

第十二届中国国际工业自动化与控制技术展览会
Industrial Automation & Control Expo 2008
第十二届中国测试测量技术与设备展览会
Test & Measurement + SENSOR Expo 2008

Post-show Report

Date: June 04-06, 2008

Venue: Shanghai Everbright Convention & Exhibition Center



Worldwide Exhibitions Service Co., Ltd. (WES)

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1. General Information

Date: June 04-06, 2008
Venue: Shanghai Everbright Convention & Exhibition Center
 (No.88 Caobao Rd, Shanghai, China)

Patronage: Chinese Association of Automation (CAA)
 Worldwide Exhibitions Service Co., Ltd. (WES)
Organizer: Worldwide Exhibitions Service Co., Ltd. (WES)



	Total	Domestic	International
Exhibition Space:	16,000sqm	13,440sqm	2,560sqm
Exhibitors (Including Co-exhibitors):	339	285	54
Co-exhibitors:	31	21	10
Visitor-time:	11969	11789	280
Visitors:	8959	8765	194

Supplement:

The number of the visitors above is exclusive of the groups as follows:

- A、Conference Attandances:(approx 838)
- B、Guests invited by media (approx 200)

Overview

339 exhibitors from 15 countries and areas including China, Germany, USA, Japan, Singapore, Korea, UK, Italy, Switzerland, France, Sweden, Australia, Denmark, Hongkong SAR and Taiwan region participated in the show.

Trade visitors from 17 countries including USA, Germany, Korea, Japan, Australia, Russia, Singapore, Malaysia, Sweden, Italy, Iran, Czech Republic, Norway, Denmark, Ukraine, Belgium and France, local visitors from 28 provinces and cities of China including Hongkong SAR and Taiwan region visited the show.

Media Partners:

More than 80 professional medias provided strong supports for the show.

Highlights:

- IAC, TME+SENSOR 2008 was the only automation industry trade fair sponsored by CAA in Shanghai, which ranks among the top specialized institutes of China. Moreover, it was the highest-standard event among the analogues in China.
- Besides the consistent characteristic of high-quality technology seminars, new highlights emerged on after another: 2008 Enterprises Information Application Conference, The 2nd CTO Forum, 2008 International Sensor Technology & Automobiles Industry Application Forum, The 9th Industrial Instruments and Automation Forum, AMA DAY, The 2nd embedded Sysmtem Conference, IAC 2008 Machine Vision Conference.
- IAC, TME+SENSOR 2008 has indeed achieved the conception of client-orbited while with the help of the organizer, a great deal of trade visitors (specializing in mechanism, electric, electron, petroleum, chemistry, petrochemical industry, electric power, metallurgy, light industry, packaging, textile, heavy mental, automobile and transportation, etc.) converged on the big event to communicate.

2. Analysis of Exhibitors

313 exhibitors completed the questionnaire, (92.3% of total). The conclusions were as follows:

1. Objectives of participation

Exhibiting new technology & product	57.2%	Assessing the market potential	62.5%
Corporate image promotion	82.2%	To find new customers	43.5%
Seeking new business	56.8%	To find agents/distributors/OEM	22.7%
Others	2.1%		

2. Assessment of quantity of trade visitors

Very good	24.1%	Good as expected	69.4%	Unsatisfactory	6.5%
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3. Assessment of quality of trade visitors

Very good	31.8%	Good as expected	65.4%	Unsatisfactory	2.8%
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4. Expected sales by virtue of the show

According to the feedbacks from exhibitors, the accumulative sales would reach over 65 million RMB yuan (approx. US\$4.95 million) generated from this show.

5. Exhibitors' overall assessment of the show

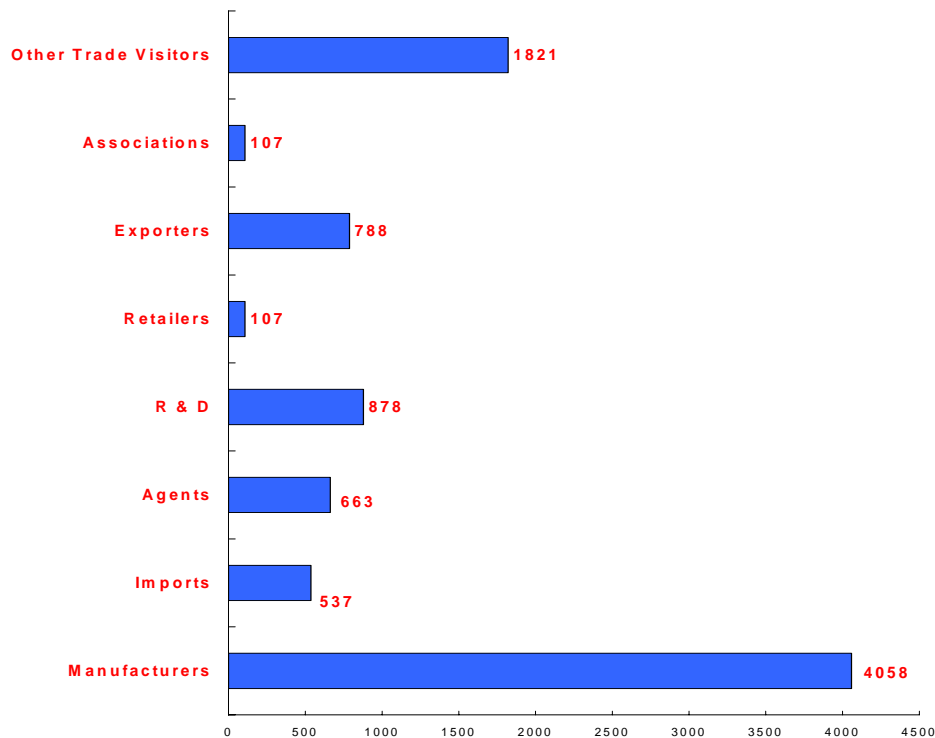
92.5% of the exhibitors held an attitude of approval for they were quite satisfied with the organizer's efficient work, considerate services and favorable arrangements to promote themselves.

