

# Results Exhibitor and Visitor Survey



*The international supplier fair for the  
confectionery industry*

## A big success!

ProSweets Cologne has become firmly established on the trade fair market.

See the results of the exhibitor and visitor survey, which will convince you!

We are looking forward to welcoming you at ProSweets Cologne 2009!

February 1 – 4, 2009

*Full overlap with ISM!*

# Results Exhibitor Survey

Source: Exhibitor and visitor survey conducted by an independent market research institution at ProSweets Cologne 2007

# Facts and Figures - Exhibitors



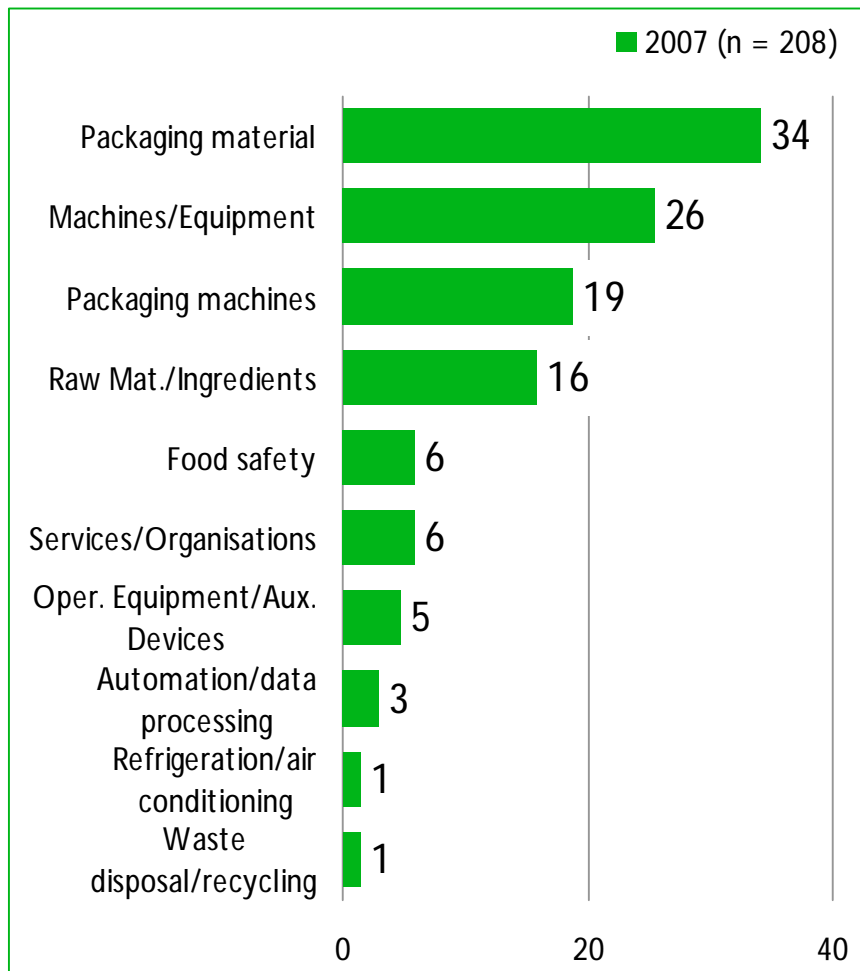
## Ø Registrations from 26 countries:

- National: 139 (2006: 119)
- International: 150 (2006: 110)
- Total: 289 (2006: 229)

## Ø Exhibitor Origin:

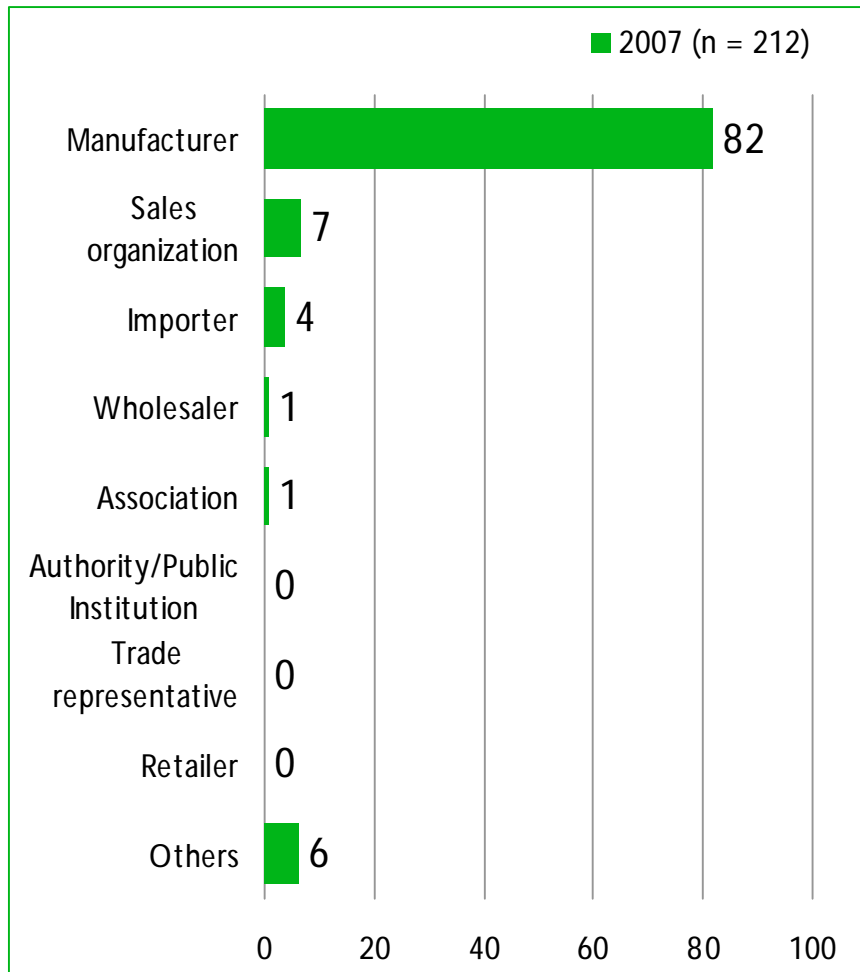
- Germany: 139 (2006: 119)
- Europe: 114 (2006: 94)
- Overseas: 36 (2006: 16)

# Exhibitor Survey - In which business sector do you exhibit?



- 34% of the exhibitors interviewed are exhibiting packaging material at ProSweets Cologne. 26% are presenting machines and equipment for the confectionery industry, 19% packaging machines and 16% raw material /ingredients.
- The business sector food safety is represented by 6% and services/organisations by 5%.
- The other sectors are only represented by between 1% and 3% of the interviewees.

