

1. TRADE VISITOR SURVEY

1.1 ORIGIN

Germany	15.0%
International	85.0%
European Union	56.6%
Central/Eastern Europe	4.1%
Other European countries	4.1%
North America	3.2%
Central/South America	12.4%
Africa	8.5%
Near/Middle East	4.9%
Eastern Asia	4.9%
Oceania	1.3%

1.2 AREA OF BUSINESS

(Multiple citations, no. of citations N > = 3.1%)

Production	33.3%
Import/Export	27.4%
Wholesale	
- Proprietary wholesaler of retail organisation	5.4%
- Other wholesale trade	5.0%
Retail trade	
- Central purchasing	3.1%
- Sales distribution	3.7%
Industry	6.9%
Other service providers	6.4%
Packaging	4.8%
Transport/Handling	4.7%

1.3 STATUS

76.1% 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.

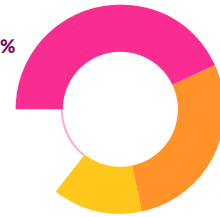
Leading position 76.1%



1.4 COMPETENCE

85.6% of the trade visitors are involved in the purchasing and procurement decision-making process within their company.

Key responsibility 43.3%



Joint responsibility 28.4%

Advisory role 13.9%

Decision makers 85.6%



1.5 INTEREST IN PRODUCTS ON OFFER

(Multiple citations, no. of citations N > = 1.9%)

Fresh fruit	42.8%
Fresh vegetables	29.2%
Packaging	17.4%
Technical services	12.8%
Packaging machinery	12.3%
Marketing/market research	10.7%
Frozen fruits and vegetables	10.3%
Storage	8.8%
Transport/logistics	8.1%
Potatoes	8.0%
Dried fruit/nuts	7.3%
Fresh-cut/convenience/catering products	6.5%
Mushrooms	5.3%
Computer services	4.7%
Institutions/organisations	3.8%
Waste management	3.2%
Self-service flowers/potted plants	1.9%

1.6 OVERALL IMPRESSION AND OUTLOOK

95.1% of the trade visitors had a very good to good overall impression of this year's FRUIT LOGISTICA.

Positive overall impression	95.1%
Would recommend the exhibition	95.5%
Intend to revisit in 2020	91.6%