

### 1. TRADE VISITOR SURVEY

#### 1.1 ORIGIN

|                          |       |
|--------------------------|-------|
| Germany                  | 17.5% |
| International            | 82.5% |
| European Union           | 52.4% |
| Central/Eastern Europe   | 4.6%  |
| Other European countries | 5.2%  |
| North America            | 4.0%  |
| Central/South America    | 11.5% |
| Africa                   | 11.2% |
| Near/Middle East         | 3.9%  |
| Eastern Asia             | 5.5%  |
| Oceania                  | 1.6%  |

#### 1.2 AREA OF BUSINESS

(Multiple citations, no. of citations N > = 3.0%)

|   |       |
|---|-------|
| Production                                      | 33.5% |
| Import/Export                                   | 23.8% |
| Wholesale                                       |       |
| - Proprietary wholesaler of retail organisation | 6.4%  |
| - Other wholesale trade                         | 4.5%  |
| Retail trade                                    |       |
| - Central purchasing                            | 3.1%  |
| - Sales distribution                            | 3.0%  |
| Other service providers                         | 7.3%  |
| Industry  | 6.3%  |
| Transport/Handling                              | 5.7%  |
| Packaging                                       | 5.2%  |

#### 1.3 STATUS

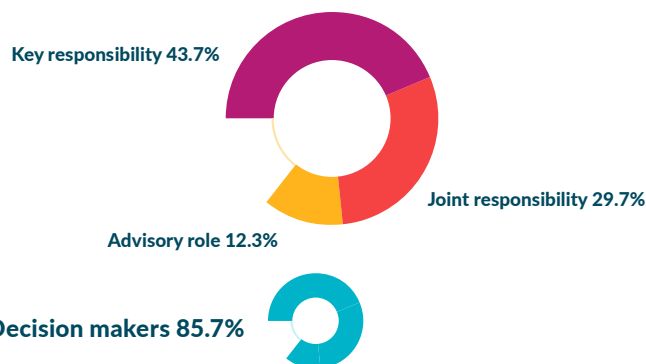
76.1% of the trade visitors hold a leading management position in their companies such as managing director, partner, member of the board of management, head of a department, independent businessperson etc.

Leading position 76.1%



#### 1.4 COMPETENCE

85.7% of the trade visitors are involved in the purchasing and procurement decision-making process within their company.



Decision makers 85.7%

#### 1.5 INTEREST IN PRODUCTS ON OFFER

(Multiple citations, no. of citations N > = 2.0%)

|   |       |
|---|-------|
| Fresh fruit                             | 44.5% |
| Fresh vegetables                        | 32.5% |
| Packaging                               | 19.3% |
| Technical services                      | 16.2% |
| Packaging machinery                     | 13.8% |
| Marketing/market research               | 11.9% |
| Transport/logistics                     | 10.7% |
| Potatoes                                | 10.3% |
| Storage                                 | 9.6%  |
| Fresh-cut/convenience/catering products | 9.1%  |
| Dried fruit/nuts                        | 8.5%  |
| Computer services                       | 6.3%  |
| Institutions/organisations              | 4.6%  |
| Waste management                        | 3.7%  |
| Shopfitting                             | 2.3%  |
| Plants/flowers for self-service         | 2.0%  |

#### 1.6 OVERALL IMPRESSION AND OUTLOOK

95.9% of the trade visitors had a very good to good overall impression of this year's FRUIT LOGISTICA.

|                                |       |
|--------------------------------|-------|
| Positive overall impression    | 95.9% |
| Would recommend the exhibition | 95.3% |
| Intend to revisit in 2019      | 90.3% |