



MetalForm China ²⁰¹²
中国国际金属成形展览会
EXHIBITION - Beijing • 北京

10 - 13, September, 2012

China International Exhibition Center New Venue

MetalForm China 2012

Visitors Data Analysis Report



中国锻压协会
Confederation of Chinese Metalforming Industry

Letter of Thanks

Dear Exhibitors ,

Thank you cordially for your participation at MetalForm China 2012 Exhibition in Beijing from 10 to 13, September, 2012!

We mail this report to you for your reference. The statistics of the visitors is made by EastFair company, which is one of the most famous exhibition support service providers. Although the macro-economy condition is not so good, the size of exhibiting space, the amount and level of the exhibits increased slightly all the same thanks to your support. MetalForm China aims to supply the metal formed parts producers all the forming machinery, die & tooling, robot & automation, materials etc. they need, and help them to sell their parts. Now we are approaching this object. We know that we still have a long way to go and we need your continued support!

Visitor organization is the core work of an exhibition. It is influenced by the exhibitor organization. In 2013, we will invite more top ranking exhibitors who offer the same kind of products and technology to gain more obvious aggregation effect. We will deliver the information of exhibitors via PREVIEW to more potential target visitors.

Meanwhile, we shall continue to invite VIP visitor-delegation directly by shuttle bus. We shall push forward the cooperation with local governments, organizations, key medias, VIP OEMs, metal parts producers, purchasers, institutes, universities and colleges. We shall promote our exhibition through related industrial events, direct mails, websites, twitter, MMS, Email, newsletters, posters, news, videos, telephone invitation etc to attract more visitors.

During the show we organize many concurrent events such as purchasing meeting, metal parts appraisal, Intelligent Metalforming Equipment Appraisal, the forum for the publish of new technology and products and so on to offer you more opportunities to advertise you company. As the exhibitor of MetalForm China, you will get much exposure in the industry before, during and after the show.

MetalForm China 2013 will take place in Shanghai World Expo Exhibition Center (No.1099, Guozhan Road, Pudong New District) from 24 to 27 September, 2013.

The subway station near to the north gate of the center will be in operation by then, and visitors around Shanghai could take high speed railway and transfer the subway to visit the show in two or three hours.

Now we are accepting application for MetalForm China 2013 exhibition.

Thank you once again for your support and wish you a booming business!

Exhibition Department of
Confederation of Chinese Metalforming Industry
9 October 2012

Index

1. Exhibition profile	4
A. Exhibitors analysis statistics	4
B. Exhibitors satisfaction survey	4
C. Whether attend the exhibition next year?	4
2. Overview	5
A. Region division: In this document, we use the following parts to clearly define the source of the visitors:	5
B. The arrival situation of everyday	5
3. Analysis of visitors' locality	6
A. The source of the visitors' region	6
B. The classified statistic of the visitors' area (not including local visitors)	6
C. Origin of Visitors from abroad	7
4. Analysis of visitors' department and position	8
A. Classified statistic of the visitors' department	8
B. Classified statistic of the visitors' position	8
5. Analysis of the questionnaires by the visitors onsite	9
A. what industry do you belong to?	9
B. What is the type of enterprise?	10
C. Process types?	10
D. What's your purpose to attend the event?	11
E. Your company's size?	11
F. Company types?	12
G. How do you know the event?	12
H. How do you forecast the industry situation of China you serve in 2013?	13
I. How about the investment plan of your company in 2013?	13



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ChinaForge Fair 2012
 第十三届中国国际锻造展览会



SheetMetal China 2012
 第七届中国国际冲压技术及设备展览会



MetalFab China 2012
 第七届中国国际钣金加工展览会



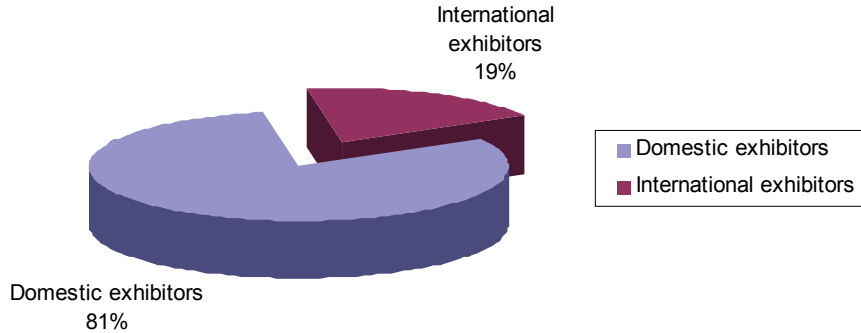
MetalComp China 2012
 第十三届中国国际金属成形零部件博览会

1. Exhibition profile

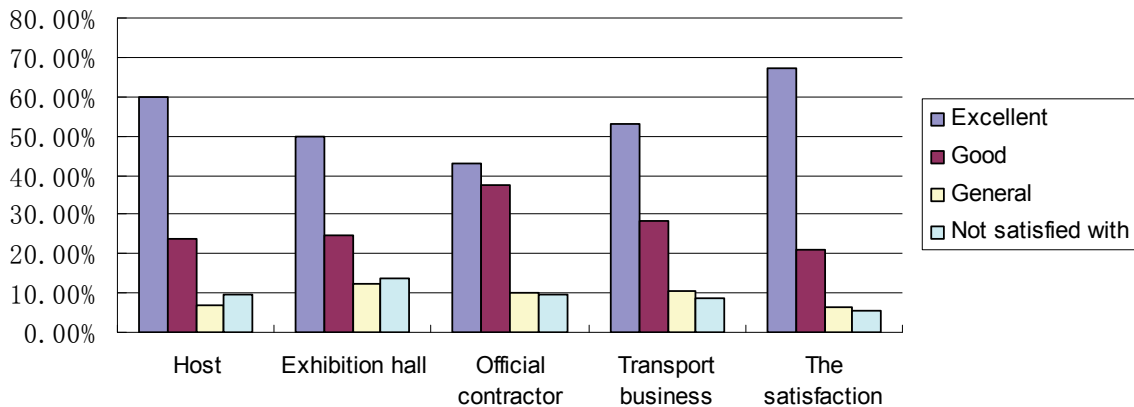
A. Exhibitors analysis statistics

Origin of Exhibitors: China: 272, Media: 40, Other countries: 53

Exhibition Space: 21,600 m²

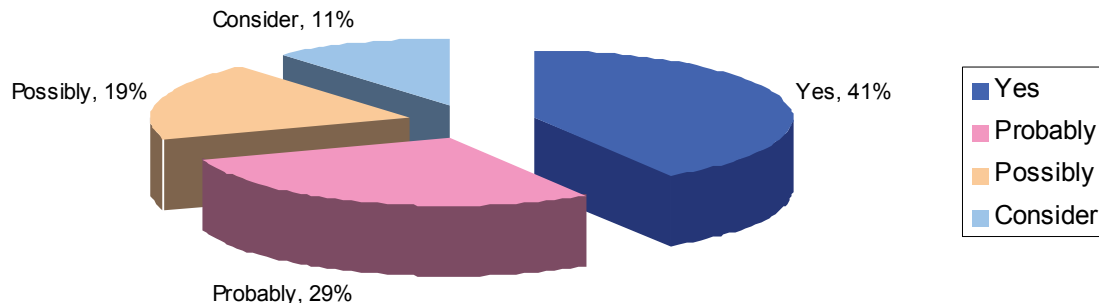


B. Exhibitors satisfaction survey



C. Whether attend the exhibition next year?

70% of exhibitors would like to exhibit again at MetalForm China 2013



2. Overview

A. Region division: In this document, we use the following parts to clearly define the source of the visitors:

North China: Beijing, Tianjin, Hebei, Shaanxi, Inner Mongolia

East China: Shanghai, Zhejiang, Jiangsu, Anhui, Shandong, Jiangxi, Fujian

South China: Guangdong, Guangxi, Hainan

Southwest China: Sichuan, Chongqing, Yunnan, Guizhou, Tibet

Northwest China: Shanxi, Gansu, Ningxia, Qinghai, Xinjiang

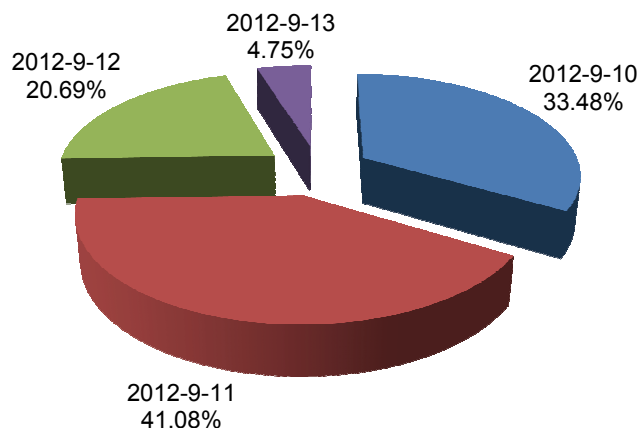
Northeast China: Jilin, Liaoning and Heilongjiang

Central China: Hunan Hubei Henan

B. The arrival situation of everyday

This exhibition attracts a total of 14325 visitors. There are 13051 domestic visitors from 382 cities of 30 provinces, and 657 abroad visitors from 45 different countries.

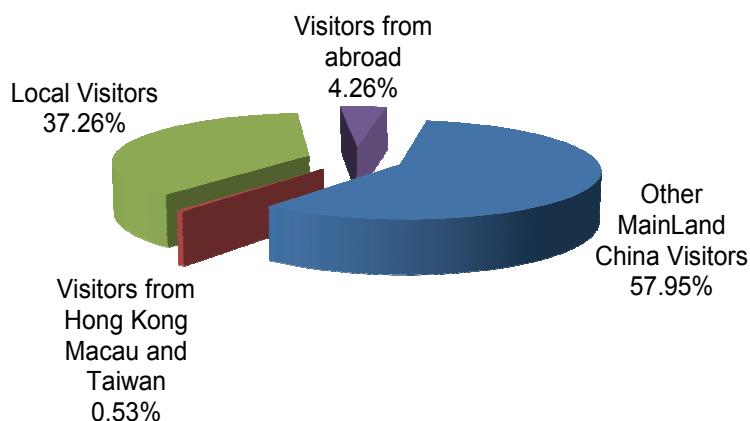
The 1st day visitor's number attending the show is 5246, all of which are first-comers. There are 6436 visitors during the 2nd day, of which 5675 visitors are first-comers. And the number of visitors 3242 the 3rd day come, of which 2758 visitors are first-comers. And the number of visitors is 744 the 4th day come, of which 646 visitors are first-comers. Scanners show that there are 18936 person-times come to visit the exhibition.



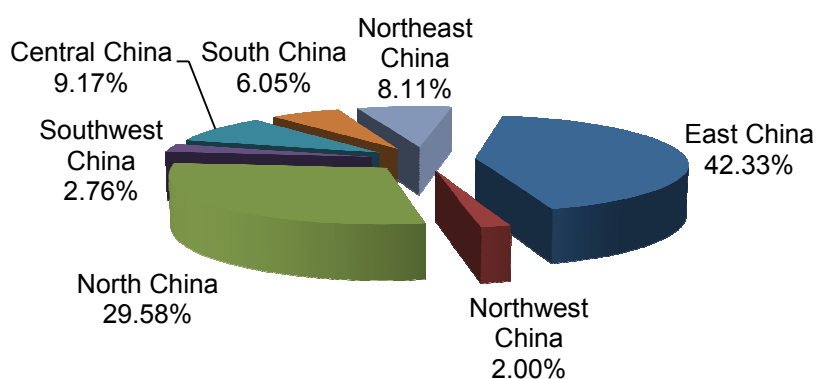
Data	Total arrive times	Total arrive visitors	Total New arrive visitors	Percentage of new arrive
2012-9-10	6412	5246	5246	100.00%
2012-9-11	7601	6436	5675	88.19%
2012-9-12	4140	3242	2758	85.08%
2012-9-13	783	744	646	86.75%
Total	18936	15668	14325	91.43%

3. Analysis of visitors' locality

A. The source of the visitors' region



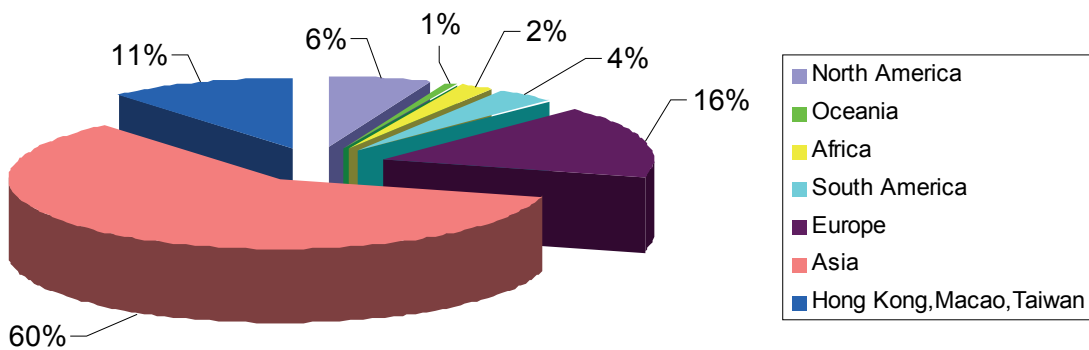
B. The classified statistic of the visitors' area (not including local visitors)



The proportion illustration of the visitors with various province —not including local visitors

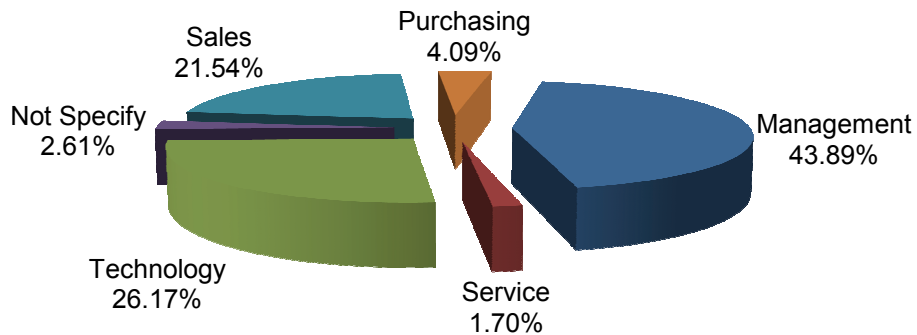


C. Origin of Visitors from abroad

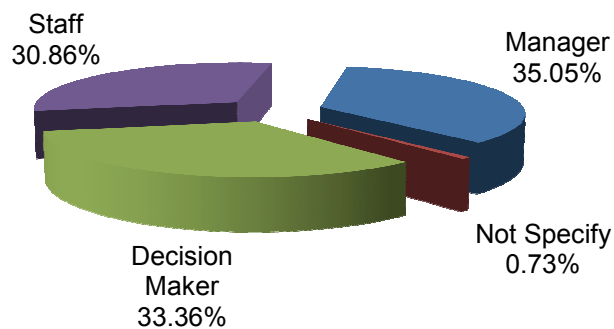


4. Analysis of visitors' department and position

A. Classified statistic of the visitors' department

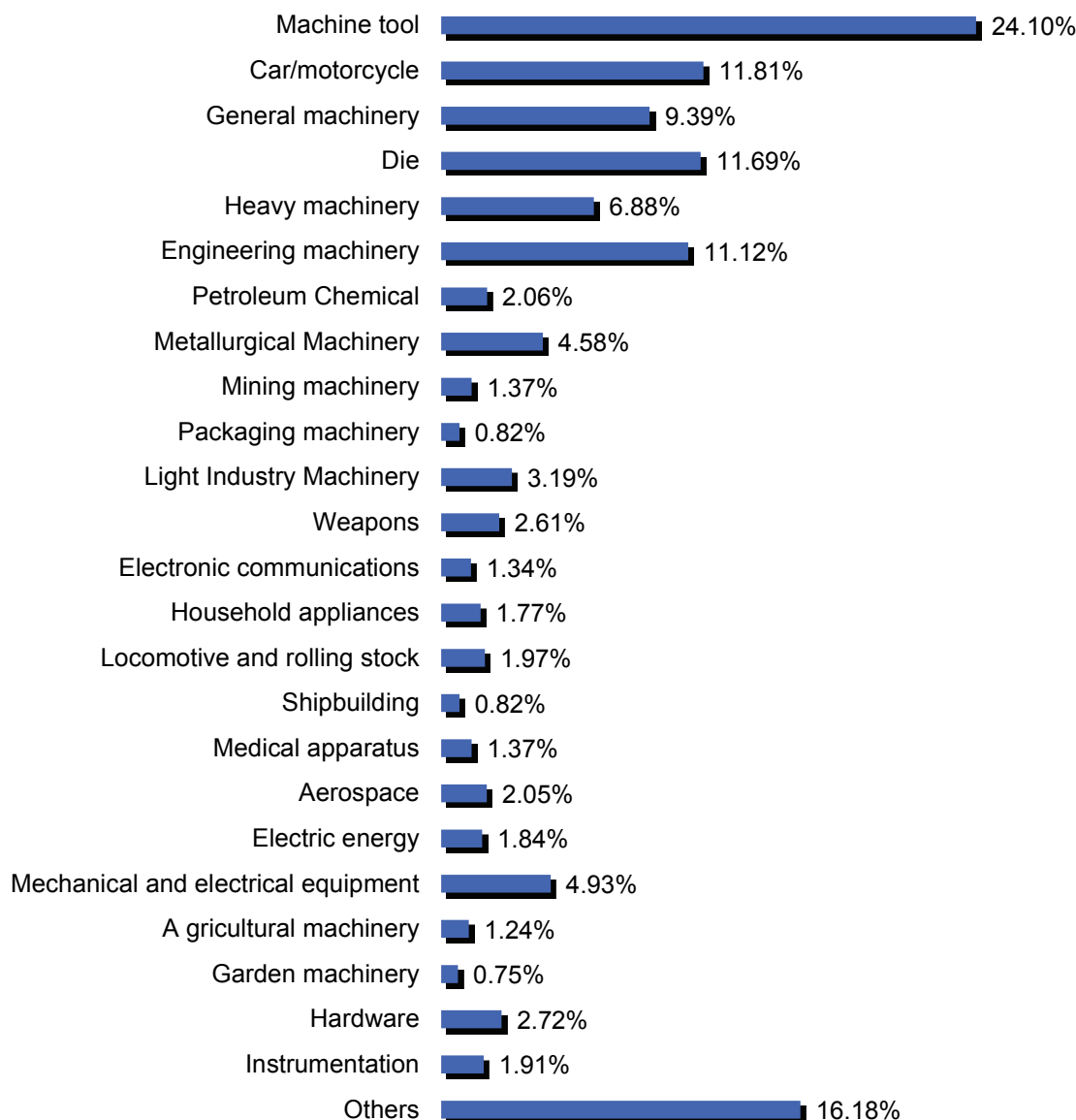


B. Classified statistic of the visitors' position



5. Analysis of the questionnaires by the visitors onsite

A. what industry do you belong to?



The total visitors for this survey are 11807, of which 10803 answered the above question. The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.



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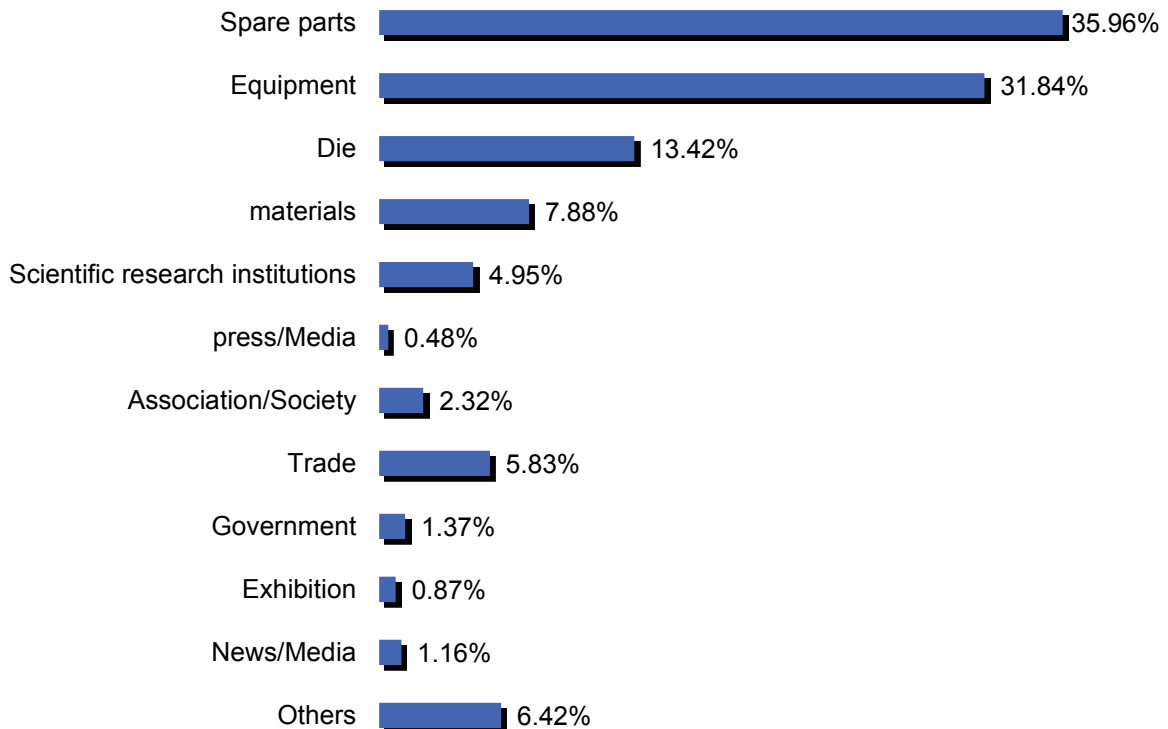


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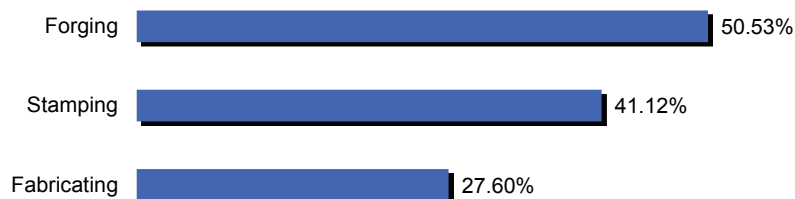
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B. What is the type of enterprise?



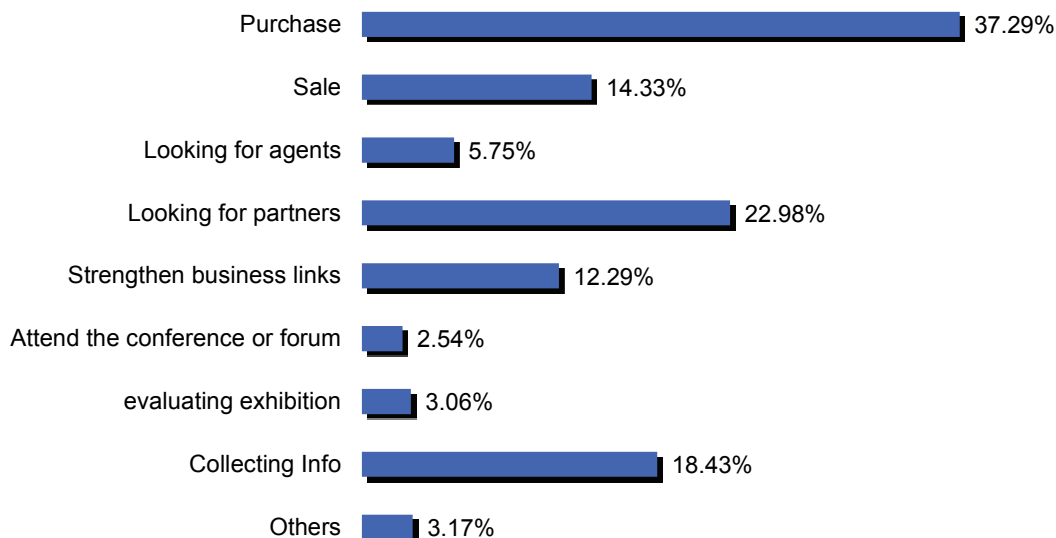
The total visitors for this survey are 11807, of which 9187 answered the above question. The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.

