

2. EXHIBITOR SURVEY

2.1 PRESENTATION FOCUS

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

Fresh fruit	42.7%
Fresh vegetables	28.7%
Technical services	14.7%
Packaging	13.7%
Potatoes	8.9%
Fresh-cut/convenience/catering products	6.9%
Packaging machinery	6.6%
Transport/transshipment	6.1%
Storage	4.6%
Dried fruit/nuts	4.4%
Institutions/organisations	3.9%
Marketing/market research	2.1%
IT and computer services	2.0%

2.2 GOALS AND DEGREE OF ACHIEVING GOALS

(Multiple citations)

To gain new customers	79.1%
Company presentation	78.4%
Strengthening of existing business relations	77.0%
Information for trade visitors	53.8%
Presentation of new products	36.6%
Orders/concluding deals	33.0%
To find new suppliers	30.9%
Preparation of business deals	26.8%
Other goals	10.4%

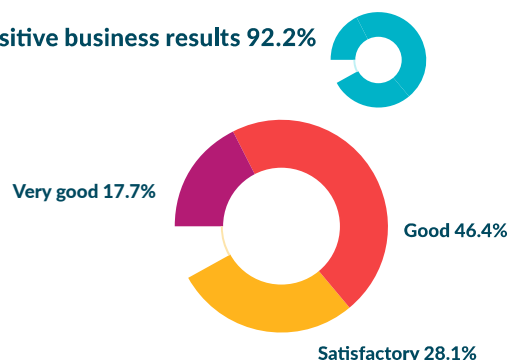
■ Exhibitors' goals
■ Degree of achieving these goals (good and satisfactory)

Collated and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund

2.3 BUSINESS RESULTS

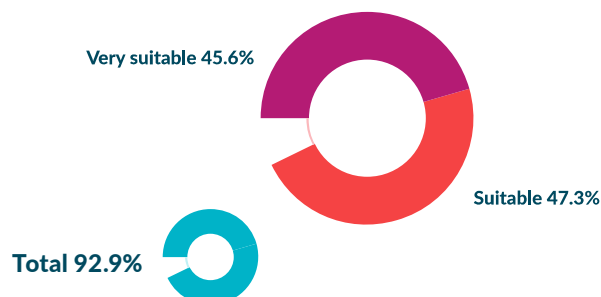
92.2% of the exhibitors assessed the commercial success of their participation at this year's FRUIT LOGISTICA as positive.

Positive business results 92.2%



2.4 PRESENTATION OF NEW PRODUCTS/ INNOVATIONS

Almost all exhibitors (92.9%) viewed FRUIT LOGISTICA as a good platform for the presentation of new and innovative products.



2.5 FOLLOW-UP BUSINESS AFTER THE FAIR

90.9% of company representatives expect a very good to satisfactory level of business after the fair.

2.6 OVERALL IMPRESSION AND OUTLOOK

92.8% of this year's participants have already stated that they intend to participate in FRUIT LOGISTICA 2019.

Positive overall impression	91.1%
Would recommend exhibiting	91.1%
Intend to return	92.8%