

## 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 <sup>2</sup>	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%)]



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