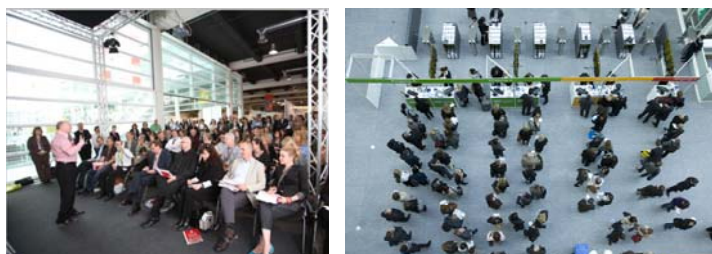


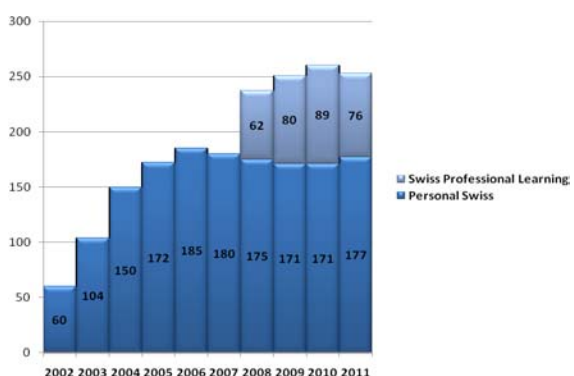
RESULT REPORT

THE FACTS

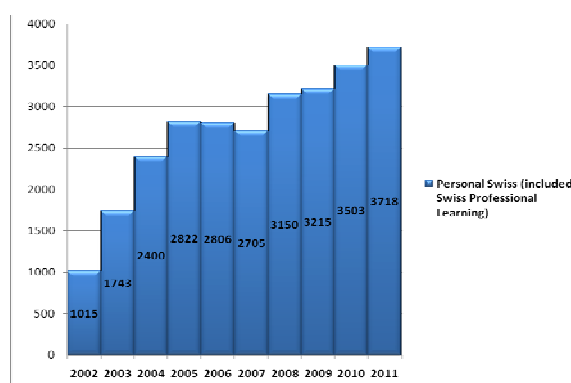
- 3,718 visitors
- 252 national and international exhibitors
- 148 lectures and panel discussions in our practical forums
- more than 7,500 m<sup>2</sup> of exhibition space



Development of the number of exhibitors (2002 – 2011)



Development of the number of visitors (2002 – 2011)



VISITOR PROFILE

Industrial Sectors:

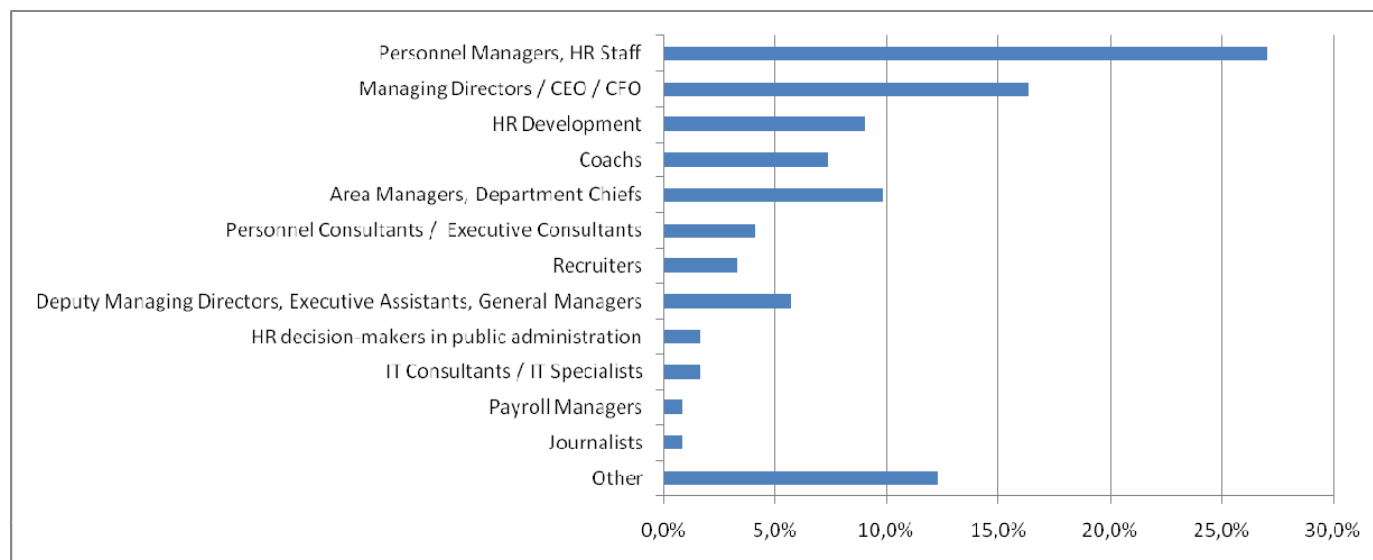
Consulting	21,4%
Industry:	19,6%
Services:	17,9%
Health / Social Work / Public Service:	16,3%
IT/ Software/ Internet:	9,4%
Banks/Insurances:	9,0%
Trade:	3,9%
Media:	2,5%

