

# EXHIBITOR SURVEY SUMMARY 2023

## 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%

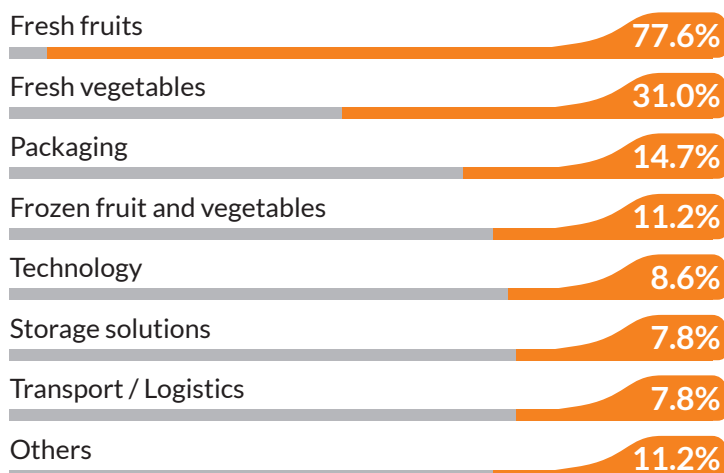
of exhibitors satisfied with quantity of visitors at stand



## COMMERCIAL SUCCESS

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

## PRESENTATION FOCUS



(Includes multiple citations)

## GOALS AND DEGREE OF ACHIEVEMENT

### Company presentation / Image building



### Information for trade visitors



### Care of customer relationship



### Acquisition of new customers



### Search for suppliers



### Concluding orders



### Preparation of orders



### Presentation of novelties



### Other goals



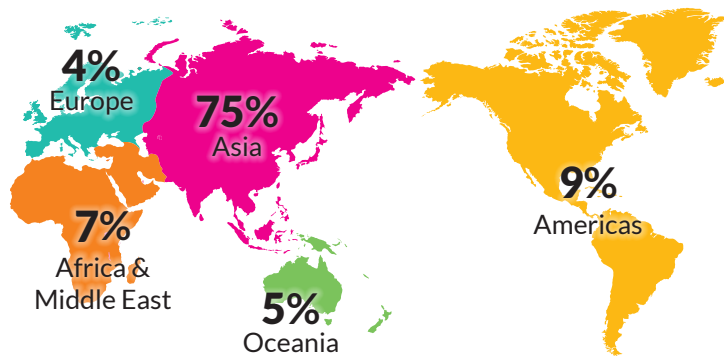
(Includes multiple citations)

# VISITOR SURVEY SUMMARY 2023

## TOP 5 VISITING COUNTRIES / REGIONS

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

## 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%

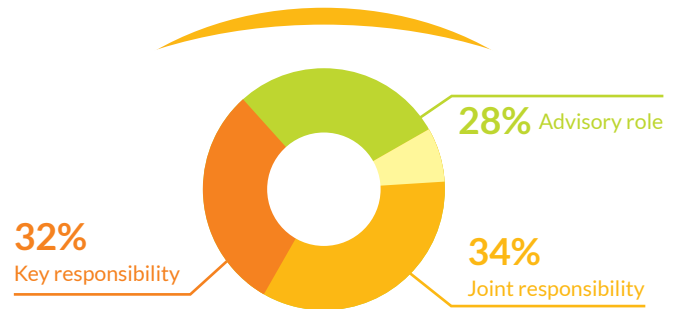
of visitors **found new contacts**

80%

of visitors **intend to exhibit** the next ASIA FRUIT LOGISTICA

## LEVEL OF RESPONSIBILITY

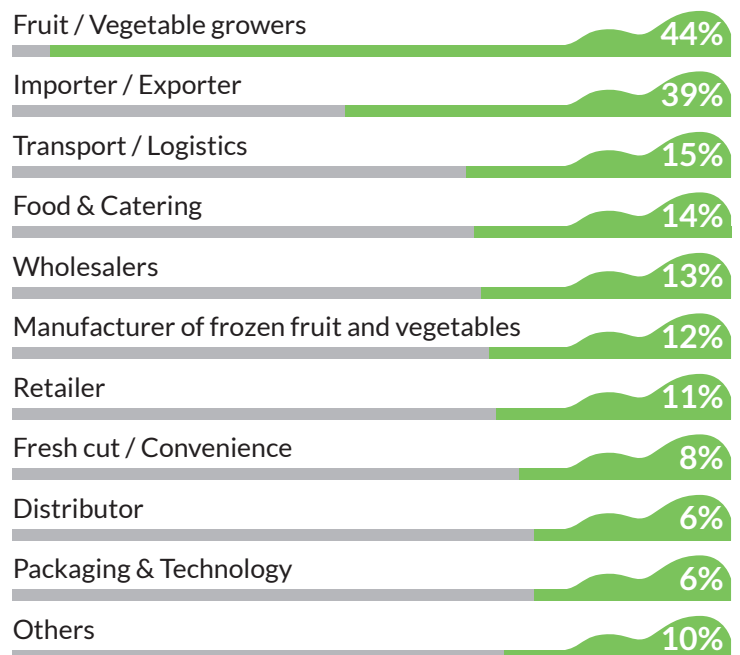
94% of visitors are involved in the **purchasing and procurement decision-making process** within their company.



## STATUS

86% of visitors hold **management positions**

## AREAS OF BUSINESS



(Includes multiple citations)