



FACTS & ANALYSIS

FOODTECH

1-3 OCTOBER 2024 - HERNING, DENMARK

FACTS

	2024	2022
Antal besøgende / Number of visitors	7.066 / 7,066	6.918 / 6,918
– heraf udenlandske / – of which foreign	508	614
Antal udstillere / Number of exhibitors	267	275
Generel tilfredshed med messen – besøgende / General satisfaction with the exhibition – visitors	4,1 / 4.1	4,2 / 4.2
Generel tilfredshed med messen – udstillere / General satisfaction with the exhibition – exhibitors	3,7 / 3.7	3,8 / 3.8
Tilfredshed med antal besøgende / Satisfaction with the number of visitors	3,0 / 3.0	3,2 / 3.2

BEDST REPRÆSENTEREDE BESØGSBRANCHER / BEST REPRESENTED VISITOR INDUSTRIES

1. Mejerier / Dairy sector
2. Maskiner og udstyr til fremstilling af fødevarer m.m. /
Machines and equipment for the production of foods, etc
3. Uddannelse, forskning og videnscentre / Education, research & knowledge centres
4. Fremstilling af ingredienser / Production of ingredients
5. Metal- og stålindustri / Metal- and steel industry
6. Emballageindustri / Packaging industry
7. Brød- og konfektindustri / Bread and confectionery industry
8. Øvrig fødevarerindustri / Other food industry
9. Fremstilling af elektrisk udstyr / Production of electrical equipment
10. Kemisk industri / Chemical industry
11. Bryggeri- og læskedrikindustri / Brewery and soft drinks industry
12. Plastindustri / Plastics industry
13. Fiskeindustri / Fishing industry
14. Rådgivning / Consulting services
15. Bioteknologi / Biotechnology
16. Fremstilling af kød og fjerkræprodukter / Production of meat and poultry products
17. Svine- og kreaturslagterier / Pig and cattle abattoirs
18. Biotek industrien / Biotech industry
19. Farmaceutisk industri / Pharmaceutical industry
20. Medicinalindustri / Medical industry

TOP 20 BESØGSLANDE / TOP 20 VISITING COUNTRIES

- | | | |
|------------------------------|------------------------------------|--------------------------|
| 1. Danmark / Denmark | 8. Polen / Poland | 15. Litauen / Lithuania |
| 2. Sverige / Sweden | 9. Tyrkiet / Turkey | 16. Bulgarien / Bulgaria |
| 3. Norge / Norway | 10. Storbritannien / Great Britain | 17. Grækenland / Greece |
| 4. Tyskland / Germany | 11. Tjekkiet / The Czech Republic | 18. Canada / Canada |
| 5. Holland / The Netherlands | 12. Færøerne / The Faroe Islands | 19. Italien / Italy |
| 6. Island / Iceland | 13. Kina / China | 20. Ukraine / Ukraine |
| 7. Estland / Estonia | 14. Japan / Japan | |

HYPPIGST FOREKOMMENDE STILLINGSBETEGNELSER BLANDT DE BESØGENDE / MOST FREQUENTLY OCCURRING JOB TITLES AMONG THE VISITORS

- | | |
|--|--|
| 1. Afdelingschef/-leder / Head of Department | 12. Teknisk chef / leder / Technical manager |
| 2. Mejerist / Dairy technician | 13. Ingeniør - Maskiningeniør / Engineer - Mechanical engineer |
| 3. Direktør/CEO/Adm. direktør / Director/CEO/Managing director | 14. Key Account Manager / Key Account Manager |
| 4. Sælger / Salesperson | 15. Produktionsmedarbejder / Production operative |
| 5. Projektchef/-leder / Project manager | 16. Produktudvikler / Product developer |
| 6. Salgschef / Sales manager | 17. Fabrikschef/-leder / Factory manager |
| 7. Tekniker / Technician | 18. Laborant / Laboratory technician |
| 8. Indkøber / Purchaser | 19. Ingeniør - Mejeriingeniør / Engineer - Dairy engineer |
| 9. Indehaver/ejer / Owner | 20. Drifts- og vedligeholdelsesmedarbejder / Operations and maintenance employee |
| 10. Konsulent / Rådgiver / Consultant/Adviser | |
| 11. Produktionschef/-leder / Production manager | |

