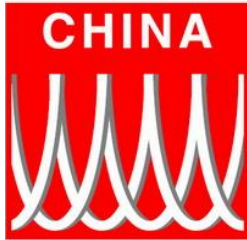


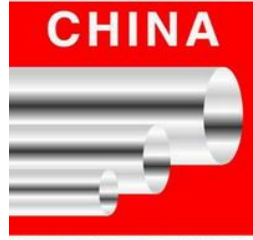
wire



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

www.wirechina.net

Tube



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

www.tubechina.net

The 6th All China - International Wire & Cable Industry Trade Fair
The 6th All China - International Tube & Pipe Industry Trade Fair

24-27 September 2014
Shanghai New International Expo Center

POST SHOW REPORT

Organizers

Shanghai Electric Cable Research Institute

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

Metallurgical Center for International Exchange and Cooperation

Messe Düsseldorf (Shanghai) Co., Ltd

December 2014

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I. General Information

wire China 2014 and Tube China 2014 successfully concluded its four-day show in Shanghai New International Exhibition Center on September 27, 2014 with encouraging outcome.

Exhibitors:

wire & Tube China 2014 have together attracted 1,431 exhibitors from 30 countries and regions, including:

- 982 exhibitors at wire China and 449 exhibitors at Tube China
- 1,092 exhibitors from mainland China and 339 overseas exhibitors

	Local	Int'l	Total	Int'l Ratio
Gross space (sqm)	-	-	90,000	-
Net space(sqm)	33,515. 5	7,427.5	40,943	18.14%
Exhibitors of <u>wire China</u>	718	264	982	26.88%
Exhibitors of <u>Tube China</u>	374	75	449	16.70%

Delegations and Pavilions:

There were 8 national / regional pavilions in wire China 2014:

- Germany
- Italy
- Austria
- France
- North America
- South Korea
- Japan
- Taiwan Region

3 national pavilions of Germany, South Korea and Taiwan Region attended Tube China 2014

Visitors:

Trade visitors: 38,834 trade visitors (58,837 visits) from 84 countries and regions, including 3,347 overseas trade visitors , representing 8.62% of total visitor numbers.

Visitors Pavilions:

There were 53 national / regional visitor delegations from 7 countries and regions at wire & Tube China 2014:

- South Korea
- Vietnam
- Argentina
- India
- Thailand
- Japan
- China

Concurrent Events:

2014 China Wire & Cable Industry Conference was successfully held parallel with wire and Tube China 2014. Meanwhile, there were 25 concurrent technical seminars under the following two themes:

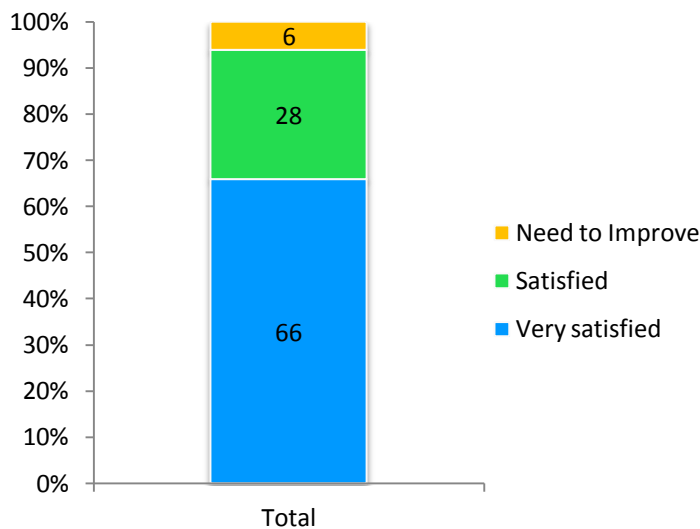
- Seminar for Raw Materials, Auxiliary Materials and Processing Technology for Wires & Cables
- Seminar for Manufacturing Equipments and Processing Technology for Wires & Cables

II. Exhibitor Analysis

Exhibitors' comprehensive comments on wire & Tube China 2014

As the world's second largest and Asia's largest exhibition, wire & Tube China 2014 was well received by exhibitors. The overall satisfactory rate is even higher than that in last edition.

- wire China 2014



● Tube China 2014

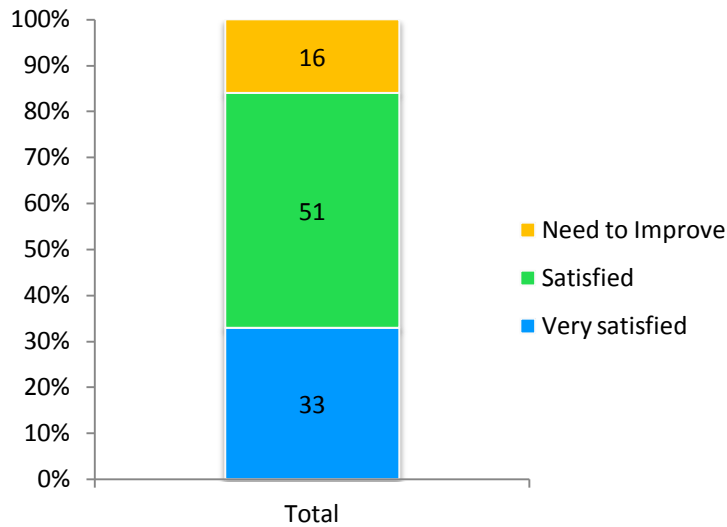
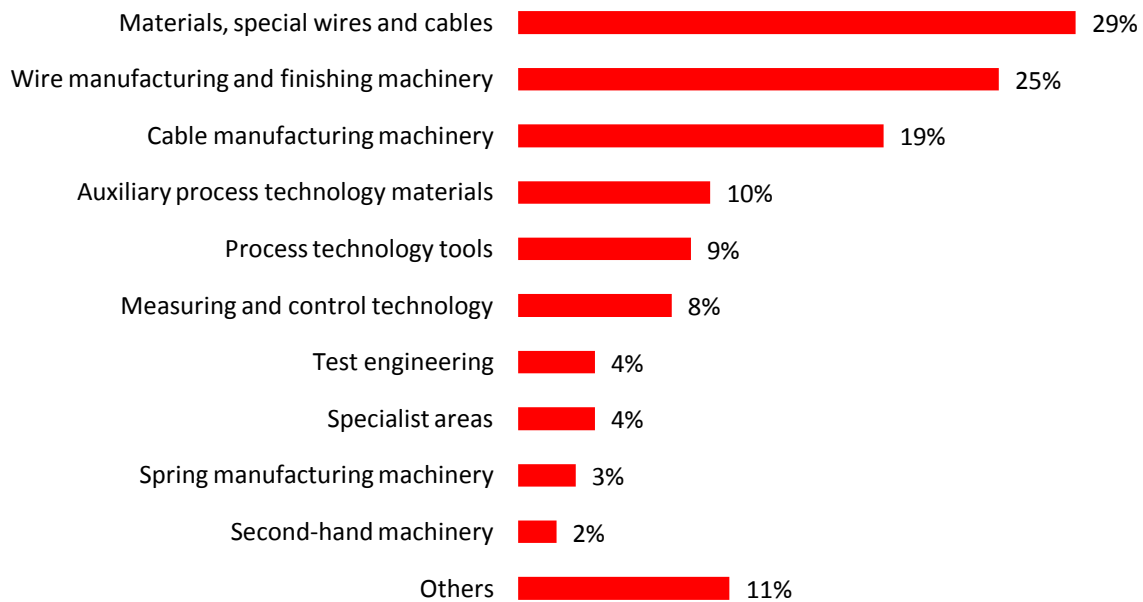
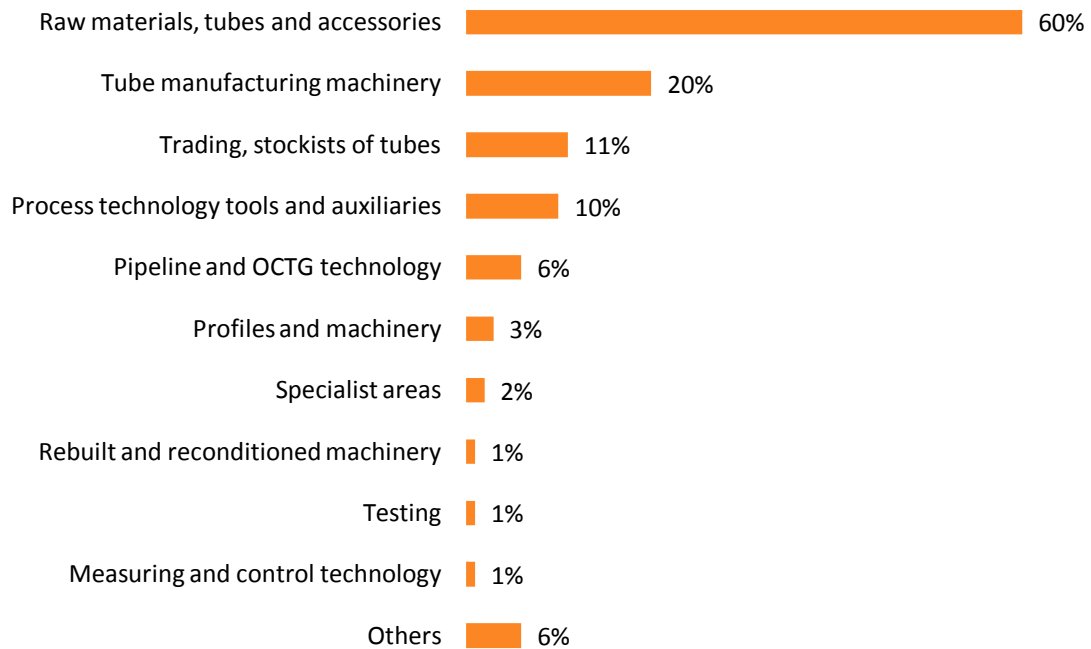


