



2016第八届中国国际进出口食品及饮料展览会

The 8th China International Import and Export Food & Beverage Exhibition 2016



展后观众分析报告 After-show Report

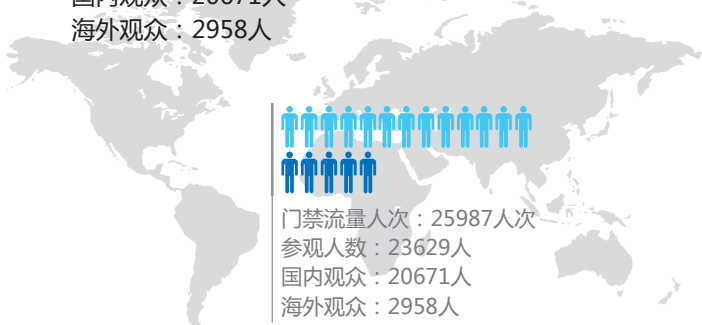
2016年06月14日-16日 | 上海新国际博览中心-中国

June 14-16, 2016 | Shanghai New International Expo Centre-CHINA

www.importfoodfair.com

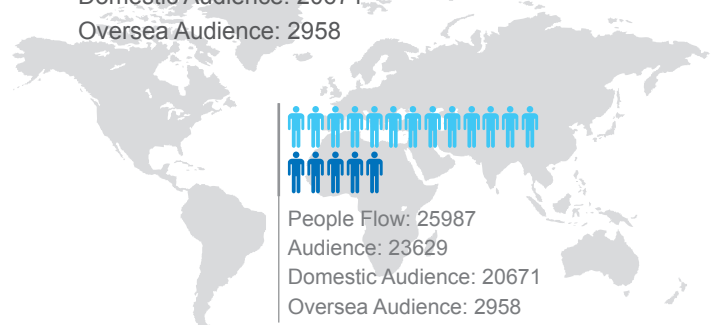
展会总体概况

展会名称：FBIE CHINA 2016
 展会地点：上海新国际博览中心
 展会时间：2016年06月14日-16日
 门禁流量人次：25987人次
 参观人数：23629人
 国内观众：20671人
 海外观众：2958人



Exhibition Summary

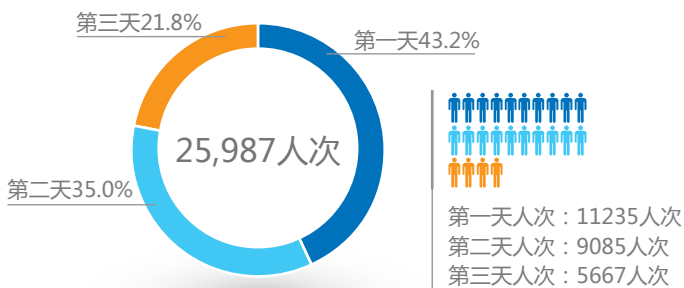
Exhibition Name: FBIE CHINA 2016
 Exhibition Venue: Shanghai New International Expo Centre
 Exhibition Time: June 14-16, 2016
 People Flow: 25987
 Audience: 23629
 Domestic Audience: 20671
 Oversea Audience: 2958



现场观众门禁流量分析

每日门禁流量分析

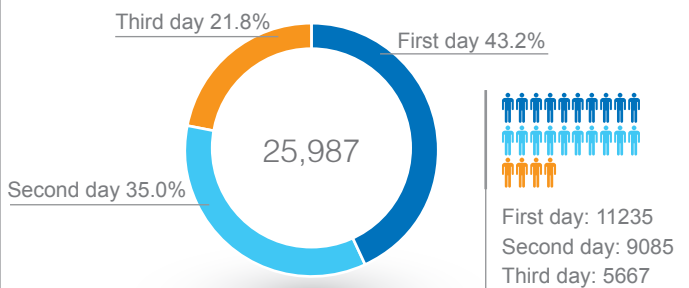
根据同高信息展会门禁管理系统统计的数据显示本届展会观众人次共为：25987次



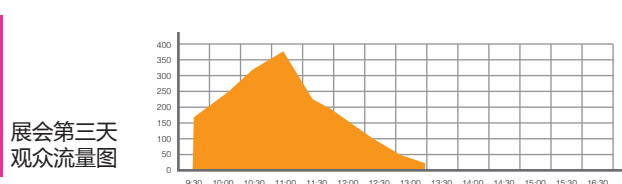
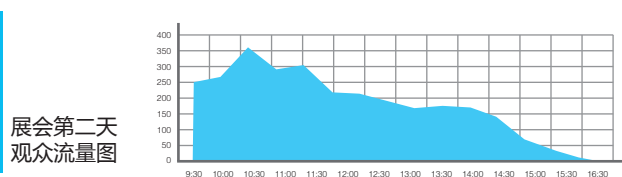
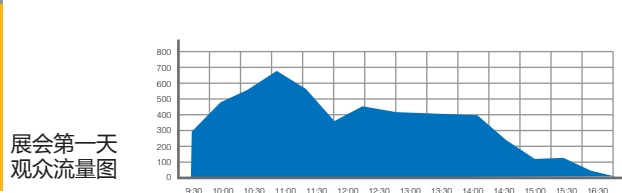
Audience Flow Analysis