TOP 25 BESØGSVIRKSOMHEDER / TOP 25 VISITING COMPANIES

Alfabetisk rækkefølge / The list is in alphabetical order

- | | |
|--|-------------------------------------|
| 1. ARLA | 13. Lantmännen Unibake Denmark A/S |
| 2. Alflow Skandinavia A/S | 14. Mammen Mejerierne A/S |
| 3. Au2mate A/S | 15. Marel A/S |
| 4. BILA A/S | 16. Novonesis |
| 5. Carlsberg Denmark A/S | 17. Nørager mejeri A/S |
| 6. Centre of Estonian Rural Research and Knowledge | 18. Palsgaard A/S |
| 7. Danish Crown A/S | 19. Process Engineering A/S |
| 8. Danmark Protein AFI group | 20. Sealing System |
| 9. Fertin Pharma A/S | 21. SPX FLOW Technology Danmark A/S |
| 10. GEA Liquid Technologies A/S | 22. Tetra Pak Danmark A/S |
| 11. IFF Grindsted | 23. Tetra Pak Filtration Solutions |
| 12. KMC, Kartoffelmelcentralen A.m.b.a | 24. Them Andelsmejeri |
| | 25. Thise Mejeri |

UDSTILLERANALYSE / EXHIBITOR ANALYSIS

HVORFOR BØR DU UDSVILLE PÅ FOODTECH? WHY YOU SHOULD EXHIBIT AT FOODTECH?

På en skala fra 1-5, hvor 5 er bedst / On a scale from 1 to 5, where 5 is the best

3,6 gives af udstillerne i tilfredshed med kvaliteten af de besøgende på deres stand /
3.6 is given by the exhibitors as an average satisfaction score in relation to the
quality of the visitors at their stand

3,4 gives af udstillerne i tilfredshed med udbyttet af deltagelsen på messen /
3.4 is given by the exhibitors as an average satisfaction score in relation to the
benefits of their participation at the exhibition.

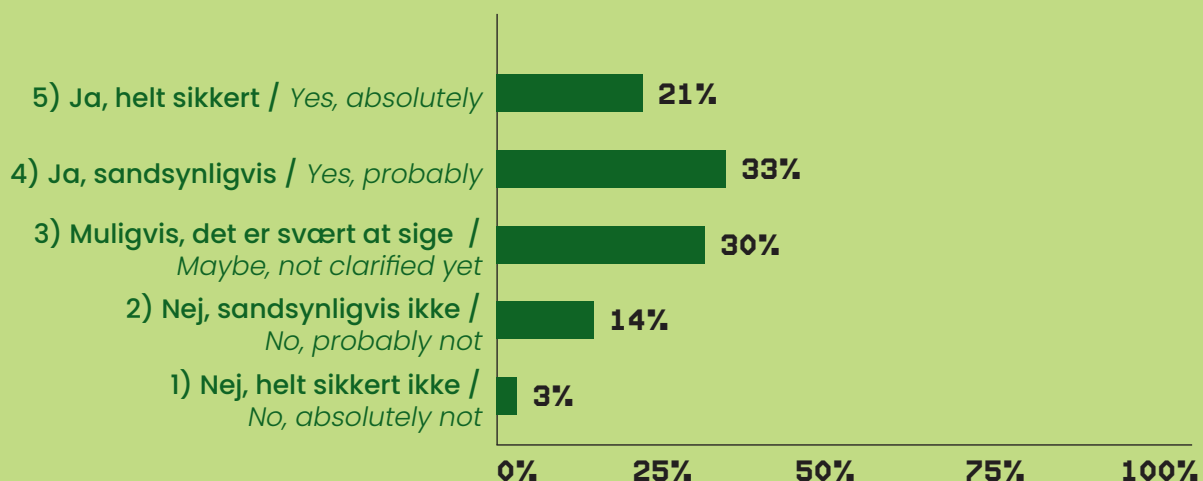
3,7 gives i helhedskarakter for messen /
3.7 is given by the exhibitors as an overall score of the exhibition

Udstilleranalysen er baseret på 123 besvarelser /
The exhibitor analysis is based on 123 answers

FORVENTER DU OG DIN VIRKSOMHED AT UDSVILLE PÅ FOODTECH 2026?

DOES YOUR COMPANY EXPECT TO EXHIBIT AT FOODTECH 2026?

