



OSLO TECH SHOW 2025

80 % of the visitors are
leaders or management

The visitor's professional area

IT Director/ Manager /	
IT Leader / IT Consultant/	
IT Project manager / IT Strategist.....	12%
Chief Technology Officer /	
Head of Digital/	
Chief Digital Officer /	
Chief Change Officer/	
Chief Innovation Officer /	
Strategic Leader for Growth /	
CIO / Chief Technology Officer/	
Transformation Officer /Analytics Officer.....	13%
System Architect / System Engineer /Network	
Architect/ Programmer.....	15%
Operations Manager / Project Manager /	
Process Manager.....	10%
Chief Financial Officer /Finance Director /	
Procurement Officer.....	7%
Chief Executive Officer /Managing Director /	
Board Member	16%
Chief Security Officer / IT Security Manager/	
IT Security Director /SISO.....	5%
Development Director /Manager / R&D Director /	
Manager.....	5%
Technical Consultant / Technical Manager /	
Telecom Manager.....	7%
Investor.....	2%
Other.....	8%

Visitors 1,976

Sector working at/within

Private Sector 80 %
Public Sector 20 %

Role in the Organization/Company

Head of Corporate
Management / Owner /
CEO / Managing Director.....37%

Operations Manager /
Manager /Unit Manager/
Middle Management.....43%

No Management responsibility..... 20%

The visitor's industries

IT & Telecom45 %

Public Sector / Municipality /
Authority / City Services.....20%

Consultant services /
Management services.....7%

Manufacturing industry.....5%

Energy / Real Estate / Construction.....5%

Retail / Commerce &
E-commerce..... 5%

Bank and finance /
financial services.....5%

Other 8%

The results of the surveys sent out after the fair show that **88%** of visitors decide or influence purchases.

65% answer yes to the question of whether the visitor's company/organization in the next 12 months will purchase/enter into discussion about procurement of any/some of the products/services displayed at the show floor.

The visitors who answered yes to the question of whether they will buy products at the fair stated that they will buy within these volumes:

More than 1 000 000 NOK	27%
500 000 - 1 000 000 NOK	31%
1 - 500 000 NOK	22%
Unknown amount	20%

The visitors stated the following purposes for the trade fair visit (Multiple answer options possible):

Decision basis for procurement	69%
Finding new products and services	73%
Find new contacts	85%
Meet current contacts and industry professionals	86%
Get an overview of the industry	91%
Attend seminars	84%

The visitors stated the following when asked how much time they spent at the show:

Two days	28%
One day	31%
More than four hours	29%
Two to four hours ("More than 2 hours")	2%
One to two hours	9%

85% of visitors stated that they are interested in visiting the show when it is held next time.

82% of visitors stated that they were satisfied or very satisfied with their overall show experience.