



2011 中國國際工業博覽會

CHINA INTERNATIONAL INDUSTRY FAIR 2011

AFTER SHOW REPORT



8 Theme shows
1869 Exhibitors
150,000 sq. meter show area
103,585 trade visitors
61 forums



Shanghai East Best International (Group)Co.,Ltd.

November 1-5, 2011
Shanghai New International Expo Centre, China
www.ciif-expo.com

CIIF: Writing a new chapter as a leading event for manufacturing in China



China International Industry Fair – CIIF is jointly organized by National Development and Reform Commission, Ministry of Commerce, Ministry of Industry and Information Technology, Ministry of Science and Technology, Ministry of Education, Chinese Academy of Science, Chinese Academy of Engineering, China Council for the Promotion of International Trade and Shanghai Municipal People’s Government, co-organized by China Machinery Industry Federation and managed by Shanghai East Best International (Group) Co.,Ltd. Started since 1999, CIIF became a leading event of equipment manufacturing industry in China which approved by UFI and also an important vehicles and cooperative platform between China’s Industrial insides and global magnates.

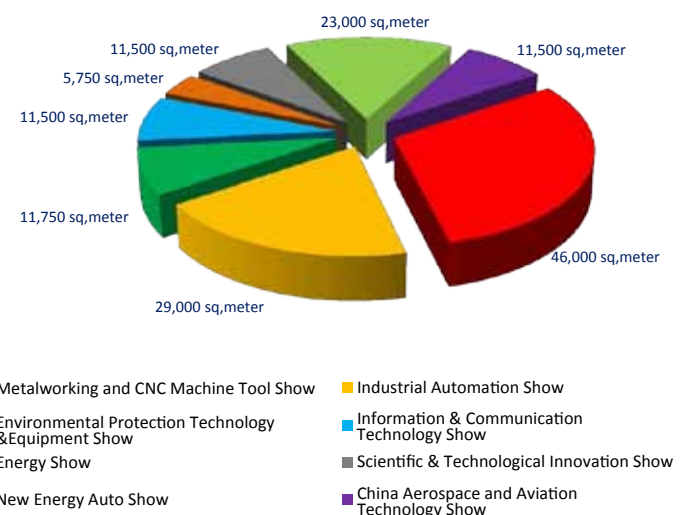
CIIF 2011 was successfully held from November 1st to 5th, 2011 at Shanghai New International Expo Centre. Themed as “Innovation, Transformation and Strategic Emerging Industries”, CIIF occupied totally 150,000 square meters space and attracted 1,869 exhibitors from all over the world. Overseas exhibitors came from 21 countries and 3 regions, occupied 30.1% of the total space. Domestic exhibitors were mainly from 29 provinces, autonomous regions and 5 municipalities specifically list in the State Economic Plan. 61 meetings and events were held concurrently.

117,869 visitors from 70 countries and regions and 30 provinces of Mainland China attended .CIIF 2011 including registered 103,585 trade visitors from industrial professional scope. According to incomplete statistics, the general amount of onsite transactions reached over RMB 1.063 billion (USD 166 million). Hot trade results offered most exhibitors better impression and feedback.

CIIF 2011 hit a new record high for whatever the show scale, the geographical distribution of domestic and

foreign exhibitors or the number of trade visitors. The level of exhibits and brand show influence will reach to a new level. In the beginning year of China's Twelfth Five-Year Plan, CIIF strengthened its position as a leading event for equipment manufacturing industry in China to promote China from a big manufacturing country to a powerful manufacturing country, while CIIF kept close to the economic restructuring, developed the strategic emerging industries, built a high-end manufacturing, became a trading platform of domestic and international markets. CIIF once again write a new chapter as a state-based, international-oriented event.

8 Theme shows under CIIF 2011 and their show spaces were as below



1,869 exhibitors from 25 countries and regions

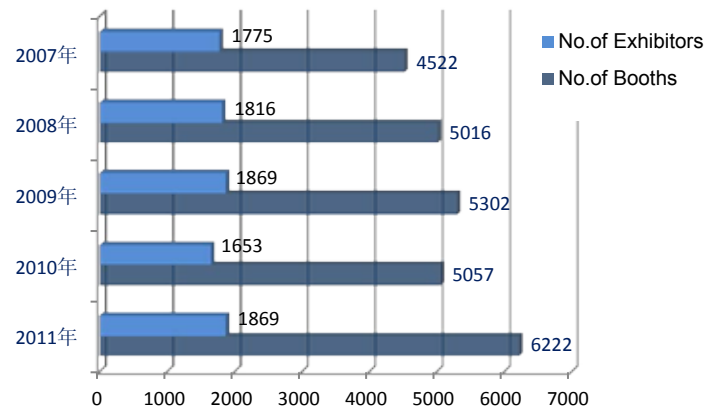
Totally 1,869 exhibitors have participated CIIF 2011. Of all the show area, overseas exhibitors accounted for 30.1% of the total show spaces, domestic (Shanghai excluded) exhibitors accounted for 40.5%, Shanghai local exhibitors reached 29.4%. Also, there were 1,299 Chinese exhibitors coming from China's 29 provinces or autonomous regions and 5 cities with independent planning, accounted for 69.5% of the total exhibitors. There were 570 exhibitors from 24 countries and regions which accounted for 30.5% of the total exhibitors. Domestic and overseas pavilions still had high enthusiasm of attending and kept steady growth of the exhibiting area. The top 5 overseas pavilions were Japan, Germany, Taiwan, USA and Italy. The domestic pavilions were mainly from Beijing, HeiLongJiang, HeBei, ShaanXi, NingXia, ShanXi, XinJiang, AnHui, ShanDong, FuJiang, GuangXi, GuiZhou provinces and ShenZhen.



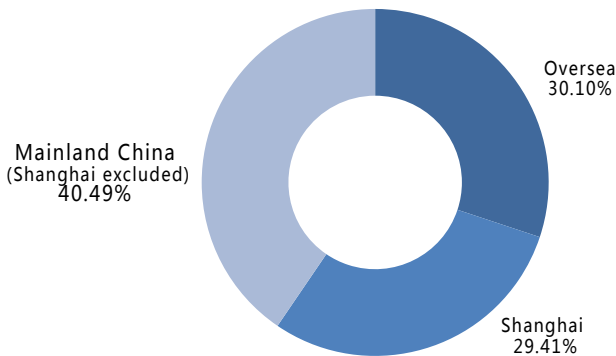
2011 Exhibitors Summary

Theme Shows	No. of Booth *				No. of Exhibitor		
	Shanghai	Domestic/ Shanghai	Oversea	Total	Domestic	Oversea	Total
MWCS	603	728	669	2000	380	109	489
IAS	172	287	804	1263	260	203	463
EPTES	176	103	221	500	165	195	360
ICTS	221	237	42	500	166	24	190
ES	138	97	2	237	69	1	70
STIS	185	256	79	520	123	16	139
NEAS	160	617	25	802	80	12	92
CAATS	175	194	31	400	56	10	66
Total	1830	2519	1873	6222	1299	570	1869

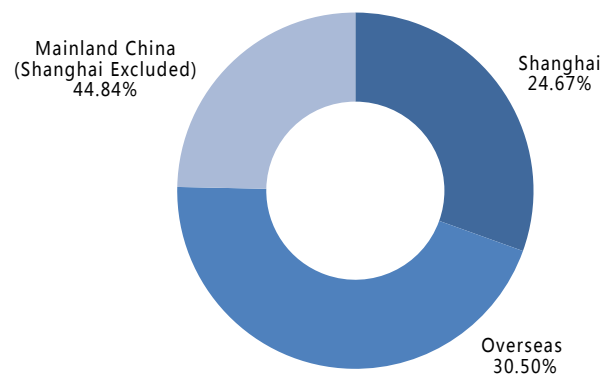
Size of Exhibition from 2007 to 2011



Regional distribution analysis of CIIF 2011 By Booth No.



Regional distribution analysis of CIIF 2011 By Exhibitor No.



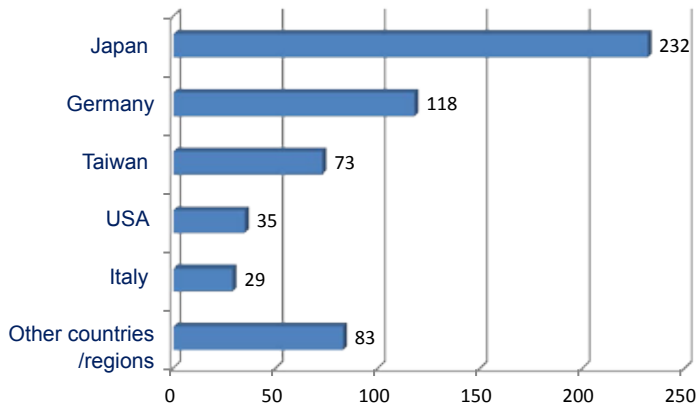
*Notes: No. of Booth here means the number that general show area is converted into shell booth area (9 sq. meter), the same hereinafter.

570 overseas exhibitors from 24 countries and regions

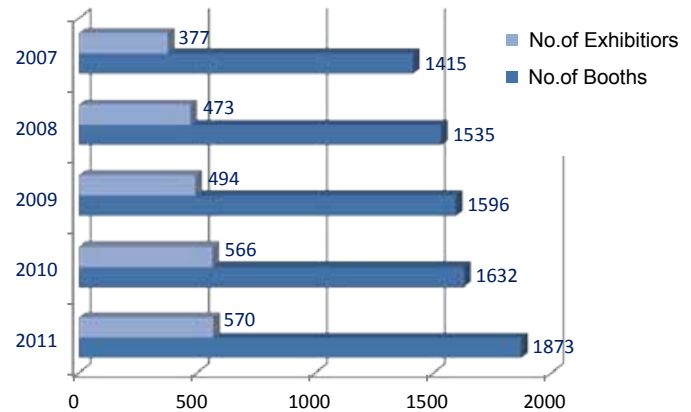


Compared with last year, CIIF 2011 got a higher number of overseas exhibitors, a bigger exhibition area and regional coverage. The display area of 570 overseas exhibitors covered 1873 booths accounted for 30.1% of the total exhibition area. 570 overseas exhibitors were from 21 countries and 3 regions including Japan, Germany, USA, South Korea, Swiss, UK, Canada as well as Hong Kong, Taiwan and etc. The Japanese Pavilion is the largest overseas pavilion attending EPTES this year, 89 exhibitors take part with high enthusiasm and also they signed a USD 2.5 million single transaction with a client from Qatar. Other international pavilions were mainly from advanced manufacturing countries and regions such as Germany, Italy, Czech Republic, Switzerland and Taiwan region.

Top 5 countries and regions of overseas exhibitors in CIIF 2011



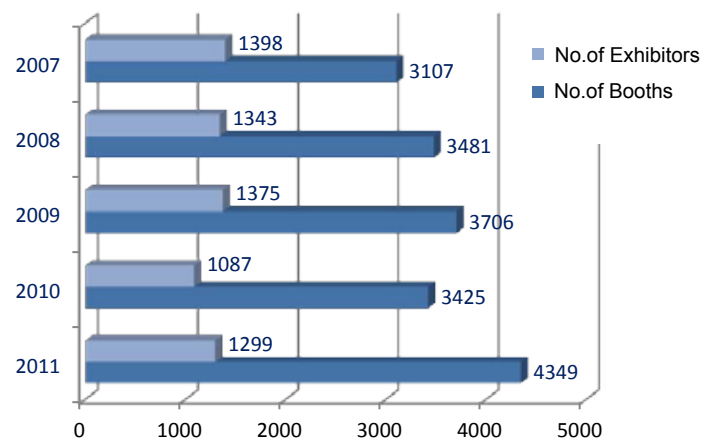
Size of participation by overseas exhibitors from 2007 to 2011



1,299 domestic exhibitors from 29 provinces of Mainland China

1,299 exhibitors from 29 domestic provinces and 5 cities with independent planning covered 4349 booths in CIIF 2011. Number of exhibitors and booth surpassed that of last session by 19.5% and 27% separately, hit a record a new high. The exhibitors from 29 provinces –all provinces of Mainland China excluded Hainan Province and Tibet Autonomous Region, municipalities and autonomous regions as well as five cities with independent planning like Dalian, Qingdao, Ningbo, Xiamen, Shenzhen, showed the cutting-edge achievements of high-end manufacturing of China competing with their overseas counterparts. CIIF 2011 demonstrated vitality of China's development of equipment manufacturing industry and Scientific and Technological Innovation.

Size of participation by domestic exhibitors from 2007 to 2011



▲ Exhibitor comments on CIIF 2011

▲ Mr. Long Xingyuan, Chairman of board, Qinchuan Machine Tool Group, Shaanxi, China

“The hard working and persistence by the organizers of CIIF provide us a leading event for manufacturing in China as well as a platform to exporting products in the world market. This year, we exhibits the products for the manufacturing of the motor of airplanes, which is also a result of the state-based key projects. We got a good feedback through exhibition.”

▲ Mr. Qian Hui, General Manager, Shanghai-FANUC Robotics Co.,Ltd., China

“We started to participate at CIIF from its first session. Since Through these years' growing, CIIF has become one of the best industrial show in China. Our company will present with our cutting-edge products to the market via this show. We will bring more products in the next session for our clients.”

▲ Mr. Yu Ruifu, The East Automation Department Sales Director, LSIS-Wuxi, Korea

“I've been in CIIF for 3 times. The size of our stand became bigger and bigger, I am sure next session will be bigger than before. We feel the result of participating this year is very good, there were so many trade visitors have interests on our stand. After attending this show, we feel more confidence for expanding our investment under this economic environment.”

