

france 2007

Viscom France:

A 7% increase in the number of visitors,
+27% from abroad and
a 94% satisfaction rate

The Viscom France 2007 exhibition which was held from 26 to 28 September at the Porte de Versailles welcomed 7654 visitors, ie. an increase of 7% compared to 2005 with 153 exhibitors, including 34% for the first time. This year's 11 conferences were also widely followed. A very positive result which reveals the dynamism of the visual communication sector.


The Visual Communication trade fair rechristened Viscom in 2007 was host to the visual communication market's leading companies. These included digital printing (37.5%), sign makers (31%), cutting/engraving (16%), digital media (10.5) and finishing (5%). Neolt, Dgi, Océ, Vutek, Sericol, HP-Scitex, Nur, Seiko, Xerox Large Format, Colorspan, Epson, Luscher, Mimaki, Agfa, Roland, Durst, Augend, and even Sun and Canon were thus able to present their latest products and services during the 3-day exhibition.

The 52 new exhibitors included companies such as Johnson Window films, Tripette and Renaud (Efi - Vutek), Graphic Systems, Multigraphic (Multilingual Graphic), Expand Display France, Sericol, Fujifilm, or Tecs Graphics (Agfa).

The digital media area is developing as part of the exhibition and generated a 96% satisfaction rate amongst visitors*. This rapidly expanding sector was represented by 16 specialist companies such as Apia, Sidev, Futuramedia, Innes, Blue Fox, Media Sécurité ...

With regard to visitorship, the trade fair brought together 7654 participants, which represents an increase of 7% compared to the 2005 trade fair. The number of foreign visitors increased by 27% with over 80 countries represented.

Source: Sesa Marketing 2007 surveys

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3 major business sectors were represented:

- Visual communication users whose numbers were up, mostly made up of service companies (7%), trade or mass distribution companies (5%);
- experts grouped together through advertising agencies (14%), architects (2%), decorators and creation studios (5%);
- and finally, visual creation professionals, mostly represented by sign-makers (10%), printers (12%), sign-painters (3%) and even sign specialists (14%).

They all came to discover new supports (26%), meet new providers (23%), identify new materials (21%), find new ideas (18%) and develop their knowledge network (12%).

The programme of conferences, started in 2006, was particularly rich this year with 11 conferences on offer. Over 500 participants were thus able to find out about subjects as diverse as “The stakes and challenges of Digital media”, “Key factors for a successful display project”, “The contribution of Digital Media to Corporate Communication” and even “Signs & displays: what place, what role for outdoor communication in the company’s media and communication strategy?”.

Viscom France: other key figures

An exceptional level of satisfaction

- 94% of visitors said they were satisfied with their visit
- 93% of visitors said they were satisfied with their participation in the conferences
- 81% of visitors think visiting the Viscom trade fair is a must


Visitors’ business sectors: greater representativeness

- Advertising agencies (12%)
- Sign-makers (13%)
- Screen printing, object markers (7%)

Size of businesses

- 61% between 1 and 10 employees
- 22% between 11 and 50
- 7% between 51 and 250
- 5% more than 1000
- 2.5% between 251 and 500
- 2.5% between 501 and 1000

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