

The logo for FA/PA, featuring the letters 'FA/PA' in a bold, black, sans-serif font on a yellow background.

MODERN FACTORY/PROCESS
AUTOMATION SHOW

BEIJING

International Exhibition for Modern Factory/Process Automation Technology & Equipment 2010

FINAL SHOW REPORT

Host

China Association for Mechatronics Technology & Application

Organizers

Deutsche Messe AG

Hannover Milano Fairs Shanghai Ltd.

Issued May, 2010

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About Exhibition



FAPA 2010 Successfully Rounded off in Beijing

- Start of a new chapter for industrial shows in northern market

After four days of professional show networking, the International Exhibition of Modern Factory/Process Automation Technology and Equipment 2010 (FAPA 2010) successfully rounded off on May 15th, 2010 at China International Exhibition Center, Beijing China. The exhibition attracted 121 exhibitors from sectors of industrial automation across the globe, accomplishing a growth of 45% in display area than last edition. The 4-day event welcomed 9,586 visitors from home and abroad, numbering 24,950 visits.

FAPA 2010 received extensive support from a legion of leading companies of the industries, which include Schneider Electric, Shanghai Pepperl+Fuchs, Weidmueller, Baumer, Siemens Electrical Apparatus, Autonics, ELCO, Pilz, Kuebler, Connectwell, I.L.M.E., Beckhoff, Camozzi, WAGO and so on. The latest products exhibited were eye-catching and brought great interest of the visiting delegation from manufacturing fields of tobacco, petrochemical, wind-power, automobile and lifting. Onsite communication with these professional buyers has been widely recognized as impressive and effective to both sides.

In concurrence with the show, 12 forums and conferences were organized for further experts networking, which included the 4th Industrial Automation Forum, Forum on Modern Factory and Logistics, Technology & Equipment Selection of Tobacco Industry 2010 , etc.

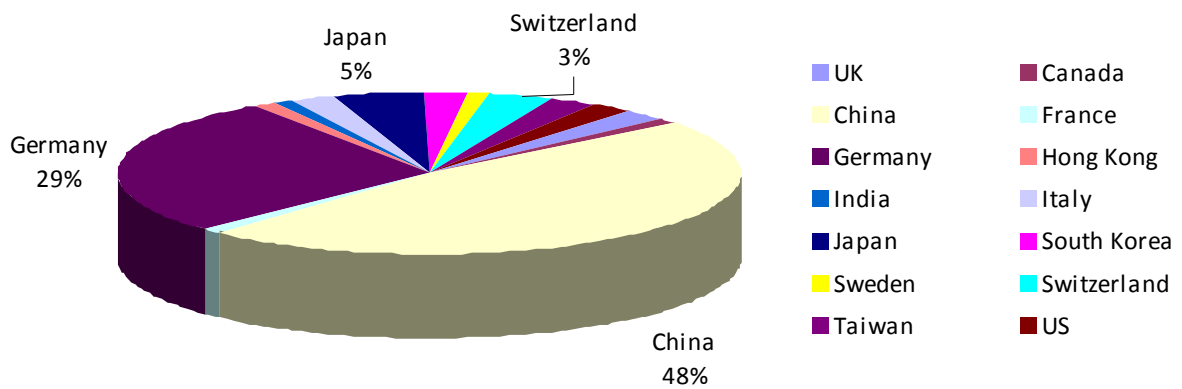
As the first automation show in Beijing organized by Hannover Milano Fairs Shanghai Ltd, FAPA aimed at providing a trade and network platform for global players with interest in the vast north China market. Key media such as CCTV, Beijing TV, Xinhua News, Economy Daily, China Industry, China Business, have been covering the whole show with real-time news release and video report, proving the 2010 event quite a big success.

Among all important summarizing documents, Hannover Milano Fairs Shanghai Ltd, the organizer, would like to offer this after-show report as a feedback to your participation and hope it works as a valuable reference for your future event planning.

