



1 Trade Visitor Survey

1.1 Origin

Germany	17.8%
International	82.2%
European Union	69.6%
Central/Eastern Europe	3.8%
Other European countries	2.3%
North America	4.2%
Central/South America	4.9%
Africa	7.2%
Near/Middle East	4.6%
Eastern Asia	1.5%
Oceania	1.9%

1.2 Area of business

(Multiple citations, no. of citations N >= 2%)

Production	31.3%
Fresh Produce Convenience	23.3%
Whole sale	21.4%
Import/Export	19.2%
Logistics	13.1%
Distribution	12.5%
Packaging	11.2%
Retail	9.9%
Quality assurance	7.3%
Authorities/Public institutions	4.2%
Specialised product packaging	3.2%
Catering	2.9%
Hotel/Restaurant	2.2%

1.3 Status

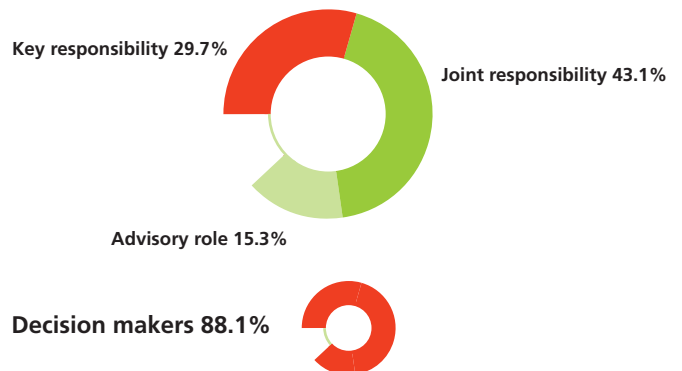
75.3% of the trade visitors hold a leading management position in their companies such as managing director, partner, member of the board of management, head of a department, independent businessperson etc.

Leading Position 75.3%



1.4 Competence

88.1% of the trade visitors are involved in the purchasing and procurement decision-making process within their company.



1.5 Interest in products on offer

(Multiple citations, no. of citations N >= 10%)

Fresh convenience products	44.4%
Special product packaging	29.7%
Product quality and safety assurance	27.2%
Fresh convenience processing technology	23.6%
Other services	18.2%
POS and vending technology	14.7%
Other sectors	17.9%
Ingredients	10.2%

1.6 Overall impression and outlook

90.4% of the trade visitors had a very good to good overall impression of this year's FRESHCONEX.

Positive overall impression	90.4%
Would recommend the exhibition	92.4%
Intend to revisit	85.6%

Collated and analysed by Hopp & Partner, Berlin