

Nuremberg, Germany
22–25.6.2011



Stonex+tec

Nürnberg 2011

Meeting point for innovation

17. International Trade Fair Natural Stone and Stoneprocessing Technology



1. Structural data

(Figures of the Stone+tec 2009 in brackets)

	Total		Germany		International	
Exhibitors	699	(770)	278	(297)	421	(473)
Total exhibition space in m ²	56,500	(65,000)				
Exhibitor stand space in m ²	27,571	(30,303)	14,995	(16,548)	12,576	(13,755)
Visitors*	26,146	(34,458)	19,496*	(26,533*)	6,650*	(7,925*)

* 2011 determined by visitor scanning, 2009 by representative survey of visitors

2. Media reporting

- 119 journalists from 15 countries
- 523,283 page impressions at www.stone-tec.com from March to June 2011

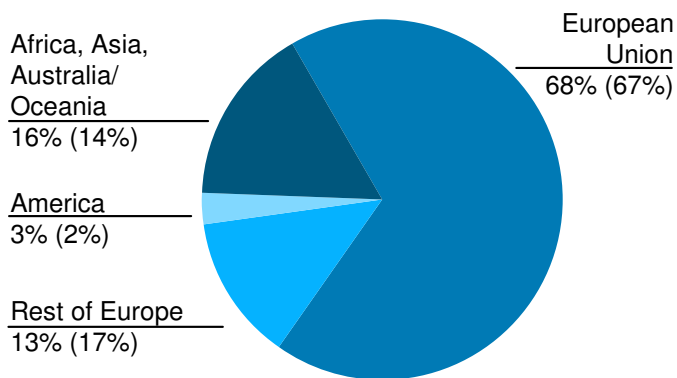
3. Selected results of visitors survey

(Figures of the Stone+tec 2009 in brackets, * not requested in 2009)

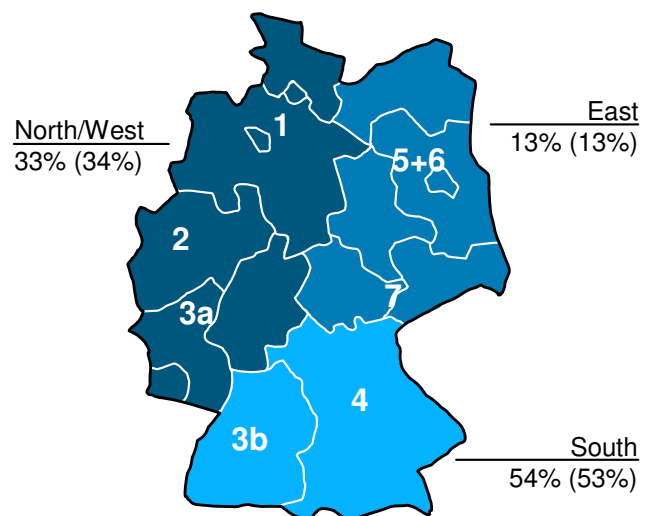
3.1 Origin of visitors

International	25% **	(23%)
Germany	75% **	(77%)
	100%	(100%)

**determined by visitor scanning



International



Germany

North/West: Nielsen regions 1, 2 and 3a
 South: Nielsen regions 3b and 4
 East: Nielsen regions 5, 6 and 7

3.2 Internationality of visitors

The visitors came to the Stone+tec 2011 from 51 (52) countries to Nuremberg.

3.3 Top 10 countries for international visitors

Belgium, France, Great Britain and Northern Ireland, Italy, India, Netherlands, Austria, Poland, Switzerland, Czech Republic

3.4 Sector of economy

Craft	53%	(52%)	Authorities	1%	(3%)
Industry	21%	(19%)	Technical colleges	1%	(1%)
Trade	17%	(18%)	Other sector	2%	(3%)
Services (e.g. architects)	5%	(4%)			
				100%	(100%)

