



Facts and figures

Introduction

Bygg Reis Deg 2013, 16–20 October, was held for the 25th time (6th time at Norges Varemesse – Norway Trade Fairs, Lillestrøm) with 544 exhibitors, including 100 foreign exhibitors from 15 countries. The indoor exhibition area was net 17200 m², distributed on 5 halls. The fair also had an outdoor area of net 1084 m². The total turnover connected with the fair amounts to approximately NOK 200 million.

Bygg Reis Deg 2013 is an open trade fair. In addition to the traditional exhibition concept, more than 70 conferences and seminars, totalling 3290 (4960) registered participants, were held in connection with the fair.

Below, we have gathered a large number of facts and figures about the full event. The figures in brackets are from Bygg Reis Deg 2011.

The purpose of the survey has been to measure customer satisfaction and to map and pinpoint things that can be improved. In order to ensure neutrality, the data collection has been handled by Epinion AS, which is an independent analysis firm. Bygg Reis Deg has been responsible for editing the brochure.

During and shortly after the fair, Bygg Reis Deg performed the following three different market surveys:

- a survey aimed at trade visitors
- a survey aimed at exhibitors
- a survey aimed at DIY visitors

The task for Epinion AS has been to map satisfaction in various areas among trade visitors, exhibitors and other visitors in three separate surveys.

The survey structure and design are based on ACSI, which is an internationally recognised model. The average of public fairs = the average of all Norges Varemesse's fairs with data processing by Epinion.

Benchmark public fairs = the average of the five best fairs with the highest satisfaction score.

Key figures

Principal key figures for the fair:

A total of 50961 (50450) visitors, distributed on 44715 (42529) trade visitors and 6246 (7919) consumers.

The visitor figures are distributed as follows over the 5 fair days:

Fair period	16 Oct.	17 Oct.	18 Oct.	19 Oct.	20 Oct.	Total
Trade visitors	6700	12343	12343	8174	7084	44715
Consumers	531	1037	1078	1793	1808	6247

The figures include students and seminar participants.

There were 544 exhibitors. The exhibitors had at their disposal total premises of 17230 (16000) net m² indoors and 1084 (850) net m² outdoors.

Statistics

Trade visitors were registered electronically, which produced the following data:

The fair had a total of 44715 trade visitors. 59% (55%) state that it is very likely that they will purchase goods/services based on impressions at the fair, and 48% (49%) will conclude contracts.

The trade visitors were distributed on the following functions:

Artisan	28% (19%)	Gender
Management	27% (25%)	Men 76% (88%)
Sales/marketing	18% (20%)	Women 24% (12%)
Project manager	26%	
Administrative officer	19%	

Decision-making authority

Decides on his/her own	38% (38%)
Consulting authority	27% (27%)
Recommending authority	14% (16%)

Grouped by trade and profession

Architect/Consulting eng.	8%
Developer	6%
Contractor	12%
Artisan	24%
Private purchaser	7%
Manufacturer	6%
Public admin.	7%
Training and education	3%
Other	27%

Trade visitors

Satisfaction with the fair event

The survey, with a questionnaire that was filled in by 3188 (2610) persons, registered a high or very high degree of satisfaction.

The index is 0-100, where an index score of 80 is a very high degree of satisfaction, 70-79 is good, high, agree. The things with which the trade visitors were most satisfied were:

The exhibitors' service mentality	73 (74)
The quality of the stands	74 (73)
Trade events and seminars	64 (69)
The wide range of exhibitors	67 (68)
The product range on display	67 (67)

Overall, the survey shows that the trade visitors are satisfied with the event with a score of 71 (69).

How did you learn about the Bygg Reis Deg fair?

Invitation card/password/colleagues	90% (88%)
Advertisement in trade journals	31% (23%)
Information by e-mail	34% (19%)

Which trade areas did you primarily come to visit?