3. Analysis of Visitors

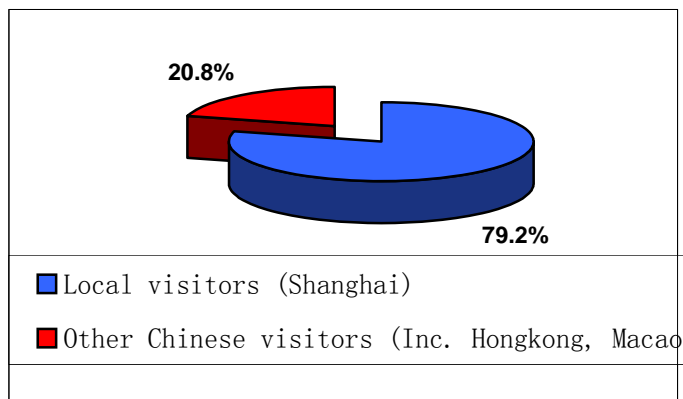
The show attracted Chinese trade visitors and from 17 countries including USA, Germany, Korea, Japan, Australia, Russia, Singapore, Malaysia, Sweden, Italy, Iran, Czech Republic, Norway, Denmark, Ukraine, Belgium and France, local visitors from 28 provinces and cities of China including Hongkong SAR and Taiwan region visited the show.

Detailed analysis

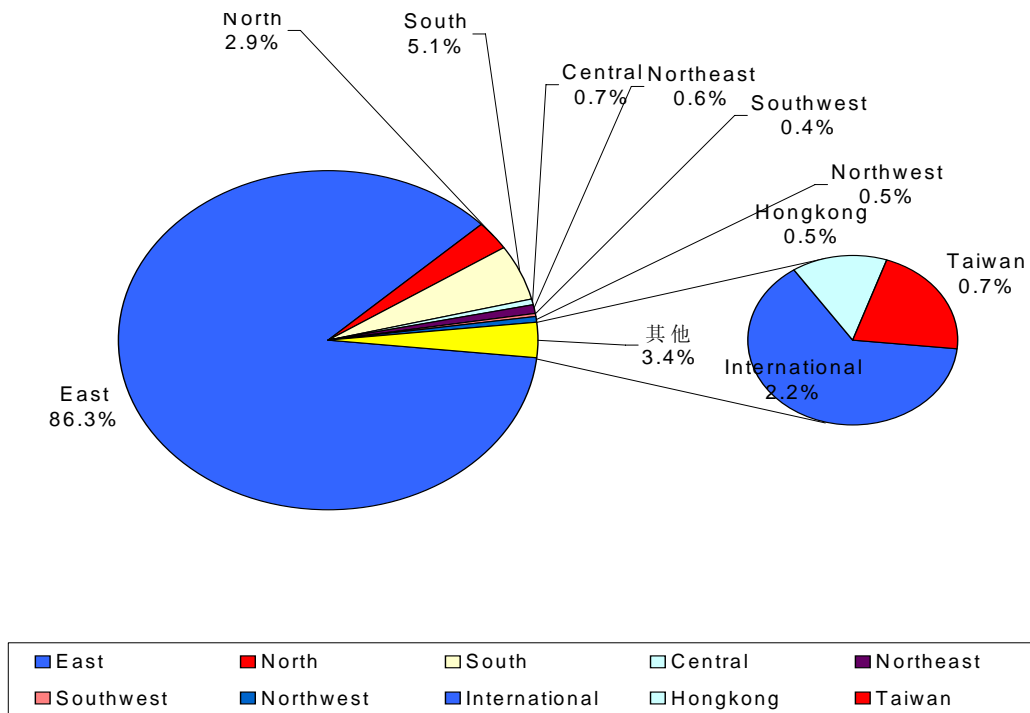
(1) Visitor Structure(multi answers):



(2) The proportion of different regions of mainland:



(3) Area distribution:



Conclusion

With the conjunct efforts of all participants, IAC, TME+SENSOR has become one of the most influential trade fairs in the field of automation in the Asia-Pacific region. It leads to the latest development of global technologies and equipments of automation industry and offers an important annual occasion for the traders and the specialists.

We express our sincere gratitude again for all the exhibitors, especially the old exhibitors and medias. Thank you for your full support and cooperation! We promise to remain as earnest and enthusiastic as ever, providing perfect services for our customers.

The 13th IAC, TME + SENSOR will take place in SECEC on June 2-4, which will expand to 20,000sqm and an expectancy of over 350 exhibitors.

More detailed information please contact the organizer: **Worldwide Exhibitions Service Co., Ltd.**



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