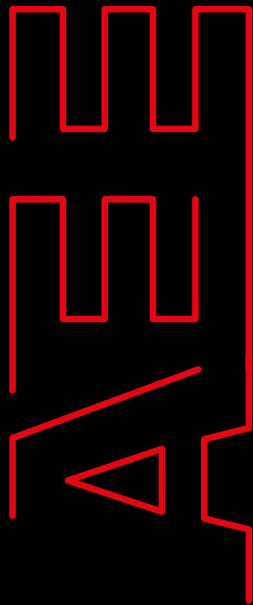


SHOW REPORT

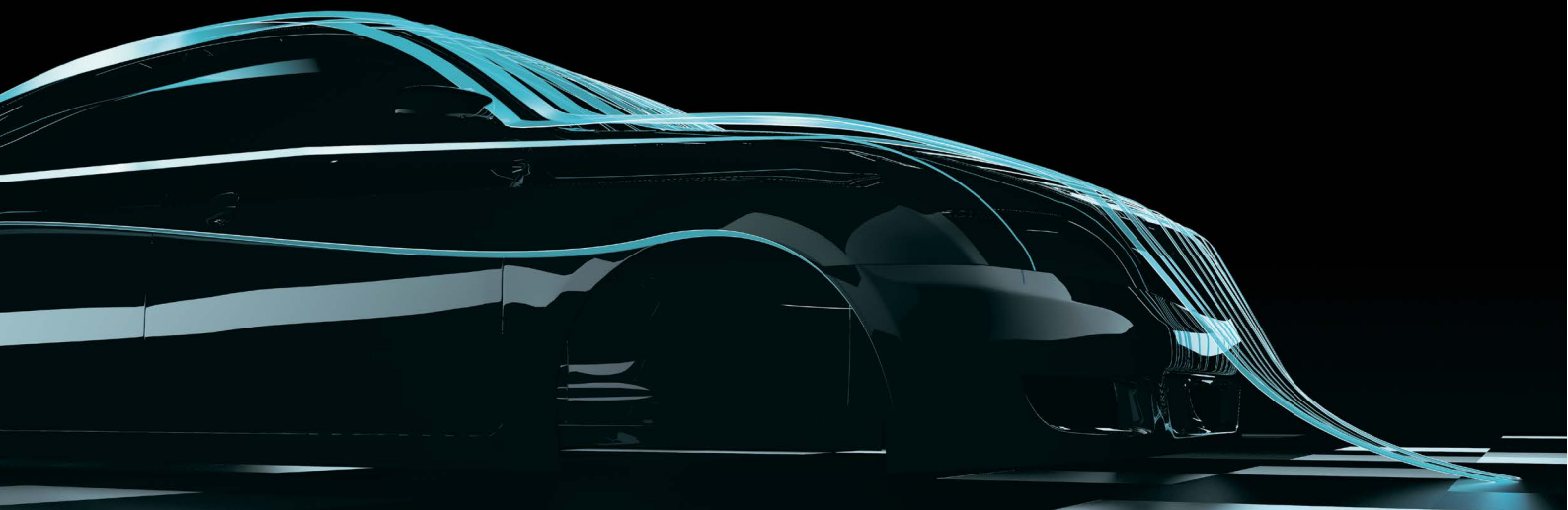


# AUTOMOTIVE ENGINEERING EXPO 2017

CAR BODY  
PROCESS CHAIN

FROM CONCEPT TO FINAL ASSEMBLY

Nürnberg, Germany  
30-31.5.2017



Premium media partner

**AUTOMOBIL  
PRODUKTION**

Powered by

 **AUTOMOTIVE CIRCLE**

**NÜRNBERG / MESSE**



**VINCENTZ**

## 1. Structural data

	Total	Germany	International
Exhibitors	97 (69)	80 (48)	17 (21)
Total exhibition space in m <sup>2</sup>	4,000 (3,300)		
Exhibitor stand space in m <sup>2</sup>	1,950 (1,630)	1,581 (987)	369 (643)
Special shows in m <sup>2</sup>	229 (243)		
Visitors	1,202 (1,022)	931 (695)	271 (327)

