitors is „establishing new business contacts“. This goal was reached by 76.9% of the participants to an extent ranging from very good to satisfactory.



2.6 Overall impression and outlook

This year's WASSER BERLIN left a good overall impression on 82.3% of the exhibitors. As expected, the participants are willing to recommend the fair. Already now, 74.7% of the companies voiced in favour of a renewed participation in the WASSER BERLIN trade fair.

