GITEX SHOPPER 2016 - AUTUMN EDITION EXHIBITORS SURVEY REPORT

01 OCT-2016 TO 08 OCT-2016

GITEX SHOPPER 2016 - AUTUMN EDITION EXHIBITORS SURVEY

ANALYTICS BY
DATA ANALYSIS GROUP
TECHMART SOLUTIONS MIDDLE EAST DMCC

GITEX SHOPPER 2016 - AUTUMN EDITION EXHIBITORS SURVEY REPORT

DEMOGRAPHICS

Total Exhibitors	Exhibitors Surveyed	Total Top Exhibitors	Top Exhibitors Surveyed
57	51 (89.47%)	21	18 (85.71%)

TOP EXHIBITORS SURVEYED

Responses
Nazih Trading Co. LLC
Microsoft (Promocell)
Nestle UAE LLC
Nishat General Company LLC.
Opal Computers
Micro-Star INT'L CO., LTD
Mega Electronics Llc
Jumbo Electronics Co Ltd LLC
KY STYLE HOME
Life Pharmacy
Max Electronics LLC.
OPPO
Samsung Gulf Electronics FZE
Time House Trading LLC
Tech Orbit Trading LLC
Trink World
Xolo Technology (Shenzhen) Limited
Yuet Meng Trading Co. Pte.Ltd
Sundos Computer
Spade Techs
Sharaf DG (Android Nation)
Sharaf DG LLC
SIDDHI INTERNATIONAL L.L.C.
Sky Telecom

Responses
Jacky's Electronics LLC
Isukoshi Health Care LLC
Asus Middle East Fzco
Arabian Trading Agency
Axiom Telecom
Bose UAE Trading LLC
City Moments Trading LLC
Arabian Radio Network - ARN
Amra Trading Company LLC
Al Habtoor Motors Co. L.L.C. - Mitsubishi
Al Safeer Group of Companies
Americana Computer Systems
Amity University
Collector Consulting FZ LLC
Concept Big Brands Group
HiPhone Telecom
GULF DTH FZ LLC
Hisense Gulf CE DMCC
HP Computing and Printing Middle East FZ-LLC
Hurricane Marine General Trading
Guangzhou Yisitong Electronic Instruments Factory
Global Wireless Telecom LLC
Dar Al Khaleej
Dell FZ-LLC
Emirates Petroleum Products Company (Eppco) L.L.C
Fast Telecom
Abu Dhabi Islamic Bank

GITEX SHOPPER 2016 - AUTUMN EDITION EXHIBITORS SURVEY REPORT

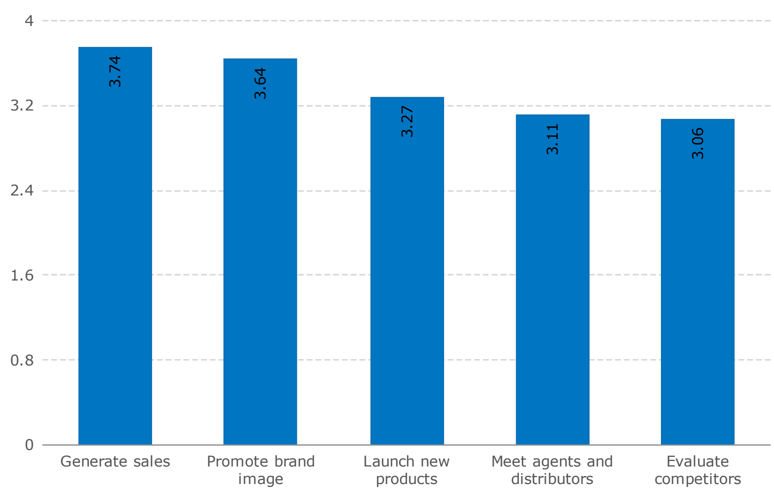
EXHIBITORS SURVEY REPORT

RATING EVENT OBJECTIVES BASED ON IMPORTANCE - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 50 (98.04%)

Objective	1	2	3	4	5	Rating Index/5
Generate sales	6%	12%	20%	16%	38%	3.74
Promote brand image	8%	10%	14%	32%	26%	3.64
Launch new products	10%	6%	26%	18%	14%	3.27
Meet agents and distributors	14%	10%	24%	10%	18%	3.11
Evaluate competitors	10%	18%	12%	14%	14%	3.06



Observation

Generate sales and promoting brand image were the top-rated objectives for participating at the show for both overall and top exhibitor categories.

Comparison With Previous Show

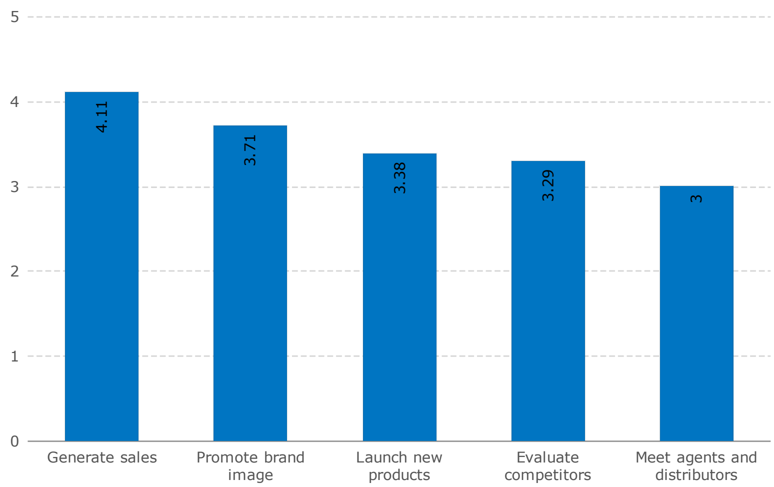
Response	2015	2016
Generate sales	4.44	3.74
Promote brand image	2.61	3.64
Launch new products	3.30	3.27
Meet agents and distributors	3.06	3.11
Evaluate competitors	-	3.06

RATING EVENT OBJECTIVES BASED ON IMPORTANCE - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 18 (100%)

Objective	1	2	3	4	5	Rating Index/5
Generate sales	5.56%	11.11%	11.11%	11.11%	61.11%	4.11
Promote brand image	11.11%	5.56%	5.56%	50%	22.22%	3.71
Launch new products	5.56%	5.56%	44.44%	16.67%	16.67%	3.38
Evaluate competitors	11.11%	22.22%	16.67%	16.67%	27.78%	3.29
Meet agents and distributors	11.11%	22.22%	16.67%	11.11%	16.67%	3



RATING EVENT OBJECTIVES BASED ON IMPORTANCE - COMPARISON

Response	Overall	Top
Generate sales	3.74	4.11
Promote brand image	3.64	3.71
Launch new products	3.27	3.38
Meet agents and distributors	3.11	3
Evaluate competitors	3.06	3.29

Observation

Generate sales and promoting brand image were the top-rated objectives for participating at the show for both overall and top exhibitor categories.

MEETING EVENT OBJECTIVES - OVERALL

TOTAL SURVEY RESPONDANTS: 51

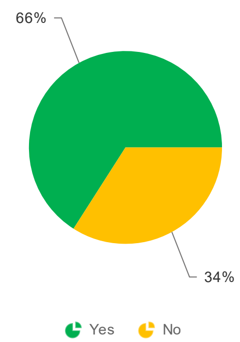
NO. OF RESPONDANTS TO THIS QUESTION: 49 (96.08%)

Response	Yes	No	Rating Index/2
Promote Brand	87.5%	12.5%	1.88
Meet agents and distributors	76.92%	23.08%	1.77
Launch new products	76.19%	23.81%	1.76
Evaluate competitors	66.67%	33.33%	1.67
Generate sales	65.96%	34.04%	1.66

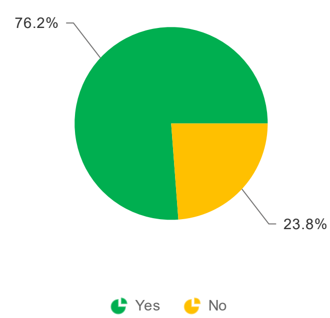
Observation

Among overall exhibitors it can be noted that promote brand was the highest voted objective according to exhibitors that was achieved during the event. This was followed by meeting agents & distributors and launching new products. It can be noted among top exhibitors that, brand promotion and evaluating competitors were the top rated objectives.

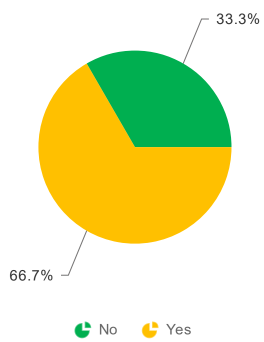
Generate sales



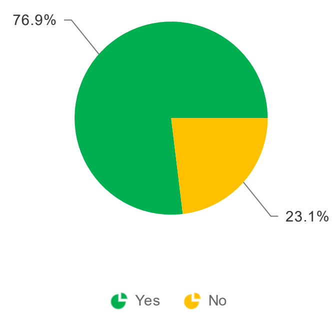
Launch new products



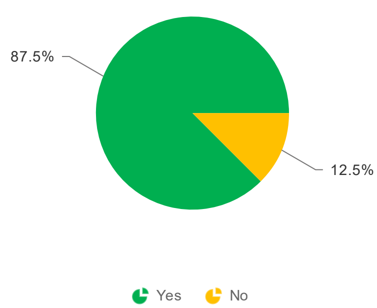
Evaluate competitors



Meet agents and distributors



Promote Brand

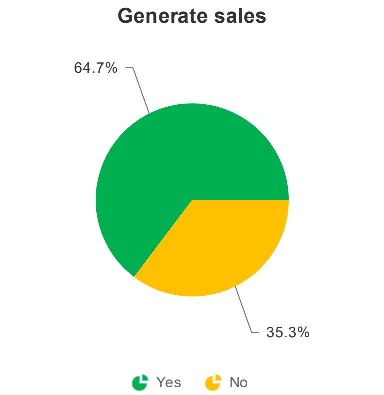


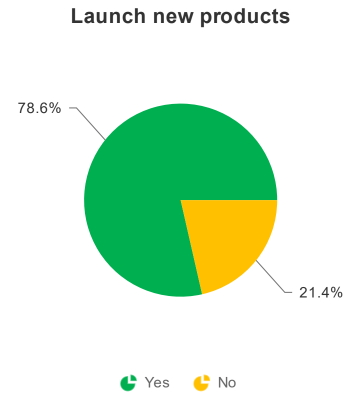
MEETING EVENT OBJECTIVES - TOP

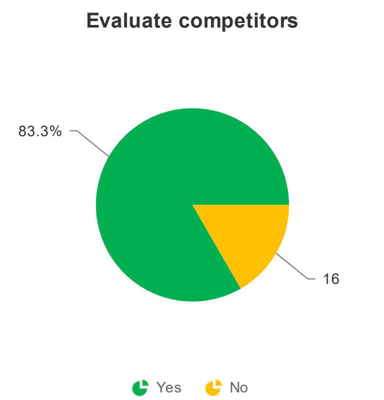
TOTAL SURVEY RESPONDANTS: 18

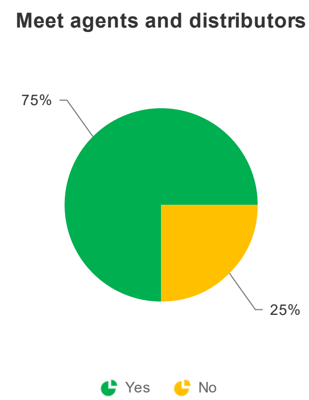
NO. OF RESPONDANTS TO THIS QUESTION: 17 (94.44%)

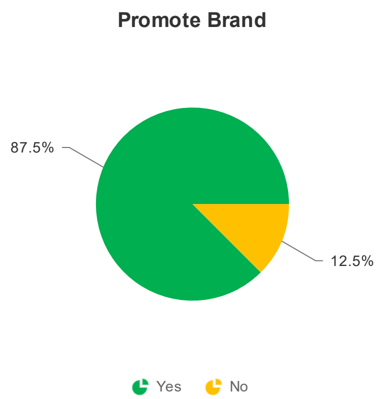
Response	Yes	No	Rating Index/2
Promote Brand	87.5%	12.5%	1.88
Evaluate competitors	83.33%	16.67%	1.83
Launch new products	78.57%	21.43%	1.79
Meet agents and distributors	75%	25%	1.75
Generate sales	64.71%	35.29%	1.65