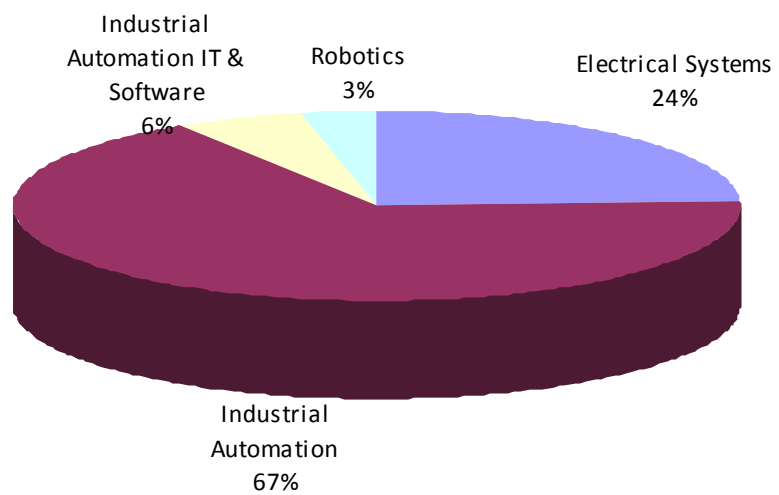
About Exhibitors

Exhibitor Countries/Districts

FAPA 2010 attracted 121 exhibitors from sectors of industrial automation across the globe, accomplishing a growth of 45% in display area than last edition. Countries and districts of exhibitors are listed as below:



Exhibits Analysis



Key Exhibitors

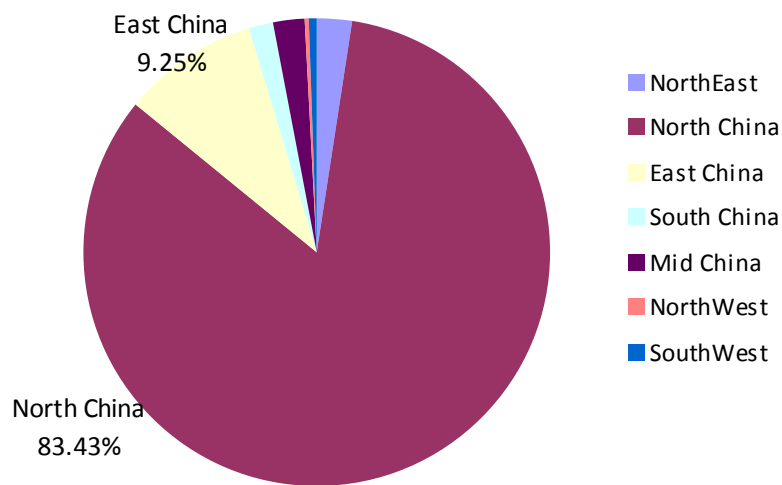


About Visitors

The 4-day event welcomed 9,586 visitors from home and abroad, numbering 24,950 visits, setting a big increase in both quantity and quality. Onsite business meeting arrangement has also been well recognized for B2B networking.

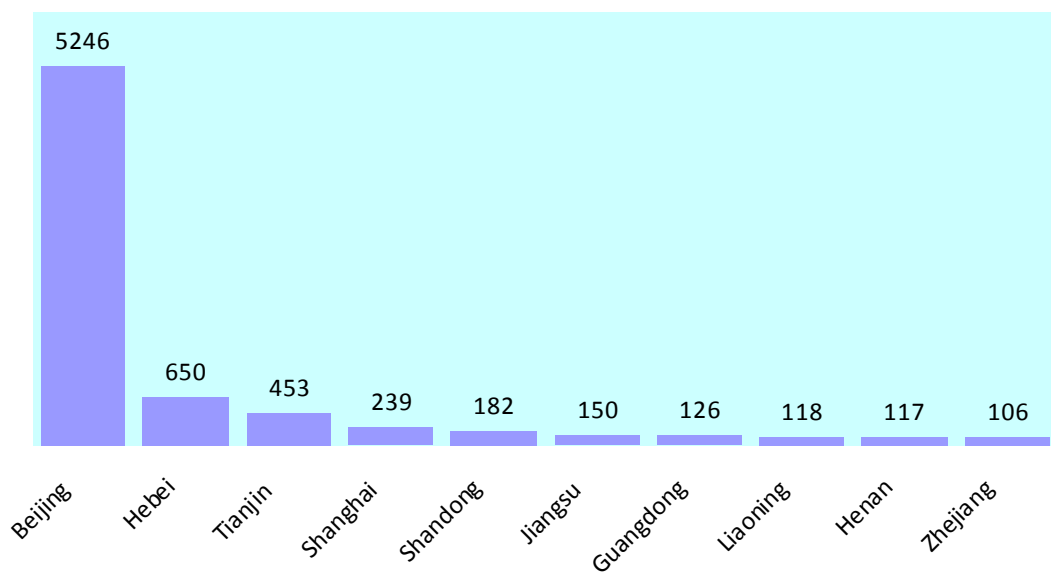
Visitor Origin

A. On Chinese Visitors



Note: Numbers only for onsite registration. Pre-Registered visitors, delegations are not included.

