

# FACTS & ANALYSIS

DIALABXPO 2021

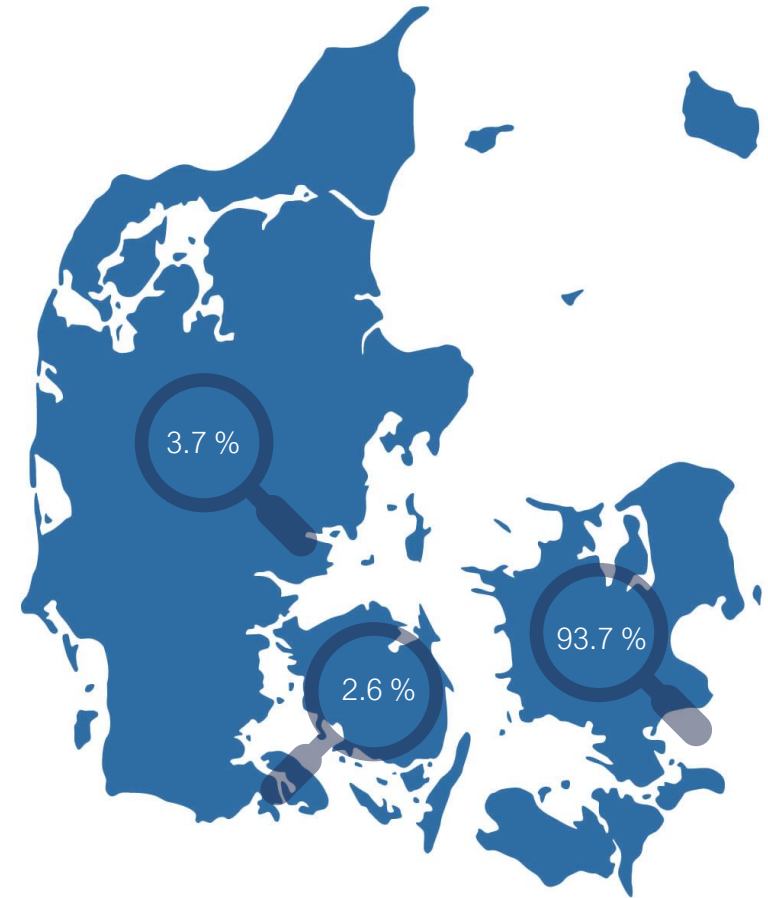
**DiaLabXpo**

Life Science • Exhibition • Conferences  
Docken CPH • 22-23 September 2021

## VISITORS

	2021	2019
NUMBER OF VISITORS	1,218	1,348
WEDNESDAY	653	
THURSDAY	565	
NUMBER OF COMPANIES	442	388

GEOGRAPHY	2021	2019
DENMARK	1,182	1,172
FOREIGN COUNTRIES	36	67
JUTLAND	3.7 %	4.1 %
FUNEN	2.6 %	2.6 %
ZEALAND	93.7 %	93.3 %



## EXHIBITORS

	2021	2019
NUMBER OF EXHIBITORS	59	65

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## TOP 5 COUNTRIES REPRESENTED

1. Denmark
2. Sweden
3. Germany
4. Italy
5. Great Britain



## TOP 10 BEST REPRESENTED VISITING INDUSTRIES

1. Biotech/biotechnology
2. Research
3. Medical industry
4. Healthcare industry
5. Pharmaceutical industry
6. Education sector
7. Industry
8. Food industry
9. National control companies
10. Chemical industry

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## TOP 10 VISITING COMPANIES

1. Novo Nordisk A/S
2. Københavns Universitet
3. DTU
4. Rigshospitalet
5. Statens seruminstitut
6. Novozymes
7. Chr. Hansen A/S
8. Agilent Technologies
9. Herlev og Gentofte Hospital
10. AJ vaccines



## TOP 10 MOST COMMONLY OCCURRING JOB TITLES AMONG VISITORS

1. Laboratory technician
2. Biomedical laboratory technician
3. Lab Technician
4. Chemist
5. Key Account Manager
6. Managing director / CEO
7. Purchasing agent / responsible for purchases / purchasing manager / Purchasing adviser
8. Head of department
9. Consultant / adviser
10. Microbiologist

# VISITORS ANALYSIS

BASED ON 384 ANSWERS

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## Summary

### What does the visitors say?



**82.7%**

of the visitors would recommend others to visit DiaLabXpo

[2019: 83%]



**11.3%**

of the visitors expect to visit DiaLabXpo again in 2022 in MCH Messecenter Herning

[2019: 12%]



**24.8%**

of the visitors have found new suppliers/business partners at DiaLabXpo

[2019: 31%]



**43.9%**

of the visitors placed or expect to place orders based on their visit

[2019: 48%]



**19.9%**

of the visitors didn't feel they were missing any exhibitors/companies at DiaLabXpo 2021

[2019: 27%]

**3.9**

On a scale from 1-5, where 5 is best, the visitors have given DiaLabXpo an average satisfaction score of 3.9 in relation to the benefits of their participation.

[2019: 3.9]

**3.73**

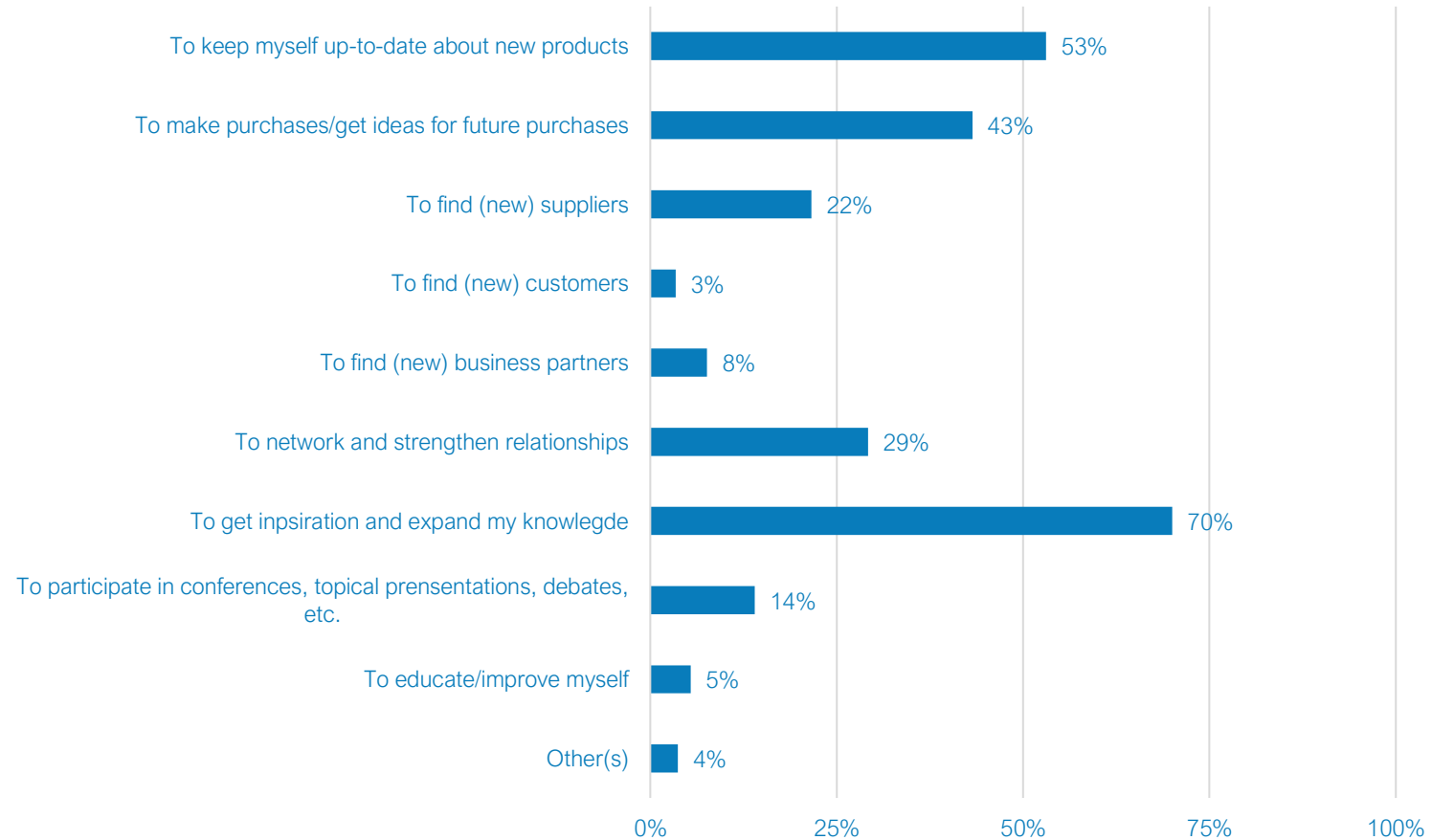
On a scale from 1-5, where 5 is best, the visitors have given DiaLabXpo an average overall score of 3.73

[2019: 3.9]

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# Primary objectives for visiting DiaLabXpo



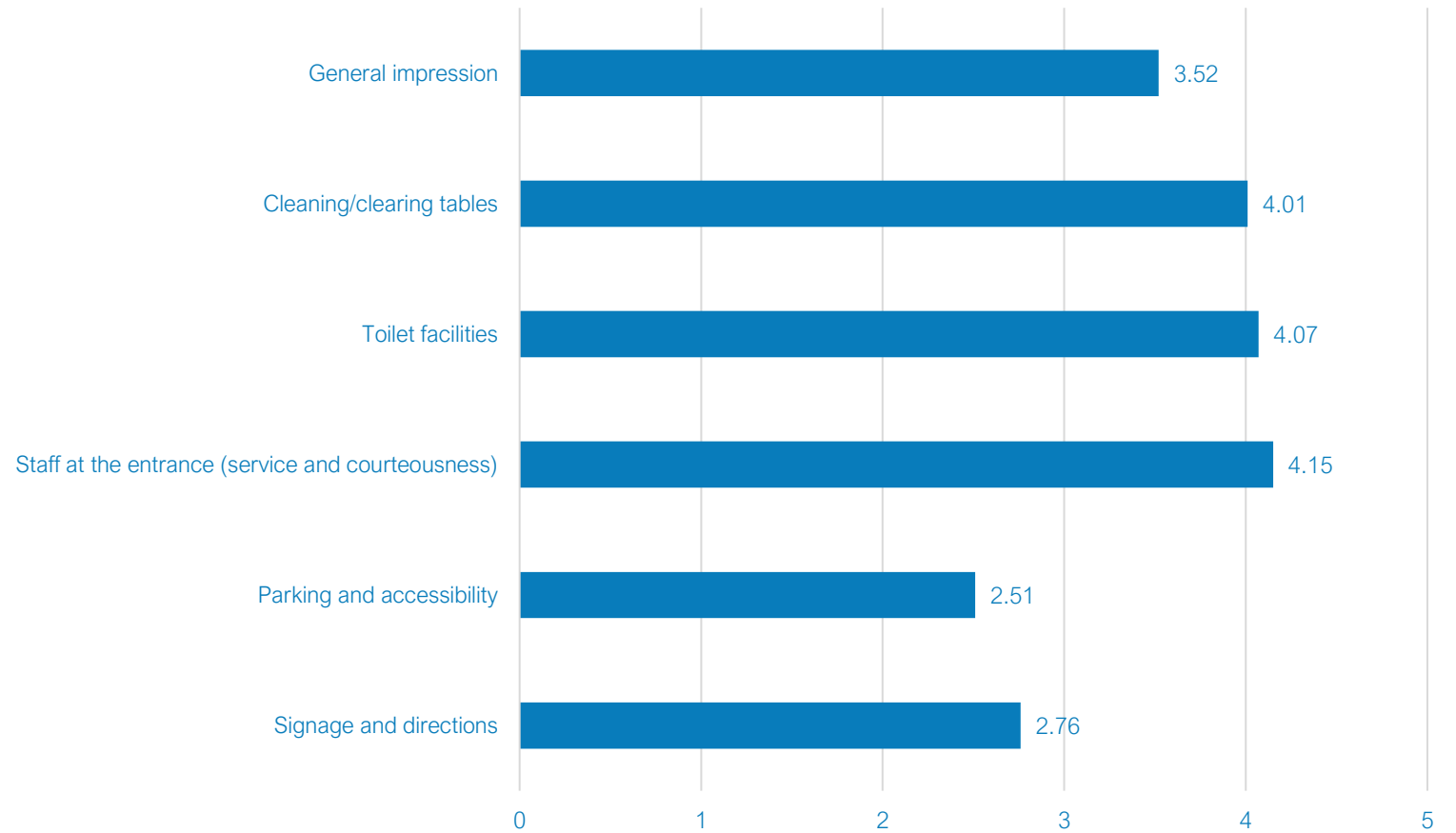
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# Intern

How would you rate Docken /DiaLabXpo in relation to the following?