Daily Access Traffic as Following

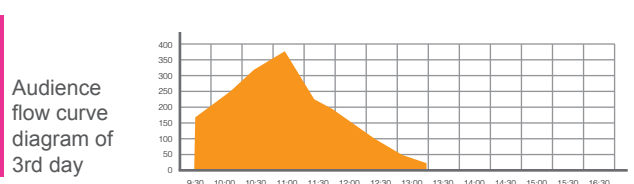
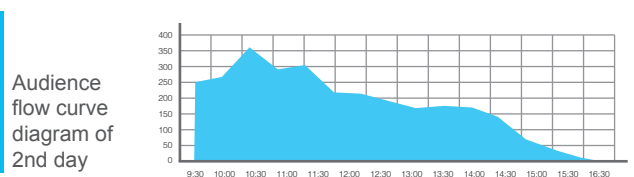
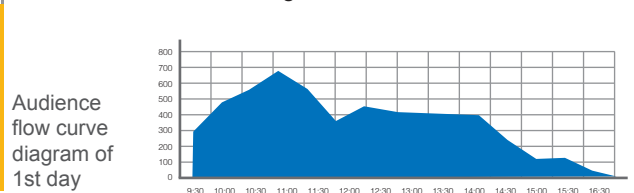
According to Access Control System, the total audience of this exhibition session is 25987



门禁流量曲线图示



Audience Flow Curve Diagram



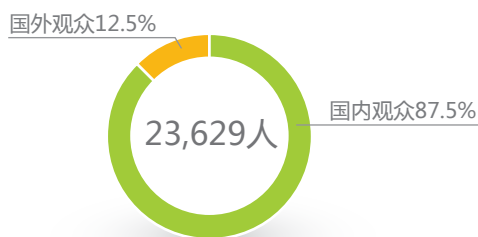
资料收集分析

观众来源分析

根据观众登记服务处收集汇总的数据包括：现场观众登记处注册、预先登记、参观团、媒体等人员资料的收集，到会的人数为：23629人

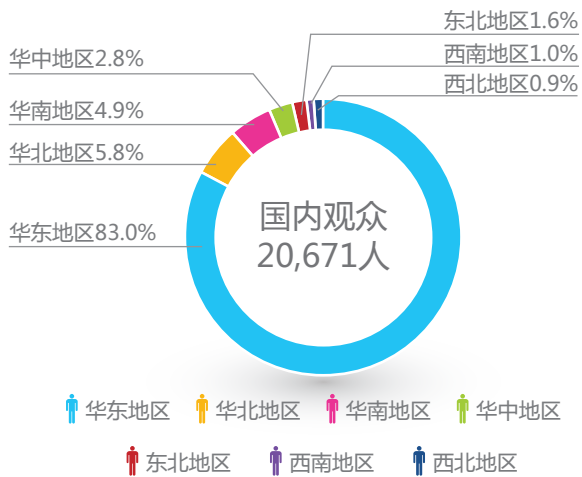
现场观众的国内外分类如下：

- 👤 国内观众人数：20671名，占观众总数的87.5%
- 👤 海外观众人数：2958名，占观众总数的12.5%



地区分析

国内观众地区分析（来自30个省市、自治区，共计20671人）



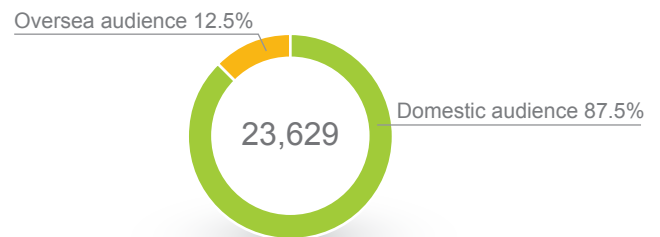
Data Analysis

Audience Source Analysis

According to the data of Audience Registration, including on-site audience registration, audience of pre-registration, audience group, media staff, and other interested parties, the total attendance of audience is 23629

