

### 1. Exhibitor Focus

Both exhibitors with and without official country participation have their main focus on food and semi-luxury food items.

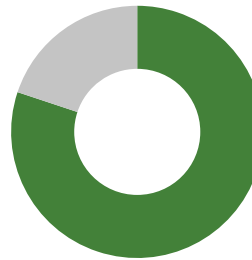
Exhibitors from 65 countries, including 31 official country participations.

### 3. Acceptance Test for New Products

**86%**

of the exhibitors are convinced that International Green Week suits the purpose of testing the selling of new products to end customers. (ratings 1-3)

### 4. Business Success of Fair Participation



**80%**

of the exhibiting companies perceived their IGW participation's business success as positive. (ratings 1-3)

### 5. After Fair Business

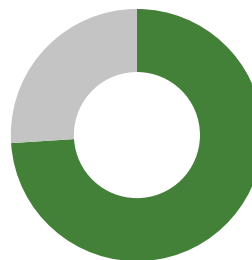


**71%**

of the exhibitors expect a positive after fair business. (ratings 1-3)

### 6. Professional Center

Presentation of 200 selected products of the exhibitors.



**73%**

of the Professional Center's visitors are satisfied with this feature. (ratings 1-3)

### 7. Overall Impression and Outlook

**85%**

Positive overall impression

(ratings 1-3)

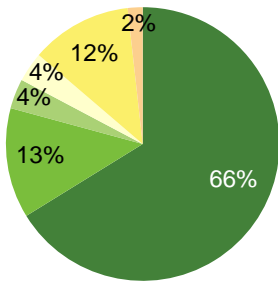
**83%**

High recommendation

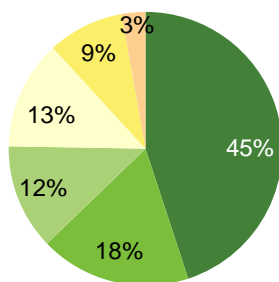
**86%**

High intention to visit again

#### Country participation



#### Individual exhibitors



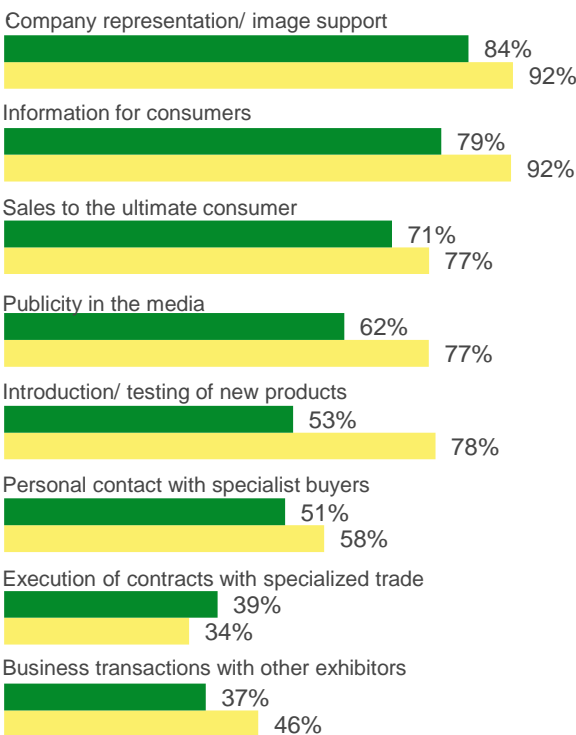
- Food and semi-luxury food items
- Horticulture, gardening
- Travel
- Agriculture
- Home items
- Other

### 2. Participation Goals and Goal Achievement

(multiple answers)

„Company representation/ image support“ and „information for customers“ are the most important participation goals of the exhibitors.

(ratings 1-3)



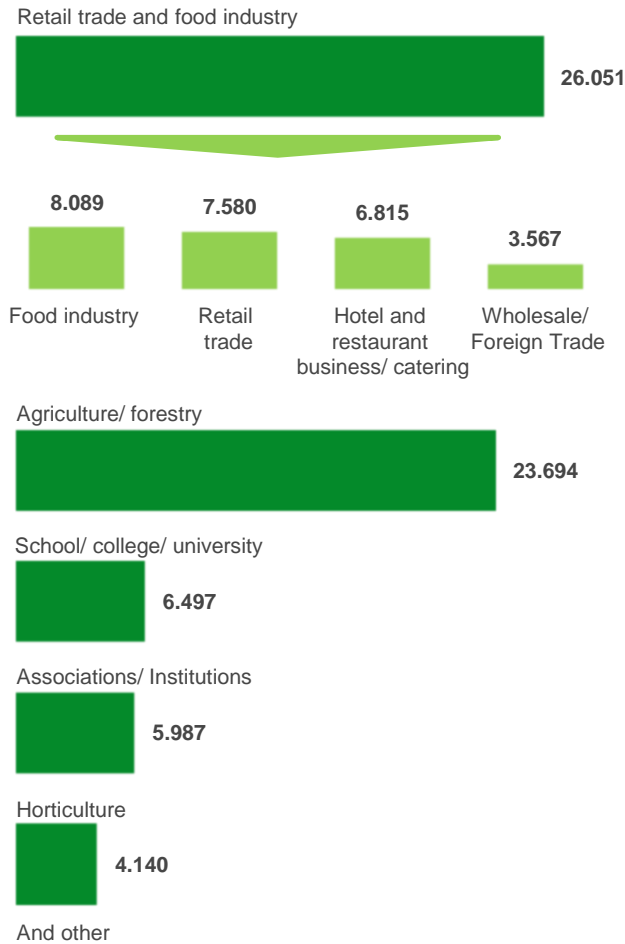
- Goals of exhibitors
- Level of achievement (ratings 1-3)

