



MetalForm China 2009

ChinaForge Fair 2009

Visitors Data Analysis Report

EastFair Technolngy Co.,Ltd.

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1. Concept definition

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. We use the following items to describe the Visitors' arrival situation:

Total arrival times of the visitors

Total arrival number of the visitors: This is the total number of the visitors, less than total arrival times.

Total new arrival number: the intraday new registered visitors

New arrival proportion

C. We use the following items to describe the position items:

Decision maker, Manager, Staff, Not specify

D. We use the following items to describe the department items:

Management, Sales, Purchase, Technology, Service

2. Report of MetalForm China 2009 & ChinaForge Fair 2009

MetalForm China 2009 & ChinaForge Fair 2009, the most important event of Chinese Metalforming industry, has taken place from Nov. 17-19, 2009, in CIEC Beijing. 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 12000 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.

3. Exhibitors' Information

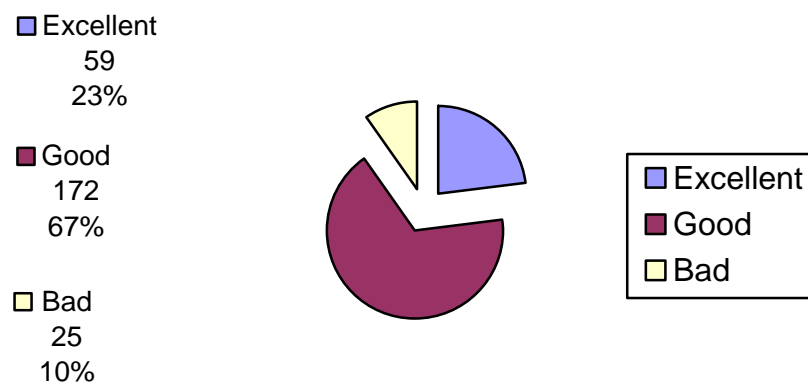
There were altogether 292 exhibitors, and the net show space was 12000 sqm. Ranked by exhibitors' number, China, Japan, Germany, USA, France, Italy, Korea occupied the top 8. Among these exhibitors, overseas and joint-venture companies numbered 101, others are leading domestic companies, as the result, the standard of the exhibits still maintained a high level.

This time we received 256 completed feedbacks from exhibitors. The comments on the show by exhibitors is as following:

1、Comments on the show:

Excellent		Good		Bad	
59	23%	172	67%	25	10%

Comments by Exhibitors

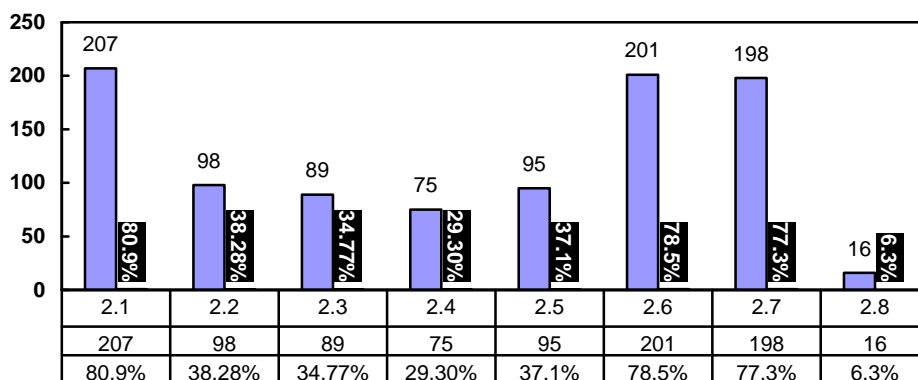


One cause of discontent is that the global financial crises lead to glide of OEM industry, as the result, most investments were slowed or postponed because of uncertain future. Meanwhile, the number of target visitors from home and abroad has declined by 5.5% percentages, even though we have input more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

2. Purpose:

2.1 Show new products and sales;	207
2.2 Compete with rivals;	98
2.3 seek for agents;	89
2.4 technology Investigation;	75
2.5 Meet counterparts;	95
2.6 Build images;	201
2.7 Study the market;	198
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.

