

CPM
COLLECTION
PREMIÈRE
MOSCOW

VISITOR'S SURVEY

CPM 21.-24.02.2011

18.400 REGISTERED TRADE VISITORS

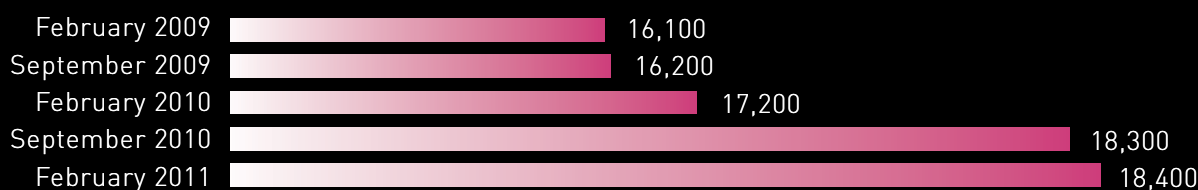
 IGEDO
COMPANY

 M

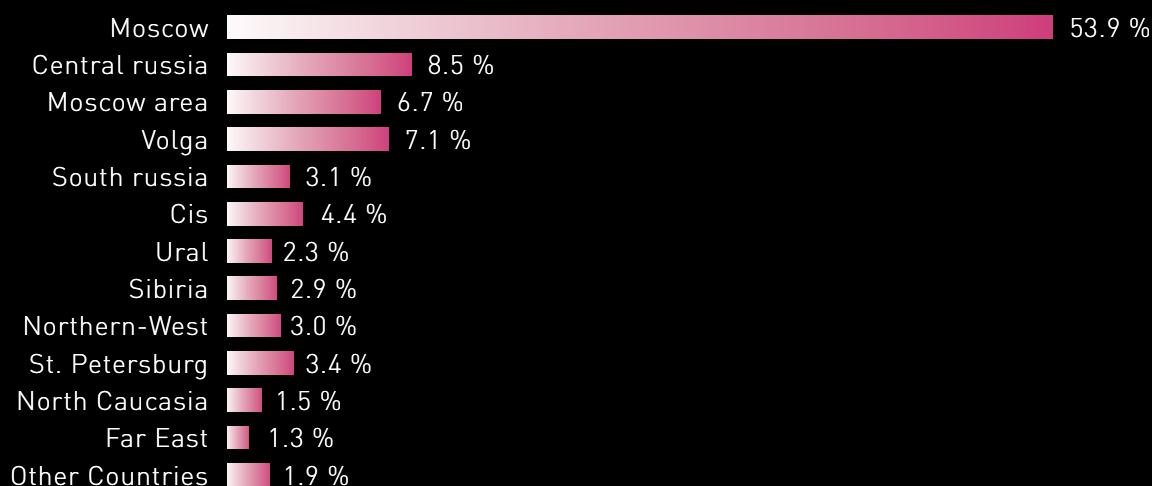
 EXPOCENTRE



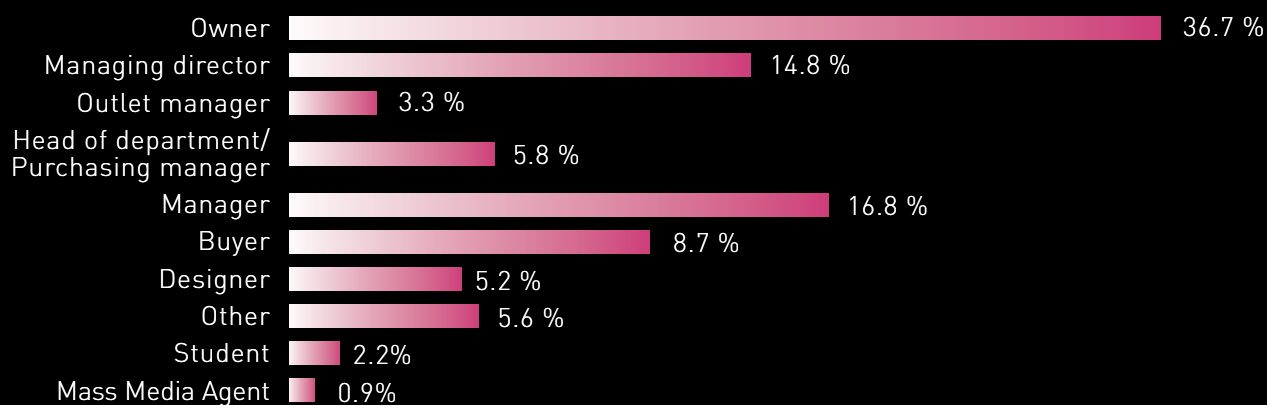
VISITOR ATTENDANCE TREND



