



VISITORS BREAKDOWN BY REGION

<u>Region</u>	<u>No. of Visitors</u>	<u>Percentage (%)</u>
Shanghai	13,655	67
Outside Shanghai	4,208	20
Outside China	2,578	13
Total	20,441	100.00



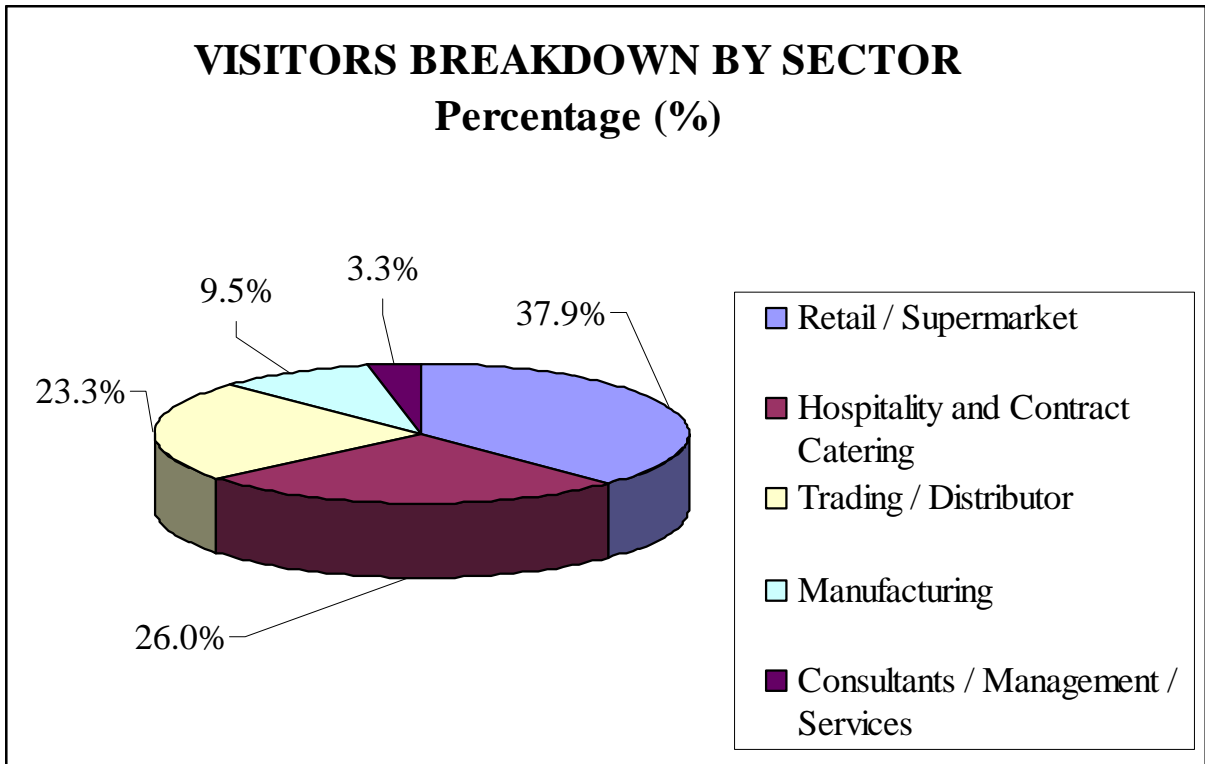
VISITORS BREAKDOWN BY JOB TITLE / FUNCTION

<u>Job Title / Function</u>	<u>Percentage (%)</u>
Owner / Partner / Proprietor	18.01
President / CEO / Managing Director / VP	6.11
General Manager	15.72
Housekeeping	7.55
Food & Beverage	14.44
Front Office	1.10
Security	0.17
Sales / Marketing	7.16
Manufacturer	3.33
Chef	8.21
Trading	7.02
Leisure & Recreation	0.31
Operations / Maintenance	0.87
Purchasing Manager / Buyer	7.61
Architect / Interior Designer	0.81
Press	0.62
Others	0.95
Total	100.00



VISITORS BREAKDOWN BY SECTOR

<u>Sector</u>	<u>Percentage (%)</u>
Retail / Supermarket	37.9
Hospitality and Contract Catering	26.0
Trading / Distributor	23.3
Manufacturing	9.5
Consultants / Management / Services	3.3
Total	100.00





VISITORS BREAKDOWN BY PRODUCTS / SERVICES INTEREST*

<u>Products / Services</u>	<u>No. of Indicated Interest</u>
<i>Bakery</i>	
Bakery & Confectionery / Finished Products	3,749
Industrial Bakery & Confectionery Equipment	1,193
Retail Bakery & Confectionery Equipment	1,278
Ingredients / Agents / Essences	1,529
Pizza Equipment	1,128
Others	488
 <i>Food & Non-alcoholic Drinks</i>	
Bakery Products	2,140
Meat / Poultry	1,514
Dairy Products	1,520
Vegetables	1,122
Fruit	1,266
Condiment & Jams	1,435
Ingredients	927
Dried Food	831
Pasta	1,159
Chocolate	1,581
Confectionery	968
Ice Cream	1,216
Frozen Food	1,305
Gourmet Food	1,144
Frozen Food	1,305
Frozen Food	1,305
Chilled Food	1,014
Canned Food	1,770
Snack Food	1,838
Seafood	1,149
Health Food	1,243
Tea & Coffee	2,003
Juices	1,374
Beverage, Non-alcoholic	1,173
Private Label	466
Olive Oil	992
Others	107



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

<u>Products / Services</u>	<u>No. of Indicated Interest</u>
<i>Wine, Spirit & Beer</i>	
Beer	1,228
Wine	2,362
Spirits	754
Liqueur & Fortified Wine	763
Low Alcoholic Drink	734
Port / Sherry	585
Others	195
<i>Retail & Hospitality Food Service</i>	
Food Service Equipment	1,251
Coffee & Beverage Service Equipment	1,077
Food Processing Equipment	858
Chilling / Freezing Equipment	617
Display & Storage	571
Tableware & Accessories	867
Others	154
<i>Hospitality Services</i>	
Guest Amenities / Services and Consumables	628
Washing & Dry Cleaning Equipment	288
Cleaning & Maintenance Equipment	441
Carpets, Fabrics & Furnishings	292
Furniture, Lighting & Interior Supplies	385
Others	171
<i>Retail & Hospitality Technology</i>	2,341
(including Cash Registers, Front Office Technology, In-Room Technology, Point-of-Sale, Communications and Entertainment)	
<i>Others</i>	
Packaging Materials & Equipment	850
Others	449
Total	58,483

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