



**The All China - International Wire & Cable Industry Trade Fair 2008**

**The All China - International Tube & Pipe Industry Trade Fair 2008**

**23-26 September 2008**

**Shanghai New International Expo Center**

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## **POST SHOW REPORT**

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### **Organizers**

**Messe Düsseldorf China Ltd**

**Shanghai Electric Cable Research Institute**

**Metallurgical Council of the China Council for the Promotion of International Trade**

**October 2008**

## Table of Contents

<b>I. General Information.....</b>	<b>3</b>
<b>II. Exhibitor Analysis.....</b>	<b>4</b>
Exhibitors Sources.....	4
Exhibit Category.....	5
Exhibitors' Participation Objectives.....	6
Exhibitors' Quality of Visitors.....	6
Exhibitors' Quantity of Visitors.....	7
Generated Business Order/Enquiries.....	7
Meet with New Buyers.....	8
Services Evaluation.....	8
Exhibition Evaluation.....	9
Participation Intention in the Next Edition of wire China & Tube China.....	9
<b>III. Visitor Analysis.....</b>	<b>10</b>
Origin by Geography.....	10
Trade Visitors' Purpose of Visiting.....	10
Origin by Sectors.....	11
Origin by Company Scale.....	12
Occupational Position.....	12
Products Interested by Visitors.....	13
How Trade Visitors Know the Exhibition.....	14
Services Evaluation.....	14
Exhibition Evaluation.....	15
<b>IV. Media Partners.....</b>	<b>15</b>
Overseas Media.....	15
Local Media.....	15

## I. General Information

wire & Tube China 2008 have attracted all together 1,098 exhibitors from 30 countries and regions, Including:

- 708 exhibitors of wire China and 390 exhibitors of Tube China
- 352 exhibitors from overseas and 746 exhibitors from Mainland China

wire & Tube China 2008 was held at full Hall W1-W5 of SNIEC with a total exhibition area of 57,500 sqm, net area 27,275.25sqm.

	Local	Int'l	Total	Int'l Ratio
Gross space (sqm)	-	-	57,500	-
Net space(sqm)	19,752	7,523.25	27,275.25	27.6%
wire Exhibitor Number	450	258	708	36.4%
Tube Exhibitor Number	296	94	390	24.1%

wire China 2008 highlighted with 9 national pavilions or regional pavilions included Austria, France, Germany, Italy, Taiwan Province, North America, U.K, South Korea and Spain.

Tube China 2008 highlighted with 5 national pavilions or regional pavilions included Austria, Germany, North America, U.K and Spain.

Total visitors times of wire & Tube China 2008 hit 45,948, and it attracted 31,585 trade visitors from 78 countries and regions during the 4-day show period, among which 4,743 trade visitors were from overseas, occupying 15% of the total visitors.

Wire & Tube China 2008 was highlighted by 8 national visitor pavilions or regional pavilions included Japan, Thailand, India, Iran, Malaysia, South Korea, Taiwan and Vietnam.

## II. Exhibitor Analysis

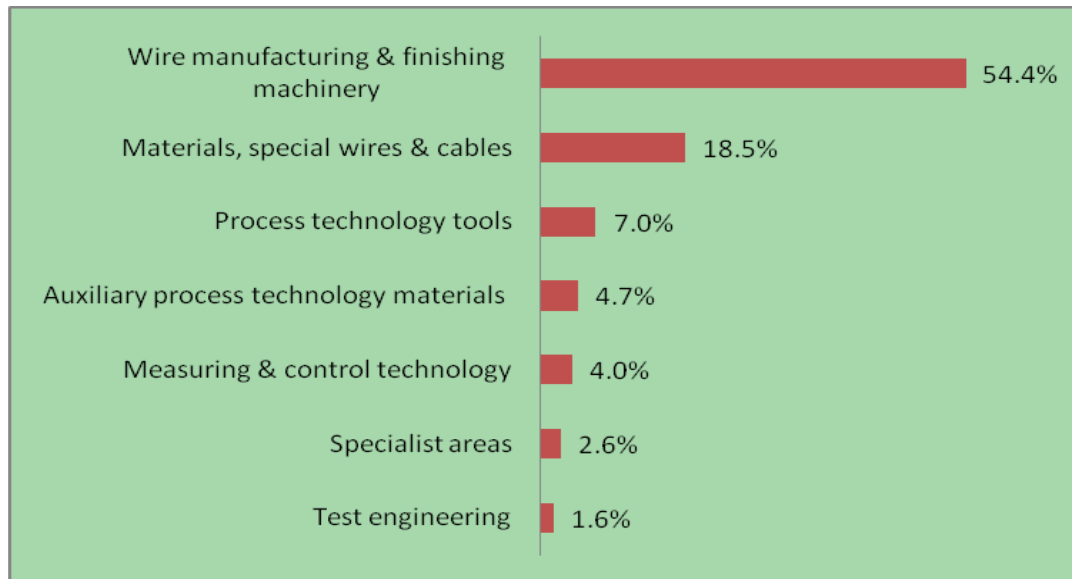
### wire China 2008 exhibitors came from below countries and regions

- Australia
- Austria
- Belgium
- Canada
- P.R.China
- Denmark
- Finland
- France
- Germany
- HK
- India
- Iran
- Italy
- Japan
- South Korea
- Malaysia
- Netherland
- New Zealand
- Norway
- Singapore
- Slovenia
- Spain
- Sweden
- Switzerland
- Taiwan
- Turkey
- UK
- Ukraine
- USA

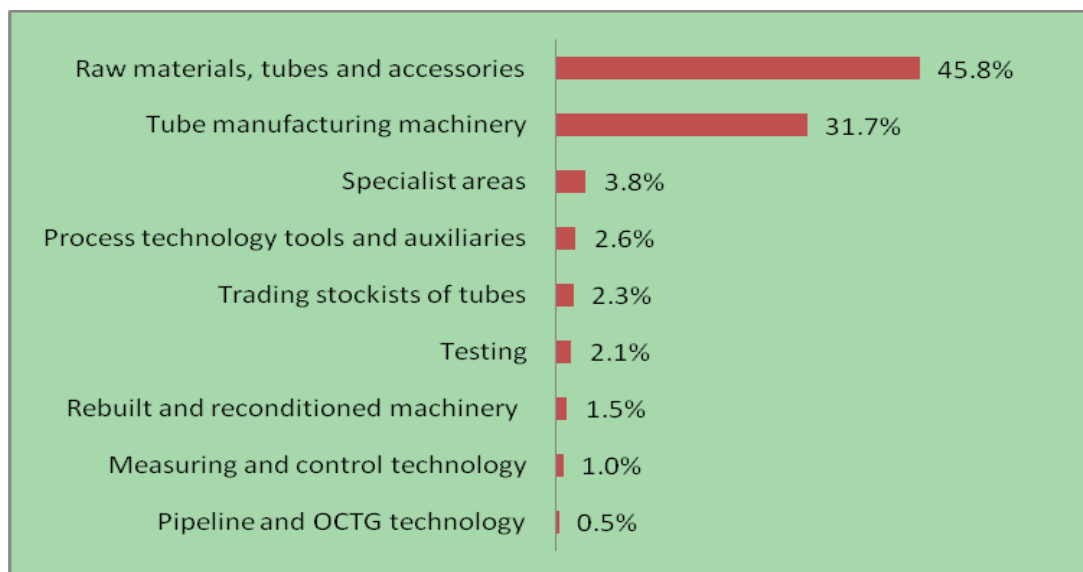
### Tube China 2008 exhibitors came from below countries and regions