Building goods	57% (61%)	PHS/Bathrooms	19% (19%)
Energy/environment	32% (35%)	Building and construction	56% (63%)
Housing	30% (46%)	Advice/guidance	16% (13%)
Timber goods	33% (32%)		
Tools	32% (28%)	IT	7% (6%)
Smart houses	15% (13%)	Inspiration/interiors	16% (14%)
Systems/Installations	13% (18%)		
Real property	11% (11%)	Kitchens	15% (17%)
Walls/concrete	27% (22%)		

Principal incentive for the visit

Keeping up to date with the industry	73% (70%)
Information about new products	69% (75%)
Establishing contact with new suppliers	36% (37%)
Meeting colleagues in the industry	32% (32%)
Participating in seminar/conference	11% (14%)
Purchasing	16 % (16%)
Establishing contact with new customers	14% (13%)
Scheduled appointments	32% (32%)

How much time was allocated for the visit

Half a day, 4-6 hours	41% (40%)
1 day	30% (29%)
More than 1 day	11% (10%)

Vocational benefit from the visit

With an index score of 63 (56), the trade visitors state that they had great or very great vocational benefit from their visit.

Previous visits to Bygg Reis Deg

Visited Bygg Reis Deg 2011	53%
Have not previously visited Bygg Reis Deg	21% (30%)
Are considering visiting the fair in 2015	77%

The conferences (the Auditorium)

7% (13%) of the trade visitors participated in the following conferences in the main programme in hall E:

The more than 70 conferences and seminars, with 2871 participants, were held in halls A1 and E. In addition, there were 1269 participants at conferences at Thon Hotels.

Age composition

Over 50 years	40% (37%)
Between 30-50 years	51% (51%)
Under 30 years	9% (12%)

Improvements

28% (38%) of the trade visitors find that there are things that can be improved for the next Bygg Reis Deg fair.

A much lower number of trade visitors see room for improvement at this year's fair compared with the previous two fairs. The greatest potential for improvement is a wider range of exhibitors and suppliers as well as a clearer layout of the fair area.

The trade visitors found the quality at the stands to be partly very good. The same applies to the service mentality of those manning the stands and of the other staff at the fair.

With an index score of 55 (50), the fair is increasingly seen as an important information and consultation channel in connection with purchases of products and services.

The general opinion is that Bygg Reis Deg's web pages are presented more clearly and that it is easier to find what you are looking for than before. The Bygg Reis Deg app was launched for the first time. 9% used the app.

Areas that the trade visitors think can be improved are quality, price and the range of food.

Exhibitors

The main purpose with the survey has been to map satisfaction in various areas among the exhibitors at BRD 2013. 46% (50%) of the exhibitors filled in the questionnaire connected with the survey. The questionnaire was sent by e-mail in the period 29.10-12.11.2013 to the contact person listed for the 2013 fair.

Overall impression/satisfaction

An index score of 73(75) shows that the exhibitors were overall less satisfied with BRD 2013 than with BRD 2011.

An index score of 80 or more is the equivalent of very good, very high, completely agree, 70-79 is the equivalent of good, high, agree. 60-69 is the equivalent of quite good, quite high, agree to some extent, 51-59 is the equivalent of not particularly good, not particularly high, do not particularly agree. 50 or lower is the equivalent of poor, low, disagree.

Expectations and value/benefit

An index score of 73 (66) on expectations shows that there are high expectations connected with Bygg Reis Deg prior to the fair. The index score on value/benefit is 61 (63).

Previous exhibitor

Exhibitor at previous fairs	66% (70%)
New exhibitors	34% (30%)

Countries represented at the fair

Hungary, Italy, France, the Czech Republic, Germany, Sweden, Switzerland, Great Britain, Poland, Lithuania, Latvia, the Netherlands, Finland, Estonia, Denmark and Norway.

Reasons for participation

Being visible at the largest venue of the building industry	55% (72%)
Establishing contact with new customers	67% (63%)
Gen. profiling/brand building	67% (58%)
Presenting new products	45% (53%)
Sales/conclusion of contracts	31% (31%)
Marketing and sales, own industry or trade	24% (14%)
Generally important to participate	23% (16%)

Quality areas

The areas with which the exhibitor was satisfied were distributed as follows in the answers to this question (index):

The number of visitors at the fair	73 (81)
The quality of the trade visitors	71 (73)
The quality of the DIY visitors	66 (67)
Marketing of the fair vis-à-vis the visitors	71 (76)
Marketing of the fair vis-à-vis you as an exhibitor	73 (75)
Stand assembly facilities	73 (71)

Measures at the stand

The measures that were taken to attract customers/connections/own employees to the stand and into the fair were distributed as follows in the answers to this question:

Sent out invitations/e-mails	83% (75%)
Invitation/information on the Internet	58% (58%)
Customer meetings scheduled in advance	44% (46%)
Arranged own seminar and invited participants	6% (11%)
Advertised that the enterprise would participate in the fair	40% (45%)
Sent out own information material	51% (53%)
Sent out press releases	22% (19%)

Sales/orders

Products and services sold	57% (59%)
Customer contacts established at the fair will result in sales/orders after the fair	87% (87%)

70% answered that the enterprise obtained sales/orders for products/services after the fair in 2011.

