



World's leading trade fair for roller shutters, doors/gates and sun shading systems

15-19 February 2027
Messe Stuttgart, Germany

Show Report 2024

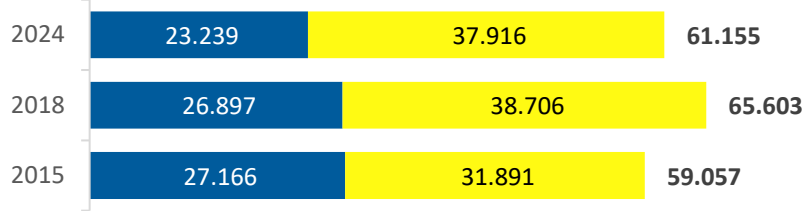




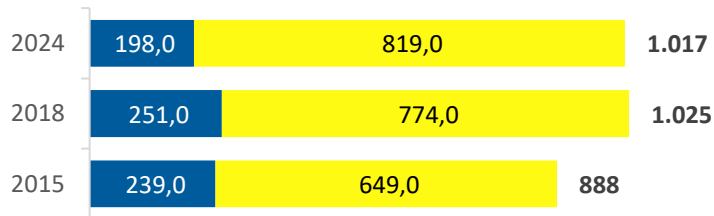
Statistics



Visitors



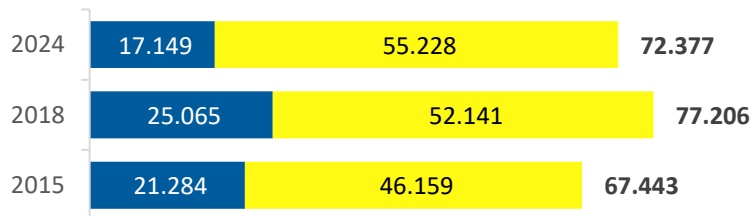
Exhibitors



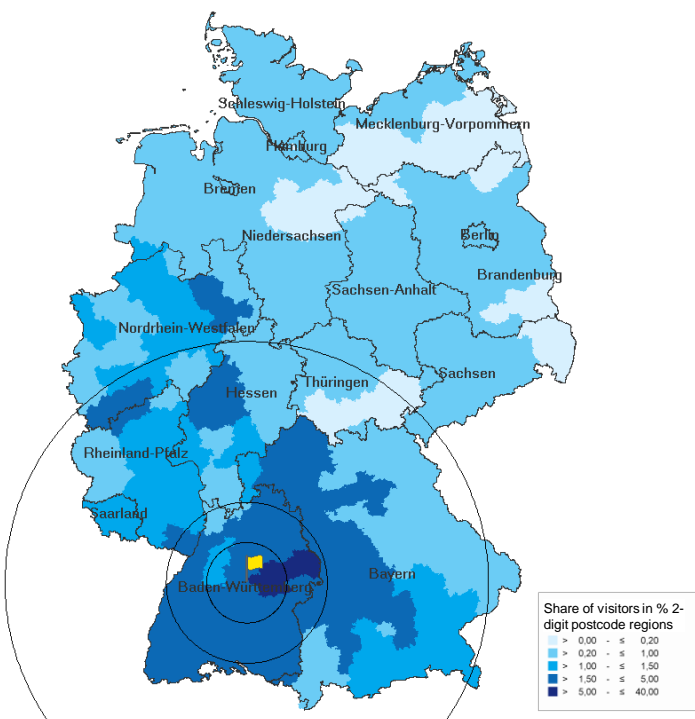
■ Germany
■ International



Net exhibitor area in sqm

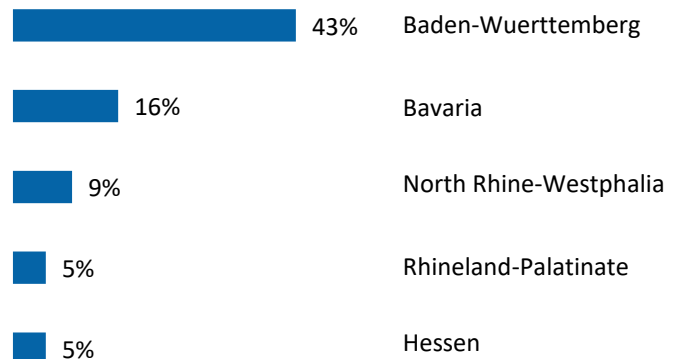


Visitor survey – Place of residence



35 % of visitors lived 300 kilometres or less away from the trade fair location.

