



China International Hardware Show 2008 Powered by PRACTICAL WORLD

Post Show Report

17 – 19 September 2008

Shanghai New International Expo Centre,
Shanghai, China

CIHS emerges top with outstanding results despite tough economic challenges

China International Hardware Show Powered by PRACTICAL WORLD is Asia's top trade fair for the entire hardware and DIY sectors. This unique trade fair offers specialist traders and buyers from the industry sectors of Tools, DIY and Building Hardware, Security, Locks and Fittings with a comprehensive category of products and services. Increasingly, European and American exhibitors from the hardware sectors are using this show as their gateway to markets in Asia.

CIHS 2008 ended its run on 19 September in Shanghai. Held over three days, this year's event registered a record breaking 103,500 square metres. Nearly 2,000 renowned local and foreign exhibitors from a total of 19 countries participated this year. Close to 31,000 trade visitors attended the show over the 3-days. Both visitors and exhibitors have given positive feedbacks on this year's CIHS.

Overview of Post Show Results

12.5%	increase in floor space
7%	increase in overall exhibitors
87%	of the exhibitors rate the event as "very good", "good" and "comfortable"
94%	of exhibitors think the show is "very good", "good" and "comfortable" in helping them strengthen business contacts
75%	of the visitors are planning and "likely" visiting CIHS 2009 next year
83%	of the visitors will recommend the show to business partners and colleagues

Facts and Figures

Exhibitors

Number of exhibitors	1,948 companies
Number of countries/regions:	19 countries

Floor space occupied	103,500 sqm
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Opening hours

Wednesday - Thursday	9.00 am - 5.00 pm
Friday	9.00 am - 3.00 pm

Visitors

Total attendance	30,963
Chinese attendance	28,403
International attendance	2,560
Countries	89

Organizers

- China National Hardware Association
- Koelnmesse Co., Ltd.
- 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 Associations (IHA)

Supporting Associations for Overseas Pavilions

- Association of German Tool Manufacturers (FWI), Germany
- Probrixia Chamber of Commerce of Brescia, Italy
- 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.



China National Hardware Association





Exhibitor Analysis



Exhibit Profile

- Tools
- Home Improvements and DIY
- Security, Locks and Fittings
- Gardening

Exhibitor Countries/Regions

Australia	China	Germany
Hong Kong	India	Israel
Italy	Japan	Korea
Mexico	Netherlands	Philippines
Singapore	Spain	Switzerland
Taiwan	Turkey	UK
USA		

Country/Regions Pavilions

Germany Pavilion Supported by Association of German Tool Manufacturers (FWI)	Italy Pavilion Supported by Probrixia Chamber of Commerce of Brescia
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Taiwan Hand Tool Manufacturers' Association (THMA)	Importers & Exporters Association of Taipei (IEAT)
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Taichung Importers and 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

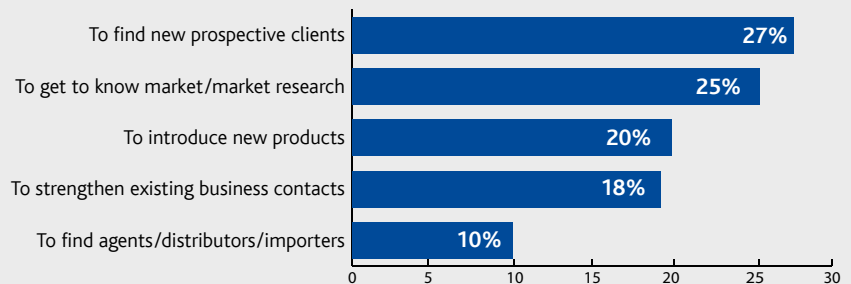
China Wire Mesh Production Base Hebei Anping

Exhibitors were satisfied with their participation

- 73%** were satisfied with regards to finding agents/distributors/importers
- 65%** of the exhibitors rate the overall success of the show as satisfactory
- 72%** of the exhibitors met relevant customers
- 71%** of the exhibitors felt that the number of visitors was satisfactory and more

