

**VISITORS BREAKDOWN BY REGION**

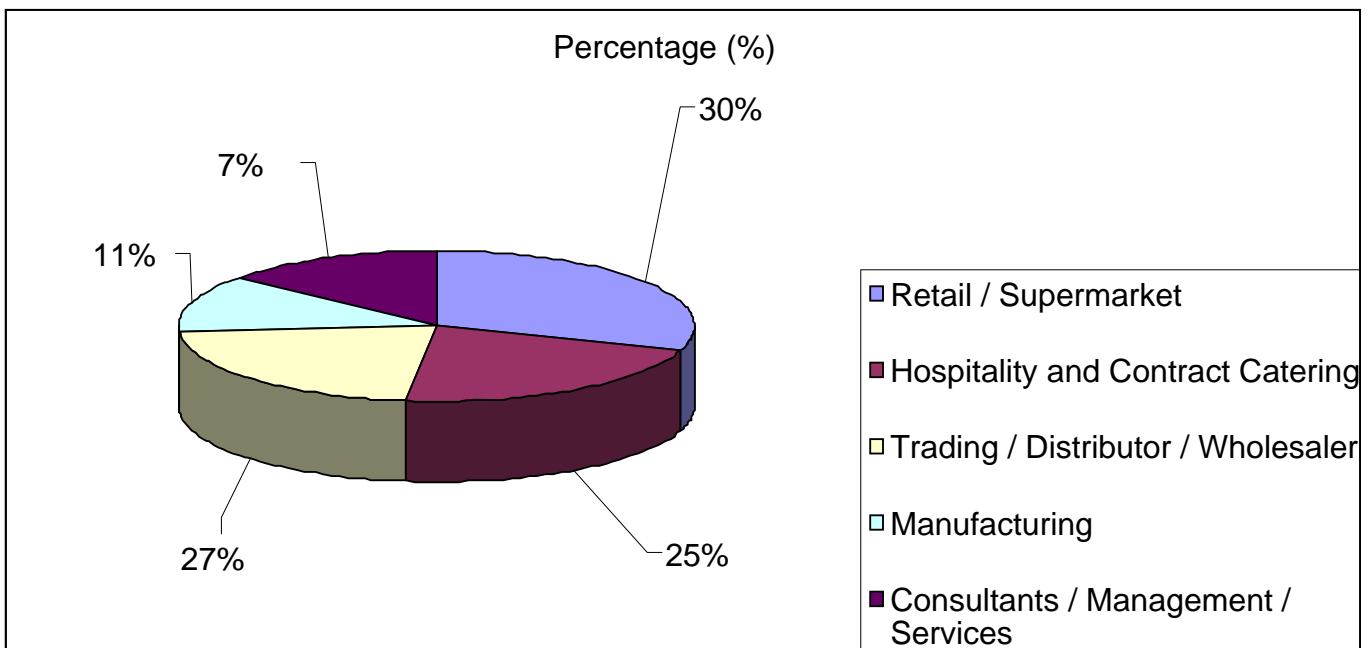
<u>Region</u>	<u>No. of Visitors</u>	<u>Percentage (%)</u>
Shanghai	18,610	64
Outside Shanghai	8,241	28
Outside China	2,157	8
<b>Total</b>	<b>29,008</b>	<b>100.00</b>

**VISITORS BREAKDOWN BY JOB TITLE / FUNCTION**

<u>Job Title / Function</u>	<u>Percentage (%)</u>
Architect / Interior Designer	1.18
Chef	11.38
Food & Beverage	12.18
Front Office	2.32
General Manager	10.32
Housekeeping	3.04
Leisure & Recreation	0.75
Manufacturer	7.32
Operations / Maintenance	1.13
Owner / Partner / Proprietor	9.55
President / CEO / Managing Director / VP	9.47
Press	1.38
Purchasing Manager / Buyer	13.41
Sales / Marketing	6.29
Trading	8.23
Others	2.07
<b>Total</b>	<b>100.00</b>

**VISITORS BREAKDOWN BY SECTOR**

<u>Sector</u>	<u>Percentage (%)</u>
Retail / Supermarket	30
Hospitality and Contract Catering	25
Trading / Distributor / Wholesaler	27
Manufacturing	11
Consultants / Management / Services	7
<b>Total</b>	<b>100.00</b>



**VISITORS BREAKDOWN BY PRODUCTS / SERVICES INTEREST\***

<u>Products / Services</u>	<u>No. of Indicated Interest</u>
<b><i>Bakery</i></b>	
Bakery & Confectionery / Finished Products	3,885
Industrial Bakery & Confectionery Equipment	1,495
Ingredients / Agents / Essences	1,830
Pizza Equipment	1,650
Retail Bakery & Confectionery Equipment	1,497
Others	123
<b><i>Food &amp; Non-alcoholic Drinks</i></b>	
Beverage, Non-alcoholic	1,921
Canned Food	1,590
Chilled Food	1,673
Chocolate	2,329
Condiment & Jams	1,779
Confectionery	1,448
Dairy Products	1,811
Dried Food	1,123
Frozen Food	1,778
Fruit	1,078
Gourmet Food	1,276
Health & Functional Food	1,411
Ice Cream	1,403
Ingredients	834
Juices	1,365
Meat / Poultry	1,296
Olive Oil	2,344
Pasta	1,452
Private Label	668
Seafood	1,531
Snack Food	2,858
Tea & Coffee	3,245
Vegetables	1,237
Others	642

**VISITORS BREAKDOWN BY PRODUCTS / SERVICES INTEREST\*(cont'd)**

<u>Products / Services</u>	<u>No. of Indicated Interest</u>
<b><i>Wine, Spirit &amp; Beer</i></b>	
Beer	2,063
Liqueur	1,059
Low Alcoholic Drink	1,168
Port / Sherry	1,470
Spirits	1,498
Wine	3,375
Others	394
<b><i>Retail &amp; Hospitality Food Service</i></b>	
Chilling / Freezing Equipment	1,276
Coffee & Beverage Service Equipment	1,840
Display & Storage	972
Food Catering Equipment	1,459
Food Service Equipment	1,323
Tableware & Accessories	966
Others	107
<b><i>Hospitality Services</i></b>	
Carpets, Fabrics & Furnishings	510
Cleaning & Maintenance Equipment	571
Furniture, Lighting & Interior Supplies	667
Guest Amenities / Services and Consumables	690
Washing & Dry Cleaning Equipment	394
Others	231
<b><i>Retail &amp; Hospitality Technology</i></b>	
Cash Registers	712
Communications	418
Entertainment	534
Front Office Technology	544
In-Room Technology	385
Point-of-Sale	546
Others	226
<b><i>Others</i></b>	<b>1,210</b>
<b>Total</b>	<b>75,180</b>

\* Visitors may indicate more than one product / service interest.