

## SURVEY RESULT

**Exhibition:** **Poultry India - 2013, Hyderabad, India** (27.– 29.11.2013)

### Evaluation of Questionnaire

Participants / Survey **26**

**Evaluation result:** (Average of all answers) **Ø**

Number of visitors: (from 10 – 50) **34,6**

Quality of visitors: (from 10 – 50) **32,3**

Price-performance-ratio of the exhibition (from 10 – 50) **30,0**

Organization of the Exhibition: (from 10 – 50) **28,5**

Performance of the total infrastructure (from 10 – 50) **27,7**

Will you participate on the next Poultry India - 2014?

Votes: Yes	<b>18</b>	<b>43,8</b>
Open decision	<b>8</b>	
No	<b>0</b>	

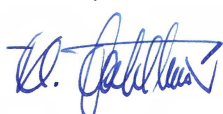
The average of all votes totally (including the vote for the next participation). [form average = 30]

**32,8** [above average]

Prefer you a 2-year rhythm also for Poultry India?

Yes	<b>12</b>
Don't know	<b>8</b>
No	<b>6</b>

Vechta, 21. January 2014



Klaus Fahlbusch / Director

Please see details under:

Evaluation Scheme (II),  
Evaluation Scheme (III),  
Evaluation Scheme (IV) and  
Comment collection.

**EXHIBITION:** **Poultry India - 2013, Hyderabad, India** (27.– 29.11.2013)

**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	<div>extremely high</div> <div>(50) (40) (30) (20) (10)</div> <div>extremely low</div>
Quality of visitors	<div>excellent</div> <div>(50) (40) (30) (20) (10)</div> <div>very bad</div>
Price-performance-ratio of the fair	<div>excellent</div> <div>(50) (40) (30) (20) (10)</div> <div>very bad</div>
Organization of the trade fair	<div>perfect</div> <div>(50) (40) (30) (20) (10)</div> <div>very bad</div>
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	<div>perfect</div> <div>(50) (40) (30) (20) (10)</div> <div>very bad</div>
Will you participate on the next Poultry India - 2014?	<div>Yes</div> <div>(50) (30) (10)</div> <div>Don't know</div> <div>No</div>
Prefer you a 2-year rhythm also for Poultry India?	<div>Yes</div> <div>(1=1) (1=1) (1=1)</div> <div>Don't know</div> <div>No</div>

Best rating (all: 50) = **300**

Average rating (all: 30) = **180**

Worst rating (all: 10) = **60**

**RATING AVERAGE:** **50** Ø **30** Ø **10** Ø

**EXHIBITION:** **Poultry India - 2013, Hyderabad, India** (27.– 29.11.2013)

**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	extremely high	↓34,6	extremely low		
	50	40	30	20	10
Quality of visitors	excellent	↓32,3	very bad		
	50	40	30	20	10
Price-performance-ratio of the fair	excellent	↓30,0	very bad		
	50	40	30	20	10
Organization of the trade fair	perfect	↓28,5	very bad		
	50	40	30	20	10
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	↓27,7	very bad		
	50	40	30	20	10
Will you participate on the next Poultry India - 2014?	Yes	↓43,8	Don't know	No	
	50	30	10		
Prefer you a 2-year rhythm also for Poultry India?	Yes	Don't Know	No		
	46,2 %	30,7 %	23,1 %		



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

**32,8**

**EXHIBITION:** **Poultry India - 2013, Hyderabad, India** (27.– 29.11.2013)

**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 2	40 10	30 12	20 2	extremely low	10
Quality of visitors	excellent	50 2	40 8	30 12	20 2	very bad	10 2
Price-performance-ratio of the fair	excellent	50 4	40 2	30 8	20 10	very bad	10 (24 votes only)
Organization of the trade fair	perfect	50 2	40 8	30 4	20 8	very bad	10 4
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, Transport, IT-support, Back staff availability, etc.)	perfect	50 2	40 4	30 10	20 8	very bad	10 2
Will you participate on the next Poultry India – 2014?	Yes	50 18		30 8		Don't know	10
Prefer you a 2-year rhythm also for Poultry India?	Yes	12				Don't know	8
						No	6

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

Tel.: +49-4441-3266; Mobil: +49-174-9127137  
Fax: +49-4441-3180  
E-Mail: klaus.fahlbusch@email.de

**EXHIBITION:** **Poultry India - 2013, Hyderabad, India** (27.– 29.11.2013)

**Free Comments:**

**Evaluation Scheme V**

## Survey Questionnaire

- a) The response at our Poultry India Survey was very low in comparison to earlier Surveys. Several Reminders were necessary to get answers.
- b) We asked not only members. Four participants (of 26) are non-members.
- c) Text in round clamps (...) is added for depersonalization or for better understanding, and is not part of the origin comment.

## Participant comments.

- 1) The show itself was not so bad. The quality of the visitors is another issue. Many of them did not understand what we are presenting. Hotel and taxi to/from the show was ok. Not ok at all was the support by the official organizer – that was a real mess, and I felt not respected.
- 2) We need the show every alternate year.
- 3) More hotels should be made available near the fairground. Our pavilion was still the old one in fabric: terrible air conditioning and dirt everywhere: should be replaced by a proper one.  
Taxis should be waiting for exhibitors by the fairground without need to call and wait every time almost 1 hour for a taxi to show up.
- 4) The organizer need to know the quality of exhibition. They need to be more organise in getting things to be arrange for the exhibitor rather, than need to keep highlighting before even getting it.
- 5) India is a large and high potential market for (our company), but the market has been down for the last 3 years, and the Rupee has depreciated significantly during that time, making foreign purchases very difficult.  
There are too many shows, and (our company) feels that IPEMA of Poultry India is the correct show to participate in and a good location.  
The strategy of (our Company) is to participate in shows that will create maximum exposure so that when farmers look for us and our line of equipment, they will easily find us. IPEMA meets that criteria.
- 6) As an exhibitor, we were quite satisfied with the overall experience. We were hoping for more visitors.
- 7) Excellent response from the visitors.
- 8) We have not direct exhibited (but via our Indian representative).

Continuation:

- 9) We have not direct exhibited (but via our Indian representative).
- 10) The accommodation in a tent was not so good for us and different to other shows as well. So also the visitor quality was probably not as good as it would have been in the other halls. We would also probably prefer a show in the north and south every other year.
- 11) Excellent exhibition in India, organised by IPEMA and with quality visitors around the world. In other words: Value for money.