



2 Exhibitor Survey

2.1 Presentation focus

(Multiple citations, no. of citations > = 2.5%)

Fresh convenience products	36.0%
Fresh convenience processing technologies	28.0%
Special product packaging	16.0%
Other sectors	14.0%
Ingredients	8.0%
Product quality and safety assurance	6.0%
Other services	4.0%
POS and vending technology	4.0%

2.2 Goals and degree of achieving goals

(Multiple citations)

To gain new customers	98.0%
Company presentation	84.0%
Strengthening of existing business relations	76.0%
Presentation of new products	66.0%
Orders/concluding deals	64.0%
Information for trade visitors	60.0%
Preparation of business deals	46.0%
To find new suppliers	32.0%
Other goals	14.0%

█ Exhibitors' goals
█ Degree of achieving these goals (good and satisfactory)

2.3 Visitor structure

86% of the exhibitors rated the quality of the visitors positively.

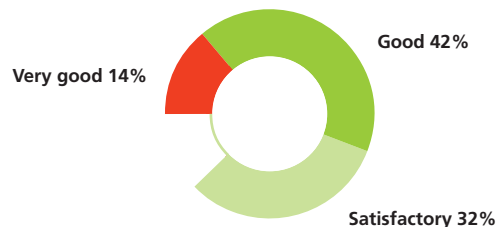


Positive rating 86%



2.4 Business results

88% of the exhibitors assessed the commercial success of their participation at this year's FRESHCONEX as positive.



Positive rating 88%



2.5 Overall impression and outlook

86% of this year's participants have already stated that they intend to participate in FRESHCONEX 2012.

Positive overall impression	82.0%
Would recommend exhibiting	84.0%
Intend to return	86.0%

Collated and analysed by Hopp & Partner, Berlin