Interest in participating in the Bygg Reis Deg fair in 2015

70% (72%) showed an interest in participating in the next Bygg Reis Deg fair.

Areas of improvement

Areas of improvement for the next fair include opening hours, the inauguration party, catering and parking facilities at the fair area.

Best fair days

With which fair days were you most satisfied:

Wednesday	46% (45%)
Thursday	81% (76%)
Friday	84% (88%)
Saturday	29% (42%)
Sunday	11% (18%)

DIY visitors/Consumers

The background for the survey has been to map satisfaction in various areas among DIY visitors at Bygg Reis Deg 2013. The survey was performed electronically at the fair in the period in the period 16.10-20.10.13. There were 289 (317) respondents.

Satisfaction with the fair event

The survey registered a high or very high degree of satisfaction. In this survey, the index is 0-100, where an index score of 80 is the equivalent of a very high degree of satisfaction. 70-79 is the equivalent of good, high, agree.

The quality of the stands	76 (76)
The exhibitors' service mentality	75 (75)
Trade events/seminars	60 (70)
Wide range of exhibitors and products	71 (72)
Clear layout of the fair	62 (63)
Would recommend the fair to others	75 (75)

Overall, the survey shows that the visitors are satisfied with the event with a score of 77 (74).

How did you learn about the Bygg Reis Deg fair?

Invitation card/password before the fair	26 % (46 %)
Advertisements in newspapers	18 % (19 %)
The Internet	15 % (17 %)
Colleagues	16 % (14 %)
Information via TV/radio	17 % (12 %)

Which trade areas did you primarily come to visit?

Housing	25% (45%)
Building goods	36% (34%)
PHS/bathrooms	40% (36%)
Kitchens	43% (36%)
Building and construction	25% (36%)
Systems & installations	9% (10%)
Tools	19% (26%)
Timber goods	21% (23%)
Energy/environment	23% (29%)
Inspiration/interiors	38% (30%)
Walls/concrete	22% (19%)

Principal incentive for the visit

Trade interest	21% (44%)
Interior maintenance/refurbishment	44% (34%)
Building or planning own house	35% (24%)
Came to see the fair, curious	27% (30%)
Exterior maintenance/refurbishment	19% (17%)

Time allocated

Half a day (4-6 hours)	45% (44%)
Less than 4 hours	32% (33%)
1 day	16% (13%)

Previous visits

Was a first-time visitor	41% (55%)
Has visited the fair in previous years	59% (45%)

Possibilities for improvement

The DIY visitors wish to have a clearer layout of the fair, more places to rest and better food.

Purchased or ordered goods/services (index)

Purchased or ordered goods at the fair	33 (28)
Did not purchase anything	65 (69)
Very likely to purchase a product/service based on impressions	69 (60)

Experienced service level

The service level at the fair is regarded as good or very good, index score 81(77).

Investment in dwelling

Intends to invest money in his or her dwelling in the coming year

500,000 or more	18% (28%)
300,000-500,000	9% (5%)
100,000-300,000	23% (26%)
Less than 100,000	36% (25%)

Age composition/gender

50 years and above	34% (30%)
46-50 years	12% (10%)
41-45 years	14% (15%)
Under 40 years	40% (35%)
Man	52% (61%)
Woman	47% (37%)

Scheduled appointments

Had scheduled appointments	10% (14%)
Did not have scheduled appointments	88% (81%)

Loyalty

70% (67%) state that they wish to visit the fair next time as well.

Value/benefit

72% (71%) of the respondents find that they have had a positive benefit from this year's fair.

Prizes awarded

The Building Industry's Innovation Prize

Jury 2013: CEO Gunn Ovesen, Innovasjon Norge – Innovation Norway, Special Consultant Inger Lindgren, *Kommunal og regionaldepartementet – the Norwegian Ministry of Local Government and Regional Development*, CEO Jan Halstensen, *Saint-Gobain Byggevarer AS, Chairman of the Board in Byggenæringens Landsforening – the Federation of Norwegian Construction Industries (BNL)*, CEO Tom W. Borthen, *Løvenskiold Handel AS, Chairman of the Board in Virke Byggevarehandel*.

