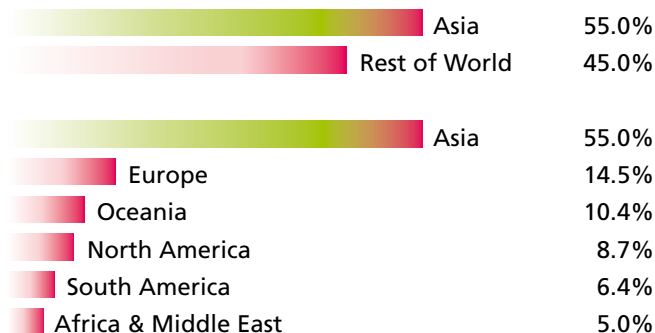


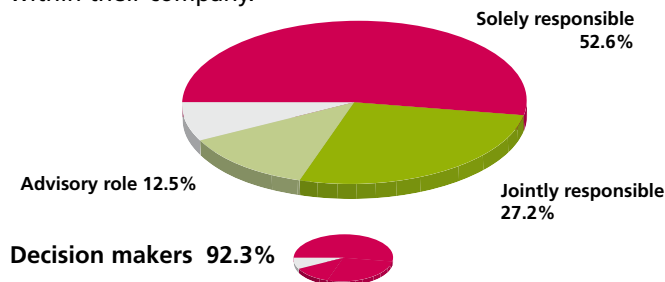


1.1 Origin



1.4 Competence

92% of the trade visitors are closely involved in the purchasing and procuring decision-making process within their company.



1.2 Area of business

(Multiple citations. no. of citations N > = 3%)

Import / Export	59.5%
Production	21.4%
Wholesale / Retail	16.0%
Transport / Logistics	9.2%
Packaging	7.5%
Other Manufacturing	3.8%
Food service / Catering	3.1%

1.5 Interest in products on offer

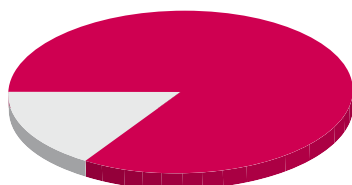
(Multiple citations. no. of citations N > = 3%)

Fresh fruit	90.5%
Fresh vegetables	36.4%
Packaging suppliers	15.0%
Packaging machinery	10.9%
Marketing / Market research	10.5%
Fresh-cut / Convenience articles	8.2%
Transport / Logistics	8.2%
Technical services	6.5%
Storage	6.5%
Potatoes	5.4%
Dried fruits / Nuts	4.4%
Associations / Institutions	3.7%

1.3 Status

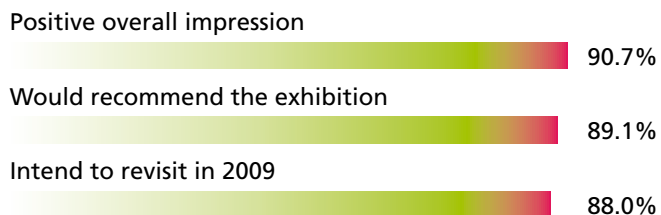
84% of the trade visitors hold a leading management position in their companies, such as managing director, partner, member of the executive board, head of department, independent businessman etc.

Leading position 83.8%



1.6 Overall impression and outlook

91% of the trade visitors had a positive overall impression of this year's ASIA FRUIT LOGISTICA.



Collated and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund



2.1 Presentation focus

(Multiple citations, no. of citations > = 3%)

Fresh fruit	75.0%
Fresh vegetables	26.3%
Dried fruits / Nuts	7.9%
Transport / Logistics	7.9%
Packaging machinery	6.6%
Storage	6.6%
Potatoes	5.3%
Technical services	5.3%
Fresh-cut / Convenience articles	3.9%
Marketing / Market research	3.9%
Consulting / Information Services	3.9%

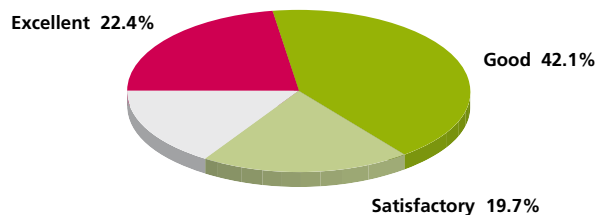
2.2 Goals and degree of achieving goals

(Multiple citations)



2.3 Variety of trade visitors

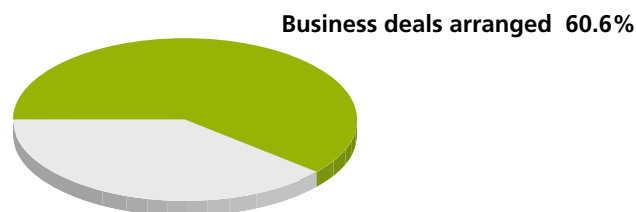
84% of exhibitors rated the variety of trade visitors at ASIA FRUIT LOGISTICA positively.



Positive assessment of visitors **84.2%**

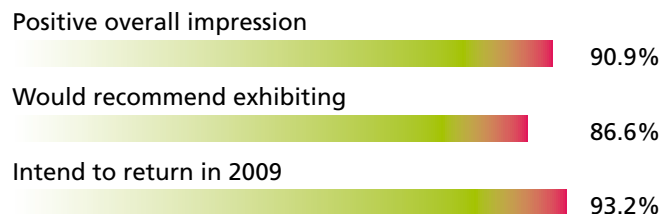
2.4 Business results

61% of exhibitors arranged business deals at ASIA FRUIT LOGISTICA



2.5 Overall impression and outlook

91% of exhibitors had a positive overall impression of this year's ASIA FRUIT LOGISTICA.



Collated and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund