



# Post Show Report

16 – 18 September 2009

Shanghai New International Expo Center,  
Shanghai, China

## China International Hardware Show 2009 ends with a bright spark

Asia's largest hardware and DIY trade show, China International Hardware Show 2009 ended with great success. In its 9th year running, CIHS continues to overwhelm its exhibitors and visitors by the growth and the professionalism of the event. The trade fair garnered interest from all over the world - 2,016 companies were featured from 18 countries and regions, over 34,000 domestic and international industry buyers attended. This year's success has left little doubt about the future of Asia's top hardware and DIY trade fair.

### Overview of Post Show Results:

**3%** increase in overall exhibitors

**83%** of the exhibitors rated the event as "very good", "good" and "comfortable"

**81%** of the exhibitors think the show is "very good", "good" and "comfortable" in helping them strengthen business contacts

**69%** of the visitors are planning or are "likely" to visit CIHS 2010

**82%** of the visitors will recommend the show to business partners and colleagues

### Exhibitors

Number of exhibitors	2,016 companies
Number of countries / regions	18
Floor space occupied	103,500 sqm

### Visitors

Total attendance	34,945
Number of countries / regions	89

### Opening hours

Wednesday & Thursday	9:00am - 5:00pm
Friday	9:00am - 3:00pm

### Organizers

- Koelnmesse
- China National Hardware Association
- All China Chamber of Commerce in Hardware Mechanical and Electrical Industry
- Light Industry Sub-Council, China Council for the Promotion of International Trade

### Supporter

- Int'l Federation of Hardware & Housewares Association (IHA)

### Supporting Associations for Overseas Pavilions

- Association of German Tool Manufacturers (FWI), Germany
- Spanish Hand Tool Manufacturers Association (Herramex)
- Spanish Federation for Manufacturers Exporting Hardware Products (COFEARFE)
- Taiwan Hand Tools Manufacturers' Association (THMA)
- Importers & Exporters Association of Taipei (IEAT)
- Taiwan Importers & Exporters Chamber of Commerce (TIECC)

### Local Partners

- Beijing Triuni Exhibition Co., Ltd.
- China Tool Development Co., Ltd.





# Exhibitor & Visitor Analysis

**95%** of the visitors met manufacturers they are interested in

**98%** of the visitors rated their visit to the show as satisfactory and above

**77%** of the visitors spent at least 2 days sourcing at the show

## Exhibitors were satisfied with their participation

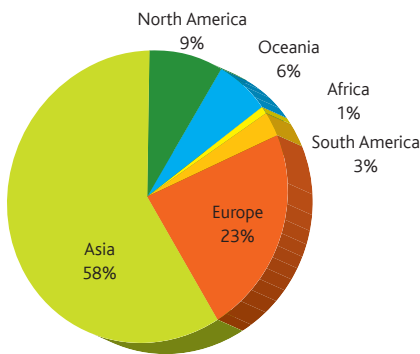
**61%** were satisfied with regards to seeking agents / distributors / importers

**83%** of the exhibitors rated the overall success of the show as satisfactory and above

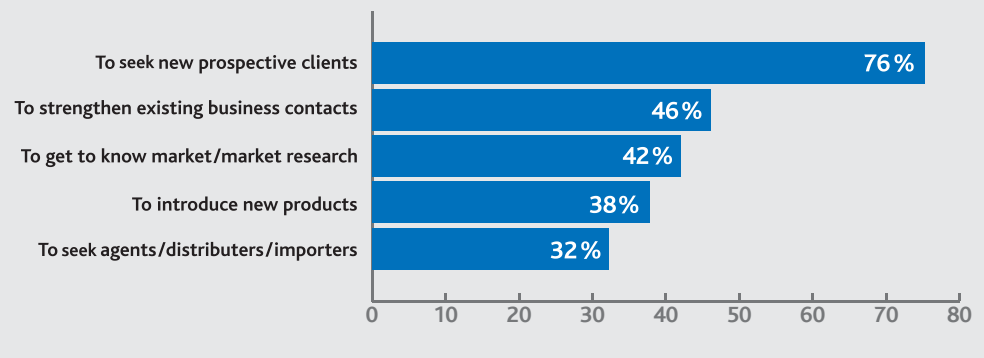
**93%** of the exhibitors met relevant customers

