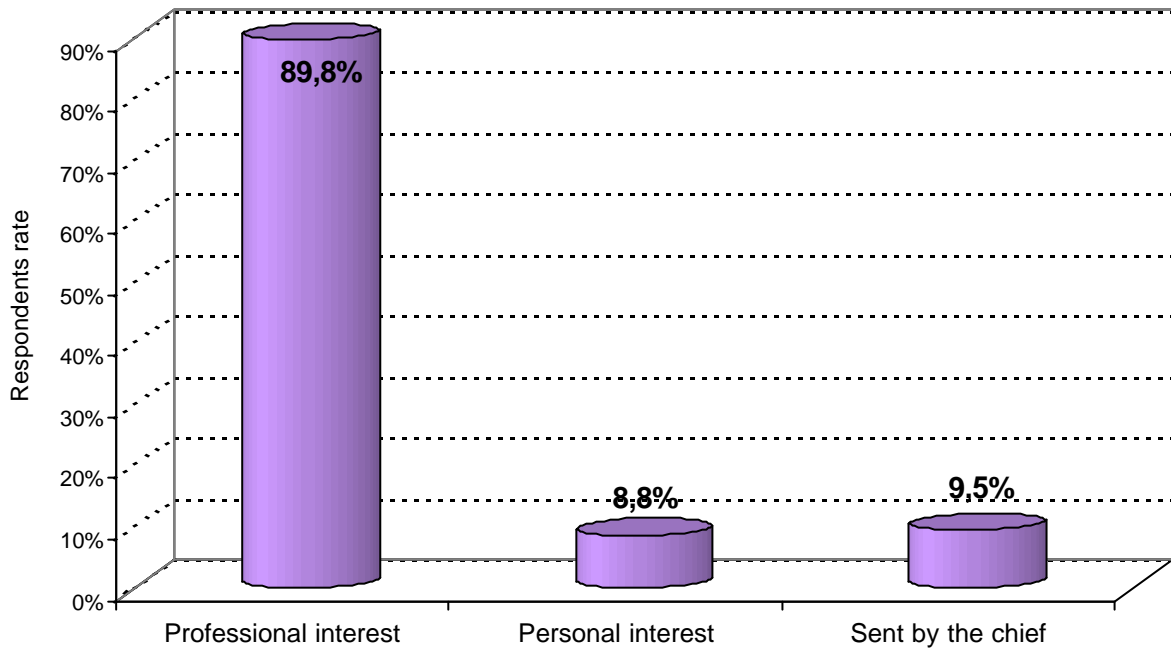


Reasons for Visiting Ingredients Russia 2004

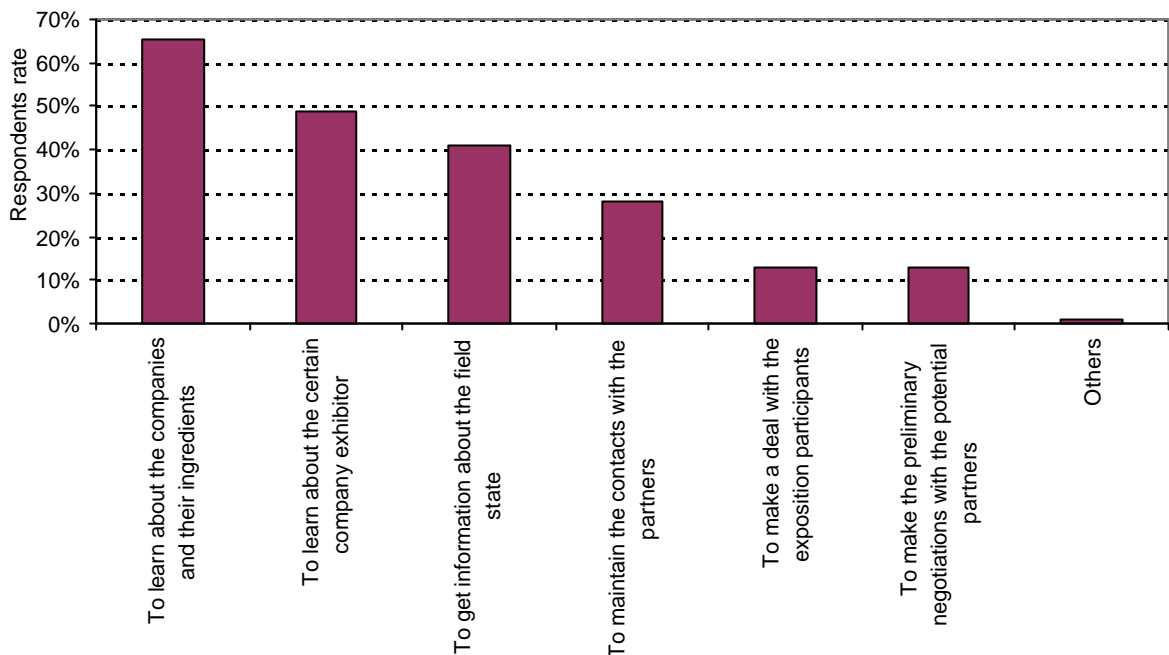
Motivation for visiting the exhibition



The main reason for visiting Ingredients Russia 2004 was said to be a professional interest (89,8% of respondents came to the exhibition because of this reason). This rate is testament to the high value put on this exhibition by experts in this field.

Personal interest guided 8,8% of the visitors and 9,5% of visitors were sent by their boss.

Reasons for visiting; order of importance



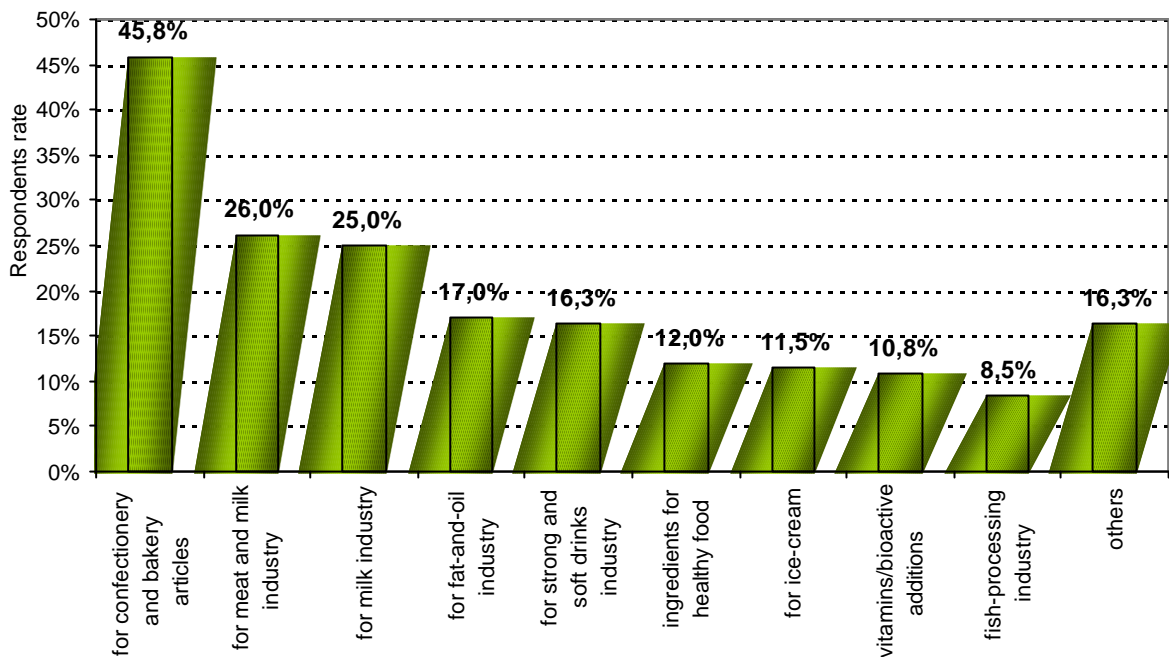
The main reasons for visiting the exhibition were: to learn about new companies and ingredients (65,3% of respondents came to the exhibition because of this reason), to learn about certain companies (49%), to get general information about the state of the market (40,8%).

About a third of the respondents (28%) visited the exhibition in order to maintain contacts with the existing suppliers/partners.

