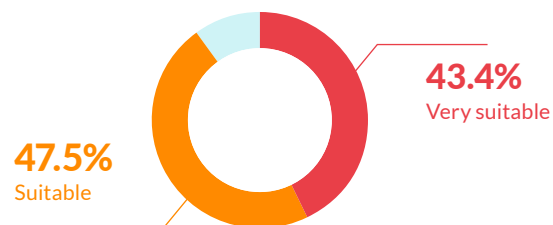




PRESENTATION OF INNOVATIONS AND NEW PRODUCTS

90.9%

of all exhibitors view FRUIT LOGISTICA as a **good platform** for the presentation of new and innovative products.



EXHIBITOR SURVEY

QUALITY OF TRADE VISITORS

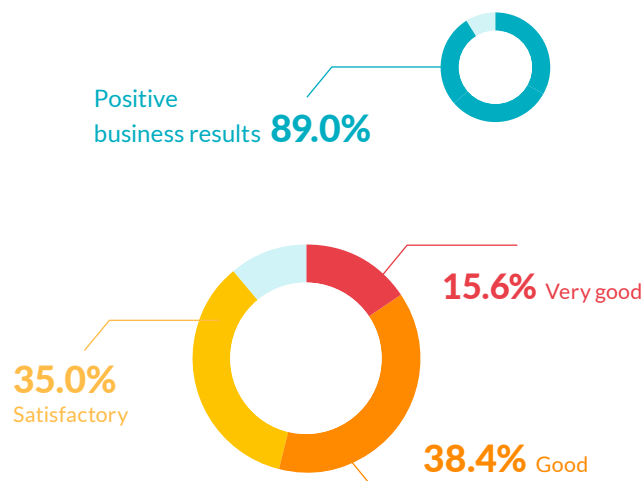
81.3%

of exhibitors rate the **quality of the trade visitors** to their stands **positively**.



BUSINESS RESULTS

89% of exhibitors assessed the **commercial success** of their participation at this year's FRUIT LOGISTICA **positively**.



PRESENTATION FOCUS

(Multiple citations, no. of citations N > = 1.8%)

Fresh fruit	39.0%
Fresh vegetables	26.3%
Technical services	16.8%
Packaging	13.2%
Potatoes	10.0%
Packaging machinery	7.1%
Transport/Logistics	5.8%
Fresh cut/Convenience/Food service products	5.5%
Storage	5.2%
Frozen fruit and vegetables	5.1%
Dried fruit/Nuts	4.5%
Digital technology/Applications	4.1%
Mushrooms	3.7%
Associations/Institutions	3.2%
Self-service flowers/Potted plants	1.8%

FOLLOW-UP BUSINESS AFTER THE FAIR



OVERALL IMPRESSION AND OUTLOOK

84% of exhibitors say they had a **very good or good overall impression** of FRUIT LOGISTICA 2020.

83.8% of exhibitors had a **positive overall impression** of FRUIT LOGISTICA.

89.5% of exhibitors would **recommend others to exhibit** at FRUIT LOGISTICA.

87.5% of exhibitors said they **intend to exhibit again** at the next FRUIT LOGISTICA.



EXHIBITOR SURVEY

GOALS AND DEGREE OF ACHIEVING GOALS

(Multiple citations)

Exhibitors' goals

Goal important for % of exhibitors

Goal achieved by % of exhibitors

Exhibitors' goals	Goal important for % of exhibitors	Goal achieved by % of exhibitors
Gaining new customers	79.5%	78.5%
Effective company presentation	79.2%	92.6%
Strengthening of existing business relations	77.0%	93.0%
Information for trade visitors	51.9%	91.9%
Presentation of new products	38.2%	88.6%
Orders/Concluding deals	31.6%	82.9%
Finding new suppliers	30.9%	81.7%
Preparation of business deals	25.7%	88.5%
Other goals	8.2%	87.2%