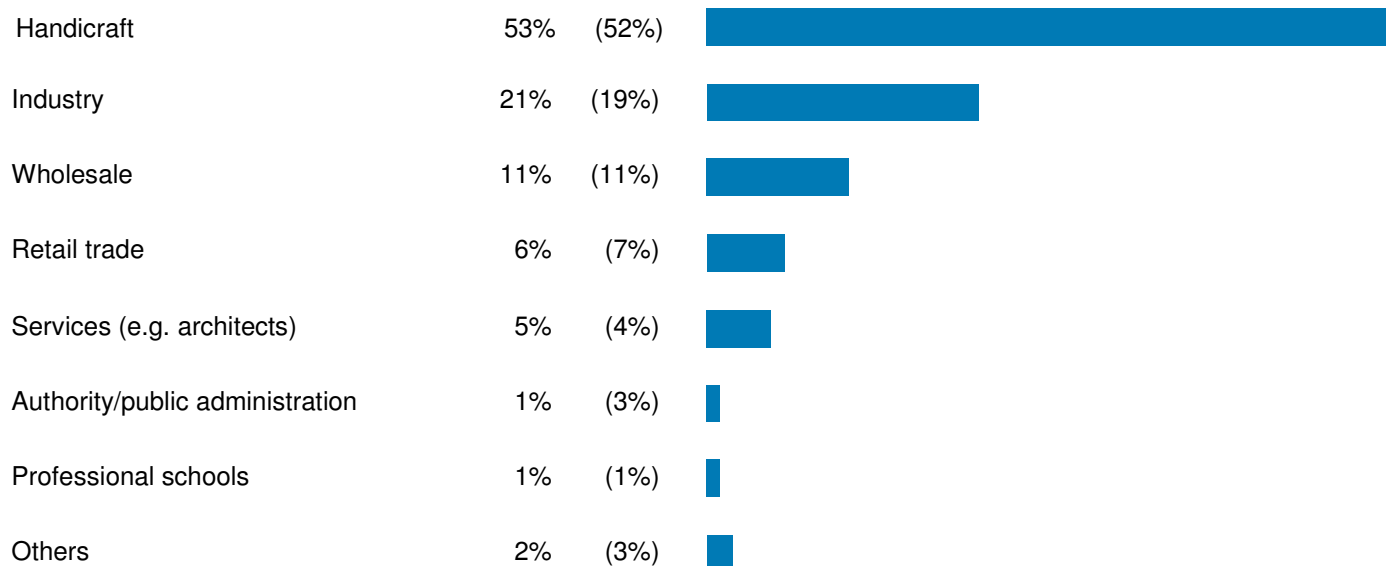
3.5 Position of visitors in company

Self-employed entrepreneur, co-owner, freelancer	48%	(42%)	Department head, group leader, team leader	7%	(*)
Managing director, board member, administrator	10%	(9%)	Other employee/official, skilled worker	14%	(18%)
Area manager, operations manager, works manager, branch manager, office manager	7%	(*)	Lecturer, teacher, apprentice, student, pupil	8%	(10%)
			Other position	6%	(7%)
				100%	

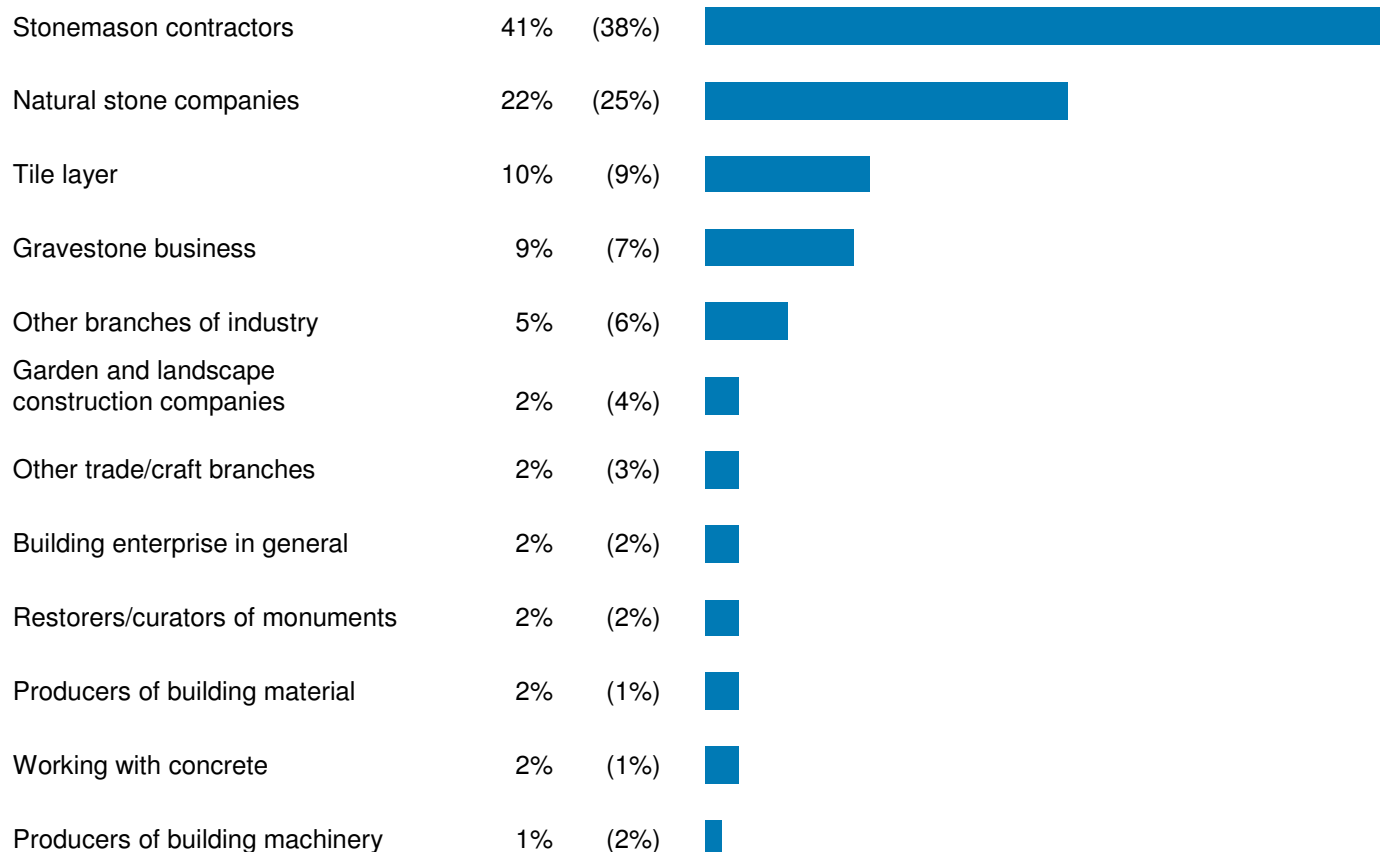
3.6 Main reason for visit (Multiple answers)

Finding out information about new products	55%	(58%)	Setting up new business contacts	24%	(27%)
General market orientation	35%	(38%)	Preparation of investment and purchasing decisions	18%	(17%)
Maintaining business contacts	35%	(36%)	Observation of competitors	13%	(11%)
Experience/exchange of information	32%	(32%)	Influence on product development	11%	(11%)
Further education/ extending knowledge	31%	(34%)	Conclusion of contracts/purchasing	11%	(9%)
			Other reason	5%	(7%)