## Brief Analysis of the Trade Visitor Survey of IGW 2018

### 1. Line of business

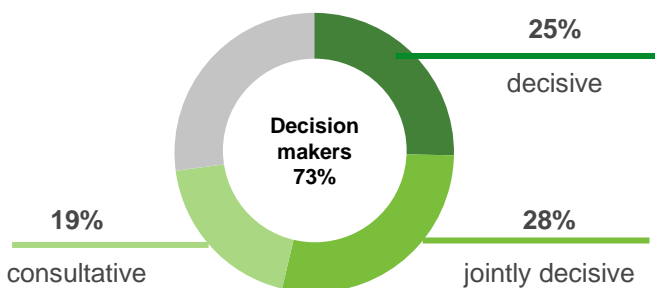
(multiple answers, extract working trade visitors)

**94.023 trade visitors of the following lines of business:**



### 2. Decision Makers

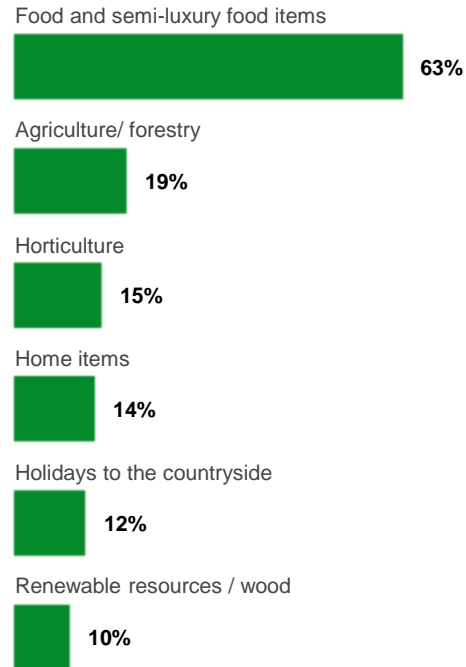
The share of employed trade visitors who have an influence on purchasing/ procurement decisions is 73%.



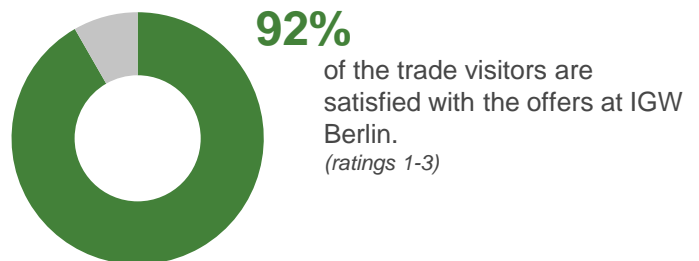
Decision makers are predominantly employed in management, in sales/ marketing or in production/ manufacturing/ quality control positions.

### 3. Supply Interest Retail Trade and Food Industry

(multiple answers, extract trade visitors of retail trade and food industry)

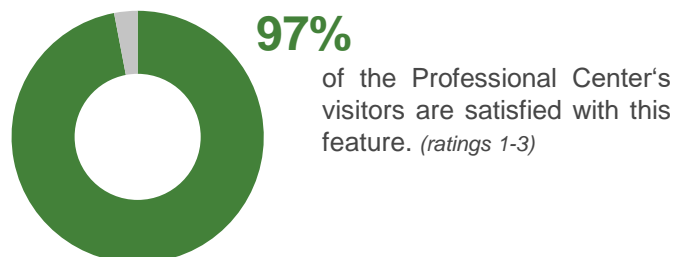


### 4. Offer Assessment

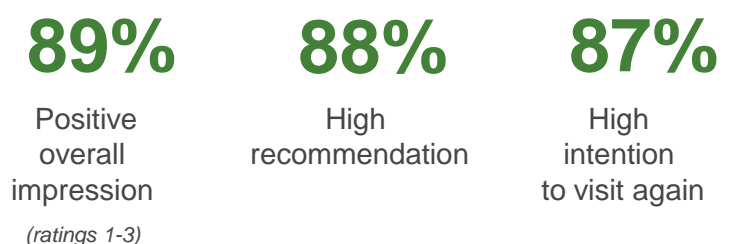


### 5. Professional Center

Presentation of 200 selected products of the exhibitors.

