

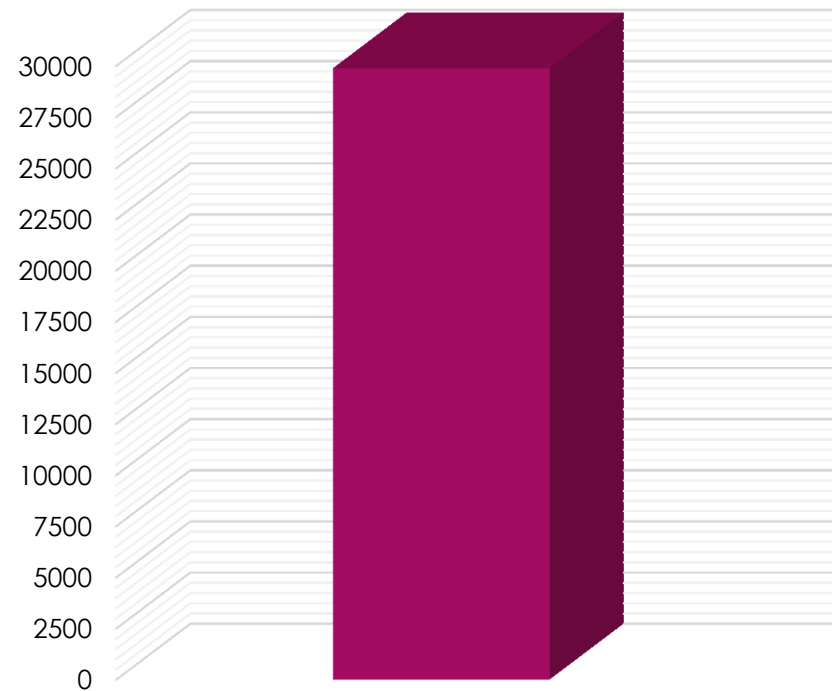
Visitor Structures
expopharm 2019

Düsseldorf // 25. - 28. September 2019

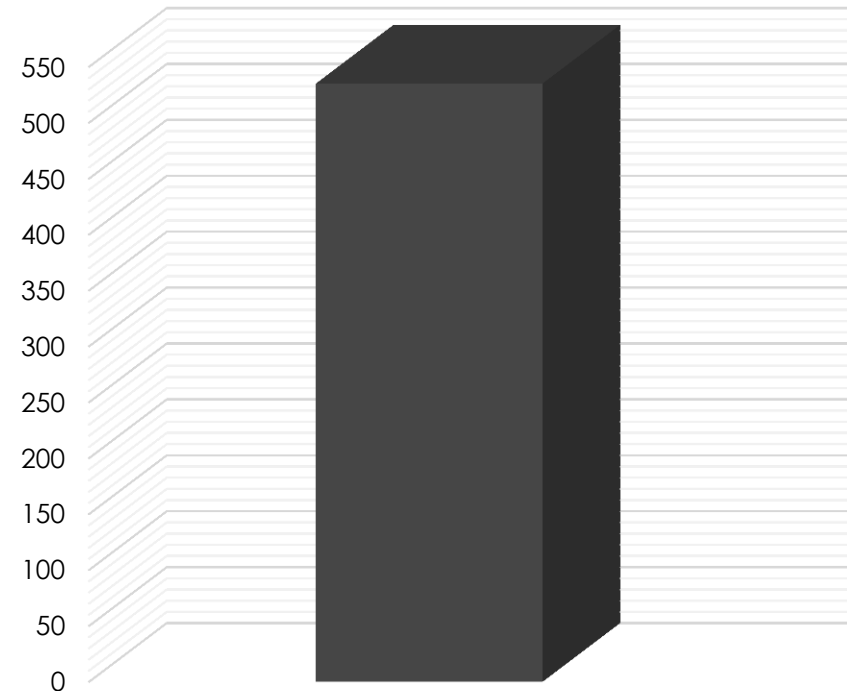
expopharm

Düsseldorf // 25. – 28.09.2019

More than 29.000 Visitors



More than 500 Exhibitors



Chosen Revelations

Exhibitors and Visitor Survey

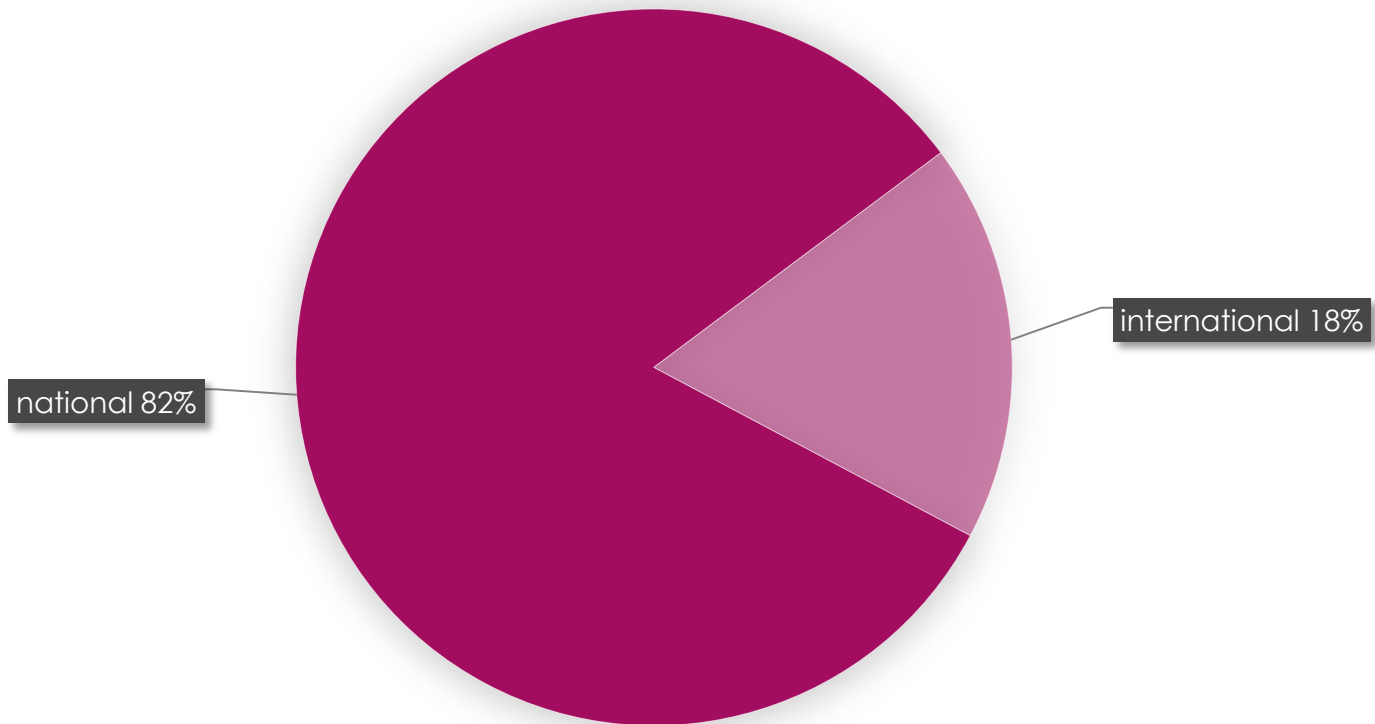
Visitor Survey

- Besides the “traditional” trade fair goals, such as gaining knowledge of innovations and new products as well as the preparation of purchases, the creation of networks and the exchange between experts was for more than 50% of pharmacy owner a focus of the fair.
- The amount of visitors intending to return shows the importance of expopharm for trade fair visitors. Almost 87% pharmacy owner plan to return in 2020, 13% are unsure, while only 1% does not plan to return.

