

# VISITORSHIP: PROFILE AND SECTORS

## PURCHASING DECISIONS



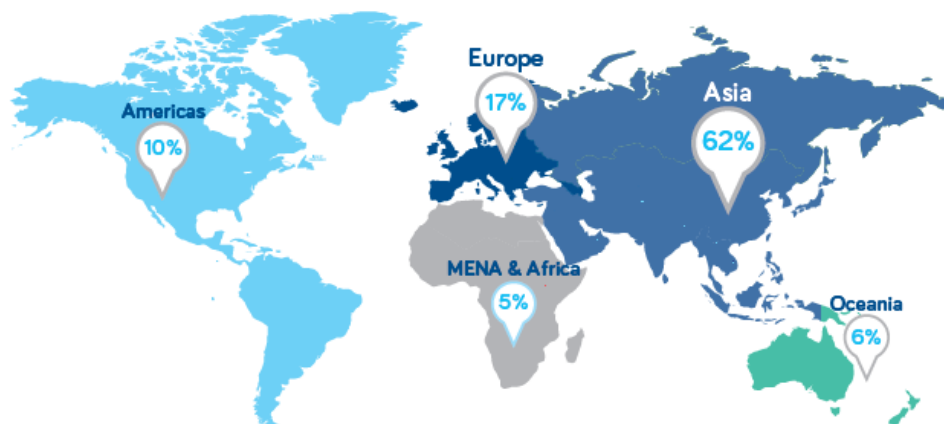
- 64% Decision Makers
- 19% Makes Initial Recommendations
- 9% Key Influencers
- 8% Look Out for New Products

## SECTOR BREAKDOWN



- 39% Water Industry
- 37% Government
- 21% International Organisations & Academia (includes Associations and Research Institutes)
- 3% Others (includes industrial water users and investors)

## TOP REGIONS AT SIWW 2016 (EXCLUDING SINGAPORE)



Statistics reflected are based on Singapore International Water Week 2016