

SURVEY RESULT Exhibition: VIV MEA, Abu Dhabi U.A.E.

Evaluation result: (Average of all answers)

Evaluation of Questionnaire	2016	2018	2021
Participants / Survey	25	23	28
Number of visitors: (from 10 – 50)	36,0	26,9	35,0
Quality of visitors: (from 10 – 50)	42,8	37,4	41,8
Price-performance-ratio of the exhibition (from 10 – 50)	35,2	28,3	32,9
Organization of the Exhibition: (from 10 – 50)	41,2	36,9	41,4
Performance of the total infrastructure (from 10 – 50)	42,4	39,6	39,6
Will you participate on the next VIV MEA:	Yes 20 Don't know 5 No 0	Yes 17 Don't know 6 No 0	Yes 22 Don't know 6 No 0
Do you think VIV MEA is the no 1 international poultry fair to serve the Middle East poultry market?	Yes 19 Don't know 6 No 0	Yes 15 Don't know 7 No 1	Yes 23 Don't know 3 No 2
Average of all votes totally [form average = 30]	39,52	33,82	38,14
Average Ranking for VIV MEA 2021 (10 = extremely good 1 = extremely bad)			8,2

Exhibitors Comments about VIV MEA 2021

We were really very positively surprised under which quality and high standards the fair was organized and carried out. Logistically nothing to complain about, very good service. The safety standards taking into account the pandemic situation was good, even if sometimes just window dressing. But this depends anyway on each individual, how he implements the regulations. To put it in a nutshell: we enjoyed it very much and after the long period of abstinence it was very beneficial for us and our customers.

Regarding the last question: I know others are also trying to organise a M-E show. Let us, as Showco, stay with one show and for me VIV MEA will do. To make this show better, there must be more focus on Africa probably Africa was an issue this time due to Covid.

We were very happy to be speaking to the market again, meeting the industry. It seemed there were very few 'tourist' on the exhibition, only very concrete discussions with good potential customers. Therefore we have been happy with the participation at VIV MEA.

Show was good, comments regarding the stand, it was not possible to guide the cables of our systems behind the stand. Please be clearer regarding the possibilities in the future.

VIV Utrecht may still be the no 1 international trade fair to serve the Middle East poultry market.

it was a pleasure being again on a show, and this was the general feeling off all exhibitors and visitors, for many this was(one) their first trip , even for exhibitors so you can imagine the feeling . Some Customers commented* that they did not find us, weird, but we received comments that our location was not good, indeed the chunk of visitors always hang around the main entrance and that central part off the hall, we were completely to the right side and behind a corner in the building. Customers that wanted to meet us found us I think, but here you go.

The best VIV MEA show we have been at.

In principle, despite the lower number of visitors, this year they've noticed a better quality of visitors, with a higher presence of real potential customers, more expert and interested in our poultry systems.

The prices offered by with the official shipping and handling suppliers (LEGEND and ELF) were extremely expensive, if compared to other shows that our company attend worldwide. We feel the organizers should focus on these crucial aspects.

VIV should have secured better arrangement for visitors for the COVID 19 pandemic regulations

Good visitors quality overall. All visitors had to comply to the COVID-19 safety measures (vaccination + PCR test were mandatory), so only the really interested people participated to the exhibiton. Day 1 and day 2 were the most crowded ones, while on the 3rd day the number of visitors was sensibly lower.

Safety and Covid protocols were well in place. Due to many entrances I don't believe we saw all the customers coming to our side of the hall.

Freight forwarder charged crazy amount for unloading and loading the equipment to truck! Unbelievable fraud! All companies I saw(who had their equipment stocked in UAE bcs the show was postponed) were furious. Generally the show was better than we expected. People travelled for this show. VIV MEA is not the best for middle east. Turkey is the best. All Arabs don't go to Abu Dhabi. but they come to Istanbul! For example, Algerians, Morocco, Tunisia, Iraq don't go to Abu Dhabi.