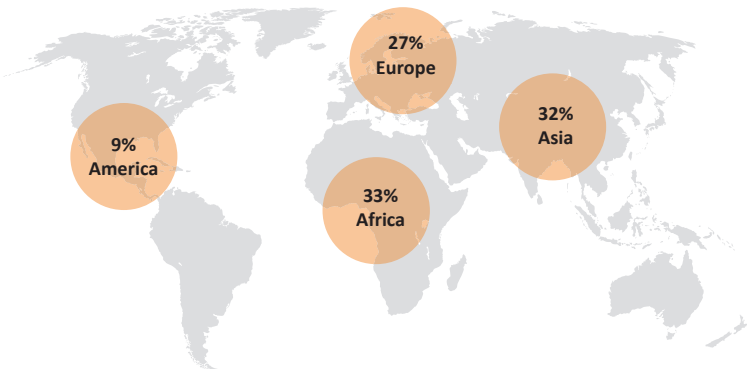


## Exhibitor survey

### Origin of exhibitors

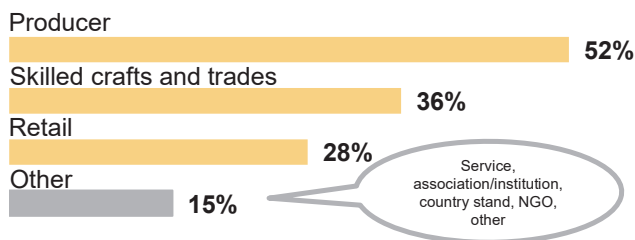
Germany 47%  
From abroad 53%

The following %-values are based on exhibitors from abroad.



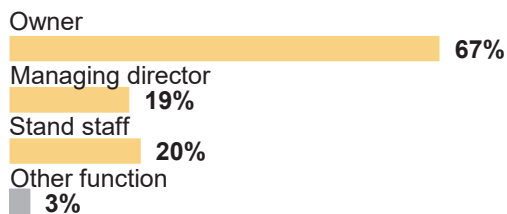
### Affiliation of business

(Several answers are possible)



### Function within the company

(Several answers are possible)



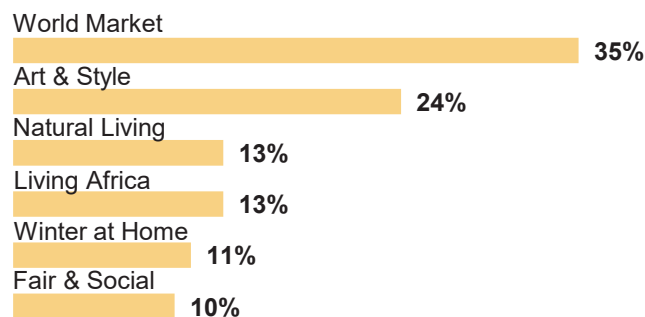
### Bazaar Berlin as a test market

**84%** of exhibitors consider Bazaar Berlin as **(very) suitable** to test the **acceptance of new products**.

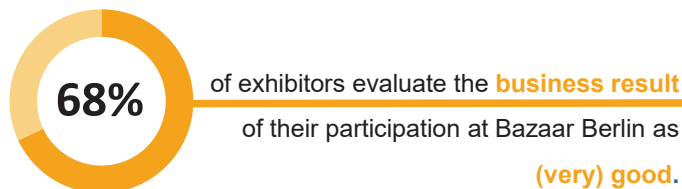
(Rating 1-3 on a scale of 6)

### Focus of exhibition of company

Focus of exhibition of most exhibitors is in the segment **World Market**.

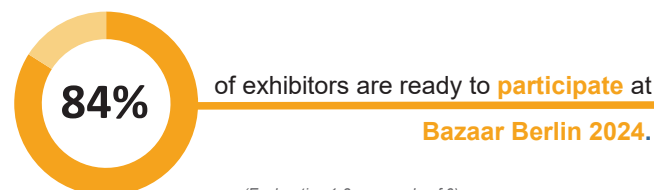


### Successful exhibitors



(Each rating 1-3 on a scale of 6)

### Overall impression and outlook



(Each rating 1-3 on a scale of 6)