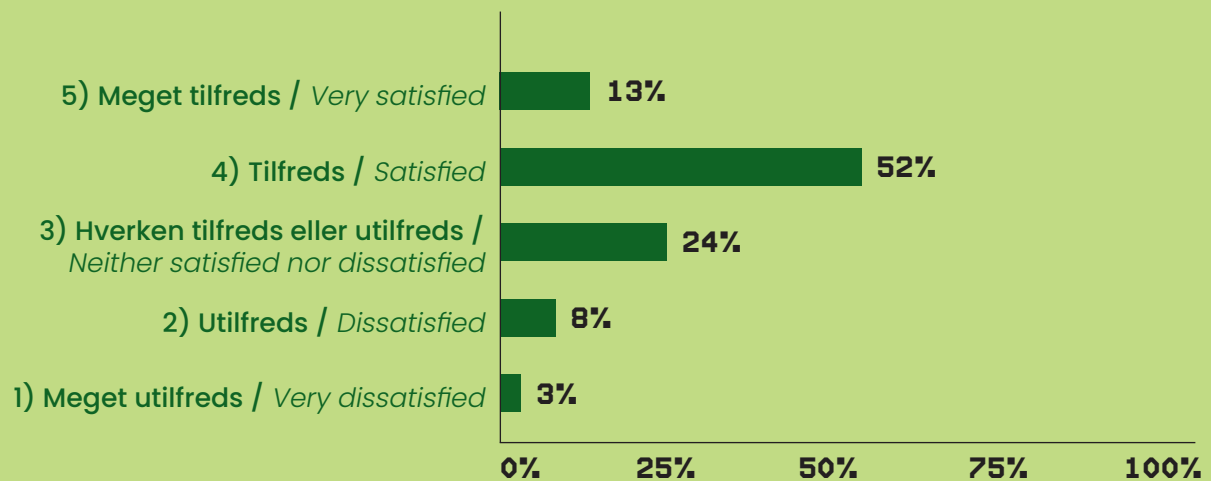
På en skala fra 1-5, hvor 5 er mest sandsynlig / On a scale from 1-5, where 5 is most likely



HVOR TILFREDS ER DU MED KVALITETEN AF DE BESØGENDE PÅ DIN STAND?

HOW SATISFIED ARE YOU WITH THE QUALITY OF THE VISITORS TO YOUR STAND?

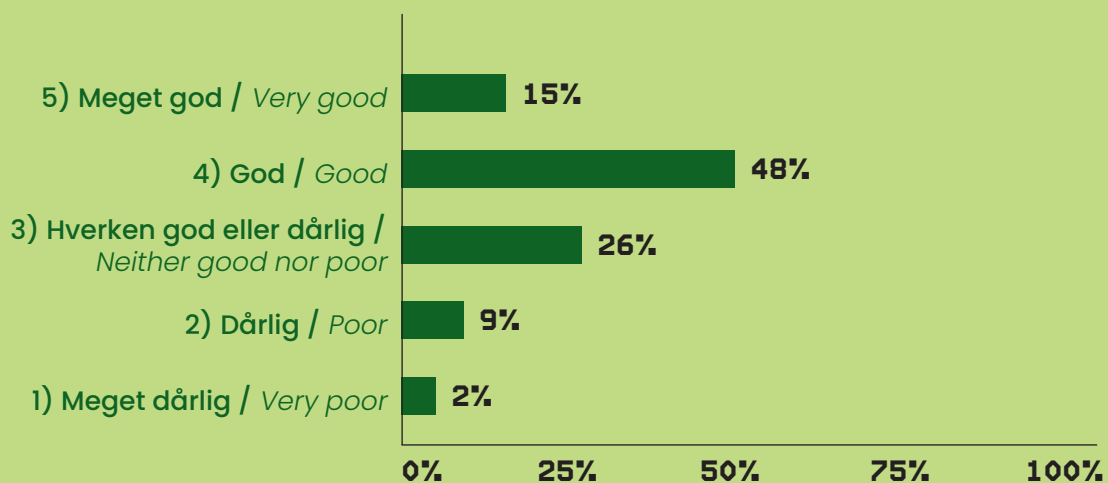
På en skala fra 1-5, hvor 5 er bedst / On a scale from 1 to 5, where 5 is the best





