



# **NUFAM** TRADE FAIR FOR

## **COMMERCIAL VEHICLES**

### **NUFAM 2023**

AT A GLANCE



## FACTS, FIGURES AND DATA

- AROUND 24,000 VISITORS
- 406 EXHIBITORS FROM 23 COUNTRIES
- 4 EXHIBITION HALLS AND OPEN-AIR GROUNDS
- TOTAL EXHIBITION AREA OF 80,000 M<sup>2</sup>
- 80 % TRADE VISITOR SHARE

# NUUFAM

VISITOR SURVEY

# VISITOR SURVEY

- 95 % SATISFIED VISITORS
- 93 % OF VISITORS RECOMMEND NUFAM TO OTHERS
- 75 % WITH THE INTENTION TO BUY AFTERWARDS
- 34 % HAVE CONCLUDED BUSINESS DEALS ON SITE
- 74 % CONSIDER NUFAM TO BE AN IMPORTANT PLATFORM FOR INVESTMENT DECISIONS
- 50 % OF THE TRADE VISITORS BELONG TO THE COMPANY MANAGEMENT OR EXECUTIVE LEVEL
- 72 % HAVE AN INFLUENCE ON THE PURCHASE DECISION

# WHAT DISTINGUISHES THE NUFAM?

HIGH QUALITY  
OF VISITORS

CONCENTRATED  
CONTACTS ON  
4 TRADE FAIR  
DAYS

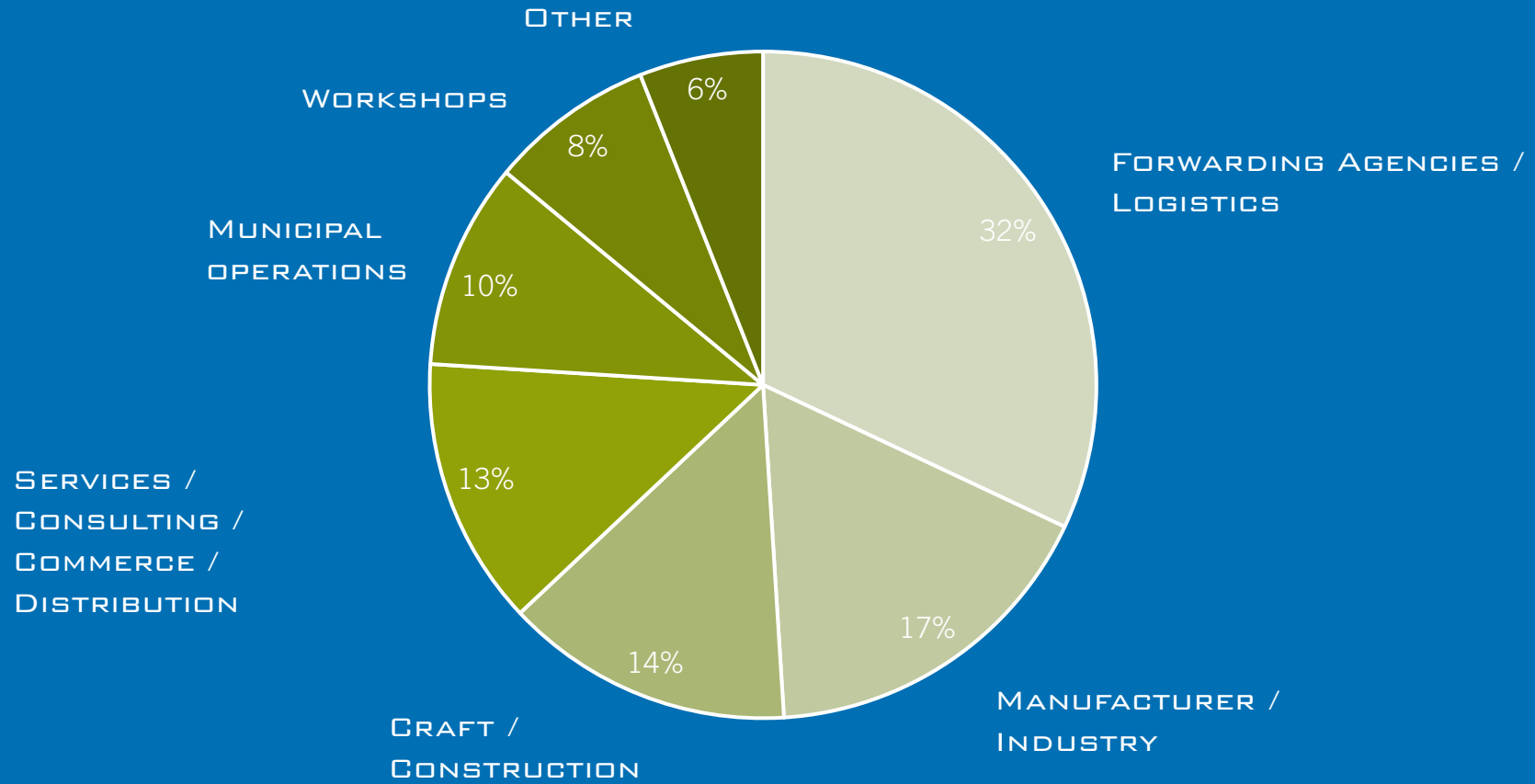
GOOD OVERVIEW  
OF NEW  
DEVELOPMENTS

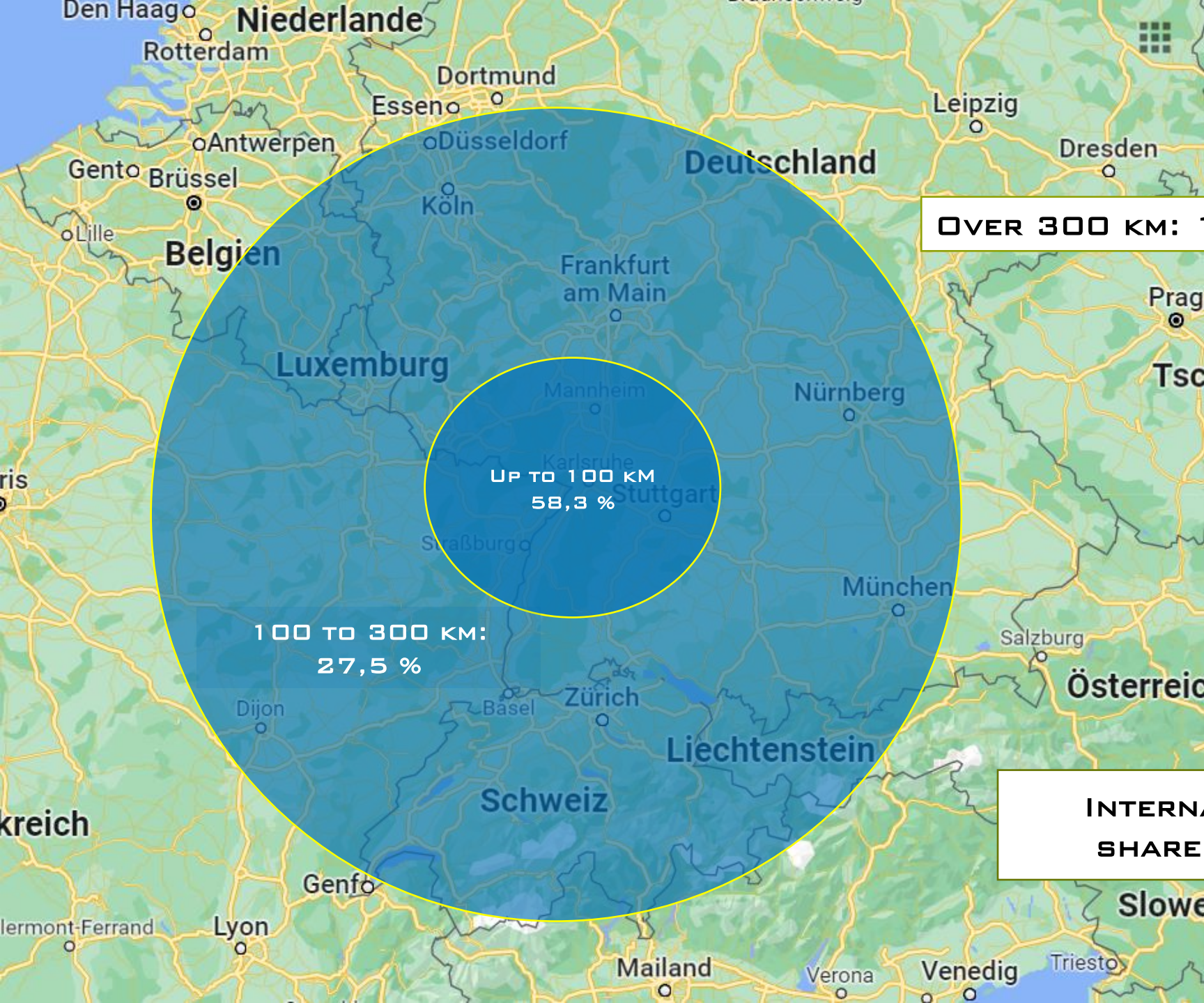
INDIVIDUAL  
SUPPORT

EXEMPLARY  
ORGANI-  
SATIONAL  
PROCEDURE