Exhibit category

● wire China 2014



● Tube China 2014



Exhibitor origin by geography

● wire China 2014

- Austria
- Belgium
- Canada
- China
- Denmark
- Finland
- France
- Germany
- HK
- India
- Italy
- Japan
- South Korea
- Russia
- Netherland
- New Zealand
- Norway
- Singapore
- South Africa
- Spain
- Sweden
- Switzerland
- Taiwan China
- Tunisia
- Turkey
- UK
- USA
- Malaysia
- Estonia
- Vietnam

● Tube China 2014

-Belgium

-Austria

-Canada

-China

-Germany

-India

-Italy

-Japan

-South Korea

-Netherland

-Spain

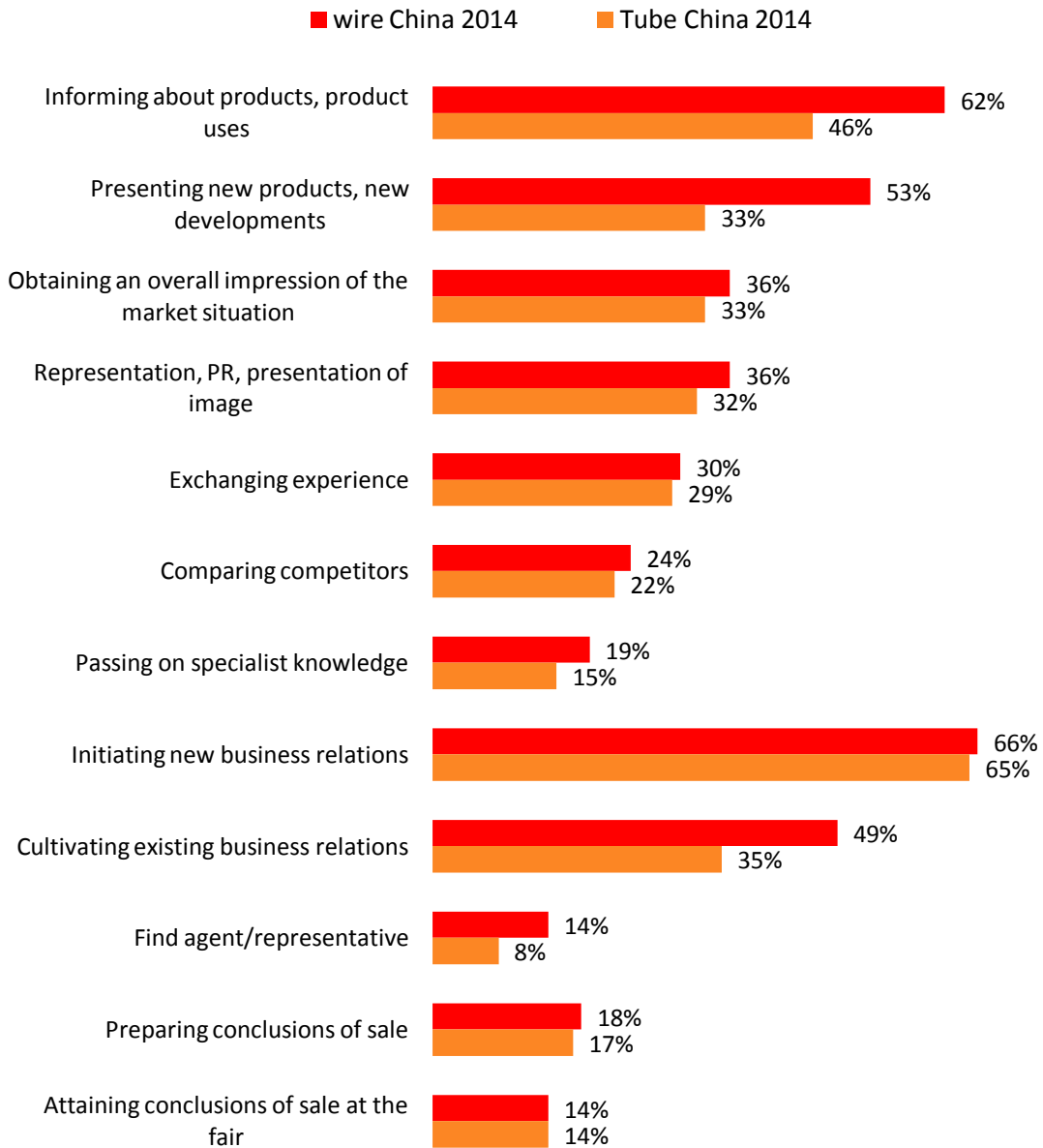
-Switzerland

-Taiwan China

-UK

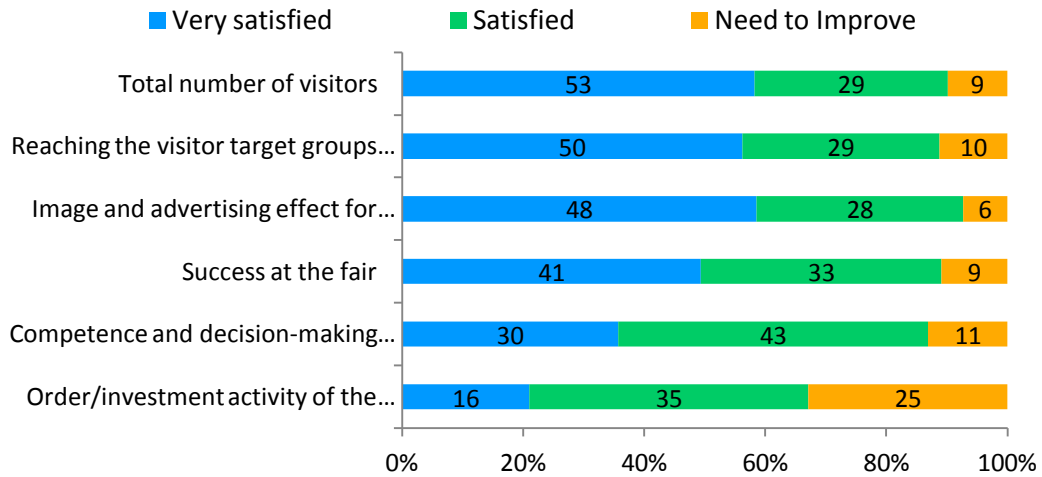
-USA

Exhibitors' participation objectives

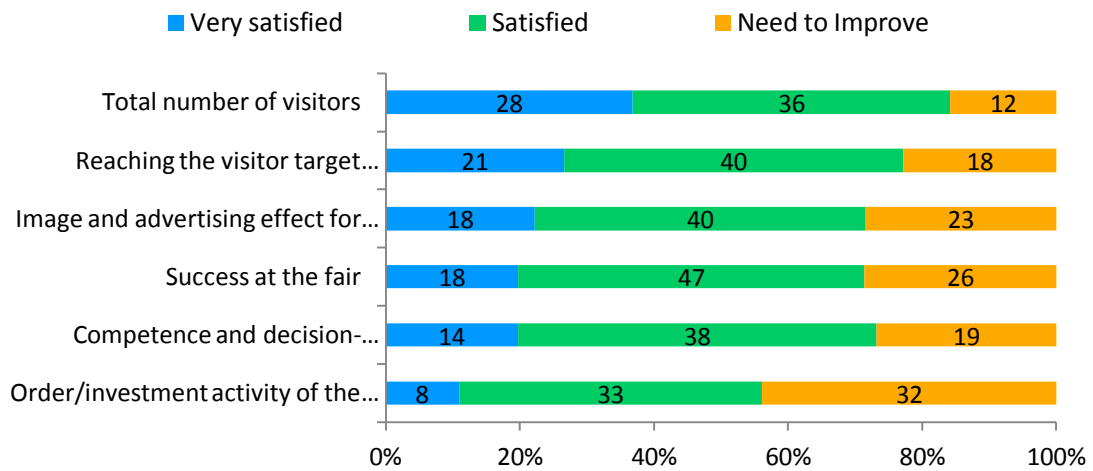


Exhibitors' comments on the quality of trade visitors

- wire China 2014

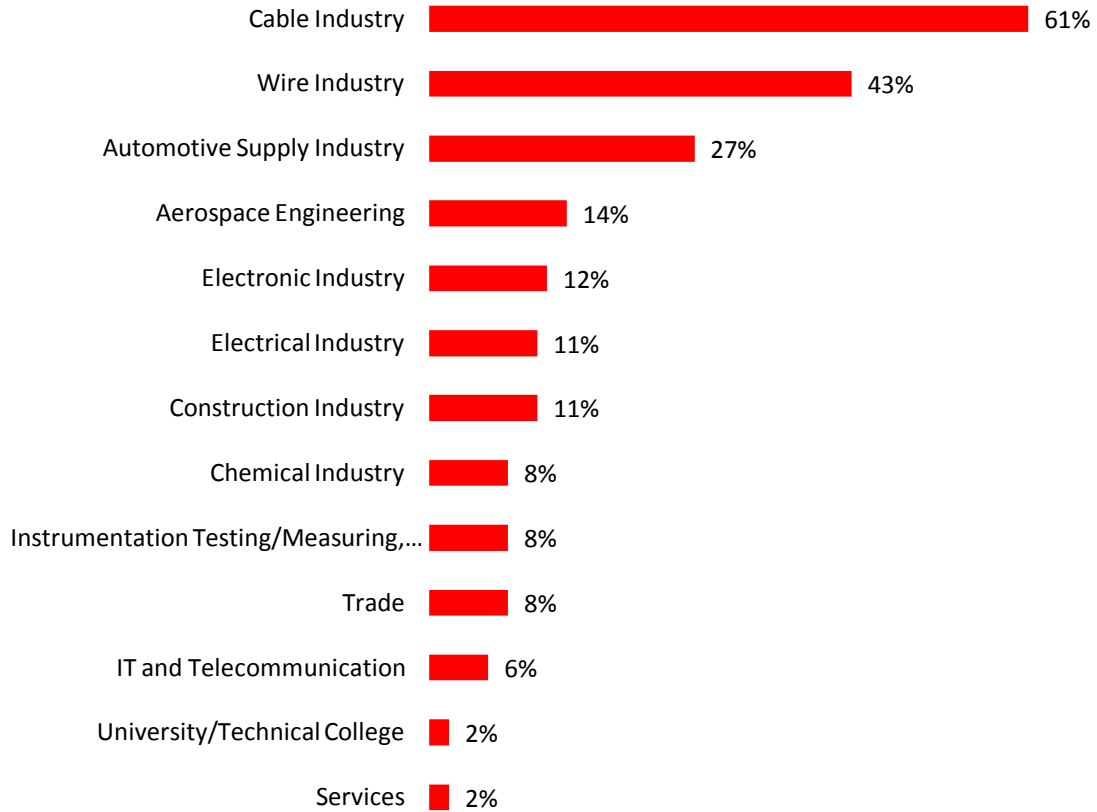


- Tube China 2014

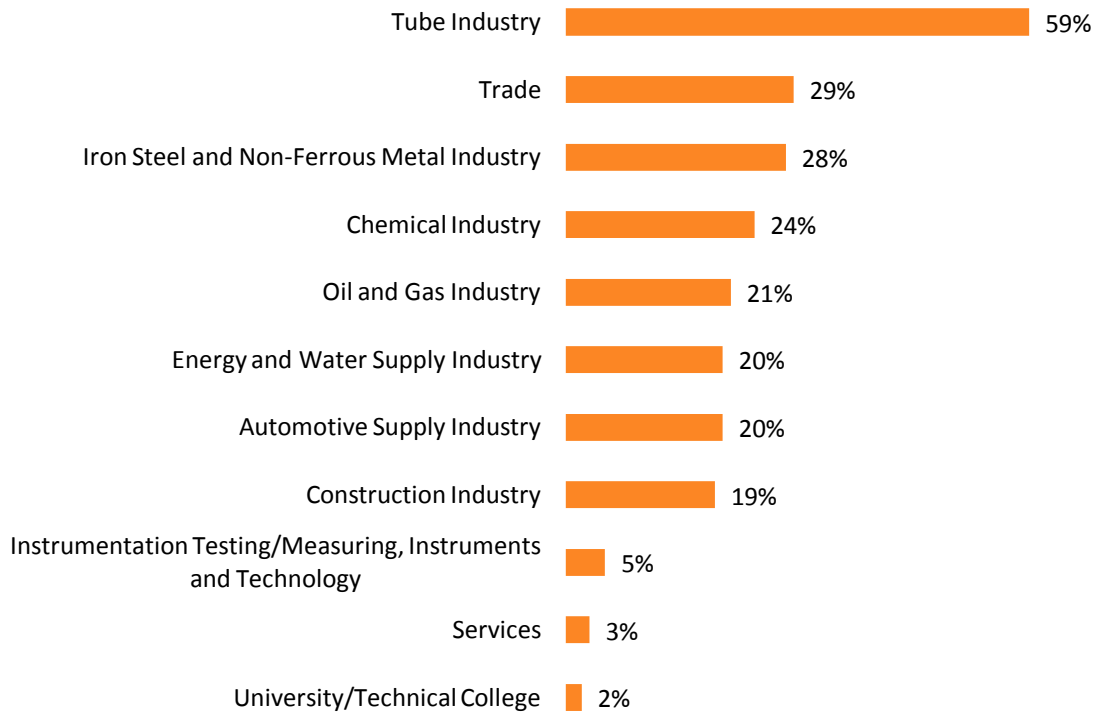


Exhibitors' satisfaction on business development with targeted customers

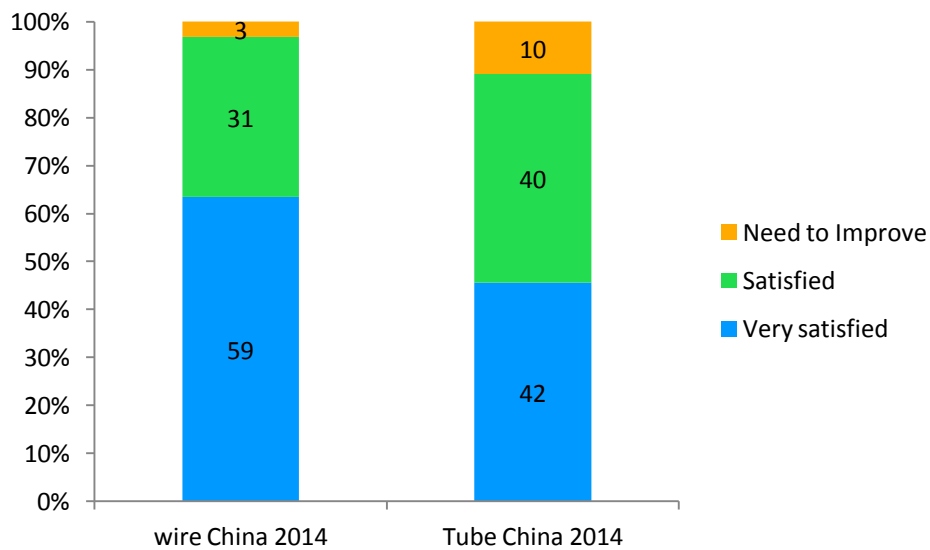
- wire China 2014



- Tube China 2014

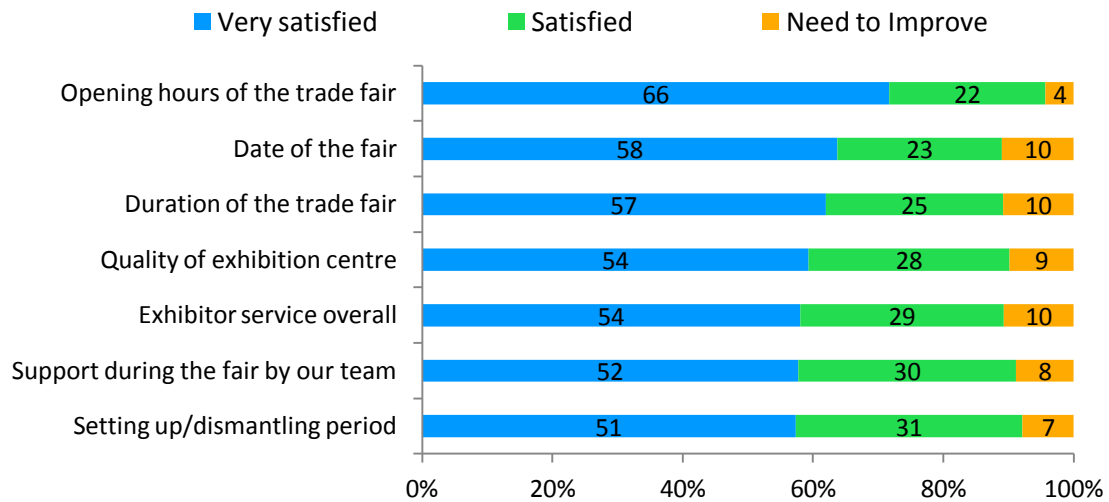


