EXHIBITOR SURVEY SUMMARY 2023

ASIA FRUIT LÖGISTICA

TOP 5 EXHIBITING COUNTRIES

- 1 Mainland China
- 2 Australia
- 3 USA
- 4 New Zealand
- 5 Egypt

OVERALL IMPRESSION AND OUTLOOK

95%

of exhibitors recommended to partners to participate

94%

of exhibitors had a good or very good impression of the show

91%

of exhibitors commented high benefit of participation

90%

of exhibitors rated the quality of trade visitors positively

90%

of exhibitors were interested in exhibiting in 2024

89%

of exhibitors satisfied with quality of visitors

86%

of exhibitors satisfied with quantity of visitors at stand



83% of exhibitors assessed the commercial success of their participation at the show **positively**

PRESENTATION FOCUS

Fresh fruits	77.6%
Fresh vegetables	31.0%
Packaging	14.7%
Frozen fruit and vegetables	11.2%
Technology	8.6%
Storage solutions	7.8%
Transport / Logistics	7.8%
Others	11.2%
(Includes multiple citations)	

GOALS AND DEGREE OF ACHIEVEMENT

Company presentation / Image building	
66%	Goal
66%	Degree of achievement
Information for trade visitors	
49%	Goal
65%	Degree of achievement
Care of customer relationship	
53%	Goal
71%	Degree of achievement
Acquisition of new customers	
57%	Goal
59%	Degree of achievement
Search for suppliers	
25%	Goal
69%	Degree of achievement
Concluding orders	
10%	Goal
83%	Degree of achievement
Preparation of orders	
12%	Goal
71%	Degree of achievement
Presentation of novelties	
7%	Goal
75%	Degree of achievement
Other goals	
2%	Goal
50%	Degree of achievement
(Includes multiple citations)	

VISITOR SURVEY SUMMARY 2023

ASIA FRUIT LÖGISTICA

TOP 5 VISITING COUNTRIES / REGIONS

- Mainland China
- 2 Hong Kong
- 3 India
- 4 Chile
- 5 Australia

LEVEL OF RESPONSIBILITY

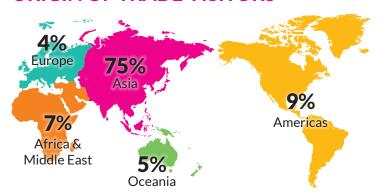
94% of visitors are involved in the **purchasing and procurement decision-making process** within their company.





86% of visitors hold management positions

ORIGIN OF TRADE VISITORS



More than 13,000 trade visitors from over 70 different countries and regions came to Hong Kong to make the most of the opportunities to meet and do business with over 700 exhibitors from some 43 countries or regions at ASIA FRUIT LOGISTICA this year.

OVERALL IMPRESSION AND OUTLOOK

98%

of visitors had **positive** overall impression

97%

of visitors were satisfied with their participation

97%

of visitors would recommend ASIA FRUIT LOGISTICA to others

86%

of visitors **found** new contacts

80%

of visitors intend to exhibit the next ASIA FRUIT LOGISTICA

AREAS OF BUSINESS

Fruit / Vegetable growers	44%
Importer / Exporter	39%
Transport / Logistics	15%
Food & Catering	14%
Wholesalers	13%
Manufacturer of frozen fruit and vegetal	bles 12%
Retailer	11%
Fresh cut / Convenience	8%
Distributor	6%
Packaging & Technology	6%
Others	10%

(Includes multiple citations)