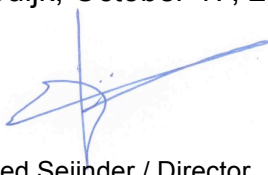


Exhibition: VIV China Beijing (6 – 8 September 2016)

Evaluation of Questionnaire

Participants / Poll			15
Evaluation result:			
Number of visitors:	(from 10 – 50)		26,67
Quality of visitors:	(from 10 – 50)		28,67
Price-performance-ratio of the fair	(from 10 – 50)		24,00
Organization of the trade fair:	(from 10 – 50)		32,67
Performance of the total infrastructure	(from 10 – 50)		32,00
(Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)			
Will you participate on the next VIV China 2018 in Nanjing?	Yes	0	
	Don't know	14	28,67
	No	1	
Do you think VIV China is potential the best show for the Chinese market. If no please name the exhibition	Yes	1	
	Don't know	6	
	No	8	
The average of all votes totally (including the vote for the next participation).			28,78
Please see details under	Evaluation Scheme (II), Evaluation Scheme (III), Evaluation Scheme (IV) and Evaluation Scheme (V).		

Cuijk, October 17, 2016



Ted Seijnder / Director

EXHIBITION: VIV China Beijing (6 – 8 September 2016)

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 2018 in Nanjing?	Yes		Don't know		No
	(50)		(30)		(10)
Do you think VIV China is potential the best show for the Chinese market. If no please name the exhibition	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 China Beijing (6 – 8 September 2016)

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	26,6	extremely low
	50 40 30 20 10		
Quality of visitors	excellent	28,6	very bad
	50 40 30 20 10		
Price-performance-ratio of the fair	excellent	24,0	very bad
	50 40 30 20 10		
Organization of the trade fair	perfect	32,6	very bad
	50 40 30 20 10		
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	32,0	very bad
	50 40 30 20 10		
Will you participate on the next VIV China 2018 in Nanjing?	Yes	Don't know	No
	0 14 28,6		1
Do you think VIV China is potential the best show for the Chinese market. If no please name the exhibition	Yes	Don't Know	No
	1 6		8

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

28,78

EXHIBITION: VIV China Beijing (6 – 8 September 2016)

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 0	40 2	30 7	20 5	extremely low 10 1
Quality of visitors	excellent	50 0	40 2	30 9	20 4	very bad 10 0
Price-performance-ratio of the fair	excellent	50 0	40 1	30 6	20 7	very bad 10 1
Organization of the trade fair	perfect	50 0	40 7	30 6	20 1	very bad 10 1
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, Transport, IT-support, Back staff availability, etc.)	perfect	50 0	40 6	30 7	20 1	very bad 10 1
Will you participate on the next VIV China 2018 in Nanjing?	Yes	50 0	Don't know	30 14	No	10 1
Do you think VIV China is potential the best show for the Chinese market. If no please name the exhibition	Yes	1	Don't know	6	No	8

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

Tel.: +31-485-314891; Mobil: +31-653437923

E-Mail: ted.seijnder@ziggo.nl

EXHIBITION: VIV China Beijing (6 – 8 September 2016)

Free Comments:

Evaluation Scheme V

Comments of exhibitors and visitors.

- This was our first time as exhibitor so we do not have a lot of reference regarding the quality of the exhibition
 - Exhibition Cahe is also very good
 - According to our opinion there is no good reason for a VIV in China. Bangkok is a lot easier for our International clients and for the local market the CAHE-Show seems to be much more interesting.
 - The local Chinese yearly show still the best show for China market.
 - CAHE is the best show for the Chinese market with many more visitors and effective leads.
 - There are limited international visitors at VIV China and many are visitors who specially look for cheap made-in-China products
 - At this time, we prefer the CAHE show every May in China.
 - Cahe is potential the best show.
 - better third day than last time, more international customers than last time in general less visitors than last time, CAHE leaves a better more local impression.
- Wifi missing on exhibition.
- CAHE show.
 - Once again the VIV Beijing show did NOT fill the expectations. Both number of Chinese and international visitors were too limited. Although exhibitor boots are at high standards (compared to some years ago).