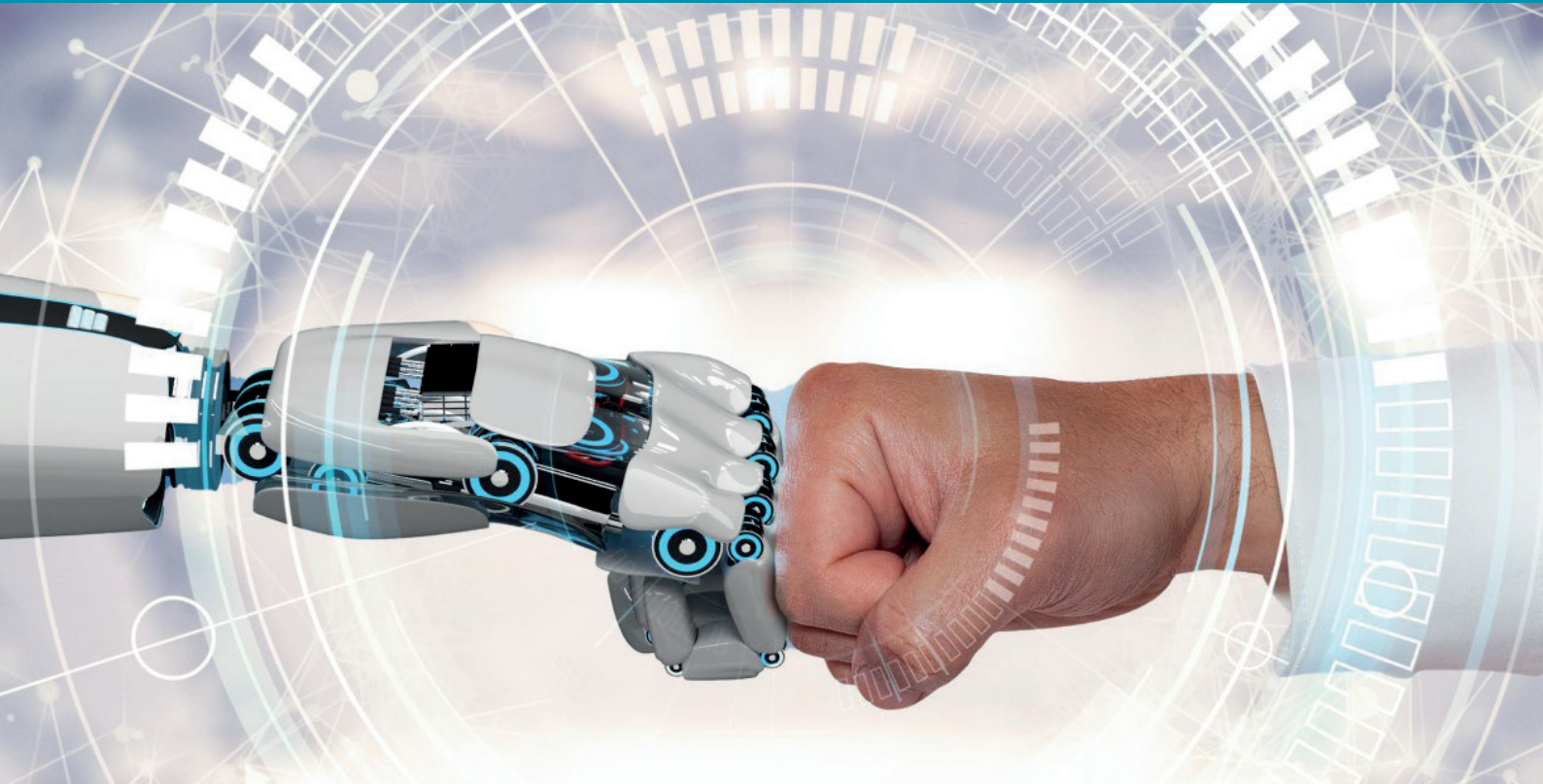


„From the IZB – for the IZB“

International Suppliers Fair (IZB)
Survey Results from October 2020



www.izb-online.com

#izb2021



SURVEY RESULTS OF THE “FROM THE IZB – FOR THE IZB” CAMPAIGN

As part of its “From the IZB – for the IZB” campaign, the team behind the trade fair conducted a survey on the IZB at the end of 2020. The survey aimed to better design the content of the International Suppliers Fair together with its exhibitors and companies interested in the IZB and to make it a more future-proof event. The following pages provide an overview of the most important survey results.

