

Record  
of Success  
2018

# INTERFORST— More than a Trade Fair

457

Exhibitors from 28 countries

Over

50,000

Visitors from 67 countries

75,000

Square meters of exhibition space

## DRIVER OF INNOVATIONS

This is what makes  
**INTERFORST** so unique:

### International reach

Drawing on the global sales network of Messe München to tap into new markets

### Key trade fair character

Presence of big players from business, science and politics

### Innovation platform

Innovations and trends along the entire value chain of forestry and forest technology

### Functionality

Excellent infrastructure of one of the most state-of-the-art and sustainable exhibition venues worldwide

### Location advantages

Located in the heart of Europe, Munich is a business hub with excellent international connections

International Key Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows

**INTERFORST**

**Satisfied customers.**

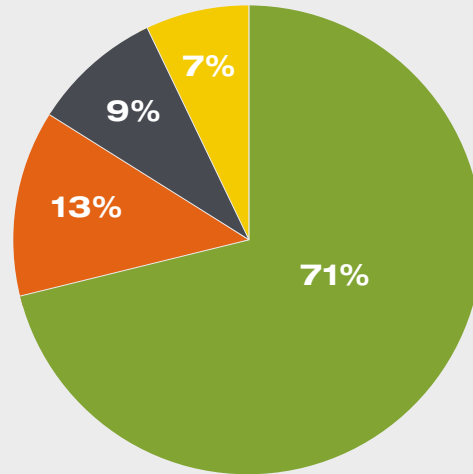
**98%**

of visitors intend to recommend the event

**93%**

of exhibitors intend to recommend the event

**Presence of decision-makers.**



\*Visitor structure 2018

- **Forestry industry 71%**
  - Private ownership forests
  - Forestry contractors
  - State forest
  - Corporate forest
  - Tree nursery / horticulture
  - Forestry Universities / Technical Colleges
- **Services 13%** with timber trade and transportation
- **Industry 9%** Forestry machinery manufacturers and sawmill industry
- **Other sectors 7%**

**Unique: the entire range of services for the entire industry.**

This is where the industry presents itself along the entire value chain: from afforestation to timber harvesting up to the sawmill and the wood energy sector.

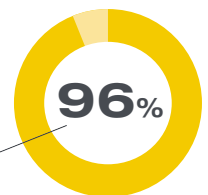
**Always one step ahead with our first-class program.**

With a congress, forums, panel discussions, special shows and the Green Couch, our varied supporting program offers attendees a genuine information and innovation advantage.

**Completeness and range of product offerings:**

(Rating excellent to good)\*

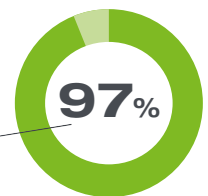
Our trade visitors confirm this with an overall rating of



**Supporting program:**

(Rating excellent to good)\*

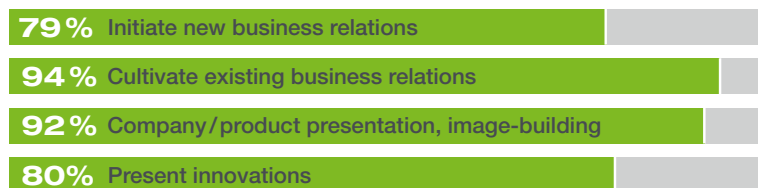
Our trade visitors confirm this with an overall rating of



**Results of our participant survey:**

**Achieving objectives** (excellent to good)

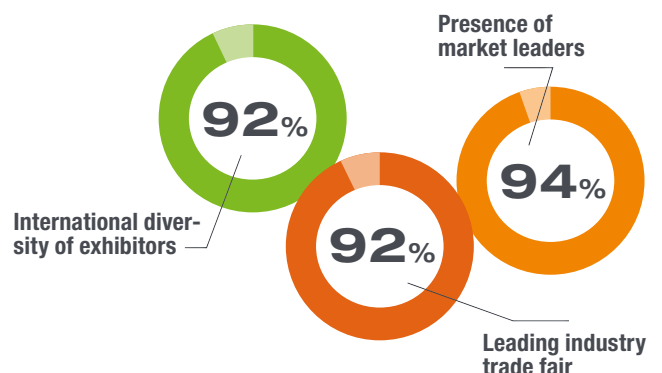
This is what our exhibitors say\*



\*Source: Interforst 2018 Exhibitor and visitor survey

**Quality** (excellent to good)

This is what our visitors say\*



Find out more information at [interforst.com](http://interforst.com)

**INTERFORST**