SPECIAL  
AMBIENCE OF  
THE  
EXHIBITION  
HALLS

# INDUSTRY AFFILIATION OF THE VISITORS





# VISITOR RADIUS

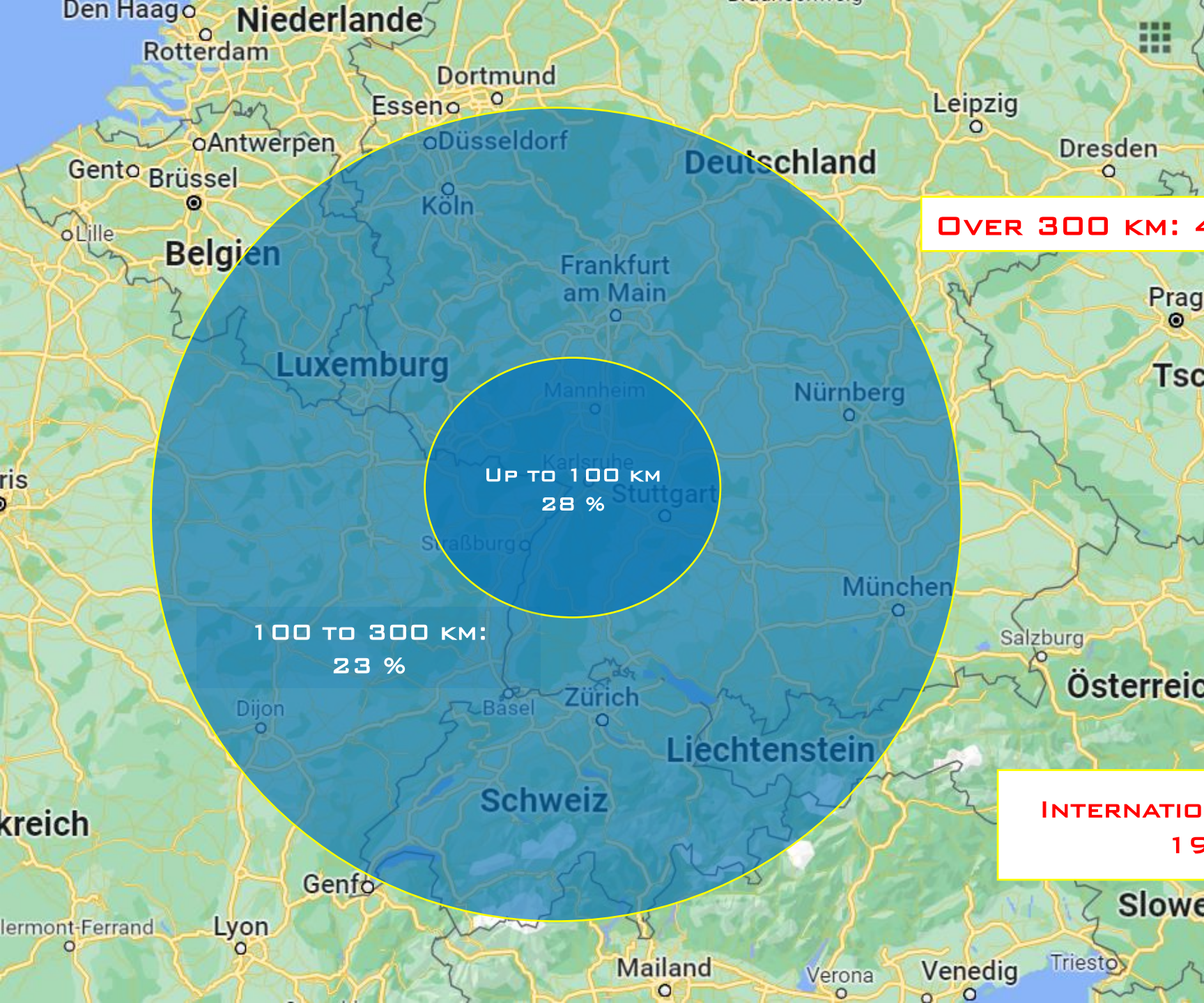
# NUUFAM

EXHIBITOR SURVEY



# EXHIBITOR SURVEY

- 96 % OF EXHIBITORS PRAISE THE OVERALL CONCEPT OF NUFAM
- 83 % APPRECIATE THE HIGH QUALITY OF THE VISITORS
- 86 % OF EXHIBITORS WERE SATISFIED WITH THEIR PARTICIPATION AT THE FAIR
- 85 % RECOMMEND NUFAM TO OTHERS AND PLAN TO PARTICIPATE AGAIN
- 84 % WERE ABLE TO REACH THEIR TARGET GROUP EXACTLY AT NUFAM