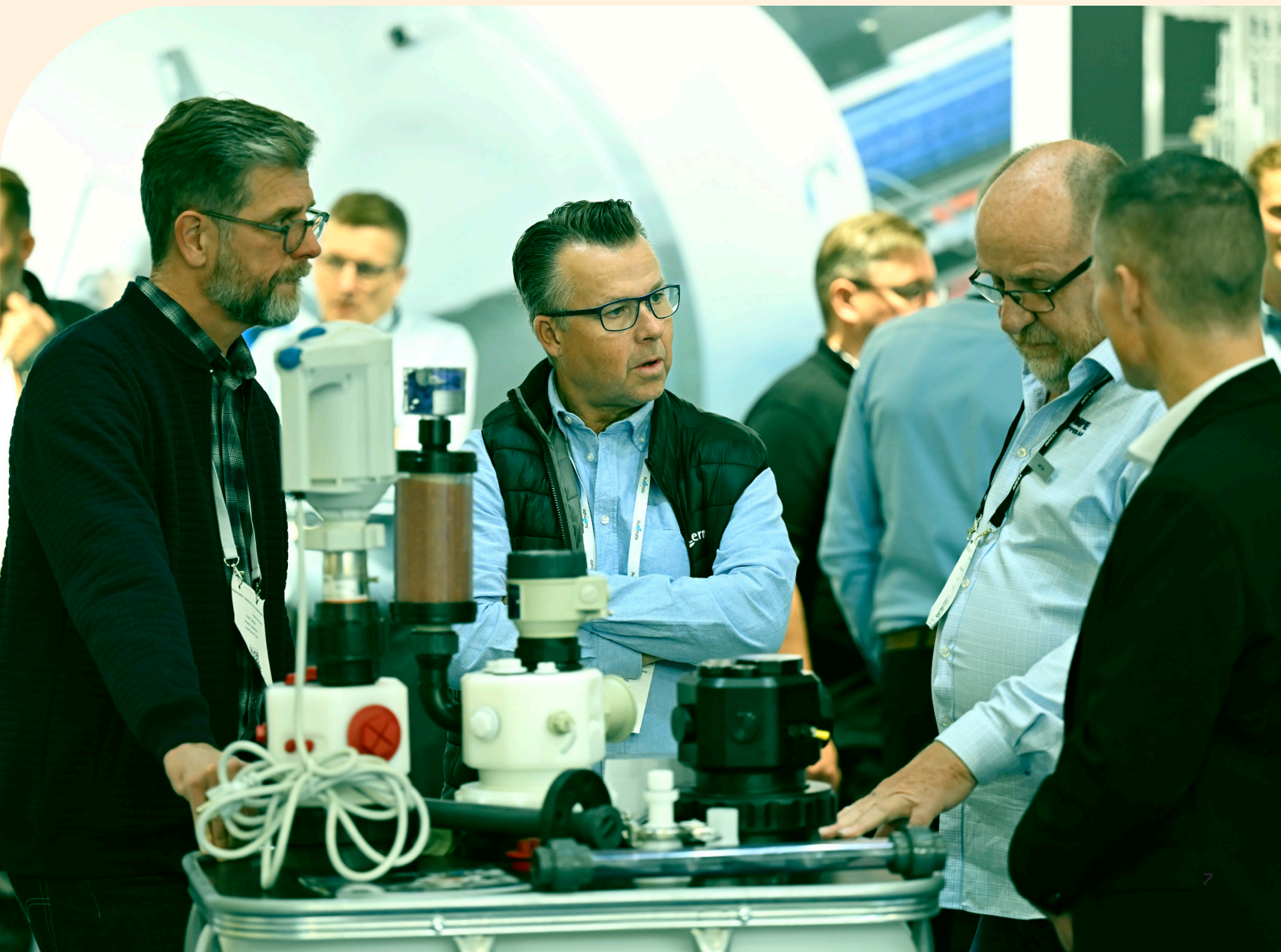
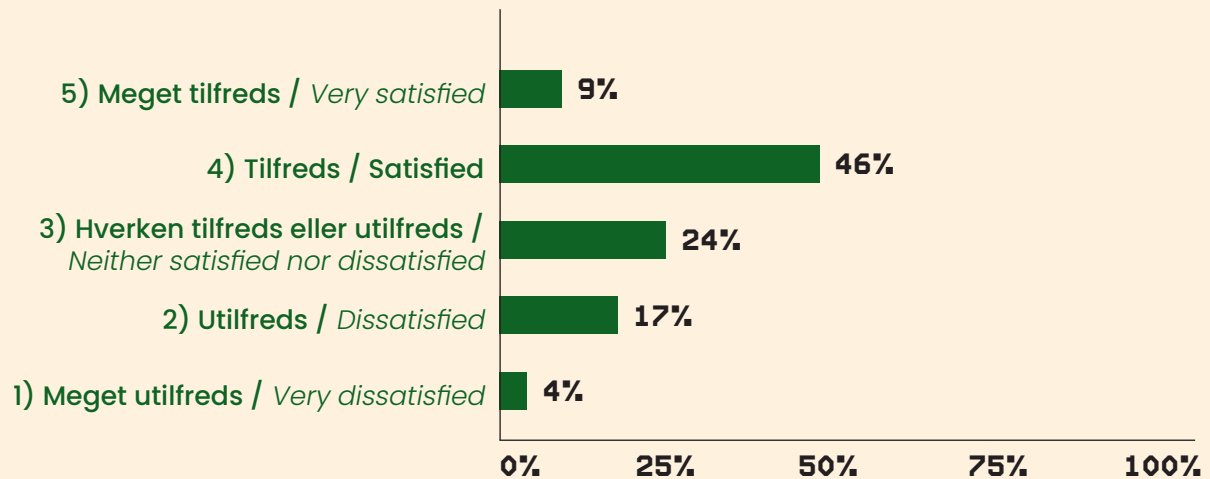
HVORDAN VIL DU VURDERE MESSEN SOM HELHED? HOW WOULD YOU RATE THE EXHIBITION AS A WHOLE?