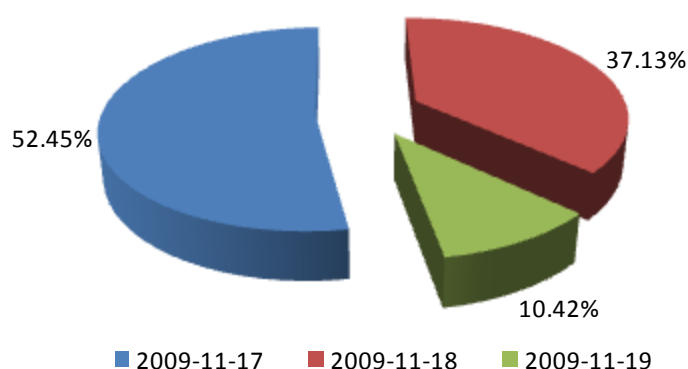
4. Visitors' Information

This exhibition attracts a total of **11730** visitors. We establish a database consisting of **10514** pieces of visitors' information after EastFair Analysis System processed. There are **10220** domestic visitors from **112** cities of **26** provinces, and **295** abroad visitors from **19** different countries.

The 1st day visitor's number attending the show is **6520**, all of which are first-comers. There are **4617** visitors during the 2nd day, of which **4055** visitors are first-comers. And the number of visitors is **1293** the 3rd day come, of which **1156** visitors are first-comers. Scanners show that there are **18785** person-times come to visit the exhibition.

A. The arrival situation of everyday:

Data	Total arrive times	Total arrive visitors	Total New arrive visitors	Percentage of new arrive
2009-11-17	9396	6520	6520	100.00%
2009-11-18	7402	4617	4055	87.87%
2009-11-19	1990	1293	1155	89.19%
Total	18788	12430	11730	94.37%

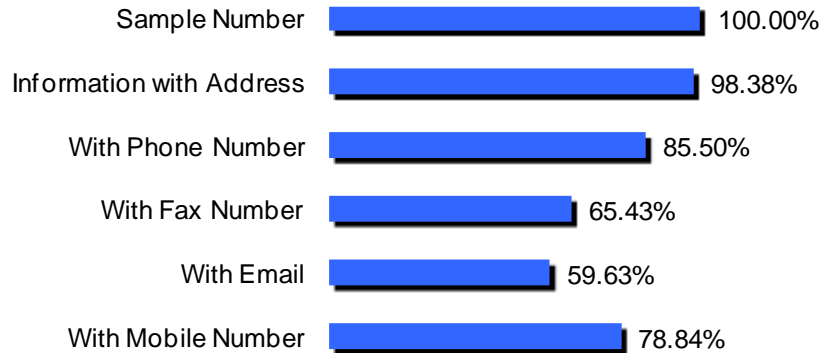


B. B. The analysis of contact ways:

All data are kept on the purpose of assisting maximizing the results of organizer's promotional work.

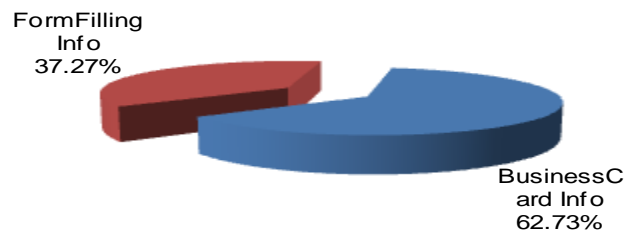
- DM Information (name, address, organization, postal code)

- Mass Fax Information (phone number, fax number)
- Mass Short Message Information (cell phone number)
- Mass E-mail Information (e-mail address)



C. C. Quality analysis of visitors Information:

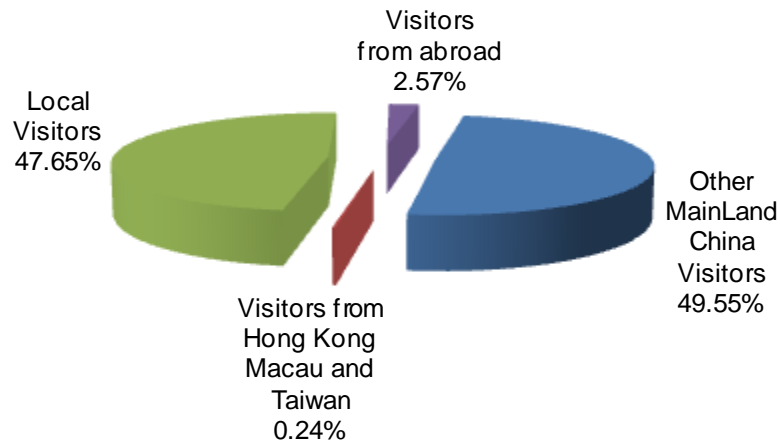
We estimate the quality of the collected information according to the number of business card Info vs. form filling information on-site:



