

POST-SHOW REPORT

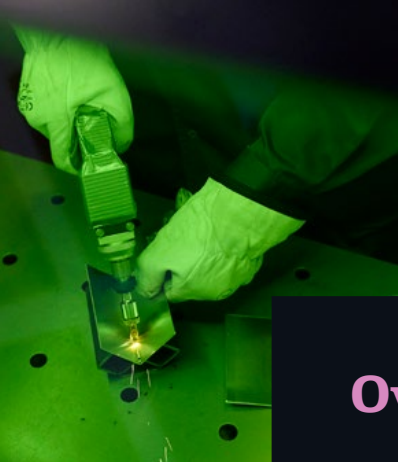
EUROPEAN **SIGN EXPO**
31 MAY - 03 JUNE 2022 BERLIN



FESPA
profit for purpose

CO-LOCATED WITH

FESPA 22
GLOBAL
PRINT EXPO
Berlin
31 May - 03 June 2022



Overview

European Sign Expo 2022 brought the signage and visual communications communities together for four motivational days in Berlin (31st May to 3rd June 2022), in an atmosphere of overwhelming positivity that affirmed the industry's readiness to bounce back from the challenges of the last two years.

European Sign Expo 2022, together with FESPA Global Print Expo, attracted **11647 unique visitors**, a **48%** increase on the Autumn 2021 event, with return trips over multiple days bringing total attendance to **15969 visits**.

With a compelling line-up of **exhibiting companies**, including many leading supplier brands which had not exhibited since 2019, the event attracted a high quality, international audience of senior decision-makers who travelled from **126 countries**, with Germany, Italy, Poland, Netherlands and the UK delivering the largest visitor delegations.

“What a joy it was to be part of the show in Berlin. It was a real pleasure to see and speak to everyone again! European Sign Expo is the event where we meet our customers from around the world at one location. We also use the show to make new contacts, keep tabs on what’s happening in the industry, be inspired, and share experiences with other exhibitors.”

Harold Klaren, International Sales Manager,
EFKA



STATISTICS



75%

of visitors held
decision making
positions



41%

of visitors plan
to invest within
12 months of the
exhibition



53%

of visitors were
managing directors,
CEO's or business
owners



44%

of visitors were
new to European
Sign Expo



126

countries
represented at
European Sign Expo

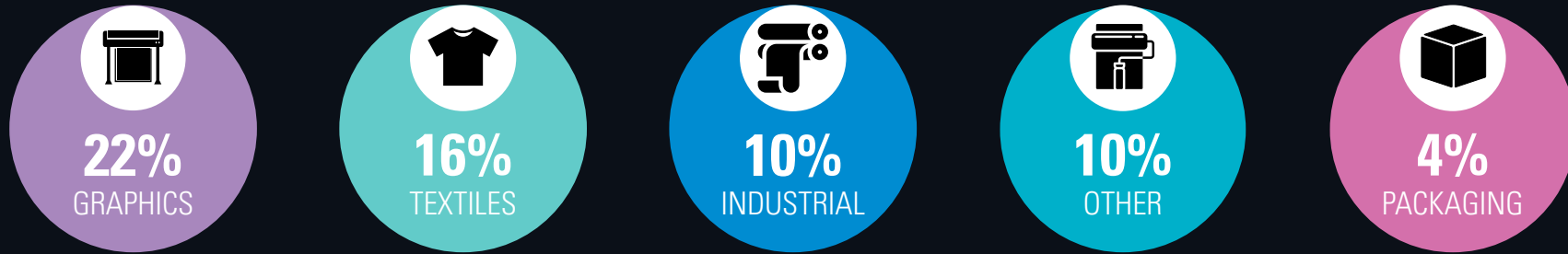
“For me the European Sign Expo is the most important exhibition around the world and in Spain we have our local exhibition but it is not the same...this is incredible. You can find here whatever you want...everyone is here!”

Visitor



VISITOR STATISTICS

As well as signage, visitors had an interest in:



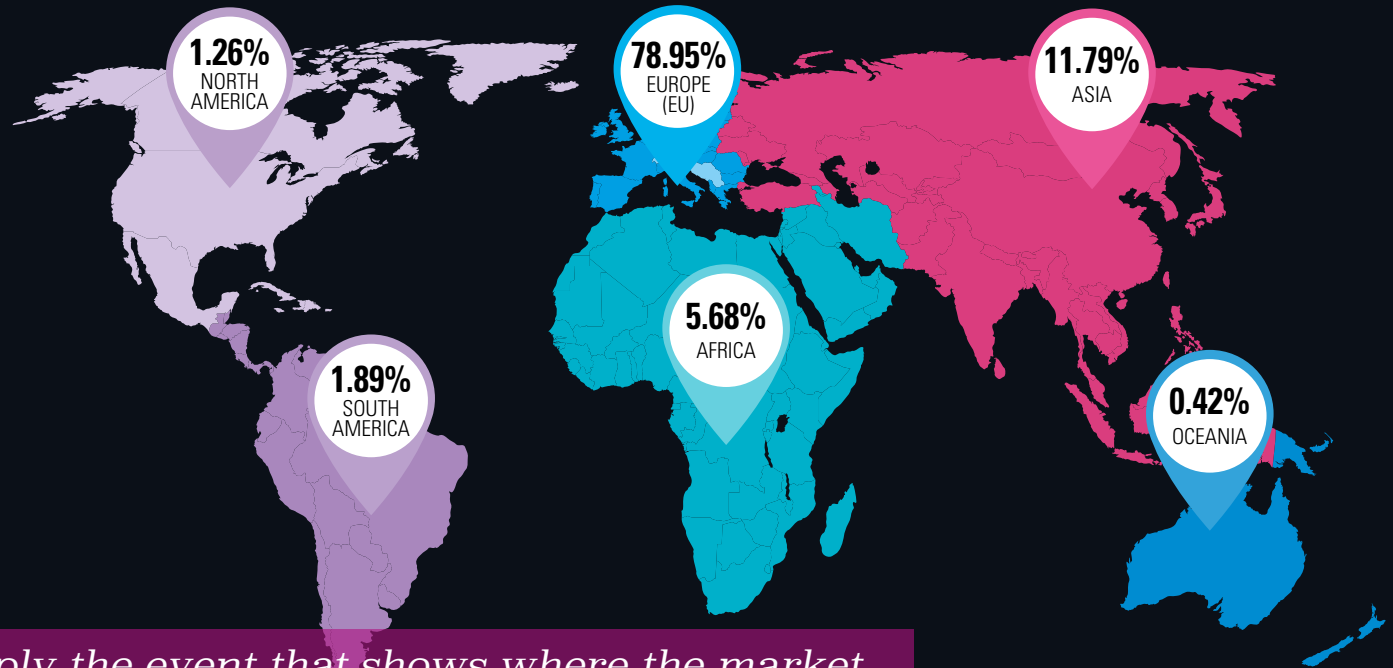
VISITORS BY BUDGET

AVERAGE VISITOR BUDGET

€162,420



VISITORS BY REGION



“It is simply the event that shows where the market is currently moving and in which direction.”

Visitor

VISITOR STATISTICS

TOP 10 VISITING COUNTRIES



GERMANY



INDIA



NETHERLANDS



ITALY



POLAND



AUSTRIA



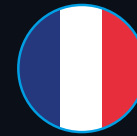
UK



UAE



SOUTH AFRICA



FRANCE

VISITORS BY PRODUCT INTEREST

Attendees stated they were interested in the following sectors

Signage & Displays
49%

Digital Printing Machinery
41%

3D Printing
26%

Handling & Finishing
25%

Media & Substrates
19%

Textile & Garment Decoration
18%

Print Software & Equipment
17%

Services
12%





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EXHIBITOR STATISTICS

93%

OF EXHIBITORS SAID EUROPEAN SIGN EXPO IS FAIRLY OR VERY IMPORTANT TO THEIR BUSINESS



86%

OF EXHIBITORS WERE SATISFIED WITH EUROPEAN SIGN EXPO 2022



THANK YOU

TO OUR 2022 SPONSOR, EFKA, FOR THEIR CONTINUED SUPPORT

PLATINUM SPONSOR

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“It is a relief to be back! European Sign Expo has had a lot more international visitors than we thought, here we have seen visitors from all over the world...from South Africa to Kuwait to the Scandanavian countries as well as Eastern European visitors. For us as an international show - it has been very good! ”

Jurjen Van Der Honing, Managing Director, **Lucoled**

“It’s very important for us to be here to meet all our European customers, as we are based in France so European Sign Expo is the best place for us. This year the exhibition has been a good year for us.”

Bérénice Bôle, Sale Department, **Domino Sign**



SEE YOU IN MUNICH | 23 - 26 MAY 2023

Part of FESPA's portfolio of industry-leading events and activities



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