



The 9th China Int'l Machine
Tool & Tools Exhibition – CIMES 2008

Post Show Report

9-13 October 2008

New China International Exhibition Centre (NCIEC) & CIEC

CIMES



Summary of attendance

Five solid days of business for exhibitors and visitors and a record number of visitors – including a big jump in the number of International visitors have cemented CIMES 2008 as the China's leading Machine Tool Industry event.

Total of **44,852** visitors,
attended CIMES2008

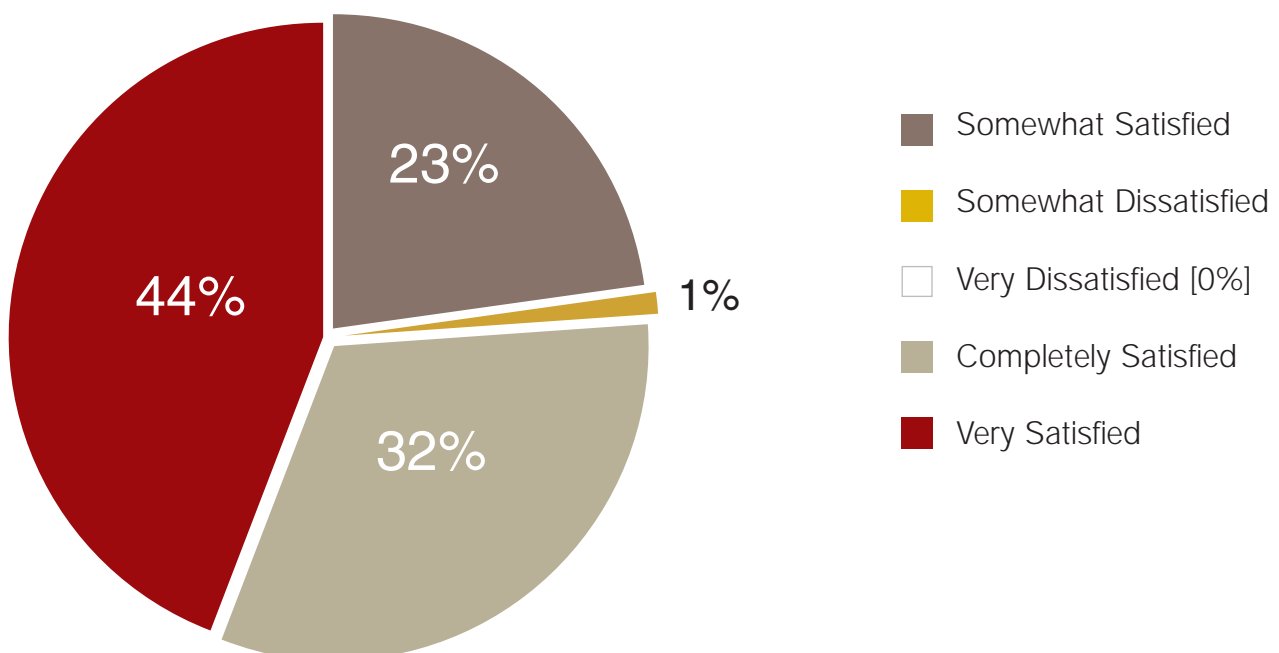
Up by **14%**
on previous exhibition held in 2006

