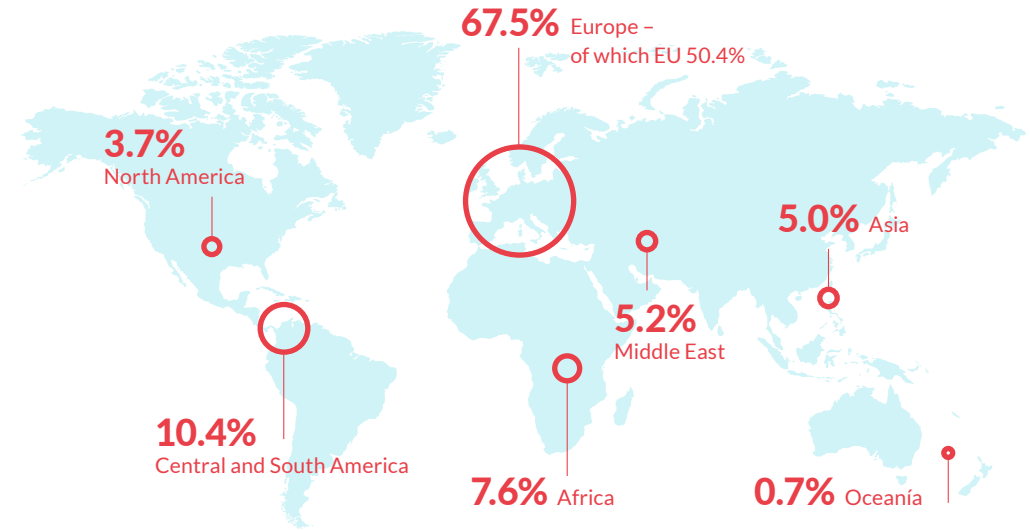
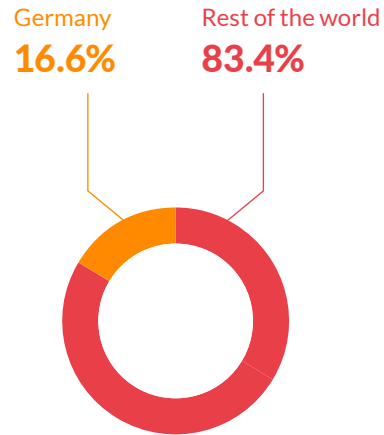




ORIGIN OF TRADE VISITORS



TRADE VISITOR SURVEY

AREAS OF BUSINESS

(Multiple citations, no. of citations N > = 2.2%)

Production	36.7%
Import/Export	29.4%
Wholesale	
- Proprietary wholesaler of retail organisation	5.3%
- Other wholesale trade	5.3%
Retail trade	
- Central purchasing	3.3%
- Sales distribution	2.2%
Industry	8.7%
Other service providers	6.9%
Packaging	4.7%
Transport/Handling	4.0%

STATUS

75.4%

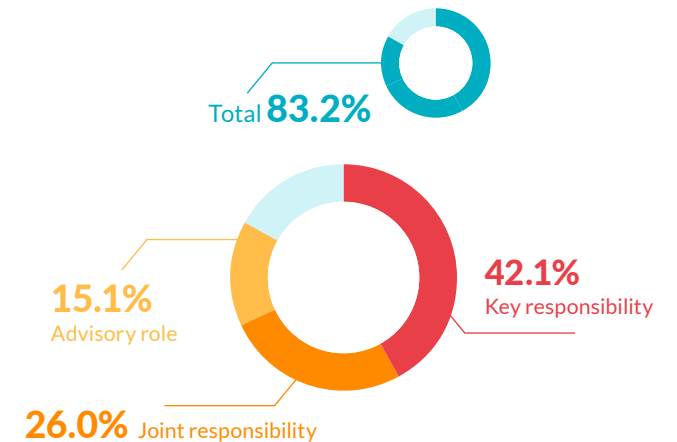
of trade visitors hold a **leading management position**.*



*managing director, partner, member of the board of management, head of department, independent businessperson etc.

LEVEL OF RESPONSIBILITY

83% of trade visitors are involved in the **purchasing and procurement decision-making** process within their company.



RESULTS OF BUSINESS

92.7%

of trade visitors rate the **business results** of their visit to the exhibition as **good or very good**.



RANGE OF PRODUCTS

87.1%

of trade visitors rate the **range of products** on offer at FRUIT LOGISTICA **positively**.



TRADE VISITOR SURVEY

INTEREST IN PRODUCTS ON OFFER

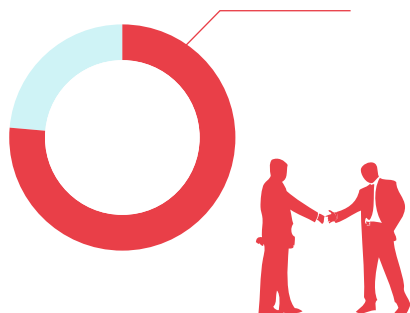
(Multiple citations, no. of citations N > = 2.2%)

Fresh fruit	38.0%
Fresh vegetables	25.0%
Packaging	19.0%
Technical services	12.7%
Packaging machinery	11.7%
Marketing/Market research	10.0%
Digital technology/Applications	8.7%
Transport/Logistics	7.7%
Dried fruit/Nuts	7.7%
Frozen fruit and vegetables	7.3%
Potatoes	7.1%
Storage	7.0%
Fresh cut/Convenience/Food service products	6.5%
Mushrooms	5.4%
Associations/Institutions	4.9%
Waste management	4.3%
Self-service flowers/Potted plants	2.2%

FOLLOW-UP BUSINESS AFTER THE FAIR

76.5%

of trade visitors expect a **good volume of business** resulting from the exhibition.



OVERALL IMPRESSION AND OUTLOOK

92% of trade visitors had a **very good to good overall impression** of FRUIT LOGISTICA 2020.

91.8% had an **overall positive impression** of FRUIT LOGISTICA 2020.



91.0% of trade visitors would **recommend** FRUIT LOGISTICA to others.



88.4% intend to **visit the next FRUIT LOGISTICA**.

