



POST SHOW REPORT

EQUIPOTEL 2011 – 49th International Trade Show of Equipment, Products, Services, Food and Beverage to Hotels, Motels, Flat Services, Restaurants, Bars, Snack Bar, Fast Food, Food Service Industries, Nightclubs, Industrial kitchens, Hospitals, Laundries and Similar

- **Exhibition Area:** 60 sq. m
- **Location:** Anhembi Exhibition Pavilion - São Paulo – SP - Brazil
- **Date:** 12 to 15 of setembro 2011
- **Edition:** 49th
- **Frequency:** Annual
- **Feature:** International

A) EXHIBITORS

Total of booths: 672

Total of participating companies: 1,384

• **Exhibitors by Sector of Activity:**

Equipment: foodservice equipment, laundry equipment, refrigeration and heating equipment; kitchen appliances, tableware.	35,9%
Decoration: furniture, lighting fixtures, art objects, paintings and pictures, landscaping, floors, carpets and rugs, etc.	25,8%
Bed, Table and Bath Linens, cloths and uniforms	13,9%
Food & Drinks: Food and beverage suppliers	12,4%
Information Technology, telecom, telephone systems, sound systems and electronic appliances	8,1%
Hygiene and Cleaning: equipment and products	2,2%
Service Suppliers	1,3%
Leisure, games and Casino	0,2%
Building companies and building material	0,2%



Foreign Exhibitors: 20 participating countries represented by local agents, joint ventures or assembly of their own pavilions.

Countries: Germany, Argentina, Austria, Belgium, Canada, China, Spain, United States, France, Hong Kong, United Kingdom, Italy, Malaysia, Mexico, Poland, Puerto Rico, Portugal, Sweden and Switzerland and Taiwan.

B) VISITORS

Total of qualified professionals: 48.474

Visitors by sector of Activity

FOOD (restaurants, bars, snack bar, fast food, night clubs, catering companies, food service industry, ice cream shops, bakeries, chefs and nutritionists)	33,5%
HOSPITALITY (hotels, lodgings, resorts, motels, inns, spas, camping, flat services, hostels, etc)	32%
TRADE & SERVICES (Distributors, wholesalers, retailers, IT and services suppliers)	14,5%
INDUSTRY (petro chemistry, farming, textile companies, cabinet-making, mining companies, automobile plants)	6,5%
ARCHITECTURE (architecture office, interior designers, building companies, engineering companies, engineers, architects and decorators)	5%
HOSPITAL (hospitals, health clinics, nursing home, motherhood, medical and dental surgery, psychologists, physiotherapists)	2,5%
LAUNDRY (laundries and dry cleaners)	2%
COMMUNITIES (condominium, clubs, shopping centers, teaching institutions, churches, orphanages, health club)	1,5%
GOVERNMENT AGENCIES (government agencies, associations, trade union)	1%
TOURISM (air companies, travel agencies, tourism operators, tourism official agency, thematic and water parks, trade show organizers, convention center, theater, movies, museum)	1%
BANKS	0,5%

Visitors Position

OWNER/PARTNER	40,5%
DIRECTOR/PRESIDENT/CEO	8%
MANAGER	17,5%
PROFESSIONAL PURCHASE AREA	4%
SUPERVISOR/COORDINATOR	6%
SELF-EMPLOYED PROFESSIONAL (Nutritionist, teacher, architect, designer, engineer, tour guide, doctor, dentist, advertising, tourismologist, gourmet, psychologist culinaris, auditor, lawyer and consultant)	6%
OPERATING PROFESSIONAL (nurse, cleaning, waiter, bartender, hostess, cook, butler, concierge, chef, chambermaid, maintenance, IT, controller, military, baker, events)	8%
ADMINISTRATIVE PROFESSIONAL (reservations, marketing, human resources, accounting, finance, administration, accountant, public relations, secretary)	4%
SALES PROFESSIONAL / REPRESENTATIVE	6%

Decision Making Power of the Visitors

Full Authority	52%
Limited Authority	30%
Only recommend/suggest	14%
No involvement	4%

Main Reason for Visiting the Show

search products and suppliers	75%
Knowing the Fair	34%
Buy products	28%
Visit and/or participate at Equip Food & Drinks and Gastronomic Arena	19%
Visit Equip Design	16%
Visit Equip Spa & Wellness	10%
Participate at Equip Conference	7%

NOTE: This question allowed multiple answers in the research with visitors.



Origin of Visitors

São Paulo	44,2%
Countryside of São Paulo	26,1%
Minas Gerais/Espírito Santo	6,3%
Rio de Janeiro	4,7%
Southern Region (PR, SC, RS)	7,7%
Northeast Region (MA, PI, CE, RN, PB, PE, AL, SE, BA)	5,8%
Mid-Western Region (GO, DF, MT, MS)	3%
Northern Region (AC, AM, RO, RR, TO, AP, PA)	1,6%
Abroad (Germany, Argentina, Bolívia, Chile, United States, Italy, Mexico, Paraguay, Peru, Portugal and Uruguay)	0,6%

Simultaneous Events

- 20º Equipotel Design and SPA
- 5ª Gastronomic Arena
- 6º Equipotel Conference
- 5º Equipotel Food&Drinks
- 6º Equipotel Spa&Wellness

C) Next Edition

Equipotel 2012 – 50 years

10 to 13 of setembro 2012

1 PM – 9 PM (entrance until 8 PM)

Anhembi Exhibition Pavilion

Sao Paulo - SP – Brazil