**Built by** 



In the business of building businesses

# **VISCOM** Italia 2022

prospettive INCREDIBILI In-credible perspectives 13-15 . 10 . 2022 PAD/HALL 8/12 fieramilano





	2022	ITALY	2022	WORLD	2022
ITALY	14.918	NORTH	67%	EUROPE	81%
FORREING	565	CENTRE	15%	AMERICA	2%
				ASIA	10%
TOTAL	15.483	SOUTH	18%	AFRICA	6%
<b>NEW VISITORS</b>	4.701			OCEANIA	1%





### VISITORS – PROFILE

46% **Ceo/Owner** 

4% **Technical Manager** 

2% **Purchasing Manager** 

> 15% **Employee**

### **I decide + I decide togheter with others = 73%**

I don't decide but give suggestion = 17%

I don't deal in any way= 10%





### 12% **Sales Manager**

### 4% **Marketing Manager**

### 1% **Event Manager**

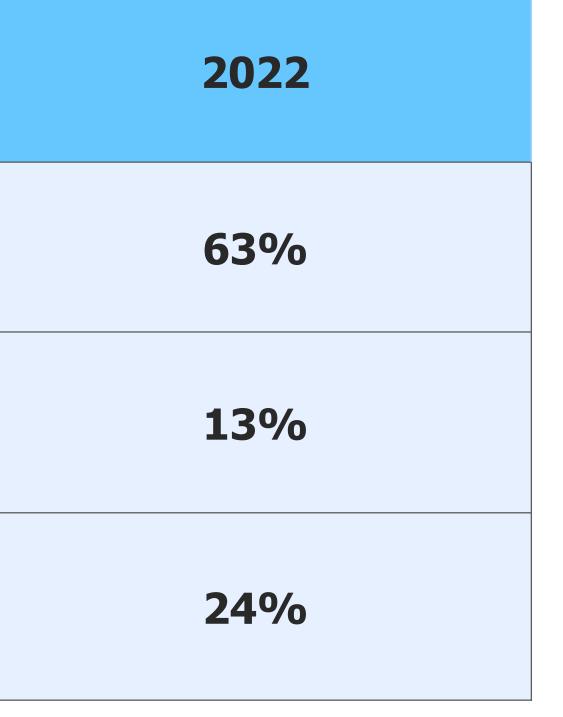
### 10% Freelancer

### VISITORS – ACTIVITY











## VISITORS – ACTIVITY

B2B 63%	2022
Promotional articles	5%
Stand Builders - Decorators	6%
Sign	4%
Paper industries – Paper Mill – Packaging	5%
<b>Copy shops – Office Article</b>	3%
Dealers	7%
Photographers – Photo Lito	4%
Engravers	8%
Sign Making	12%
Embroiders	3%
Screen Printers	6%
Digital printers	32%
Typographers	4%
Lithographers	1%

INDUS

**Fornis** 

Trade Mass F

Manifa

ICT /

Clothin

Museu centre Associ



Viscor

shing6%Advertisng agencyand Distribution and Retail11%Architecture – Urban Contractorsacturing Industries30%new media13%Media Company – Media dealersand Jacessories36%Architecture and back dealersArchitecture and back deal			_		
Advertising agencyand Distribution and Retail11%Architecture – Urban Contractorsacturing Industries30%new media13%ng / Accessories36%am, Entertainment a, Public Bodies and4%	STRIES 24%	2022		<b>INFLUENCER 13%</b>	
Retail11%Architecture – Urban Contractorsacturing Industries30%Media Company – Media	shing	6%		Advertisng agency	
acturing Industries30%new media13%ng / Accessories36%am, Entertainment a, Public Bodies and4%	and Distribution and Retail	11%		Architecture – Urban Contractors	
ng / Accessories36%dealersum, Entertainment e, Public Bodies and4%Graphic and Design S	acturing Industries	30%		Contractors	
ng / Accessories 36% Im, Entertainment Public Bodies and 4%	new media	13%		Media Company – Med	
e, Public Bodies and 4%	ing / Accessories	36%		dealers	
	um, Entertainment	<b>4%</b>		Graphic and Design St	
	ciations				