Bygg Reis Deg AS has taken the initiative for the establishment of the Building Industry's Innovation Prize in order to highlight innovation and new thinking as a means of enhancing efficiency in the building process, increasing quality and strengthening co-operation between the players in the value chain. The prize was awarded for the second time. The prize can be awarded to an enterprise, an organisation, a government service or department or an individual which or who has shown special commitment to innovation in connection with products, processes or services for the benefit of society in general and the building industry. The initiative has been well received by the building industry, and in 2013 Bygg Reis Deg received 23 nominations of candidates, who were assessed by a jury.

The winner was **NCC Construction AS** with its "Terje" snow-melting facility, which has been in operation in Oslo for two winters.

The winner underlines a strong Norwegian construction tradition for facilities and systems. The innovative facility is brilliant and very energy efficient and is directly based on more rigorous environmental requirements at both national and local levels. It provides enhanced operational efficiency, reduces transport requirements and makes it possible to recycle materials. The system reduces annual CO₂ and dust emissions by several hundred tonnes and can utilise the large natural energy potential of ordinary seawater. The innovation has also attracted much attention abroad.

Chief Engineer Terje Myrhaug in NCC Construction talks about the snow-melting facility. Here with moderator Nadia Hasnaoui

Best stand

Jury 2013: The jury consisted of Bjørg Owren, creative head of IFI, Randi Olsen, Communication Consultant, Pål Engeseth, CEO in Byggfakta Docu AS.

Norwegian Association of Plumbing, Heating and Ventilating Contractors (NRL), NRL won this year's prize for best stand. A large stand can be a challenge if your exhibition budget is limited. At this stand, the exhibitor used the floor to tie everything together in a fine and airy way. The trade and products were clearly profiled through informative piping displays. It was interesting to see how pipes are conducted into a house. Highlighting the trade by showing plumbers in action is a good idea. The historical features were both catchy and good "edutainment". It was a positive aspect that the Norwegian championship took place at the stand. The bright and airy layout of the stand was a large plus. It was easy for visitors to orient themselves, and one message did not overshadow another.

Honourable mention of RBI Interiør

A large stand that seemed inviting and open. The enterprise markets four brands of wall panels and flooring solutions. The exhibition was clearly presented, with each brand having its

own “corner”, where a good product selection was displayed. The primary colours of the stand show that the enterprise is in tune with the times.

HTH kitchens

More than just a kitchen display. Inviting and welcoming. Clearly shows that a kitchen is more than simply nice cupboards. The atmosphere of family room and possibilities for personal solutions are overwhelming, but, at the same time, the stand gave the impression that here you would meet experts who could guide you through the large variety of solutions on display. It was a positive aspect that suppliers of white goods were part of the exhibition. This makes it more efficient for those visiting the fair to find solutions.

Partners

An important part of the concept development was to attach central collaboration partners as representatives in the value chain. There were a total of 21 partners. These were: Statens vegvesen – the Norwegian Public Roads Administration, Byggeindustrien, Maxbo, NorDan, Glava, Mapei, Mestergruppen, Weber, Jackon, Berry Alloc, Gustavsberg, Schüco, Icopal, HTH, Aaltvedt Stein, Byggma, Norconsult, AF-gruppen, Breeam Nor, Inwido and Direktoratet for byggkvalitet – the Directorate for Building Quality (DiBK). These partners were important contributors and participated in a total of 3 joint meetings.

Inauguration party

All exhibitors with an indoor stand were allocated one ticket per 10 m². Exhibitors with an outdoor stand were allocated one ticket per 30 m². The exhibitors disposed of their tickets by giving them to their own employees or to customers, suppliers or collaboration partners. A total of approximately 1400 persons attended the party, which was held on 16 October at 20:00 in Oslo Spektrum with food and beverages as well as entertainment.

Satisfaction with the inauguration party

The survey among the exhibitors registered a relatively low degree of satisfaction with an index score of 55, which is not very good. The feedback indicates that some felt that the sound level was too high, which made it difficult to talk to the person next to you.