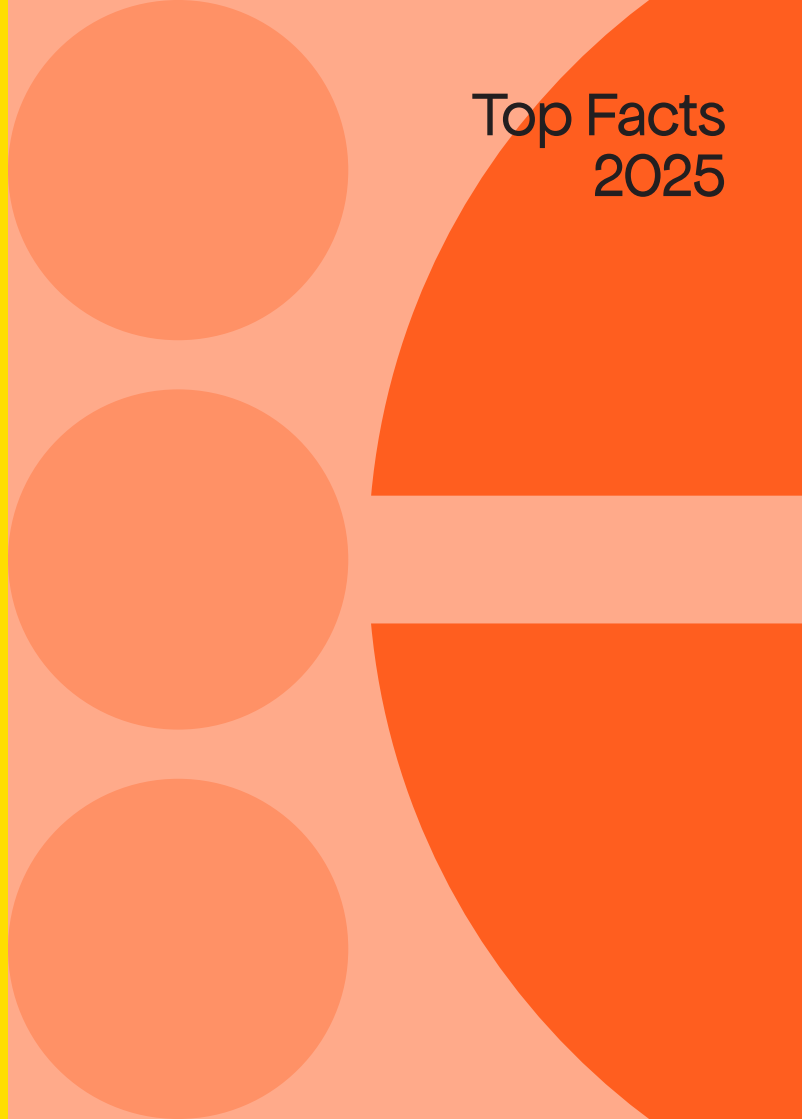


her career expo

Top Facts
2025



The Top Facts 2025

The expo is a major event for exchange and networking, serving as an annual platform that supports women at every stage of life, whether they are looking for a new job, pursuing personal development, or starting their own business.