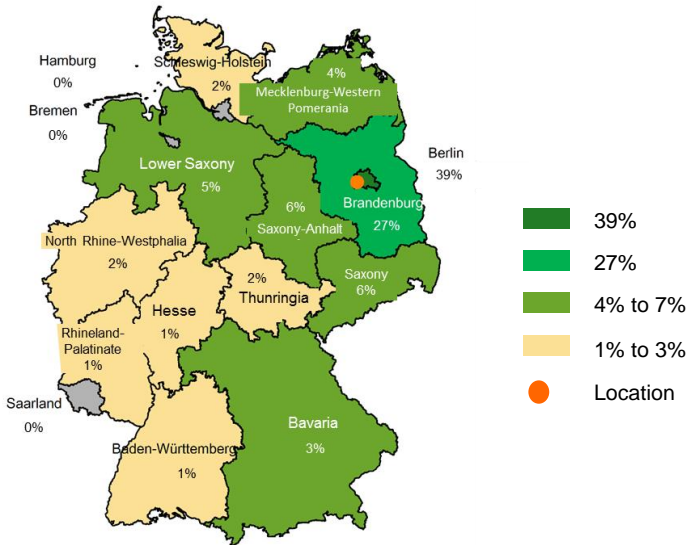


### 6. Overall Impression and Outlook

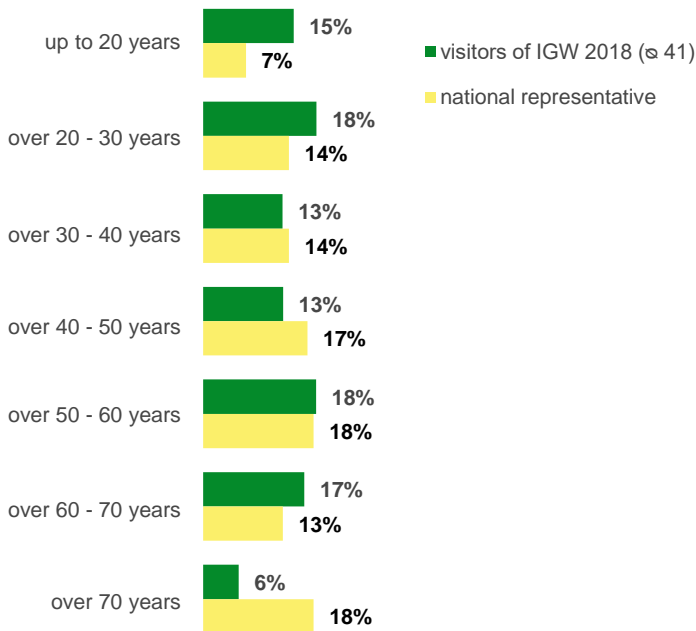


## Brief Analysis of the Private Visitor Survey of IGW 2018

### 1. Origin of Private Visitors



### 2. Age Structure



### 3. Consumption per Head

# 125€

In average every visitor spent 125 Euro at IGW. Grossed up visitors have spent approximately 50 Mio. Euro.

### 4. Assessment of Product Range

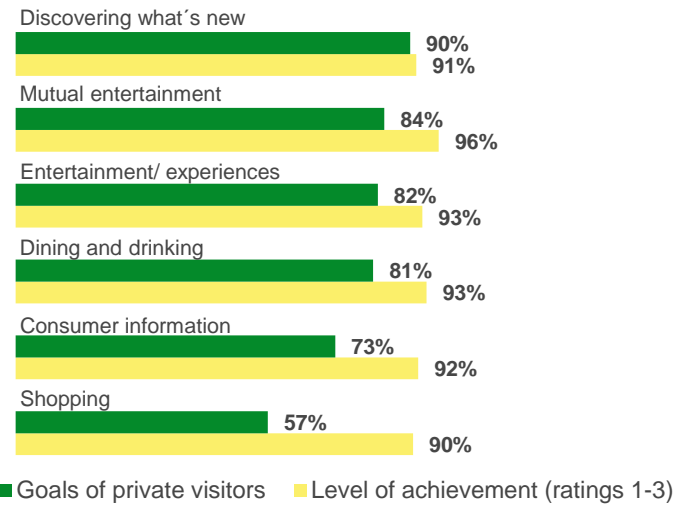
96% of the private visitors are satisfied with IGW's product range. (ratings 1-3)

# 96%

### 5. Visiting Goals und Goal Achievement

(multiple answers)

“Discovering what’s new“, “mutual entertainment“ and “entertainment/ experiences“ are the most important goals for private visitors. These goals’ achievement rates are at least 90%. (ratings 1-3)



### 6. Favorite Products in the Field of Nutrition

(multiple answers, extract private visitors)



### 7. Overall Impression and Outlook

# 95%

Positive overall impression

(ratings 1-3)

# 93%

High recommendation

# 90%

High intention to visit again