**81%** of the exhibitors felt that the number of visitors was satisfactory and above

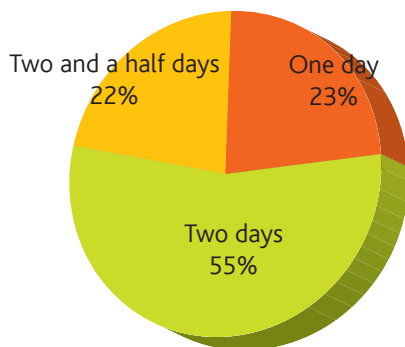
## Visitors from Regions Outside China



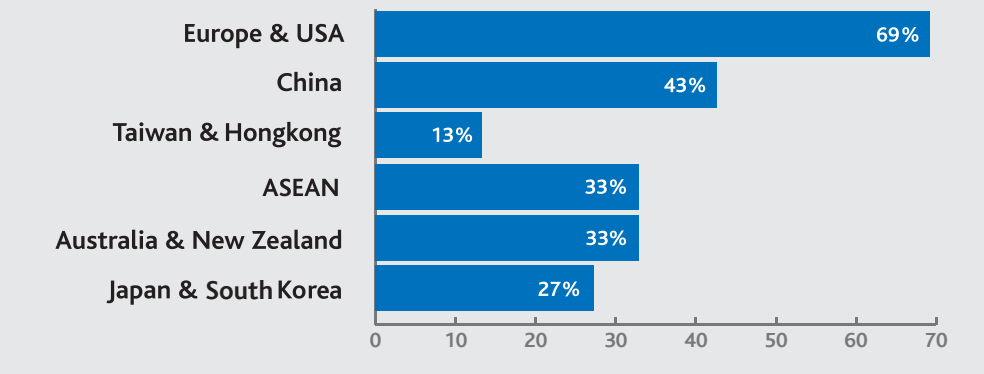
## Exhibitors' Main Objectives for Participation



## Duration of visit



## Target Markets Served Through Participation



## Products of interest

Tools	54%
Building hardware & DIY	42%
Security locks & fittings	15%
Machinery equipment	13%
Fasteners	11%
Abrasive tools or materials	13%
Kitchen & Bath	20%
Gardening	9%
Welding equipment	9%





# Summary



## What our exhibitors say

*"China International Hardware Show is gaining importance for us from year to year and has great potential to become a regional and global leading trade fair in our branch. It is a great platform for market entry in China and for the information exchange among the players in the Chinese market. The perfect organization of the trade fair and the familiar atmosphere made us feel very comfortable."*

**Mr. Peter Kissling, Managing Director, Matador Schraubwerkzeuge**

*"The first Australian Pavilion of its kind was a great success and confirmed CIHS as an optimal launching pad for Australian exporters: Our exhibitors reported back great interest from buyers within Asia, Europe, Australia and United States. They early expressed interest to return their showcase in 2010; this again confirms that CIHS has opened up a new marketing and sales platform for them."*

**Mr. Philipp Lischke, Managing Director, Fairlab Pty Ltd,  
Australian Pavilion Organizer**

*"The perfect organization made our first appearance at this fair very convenient. The well informed visitors and the presence of many local and global companies indicate the effort to sell and distribute in China, despite the difficulties of the Chinese market. Due to the good experience of this year's fair we have the intention to come back next year with more companies!"*

**Ms. Thais Rodriguez Perez, COFEARFE, Spanish Group Organizer**

*"It's an excellent way to represent our business; CIHS was an outstanding success for our group, execution by the show management was flawless; the show truly exceeded our expectations".*

**Mr. Wen Chou, Assistant General Manager, Greenguard Group,  
A returning exhibitor for the 7th year running  
gave recognition to CIHS**

*"We are very satisfied with how things went at the trade show and our expectations were met perfectly. In fact, the biggest surprise was the number of attendees at the show; we couldn't detect any indication of the general economic downturn at our stand. CIHS has proven itself to be the ideal platform for exchanging information and for building a network of business contacts."*

**Mr. Jack Han, Toolfull Industries Inc.**

## Country Pavilions at CIHS 2009

- German Pavilion - supported by the Association of German Tool Manufacturers (FWI)
- Italian Pavilion - organized by Koelnmesse Italy
- Spanish Group - supported by the Spanish Hand Tool Manufacturers Association (Herramex) and Spanish Federation for Manufacturers Exporting Hardware Products (COFEARFE)
- Australian Pavilion - coordinated by Fairlab Pty Ltd
- Three Pavilions from Taiwan Region - supported by the Taiwan Hand Tools Manufacturers' Association (THMA), the Importers & Exporters Association of Taipei (IEAT), and the Taichung Importers & Exporters Chamber of Commerce (TIECC)

## Chinese Pavilions

- China Hardware Tool Export Base - Jinhua
- China Lock City - Wenzhou
- China Valve Capital - Yuhuan
- Shanghai Building Hardware Association
- China Hardware Production Base - Huanghua
- China Hardware Production Base - Xiaolan Town, Guangdong
- China Wire Mesh Production Base - Anping, Hebei

**The next China International Hardware Show will take place from 28-30 September, 2010 in Shanghai.**

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