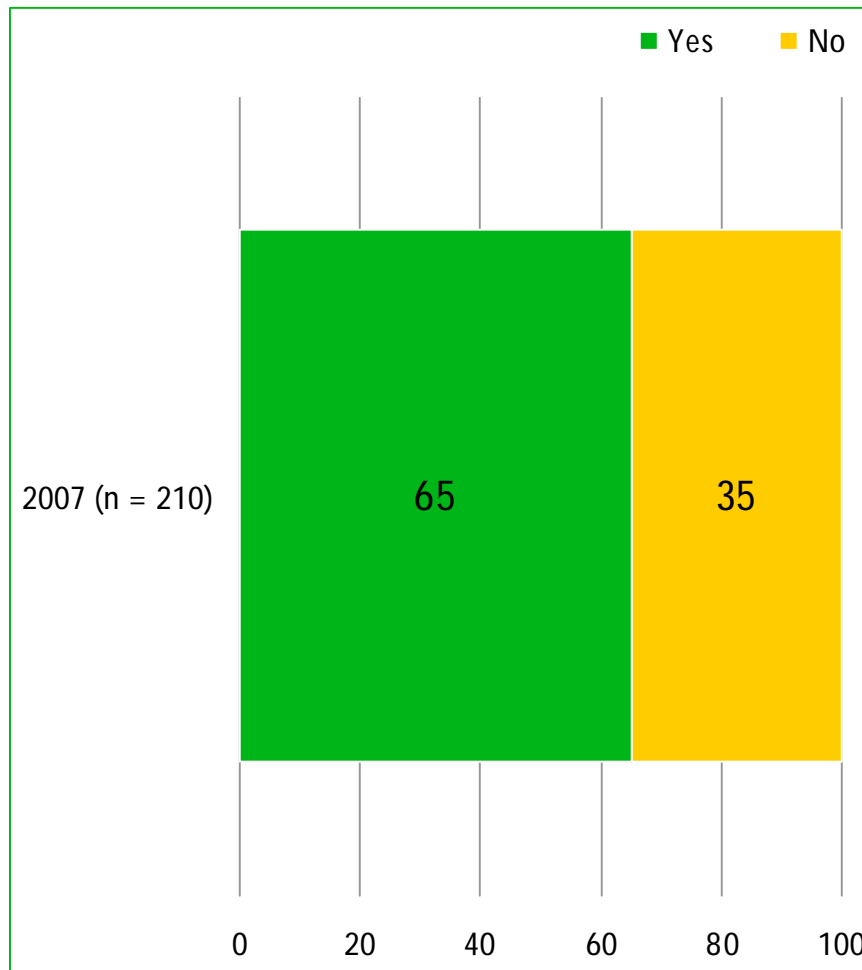
# Exhibitor Survey - Your company is..?



- 82% of the exhibitors are manufacturers, 7% are sales organizations and 4% are importers.

## Exhibitor Survey -

Do you exhibit new products at ProSweets Cologne?



- 65% of the exhibitors interviewed are presenting new products at ProSweets Cologne 2007.

# Exhibitor Survey – Which targets did you plan to achieve by exhibiting at ProSweets Cologne ?

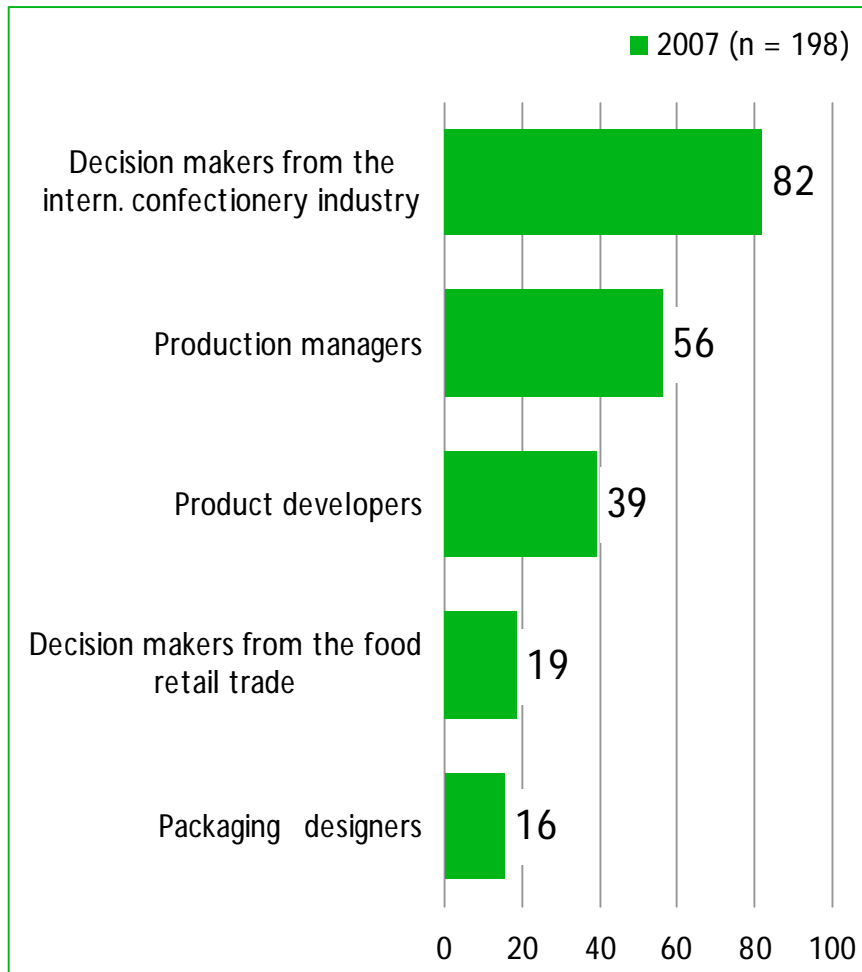


- In the exhibitors point of view, the ranking of the most important goals is as follows:

1. establishing new business relations
2. cultivating present business relations
3. building corporate image and generating sales after the fair.