B. Provinces with over 100 Visitors

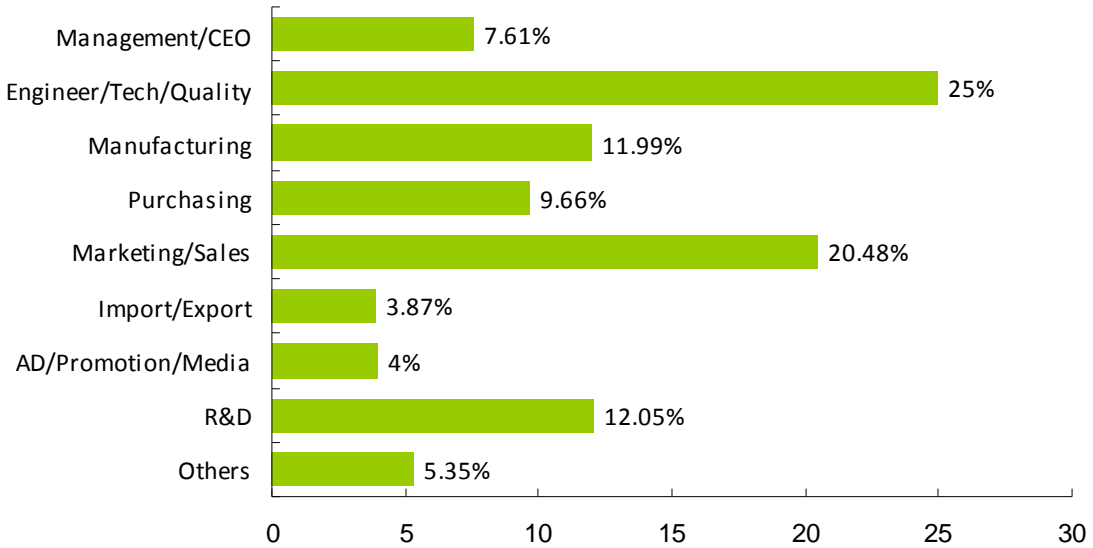


Note: Numbers only for onsite registration. Pre-Registered visitors, delegations are not included.

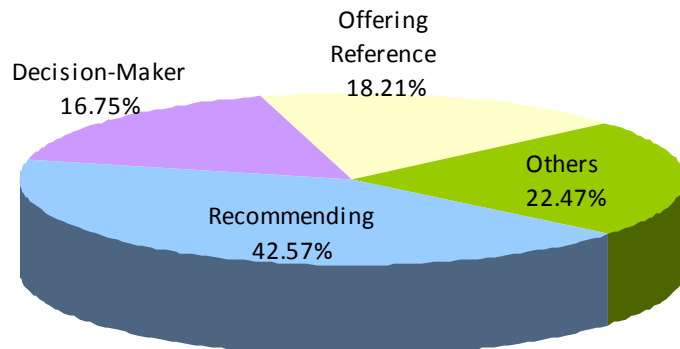
c. On overseas Visitors

No.	Country/Districts	No.	Country
1	Taiwan	12	Singapore
2	Japan	13	The United Arab Emirates
3	Spain	14	South Korea
4	Indonesia	15	France
5	Malaysia	16	Canada
6	Pakistan	17	UK
7	Russia	18	Mexico
8	Italy	19	Turkey
9	Germany	20	Philippine
10	Hong Kong	21	Australia
11	India	22	Argentina