3.7 Sector of economy



3.8 Composition Industry/Supply trade



3.9 Purchasing authority

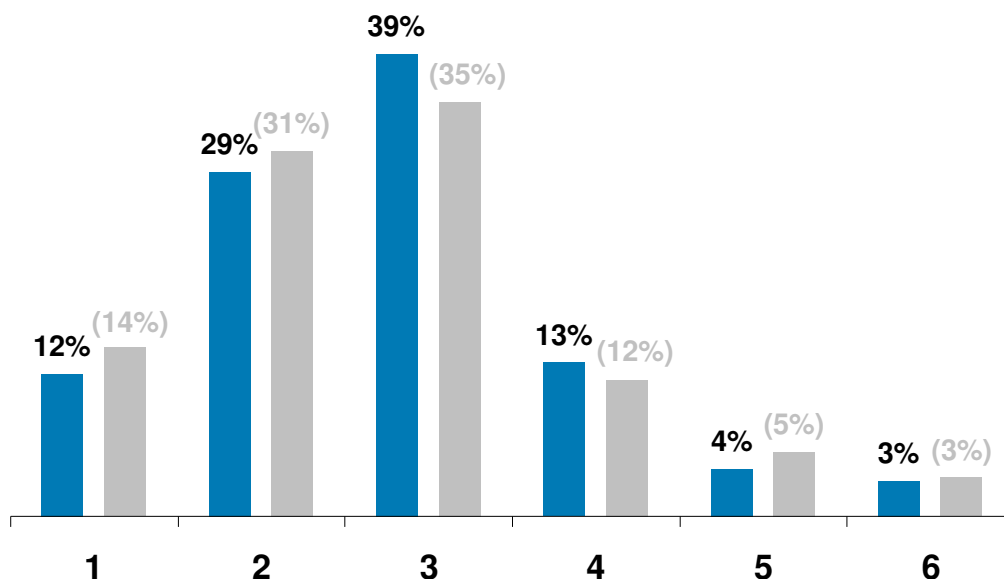
90% (89%) of visitors are involved in purchasing decisions in their company.

3.10 Main interest in following product segments (Multiple answers)

Machinery, plant and tools for quarrying, working and moving natural stone; industrial safety and environmental protection	50%	(*)	Grave design, decoration	28%	(25%)
Natural stone for interior use, facades and exterior use	46%	(48%)	Maintenance, conservation and restoration of natural stone	26%	(22%)
Natural stone for graves, sacral use and memorials	32%	(27%)	Conveying, transport, packaging	11%	(11%)
			Anchoring and fixing	10%	(10%)
			Services, trade press, associations	7%	(8%)

3.11 Visitors' satisfaction with exhibits

(1 very satisfied ... 6 not satisfied)