RATING EVENT OBJECTIVES BASED ON EXPERIENCE - OVERALL

TOTAL SURVEY RESPONDANTS: 51

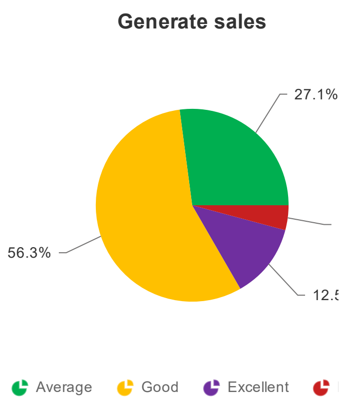
NO. OF RESPONDANTS TO THIS QUESTION: 49 (96.08%)

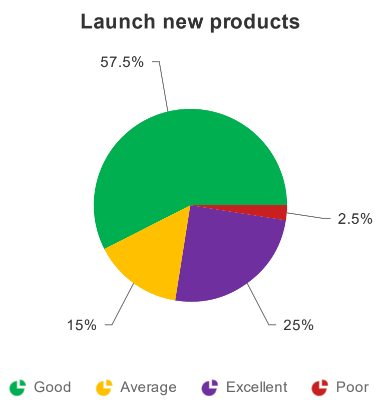
Response	Excellent	Good	Average	Poor	Rating Index/4
Promote Brand	36.17%	53.19%	10.64%	0%	3.26
Launch new products	25%	57.5%	15%	2.5%	3.05
Evaluate competitors	16.67%	55.56%	25%	2.78%	2.86
Meet agents and distributors	15.38%	58.97%	17.95%	7.69%	2.82
Generate sales	12.5%	56.25%	27.08%	4.17%	2.77

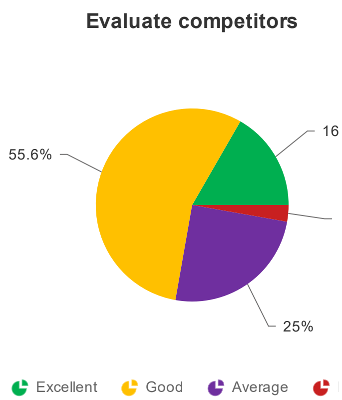
Observation

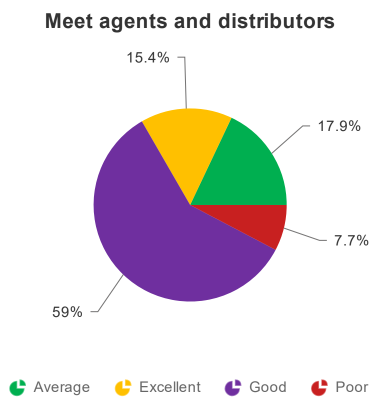
As depicted, highest rated show objective based on show experience was brand promotion among both overall and top exhibitor categories.

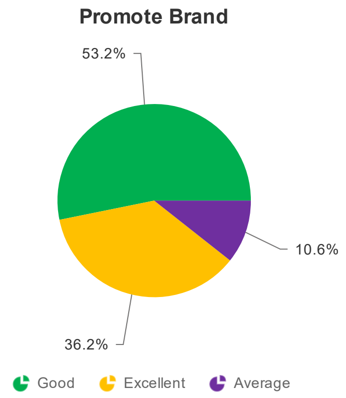
Appendix
Refer Appendix 1 to see reasons for rating objectives as Average or Poor.









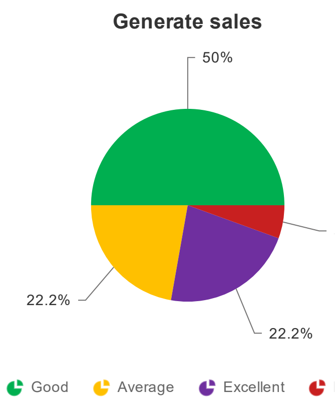

Promote Brand
53.2%
10.6%
36.2%
Good
Excellent
Average

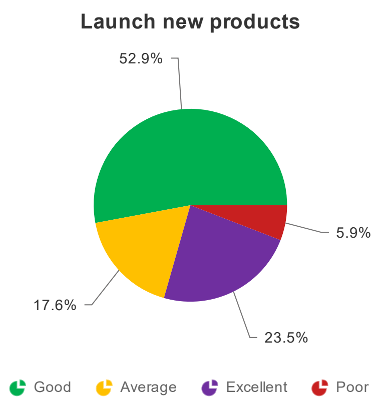
RATING EVENT OBJECTIVES BASED ON EXPERIENCE - TOP

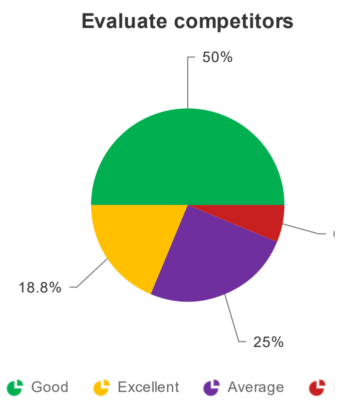
TOTAL SURVEY RESPONDANTS: 18

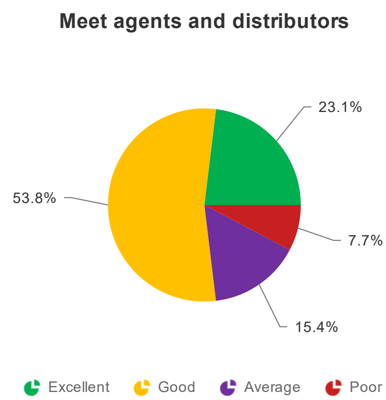
NO. OF RESPONDANTS TO THIS QUESTION: 18 (100%)

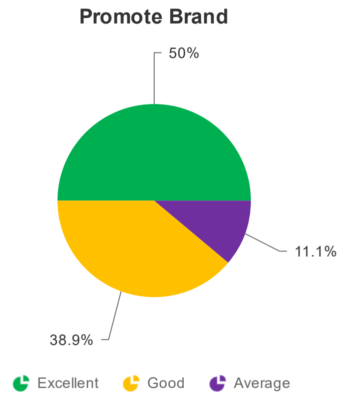
Response	Excellent	Good	Average	Poor	Rating Index/4
Promote Brand	50%	38.89%	11.11%	0%	3.39
Launch new products	23.53%	52.94%	17.65%	5.88%	2.94
Meet agents and distributors	23.08%	53.85%	15.38%	7.69%	2.92
Generate sales	22.22%	50%	22.22%	5.56%	2.89
Evaluate competitors	18.75%	50%	25%	6.25%	2.81









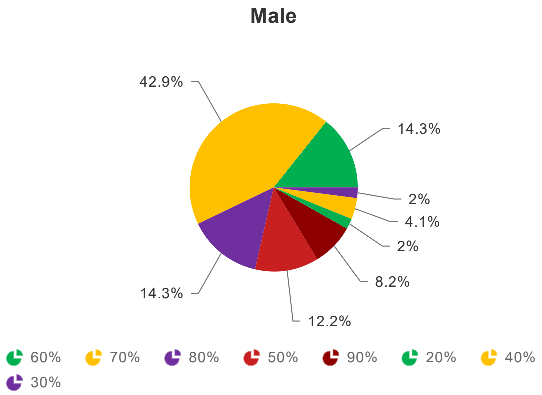

Promote Brand
50%
11.1%
38.9%
Excellent
Good
Average

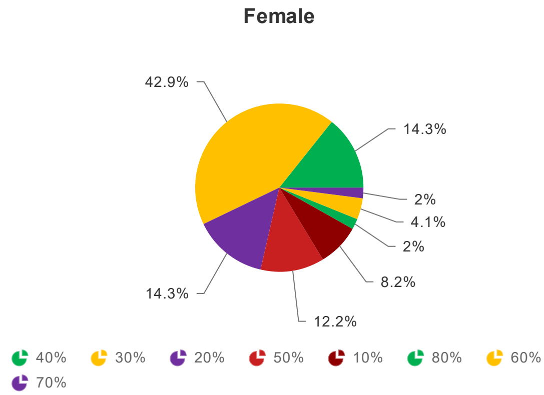
MALE VS FEMALE VISITORS - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 49 (96.08%)

Response	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Rating Index/10
Male	0%	2.04%	2.04%	4.08%	12.24%	14.29%	42.86%	14.29%	8.16%	0%	6.61
Female	8.16%	14.29%	42.86%	14.29%	12.24%	4.08%	2.04%	2.04%	0%	0%	3.39





Observation

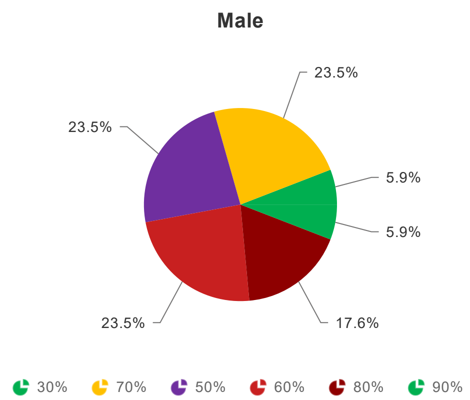
From exhibitor’s feedback, it can be seen that majority of the visitors comprised of male population.

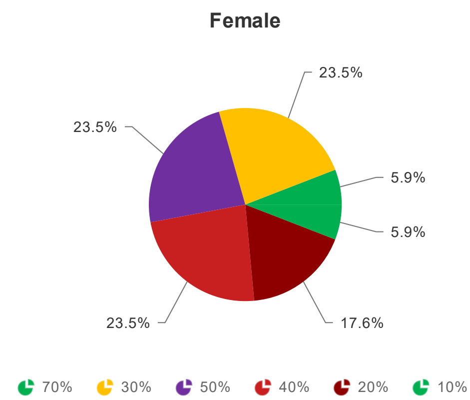
MALE VS FEMALE VISITORS - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 17 (94.44%)

Response	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Rating Index/10
Male	0%	0%	5.88%	0%	23.53%	23.53%	23.53%	17.65%	5.88%	0%	6.35
Female	5.88%	17.65%	23.53%	23.53%	23.53%	0%	5.88%	0%	0%	0%	3.65



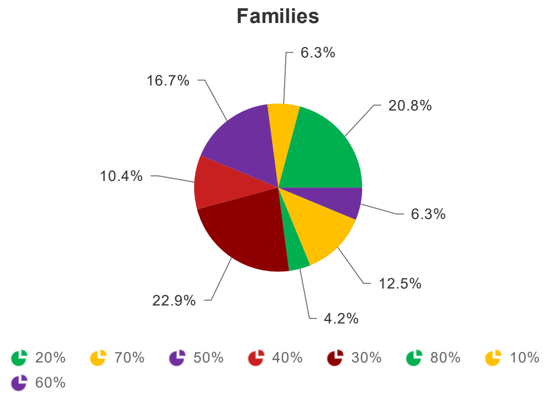


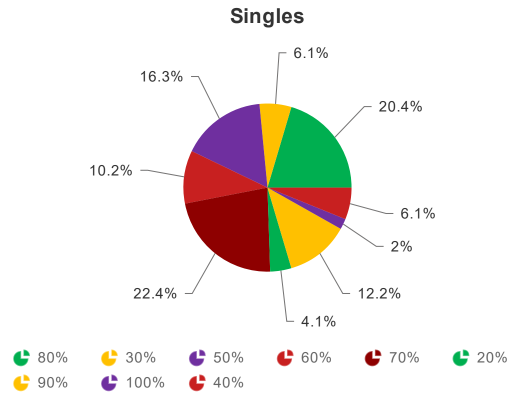
FAMILIES VS SINGLE VISITORS - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 49 (96.08%)

Response	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Rating Index/10
Singles	0%	4.08%	6.12%	6.12%	16.33%	10.2%	22.45%	20.41%	12.24%	2.04%	6.45
Families	12.5%	20.83%	22.92%	10.42%	16.67%	6.25%	6.25%	4.17%	0%	0%	3.63





Observation

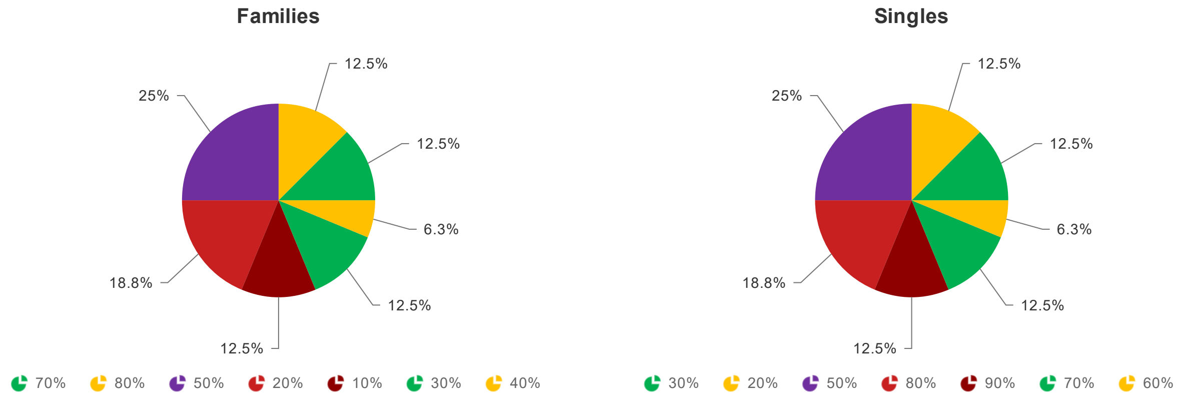
From exhibitor’s feedback, it can be seen that majority of the visitors consisted of single visitors and comparatively less families.

