



# CPMM

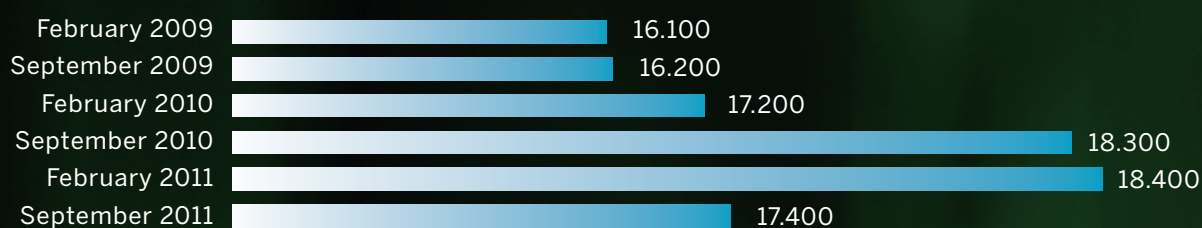
05.-08.09.2011

**VISITOR'S SURVEY**

17.400 REGISTERED TRADE VISITORS

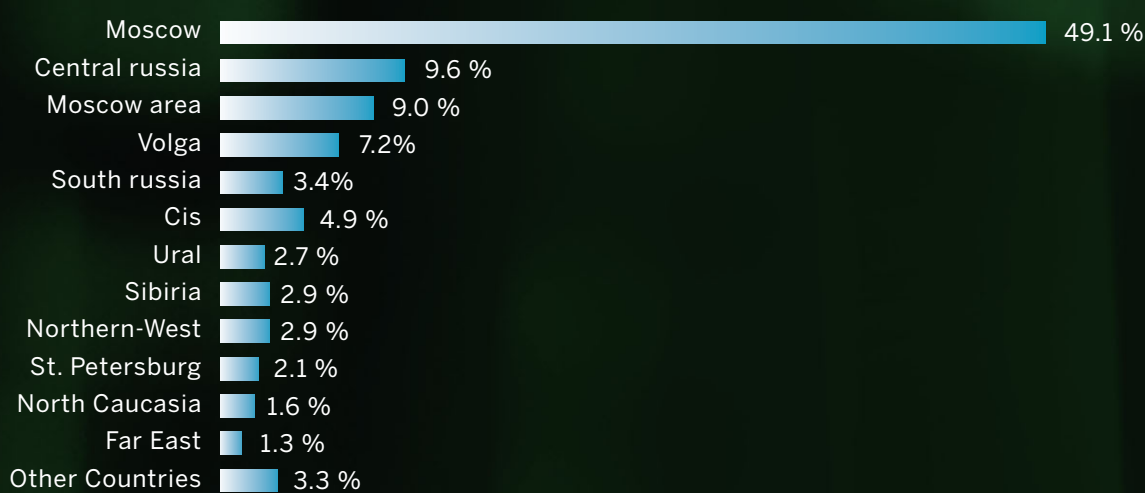
## VISITOR ATTENDANCE TREND

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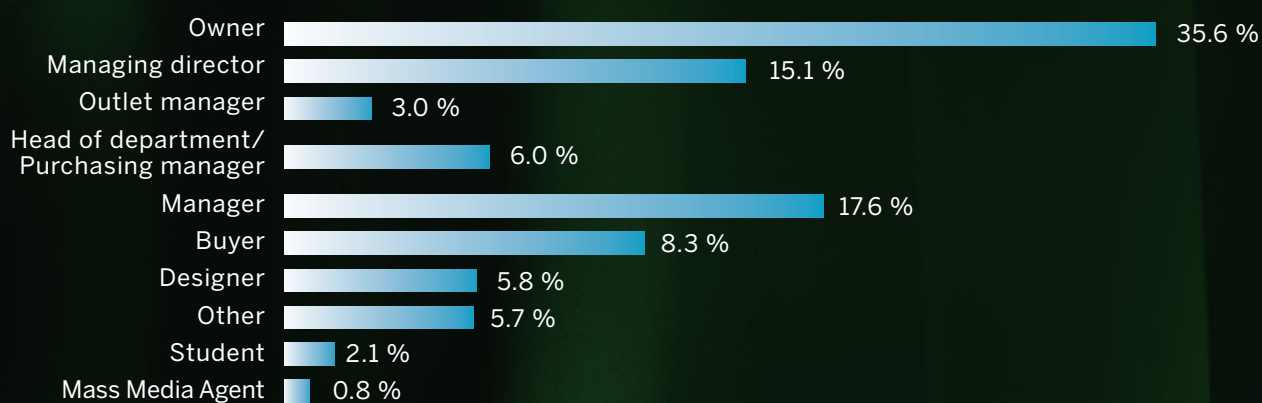
## ORIGIN OF VISITORS