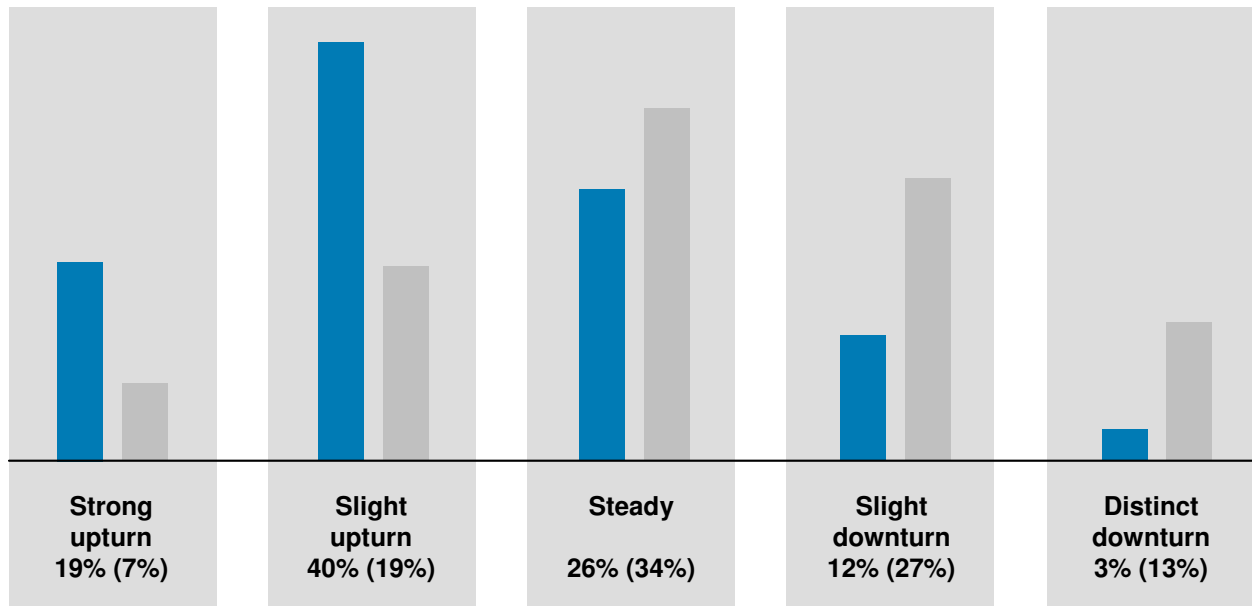


3.12 Information and contact opportunities on the stands

95% (96%) of the visitors were satisfied with the opportunities for obtaining information and establishing contact.

3.13 Opinion of the present economic situation

(At the time of exhibition in June 2011)



4. Selected results of exhibitors survey

(Figures of the Stone+tec 2009 in brackets, * not requested in 2009)

4.1 Associated with the following product segments (Multiple answers)

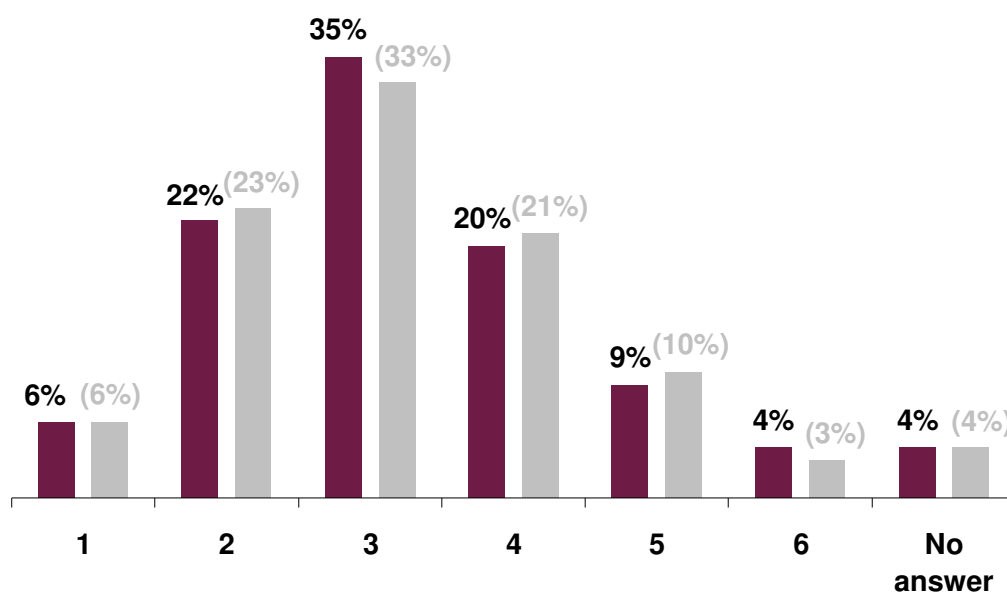
Natural stone for interior use, facades and exterior use	44%	(45%)	Services, trade press and associations	7%	(6%)
Machinery, plant and tools for quarrying, working and moving natural stone; industrial safety and environmental protection	29%	(*)	Grave design, decoration	7%	(5%)
Natural stone for graves, sacral use and memorials	14%	(13%)	Maintenance, conservation and restoration of natural stone	6%	(6%)
			Anchoring and fixing	2%	(3%)
			Conveying, transport, packaging	2%	(2%)

4.2 Aims of participation (Multiple answers)

Winning new customers	83%	(84%)	Information about new products	59%	(60%)
General information	73%	(73%)	Direct business	59%	(56%)
Cultivation of customer relations	69%	(69%)	Exchange of experience	54%	(52%)
Cultivation of image/representation	66%	(67%)	Observation of competitors	47%	(46%)

4.3 Overall success of participation

(1 very satisfied ... 6 not satisfied)



4.4 Target group accuracy

91% (91%) of the exhibitors were able to reach their most important target groups during Stone+tec 2011.

