



## Evaluation VIV Europe 2022

## Remarks from survey

### Positive

Our exhibitor will definitely attend the next edition and we would most likely co exhibit again.

The exhibition over-achieved on our expectations. Our main purpose of the VIV was to get in contact with electrical installers in the area of animal housing. Introducing our new products to them. We have seen potential customers from all over Europe, but also from different other continents like South America. North America and Middle East.

Great to be on an international exhibition after Covid again.

We experienced an extremely high presence of visitors from outside Europe: many visitors from Middle-East and Africa but also some Asian visitors as well as Latin American visitors. Very poor attendance from European visitors. The quality level exceeded our expectations: almost all visitors generated concrete leads and the conversion ratio visitors/requests of offers was really high.

The organization before the fair was really excellent and the VIV team was very friendly and helpful. Thanks to that great team around Evangeline Brouwer.

### Negative

There were some visa issues with some of the potential visitors which led to a much less number of visitors.

There was a lot of failure in the ordering and payment this time. Don't know if VIKV or the Jaarbeurs is to blame. And when you are an international exhibition – you should not offer an app for catering in Dutch language only

The infrastructure of Jaarbeurs is outdated.

Working in the portal is not easy and not customer friendly. Lots of ambiguities and blocks when working in the system

Hall 12 is not getting enough audience compared to other halls.

Toilets in hall 12 were not always clean

The only bad remark concerns the internal services/organization. We booked and paid a kitchen for our booth some months before the exhibition but it was never delivered (even if we keep calling the organization and went several times to the service desk asking about it)

We noticed that VIV charged a lot of extra for things that were normally included in the price. We were not allowed to drill into the walls. We were not allowed to make our own WIFI hotspot. We were not allowed to arrange our own catering etc. We are not used to this from VIV. Normally they are a lot more flexible.



VIV Europe is a global show, but not leading anymore. Just B-to-B, very few customers. Several countries and regions were not present.

As Hall 12 was far from full with exhibitors, very poor visitor frequency.

The organization/support on site - at the Service Point, was not good. For example, a sink which was ordered via the webshop was not delivered. Help with solving problems was not available.

The organization with the parking tickets for unloading was very inconvenient. The papers for the permit to drive to the hall had to be collected 6 km from the fair.

The QR code from the parking tickets did not always work well when entering and leaving the car park.

Official closure on last day should have been earlier, because no visitors before noon already.

Bugs in Exhibitor Portal Service platform.

Incorrect invoicing and difficult to get this restored.

### **General**

VIV is organizing regional shows covering regional countries. We see that one global show like VIV Europe would cover more of the area.

It is difficult to judge at the moment about VIV Europe. It's the first big show after Covid. In general you can say that with all the other shows like VIV Asia, VIV China, VIV MEA, etc. it will be difficult for VIV Europe to be a Global show. Nevertheless I have seen and spoken to people from Korea, Ukraine, US, CANADA, Turkey, Africa, Latin America etc. besides people from Europe.

A well organized, expensive show with less people from less countries than what we hoped for but that was to be expected. The visitors that did come, were serious visitors.

The Show is not as international as it used to be. The aftermath of the pandemic and also the political unrest may have an influence on the international attendance. The VIV Europe to us seems to be more a European/Middle East/African exhibition. In general a bi-annual European exhibition is sufficient. As most other areas of the world are covered by other exhibitions such as VIV Bangkok, IPPE, VV MEA and local exhibitions.

Number of visits of existing customers was good.

Number of visits of new investments was less, possibly due to market circumstances, probably not due to VIV.

I believe that this exhibition should not be seen as a typical one. 2022 is an exceptional year. The pandemic, which is one of the wane and still causing irregularities on some continents, and the



Ukraine crisis, which effectively excludes two large and important agricultural countries, are creating a bad mood among many people around the world. Naturally, this has an impact on the exhibition. Let's wait for the next exhibitions. After that, if no further catastrophes affect the world economy, we can make a more accurate judgment about the VIV in Utrecht, regional or rather a global international exhibitions.

The fair is losing part of its international significance in particular with reference to some countries of North Africa/Middle East, probably in favor of some other fairs (VIV Istanbul and VIV MEA). At the same time, it has not yet established itself as a trade show specifically dedicated to EU visitors as opposed to/replacing Hannover.

#### **Remarks/complaints outside the survey (during the exhibition)**

Toilets closed (esp. lady's) opened at 10 (exhibitor's already there at 8). Sometimes not clean

Complaints about stand constructors (a mess in the booth, fridge not in storage, doors not closing, key's missing, bad service)

Complaints about service Jaarbeurs (no answers to requests/orders, food not great to put it mildly, 20% payment in case of own catering (not acceptable), problems with portal and accounting department, logistic problems etc.)

A promotional message at a trade fair on animal proteins, about vega and less meat consumption..... seems not to fit properly.

People where asking themselves if the power of VIV within Jaarbeurs is decreasing.

Control and security poor! On several days, several cars were broken into in broad daylight in the car park.

Poor service. Timely orders for security people were first confirmed and then cancelled at short notice.

Poor service. Orders for additional sandwiches were not possible during the fair.

#### **Questions to ShowCo**

Regarding the meeting on Thursday morning it's important to have a good prepared and short meeting. I believe we can have it short and to the point. Go for it.