



DACH+HOLZ
International

THE TRADE FAIR FOR
TIMBER CONSTRUCTION,
WORKS, ROOF AND WALL

DATA AND FACTS

This was DACH+HOLZ International 2020 in Stuttgart

www.dach-holz.com

THE EXHIBITORS WERE PARTICULARLY HAPPY

A TOTAL OF **607**
EXHIBITORS
FROM **29** COUNTRIES

EXHIBITION AREA

TOTAL AREA
70,000 m²

EXHIBITOR AREA
39,149 m²



485
(80%)
FROM GERMANY



122
(20%)
FROM OVERSEAS

WHY COMPANIES EXHIBIT AT DACH+HOLZ

TOP 5 REASONS

- To forge new business relationships **86%**
- To find out what we have to offer **84%**
- To provide customer care and service **81%**
- To raise their profile and image **81%**
- To present new products and services **76%**

HOW THE EXHIBITORS RATED US

Successful outcome
for their business
(very) good
87%

Organisation
(very) good
90%

Quality/skill level of
visitors to the stand
(very) good
93%

DACH+HOLZ
overall
(very) good
90%



89%
of exhibitors
would recommend
attending
DACH+HOLZ
to others

92%
of exhibitors are
planning to attend
the trade fair
again

MAJOR SECTORS AT DACH+HOLZ:



SLOPING ROOF



FLAT ROOF



TIMBER TECHNOLOGY/
CONSTRUCTION



TOOLS/
MACHINES

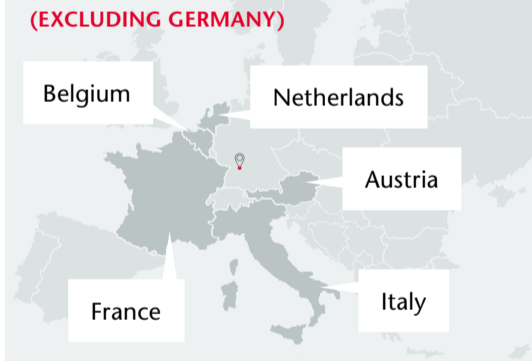


WALL/FACADE

ENTHUSIASTIC VISITORS

A TOTAL OF
51,428 VISITORS
FROM **41** COUNTRIES

TOP COUNTRIES (EXCLUDING GERMANY)



46,460
(90%)
FROM GERMANY



4,968
(10%)
FROM OVERSEAS

37%
of visitors travelled
100 bis 300 km
to the trade fair

31%
of visitors
travelled over
300 km
to the trade fair

TOP 5 VISITOR GROUPS TO THE TRADE FAIR

- 1 Independent enterprises
- 2 Skilled workers/craftsmen
- 3 Apprentices
- 4 Experts/specialists
- 5 Group and team leaders/managers

TOP 3 VISITOR GROUPS



HOW THE VISITORS RATED US

92%
are (very) satisfied
with D+H overall

92%
recommend
visiting D+H

87%
are (very) satisfied
with the offer

77%
rate the benefits
of D+H
(very) highly

TOP 3 OBJECTIVES OF THE VISITORS

- Information about new products and services
- Further education/knowledge gathering
- Experiences and exchange of information

76%
are decision-
makers

77%
are from small craft
companies
(1-49 employees)

FOLLOW US ON



*Data compiled from the organiser statistics and checked by FKM (the German Society for Voluntary Control of Trade Fair and Exhibition Statistics) and the independent visitor and exhibitor survey 2020 by market research company Gelszus Messe-Marktforschung GmbH