På en skala fra 1-5, hvor 5 er bedst / On a scale from 1 to 5, where 5 is the best



HVOR TILFREDS ER DU SAMLET SET MED DIN VIRKSOMHEDS UDBYTTE AF DELTAGELSEN PÅ FOODTECH? *HOW SATISFIED ARE YOU WITH THE BENEFITS OF YOUR PARTICIPATION AT FOODTECH?*

På en skala fra 1-5, hvor 5 er bedst / *On a scale from 1 to 5, where 5 is the best*



BESØGSANALYSE / VISITORS ANALYSIS

HVORFOR ER FOODTECH ET BESØG VÆRD? WHY FOODTECH IS WORTH A VISIT?

27% af de besøgende har fundet nye leverandører/samarbejdspartnere på messen /
of the visitors have found new suppliers/business partners at the exhibition

95% af de besøgende vil anbefale andre at besøge FoodTech /
of the visitors would recommend others to visit FoodTech

70% af de besøgende forventer at besøge FoodTech 2026 /
of the visitors expect to visit FoodTech 2026

På en skala fra 1-5, hvor 5 er bedst / *On a scale from 1 to 5, where 5 is the best*

4,1 gives af de besøgende i tilfredshed med udbyttet af deres besøg på messen /
*4.1 is given by the visitors as an average satisfaction score in relation to the
benefits of their participation at the exhibition.*

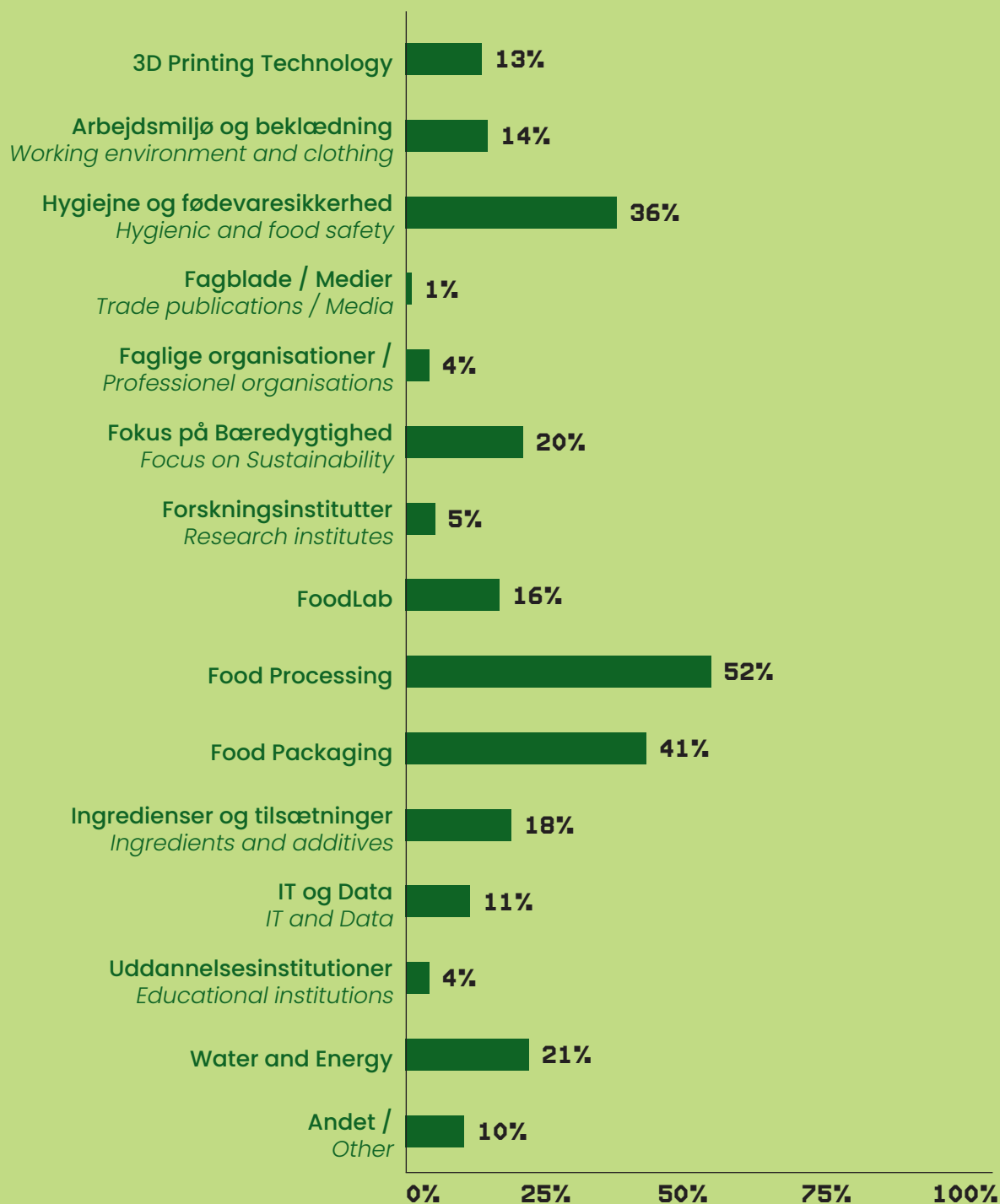
4,1 gives af de besøgende i helhedskarakter for messen /
4.1 is given by the visitors as an overall score of the exhibition

