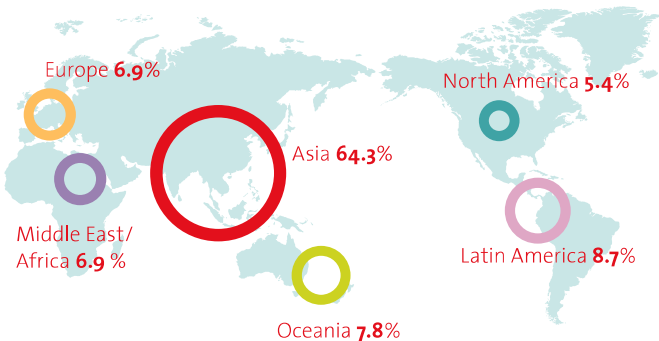




### 1.1 Origin

ASIA FRUIT LOGISTICA 2018 attracts some 13,500 trade visitors. 64% are based in Asia, 36% in all other regions of the world.



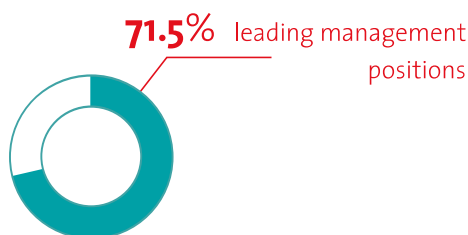
### 1.2 Commercial branch

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

Import / Export	51.5%
Fruit / Vegetable grower	35.0%
Wholesale / Retail	16.3%
E-retailer / Online retail	8.2%
Transport / Logistics	8.0%
Food service/ Catering	5.6%
Packaging companies	4.4%
Other services	4.4%
Press / Media	3.8%
Manufacturer of packaging machines	3.6%
Other manufacturing	3.4%
Other branch	3.8%

### 1.3 Status

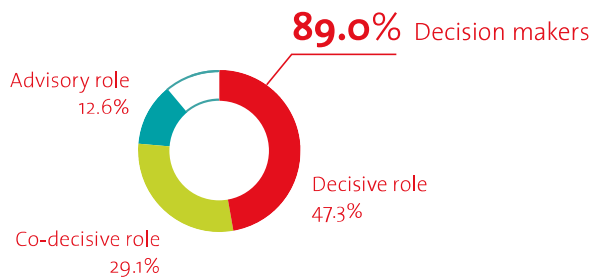
71% of the trade visitors hold a leading management position in their companies, such as managing director, partner, member of the executive board, senior head of department, independent business person etc.



Statistically evaluated by Gelszus Messe-Marktforschung GmbH

### 1.4 Competence

89% of the trade visitors are closely involved in the purchasing and procuring decision-making process within their company.



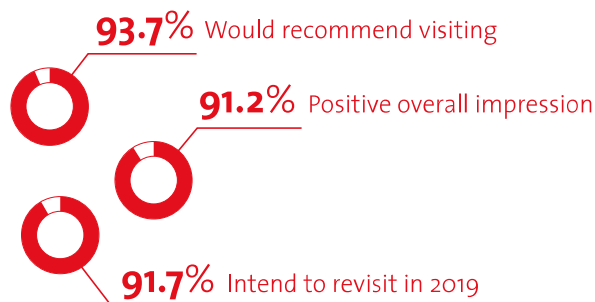
### 1.5 Interest in products on offer

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

Fresh fruit	80.7%
Fresh vegetables	34.0%
Dried fruits / Nuts	12.4%
Transport / Logistics	12.4%
Fresh cut convenience products	11.5%
Packaging suppliers	8.4%
Storage	7.1%
Marketing / Market research	7.1%
Packaging machines	6.9%
Technical services	6.7%
Potatoes	6.5%
Information technology services	4.4%

### 1.6 Overall impression and outlook

94% of the trade visitors to ASIA FRUIT LOGISTICA 2018 would recommend others to visit the exhibition.



Statistics based on all completed entries