▲ Mr. Qin Chengying, Marketing Director, HGLASER, Wuhan, China

“We felt good of participating CIIF since this year the number of domestic visitors are high and they mainly from professional field .Meanwhile, this year we feel international visitors are also very much. This year is the largest scale participating and more exhibits presence for us. We will certainly continue to participate next year and surely pour much of investment than this year.”

▲ Mr. Zhou Tao, COO, KUKA Shanghai, Germany

“Back to CIIF again , we feel the changes are very obvious and have deep impression, trade visitors increased significantly, foreign exhibitors was significantly increased. Through the face-to-face contact with our potential customers on the stand, we met lots of professional both from domestic and overseas. They asked a lot of professional questions according to different needs. The effect of CIIF beyond our expectations.”

▲ Mr. Wang Yang, E-soul Communications Technology, Huzhou, China

“Since it is the first time we participate CIIF, we still feel good from onsite reflect for our products. Also we feel it is cost-effective since CIIF provide a good platform for our overseas students to start their career. We hope we can display our achievement with more exhibiting space and find more potential business partners in the coming year.”

■ Part of exhibitors

■ Metalworking and CNC Machine Tool Show

QIER, QINCHUAN, WUZHONG, SMTW, HUADING, SPARK, HANLAND, DAHE, MIKRON, MATEC, BRETON, YANGLI,WORLD, LEADYANG, KAIDA, MAINLAND, AMADA, MAZAK, TRUMP, BYSTRONIC, MITSUBISHI

■ Industrial Automation Show

ABB, SIEMENS, FANUC, Fuji Electric, omron, EPSON, Yaskawa, KUKA, LSIS, PHOENIX,BECKHOFF,CONTACT, Weidmuller, Rittal, SIKC, Stäubli, TURCK, ema, P+F, contrinex,Advantech, Pilz, Heidenhain, Pro-face, KUBLER, Hilscher, Leuze, elco, VIPA

■ Environmental Protection Technology &Equipment Show

Kärcher, Nilfisk, OMRON, Weldtech, G-winner, HISAKA, Puzer Ruihua

■ Information & Communication Technology Show

China Telecom, China Mobile, Huzhou E-soul, Wonders Information, Winmate, RedBud Tek, Shanghai SanxinTechnology, Cree, Tianying Optoelectronic, Shanghai Yu Yu Optronics

■ Energy Show

Power Construction Corporation of China,Shanghai Electric, TIANWEI GROUP, Great Wall Electrical, GOLDWIND, TEBA, Noark , Sanyu, ENN, urban green energy, Windey

■ Scientific & Technological Innovation Show

GE, SAIC, ENN, chint power, Lingang Industrial Park, Tsinghua University, Peking University

■ New Energy Auto Show

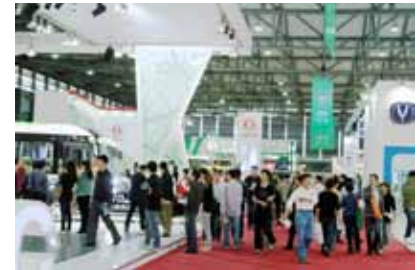
SAIC, DFM, Changan, GAC Group, Chery, Geely, BYD, Porsche, JAC, Anyka, BorgWarner, PHOENIX CONTACT, Potevio, Santroll, Yuchai,Spel, FCV-SH, ZHmag

■ China Aerospace and Aviation Technology Show

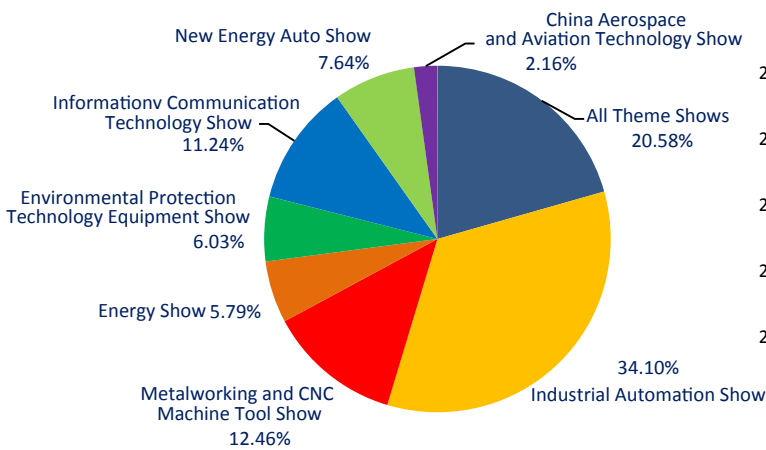
AMT Pavilion, COMAC, ACAA, BinAo Aircraft, Pacific-China Aero Technology

