

CLOSING REPORT:
>ITnT 2006< in Vienna:
Turbo for domestic ICT trade platform
Expansion now on the cards

Second edition boasts growth in exhibitor and visitor numbers +++ Success right across the board – around a third more exhibitors and 15% more visitors than the previous year +++ Independent visitor poll reveals high level of acceptance +++

VIENNA (17th February 2006). – On the 16th of February the international trade fair for IT and telecommunication, the >ITnT<, closed down at the New Vienna Trade Fair Centre after three days. Following last year's successful launch event the second edition more than fulfilled the expectations of exhibitors and visitors in every respect. 293 exhibitors from home and abroad, almost 100 more than last year, used the three days to present their latest products and services in 'Software & Services', 'Infrastructure & Solutions' and 'Telecommunications & Solutions'. As well as there being domestic companies present there were also exhibitors from Germany, Switzerland, the USA, Poland, Rumania and Korea. This show is highly representative of the ICT sector mobilising over 15,617 trade visitors; an increase of 15% compared with the launch show in 2005 (2005: 13,523 trade visitors).

Well designed show concept pays dividends

Reed Exhibitions Messe Vienna has been able to report a positive development in all areas. 'The >ITnT< concept is a good one and the second edition of the show proved that the event has established itself as *the* Austrian hub for the IT and telecommunications sectors. Matthias Limbeck (DI), the manager responsible for issues covered by the organisers, Reed Exhibitions Messe Vienna, was delighted by the success of the event stating, 'It looks like the show is going to continue to grow in the future'. Mr Limbeck aims to increase both exhibitor and trade visitor numbers in 2007, and in particular the company wishes to expand on the event's commercial hub function for the CEE states. He continued, 'A group of Rumanian exhibitors is a promising start and this is an aspect we are continually developing'.

Trade fair of growing importance

The impressive success of the >ITnT< show in 2006 is also reflected by the results of independent market research. New Business Group Manager, Michael Mandl Mag., reported that 95.9% of those polled were satisfied overall with the show. An equal percentage stated their intent of recommending the show to other colleagues and contacts. 97.1% announced they intended to visit next year's show. According to 94.6% of the visitors questioned, the significance of the >ITnT< will continue to grow. An equal number of subjects stated the >ITnT< was representative of the sector. 92.2% were pleased with the new products and innovations on show. The role of the >ITnT< as a meeting point for the sector and as a forum for contact and customer care was confirmed by 90.5% of those polled.

Perfect target group coverage

In terms of the occupational groups visiting the fair, the largest groups represented were IT staff, sales and distribution staff and managers, and self-employed individuals, followed by trade visitors from marketing, purchasing, IT heads and network administration. 'This broad and yet mostly well balanced distribution shows

we have succeeded in reaching the target group we were aiming for', explained Exhibition Manager, Günter Theuermann (Mag.).

Similarly, there was a good balance in the areas of interest stated by >ITnT< visitors. At the forefront there was IT security, telecommunication and network facilities, then sector-specific software, hardware, voice-over IP and web development and design.

Günter Theuermann pointed out that the side events had been very popular with visitors, having been coordinated by Reed Exhibitions and well tried and trusted partners such as EC Austria, the specialist magazine 'Computerwelt' and Austrian chamber of foreign commerce. 'The poll revealed that almost three quarters of those questioned were also interested in the accompanying events'.

Positive exhibitor feedback

The >ITnT< went very well for the exhibitors as can be seen in buoyant statements made by numerous exhibitors

Ursula Simo (Bakk.), Marketing manager for Austria and the CEE states at OpenText Corporate, was particularly pleased with the second day of the show. The visitor numbers were very pleasing and the quality of the specialist conversations was excellent. OpenText designed their stand as a lounge with a bar as communication with customers was the centrepiece of the concept shared by three partner businesses. Mrs Simo stated, 'We put a lot of work in ahead of the show itself to be able to welcome our customers to our >ITnT< stand. These efforts were rewarded. The atmosphere was great for intensifying customer relations and for holding discussions in a quiet and relaxed environment. Penetration in Austria as regards visitors this year was very good. We were able to welcome visitors from Vorarlberg to Vienna to our stand, although it was also important that the show expanded on its focus on CEE countries.

Gerhard Haider (Ing.), General Manager of Conova, was 'delighted with the way the show went'. The company and TopVideo provide centralised observation services for hire. The issue of video surveillance in general and as a hireable service in particular is one of intense interest. This was reflected by the positive feedback from specialist exhibitors and distribution partners at the Conova stand.

Update is a company specialising in CRM (Customer Relationship Management). Dr. Sanem Keser-Halper, Marketing Coordinator for Austria and the CEE countries was particularly pleased with the visitor frequency on the second day of the event. 'In its market segment, Update is one of the top ten companies, so their presence at the >ITnT< is a must since the show has become established as the new platform for the sector'.

Ernst Krippel, CMO at Ikarus Software, was particularly delighted with the organisation of the event. 'We felt very well and very well looked after; and on top of that the >ITnT< was the right place to meet exactly the right people. We focus on acquiring new customers to whom we aim to present our products, as well as dealing with tricky issues such as online banking – all of which we can deal with right on the stand.

Jürgen Kaiser, Sales Manager at McData also found the right people on site at the show. 'The >ITnT< enables us to network for contacts. That's why personal contact is at the heart of our exhibition appearance. Mr. Kaiser also praised the environment and the atmosphere in the venue within which the >ITnT< took place. The presentation was clearly structured facilitating a clear overview of products and services.

'Our decision to take part as an exhibitor at the >ITnT< was definitely a good move, enthused Klaus-Jürgen Jandl, General Manager of the Austrian subsidiary of Symantec GmbH. The company was very pleased with the number of visitors present and the degree of interest shown. In particular specific, well focused questions were evidence that the proportion of trade specialists visiting the >ITnT< show was a very large one. Mr Jandl went on to say that 'the discussions at the stand were all of a specific and specialist nature, which made our work a lot easier and enabled us to present and position both our products and the company itself in a way required at a trade show such as the >ITnT<'.
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Peter Huber (Ing.), Marketing Head at Konica Minolta Business Solutions Austria, was also delighted with the quality of the trade public attracted to the show. 'The >ITnT< was the optimum platform for the presentation of our products, in that we found exactly the target group we were looking for there. We are happy to have been involved and would like to express our thanks to the trade fair team for the problem-free and friendly organisation, and for their uncomplicated solutions to our queries and requests'.

>ITnT< on tour

The >ITnT< show is now going on tour in the provinces. The event will be stopping at the Design Center Linz (20th April) and the Graz Exhibition Centre (25th April). A number of those exhibitors present in Vienna will also be exhibiting in one or other of the regional events, being complemented by local IT and telecommunication businesses. (+++)