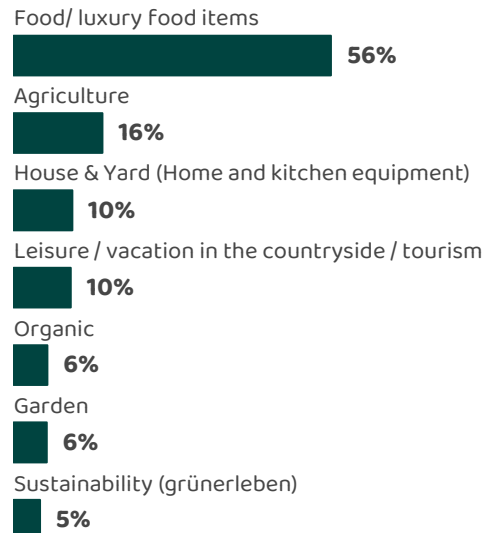


EXHIBITOR SURVEY

1. FOCUS OF THE EXHIBITION

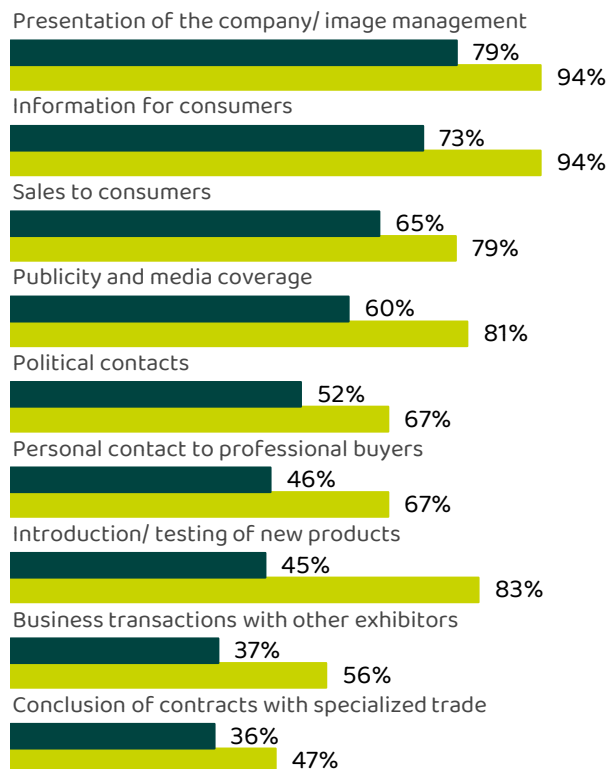
1.400 exhibitors from **60 countries**.

Most exhibitors have their main focus on **food and luxury food items**.



(Extract, denominations > 5%)

2. OBJECTIVES AND DEGREE OF ACHIEVEMENT



■ Exhibitor's objectives (Multiple entries)

■ Degree of achievement (Ratings 1-3)

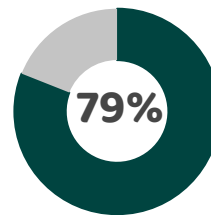
3. GRÜNE WOCHE AS A TEST MARKET

87%

of the exhibitors consider **Grüne Woche** to be **(very) suitable** for testing new products.

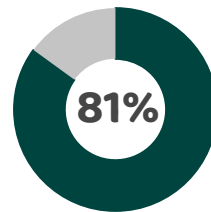
(Rating 1-3)

4. BUSINESS SUCCESS



of the exhibitors rate the **business results** of their participation in Grüne Woche **positively**.

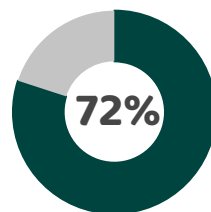
(Ratings 1-3)



Of the exhibitors rate the **benefit of their company's participation** in Grünen Woche 2024 as **(very) high**.

(Ratings 1-3)

5. POST-FAIR BUSINESS



of the exhibitors expect a **positive post-fair business**.

(Ratings 1-3)

6. POSITIVE OVERALL IMPRESSION

84%

of the exhibitors are **satisfied** with their participation in Grüne Woche.

83%

of the exhibitors would **recommend** a participation in Grüne Woche.

88%

of the exhibitors intend to participate in **Grünen Woche 2025**.

(Ratings 1-3)