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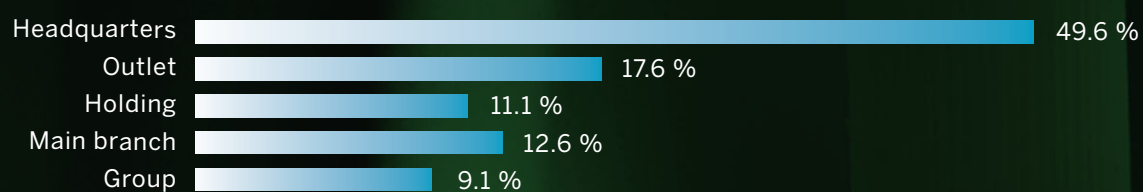
## VISITORS' POSITIONS

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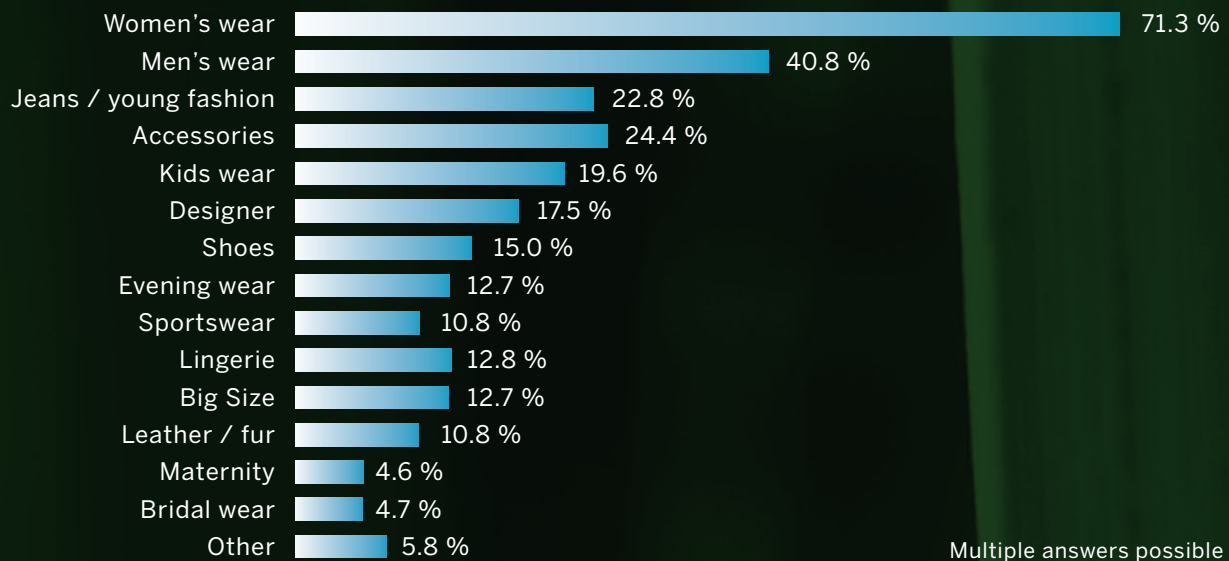


## TYPE OF COMPANY REPRESENTED

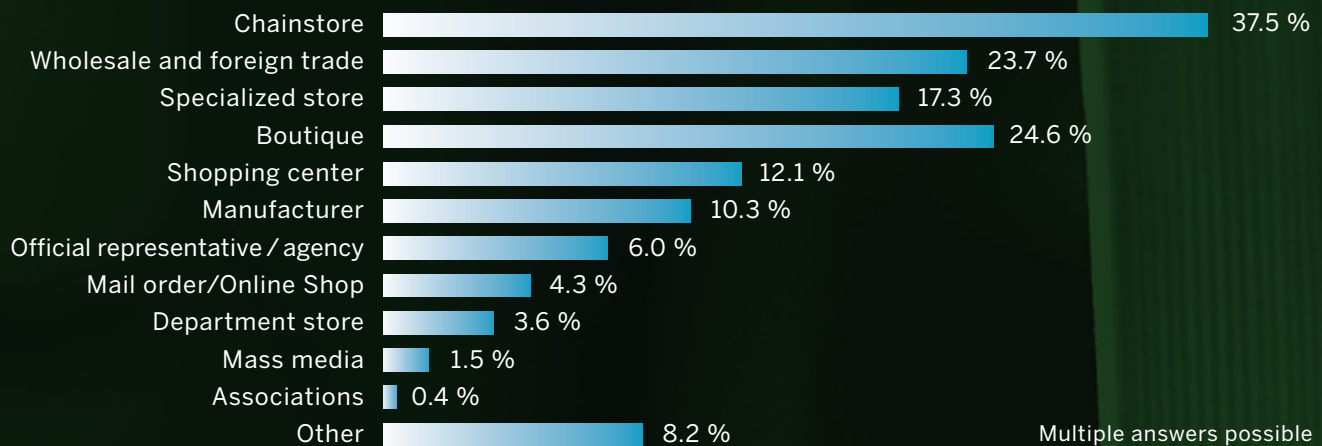
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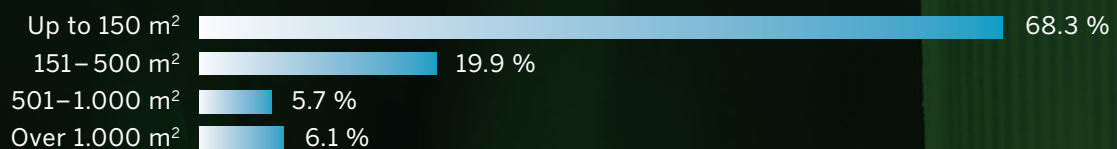
## PRODUCT GROUPS OF INTEREST TO VISITORS