A notable trend

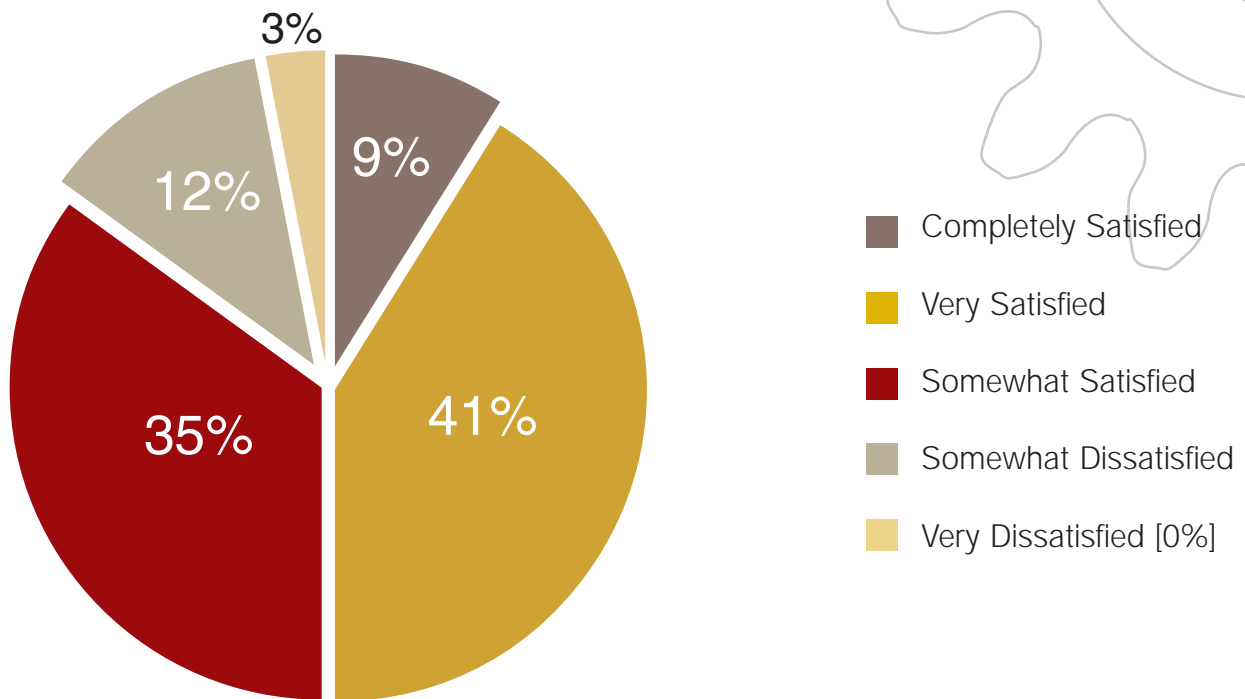
Increase number of overseas
visitors at CIMES2008