- Australia
- Austria
- Canada
- China
- Germany
- HK
- India
- Italy
- Japan
- South Korea
- Netherland
- Russia
- Singapore
- Spain
- Sweden
- Taiwan
- UK
- USA

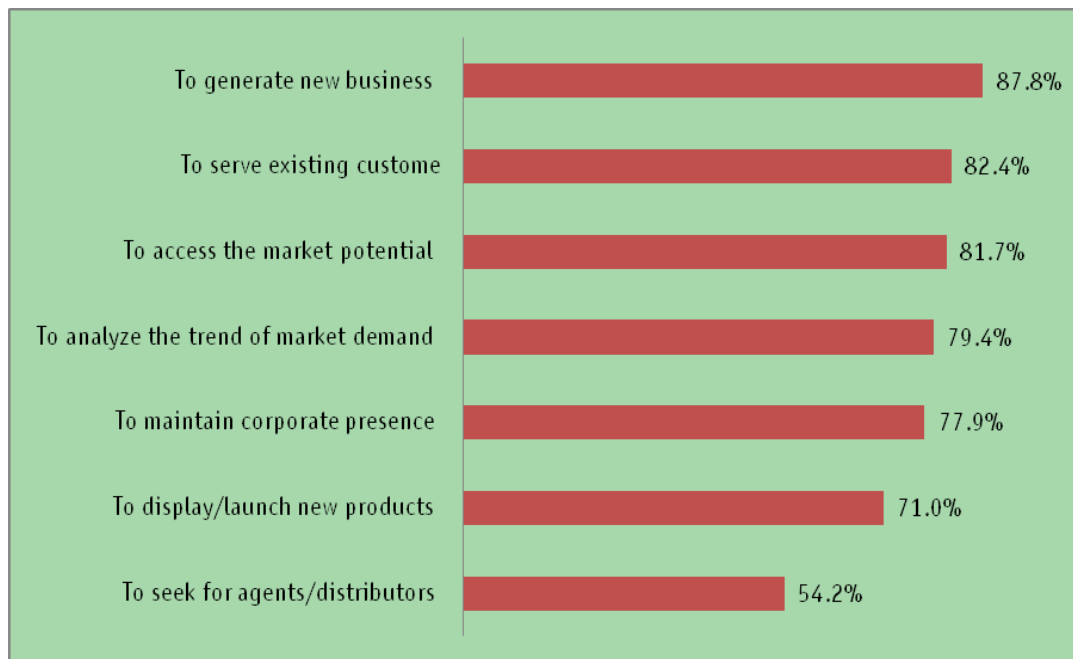
### wire China 2008 exhibit category



### Tube China 2008 exhibit category

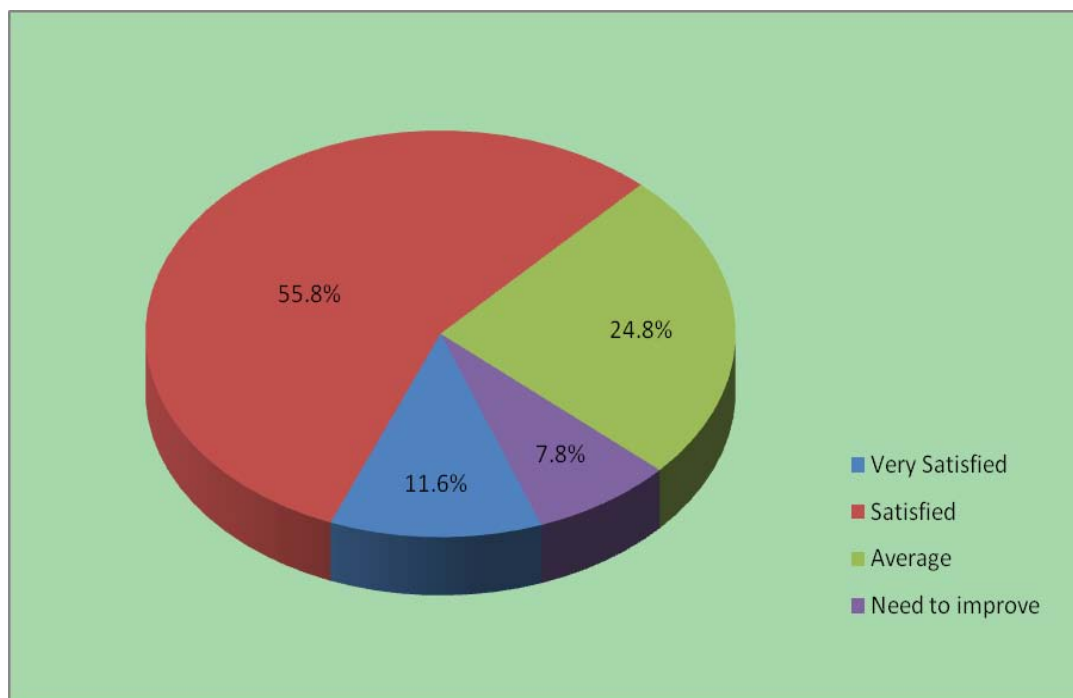


### Exhibitors' participation objectives



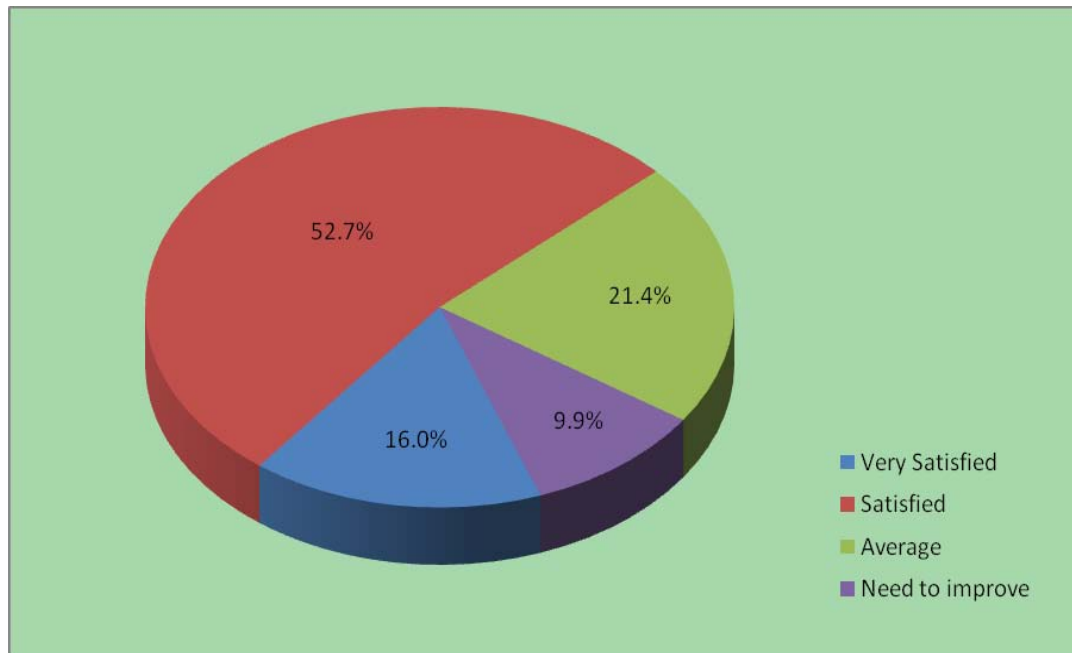
### Exhibitors' comments on the quality of trade visitors

67.4% exhibitors were satisfied with the quality of trade visitors, while 11.6% rated were very satisfied.



