



THE ALL CHINA - INTERNATIONAL
WIRE & CABLE INDUSTRY TRADE FAIR
中国国际线缆及线材展览会

www.wirechina.net



THE ALL CHINA - INTERNATIONAL
TUBE & PIPE INDUSTRY TRADE FAIR
中国国际管材展览会

www.tubechina.net

The All China - International Wire & Cable Industry Trade Fair 2006

The All China - International Tube & Pipe Industry Trade Fair 2006

25-28 September 2006

Shanghai New International Expo Center

POST SHOW REPORT

Organizers

Messe Düsseldorf China Ltd.

Shanghai Electric Cable Research Institute

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

October 2006

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I. General Information

wire & Tube China 2006 have attracted altogether 923 exhibitors from 31 countries and regions, including:

- 615 exhibitors of wire China and 308 exhibitors of Tube China
- 370 exhibitors from overseas and 553 exhibitors from Mainland China

wire & Tube China 2006 was held at Hall E1-E4 of SNIEC with a total exhibiting area of 40,000 sqm, net area 17,332 sqm.

wire China 2006 was highlighted by 8 national pavilions or regional pavilions including Austria, France, Germany, Italy, North America, U.K, South Korea and Spain.

Tube China 2006 was highlighted by 5 national pavilions or regional pavilions including Austria, Germany, North America, U.K and Spain.

wire & Tube China 2006 attracted 30,131 trade visitors from 94 countries and regions during the 4-day show, among which 4,193 were from overseas.

II. Exhibitor Analysis

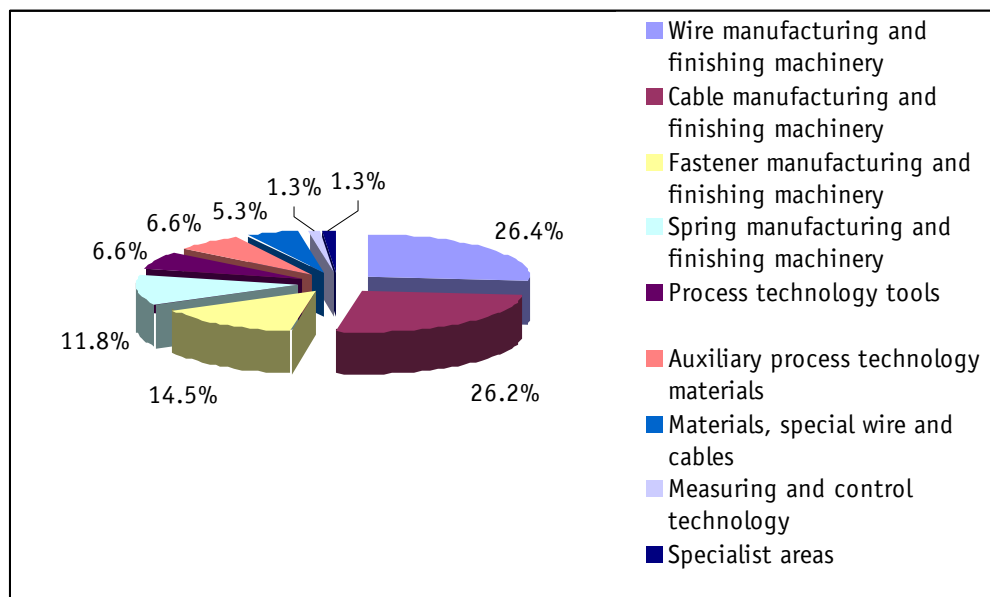
wire China Exhibitors came from below countries and regions

- | | |
|-------------------|-------------------|
| - Austria | - Belarus |
| - Belgium | - Canada |
| - P.R.China | - Denmark |
| - Finland | - France |
| - Germany | - Hong Kong SAR |
| - India | - Iran |
| - Italy | - Japan |
| - Korea | - Malaysia |
| - Norway | - Singapore |
| - Slovakia | - Spain |
| - Switzerland | - Taiwan Province |
| - The Netherlands | - Turkey |
| - U.K. | - Ukraine |
| - USA | |

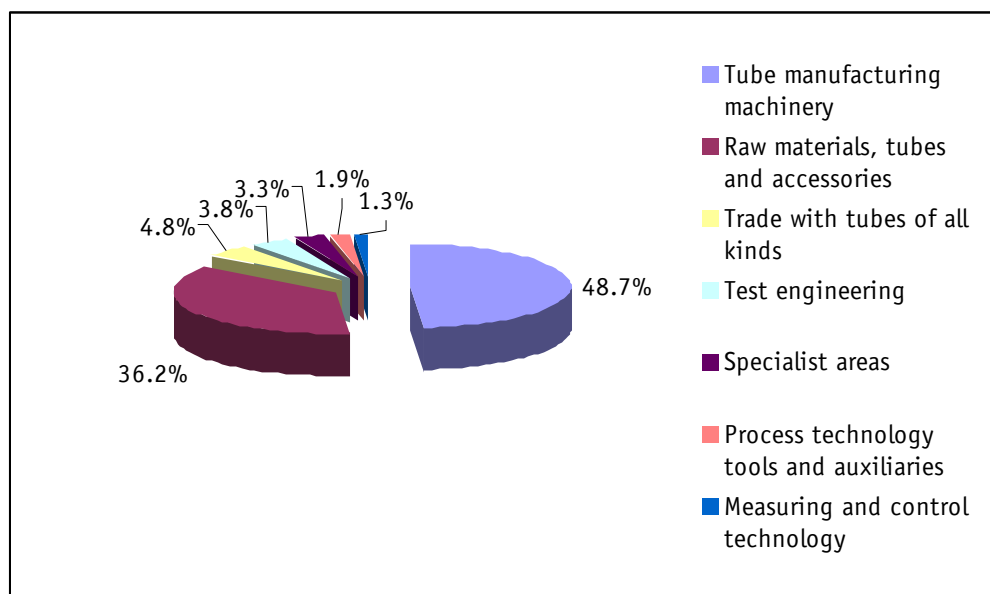
Tube China Exhibitors came from below countries and regions

- | | |
|-------------------|-------------------|
| - Austria | - Canada |
| - P.R.China | - France |
| - Germany | - Hong Kong SAR |
| - India | - Italy |
| - Japan | - Korea |
| - Russia | - Scotland |
| - Spain | - Sweden |
| - Switzerland | - Taiwan Province |
| - The Netherlands | - Turkey |
| - U.K. | - Ukraine |
| - USA | |

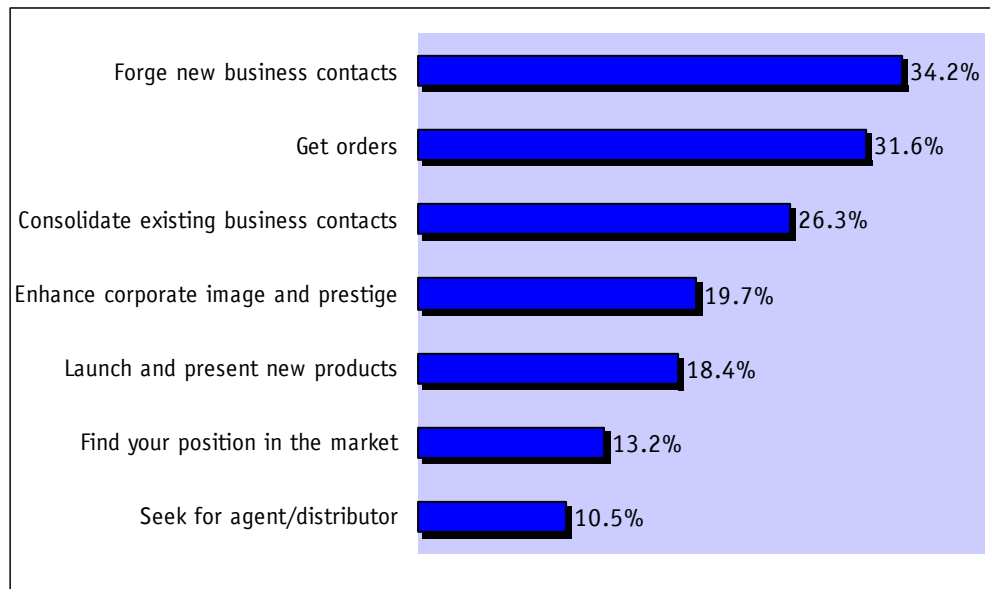
wire China exhibit category



Tube China exhibit category

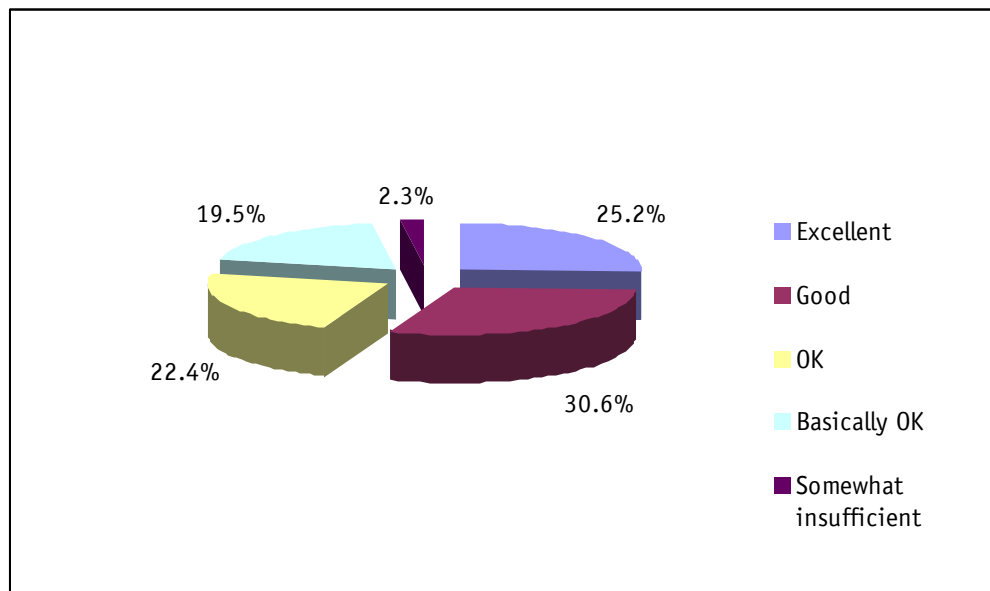


Exhibitors' participation objectives



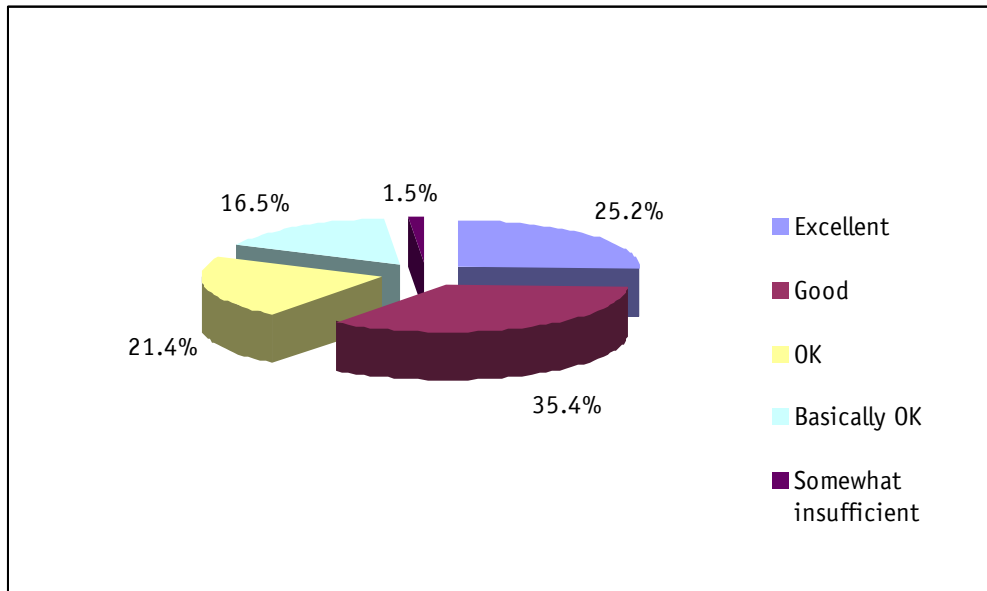