Top 5 federal states



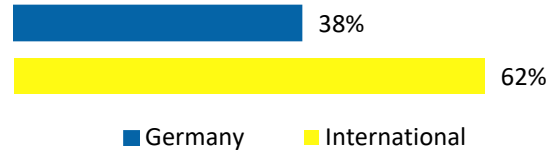
The representative survey included a random sample of 1.333 visitors.



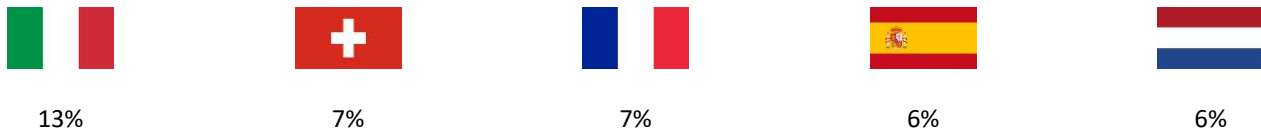
Visitor survey – Origin of visitors

In total, visitors from 146 countries attended R+T 2024.

Foreign country share



Top 5 visiting countries



Visitor survey – Branch of industry*

Sun shading systems



Door/ gate manufacturing



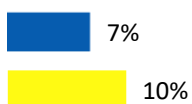
Window manufacturing



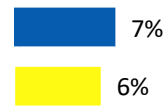
Installation, maintenance and service companies



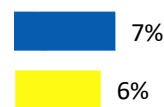
Component trade



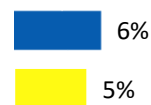
Interior decoration



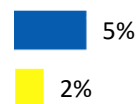
Locksmithery/ metal construction



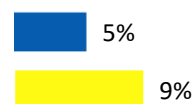
Architecture, planning



Building support, construction company



Other



■ 2024 ■ 2018

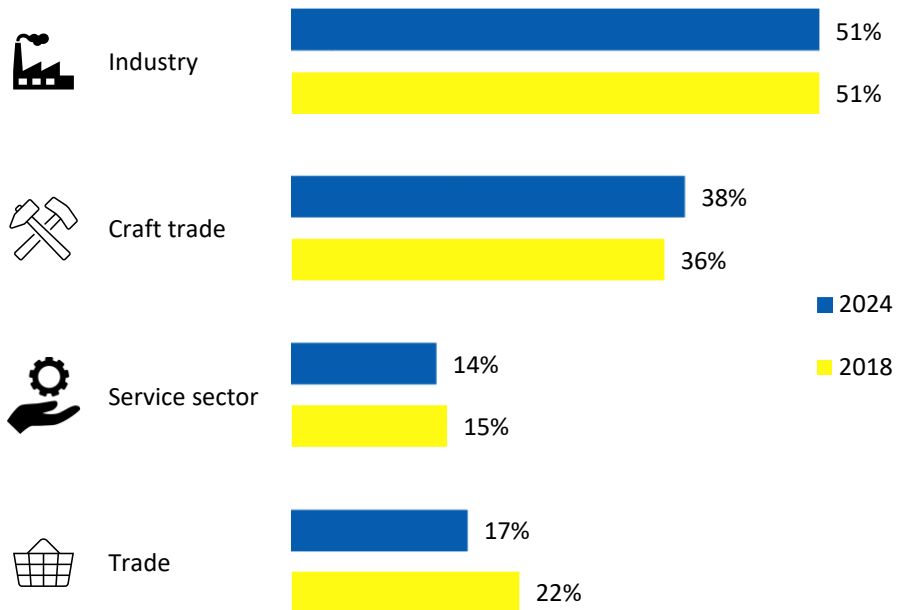
Two thirds of the visitors stated that they work in the Sun shading industry.

*Multiple choice



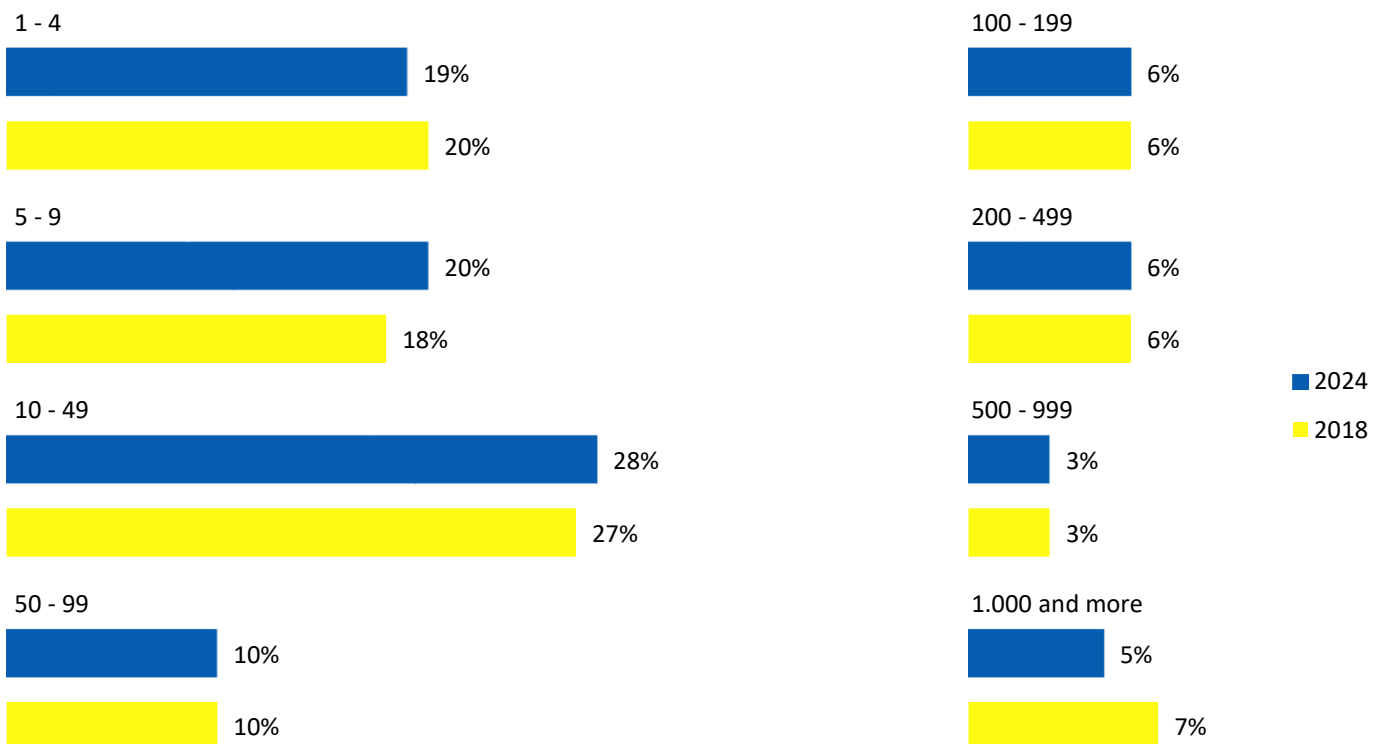
Visitor survey – Main economic sectors

The most important economic sectors for visitors are industry and trade.



