

MAP EXPO 2017 evaluation

The first edition of MAP EXPO – The Global Marketplace for Medicinal & Aromatic Plants in 2017, is considered to have been impressive and satisfying to both exhibitors and visitors. 49 exhibitors and B2B visitors from 16 countries and embassies from 31 countries have enabled MAP EXPO to be a proven international platform. Discussions on the floor have also given evidence over increasing demand for material supplies, either with top quality for pharmaceutical industries, or at lower quality but well-categorized for food and cosmetics industries.

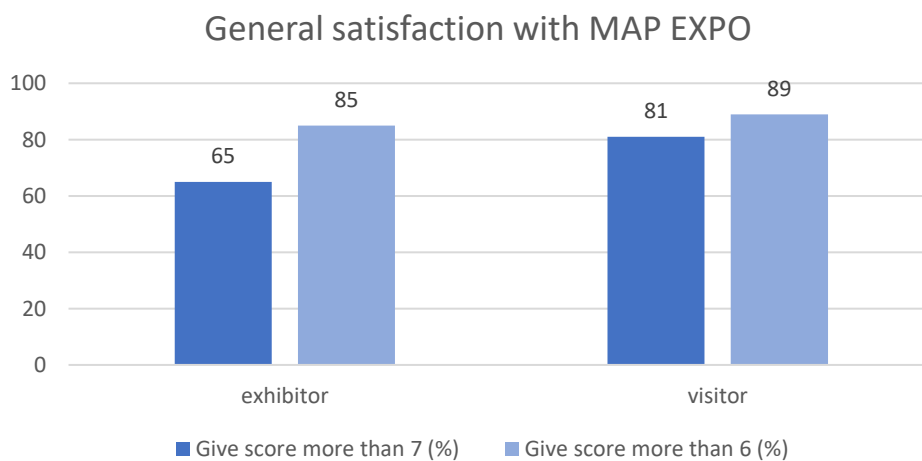
Countries of exhibitors



Next to the Netherlands, visitors have attended from other 30 countries:

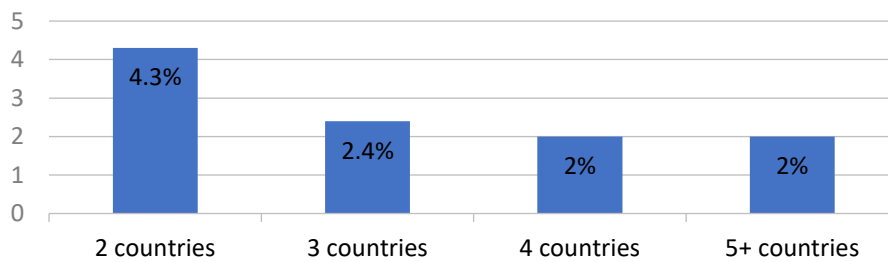


From the surveyed participants, we have received feedback as below. In general most of the exhibitors and the visitors find MAP EXPO worthy of their time.

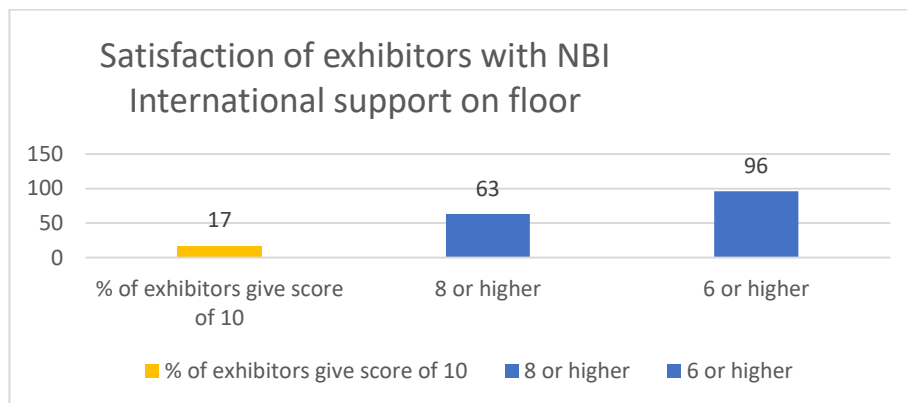


Finding business partners and clients is the most important target for exhibitors. The exhibitors have met potential clients from other countries thanks to the international nature of the event. 56% of the surveyed exhibitors find potential clients from 2 foreign countries listed above, while up to 20% of the exhibitors find potential clients from 5 different countries listed above.