Company size (number of employees):

Less than 20:	28,2%
21 to 100:	18,2%
101 to 500:	22,7%
501 to 1000:	7,5%
1001 to 5000:	12,9%
More than 5001:	10,4%

Decision-making authority:

Decides within a team:	48,7%
Decides alone:	16,8%
Consulting function:	16,0%
Prepares decisions:	11,8%



## RESULT REPORT

### VISITORS' FEEDBACK

- 54 % of the respondents spent an entire day at the Personal Swiss & Swiss Professional Learning.
- 96 % of the respondents recommend the Personal Swiss & Swiss Professional Learning to their business colleagues.
- 86 % of the respondents are planning to visit the Personal Swiss & Swiss Professional Learning again next year.
- The presentations of the practical forums met the expectations and needs of 72 % of the visitors surveyed.

### VISITORS' STATEMENTS

*„The event was very interesting and full of variety. I came here for two reasons: On the one hand, I wanted to listen to the presentation of Mr. Möllney and on the other hand I am looking for IT solutions for e-learning, e-recruiting and employer services. I have collected many brochures, have talked to exhibitors and exchanged some business cards. At the exposition you win a differentiated impression of the different approaches. The exhibition catalogue is a good resource – I can look up and find some companies I have not spoken to yet. I am absolutely satisfied. Next year is booked! “*

**Bernhard Burkart, Head of HR Deutschschweiz & Tessin, Protectas SA**

*„To look around here is part of my work. I want to keep up to date and get new impulses. I am especially interested in computer programs for payroll; I have also deliberately headed for the booths in this area. The exhibition has the advantage that you really get the information you need – the exhibitors are here for answering questions. You have to pick up the knowledge where it is offered. I'm here for the third time in a row. “*

**Heinz Züllig, Head of HR, Stutz AG**

*„The exhibition is very good and the presentations are great. I have been here once before, a few years ago. I always study the program in advance and choose those parts of the program that interest me. Some presentations seem to me a bit like sales events, but there is always a result to take home. That's why I "forced" my staff to come here today to have a look around. “*

**Sripriya Sitaraman, HR Manager, Pepsico, Frito-Lay Trading Company GmbH**



**RESULT REPORT**

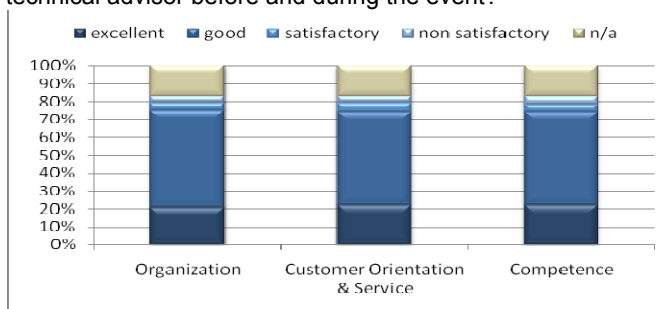
**EXHIBITORS' FEEDBACK**

- 89 % of the exhibitors are planning to participate again in 2012.
- 56 % of the exhibitors are internationally-operating enterprises.
- 92 % find that the exhibitions have a positive effect on their business.

How do you rate the services provided to the exhibitors by spring Messe Management before and during the event?



How do you rate the services provided to the exhibitors by our technical advisor before and during the event?



**EXHIBITORS' STATEMENTS**

„Good exposition with focused visitors“  
**Inspirion AG**

„Interesting contacts, good organization, good location“  
**LearnShip Networks GmbH**

„It was a great Personal Swiss, we will come again, thanks a lot“  
**Nationale Suisse**

„We are satisfied with the exposition and the achieved targets “  
**nextage GmbH**

„Good opportunity to make interesting contacts“  
**Renaissance Development**

„Good start for a first-time exhibitor“  
**SIGWEL AG**



RESULT REPORT

COMPANY AFFILIATION OF THE VISITORS (EXCERPT)

**Automotive**

AMAG Automobil- und Motoren AG  
Chevrolet Europe GmbH  
ESA Burgdorf  
Ford Motor Company (Switzerland) SA  
General Motors Suisse SA  
RONAL AG  
Swiss Automotive Group  
ThyssenKrupp Presta AG

**Banking / Insurance Sector**

Aargauische Kantonalbank  
ABN AMRO Bank (Switzerland) AG  
Allianz Suisse  
Alternative Bank Schweiz AG  
Arab Bank (Switzerland) Ltd.  
AXA Versicherungen AG  
Baloise Holding AG  
Bank Julius Bär & Co. AG  
BDO AG  
Citibank (Switzerland) AG  
Clariden Leu AG  
Credit Suisse AG  
GE Money Bank AG  
GENERALI Versicherungen  
Habib Bank AG  
Helsana Versicherungs AG  
Helvetia Versicherungen  
HSBC Private Bank (Suisse) SA  
Liechtensteinische Landesbank AG  
Jyske Bank (Schweiz) AG  
Migros Bank AG  
Neue Aargauer Bank AG  
PostFinance  
Raiffeisen Schweiz Genossenschaft  
RBS Coutts Bank AG  
Mobilier Versicherungsgesellschaft AG  
Schwyzer Kantonalbank  
St.Galler Kantonalbank  
Suva  
Swiss Life AG  
Swiss Re  
UBS AG  
Vaudoise Versicherungen  
Valiant Holding AG  
Zürcher Kantonalbank  
Zurich Financial Services  
Zurich Insurance Ltd

**Chemical & Pharmaceutical Industry**

Actelion Pharmaceuticals LTD  
Allpack Group AG  
Baxter AG  
Cruceil Switzerland AG  
DSM Nutritional Products Ltd.  
Ecolab Europe GmbH  
Lonza AG  
novartis pharma ag

**Pentapharm**

Polyphor Ltd  
Roche Diagnostics (Schweiz) AG  
Sanofi Pasteur MSD  
Syngenta Crop Protection AG  
Vifor Pharma AG  
Weleda AG

**Consulting**

Adecco Human Resources AG  
Aon Hewitt  
Boston Consulting Grou AG  
Detecon (Schweiz) AG  
Ernst & Young AG  
KPMG AG  
Lee Hecht Harrison  
Lodestone Management Consultants AG  
Mercuri Urval AG  
PricewaterhouseCoopers AG  
punkt-satz-sieg  
Randstad (Schweiz) AG

**Energy Industry**

ABB Schweiz AG  
Alpiq Management AG  
Alstom  
Axp Holding AG  
Eaton Industries II GmbH  
Landis+Gyr (Europe) AG  
Repower AG  
Suntech Power International Ltd.