Question 10.1 (p8.1); multiple choice ; indications in %

# Exhibitor survey – Which are your most important target groups?

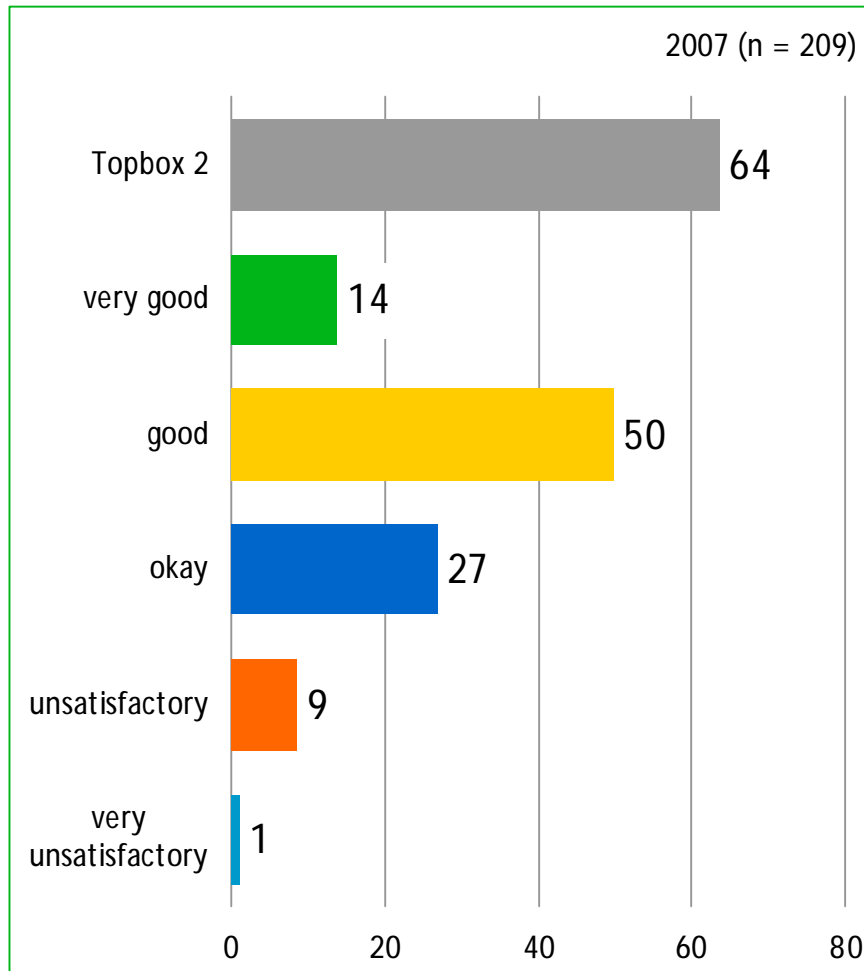


Question 19.1 (p14.1); multiple choice; indications in %

- According to the exhibitors' indications, the ranking of the most important target groups is as follows:

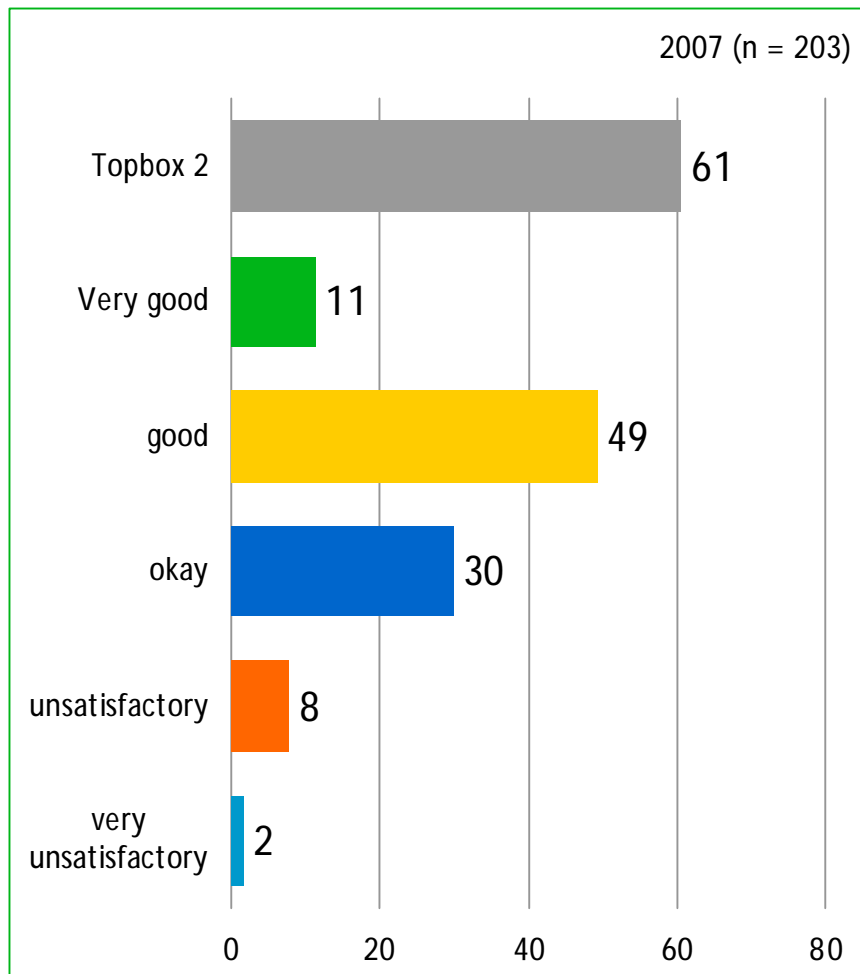
1. Decision makers from the intern. confectionery industry (82%)
2. Production managers (56%)
3. Decision makers from the food retail trade (19%)
4. Packaging designers (16%)

