

# EXHIBITOR SURVEY SUMMARY 2024

ASIA FRUIT  
LOGISTICA

Knowledge Partner

ASIAFRUIT

## TOP 5 EXHIBITING COUNTRIES

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

## OVERALL IMPRESSION AND OUTLOOK

96%

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

95%

of exhibitors were **interested in exhibiting in 2025**

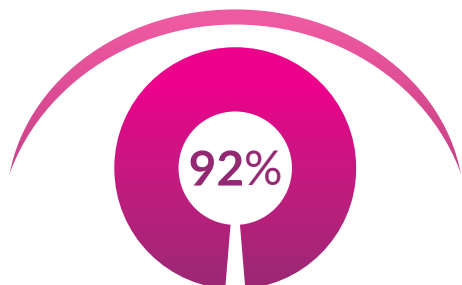
93%

of exhibitors rated the **quality of trade visitors positively**



### COMMERCIAL SUCCESS

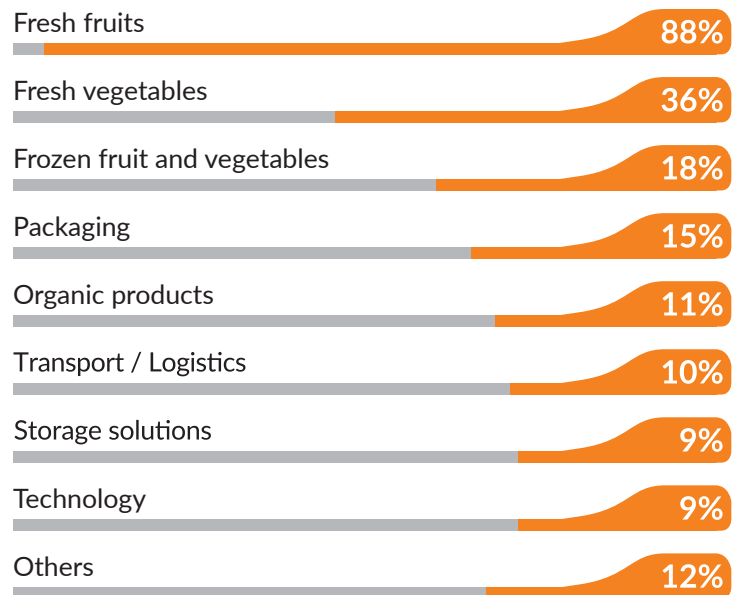
93% of exhibitors assessed the **commercial success** of their participation at the show **positively**



### BENEFIT OF PARTICIPATION

92% of exhibitors judge the **benefit of the participation** for their company was **important**

## PRESENTATION FOCUS



(Includes multiple citations)

## DEGREE OF ACHIEVEMENT

Company presentation / Image building

100% Satisfactory

Information for trade visitors

100% Satisfactory

Care of customer relationship

98% Satisfactory

Acquisition of new customers

94% Satisfactory

Search for suppliers

99% Satisfactory

Concluding orders

92% Satisfactory

Preparation of orders

98% Satisfactory

Presentation of novelties

98% Satisfactory

(Includes multiple citations)

