

**VISITOR BREAKDOWN BY REGION**

<u>Region</u>	<u>No. of Visitors</u>	<u>Percentage (%)</u>
Shanghai	36,608	55
Outside Shanghai	25,959	39
Outside China	3,994	6
<b>Grand Total</b>	<b>66,561</b>	<b>100</b>

**VISITOR BREAKDOWN BY JOB TITLE / FUNCTION**

<u>Job Title / Function</u>	<u>Percentage (%)</u>
Architect / Interior Designer	1.63
Barista	3.22
Chef	4.53
Food & Beverage	7.32
Front Office	1.31
General Manager	16.59
Housekeeping	1.54
Leisure & Recreation	1.09
Manufacturer	2.45
Operations / Maintenance	1.90
Owner / Partner / Proprietor	6.23
President / CEO / Managing Director / VP	3.52
Press	1.39
Purchasing Manager / Buyer	16.24
Sales / Marketing	17.00
Trading	7.57
Others	6.47
<b>Total</b>	<b>100.00</b>

**VISITOR BREAKDOWN BY SECTOR**

<b><u>Sector</u></b>	<b><u>Percentage (%)</u></b>
Retail / Supermarket	34.20
Hospitality and Contract Catering	19.63
Trading / Distributor / Wholesaler	30.07
Institutional Catering	1.68
Manufacturing	10.43
Consultants / Management / Services	3.99
<b>Total</b>	<b>100.00</b>

**WHERE DID YOU RECEIVE THIS SHOW INFORMATION FROM**

<b><i>Item</i></b>	<b>Percentage (%)</b>
Invitation from organiser	23.27
Invitation from Exhibitor or others	26.05
Newspaper / Magazines	7.45
FHC China Official Website	16.10
E-newsletter from Organiser	5.50
Social Media: Weibo, Weixin and more	7.09
Telephone call from the organiser	2.44
Other Website	12.10
<b>Total</b>	<b>100.00</b>

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

<u>Products / Services</u>	<u>No. of Indicated Interest</u>
<b><i>Bakery</i></b>	
Bakery & Confectionery / Finished Products	6,802
Industrial Bakery & Confectionery Equipment	2,322
Ingredients / Agents / Essences	1,960
Pizza Equipment	1,781
Retail Bakery & Confectionery Equipment	1,735
Others	883
<b><i>Food &amp; Non-alcoholic Drinks</i></b>	
Beverage Products	5,077
Beverage, Non-alcoholic	2,979
Canned Food	2,468
Chilled Food	2,643
Chocolate	3,856
Condiment & Jams	2,633
Confectionery	2,505
Dairy Products	3,101
Dried Food	1,638
Frozen Food	3,115
Fruit	1,726
Gourmet Food	2,293
Health & Functional Food	2,063
Ice Cream	1,946
Ingredients	906
Juices	4,412
Olive Oil	2,972
Pasta	2,467
Private Label	1,053
Snack Food	4,579
Vegetables	1,412
Others	648
<b><i>Tea &amp; Coffee</i></b>	
Coffee Machine	3,398
Coffee Roaster	1,275
Accessories	741
Coffee Bean	2,227
Instant Coffee	1,517
White Coffee	1,082
Syrup	997
Tea	1,679
<b><i>Meat</i></b>	
Beef	3,540
Lamb	2,281
Pork	2,076
Poultry	1,538
Halal Meat	1,246
Offal	719
Processed Meat	1,913

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

<u>Products / Services</u>	<u>No. of Indicated Interest</u>
<b><i>Sea Food</i></b>	
Fish	1,859
Shellfish	1,251
Lobster	1,368
Crab	1,146
Salmon	1,438
Processed Seafood	1,285
<b><i>Wine &amp; Spirits</i></b>	
Wine	3,847
Spirits	1,538
<b><i>Beer</i></b>	
Larger	1,276
Pale ALE	1,190
Black beer / Stout	1,533
Wheat beer	1,251
Craft beer	1,076
<b><i>Retail &amp; Hospitality Food Service</i></b>	
Chilling / Freezing Equipment	1,775
Coffee & Beverage Service Equipment	1,919
Display & Storage	892
Food Catering Equipment	1,533
Food Service Equipment	1,279
Tableware & Accessories	768
Others	202
<b><i>Retail &amp; Hospitality Technology</i></b>	
Cash Registers	778
Communications	368
Entertainment	350
Front Office Technology	429
In-Room Technology	239
Point-of-Sale	470
Others	140
<b><i>Packaging Materials</i></b>	
Others	1,262
Others	525
<b>Total</b>	<b>131,363</b>

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