Show report 2016
Statistics

<table>
<thead>
<tr>
<th></th>
<th>Gesamt</th>
<th>Deutschland</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor</td>
<td>412</td>
<td>271</td>
<td>141</td>
</tr>
<tr>
<td>Visitor</td>
<td>25.458</td>
<td>20.366</td>
<td>5.092</td>
</tr>
<tr>
<td>Net exhibition area in sqm</td>
<td>20.115</td>
<td>14.482</td>
<td>5.633</td>
</tr>
</tbody>
</table>

Visitor survey – Catchment area

Germany/ Foreign Countries

- Germany: 80%
- Foreign countries: 20%

Germany - Federal states

- Baden-Wurttemberg: 57%
- Rhineland-Palatinate: 22%
- Bavaria: 11%
- Hesse: 6%
- Other: 4%

Foreign countries

- Austria: 33%
- France: 19%
- Switzerland: 11%
- Italy: 5%
- Other: 32%

The visitors of INTERVITIS INTERFRUCTA HORTITECHNICA came from 57 countries to Stuttgart.

The representative survey covers a sample of 1.068 asked people.
Visitor survey - Economic sector

More than 50% of the visitors are winegrowers.

Winegrower 60%
Fruit cultivation 19%
Wine and sparkling wine producer 13%
Winegrowers’ cooperative, producers’ organisation 12%
Distillerie, spirits producer 9%
Service, consulting service 7%
University, technical college, vocational school 7%
Fruit juice producer, fruit juice bottling company 6%
Special crops in general 5%
Horticulture 4%
Vegetable cultivation 4%

*Multiple choice

Visitor survey – Position in company

70% of the trade fair visitors hold a managerial position.

Entrepreneur, co-owner, freelancer 55%
Managing director, board member, head of authority 4%
Director, works manager, plant manager, branch manager, head of public office 6%
Department head, group head, team leader 5%
Other salaried staff, civil servant, skilled worker 10%
Other 20%

The representative survey covers a sample of 1.068 asked people.
Visitor survey – Decision-making authority

81% of INTERVITIS INTERFRUCTA visitors are directly involved in investment decisions.

*difference to 100% = pupil / student / not working

Visitor survey – Intention to place orders or to invest

43% of the visitors intend to place orders or to invest.

Visitor survey – Intention of recommendation

Three of four visitors will recommend the industry event to others.

The representative survey covers a sample of 1,068 asked people.
Visitor survey – General assessment

The visitors have given the trade fair a good overall mark, rating it with 2.3.

![Pie chart showing overall assessment]

Exhibitor survey – Intention of recommendation

67% of the exhibitors are willing to recommend INTERVITIS INTERFRUCTA HORTITECHNICA to others.

![Pie chart showing intention of recommendation]

Exhibitor survey – Achievement of objectives

Over 50% of the exhibitors completely achieved their objectives at INTERVITIS INTERFRUCTA HORTITECHNICA.

![Pie chart showing achievement of objectives]
## Exhibitor survey – Business success assessment

<table>
<thead>
<tr>
<th>Category</th>
<th>Very Good / Good</th>
<th>Moderate</th>
<th>Poor / Very Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business success</td>
<td>53%</td>
<td>39%</td>
<td>8%</td>
</tr>
<tr>
<td>Market situation of industry</td>
<td>73%</td>
<td>26%</td>
<td>1%</td>
</tr>
<tr>
<td>Expertise of the trade visitors</td>
<td>67%</td>
<td>29%</td>
<td>4%</td>
</tr>
<tr>
<td>Prospects for business after the trade fair</td>
<td>53%</td>
<td>40%</td>
<td>7%</td>
</tr>
</tbody>
</table>

The exhibitors have given the trade fair a good overall mark, rating it with 2.3.

The survey was carried out in writing and covers a sample of 291 questioned exhibitors.