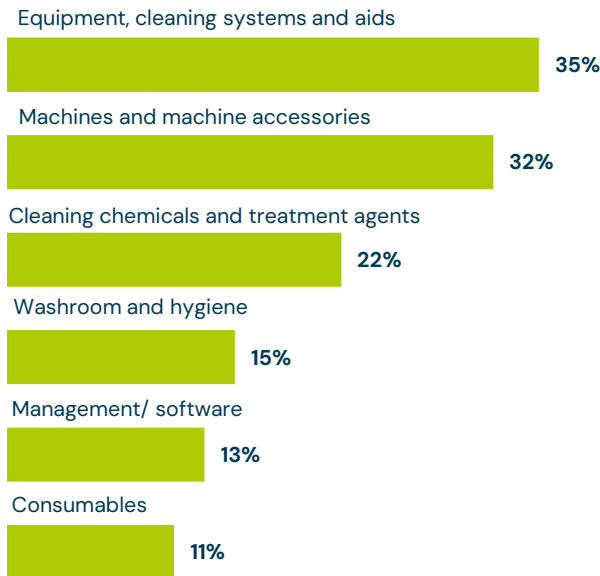


## Brief analysis of exhibitor survey

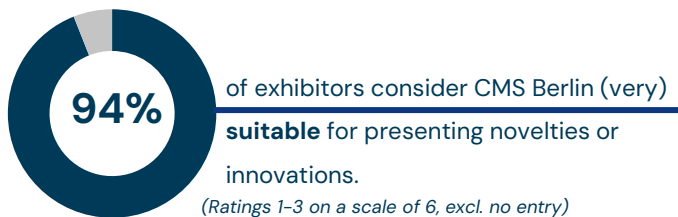
441 exhibitors from 30 countries.

### Range of exhibits

(Multiple answers; extract of denominations ≥ 10%; excl. no entry)



### Platform for novelties/ innovations and further product development



**61%** of exhibitors present a novelty/ innovation at CMS Berlin 2025.  
(Excl. no entry)

**39%** of exhibitors present a further development of their products at CMS Berlin 2025.  
(Excl. no entry)

### Quality and number of trade visitors

**92%** of exhibitors are (very) satisfied with the quality of trade visitors at CMS Berlin 2025.  
(Ratings 1-3 on a scale of 6, excl. no entry)

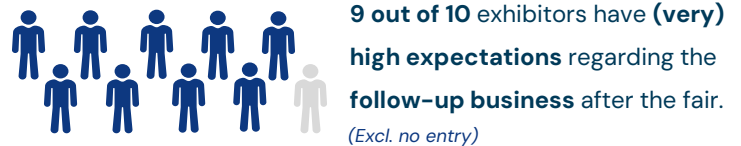
**8 out of 10** exhibitors are (very) satisfied with the number of trade visitors at CMS Berlin 2025.  
(Ratings 1-3 on a scale of 6, excl. no entry)

### Participation goals and goal achievement

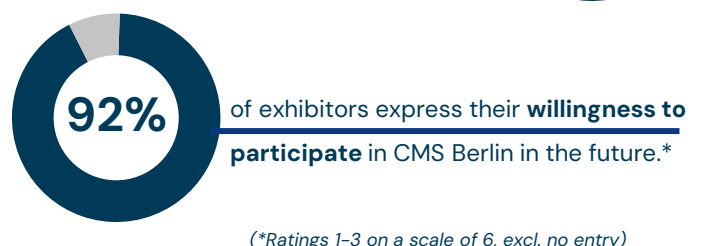
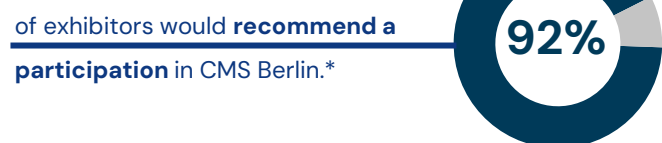
(Multiple citations; extract of denominations > 15%; excl. no entry)

Participation goal	Goal important for % of exhibitors	Goal was achieved by %
Company representation/ image support	89%	98%
Cultivation of existing business relations	83%	97%
Establish contacts with trade building cleaners	70%	89%
Introduction of new products/ techniques	58%	92%
Establish contacts with specialist retailers	56%	86%
Establish contacts with buyers from private sector	56%	80%
Competitor/ market observation	52%	91%
Establish contacts with municipal buyers	52%	72%
Conclude business deals	49%	66%
Recruitment of skilled staff	27%	47%
Investor relations	27%	56%

### Follow-up business after the fair



### Overall satisfaction and outlook



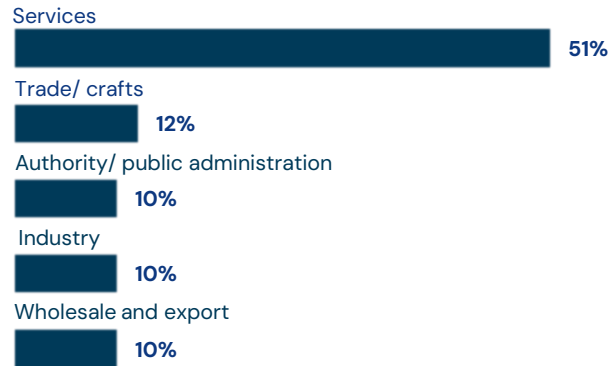
## Brief analysis of trade visitor survey

**22.826** visitors from 80 countries.

**Top 10 countries of origin:** Germany, Austria, Poland, Switzerland, Denmark, Italy, the Netherlands, China, the Czech Republic, the United Kingdom

### Economic sector

(Multiple answers; Extract of denominations > 5%; excl. no entry)



### Decision makers

**83%**

of professional trade visitors have an **influence on purchasing/ procurement decisions.**



### Business result

**94%**

of professional trade visitors evaluate the **business result** of their visit as **(very) good.**  
*(Ratings 1-3 on a scale of 6; excl. no entry)*

### Trade visitor goals

(Multiple citations; extract of denominations > 20%; excl. no entry)

Trade visitor goal	Goal important for % of visitors	Goal was achieved by %
Finding out about innovations	40%	91%
Generating new contacts	35%	89%
Obtaining information on products/technologies/problem solutions	33%	89%
Maintaining contacts	32%	90%
General market orientation	27%	89%
Professional development	23%	85%
Obtaining information on service provider	22%	91%

### Interest in exhibition areas

(Multiple citations; extract of denominations > 15%; excl. no entry)



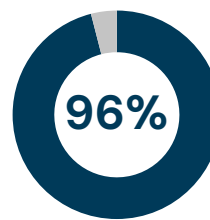
### Evaluation of offer

**95%**

of trade visitors evaluate the **range of offers** at CMS Berlin 2025 as **positive.**

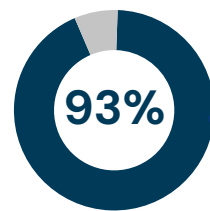
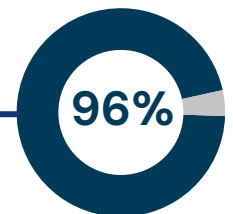
*(Ratings 1-3 on a scale of 6; excl. no entry)*

### Overall satisfaction and outlook



of trade visitors are **(fully) satisfied** with their **visit** to CMS Berlin 2025.\*

of trade visitors would **recommend a visit** to CMS Berlin.\*



of trade visitors express their **willingness to visit the next CMS Berlin.\***

*(\*Ratings 1-3 on a scale of 6; excl. no entry)*