

Fair Profile

Based on the results of 737 interviews with trade visitors conducted by means of the Computer Interview System. Subject to change UI-MF/May 2013

GDS/GLOBAL SHOES Spring 2013

March 13.-15.2013
www.gds-online.de
www.globalshoes-online.com



Total number of exhibitors 1,154

Origin of the exhibitors	
Germany	288
Other countries	866
Number of countries	40
Space (net, qm)	45,474
Germany	14,975
Other countries	30,499

Accredited journalists 462

Number of countries 22

Total number of visitors 21.381

Origin of the visitors	
Germany	53%
Other countries	47%
Number of countries	67

Germany

West Germany	56%
South Germany	14%
North Germany	13%
Southwest Germany	13%
East Germany	4%

Other countries*

Europe	76%
- EU	64%
- Other european countries	12%
Asia	14%
- South-/ East-/Central Asia	8%
- Middle East	6%
South and Central America	6%
Other countries	4%

Countries of origin (Top 6)*

Netherlands	17%
Great Britain/Northern Ireland	7%
China	5%
Italy	4%
Portugal	4%
Greece	4%

Industrial sector: GDS**

Specialist shoe retailer	37%
Shoe chain store	7%
Fashion/accessories store, Clothing franchising	10%
Mail order business, Online-Trade	4%
Leather goods retailers	2%
Other retail trade	10%
Wholesale trade/foreign trade	9%
Trade agent	3%
Other	16%

Industrial sector: GLOBAL SHOES**

Retailer	22%
Importer	17%
Wholesaler	26%
Manufacturer	10%
Chain store with up to 50 shops	3%
Chain store with more than 50 shops	6%
Other	15%

Company size**

1 - 4 employees	35%
5 - 19 employees	25%
20 - 49 employees	11%
50 - 99 employees	6%
100 - 499 employees	11%
500 - 999 employees	4%
1,000 employees or more	6%

Occupational position

Independent entrepreneur/ co-owner, freelance employee	53%
Managing director/ board member, head of an authority	15%
Area-/operations-/plant-/branch- manager, office head	8%
Head of department, group/ team leader	5%
other employee/civilant servant, specialist	9%
Other	8%
Student, pupil	2%

Influence on purchasing/ procurement decisions**

Decisively	67%
Contributory	13%
In an advisory capacity	10%
No influence	8%

Interest in product ranges GDS

(several answers possible)

essential	38%
urban active	38%
urban fresh	36%
urban authentic	36%
design attack	33%
superior	27%
white cubes	25%
upper style	24%
prime ²	19%
kidwalk	13%
shop & deco	11%
Other	8%

Interest in product ranges: GLOBAL SHOES

(several answers possible)

Ladies' shoes	73%
Men's shoes	46%
Children's shoes	28%
Comfort shoes	16%
Trainers	11%
Leather bags	11%
Slippers	9%
Small leather goods	8%
Trekking shoes	8%
Rubber boots	7%
Health shoes	4%
Belts	3%
Gloves	2%
Travel, leisure and sports bags	1%
Bathing shoes	1%
Other	10%

*Basis: other countries

**Difference to 100% = pupil, student, not gainfully-employed (2%) [GDS (2%), GLOBAL SHOES (1%)]



Messe Düsseldorf GmbH
Postfach 101006
40001 Düsseldorf
Germany
Tel. +49 (0)211/45 60-01
Fax +49 (0)211/45 60-6 68
www.messe-duesseldorf.de