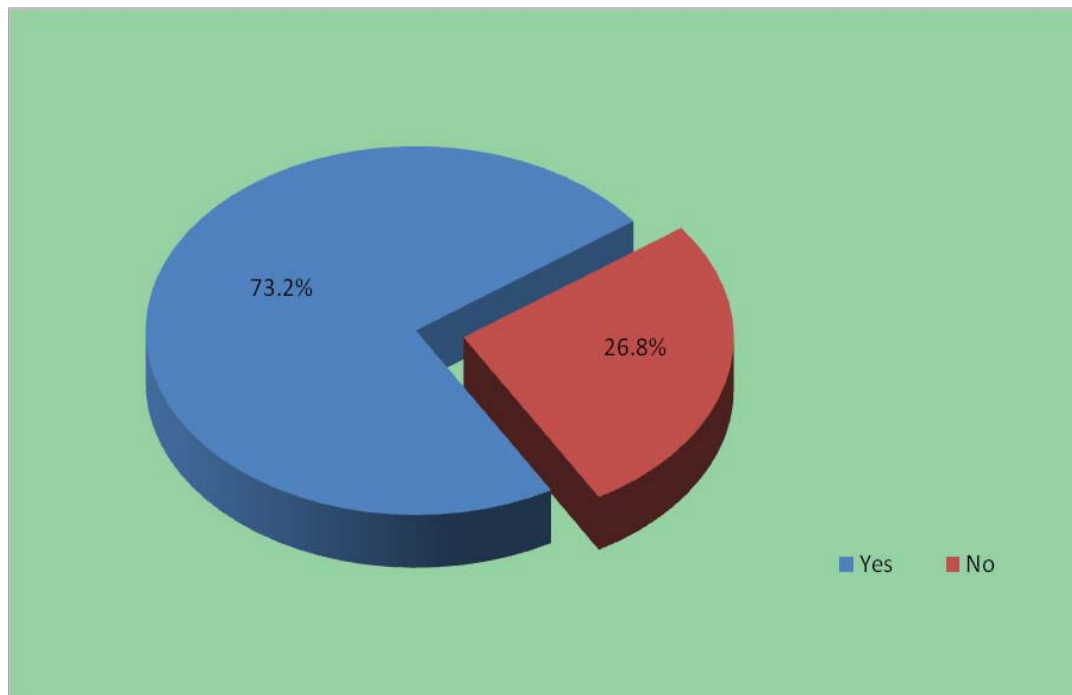
### Exhibitors' comments on the quantity of trade visitors

68.7% exhibitors were satisfied with the quantity of trade visitors, while 16.0% rated were very satisfied.



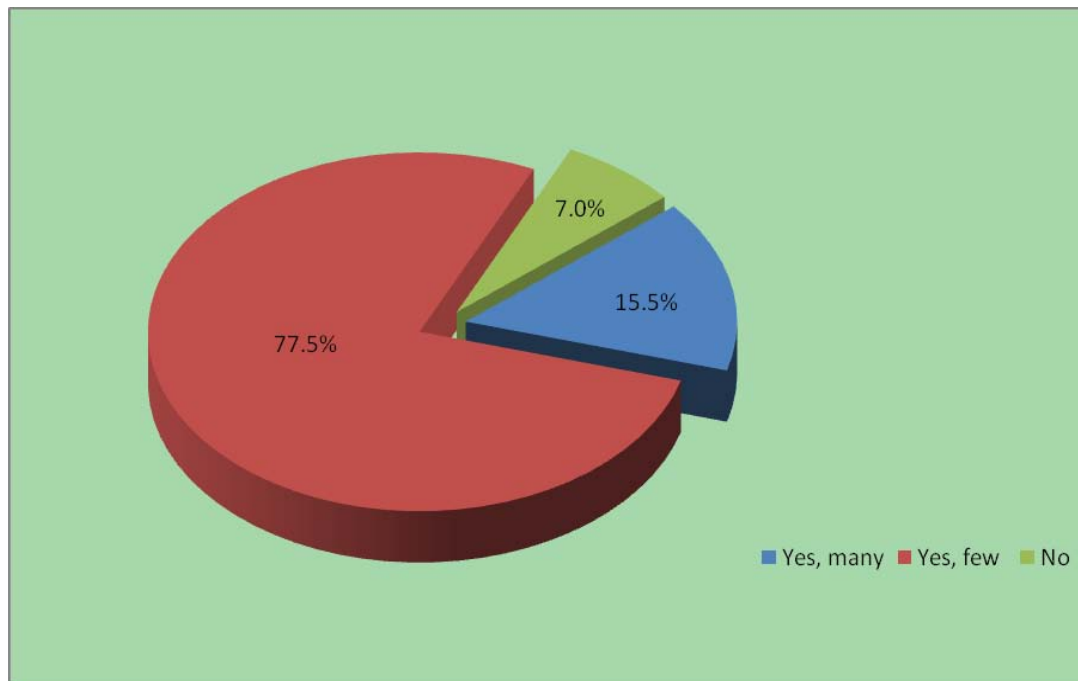
### The business/enquiries that exhibitor generated during wire China 2008 & Tube China 2008

During the exhibition, 73.2% exhibitors generated the business/enquiries, 13 exhibitors revealed total business order/serious enquiries 176.