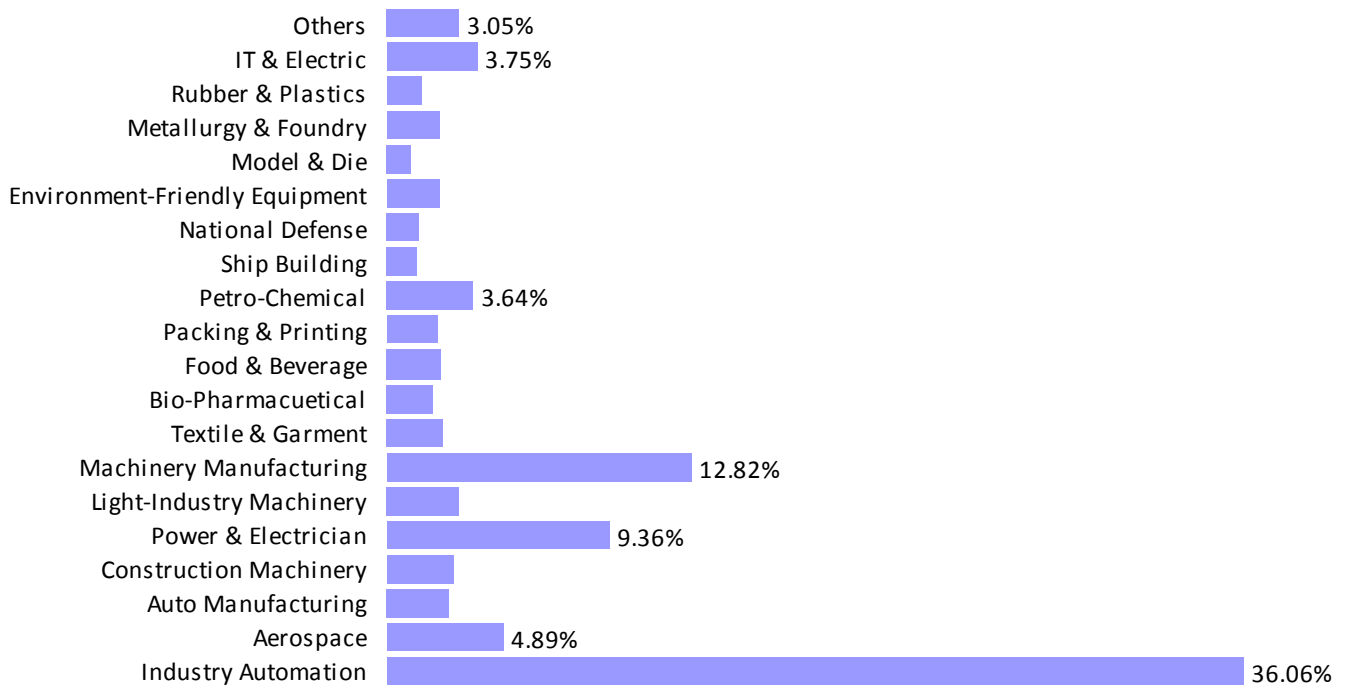
Visitor Job Responsibility



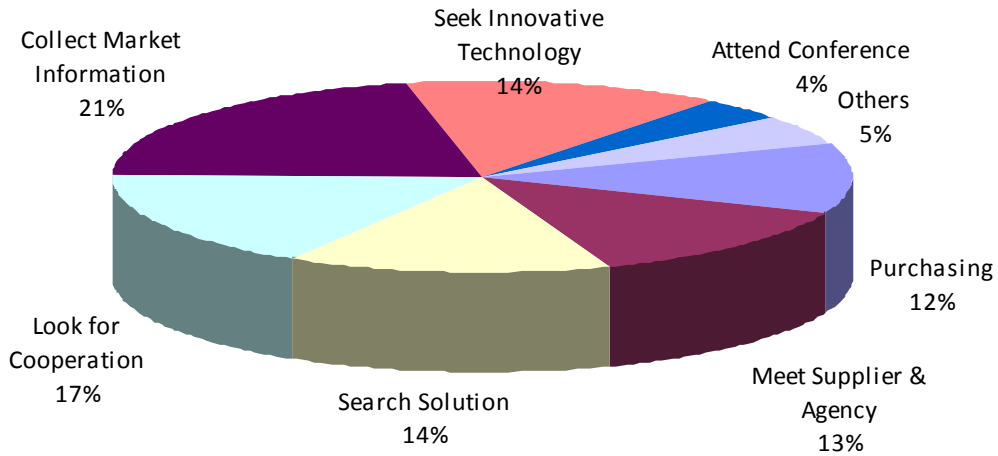
Role in Decision-Making



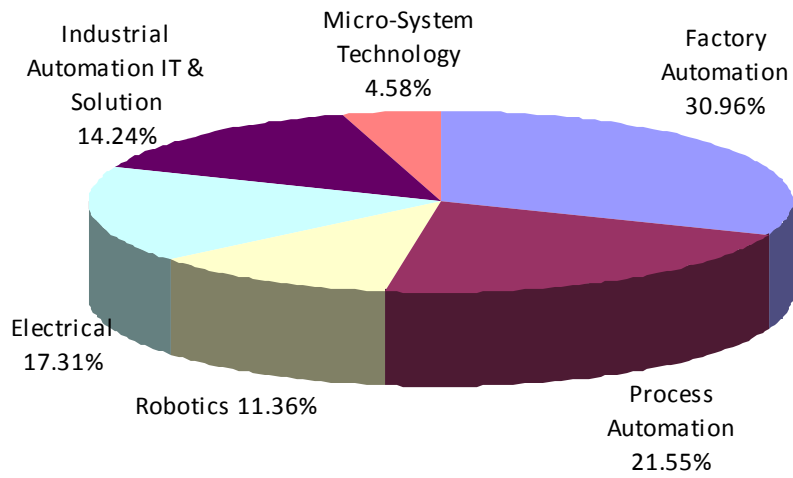
Visitor Industry



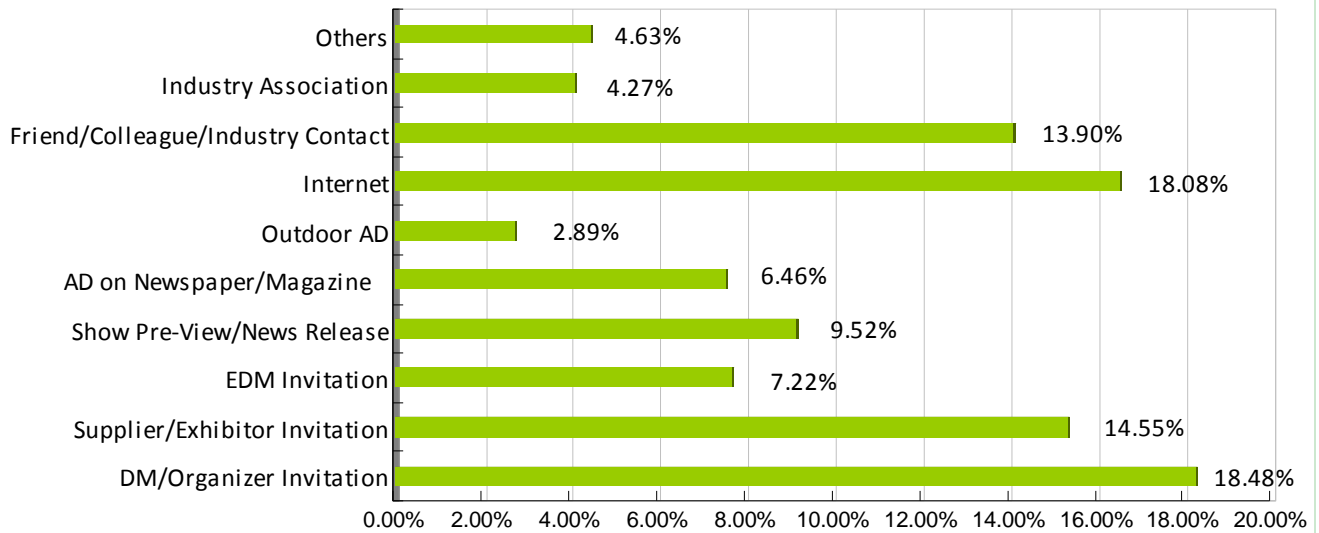
Purpose of Visit



Interested Areas



Exhibition Info Sources



About Onsite Events



Event Name	Organizer	Delegates
The 4th Forum on Industry Automation Technology	China Association for Mechatronics Technology & Application	180
Forum on PLC Development & IEC61131-3		120
Lecture on SERCOS		120
ARC Advisory Group China Forum-Factory Automation	ARC Advisory Group Gkong.com	250
ARC Advisory Group China Forum-Process Automation	Hannover Milano Fairs Shanghai Ltd.	240
Forum on MES Process Control and Simulation Optimization of Refining and Chemical Industry	China National Chemical Information Center	100
Forum on Modern Factory and Logistics Technology & Equipment Selection for Tobacco Industry	China Tobacco Magazine	120
Circular Economy & Automation Innovation	Gongkong.com	40
Forum on Dynamic Automation Market		40

About Key Delegations

Delegation of Crane Industry



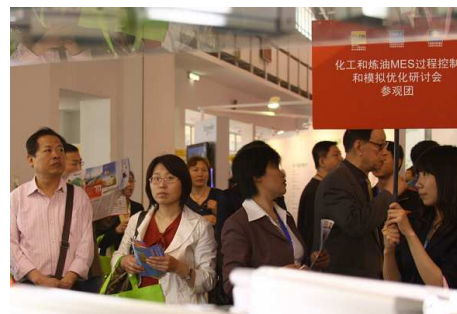
Delegation of Tobacco Industry



Company Group Visiting



Delegation of Chemical Industry



About Media Marketing

Media Supporters



Cooperation Media/Websites



Exhibitors' Testimonials



David WU, Marketing Event Director

Schneider Electric (China) Investment Co., Ltd.