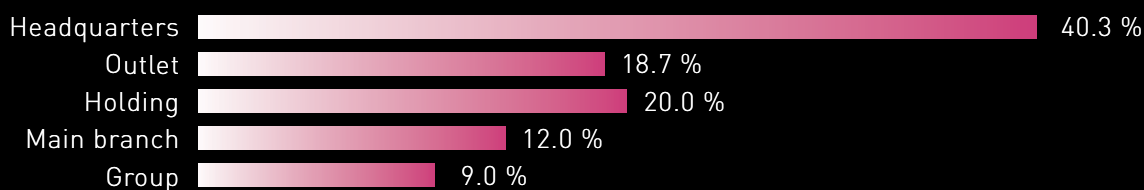
ORIGIN OF VISITORS



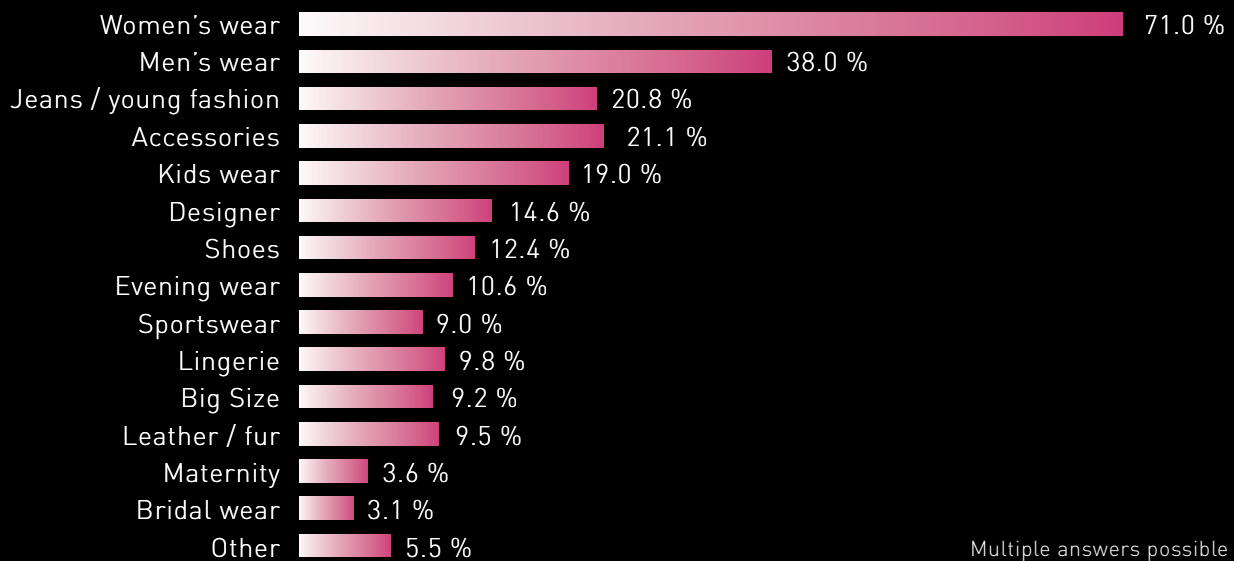
VISITORS' POSITIONS



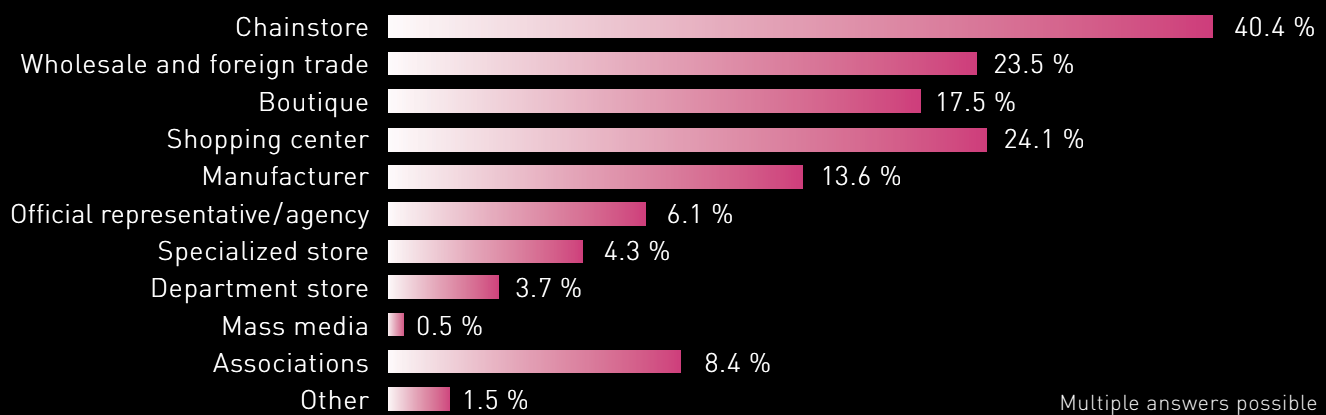
TYPE OF COMPANY REPRESENTED



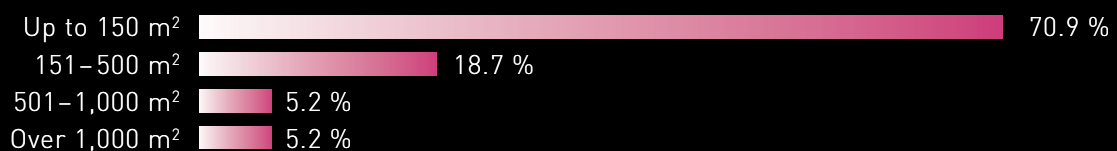
PRODUCT GROUPS OF INTEREST TO VISITORS



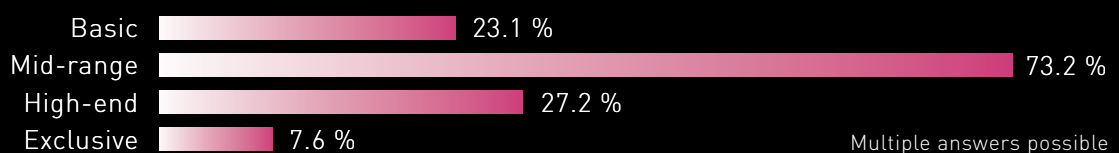