*On a scale from 1-5, where 5 is best*

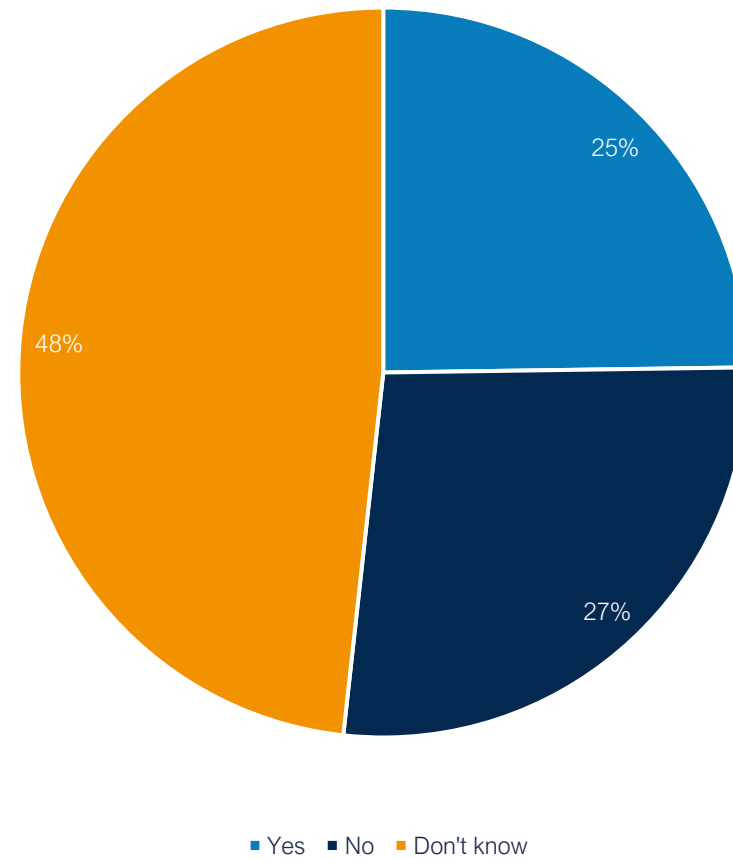


**DiaLabXpo**

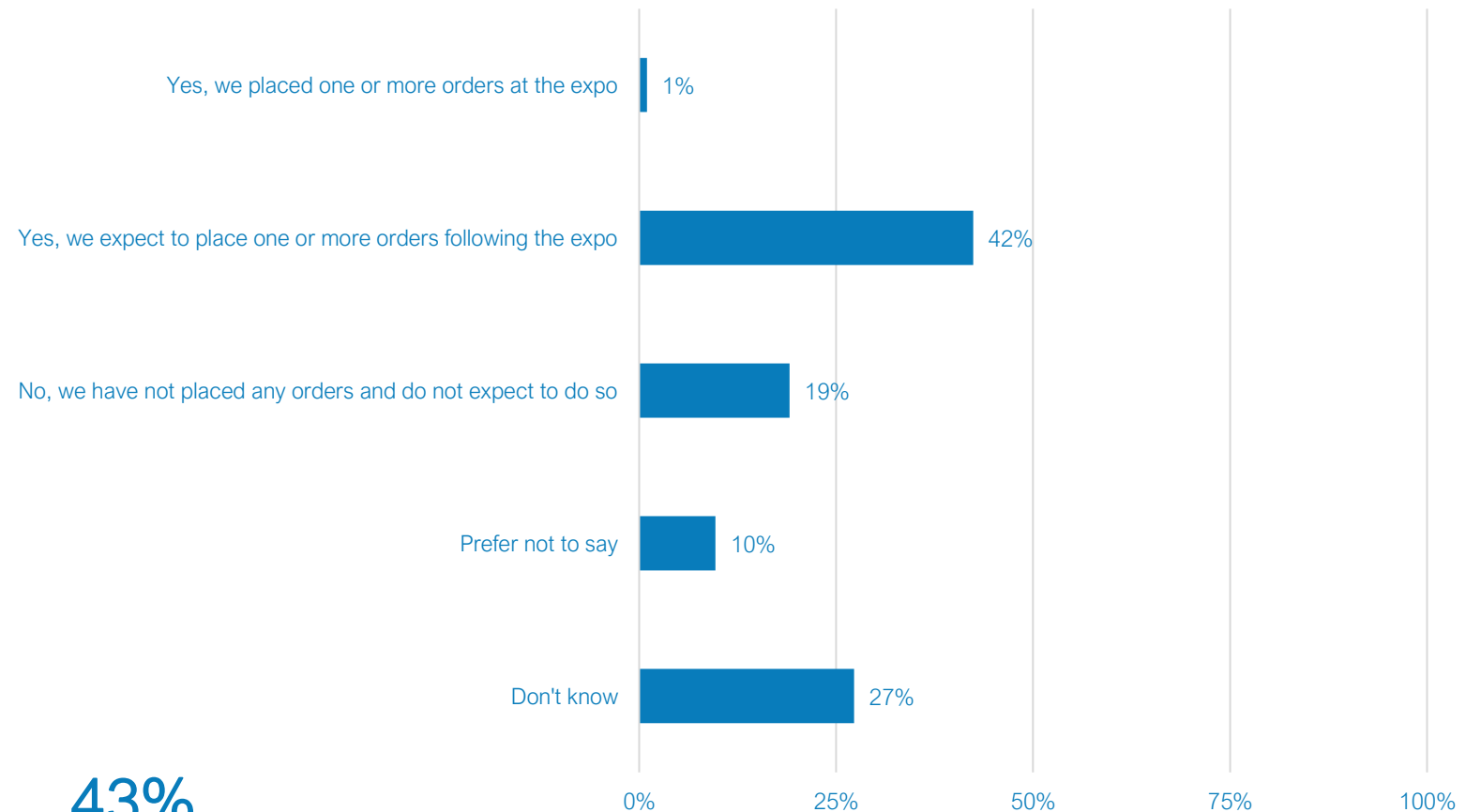
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Have you / your company found new suppliers/business partners at DiaLabXpo?



Have you / your company placed orders at DiaLabXpo or do you expect to do so based on your visit to the expo?



**43%**

of the visitors placed or expect to place an order based on their visit at DiaLabXpo

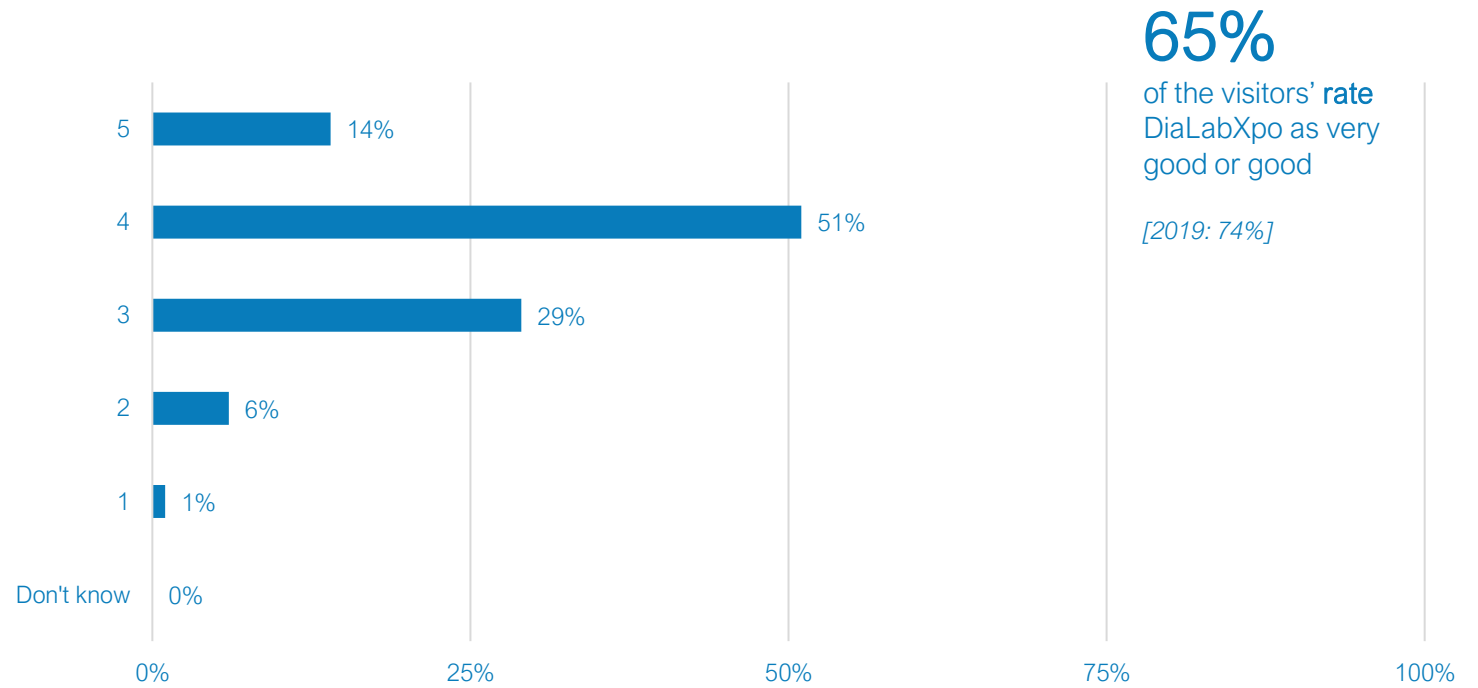
[2019: 48%]

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# How would you rate DiaLabXpo 2021 overall?

On a scale from 1-5, where 5 is best



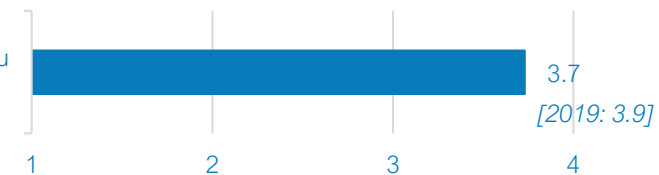
**65%**

of the visitors' rate DiaLabXpo as very good or good

[2019: 74%]

## GRADE POINT AVERAGE:

On a scale from 1-5, where 5 is best, how would you rate DiaLabXpo overall?

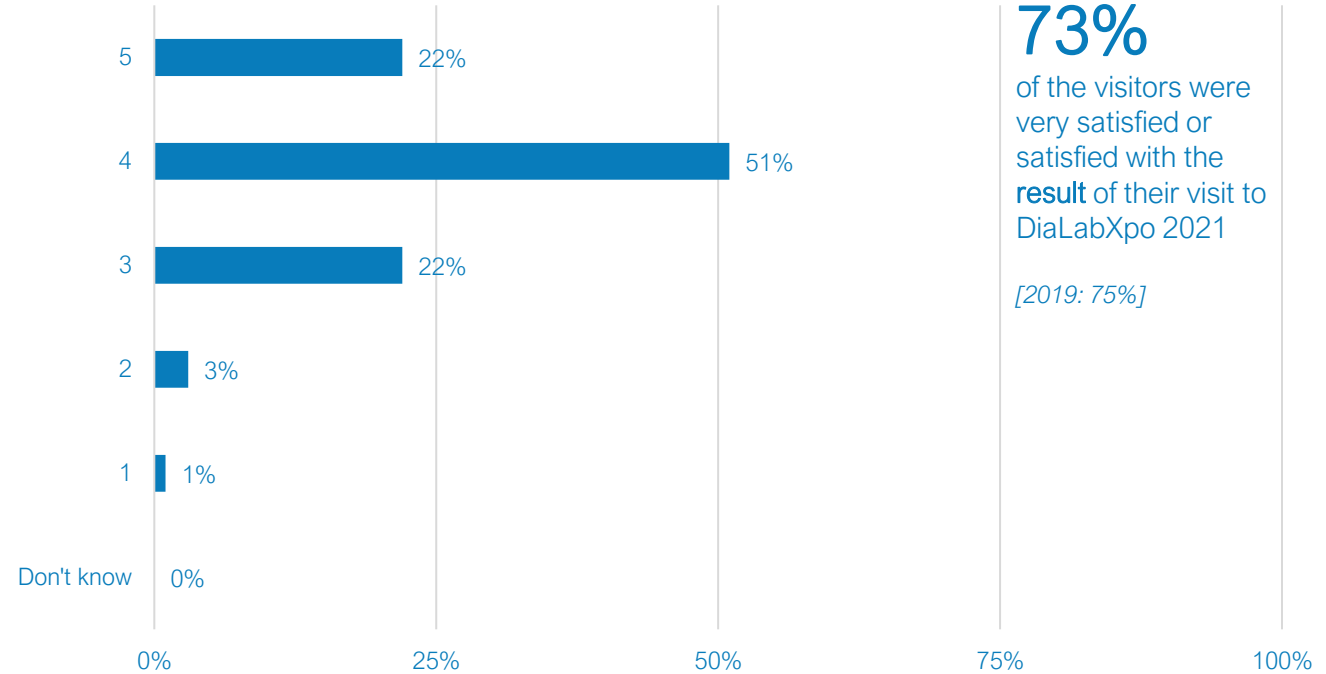


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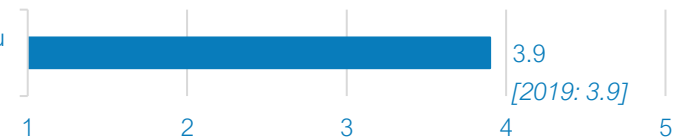
# How satisfied are you with the results of your visit to DiaLabXpo?

On a scale from 1-5, where 5 is best



## GRADE POINT AVERAGE:

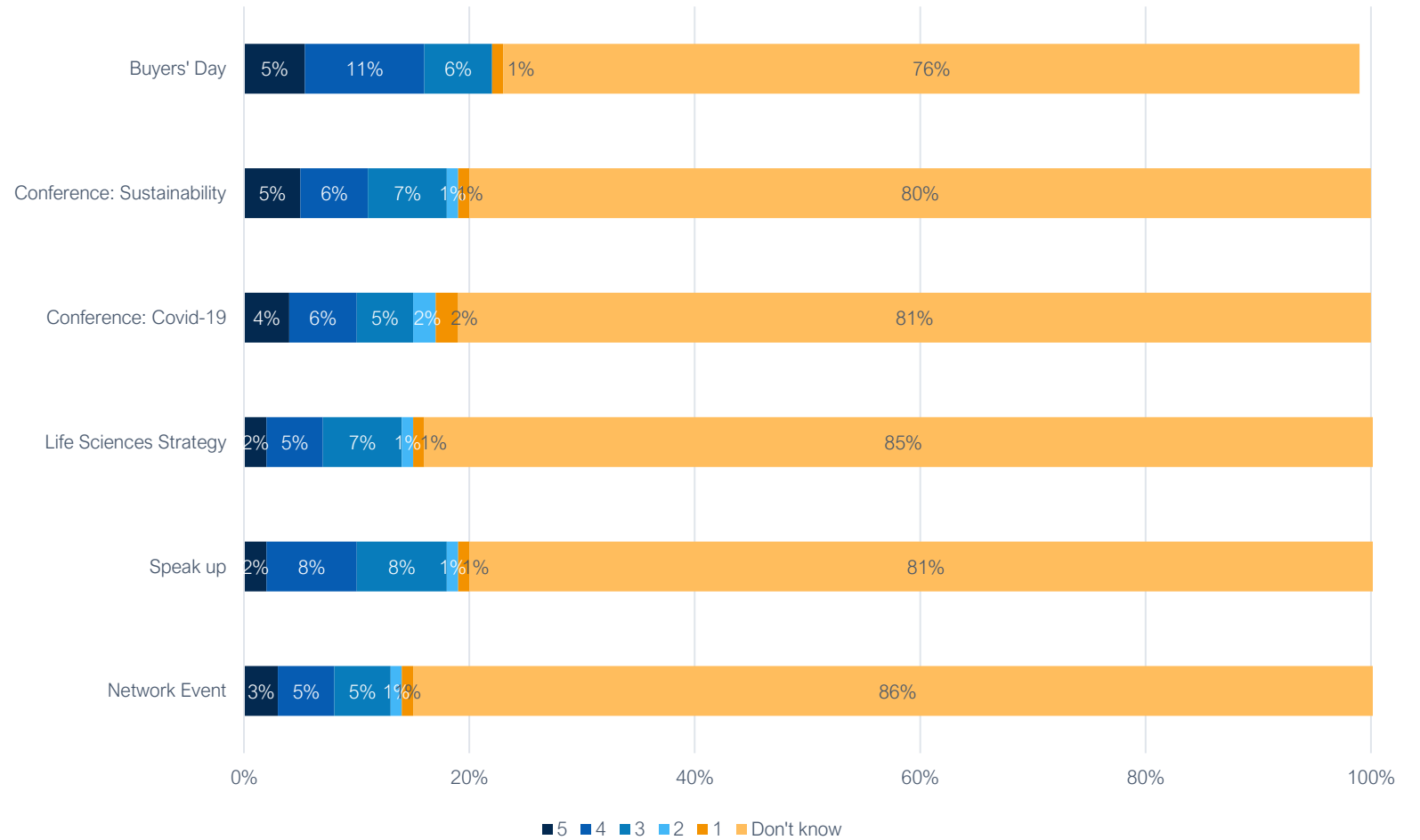
On a scale from 1-5, where 5 is best, how satisfied are you with the result of your visit to DiaLabXpo?