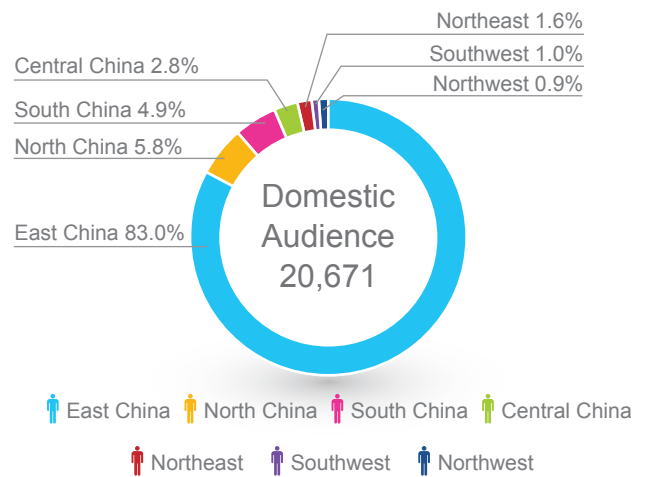
Overseas and Domestic Audience Proportion

- 👤 Domestic audience: 20671, accounting for 87.5%
- 👤 Overseas audience: 2958, accounting for 12.5%

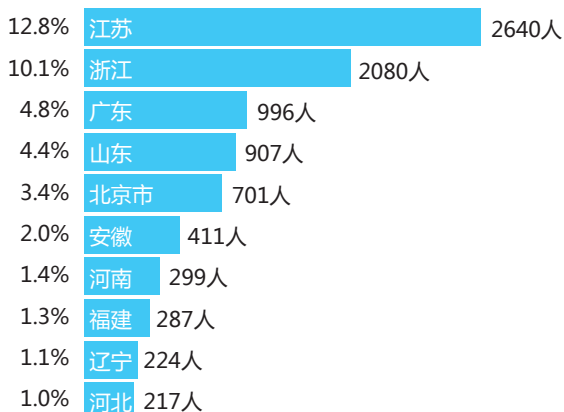


Region Analysis

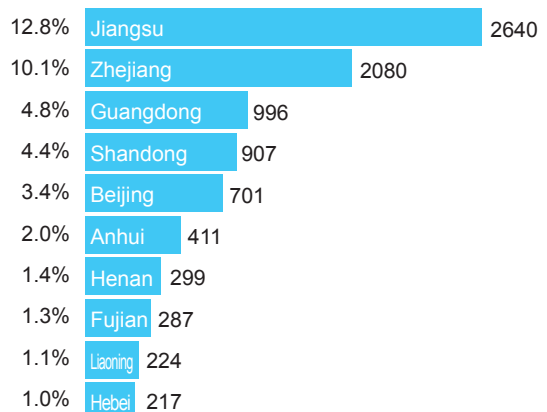
Domestic Audience Region Analysis (20671 audience from 30 provinces and municipalities)



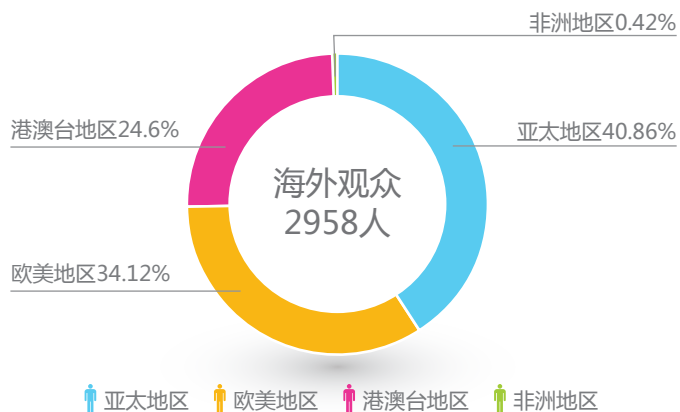
国内观众前十位排位（除上海地区以外）



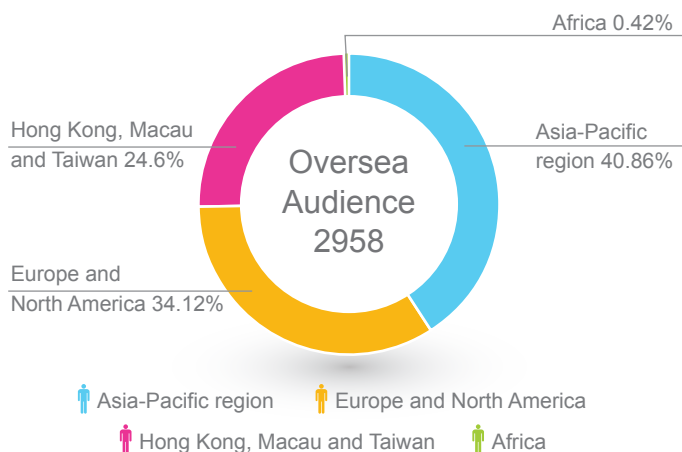
Domestic Audience Region Top 10 (except Shanghai)