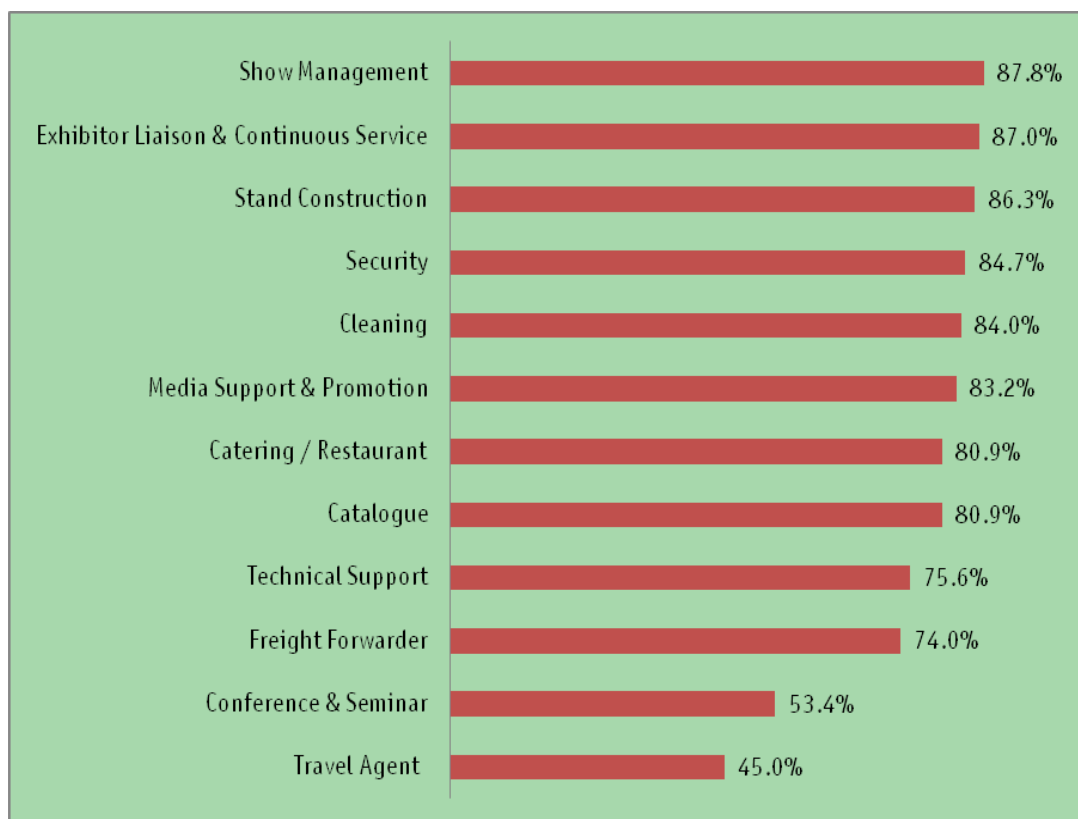


### The new buyers that exhibitors met during Wire China 2008 & Tube China 2008

93% exhibitors were satisfied with the quantity of trade visitors, while 15.5% rated this excellent.