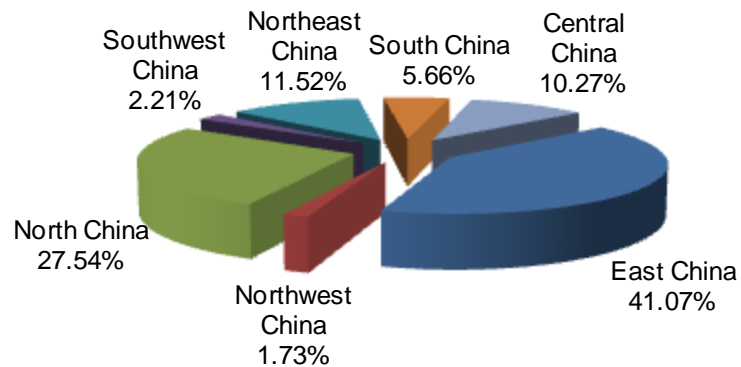
5. Analysis of visitors' locality:

By using the geography information system, we recognized the city information of most visitors

A. The source of the visitors' region:



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



C. Provinces analysis (not include Beijing):

Area	Province	Relative Number	Relative Percentage
Northeast China			
	Liaoning	481	9.22%
	Jilin	74	1.34%
	Heilongjiang	53	0.96%
	Subtotal	608	11.52%

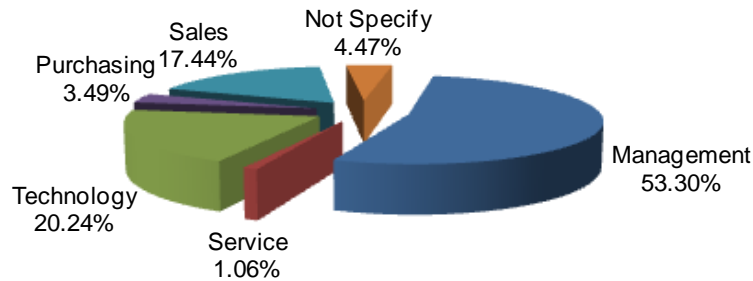
North China			
	Hebei	781	14.97%
	Tianjin	479	9.21%
	Shanxi	153	2.88%
	Inner mongolia	25	0.48%
	Subtotal	1438	27.54%
East China			
	Shandong	634	12.19%
	Jiangsu	595	11.42%
	Shanghai	491	9.40%
	Zhejiang	288	5.47%
	Jiangxi	72	1.44%
	Anhui	37	0.67%
	Fujian	25	0.48%
	Subtotal	2142	41.07%
South China			
	Guangdong	255	4.89%
	Guangxi	40	0.77%
	Subtotal	295	5.66%
Central China			
	Henan	387	7.39%
	Hubei	82	1.73%
	Hunan	66	1.15%
	Subtotal	535	10.27%
Northwest China			
	Shaanxi	63	1.15%
	Ningxia	37	0.48%
	Gansu	8	0.10%
	Subtotal	98	1.73%
Southwest China			
	Chongqing	56	1.06%
	Sichuan	41	0.77%
	Yunnan	23	0.38%
	Subtotal	120	2.21%
Total		5236	100.00%

