

HUNGARIAN GARDEN



28–31 January 2015



## FOLLOW UP

The **AGROmashEXPO, Agrárgép (Agricultural Machine) Show, Hungarian Garden, Viticulture and Viniculture** – greatest agricultural exhibition bunch in Hungary - has closed with a great success this year again. More than 300 exhibitors presented their products and services on net 36,000 sqm. The exhibitions between 28 and 31 January was attended by 42 thousand visitors, even more than last year.

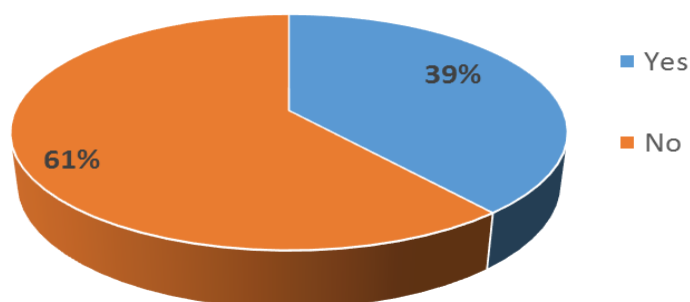
### AGROmashEXPO, AgrárgépShow, Hungarian Garden, Viticulture and Viniculture 2015 – Visitor's analysis

The exhibitions was high valued not only by exhibitors, and the organiser - **HUNGEXPO C.Co.Ltd.** – but by visitors as well. According to the survey among the visitors, they left the exhibition with high satisfaction.

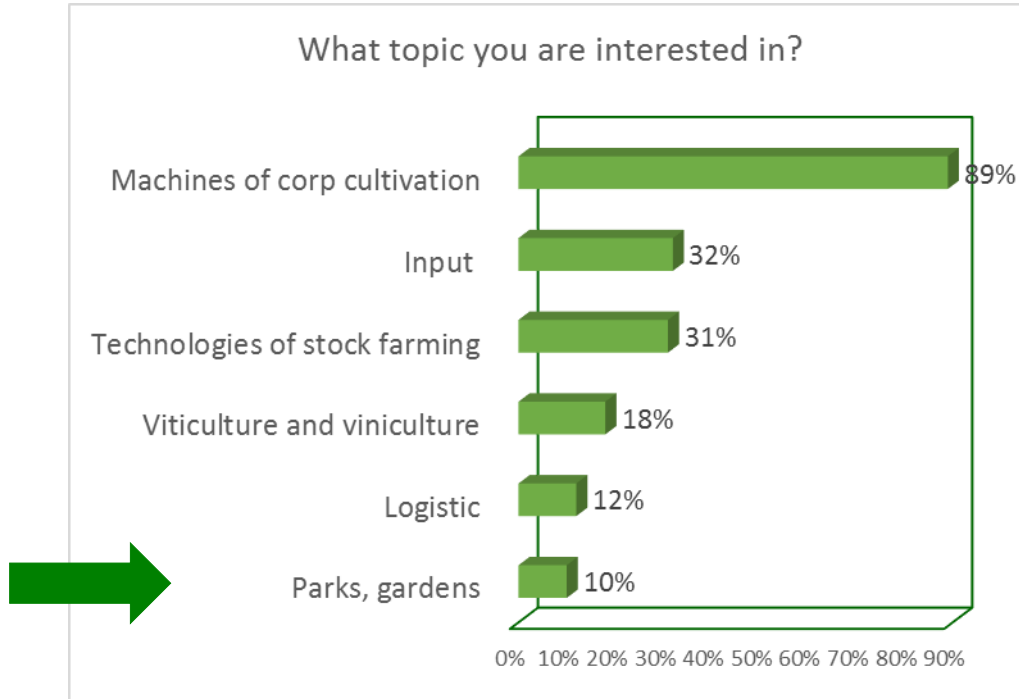
- **84% of visitors are very satisfied with simultaneously organised exhibitions**
- **92% consider that the level of this year's exhibition are at least as good as or better than last year's**
- **93% plan to come back next year as well**
- **79% of visitors are returning visitors, who visited the exhibitions earlier as well**
- **Our visitors have arrived to the exhibitions in ratio below: 87% for AGROmashEXPO, AgrárgépShow, 7% for Viticulture and Viniculture and 6% for Hungarian Garden**

### Buying decision

Have you buy anything at the exhibition?