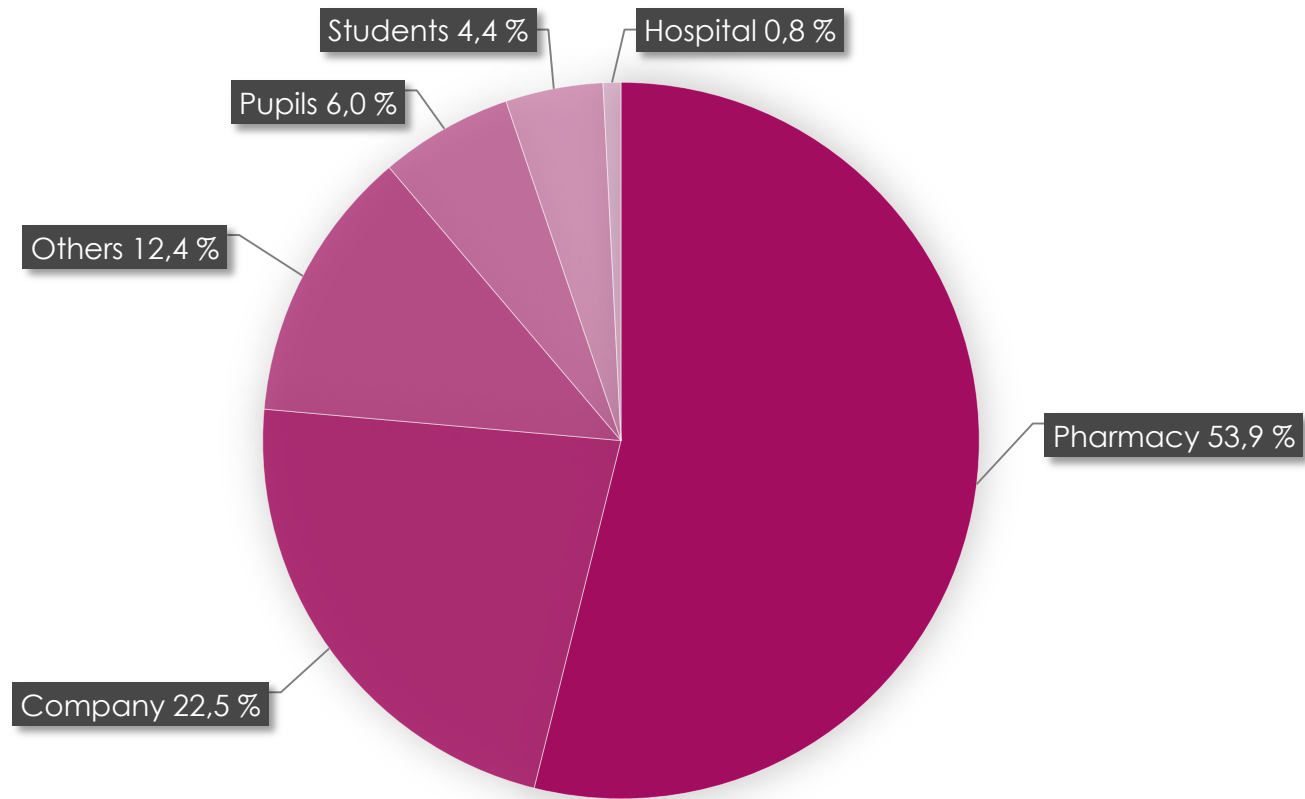
Exhibitor Survey

- 69% of exhibitors judge the total result of participants as very good or good, 28% said they were content, while only 3% were not satisfied with the results.
- 75% of exhibitor thought that the extensive programme had an impact on the value of the trade from the visitors perspective, while 17% saw less of an impact and 8% none at all.

