## **EXHIBITOR SURVEY SUMMARY 2024**

### **ASIA** FRUIT LÖGISTICA

**Knowledge Partner** 

**ASIAFRUIT** 

### **TOP 5 EXHIBITING COUNTRIES**

1 Mainland China

2 Australia

3 USA

4 Egypt

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



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**

Fresh fruits	88%
Fresh vegetables	36%
Frozen fruit and vegetables	18%
Packaging	15%
Organic products	11%
Transport / Logistics	10%
Storage solutions	9%
Technology	9%
Others	12%

(Includes multiple citations)

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### **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 Satisfactory
Preparation of orders	
98%	Satisfactory
Presentation of novelties	
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98% Satisfactory

# VISITOR SURVEY SUMMARY 2024

ASIA FRUIT LÖGISTICA

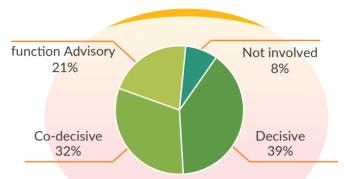
**Knowledge Partner** 

ASIAFRUIT

### **TOP 5 VISITING COUNTRIES / REGIONS**

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

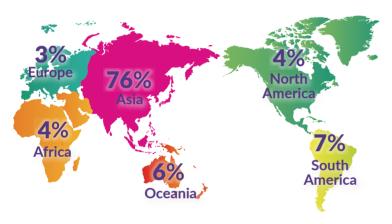
## VISITORS' INFLUENCE ON PURCHASING AND PROCURING DECISIONS





88% of visitors hold managment positions

### **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**

Fruit / Vegetable growers	41%
Importer / Exporter	34%
Transport / Logistics	10%
Wholesalers	8%
Food & Catering	8%
Manufacturer of frozen fruit and vegetables	7%
Retailer	7%
Distributor	5%
Packaging & Technology	5%
Fresh cut / Convenience	3%
Association / Institution	2%
Others	6%

(Includes multiple citations)