Besøgsanalysen er baseret på 1.041 besvarelser /
The visitor analysis is based on 1,041 responses

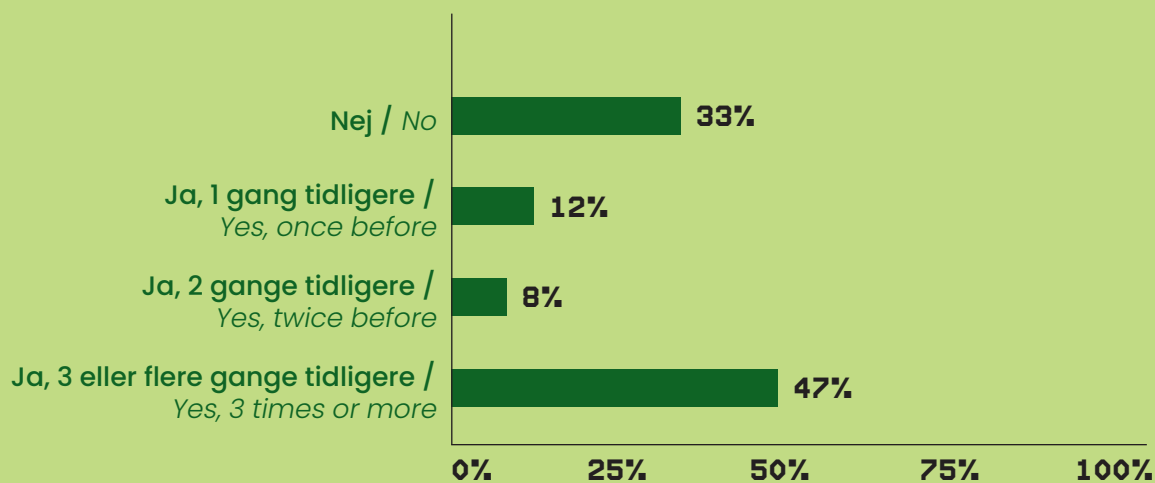


HVILKE PRODUKTGRUPPER HAVDE ISÆR DIN INTERESSE UNDER DIT BESØG PÅ FOODTECH?

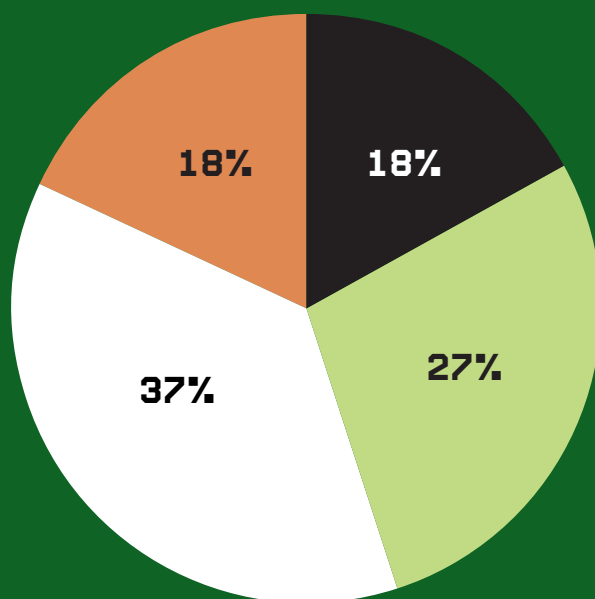
WHICH PRODUCT GROUPS WERE OF PARTICULAR INTEREST TO YOU DURING YOUR VISIT TO FOODTECH?



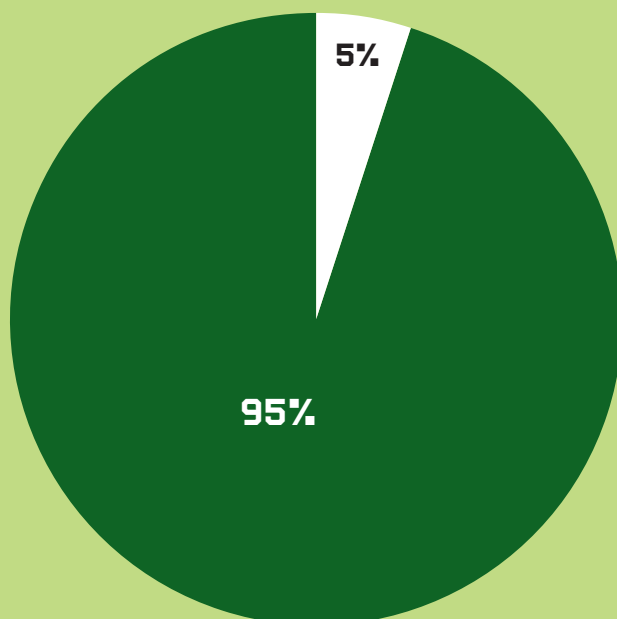
HAR DU TIDLIGERE BESØGT FOODTECH? HAVE YOU PREVIOUSLY VISITED FOODTECH?



HAR DU FUNDET NYE LEVERANDØRER/SAMARBEJDSPARTNERE PÅ MESSEN? HAVE YOU FOUND NEW SUPPLIERS/BUSINESS PARTNERS AT THE EXHIBITION?

