



QUALITY OF TRADE VISITORS

78.7% of exhibitors rate the quality of the trade visitors to their stands positively.



FOLLOW-UP BUSINESS

87.7% of exhibitors expect a positive post-show business.

GOALS AND DEGREE OF ACHIEVEMENT

(Multiple citations)

Gaining new customers



Effective company presentation



Strengthening of existing business relations



Information for trade visitors



Presentation of new products



Orders/Concluding deals



Finding new suppliers



Preparation of business deals



Other goals





COMMERCIAL SUCCESS

86.3% of exhibitors rated the business success of their participation as positive.

OVERALL IMPRESSION AND OUTLOOK

81.7%

81.7% of exhibitors had a positive overall impression of FRUIT LOGISTICA.

85.4%

85.4% of exhibitors would recommend others to exhibit at FRUIT LOGISTICA.

87.7%

87.7% of exhibitors intend to exhibit again at the next FRUIT LOGISTICA.

EXHIBITION FOCUS

(Multiple citations, no. of citations N >=2.8%)

| | | | | | |
|---------------------|-------|---------------------------------------|------|------------------------------------|------|
| Fresh fruits | 42.1% | Transport/Logistics | 5.8% | Convenience products | 4.0% |
| Fresh vegetables | 31.5% | Digital technologies and applications | 5.7% | Mushrooms | 3.4% |
| Technical services | 14.5% | Greenhouse technology | 5.5% | Associations/Institutions | 3.2% |
| Packaging | 13.3% | Dried fruits/Nuts | 5.2% | Self-service flowers/Potted plants | 2.0% |
| Potatoes | 9.8% | Frozen fruits and vegetables | 5.1% | Marketing | 1.4% |
| Packaging machinery | 7.3% | Storage | 5.0% | Waste disposal management | 0.7% |

