

EXHIBITOR SURVEY SUMMARY 2025

ASIA FRUIT LOGISTICA

Knowledge Partner

ASIAFRUIT

TOP 10 EXHIBITING COUNTRIES

| | | | |
|---|---------------|----|--------------|
| 1 | Greater China | 6 | South Korea |
| 2 | Australia | 7 | Singapore |
| 3 | New Zealand | 8 | France |
| 4 | United States | 9 | South Africa |
| 5 | Egypt | 10 | Chile |

OVERALL IMPRESSION AND OUTLOOK

94%

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

96%

of exhibitors were interested in exhibiting in 2026

88%

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



DEGREE OF ACHIEVEMENT



VISITOR SURVEY SUMMARY 2025

ASIA FRUIT LOGISTICA

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ASIAFRUIT

TOP 10 VISITING COUNTRIES

| | | | |
|---|---------------|----|---------------|
| 1 | Greater China | 6 | South Korea |
| 2 | India | 7 | Indonesia |
| 3 | Chile | 8 | Japan |
| 4 | Australia | 9 | United States |
| 5 | Malaysia | 10 | Thailand |

OVERALL IMPRESSION AND OUTLOOK

97%

of visitors were satisfied with their participation

97%

of visitors would recommend ASIA FRUIT LOGISTICA to others

77%

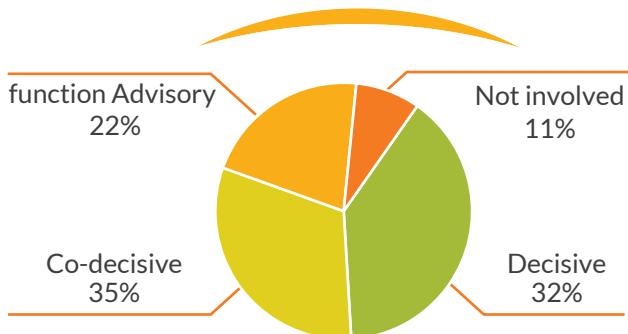
of visitors intend to visit the next ASIA FRUIT LOGISTICA



FIND NEW BUSINESS

85% of visitors find new business contacts at ASIA FRUIT LOGISTICA

VISITORS' INFLUENCE ON PURCHASING AND PROCURING DECISIONS



STATUS

81% of visitors hold management positions

AREAS OF BUSINESS

