FLASH INFO

M&O PARIS
September 7 - 11, 2018
PARIS NORD VILLEPINTE

76 502
UNIQUE VISITORS

+ 0,2% International
vs. Sept. 2017

-2,2% Retail & Concept Stores
- 3,6% Specifiers

42% International
69% Specifiers
31% Retail & Concept Stores

110 000 m²
STAND

3 112 BRANDS
ON WHICH 647 NEW

71 COUNTRIES

mom.maison-objet.com

2.2 Millions visits per year
+ than 68% direct contacts for business
in 2018 vs. 2017
8 min. per visit
52% specifiers
48% retailers
73% international visitors
+ than 200 countries represented

For more information

1. FRANCE (44 574)
2. BELGIUM (4 147)
3. ITALY (2 647)
4. GERMANY (2 437)
5. UK (2 306)
6. NETHERLANDS (2 250)
7. SPAIN (1 605)
8. SWITZERLAND (1 480)
9. USA (1 455)
10. CHINA (1 188)
11. RUSSIA (1 016)
12. JAPAN (978)
13. PORTUGAL (727)
14. SOUTH KOREA (642)
15. DENMARK (510)
16. SWEDEN (498)
17. INDIA (463)
18. AUSTRIA (406)
19. TAIWAN (361)
20. POLAND (324)

110 000 m²
STAND

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Next RDV
Jan. 18 - 22, 2019

WWW.MAISON-OBJET.COM

Discover the press release

SAFI ORGANISATION, A SUBSIDIARY OF ATELIERS D’ART DE FRANCE AND REED EXPOSITIONS FRANCE. TRADE ONLY.
84,236
UNIQUE VISITORS

160
COUNTRIES REPRESENTED

EXHIBITORS

2,910
BRANDS
of which
603 new ones

1,817
INTERNATIONAL BRANDS

1,093
FRENCH BRANDS

65
COUNTRIES REPRESENTED

JOURNALISTS/BLOGGERS/INFLUENCERS IN ATTENDANCE

1,826

TOP 15 COUNTRIES

<table>
<thead>
<tr>
<th>Country</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>46,356</td>
</tr>
<tr>
<td>Italy</td>
<td>4,698</td>
</tr>
<tr>
<td>Belgium</td>
<td>3,876</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3,528</td>
</tr>
<tr>
<td>Spain</td>
<td>2,584</td>
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<tr>
<td>Germany</td>
<td>2,464</td>
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<tr>
<td>Netherlands</td>
<td>2,347</td>
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<tr>
<td>China</td>
<td>1,924</td>
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<tr>
<td>United States</td>
<td>1,637</td>
</tr>
<tr>
<td>Switzerland</td>
<td>1,377</td>
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<tr>
<td>Portugal</td>
<td>1,346</td>
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<tr>
<td>Japan</td>
<td>1,187</td>
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<tr>
<td>Russia</td>
<td>1,115</td>
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<tr>
<td>South Korea</td>
<td>748</td>
</tr>
<tr>
<td>Greece</td>
<td>508</td>
</tr>
</tbody>
</table>

37,880
INTERNATIONAL VISITORS

68%
Europe excluding France

32%
from Major export markets

RETAILER 50%
SPECIFIER 33%
MANUFACTURER, MAKER 6%
MEDIA 2%
DESIGN STUDENT 3%
OTHER 6%
### Visitor Satisfaction Level

#### Purpose of Visit

- **Place Orders**: 22%
- **Identify Potential Suppliers, Products, or Services**: 22%
- **Meet New Contacts and Potential Suppliers**: 21%
- **Discover Market Trends**: 20%
- **Meet My Usual Suppliers**: 8%
- **Develop My Professional Network and Discuss Ideas with Peers**: 5%
- **Attend Talks, Workshops, or Demonstrations**: 3%

#### Visitor Backgrounds

- **CEO**: 28%
- **Owner**: 25%
- **Purchasing / Sourcing**: 12%
- **Sales / Marketing**: 11%
- **Media**: 3%
- **Schools, Institutes, and Co.**: 3%
- **Other Positions**: 18%

#### Visitor Satisfaction Level

- **87%** are satisfied with their visit*.
- **32%** are satisfied with the layout of the show*.
- **80%** plan to place orders after the show.

#### Company Size

- **57%** have 1–5 salariés.
- **15%** have 11–50 salariés.
- **11%** have 6–10 salariés.
- **5%** have 51–100 salariés.
- **12%** have >100 salariés.

#### Categories of Interest*

- Decorative objects: 74%
- Furniture: 52%
- Light fixtures / Lighting: 41%
- Home textiles: 32%
- Tableware: 24%
- Fashion accessories: 21%
- Materials & Floor / Wall Coverings: 19%
- Seating: 18%
- Outdoor products: 16%
- Fragrance & Wellness: 13%
- Children's world: 11%
- Bath: 9%

*Several answers possible

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Citing satisfaction levels with additional details:

- **87%** are satisfied with their visit*.
- **32%** are satisfied with the layout of the show*.
- **80%** plan to place orders after the show.

Including percentages:

- **55%** of those who declared themselves completely or highly satisfied.
- **60%** of them who plan to do so within 6 months.

*Counting those who declared themselves Completely + Highly + Somewhat satisfied.
**M&O, A FACILITATOR OF CONTACTS**

117 657 BADGES SCANNED over 5 days by 1 157 exhibitors

25 NETWORKING EVENTS throughout the world between Sept. 2018 and Jan. 2019 (round-tables, workshops, awards ceremonies, cocktail events, etc.)

11 COUNTRIES DELEGATIONS WELCOMED IN M&O from Jan 17 to Jan 22, 2019 (Welcome breakfasts, meetings, cocktails, etc.)

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**INSTAGRAM**

621K +77%*

**FACEBOOK**

510K +26%*

**TWITTER**

28K +4%*

**LINKEDIN**

3804 +80%*

*increase over January 2018

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**M&O, A SOURCE OF INSPIRATION**

**TREND FORUM** — Excuse my French! —
the trend forum on maisonobjet.com

**WHATS NEW?**

500 BRANDS 1 500 NEW PRODUCTS presented to help improve visitors understand the scope of products available within the show

and Over 50 TALKS that can be viewed online and in a video format

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**NEXT RENDEZ-VOUS**

SEPTEMBER 6 – 10, 2019 | JANUARY 17 – 21, 2020

SAFI Organisation, a subsidiary of Ateliers d’Art de France and Reed Expositions France.