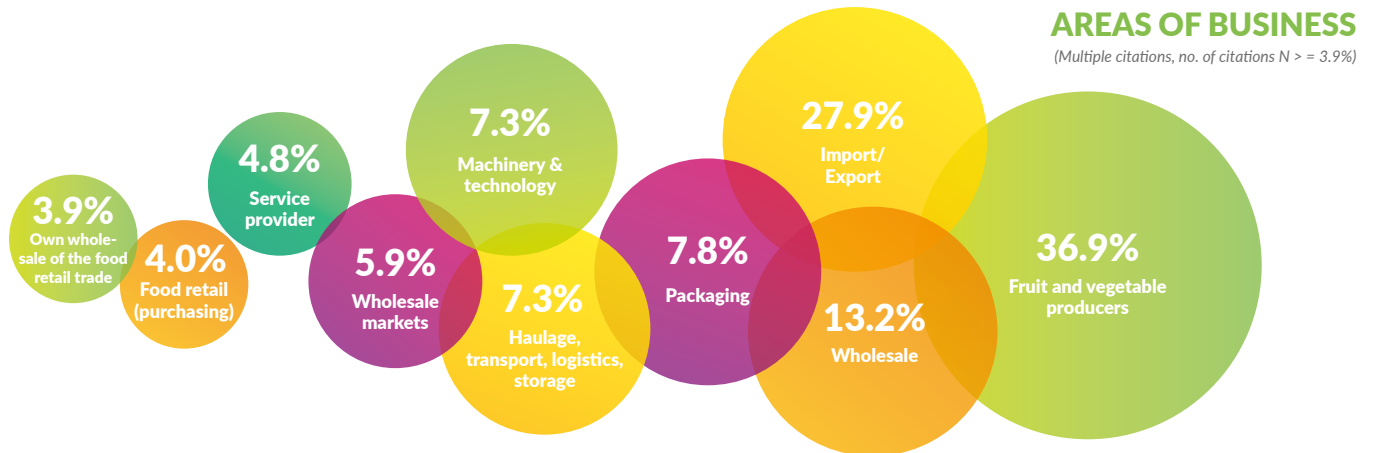
PRESENTATION OF INNOVATIONS AND NEW PRODUCTS



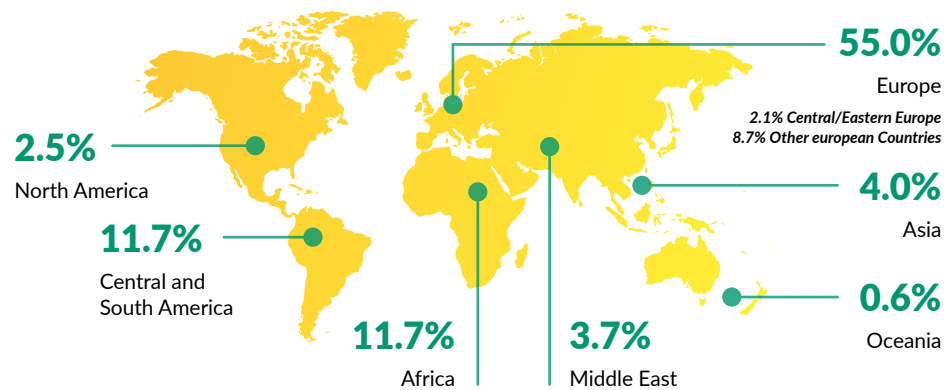


STATUS

74.1% of trade visitors hold a leading management position.*



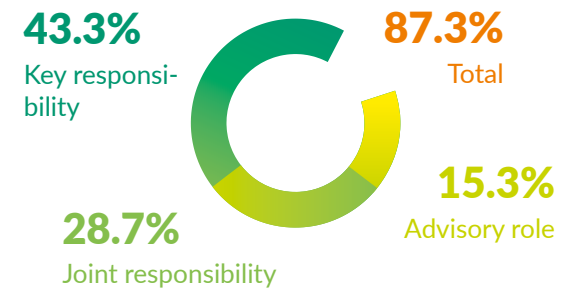
ORIGIN OF TRADE VISITORS



Rest of the world



LEVEL OF RESPONSIBILITY



Collated and analysed by Gelszus Messe-Marktforschung GmbH with FKM-Certification

*managing director, partner, member of the board of management, head of department, independent businessperson etc.

OVERALL IMPRESSION AND OUTLOOK

93.8%

93.8% had an overall positive impression of FRUIT LOGISTICA.

95.3%

95.3% would recommend FRUIT LOGISTICA to others.

89.9%

89.9% intend to visit the next FRUIT LOGISTICA.



RANGE OF PRODUCTS

90.5% of trade visitors rate the range of products and services of FRUIT LOGISTICA positively.



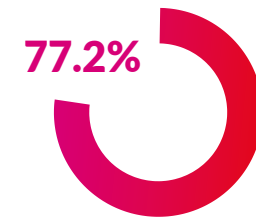
COMMERCIAL SUCCESS

86.2% of trade visitors rate the commercial success of their visit to the exhibition as very good and good.

INTEREST IN PRODUCTS ON OFFER

(Multiple citations, no. of citations N >=2.3%)

| | | | | | |
|------------------------------|-------|---------------------------------------|------|------------------------------------|------|
| Fresh fruits | 45.3% | Potatoes | 9.9% | Dried fruits/Nuts | 7.9% |
| Fresh vegetables | 29.9% | Transport/Logistics | 9.6% | Mushrooms | 5.5% |
| Packaging | 15.6% | Marketing/Market research | 9.1% | Convenience products | 5.4% |
| Frozen fruits and vegetables | 12.5% | Digital technologies and applications | 8.6% | Associations/Institutions | 4.0% |
| Packaging machinery | 10.6% | Greenhouse technology | 8.6% | Self-service flowers/Potted plants | 3.0% |
| Technical services | 10.3% | Storage | 8.5% | Waste disposal management | 2.0% |



FOLLOW-UP BUSINESS

77.2% of trade visitors expect a good volume of business resulting from the trade show.