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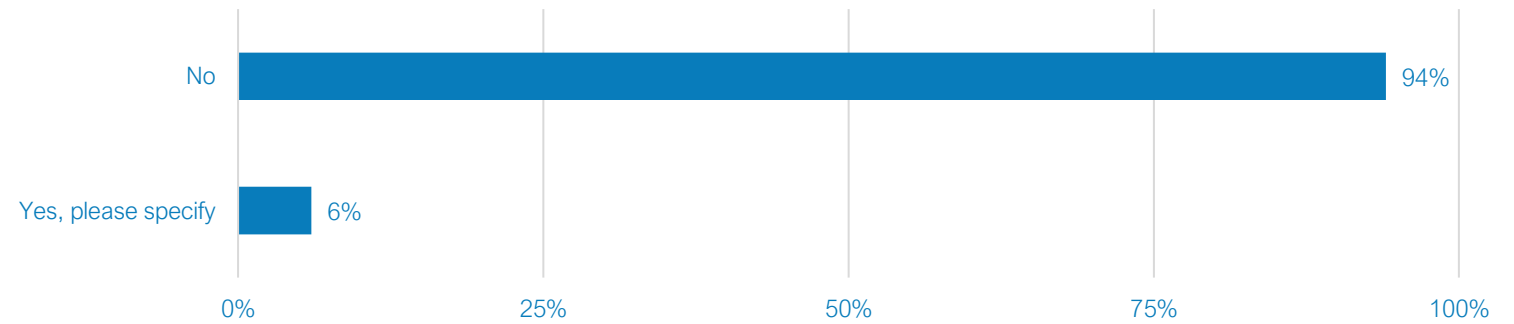
How would you rate the benefits you gained from the following activities?



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Were there activities that you felt were missing at DiaLabXpo?



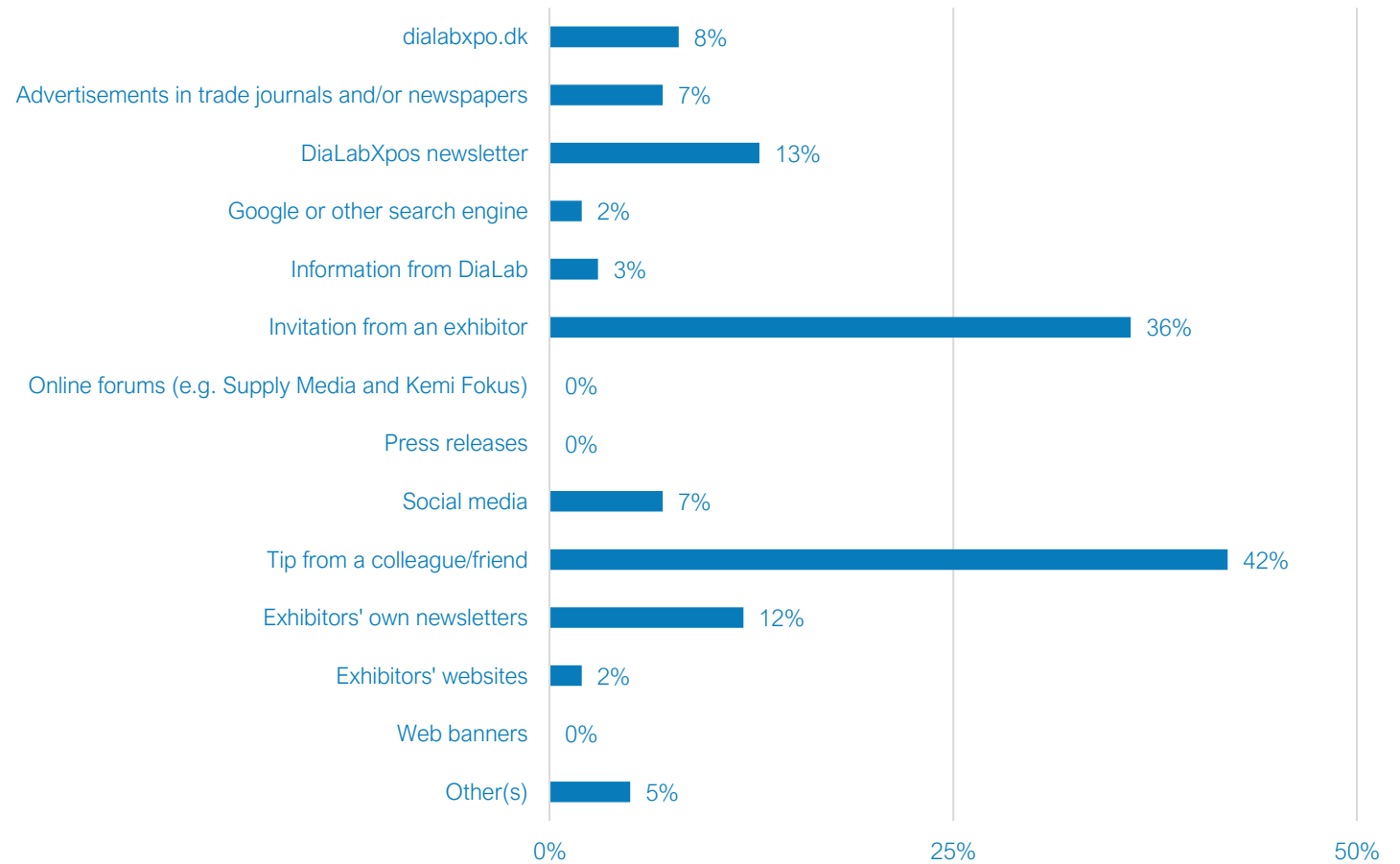
THE VISITORS HAVE AMONG OTHERS THE FOLLOWING WISHES TO FUTURE ACTIVITIES:

- 🔧 More professional lectures
- 🔧 Lectures on sterile filtration of filters, HVAC systems
- 🔧 Microbiological
- 🔧 Scientific lectures
- 🔧 Laboratory technical demonstrations or talks
- 🔧 Demonstrations of various techniques and equipment

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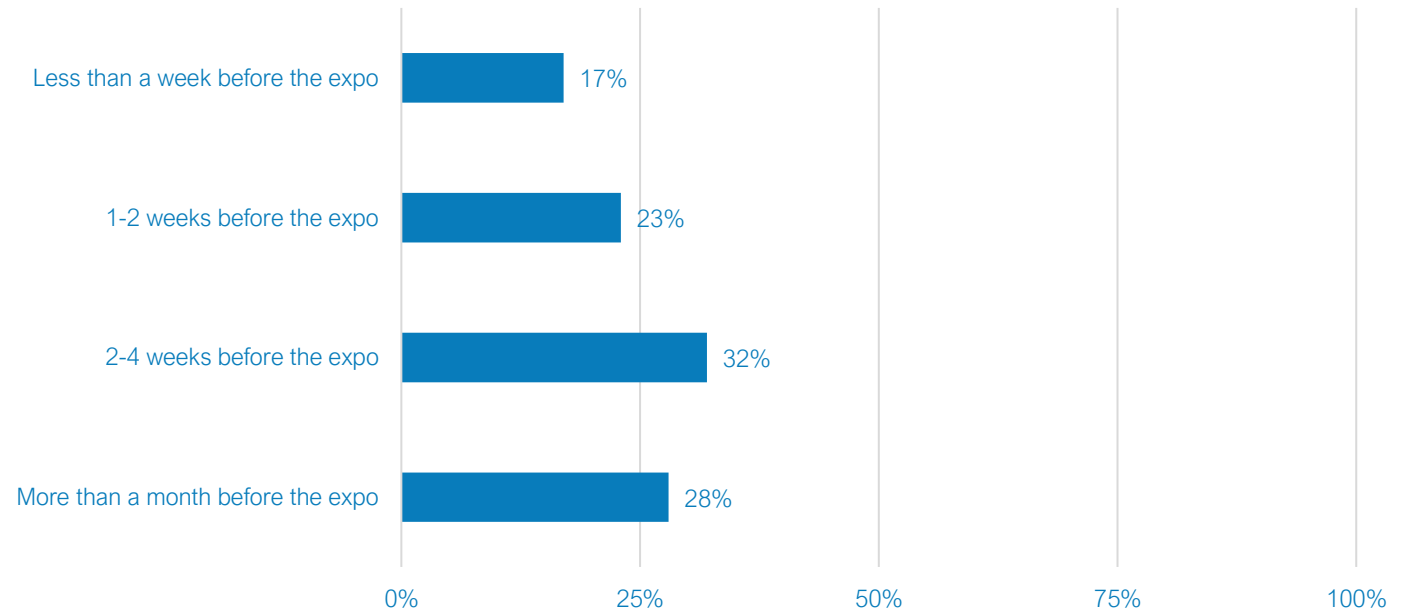
# Where did you learn about DiaLabXpo?



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# When did you decide to visit DiaLabXpo?



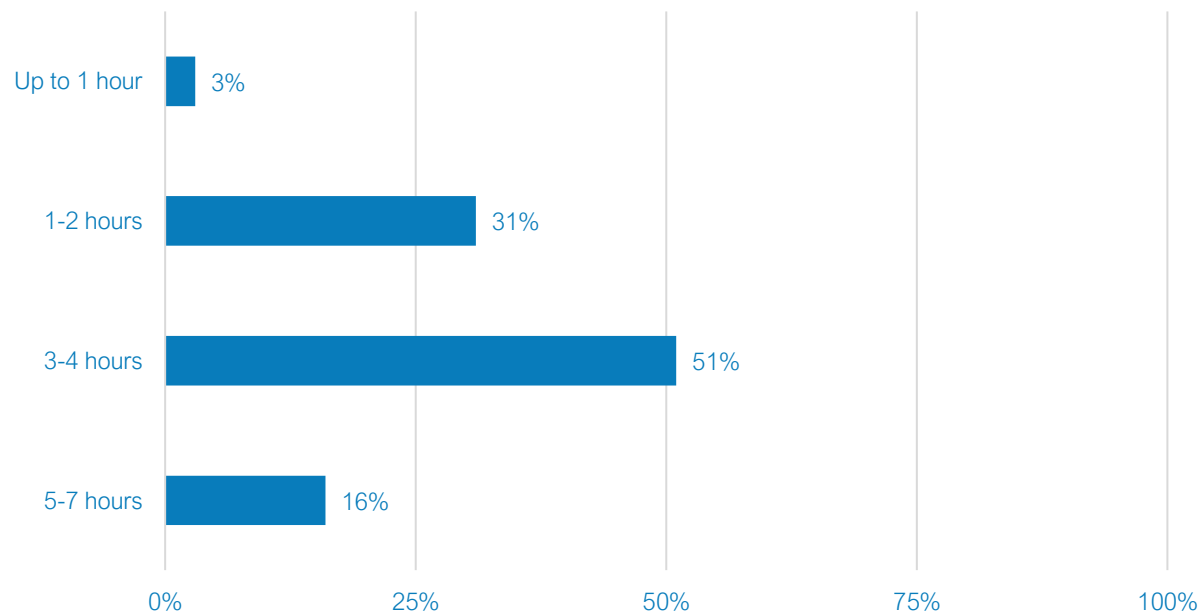
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# How much time did you spend at the expo?

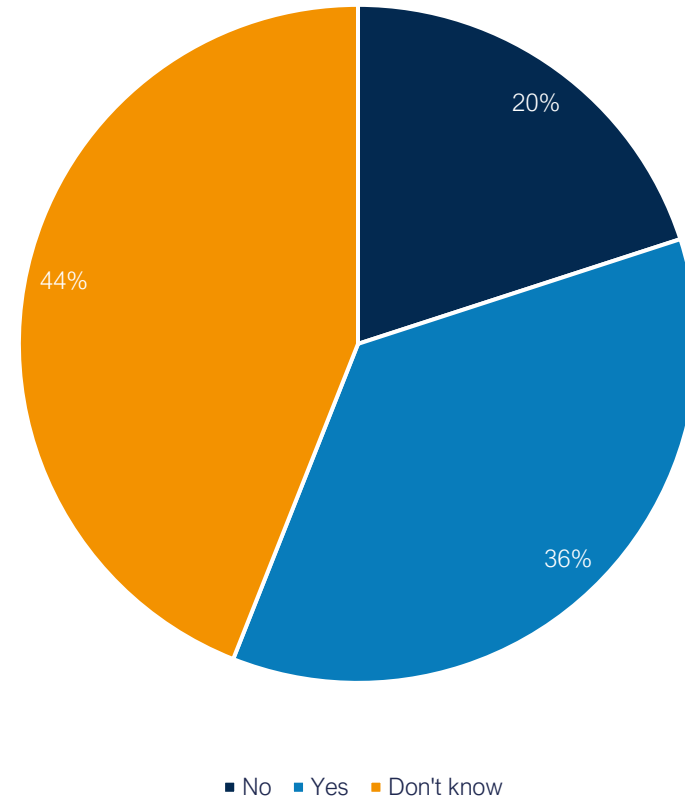
*(Average per day)*



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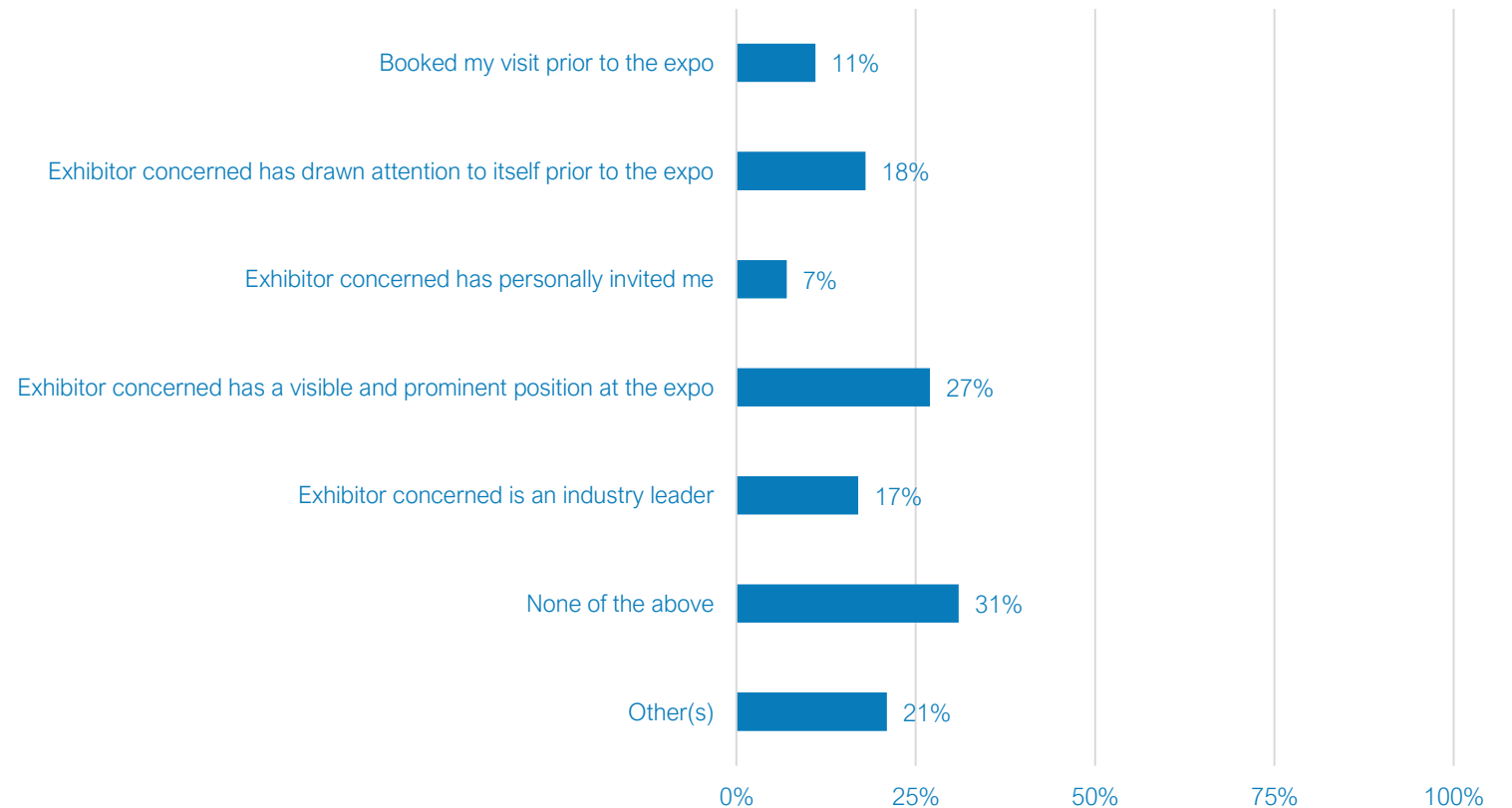
Were there any exhibitors / companies that you felt were missing at DiaLabXpo?



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What are the deciding factors in your decision to visit a specific exhibitor?

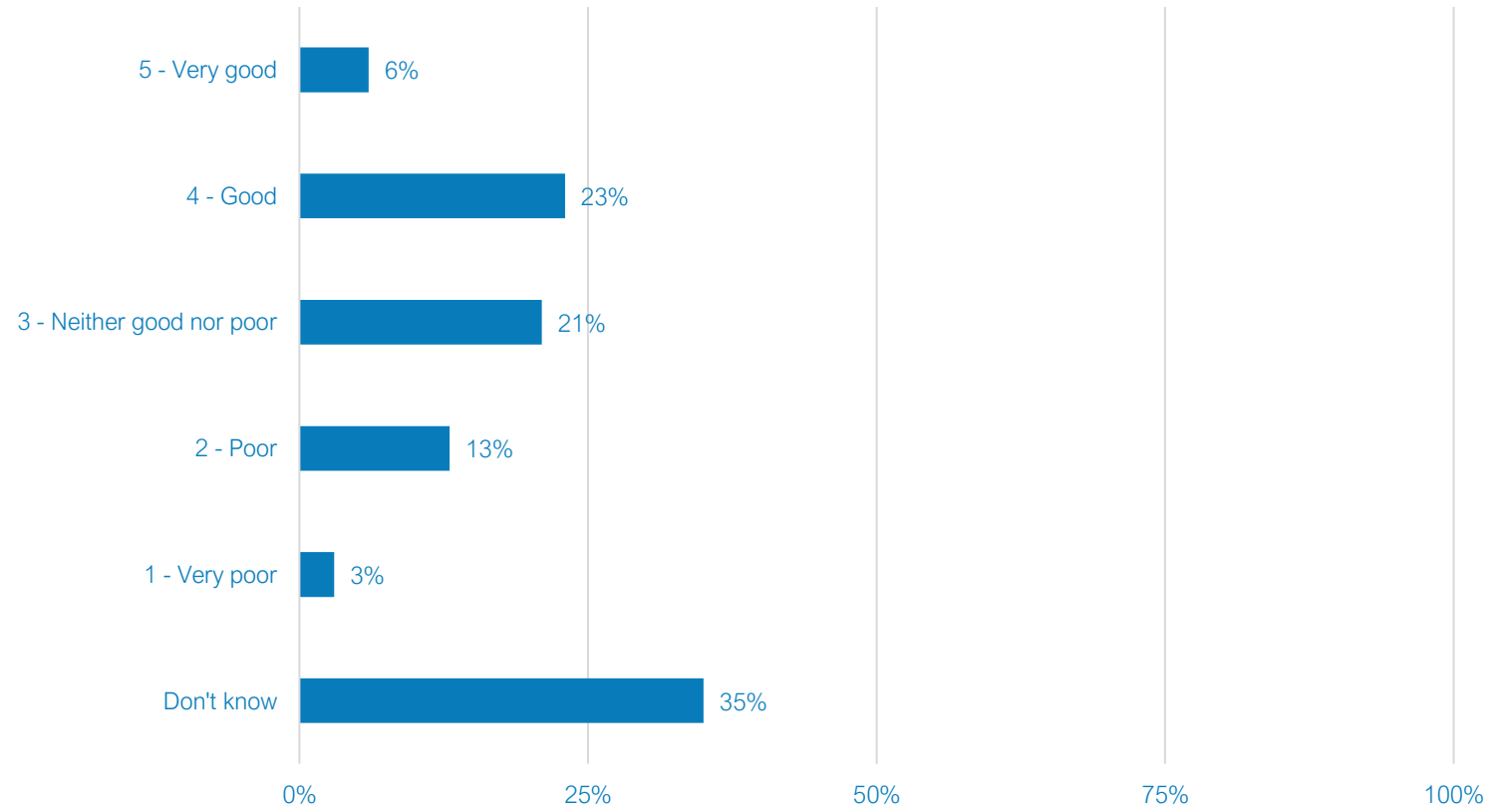


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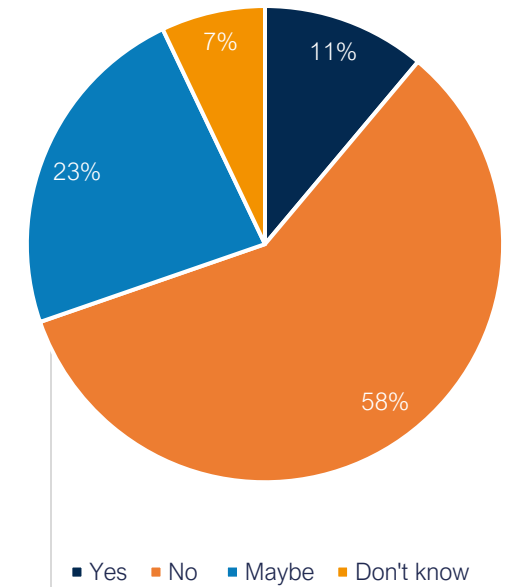
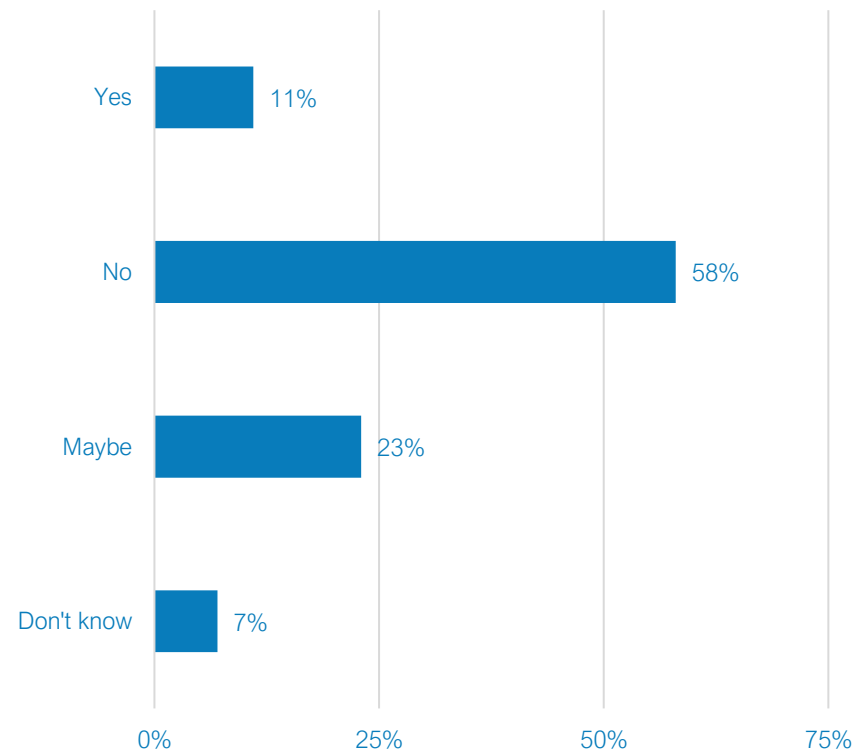
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# How would you rate the catering?

On a scale from 1-5, where 5 is best



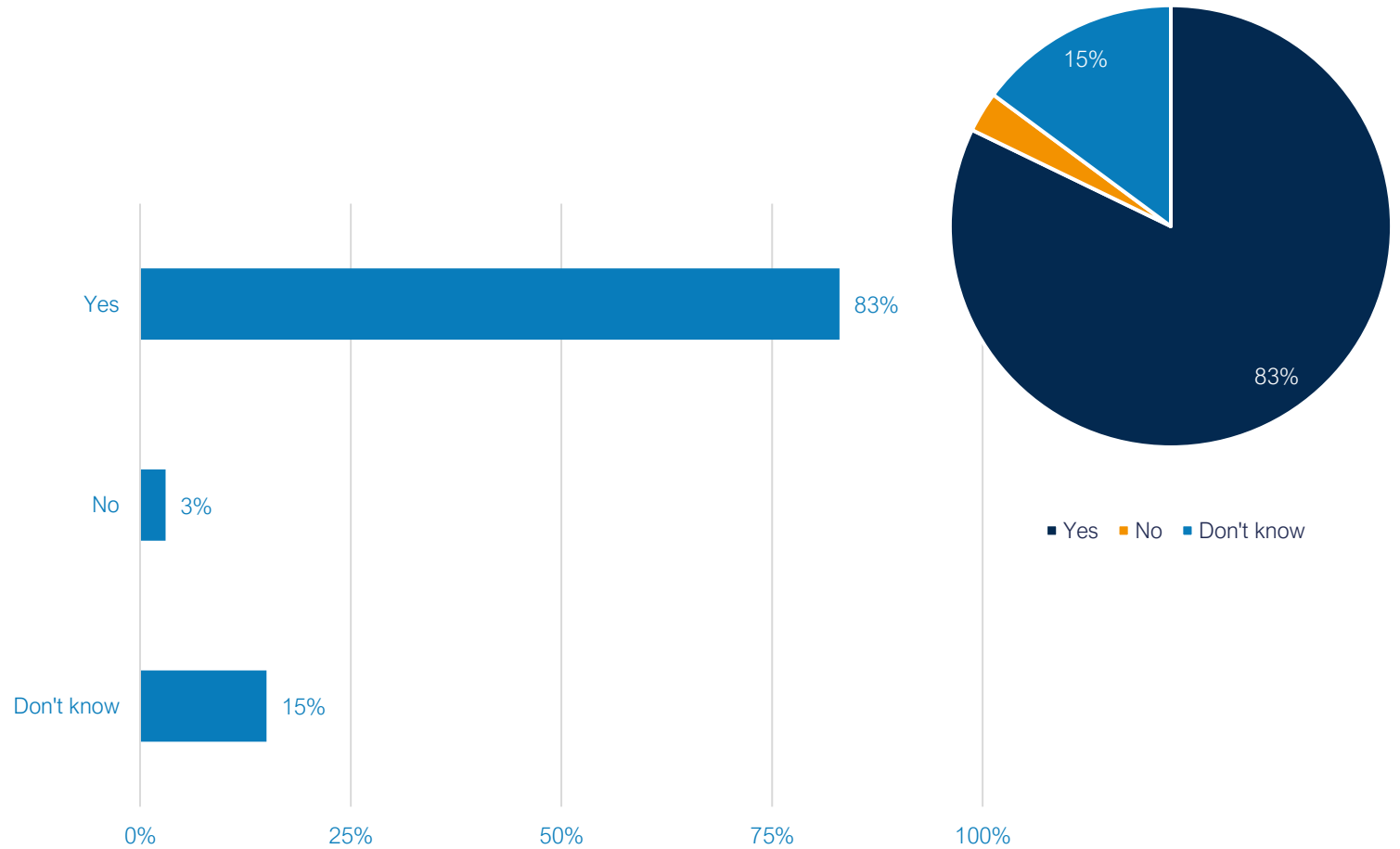
Do you expect to visit  
DiaLabXpo again in  
2022?



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Would you recommend visiting DiaLabXpo to others?



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What other trade shows/expos have you visited or are you expecting to visit?

Labdays

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Lægedage

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IFBLS 2021

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Renrums messen i Stockholm

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Scanlab

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Eppendorf

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ESAC

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Medica

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FoodTech

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Danish Microbiological Society Annual Congress

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VitaFoods

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DIRA Robotbrag

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Forum Labo (Paris)

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Analytica

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Achema Frankfurt

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PHUSE 2022, Atlanta, US

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# EXHIBITOR ANALYSIS

BASED ON 32 ANSWERS

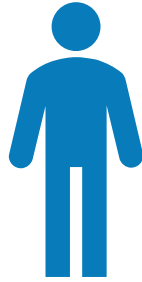
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Life Science • Udstilling • Konferencer  
Docken KBH • 22.-23. september 2021



# Summary

## What do the exhibitors say



84.4%

of the exhibitors will absolutely or probably exhibit at DiaLabXpo again

[2019: 46%]

4.03

On a scale from 1 to 5, where 5 is best, exhibitors have given an average satisfaction score of 4.03 in relation to the **quality** of the visitors at their stand

[2019: 3.6]

3.74

On a scale from 1 to 5, where 5 is best, exhibitors have given an average satisfaction score of 3,74 with the **number** of visitors at their stand

[2019: 2.3]

3.94

On a scale from 1 to 5, where 5 is best, exhibitors have given DiaLabXpo an average satisfaction score of 3.94 in relation to the **benefits** of their participation

[2019: 3.1]

4.0

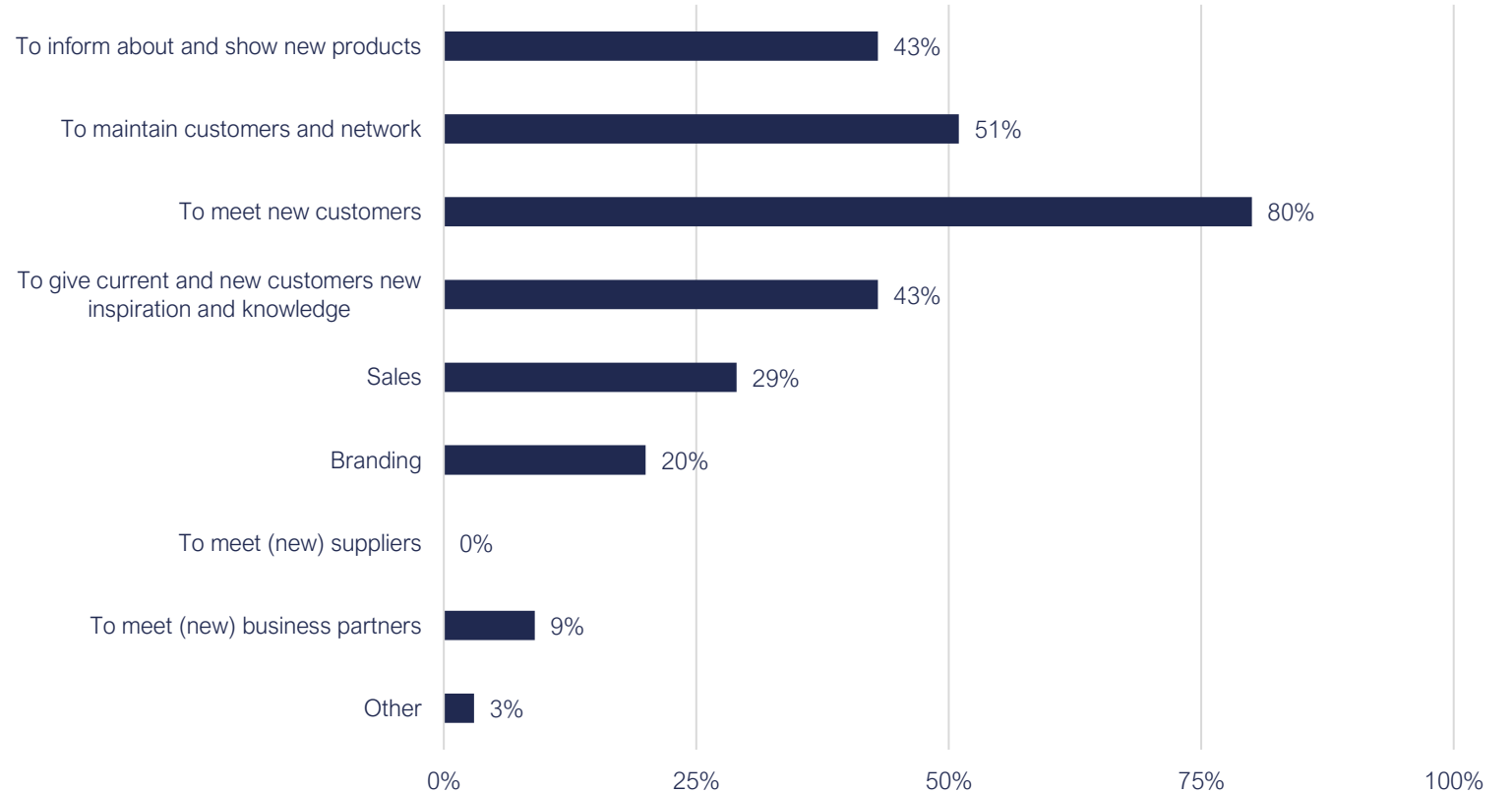
On a scale from 1 to 5, where 5 is best, exhibitors have given DiaLabXpo an **overall score** of 4.0