FAMILIES VS SINGLE VISITORS - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 16 (88.89%)

Response	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Rating Index/10
Singles	0%	12.5%	12.5%	0%	25%	6.25%	12.5%	18.75%	12.5%	0%	5.75
Families	12.5%	18.75%	12.5%	6.25%	25%	0%	12.5%	12.5%	0%	0%	4.25

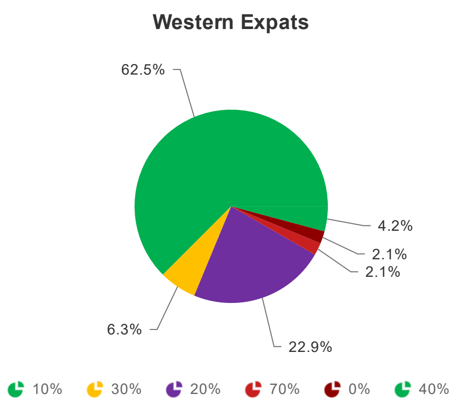


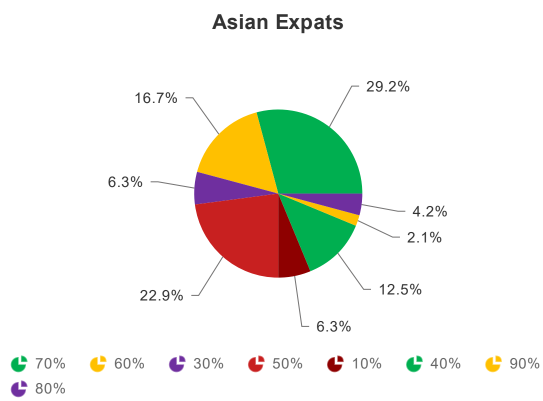
EXPATRIATES BREAKDOWN - OVERALL

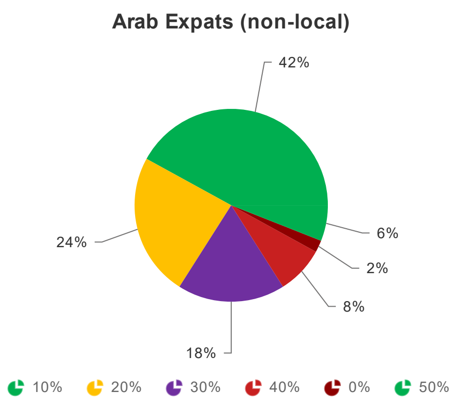
TOTAL SURVEY RESPONDANTS: 51

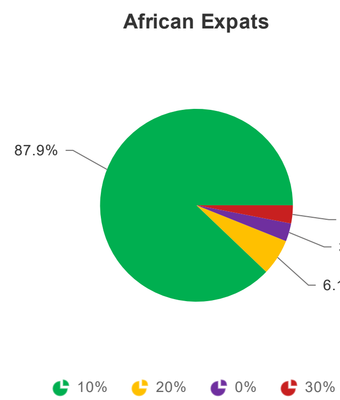
NO. OF RESPONDANTS TO THIS QUESTION: 50 (98.04%)

Response	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Rating Index/10
Asian Expats	6.25%	0%	6.25%	12.5%	22.92%	16.67%	29.17%	4.17%	2.08%	0%	5.46
Arab Expats (non-local)	42%	24%	18%	8%	6%	0%	0%	0%	0%	0%	2.1
Western Expats	62.5%	22.92%	6.25%	4.17%	0%	0%	2.08%	0%	0%	0%	1.62
African Expats	87.88%	6.06%	3.03%	0%	0%	0%	0%	0%	0%	0%	1.13









Observation

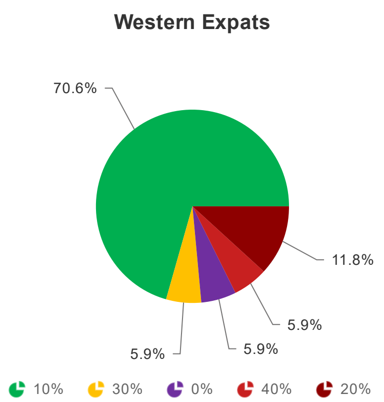
From both exhibitor category responses, it can be noted that Asian expats were the most while African expats were the least.

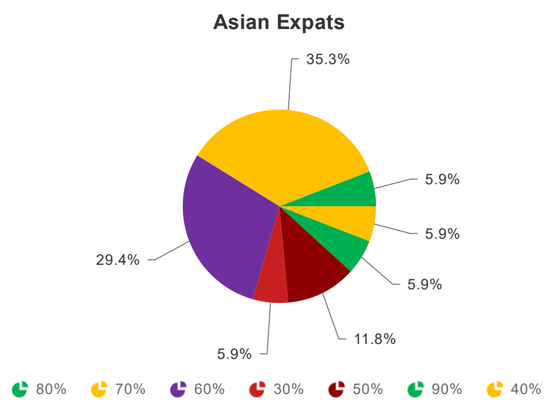
EXPATRIATES BREAKDOWN - TOP

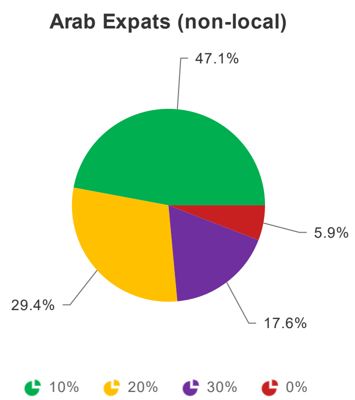
TOTAL SURVEY RESPONDANTS: 18

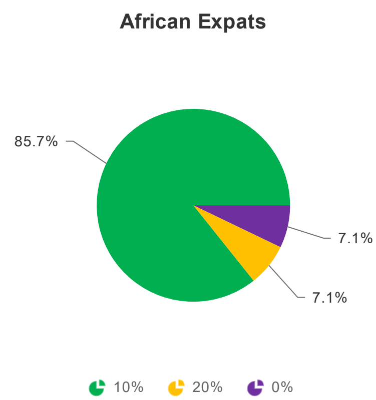
NO. OF RESPONDANTS TO THIS QUESTION: 17 (94.44%)

Response	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Rating Index/10
Asian Expats	0%	0%	5.88%	5.88%	11.76%	29.41%	35.29%	5.88%	5.88%	0%	6.24
Arab Expats (non-local)	47.06%	29.41%	17.65%	0%	0%	0%	0%	0%	0%	0%	1.69
Western Expats	70.59%	11.76%	5.88%	5.88%	0%	0%	0%	0%	0%	0%	1.44
African Expats	85.71%	7.14%	0%	0%	0%	0%	0%	0%	0%	0%	1.08







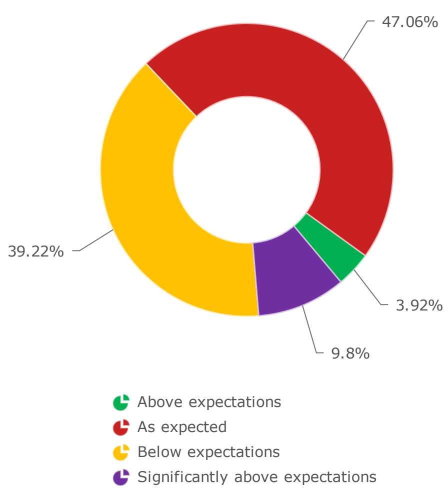


VISITOR QUANTITY - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 51 (100%)

Responses	Count	Percentage
As expected	**24**	**47.06%**
Below expectations	20	39.22%
Significantly above expectations	5	9.8%
Above expectations	2	3.92%



Observation

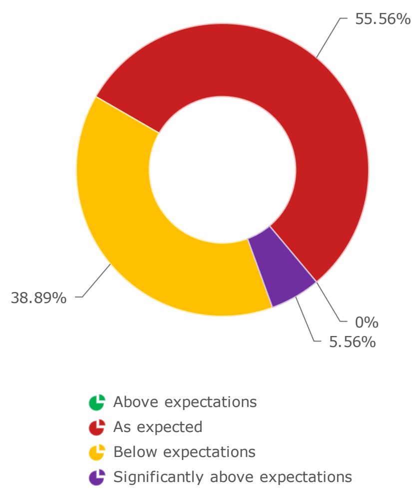
Among overall exhibitors surveyed, majority rated visitor quantity as or above expectations. However among top exhibitors, majority rated visitor quantity to be as expected.

VISITOR QUANTITY - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 18 (100%)

Responses	Count	Percentage
As expected	**10**	**55.56%**
Below expectations	7	38.89%
Significantly above expectations	1	5.56%
Above expectations	0	0%



VISITOR QUANTITY - COMPARISON

Response	Overall	Top
As expected	47.06%	55.56%
Below expectations	39.22%	38.89%
Significantly above expectations	9.8%	5.56%
Above expectations	3.92%	0%

Observation

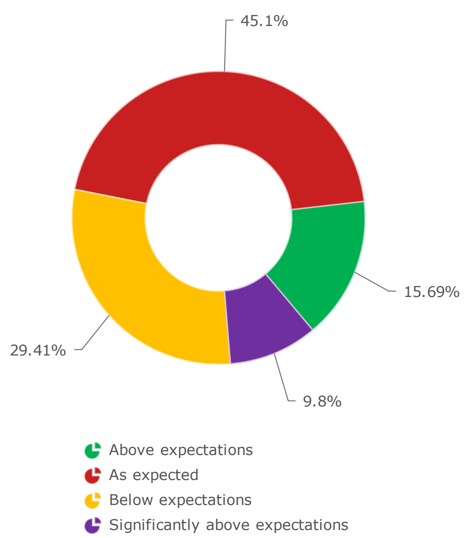
Among overall exhibitors surveyed, majority rated visitor quantity as or above expectations. However among top exhibitors, majority rated visitor quantity to be as expected.

VISITOR QUALITY - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 51 (100%)

Responses	Count	Percentage
As expected	**23**	**45.1%**
Below expectations	15	29.41%
Above expectations	8	15.69%
Significantly above expectations	5	9.8%



Observation

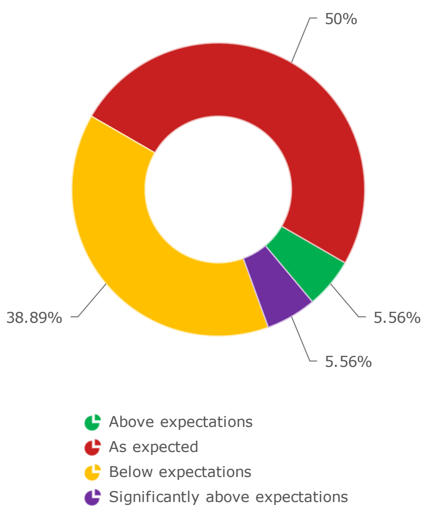
Among overall exhibitors surveyed, majority rated visitor quality as or above expectations. Similar visitor quality rating was observed among top exhibitors as well.

