



Post Show Report

26 – 28 June 2016
**Brisbane Convention
& Exhibition Centre**

Sunday	10 am – 5 pm
Monday	9 am – 5 pm
Tuesday	9 am – 3 pm

foodtechqld.com.au

Co-located with the 49th Annual Convention of:



Supported by:



Event Overview

“FoodTech QLD was the best launch show we’ve ever been to and the visitor quality far exceeded our expectations”

Nick Shaw
Managing Director, Osborne Richardson

FoodTech Queensland is a new trade exhibition launched in June 2016 to support the burgeoning food & beverage manufacturing industry in Queensland. Hosting 136 exhibitors and 2,431 visitors across three days, FoodTech Qld showcased the latest processing machinery, ingredients, additives, packaging and more.

The event co-located with the 49th Annual Convention of the Australian Institute of Food Science & Technology, which saw over 400 delegates attend the two day conference. A two day seminar program was also held on the FoodTech Qld show floor with 11 sessions from industry leaders such as Mintel.

Event: FoodTech Queensland

Dates: 26-28 June 2016

Venue: Brisbane Convention & Exhibition Centre

Held in conjunction with the 49th Annual Convention of



Number of attendees: 2,431 (CAB audited)

Number of exhibitors: 136

Number of exhibiting staff: 722

foodtechqld.com.au



Key Statistics

“We were extremely happy with our decision to exhibit at FoodTech Qld. A perfect sized show that was well organised and supported by the local market.”

Brad Grubb
Director, Inspection Systems Pty. Ltd

84%

of exhibitors were satisfied with the quality of visitors

74%

of exhibitors were satisfied with FoodTech Qld 2016

90%

of exhibitors rated exhibition management as excellent or good

\$430,468

sales generated per exhibitor on average

28

leads generated per exhibitor on average

3:30mins

Average visitor dwell time at FoodTech Qld 2016



Top 3 reasons to visit

To see new products / innovations
85% satisfaction rate

To keep up to date with market trends
93% satisfaction rate

To network amongst the industry
97% satisfaction rate

Top 3 reasons to exhibit



Generate high value sales leads



Improve brand or product awareness



Generate a large volume of sales leads

Visitor Profile

“If you are a large manufacturer or a small processor of food you must attend these shows to keep up with the rest of the world.”

Michael Bou-Samra

Manager, Bou-Samras Fruit & Veges
Toowoomba Queensland

Visitors by Occupation



CEO / Company Director	14.53%
Manager	13.04%
Sales / Marketing	11.46%
Owner/ Proprietor	6.47%
Engineer	5.03%
Operations	4.55%
General Manager	4.12%
Food Production	3.26%
Food Technologist	2.78%
Technical Manager	2.35%
Research and Development Manager	2.06%
Project Manager	1.92%
Student	1.25%
Teacher or Trainer	1.05%
Other	26.1%

Visitors by Business Type



Manufacturing	30.68%
Service & Supply	7.43%
Foodservice & Hospitality	6.04%
Processor	5.03%
Distributor	3.55%
Food Wholesaler	3.26%
Packaging	3.12%
Primary Producer	2.92%
Retail	2.68%
Education & Training	2.35%
Government	1.34%
Importer	1.29%
Exporter	1.05%
Food Safety & Handling	1.05%
Other	28.19%

Visitors by Industry Sector



Meat, Poultry, Seafood	18.98%
Packaged Foods	15.68%
Baking/Pastry	11.12%
Fruit & Vegetables	11.07%
Ready to Eat Meals	10.16%
Dairy	8.72%
Confectionery and Snack Goods	8.15%
Frozen Foods	8.01%
Beverages - Non-alcoholic	7.29%
Beverages - Alcoholic	4.94%
Other	0.67%



Marketing Campaign Highlights

“Great to see a show of this type and calibre in Qld and as a Board Member on the Sunshine Coast’s Food and Agribusiness Network, I will recommend it to our members.”

Emma Greenhatch
Director, Food and Agribusiness Network

FoodTech Qld’s integrated marketing campaign has been highly targeted and comprehensive, based on extensive research carried out to ensure quality buyers were reached.

Here’s a snapshot of the campaign:

Email

50,790+ emails sent
120,980+ 3rd party emails

Print Advertising

842,010+ circulation
Including trade media and local area advertising.

Online Advertising

148,360+ impressions

Direct Mail

21,700+ reach

Telemarketing

5,460+ calls

Public Relations

3,616,000 people reached
Including trade and main stream media coverage

Partner Promotion

25+ Industry Associations
15+ Councils





For any enquiries please contact
the FoodTech Qld team

foodtech@divcom.net.au

03 9261 4500

“FoodTech Qld provided the opportunity to seek new ideas, form new contacts and develop more networking opportunities. It also provided us with an industry update on our doorstep. It was very easily accessible with a large variety of industry represented.”

Pierre Pienaar
Director, PackTech Solutions Pty Ltd