海外观众地区分析

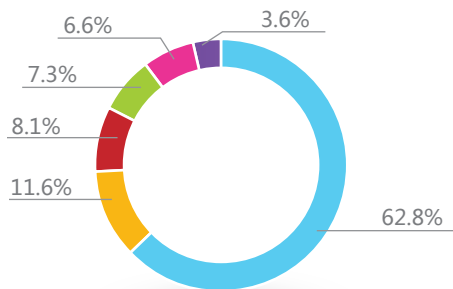


Overseas Audience Region Analysis



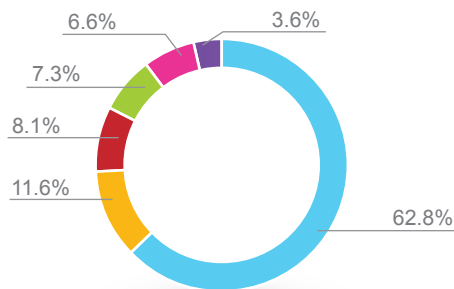
调查表问卷统计分析

观众如何获知展会信息

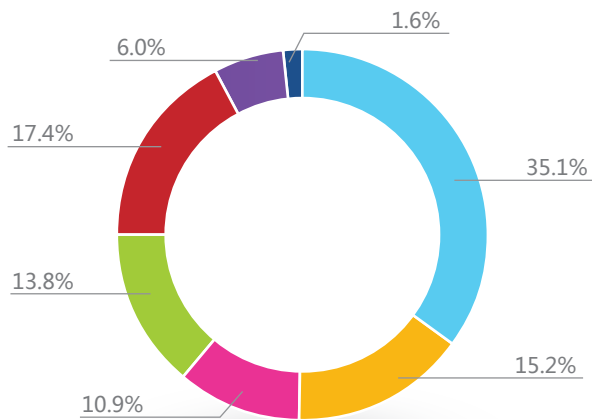


Audience Questionnaire Statistical Analysis

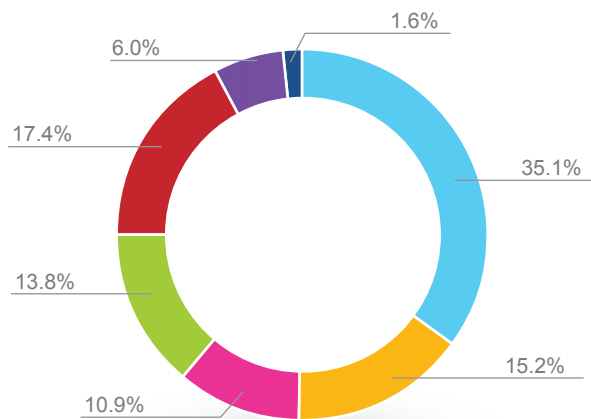
Exhibition Approaching Path



观众的参观目的



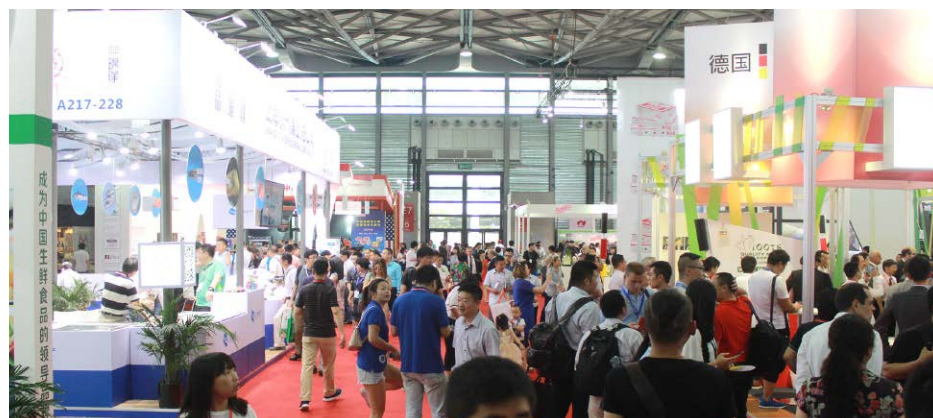
Audience Goals Analysis



- 👤 通过展会采购产品
- 👤 比较不同厂家的产品及介绍, 已考虑将来购买
- 👤 购买现场展品
- 👤 寻求海外合资合作单位
- 👤 与您认识的厂商见面、洽谈
- 👤 参加展览会期间举行的技术交流会和研讨会
- 👤 其他

- 👤 Purchasing products
- 👤 Sourcing for new suppliers and products for future purchasing purpose
- 👤 Shopping
- 👤 Searching for overseas co-partnership and cooperation
- 👤 Meeting with certain acquainted manufacturer
- 👤 Attending Exhibition forum, seminar and other meetings
- 👤 other

展会现场盛况 | Photo Gallery



展会现场盛况 | Photo Gallery

