



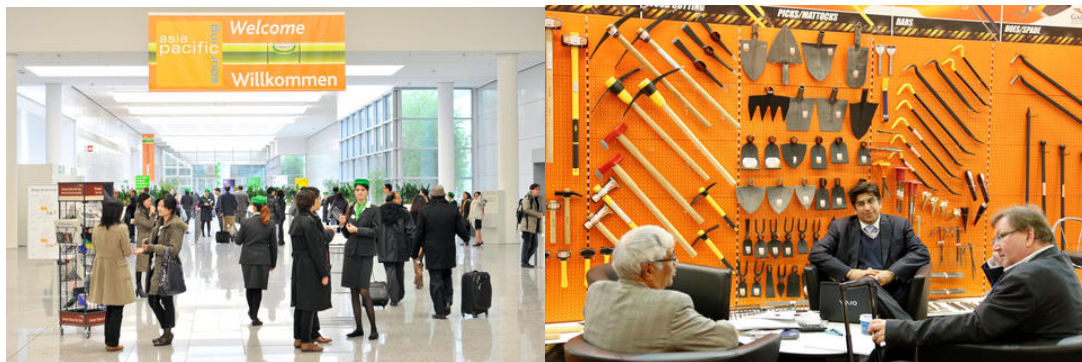
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## **Asia-Pacific Sourcing: Positive results for Europe's No. 1 Sourcing Trade Fair**

**Role as central European hub for Asian products confirmed — over 600 exhibitors from the Far East — high quality of visitors**

**“Seek and ye shall find!” For the last three days, Asia-Pacific Sourcing was the place to be for companies looking for Far East sourcing partners in the hardware, DIY, garden and leisure sectors. Around 5,000 visitors took advantage of Europe's number 1 sourcing trade fair to gather information about the extensive range of home and garden products on display from the Far East and to meet with their sourcing partners. This represents a slight decline in the number of visitors to Asia-Pacific Sourcing compared with the previous event in 2011. “It was to be expected that the current market situation, especially in the southern European countries, would affect visitor numbers,” said Katharina C. Hamma, Chief Operating Officer of Koelnmesse. “Against this backdrop, we can be really satisfied with the event. After all, the important decision-makers came to Cologne, so visitor quality was very good.”**

Altogether, 623 suppliers from 12 countries presented their house and garden products from the Asia-Pacific region. The catalogue of items on display included tools, locks and fittings, ironmongery, fastening technology and gardening equipment and supplies. Many of the big players in the trade sectors involved — especially those from the large-volume trade — use Asia-Pacific Sourcing as an ordering platform and information forum. Representatives from industry also came to Cologne in order to expand their portfolios with products from the Far East.



### **Decisive: high quality of visitors**

The independent visitor survey also confirmed that the quality of visitors at Asia-Pacific Sourcing was first class. In total, 86 per cent of those surveyed either play a decisive role in the procurement decision-making process at their companies or at least share the responsibility for such decisions. Representatives of the wholesale and export trades were the largest visitor group in 2013, making up 40 per cent of all visitors. Next came market participants from industry (31 per cent) followed by retailers (17 per cent). In terms of the products presented this year, tools were most in demand (69 per cent). The second and third most interesting products in the eyes of the buyers were builders' and DIY supplies (39 per cent) and garden equipment/lifestyle products (30 per cent). (Multiple responses were possible.)

Looking toward the future, 63 per cent of the visitors said they intended to come back to Cologne for the next Asia-Pacific Sourcing in 2015. Another good barometer for measuring satisfaction is the willingness of visitors to recommend the trade fair to others. Here again, the results are gratifying. Around 80 per cent of those surveyed said

that they would be likely or very likely to recommend Asia-Pacific Sourcing to a good business friend.

### **Asia-Pacific Sourcing 2013 in figures**

Of the some 623 (578) companies from 12 (13) countries participating in Asia-Pacific Sourcing Köln 2013 (2011), 100 (100) per cent came from abroad. Germany was represented by 0 (1) exhibitors and 0 (0) additionally represented companies.

Altogether 623 (577) exhibitors and 0 (0) additionally represented companies came from outside Germany. Including estimates for the last day of the fair, 4,900 (5,100) visitors from 62 (69) countries came to Asia-Pacific Sourcing Cologne 2013.

\*The figures related to visitors, exhibitors and stand space for this trade fair were determined and certified according to the standardized definitions used by the Society for Voluntary Control of Fair and Exhibition Statistics (FKM).

**The next Asia-Pacific Sourcing will take place in Cologne in the spring of 2015.**