*Multiple choice

Visitor survey – Size of company

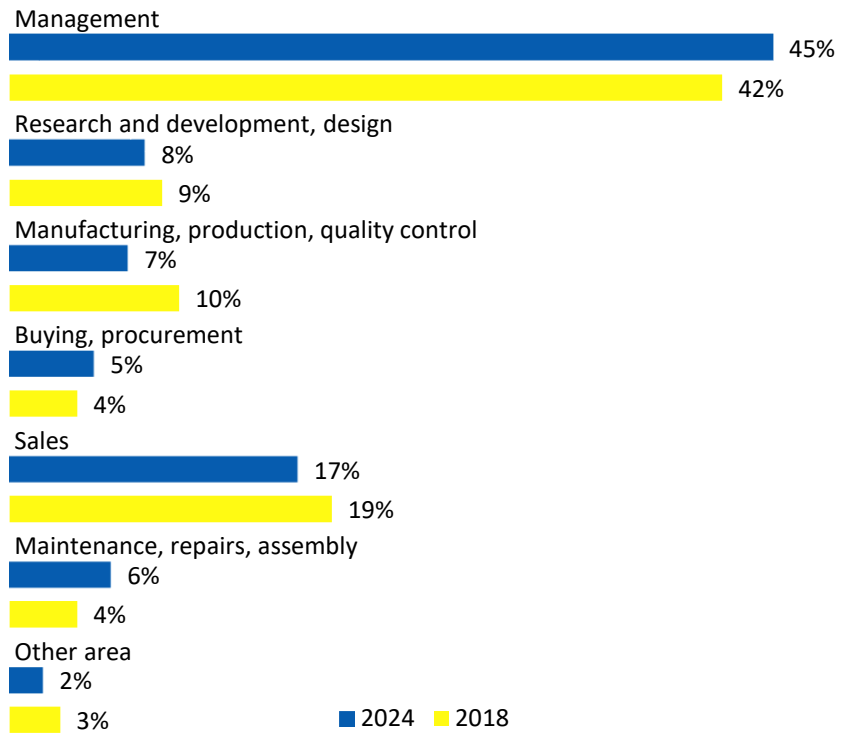


The representative survey included a random sample of 1.333 visitors.



Visitor survey – Areas of responsibility*

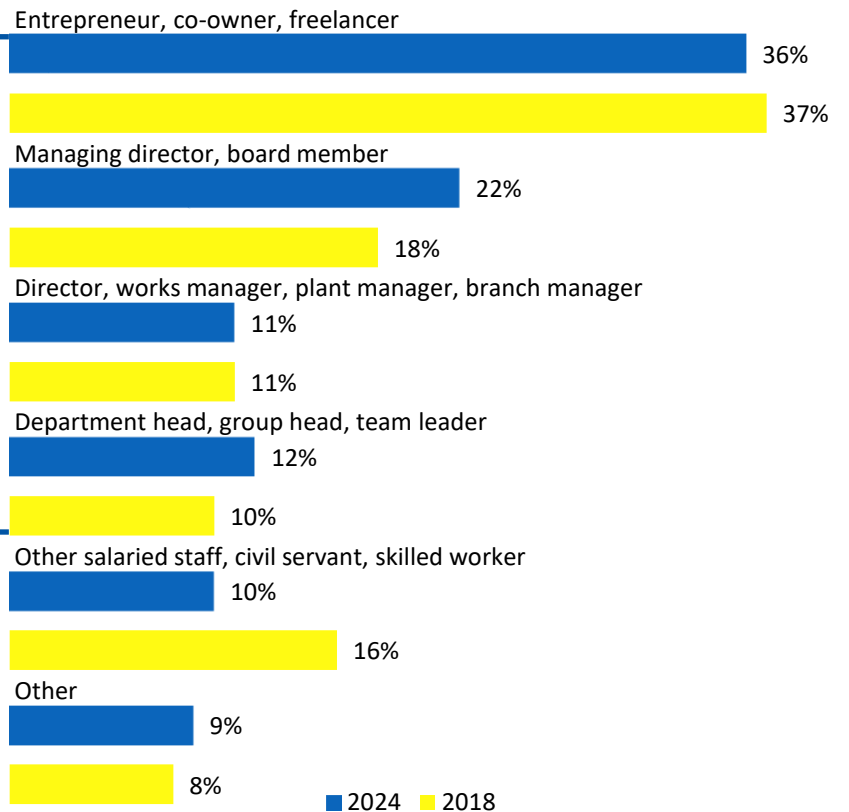
45 % of visitors work in business, company and operations management.



*Multiple choice

Visitor survey – Position in company*

81 % of visitors have a managerial position.

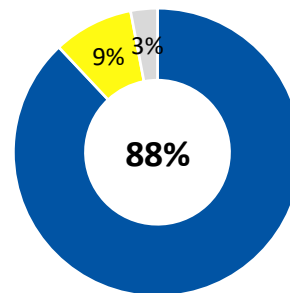


*Multiple choice



Visitor survey – Decision making competency*

88 % are involved in purchasing and procurement decisions.

