

**THE 22nd INTERNATIONAL EXHIBITION FOR REFRIGERATION, AIR-CONDITIONING, HEATING AND VENTILATION, FROZEN FOOD PROCESSING, PACKAGING AND STORAGE**

April 7-9, 2011 Shanghai New International Expo Center, China

**EXHIBITION ANALYSIS**

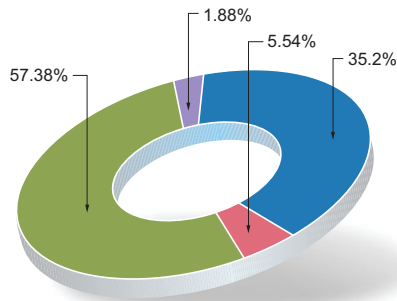
**1. STRUCTURAL DATA OF EXHIBITION**

	OVERSEAS	NATIONAL	TOTAL
Total Exhibition Space in m <sup>2</sup>	23,282	57,218	80,500
Net Exhibition Space in m <sup>2</sup>	11,641	24,835	36,786
Exhibitors	251	817	1,068
Visitors	3,772	47,070	50,842
Nationalities of Exhibitors			33
Nationalities of Visitors			103

**Note:** The exhibition created many new records in displaying area, the fields that exhibitors cover, the number of exhibitors and visitors, demonstrating the market animation and the exhibition's widespread reputation.

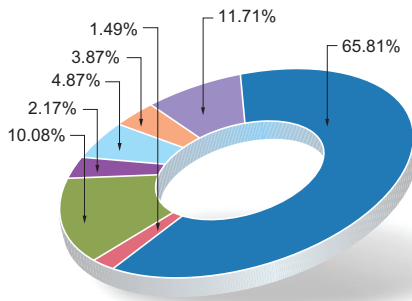
**2. VISITOR SURVEY**

**2.1 ORIGINS OF VISITORS**



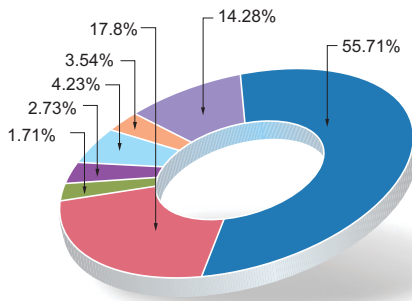
**2.1.1 SOURCE OF THE VISITORS' REGION:**

- 57.38% Other Shanghai and surrounding areas China Visitors
- 35.2% Shanghai and surrounding areas China Visitors
- 5.54% Visitors from abroad
- 1.88% Visitors from Hong Kong, Macau and Taiwan



**2.1.2 ORIGINS OF NATIONAL VISITORS:**

- 65.81% East China
- 11.71% South China
- 10.08% North China
- 4.87% Northeast China
- 3.87% Central China
- 2.17% Northwest China
- 1.49% Southwest China



**2.1.3 SOURCE OF THE VISITORS' REGION:**

- 55.71% Asia
- 17.8% Europe
- 14.28% Hong Kong, Macau and Taiwan
- 4.23% North America
- 3.54% South America
- 2.73% Oceania
- 1.71% Africa

**Note:** The exhibition keeps long term strategic partnership with most of the key players in the industry, like authoritative professional institutes, organizations and well-established exhibitions worldwide. The global coverage of the drumbeating, promotes the exhibition's influence effectively, and attracts more and more professionals and buyers.

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**2.2 POSITION OF VISITORS IN COMPANY**

Owner, Director, Boss	10.24%
Executive Management	13.95%
Engineer	25.52%
Architect	1.26%
Quality Control	2.55%
Maintenance	2.31%
Project Manager	6.41%
Research & Development	9.63%
Purchasing	6.81%
Sales	12.81%
Editor and Publisher	0.57%
Teacher, Professor, Researcher	2.10%
Student	5.60%
Others	0.24%

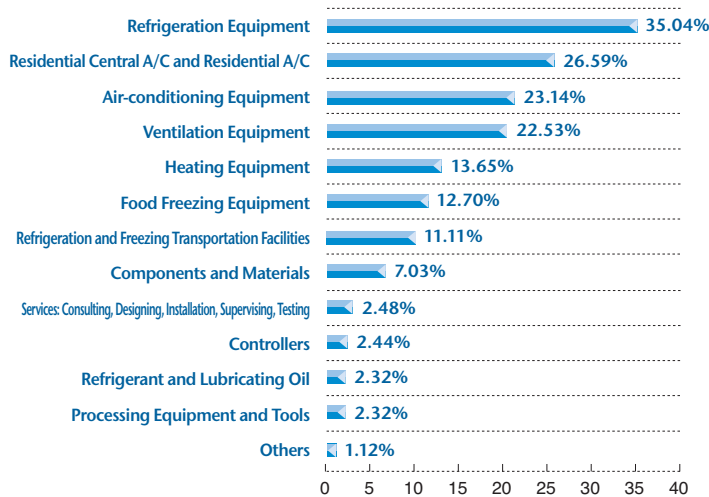
**2.3 VISITORS FROM THE FOLLOWING DEPARTMENTS**

Manufacturer (HVAC&R)	37.16%
Wholesaler, Retailer, Distributor	15.06%
Project Consultant	4.54%
Construction Company	7.85%
Designing	8.37%
Real Estate, Property Management, Maintenance	3.86%
Import & Export	4.57%
Factory	2.04%
Sales Agent	2.25%
Component Manufacturer	4.20%
Government Department	1.96%
Professional Media	1.59%
Research Institute, Technology Supervisor, Associations	2.38%
Public Department	1.78%
Educational Department	2.30%
Others	0.09%

**Note:** As always, the organizers devoted to visitor service, realizing tailor-made service for professional buyers and visitors. We also invested more on promoting and advertising on media focus on end-users and the public, as well as inviting design institutes and academies. The figures in table 2.2 and 2.3 showed dramatically increase in the numbers of visitors from design institutes and companies, real estate and property management or equipment maintenance, public and educational department. Moreover, more visitors from management level reflected the rising recognition towards the exhibition.

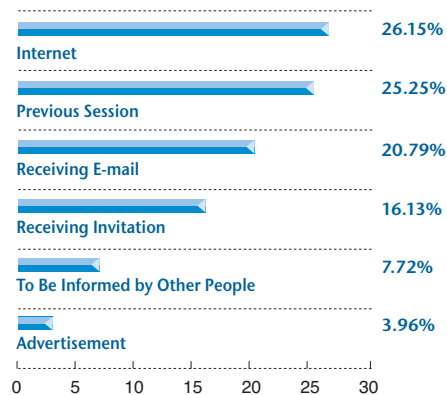


**2.4 MAIN INTERESTS IN THE FOLLOWING PRODUCT SEGMENTS ( multiple choices )**



**Note:** Refrigeration, Air-conditioning, Ventilation and Heating are the four most attractive mainstream products categories. In response to the nation's Twelfth Five-year Plan, adapting for the marketing development, a Cold Chain Pavilion was set up specially. About 12.70% of total visitors represented interest towards food freezing equipment, which deducing that food freezing equipment would have great future development and market opportunity.

**2.5 CHANNELS TO BE ACKNOWLEDGED**



**Note:** The numbers of visitors, who decided to attend the exhibition by internet, previous sessions and receiving E-mail, increased dramatically which indicates that the exhibition promotion channels have been very much enriched and become multiplex.