Up by **60%**

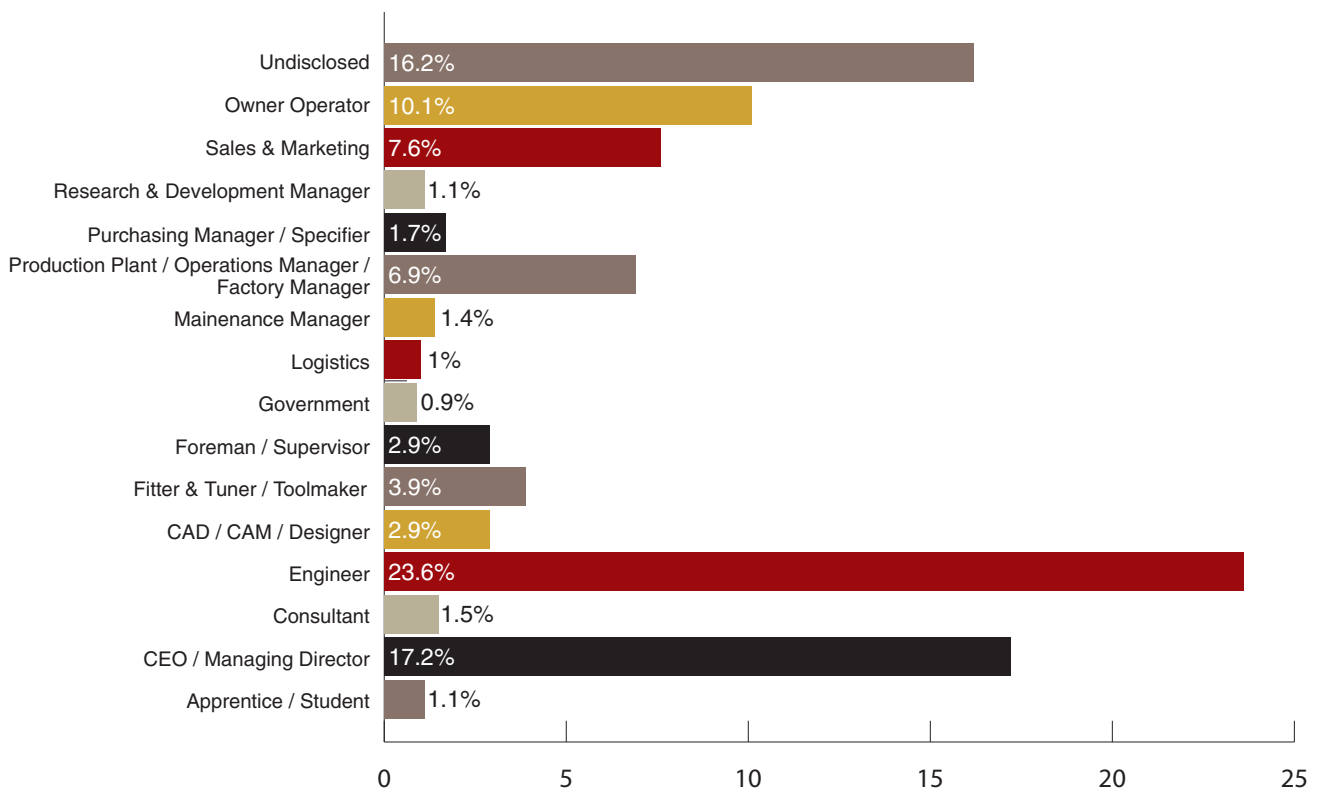
Percentage of visitors' satisfaction



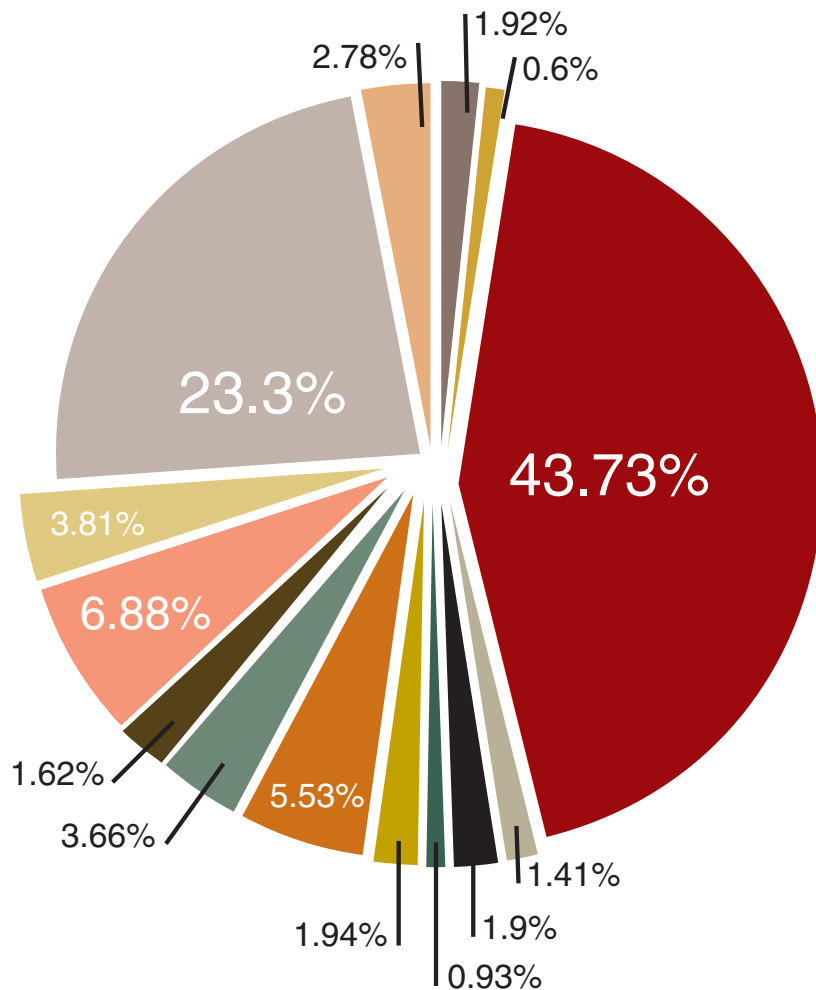
Percentage of exhibitors' satisfaction



Attendance by job function



Attendance by industry category



Industry	Percentage
IT & Telecommunications	1.92%
Contracting Engineering	0.60%
General Machinery	43.73%
Petroleum and Petrochemical	1.41%
Building & Construction Machinery	1.90%
Ship Building & Marine Engineering	0.93%
Gear & Bearing	1.94%
Auto & Auto Parts	5.53%
Hardware & Tools	3.66%
Transport, Storage & Handling	1.62%
Electronic Engineering / Electronics	6.88%
Aerospace & Aviation	3.81%
Metal Components & Parts	23.30%
Die & Mould	2.78%

Exhibitor quotes



DMG brought the latest technology and products to CIMES 2008, we have a very high expectation of the Chinese market and customers. We participated in CIMES 2008 with full of confidence. It is an outstanding event whatever the quantity and quality of the visitors are, and it offers the customers a good purchasing solution.