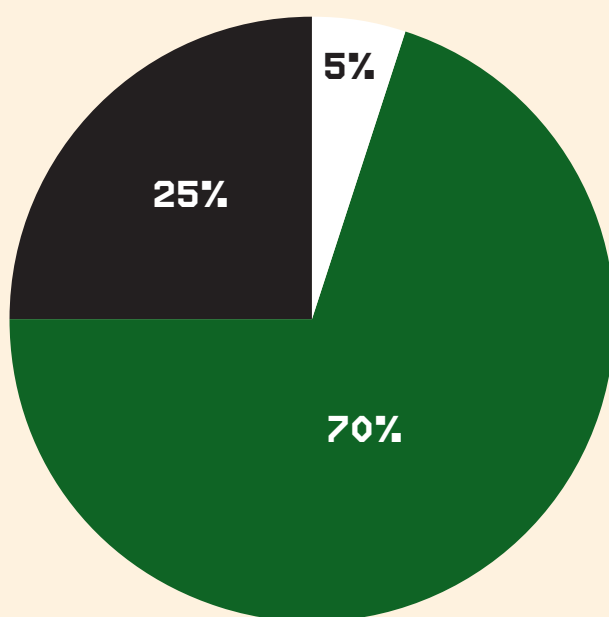


**VIL DU ANBEFALE ANDRE AT BESØGE FOODTECH?
WOULD YOU RECOMMEND TO VISIT FOODTECH?**



■ Ja / Yes □ Nej / No

**FORVENTER DU AT BESØGE FOODTECH IGEN I 2026?
DO YOU EXPECT TO VISIT FOODTECH AGAIN IN 2026?**

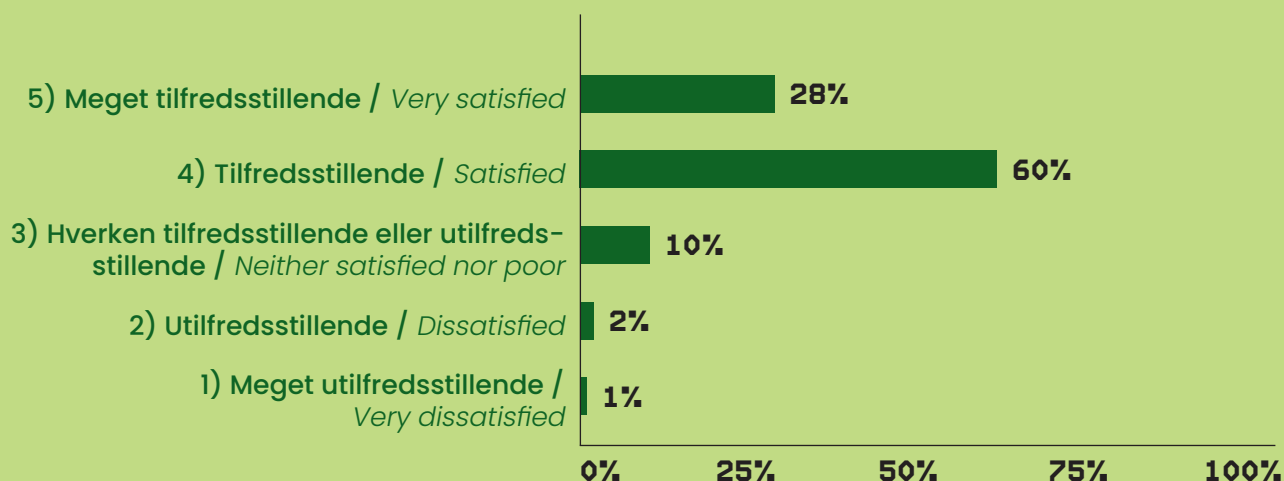


■ Ja / Yes □ Nej / No ■ Jeg har på nuværende tidspunkt ikke taget stilling / I have not made a decision at this time

HVOR TILFREDS ER DU MED DIT UDBYTTTE AF DIT BESØG PÅ FOODTECH?

HOW SATISFIED ARE YOU WITH THE RESULTS OF YOUR VISIT TO FOODTECH?

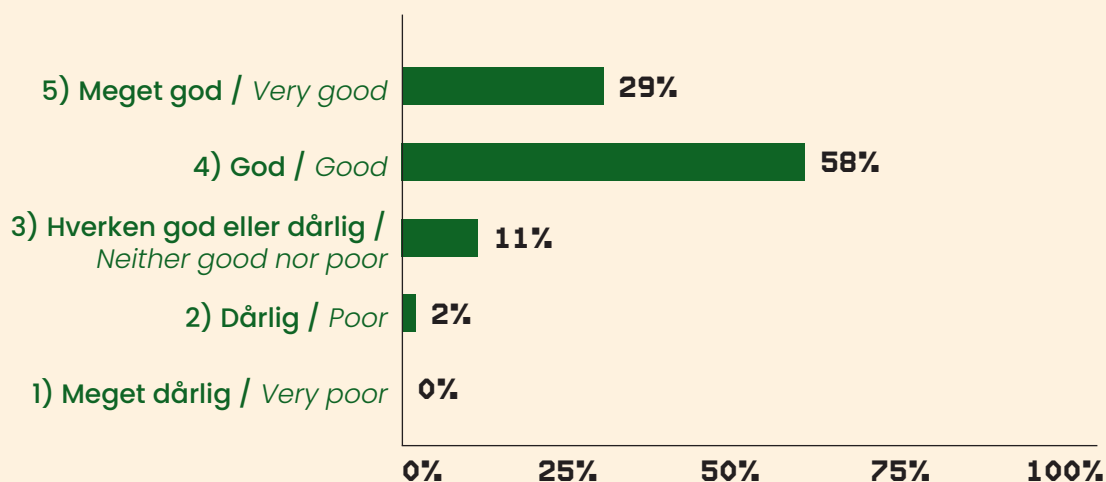
På en skala fra 1-5, hvor 5 er bedst / On a scale from 1 to 5, where 5 is the best



HVORDAN VIL DU VURDERE FOODTECH 2024 SOM HELHED?

HOW WOULD YOU RATE FOODTECH 2024 AS A WHOLE?

På en skala fra 1-5, hvor 5 er bedst / On a scale from 1 to 5, where 5 is the best



SEE YOU AT
FOODTECH
27-29 OCTOBER 2026