# Exhibitor Survey - How do you assess the quality of visitors?



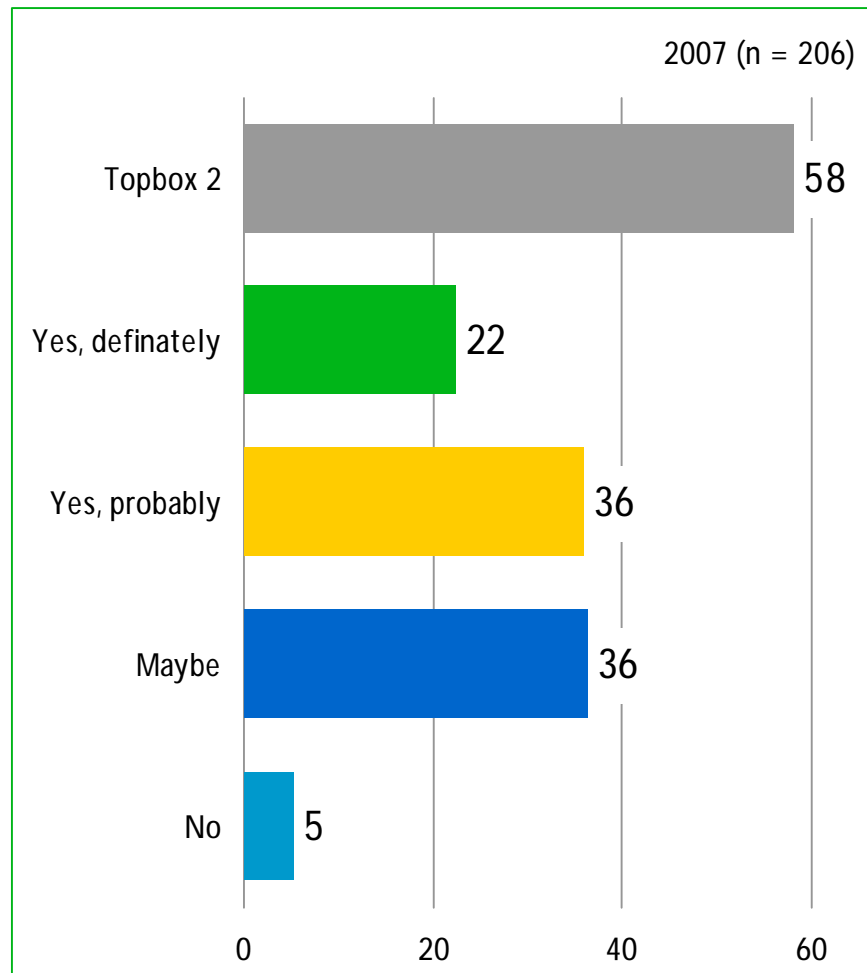
- 64% of the exhibitors interviewed were (very) satisfied with the visitor quality at ProSweets Cologne 2007.

# Exhibitor Survey - How is your overall assessment of ProSweets Cologne?



- 61% of the exhibitors interviewed are (very) satisfied with the exhibition in general.
- Most exhibitors who answered okay or unsatisfactory wish a full overlap of ProSweets Cologne with ISM

## Exhibitor Survey - Will you exhibit at ProSweets Cologne 2009 ?



- 58% of the exhibitors interviewed will definitely or at least probably exhibit at ProSweets Cologne 2009.
- The participations of those companies who have not decided yet are dependent upon the overlap with ISM. (preference: 4-day-overlap)

# Results Visitor Survey

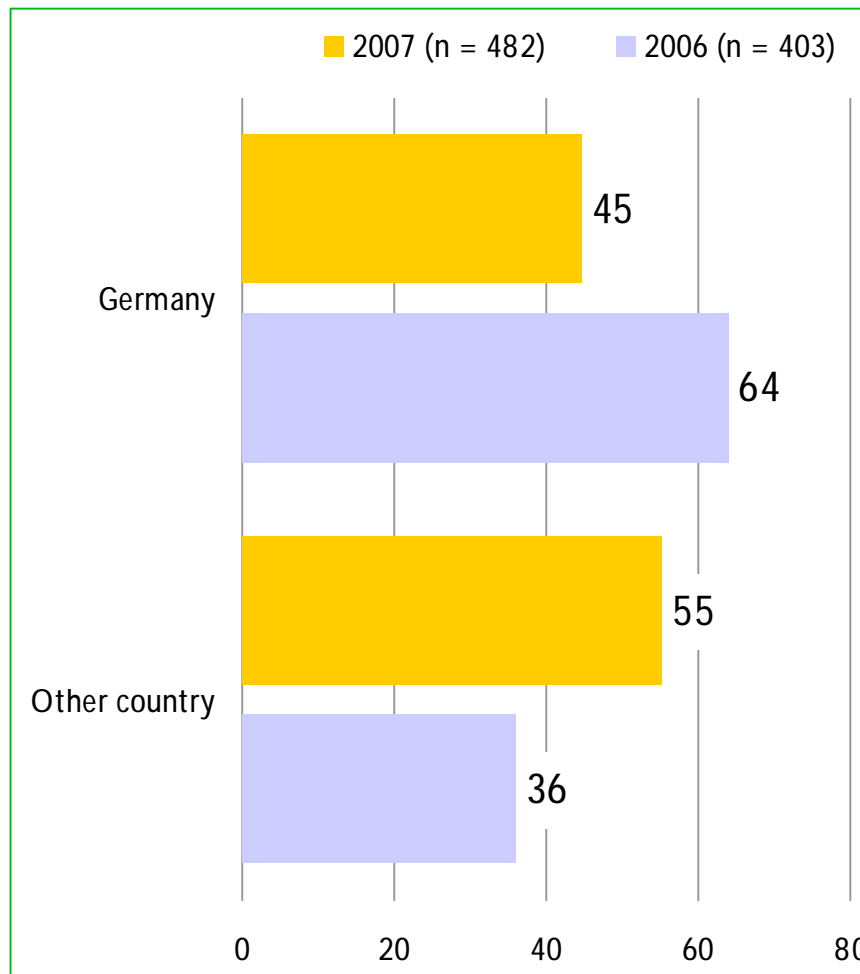
Source: Exhibitor and visitor survey conducted by an independent market research institution at ProSweets Cologne  
2007