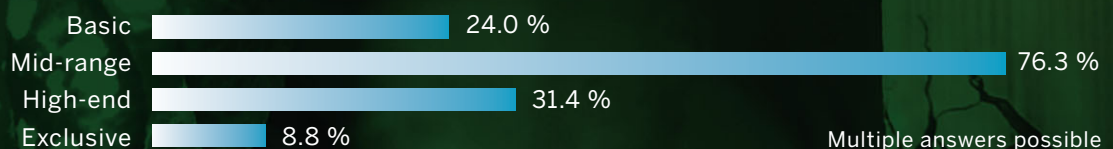
## TYPE OF OPERATION REPRESENTED



## SIZE OF RETAIL SPACE AT THE STORE



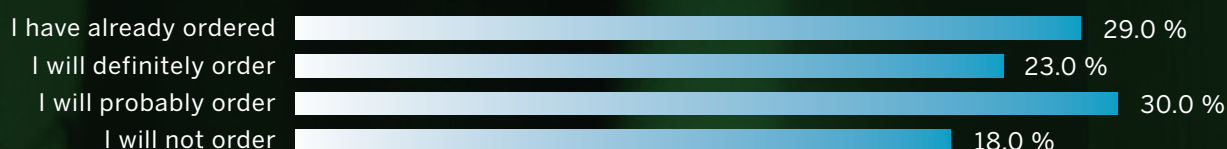
## VISITORS' PRICE SEGMENTS



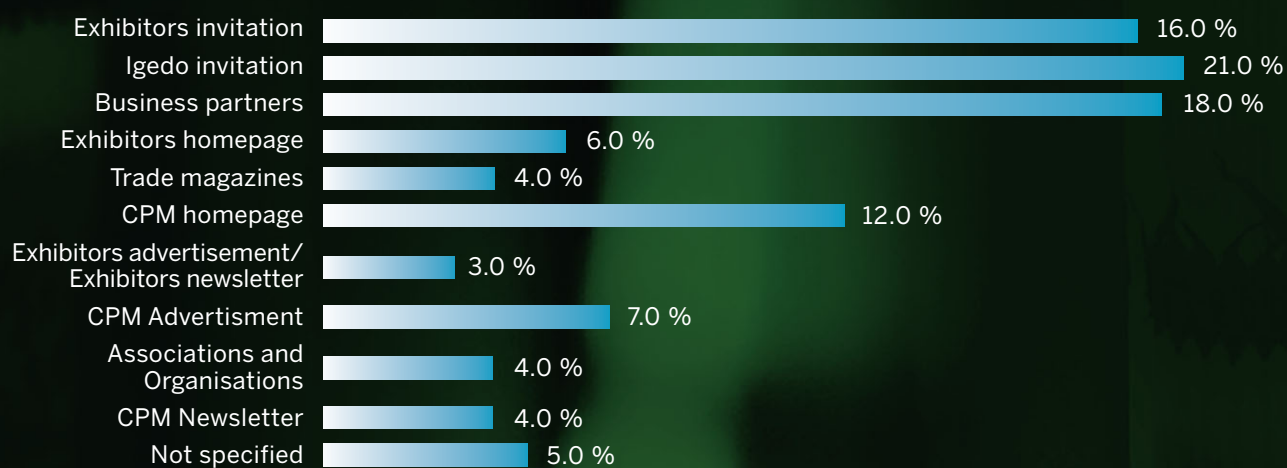
## VISITORS' LENGTH OF STAY



## ORDERS PLACED DURING CPM



## VISITORS' REASONS FOR ATTENDING



## VISITORS' INTENTION TO ATTEND THE NEXT CPM