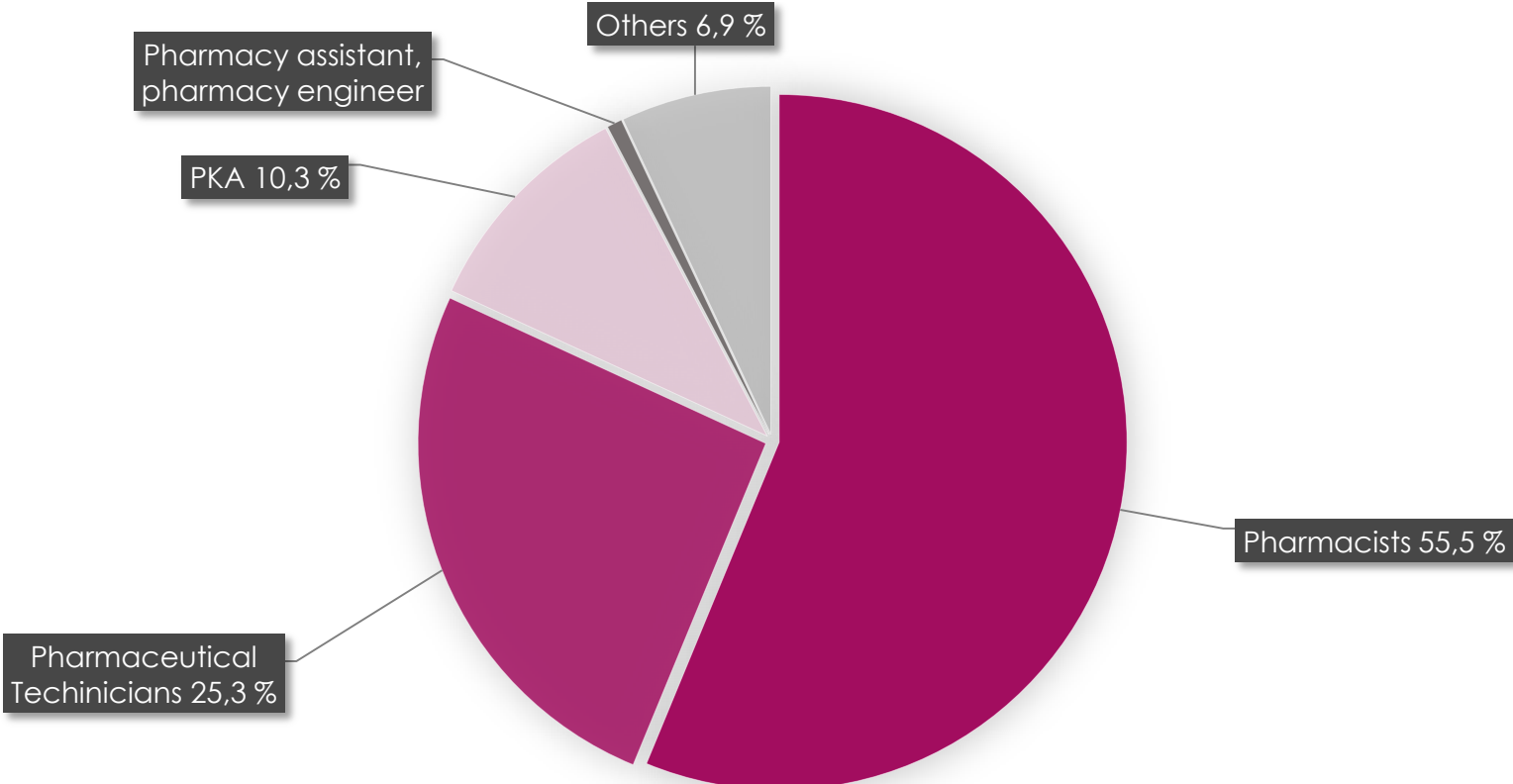
Visitors national / international



Occupation



Distribution within Pharmacies



Top 10 Countries of Visitors

