



ABASTUR[®]

2016

Organizado por:



POST SHOW
RESULTS 2016



16,894
TOTAL ATTENDEES

Organizado por:



BUYERS NATIONALITY:

10%
International



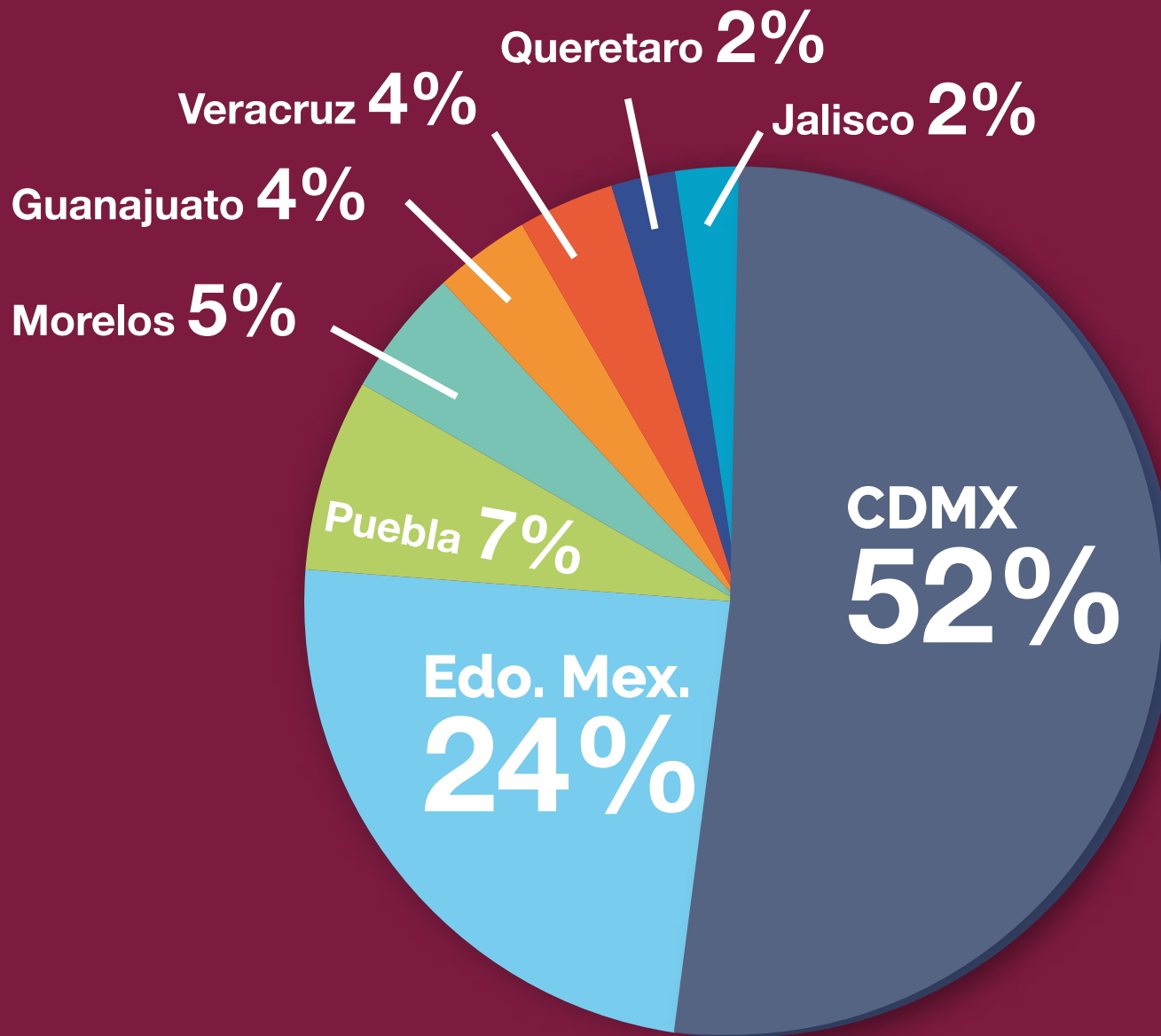
INTERNATIONAL BUYERS FROM:

USA, Italy, Colombia, Spain, Guatemala,
Venezuela, Costa Rica, France, Panama, Chile,
among others.

90%
National



NATIONAL BUYERS FROM THE 32 STATES OF MEXICO,
76% of the visitors came from Mexico City and
Metropolitan Area. The states with the most visitors
are: Puebla, Morelos, Guanajuato, Veracruz,
Queretaro and Jalisco.



Principal States:

CDMX.....	52%
Edo. Mex.....	24%
Puebla.....	7%
Morelos	5%
Veracruz.....	4%
Guanajuato.....	4%
Queretaro.....	2%
Jalisco	2%

Organizado por:

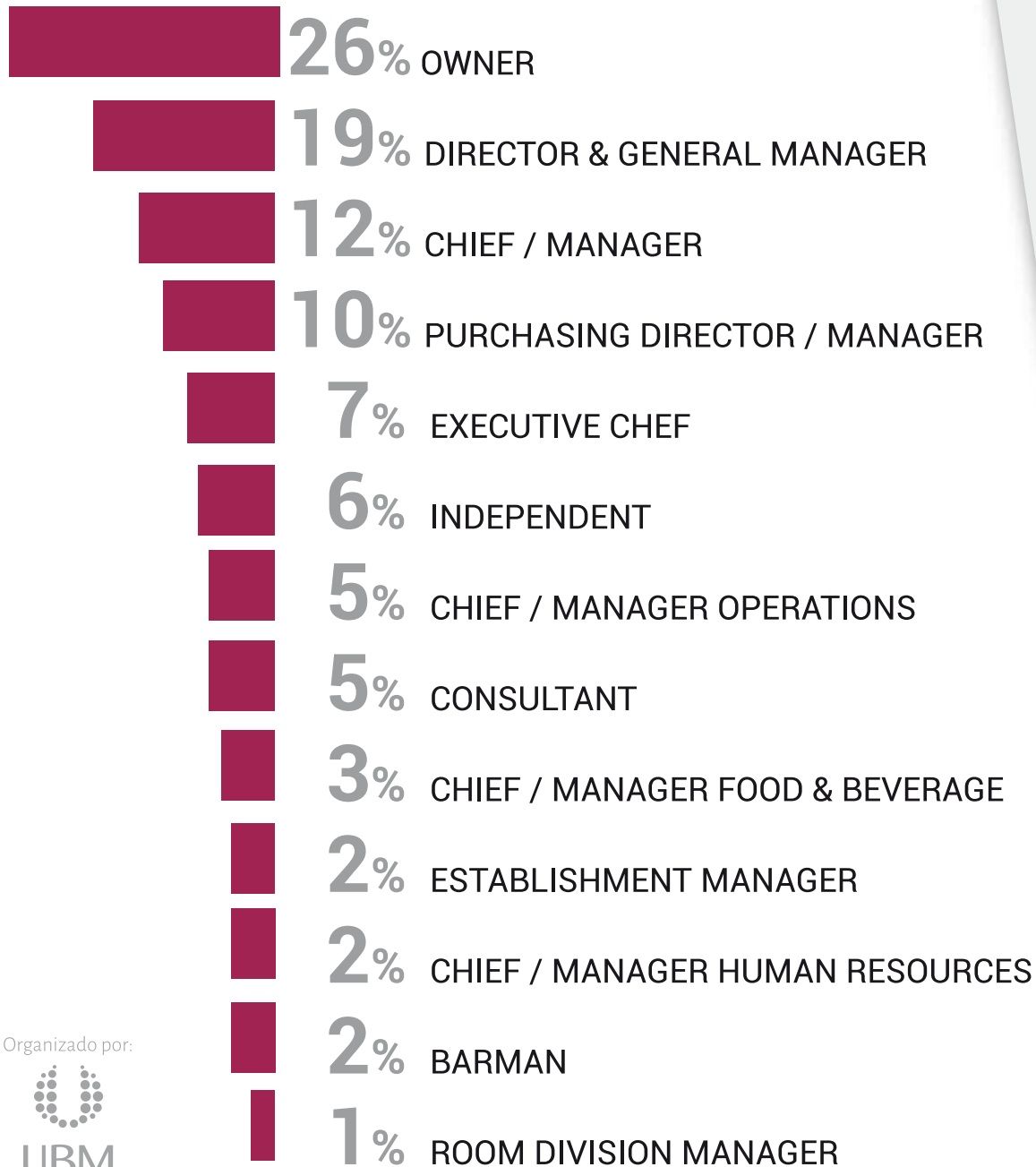


UBM





Buyers Business Profile

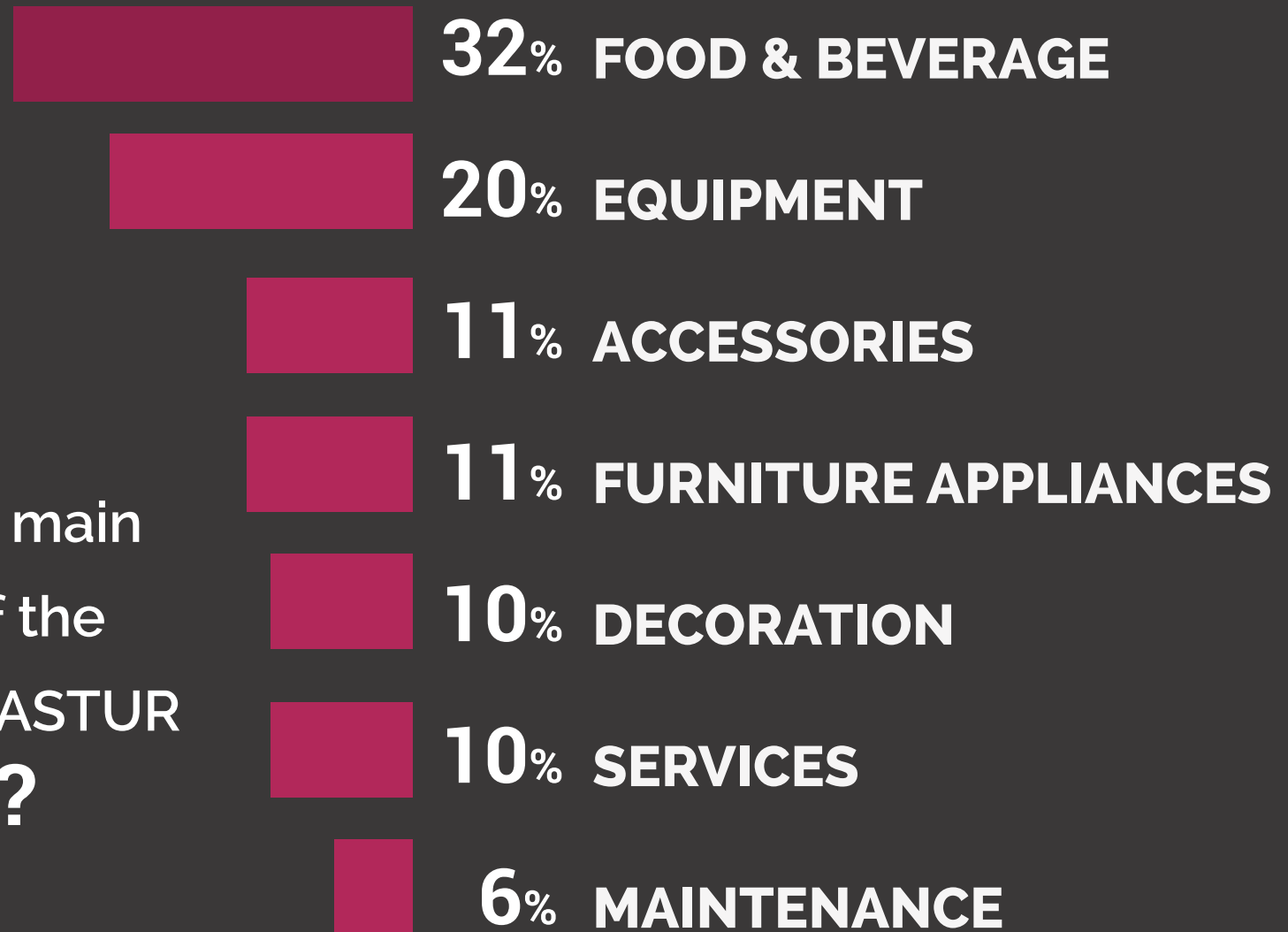


Organizado por:





What is the main
interest of the
visitors in ABASTUR
2016?



Organizado por:

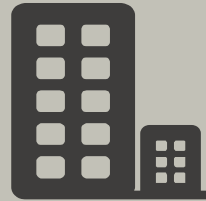


Visitors Type of Business



33%

Restaurant



24%

Hotel



9%

**Industrial Dining
Rooms**



9%

Catering



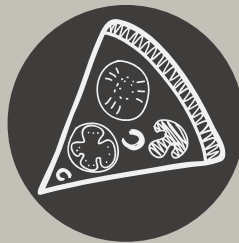
8%

Coffee Shops



6%

**Bar / Disco
Nightclub**



4%

Fast Food



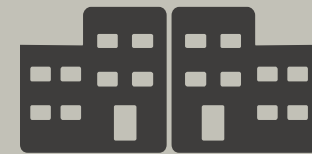
3%

Decoration



2%

Bakery



2%

**Schools
Universities**

80%

Of buyers who attend are the final purchase decision makers or influence the purchase during their visit to ABASTUR

BUYER MAIN INTEREST

32%

Seek
representations/dealers

46%

Of the visitors show
interest in the acquisition
of products/services

22%

Look for training

Organizado por:





Buyers evaluate the event:

70 %

Will visit the event
next year

68%

Are satisfied with
the experience of the event

70 %

Would recommend
ABASTUR

85%

Believe they'll do
business and purchases
thanks to connections
made during
the event.

Organizado por:



UBM



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2016

CENTRO BANAMEX / CIUDAD DE MÉXICO

Organizado por:



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