

POST SHOW REPORT



2019

ANTWERP

OVERVIEW



2695

Unique Visitors in **two** days

430

Masterclass Participants

80

Visitors participated at one of the innovation tours

102

Exhibitors

Organised @ Antwerp Expo in
collaboration with **M+R** and **Maintenance**



“ The must attend
trade fair for
prevention and
well-being at
work in Belgium!

KATIA DOMBRECHT - VISITOR

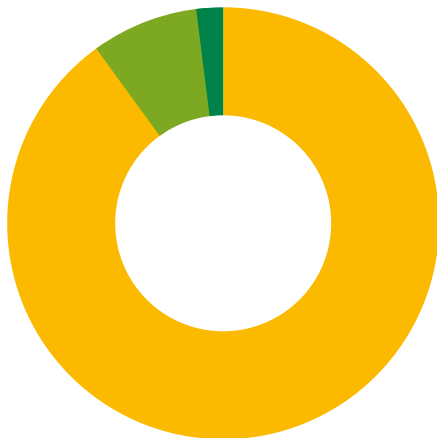


VISITORS PROFILE



Languages

French 8% English 2%

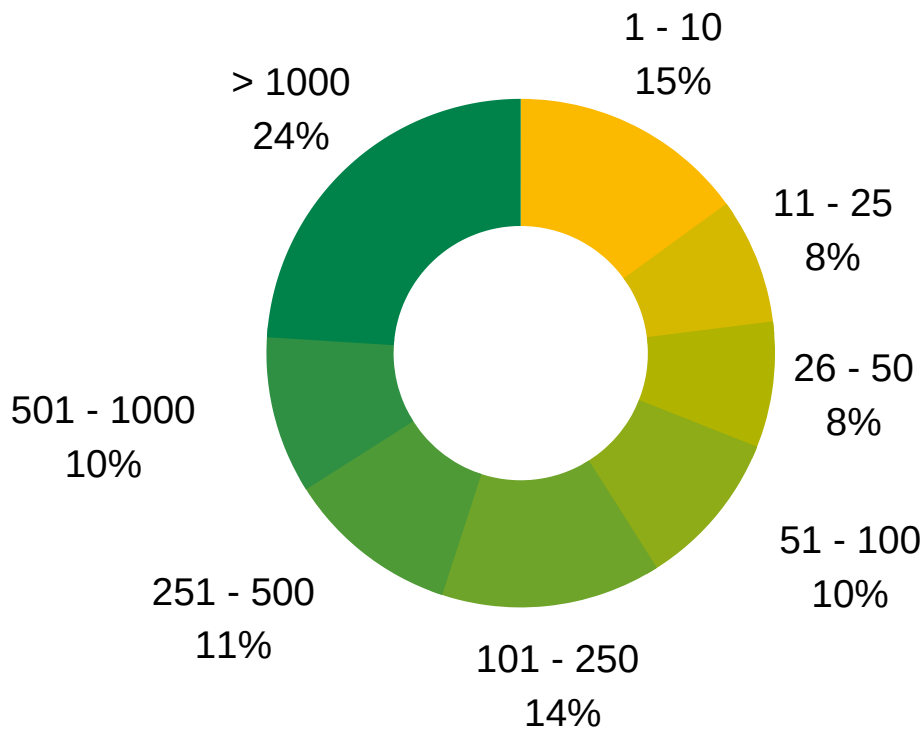


Dutch
90%

Visitors Function

Prevention Advisor	37%
Managing Director	7%
Facility Manager	4%
Safety Coordinator	4%
Procurement Manager	3%
Technical Manager	2%
Operations Manager	2%

Number of employees



VISITORS SURVEY



90%

of the visitors is planning to visit the next edition

7,8/10

average rating of the exhibitors by the visitors

70%

of the visitors is planning to contact an exhibitor after the show

59%

of the visitors visited the show for the first time in comparison with Secura

Reasons to visit Worksafe:

- To gain information/discover new trends 87%
- To establish new contacts or maintain existing contracts 49%
- To attend conferences 26%
- To find a specific product/service/ company 21%