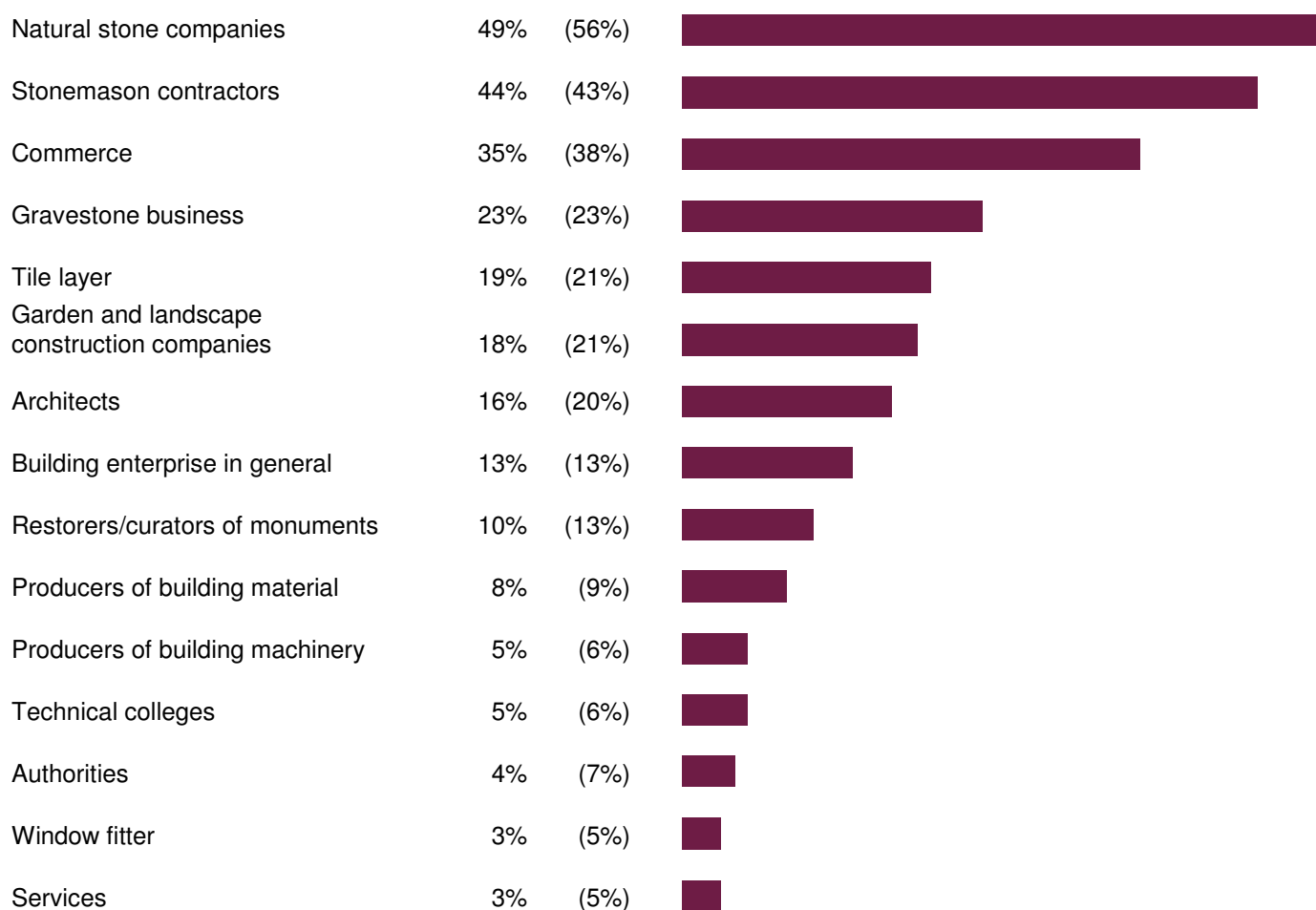
4.5 New business relations

90% (90%) of the exhibitors established new business relations.

4.6 International visitors

92% (95%) of the exhibitors received international visitors.

4.7 The exhibitors received visitors from the following branches (Multiple answers)



4.8 Follow-up business

86% (85%) of the exhibitors expect noticeable follow-up business due to contacts made during the exhibition.

