

Visitor survey CeBIT 2008

	Total no. of CeBIT visitors	495,000
<u>Location</u>	Germany	411,300
Where is the registered office of your company?	North Germany	201,700
	Central/West	99,000
	South/South West East	55,500 55,100
	Other Countries	83,700
	EU countries (excl. Germany)	50,500
	Other Western European countries Other Eastern European countries	7,000 2,000
	North America	2,300
	Central and South America	2,300
	East Asia	11,100
	Middle East Africa	4,500 3,300
	Australia/Oceania	700
	Professional visitors	361,300
Average of Indonesia		
Areas of interest Which of these sectors will you	Business Solutions	179,900
definitely visit?	Public Sector Solutions	48,800
(More than one reply possible)	Home + Mobile Solutions Technology + Infrastructure	165,500 172,000
	Banking + Finance	35,800
	future parc	76,200
	Planet Reseller	40,500
Industrial sector		
To what sector of industry does	Basic industry	6,900
your company belong? (More than one reply possible)	Capital goods	19,100 10,800
(Wore than one reply possible)	Automotive industry (incl. suppliers) Consumer goods	4,000
	Food, beverages or tobacco	1,400
	Manufacture of hardware equipment of information technology	10,100
	Manufacture of hardware equipment of telecommunications	3,600
	Manufacture of hardware equipment of office equipment and automation Consultants, engineering firm	2,500 7,200
	Architect	2,500
	Other services, freelance professions	36,500
	Software house, computer consultant	27,800
	IT-Services, IT-Consultants Equipment wholesaler of telecommunications, information and office technology	68,600 11,200
	Equipment retailer of telecommunications, information and office technology	13,400
	Equipment wholesaler and retailer of entertainment and consumer electronics	6,100
	Trade, other	5,800
	Telecommunication services	34,700
	Public authority, public services Credit and financial institute, insurance company	44,100 15,500
	Health care	12,300
	Traffic and logistics	10,500
	Energy sector, mining	6,900
	Construction Crafts	6,500 9,400
	S. G. C.	3,400



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Department or area within		
company Which area of the company do	Management	46,200
work in?	Data processing/IT-management	123,600
(More than one reply possible)	Telecommunication	31,400
(wore than one reply possible)	Marketing, distribution, advertising, PR	43,400
	Purchasing	21,000
	Finance, accounting, controlling	17,300
	Administration, organization, personnel, training	34,000
	Research, development, design	23,500
	Production planning, preparation of work	13,000
	Manufacturing, production	14,800
	Manufacturing-/quality control	6,100
	Transport/storage/logistics	8,300
	Maintenance, repairs	15,200
Position in company		
What is your position within the	Sole proprietor, partner, freelancer	53,400
company?	Manager, director, board member, head of public authority	37,200
, ,	Authorized signatory, division director	16,200
	Manager of department, foreman, section manager, other manager	51,200
	public servant, staff in public service	31,000
	Other salaried staff	82,700
	Skilled employee	15,900
	Professor, university lecturer, teacher, assistant lecturer	8,300
Role in decision-making Are you involved in your	I play a decisive role	100,800
purchasing decisions?	I am involved in purchasing decisions	94,000
	I am consulted on purchasing decisions	73,700
Size of company		
How many people are employed	1 to 99 employees	161,100
at your company?	100 to 499 employees	67,900
	500 to 999 employees	23,500
	1 000 to 9 999 employees	40,500
	10 000 to more employees	20,200
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