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



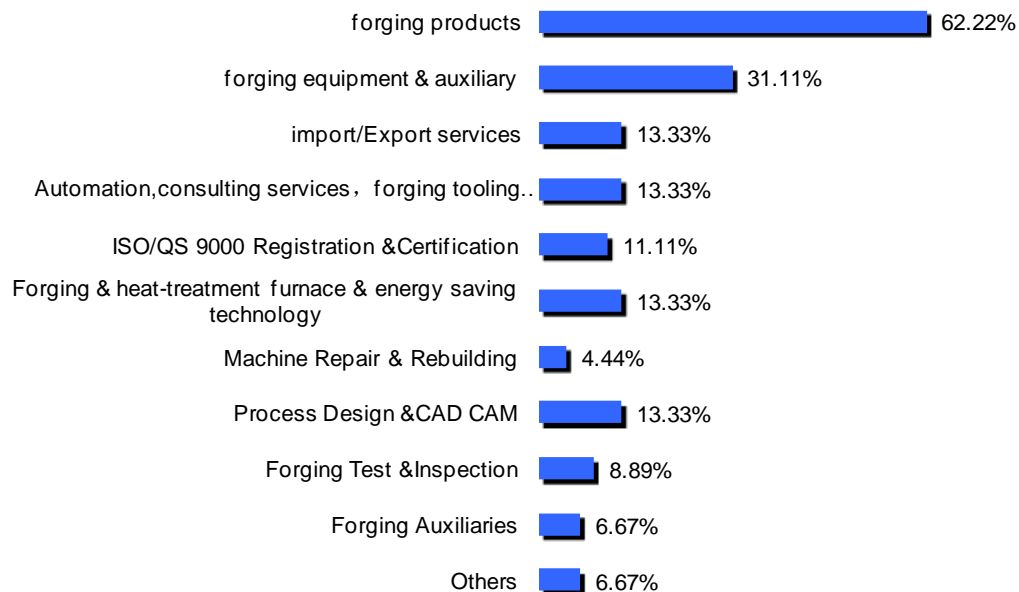
6. Analysis of visitors' department and position:

A. Classified statistic of the visitors' department

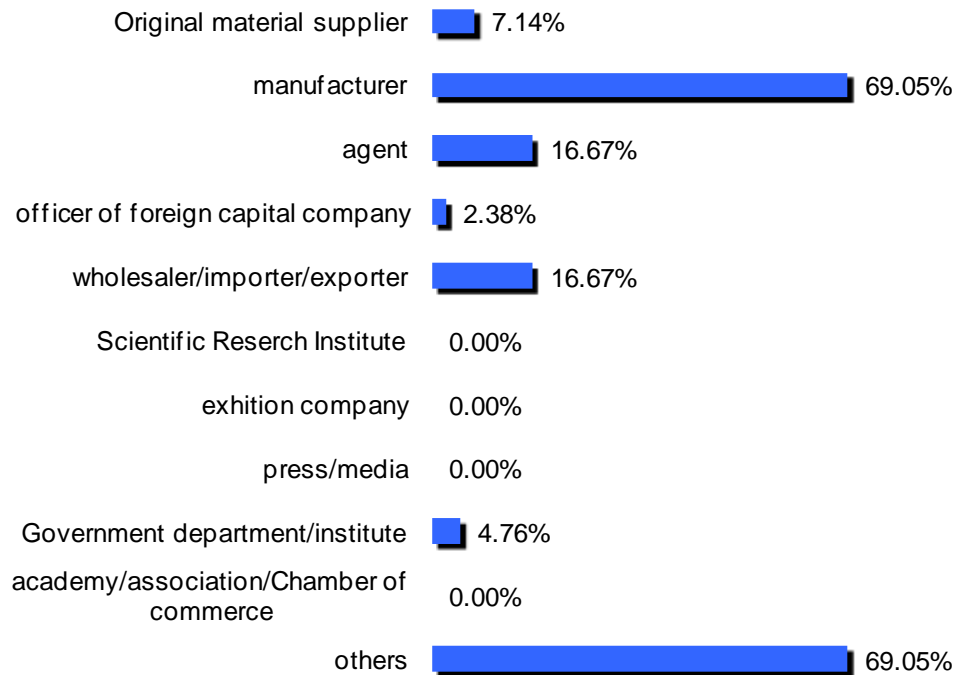


7. Analysis of the questionnaires by the visitors onsite:

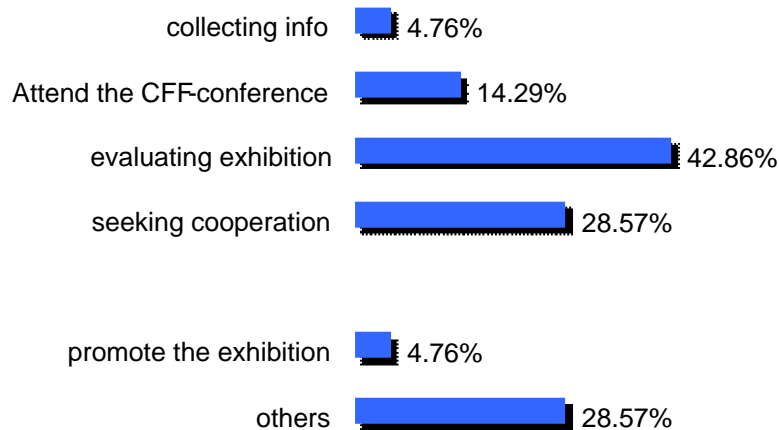
Question 1. What are you interested in?



