

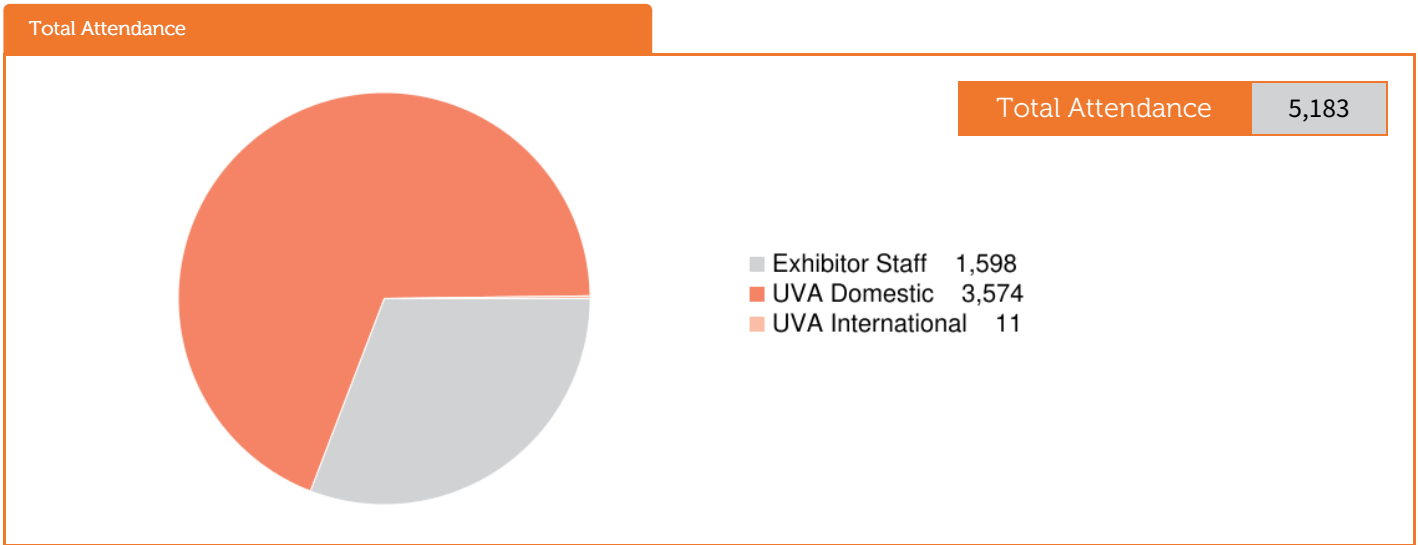
EVENT NAME	Foodtech Packtech Co-located with the Materials Handling & Logistics Expo 2021	
ORGANISER	XPO Exhibitions	
EVENT DATE	Apr 13-15, 2021	
VENUE	ASB Showgrounds Auckland	

Unique Visitor Attendance (UVA) **3,585**

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, and speakers. Visits and repeat visits are counted as one entry per day. All analysis % are based on the UVA figures unless otherwise indicated.

ATTENDANCE BREAKDOWN

Daily Total Visits			
Daily Visits	UVA	Repeat	Total Visits
13 Apr 2021	1,089		1,089
14 Apr 2021	1,299	82	1,381
15 Apr 2021	1,197	110	1,307
Totals	3,585	192	3,777



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Auckland	2,630	73.36%
Waikato	366	10.21%
Bay of Plenty	135	3.77%
Canterbury	117	3.26%
Manawatu-Wanganui	77	2.15%
Wellington	59	1.65%
Hawke's Bay	48	1.34%
Northland	36	1.00%
Taranaki	22	0.61%
Marlborough	18	0.50%
Otago	17	0.47%
Tasman	17	0.47%
Nelson	13	0.36%
Southland	10	0.28%
Gisborne	6	0.17%
West Coast	3	0.08%
Total New Zealand	3,574	99.70%
Australia	1	0.03%
Other Overseas	10	0.28%
Total Attendees	3,585	100.00%



What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
CEO / Owner / Director	829	23.12%
Sales	450	12.55%
Technical / Engineer	412	11.49%
Other	314	8.76%
General Manager	258	7.20%
Production	228	6.36%
Research & Development	158	4.41%
Purchasing	121	3.38%
Marketing	113	3.15%
Quality Control	72	2.01%
Managing Director	67	1.87%
Food Technologist	65	1.81%
Student	35	0.98%
Operations Manager	22	0.61%
Engineer	18	0.50%
Logistics Manager	10	0.28%
No Responses Given	413	11.52%
Total Responses	3,585	100%

In which industry are you employed?