VISITOR QUALITY - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 18 (100%)

Responses	Count	Percentage
As expected	**9**	**50%**
Below expectations	7	38.89%
Significantly above expectations	1	5.56%
Above expectations	1	5.56%



VISITOR QUALITY - COMPARISON

Response	Overall	Top
As expected	45.1%	50%
Below expectations	29.41%	38.89%
Above expectations	15.69%	5.56%
Significantly above expectations	9.8%	5.56%

Observation

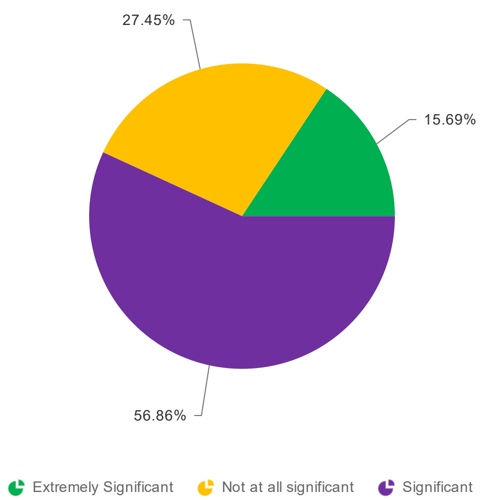
Among overall exhibitors surveyed, majority rated visitor quality as or above expectations. Similar visitor quality rating was observed among top exhibitors as well.

SIGNIFICANCE OF GITEX SHOPPER TO YEARLY SALES PLAN - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 51 (100%)

Responses	Count	Percentage
Significant	**29**	**56.86%**
Not at all significant	14	27.45%
Extremely Significant	8	15.69%



Observation

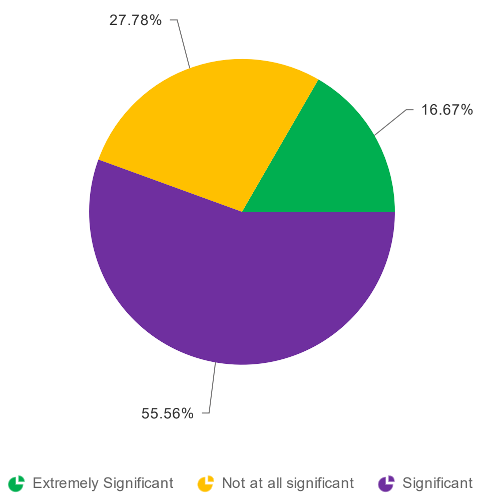
As depicted, it can be noted that majority of the exhibitors or top exhibitors surveyed acknowledged GITEX Shopper significant or extremely significant to their yearly sales plan.

SIGNIFICANCE OF GITEX SHOPPER TO YEARLY SALES PLAN - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 18 (100%)

Responses	Count	Percentage
Significant	**10**	**55.56%**
Not at all significant	5	27.78%
Extremely Significant	3	16.67%



SIGNIFICANCE OF GITEX SHOPPER TO YEARLY SALES PLAN - COMPARISON

Response	Overall	Top
Significant	56.86%	55.56%
Not at all significant	27.45%	27.78%
Extremely Significant	15.69%	16.67%

Observation

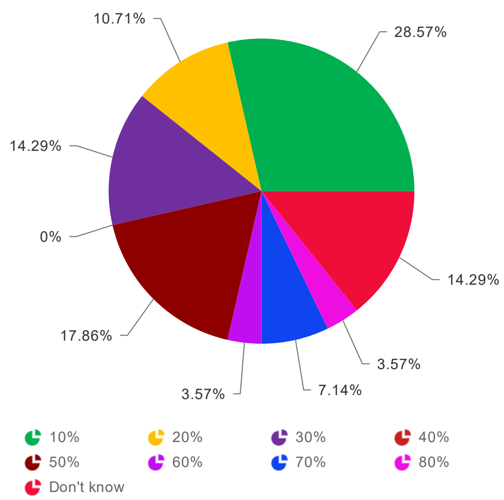
As depicted, it can be noted that majority of the exhibitors or top exhibitors surveyed acknowledged GITEX Shopper significant or extremely significant to their yearly sales plan.

YEARLY SALES DELIVERED DURING THE EVENT - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 29 (56.86%)

Responses	Count	Percentage
10%	**8**	**27.59%**
50%	5	17.24%
30%	4	13.79%
Don't know	4	13.79%
20%	3	10.34%
70%	2	6.9%
N/A	1	3.45%
60%	1	3.45%
80%	1	3.45%
40%	0	0%



Observation

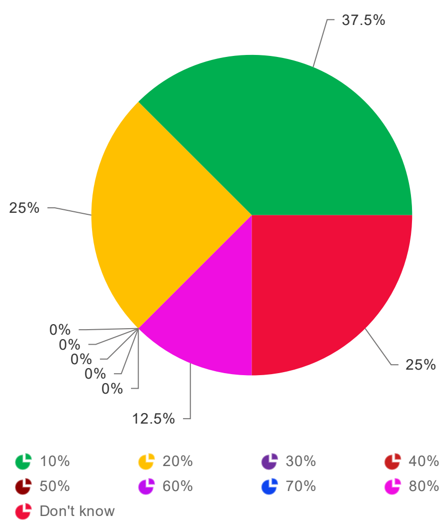
Those exhibitors who said GITEX Shopper was significant or extremely significant to their yearly sales plan, most of them responded that 10% – 50% of their yearly sales was delivered during the event. Majority of the top exhibitors responded that, 10% – 20% of their yearly sales was delivered during the event.

YEARLY SALES DELIVERED DURING THE EVENT - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 9 (50%)

Responses	Count	Percentage
10%	**3**	**33.33%**
Don't know	2	22.22%
20%	2	22.22%
80%	1	11.11%
N/A	1	11.11%
70%	0	0%
50%	0	0%
30%	0	0%
40%	0	0%
60%	0	0%



YEARLY SALES DELIVERED DURING THE EVENT - COMPARISON

Response	Overall	Top
10%	27.59%	33.33%
50%	17.24%	0%
30%	13.79%	0%
Don't know	13.79%	22.22%
20%	10.34%	22.22%
70%	6.9%	0%
N/A	3.45%	11.11%
60%	3.45%	0%
80%	3.45%	11.11%
40%	0%	0%

Observation

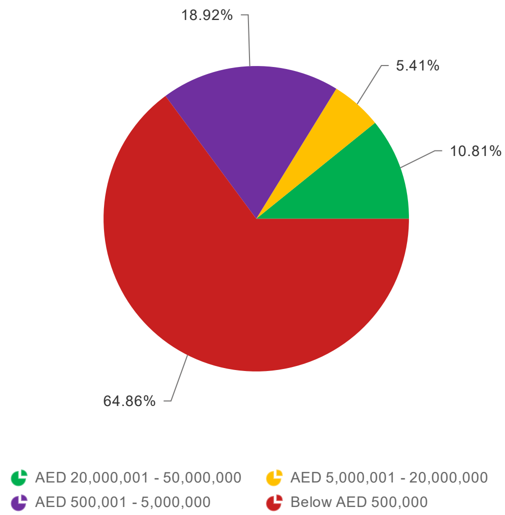
Those exhibitors who said GITEX Shopper was significant or extremely significant to their yearly sales plan, most of them responded that 10% – 50% of their yearly sales was delivered during the event. Majority of the top exhibitors responded that, 10% – 20% of their yearly sales was delivered during the event.

SALES VALUE GENERATED - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 51 (100%)

Response	Count	2015	2016
Below AED 500,000	24	40%	47.06% ↑
N/A	14	-	27.45%
AED 500,001 - 5,000,000	7	45%	13.73% ↓
AED 20,000,001 - 50,000,000	4	4%	7.84% ↑
AED 5,000,001 - 20,000,000	2	9%	3.92% ↓

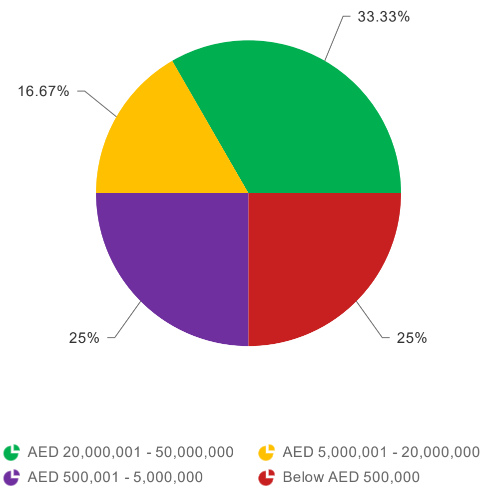


SALES VALUE GENERATED - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 18 (100%)

Responses	Count	Percentage
N/A	**6**	**33.33%**
AED 20,000,001 - 50,000,000	4	22.22%
Below AED 500,000	3	16.67%
AED 500,001 - 5,000,000	3	16.67%
AED 5,000,001 - 20,000,000	2	11.11%



SALES VALUE GENERATED - COMPARISON

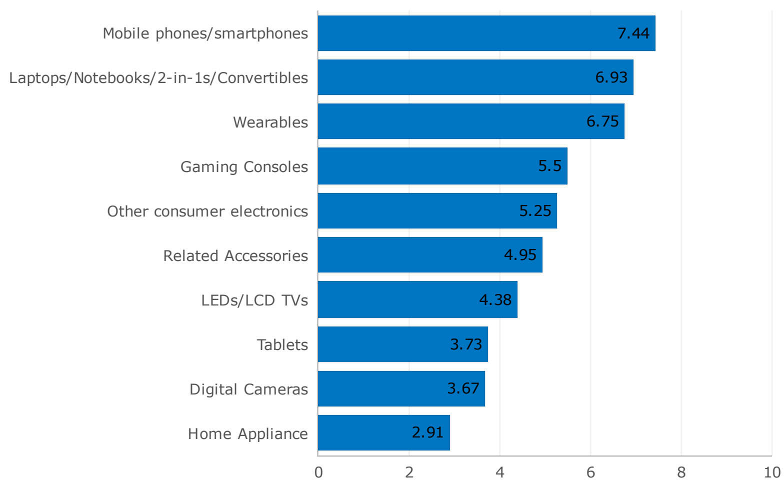
Response	Overall	Top
Below AED 500,000	47.06%	16.67%
N/A	27.45%	33.33%
AED 500,001 - 5,000,000	13.73%	16.67%
AED 20,000,001 - 50,000,000	7.84%	22.22%
AED 5,000,001 - 20,000,000	3.92%	11.11%

TOP PRODUCTS SOLD (BY VOLUME) - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 43 (84.31%)

Objective	1	2	3	4	5	6	7	8	9	10	Rating Index/10
Mobile phones/smartphones	2.33%	2.33%	2.33%	0%	4.65%	2.33%	2.33%	4.65%	2.33%	18.6%	7.44
Laptops/Notebooks/2-in-1s/Convertibles	2.33%	0%	0%	2.33%	4.65%	4.65%	0%	9.3%	4.65%	4.65%	6.93
Wearables	0%	2.33%	4.65%	0%	0%	2.33%	6.98%	4.65%	0%	6.98%	6.75
Gaming Consoles	4.65%	0%	0%	2.33%	0%	2.33%	4.65%	2.33%	0%	2.33%	5.5
Other consumer electronics	2.33%	4.65%	2.33%	0%	4.65%	4.65%	0%	6.98%	2.33%	0%	5.25
Related Accessories	2.33%	6.98%	4.65%	4.65%	13.95%	2.33%	0%	2.33%	2.33%	4.65%	4.95
LEDs/LCD TVs	4.65%	4.65%	0%	0%	2.33%	0%	2.33%	2.33%	2.33%	0%	4.38
Tablets	4.65%	2.33%	2.33%	9.3%	2.33%	2.33%	2.33%	0%	0%	0%	3.73
Digital Cameras	2.33%	0%	0%	2.33%	0%	2.33%	0%	0%	0%	0%	3.67
Home Appliance	11.63%	0%	4.65%	0%	6.98%	2.33%	0%	0%	0%	0%	2.91



Observation

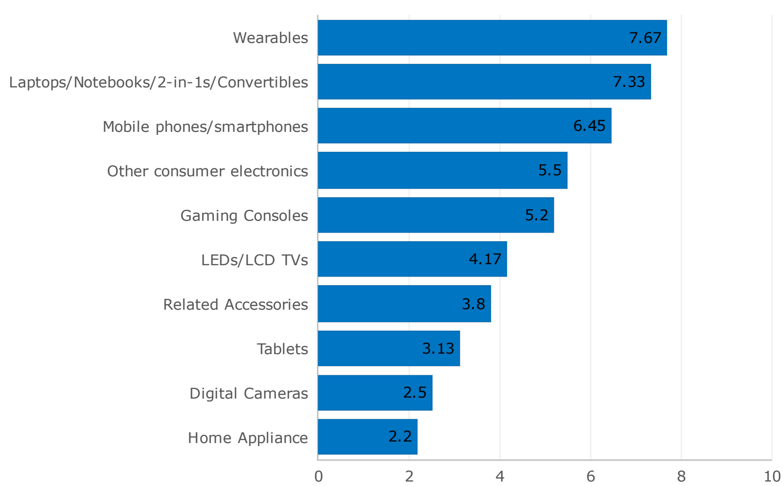
Mobile phones were the top-rated product, followed by laptops and wearable's as the top products sold by volume at the show among overall exhibitors. Similar trends could be seen among the top exhibitors, but Wearable's were the top-rated product among them.