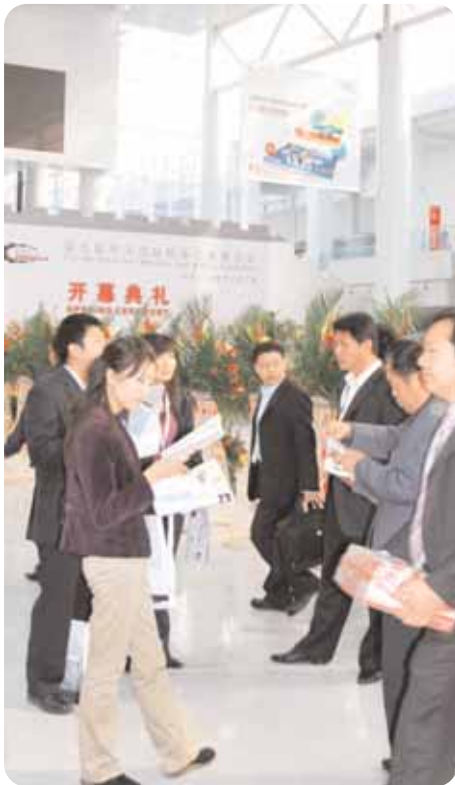
Mr. Shan Xilin
DMG Beijing Vice President



We are very satisfied with CIMES 2008 because there's an obvious improvement in the venue, environment and service. The quantity and quality of visitors are both quite well up this time which gives us more confidence to the machine sector and the whole manufacturing industry as well.

Mr. Xu Zhengshun
Siemens Ltd - China Automation
& Drives Group
Deputy GM - Motion Control Division
& GM Machine Tool Business

Exhibitor quotes



CIMES is an event in which we have participated on many occasions. Our aim is to bring the latest products and technologies to our customers and to promote to the local industry which is growing rapidly. We found many high-quality buyers and visitors, which brought a lot of new opportunities for us.

Mr. Katsuyuki Tomizawa
General Manager MITSUBISHI
Electric Automation
(iShang Hai) Co., Ltd.

CIMES 2008 has reached unprecedented scale, doubling the size from the last edition. What we found was that this show has also improved significantly in terms of visitor attendance from home and overseas.

Mr Zhu Zhiyang
Fair Friend Group Vice President



At this edition, we brought 5 brand new equipment featuring high precision, large-size and complexity. All of them have been sold out, which just exhilarated us. CIMES is an important approach for us to promote our brand, products and technologies.

Mr. Long Xingyuan
Qin Chuan Machine Tool & Tool
Group Chairman of the Board



This year, there were significant changes in the forms of international and domestic trade, which represent both challenges and opportunities for equipment manufacturing industry. Participation in CIMES not only allows us to promote our corporate image and products, but also provides us with a platform to communicate with Chinese and foreign clients. Exhibiting at CIMES led to a remarkable increase of our overseas orders

Mr. Huang Fuzhong
Chief Designer
Dalian Machine Tool Group Corp.

CIMES is an excellent platform for us to communicate with existing and potential users, and for manufacturers and suppliers to learn user needs. CIMES is a true bridge for communications.

Mr. Huang Zhenghua
Beijing Machine Tool Research
Institute Deputy Chief Engineer

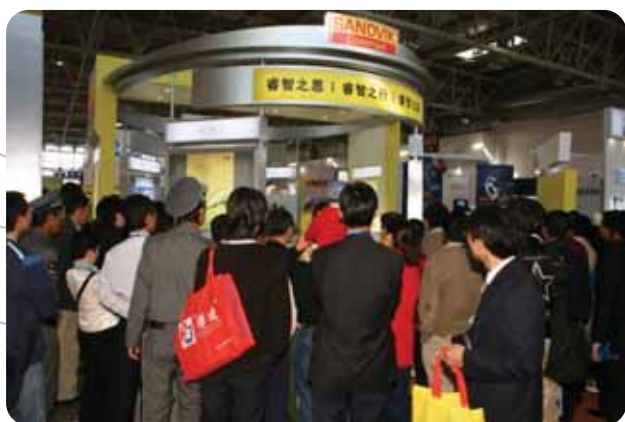
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We were delighted to find that there were not only a large number of buyers but also high quality and overseas visitors which occupied a large proportion of the show and it have brought us much unexpected business.