103,585 trade visitors from 71 countries and regions

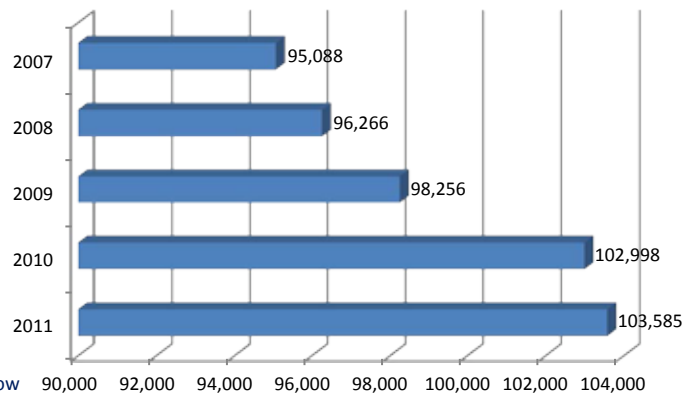
CIIF 2011 registered 117,869 visitors attending, 103,585 of which were trade visitors, record an increase over that of last year. Total overseas visitors were coming from 70 countries and 30 provinces, autonomous regions and municipalities of Mainland China. According to incomplete statistics, the cumulative turnover of RMB 1.063 billion were achieved on-site, quality and quantity of foreign visitors has significantly improved over last year.



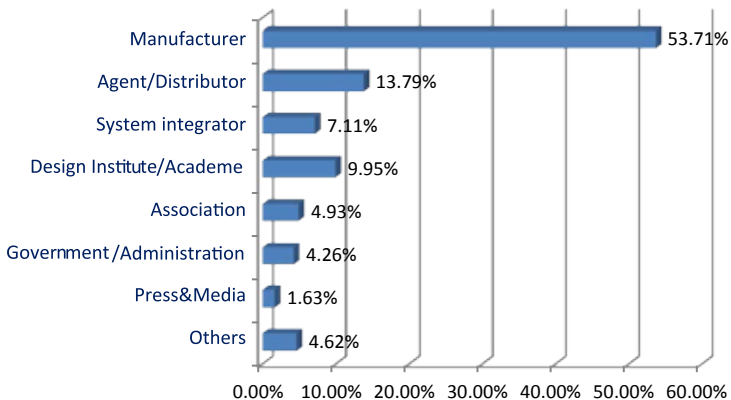
Trade visitors by Theme Shows under CIIF 2011



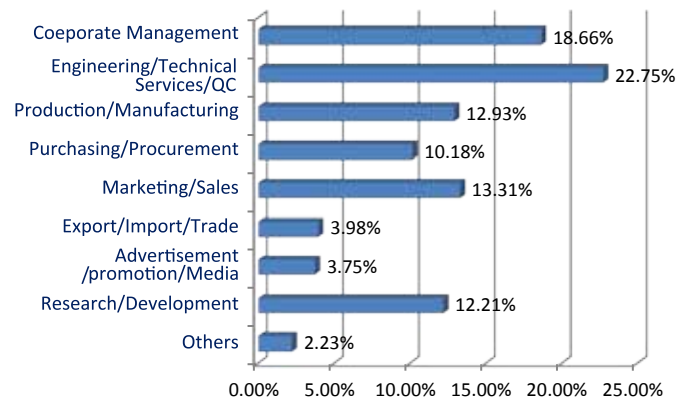
Visitors from 2007 to 2011



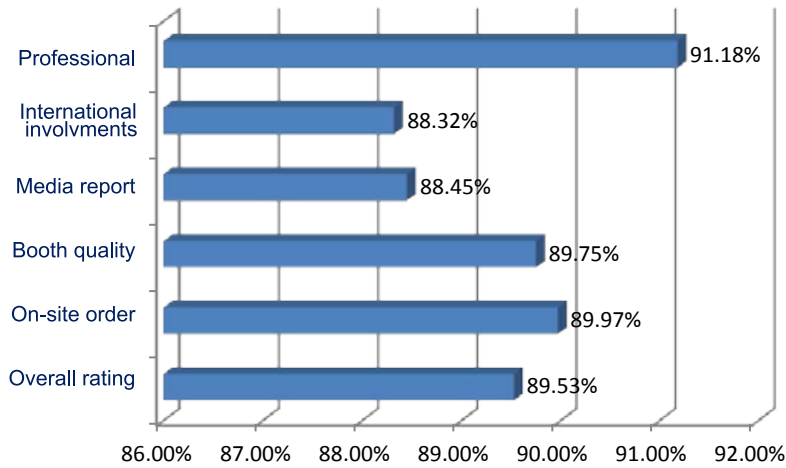
Trade visitors by type of institution/company



