

## 2018 FACTS & FIGURES

**1051**  
TOTAL PARTICIPANTS

↑ **2%**

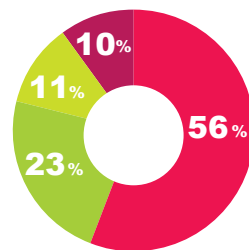
**22** EDUCATION  
SESSIONS

**13** INTERNATIONAL  
MEDIA

### NUMBER OF HOSTED BUYERS

**163** FROM  
**30** COUNTRIES

### HOSTED BUYERS BY LEVEL OF RESPONSIBILITY



RESEARCH FINAL DECISION  
RECOMMEND PLAN/ORGANISE

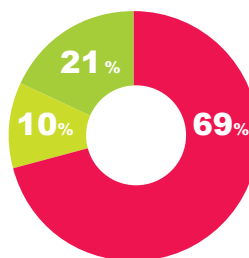
### HOSTED BUYERS BY COUNTRY %

GERMANY	18
RUSSIA	13
POLAND	7
SCANDINAVIA	6
UNITED KINGDOM	6
ITALY	6
FRANCE	4
SPAIN	4
UKRAINE	4
BENELUX	4

### NUMBER OF PRE-SCHEDULED APPOINTMENTS

**2871**

### HOSTED BUYERS BY NATURE OF BUSINESS



ASSOCIATION CORPORATE  
AGENCY

**99%**

OF HOSTED  
BUYERS RATED  
THE SHOW AS  
MEETING THEIR  
BUSINESS  
EXPECTATIONS

### AVERAGE NUMBER OF PRE-SCHEDULED APPOINTMENTS PER EXHIBITOR

**33**

### NUMBER OF EXHIBITORS

**86** FROM  
**11** COUNTRIES

### EXHIBITORS BY COUNTRY

Lithuania	43%
Latvia	14%
Estonia	11%
Finland	9%
Sweden	8%
Poland	7%
Guest	5%
Russia	4%