



中国锻压协会

Confederation of Chinese Metalforming Industry

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Report of MetalForm China 2008 & ChinaForge Fair 2008

MetalForm China 2008 & ChinaForge Fair 2008, the most important event of Chinese Metalforming industry, has taken place from Dec.8-11, 2008, in Shanghai International Exhibition Center. The industrial event was supported by Japan Forming Machinery Association, Japan Metal Stamping Association, Japan Forging Association, Japan Materials Process Center, Shanghai Forging Association, Taiwan Forging Association, Chongqing Metalforming Association and so on. These partners organized pavilion or delegation to take part in the show and concurrent conferences.

MetalForm China & ChinaForge Fair is a branded exhibition organized by CCMI, aiming to offer a specialized stage for metal forming exhibitors and visitors. In one week, about 9000 specialists from more than 4000 suppliers and purchasers of machinery, metal parts companies attended activities like exhibition, industrial forum, technology presentations, cocktail party, plant tour etc.

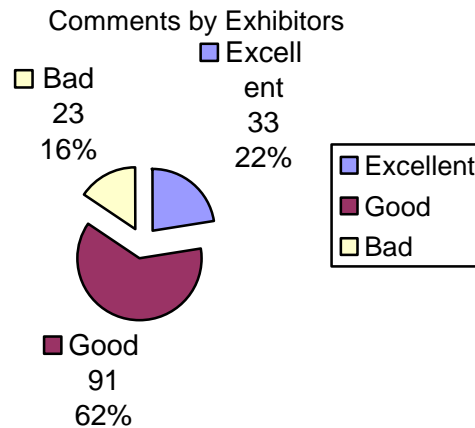
I. Exhibitors' Information

There were altogether 212 exhibitors, and the net show space was 7900 sqm. Ranked by exhibitors' number, China, Japan, Germany, USA, France, Italy, Korea and Sweden occupied the top 8. Among these exhibitors, overseas and joint-venture companies numbered 72, others are leading domestic companies, as the result, the standard of the exhibits still maintained a high level.

This time we received 147 completed feedbacks from exhibitors. The comments on the show by exhibitors is as following:

1、Comments on the show:

Excellent		Good		Bad	
33	22%	91	62%	23	16%





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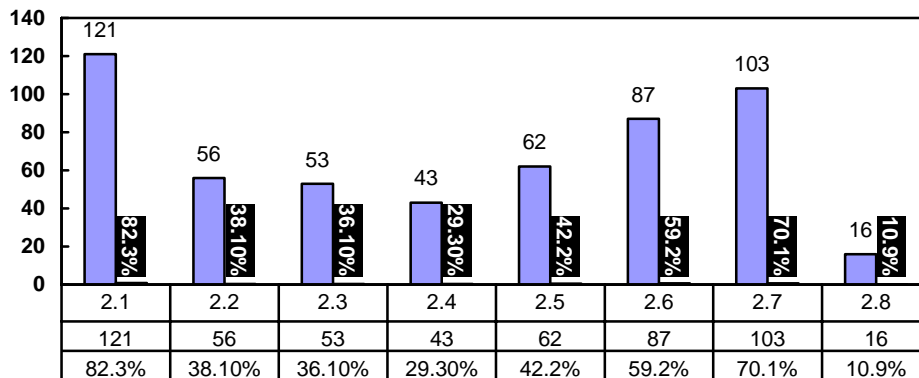
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One cause of discontent is that the global financial crises lead to glide of OEM industry, as the result, most investments were slowed or postponed because of uncertain future. Meanwhile, the number of target visitors from home and abroad has declined by 5.5% percentages, even though we have input more to promote the show.

2. Purpose:

2.1 Show new products and sales;	121
2.2 Compete with rivals ;	56
2.3 seek for agents;	53
2.4 technology Investigation;	43
2.5 Meet counterparts;	62
2.6 Build images;	87
2.7 Study the market;	103
2.8 others	16

Purpose of Exhibitors



In the depression of global economy, most exhibitors are eager to maintain market share and want to know the general situation of the industry. CCMI will collect all useful investigation and study reports, and deliver them to exhibitors via newsletters.