# VISITOR SURVEY SUMMARY 2024

**ASIA FRUIT LOGISTICA**

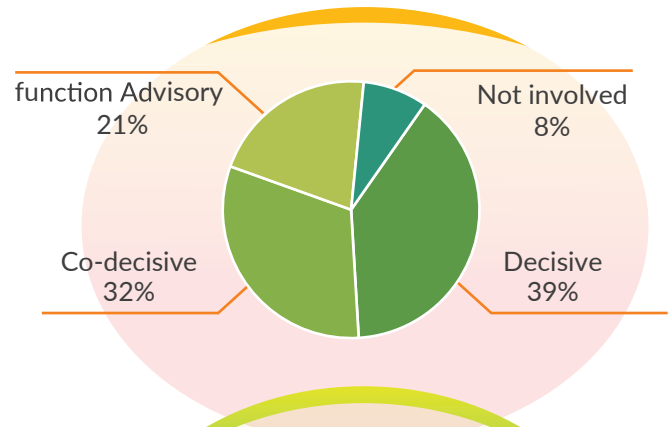
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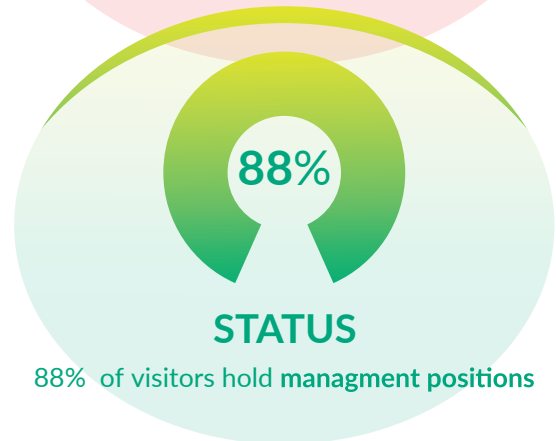
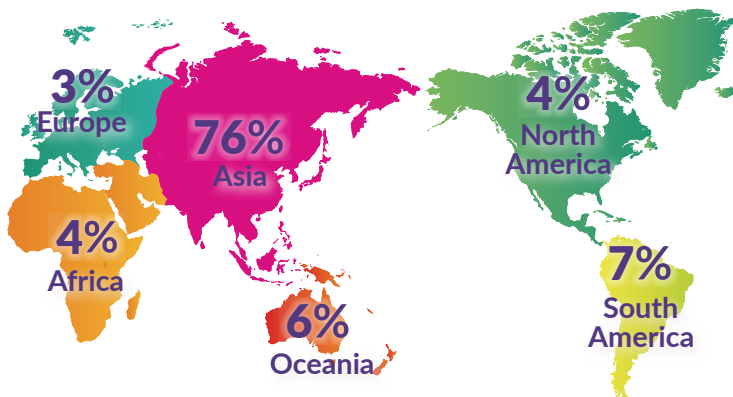
## TOP 5 VISITING COUNTRIES / REGIONS

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

## VISITORS' INFLUENCE ON PURCHASING AND PROCURING DECISIONS



## ORIGIN OF TRADE VISITORS



## OVERALL IMPRESSION AND OUTLOOK

**97%**

of visitors were **satisfied** with their participation

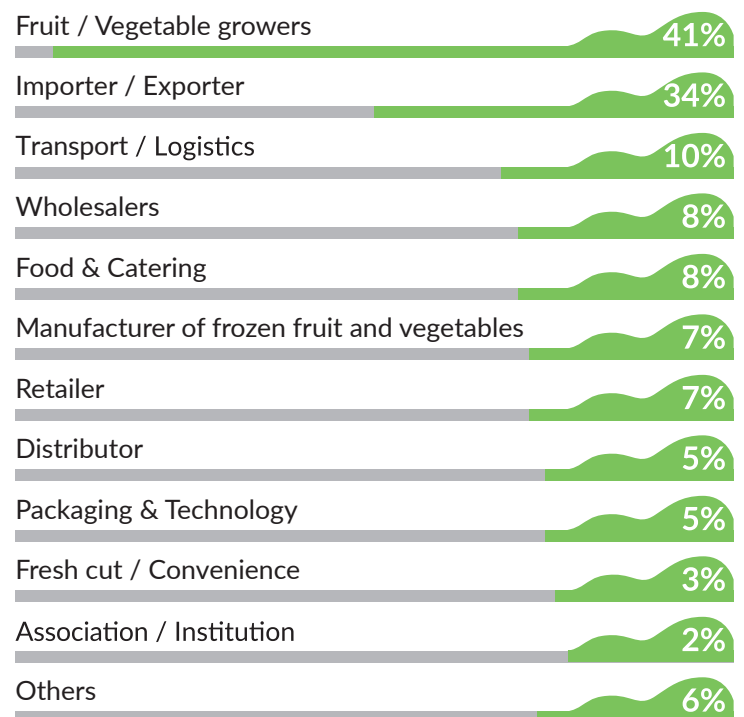
**96%**

of visitors would **recommend ASIA FRUIT LOGISTICA** to others

**82%**

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

## AREAS OF BUSINESS



(Includes multiple citations)