EXHIBITOR SURVEY REPORT 2008

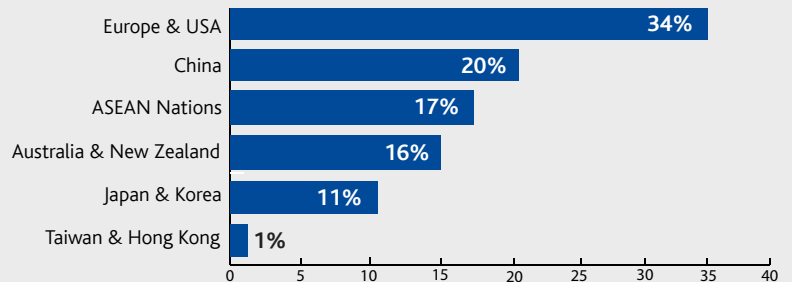
Exhibitors' Main Objectives for Participation



- 80%** were satisfied with regards to finding new prospective clients
- 72%** of the exhibitors rate the quality of visitors as satisfactory and above

EXHIBITOR SURVEY REPORT 2008

Target Markets Served through Participation



- 86%** were satisfied that their participation gave them access to information on the market / market research
- 79%** rate the prospects of the follow up business as satisfactory and above

Visitor Analysis

Trade Visitor Profile

Trading Company (Retail/Wholesale)	26.98%
Manufacturer/Producer	21.59%
Exporter/Importer	20.59%
Agent/Distributor	12.99%
Hardware Store/Home Center /Department Store	7.49%
Builder/Contractor/Engineer	4.01%
Architect/Consultant/Real Estate	2.03%
DIY Enthusiast	1.06%
Embassy/Trade Office Association /Chamber of Commerce	0.71%
Government/Ministry	0.48%
Publication/Media/Press	0.46%
Other	1.62%

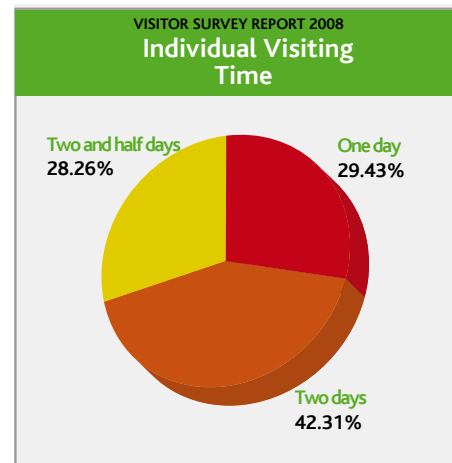
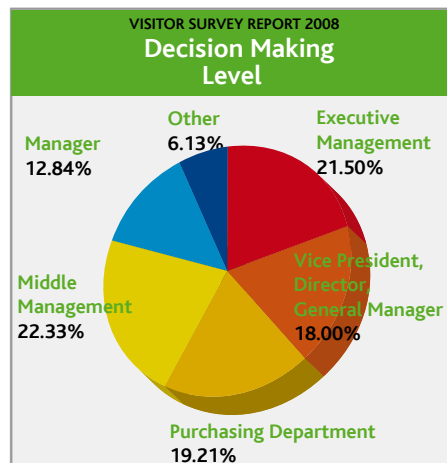
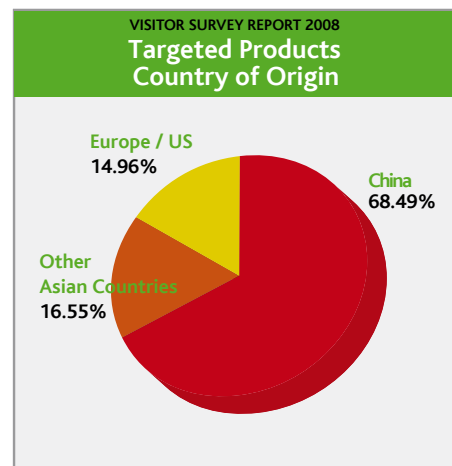
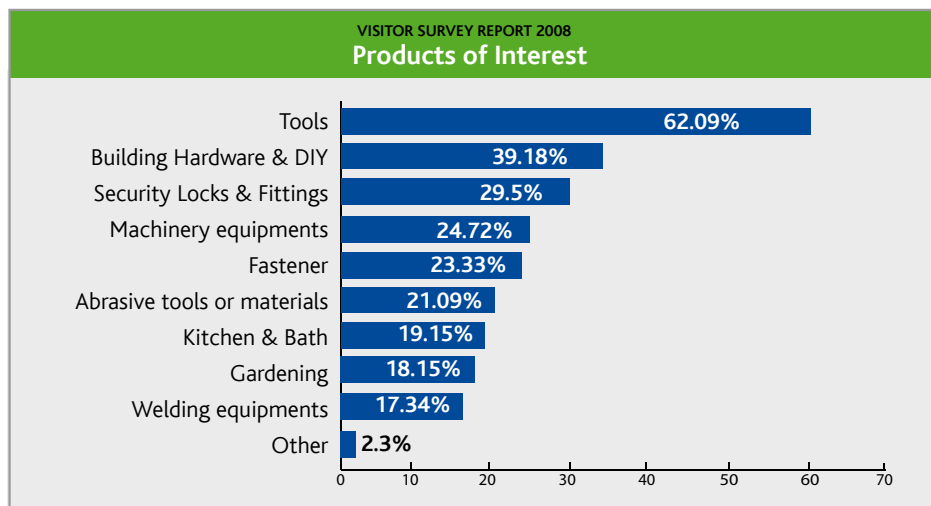
Countries/Regions of Visiting Buyers