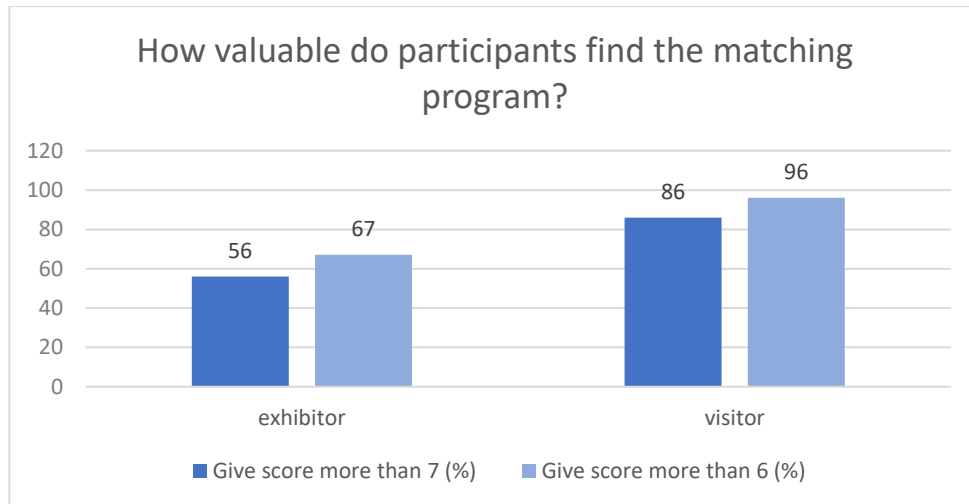
% of exhibitor find clients from 2+ foreign countries



Exhibitors give praise to the support staff and organizer at MAP EXPO.

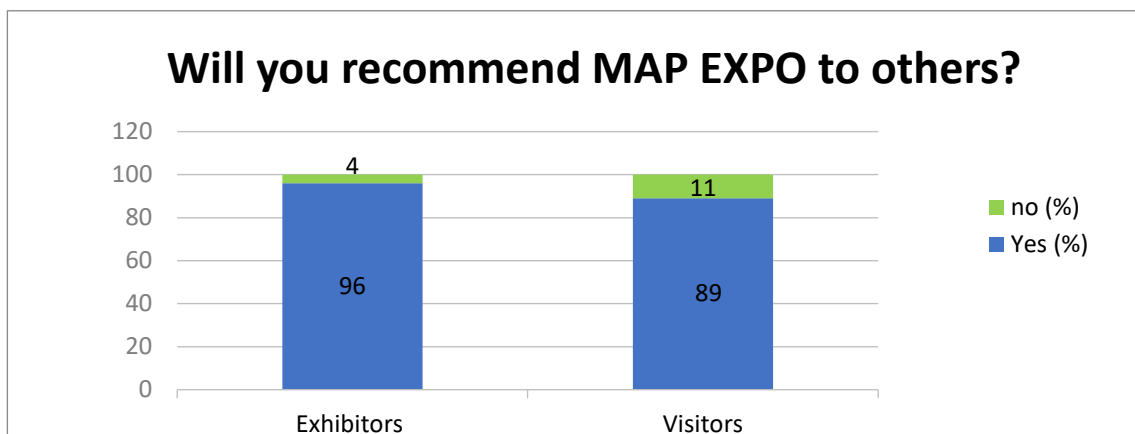


At MAP EXPO 2017, we have launched the matching program for meetings between both exhibitors <-> visitors and visitors <-> visitors. While the first launch always has unsatisfying points, both exhibitors and visitors have given positive feedback. We have listened to all the participants to improve this matching program in the next edition.



The last and the most motivating feedback is that 96% of exhibitors and 93% of visitors are considering coming back to the 2nd edition of MAP EXPO in 2018.

MAP EXPO 2018 is expected to grow in numbers, both exhibitors and visitors, because our participants in 2017 find the expo valuable to recommend to others in their network.



The 2nd edition of MAP EXPO – The Global Marketplace for Medicinal & Aromatic Plants will take place on 3rd and 4th October 2018.