[2019: 3.4]

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# Primary objectives for exhibiting at DiaLabXpo

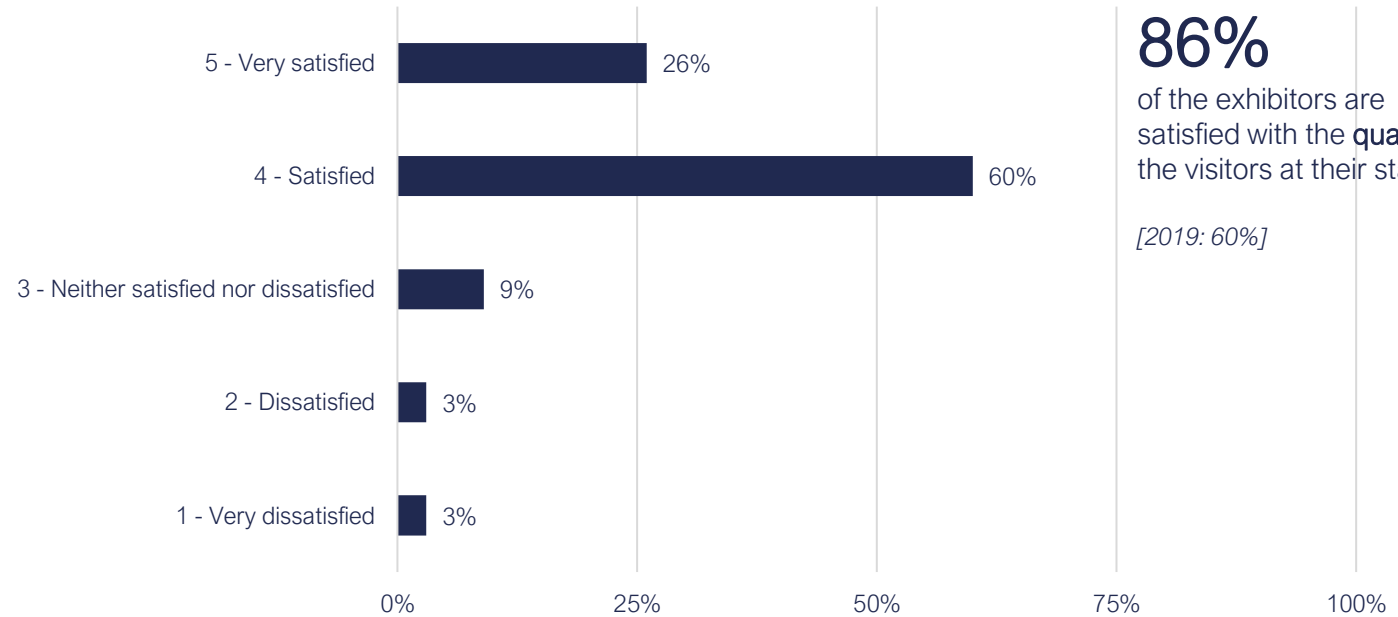


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Docken CPH • 22-23 September 2021

# How satisfied are you with the **quality** of visitors to your stand?

On a scale from 1-5, where 5 is best



**86%**

of the exhibitors are satisfied with the **quality** of the visitors at their stand

[2019: 60%]

## GRAND POINT AVERAGE:

On a scale from 1 to 5, where 5 is best, how satisfied are you with the quality of visitors to your stand?



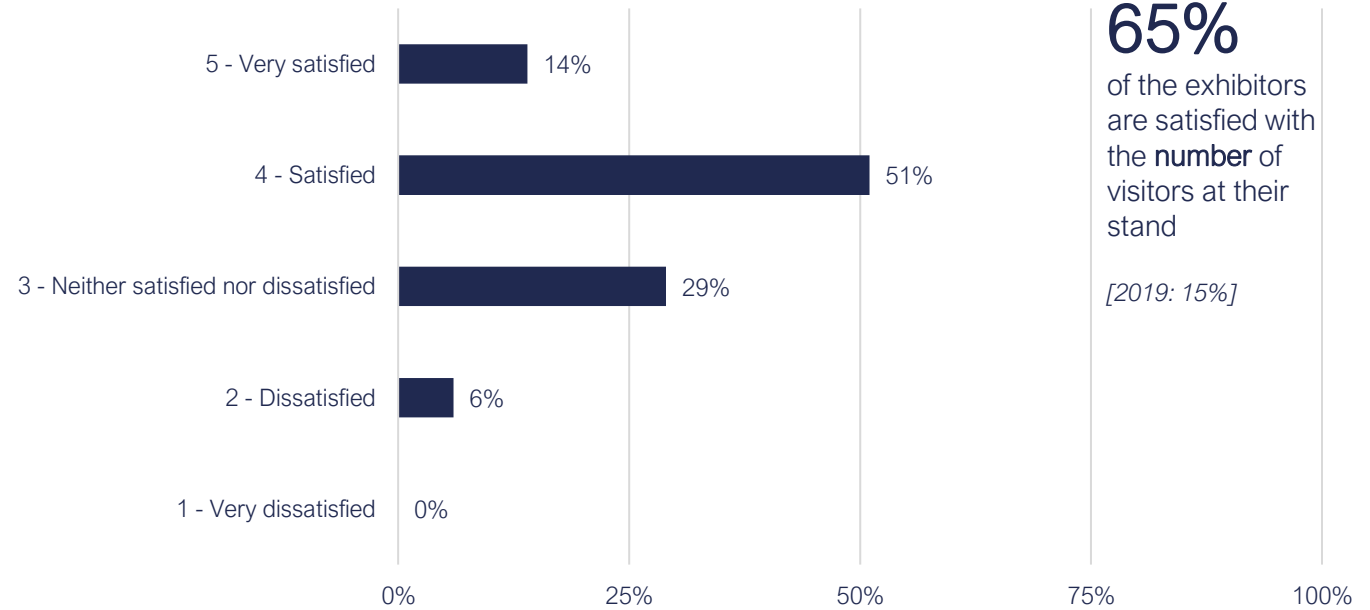
[2019: 3.6]

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Docken CPH • 22-23 September 2021

# How satisfied are you with the number of visitors at your stand?

On a scale from 1-5, where 5 is best



**65%**

of the exhibitors are satisfied with the **number** of visitors at their stand

[2019: 15%]

## GRAND POINT AVERAGE:

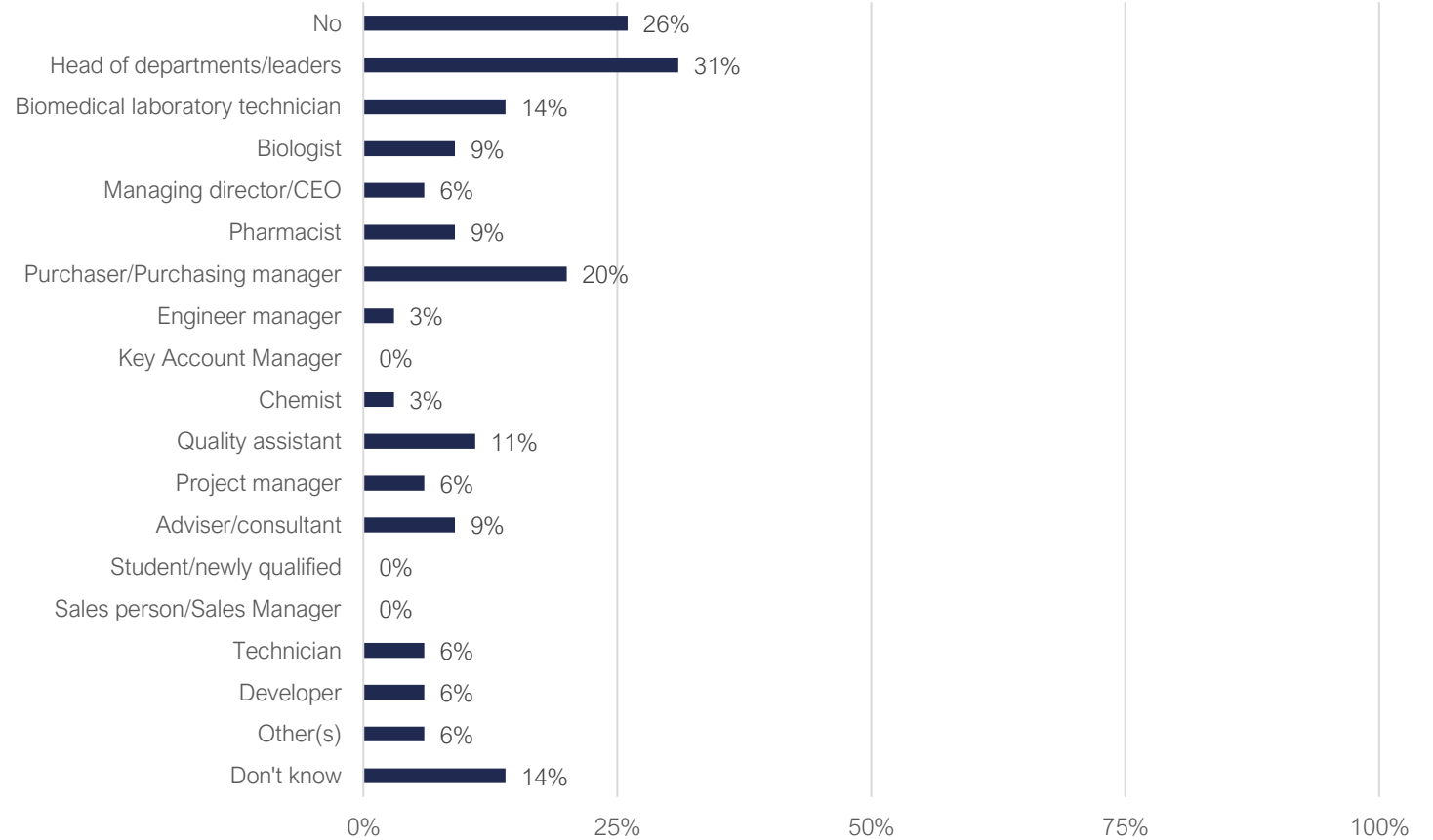
On a scale from 1-5, where 5 is best, how satisfied are you with the number of visitors at your stand?



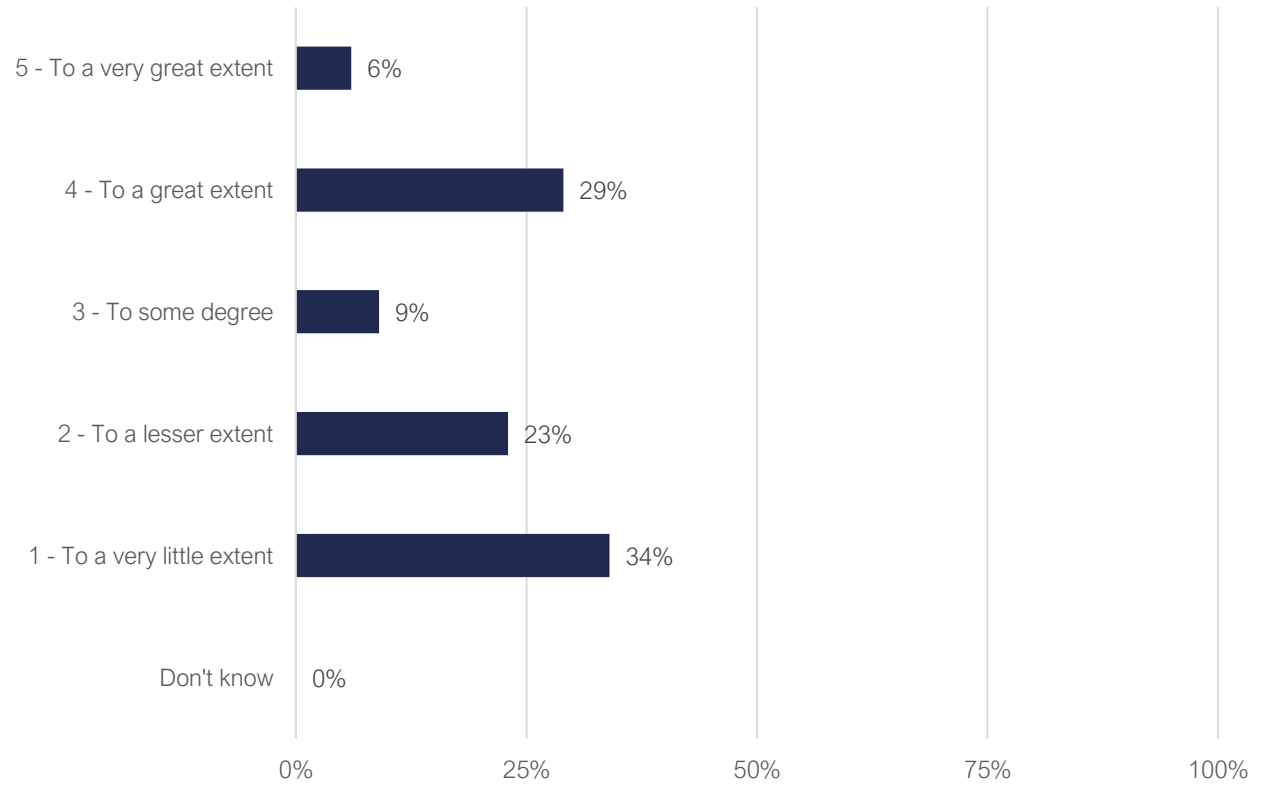
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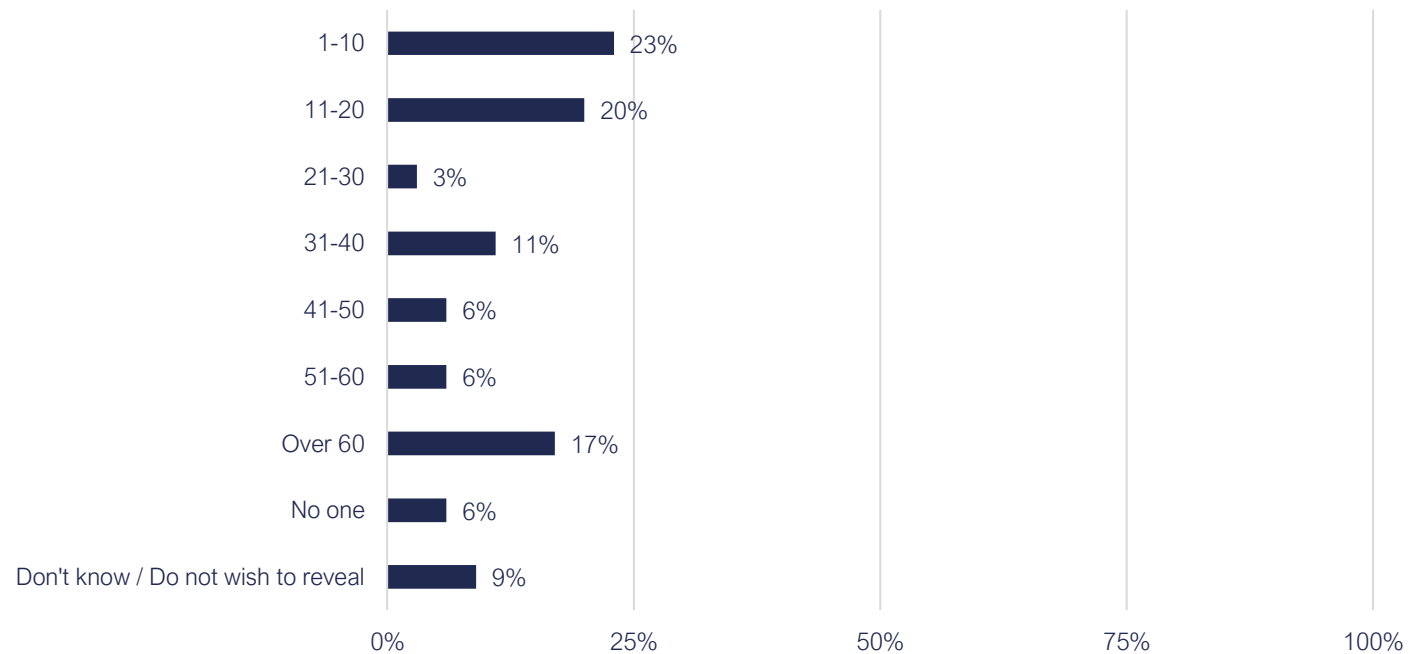
Were there any visitor target groups that you felt were missing?



