

FRUIT LOGISTICA 2008

Exhibitor Survey Results 2008



2 Exhibitor Survey

Collated and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund

2.1 Presentation focus

(Multiple citations, no. of citations > = 3%)

Fresh fruit	53.9%
Fresh vegetables	42.0%
Potatoes	12.5%
Packaging	11.5%
Transport/transhipment	7.4%
Dried fruit/nuts	6.4%
Packaging machinery	6.0%
Storage	5.1%
Institutions/organisations	4.7%
Convenience products	4.0%
Technical services	3.2%
Marketing/market research	3.1%

2.2 Goals and degree of achieving goals

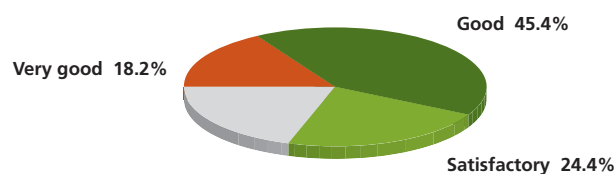
(Multiple citations)

Company presentation	84.3%	95.0%
To gain new customers	81.5%	85.6%
Strengthening of existing business relations	80.4%	95.2%
Information for trade visitors	62.1%	96.2%
Presentation of new products	38.1%	88.1%
To find new suppliers	36.9%	83.0%
Orders/concluding deals	35.2%	80.3%
Preparation of business deals	33.7%	85.8%
Other goals	10.4%	87.9%

■ Exhibitors' goals
■ Degree of achieving these goals (good and satisfactory)

2.3 Business results

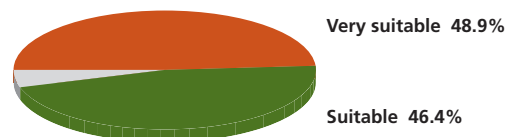
88.0% of the exhibitors assessed the commercial success of their participation at this year's FRUIT LOGISTICA as positive.



Positive business results 88.0%

2.4 Presentation of new products/innovations

Almost all exhibitors (95.3%) viewed FRUIT LOGISTICA as a good platform for the presentation of new and innovative products.



Total 95.3%

2.5 Follow-up business after the fair

87.8% of company representatives expect a very good to satisfactory level of business after the fair.

2.6 Overall impression and outlook

92.7% of this year's participants have already stated that they intend to participate in FRUIT LOGISTICA 2009.

Positive overall impression	91.6%
Would recommend exhibiting	92.1%
Intend to return in 2009	92.7%