


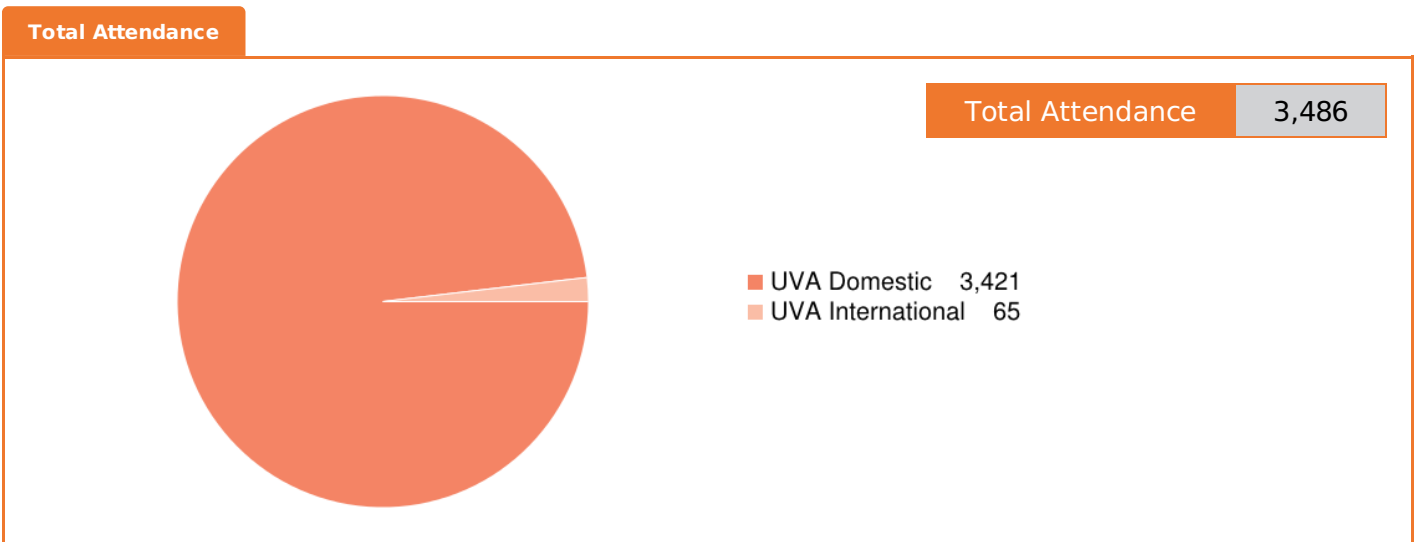
EVENT NAME	Foodtech Packtech 2014	
ORGANISER	XPO Exhibitions	
EVENT DATE	Sep 23-25, 2014	
VENUE	ASB Showgrounds, Auckland	

Unique Visitor Attendance (UVA) **3,486**

Statement of Verification Methodology
 UVA - Total number of unique visitors. Each visitor is counted once only for the duration of the event. A visitor is an individual who attends an exhibition to gather information, purchase or contact exhibitors. Visitors do not include exhibitor staff, media, supplier and organiser staff. Attendees are all individuals attending an exhibition and include visitors, exhibitors, media, speakers, children.* Visits and repeat visits are counted as one entry per day. All analysis % are based on the UVA figures, unless otherwise indicated.
 *Children are only included in Total Attendance where the organiser can prove they influence purchase decisions.

ATTENDANCE BREAKDOWN

Daily Total Visits			
Daily Visits	UVA	Repeat	Total Visits
23 Sep 2014	1,030	-	1,030
24 Sep 2014	1,365	89	1,454
25 Sep 2014	1,091	129	1,220
Totals	3,486	218	3,704



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Auckland	2,447	70.2%
Blenheim	21	0.6%
Christchurch	86	2.5%
Dunedin	17	0.5%
Hamilton	227	6.5%
Kaikati	17	0.5%
Lower Hutt	23	0.7%
Morrinsville	15	0.4%
Napier-Hastings	41	1.2%
Nelson	22	0.6%
Palmerston North	27	0.8%
Pukekohe	25	0.7%
Rotorua	24	0.7%
Tauranga	78	2.2%
Te Puke	14	0.4%
Timaru	10	0.3%
Waitoa	10	0.3%
Wellington	15	0.4%
Whangarei	24	0.7%
Other cities	278	8.0%
Total New Zealand	3,421	98.2%
Australia	39	1.1%
Other Overseas	26	0.7%
Total Attendees	3,486	100%



Please identify what part of the show is of most interest to you

Part of Most Interest	No of Unique Visitors	% of Attendees
Food Technology	70	2.0%
Packing Technology	137	3.9%
No Responses Given	3,279	94.1%
Total Responses	3,486	100%

How best describes your job function?

Job Analysis	No of Unique Visitors	% of Attendees
CEO	233	6.7%
Food Technologist	109	3.1%
General Manager	323	9.3%
Managing Director	402	11.5%
Marketing	163	4.7%
Production	356	10.2%
Purchasing	140	4.0%
Quality Control	80	2.3%
Research & Development	189	5.4%
Sales	536	15.4%
Sales & Marketing	1	0.0%
Technical / Engineer	531	15.2%
Other	271	7.8%
No Responses Given	152	4.4%
Total Responses	3,486	100%

In which industry are you employed?