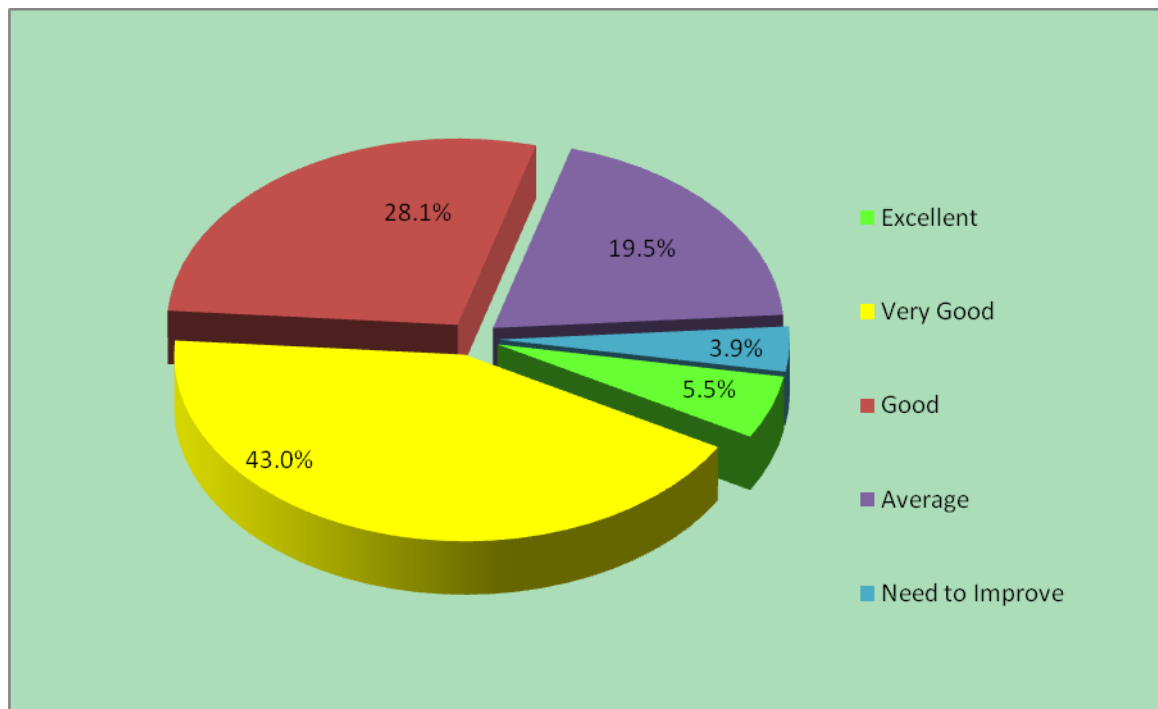


### Exhibitors' comments on organizer's services



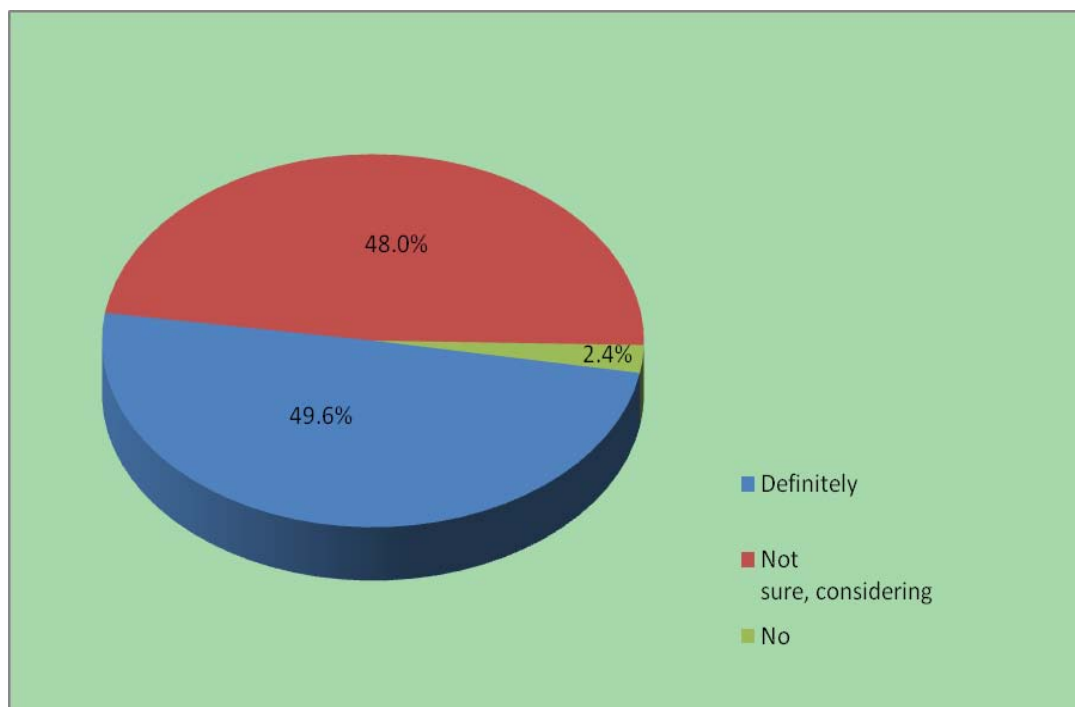
### Exhibitors' comprehensive comments on wire & Tube China 2008

76.6% exhibitors were satisfied with the show, while 5.5% rated this excellent and 43% regard as very good.



### Exhibitors' intention to participate in the next edition of wire China & Tube China

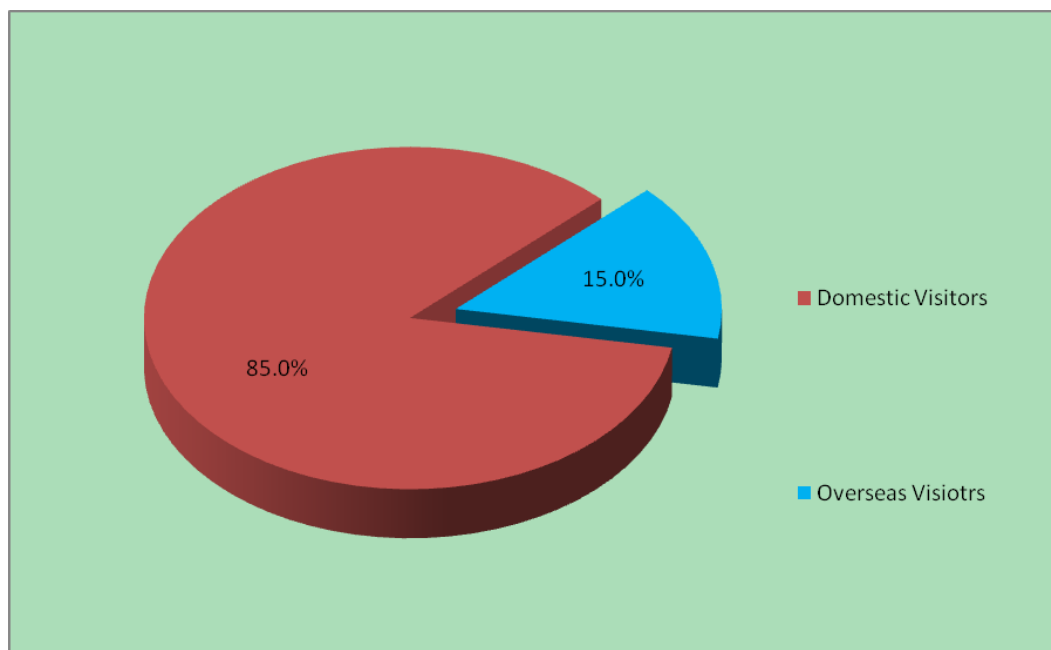
Nearly 49.6% exhibitors will participate in the next edition of wire China & Tube China.



### III. Visitor Analysis

#### Trade Visitor origin by geography

85% visitors were from China, while 15 % visitors were from foreign countries and regions, including visitors from Hong Kong, Macau and Taiwan.



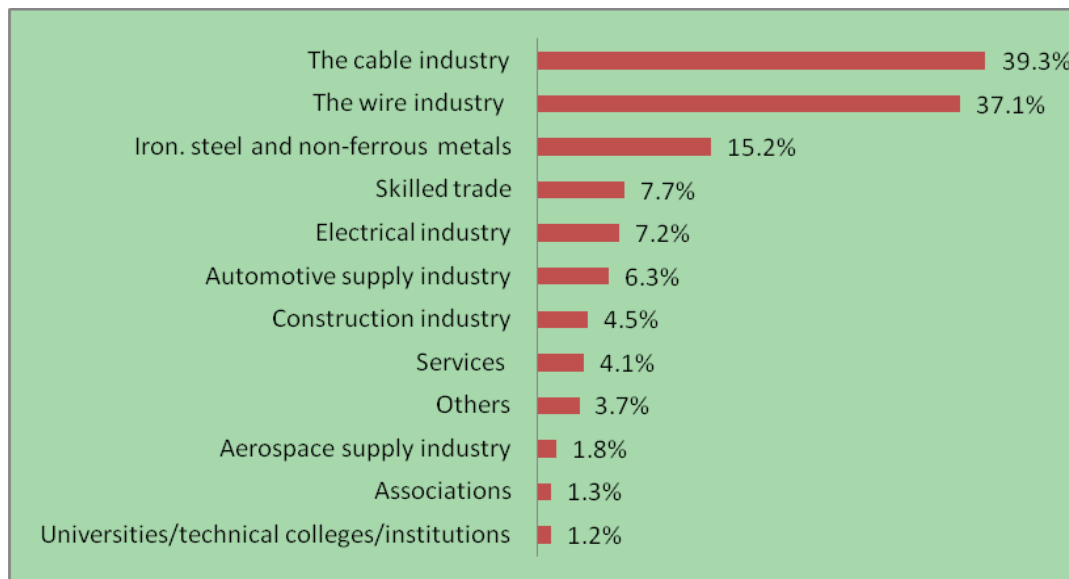
#### Trade visitors' purpose of visiting

Acquiring looking for new suppliers and placing orders was the top purpose of trade visitors to wire & Tube China 2008, collecting latest market/product information and consolidating existing business contacts were also the major purpose to visit the show.