## Facts & Figures - Visitors



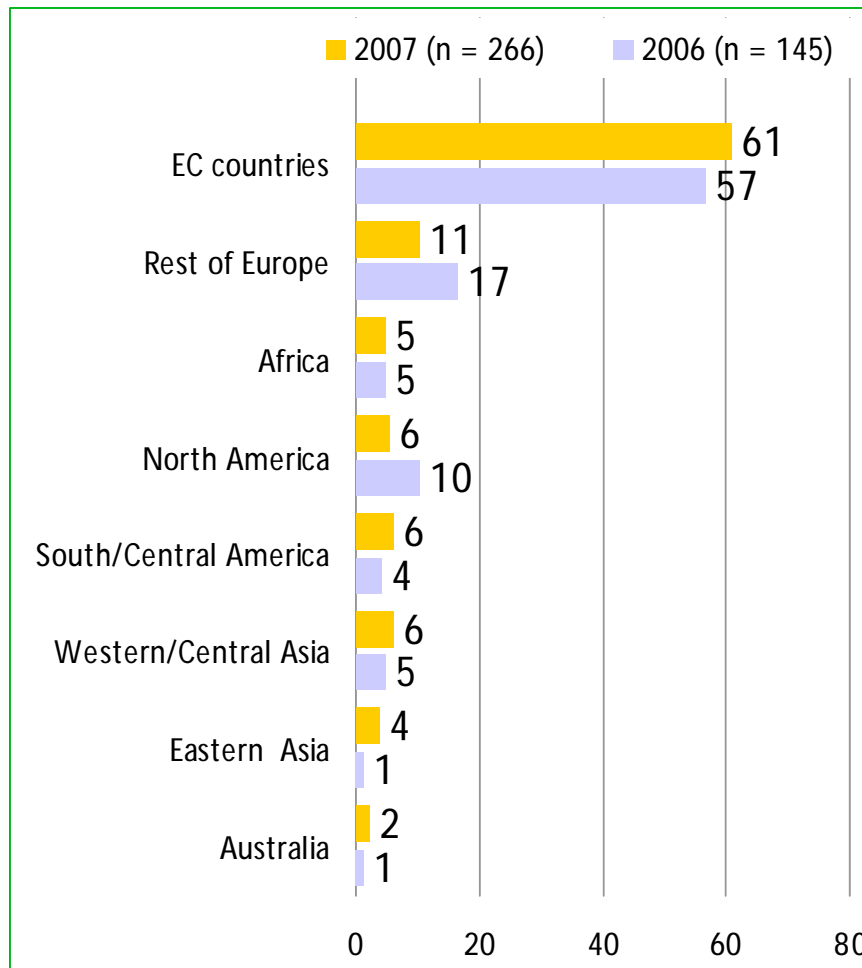
- Ø a total of 10,700 visitors from 132 countries  
(2006: 7,700 from 52 countries)
  - National: 4,200 (2006: 3,100)
  - International: 6,500 (2006: 4,600)

# Visitor Survey - Visitor origin



- 45% of the trade visitors to ProSweets Cologne are coming from Germany, 55% are international guests. The percentage of international visitor has clearly risen compared to 2006 (36%).

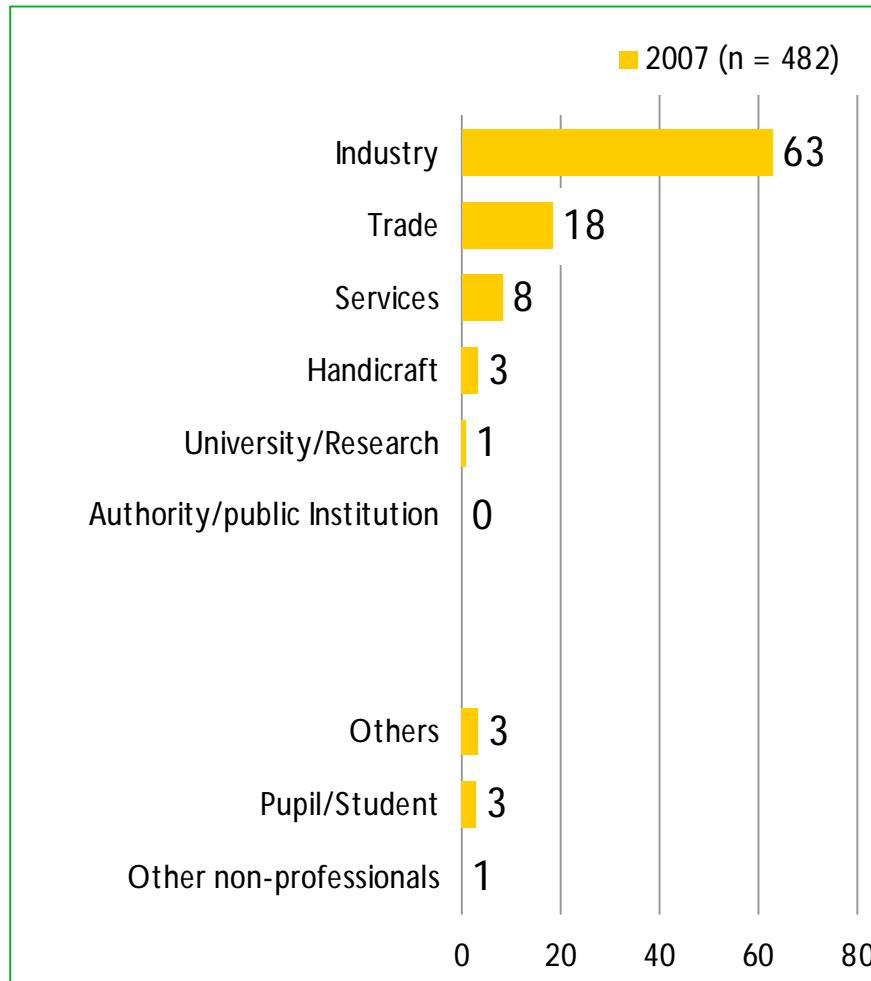
# Visitor Survey - Origin of foreign visitors



- The countries with the highest number of visitors are:

- The Netherlands (14%)
- Great Britain (9%)
- Belgium (7%)
- Switzerland (6%).