# Relevance of foreign visitors



# Number of leads your company have received at DiaLabXpo



## GRAND POINT AVERAGE:

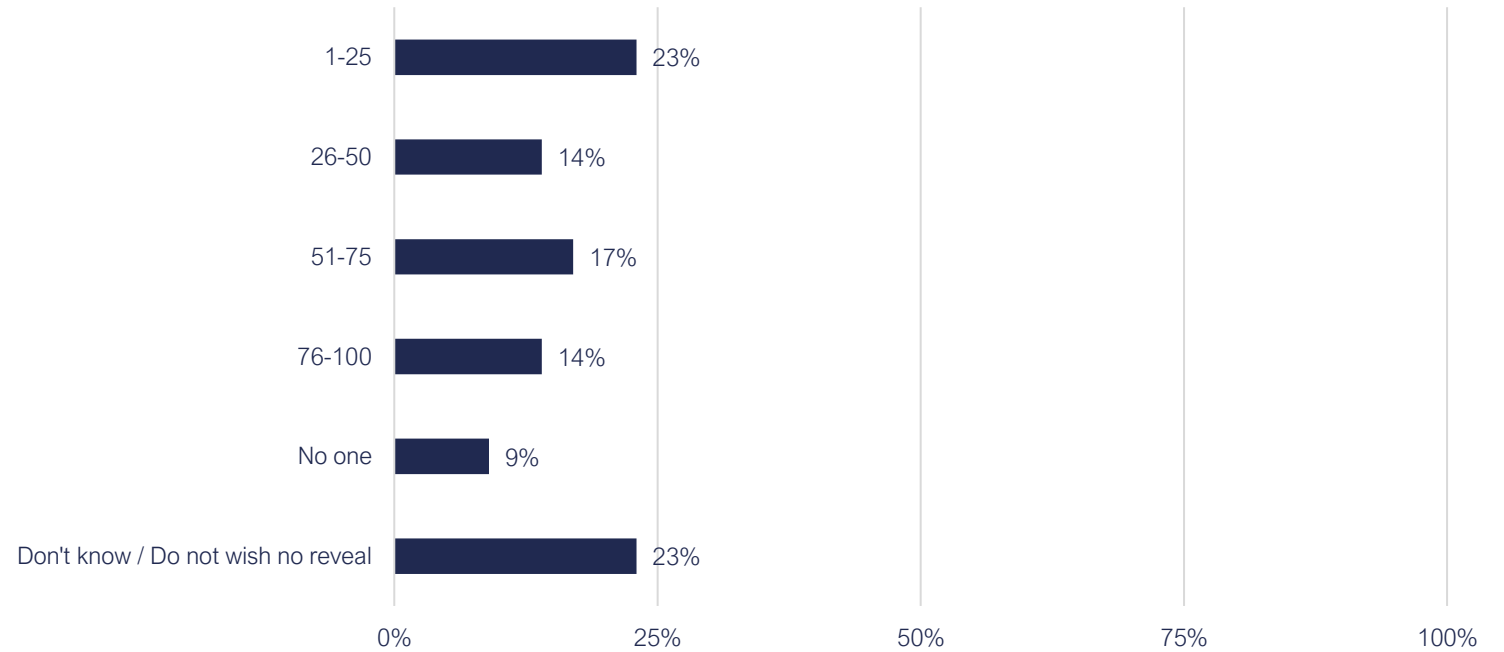
How many leads have your company received at DiaLabXpo?



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How many of your obtained leads are from new customers?



**GRAND POINT AVERAGE:**

How many of your obtained leads are from new customers?

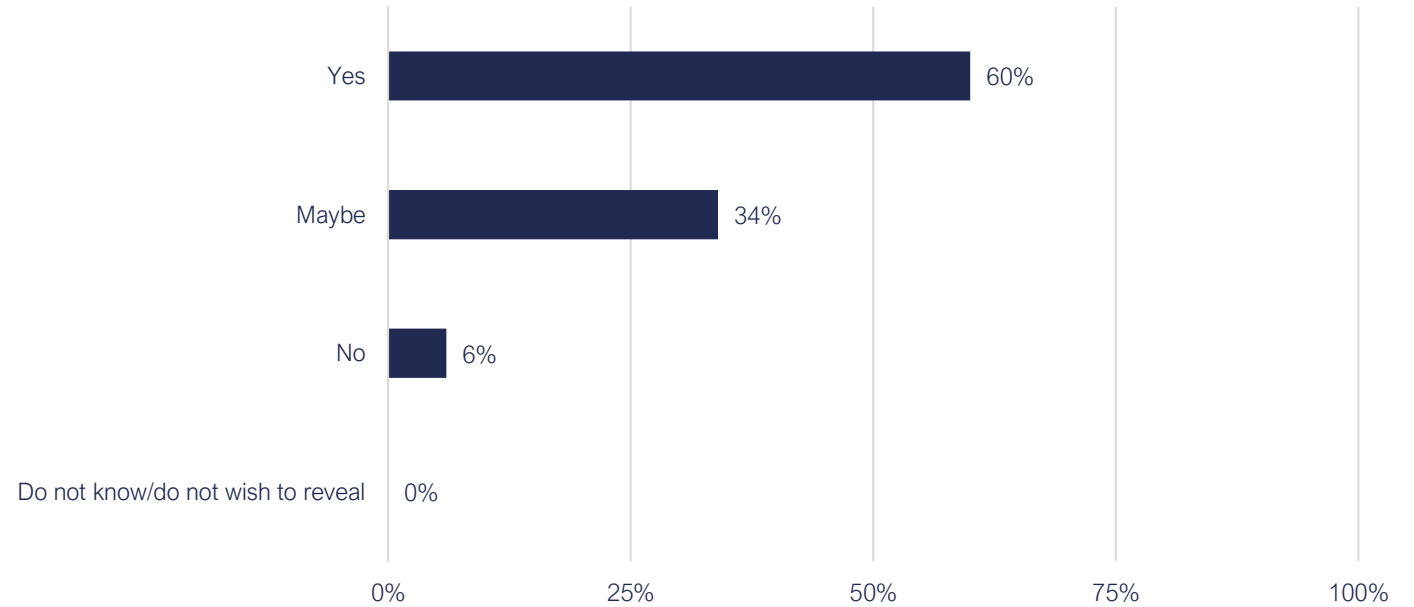


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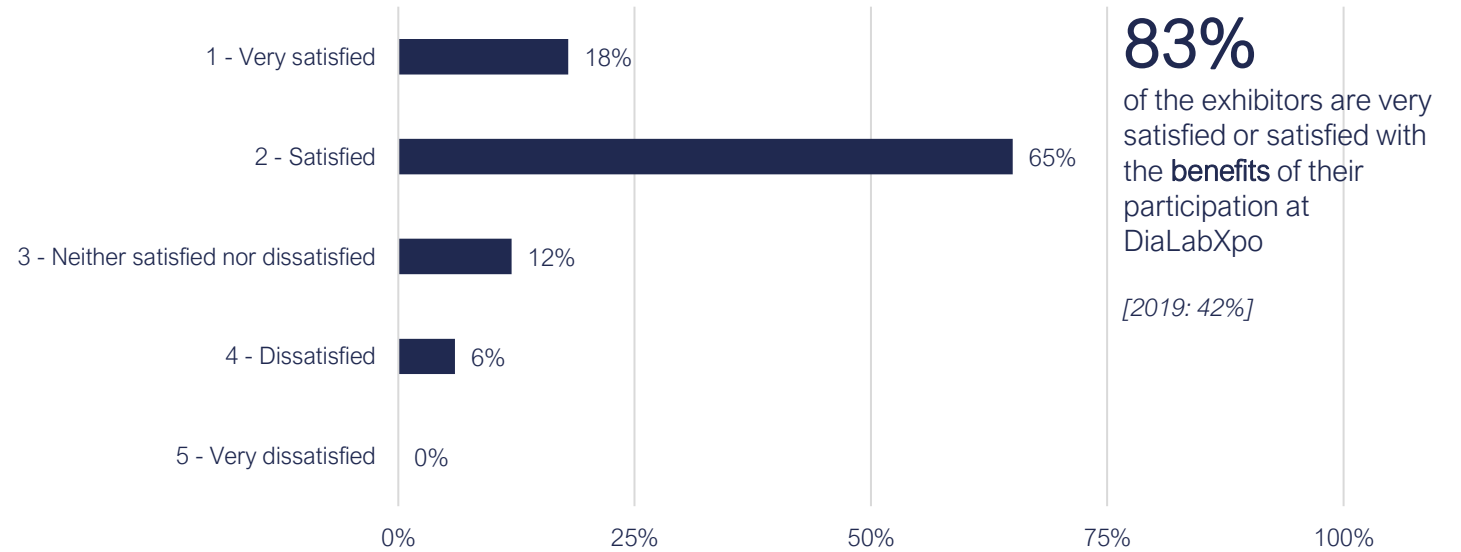
Do your company expect to receive orders based on your participation at DiaLabXpo?



GRAND POINT AVERAGE:



How satisfied are you with the **benefits** of your participation at DiaLabXpo?



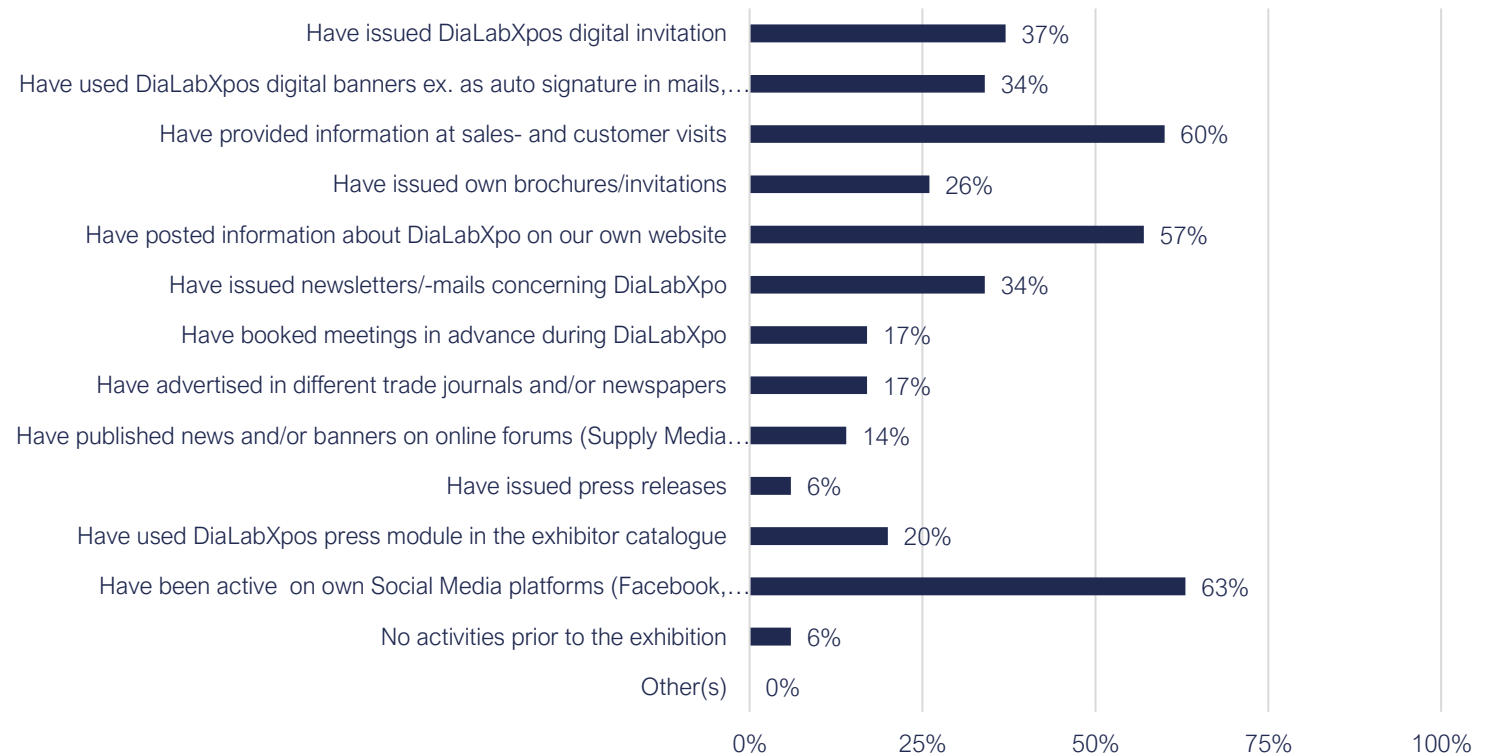
#### GRADE POINT AVERAGE:



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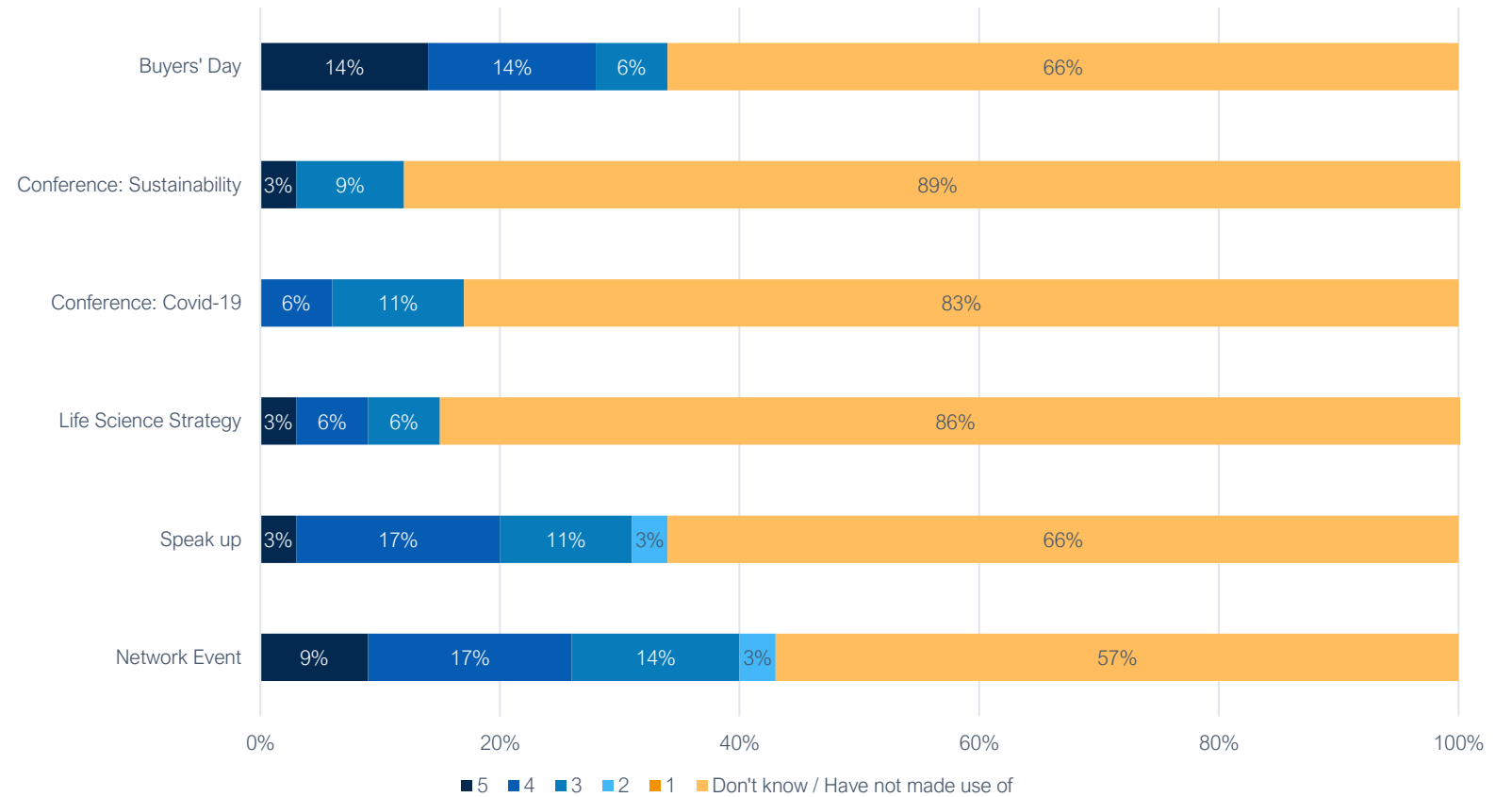
# Which activities have your company done prior to DiaLabXpo?



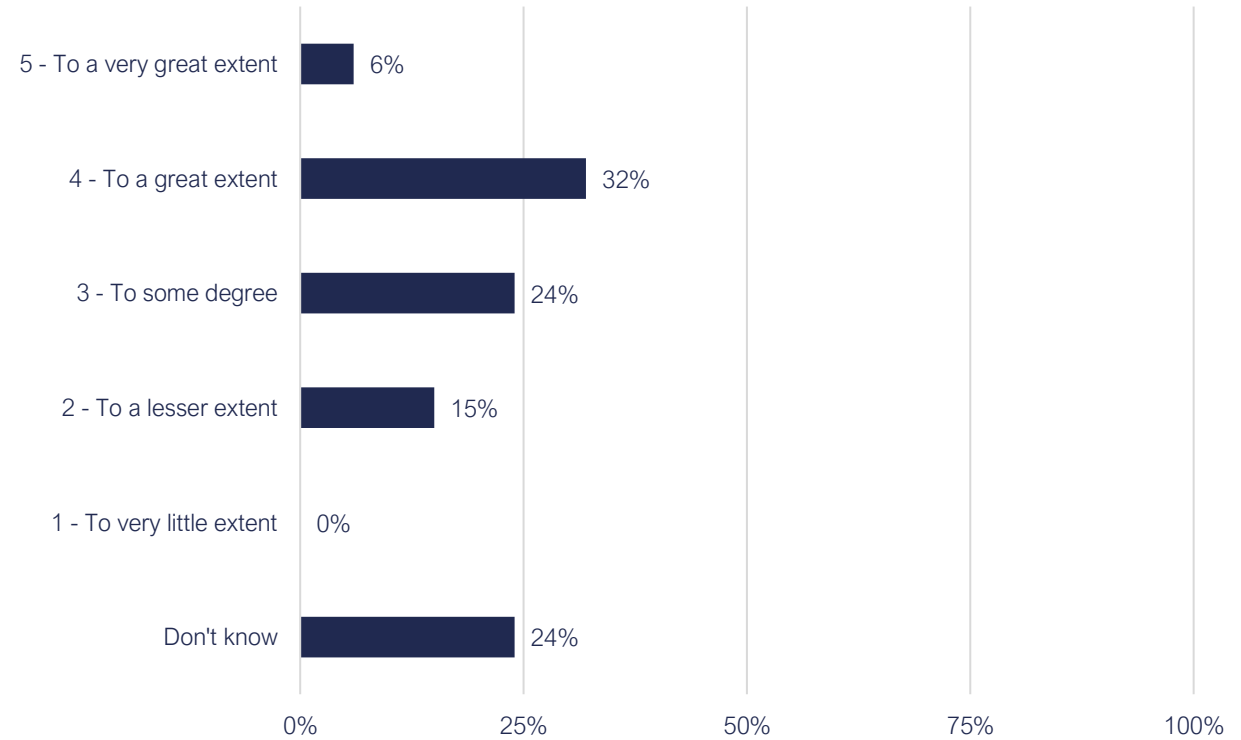
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# How would you rate the quality of the activities at DiaLabXpo?



To which degree do you consider that DiaLabXpo differentiate from other activities in the industry?



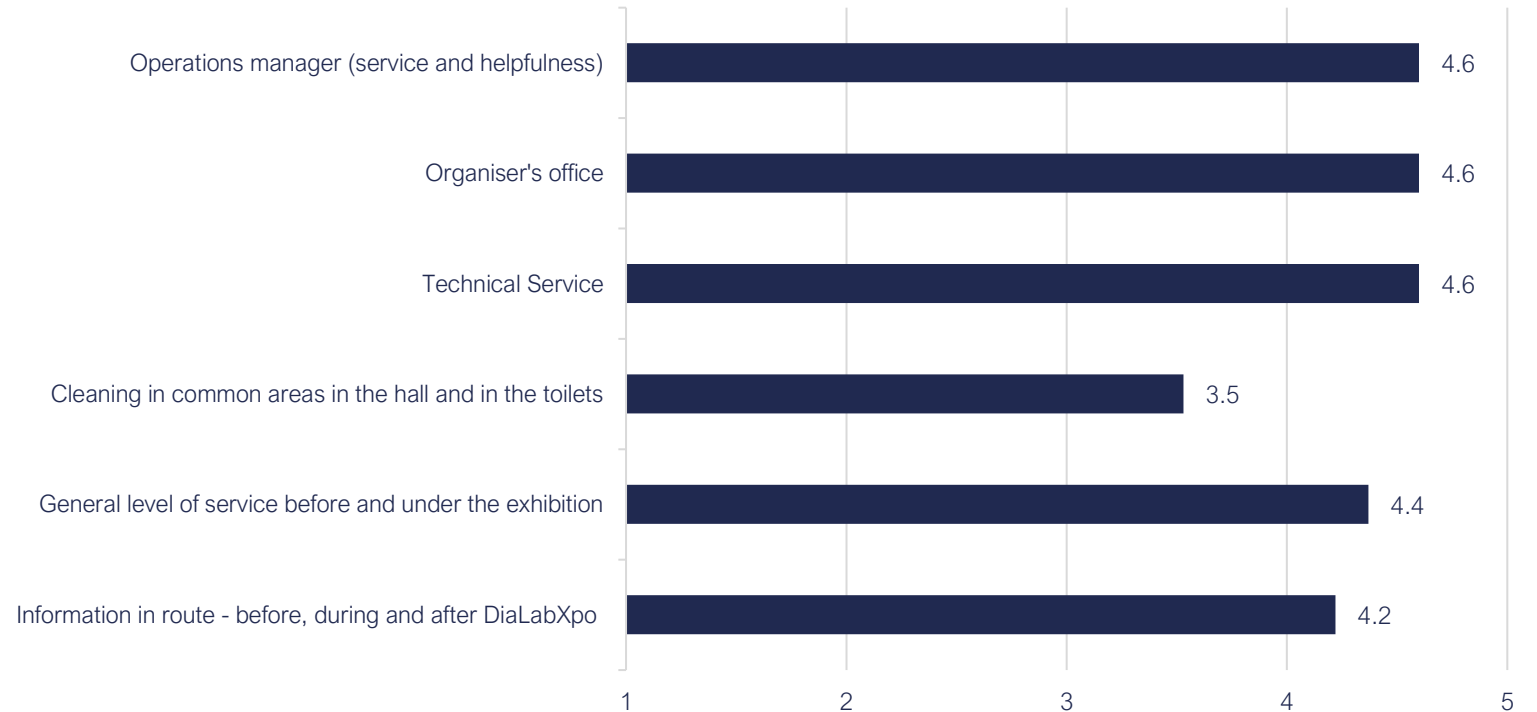
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# Intern

How would you rate Docken / DiaLabXpo on the following areas?

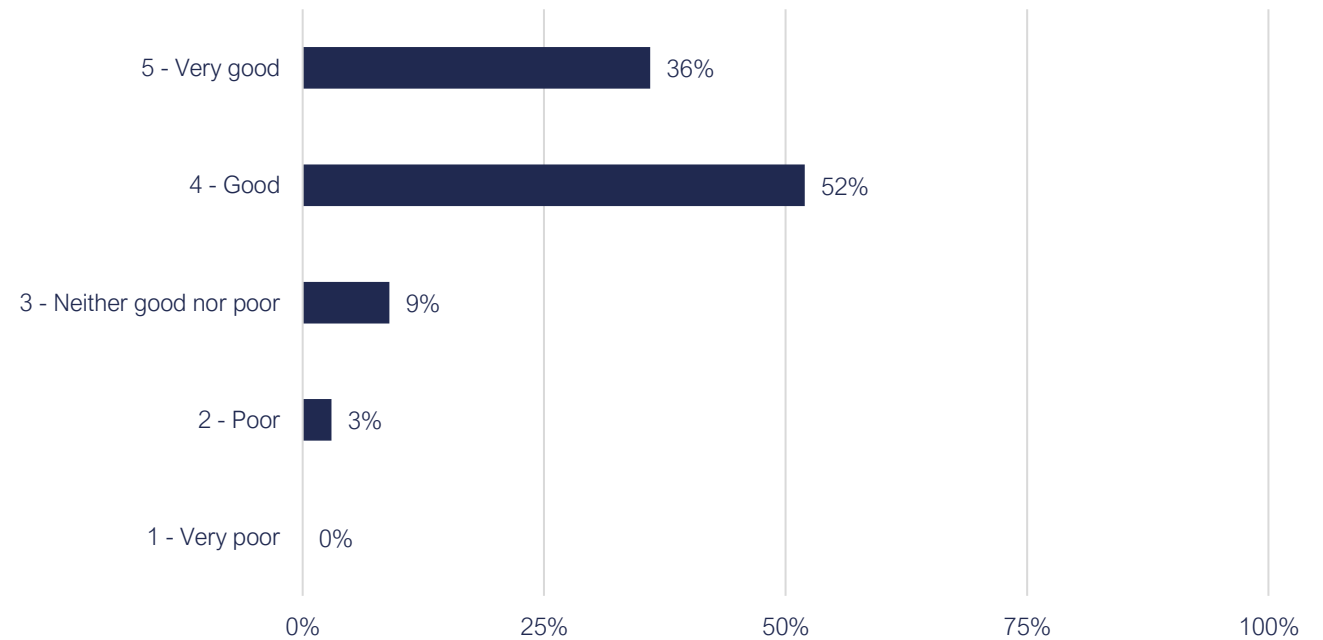
*Grade point average  
on a scale from 1-5, where 5 is best*



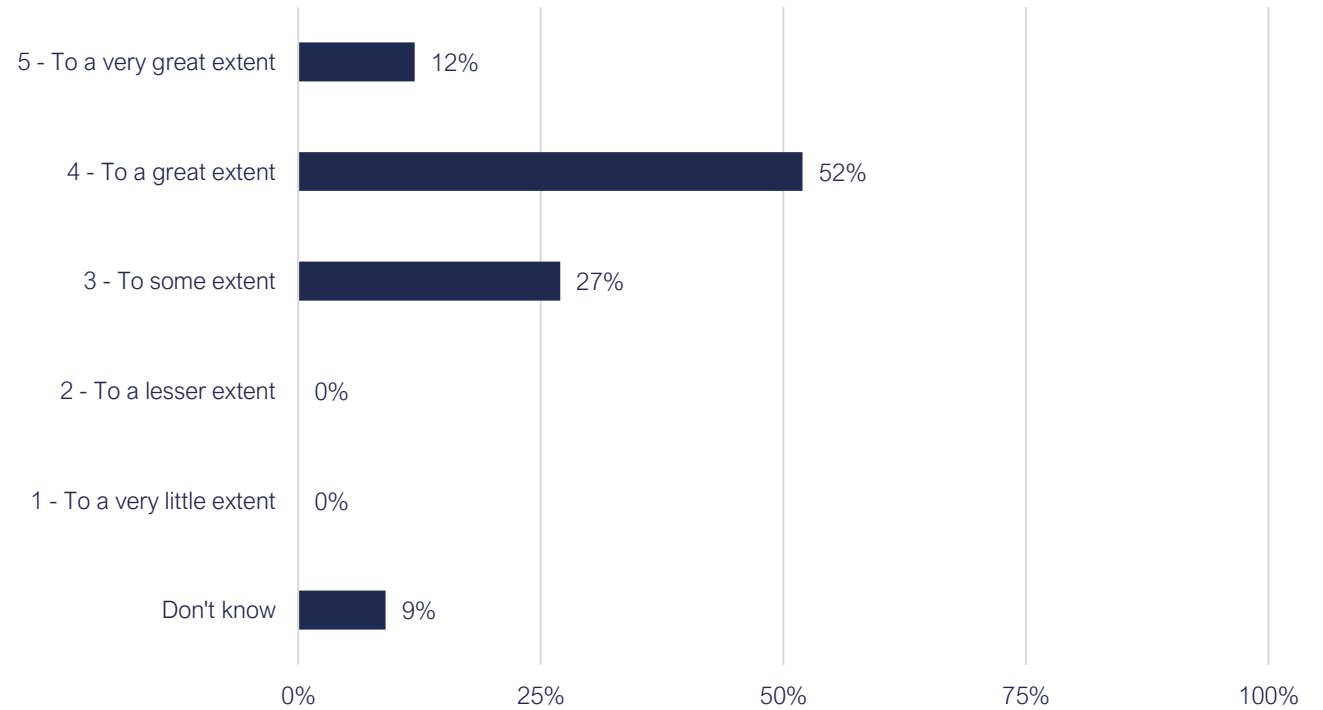
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How would you rate DiaLabXpos marketing prior to the exhibition?



