



VISITOR ATTENDANCE CERTIFICATE

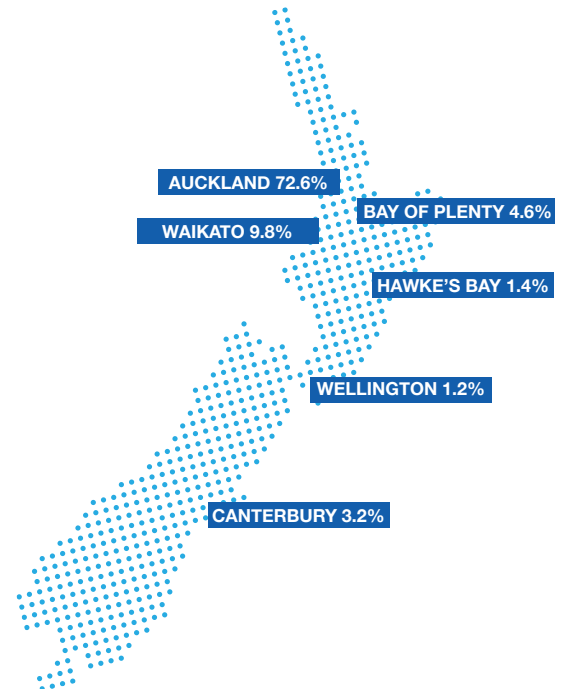
19 - 21 September 2023, Auckland Showgrounds

ATTENDANCE

DAILY VISITS	UNIQUE VISITORS	REPEAT VISITS	TOTAL SCANS
19-Sep-23	1,028	0	1,079
20-Sep-23	1,296	96	1,392
21-Sep-23	1,102	56	1,158
TOTAL	3,426	203	3,629

GEOGRAPHICAL ANALYSIS

REGION	VISITORS	% OF ATTENDEES
Auckland	2486	72.6%
Waikato	337	9.8%
Bay of Plenty	158	4.6%
Canterbury	111	3.2%
Hawke's Bay	48	1.4%
Wellington	41	1.2%
Northland	40	1.2%
Manawatu-Wanganui	33	1.0%
Otago	26	0.8%
Taranaki	20	0.6%
Nelson	17	0.5%
Marlborough	13	0.4%
Southland	11	0.3%
Tasman	10	0.3%
West Coast	6	0.2%
Gisborne	4	0.1%
International	65	1.9%
TOTAL	3426	100.0%



TOTAL ATTENDANCE

ATTENDEES

Exhibitor Staff	1,851
Unique Visitors Domestic	3,361
Unique Visitors International	65
TOTAL	5,277



JOB FUNCTION		
	VISITORS	% OF ATTENDEES
CEO/Owner/Director/Manager	1,101	32.1%
Operations Manager/Product Manager/ Project Manager	943	27.5%
Research & Development/Product Development/ Food technologist/Scientist/Technologist	662	19.3%
Sales Manager/Account Manager/ Business Development Manager	339	9.9%
Engineer/Engineering Manager/Sales Engineer	311	9.1%
No Response Given	10	0.3%
Other	60	1.8%
TOTAL	3,426	100%

JOB POSITION		
	VISITORS	% OF ATTENDEES
Manager	1161	33.9%
Staff	911	26.6%
Owner/C-level	908	26.5%
General Manager	337	9.8%
Junior / Intern / Student	44	1.3%
Other	65	1.9%
TOTAL	3,426	100%

PUCHASING RESPONSIBILITY		
	VISITORS	% OF ATTENDEES
Influence / recommend purchasing decisions	1,502	43.8%
Responsible for purchase decisions	1,396	40.7%
No influence on buying decisions	507	14.8%
No Response Given	21	0.6%
Junior / Intern / Student	44	1.3%
Other	65	1.9%
TOTAL	3,426	100%



PURCHASING POWER

	VISITORS	% OF ATTENDEES
\$250,000+	863	25.2%
\$100,000 - \$249,999	249	7.3%
\$50,000 - \$99,999	306	8.9%
\$10,000 - \$49,999	473	13.8%
\$5,000 - \$9,999	242	7.1%
\$1,000 - \$4,999	245	7.2%
\$500 - \$999	75	2.2%
\$0 - \$499	74	2.2%
None	877	25.6%
No Data	22	0.6%
TOTAL	3,426	100%

REASONS FOR ATTENDING

	RESPONSES	% OF ATTENDEES
To see new products	2,901	57.9%
To source new suppliers	1,480	29.5%
I'm considering exhibiting at the next event	273	5.5%
To place orders	179	3.6%
Other	176	3.5%
TOTAL	5,009	100%

COMPANY SIZE

	VISITORS	% OF ATTENDEES
101+	973	28.4%
51 to 100	428	12.5%
21 to 50	570	16.6%
11 to 20	360	10.5%
6 to 10	288	8.4%
1 to 5	611	17.8%
Yourself	174	5.1%
TOTAL	3,426	100%



