

Profile data REHACARE 2016

Basis visitor registration 2016

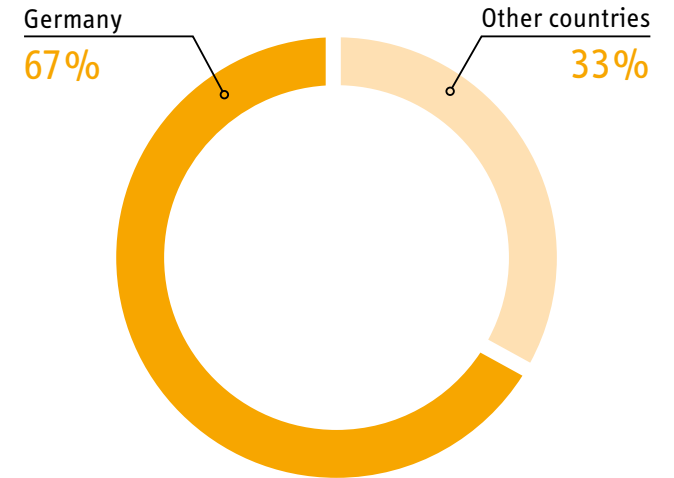
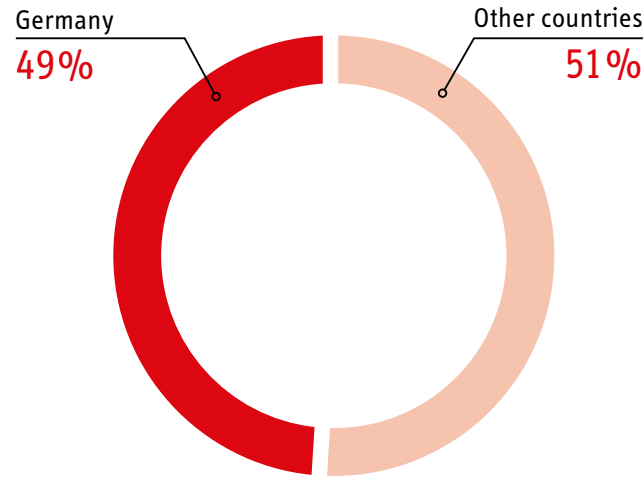
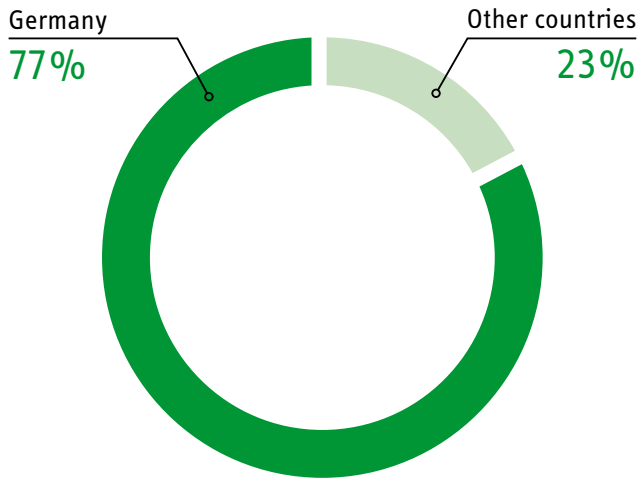
www.rehacare.com



Total number of visitors	49,312
Germany	37,970
Other countries	11,342

Total number of exhibitors	915
Germany	454
Other countries (from 37 countries)	461

Space (net) m ²	32,092
Germany	21,483
Other countries	10,609



Origin of visitors

Germany		77%
West Germany	70%	
South Germany	10%	
North Germany	13%	
East Germany	7%	
Other Countries		23%
Europe	81%	
– EU	85%	
– Other European countries	15%	
Non-Europe	19%	
– Asia	68%	
– North America	13%	
– Australia	8%	
– South-/Central America	7%	
– Africa	4%	

Countries of origin (top 5) Europe

Netherlands
Italy
Belgium
United Kingdom
France

Countries of origin (top 5) Non-Europe

Japan
China
Israel
Taiwan
USA

Visitor structure features

Visitors with professional interest	63%
Handicapped people	19%
Relatives of handicapped people	11%
Nursing relatives	4%
Pensioners/Seniors	3%

Occupational sector of visitors

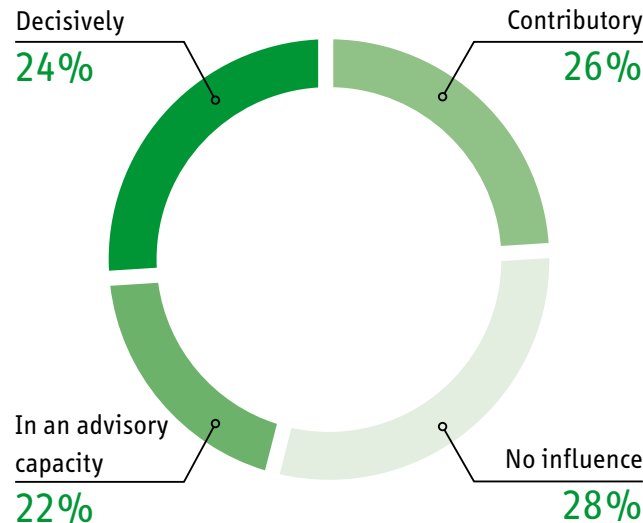
Medical trade/health care supply store/ orthopaedy handicraft	22%
Assistive technology industry/ other industrial branches	16%
Public authorities	7%
Rehabilitation facilities	6%
Association/organisation	6%
Ambulant nursing/care service	6%
Physiotherapy, occupational therapy, speech therapy	6%
Nursing home/home for senior citizens	6%
University/high school/technical school	5%
Special facilities/training center/workshops	5%
Cost bearer	4%
Hospital/clinic	4%
Doctors' surgery/other surgery	3%
Assisted living	2%
Construction sector/construction services	2%

Interest in product ranges*

Devices for everyday use	53%
Mobility equipment, wheel-chairs	49%
Walking and mobility aids	48%
Orthopaedic aids	33%
Employment, occupation	32%
Body care, body hygiene	29%
Sports, leisure time, games	28%
Car, traffic, transport	28%
Physiotherapy, ergotherapy	28%
In-patient medical care	27%
Aids for children	23%
Paedagogic/education and further training	21%
Communication aids for the deaf etc.	20%
Furnishings and fittings for house and apartments	19%
Travelling	18%
Food, kitchen furnishing and supplies	17%
Clothing, protective gear	12%
Auxiliary communication aids for the blind etc.	12%
Associations, institutions, organisations	11%
Others	8%

Influence on purchasing/ procurement decisions**

Contributory	26%
Decisively	24%
In an advisory capacity	22%
No influence	28%



Recommendation

Yes	98%
No	2%

Overall assessment

Satisfied	98%
Unsatisfied	2%

