

## **Exhibition: VIV Russia Moscow (23 – 25 May 2017)**

### **Evaluation of Questionnaire**

Participants/Poll: **14**

### **Evaluation result:**

Number of visitors: (from 10 – 50) **23,6**

Quality of visitors: (from 10 – 50) **33,6**

Price-performance-ratio of the fair (from 10 – 50) **22,1**

Organization of the trade fair: (from 10 – 50) **20,0**

Performance of the total infrastructure (from 10 – 50) **26,4**  
(Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)

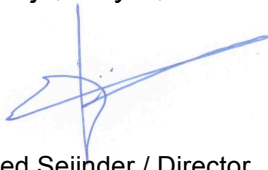
If there is a VIV Russia again in 2019 Yes **3**  
will you attend the next edition? Don't know **10**  
No **1**

Is there a better (two yearly)poultry Yes **2**  
show in Russia? If so, please mention Don't know **11**  
the name under Exhibition Comments. No **1**

The average of all votes totally **26,42**  
(including the vote for the next participation)

Please see details under Evaluation Scheme (II),  
Evaluation Scheme (III),  
Evaluation Scheme (IV) and  
Evaluation Scheme (V).

Cuijk, July 4, 2017



Ted Seijnder / Director

**EXHIBITION:** VIV Russia Moscow (23 – 25 May 2017)

**Score System:**

**Evaluation Scheme II**

## Survey Questionnaire

Please, evaluate the above mentioned exhibition by answering the following questions.  
The left circuit means always the best evaluation; the right circuit means always the most unsatisfied evaluation. – **The schedule shows the weight of each vote.**

Number of visitors	extremely high	extremely low	
	50 40 30 20 10		
Quality of visitors	excellent	very bad	
	50 40 30 20 10		
Price-performance-ratio of the fair	excellent	very bad	
	50 40 30 20 10		
Organization of the trade fair	perfect	very bad	
	50 40 30 20 10		
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	very bad	
	50 40 30 20 10		
If there is a VIV Russia again in 2019 will you attend the next edition?	Yes	Don't know	No
	50	30	10
Is there a better (two yearly)poultry show in Russia? If so, please mention the name under Exhibition Comments.	Yes	Don't know	No
	1=1	1=1	1=1

Best rating	(all: 50)	=	<b>300</b>
Average rating	(all: 30)	=	<b>180</b>
Worst rating	(all: 10)	=	<b>60</b>

**RATING AVERAGE:** **50** ∅ **30** ∅ **10** ∅

**EXHIBITION:** VIV Russia Moscow (23 – 25 May 2017)

**Score System:**

**Evaluation Scheme III**

## Survey Questionnaire

Please, evaluate the above mentioned exhibition by answering the following questions. The left circuit means always the best evaluation; the right circuit means always the most unsatisfied evaluation. – **The schedule shows the position of the majority of all votes.**

Number of visitors	<div>extremely high</div> <div> <div>50</div> <div>40</div> <div>30</div> <div>20</div> <div>10</div> </div> <div>extremely low</div>
Quality of visitors	<div>excellent</div> <div> <div>50</div> <div>40</div> <div>30</div> <div>20</div> <div>10</div> </div> <div>very bad</div>
Price-performance-ratio of the fair	<div>excellent</div> <div> <div>50</div> <div>40</div> <div>30</div> <div>20</div> <div>10</div> </div> <div>very bad</div>
Organization of the trade fair	<div>perfect</div> <div> <div>50</div> <div>40</div> <div>30</div> <div>20</div> <div>10</div> </div> <div>very bad</div>
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	<div>perfect</div> <div> <div>50</div> <div>40</div> <div>30</div> <div>20</div> <div>10</div> </div> <div>very bad</div>
If there is a VIV Russia again in 2019 will you attend the next edition?	<div>Yes</div> <div> <div>50</div> <div>30</div> <div>10</div> </div> <div>Don't know</div>
Is there a better (two yearly)poultry show in Russia? If so, please mention the name under Exhibition Comments.	<div>Yes</div> <div> <div>14%</div> <div>79%</div> <div>7%</div> </div> <div>Don't Know</div>

**The average of all votes totally.**  
(including the votes for next participation)

**26,42**

**EXHIBITION:** VIV Russia Moscow (23 – 25 May 2017)

**Score System:**

**Evaluation Scheme IV**

## Survey Questionnaire

Please, evaluate the above mentioned exhibition by answering the following questions.  
The left circuit means always the best evaluation; the right circuit means always the most unsatisfied evaluation. – **The schedule shows the number of votes in each category.**

Number of visitors	extremely high	50 0	40 1	30 6	20 4	extremely low 10 3
Quality of visitors	excellent	50 0	40 6	30 7	20 1	very bad 10 0
Price-performance-ratio of the fair	excellent	50 0	40 1	30 5	20 4	very bad 10 4
Organization of the trade fair	perfect	50 0	40 1	30 4	20 3	very bad 10 6
Performance of the total Infrastructure (Traffic, Hotel, Halls quality, Transport, IT-support, Back staff availability, etc.)	perfect	50 0	40 1	30 8	20 4	very bad 10 1
If there is a VIV Russia again in 2019 will you attend the next edition?	Yes	50 3	Don't know	30 10	No	10 1
Is there a better (two yearly)poultry show in Russia? If so, please mention the name under Exhibition Comments.	Yes	2	Don't know	11	No	1

**If there are any questions regarding the survey and its evaluation, please contact us.**

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**EXHIBITION:** VIV Russia Moscow (23 – 25 May 2017)

**Free Comments:**

**Evaluation Scheme V**

**Comments of exhibitors.**

Try to do as former, new formula waste 1 full day. Number of exhibitors is less than 2015 because of the price of the booths.

The show was 3 days first day was a so called vip day it was a lost day.

The show wasn't good – there is a lot of room for improvement or better, cancelling the one in 2019 maybe an option.

The extra event might have been a fresh idea but it didn't do us much good. A waste of time & money. I rather see the VIV prices go down.

Not a similar international alternative available.

Unfortunately this exhibition will probably disappear, very poor number of visitors and the exhibitors area was reduced comparing to two years ago.

The number of visitors was very poor. The price for a m<sup>2</sup> is too high.

Very short exhibition – at least effectifly only 1,5 days, but costs for 3 days.

Agrofarm Russia Exhibition could be better.

Better poultry show : Agroprod mash, MVC.

Positive is that there were more visitors from 'surrounding' CIS countries; Russian visitors was again dissapointing. the new formula was not a success; building up a boot for 1.5 days is expensive.

The second important Poultry exhibition in Moscow is AGRO FARM in February.

I didn't like the fact that we lost one of three days only because VIP invitations which cost 120€. It's not reasonable, we could have one day for the discussion with important clients but surely should be the last day of the exhibition and not the first and absolutely should be free of charge.

We were participating with our local distributor. In general it was a bit better than last time from what I understood. However if there will be no next VIV Russia they will not regret.

The first day, VIP day was visited very poorly.