

INTERNATIONAL TRADE FAIRS



International trade fair for fruit, berries, hops and distillation



Trade fair for bio-energy, regionally cultivated environment and agricultural technology



**Add the dates to your calendar:
24 - 26 February 2012**

**Trade fair statistical data 2010
Visitor and exhibitor analysis**

FRUCHTWELT



BODENSEE

Together ...

Trade fair statistical data

Title: **FRUCHTWELT BODENSEE**
International trade fair for fruit, berries,
hops and distillation

agrarwelt
Trade fair for bio-energy, regionally cultivated
environment and agricultural technology

Cycle: **biennial**

Organizer: Messe Friedrichshafen GmbH
Neue Messe 1
88046 Friedrichshafen
Phone +49 (0)7541 7080
Fax +49 (0)7541 708110
www.fruchtwelt-bodensee.de
www.agrarwelt-bodensee.de



	Germany	International	Total
Exhibitors	261	62	323
Additional companies represented	31	59	90
Trade journalists	38	7	45
Exhibition space			sqm 25,000
Total visitors			16,250



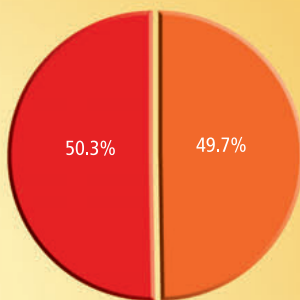
... what belongs together !



FRUCHTWELT BODENSEE and agrarwelt from view of visitors

Where is your permanent residence?

■ Up to 100 km
 ■ Over 100 km



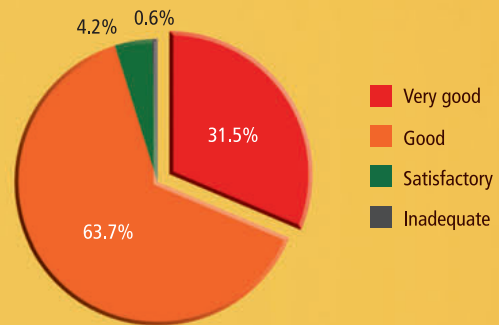
From which Country

81.14 % = Germany

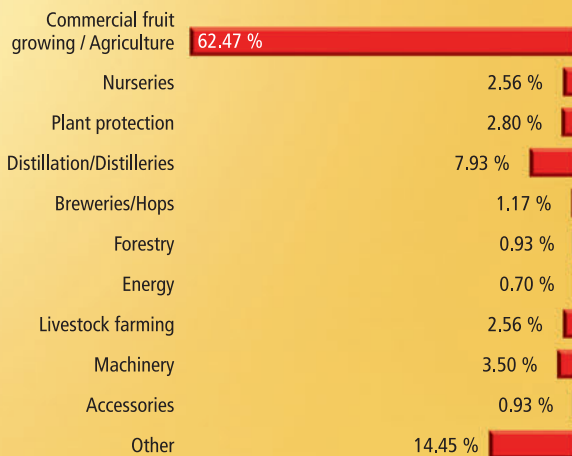
18.86 % = International



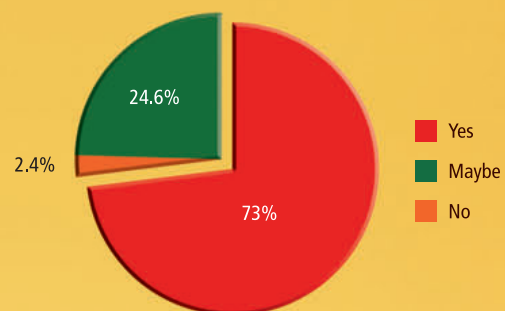
How would you rate FRUCHTWELT BODENSEE and agrarwelt?



What branch of industry does your company belong to?



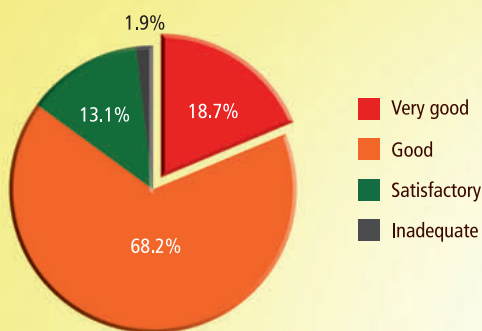
Do you intend to visit the next trade fair?



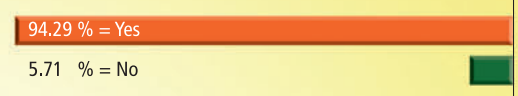


FRUCHTWELT BODENSEE and agrarwelt from view of the exhibitors

How would you rate the professional competence of the visitors at your booth?



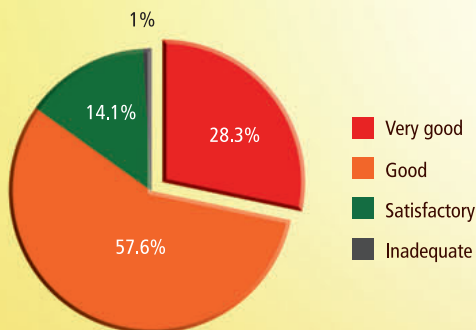
Were you able to make new contacts by taking part in the trade fair?



Do you plan to exhibit at the next FRUCHTWELT BODENSEE / agrarwelt 2012?



How would you rate the trade fairs in general?



“We achieved what we set out to do in terms of communication and had the opportunity to speak with large groups and high-ranking association representatives from Styria, South Tyrol and from the ‘Old Country’ in northern Germany. The selection of themes addressed at the 34th Lake Constance Fruit Growing Days really appealed to the visitors, especially the presentation on plant protection. Fruchtwelt Bodensee is an industry event not to be missed on both a national and international level.”

Eugen Setz, Managing Director of Obstregion Bodensee

“This is our first time here in Friedrichshafen. Our tractors can be used in fruit and wine growing and the trade fair is a good opportunity to draw attention to our products in Germany.”

Yuri Mottolese, Head of Sales, Goldoni

“We are delighted to have participated in agrarwelt. There were plenty of visitors from the three-border triangle of Switzerland, Austria and Germany and we came into contact with exactly our target group. Our main reason for coming here was to maintain existing customer contact, it was thus a pleasant surprise to be able to reach out to new customers also.”

Karl-Heinz Bähr, Managing Director, Bähr Agrarhandel

“The trade fair grounds boast a central location and it was thus the ideal event to meet with customers from Germany, Austria and Switzerland. There is an extremely dynamic atmosphere here; we enjoyed a successful few days.”

Andrè Vink, Commercial Manager for Benelux, Germany, Austria and Switzerland, AgroFresh

“The visitors to agrarwelt knew what they were looking for and we engaged in some high-quality discussions. We are looking forward to successful business when the trade fair is over.”

Tobias Stassen, Sales, Clemens Maschinenfabrik