Exhibitors' satisfaction on the orders gained onsite

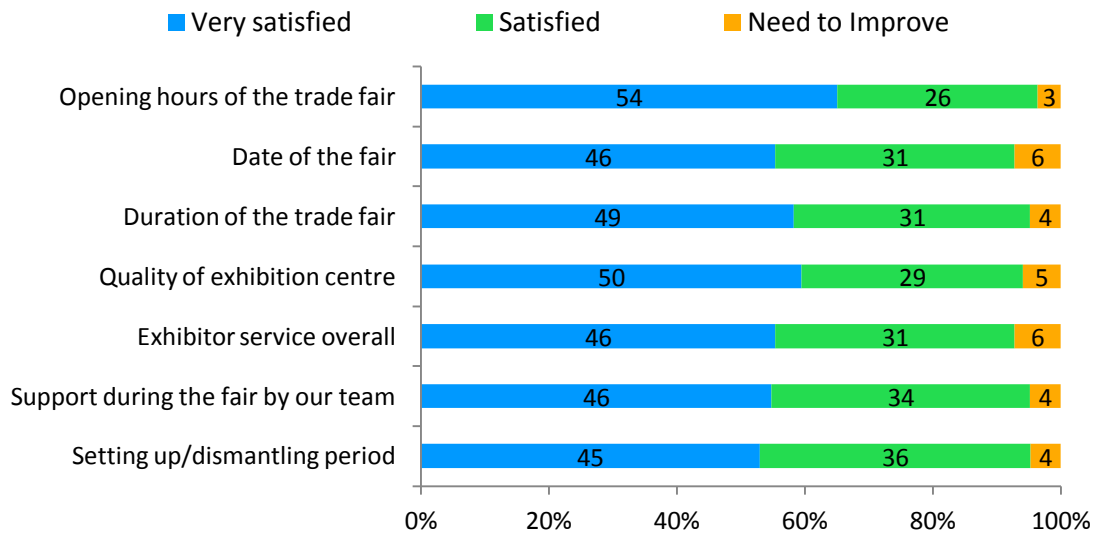


Exhibitors' evaluation of general conditions and services

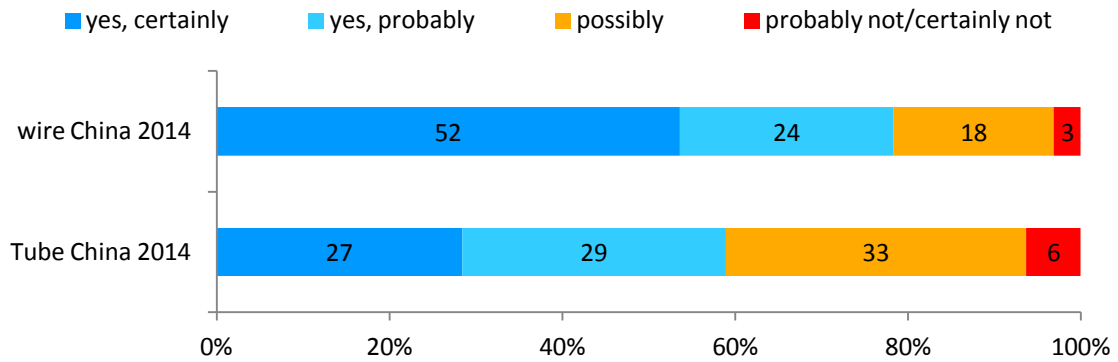
- wire China 2014



- Tube China 2014

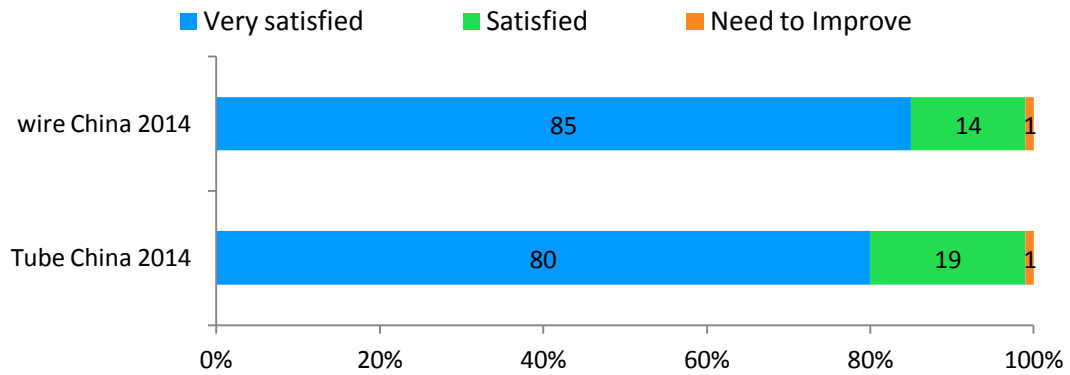


Exhibitors' intention to participate in the next edition of wire & Tube China

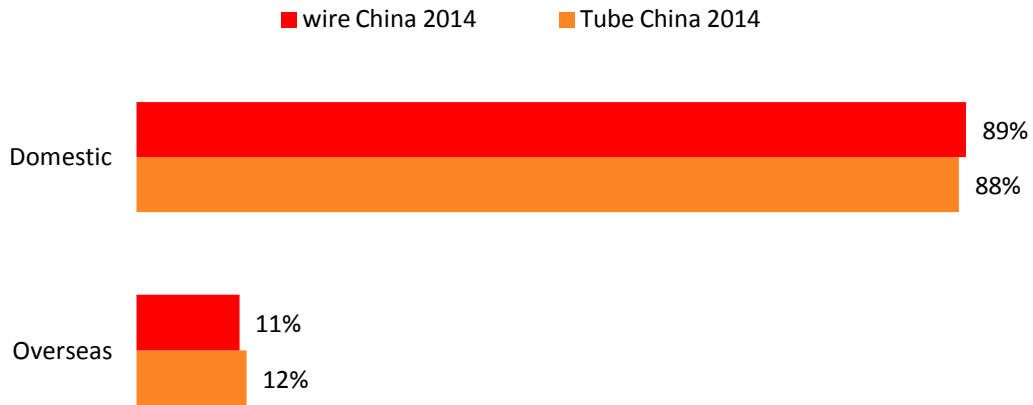


III. Visitor Analysis

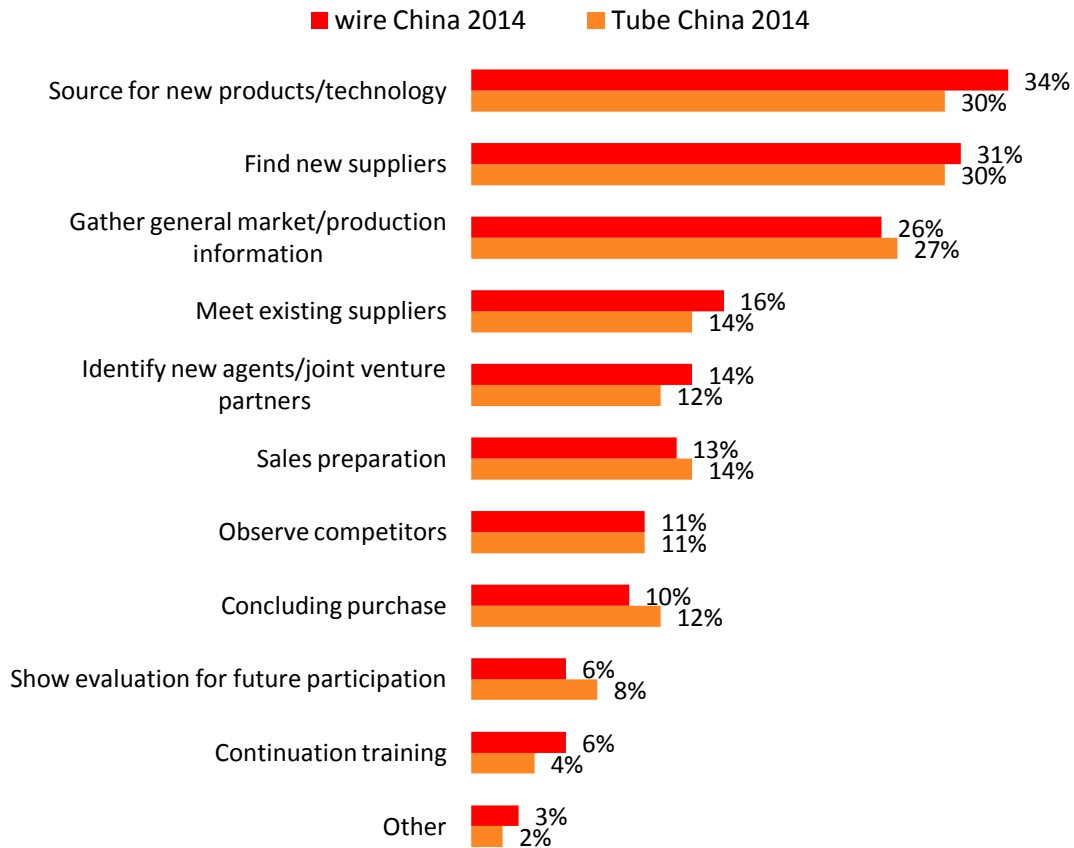
Trade Visitors' comprehensive comments on wire & Tube China 2014



