

SURVEY RESULT

Exhibition: **Poultry India-2014, Hyderabad, India** (26.–28.11.2014)

Evaluation of Questionnaire

Participants / Survey **16**

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

Number of visitors: (from 10 – 50) **38,1**

Quality of visitors: (from 10 – 50) **31,9**

Price-performance-ratio of the exhibition (from 10 – 50) **33,1**

Organization of the Exhibition: (from 10 – 50) **26,2**

Performance of the total infrastructure (from 10 – 50) **28,0**

Will you participate on the next Poultry-India-2015?

Votes: Yes	8	40,0
Open decision	8	
No	0	

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

[form average = 30]

32,9 [above average]

Do you prefer a 2-year-rhythm for Poultry India also?

Yes	9
Don't know	1
No	6

Please, see details under:

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

Vechta, 31. January 2015



Klaus Fahlbusch / Director

EXHIBITION: **Poultry India-2014, Hyderabad, India** (26.–28.11.2014)

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)
Will you participate on the next Poultry-India-2015?	Yes		Don't know		No
	(50)		(30)		(10)
Do you prefer a 2-year-rhythm for Poultry India also?	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**Ø **30**Ø **10**Ø

EXHIBITION: **Poultry India-2014, Hyderabad, India** (26.–28.11.2014)

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	↓ 38,1	extremely low		
	50	40	30	20	10
Quality of visitors	excellent	↓ 31,9	very bad		
	50	40	30	20	10
Price-performance-ratio of the fair	excellent	↓ 33,1	very bad		
	50	40	30	20	10
Organization of the trade fair	perfect	↓ 26,2	very bad		
	50	40	30	20	10
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	↓ 28,0	very bad		
	50	40	30	20	10
Will you participate on the next Poultry-India-2015?	Yes	↓ 40,0	Don't know	No	
	50	30	10		
Do you prefer a 2-year-rhythm for Poultry-India also?	Yes	Don't Know	No		
	56,2 %	6,3 %	37,5 %		



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

32,9

EXHIBITION: **Poultry India-2014, Hyderabad, India** (26.–28.11.2014)

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	40	30	20	10	extremely low
			13	3			
Quality of visitors	excellent	50	40	30	20	10	very bad
		1	5	6	4		
Price-performance-ratio of the fair	excellent	50	40	30	20	10	very bad
		2	1	13			
Organization of the trade fair	perfect	50	40	30	20	10	very bad
			3	8	4	1	
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, Transport, votes IT-support, Back staff availability, etc.)	perfect	50	40	30	20	10	very bad
			2	8	5		(15 only)
Will you participate on the next Poultry-India-2015?	Yes	50		30		10	No
		8		8			
Do you prefer a 2-year-rhythm for Poultry-India also?	Yes	9					No
				1			
						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-2014, Hyderabad, India** (26.–28.11.2014)

Free Comments: **Evaluation Scheme V**

Survey Questionnaire

- a) We got not so many answers as usual in “ShowCo-years” of Poultry-India. (odd years).
(In total in 2014 only 16 answers).
- b) We asked not only members. Two participants (of 16) are non-members.
- c) Impressive, in spite of the majority of ShowCo-member answers, the many votes for a yearly participation.
- d) Noticeable is the high percentage (50%) of irresolutely votes, regarding a participation at Indian-Poultry in 2015. This could be a reaction of dissatisfaction. But it is a bit in opposite to the answers, reflected under (c).
- e) Following text in round clamps (...) is added for better understanding, and is not part of the origin comment.

Participant comments.

- 1) Show is not bad – but 1 year rhythm will be sufficient. (?)
- 2) We would like a two year show but one north and one south alternate years – therefore, a show per year.
We have to take a smaller stand next year, maximum they will allow us is 200 sq mt from now. The show seems to be run by (a lobby) of local suppliers.
The tent was to be a permanent structure this year, but they never do what they say. We have to have a complete new stand due to their changes in rule. We had the guy dressed up and he was told to stop, all other continued. We wanted to display an auger outside and were turn down at a late stage. We had no power through the night and could not complete the stall which meant cleaning the morning of the show. I have done many shows and this is by far the worst altitude of any.
- 3) WiFi for exhibitors needed. (At the) third day very low number of visitors.
- 4) It is the most important show where all decision makers visit.
The one thing where this show can be improved is in general organization.
- 5) Quite good improvement of the market comparing to one year ago.
Some increase of good quality potential customers, but still quite important number of low quality visitors.
Still many pending improvements in the infrastructure of the show [carpets fixation, service areas for drinking and food, cleaning service, etc.].
Local show for domestic market, very few foreign visitors.
- 6) New building is necessary for next organization.

Continuation:

- 7) This is good show for new company venturing in Indian Market, as the major poultry farmers visit this show. But the major/big poultry farmers/customers visit the key equipment suppliers.
- 8) India is not quite convinced yet about European quality and is still focussed on price only.
It requires frequent confrontation with our products and our presence to change current perceptions. A 2-year-rhythm will not contribute; on the contrary, it will slow down the acceptance process.
The quality of the visitors was therefore high to the extent that owners of large and important companies attended; but at the same time low, because of their reluctance to invest in high quality production equipment, looking mainly at price, not at quality and performance of the products