About 13% of visitors named deal making with participants or preliminary negotiations with potential partners as the reasons for attending the exhibition.

Thus, the main reasons for visiting Ingredients Russia were information learning and maintenance of contacts with partners.

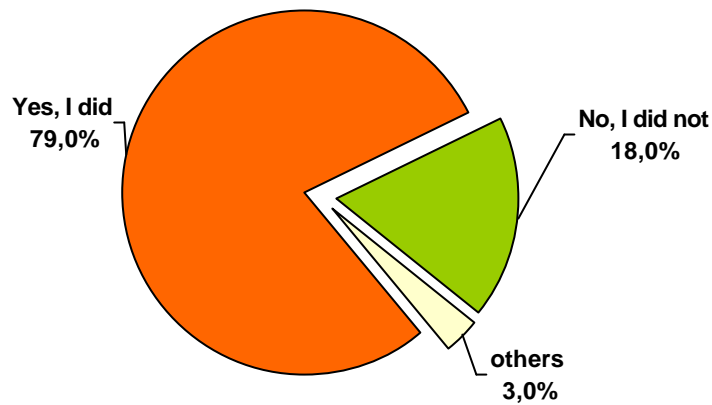
Interesting fields of ingredients



An important part of the visitors interested in the ingredients for confectionery and bakery articles (45,8% responds). The second place in the interest hierarchy was taken by the ingredients of meat and milk industry (26% and 25% correspondingly), the third place – the ingredients for fat-and-oil industry (17%) and strong and soft drinks industry (16,3%).

The ingredients for the healthy food (12%) and vitamins/ bio-active supplements (10,8%) are the relatively popular items for the moment. The ice-cream industry is at the same level of popularity (11,5%).

Evaluation on the exhibition visiting satisfaction (Did you find the information that you need?)

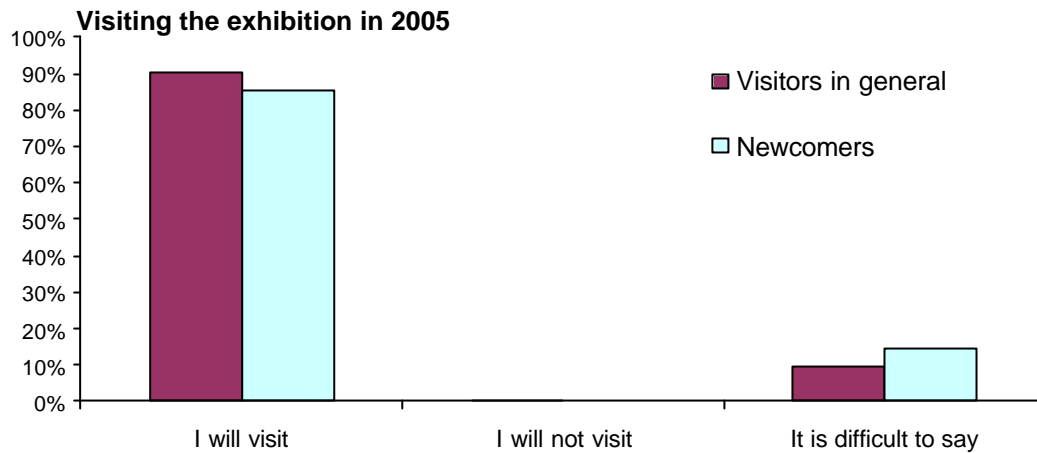


The majority of the visitors confirmed that they had found the ingredients/information that they needed. This result could be an evidence that the visitors are satisfied with Ingredients Russia 2004

Only 18% of respondents did not find the ingredients that they needed.

Visitors stated that they were unable to find adequate representation of the following ingredients sectors; Flavourings (9%), emulsifiers and dyes (5,1%)

Attitudes towards visiting Ingredients Russia again in 2005



The majority of those visiting the exhibition (permanent visitors as well as newcomers) intended to visit the exhibition «Ingredients Russia 2005».

The newcomers of the exhibition «Ingredients Russia 2004», had less intention to visit the exhibition next year and they have the difficulties more often than the other visitors, however, these differences were not significant.