Origin by geography



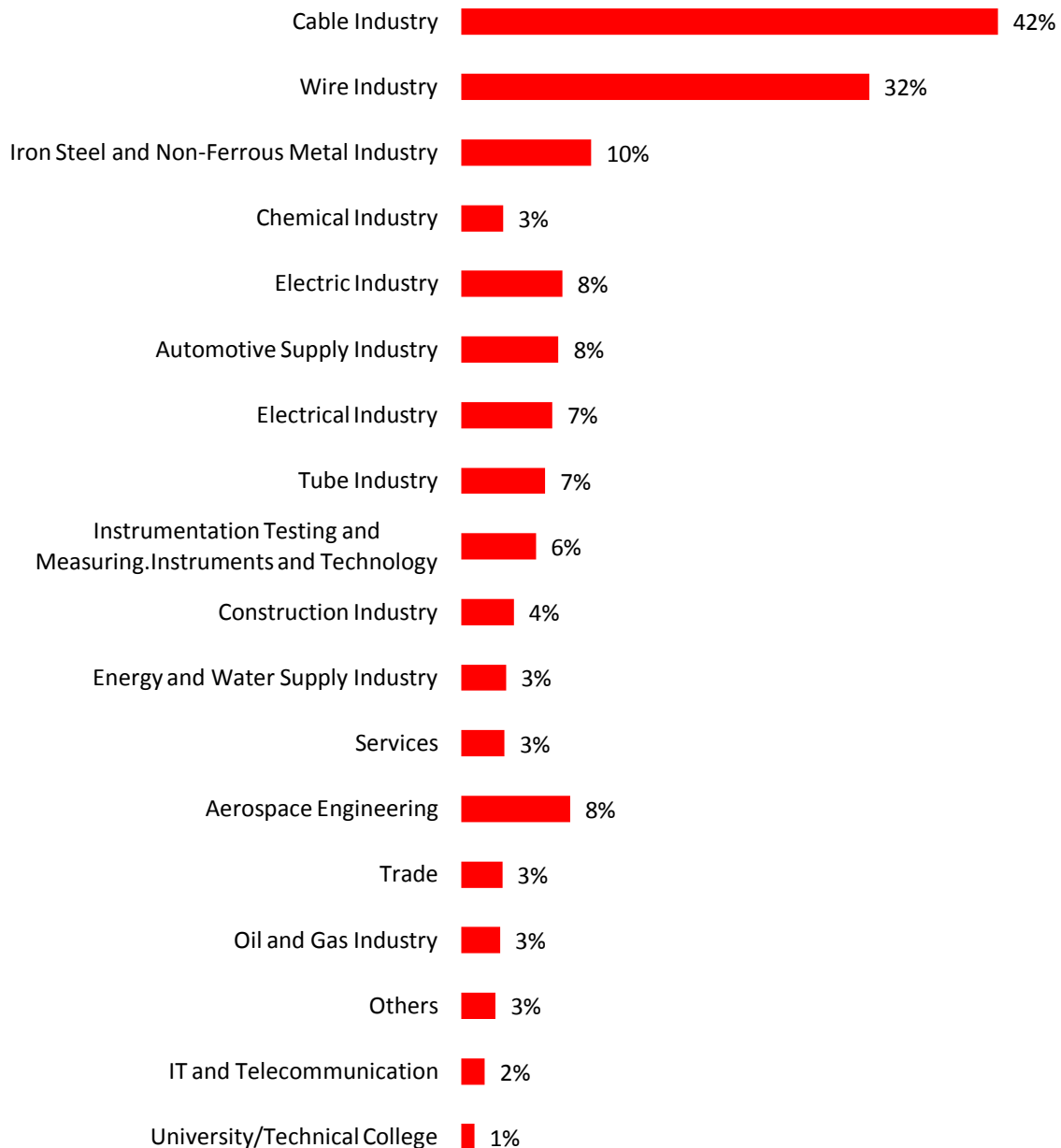
Trade visitors' purpose of visiting



The industries represented by trade visitors

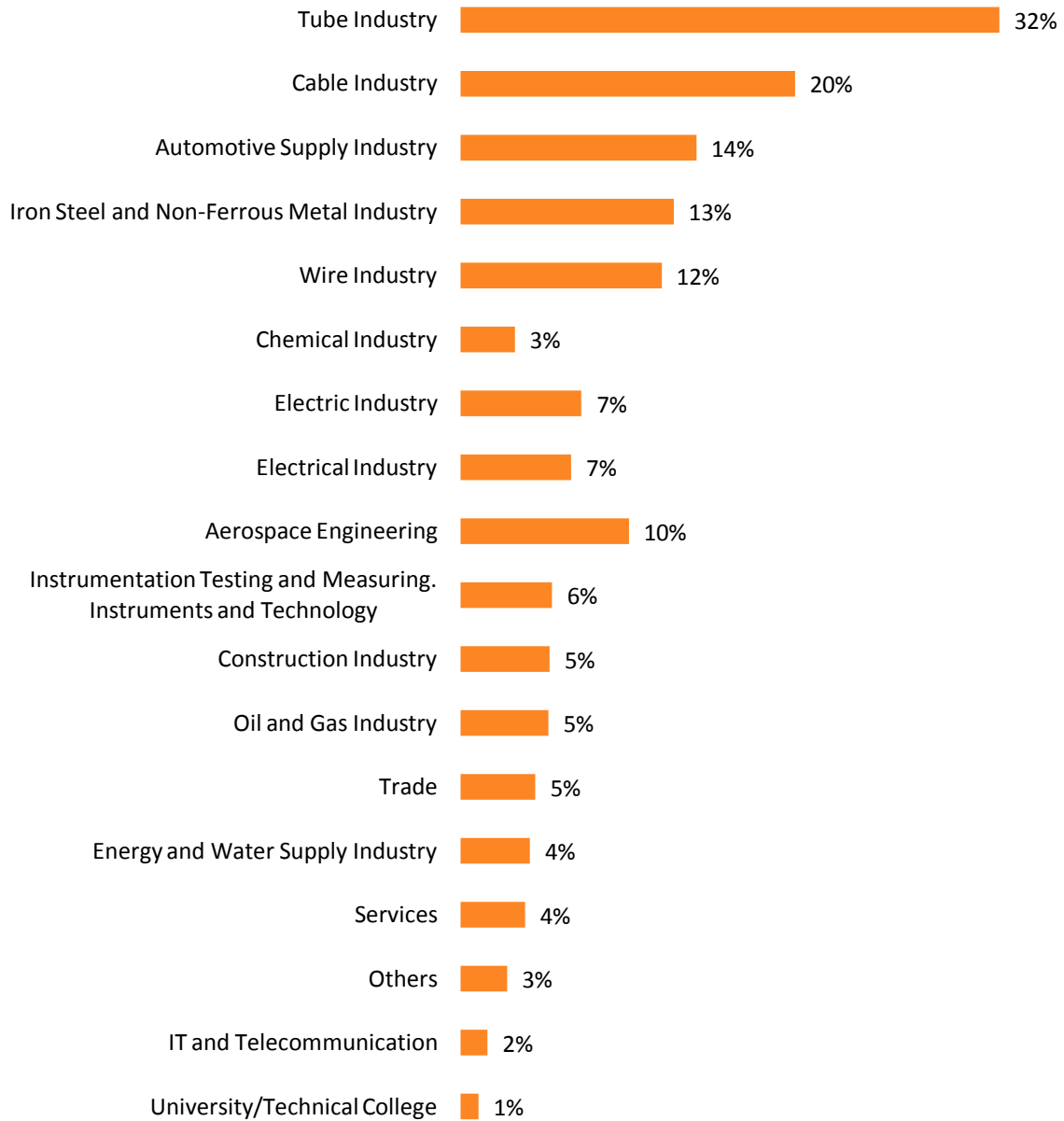
- wire China 2014

Over 42% visitors were from the cable industry, as well as 32% trade visitors were from the wire industry.

