

FRUIT LOGISTICA 2008

Visitor Survey Results 2008



1 Trade Visitor Survey

Collated and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund

1.1 Origin

Germany	27.5%
International	72.5%
European Union	69.8%
Central/Eastern Europe	2.8%
Other European countries	5.0%
North America	4.2%
Central/South America	6.5%
Africa	4.0%
Near/Middle East	4.5%
Eastern Asia	1.8%
Oceania	1.4%

1.2 Area of business

(Multiple citations, no. of citations N > = 5%)

Import/Export	30.7%
Production	30.4%
Wholesale	
- Proprietary wholesaler of retail organisation	7.2%
- Other wholesale trade	8.4%
Retail trade	
- Central purchasing	4.3%
- Sales distribution	6.6%
Other service providers	8.8%
Industry	7.8%
Packaging	7.0%
Transport/Handling	6.6%

1.3 Status

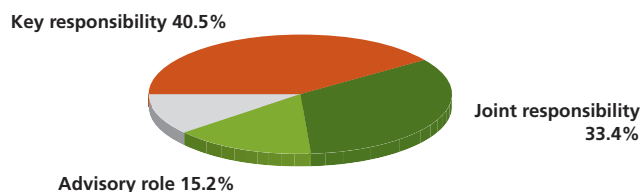
78.1% of the trade visitors hold a leading management position in their companies such as managing director, partner, member of the board of management, head of a department, independent businessperson etc.

Leading position 78.1%



1.4 Competence

89.1% of the trade visitors are involved in the purchasing and procurement decision-making process within their company.



Decision makers 89.1%



1.5 Interest in products on offer

(Multiple citations, no. of citations N > = 2%)

Fresh fruit	51.3%
Fresh vegetables	45.1%
Packaging	25.4%
Packaging machinery	18.8%
Marketing/market research	14.8%
Fresh-cut/convenience/catering products	14.5%
Potatoes	12.5%
Transport/logistics	10.5%
Storage	10.3%
Technical services	9.0%
Dried fruit/nuts	7.4%
Institutions /organisations	6.4%
Computer services	3.3%
Plants/flowers for self-service	3.0%
Waste management	2.7%
Shopfitting	2.6%

1.6 Overall impression and outlook

94.1% of the trade visitors had a very good to good overall impression of this year's FRUIT LOGISTICA.

Positive overall impression	94.1%
Would recommend the exhibition	94.8%
Intend to revisit in 2009	87.9%