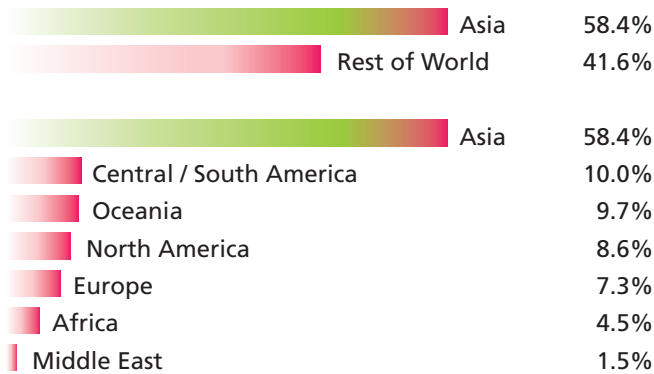




1.1 Origin



1.2 Area of business

(Multiple citations. no. of citations N >= 4%)

Importer / Exporter	57.2%
Fruit / Vegetable grower	38.3%
Wholesale / Retail	12.9%
Transport / Logistics	10.6%
Packaging	8.0%
Food service / Catering	6.4%
Other	4.0%

1.3 Status

83% of the trade visitors hold a leading management position in their companies, such as managing director, partner, member of the executive board, head of department, independent businessman etc.



Leading position 82.6%

1.4 Competence

94% of the trade visitors are closely involved in the purchasing and procuring decision-making process within their company.

Decision makers 93.6%

Decisive role 43.6%

Advisory role 10.2%



Co-decisive role 30.7%

1.5 Interest in products on offer

(Multiple citations. no. of citations N >= 4%)

Fresh fruit	83.7%
Fresh vegetables	36.4%
Transport / Logistics	11.4%
Packaging supplies	10.6%
Dried fruits / Nuts	8.3%
Fresh-cut / Convenience articles	7.2%
Storage	7.2%
Packaging machinery	6.4%
Marketing / Market research	5.3%
Other	5.3%
Technical services	4.9%
Potatoes	4.2%

1.6 Overall impression and outlook

92% of the trade visitors to ASIA FRUIT LOGISTICA 2011 would recommend others to visit the exhibition.

Would recommend the exhibition

92.4%

Positive overall impression

81.8%

Intend to revisit in 2012

86.0%

Collated and analysed by Gelszus Messe-Marktforschung