TOP PRODUCTS SOLD (BY VOLUME) - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 17 (94.44%)

Objective	1	2	3	4	5	6	7	8	9	10	Rating Index/1
Wearables	0%	0%	0%	0%	0%	5.88%	5.88%	0%	0%	5.88%	7.67
Laptops/Notebooks/2-in-1s/Convertibles	0%	0%	0%	5.88%	5.88%	11.76%	0%	11.76%	5.88%	11.76%	7.33
Mobile phones/smartphones	5.88%	5.88%	5.88%	0%	11.76%	0%	5.88%	5.88%	0%	23.53%	6.45
Other consumer electronics	5.88%	0%	0%	0%	0%	11.76%	0%	0%	5.88%	0%	5.5
Gaming Consoles	11.76%	0%	0%	0%	0%	5.88%	0%	5.88%	0%	5.88%	5.2
LEDs/LCD TVs	5.88%	11.76%	0%	0%	5.88%	0%	5.88%	5.88%	0%	0%	4.17
Related Accessories	5.88%	0%	5.88%	5.88%	5.88%	5.88%	0%	0%	0%	0%	3.8
Tablets	11.76%	5.88%	5.88%	17.65%	0%	5.88%	0%	0%	0%	0%	3.13
Digital Cameras	5.88%	0%	0%	5.88%	0%	0%	0%	0%	0%	0%	2.5
Home Appliance	17.65%	0%	5.88%	0%	5.88%	0%	0%	0%	0%	0%	2.2



TOP PRODUCTS SOLD (BY VOLUME) - COMPARISON

Response	Overall	Top
Mobile phones/smartphones	7.44	6.45
Laptops/Notebooks/2-in-1s/Convertibles	6.93	7.33
Wearables	6.75	7.67
Gaming Consoles	5.5	5.2
Other consumer electronics	5.25	5.5
Related Accessories	4.95	3.8
LEDs/LCD TVs	4.38	4.17
Tablets	3.73	3.13
Digital Cameras	3.67	2.5
Home Appliance	2.91	2.2

Observation

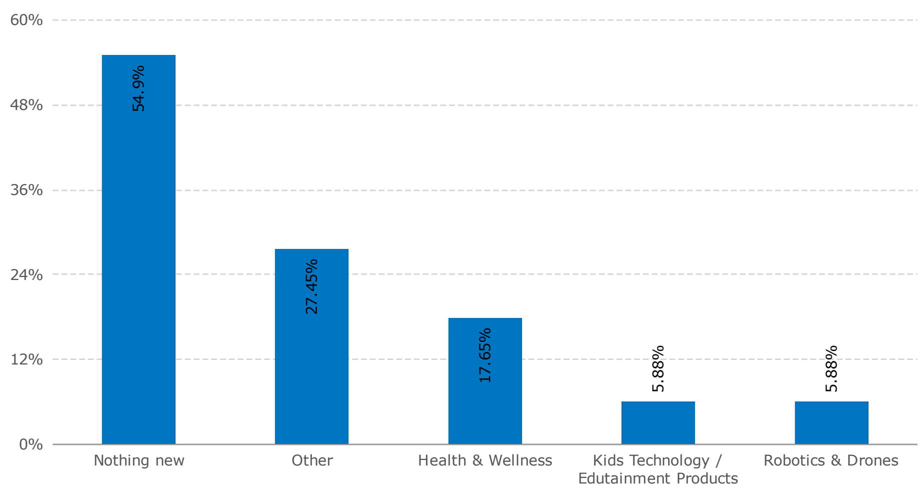
Mobile phones were the top-rated product, followed by laptops and wearable's as the top products sold by volume at the show among overall exhibitors. Similar trends could be seen among the top exhibitors, but Wearable's were the top-rated product among them.

NEW CATEGORIES BOUGHT TO THE SHOW - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 51 (100%)

Objective	Count	Percentage
Nothing new	**28**	**54.9%**
Other	14	27.45%
Health & Wellness	9	17.65%
Kids Technology / Edutainment Products	3	5.88%
Robotics & Drones	3	5.88%



Observation

Half of the exhibitors surveyed said they had not bought any new technology to the show. Among top exhibitors, majority said they had bought other technologies that can be seen in the Appendix.

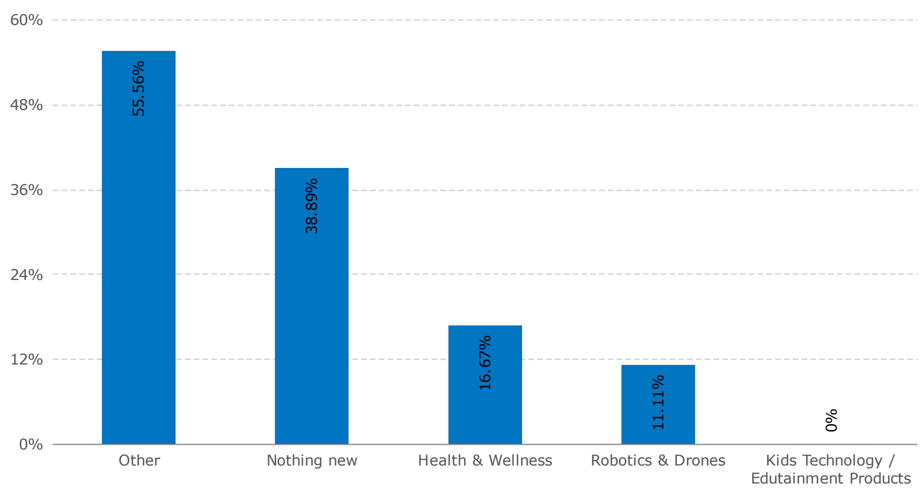
Appendix
Refer Appendix 4 to see ‘Other’ new categories bought to the show.

NEW CATEGORIES BOUGHT TO THE SHOW - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 18 (100%)

Objective	Count	Percentage
Other	**10**	**55.56%**
Nothing new	7	38.89%
Health & Wellness	3	16.67%
Robotics & Drones	2	11.11%
Kids Technology / Edutainment Products	0	0%



NEW CATEGORIES BOUGHT TO THE SHOW - COMPARISON

Response	Overall	Top
Nothing new	54.9%	38.89%
Other	27.45%	55.56%
Health & Wellness	17.65%	16.67%
Kids Technology / Edutainment Products	5.88%	0%
Robotics & Drones	5.88%	11.11%

Observation

Half of the exhibitors surveyed said they had not bought any new technology to the show. Among top exhibitors, majority said they had bought other technologies that can be seen in the Appendix.

Appendix

Refer Appendix 4 to see 'Other' new categories bought to the show.

NEW CATEGORIES RATING - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 10 (19.61%)

Response	Excellent	Good	Average	Poor	Rating Index/4
Health & Wellness	37.5%	50%	0%	12.5%	3.13
Kids Technology/Edutainment Products	0%	66.67%	33.33%	0%	2.67
Robotics & Drones	0%	50%	50%	0%	2.5

Observation

Out of those exhibitors who had exhibited products related to health and wellness, robotic and drones and kid's technologies; out of these - health and wellness technologies was the highest rated category among both exhibitor types with respect to performance at the show.

Appendix
Refer Appendix 5 to see how 'Other' new categories bought to the show performed.

NEW CATEGORIES RATING - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 2 (11.11%)

Response	Excellent	Good	Average	Poor	Rating Index/4
Health & Wellness	50%	50%	0%	0%	3.5
Robotics & Drones	0%	100%	0%	0%	3
Kids Technology/Edutainment Products	0%	0%	0%	0%	0

MEDIA USED FOR GITEX SHOPPER CAMPAIGN - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 18 (35.29%)

Print

Response	Count	Percentage
Flyers	3	23.08%
Gulf News	3	23.08%
Khaleej times	2	15.38%
Brochures	1	7.69%
Epson	1	7.69%
Flyers	1	7.69%
Printed T-Shirts	1	7.69%
Hard print	1	7.69%

Radio

Response	Count	Percentage
Hit 96.7	1	33.33%
Dubai Eye	1	33.33%
City 101.6	1	33.33%

Outdoor

Response	Count	Percentage
Billboard	2	40%
Emax	1	20%
Word of mouth	1	20%
Mediaone	1	20%

SEO

Response	Count	Percentage
Google	1	100%

Social

Response	Count	Percentage
Facebook	9	81.82%

Response	Count	Percentage
WhatsApp	1	9.09%
Instagram	1	9.09%

Digital

Response	Count	Percentage
Email	2	66.67%
PC Magazine	1	33.33%

MEDIA USED FOR GITEX SHOPPER CAMPAIGN - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 6 (33.33%)

Print

Response	Count	Percentage
Gulf News	3	60%
Epson	1	20%
Khaleej times	1	20%

Radio

Response	Count	Percentage
Dubai Eye	1	100%

Outdoor

Response	Count	Percentage
Emax	1	33.33%
Mediaone	1	33.33%
Billboard	1	33.33%

SEO

Response	Count	Percentage
Google	1	100%

Social

Response	Count	Percentage
WhatsApp	1	50%
Facebook	1	50%

Digital

Response	Count	Percentage
PC Magazine	1	100%

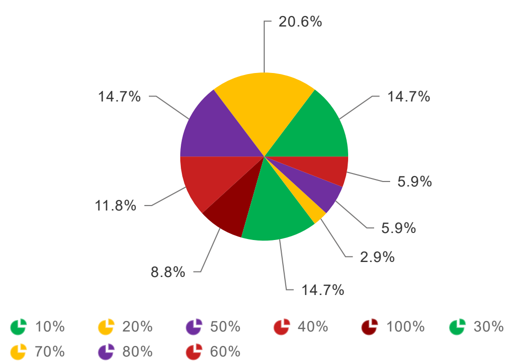
MEDIA EXPENDITURE - OVERALL

TOTAL SURVEY RESPONDANTS: 51

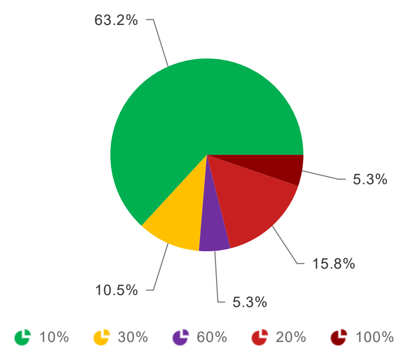
NO. OF RESPONDANTS TO THIS QUESTION: 39 (76.47%)

Response	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Rating Index/10
Print	14.71%	20.59%	14.71%	11.76%	14.71%	5.88%	2.94%	5.88%	0%	8.82%	4.12
Digital	31.25%	37.5%	0%	12.5%	9.38%	3.13%	6.25%	0%	0%	0%	2.66
Outdoor	38.1%	9.52%	38.1%	4.76%	4.76%	0%	4.76%	0%	0%	0%	2.48
Radio	63.16%	15.79%	10.53%	0%	0%	5.26%	0%	0%	0%	5.26%	2.11
SEO	77.78%	5.56%	11.11%	0%	0%	5.56%	0%	0%	0%	0%	1.56