Industry	No of Unique Visitors	% of Attendees
Manufacturing	773	21.56%
Other	461	12.86%
Packaging	394	10.99%
Dairy	171	4.77%
Processing	127	3.54%
Distribution	119	3.32%
Wholesale	116	3.24%
Produce	103	2.87%
Baking	98	2.73%
Beverage	96	2.68%
Retail	80	2.23%
Meat Processing	78	2.18%
Warehousing & Distribution	71	1.98%
Pharmaceutical / Medical	63	1.76%
Printing	60	1.67%
Fish or Seafood	42	1.17%
Frozen Food	40	1.12%
Cosmetics	36	1.00%
Pet Food	32	0.89%
Chemicals	29	0.81%
Engineering	20	0.56%
Industrial Supplier	20	0.56%
Ice Cream	16	0.45%
Supermarket	15	0.42%
Poultry	13	0.36%
Food Technology & Food Science	10	0.28%
Freight & Transportation	7	0.20%
Importer	7	0.20%
Logistics & Freight	7	0.20%
No Responses Given	481	13.42%
Total Responses	3,585	100%

What is your purchasing role? Combined sole and joint

Purchasing Role Analysis	No of Unique Visitors	% of Attendees
Influence purchasing decisions	1,341	37.4%
Responsible for purchasing decisions	1,291	36.0%
No influence on buying decisions	489	13.6%
No Responses Given	464	12.9%
Total Responses	3,585	100%

What is your purchasing power?

Purchasing Power Analysis	No of Unique Visitors	% of Attendees
none	747	20.84%
Under 1k	133	3.71%
1K-5K	166	4.63%
5K-10K	218	6.08%
10K-50K	418	11.66%
50K-100K	233	6.50%
100K-250K	285	7.95%
250K+	656	18.30%
No Responses Given	729	20.33%
Total Responses	3,585	100%

How many employees are working on your site / store?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	363	10.13%
1-5	552	15.40%
6-10	323	9.01%
11-20	327	9.12%
21-50	536	14.95%
51-100	411	11.46%
101+	801	22.34%
No Responses Given	272	7.59%
Total Responses	3,585	100%

What are your reasons for attending?

Reasons for Attending	No of Unique Visitors	% of Attendees
evaluate new technology	2,500	69.74%
source new suppliers	1,392	38.83%
To assess whether to exhibit	305	8.51%
place orders	168	4.69%
Other	72	2.01%
Total Responses	4,437	
Analysis had multiple responses - % based on single visits		

Analysis had multiple responses - % based on single visits

Which of the following products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Packaging	1353	37.74%
Packaging Machinery	1003	27.98%
Labels & Labelling Equipment	963	26.86%
Packaging Materials	907	25.30%
Packaging Systems	874	24.38%
Automation Equipment	857	23.91%
Food Packaging	840	23.43%
Boxes / Cases / Cartons	662	18.47%
Materials Handling	567	15.82%
Barcode Systems	467	13.03%
Cleaning Equipment	394	10.99%
Distribution	391	10.91%
Bottles & Jars	387	10.79%
Dairy	385	10.74%
Liquid Packaging	380	10.60%
Warehouse Systems	375	10.46%
Produce Packaging	350	9.76%
Beverage	348	9.71%
Laboratory Equipment & Instruments	332	9.26%
Storage Systems	313	8.73%
Hygiene	302	8.42%

Containers	301	8.40%
Meat Packaging	291	8.12%
Shrink Wrap	280	7.81%
Baking Packaging	264	7.36%
Ingredients	260	7.25%
Freezing & Refrigeration	256	7.14%
Weighing	248	6.92%
Other	242	6.75%
Baking	241	6.72%
Produce Processing Machinery	227	6.33%
Meat Processing Machinery	222	6.19%
Blister Packaging	206	5.75%
Confectionery Packaging	169	4.71%
Canning	166	4.63%
Fish & Seafood Packing	162	4.52%
Tapes	152	4.24%
Confectionery Machinery	139	3.88%
Ventilation	137	3.82%
Water Heating/Cooling	129	3.60%
Abattoir	127	3.54%
Logistics	120	3.35%
Poultry Packaging	119	3.32%
Magnetic Separation	116	3.24%
Dehumidification	107	2.98%
Freight & Transportation	102	2.85%
Manufacturing	101	2.82%
Warehousing	92	2.57%
Fish & Seafood Processing Machinery	85	2.37%
Poultry Processing Machinery	77	2.15%
Pallet trucks & Palletizers	76	2.12%
Storage Equipment	76	2.12%
Forklifts	66	1.84%
Bulk Materials handling	62	1.73%
Engineering	58	1.62%
Roller conveyor systems	48	1.34%

Lifting and Stacking	45	1.26%
Hand trucks	37	1.03%
Trolleys	37	1.03%
Refrigerated Warehousing	35	0.98%
Positioning Equipment	32	0.89%
Identification and Control Equipment	31	0.86%
Shipping	30	0.84%
Courier	29	0.81%
Hazardous materials handling	27	0.75%
Safety cages	26	0.73%
Industrial storage	25	0.70%
Chemical handling	22	0.61%
Airfreight	21	0.59%
Trucking	18	0.50%
Scissor lifts	17	0.47%
Refrigerated Trucking	16	0.45%
Cranes	15	0.42%
Total Responses	18,437	

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 17th June 2021. 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 17th June 2021

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Registration Statistics Provider



Endorsed by the
Exhibition & Event
Association of Australia

Next Event Name: Foodtech Packtech Co-located with the Materials Handling & Logistics Expo 2022
Date of Next Event: 20 Sep 2022 - 22 Sep 2022
Next Venue: ASB Showgrounds Auckland