



viscom
Italia 2022



prospettive
INCREDIBILI

In-credible perspectives

13-15 . 10 . 2022

PAD/HALL 8/12 **fieramilano**

Built by



In the business of
building businesses

VISITORS

	2022
ITALY	14.918
FORREING	565
TOTAL	15.483
NEW VISITORS	4.701

ITALY	2022
NORTH	67%
CENTRE	15%
SOUTH	18%

WORLD	2022
EUROPE	81%
AMERICA	2%
ASIA	10%
AFRICA	6%
OCEANIA	1%

VISITORS – PROFILE

46%
Ceo/Owner

12%
Sales Manager

4%
Technical Manager

4%
Marketing Manager

2%
Purchasing Manager

1%
Event Manager

15%
Employee

10%
Freelancer

I decide + I decide together with others = 73%

I don't decide but give suggestion= 17%

I don't deal in any way= 10%

VISITORS – ACTIVITY

ACTIVITY	2022
B2B	63%
INFLUENCER	13%
INDUSTRIES	24%

VISITORS – ACTIVITY

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

INDUSTRIES 24%	2022
Furnishing	6%
Trade and Distribution and Mass Retail	11%
Manufacturing Industries	30%
ICT / new media	13%
Clothing / Accessories	36%
Museum, Entertainment centre, Public Bodies and Associations	4%

INFLUENCER 13%	2022
Advertisng agency	54%
Architecture – Urban Studios - Contractors	12%
Media Company – Media dealers	1%
Graphic and Design Studios	33%