4.9 Marketing activities

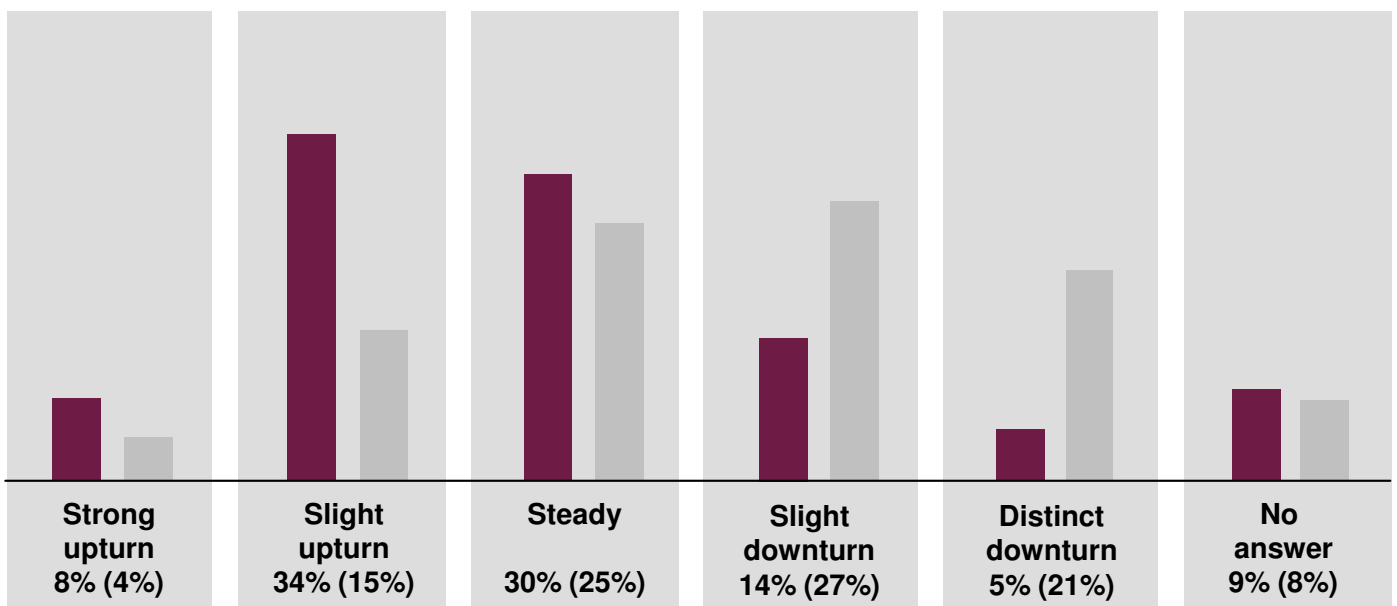
Participating in the Stone+tec 2011 is an important part of the marketing activities for 79% (83%) of the exhibitors.

4.10 Satisfaction with organization and service

88% (86%) of the exhibitors were satisfied with the organization and service.

4.11 Opinion of the present economic situation

(At the time of the exhibition in June 2011)



5. Miscellaneous

The representative interviews were carried out by an independent market research institute.

The structural data is certified by FKM , Society for Voluntary Control of Fair and Exhibition Statistics, Berlin. Further information is available at www.fkm.de.

This show report is also available in German.

Other detailed results of the surveys can be obtained from NürnbergMesse, Market Research, Telephone +49(0)911.8606-0, Telefax +49(0)911.8606-8228, info@nuernbergmesse.de.

10 August 2011

NürnbergMesse GmbH
- Market Research -

Nürnberg, Germany

29.5.–1.6.2013



Stone+tec

Nürnberg 2013

18. Internationale Fachmesse für
Naturstein und Natursteinbearbeitung

18. International Trade Fair
Natural Stone and Stoneprocessing Technology

**TERMIN
VORMERKEN!**

29.5.–1.6.2013

www.stone-tec.com

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