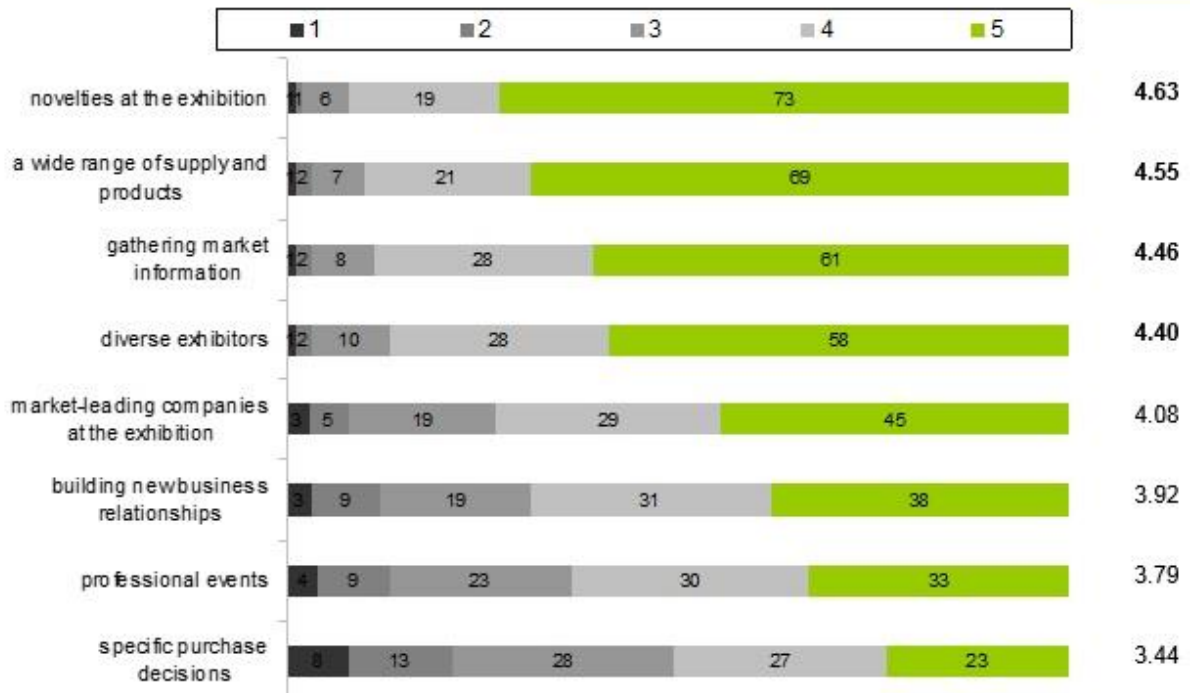
# Interesting of visitors



# Evaluation of exhibitions

Scale of 1 to 5 (5 – most important)

Average

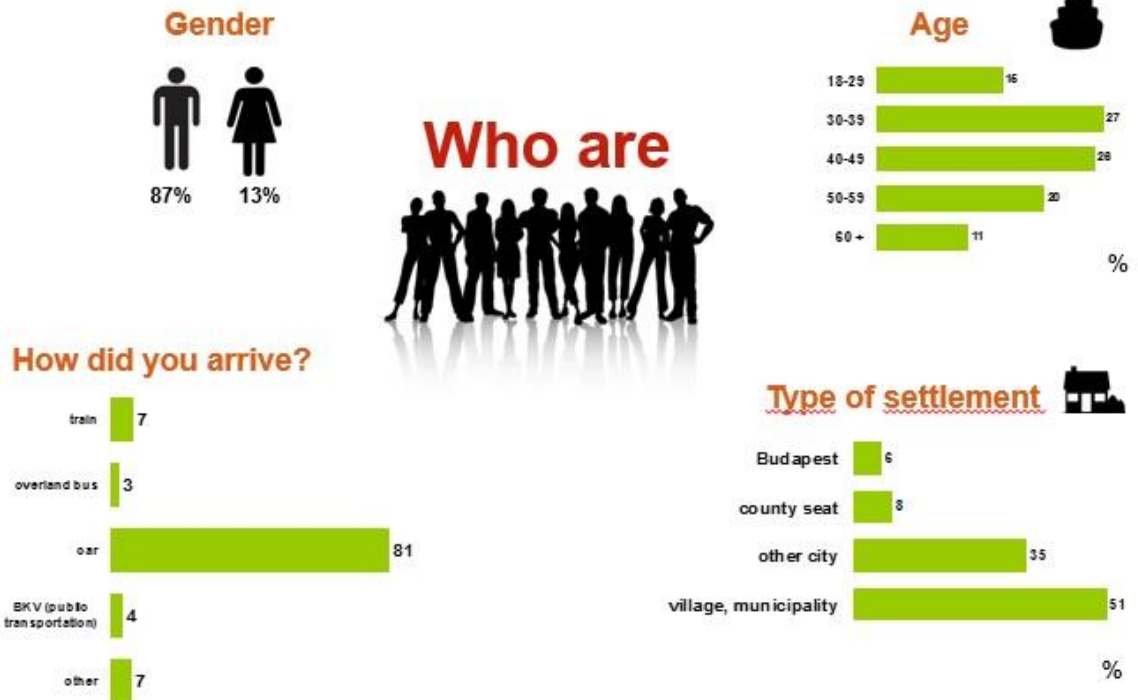


# AGROmashEXPO, AgrárgépShow, Hungarian Garden, Viticulture and Viniculture 2015 – Figures of registration

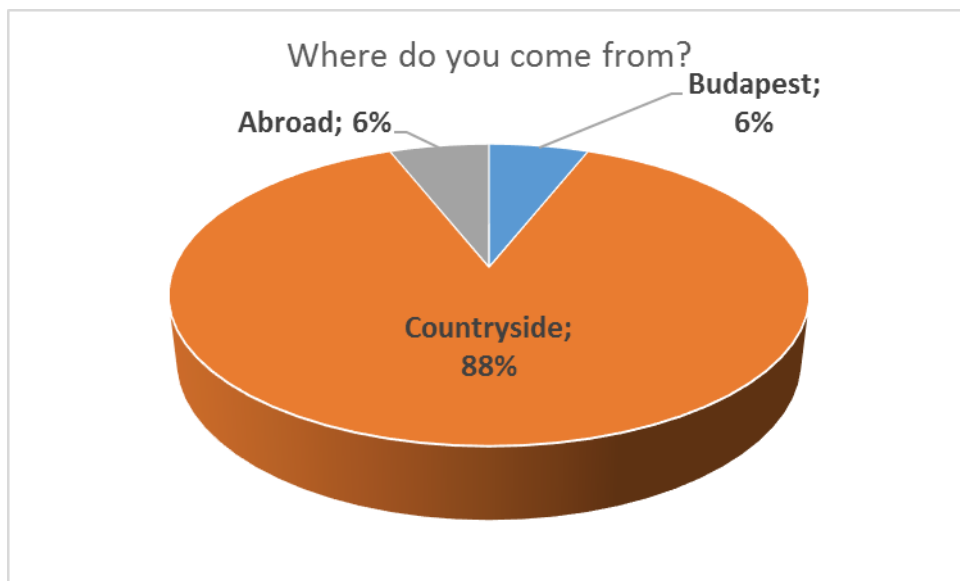
## Demographic figures

According to the visitor's survey:

### Demographics



Registered visitors:



- **Visitors from abroad arrived altogether from 31 countries.** Most of them from: Serbia, Montenegro, Romania, Croatia, Slovakia and Italy.

## Profile of visitors

- 19% stock farming
- 68% crop cultivation
- **2% Landscape architecture**
- **2% Gardener**

## Decision making

- **47%** of registered visitors is **decision maker** in his own farming enterprise, **further 39% has an influence on decisions** at the company.

**We will send you soon the information leaflet about the next exhibition!**

**SAVE THE DATE!**  
**Hungarian Garden**  
**27-30. January 2016**

## VIDEO 2015