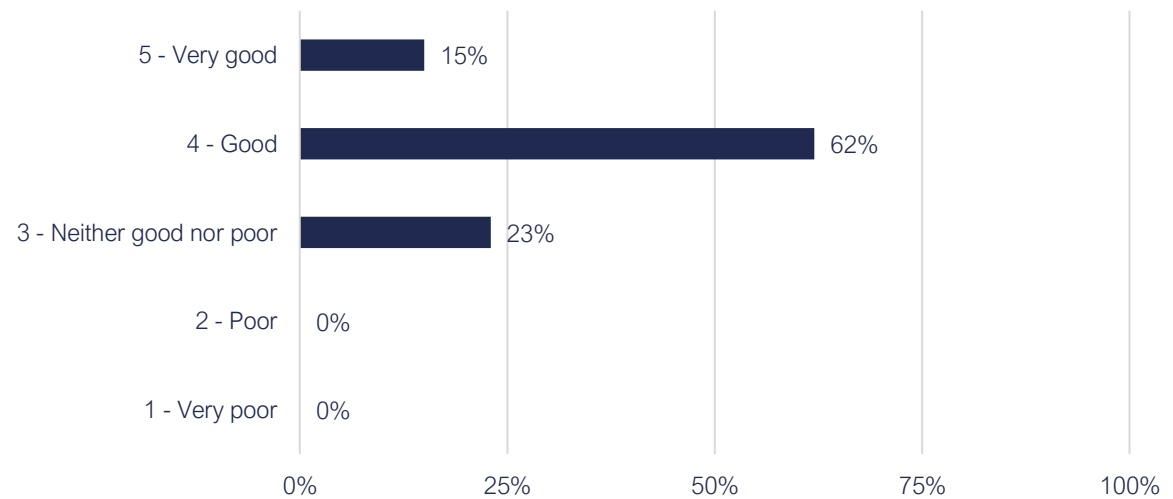
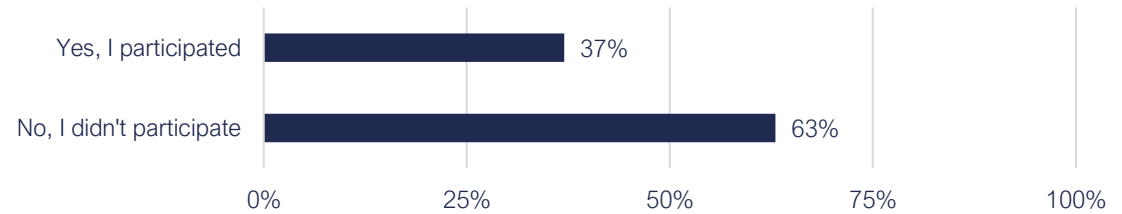
To which degree do you consider the knowledge of DiaLabXpo has reached the industry?





Did you participate in the DiaLabXpo Network Event

What is your overall evaluation of the DiaLabXpo Network Event?



# What other trade fairs do you exhibit at?

IFBLS

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Labdays

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Clean room expo

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Tandfaglige dage

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DMTS

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DIS

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DSKM

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Annual Congress of Danish Microbiological Society

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DEKS

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DSKB

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DMS 2021

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FSTA

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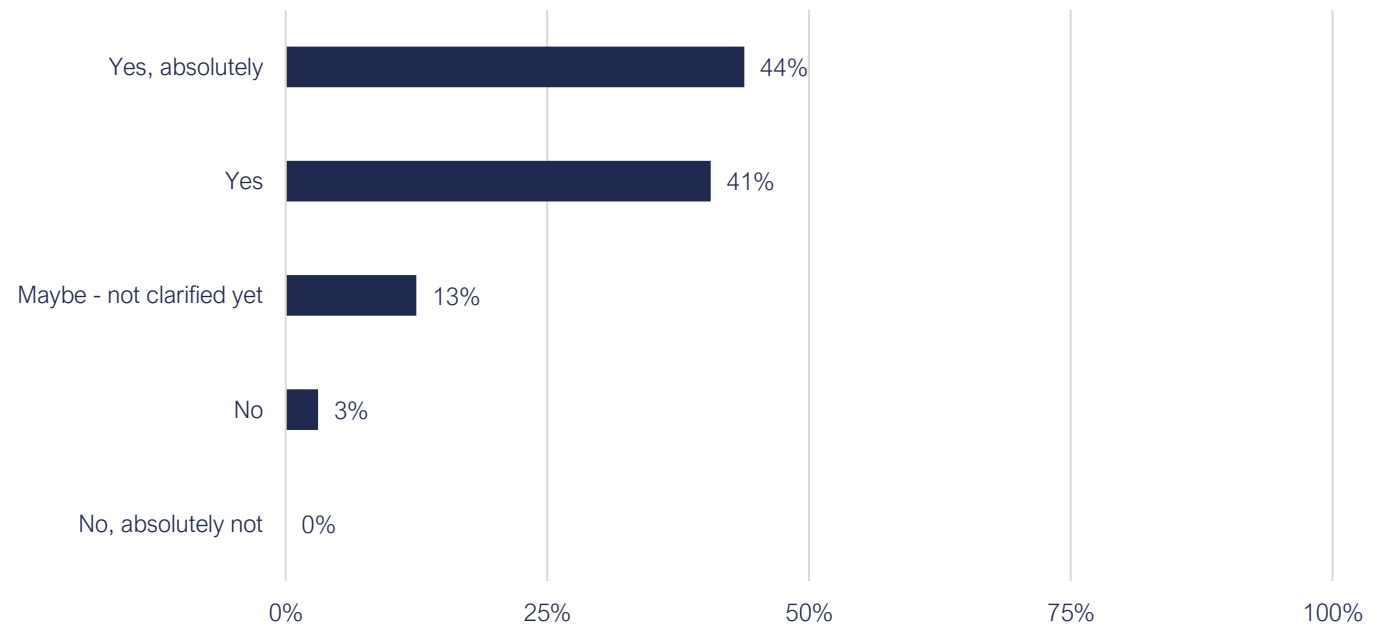
TechBBQ

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**DiaLabXpö**

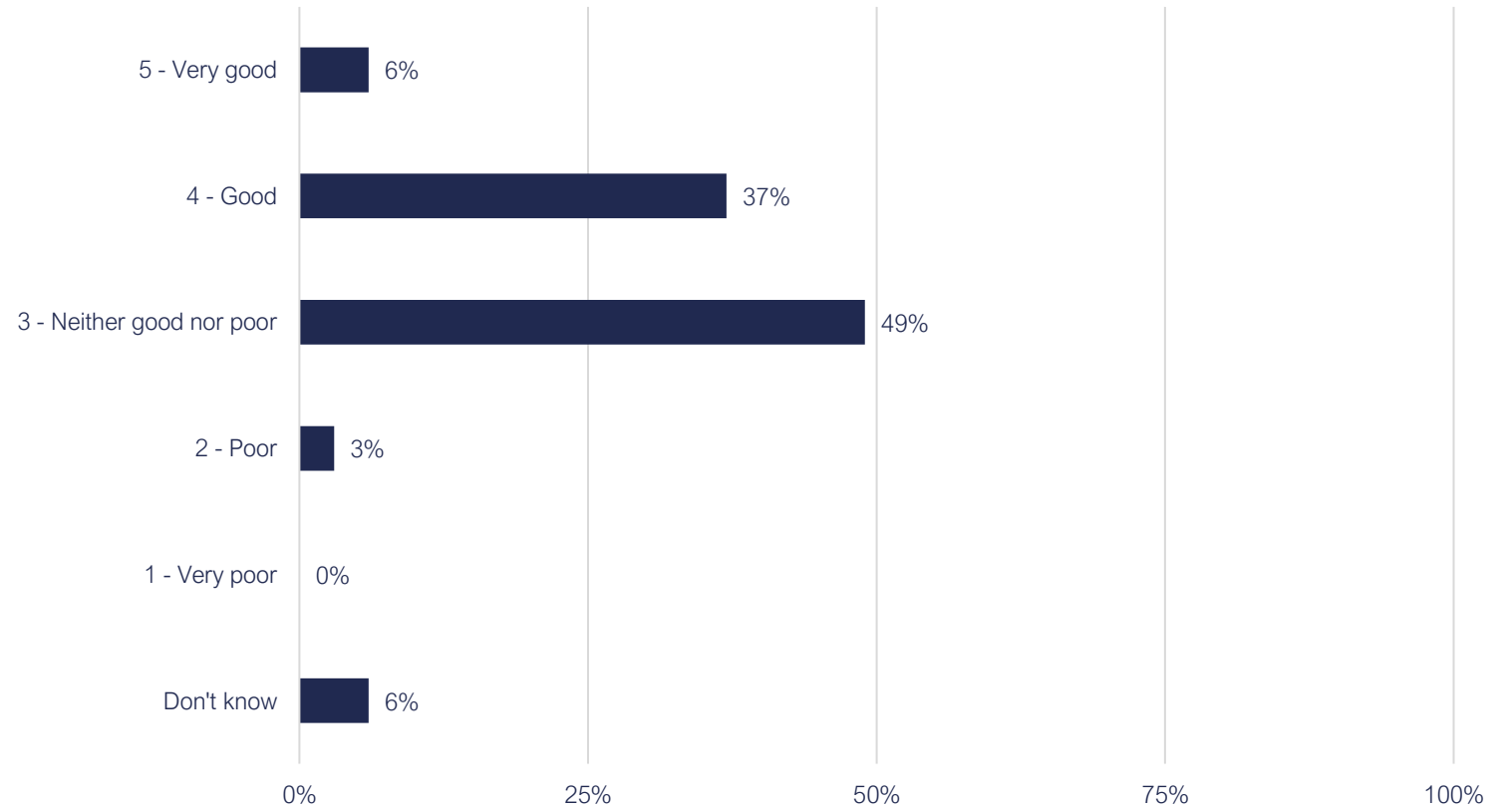
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Do your company expect to exhibit at DiaLabXpo in 2022?

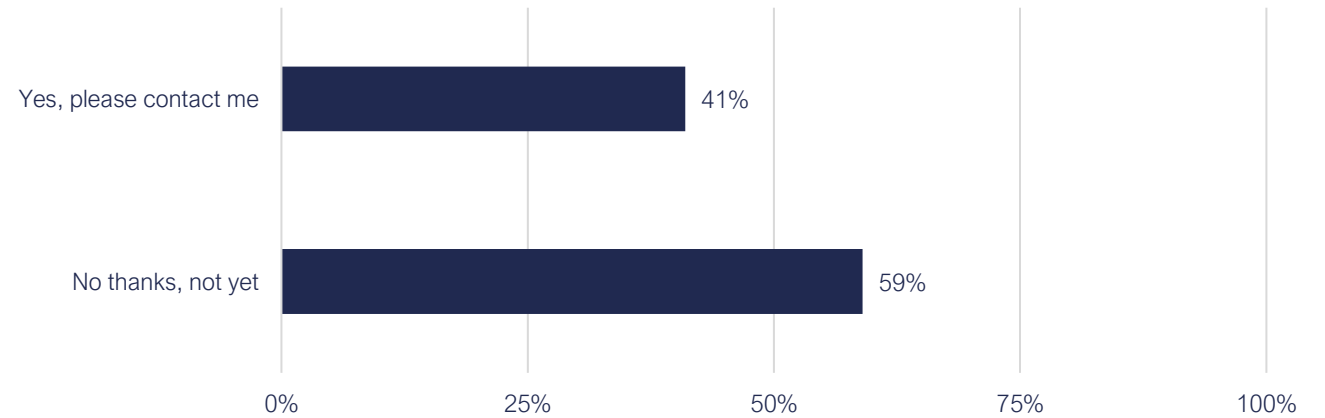


# How would you rate the catering?

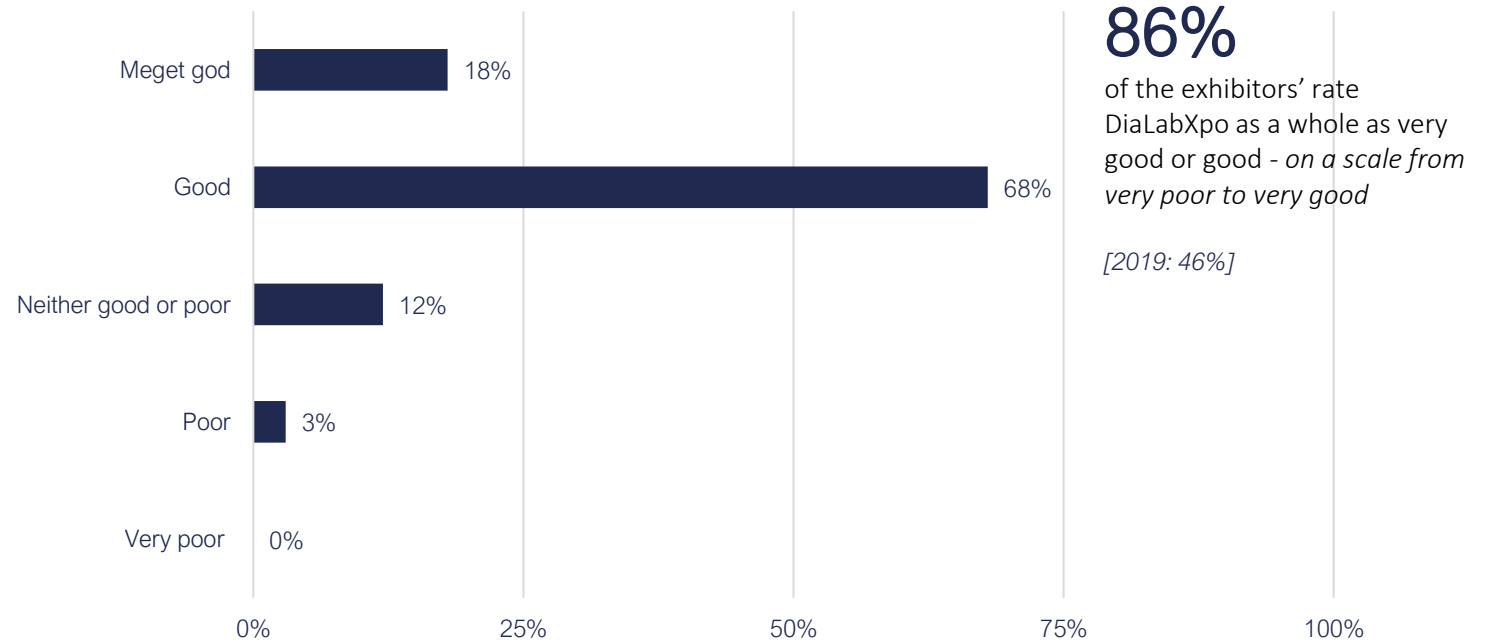
On a scale from 1-5, where 5 is best



Do you wish to book  
a stand at DiaLabXpo  
2022  
in MCH Messecenter  
Herning in advance?



How would you rate DiaLabXpo as a whole?



**GRADE POINT AVERAGE:**

On a scale from 1-5, where 5 is best, how would you rate DiaLabXpo as a whole?



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