



### 1.1 – Visitor breakdown according to the business sector.

Business Sector	2005 visitor numbers	2006 visitor numbers	2007 visitor numbers
Jeanswear	730	839	1003
Sportswear	215	275	401
Kintwear	351	457	634
Stylish Wear	231	302	412
Accessories (hat, belts and etc...)	125	135	222
Haberdashery	76	231	410
Equipments	49	68	109
Special Print	1	51	45
Others		133	239

\* The above chart shows the increase in the number of visitors falling into different business sectors in three different editions of JeanShow Moscow. This table was derived from the survey conducted to a sample group of visitors. A dramatic increase was noted in the following business sectors in 2007: Sportswear increased from 15,5% to 20,4%, accessories from 13,1% to 20,8% and finally equipments from 3,8% to 5,5%.

### 1.2 – Visitor breakdown according to purpose of visit:

Purpose of Fair Visit	2005 visitor numbers	2006 visitor numbers	2007 visitor numbers
To get info about the market	703	768	865
To learn about the business world	209	221	222
To purchase items	369	404	461
To make business contracts	565	728	898
To discover new items	702	849	
To meet with business partners	198	252	286
To evaluate the competitors' position in the market	88	158	117
Others	10	9	34

\* This table was derived from the survey conducted to a sample group of visitors.



### 1.3 – Visitor breakdown according to level of influence on the purchase:

Level of Influence on the Purchase	2005 visitor numbers	2006 visitor numbers	2007 visitor numbers
Final decision maker	620	743	971
Influence on decision making	226	325	320
Making market researches and recommendations	274	336	409
No authority	219	266	206

*\*This table was derived from the survey conducted to a sample group of visitors.*

### 1.4 – Visitor breakdown according to the company type:

Company Type	2005 visitor numbers	2006 visitor numbers	2007 visitor numbers
Manufacturer	277	218	187
Wholesaler	284	286	347
Retailer	625	811	1116
Administrative Authority	16	23	23
Research Institute	20	29	25
Others : Ateliers, press, education institutes, equipment manufacturer, design and etc.	109	111	128

*\*This table was derived from the survey conducted to a sample group of visitors.*

### 2.1- Exhibitors' assessment on the overall of the exhibition

General Assessment	2005 (%)	2006 (%)	2007 (%)
Perfect	31.1	25.2	12.7
Good	57.0	52.9	34.8
Satisfactory	9.6	20.4	43.6
Not Satisfactory	2.3	1.5	8.2

*\*This table was derived from the survey conducted to a sample group of exhibitors.*



## 2.2 - Exhibitor's assessment on the promotional campaign of JeanShow

General Assessment	2005 (%)	2006(%)	2007(%)
Perfect	38.4	32.5	20.3
Good	42.4	38.6	42.4
Satisfactory	11.6	19.5	22.1
Not Satisfactory	1.7	4.3	4.2
No answer	6.0	5.2	10.9

*\*This table was derived from the survey conducted to a sample group of exhibitors.*