3. The orders' lost due to economic crisis

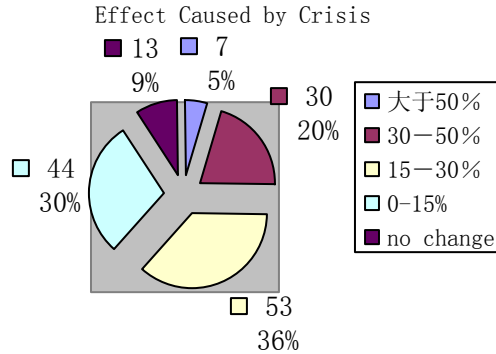
Over 50%	30—50%	15—30%	0-15%	No change
7	30	53	44	13
5%	20%	36%	30%	9%



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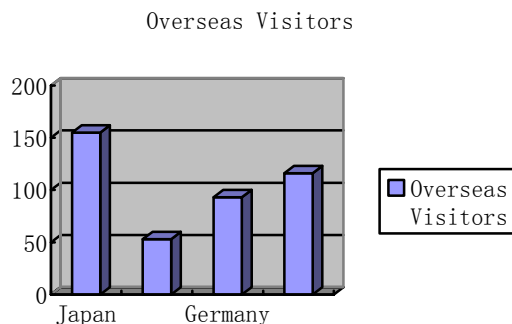
According to the feedbacks more Chinese machinery manufacturers suffered thanks to fluctuant material price and economic situations ever since August, 2008. Many leading companies bought much steel at the highest price in June and July, and took much bigger pressure than small and middle sized competitors. For those leading metal parts producers, instead of declining, the order increased, however, the payment condition was worse and the profit margin decreased.

II. Visitors' Information

There are 7545 visitor from 23 countries have visited the show 8858 times, according to the record, among which 417 people are overseas.

1. Overseas Visitors

Japan	USA	Germany	Others
155	53	93	116
37%	13%	22%	28%



JFMA and JFA have organized two delegations altogether 23 people to visit the show. General Secretary Mr.Zhang Jin, Deputy General Secretary Mr.Qi Junhe repected these delegates.



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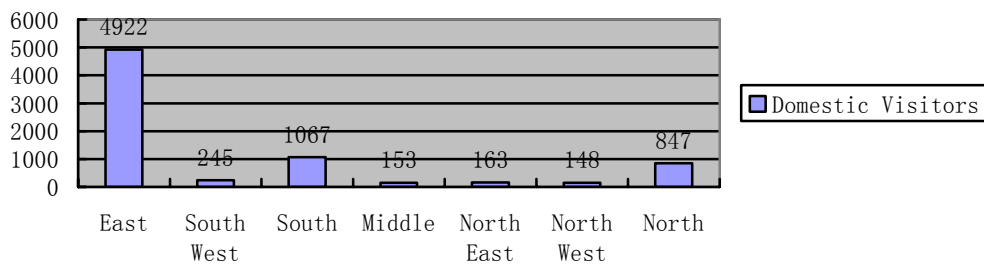
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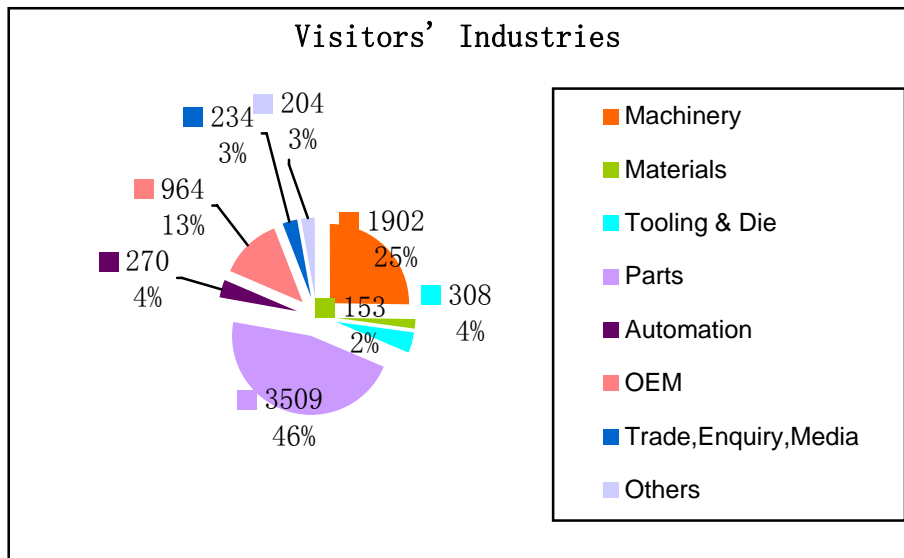
2. Domestic Visitors