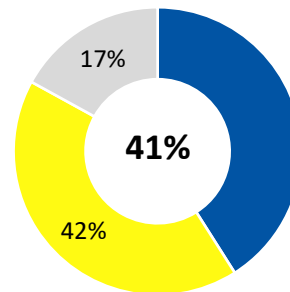


- Decisive / jointly decisive / consultative
- Not involved
- Other

*Other = Pupils, students, other non-professionals

Visitor survey – Intention to invest

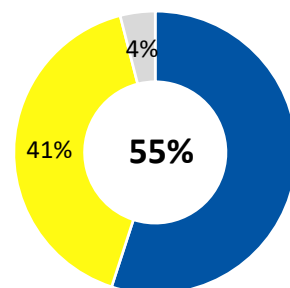
41 % of visitors come with specific purchasing intentions.



- Yes
- Perhaps
- No

Visitor survey – Importance of R+T

For visitors, one thing is clear: R+T is and remains the world's leading trade fair for roller shutters, doors/ gates and sun shading systems! 55 % even expect it to become increasingly important.

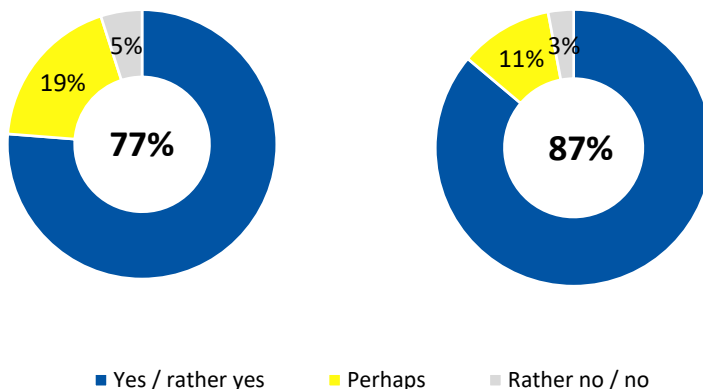


- Importance will increase
- Importance will remain stable
- Importance will decrease



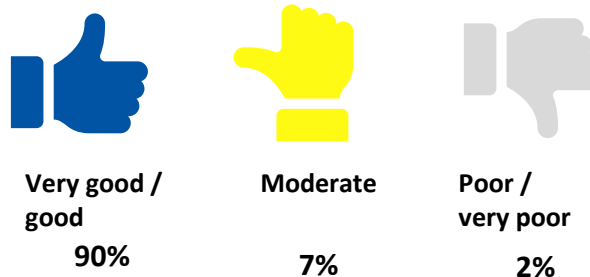
Visitor survey – Intention of revisitation & intention of recommendation

77% of visitors would visit R+T 2027 again. 87% would recommend the event to others.