## 2. AUTOMOTIVE ENGINEERING CONGRESS

- The congress discussed future trends, recent progress and trailblazing practical approaches in the fields of car body construction, production, assembly and painting of series vehicles, as well as the subsequent final assembly.
- Under the motto "The right materials and suitable processes in the entire digital car body process chain", a special focus was on holistic, cross-trade approaches for improved production flexibility, cost efficiency, lightweight design and sustainability in both product and process.

### 2.1 CONGRESS-HIGHLIGHTS

- 63 technical presentations with focus on the process chain "painted car body" as well as on final assembly
- 4 plenary sessions with profound insights on current developments in key topics, discussed by OEM experts

### 2.2 PARTICIPANTS STRUCTURE

- 353 participants sourced information at the AUTOMOTIVE ENGINEERING CONGRESS
- The participants came from the following branches:
  - 33% Automotive manufacturers
  - 62% suppliers
  - 5% Institutes / Authorities

## 3. Media

- 42,014 visits and 177,769 page impressions from 81 countries at [www.automotive-engineering-expo.com](http://www.automotive-engineering-expo.com) from 31.05.2016 to 31.05.2017

## 4. Analysis of visitors

(Results of visitor survey, unless otherwise stated)

### 4.1 Branches of the visitors\* (multiple answers, extract)

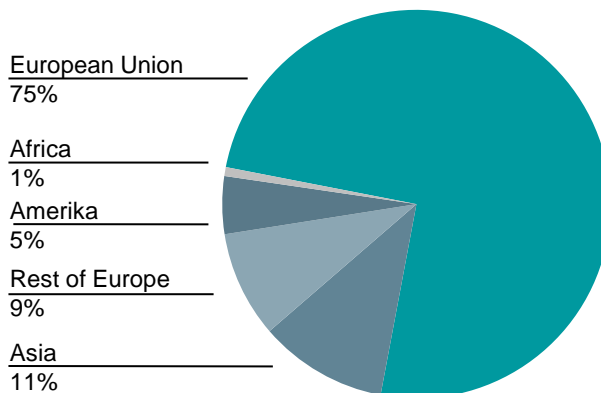
Automotive supplier	58%	Institute/government	3%
Automotive manufacturer	26%	Consultant	1%
Service provider	13%	University	1%

### 4.2 Internationality of visitors (Visitor registration)

International	23%	(32%)
Germany	77%	(68%)

Visitors from 29 (24) countries came to AUTOMOTIVE ENGINEERING EXPO 2017.

### 4.3 Origin of international visitors\* (Visitor registration)



### 4.4 Professional status

Self-employed entrepreneur, co-owner, freelancer	5%	(4%)	Department head, group leader, team leader	28%	(39%)
Managing director, board member, administrator	5%	(2%)	Other employee, skilled worker	35%	(32%)
Area manager, operations manager, works manager, branch manager, office manager	10%	(11%)	Lecturer, teacher	3%	(4%)
			Apprentice, student	11%	(5%)
			Other position	5%	(5%)










## 4.5 Decision-makers

79% (90%) of the visitors are involved in purchasing decisions in their company.

## 4.6 Main reason for visit (Multiple answers, extract)

Information about new products	43%	(60%)	Further education/extending knowledge	31%	(29%)
Experience/exchanging information	31%	(44%)	Influence on product development	15%	(24%)
General market orientation	35%	(40%)	Observing competitors	19%	(24%)
Initiating business contacts	29%	(33%)	Maintaining business contacts	25%	(22%)