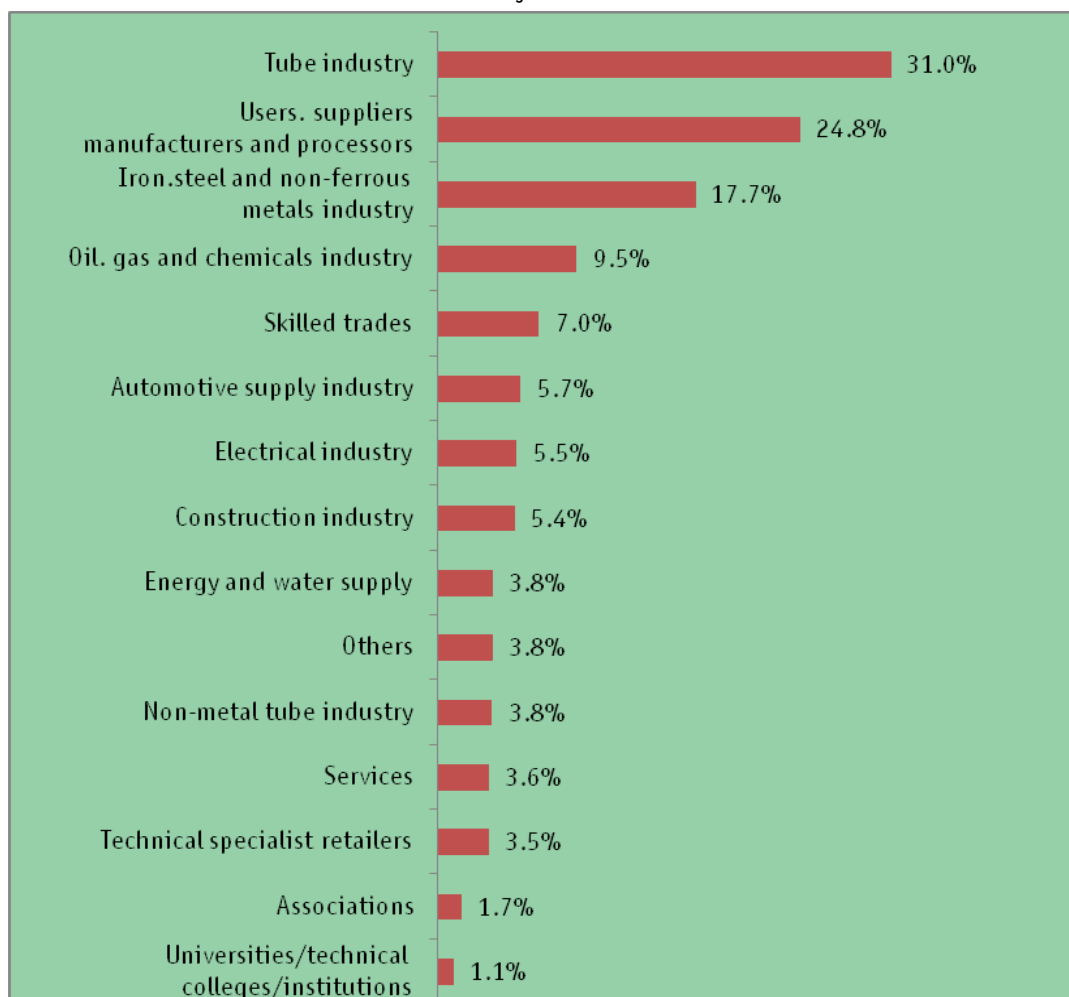
### wire China 2008 trade visitor origin by sectors

Over 39.3% visitors were from the cable industry, as well as 37.1% trade visitors were from the wire industry.