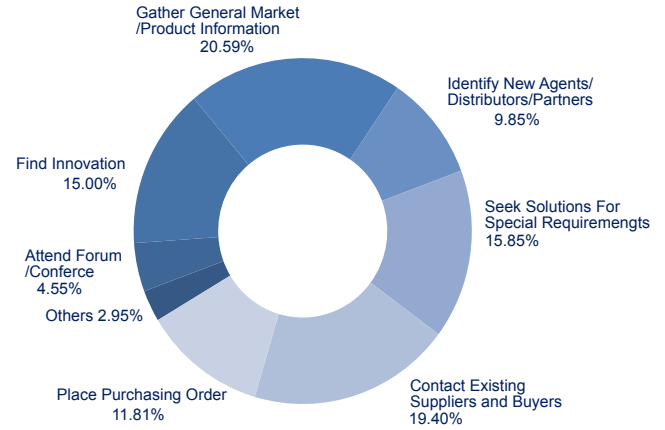
Trade visitors by area of responsibility



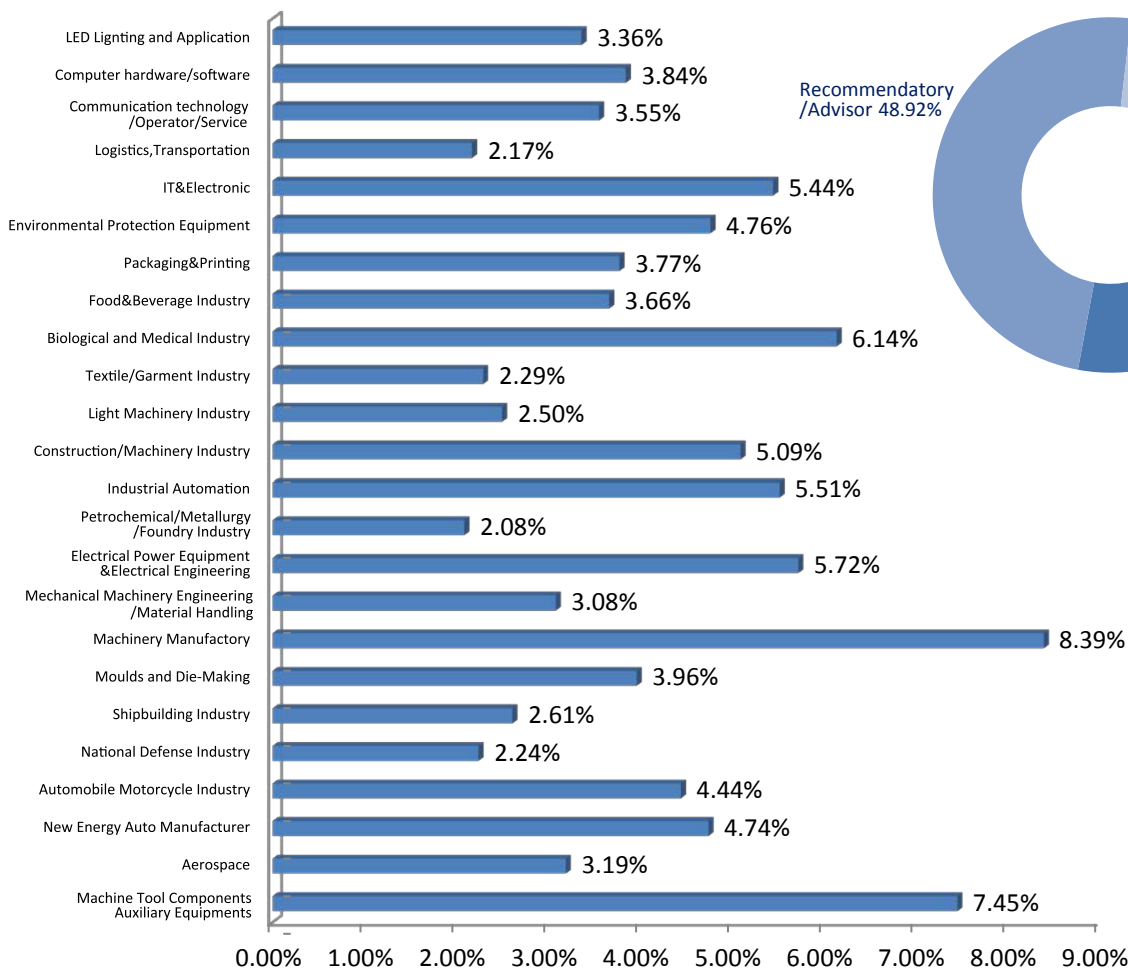
Visitor satisfaction



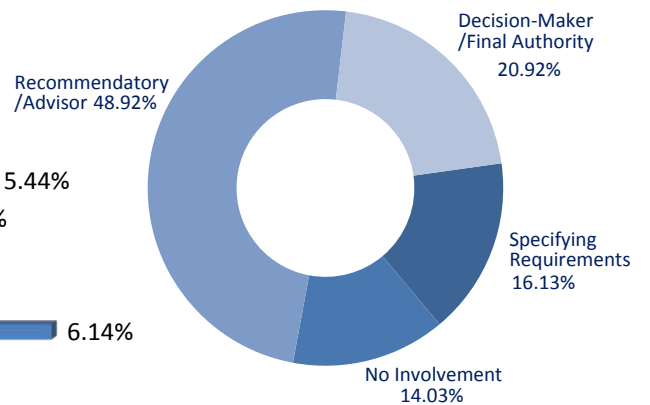
Trade visitors by purpose of visiting



Trade visitors by industrial sector



Trade visitors by involvements in purchasing



61 series concurrent conferences and seminars

61 conferences & forums were held during CIIF 2011 in accordance with the theme as “scientific and technological innovation and revitalization of equipment manufacturing industry” and the topic of “innovation-driven development and transformation”, combined with three parts to development forum, the SCI-TECH forum and industry/corporate forum. The development forum, as a special event of the highest level under CIIF, focused on the development of the emerging industries in China, including 4 forums held this year including “The IoT Industry Development (Shanghai) Forum 2011”, “Industry design and city of design” and other 2 forums. Cored on Academy of Sciences Roundtable meeting, the SCI-TECH forum this year shared 19 subjective seminars or meetings. Industry/corporate forum provided a platform to exhibitors, who could utmost promote their high and new technology and cutting-edge products, and built communication bridges. These forums presented about 7500 attendees and achieved excellence response.

Part of CIIF forums

Forum	Topics	Organizers
The 7 th Forum on International Competitiveness of China's Industries	Develop modern industry system and fair state to state competitiveness environment	-Bureau of Industry Injury Investigation- Ministry of Commerce -Shanghai Municipal Commission of Commerce
The IoT Industry Development (Shanghai) Forum 2011	IoT enabling the development of smart cities	-Shanghai Economic and Information Technology Commission IT Industry Division -People's Government of Changning Area
Future of Broadcast Television (FOBTV) Summit	The development of common strategies for the future of terrestrial broadcasting, Technical advances in the rapidly converging areas of terrestrial broadcasting, consumer electronics and networking technologies	National Engineering Research Center