INDUSTRY		
	VISITORS	% OF ATTENDEES
Manufacturing	1,005	29.3%
Packaging	336	9.8%
Dairy	201	5.9%
Logistics / Distribution	169	4.9%
Beverage	150	4.4%
Baking	133	3.9%
Processing	128	3.7%
Wholesale	117	3.4%
Pharmaceutical / Medical	102	3.0%
Retail	101	2.9%
Meat Processing	95	2.8%
Produce	92	2.7%
Printing	62	1.8%
Frozen Food	45	1.3%
Chemicals	39	1.1%
Cosmetics	35	1.0%
Supermarket	33	1.0%
Fish or Seafood	31	0.9%
Pet Food	29	0.8%
Warehousing & Distribution	22	0.6%
No Response Given	18	0.5%
Logistics & Freight	17	0.5%
Poultry	15	0.4%
Ice Cream	11	0.3%
Engineering	6	0.2%
Professional Services	4	0.1%
Importer	4	0.1%
Education & Training	4	0.1%
Industrial Supplier	4	0.1%
Trades & Services	1	0.0%
Homewares	1	0.0%
Restaurant/Bar/Cafe/Foodservice	1	0.0%
Other	415	12.1%
TOTAL	3,426	100%


PRODUCTS INTERESTED IN

	VISITORS	% OF ATTENDEES
Packaging	2,344	68.4%
Machinery	1,652	48.2%
Food Packaging	1,264	36.9%
Automation	1,133	33.1%
Packaging General	1,054	30.8%
Packaging Machinery	987	28.8%
Labels & Labelling Equipment	923	26.9%
Packaging Systems	887	25.9%
Boxes V Cases V Cartons	862	25.2%
Packaging Materials	855	25.0%
Materials Handling	573	16.7%
Beverage	544	15.9%
Cleaning Equipment	537	15.7%
Barcode Systems	526	15.4%
Dairy	524	15.3%
Bottles & Jars	523	15.3%
Baking	503	14.7%
Ingredients	476	13.9%
Warehouse Systems	465	13.6%
Hygiene	462	13.5%
Distribution	446	13.0%
Liquid Packaging	442	12.9%
Containers	407	11.9%
Freezing & Refrigeration	405	11.8%
Weighing	386	11.3%
Storage Systems	382	11.2%
Baking Packaging	366	10.7%
Laboratory Equipment & Instruments	353	10.3%
Produce Packaging	338	9.9%
Shrink Wrap	333	9.7%
Packing Tapes	327	9.5%
Tapes	327	9.5%
Meat Packaging	305	8.9%
Confectionery Packaging	303	8.8%
Canning	302	8.8%
Meat Processing Machinery	293	8.6%
Fish & Seafood	267	7.8%
Produce Processing Machinery	261	7.6%
Blister Packaging	242	7.1%
Ventilation	235	6.9%
Confectionery Machinery	229	6.7%



Fish & Seafood Processing	212	6.2%
Water Heating\Cooling	210	6.1%
Poultry Packaging	182	5.3%
Dehumidification	176	5.1%
Poultry Processing Machinery	161	4.7%
Abattoir	150	4.4%
Magnetic Separation	115	3.4%
Warehousing	48	1.4%
Logistics	40	1.2%
Manufacturing	28	0.8%
Freight	27	0.8%
Bulk Materials handling	26	0.8%
Freight & Transportation	26	0.8%
Engineering	25	0.7%
Forklifts	24	0.7%
Lifting and Stacking	24	0.7%
Pallet trucks & Palletizers	22	0.6%
Storage Equipment	21	0.6%
Roller conveyor systems	19	0.6%
Industrial storage	16	0.5%
Trolleys	15	0.4%
Hand trucks	14	0.4%
Airfreight	13	0.4%
Hazardous materials handling	13	0.4%
Drum handling	12	0.4%
Shipping	11	0.3%
Positioning Equipment	10	0.3%
Cranes	9	0.3%
Identification and Control Equipment	9	0.3%
Safety cages	9	0.3%
Scissor lifts	9	0.3%
Courier	8	0.2%
Trucking / Industrial Trucks / Refrigerated Trucking	15	0.4%
Yard Ramp	8	0.2%
Chemical handling	7	0.2%
Marine transportation	4	0.1%
Ports	4	0.1%
Rigging	4	0.1%
Air Casters	2	0.1%
Boxes / Cases / Cartons / Packaging	2	0.1%
Refrigerated Warehousing	2	0.1%
Unit load formation equipment	2	0.1%



Ladle Transfer Car	1	0.0%
Water Heating/Cooling	1	0.0%
Other	109	3.2%
TOTAL	3,426	100%

For more information about FTPT / MHL Expo please contact:

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PRESENTED BY

