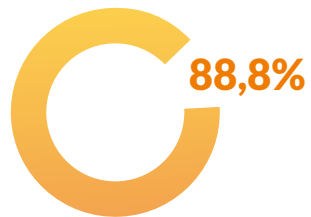


QUALITY OF TRADE VISITORS

79,2% of exhibitors rate the quality of the trade visitors to their stands positively.



FOLLOW-UP BUSINESS

88,8% of exhibitors expect a very good to satisfactory level of business after the fair.

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

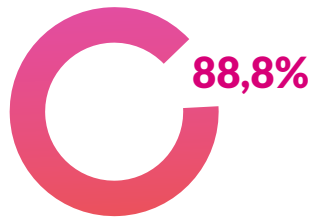


Preparation of business deals



Other goals





COMMERCIAL SUCCESS

88,8% of exhibitors assessed the commercial success of their participation at this year's FRUIT LOGISTICA positively.

OVERALL IMPRESSION AND OUTLOOK

87,5%

87,5% of exhibitors had a positive overall impression of FRUIT LOGISTICA.

91,1%

91,1% of exhibitors would recommend others to exhibit at FRUIT LOGISTICA.

91,7%

91,7% of exhibitors intend to exhibit again at the next FRUIT LOGISTICA.

EXHIBITION FOCUS

(Multiple citations, no. of citations N >=1,6%)

Fresh fruits	41,4%	Transport/Logistics	7,7%	Frozen fruits and vegetables	5,2%
Fresh vegetables	29,7%	Packaging machinery	7,1%	Digital technology/Applications	4,1%
Technical services	16,9%	Storage	6,2%	Associations/Institutions	3,8%
Packaging	14,6%	Fresh cut/Convenience/Food service products	5,9%	Mushrooms	3,6%
Potatoes	10%	Dried fruits/Nuts	5,8%	Self-service flowers/Potted plants	1,6%

PRESENTATION OF INNOVATIONS AND NEW PRODUCTS

