



Facts & Figures ISSA/INTERCLEAN Central & Eastern Europe 2009



ISSA/INTERCLEAN Central & Eastern Europe is the leading international trade show for the region. The event gives you a good picture of the latest innovations, trends and developments in the cleaning industry.

Visitors 2009

Nearly 3,000 professionals, representing more than 1,000 companies from 40 different countries worldwide.

| Origin of visitors (top 12 countries) | | |
|---|--|--|
|  Poland |  United Kingdom |  Ukraine |
|  Germany |  Russia |  Latvia |
|  Lithuania |  Italy |  Czech Republic |
|  Sweden |  Romania |  Hungary |

| Line of business | |
|----------------------------------|-----|
| Cleaning company | 30% |
| Trading company | 15% |
| Other service companies | 10% |
| Wholesale/distribution | 21% |
| Other manufacturing industry | 15% |
| Education | 2% |
| Food service business/recreation | 1% |
| Other | 6% |

| Position | |
|---------------------------|-----|
| Director/Facility manager | 78% |
| Assistant | 12% |
| Other | 10% |

| Decision making capacity | |
|------------------------------|-----|
| Yes, as final decision-maker | 34% |
| Yes, as joint decision-maker | 34% |
| Yes, as advisor | 15% |

| Main reasons for visit | |
|--|-----|
| Obtain a general overview of market and developments | 77% |
| Check out new technologies/products and services | 71% |
| Maintain contacts with existing relations | 55% |
| Establish contacts with new relations | 49% |
| Request quotations | 11% |
| Visit seminars/workshops | 9% |
| Purchase/order products and services | 6% |

| Satisfaction visitors | |
|---|-----|
| Overall satisfaction ((very) satisfied) | 82% |
| Intention to visit next ISSA/INTERCLEAN CEE | 91% |

Join ISSA/INTERCLEAN Central & Eastern Europe and discover how you can profit from the expanding markets in this region. For more information please contact:

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Exhibitors 2009

A total of 182 exhibitors from 25 different countries.

| Satisfaction exhibitors | |
|---|-----|
| Overall satisfaction ((very) satisfied) | 82% |
| Satisfaction quality of visitors ((very) satisfied) | 72% |
| Intention to exhibit at next ISSA/INTERCLEAN CEE | 72% |

| Main reasons to exhibit | |
|---|-----|
| Maintaining contacts with existing business relations | 72% |
| Making new contacts with potential partners/customers | 94% |
| Introducing a new product/service | 53% |
| Direct sales and/or taking orders | 9% |
| Image, PR objectives | 47% |

Positive exhibitor feedback

Helen Sanderson from UK company P+L Systems Ltd describes the show as "very well organized. The exhibitor scope was a good reflection of the industry. The crowd was also very good, end users and distributors, representing a balanced mix of nationalities."

Michèl de Bruin, representing Dutch exhibitor Greenspeed, comments: "ISSA/INTERCLEAN Central & Eastern Europe was a great first experience! We definitely collected some interesting leads and ISSA/INTERCLEAN CEE has been a successful platform for us to enter this challenging market."

Jonas Mellquist from the Polish company Stargard Borst was equally full of praise. "We participate in many trade fairs in Poland and ISSA/INTERCLEAN CEE 2009 exceeded our expectations with a very high standard of both exhibitors and visitors."

Mark your calendar for the next edition:

**18.19.20 MAY
2011
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