60+
exhibitors &
partners

265
exhibitors &
partners

entry¹ starting
at € 10

450+
role models &
insiders

7,757
visitors
2024: 6,971

free travel
with
Flixbus²

350+
meetups &
talks

18,374
digital application
submissions
at the booth
CV-Uploads: 5,684

accredited
educational event³

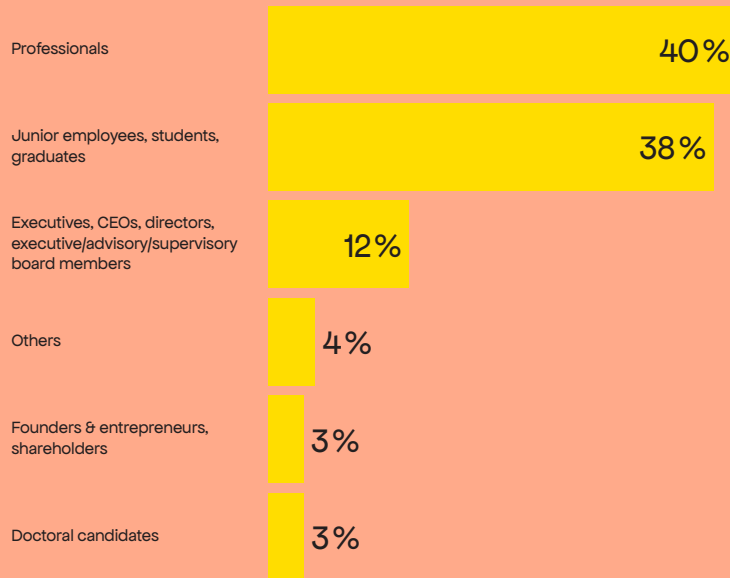
97%
recommendation
rate

58,910
digital
matches

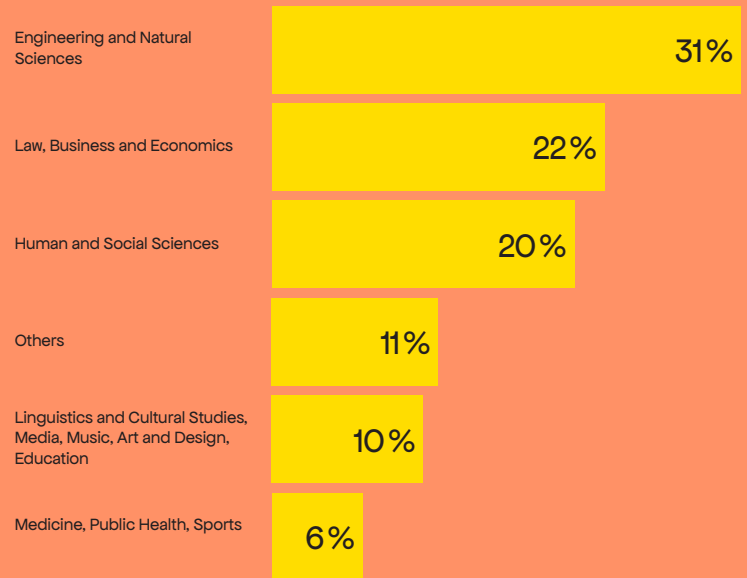
draws a
national
audience

The Top Facts of Visitors of the herCAREER EXPO 2025

Roles and positions of visitors

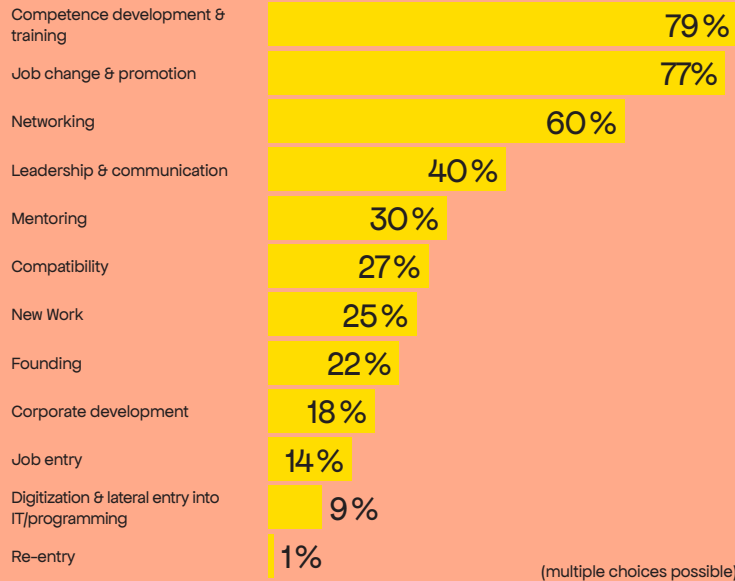


Distribution of visitors' fields of study/specialized expertise

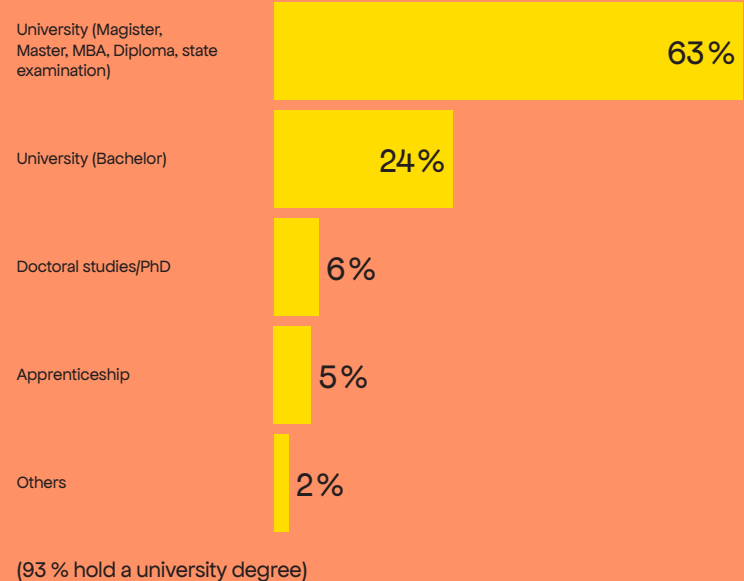


The Top Facts of Visitors of the herCAREER EXPO 2025

The motivation of the visitors to visit the exhibition



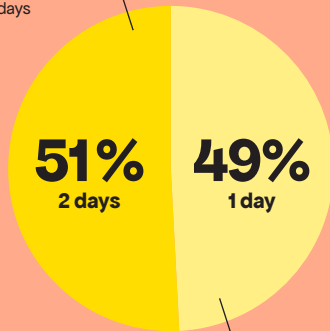
Highest or aspired degree of visitors



The Top Facts of Visitors of the herCAREER EXPO 2025

Time spent at the exhibition

51% of visitors attended the expo on both days



49% of visitors attended the expo on one day

Origin of visitors

From within the country, order by frequency

- Bavaria
- Baden-Württemberg
- North Rhine-Westphalia
- Hesse
- Berlin
- Lower Saxony
- Saxony
- Hamburg
- Rhineland-Palatinate
- Brandenburg
- Saxony-Anhalt
- Thuringia
- Saarland
- Bremen
- Schleswig-Holstein
- Mecklenburg-Western Pomerania

From abroad, order by frequency

- Austria
- Switzerland
- India
- Italy
- Spain
- Latvia
- Macedonia
- Belgium
- Czech Republic
- France
- Great Britain
- Pakistan
- Argentina
- Hungary
- South Korea
- Qatar
- Romania
- Sweden
- Turkey
- Ukraine

Exhibitors & partners from 11 countries