TYPE OF OPERATION REPRESENTED



SIZE OF RETAIL SPACE AT THE STORE



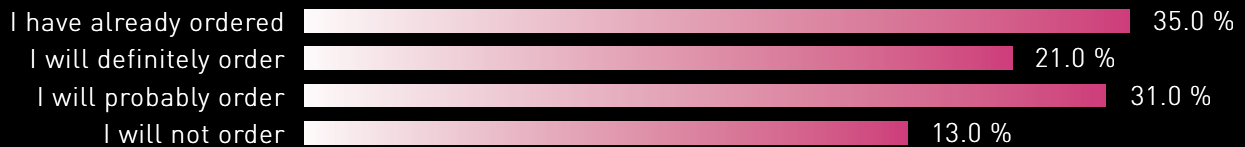
VISITORS' PRICE SEGMENTS



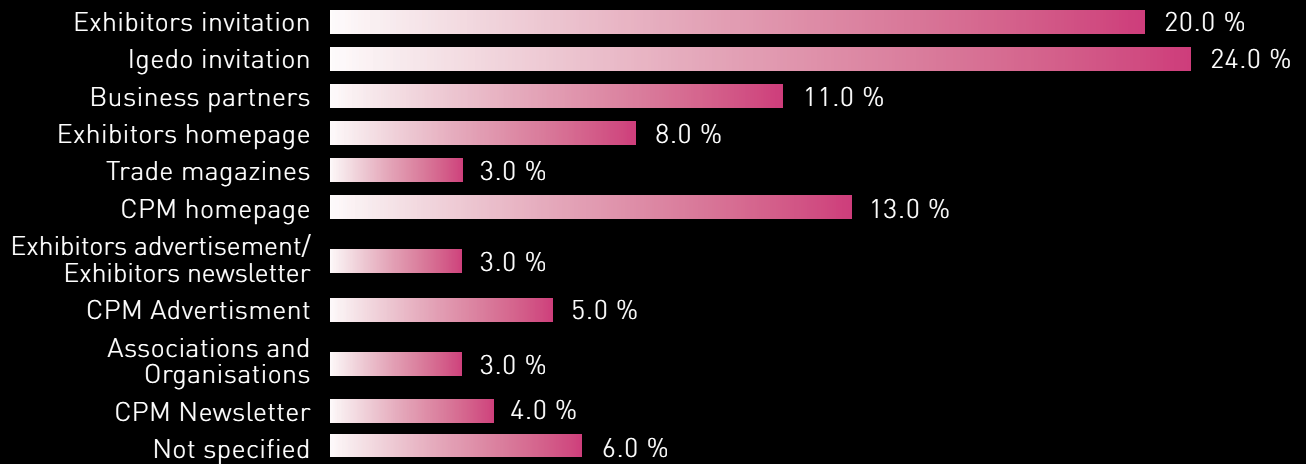
VISITORS' LENGTH OF STAY



ORDERS PLACED DURING CPM



VISITORS' REASONS FOR ATTENDING



VISITORS' INTENTION TO ATTEND THE NEXT CPM