THE FUTURE TOPICS OF THE AUTOMOTIVE INDUSTRY

From the survey, it was possible to identify the following future topics that will have a major impact on the future of the automotive industry.

These are the top 10 topics based on importance:

1. Emission avoidance
2. Battery technology
3. E-mobility
4. Automation
5. Hydrogen
6. Intelligent mobility systems
7. Autonomous driving/driverless systems
8. Networked mobility
9. Software
10. Digital factory management

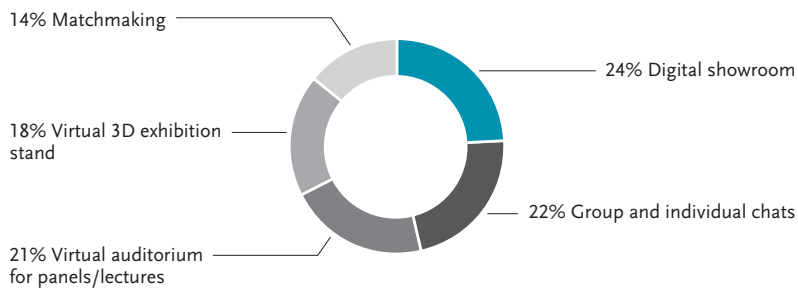
TRADE FAIR CONCEPT

When asked “Can you imagine a virtual expansion of the traditional concept for future IZB trade fairs?”, the respondents answered as follows:

- 16% stated that this would bring them a lot of added value.
- 59% claimed that it might be of interest to them.
- 25% of respondents are not interested in a virtual expansion of the event.

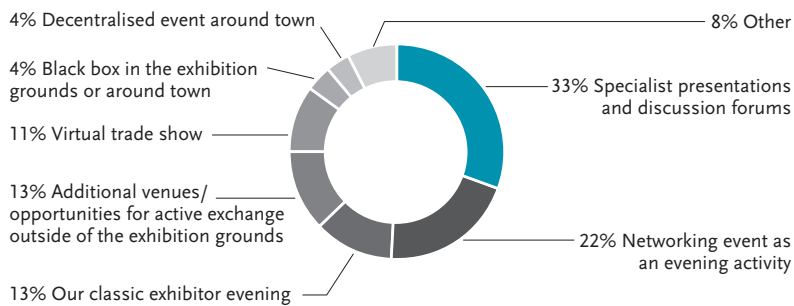
The subsequent question on the popularity of potential virtual components or aspects of future IZB trade fairs revealed the following results:

POTENTIAL VIRTUAL COMPONENTS



The exhibitors and companies interested in the trade fair would like to see the following events and accompanying activities at future IZB trade fairs:

EVENTS AND ACCOMPANYING ACTIVITIES



TRADE FAIR CYCLE

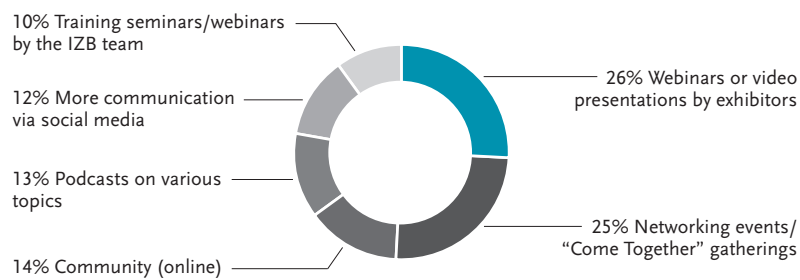
Due to the postponement of the dates in 2020, the traditional two-year cycle of the IZB was interrupted. When asked whether the IZB should return to its original cycle, the respondents answered as follows:

- 55% support the continuation of the two-year cycle from now on.
- 29% support returning to the two-year cycle from 2022 after this year's IZB.
- 16% support holding the IZB every year.