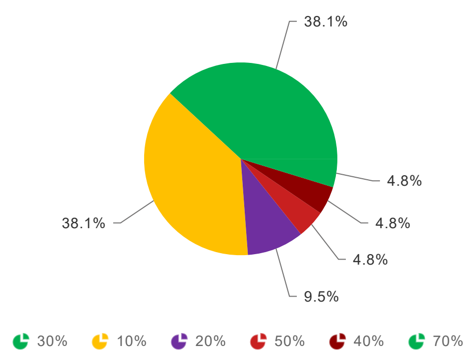
Print



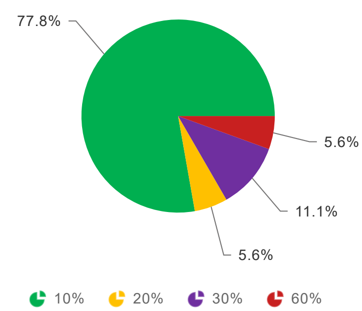
Radio



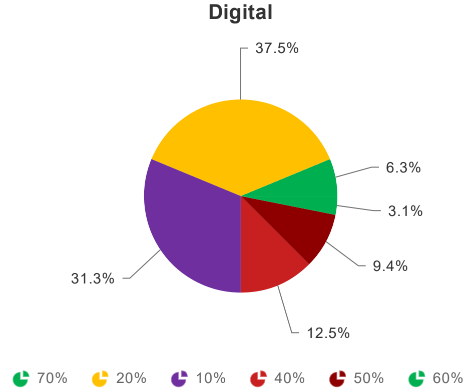
Outdoor



SEO



Digital



Observation

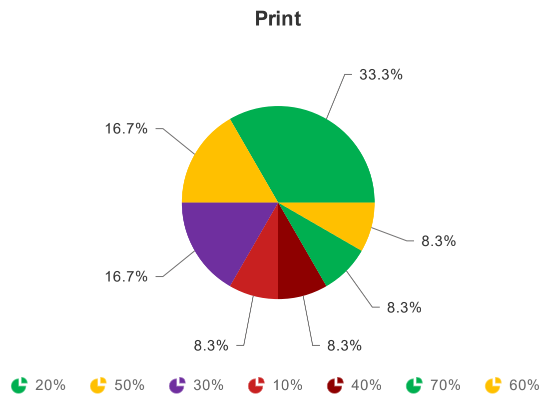
Print media was the highest voted media type for which overall and top exhibitors spent for the event campaign.

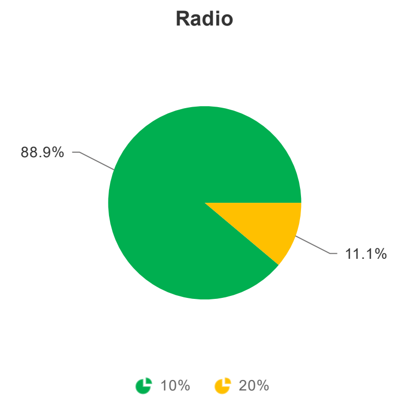
MEDIA EXPENDITURE - TOP

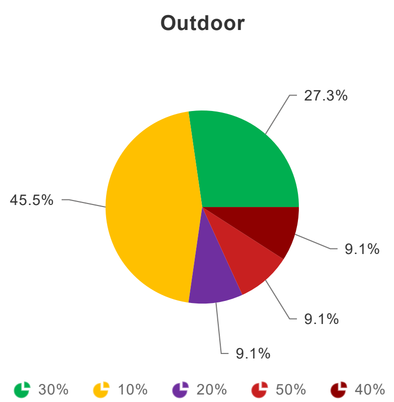
TOTAL SURVEY RESPONDANTS: 18

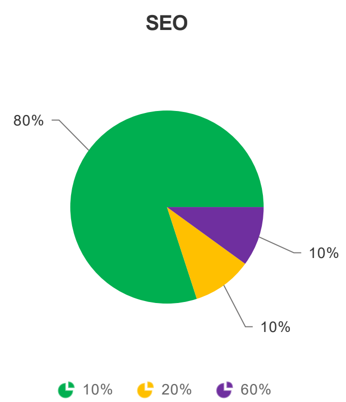
NO. OF RESPONDANTS TO THIS QUESTION: 13 (72.22%)

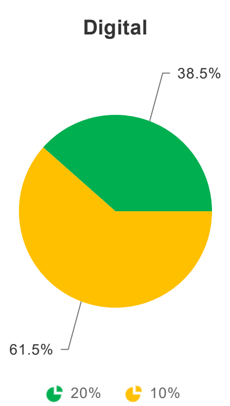
Response	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Rating Index/10
Print	8.33%	33.33%	16.67%	8.33%	16.67%	8.33%	8.33%	0%	0%	0%	3.5
Outdoor	45.45%	9.09%	27.27%	9.09%	9.09%	0%	0%	0%	0%	0%	2.27
SEO	80%	10%	0%	0%	0%	10%	0%	0%	0%	0%	1.6
Digital	61.54%	38.46%	0%	0%	0%	0%	0%	0%	0%	0%	1.38
Radio	88.89%	11.11%	0%	0%	0%	0%	0%	0%	0%	0%	1.11









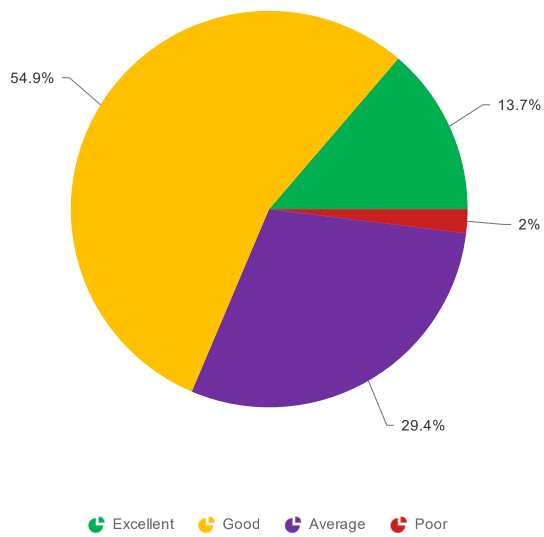


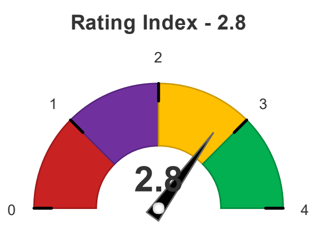
SHOW RATING - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 51 (100%)

Response	Count	2015	2016
Good	28	91%	54.9%
Average	15	1%	29.41%
Excellent	7	5%	13.73%
Poor	1	3%	1.96%





Observation

As depicted, majority of the exhibitors have rated the event positively. These positive ratings can also be noticed among the top exhibitors as well. When compared to last year's rating's it can be seen that the event rating has minimally fallen this year.

Appendix
Refer Appendix 2 to see reasons for rating show.

Comparison With Previous Show

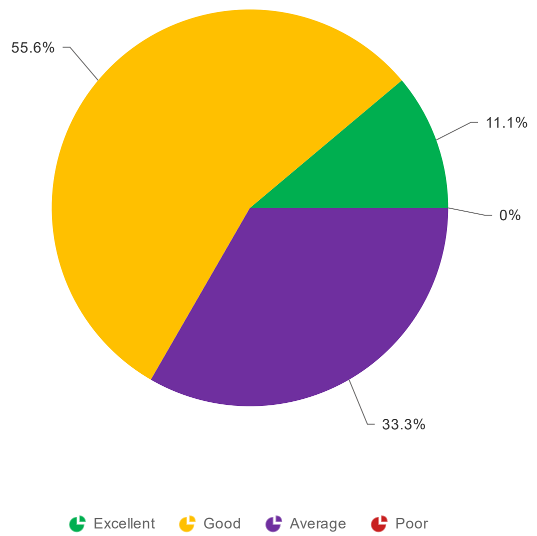
	2015	2016
Rating Index	2.97	2.8

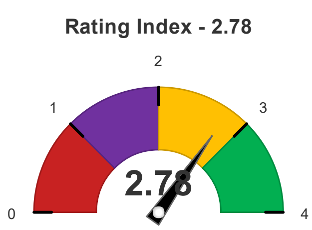
SHOW RATING - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 18 (100%)

Response	Count	Percentage
Good	**10**	**55.56%**
Average	6	33.33%
Excellent	2	11.11%





SHOW RATING - COMPARISON

Response	Overall	Top
Good	54.9%	55.56%
Average	29.41%	33.33%
Excellent	13.73%	11.11%
Poor	1.96%	0%

Observation

As depicted, majority of the exhibitors have rated the event positively. These positive ratings can also be noticed among the top exhibitors as well. When compared to last year’s rating’s it can be seen that the event rating has minimally fallen this year.

Appendix
Refer Appendix 2 to see reasons for rating show.

TOP SELLING PRODUCTS IN COMING YEAR - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 19 (37.25%)

Objective	1	2	3	Rating/3
Smartphones	21.05%	5.26%	0%	0.74
IPhone	21.05%	0%	0%	0.63
Wearable Devices	10.53%	5.26%	0%	0.37
Opal products	5.26%	0%	0%	0.16
Headphones	5.26%	0%	0%	0.16
Rochas watches	5.26%	0%	0%	0.16
Augmented reality	5.26%	0%	0%	0.16
Gaming products	5.26%	0%	0%	0.16
CCTV	5.26%	0%	0%	0.16
Laptop bags	5.26%	0%	0%	0.16
Kids Technology	5.26%	0%	0%	0.16
Romanson Watches	5.26%	0%	0%	0.16
BP Monitor	5.26%	0%	0%	0.16
Robotics	5.26%	0%	0%	0.11
Health and wellness	5.26%	0%	0%	0.11
Mobile accessories	5.26%	0%	0%	0.11
External HD	5.26%	0%	0%	0.11
Virtual reality	5.26%	0%	0%	0.11
Levies watches	5.26%	0%	0%	0.11
Cerrutti	5.26%	0%	0%	0.11
Smart Tv	5.26%	0%	0%	0.11
BeneCheck	5.26%	0%	0%	0.11
Home Security	5.26%	0%	0%	0.05
Fitness devices	5.26%	0%	0%	0.05
Selfie stick	5.26%	0%	0%	0.05
Audio Visual	5.26%	0%	0%	0.05
Laptops	5.26%	0%	0%	0.05

Observation

Smartphones, IPhone and Wearable devices were suggested as the top selling products in the coming year among the exhibitors surveyed. Among the top exhibitors, apart from Smartphones, IPhone and Wearable devices; Augmented reality, Gaming products and headphones were also proposed as the top selling products in the coming year.

Objective	1	2	3	Rating/3
Routers	5.26%	0%	0%	0.05
Orient Watches	5.26%	0%	0%	0.05
Swiss carden watches	5.26%	0%	0%	0.05

TOP SELLING PRODUCTS IN COMING YEAR - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 8 (44.44%)

Objective	1	2	3	Rating/3
Smartphones	12.5%	37.5%	0%	1.38
Wearable Devices	12.5%	25%	0%	0.88
IPhone	12.5%	0%	0%	0.38
Augmented reality	12.5%	0%	0%	0.38
Gaming products	12.5%	0%	0%	0.38
Headphones	12.5%	0%	0%	0.38
Smart Tv	12.5%	0%	0%	0.25
Virtual reality	12.5%	0%	0%	0.25
Laptops	12.5%	0%	0%	0.13
Audio Visual	12.5%	0%	0%	0.13
Fitness devices	12.5%	0%	0%	0.13
Home Security	12.5%	0%	0%	0.13

TOP SELLING PRODUCTS IN COMING YEAR - COMPARISON

Response	Overall	Top
Smartphones	0.74	1.38
IPhone	0.63	0.38
Wearable Devices	0.37	0.88
Kids Technology	0.16	0
Romanson Watches	0.16	0
Laptop bags	0.16	0
BP Monitor	0.16	0
CCTV	0.16	0
Opal products	0.16	0
Rochas watches	0.16	0
Headphones	0.16	0.38
Gaming products	0.16	0.38
Augmented reality	0.16	0.38
Cerrutti	0.11	0
Smart Tv	0.11	0.25
BeneCheck	0.11	0
Levies watches	0.11	0
Health and wellness	0.11	0
Virtual reality	0.11	0.25
Mobile accessories	0.11	0
Robotics	0.11	0
External HD	0.11	0
Routers	0.05	0
Orient Watches	0.05	0
Laptops	0.05	0.13
Swiss carden watches	0.05	0
Fitness devices	0.05	0.13
Home Security	0.05	0.13
Selfie stick	0.05	0

Observation

Smartphones, IPhone and Wearable devices were suggested as the top selling products in the coming year among the exhibitors surveyed. Among the top exhibitors, apart from Smartphones, IPhone and Wearable devices; Augmented reality, Gaming products and headphones were also proposed as the top selling products in the coming year.

