

## VISITOR SURVEY RESULTS

### 1. TRADE VISITOR SURVEY

#### 1.1 ORIGIN

|                          |       |
|--------------------------|-------|
| Germany                  | 17.7% |
| International            | 82.3% |
| European Union           | 62.4% |
| Central/Eastern Europe   | 5.0%  |
| Other European countries | 3.7%  |
| North America            | 3.7%  |
| Central/South America    | 7.6%  |
| Africa                   | 8.1%  |
| Near/Middle East         | 5.4%  |
| Eastern Asia             | 3.2%  |
| Oceania                  | 0.9%  |

#### 1.2 AREA OF BUSINESS

(Multiple citations, no. of citations N > = 2.7%)

|   |       |
|---|-------|
| Production                                      | 31.3% |
| Import/Export                                   | 29.2% |
| Wholesale                                       |       |
| - Proprietary wholesaler of retail organisation | 6.6%  |
| - Other wholesale trade                         | 6.9%  |
| Retail trade                                    |       |
| - Central purchasing                            | 2.7%  |
| - Sales distribution                            | 3.3%  |
| Other service providers                         | 8.2%  |
| Industry  | 5.6%  |
| Packaging                                       | 5.7%  |
| Transport/Handling                              | 6.5%  |

#### 1.3 STATUS

77.8% 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.

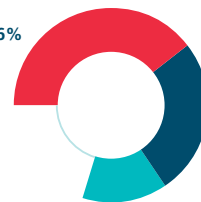
Leading position 77.8%



#### 1.4 COMPETENCE

87.7% of the trade visitors are involved in the purchasing and procurement decision-making process within their company.

Key responsibility 43.6%



Joint responsibility 28.6%

Advisory role 15.5%

Decision makers 87.7%



#### 1.5 INTEREST IN PRODUCTS ON OFFER

(Multiple citations, no. of citations N > = 2.6%)

|   |       |
|---|-------|
| Fresh fruit                             | 47.3% |
| Fresh vegetables                        | 34.6% |
| Packaging                               | 20.2% |
| Packaging machinery                     | 14.3% |
| Technical services                      | 14.1% |
| Potatoes                                | 12.6% |
| Marketing/market research               | 12.3% |
| Storage                                 | 11.1% |
| Transport/logistics                     | 10.0% |
| Fresh-cut/convenience/catering products | 9.7%  |
| Dried fruit/nuts                        | 9.0%  |
| Computer services                       | 5.5%  |
| Institutions/organisations              | 4.5%  |
| Plants/flowers for self-service         | 2.8%  |
| Shopfitting                             | 2.7%  |
| Waste management                        | 2.6%  |

#### 1.6 OVERALL IMPRESSION AND OUTLOOK

93.3% of the trade visitors had a very good to good overall impression of this year's FRUIT LOGISTICA.

Positive overall impression 93.3%

Would recommend the exhibition 95.7%

Intend to revisit in 2017 89.6%