

FRUIT LOGISTICA 2011

EXHIBITOR SURVEY RESULTS



2 EXHIBITOR SURVEY

2.1 PRESENTATION FOCUS

(Multiple citations, no. of citations > = 2.5%)

Fresh fruit	49.6%
Fresh vegetables	38.2%
Potatoes	17.5%
Packaging	12.0%
Technical services	9.5%
Transport/transshipment	9.2%
Packaging machinery	8.1%
Dried fruit/nuts	6.1%
Institutions/organisations	5.9%
Convenience products	5.9%
Storage	4.4%
Marketing/market research	4.0%

2.2 GOALS AND DEGREE OF ACHIEVING GOALS

(Multiple citations)

To gain new customers	83.7%	78.4%
Strengthening of existing business relations	78.6%	84.3%
Company presentation	70.9%	95.5%
Information for trade visitors	51.0%	95.3%
Presentation of new products	37.2%	82.7%
To find new suppliers	35.0%	80.8%
Orders/concluding deals	34.1%	68.7%
Preparation of business deals	33.3%	80.4%
Other goals	9.9%	76.9%

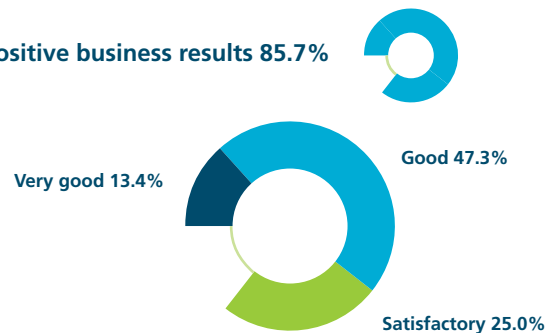
■ Exhibitors' goals
■ Degree of achieving these goals (good and satisfactory)

Collated and analysed by Hopp & Partner, Berlin

2.3 BUSINESS RESULTS

85.7% of the exhibitors assessed the commercial success of their participation at this year's FRUIT LOGISTICA as positive.

Positive business results 85.7%

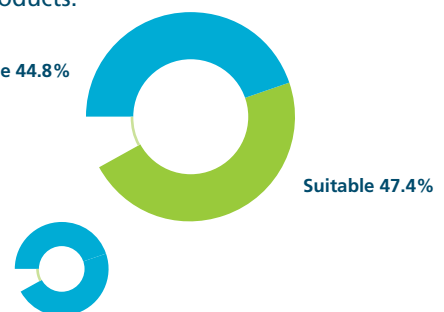


2.4 PRESENTATION OF NEW PRODUCTS/ INNOVATIONS

Almost all exhibitors (92.2%) viewed FRUIT LOGISTICA as a good platform for the presentation of new and innovative products.

Very suitable 44.8%

Total 92.2%



2.5 FOLLOW-UP BUSINESS AFTER THE FAIR

80.6% of company representatives expect a very good to satisfactory level of business after the fair.

2.6 OVERALL IMPRESSION AND OUTLOOK

85.9% of this year's participants have already stated that they intend to participate in FRUIT LOGISTICA 2012.

Positive overall impression	84.2%
Would recommend exhibiting	85.8%
Intend to return in 2012	85.9%