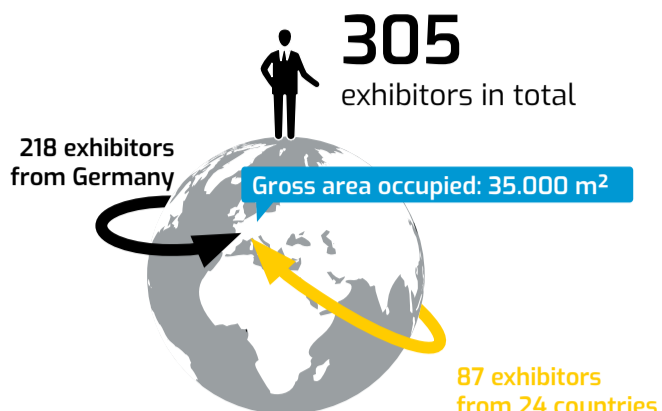


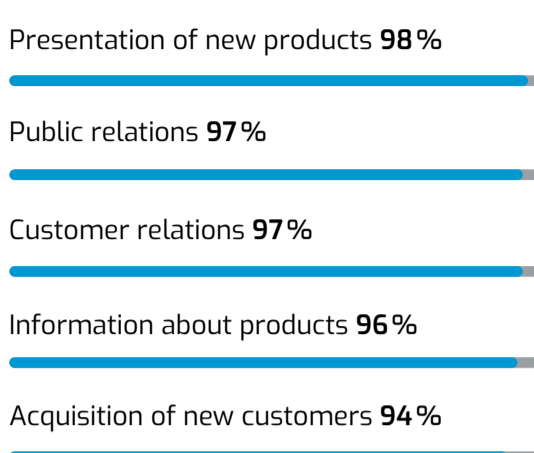
## FAF EXHIBITORS



**TOP COUNTRIES**  
Italy, Netherlands, Austria, Poland, Switzerland

### TOP 5 OBJECTIVES

Exhibitor satisfaction from achieving their objectives.



## RESULT

**WOULD RECOMMEND FAF TO OTHERS**

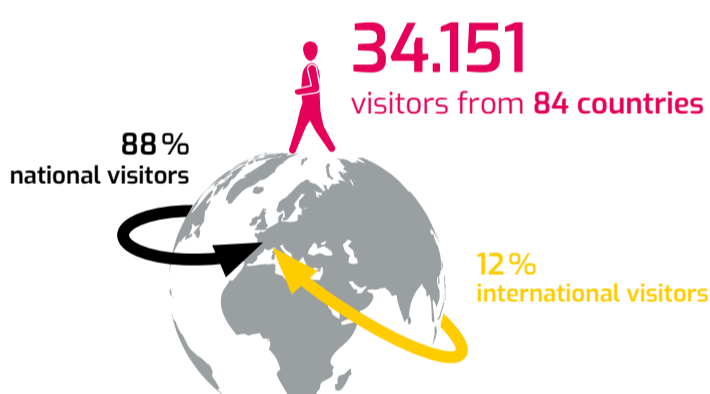


**WILL RETURN**



## FAF VISITORS

**TOP COUNTRIES**  
Netherlands, Austria, Belgium, Switzerland, Italy



### TOP VISITOR GROUPS \*

- 73% painters, varnishers
  - 15% plasterers and drywall builders
  - 12% stucco plasterers
  - 11% flooring and parquet layers
  - 10% architects, interior designers, housing industry, property developers and authorities
  - 8% interior decorators
- \*Multiple answers possible

25% of visitors were **female**

**SATISFIED VISITORS**

69% of visitors decided to visit the **trade fair 1-2 months or longer** before FAF

21% of visitors were **trainees and students**

75% of visitors either contributed to decisions, were advisors, or involved in **purchasing decisions**

95% of visitors were very satisfied with the **FAF concept**

89% **Sustainability**

86% **Digitisation**

85% **Personnel management**

**FOCUS TOPICS**  
Trade visitors rated these topics as very good:

86% of visitors were satisfied with the **range of products and services**

84% of visitors were satisfied with the **hall structure**

83% of visitors were satisfied with the **interactive nature of FAF**