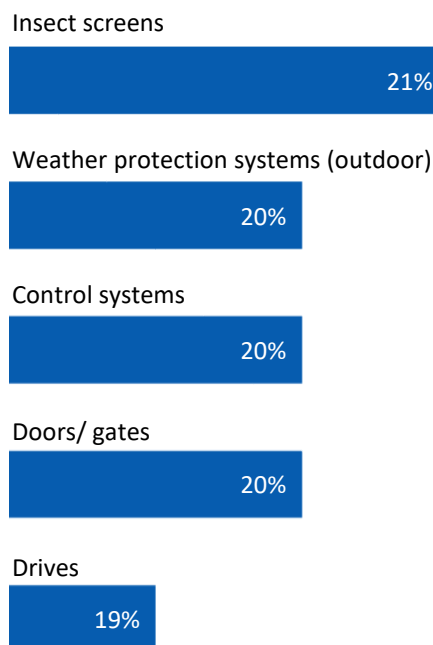
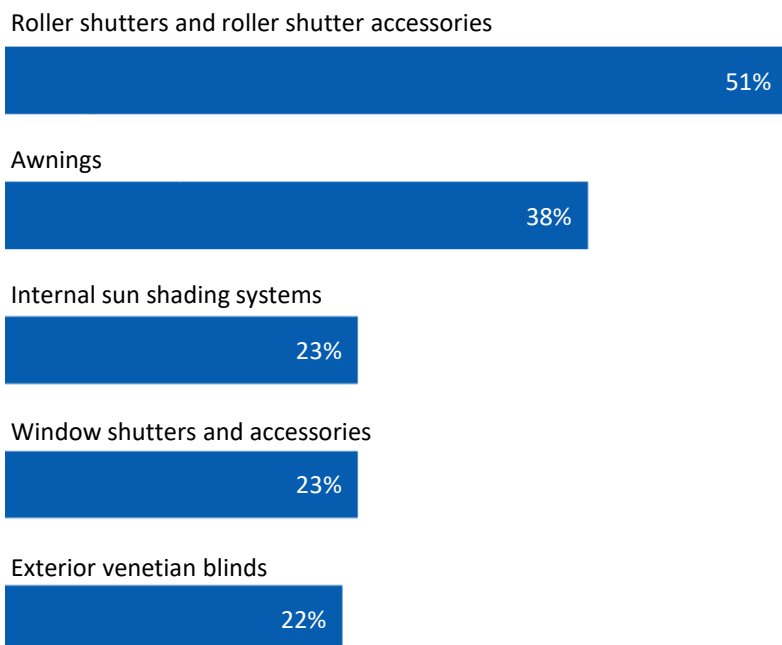


Visitor survey – General assessment

Visitors gave R+T 2024 a very good overall rating of 1,7.



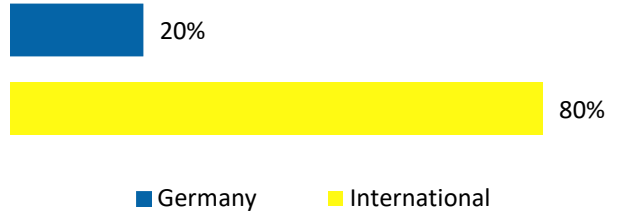
Visitor survey – Interest in the exhibition offer TOP 10