## 4.7 Product groups (main interest of visitors) (Multiple answers)

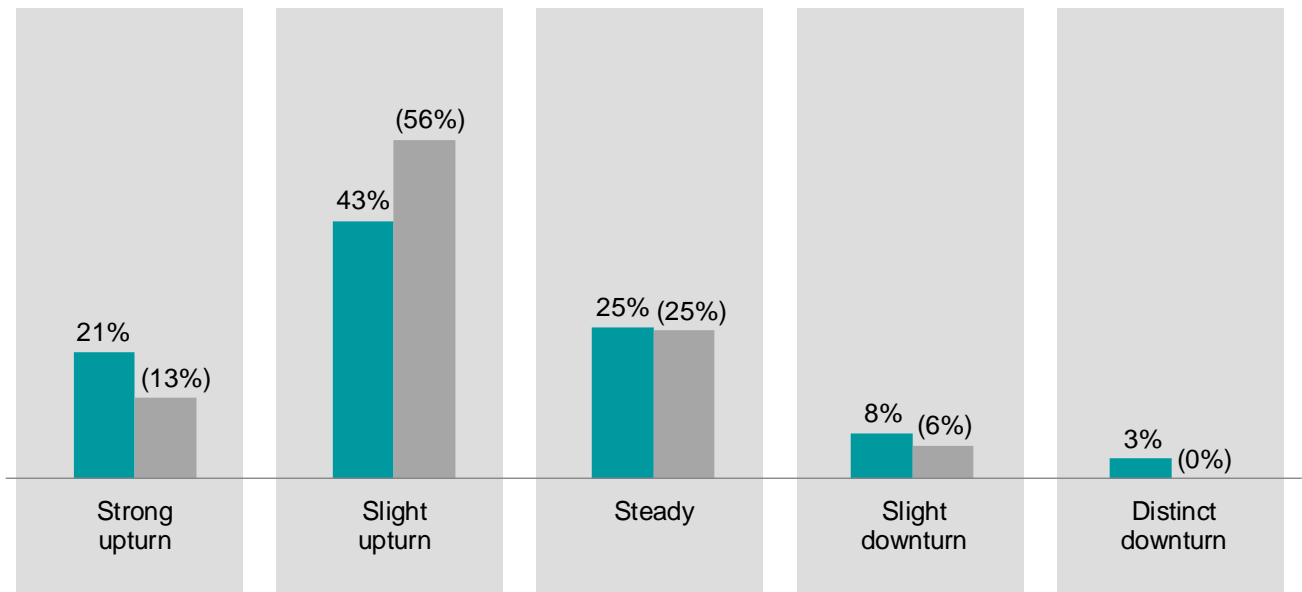
Automotive components	53%	(52%)	
Joining technology (systems, system components, tools)	46%	(47%)	
Materials and semifinished goods	31%	(38%)	
Forming + shaping technology (systems, system components, tools)	28%	(38%)	
Automotive production facilities + line components	28%	(26%)	
Engineering services	26%	(15%)	
Surface technology (systems, system components, materials)	20%	(22%)	
Quality assurance technology/ testing and measurement technology	8%	(18%)	
Hardware and software for design + development	5%	(8%)	

## 4.8 Satisfaction with exhibits

93% (97%) of the visitors were satisfied with the range of products and services presented at AUTOMOTIVE ENGINEERING EXPO 2017.

## 4.9 Economic situation in sector

How do you rate the current economic situation in your sector?  
(At the time of exhibition in May 2017 vs. June 2015)













## 5. Selected results of exhibitor survey

### 5.1 Product groups (of exhibitors) (Multiple answers)

Joining technology (systems, system components, tools)	22%	(27%)	Materials and seminished goods	11%	(18%)
Automotive production facilities + line components	17%	(15%)	Engineering services	10%	(15%)
Automotive components	16%	(22%)	Surface technology (systems, system components, materials)	10%	(12%)
Quality assurance technology/testing and measurement technology	15%	(7%)	Forming + shaping technology (systems, system components, tools)	9%	(7%)

### 5.2 Exhibitors' objectives\* (Multiple answers, extract)

Winning new customers	78%	
Image building/representation	74%	
General information about the range of products/services on offer	72%	
Information about new products	61%	
Cultivation of customer relations	53%	
Exchange of experience	34%	
Observation of competitors	17%	
Preparing business transactions	4%	
Recruiting	4%	
Direct conclusion of business transactions	2%	

### 5.3 Target group accuracy

93% (90%) of the exhibitors reached their most important target groups during AUTOMOTIVE ENGINEERING EXPO 2017.

## 5.4 New business relations

82% (84%) of the exhibitors established new business relations.

## 5.5 Quality of visitors

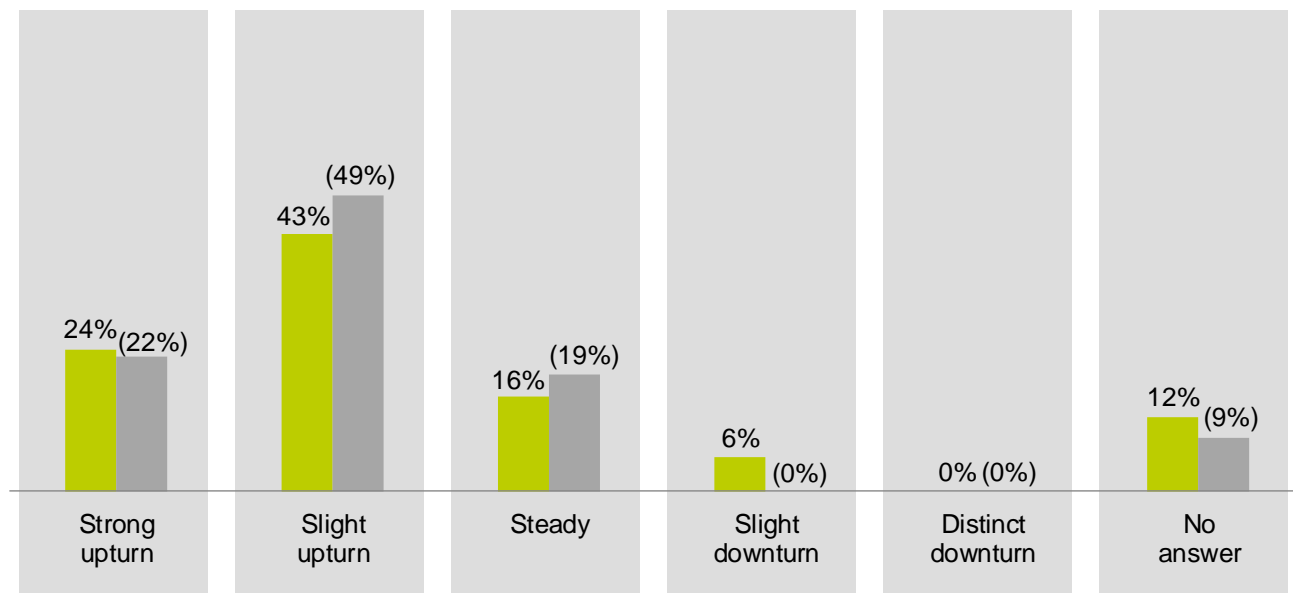
91% (90%) of the exhibitors were satisfied with the quality of the visitors at their stands.

## 5.6 Organization and service

94% (97%) of the exhibitors were satisfied with the organization and service of AUTOMOTIVE ENGINEERING EXPO 2017.

## 5.7 Economic situation in sector

How do you rate the current economic situation in your sector?  
(At the time of exhibition in May 2017 vs. June 2015)



## 6. Miscellaneous

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



Further information is available at [www.fkm.de](http://www.fkm.de).

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained at NürnbergMesse, Market Research, T +49 911 86 06-0, F +49 911 86 06-82 28, [info@nuernbergmesse.de](mailto:info@nuernbergmesse.de)

July 2017

NürnbergMesse GmbH

- Market Research -