**Health Service**

Baxter Healthcare  
Roche Diagnostics AG  
SADROPA Management AG  
Viollier AG

**Trade**

Adolf Würth GmbH & Co. KG  
Angst+Pfister Group  
IKEA AG  
Lyreco AG  
Manor AG  
Orell Füssli Buchhandlungs AG

**University, Research & Development**

ETH Zürich  
FHS St. Gallen  
Hochschule Osnabrück  
ibW Höhere Fachschule Südostschweiz  
Universität St.Gallen

**Hotel / Catering / Tourism**

Autogrill Schweiz AG  
Candrian Catering AG  
Kempinski Hotels S.A.  
Radisson Blu Hotel  
Starbucks Coffee Switzerland  
SV (Schweiz) AG

**Industry**

ABB Schweiz AG  
ALSTOM (Schweiz) AG  
Avery Dennison  
Bell AG  
Bruker BioSpin AG  
Georg Fischer AG  
Holcim (Schweiz) AG  
Nobel Biocare Services AG  
Rockwell Automation AG  
RUAG Holding AG  
Sika Schweiz AG  
Vaillant GmbH  
X-Rite Europe GmbH

**IT / Software / Internet / Telecommunications**

Avaloq Evolution AG  
Avanade Schweiz  
Bechle IST  
Canon (Schweiz) AG  
Elan IT  
fenaco Informatik  
Haufe-Lexware GmbH & Co. KG  
Hewlett-Packard (Schweiz) GmbH  
IBM Switzerland Ltd.  
Lodestone Management Consultants  
Microsoft Schweiz GmbH  
SAP  
Siemens IT Solutions and Services AG  
SIX Group AG  
Swisscom IT Services AG

**Aerospace, Machine and Plant Construction**

ABB Turbo Systems AG  
ALSTOM (Schweiz) AG  
Ammann Schweiz AG  
Dnata Switzerland AG  
Flughafen Zürich AG  
Hitachi Zosen Inova AG  
Jet Aviation Management AG  
Maxon Motor AG  
Rheinmetall Air Defence AG  
Rieter AG  
RUAG Services AG  
Schweizer Luftwaffe  
Scintilla AG  
Scandinavian Airlines  
SR Technics Switzerland AG  
Sulzer Pumps AG  
Swissport International AG

**Media**

20 Minuten AG  
Affichage Holding SA  
Verlagsgruppe Handelsblatt GmbH  
NZZ  
Publicis Group Switzerland

**Publicitas AG**

Schweizer Radio und Fernsehen  
SRG SSR  
Tages-Anzeiger  
Tamedia

**Fashion and Beauty**

Claires Switzerland  
Chicorée Mode AG  
Daniel Swarovski Corporation  
Fossil Group Europe GmbH  
Karl Vögele AG  
La Prairie Group  
Oriflame Cosmetics  
TALLY WEIJL Trading AG

**Food Industry**

Coca-Cola HBC Schweiz  
Compass Group (Schweiz) AG  
Coop  
JOWA AG  
Lindt & Sprüngli (International)  
AGPepsiCo Intl

**Other**

PricewaterhouseCoopers AG  
Procter & Gamble  
Securitas AG  
SIX Group AG  
Villiger Söhne AG  
XING Zentralschweiz

**Social Services / NPOs / NGOs**

Altersheime der Stadt Zürich  
Caritas Luzern  
Pro Senectute Kanton Zürich  
Stiftung ECAP  
SVA Zürich

**Telecommunications**

avocis AG  
Cablecom GmbH  
HUBER & SUHNER AG  
InfraPost AG  
Nokia Siemens Networks  
Orange Communications SA  
Sunrise Communications AG  
Swisscom (Schweiz) AG  
upc cablecom GmbH

**Transportation / Logistics**

Die Schweizerische Post  
DHL Express (Schweiz) AG  
DPD (Schweiz) AG  
Rhätische Bahn AG  
SBB AG  
SBB Cargo AG  
Schweizerische Bundesbahnen SBB  
Swiss International Air Lines

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