“Where modern spaces come to life: digital – individual – networked”. That was the slogan of Light + Building 2016, which placed the theme of digitisation clearly at the centre of its activities. Over the six days of the fair, more than 216,000 international trade visitors (+ 3%) were inspired by intelligent solutions, future-oriented technologies and networking as well as the latest design trends.

The focus of the more than 2,600 exhibitors (up 5% on the previous event) was on trends in the lighting market, the influence of light on the human body, networked security technology, intelligent building technology and efficient energy management.

With its broad offer and the strong growth in visitor and exhibitor numbers, Light + Building once again confirmed its position as a leading world trade fair. And that’s by no means all. Decision makers from across the globe meet up in Frankfurt am Main to discover innovations in lighting, electrical engineering and home and building automation.

As an exhibitor, you benefit from an international platform on which to present your latest product ideas and strengthen your market presence.

At Light + Building 2018!
Light + Building speaks all languages – especially yours

Visitor numbers

<table>
<thead>
<tr>
<th>Germany</th>
<th>Outside Germany</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>106,049</td>
<td>110,561</td>
<td>216,610</td>
</tr>
</tbody>
</table>

Origin of visitors from outside Germany

- 69% Europe
- 22% Asia
- 6% America
- 2% Africa
- 1% Australia

Top ten visitor nations (outside Germany)

- China
- Italy
- France
- United Kingdom
- Switzerland
- Austria
- Belgium
- Spain
- Sweden
- Poland
Experts from the entire sector – at the world’s leading trade fair

**Trade visitors by economic sector**

- 27% Services (architects, planners and others)
- 22% Manufacturing industry
- 20% Skilled trades
- 10% Wholesale and foreign trade
- 10% Retail trade
- 6% Other

**Areas of responsibility of trade visitors**

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business, company, enterprise management</td>
<td>25%</td>
</tr>
<tr>
<td>Sales, distribution</td>
<td>15%</td>
</tr>
<tr>
<td>Research, development, design</td>
<td>12%</td>
</tr>
<tr>
<td>Repair, maintenance</td>
<td>10%</td>
</tr>
<tr>
<td>Purchasing, procurement</td>
<td>6%</td>
</tr>
<tr>
<td>Manufacturing, production, quality control</td>
<td>5%</td>
</tr>
<tr>
<td>Information, communication technology</td>
<td>4%</td>
</tr>
<tr>
<td>Marketing, advertising, PR</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>20%</td>
</tr>
</tbody>
</table>
3 Always the right decision for your latest product ideas

### Influence on buying and procurement decisions

- 29% Decisive
- 24% Contributory
- 21% Advisory
- 26% Not involved

### Interest of trade visitors in the Light + Building product range *

<table>
<thead>
<tr>
<th>Category</th>
<th>Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical lighting, lamps, components and accessories</td>
<td>59</td>
</tr>
<tr>
<td>Electrical engineering/electrical building installation, communication and system technologies</td>
<td>46</td>
</tr>
<tr>
<td>Home and building automation</td>
<td>40</td>
</tr>
<tr>
<td>Decorative lighting and accessories</td>
<td>37</td>
</tr>
<tr>
<td>Services</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
</tr>
</tbody>
</table>

* Multiple responses possible
Inspiration right across the board

Main objectives of visitors*

- Seeing/getting to know new products: 54%
- Increasing specialist knowledge: 48%
- Seeing/getting to know product variants: 36%
- Initiating new business connections: 29%
- Cultivating existing business contacts: 29%
- Gaining an overall impression of the market situation: 26%
- Exchanging information: 25%
- Comparing competitors: 24%
- Preparing buying decisions: 18%
- Making purchases at the fair: 10%

* Multiple responses possible

Overall rating by visitors

- 55% Very satisfied
- 42% Satisfied
- 3% Less satisfied

Overall rating by visitors: 55% Very satisfied, 42% Satisfied, 3% Less satisfied

* Multiple responses possible
Lighting and building technology from across the globe – on a floor space of almost 250,000 m²

Exhibitor numbers

- 851 Germany
- 1,775 Outside Germany
- 2,626 Total

Total area 249,100 m²

Top ten exhibitor nations*

- Germany
- Italy
- China
- Spain
- Austria
- Belgium
- United Kingdom
- Netherlands
- Turkey
- Poland

*by rented space