

SURVEY RESULT

Exhibition: **VIV-China-2014, Beijing, China** (23.–25.09.2014)

Evaluation of Questionnaire

Participants / Survey **19**

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

Number of visitors: (from 10 – 50) **27,9**

Quality of visitors: (from 10 – 50) **31,6**

Price-performance-ratio of the exhibition (from 10 – 50) **24,2**

Organization of the Exhibition: (from 10 – 50) **33,7**

Performance of the total infrastructure (from 10 – 50) **33,7**

Will you participate on the next VIV-China-2016?

Votes: Yes	8	37,4
Open decision	10	
No	1	

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

[form average = 30]

31,4 [above average]

Is there in your opinion a better show for China? If yes, please name it.	Yes	7*
	Don't know	9
	No	2

*Named alternative shows:	CAHE	5
	China Feed Industry Expo	1
	CAAA [?]	1

Please see details under:

Vechta, 03. December 2014



Klaus Fahlbusch / Director

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

EXHIBITION:	VIV-China-2014, Beijing, China (23.-25.09.2014)
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 VIV-China-2016?	Yes		Don't know		No
	(50)		(30)		(10)
Is there in your opinion a better show for China?	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:	<u>50</u>∅	<u>30</u>∅	<u>10</u>∅
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EXHIBITION:	VIV-China-2014, Beijing, China (23.–25.09.2014)
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	↓27,9	extremely low
	50	40	30
	20	10	
Quality of visitors	excellent	↓31,6	very bad
	50	40	30
	20	10	
Price-performance-ratio of the fair	excellent	↓24,2	very bad
	50	40	30
	20	10	
Organization of the trade fair	perfect	↓33,7	very bad
	50	40	30
	20	10	
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	↓33,7	very bad
	50	40	30
	20	10	
Will you participate on the next VIV-China-2016?	Yes	↓38,9	Don't know
	50	30	10
Is there in your opinion a better show for China?	Yes	Don't Know	No
	38,9%	50,0%	11,1%



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

31,4

EXHIBITION:	VIV-China-2014, Beijing, China (23.–25.09.2014)
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
			3	10	5	1	
Quality of visitors	excellent	50	40	30	20	10	very bad
			7	8	4		
Price-performance-ratio of the fair	excellent	50	40	30	20	10	very bad
			1	8	8	2	
Organization of the trade fair	perfect	50	40	30	20	10	very bad
			8	10	1		
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, Transport, IT-support, Back staff availability, etc.)	perfect	50	40	30	20	10	very bad (23 votes only)
			1	7	9	2	
Will you participate on the next VIV-China-2016?	Yes	50	30	10			No
		8	10	1			
Is there in your opinion a better show for China?	Yes	7	9	2			No (18 votes only)

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

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EXHIBITION: **VIV-China-2014, Beijing, China** (23.–25.09.2014)

Free Comments:

Evaluation Scheme V

Survey Questionnaire

- a) We got not so many answers as usual regarding our China-Survey. (In total only 19).
- b) We asked not only members. Four participants (of 19) are non-members.
- c) Seven of 19 participants nominated a better show for China. Five (of 7) said, CAHE is the better show.
- d) Noticeable is the huge percentage (53%) of irresolutely votes, regarding a participation at VIV-China in 2016.
- e) Text in round clamps (...) is added for better understanding, and is not part of the origin comment.

Participant comments.

- 1) CIMIE show is equal to this show. (Special show for Processing technology?)
- 2) VIV-China has always been one of the most important trade shows for us, not only to meet new potential customers, but also meeting up with current customers.
- 3) The prices that Dragon Link (freight forwarder) takes and the monopolism this company has, is incredible. Via own shipping we could get equipment to a nearby harbour quite cheap, but for the last hundred kilometres to the showfloor Dragon Link charges enormous price. According to the VIV organisation they can't do anything about it as Dragon Link had to "buy the rights" to be the official freight forwarder and they have to compensate for this in the freight-pricing.
- 4) Quality of visitors is limited to the first day of the show.
Quality of visitors is not so significant for European quality-oriented suppliers.
- 5) Not enough advertisements as pre-marketing for the show; only visitors that had been invited by our Chinese company showed up; only first and half of second day there had been visitors; third day at 14:00 no one of organizers was available; rebuilding of booths started early the third day.
- 6) Maybe local poultry show is better (no own experience but dealer does have).
- 7) (Better show:) Chinese Animal & Husbandry Exhibition.
- 8) (Better show:) China Feed Industry Expo.
- 9) The VIV China is a bit more an international show, there is also the yearly organized show from the CAAA (?), every year in another city in China. This show is more a show with only Chinese visitors. The question is as an exhibitor, where is your focus on. If you only want to focus on Chinese visitors, maybe then the CAAA is a better show. But if your focus is more international, I think then VIV is a better show.
- 10) In our opinion 2 days are enough to meet customers. Last day there were no customers.

Continuation:

- 11) (Better show:) CAHE
- 12) Only first 1,5 day was very busy. Last day nothing.
- 13) Show is too long. It appears two days is enough.
Aircon need to be turned on BEFORE the show starts.
- 14) Qingdao show this year was quiet good. Many more visitors from mainland China.
Not so many foreign visitors.
- 15) CAHE show attracts more customers and in our case generated more leads.
However quality of visitors at VIV was very good, which made it an attractive show.
- 16) CAHE Show is the better show I think.
- 17) China Animal husbandry Exhibition [CAHE] is a better show. VIV China is not well attended by all market segments in China- only the very large vertically integrated poultry producers attend. And this attendance is more a courtesy visit, as opposed to a visit motivated by business need.
We also find, VIV China is very expensive compared to other shows and this makes the venue much less attractive. As before, the show was basically over in the first day (even first morning) and most exhibitors were breaking down by mid-morning on the last day.