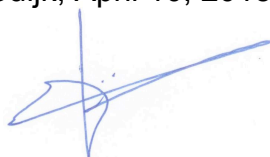


## Exhibition: AGRAME Dubai (16. – 18. March 2015)

### Evaluation of Questionnaire

|  |   |              |
|--|---|--------------|
| Participants / Poll  |   | <b>13</b>    |
| Evaluation result:   |   |              |
| Number of visitors:  | (from 10 – 50)  | <b>28,5</b>  |
| Quality of visitors:   | (from 10 – 50)  | <b>33,0</b>  |
| Price-performance-ratio<br>of the fair   | (from 10 – 50)  | <b>23,8</b>  |
| Organization of the<br>trade fair:   | (from 10 – 50)  | <b>35,4</b>  |
| Performance of the<br>total infrastructure<br>(Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.) | (from 10 – 50)  | <b>35,4</b>  |
| Will you participate on the next<br>AGRAME 2016?   | Yes   | <b>2</b>     |
|  | Don't know  | <b>7</b>     |
|  | No  | <b>4</b>     |
| Do you think AGRAME has the<br>potential to become the most<br>important show of poultry in the<br>Middle East?          | Yes   | <b>3</b>     |
|  | Don't know  | <b>6</b>     |
|  | No  | <b>4</b>     |
| The average of all votes totally<br>(including the vote for the next participation).                                     |   | <b>30,50</b> |
| Please see details under   | Evaluation Scheme (II),<br>Evaluation Scheme (III),<br>Evaluation Scheme (IV) and<br>Evaluation Scheme (V). |              |

Cuijk, April 10, 2015



Ted Seijnder / Director

**EXHIBITION: AGRame Dubai (16. – 18. March 2015)**

**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.<br>(Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.) | perfect        |      |            |      | very bad      |
|  | (50)           | (40) | (30)       | (20) | (10)          |
| Will you participate on the next AGRame 2016?  | Yes            |      | Don't know |      | No            |
|  | (50)           |      | (30)       |      | (10)          |
| Do you think AGRame has the potential to become the most important show for poultry in the Middle East?                | Yes            |      | Don't know |      | No            |
|  | (1=1)          |      | (1=1)      |      | (1=1)         |

Best rating (all: 50) =

**300**

Average rating (all: 30) =

**180**

Worst rating (all: 10) =

**60**

**RATING AVERAGE:**

**50** ∅

**30** ∅

**10** ∅



**EXHIBITION: AGRame Dubai (16. – 18. March 2015)**

**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 |            |    |    | extremely low |
|   | 50             | 40         | 30 | 20 | 10            |
|   | 0              | 2          | 7  | 4  | 0             |
| Quality of visitors   | excellent      |            |    |    | very bad      |
|   | 50             | 40         | 30 | 20 | 10            |
|   | 1              | 4          | 6  | 2  | 0             |
| Price-performance-ratio of the fair   | excellent      |            |    |    | very bad      |
|   | 50             | 40         | 30 | 20 | 10            |
|   | 0              | 0          | 7  | 5  | 0             |
| Organization of the trade fair  | perfect        |            |    |    | very bad      |
|   | 50             | 40         | 30 | 20 | 10            |
|   | 0              | 8          | 4  | 1  | 0             |
| Performance of the total Infrastructure.<br>(Traffic, Hotel, Halls quality, Transport, IT-support, Back staff availability, etc.) | perfect        |            |    |    | very bad      |
|   | 50             | 40         | 30 | 20 | 10            |
|   | 1              | 7          | 4  | 0  | 1             |
| Will you participate on the next AGRame 2016?   | Yes            | Don't know |    | No |               |
|   | 50             | 30         |    | 10 |               |
|   | 2              | 7          |    | 4  |               |
| Do you think AGRame has the potential to become the most important show for poultry in the Middle East?                           | Yes            | Don't know |    | No |               |
|   | 3              | 6          |    | 4  |               |

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

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**EXHIBITION: AGRame Dubai (16. – 18. March 2015)**

**Free Comments:**

**Evaluation Scheme V**

### **Comments of exhibitors and visitors.**

We were highly satisfied with AGRame 2015. And we would say at this moment that AGRame is the better one.

Missing free Wifi, not working TV sets.

The show is very expensive, the number of visitors limited. To exhibit we would not recommend, to visit would be something to consider.

AGRame because is held every year is becoming an event where suppliers meet each other more than meeting customers. UAE has a small poultry industry producing at the most 60 to 65 million broilers a year mainly from hatching eggs import.

Important show mostly for being held in Dubai. Intermittent flow of visitors. Mixed up section (Poultry/ Agri/ Aqua) gives a certain grandeur but is also confusing.

We have reserved our 60 sqm booth with a clause that we can cancel it in 30 days starting from today. We have also reserved 2 booth in VIV Abu Dhabi. We will participate in one of them only Showco members join too. We think Dubai AgraMe is rather expensive choice. Especially cost/benefit ratio is not good because the show is not crowded and not directly specialised for poultry.

The hall is small (by the way no internet connection or very expensive) and show is not crowded so you have to be in the front with a big booth. With a good and expensive design. In a full focused poultry show with more crowd it is easier to get attention for a cheaper price. Considering that the base sqm price will be lower too.

No Wifi available; not possible to pay with credit card. Due to the GFIA (Global Forum Innovations in Agriculture) in Abu Dhabi a week earlier probably there were less visitors.

We exhibited for the first time. Other exhibitors told me they would like to have the show only every second year. The show developed in the last years and Dubai is an interesting place for a lot of visitors and exhibitors. May be Showco should use Abu Dhabi as a thread to bring them to a 2 years cycle, but then with much more exhibitors and bigger booth from more international companies. Abu Dhabi is too risky. The existing show every second year, more exhibitors is best.

The exhibition went overall quit well; the costs are usual very high and despite a number of people coming from neighbouring countries, the show still concentrates too much on the internal market. Therefore the price-performance ratio is still on negative side.

The show is getting more and more popular every year. It has become a fix date in Middle East and African customers diary. Customers from the surrounding countries and also from Africa use the show to get the information and exchange they are looking for. The show has potential to be developed as one of the major events in the great area but in order to support it more professional it should be held every other year only.