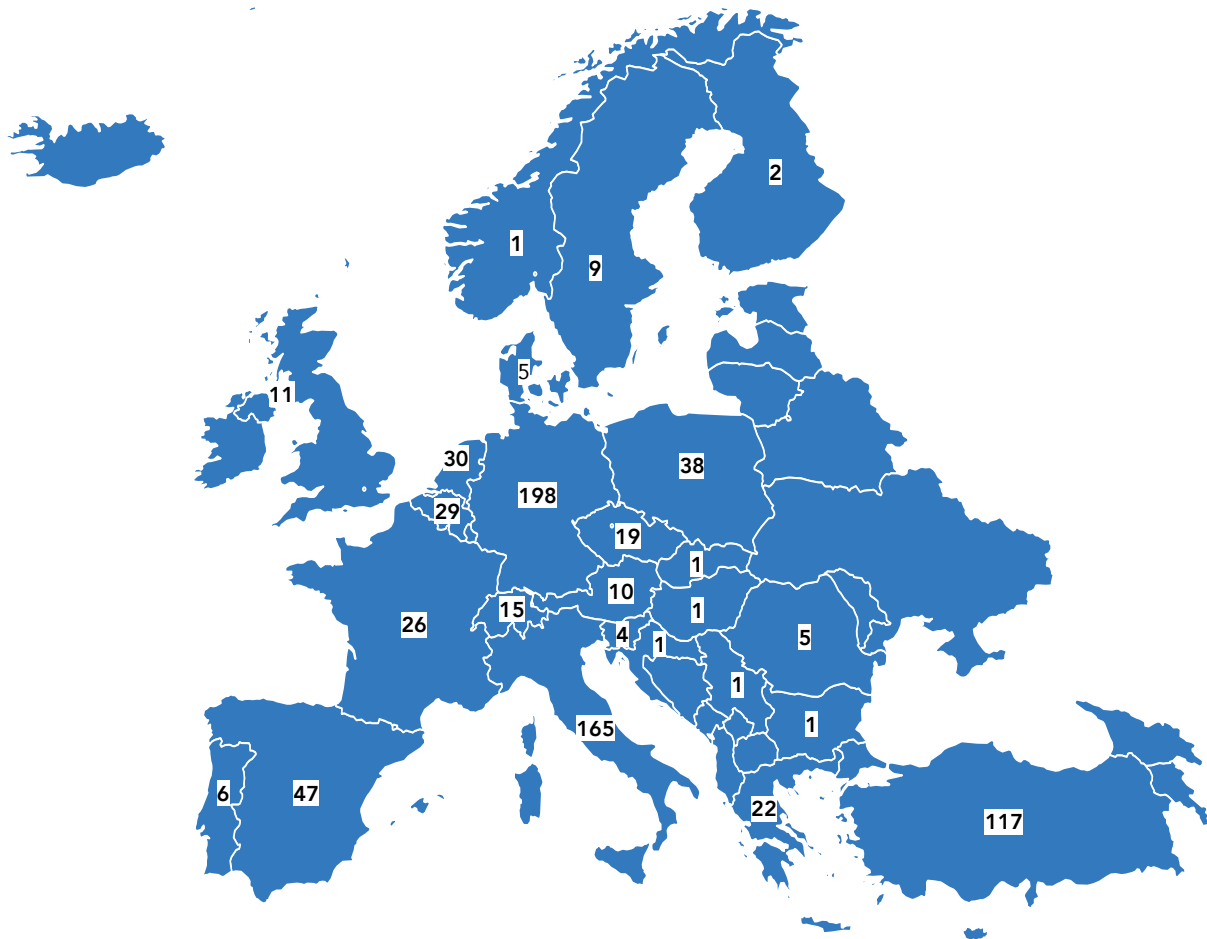


Exhibitor survey – Origin

In total, exhibiting companies from 44 countries were represented.



Exhibitor survey – Countries of origin exhibiting companies

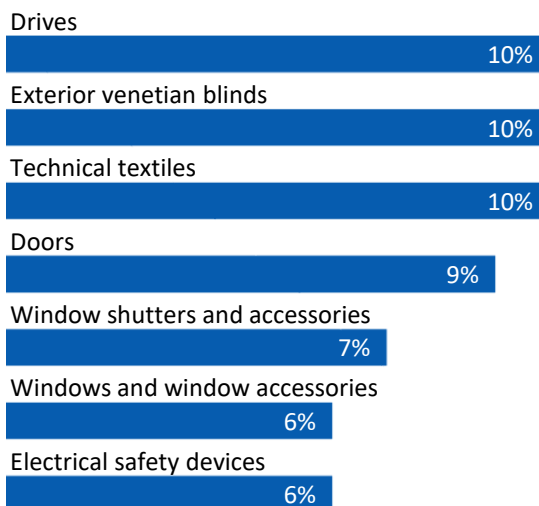
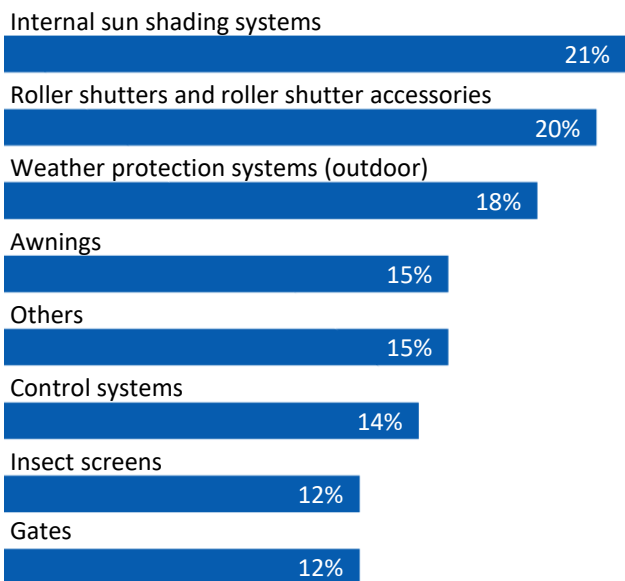


Other exhibitor countries:

China People's Republic (138); Korea Republic (46); Taiwan (14); USA (14); Canada (9); India (8); Australia (5); Japan (5); United Arab Emirates (3); Israel (1); Egypt (1); Hong Kong, China SAR (1); Indonesia (1); Kuwait (1); Lithuania (1); Luxembourg (1); Latvia (1); Malaysia (1); Singapore (1)



Exhibitor survey – Range of products



Exhibitor survey – General assessment

R+T 2024 received a very good overall score of 1,8 from the exhibiting companies.