Visitor survey key results



75.5% of visitors were satisfied to very satisfied with the CIMES2008 overall.



72% of visitors 'probably will to definitely will' recommend to associations in the industry that they should visit CIMES2010.

83.9% of visitors preferred to pre-register before the show.



52% of visitors who held direct authority or influence to purchase saw something they are likely to buy after CIMES2008

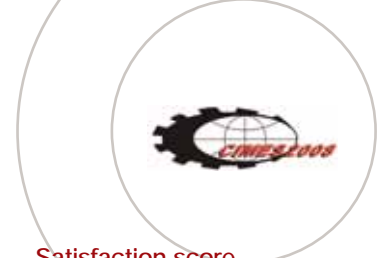
11.6 % of visitors purchased during CIMES2008.

64% of visitors were 'somewhat satisfied to very satisfied about the information received about CIMES2008'



74.7% of visitors 'agree to strongly agree' that CIMES2008 is a must attend event.

Visitor survey key results



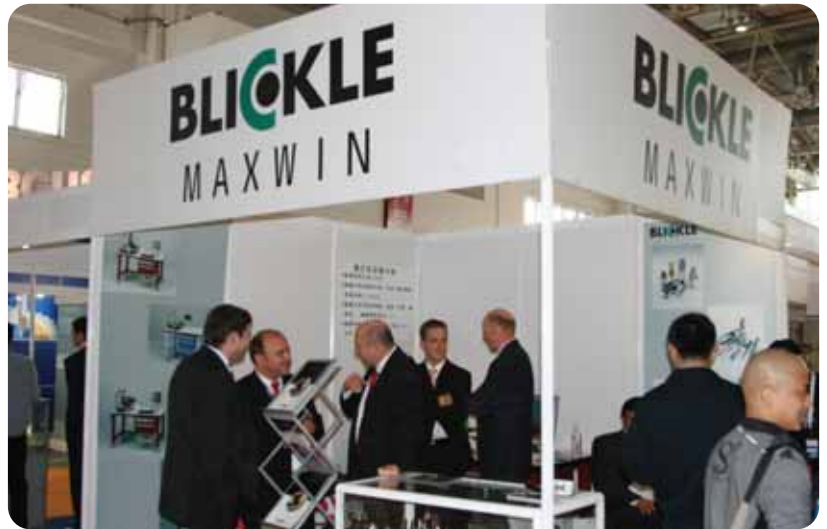
Respondents were asked, 'which of the following were important to you in attending CIMES 2008, and how satisfied were you that you met these objectives?'

Visitor objectives	Importance score	Satisfaction score
To look for new/alternative suppliers	4.2	3.8
To seek existing suppliers	3.8	3.8
To look for new products/evaluate new technology	4.4	4
To place orders	3.3	3.2
To solve specific technical solutions	4.3	4.1
Attend CIMES Forums	3.6	3.4
To keep abreast of industry trends	3.8	3.8
Networking	3.7	3.6
To make purchasing decisions/source products	3.7	3.5

Mean ratings: 1 = very unimportant and very dissatisfied. 5 = very important and very satisfied

Exhibitor Satisfaction

The overall satisfaction with CIMES2008 was very high with 76% 'completely to very satisfied', 23% 'somewhat satisfied' and no respondent expressing dissatisfaction.



Organisers

CIIMES 2008 was presented by China National Machinery Industry Corporation (SINOMACH), China National Machine Tool Corporation (CNMTC)

Supporting Associations



Exhibition Management

Reed Huayin & Reed Exhibitions China
& Capital Exhibitions Services

Rm 2303-05,
Tower B, Global Trade Centre,

No.36 Beisanhuan Rd (E),
Doncheng District,
Beijing 100013, P.R.China

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