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VISITOR BREAKDOWN BY REGION

<u>Region</u>	<u>No. of Visitors</u>	<u>Percentage (%)</u>
Shanghai	35,400	49
Outside Shanghai	30,343	42
Outside China	6,503	9
Grand Total	72,246	100

VISITOR BREAKDOWN BY JOB TITLE / FUNCTION

<u>Job Title / Function</u>	<u>Percentage (%)</u>
Architect / Interior Designer	4.25
Barista	2.53
Chef	3.71
Food & Beverage	10.14
Front Office	0.63
General Manager	18.21
Housekeeping	1.99
Leisure & Recreation	0.74
Manufacturer	2.24
Operations / Maintenance	2.14
Owner / Partner / Proprietor	7.39
President / CEO / Managing Director / VP	3.19
Press	0.46
Purchasing Manager / Buyer	14.62
Sales / Marketing	17.50
Trading	6.22
Others	4.06
Total	100.00

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VISITOR BREAKDOWN BY SECTOR

• Sector	Percentage (%)
Retail / Supermarket	41.70
Hospitality and Contract Catering	18.30
Trading / Distributor / Wholesaler	22.88
Institutional Catering	1.69
Manufacturing	10.79
Consultants / Management / Services	4.64
Total	100.00

WHERE DID YOU RECEIVE THIS SHOW INFORMATION FROM

•Item	Percentage (%)
Invitation from organiser	28.32
Invitation from Exhibitor or others	34.25
Newspaper / Magazines	6.08
FHC China Official Website	13.54
E-newsletter from Organiser	3.77
Social Media: Weibo, Weixin and more	7.77
Telephone call from the organiser	1.11
Other Website	5.16
Total	100.00

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VISITOR BREAKDOWN BY PRODUCTS / SERVICES INTEREST*

•Products / Services

No. of Indicated Interest

•Bakery

Bakery & Confectionery / Finished Products	6,984
Industrial Bakery & Confectionery Equipment	1,650
Ingredients / Agents / Essences	2,354
Pizza Equipment	1,800
Retail Bakery & Confectionery Equipment	1,754
•Others	774

•Food & Non-alcoholic Drinks

Beverage Products	5,566
Beverage, Non-alcoholic	3,228
Canned Food	2,510
Chilled Food	2,684
Chocolate	3,622
Condiment & Jams	2,491
Confectionery	2,550
Dairy Products	2,984
Dried Food	1,708
Frozen Food	2,814
Fruit	1,655
Gourmet Food	2,442
Health & Functional Food	2,142
Ice Cream	1,732
Ingredients	916
Juices	4,732
Olive Oil	2,670
Pasta	2,338
Private Label	953
Snack Food	5,000
Vegetables	1,316
Others	388

•Tea & Coffee

Coffee Machine	3,095
Coffee Roaster	1,122
Accessories	768
Coffee Bean	2,131
Instant Coffee	1,555
White Coffee	1,054
Syrup	1,015
Tea	1,717

•Meat

Beef	3,544
Lamb	2,173
Pork	2,088
Poultry	1,595
Halal Meat	1,290
Offal	804
Processed Meat	1,978

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VISITOR BREAKDOWN BY PRODUCTS / SERVICES INTEREST*

<u>Products / Services</u>	<u>No. of Indicated Interest</u>
<i>Sea Food</i>	
Fish	2,096
Shellfish	1,190
Lobster	1,406
Crab	1,296
Salmon	1,526
Processed Seafood	1,353
<i>Wine & Spirits</i>	
Wine	3,264
Spirits	1,290
<i>Beer</i>	
Lager	1,379
Pale ALE	1,116
Black beer / Stout	1,367
Wheat beer	1,285
Craft beer	1,116
<i>Retail & Hospitality Food Service</i>	
Chilling / Freezing Equipment	1,826
Coffee & Beverage Service Equipment	1,713
Display & Storage	858
Food Catering Equipment	1,510
Food Service Equipment	1,376
Tableware & Accessories	811
Others	210
<i>Retail & Hospitality Technology</i>	
Cash Registers	744
Communications	344
Entertainment	363
Front Office Technology	453
In-Room Technology	270
Point-of-Sale	488
Others	129
Packaging Materials	1,273
Others	205
Total	129,943

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