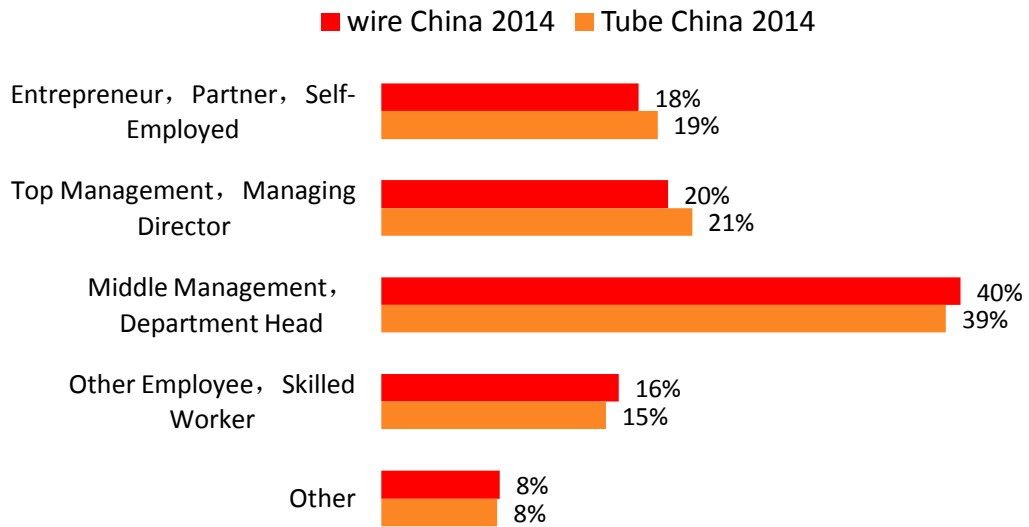


- Tube China 2014

32% visitors were from the tube industry

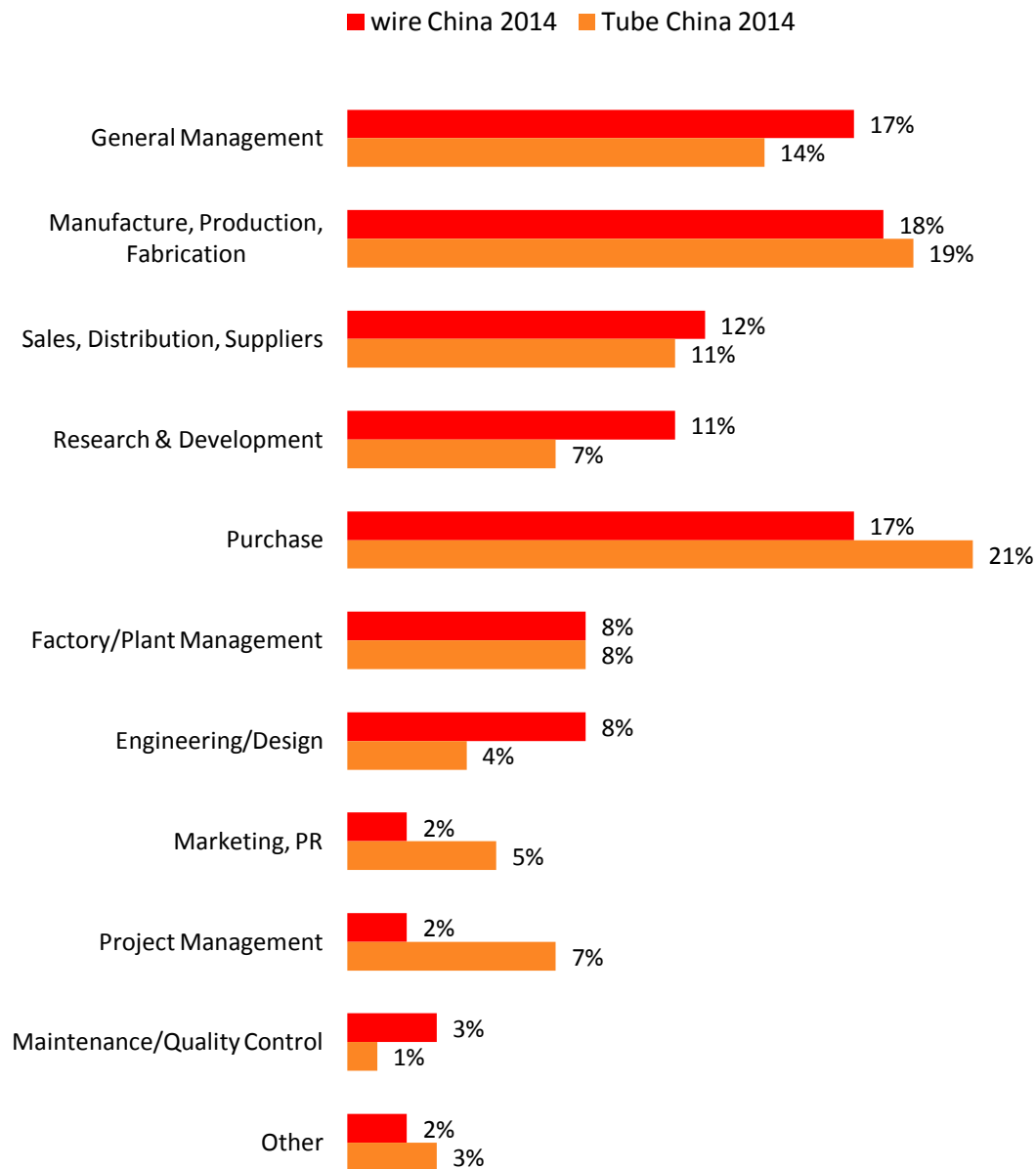


Trade visitors' position



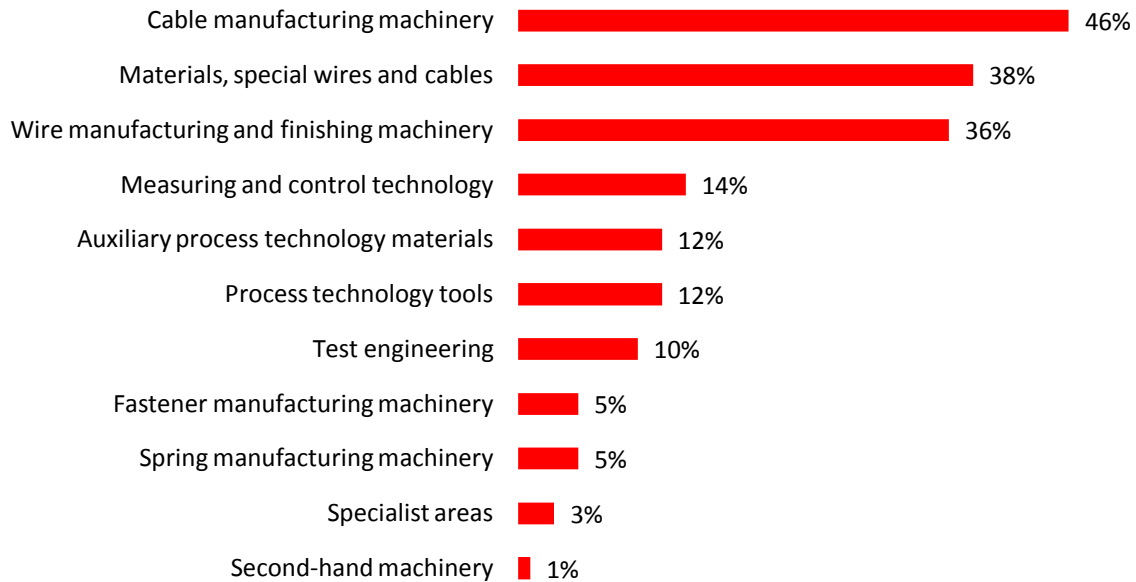
Professional position of trade visitors

Major source of trade visitors was Purchase. These people showed great concern for the exhibition and met exhibitors' expectation. Meanwhile, people in the management level such as Manufacture, Production, Fabrication also accounted for related large shares in trade visitors.

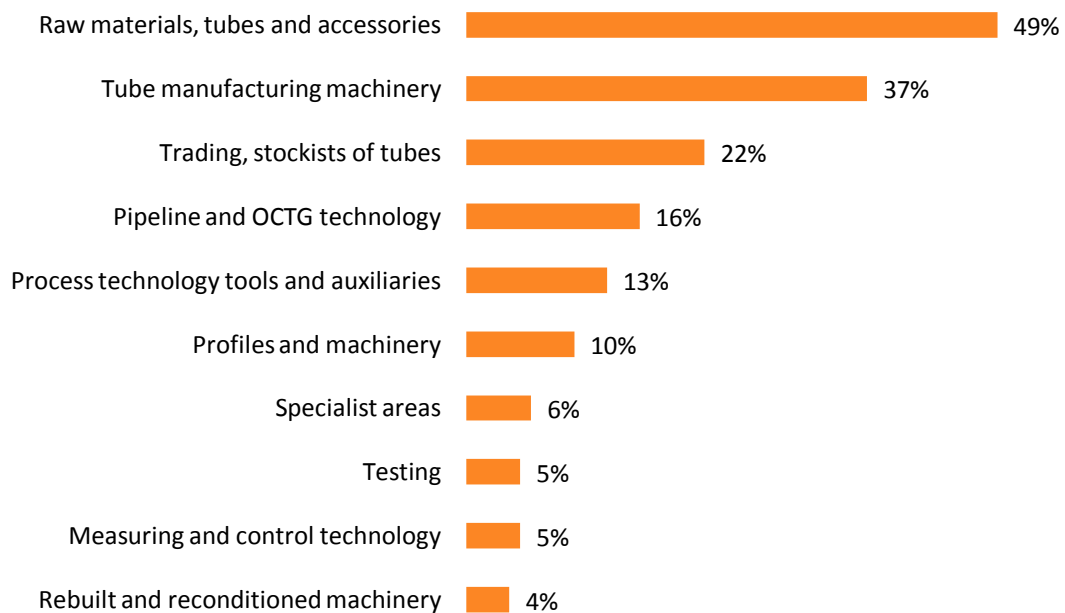


Products interested by trade visitors

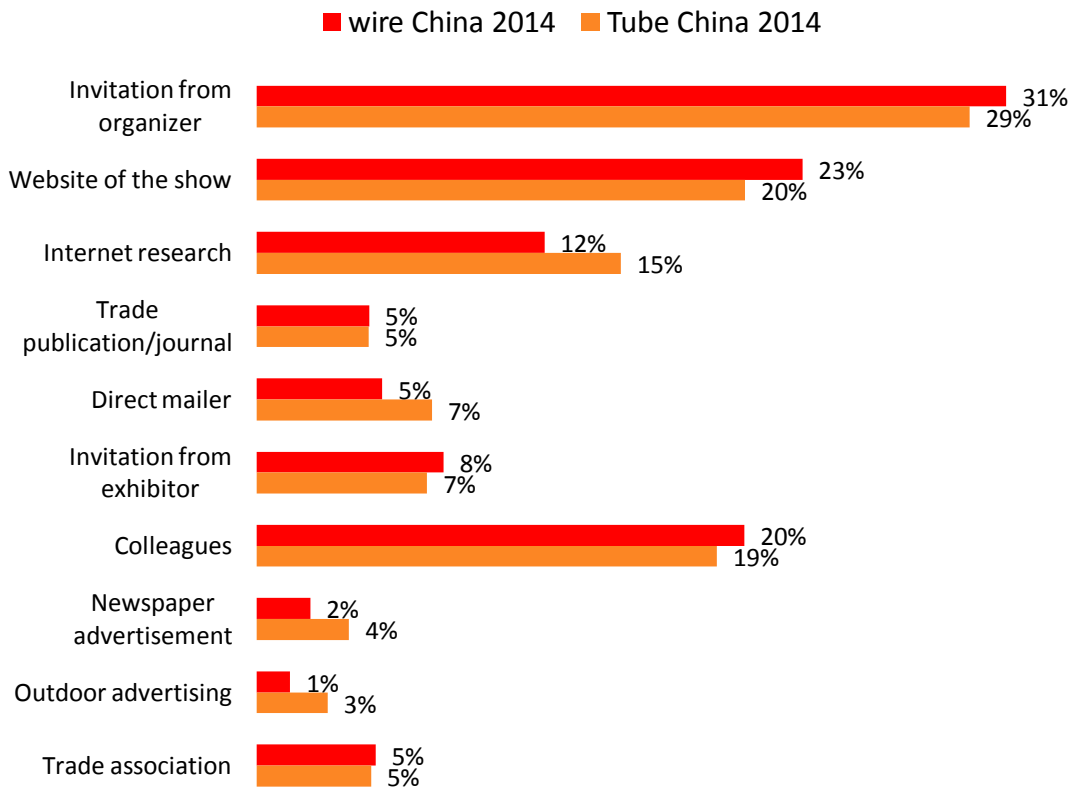
- wire China 2014



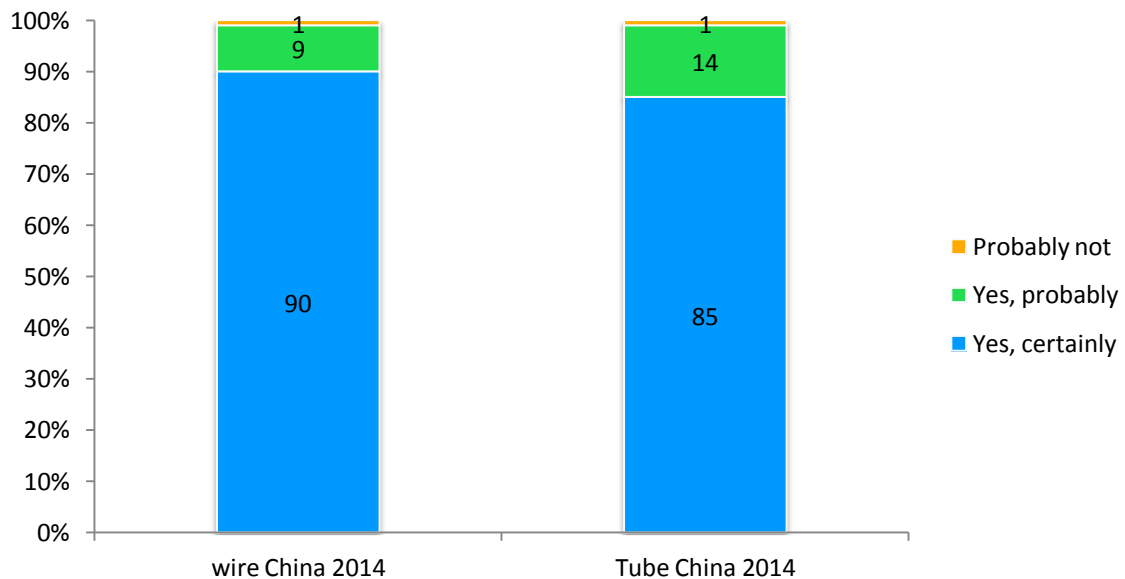
- Tube China 2014



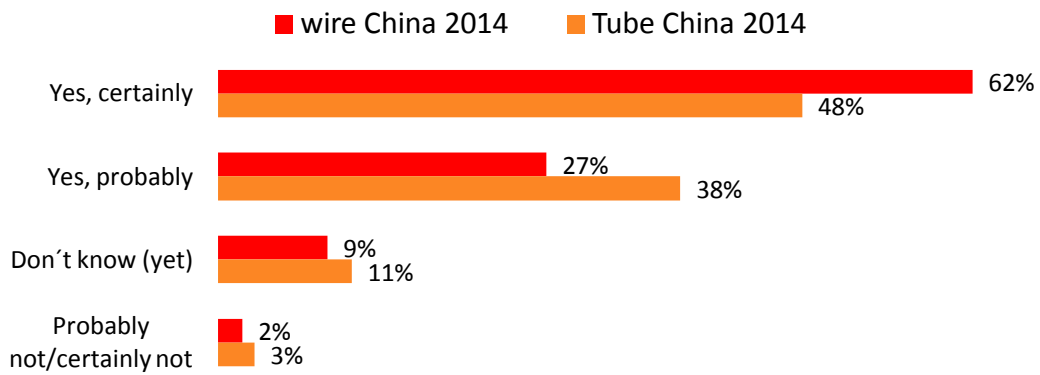
The ways that trade visitors got to know wire & Tube China 2014



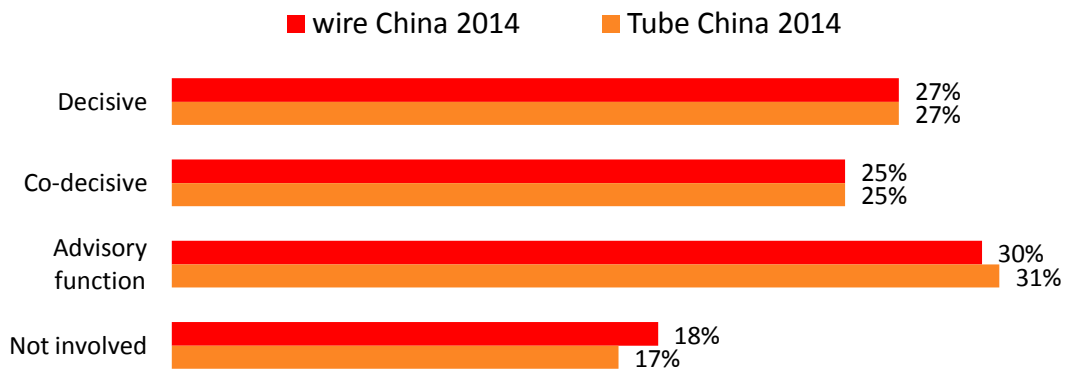
Intention of recommending wire and Tube China to other companies



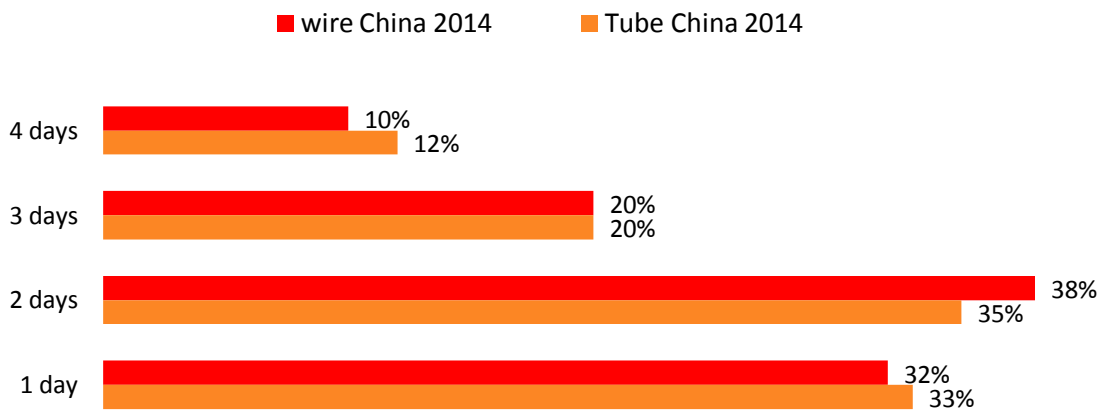
Intention to participate in the next exhibition



Role in purchasing



Duration of visiting wire and Tube China



IV. Media Partners

Overseas Media

Asia Pacific Metalworking	Thailand
Asia Pacific Plant Management Magazine	Thailand
Broad Media (Hongkong) Publishing Co., Ltd.	Hong Kong
CPH World Media	UAE
EuroWire	UK
Fastener World	Taiwan Region
Kogyo Tsushin Co., Ltd.	Japan
Ringier Trade Media Ltd.	Hong Kong
Stainless Steel World	Netherlands
Steel & Metallurgy	India
Wire & Cable ASIA	UK
Wire & Cable India	India
Wire World Internet	Canada

Local Media

BJX Power Network	Global Cable and Connectivity
China 114 Network	HC Network
China Cable Network/ Wire & Cable Information	High Voltage Engineering
China Electric Engineering and Equipment Selection Manual	JuFeng Plastics
China Electric Power Network	Luosi.com
China Electrical Equipment Industry	Made-in-China.com
China Electromechanical Yellow Pages	Metal Products
China Fastener Info	National Energy Network
China Plastics Industry	Optical Fiber & Electric Cable and Their Applications
China Wire & Cable Network	Shanghai Metals Market Information & Technology Co., Ltd.
China Wire & Cable Journal	Sousu
Dongguan Ostrich Information	Transformer Industry
Electric Age	Wire & Cable Business
Electrical Application	Wire & Cable Industry Dispatch
Electrical Manufacturing	Wire & Cable Magazine
GGL Information Group	Wire & Cable Weekly