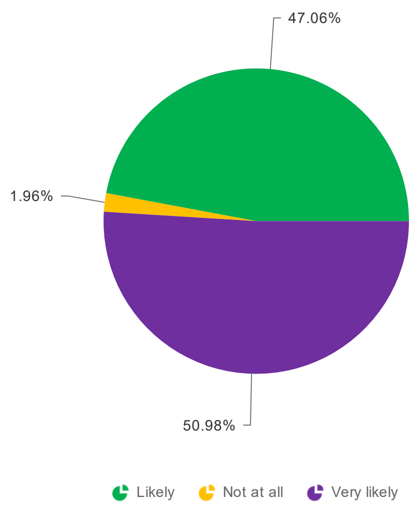
Response	Overall	Top
Audio Visual	0.05	0.13

PLANNING TO EXHIBIT AT THE NEXT EDITION - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 51 (100%)

Responses	Count	Percentage
Very likely	**26**	**50.98%**
Likely	24	47.06%
Not at all	1	1.96%



Observation

A positive response of 98% of the overall exhibitors and 94% of the top exhibitors surveyed responded that they were likely or very likely to exhibit at next year's GITEX Shopper edition.

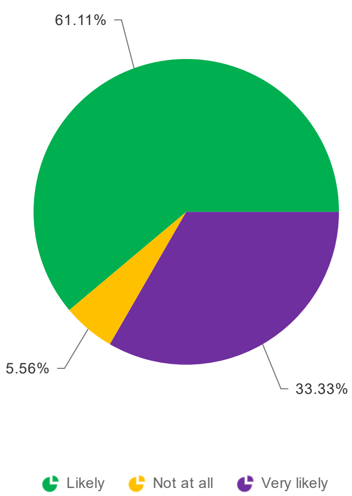
Appendix
Refer Appendix 6 to see reasons for not planning to exhibit at the next edition.

PLANNING TO EXHIBIT AT THE NEXT EDITION - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 18 (100%)

Responses	Count	Percentage
Likely	**11**	**61.11%**
Very likely	6	33.33%
Not at all	1	5.56%



PLANNING TO EXHIBIT AT THE NEXT EDITION - COMPARISON

Response	Overall	Top
Very likely	50.98%	33.33%
Likely	47.06%	61.11%
Not at all	1.96%	5.56%

Observation

A positive response of 98% of the overall exhibitors and 94% of the top exhibitors surveyed responded that they were likely or very likely to exhibit at next year's GITEX Shopper edition.

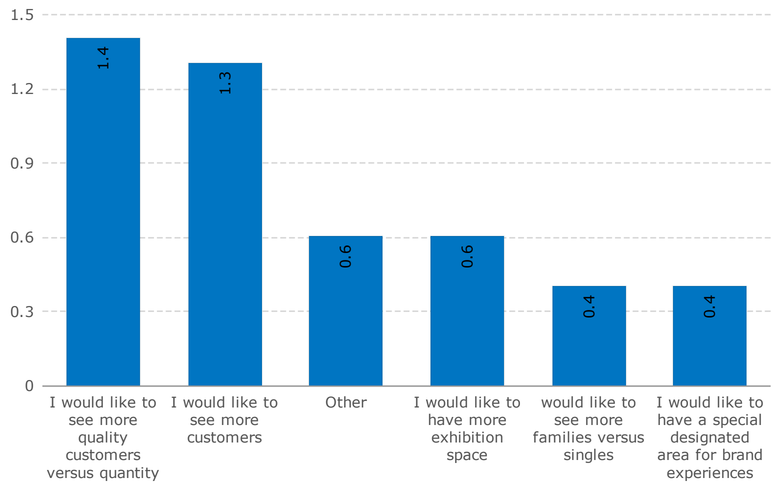
Appendix
Refer Appendix 6 to see reasons for not planning to exhibit at the next edition.

AREAS OF IMPROVEMENT - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 45 (88.24%)

Objective	1	2	3	Rating Index/3
I would like to see more quality customers versus quantity	**3**	**8**	**15**	**1.42**
I would like to see more customers	5	8	13	1.33
Other	2	3	7	0.64
I would like to have more exhibition space	5	7	3	0.62
I would like to have a special designated area for brand experiences	5	3	3	0.44
would like to see more families versus singles	6	2	3	0.42



Observation

As depicted, it can be observed that both, overall and top exhibitors wanted to see more visitors where visitor quality was preferred over quantity during the event.

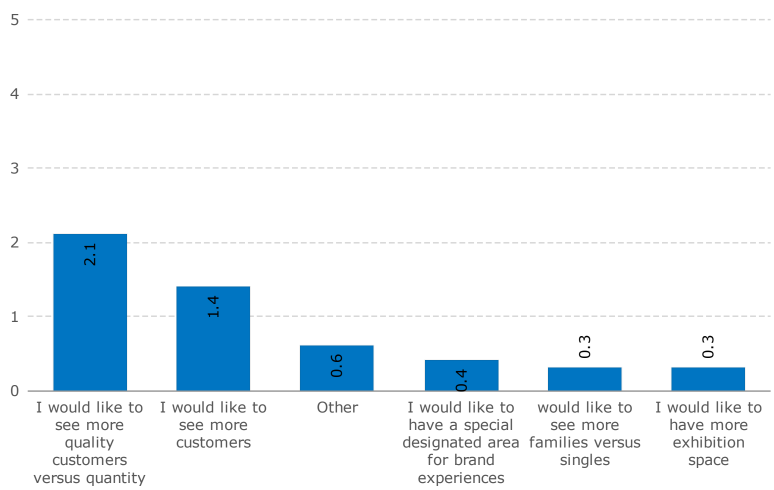
Appendix
Refer Appendix 3 to ‘Other’ areas of improvement.

AREAS OF IMPROVEMENT - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 15 (83.33%)

Objective	1	2	3	Rating Index/3
I would like to see more quality customers versus quantity	**2**	**3**	**8**	**2.13**
I would like to see more customers	2	5	3	1.4
Other	1	1	2	0.6
I would like to have a special designated area for brand experiences	1	1	1	0.4
would like to see more families versus singles	4	0	0	0.27
I would like to have more exhibition space	2	1	0	0.27



AREAS OF IMPROVEMENT - COMPARISON

Response	Overall	Top
I would like to see more quality customers versus quantity	1.42	2.13
I would like to see more customers	1.33	1.4
Other	0.64	0.6
I would like to have more exhibition space	0.62	0.27
I would like to have a special designated area for brand experiences	0.44	0.4
I would like to see more families versus singles	0.42	0.27

Observation

As depicted, it can be observed that both, overall and top exhibitors wanted to see more visitors where visitor quality was preferred over quantity during the event.

Appendix
Refer Appendix 3 to 'Other' areas of improvement.

TESTIMONIALS - OVERALL

TOTAL SURVEY RESPONDANTS: 51

NO. OF RESPONDANTS TO THIS QUESTION: 37 (72.55%)

Positive

Company Name	Response
Abu Dhabi Islamic Bank	The best place to promote your brand directly to the consumers
Al Safeer Group of Companies	Very good. Good number of customers with lots of buying power. Good number of electronics to look around to buy as customer. Meeting targets
Amity University	The Gitex 2016 was a very productive experience for us as the student attendance was great and staff was very friendly.
Amra Trading Company LLC	Gitex has been a really good experience for Amra Trading company. Better planning is to be done on the location mainly.
Arabian Trading Agency	This is the platform where we can reach a large number of audience
Collector Consulting FZ LLC	Good
Dar Al Khaleej	Overall it was a good experience I got a chance to met number of new clients
Dell FZ-LLC	8 Days to unleash the brand out to customers - an experience! Also the electronic segment customers get what they want!!!
Emirates Petroleum Products Company (Eppco) L.L.C	It was very good! Compared to previous year, our sales were good and had others good offers also.
Global Wireless Telecom LLC	Meeting new people and their needs. Whole atmosphere. No complaints
HiPhone Telecom	Gitex shopper was an intensive event full of offers, raffle draws, promotions and bidding activities from retailers which kept customers engaged and excited. Unique offerings of product bundle offers, mobile device deals and discounts gave an added value and encouraged visitors to spend more. Key retailers such as HiPHONE TELECOM, awarded customers with gift vouchers and discount cards just for visiting their stand and an opportunity to participate in contests and raffle draws throughout the week. The only downside that was observed at this event was a dramatic drop in the number of participants/retailers this year as compared to last which affected the footfall and disappointed was expressed by some of the visitors.

Observation

Positive testimonials about the event was voiced by majority of the exhibitors. This trend was common among the top exhibitors as well.

Company Name	Response
HP Computing and Printing Middle East FZ-LLC	We had good presence this year. For improvements better quality of customers Mic privilege for premium brands, like hp* since they got radio 1 and have space
Hurricane Marine General Trading	Simply the best as usual!
Jumbo Electronics Co Ltd LLC	Our participation at this year GITEX Technology Autumn ended on a positive note by meeting our expected sales growth. As expected, the smart phone category was the crowd puller thanks to the hype created by the launch of IPhone 7 and 7 plus that massively contributed to our overall sales along with the tremendous response for Samsung Galaxy S7 and S Edge. The new FIFA 17 and leading gaming consoles were among the top sellers while Virtual Reality and wearables also performed well during the eight-day event. GITEX Shopper typically receives massive footfall from local resident including visitors from across the region and this year is no different. We will continue to be part of GITEX Shopper and are optimistic that sales will continue on the positive trajectory until the end of the festive season. We will continue to delight and provide our customers with great product bundle offers both at our retail outlets and through our website - Jumbo.ae
Max Electronics LLC.	Its a great event - people come from various places came to buy so we had to deliver great offers and give them best services
KY STYLE HOME	Overall it was a nice experience and I am looking forward to coming next year
Life Pharmacy	It was an awesome experience being the first time. We will be back. Was able to answer a lot of questions about electronic wellness.
Mega Electronics Llc	Its a great show but can be better, the staff should take care of the sound pollution inside. The exhibitors should be asked not to display products outside the stand, they should ask the microphone holders to lower down their volume, which go high every 10 minutes. The items that require explanation becomes very difficult to sell due to the loud speakers around.
Nazih Trading Co. LLC	Good for the first experience
Nestle UAE LLC	It helps to complete 15% to 30% of the Quarterly sale for the brand. Looking forward for the next year!
Nishat General Company LLC.	Was very good and encouraging, sales was god and customers were excellent!
Opal Computers	Gain in promotional experience
Micro-Star INT'L CO., LTD	Much awaited show in the region. 1 show in a year gives more potential sales
Sharaf DG (Android Nation)	Its huge experiences and the best place for the offer

Company Name	Response
Sundos Computer	Multi cultural customers and meeting their needs. Learning new things. Improving space and structure
Tech Orbit Trading LLC	This was our first time at the show and it was really a productive experience and a right decision to participate. The DWTC team support made things more workable and hence it was a fantastic team work which made it possible for us this year. Thank you Mr. Pangkaj for all your support.
Time House Trading LLC	Met a lot of people in one environment. Do digital advertisement to promote better in the future. Find a better spot to promote sales
Yuet Meng Trading Co. Pte.Ltd	Very good

Negative

Company Name	Response
Al Habtoor Motors Co. L.L.C. - Mitsubishi	Not a good footfall Expected more customers
Arabian Radio Network - ARN	Not much customers this year and a lot of noise
City Moments Trading LLC	We are offering more discount this year - but customers were not buying.
Guangzhou Yisitong Electronic Instruments Factory	Scope for improvement. Sales representatives from other neighboring stalls should stop disturbing customers while visiting my stall. Stop use of loud speakers.
GULF DTH FZ LLC	Reduce noise
Microsoft (Promocell)	Needs to improve drastically on the sound management
Samsung Gulf Electronics FZE	DWTC needs to revolutionize GITEX Shoppers. Currently the Asian communities are DWTC target audience. We need to find ways to encourage the Expat and Local community to visit Gitex. This will in turn result in an increase in sales in high ticket products. On another note, Samsung would like to highlight our disappointment towards DWTC for lack of support in extending to Samsung their support for the Note 7 Exchange program. An Excellent opportunity for our customers to get the Latest promotions at the best possible prices.
SIDDHI INTERNATIONAL L.L.C.	Reduce marketing price. Reduce noise. Arrange meeting with organizers before ending of the show for regular retailers. Healthy competition, competitors should stop sending sales representatives to other stalls and taking potential customers away

Company Name	Response
Spade Techs	GITEX exhibitor services provides the worst service among all the exhibitions I have attended so far. The employees there are incompetent, complacent and extremely rude to the exhibitors. This is not just my experience but that of several other exhibitors I had the opportunity to interact with. Their service quality and demeanor is a disgrace to the GITEX brand and does not befit a service organization. That being said, I had a very good experience with the organizers. The team was very accommodating and helpful in many of our special requests, even at very short notice.

