

CONSTRUMA



HUNGAROTHERM



RENEO



HOME
Design



CONSTRUMAGARDEN



CONSTRUMA BUNCH 2015 – FOLLOW UP

CONSTRUMA exhibition group has closed its gates with success in 2015. Exhibitions of construction industry and home making exhibition group - CONSTRUMA, HUNGAROTHERM, RENEQ, CONSTRUMA GARDEN, HOMEDesign – presented nearly 600 exhibitors on net 21.000 sqm, which attracted nearly 50.000 visitors to the HUNGEXPO Budapest Fair Center. This year a Real Estate Fair accompanied the bunch as well.



CONSTRUMA BUNCH – FIGURES 2015

- ✓ **LEADING EXHIBITION** in Hungary and in the region

The biggest and most prestigious construction industry trade exhibition group in Hungary, CONSTRUMA – involving building materials and solutions, renewable energies, interior design, garden building and design – still keeps on preserving high popularity in Hungary and it became the leading exhibition in the region.

No. of exhibitors: 599
Exhibition area: 20.930 m²
No. of visitors: 48.102

(Audited by CENTREX)

- ✓ **INTERNATIONAL** - nearly 20% of exhibitors was international (from 15 countries).

- ✓ **PROFESSIONAL** - nearly 40 trade programme (conferences, workshop) accompanied the exhibition.



CONSTRUMA BUNCH – VISITORS 2015

Trade visitors: 75%
Visitors arriving outside of Budapest: 49 %

Primary interest of visitors:

Trade visitors:

| | |
|----------------------|-----|
| CONSTRUMA | 39% |
| HOMEDesign | 33% |
| HUNGAROTHERM / RENEQ | 28% |

Public:

| | |
|----------------------|-----|
| CONSTRUMA | 45% |
| HOMEDesign | 22% |
| CONSTRUMA GARDEN | 13% |
| HUNGAROTHERM / RENEQ | 10% |
| REAL ESTATE FAIR | 10% |



RESULT OF VISITOR'S SURVEY



✓ **VISITORS ARE SATISFIED and they are planning to come back next year (94%)**

Satisfaction (between 1 and 4)

| | |
|----------------------|------|
| CONSTRUMA | 3,55 |
| HOMEDesign | 3,64 |
| HUNGAROTHERM / RENEÓ | 3,47 |
| CONSTRUMA GARDEN | 3,54 |



✓ **MOST OF THE VISITORS LIVE IN DETACHED HOUSE**

Rate of visitors living in detached house has grown compare to 2014.

| | 2015 | 2014 |
|-----------------------|------|------|
| Detached house: | 59% | 53% |
| Apartment complex: | 19% | 19% |
| Block of flats: | 15% | 17% |
| Residential community | 7% | 11% |



✓ **DECISIVE VISITORS**

| | | |
|--------------------------------|-----|-----|
| Leads a private owned company: | 42% | 43% |
| Decision maker: | 50% | 52% |

✓ **VISITORS ARE READY TO PURCHASE**

The visitor's intend to purchase was higher this year.

| | 2015 | 2014 |
|--|------|------|
| Trade visitors: | | |
| Business on the spot: | 20% | 15% |
| Business in the near future with exhibitors: | 45% | 44% |
| Public: | | |
| Purchase on the spot: | 17% | 13% |
| Purchase in the near future at exhibitors: | 46% | 46% |

✓ **50% OF VISITORS PLAN EITHER TO BUY A NEW HOME OR TO REFURBISH IT**

REGISTERED VISITORS BY PROFESSION

- ✓ **ENGINEERS (HVAC) 15%**
- ✓ **MECAHANICAL ENGINEERS 6%**
- ✓ **ARCHITECT PLANNER, INTERIOR DESIGNER 8%**
- ✓ **HEAD OF BUILDING 6%**
- ✓ **FURNISHING 3%**

- ✓ **GARDENER, LANDSCAPE, GARDEN PLANNER 3%**
- ✓ **REAL ESTATE EXPERT 2%**
- ✓ **SALE 16%**
- ✓ **PURCHASE 12%**
- ✓ **MARKETING 7%**

SAVE THE DATE!
06-10. 04. 2016



hungexpoexhibition
you have a program

Ms. Angéla KATONA (HOMEDesign) – (+36-1) 263-6225;
katona.angela@hungexpo.hu
Ms. Erika KINCSES (RENEÓ) – (+36-1) 263-6384;
kincses.erika@hungexpo.hu
Ms. Tünde PÁL (DACH-TECH, FRONTAL, INTER-ISOLA, GARDEN)
– (+36-1) 263-6074; pal.tunde@hungexpo.hu