Industry Design and the City of Design	Accelerate the development of design on manufacturing equipment and promote the transformation of industry; Innovation of industry design	-Shanghai Industrial Design Association -Shanghai Federation of Economic Organizations
Sino-Japanese Exchange Forum —Present condition and development trend of EMC	Promote the developing plan and executive mode of EMC on energy-saving sectors	Japan External Trade Organization
IAS 2011 New Products & Technologies Release Conference	FANUC Robot R-1000iA and LVC, New Generation : SIMOTICS 1LE0 High Efficiency Motor from SIEMENS; and other 5 new products release	-www.gongkong.com -East Best Group CIIF Branch
2011 OEM Machine Design Summit	Construct innovative and economic OEM ideas ; An Indispensable Aspect of OEM ; Machine Vision and Intelligent Sensor Technology ; Industrial Communication technology oriented to OEM	IIANews.com
2011 LED City Forum	New design of LED products ant its appliance on City lighting	-China association of Lighting Industry SSL Committee -Shanghai Optoelectronics Trade Association
CIIF-MM-China Automation days 2011	New Automation Technology Drives Energy Conservation and Emission Reduction	MM China East Best Group
The 3 rd Annual China Civil Aircraft Conference 2011	Aviation Market and Aircraft Demand Prediction; Analysis of Competitive Trends in the Aviation Industry; New Challenges Facing the Aviation Industry	-China Decision Makers Consultancy -China Investment Society -Shanghai Academy of Social Sciences

For the whole list of CIIF 2011 Forums, please refer to below link

<http://www.ciif-expo.com/article/list.php?catid=18>

39 exhibits awarded CIIF AWARD

As one major event, four kinds of exhibit awards of CIIF 2011 were selected, which were gold, silver, copper and innovation awards. Totally 39 exhibits shared these awards, 3 for gold, 10 for silver, 14 for copper and 12 for innovation. CIIF 2011 adhered to the dominant ideology of "the transformation of industrial innovation" and "the development of strategic emerging industries", focused on the strategic

emerging industries and high-tech industry, and highlighted the advanced equipment manufacturing industry, the innovative, fully reflected the economic mold transformation and adjusted to changing technology trends and recent results of the low-carbon economy.