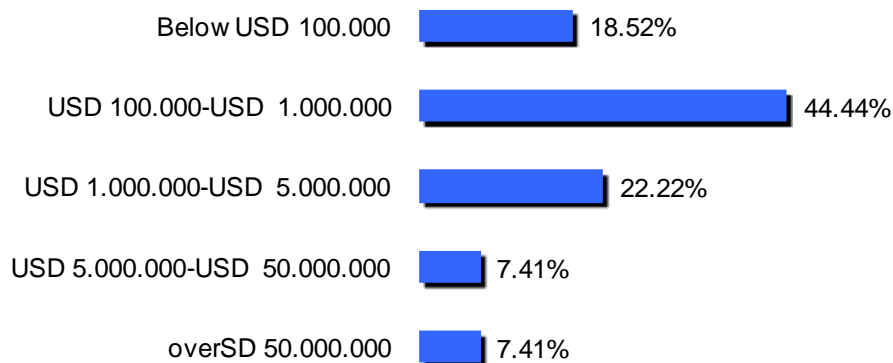
Question 2. Which are you belongs to?



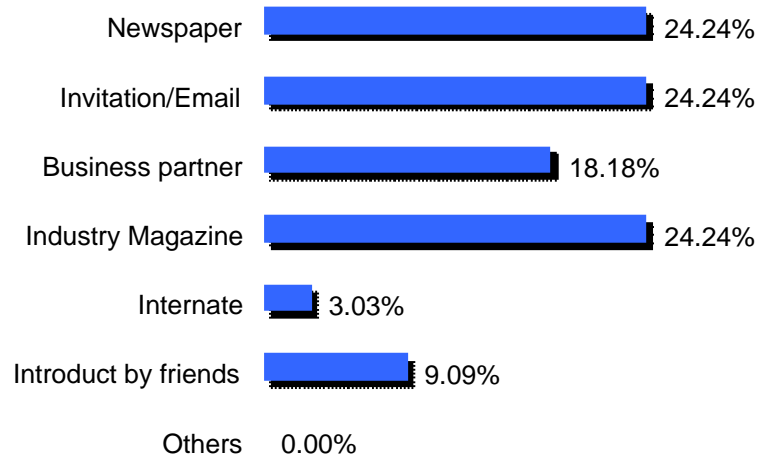
Question3. What's your purpose to attend the event?



Question 4. How's your annual purchase?



Question5. How do you know the even?



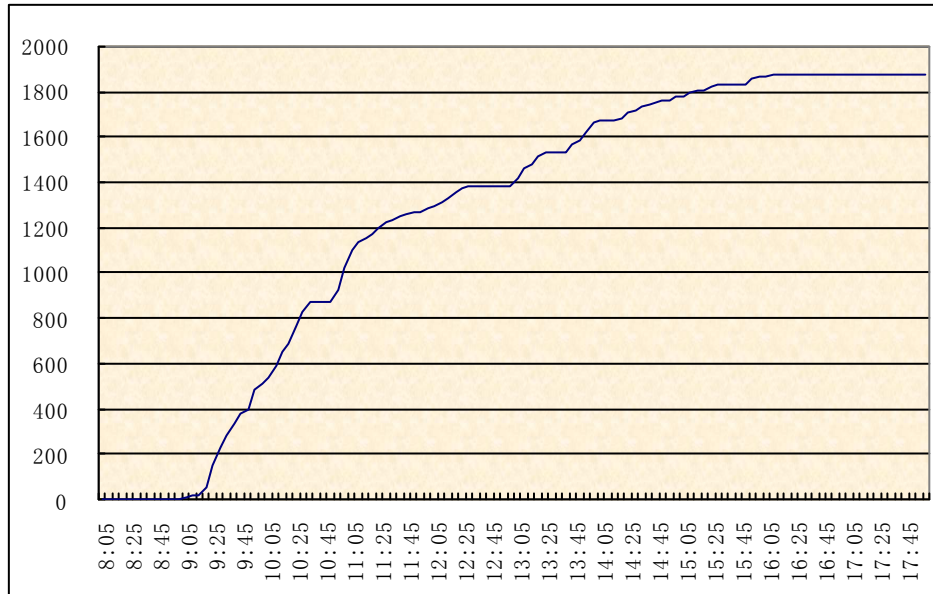
8. Visitors visiting flow statistics:

With visitors' entrance control system, we got the visitors flow for every 20 minutes.

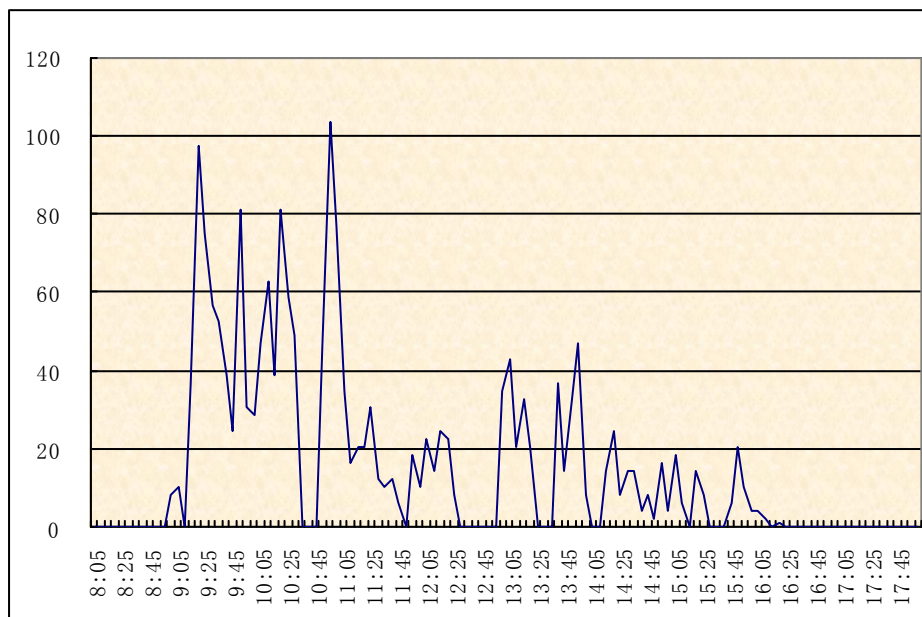
As follows:

First Day:

Visitors number curve:

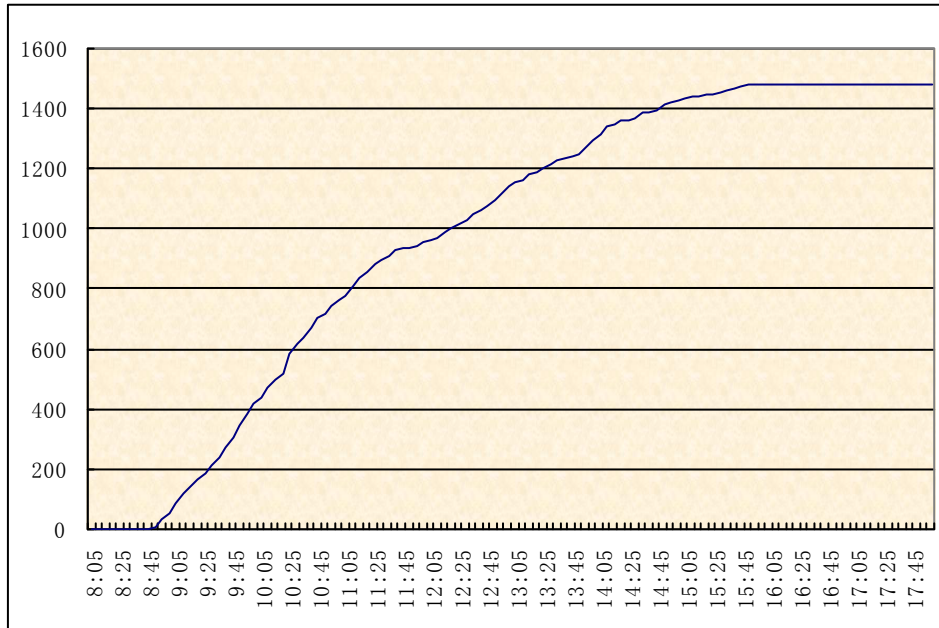


Visits number changing curve for every 20 minutes:

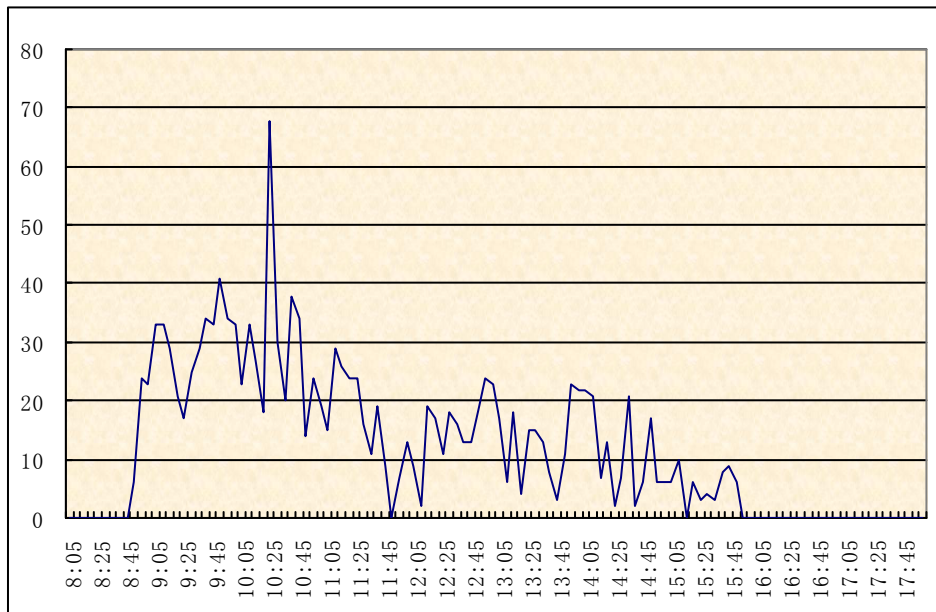


Second Day:

Visitors number curve:

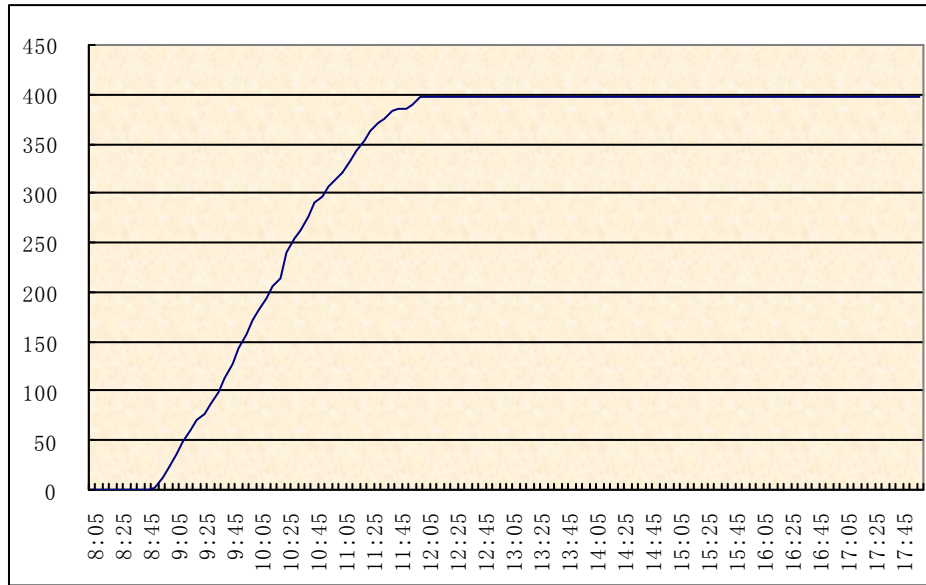


Visitors number changing curve for every 20 minutes:



Third Day:

Visitors number curve:



Visitors number changing curve for every 20 minutes:

