

REVIEW OF MUTEK 2022

MUTEK is the largest international trade fair for museum and exhibition technology in Germany. Every two years, museum experts gather at this major platform for innovation and services in Leipzig.

MUTEK stands for:

- A WIDE RANGE OF PRODUCTS & SERVICES** MUTEK offers a broad selection of exhibition categories revolving around museums, science centres, archives, libraries and other cultural institutions.
- INSPIRATION & NETWORKING** MUTEK provides an environment for dialogue between experts from Germany and abroad.
- HIGH-PROFILE CONFERENCE PROGRAMME** Its numerous lectures, discussion panels and workshops make MUTEK a significant platform for information and professional development in the cultural sector.

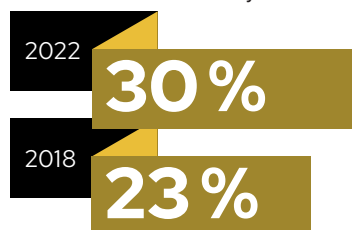
EXHIBITORS

NUMBER OF EXHIBITORS

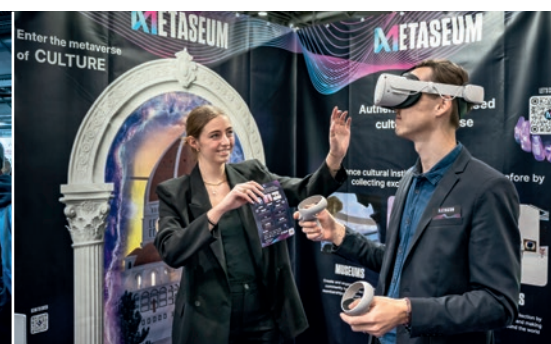
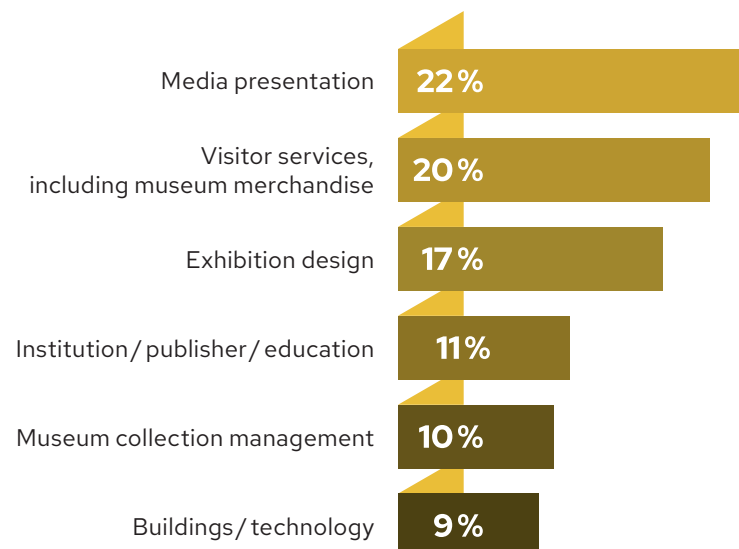


INTERNATIONAL APPEAL

Proportion of exhibitors from outside Germany



PRODUCT CATEGORIES





EXHIBITOR SATISFACTION

(Scores 1-6, 1 = excellent, 6 = insufficient)

- Would return **2.2**
- Would recommend **2.1**
- Professional qualifications and quality of conversations **2.2**

MOST IMPORTANT TRADE FAIR OBJECTIVES FOR EXHIBITORS

- Increase awareness of the company/institution
- Reach out to new target groups and expand existing customer base
- Increase awareness of product ranges
- Present new products and services

97%

of exhibitors stated that they had achieved their goals for the fair.

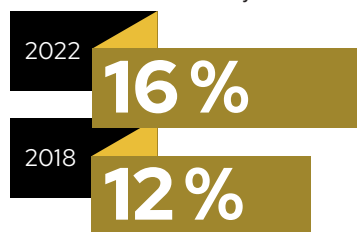
VISITORS

VISITOR NUMBERS (DENKMAL & MUTEC)



INTERNATIONAL APPEAL

Proportion of visitors from outside Germany



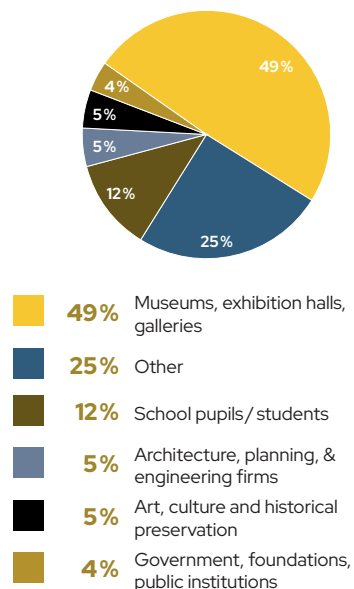
VISITOR PROFILE

98% are professionals
78% are involved in purchasing and procurement decisions, either as the primary decision maker, as part of a decision-making team, or in a consultant role

HIGH LEVEL OF VISITOR SATISFACTION

92% plan to visit MUTEC again
92% would recommend MUTEC

OCCUPATIONS BY INDUSTRY



WIDE-RANGING CONFERENCE PROGRAMME

with lectures, podium discussions, seminars, workshops and symposia.

70% of visitors took part in the conference programme.

91% of participants gave positive reviews of the conference programme.

DON'T MISS OUT!

The new MUTEC concept.
You can find all the information you need here: www.mutec.de/en

Follow our social media channels or subscribe to our MUTECaktuell newsletter to stay up to date: www.mutec.de/en/newsletter



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