Exhibits awarded Gold Prize

Exhibitors	Exhibits
China Ocean Mineral Resources R&D Association China Ship Scientific Research Center, and etc.	Jiaolong Hov
Salvagnini China	Salvagnini P2Xe Panel Bender
Baosteel Group Corporation	Products, Process and Equipments for Advanced High Strength Steel Sheets

Please click below link for the list of exhibits of CIIF AWARD

<http://www.ciif-expo.com/article/show.php?itemid=843>

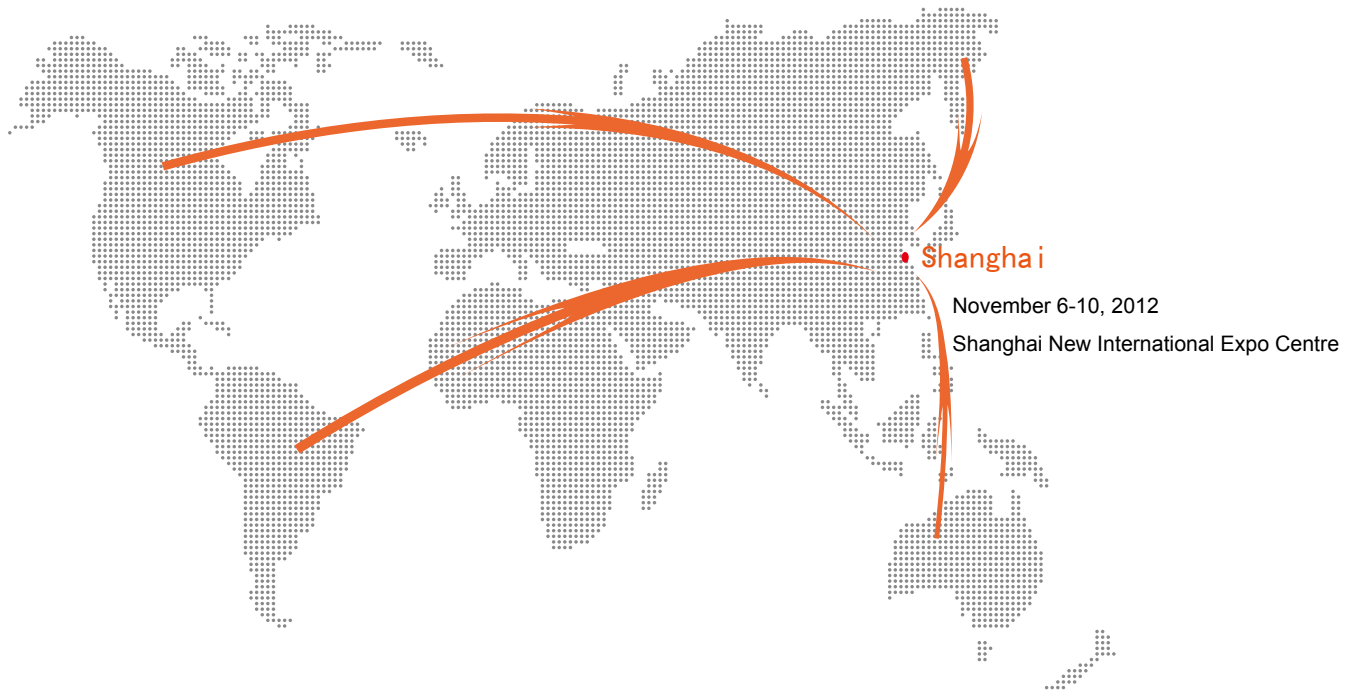
Well-reported in the domestic and international media

CIIF 2011 achieved great attention and well-reported in domestic and international media. The media such as Xinhua News Agency, CCTV Channel1, CCTV Channel2, SMG News, Dragon TV, Phoenix TV, CBN, Shanghai People's Broadcasting Station, Shanghai Daily and other national media were flourishing report



of CIIF 2011. The Shanghai Municipal Government held a pre-show press conference in Shanghai. Eastday.com presented a full range of special reports and live video interviews in the 5-day event. Journalists from more than 100 cooperative media reported CIIF 2011 and published signed articles and interviews for the event

- 128 Cooperation media
- 559 Press releases
- 80,000 Pre-show review
- 500,000 Show e-newsletter
- 144,288 High hits during 5-day event



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