

SURVEY RESULT

Exhibition: **VIV-Russia-2013, Moscow, Russia** (21.–23.05.2013)

Evaluation of Questionnaire

Participants / Survey **24**

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

Number of visitors: (from 10 – 50) **19,2**

Quality of visitors: (from 10 – 50) **30,8**

Price-performance-ratio of the exhibition (from 10 – 50) **20,8**

Organization of the Exhibition: (from 10 – 50) **33,3**

Performance of the total infrastructure (from 10 – 50) **28,3**

Will you participate on the next VIV-Russia-2015?

Votes: Yes **7**
Open decision **17**
No **0**

35,8

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

[form average = 30]

28,0

[below average]

Is there in your opinion a better show for Russia?
If yes, please name it.

Yes **10***
Don't know **13**
No **1**

*Named alternative shows:

Agroprodmarsh	4
DLG AgroFarm	2
Golden Autumn	1
Yugagro (Krasnodar)	1
(No name)	(2)

Vechta, 05. July 2013



Klaus Fahlbusch / Director

Please see details under:

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

EXHIBITION: **VIV-Russia-2013, Moscow, Russia** (21.–23.05.2013)

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	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-Russia-2015?	Yes		Don't know		No
	(50)		(30)		(10)
Is there in your opinion a better show for Russia?	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: **VIV-Russia-2013, Moscow, Russia** (21.–23.05.2013)

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	19,2↓	extremely low
	50 40 30 20 10		
Quality of visitors	excellent	30,8↓	very bad
	50 40 30 20 10		
Price-performance-ratio of the fair	excellent	20,8↓	very bad
	50 40 30 20 10		
Organization of the trade fair	perfect	33,3↓	very bad
	50 40 30 20 10		
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	28,3↓	very bad
	50 40 30 20 10		
Will you participate on the next VIV-Russia-2015?	Yes	35,8↓	Don't know No
	50 30 10		
Is there in your opinion a better show for Russia?	Yes	Don't Know	No
	41,7% 54,2% 4,1%		



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

28,0

EXHIBITION: **VIV-Russia-2013, Moscow, Russia** (21.–23.05.2013)

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	40	30	20	10	extremely low
			2	4	8	10	
Quality of visitors	excellent	50	40	30	20	10	very bad
			10	7	6	1	
Price-performance-ratio of the fair	excellent	50	40	30	20	10	very bad
				8	10	6	
Organization of the trade fair	perfect	50	40	30	20	10	very bad
			11	10	3		
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, Transport, IT-support, Back staff availability, etc.)	perfect	50	40	30	20	10	very bad
			3	13	7		(23 votes only)
Will you participate on the next VIV-Russia-2015?	Yes	50	30	10			No
		7	17				
Is there in your opinion a better show for Russia?	Yes	10	13	1			No

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

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EXHIBITION: **VIV-Russia-2013, Moscow, Russia** (21.–23.05.2013)

Free Comments:

Evaluation Scheme V

Survey Questionnaire

- a) We got not so many answers regarding our Survey. (In total 24).
- b) We asked not only members. Three participants (of 24) are non-members.
- c) The result is the worst rating for a show, we ever have had. (Below the average).
- d) The majority knows not a better show for Russia (54,2% + 4,1%)
- e) If we consider the votes for a better show in Russia, we find a **very confusing situation**. Four other shows are evaluated as better. AGROPRODMASH got the most (with 4 of 24) votes. Two companies said they know a better show, but without a name of the better show.
Noticeable in any case is the huge number of “Don’t know” (17 of 24) regarding the next VIV-Russia-participation in 2015.
- f) Text in round clamps (...) is added for better understanding, and is not part of the origin comment.

Participant comments.

- 1) Golden Autumn exhibition.
- 2) Agroprod mash, October 7-11 2013, Moscow.
- 3) Internet access had low speed and unacceptable costs.
Agroprod mash show reveals more poultry visitors.
Exit to Moscow Ring Road is just in one direction only.
- 4) Agroprod mash Moscow, held in October of each year.
- 5) DLG, AgroFarm.
- 6) We were hoping for more visitors.
- 7) We are happy that we are back to a 2-year frequency. We don’t need that “exhibitor party” somewhere in Moscow, we rather see a lower price per m². One of the main weaknesses of this exhibition is the traffic, although the Subway access helps. Moscow seems to be an exhibition trap: very expensive but relatively accessible for our customers – other cities may be less expensive but they are much more difficult to get to for our customers.
- 8) Agroprod mash is a better choice than VIV due to the attendance record of a more widespread interest from visitors and a better location of the exhibition.
- 9) The show was organized well, but the attendance was extremely poor, and will probably not motivate us to participate again.

Continuation:

- 10) Regarding Moscow; The Golden Autumn Exhibition in October and the AgroFarm in February are much better attended.
Generally speaking about Russia, the November YUGAGRO Exhibition in Krasnodar is also far better than VIV.
Changing location of the VIV to other fairgrounds (VDNK, for example) would probably enhance attendance.
A free Wi-Fi connection should be granted to all exhibitors.
- 11) We attend GOLDEN AUTUMN exhibition last October but the results were not so good. In our opinion VIV-Russia is better. We never attend AGRO FARM in February, so we can't give you our opinion. We like the location of VIV RUSSIA, but there are two main problems: it is too expensive and there are too few customers.
- 12) Let us study the following:
*Agroprodmarsh: can it be developed into VIV replacement?
*Golden Autumn
*AgroFarm
- 13) (VIV-Russia) was too less advertised (announced) by the organizer;
for instance: 3 different show dates were communicated in "www".
Due to our experience of the last two years AgroFarm in Moscow is the better alternative.
- 14) (We) exhibit with our local partner and not under (our) name only. First time participant.
- 15) We should (consider) if we will participate in the next show 2015.
If we decide to participate, (we) will be with less area, less staff and less equipment.
Concerning the other two exhibitions in Russia: we have been already participating in both shows and we will continue because the target customers are different from VIV.
This is the reason because we have decided to reduce the exhibition area in the next VIV-Russia in case that we decide to participate.
- 16) Less visitors than with VIV Asia or Europe, but still a good Russian show.
a] No good WIFI network, connection established but not being able to use it.
b] Exhibitors dinner is nice to meet with other exhibitors you normally do not have time to meet during a show; however it should be held at the fairground or at walking distance from it. And it should be a buffet, so that everyone has a chance to walk around and meet with the people, instead of being stuck at 1 table with the same people you see the whole day.