TESTIMONIALS - TOP

TOTAL SURVEY RESPONDANTS: 18

NO. OF RESPONDANTS TO THIS QUESTION: 9 (50%)

Positive

Company Name	Response
Sharaf DG (Android Nation)	Its huge experiences and the best place for the offer
Micro-Star INT'L CO., LTD	Much awaited show in the region. 1 show in a year gives more potential sales
Max Electronics LLC.	Its a great event - people come from various places came to buy so we had to deliver great offers and give them best services
Jumbo Electronics Co Ltd LLC	Our participation at this year GITEX Technology Autumn ended on a positive note by meeting our expected sales growth. As expected, the smart phone category was the crowd puller thanks to the hype created by the launch of IPhone 7 and 7 plus that massively contributed to our overall sales along with the tremendous response for Samsung Galaxy S7 and S Edge. The new FIFA 17 and leading gaming consoles were among the top sellers while Virtual Reality and wearables also performed well during the eight-day event. GITEX Shopper typically receives massive footfall from local resident including visitors from across the region and this year is no different. We will continue to be part of GITEX Shopper and are optimistic that sales will continue on the positive trajectory until the end of the festive season. We will continue to delight and provide our customers with great product bundle offers both at our retail outlets and through our website - Jumbo.ae
HP Computing and Printing Middle East FZ-LLC	We had good presence this year. For improvements better quality of customers Mic privilege for premium brands, like hp* since they got radio 1 and have space
Dell FZ-LLC	8 Days to unleash the brand out to customers - an experience! Also the electronic segment customers get what they want!!!
Abu Dhabi Islamic Bank	The best place to promote your brand directly to the consumers

Negative

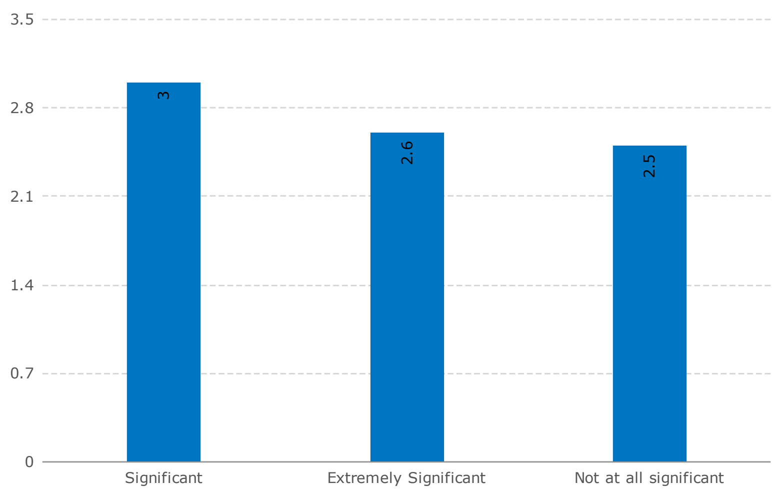
Company Name	Response
Samsung Gulf Electronics FZE	DWTC needs to revolutionize GITEX Shoppers. Currently the Asian communities are DWTC target audience. We need to find ways to encourage the Expat and Local community to visit Gitex. This will in turn result in an increase in sales in high ticket products. On another note, Samsung would like to highlight our disappointment towards DWTC for lack of support in extending to Samsung their support for the Note 7 Exchange program. An Excellent opportunity for our customers to get the Latest promotions at the best possible prices.
Microsoft (Promocell)	Needs to improve drastically on the sound management

GITEX SHOPPER 2016 - AUTUMN EDITION EXHIBITORS SURVEY REPORT

CORELATIONS

SIGNIFICANCE VS RATING

Response	Excellent	Good	Average	Poor	Rating Index
Significant	17%	66%	17%	0%	3
Extremely Significant	25%	13%	63%	0%	2.6
Not at all significant	0%	57%	36%	7%	2.5



Observation

Those exhibitors who said that GITEX Shopper was significant or extremely significant to their yearly sales plan, rated the show better than those who said the show was not at all significant. This reflects that those exhibitors who relied on the event to achieve sales target or improve business were happy with the show.

SIGNIFICANCE VS RETURN

Response	Very likely	Likely	Not at all
Extremely Significant	63%	38%	0%
Significant	41%	59%	0%
Not at all significant	64%	29%	7%

Observation

It could be observed that all those exhibitors who said GITEX Shopper was significant or extremely significant to their yearly sales plan responded positively that they were likely or very likely to exhibit at the next edition.

RATING VS RETURN

Response	Very likely	Likely	Not at all
Excellent	43%	57%	0%
Good	57%	43%	0%
Average	47%	47%	7%
Poor	0%	100%	0%

Observation

Despite show ratings, it was observed that majority of the exhibitors were likely or very likely to exhibit at the next edition.

VISITOR RATING VS RETURN

VISITOR QUANTITY

Response	Very likely	Likely	Not at all
Significantly above expectations	100%	0%	0%
Above expectations	50%	50%	0%
As expected	38%	62%	0%
Below expectations	55%	40%	5%

VISITOR QUALITY

Response	Very likely	Likely	Not at all
Significantly above expectations	100%	0%	0%
Above expectations	63%	37%	0%
As expected	43%	57%	0%
Below expectations	40%	57%	7%

Observation

As depicted, it can be seen that those exhibitors who rated visitor’s quantity and quality significantly above and above expectations, majority are likely to return for the next edition.

GITEX SHOPPER 2016 - AUTUMN EDITION EXHIBITORS SURVEY REPORT

FIELD OBSERVATION

Show ambience – Major grievances included too much noise within the event, promoters or sales individuals found it difficult to communicate to clients or to close deals. Many felt that visitors fled from the stalls because of the noise.

Organizing – Most of the exhibitors provided positive feedback about the show. However, a few exhibitors had grievances of not receiving adequate support from the organizing team during the event.

Visitors – A general feedback among exhibitors surveyed were that the footfall was less when compared to the last editions. Reasons included high ticket prices, fluctuations in the market and reuse of badges by multiple visitors hence reducing visitor quality. Suggestions were that, not to target only Asian expatriates but also to improve marketing techniques so as to attract local and international visitors. Exhibitors were more concerned about visitor's quality than quantity.

Parking – Exhibitors said that parking's were either not available or was too far away from the event. Parking hassles were also one of the reasons voiced by exhibitors for not having expected footfall according to exhibitor expectation.

Surveys – Few angry exhibitors refused to provide feedback responding that the survey was too long or that they were upset with the show and wanted to speak to the organizing team directly.

GITEX SHOPPER 2016 - AUTUMN EDITION EXHIBITORS SURVEY REPORT

LOOKING FORWARD

Looking Forward:

- Most of the visitors had heard about the show from friends or colleagues which is a positive sign. Apart from this a large population had learnt about it from the metro and from social media platforms. Targeting the metro and social media platforms like Facebook and Instagram with strategies like competitions or methods where potential visitors would be kept engaged will ensure that the event is fresh in people's mind before the next edition. Also, seeing such practices, would encourage more exhibitors to exhibit their products at the show.
- Customer service team for exhibitors is highly suggested. This team could also be in charge to vigilance noise created during the event over a particular decibel. High noise levels could drive away people who prefer a calmer environment for shopping or those with small children etc.
- Exhibitor and visitor surveys could be made a bit shorter.
- New induction with exciting technology to create a fun element with cognitive services. Survey tabs could be placed at kiosks, with face recognition which would directly enroll them into the raffle draws as well as take the surveys.
- Retailers to be encourage to design bundle offers and discounts which are exclusive only to the event. These promotions should not be available at stores during the event. Such methods will drive more footfall.
- After sales collecting points was too crowded especially during the weekends and peak hours. A suggestion would be to keep the collection center little away from the from the actual show to ensure crowd control.
- More exclusive products launch like the IPhone 7 are expected at the show. Visitors tend to look for brands that are usually not available in the UAE like Oneplus3 – these brands have higher specifications and are comparatively affordable.

GITEX SHOPPER 2016 - AUTUMN EDITION EXHIBITORS SURVEY REPORT

APPENDIX

RATING EVENT OBJECTIVES - REASONS FOR RATING AVERAGE OR POOR

Generate sales

Response	Count	Percentage
Improve marketing techniques	4	44.44%
Less footfall	2	22.22%
Customers prefer branded products	2	22.22%
Reduce ticket prices	1	11.11%

Launch new products

Response	Count	Percentage
Improve marketing techniques	1	33.33%
Noisy environment	1	33.33%
Less footfall	1	33.33%

Evaluate competitors

Response	Count	Percentage
Not much competitors	2	66.67%
Improve marketing techniques	1	33.33%

Meet agents / distributors

Response	Count	Percentage
Less traders	4	80%
More end-users	1	20%

Promote Brand

Response	Count	Percentage
Noisy environment	1	50%
Similar products	1	50%

SHOW RATING - REASONS

Rating Good or Excellent - Appreciated factors

Response	Count	Percentage
Brand exposure	7	24.14%
Quality customers	5	17.24%
Good marketing techniques	4	13.79%
Support from the organizing team	3	10.34%
Good turn over	3	10.34%
Planning and organization	2	6.9%
Customer experience	2	6.9%
One on one conversation with end users	2	6.9%
Networking opportunities	1	3.45%

Rating Average or Poor - Reasons

Response	Count	Percentage
High competition	3	27.27%
Better marketing techniques	2	18.18%
More buyers	2	18.18%
More advertising	1	9.09%
Less footfall	1	9.09%
More Advertising	1	9.09%
Bigger space	1	9.09%

AREA OF IMPROVEMENT - OTHER

Objective	Count	Percentage
Improve marketing techniques	**4**	**33.33%**
Improve organization and layout	3	25%
Reduce number of show days	2	16.67%
To discuss final layout with exhibitors	2	16.67%
Reduce exhibitor charges	2	16.67%
Reduce ticket prices	2	16.67%
Parking	2	16.67%
Include international exhibitors	1	8.33%
More access to customers	1	8.33%

Objective	Count	Percentage
Noise control	1	8.33%
Quality visitors	1	8.33%

NEW CATEGORIES BOUGHT TO THE SHOW - OTHERS

Responses	Count	Percentage
Gaming products	**2**	**20%**
Mobile accessories	2	20%
Virtual reality	1	10%
Wearables - VR, Fit 2, IconX	1	10%
Torture chamber gaming	1	10%
New cars	1	10%
Banking	1	10%
Laser cast TV & 8k tv	1	10%

NEW CATEGORIES BOUGHT TO THE SHOW - OTHERS - HOW DID THEY PERFORM?

Responses	Count	Percentage
Good	**5**	**55.56%**
Excellent	2	22.22%
Average	2	22.22%
Poor	0	0%

PLANNING TO EXHIBIT AT THE NEXT EDITION - REASONS FOR NOT PLANNING TO EXHIBIT

Responses	Count	Percentage
Should conduct once in an year	**1**	**100%**