8,3/10

average rating of the show by the visitors in 60 seconds survey

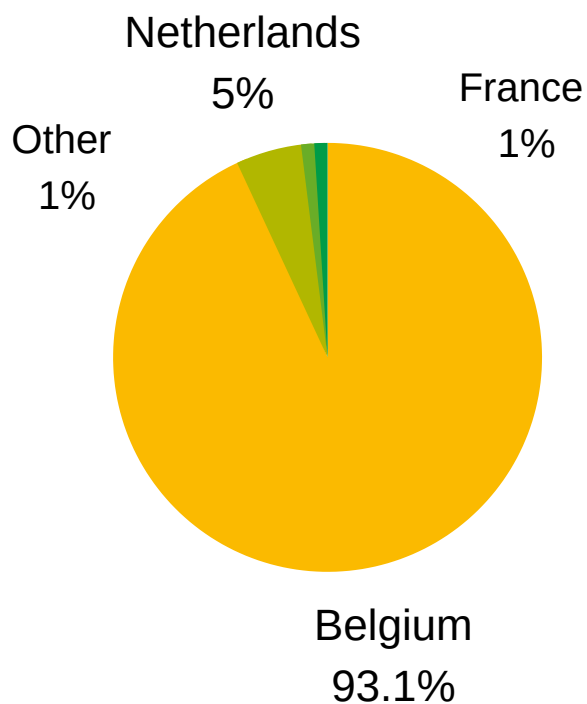
25%

of the visitors attended a conference

VISITORS SURVEY



Region BE



Industry

Government	8%
Service Construction	6%
Chemical industry	5%
Education	5%
Services	4%
Logistics services	4%
Distribution	4%
Healthcare	3%
Textiles	3%
Security & monitoring systems	2%

EXHIBITORS SURVEY



88% of the exhibitors has communicated their participation to potential clients

8,2/10 result 60 seconds survey

74% of the exhibitors rated the quality of the visitors between good and very good

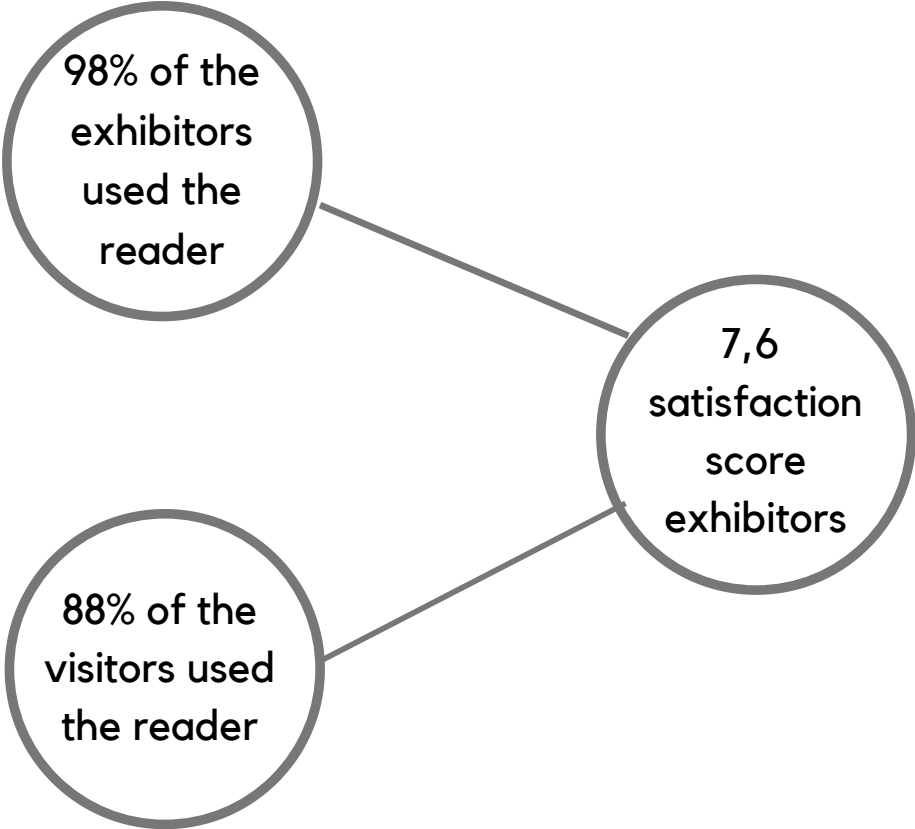
Reasons to exhibit at Worksafe

- To meet new potential clients 82%
- To boost the image of my company 62%
- To maintain my professional network 62%
- To strengthen the relationship with existing customers 50%
- To promote new products/ services 48%

DATA COLLECTOR



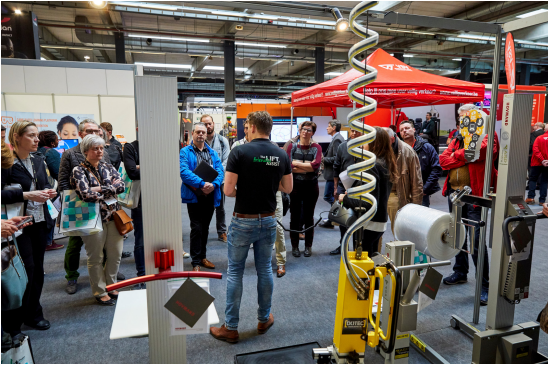
Touch & Collect app



EXPERIENCE



Innovation tour



Masterclasses



Experience zones



Lunch with networking reception



SAVE THE DATE



Trade show for
Health & Safety at work

worksafe

8 Oct 2020
Namur Expo



Trade show for
Health & Safety at work

worksafe

24 & 25 March 2021
Antwerp Expo

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