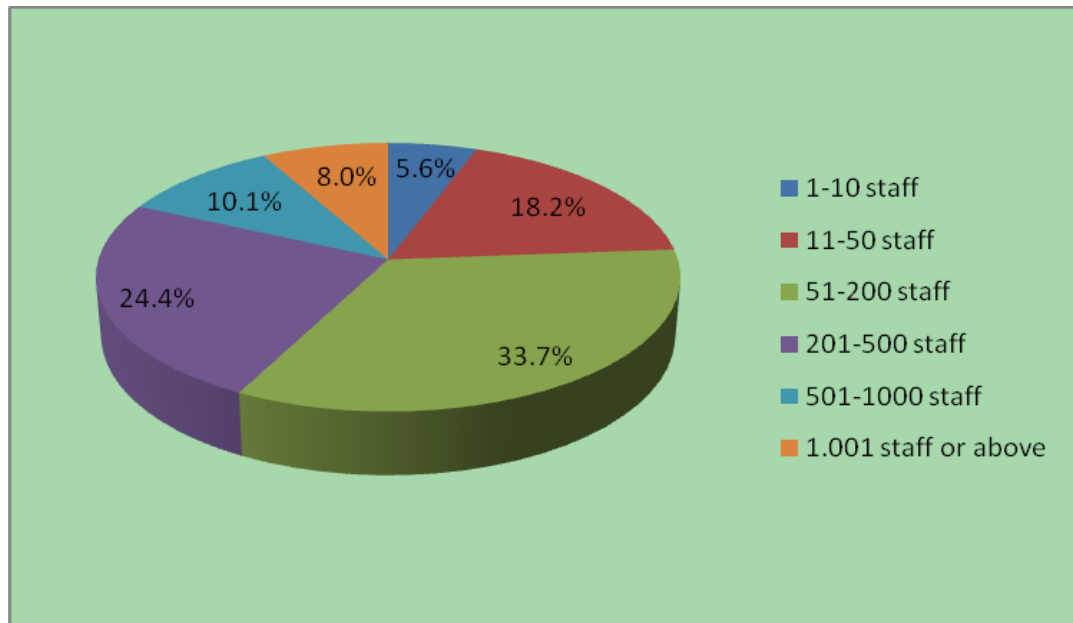


### Tube China 2008 trade visitor origin by sectors

Over 31.0% visitors were from the tube industry

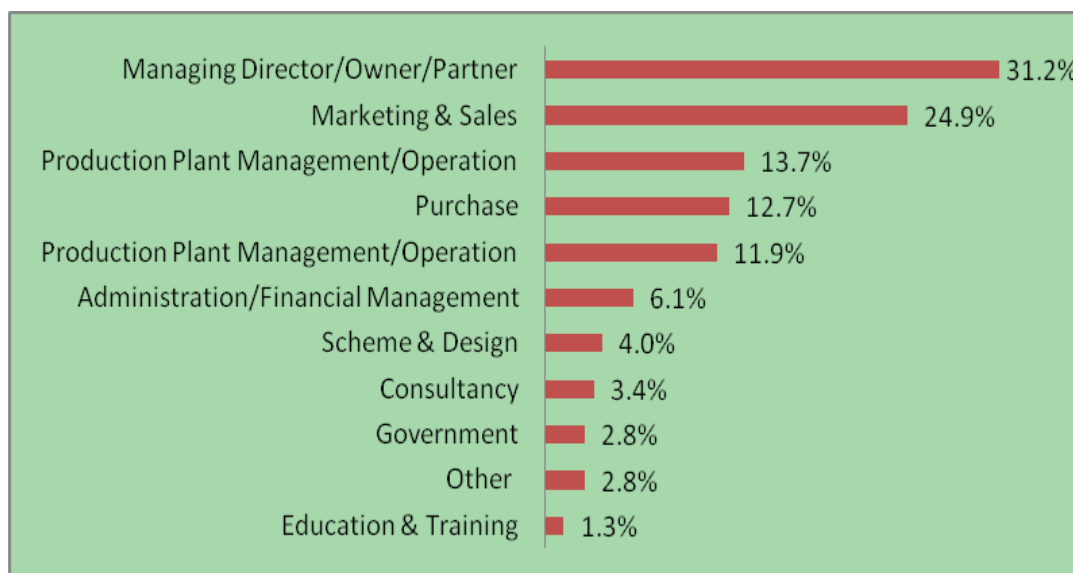


### Trade visitor origin by company scale

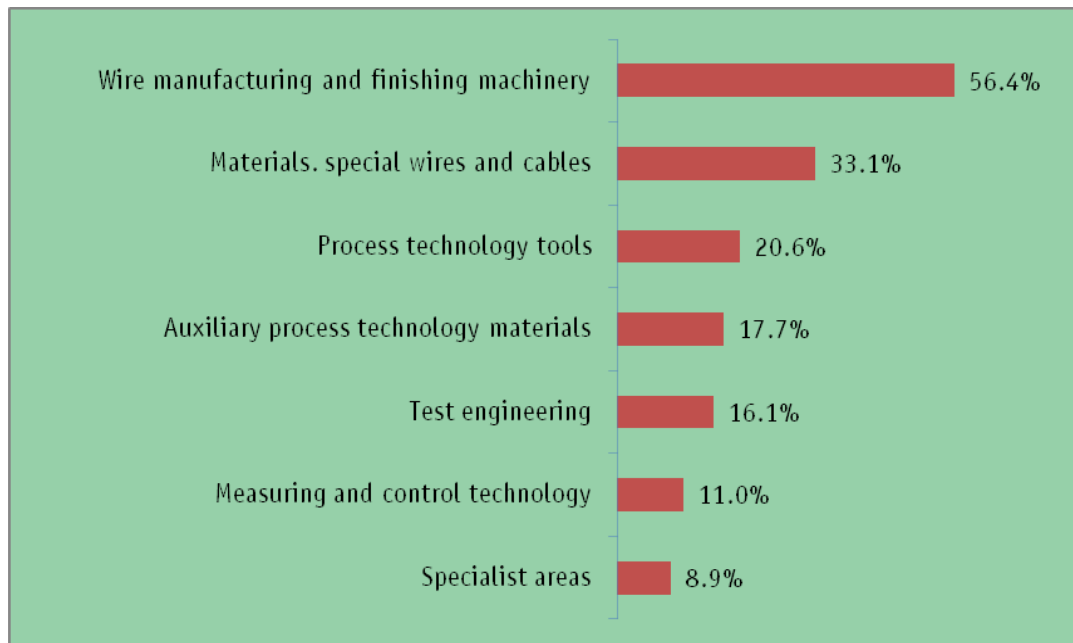


### Trade visitors' occupational position

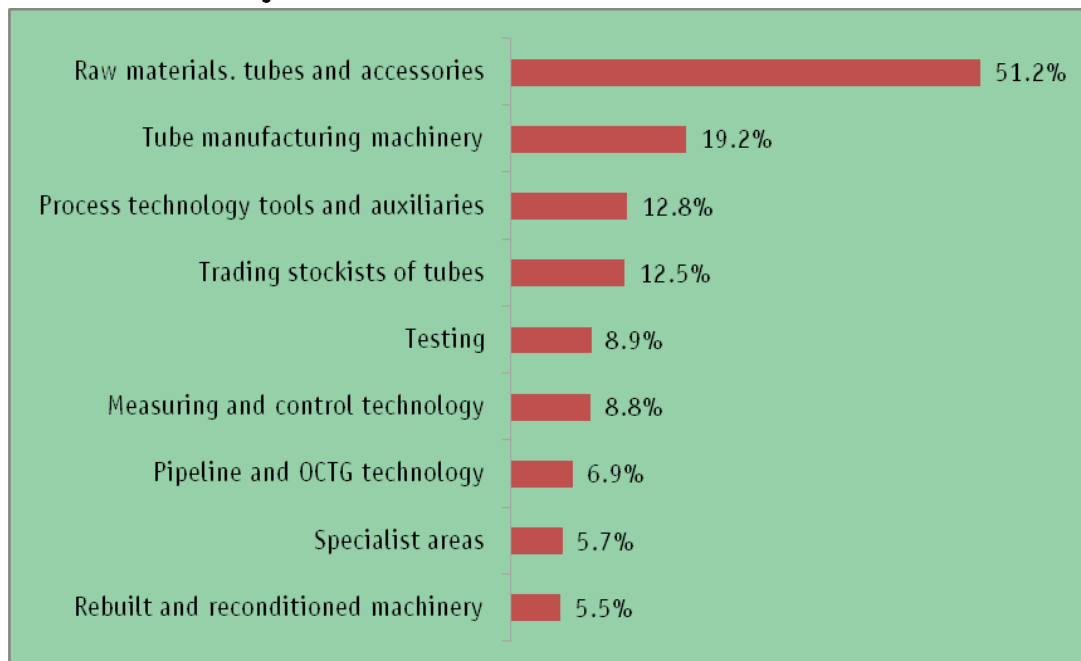
Major source of trade visitors was in the management leave such as Managing Director/Owner/Partner, who showed great concern for the exhibition and met exhibitors' demands. Meanwhile, people from Marketing & Sales and Purchase personnel also accounted for related large shares in trade visitors.