China	28,403
Asia Excluding China	1,327
Europe	721
North America	255
Oceania/Australasia	113
South America	81
Africa	62



CIHS 2008 attracted 30,963 visitors who were keen to do business

92% of visitors met manufacturers they are interested in
99% of visitors rated their visit to the show as satisfactory and above
71% of visitors spent at least 2 days sourcing at the show

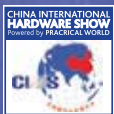




Summary



2008 has been a tough year for the Chinese hardware industry. There was a slow down in demand, an increase in the cost of raw materials and manpower, the value of China's currency appreciated and tax rebates for exports dropped. It is extremely difficult to operate in such a challenging environment especially with the restructure of China's hardware manufacturing industry. But CIHS has lived up to its expectations as a top-quality, international platform by bringing China's hardware industry to the world stage, while bringing the world closer to China.



www.cihs-practicalworld.com
www.cihs.com.cn

China International Hardware Show 2009

Powered by PRACTICAL WORLD

'09中国国际五金展

—《科隆国际五金展》强力推动

- Tools
- DIY and Building Hardware
- Security, Locks & Fittings

16-18 September 2009
Shanghai New International
Expo Centre, Shanghai, China

- 工具
- 建筑五金及DIY家装
- 锁具、安防产品及配件

2009年9月16-18日
上海新国际博览中心

**The next China International Hardware Show
Powered by PRACTICAL WORLD will take place
from 16-18 September, 2009 in Shanghai.**

What our exhibitors say

"We have participated in CIHS for many years, and we gained a lot from it. CIHS is the most valuable show among similar large shows in China. The show has become an international show and we use it not only as a channel for trading, but also as a platform to show our brand."

Mr. Zhou Kuo
Sales Manager, Top-eastern Drills Co., Ltd

"We are participating for the third time at CIHS. There are more visitors than previous years. Our key customers visited us on the first day! We also received several new leads. This event raises awareness of our brand."

Ms. Cherry Shen
Marketing Manager, Knipex Tools (Shanghai) Co., Ltd.

"China International Hardware Show has grown in importance. It has become a highly international show as we can see buyers from Canada, Australia, East Europe and Germany. More international companies are choosing to participate in CIHS. We also found more domestic suppliers exhibiting in this show. And their product quality is improving quickly."

Mr. Marcel Baumgartner
President, Global Sourcing AG

"The quality of visitors is very good. The show is very well-organized. Selection of visitor groups into the show is very well done. We wasted no time for business. We'll be back next year!"

Mr. Franco Morganti
Export Manager, Morganti SPA

What our visitors say

"This trade fair comes highly recommended by our suppliers. At this professional platform, we can visit our business partners and find out more about the latest development trends in the hardware industry. It is very helpful that we have the opportunity to discussion questions with the experts at the seminar. CIHS is a must attend event!"

Ms Hou, Sourcing Managing Director,
MASAI Shanghai Representative Office

"It's my first time visiting the show. It's a good show as we found many potential suppliers."

Mr. Eugenio Gómez – Lobo R.
Commercial Manager, Pinturas Creizet S.A.

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