90.9% of all exhibitors view FRUIT LOGISTICA as a good platform for the presentation of new and innovative products.

47.5% Suitable
43.4% Very suitable

PRESENTATION OF INNOVATIONS AND NEW PRODUCTS

PRESENTATION FOCUS (Multiple citations, no. of citations N >= 1.8%)

- Fresh fruit: 39.0%
- Fresh vegetables: 26.3%
- Technical services: 16.8%
- Packaging: 13.2%
- Potatoes: 10.0%
- Packaging machinery: 7.1%
- Transport/Logistics: 5.8%
- Fresh cut/Convenience/Food service products: 5.5%
- Storage: 5.2%
- Frozen fruit and vegetables: 5.1%
- Dried fruit/Nuts: 4.5%
- Digital technology/Applications: 4.1%
- Mushrooms: 3.7%
- Associations/Institutions: 3.2%
- Self-service flowers/Potted plants: 1.8%

81.3% of exhibitors rate the quality of the trade visitors to their stands positively.

89% of exhibitors assessed the commercial success of their participation at this year’s FRUIT LOGISTICA positively.

Positive business results: 89.0%

35.0% Satisfactory
15.6% Very good
38.4% Good

BUSINESS RESULTS

EXHIBITOR SURVEY

QUALITY OF TRADE VISITORS

Collated and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund
FOLLOW-UP BUSINESS AFTER THE FAIR

87.3% of exhibitors expect a very good to satisfactory level of business after the fair.

OVERALL IMPRESSION AND OUTLOOK

84% of exhibitors say they had a very good or good overall impression of FRUIT LOGISTICA 2020.

83.8% of exhibitors had a positive overall impression of FRUIT LOGISTICA.

89.5% of exhibitors would recommend others to exhibit at FRUIT LOGISTICA.

87.5% of exhibitors said they intend to exhibit again at the next FRUIT LOGISTICA.

GOALS AND DEGREE OF ACHIEVING GOALS

(Multiple citations)

<table>
<thead>
<tr>
<th>Exhibitors’ goals</th>
<th>Goal important for % of exhibitors</th>
<th>Goal achieved by % of exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gaining new customers</td>
<td>79.5%</td>
<td>78.5%</td>
</tr>
<tr>
<td>Effective company presentation</td>
<td>79.2%</td>
<td>92.6%</td>
</tr>
<tr>
<td>Strengthening of existing business relations</td>
<td>77.0%</td>
<td>93.0%</td>
</tr>
<tr>
<td>Information for trade visitors</td>
<td>51.9%</td>
<td>91.9%</td>
</tr>
<tr>
<td>Presentation of new products</td>
<td>38.2%</td>
<td>88.6%</td>
</tr>
<tr>
<td>Orders/Concluding deals</td>
<td>31.6%</td>
<td>82.9%</td>
</tr>
<tr>
<td>Finding new suppliers</td>
<td>30.9%</td>
<td>81.7%</td>
</tr>
<tr>
<td>Preparation of business deals</td>
<td>25.7%</td>
<td>88.5%</td>
</tr>
<tr>
<td>Other goals</td>
<td>8.2%</td>
<td>87.2%</td>
</tr>
</tbody>
</table>

Collated and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund