

# FRUIT LOGISTICA 2011

## VISITOR SURVEY RESULTS



### 1 TRADE VISITOR SURVEY

#### 1.1 ORIGIN

Germany	23.4%
International	76.6%
European Union	68.0%
Central/Eastern Europe	4.8%
Other European countries	4.8%
North America	2.9%
Central/South America	6.0%
Africa	5.6%
Near/Middle East	2.7%
Eastern Asia	3.5%
Oceania	1.7%

#### 1.2 AREA OF BUSINESS

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

Production	36.4%
Import/Export	34.0%
Wholesale	
- Proprietary wholesaler of retail organisation	9.2%
- Other wholesale trade	7.5%
Retail trade	
- Central purchasing	3.9%
- Sales distribution	7.5%
Industry	9.3%
Other service providers	8.7%
Packaging	7.1%
Transport/Handling	6.4%

#### 1.3 STATUS

74.2% 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.

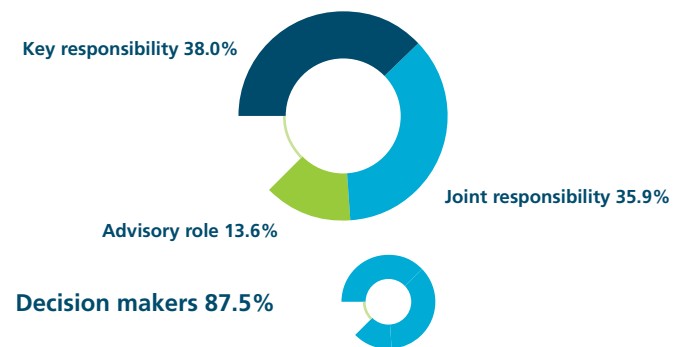
Leading position 74.2%



Collated and analysed by Hopp & Partner, Berlin

#### 1.4 COMPETENCE

87.5% of the trade visitors are involved in the purchasing and procurement decision-making process within their company.



#### 1.5 INTEREST IN PRODUCTS ON OFFER

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

Fresh fruit	55.5%
Fresh vegetables	45.0%
Packaging	23.0%
Marketing/market research	17.7%
Packaging machinery	16.6%
Potatoes	15.4%
Transport/logistics	14.4%
Fresh-cut/convenience/catering products	14.1%
Storage	11.8%
Technical services	9.0%
Dried fruit/nuts	7.4%
Institutions/organisations	6.5%
Plants/flowers for self-service	4.2%
Shopfitting	3.0%
Computer services	2.3%
Waste management	2.0%

#### 1.6 OVERALL IMPRESSION AND OUTLOOK

97.1% of the trade visitors had a very good to good overall impression of this year's FRUIT LOGISTICA.

Positive overall impression	97.1%
Would recommend the exhibition	96.8%
Intend to revisit in 2012	89.6%