Exhibitors' comments on the quality of trade visitors

30.6% of the exhibitors were satisfied with the quality of trade visitors, while 25.2% rated as excellent.



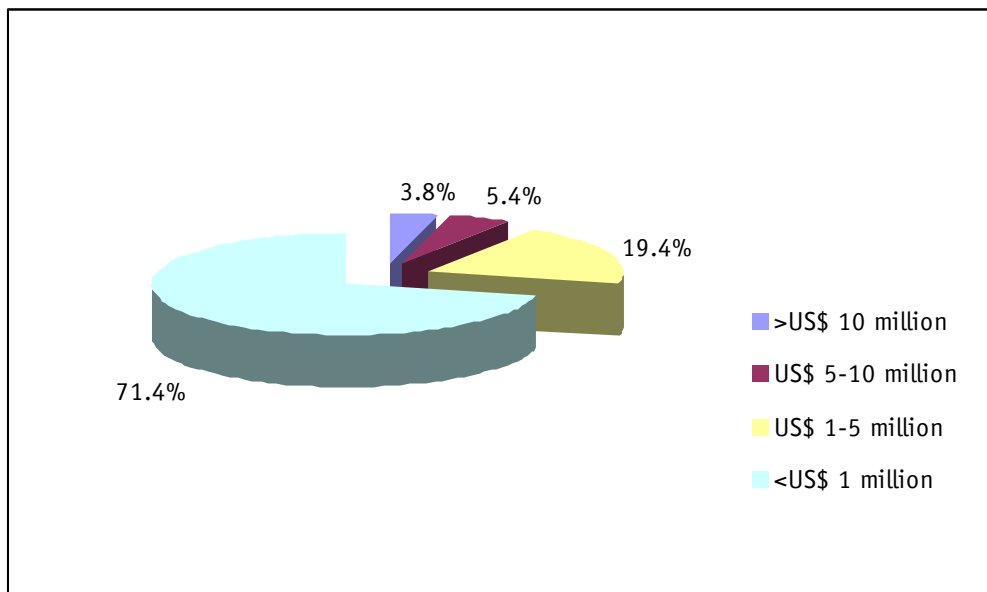
Exhibitors' comments on the quantity of trade visitors

35.4% of the exhibitors were satisfied with the quantity of trade visitors, while 25.2% rated as excellent.



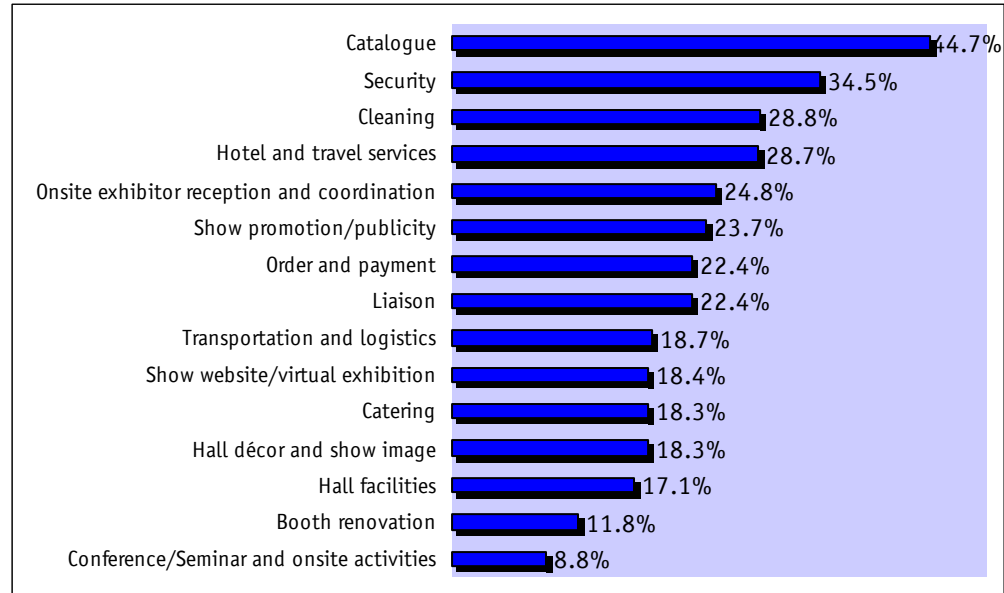
New contacts that exhibitors made during wire China 2006 & Tube China 2006

28.6% of the exhibitors got more than 1 million US dollars orders during the 4-day exhibition.



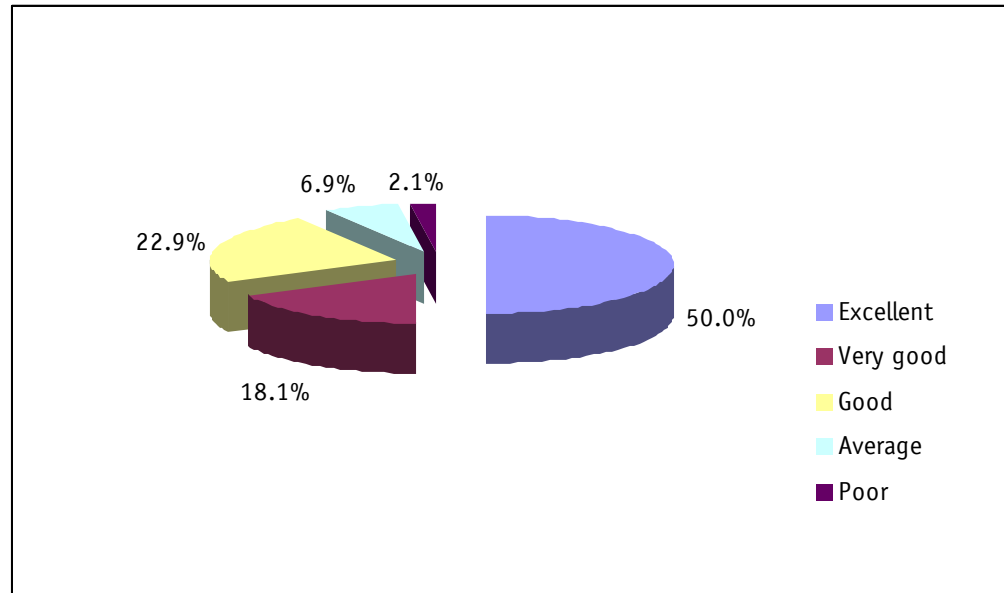
Services evaluation

Exhibitors highly praised for media support and show promotion, as well as security, show management, cleaning and catalogue services were also successful.



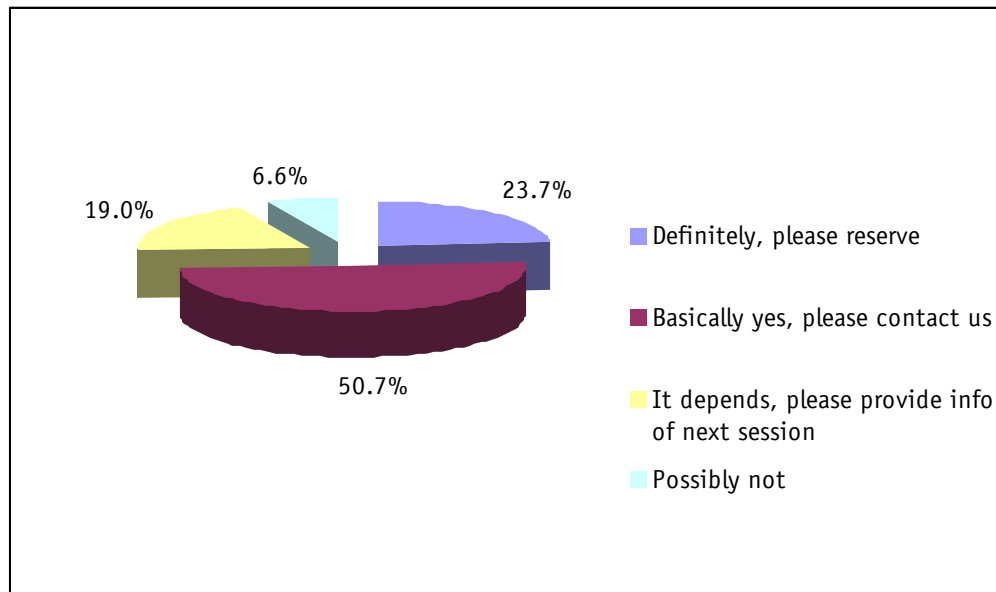
Exhibitors' overall comments

50% of the exhibitors were satisfied with the exhibition, while 18.1% rated as excellent.



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

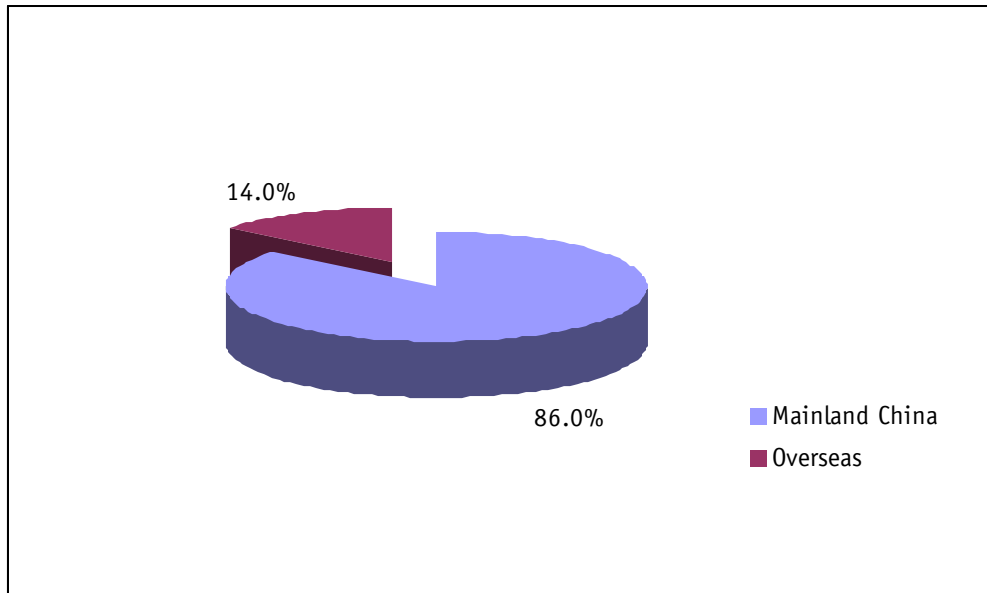
74.4% of the exhibitors will participate in the next edition of wire China & Tube China.



III. Visitor Analysis

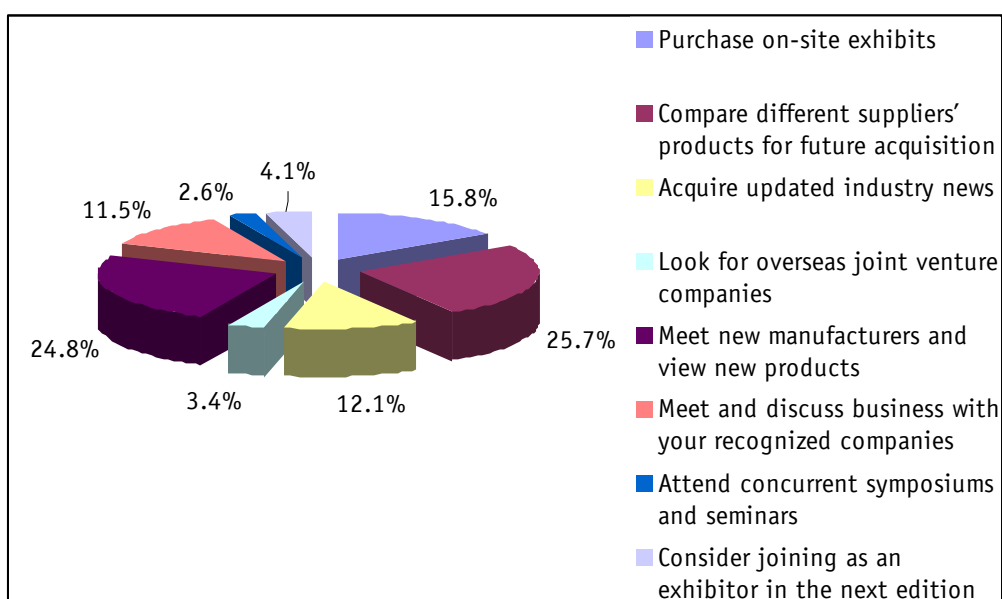
Geographical location

86.0% of the visitors were from Mainland China, while 14.0% visitors were from overseas.



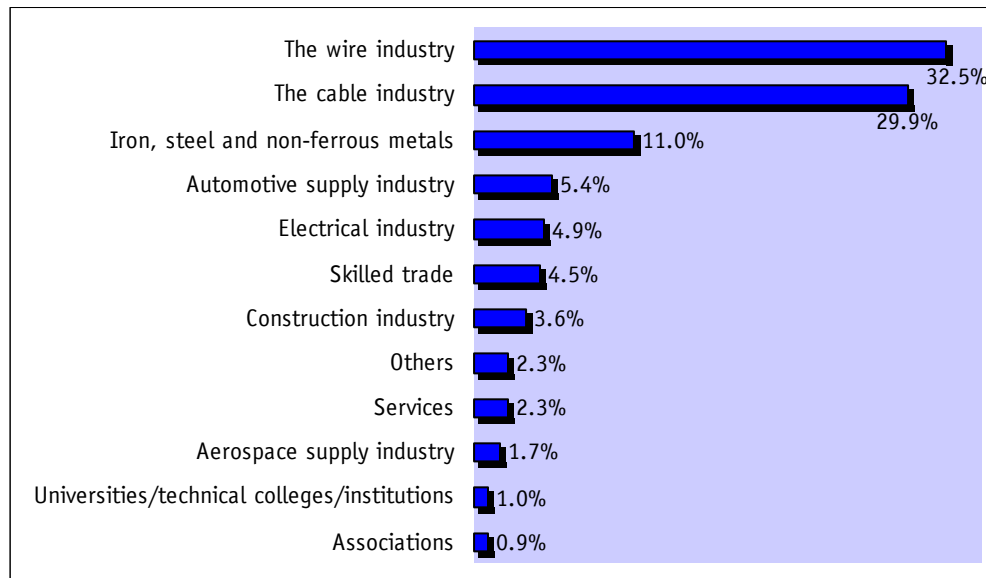
Purpose of visiting

Acquiring updated industry news was the main purpose for trade visitors to visit wire & Tube China 2006. Meeting new manufacturers and witness new products was also the major purpose to visit the show.

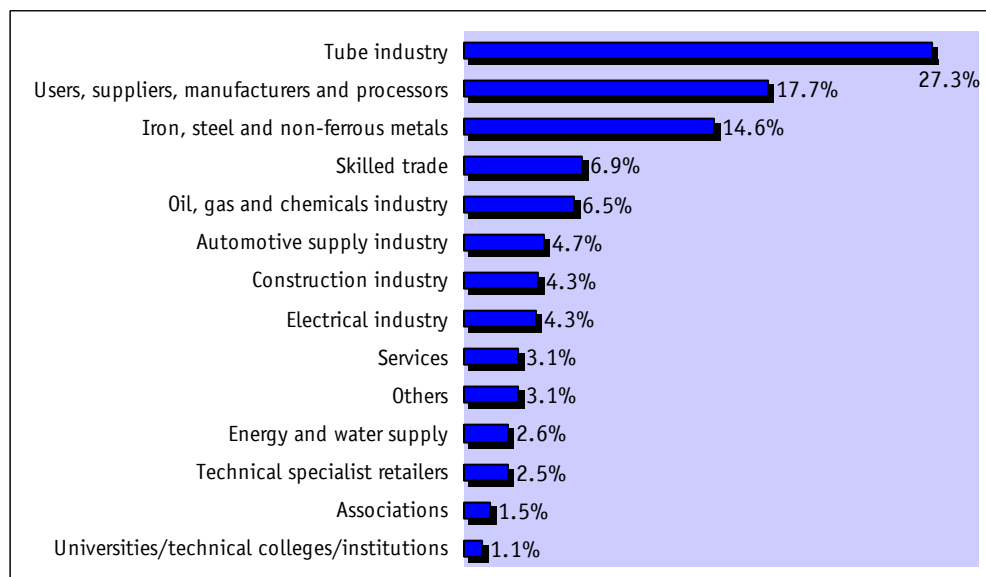


Origin by company's business scope

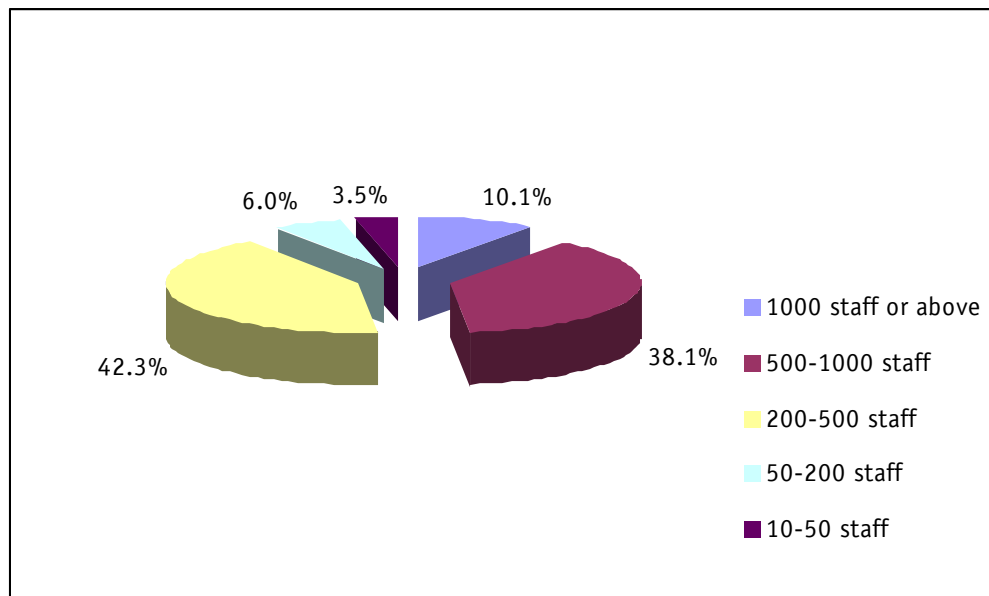
Over 32.5% of the visitors were from the wire industry, while 29.9% trade visitors were from the cable industry.



Over 27.3% of the visitors were from the tube industry, while 17.7% trade visitors were users, suppliers, manufacturers and processors.

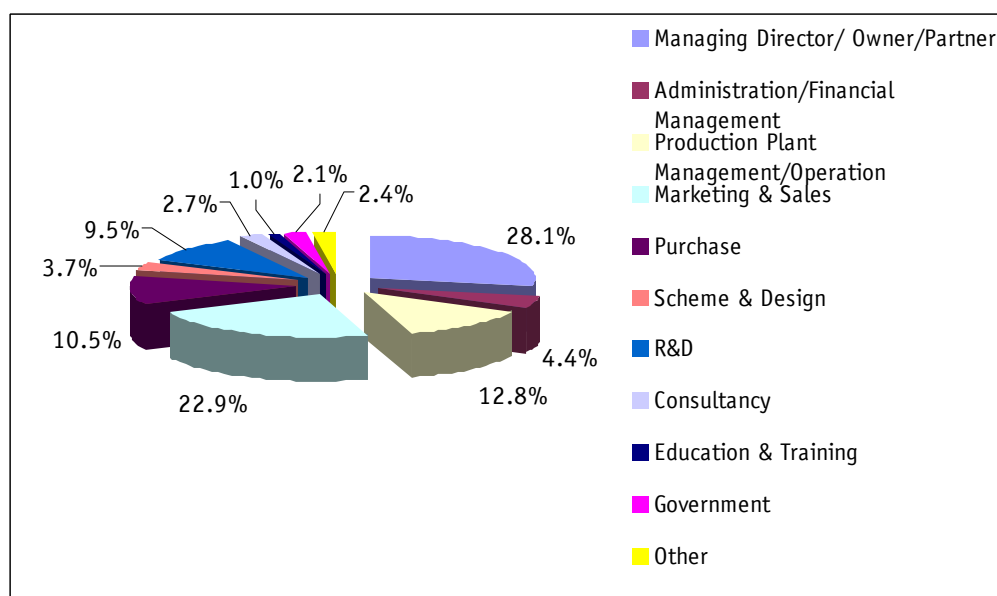


Origin by company's scale



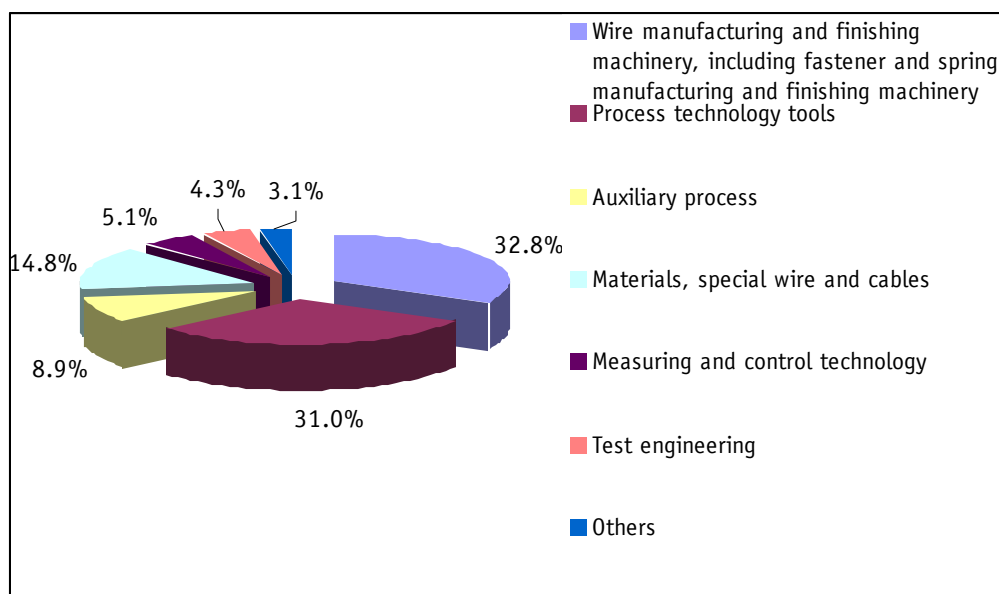
Occupational Position

Major source of trade visitors was in the management level such as Managing Director/Owner/Partner, who showed great interest in the exhibition. Meanwhile, the participation of all those trade visitors has met the need of exhibitors. People from Marketing & Sales and Purchase department also accounted for related large shares in trade visitors.

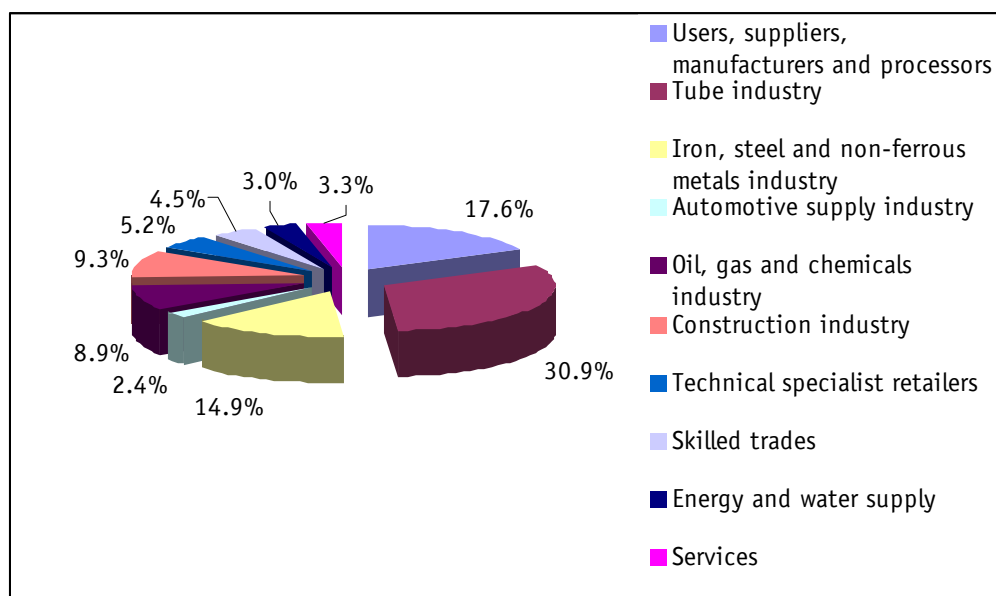


Percentage of visitors' interested products

According to the visitor survey, Wire manufacturing and finishing machinery, including fastener & spring manufacturing and finishing machinery still attracted the most attention. The process technology tools was one of the exhibits that visitors showed great interest in.

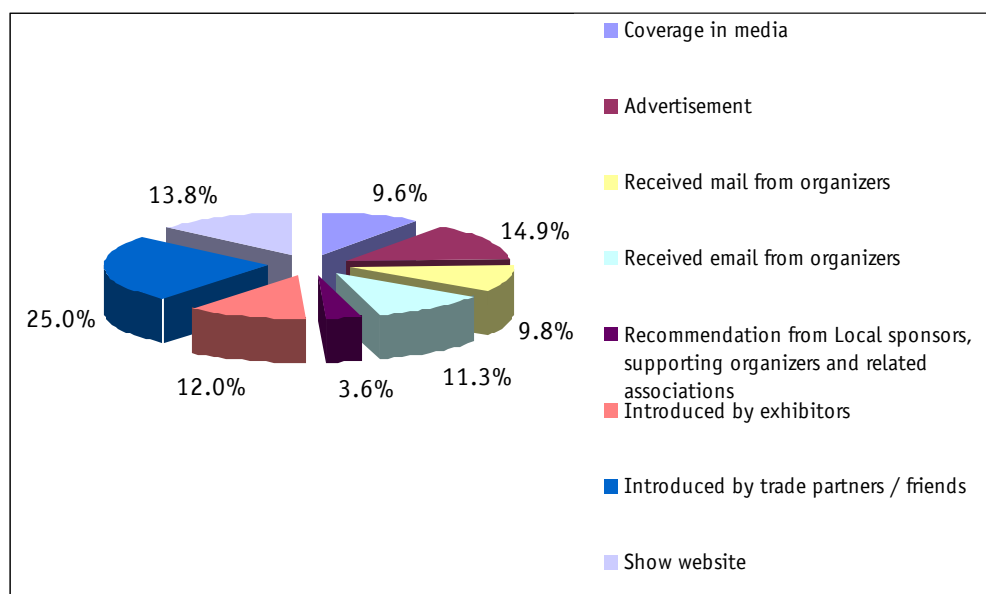


According to the visitor survey, Tube industry still attracted the most attention. The user, supplier, manufacturers and processors was one of the exhibits that visitors showed great interest in.



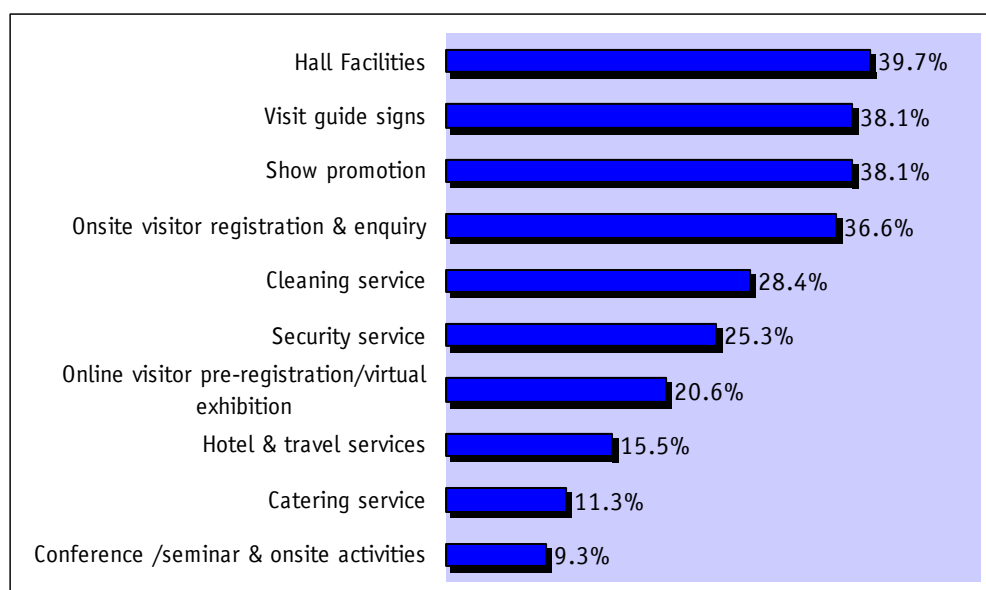
Source to know about the exhibition

21.1% of the visitors were invited by the organizers, over 25.0% visitors got information from their trade partners/friends, as well as 14.9% were informed by advertisement advertised by the show organizer.



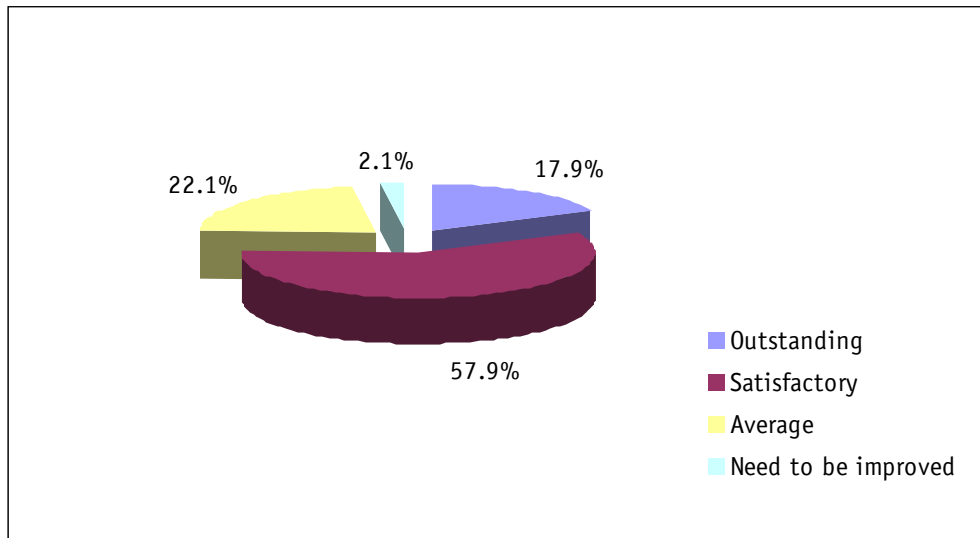
Services evaluation

According to the visitors' comments, the hall facilities was the best service provided by the organizer, Meanwhile, show promotion and visit guide signs were also praised highly by visitors.



Trade visitors' overall comments on the exhibition

57.9% of the trade visitors were satisfied with wire China 2006 & Tube China, while 17.9% rated as outstanding.



IV. Support Media

Trade Media

Electric Wire & Cable	Metal World
China Rubber	Electrotechnical Application
Electric Age	Optical Communication
Wire & Cable News	China Wire & Cable Journal
Shanghai Cable	Steel Wire Products
China Wire & Cable Network	C114.net
Electric Wire & Cable	Lodestar.com.cn
iCablecn.com	High Voltage Engineering
Tube & Pipe Technology	Linking Steel Sellers & Buyers in Middle East

Mass Media

Commerce Online	Biz Trade Shows
Electric Wire & Cable	Metal World