

Facts & Figures

Europort Istanbul 2009

Visitors Analysis

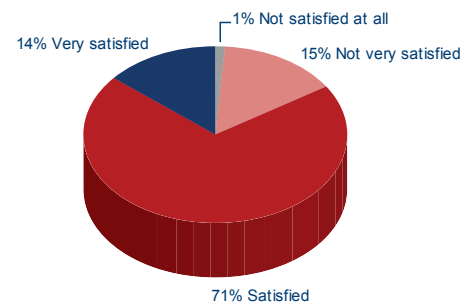
Total number of visitors: 7,869

Number of international visitors: 1,886

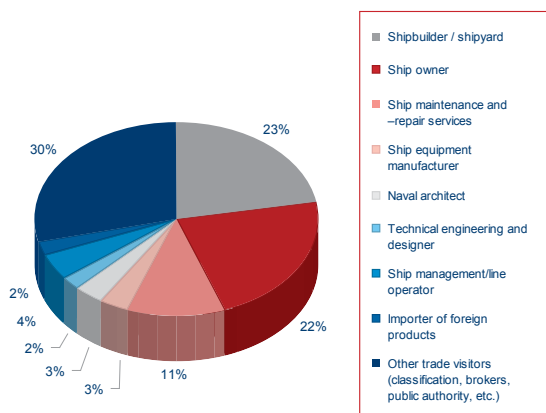
The 7,869 trade visitors came from 48 countries. Most international visitors came from the EU region with The Netherlands, United Kingdom, Spain, Germany and Greece in the Top 5. But also visitors from Bulgaria, France, Japan, Belgium, Italy and Scandinavian countries were well represented.

General appreciation

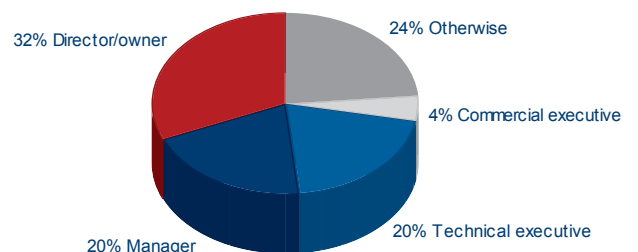
85% of the visitors were (very) satisfied with their visit to Europort Istanbul 2009.



Visitor background by nature of business

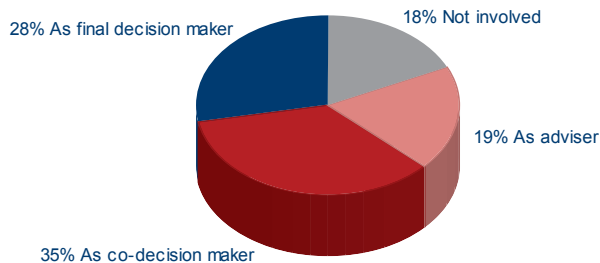


Visitor background by job function



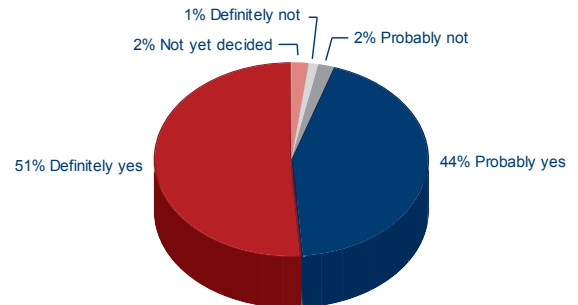
Decision making influence

Visitors at Europort Istanbul have a very high decision making influence. In 2009 82% were involved in the purchase of exhibited products / services as (co)decision maker or adviser.



Visit Europort Istanbul 2011

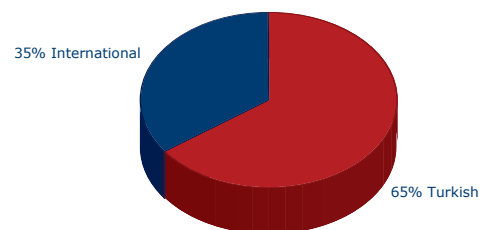
95% of the visitors in 2009 have the intention to visit Europort Istanbul 2011.



Exhibitors Analysis

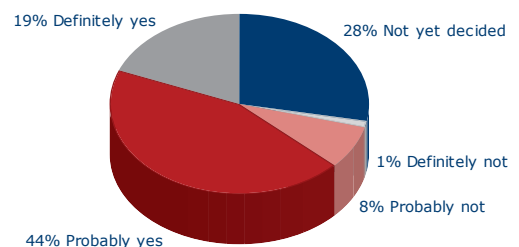
Total number of exhibitors: 217
Number of international exhibitors: 76
Number of represented brands: 610
Total exhibition area covered: 14,000 sq.m.

With six national pavilions from China, Denmark, France, Korea, the Netherlands and Romania and individual participations from exhibitors representing 34 countries, Europort Istanbul proved to be a true international platform for the maritime industry.



Participation Europort Istanbul 2011

During the 2009 edition more than 60% of the exhibitors already announced to definitely or probably participate again in 2011.



Exhibitors realised participation goals

- 95% was successful in maintaining existing relations
- 89% was satisfied with their introduction of new products
- 91% was successful in establishing new contacts