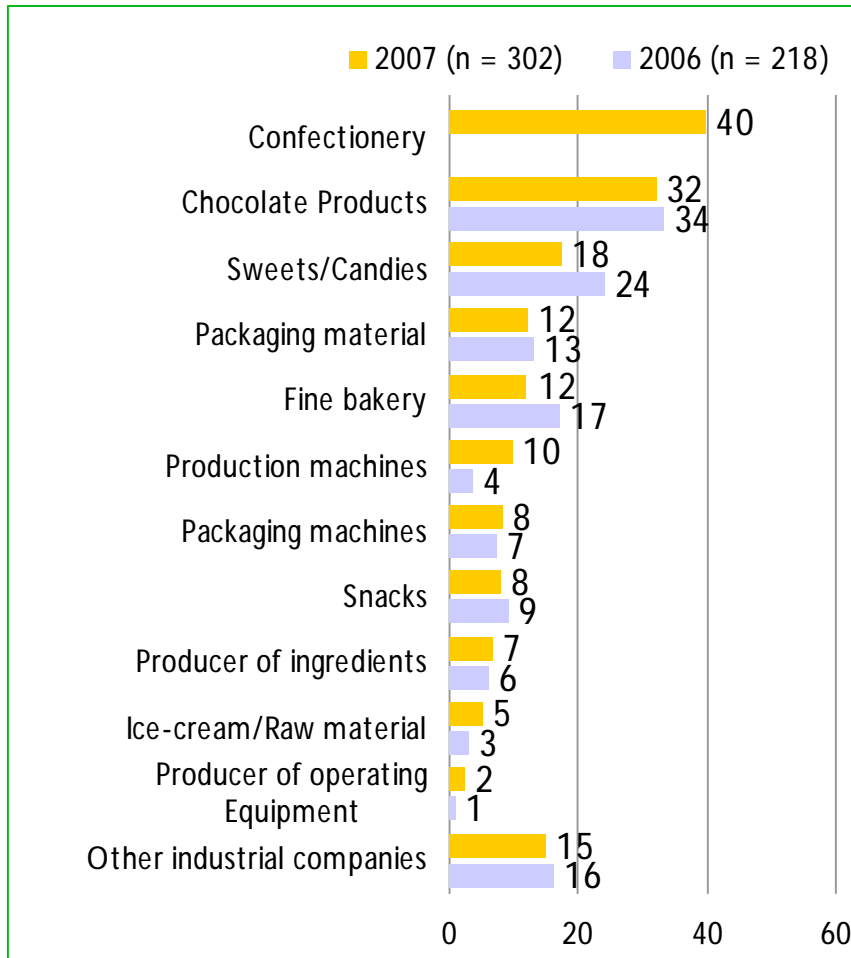
# Visitor Survey - To which business sector does your company/your organisation belong?



- Accounting for 63%, industry is the strongest business sector represented at ProSweets Cologne. 18 % of the trade visitors interviewed are from the trade sector and 8% are from the services sector.

# Visitor Survey -

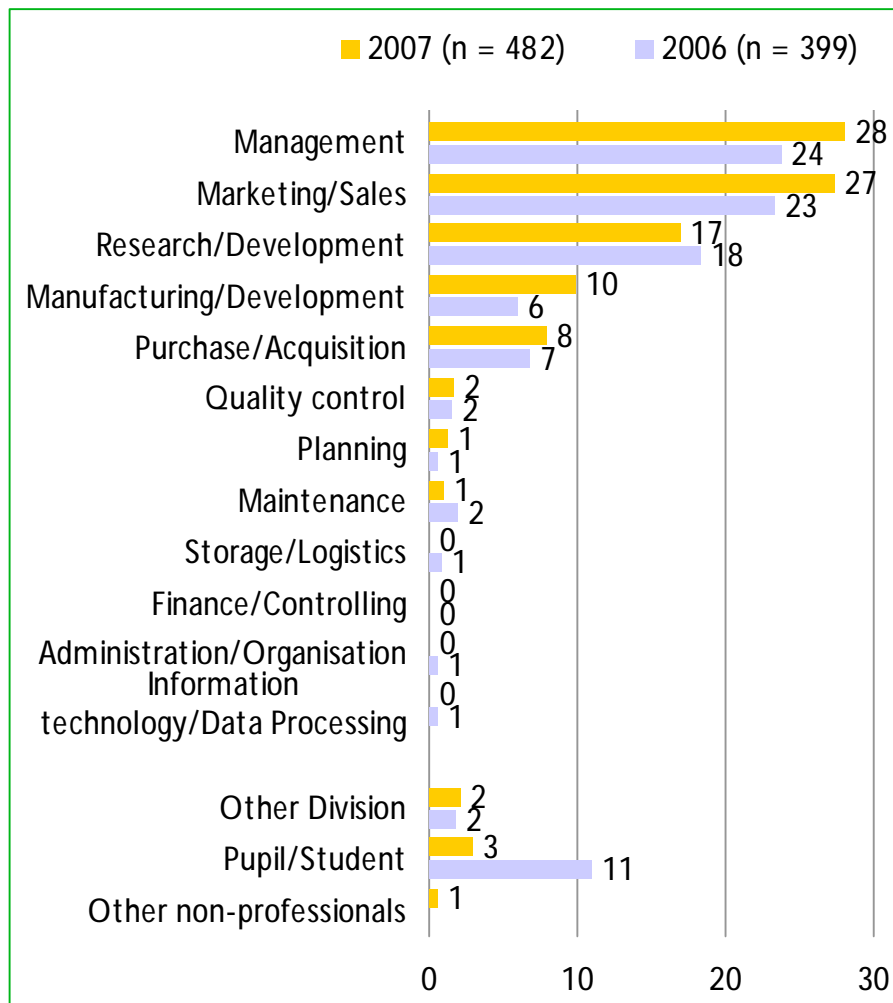
## If industry, which products do you manufacture or offer?