SERVICES

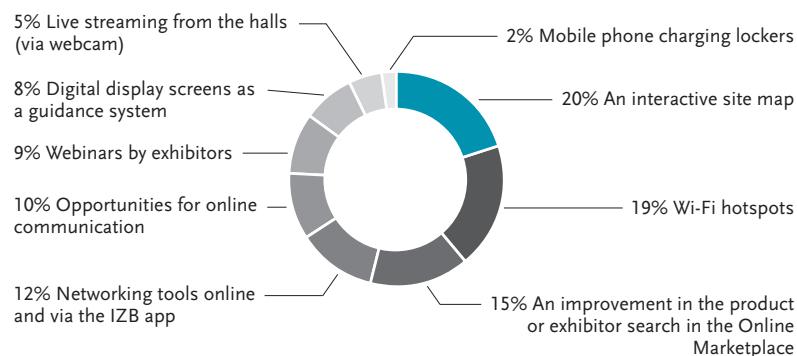
Exhibitors and interested parties expressed an interest in the following types of events or activities between the trade shows/IZB years:

ACTIVITIES BETWEEN THE TRADE SHOWS/IZB YEARS

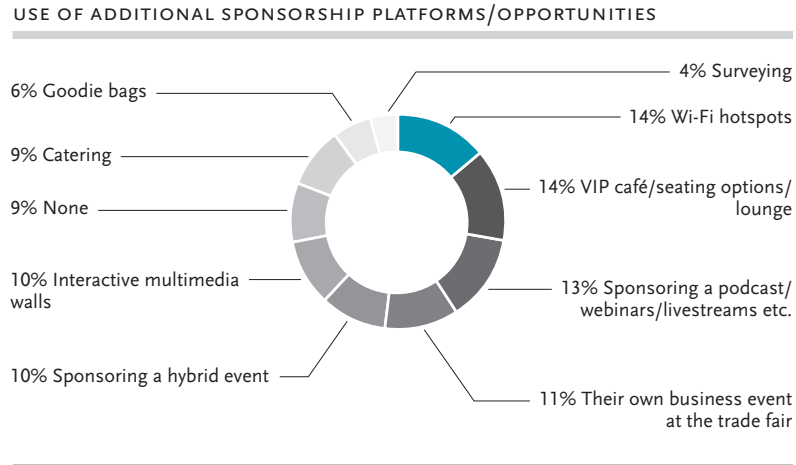


Exhibitors and interested parties would like to see the following digital services at the IZB trade fairs in the future:

INTEREST IN THE FOLLOWING DIGITAL SERVICES



When asked which of the additional sponsorship platforms and opportunities they would utilise, the respondents answered as follows:



GENERAL STATEMENTS

69 percent of the survey participants have already attended the IZB as exhibitors.

When asked what they liked about the last IZB, the survey participants responded as follows:

-  Variety and quality of the exhibitors
-  Quality of the visitors
-  Location near the VW headquarters
-  Parking options
-  Constant improvement of the IZB
-  Stand location
-  Direct contact with competitors
-  Atmosphere

STATEMENTS*



„I enjoyed being able to visit all the stands and get a feeling of the direction in which the sector is heading.“



„The IZB team is always available to answer any questions and responds extremely quickly – it’s essential that this direct contact with the exhibitors is maintained. The new campaigns are good at repeatedly attracting attention to and promoting the postponed trade fair. Please do not be put off by the new requirements – I’m certain that we will yet again experience a wonderful IZB in 2021, even though it is sure to be somewhat different.“



„The trade fair has improved every time it is held and many issues are better in the subsequent year – the only constantly negative aspect is the traffic/parking situation for both exhibitors and visitors.“

*The survey was completed anonymously, no names or identifying information will be included in any publications or presentation.

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