### Products interested by wire China 2008 trade visitors



### Products interested by Tube China 2008 trade visitors



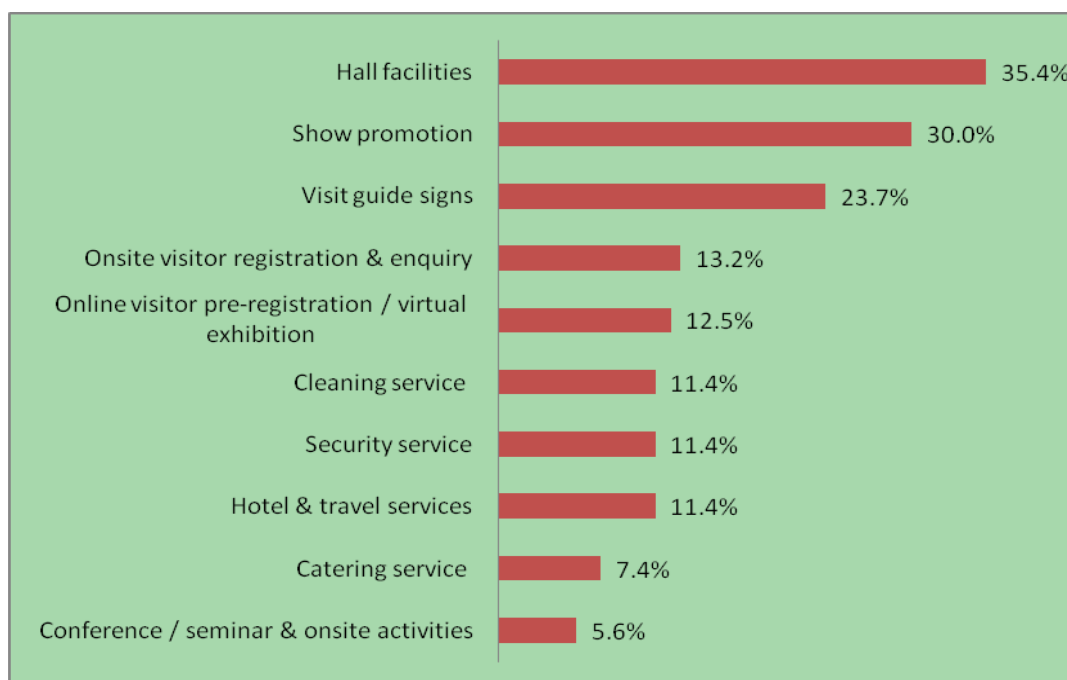
### The ways that trade visitors got to know wire & Tube China 2008

63.7% invited by organizer, 24.8% invited by exhibitor.



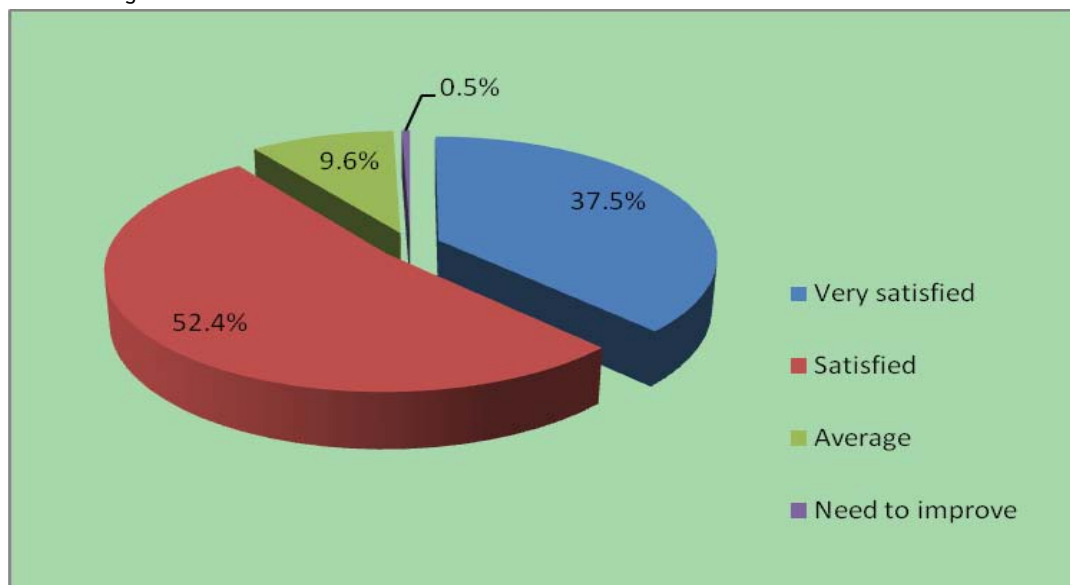
### Visitors' comments on organizer's services

According to the visitors' comments, the hall facilities was the best service that organizer provided, show promotion also won praise from visitors. The Catering Service, Conference, Seminar & Onsite activities needs to improve.



### Visitors' comprehensive comments on wire & Tube China 2008

89.9% trade visitors rated their visit to Wire China & Tube China 2008 was satisfactory, while 37.5% rated outstanding.



## IV. Media Partners

### Overseas Media

#### Magazine

- Chinese Fastener & Wire-Taiwan
- Engineering Review-India
- Fastening Journal-Japan
- Fastener World-Taiwan
- Iran Wire Industries Magazine-Iran
- Japan Metal Bulletin-Japan
- Machinery & Materials -HK
- Metal Network Korea Monthly -Korea
- Metal Working Equipment News-Thailand
- Metals Bulletin-HK

#### Newspaper

- Kanzai Shimbun-Japan

### Local Media

#### Magazine

- 888Spring Region Magazine
- Stainless
- Electron Technology
- China National Procurement DM Index for Electric and Electronic Devices
- China Electrical Equipment Industry

Electric Age

Electric Manufacturing

Wire & Cable

Industry news report for wire and cables

High Voltage Technology

Optical Fiber & Electric Cable and Their Applications

International Cables and Connections

China Fastener

Metal World

Steel Wire Products

China Wire & Cable Journal

BRIEF INTRODUCTION TO THE CHINA METALLURGICAL PERIODICALS INSTITUTE STAINLESS STEEL

PROFESSIONAL PUBLICATION

China Exhibition and Convention

China International Conference Exhibition

### **Newspaper**

Wire and Cable Newspaper

### **Website**

[www.888th.com.cn](http://www.888th.com.cn)

[www.c114.net](http://www.c114.net)

[www.alibaba.com.cn](http://www.alibaba.com.cn)

[www.bjx.com.cn](http://www.bjx.com.cn)

[www.eage.com.cn](http://www.eage.com.cn)

<http://www.21econnect.com>

[www.luosi.com](http://www.luosi.com)

[www.icablecn.com](http://www.icablecn.com)

[www.cabling-system.com](http://www.cabling-system.com)

YANTAI LANDE NETWORK ADVERTISEMENT CO., LTD.

[www.dlcl.com.cn](http://www.dlcl.com.cn)

[www.power.net.cn](http://www.power.net.cn)

[www.cwc.net.cn](http://www.cwc.net.cn)

[WWW.CHINA.CN](http://WWW.CHINA.CN)

[www.ftoc.net](http://www.ftoc.net)

### **Others**

2008 China Eclectic Mechanism Yellow Page

INDUSTRIAL EQUIPMENT NEWS

Google

Steel & Metallurgy-India

Wire World.com -Canada