Generally speaking, this year we enjoyed a better FAPA compared with the previous ones.

The organizer did a great job for visitor promotion and organization.

LI Hong, Deputy General Manager

ELCO (Tianjin) Electronics Co., Ltd.

Great thanks to Hannover for the support that they offered us on the show. As the biggest and most powerful industrial automation show in North China, FAPA show is very influential and owns a very good customer basis. Elco, making its appearance on the show as an exhibitor whose booth was the biggest among all the exhibitors, put great energy and effort in not only the design of the booth but the invitation of its own customers. We've got a very good exhibition effect and impressed the visitors very much. Wish great success and prosperity to FAPA.

Micheal PENG, Marketing Com. Manager

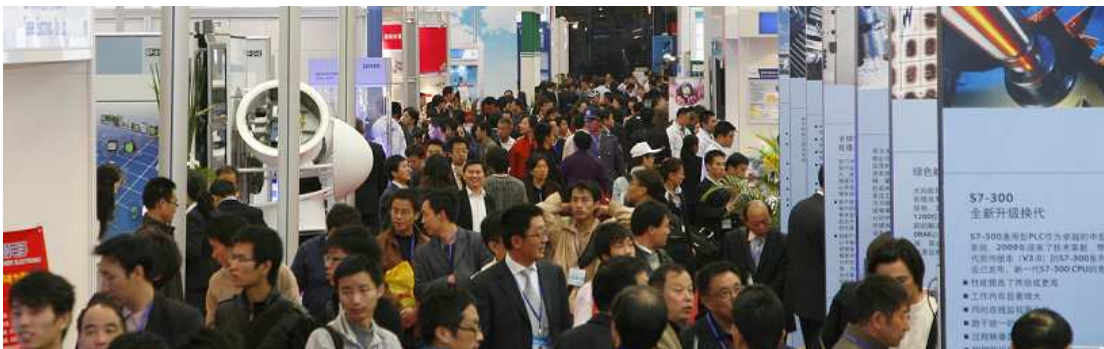
Beckhoff Automation (Shanghai) Co., Ltd.

The FA/PA 2010 is very good! We are pretty satisfied with the visitors, professional buyers as well as customer service from the host. We show great gratitude to Hannover Milano Fairs Shanghai and CAMETA who offered us such perfect platform. We'll attend the show 2011 for sure, and wish more success for the show IAS and FAPA.

WANG Guichao, Market Manager

Beijing Hollysys Automation & Drive Co., Ltd.

FAPA 2010 shows us a well-planned, personalized, and successfully organized automation industry event. This exhibition attracted a large number of professional visitors and related industries. Very impressive



FAPA 2011 ENQUIRY FORM

May 18-20, 2011

China National Convention Center, Beijing, China

FA/PA

MODERN FACTORY/PROCESS
AUTOMATION SHOW
BEIJING

Company Name			
Address		Website	
Contact Person		Tel	
Job Title		Fax	
Mobile		Email	
Exhibits (Please Select)	<input type="checkbox"/> Production Automation <input type="checkbox"/> Process Automation <input type="checkbox"/> Robot Technology <input type="checkbox"/> Electric System <input type="checkbox"/> IT and Software for Industrial Automation		

Company Info (Please Select)

- China SOE Joint Venture Foreign Owned Company
 Company with Hong Kong, Macau or Taiwan Investment
 Overseas Company Overseas Government Pavilion
 Domestic Government Pavilion Rep. Office of Overseas Company
 Domestic Agency for International Brands

Option	Min. Size	Book Space	Booth Supply
Shell Scheme	9 sqm (3m×3m)		Wall partitions, carpeting, reception desk, four chairs (foldable), company sign (English & Chinese), a 220V electrical outlet, two spotlights
Raw Space	27 sqm		the exhibitor shall bear the cost for stand construction and related decorations

Note:

- Deadline for registration: **31st October, 2010**
- This form serves only as a booking form. A formal contract shall be signed for exhibition participation.

Date:

Company Stamp:

For More Information:

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