

Exhibition: VIV MEA ABU DHABI U.A.E. (5 – 7 February 2018)

Evaluation of Questionnaire

		2018	2016
Participants/Poll		22	25
Evaluation result:			
Number of visitors:	(from 10 – 50)	26,4	36,0
Quality of visitors:	(from 10 – 50)	37,3	42,8
Price-performance-ratio of the fair	(from 10 – 50)	28,1	35,2
Organization of the trade fair:	(from 10 – 50)	36,4	41,2
Performance of the total infrastructure	(from 10 – 50)	39,1	42,4
<small>(Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)</small>			
Will you participate on the next VIV MEA 2018?	Yes	16	20
	Don't know	6	5
	No	0	0
VIV MEA is the most important poultry fair in the Middle East and therefore remains listed as a "Premium Show" on the ShowCo exhibition calendar	Yes	14	19
	Don't know	7	6
	No	1	0
The average of all votes totally		33,46	39,52
Please see details under	Evaluation Scheme (II), Evaluation Scheme (III), Evaluation Scheme (IV) and Evaluation Scheme (V).		

Cuijk, March 19, 2018



Ted Seijnder / Director

EXHIBITION: VIV MEA ABU DHABI U.A.E. (5 – 7. February 2018)

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 MEA 2018?	Yes		Don't know		No
	(1=1)		(1=1)		(1=1)
VIV MEA is the most important poultry fair in the Middle East and therefore remains listed as a "Premium Show" on the ShowCo exhibition calendar	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 MEA ABU DHABI U.A.E. (5 – 7 February 2018)

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	26,4 ↓	extremely low
	50	40	30
	20	10	
Quality of visitors	excellent	37,3 ↓	very bad
	50	40	30
	20	10	
Price-performance-ratio of the fair	excellent	28,2 ↓	very bad
	50	40	30
	20	10	
Organization of the trade fair	perfect	36,4 ↓	very bad
	50	40	30
	20	10	
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	39,1 ↓	very bad
	50	40	30
	20	10	
Will you participate on the next Space 2017?	Yes	Don't know	No
	16	6	0
VIV MEA is the most important poultry fair in the Middle East and therefore remains listed as a "Premium Show" on the ShowCo exhibition calendar	Yes	Don't Know	No
	14	7	1



The average of all votes totally.

33,46

EXHIBITION: VIV MEA ABU DHABI U.A.E. (5 – 7 February 2018)

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
	1	1	9	11	0
Quality of visitors	excellent				very bad
	50	40	30	20	10
	2	12	8	0	0
Price-performance-ratio of the fair	excellent				very bad
	50	40	30	20	10
	0	3	12	7	0
Organization of the trade fair	perfect				very bad
	50	40	30	20	10
	0	17	3	1	1
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, Transport, IT-support, Back staff availability, etc.)	perfect				very bad
	50	40	30	20	10
	1	18	3	0	0
Will you participate on the next Space 2017?	Yes	Don't know			No
	1=1	1=1			1=1
	16	6			0
VIV MEA is the most important poultry fair in the Middle East and therefore remains listed as a "Premium Show" on the ShowCo exhibition calendar	Yes	Don't know			No
	14	7			1

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

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EXHIBITION:	VIV MEA ABU DHABI U.A.E. (5 – 7 February 2018)
Free Comments:	Evaluation Scheme V

Comments of exhibitors.

It would be very good to have the show in March.

Maybe more efforts should be done to attract visitors from Africa.

Number of visitors seems to us decreased in comparison to 2016 !! We have to discuss why ? Exact information from VIV organisation for visitor number 2016 vs. 2018 is needed! First day and last day of show 2018. The number of visitors are < 50% in comparison to second day! The number of visitors on afternoon on third day was bad! Shifting the date of VIV-MEA has to be discussed !!!

Most probably too much shows in general. Abu Dhabi for most of the visitors is a destination to fly to. If you need a flight you can choose this year between VIV MEA, VIV Europe or Eurotier.

What is the exact number of visitors 2018 vs 2016 ?
What is the relation m2 / visitor in 2016 vs 2018

The show in 2016 was better when it comes to price-performance ratio. Could be that the "news-effect" had some influence. We will participate next time also - but probably with a smaller stand.

Expected a little more visitors turnout, especially for the second day. Overall impression is positive, the fair is still a reference event that brings together many people in the poultry sector of Middle East.

It is necessary to have more marketing activities and support from Organizer to invite delegations from different Countries (particularly from African Countries)

We had difficulties to find someone who can help our problems during preparation of our booth. We faced disrespectful attitude and replies to our e-mails were late and not helpful. Better staff for organisation would be good.

In General much more exhibitors and ground space of the exhibition. Compared to the last show two years ago I felt less visitors in the poultry equipment area.

It seems like Abu Dhabi is not as attractive as Dubai is. We expected more visitors from Africa because they have a good access to Emirates.