



QUALITY OF TRADE VISITORS

75.2% of exhibitors rate the quality of the trade visitors to their stands positively.



FOLLOW-UP BUSINESS

83.9% of exhibitors expect a positive post-show business.

GOALS AND DEGREE OF ACHIEVEMENT

(Multiple citations)

Gaining new customers



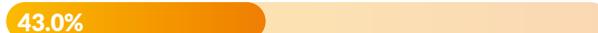
Effective company presentation



Strengthening of existing business relations



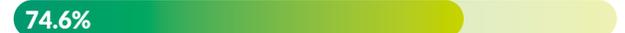
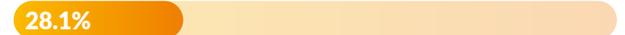
Information for trade visitors



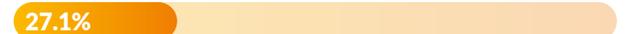
Presentation of new products



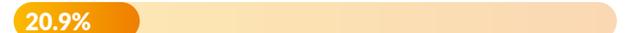
Orders/Concluding deals



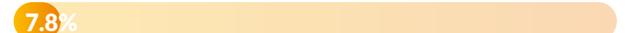
Finding new suppliers



Preparation of business deals



Other goals





COMMERCIAL SUCCESS

89.0% of exhibitors rated the business success of their participation as positive.

OVERALL IMPRESSION AND OUTLOOK

77.3%

77.3% of exhibitors had a positive overall impression of FRUIT LOGISTICA.

83.7%

83.7% of exhibitors would recommend others to exhibit at FRUIT LOGISTICA.

85.5%

85.5% of exhibitors intend to exhibit again at the next FRUIT LOGISTICA.

EXHIBITION FOCUS

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

Fresh fruits	43,5%	Transport/Logistics	5,8%	Convenience products	4,0%
Fresh vegetables	28,9%	Digital technologies and applications	5,9%	Mushrooms	2,9%
Technical services	15,6%	Dried fruits/Nuts	3,9%	Associations/Institutions	3,2%
Packaging	10,9%	Frozen fruits and vegetables	6,5%	Self-service flowers/Potted plants	1,5%
Potatoes	8,3%	Greenhouse technology	5,0%	Marketing	2,1%
Packaging machinery	6,7%	Storage	4,2%	Waste disposal management	0,4%

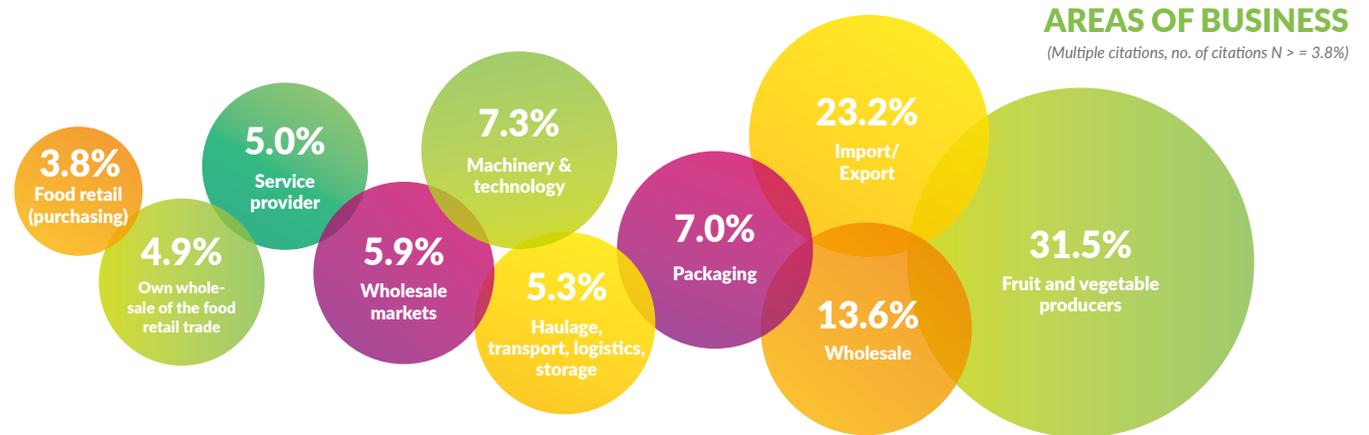
PRESENTATION OF INNOVATIONS AND NEW PRODUCTS



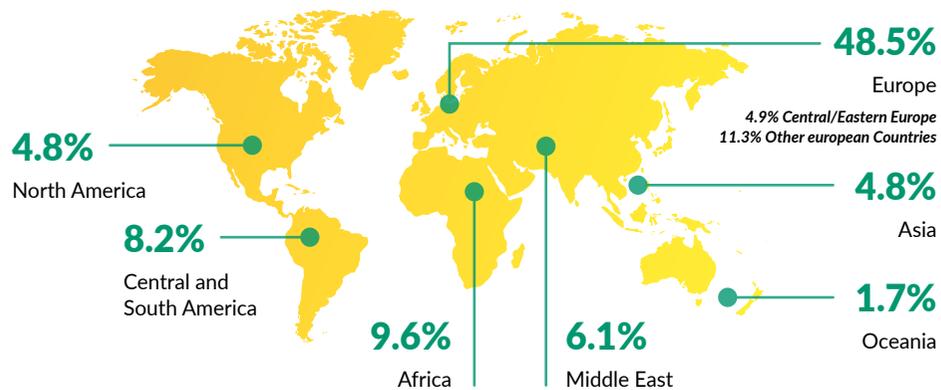


STATUS

67.2% of trade visitors hold a leading management position.*



ORIGIN OF TRADE VISITORS



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

91.5%

91.5% had an overall positive impression of FRUIT LOGISTICA.

93.7%

93.7% would recommend FRUIT LOGISTICA to others.

86.8%

86.8% intend to visit the next FRUIT LOGISTICA.



RANGE OF PRODUCTS

90.8% of trade visitors rate the range of products and services of FRUIT LOGISTICA positively.



COMMERCIAL SUCCESS

83.0% 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 >=2.5%)

Fresh fruits	44.1%	Potatoes	10.7%	Dried fruits/Nuts	8.5%
Fresh vegetables	29.1%	Transport/Logistics	9.8%	Mushrooms	7.7%
Packaging	15.4%	Marketing/Market research	9.8%	Convenience products	4.7%
Frozen fruits and vegetables	12.9%	Digital technologies and applications	9.6%	Associations/Institutions	5.3%
Packaging machinery	12.2%	Greenhouse technology	7.3%	Self-service flowers/Potted plants	2.9%
Technical services	9.8%	Storage	9.2%	Waste disposal management	2.5%



FOLLOW-UP BUSINESS

71.6% of trade visitors expect a good volume of business resulting from the trade show.