Industry Analysis	No of Unique Visitors	% of Attendees
Baking	136	3.9%
Beverage	153	4.4%
Chemicals	64	1.8%
Cosmetics	26	0.7%
Dairy	192	5.5%
Distribution	158	4.5%
Fish or Seafood	51	1.5%
Frozen Food	38	1.1%
Ice Cream	25	0.7%
Manufacturing	1,067	30.6%
Meat Processing	37	1.1%
Pet Food	22	0.6%
Pharmaceutical / Medical	115	3.3%
Poultry	52	1.5%
Processing	211	6.1%

Produce	120	3.4%
Retail	74	2.1%
Supermarket	27	0.8%
Wholesale	157	4.5%
Other	575	16.5%
No Responses Given	186	5.4%
Total Responses	3,486	100%

What is your purchasing role?

Purchasing Role	No of Unique Visitors	% of Attendees
Influence buying decisions	1,451	41.6%
Make recommendations on buying decisions	63	1.8%
No influence on buying decisions	496	14.2%
Responsible for buying decisions	1,289	37.0%
No Responses Given	187	5.4%
Total Responses	3,486	100%

What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
\$0-\$499	44	1.3%
\$500-\$999	93	2.7%
\$1,000-\$4,999	162	4.6%
\$5,000-\$9,999	308	8.8%
\$10,000-\$49,999	352	10.1%
\$50,000-\$99,999	267	7.7%
\$100,000 +	811	23.3%
None	792	22.7%
No Responses Given	657	18.8%
Total Responses	3,486	100%

How many employees in your company?

Employee Analysis	No of Unique Visitors	% of Attendees
1	163	4.7%
1-5	575	16.5%
6-10	343	9.8%
11-20	313	9.0%
21-50	540	15.5%
51-100	444	12.7%
101+	857	24.6%
No Responses Given	251	7.2%
Total Responses	3,486	100%

Which of the following Food equipment and technology are you interested in?

Food Equipment and Technology Interested In	No of Unique Visitors	% of Attendees
Abattoir	258	7.4%
Baking	374	10.7%
Baking Packaging	353	10.1%
Barcode Systems	533	15.3%
Beverage	483	13.9%
Blister Packaging	269	7.7%
Bottles & Jars	435	12.5%
Boxes / Cases / Cartons	716	20.5%
Canning	228	6.5%
Confectionery	214	6.1%
Confectionery Packaging	251	7.2%
Containers	401	11.5%
Cutting Equipment	1	0.0%
Dairy	606	17.4%
Distribution	416	11.9%
Fish & Seafood	197	5.7%
Fish & Seafood Packing	182	5.2%
Food Packaging	1,138	32.6%
Freezing & Refrigeration	355	10.2%
Ingredients	428	12.3%
Labels & Labelling Equipment	1,121	32.2%
Laboratory Equipment & Instruments	442	12.7%

Liquid Packaging	530	15.2%
Materials Handling	860	24.7%
Meat	376	10.8%
Meat Packaging	470	13.5%
Packaging	1,311	37.6%
Packaging Machinery	1,301	37.3%
Packaging Materials	968	27.8%
Packaging Systems	1,140	32.7%
Poultry	188	5.4%
Produce	215	6.2%
Produce Packaging	385	11.0%
Shrink Wrap	387	11.1%
Storage Systems	427	12.2%
Tapes	185	5.3%
Warehouse Systems	386	11.1%
Weighing	405	11.6%
Other	142	4.1%
Total Responses	19,077	

Analysis had multiple responses - % based on single visits

Which of the following Packaging equipment and technology are you interested in?

Packaging Equipment and Technology Interested In	No of Unique Visitors	% of Attendees
Baking Packaging	2	0.1%
Barcode Systems	3	0.1%
Blister Packaging	1	0.0%
Bottles & Jars	2	0.1%
Boxes / Cases / Cartons	4	0.1%
Confectionery Packaging	1	0.0%
Containers	2	0.1%
Fish & Seafood Packing	1	0.0%
Food Packaging	6	0.2%
Labels & Labelling Equipment	2	0.1%
Liquid Packaging	3	0.1%
Meat Packaging	1	0.0%
Packaging Machinery	5	0.1%
Packaging Materials	3	0.1%

Packaging Systems	5	0.1%
Produce Packaging	1	0.0%
Shrink Wrap	2	0.1%
Storage Systems	1	0.0%
Tapes	1	0.0%
Other	2	0.1%
No Responses Given	3,438	98.6%
Total Responses	3,486	100%

What are your reasons for attending Foodtech Packtech?

Reasons for Attending	No of Unique Visitors	% of Attendees
To assess whether to exhibit	279	8.0%
To evaluate new technology	2,625	75.3%
To place orders	106	3.0%
To source new suppliers	1,202	34.5%
Other	186	5.3%
Total Responses	4,398	

Analysis had multiple responses - % based on single visits

All data published in this Certificate of Attendance has been audited by the AMAA Auditors and is authorised for issue by the Exhibition Division of the AMAA as at September 29, 2014. The audit was conducted in accordance with generally accepted auditing principles and industry standards. The statements made in this document fairly and accurately represent the attendance at this exhibition.

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Authorised for issue: Arry Kusnadi - Head | Media Audit Division September 29, 2014

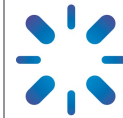
Organiser



XPO
EXHIBITIONS

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Registration Statistics
Provider



XPO
EXHIBITIONS



Endorsed by the
Exhibition & Event
Association of Australia

Next Event Name: Foodtech Packtech 2016
Date of Next Event: 11 Oct 2016 - 13 Oct 2016
Next Venue: ASB Showgrounds, Auckland