Very good / good
86%



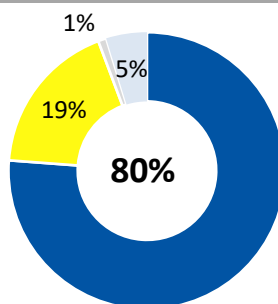
Moderate
12%



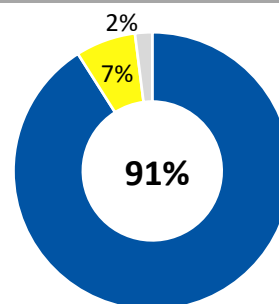
Poor / very poor
2%

Exhibitor survey – Returning exhibitors and recommendation

Four out of five exhibiting companies would like to return to R+T in 2027. 91 % would recommend the event to others.



- Yes
- Has not yet been determined
- No
- Someone else decides

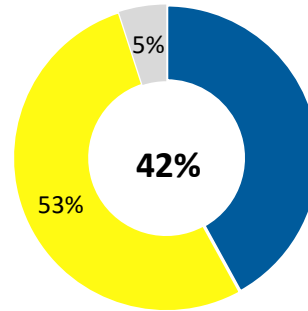


- Certain / probable
- Maybe / someone else decides
- Probably not / definitely not



Exhibitor survey – Importance of the industry

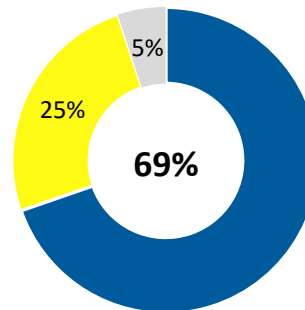
For exhibiting companies, R+T is a permanent fixture in the trade fair calendar. For 42 % of exhibiting companies, the importance of the trade fair for the industry will even increase.



- Importance will increase
- Importance will remain stable
- Importance will decrease

Exhibitor survey – Achieved objects

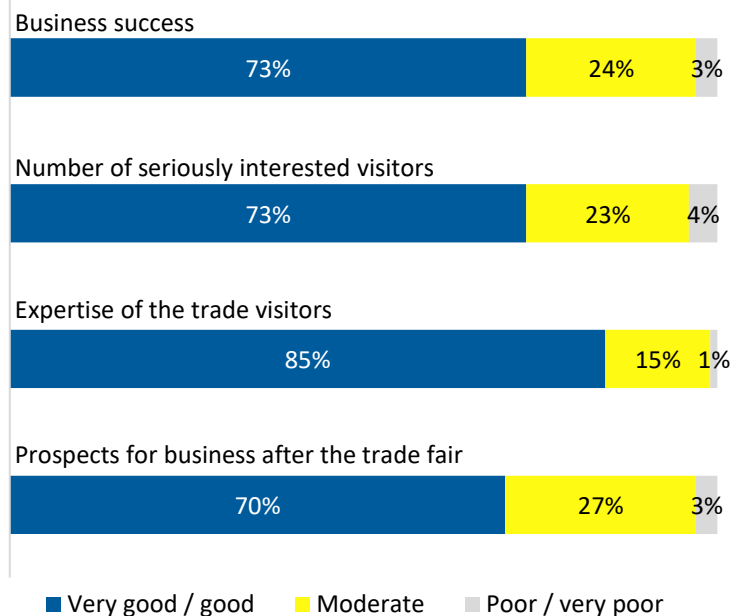
94 % of exhibiting companies are satisfied with the achievement of their trade fair participation targets.



- Completely / rather achieved
- Partly achieved
- Rather not achieved / not at all

Exhibitor survey – Assessment of trade fair success

R+T was an all-round success for exhibiting companies. The exhibiting companies were also very satisfied with the quality and number of visitors and the planned follow-up business.



- Very good / good
- Moderate
- Poor / very poor