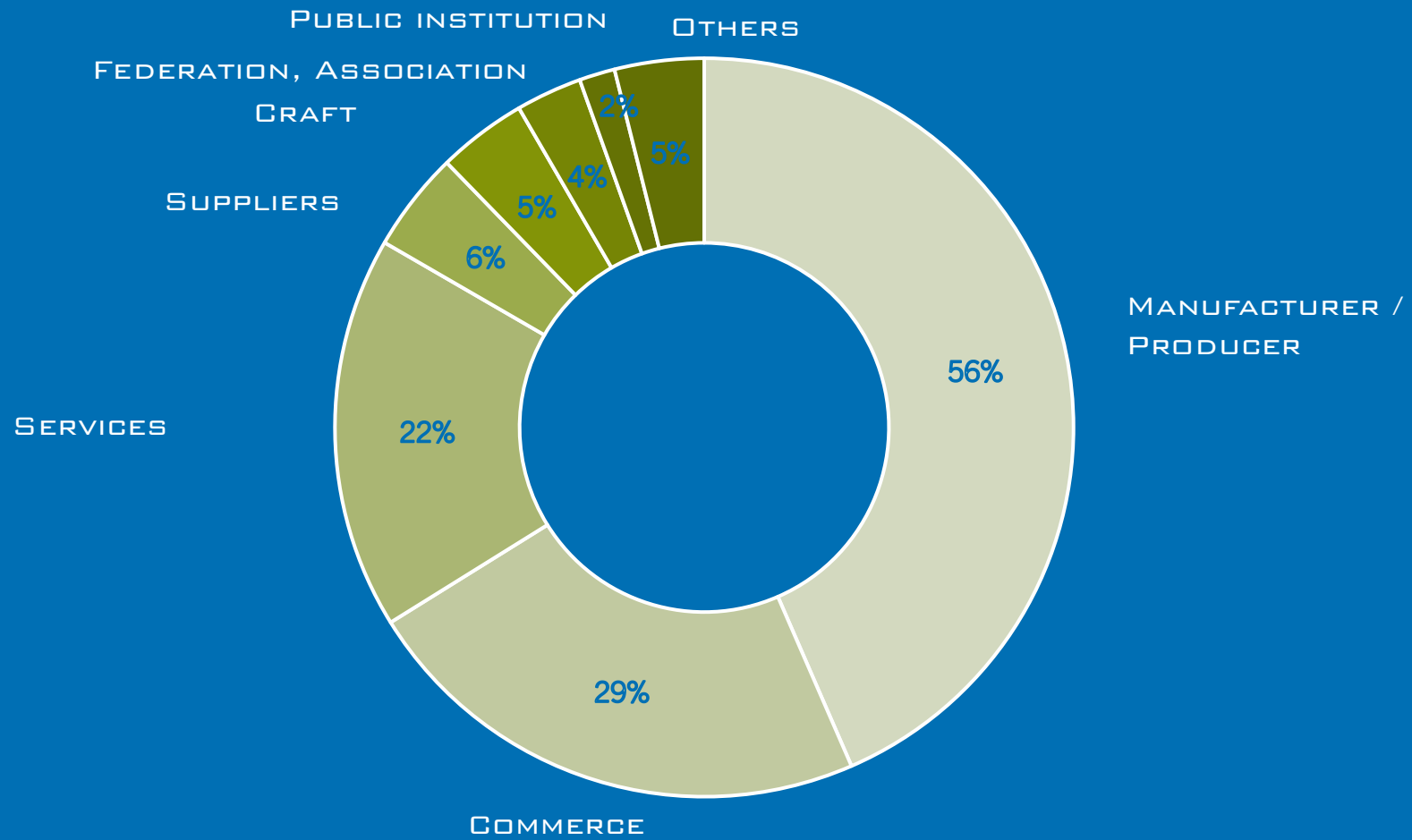
**OVER 300 KM: 49 %**

**UP TO 100 KM  
28 %**

**100 TO 300 KM:  
23 %**

**INTERNATIONAL SHARE:  
19 %**

**EXHIBITOR RADIUS**



# ECONOMIC SECTORS OF THE EXHIBITORS