The ranking dependent upon the products manufactured or offered most frequently by industrial trade visitors is as follows:

1. Confectionery (40%)
2. Chocolate products (32%)
3. Sweets/Candies (18%)
4. Packaging material (12%)
5. Fine bakery (12%)
6. Production machines (10%)

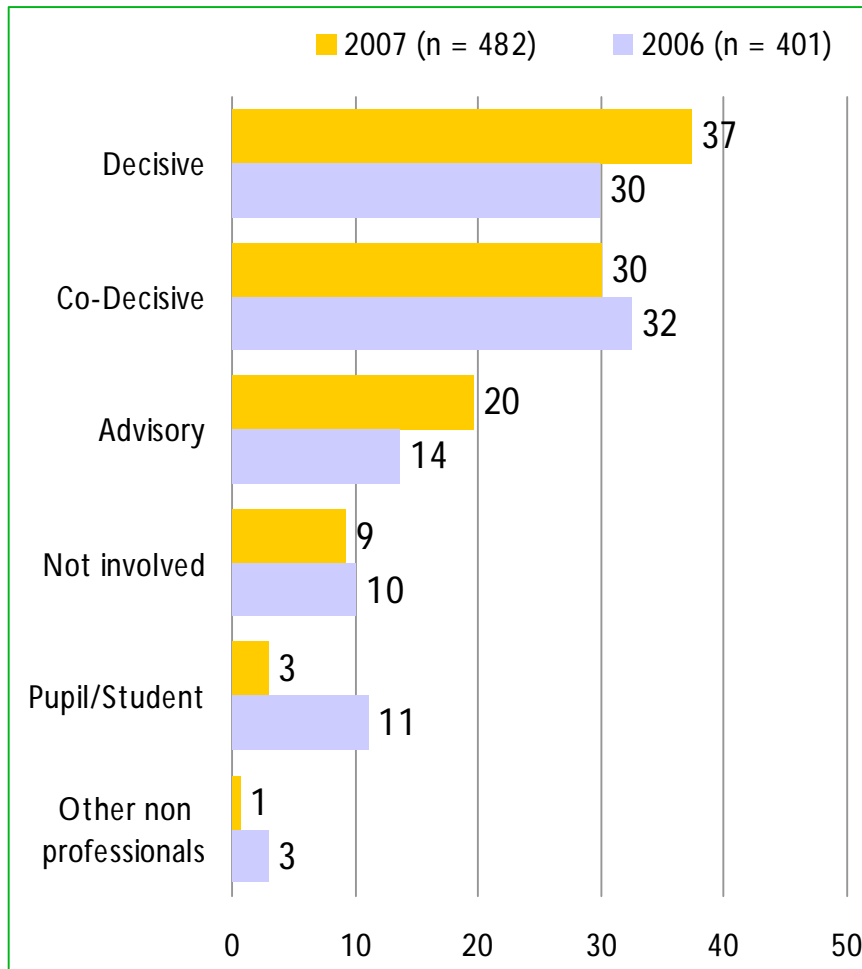
# Visitor Survey- Trade visitors and their functions



The ranking of trade visitors dependant upon their business functions is as followos:

1. Management 28%
2. Sales and Marketing 27%
3. Research/Development (17%)
4. Manufacturing/Production (10%)
5. Purchase/Procurement (8%)

# Visitor Survey – How is your influence on purchase/procurement decisions?



Question (p9.); Single choice; indication in %

- 87% of the trade visitors have advisory influence on purchase and procurement decisions.
- 37% are trade visitors with decisive competence.

# Visitor survey – How important are the following fair targets for you?

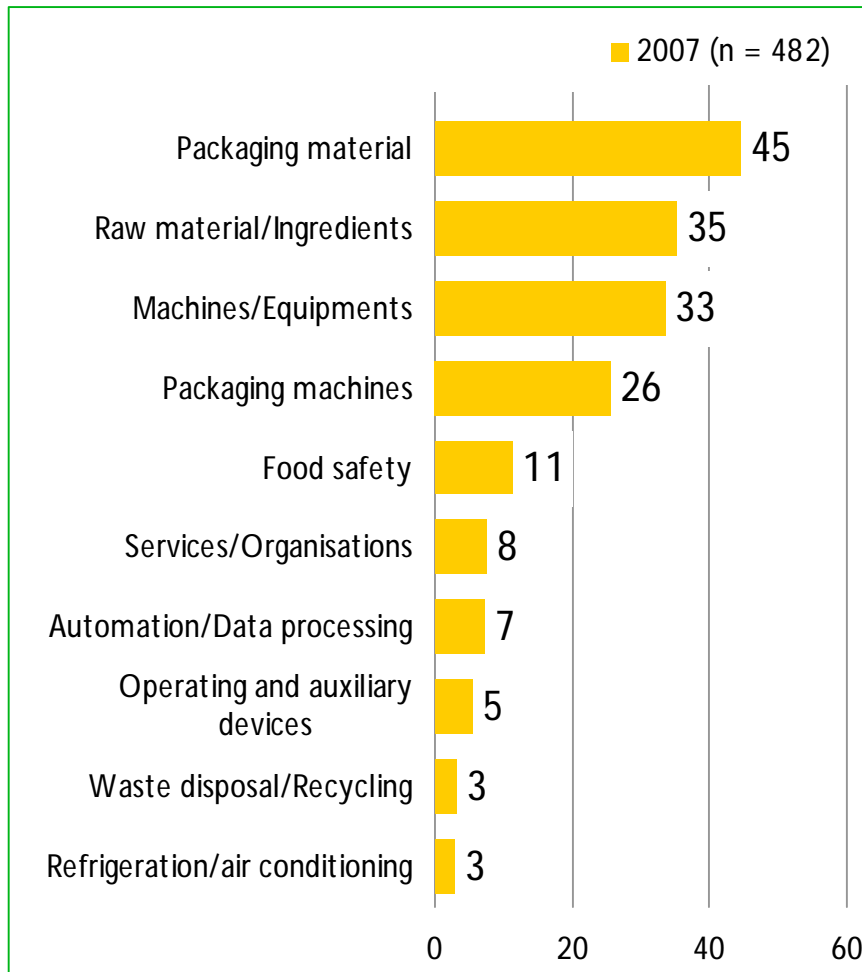


- Trade fair visitors consider the ranking of fair targets as follows:

1. Information/News (69%)
2. General information (66%)
3. Market research (64%)

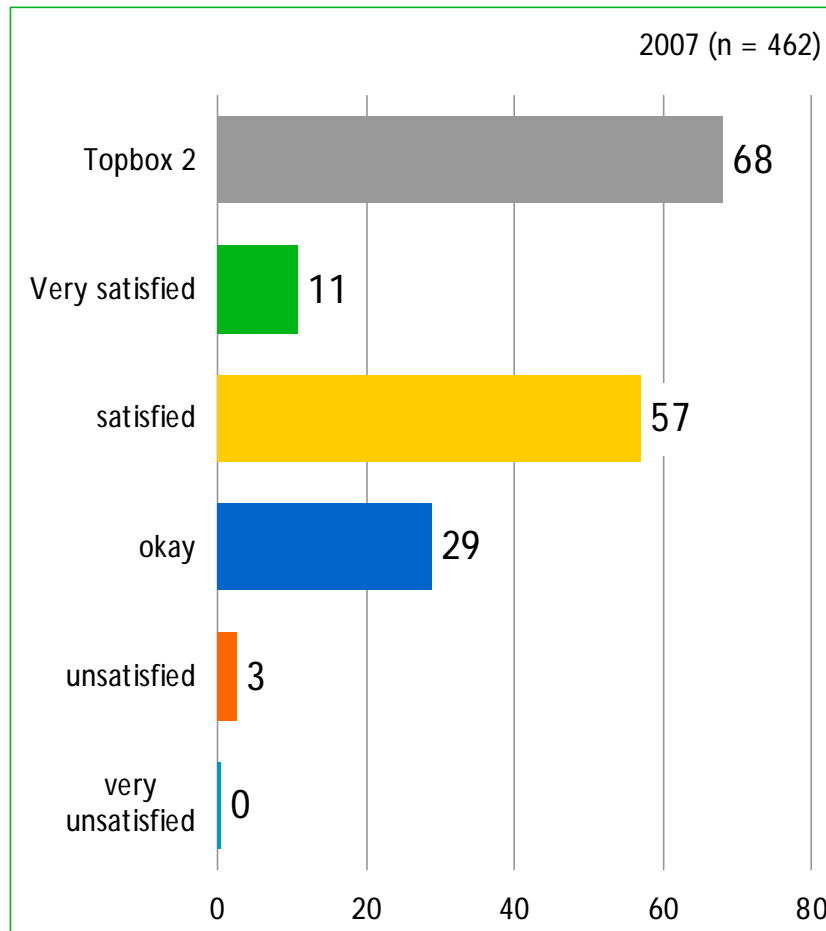
Question 18.1 (p15.1); multiple choice; Sum grades 1+2 on a scale from 1 (very important) to 5 (very unimportant); indications in %

# Visitor Survey – Which segment do you consider most important?



Question 20.2 (p17.2); multiple choice; indication in %

# Visitor Survey - What is your overall assessment of the exhibition?



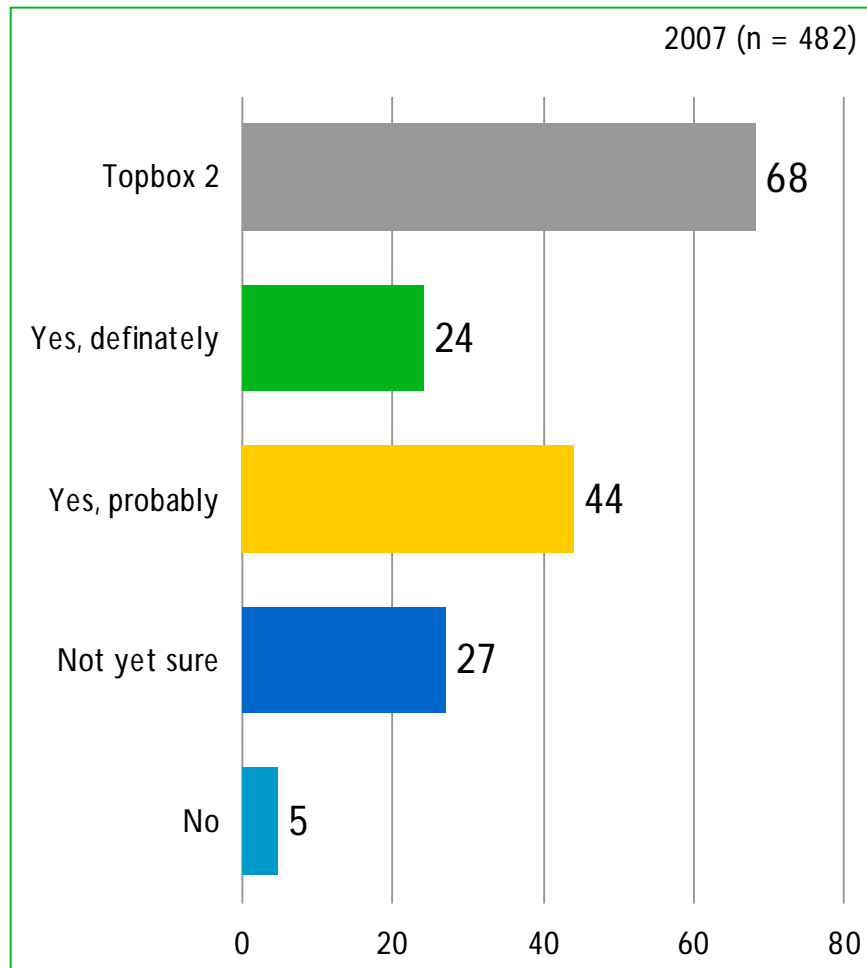
- 68% of the trade fair visitors are (very) satisfied with the exhibition in general.
- Visitors who answered with okay or unsatisfied wish -above all other aspects- the special programme to be expanded.

# Visitor Survey - Have you already attended ProSweets 2006?



- 59% of the trade visitors interviewed are attending ProSweets Cologne for the first time. 42% have already been there at its first edition in 2006.

# Visitor survey - Will you attend ProSweets Cologne 2009?



- Presently, 24% of the trade visitors to ProSweets Cologne 2007 will also attend ProSweets Cologne in 2009. 44% will probably do alike.



Your next date in Cologne:  
February 1 – 4, 2009