C. Process types?



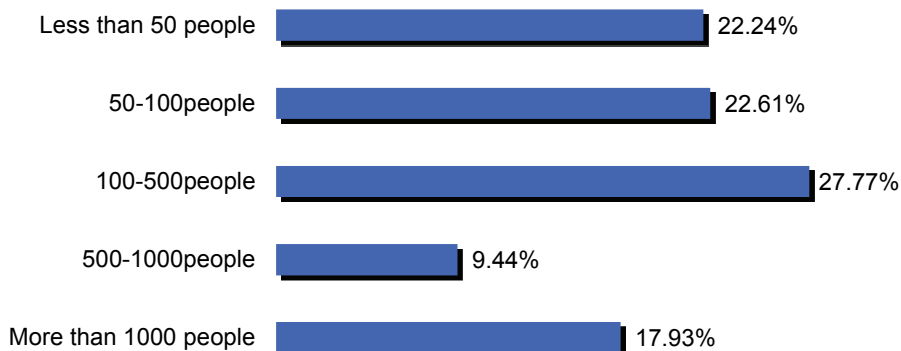
The total visitors for this survey are 11807, of which 7929 answered the above question. The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.

D. What's your purpose to attend the event?



The total visitors for this survey are 11807, of which 8880 answered the above question. The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.

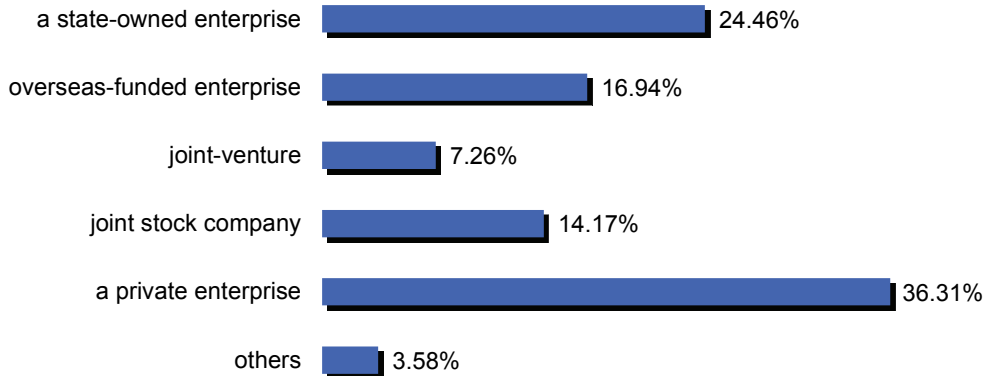
E. Your company's size?



The total visitors for this survey are 11807, of which 8745 answered the above question. The percentage is based on the number of visitors who answered this question.

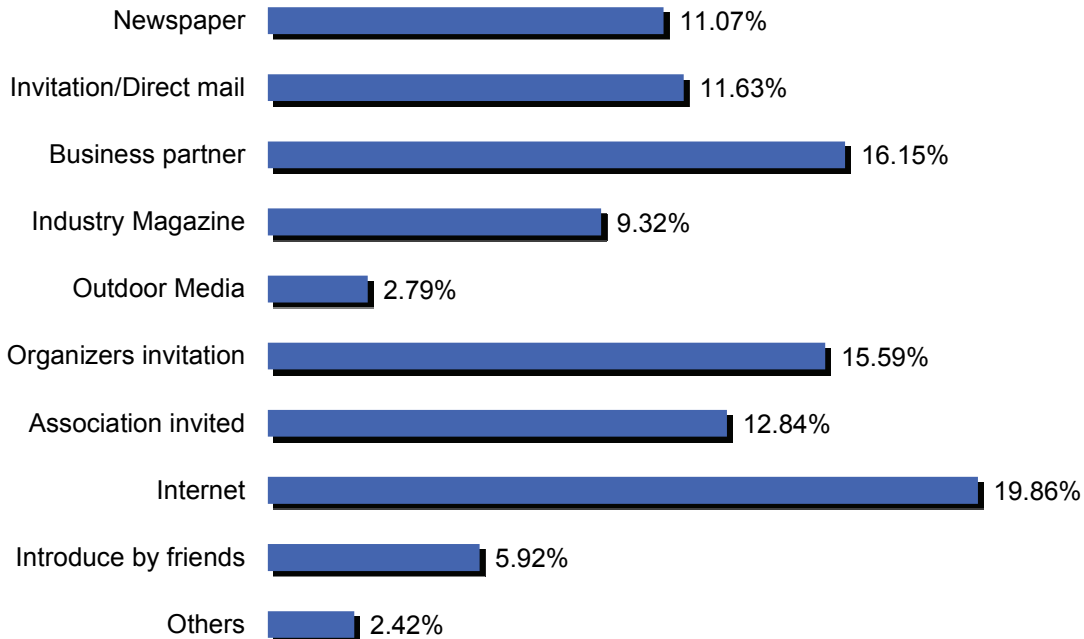


F. Company types?



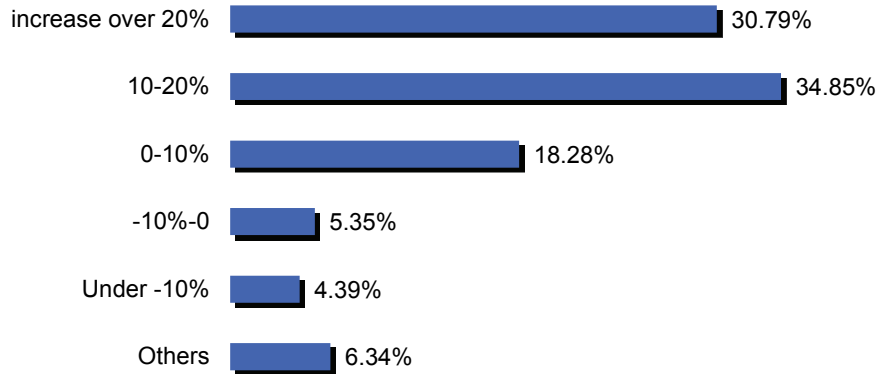
The total visitors for this survey are 11807, of which 8786 answered the above question. The percentage is based on the number of visitors who answered this question.

G. How do you know the event?



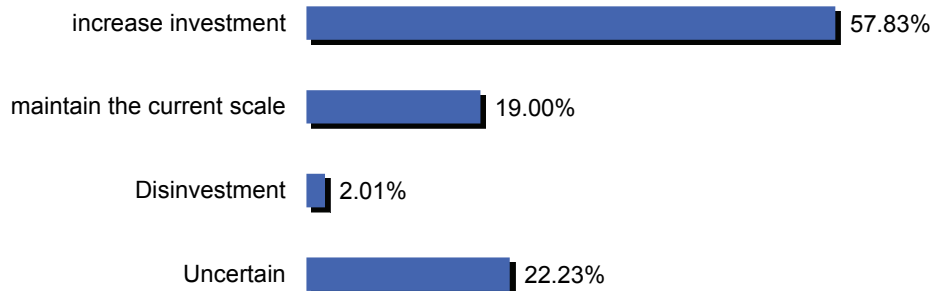
The total visitors for this survey are 11807, of which 8274 answered the above question. The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.

H. How do you forecast the industry situation of China you serve in 2013?

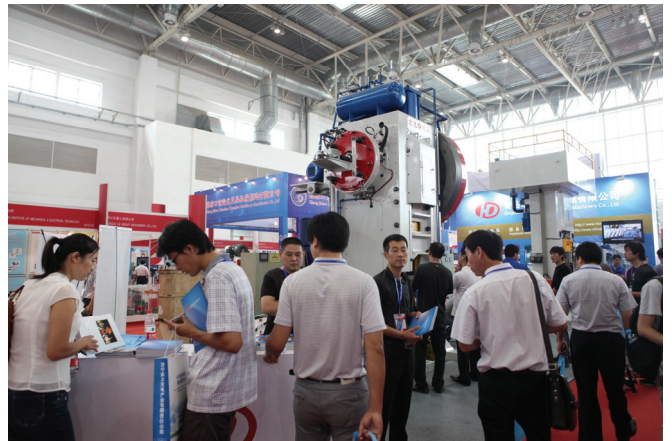


The total visitors for this survey are 11807, of which 7676 answered the above question. The percentage is based on the number of visitors who answered this question.

I. How about the investment plan of your company in 2013?



The total visitors for this survey are 11807, of which 8457 answered the above question. The percentage is based on the number of visitors who answered this question.



See you in Shanghai in 2013!

MetalForm China 2013

24 – 27, September, 2013

Shanghai World EXPO Exhibition & Convention Center