East China	South-West China	South China	Mid-China	North East China	North West China	North China
4922	245	1067	153	163	148	847

Domestic Visitors



3. Visitors' Industries



4. Job Title of Visitors

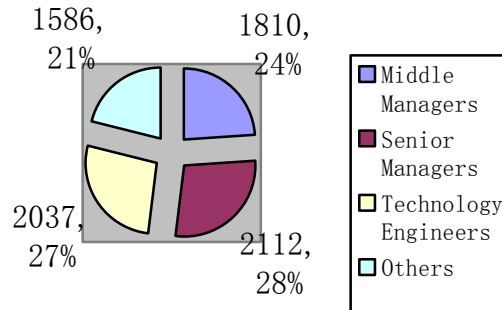
Middle managers	Senior Managers	Technology Engineers	Others
1810	2112	2037	1586



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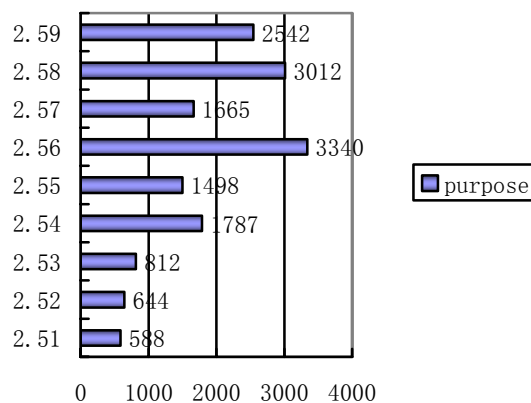


观众职位统计

5 Purpose of Visit

- 2.51 Appraise the show to decide if exhibit in future
- 2.52 Attend the conference and forum
- 2.53. Seek for agents
- 2.54 Seek for cooperation
- 2.55 Sales
- 2.56 Collect information.
- 2.57 Study
- 2.58 Purchase
- 2.59 Others

Purpose of Visit



III. Appraisal of Metal Parts Exhibits

Every time there are nearly 100 metal parts exhibitors, showing all kinds of forgings and stampings. CCMI invites senior experts as judges to appraisal these parts, awards those winners, and promotes their products to global purchasers through buyers' guide, magazines, website. Those who want to buy high quality forgings, stampings and fabricatings can contact us. This time, 57 products from 30 companies won different kinds of awards.

IV. The show is not closed



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Forging, stamping and fabricating industries are widely used in almost every industry, however, they are always in the shadow of OEMs and neglected by media and public. MetalForm China and ChinaForge Fair offer such a special platform for only the specialists to show, communicate and trade. To make each participant more profitable is our principle forever.

Although the shows only last four days, for all exhibitors and visitors, they can still demonstrate and visit through the website, magazines, newsletter, enquiry etc.

MetalForm China 2009 and ChinaForge Fair 2009 will be held in BIEC, Beijing, from Nov.17-20, 2009. Once again, we cordially invite attendees from all over the world to attend these events.

By International Exhibition & Conference Department of CCMI

Jan 5, 2009