

SURVEY RESULT

Exhibition: **VIV-Asia-2011, Bangkok-Thailand** (09.–11. March 2011)

Evaluation of Questionnaire

Participants / Survey **31**

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

Number of visitors: (from 10 – 50) **39,0**

Quality of visitors: (from 10 – 50) **41,6**

Price-performance-ratio of the exhibition (from 10 – 50) **33,9**

Organization of the Exhibition: (from 10 – 50) **38,1**

Performance of the total infrastructure (from 10 – 50) **36,5**

Will your company participate on the next exhibition here? (2013)

Total votes: Yes	29	48,1
Open decision	1	
No	1	

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

39,5 much better

Do you prefer a **2-year-rhythm** for this fair?

Yes	96,8 %
No	0,0 %
Don't know	3,2 %

Please see details under

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

Vechta, 18. April 2011



Klaus Fahlbusch / Director

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Director: Klaus Fahlbusch, Vechta-DE

EXHIBITION: **VIV-Asia-2011, Bangkok–Thailand** (09.–11.03.2011)

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 exhibition here?	Yes		don't know		No
	(50)		(30)		(10)
Additional vote: Do you prefer a 2-year-rhythm of this fair?	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: **VIV-Asia-2011, Bangkok–Thailand** (09.–11.03.2011)

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	39,0 ↓	extremely low
	50	40	30
Quality of visitors	excellent	↓ 41,6	very bad
	50	40	30
Price-performance-ratio of the fair	excellent	33,9 ↓	very bad
	50	40	30
Organization of the trade fair	perfect	38,1 ↓	very bad
	50	40	30
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	36,5 ↓	very bad
	50	40	30
Will you participate on the next exhibition here?	Yes ↓ 48,1	don't know	No
	50	30	10
Additional vote: Do you prefer a 2-year-rhythm of this fair?	Yes	don't know	No
	96,8 %	3,2 %	0,0 %



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

39,5

EXHIBITION: **VIV-Asia-2011, Bangkok–Thailand** (09.–11.03.2011)

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
	5	18	8		
Quality of visitors	excellent				very bad
	50	40	30	20	10
	9	18	4		
Price-performance-ratio of the fair	excellent				very bad
	50	40	30	20	10
	1	13	14	3	
Organization of the trade fair	perfect				very bad
	50	40	30	20	10
	3	20	7	1	
Performance of the total Infrastructure: (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect				very bad
	50	40	30	20	10
	3	15	12	1	
Will you participate on the next exhibition here?	Yes		don't know		No
	50		30		10
	29		1		1
Additional vote: Do you prefer a 2-year-rhythm of this fair?	Yes		don't know		No
	30		1		

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

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EXHIBITION: **VIV-Asia-2011, Bangkok–Thailand** (09.–11.03.2011)

Free Comments: **Evaluation Scheme V**

Survey Questionnaire

- a) The survey result of this exhibition is the best, we ever have had, since we send out our questionnaire.
- b) Texts in round clamps (xyz) are added by me.
- c) We asked not only ShowCo members.
- d) All results of earlier surveys you can find in the Member Area of our website. To open the Member Area you need your individual password.

Participant comments.

- 1) In my opinion this is the best worldwide poultry exhibition with a huge potential in the Asian countries. This show should be 4 days time and not VIV-Europe.
- 2) In regard to the transportation 'system' of cabs (taxi, bus) from the exhibition center, the system is inefficient! Exhibition requires more transportation or a more efficient way of getting exhibitors from the hall to the hotel at the end of the day.
Majority of BITEC staff were unorganized, services arrived late, sometimes not at all. Hall quality was good, booth cleaning attendants, provided by BITEC were excellent.
- 3) Good show. English language sometimes a problem. VIV-Europe/EuroTier combined with VIV-Asia and IPE-Atlanta allow to cover the whole world with remaining shows to be considered as regional shows only.
Still now to evaluate if VIV-Turkey does not become the show for the Middle East countries.
- 4) It was overall a very good show – organizer was proactive, and results in term of visitors were there.
- 5) (Problem is the) taxi transport after the show [especially the 1. day]. This was a long waiting line for the customers. We think something should be done next time to improve this. [But maybe next time the train system is ready].
Condition of the toilets was not clean enough [no towels, very low number of low speed hand dryers].
The pre-VIV invitation program did not work. I think VIV should focus on the organizing of the show, and the exhibitors do their own invitations. I was enthusiastic about the program before the show (Max. effectiveness program?), but at the end it did not work. [And I heard, but could not attend, that the China event organized by VIV was not really a success].

- 6) Inadequate number of taxi at the closing of the show and difficulty in connecting with VNU internet service.
(From the second day it works satisfactorily in the ShowCo Business Centre. ShowCo members are encouraged to use much more this service – in case we have an own booth. Next time at EuroTier 2012).
- 7) Good exhibition with a wide range of interesting visitors from several countries.
- 8) Consider host the fair routine between Bangkok and Singapore.
- 9) We will most likely participate in the next exhibition – depending on other exhibitions in Asia at that time and what is decided by ShowCo members.
It was not easy to see what the out come / benefit of the China Vision program was; not good communicated. But VIV is very good at helping the exhibitors to send out mails, invitations, etc.