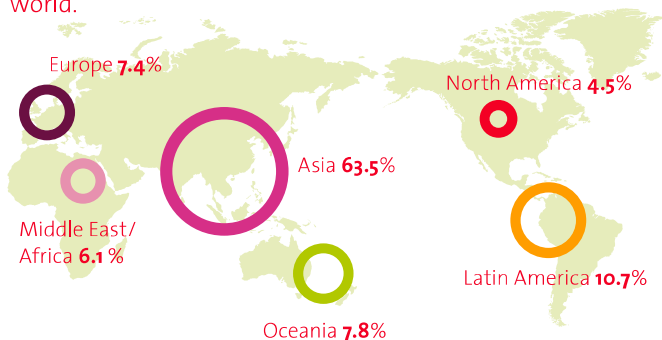




1.1 Origin

(Percentages 2019 added according to registration data)

ASIA FRUIT LOGISTICA 2019 attracted some 12.000 trade visitors. 63% are based in Asia, 37% in all other regions of the world.



1.2 Commercial branch

(Multiple citations, no. of citations N > = 2,5%)

Fruit / Vegetable grower	49.3%
Import / Export	33.2%
Food retailing / E-retailing	18.5%
Frozen fruit and vegetables	13.3%
Food industry	11.4%
Food service / Catering / Hotel	9.5%
Transport / Logistics	7.1%
Wholesale	5.7%
Technology manufacturer	3.8%
Fresh-cut / Convenience	3.3%
Packaging	2.8%
Other branch	6.6%

1.3 Status

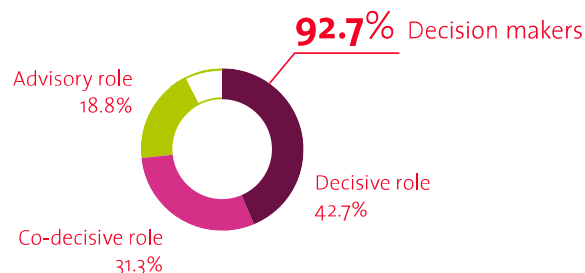
81% of the trade visitors hold a leading management position in their companies, such as managing director, partner, member of the executive board, senior head of department, independent business person etc.



Statistically evaluated by Gelszus Messe-Marktforschung GmbH
Statistics based on all completed entries

1.4 Competence

93% of the trade visitors are closely involved in the purchasing and procuring decision-making process within their company.



1.5 Interest in products on offer

(Multiple citations, no. of citations N > = 3,5%)

Fresh fruit	84.0%
Fresh vegetables	41.3%
Frozen fruit and vegetables	16.4%
Fresh convenience products	12.7%
Organic products	12.2%
Packaging supplies	12.2%
Transport / Logistics	11.7%
Dried fruits / Nuts	9.9%
Mushrooms	8.5%
Potatoes	8.0%
Marketing / Market research	8.0%
Packaging machines	5.2%
Technical services	4.7%
Storage solutions	3.8%

1.6 Overall impression and outlook

97% of the trade visitors to ASIA FRUIT LOGISTICA 2019 would recommend others to visit the exhibition.

