China International Exhibition Center New Venue
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Visitors Data Analysis Report

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Content

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. Overview

This exhibition attracts a total of **11081** visitors. We establish a database consisting of **11018** pieces of visitors' information after SunStone Analysis System processed. There are **10739** domestic visitors from **340** cities of **29** provinces, and **279** abroad visitors from **30** different countries.

The 1st day visitor's number attending the show is **4897**, all of which are first-comers. There are **4096** visitors during the 2nd day, of which **3850** visitors are first-comers. And the number of visitors **2762** the 3rd day come, of which **2006** visitors are first-comers. And the number of visitors is **308** the 4th day come, of which **265** visitors are first-comers. Scanners show that there are **19633** person-times come to visit the exhibition.

The arrival situation of everyday:

| Data	Total arrive times	Total arrive visitors	Total New arrive visitors	Percentage of new arrive
2014-9-16	7657	4897	4897	100.00%
2014-9-17	8050	4096	3850	93.99%
2014-9-18	3141	2762	2006	72.63%
2014-9-19	785	308	265	86.04%
Total	19633	12063	11018	91.34%
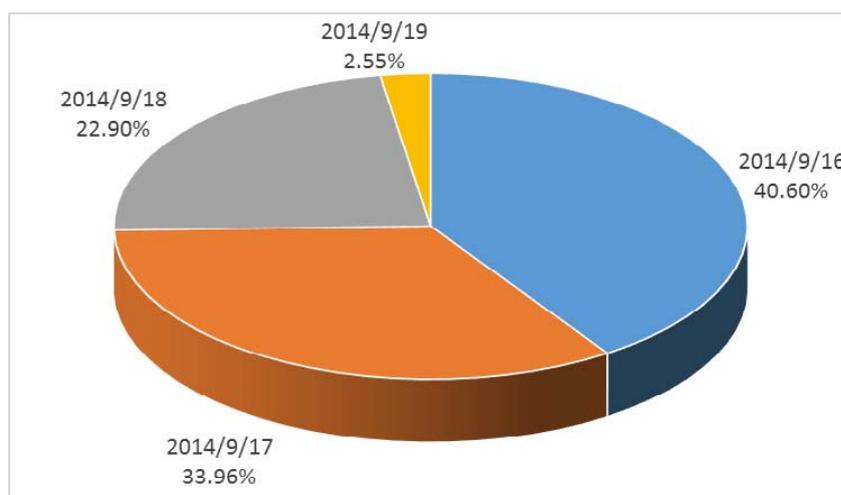
3. Analysis of visitors' locality:

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

A. The source of the visitors' region:
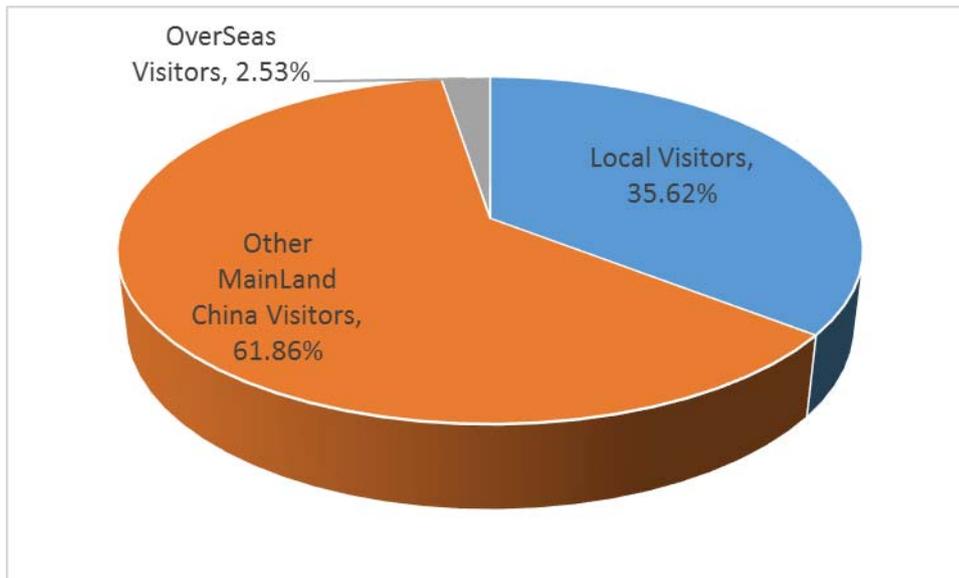
Local Visitors	Beijing	3925
Other Mainland China Visitors	Hebei	1488
	Shandong	943
	Jiangsu	782
	Tianjin	628
	Liaoning	451
	Shanghai	439
	Zhejiang	308
	Henan	304
	Guangdong	297
	Hubei	179
	Anhui	161
	Shanxi	143
	Sichuan	101
	Jilin	85
	Chongqing	74

	Inner Mongolia	71
	Hunan	67
	Shannxi	64
	Heilongjiang	62
	Fujian	46
	Jiangxi	41
	Gansu	32
	Others	48
Overseas Visitors	North America	21
	Oceania	9
	Afrika	12
	South America	9
	Europe	39
	Asia	189

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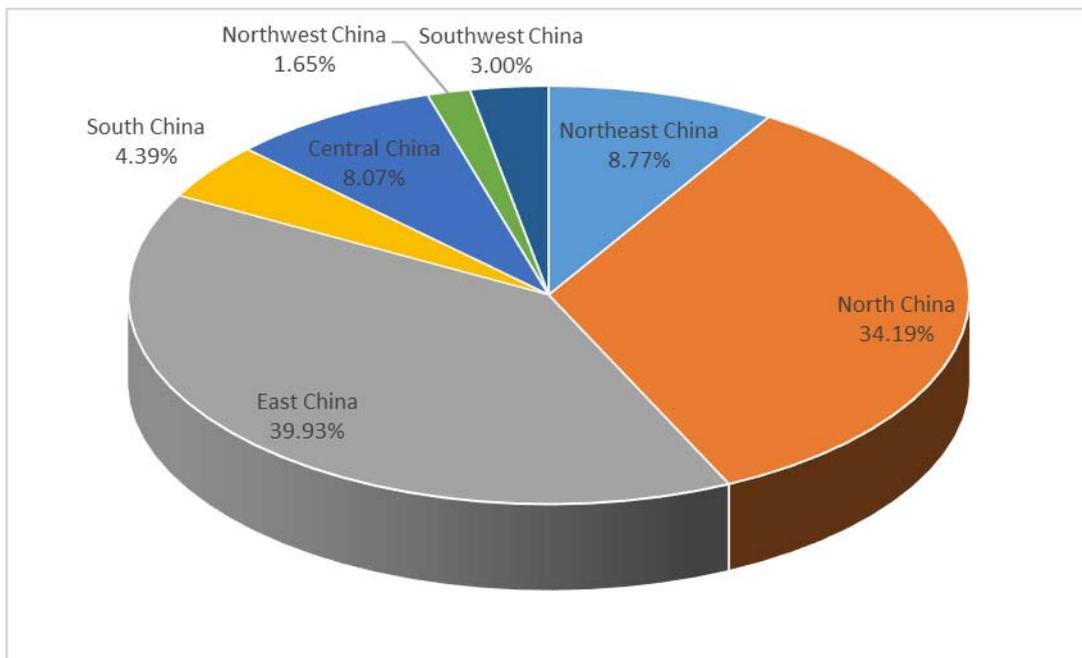
C. Provinces analysis (not including local visitors):

| Area	Province	Relative Number	Relative Percentage
Northeast China			
	Heilongjiang	62	0.58%
	Jilin	85	0.79%
	Liaoning	451	4.20%
	Subtotal	**598**	**5.57%**
North China			
	Beijing	3924	36.54%
	Hebei	1488	13.86%
	Inner mongolia	72	0.66%
	Shanxi	143	1.33%
	Tianjin	628	5.85%
	Subtotal	**6255**	**58.24%**
East China			
	Anhui	161	1.50%
	Fujian	46	0.43%
	Jiangsu	782	7.28%
	Jiangxi	42	0.39%
	Shandong	943	8.78%
	Shanghai	439	4.09%
	Zhejiang	308	2.87%
	Subtotal	**2721**	**25.34%**
South China			
	Guangdong	297	2.76%
	Guangxi	2	0.02%
	Subtotal	**299**	**2.78%**
Central China			
	Henan	303	2.83%
	Hubei	179	1.67%
	Hunan	67	0.62%
	Subtotal	**549**	**5.12%**
Northwest China			
	Gansu	32	0.30%
	Ningxia	2	0.02%
	Qinghai	7	0.06%
	Shanxi	64	0.60%
	Xinjiang	7	0.06%
	Subtotal	**112**	**1.05%**
Southwest China			
	Guizhou	16	0.15%
	Sichuan	101	0.94%
	Yunnan	14	0.13%
	Chongqing	74	0.69%
	Subtotal	**205**	**1.91%**

5. Analysis of visitors' department and position:

A. Classified statistic of the visitors' department
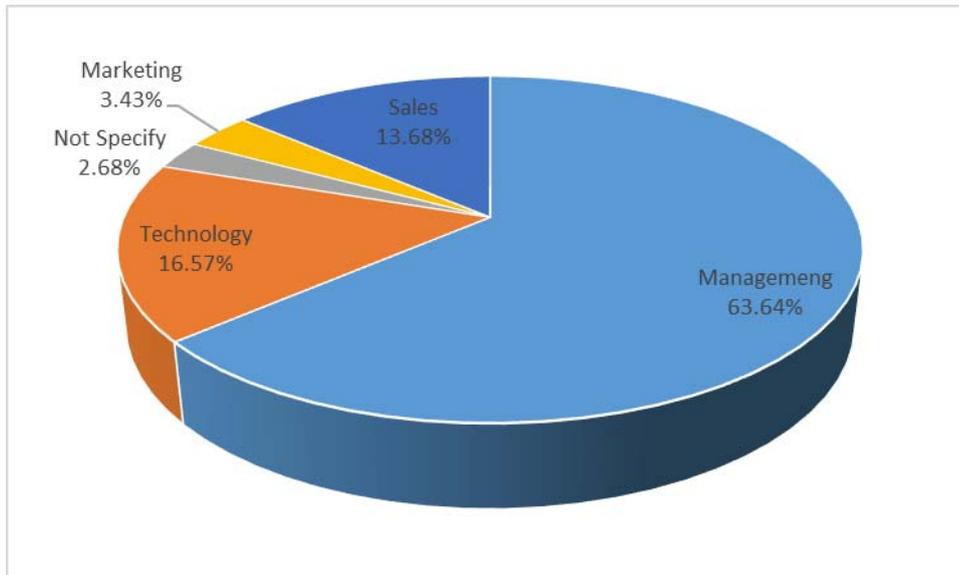
## B. Classified statistic of the visitors' position
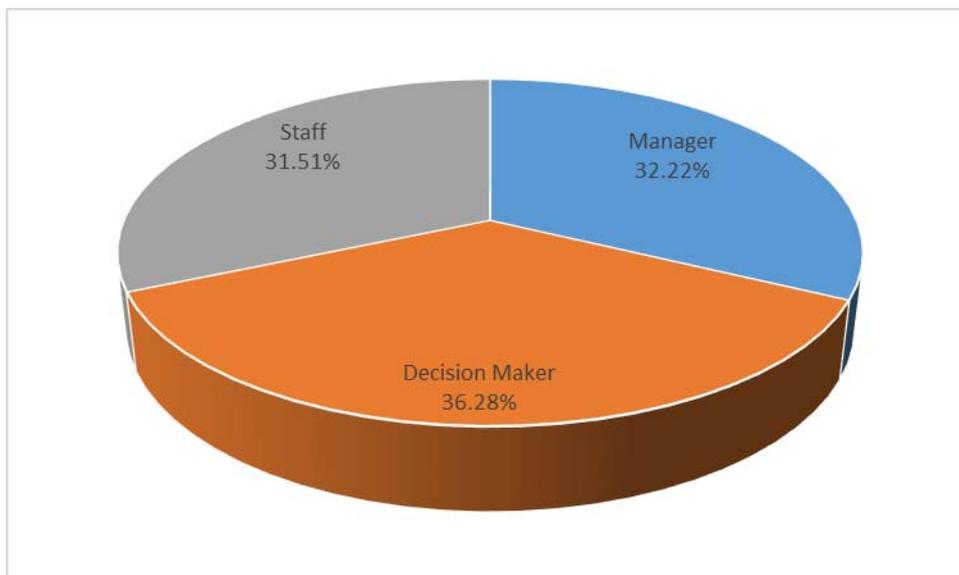
6. Analysis of the questionnaires by the visitors onsite:

Question1. .what industry are You belong to？
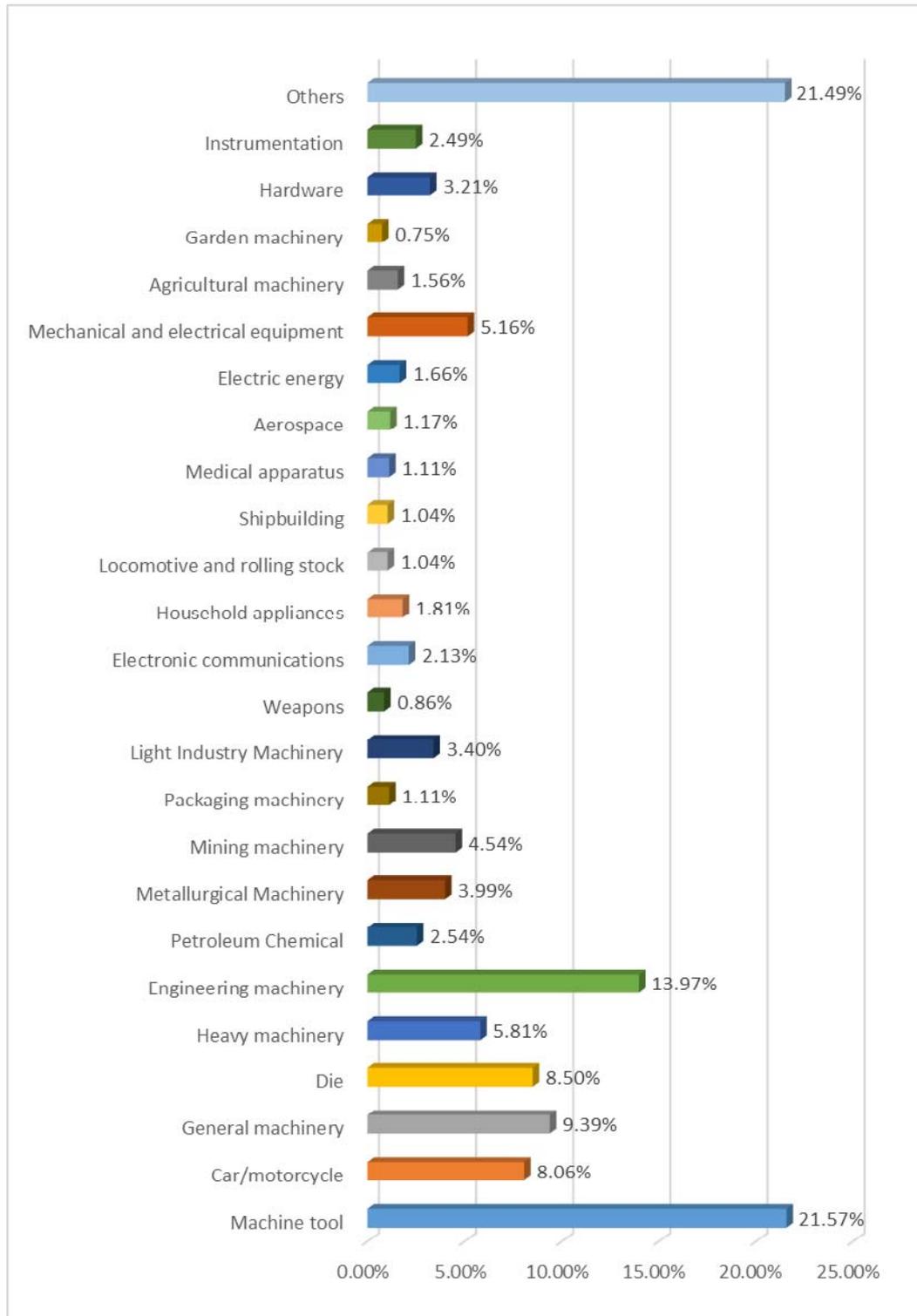
The following is the detailed data：

Item	Number	Percentage
Machine tool	833	21.57%
Car/motorcycle	754	8.06%
General machinery	515	9.39%
Die	1240	8.50%
Heavy machinery	225	5.81%
Engineering machinery	354	13.97%
Petroleum Chemical	403	2.54%
Metallurgical Machinery	99	3.99%
Mining machinery	301	4.54%
Packaging machinery	76	1.11%
Light Industry Machinery	189	3.40%
Weapons	161	0.86%
Electronic communications	92	2.13%
Household appliances	92	1.81%
Locomotive and rolling stock	99	1.04%
Shipbuilding	104	1.04%
Medical apparatus	147	1.11%
Aerospace	458	1.17%
Electric energy	138	1.66%
Mechanical and electrical equipment	67	5.16%
Agricultural machinery	285	1.56%
Garden machinery	221	0.75%
Hardware	1907	3.21%
Instrumentation	833	2.49%
Others	754	21.49%

Question2. What is the type of enterprise?
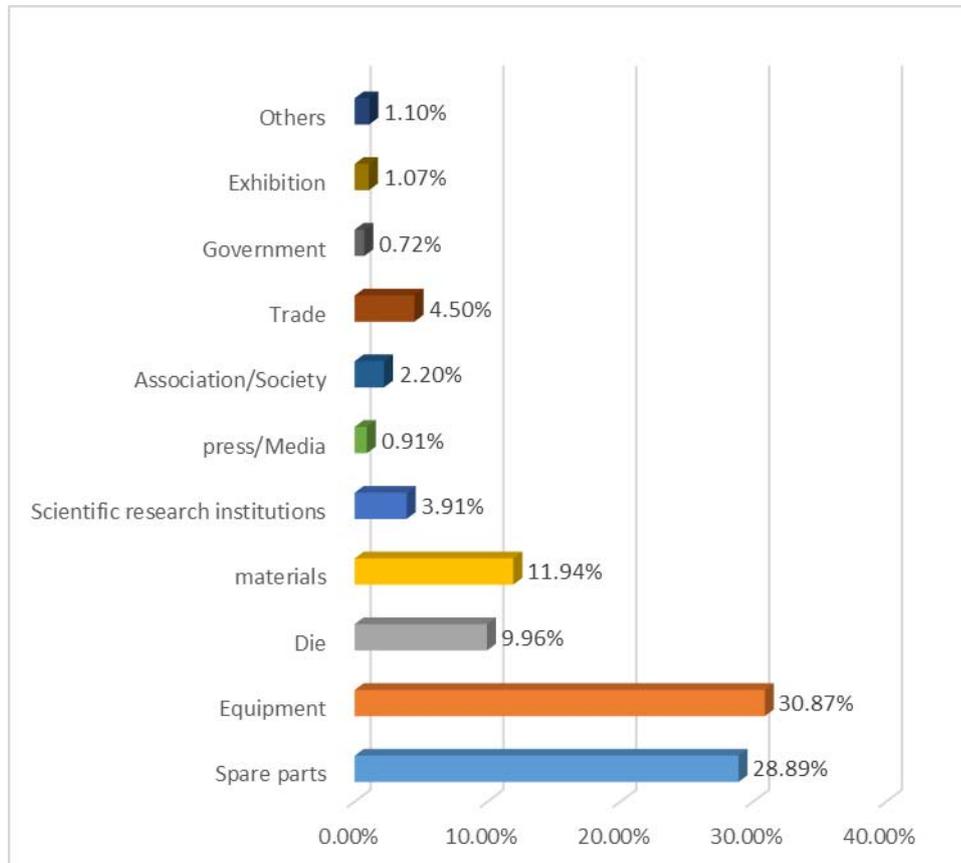
The following is the detailed data：

Item	Number	Percentage
Spare parts	2482	28.89%
Equipment	2652	30.87%
Die	856	9.96%
materials	1026	11.94%
Scientific research institutions	336	3.91%
press/Media	78	0.91%
Association/Society	189	2.20%
Trade	386	4.50%
Government	62	0.72%
Exhibition	92	1.07%
Others	94	1.10%

Question3. Process types:
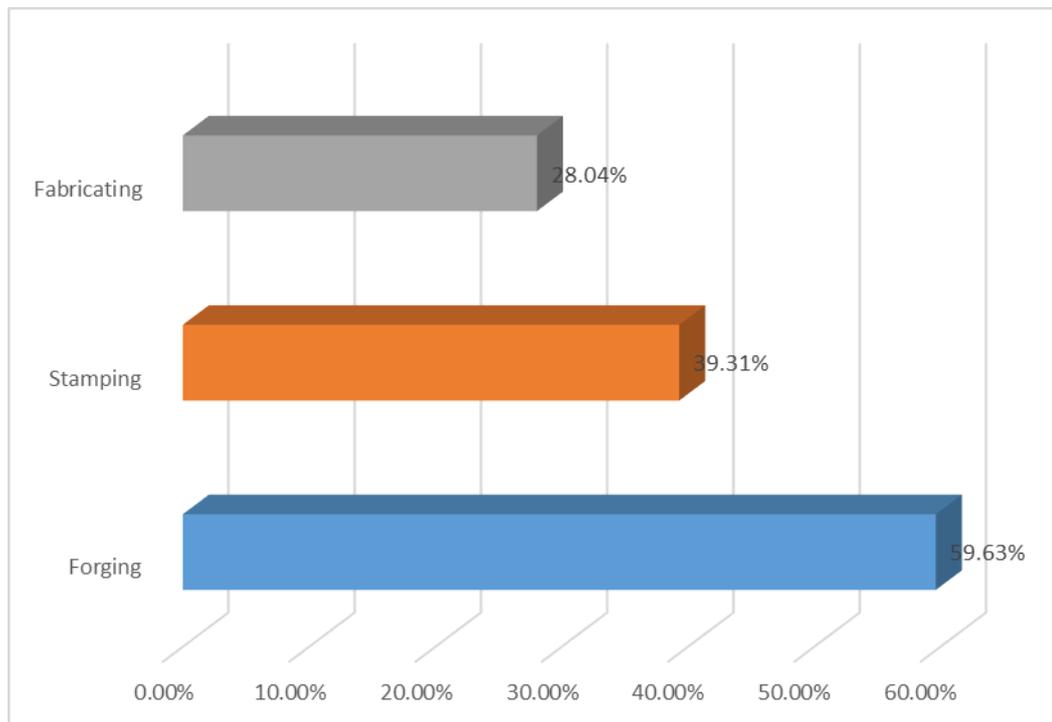
The following is the detailed data：

Item	Number	Percentage
Forging	3517	59.63%
Stamping	2318	39.31%
Fabricating	1654	28.04%

Question4. What's your purpose to attend the event?
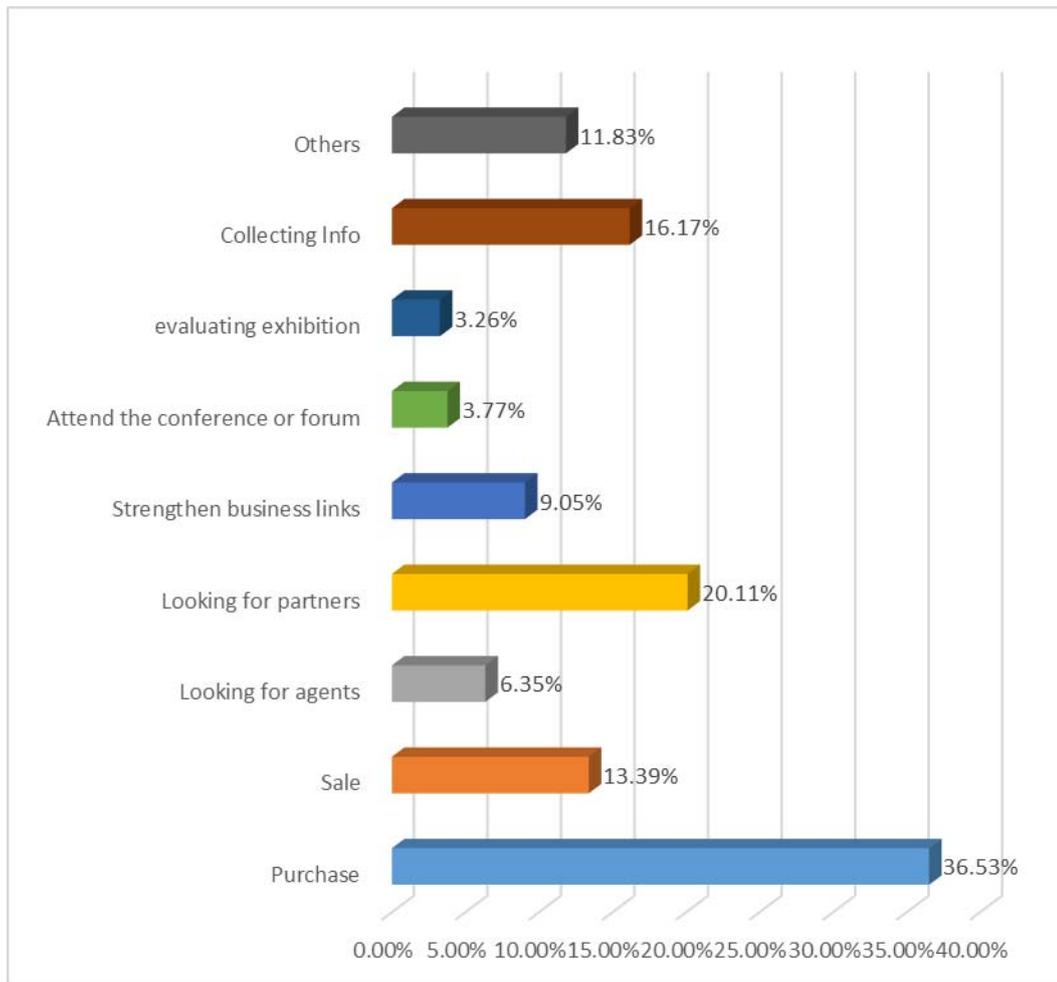
The following is the detailed data：

Item	Number	Percentage
Purchase	2962	36.53%
Sale	1086	13.39%
Looking for agents	515	6.35%
Looking for partners	1631	20.11%
Strengthen business links	734	9.05%
Attend the conference or forum	306	3.77%
evaluating exhibition	265	3.26%
Collecting lnfo	1311	16.17%
Others	959	11.83%

Question5. Your company's size?
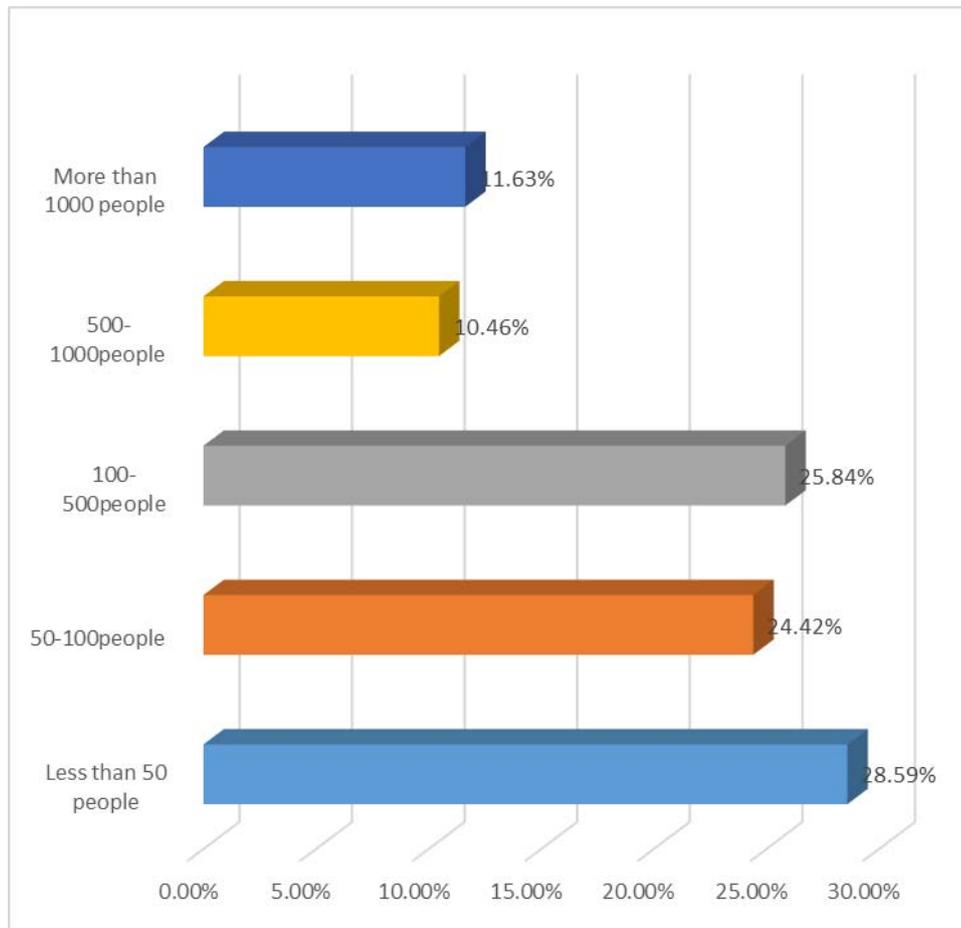
The following is the detailed data：

Item	Number	Percentage
Less than 50 people	2031	28.59%
50-100people	1734	24.42%
100-500people	1835	25.84%
500-1000people	743	10.46%
More than 1000 people	826	11.63%

Question6. How do you know the event?
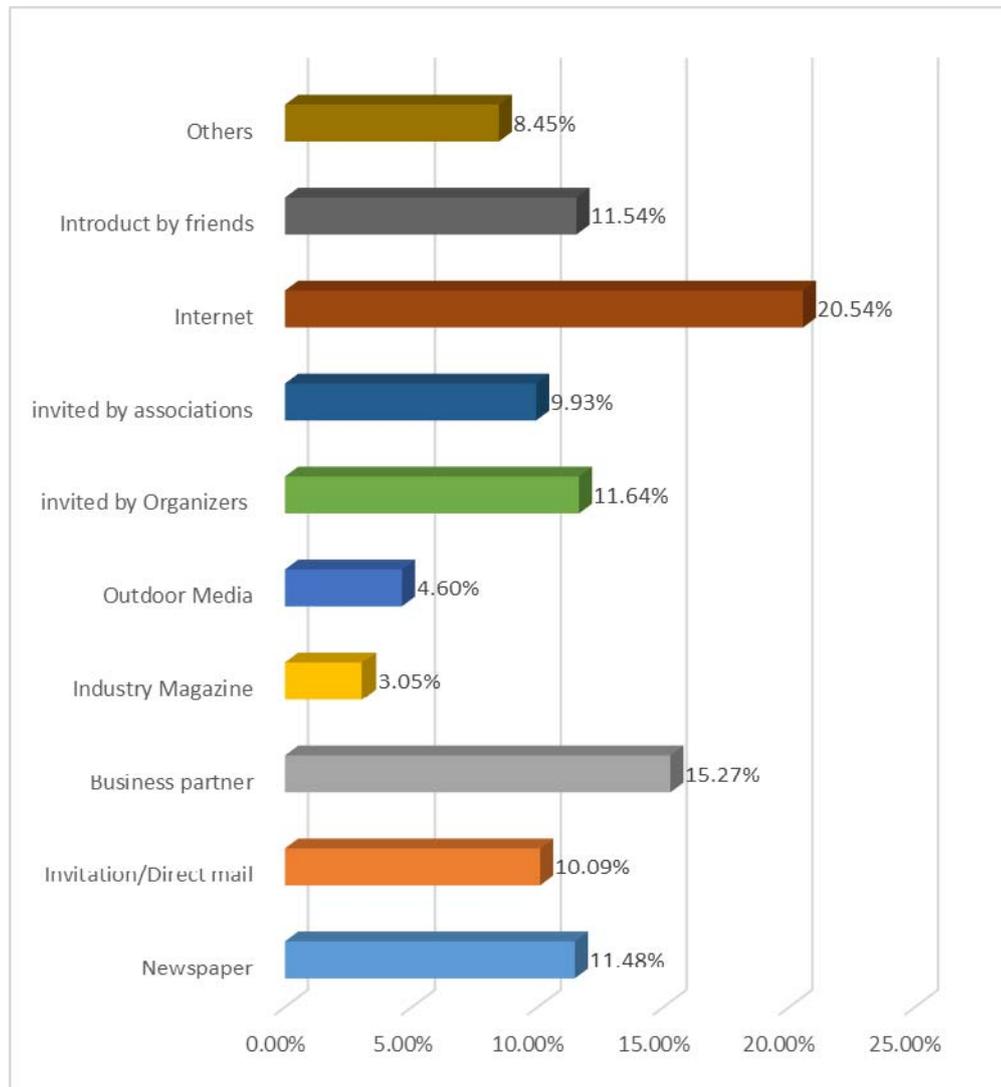
The following is the detailed data：

Item	Number	Percentage
Newspaper	821	11.48%
Invitation/Direct mail	722	10.09%
Business partner	1093	15.27%
Industry Magazine	219	3.05%
Outdoor Media	329	4.60%
invited by Organizers	833	11.64%
invited by associations	711	9.93%
Internet	1470	20.54%
Introduct by friends	826	11.54%
Others	605	8.45%

Question7. How about the investment plan of your company in 2014?
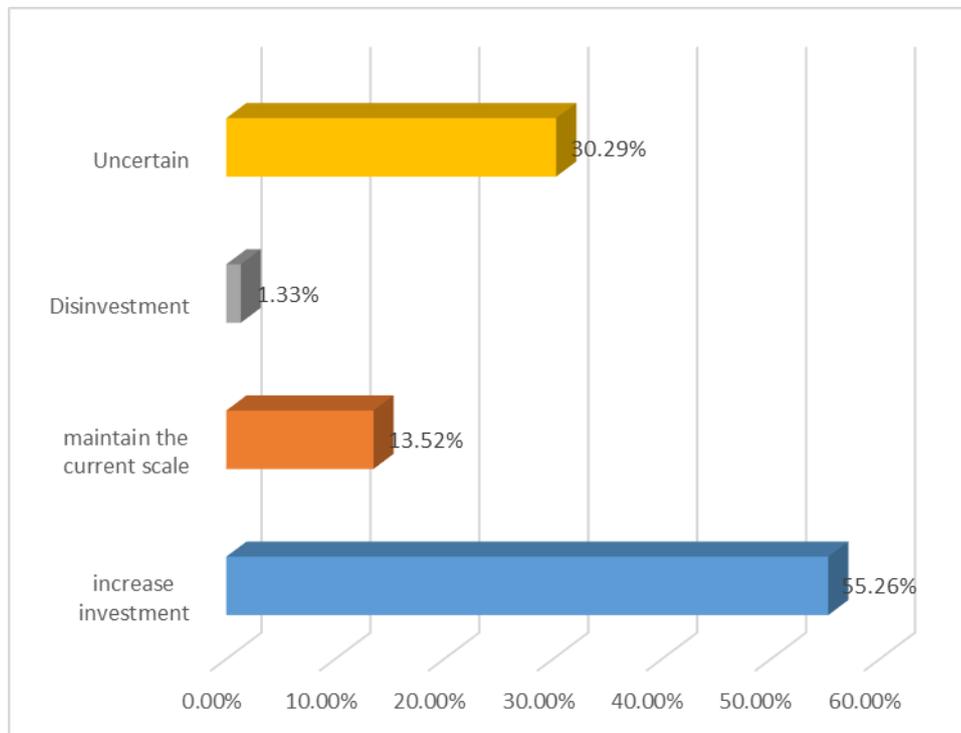
The following is the detailed data：

| Item	Number	Percentage
increase investment	3827	55.26%
maintain the current scale	936	13.52%
Disinvestment	92	1.33%
Uncertain	2098	30.29%

7. 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:
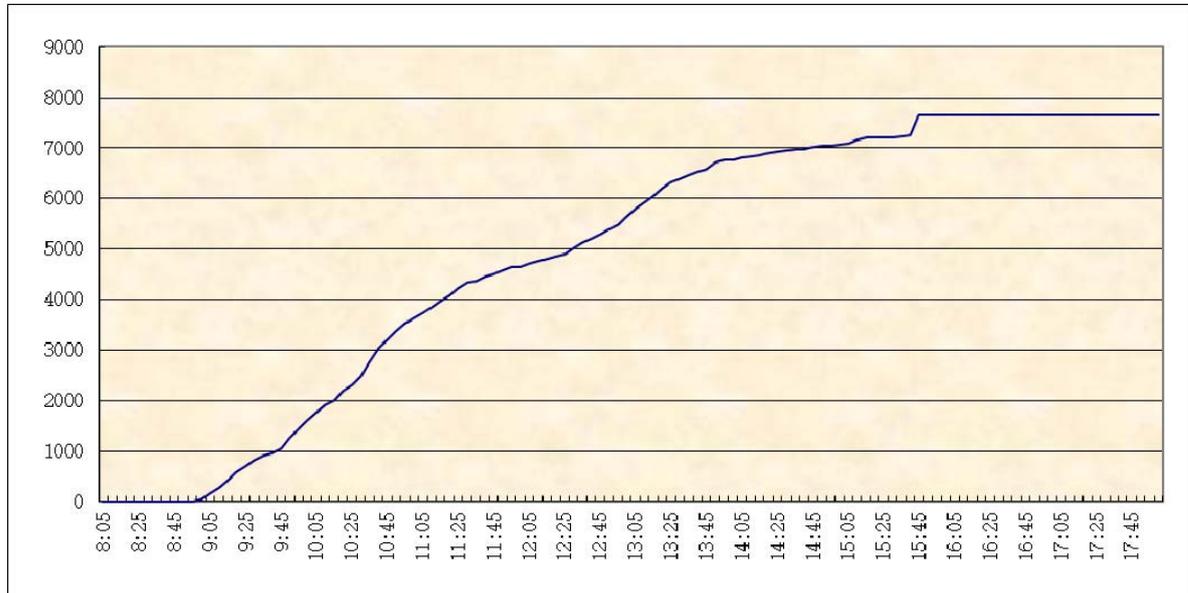

Visits number changing curve for every 20 minutes:
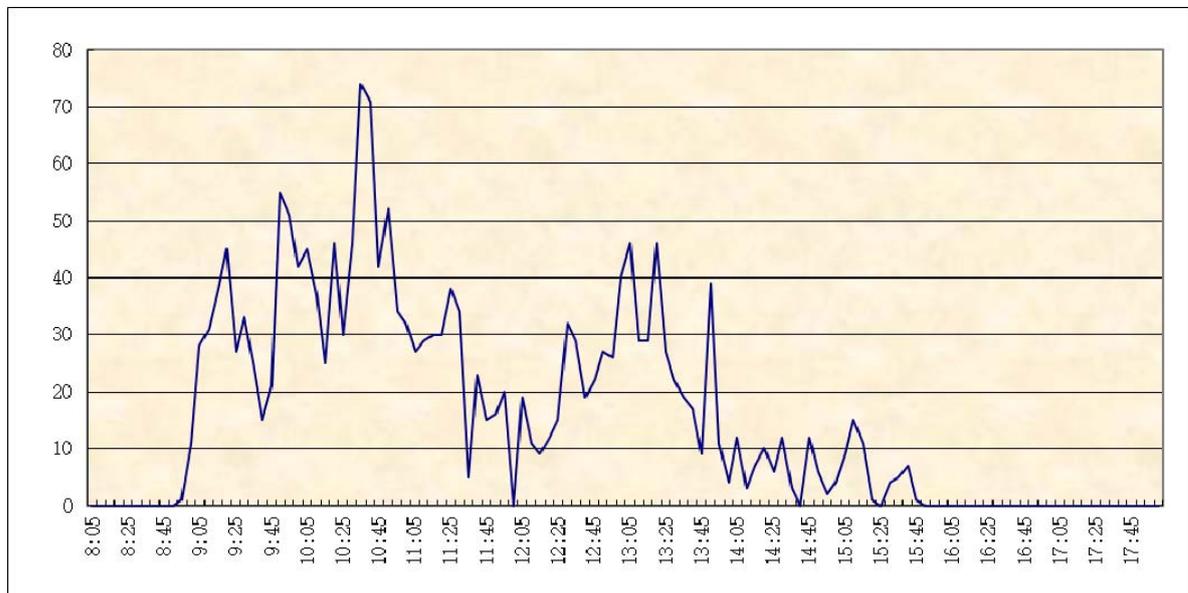
Second Day:

Visitors number curve:
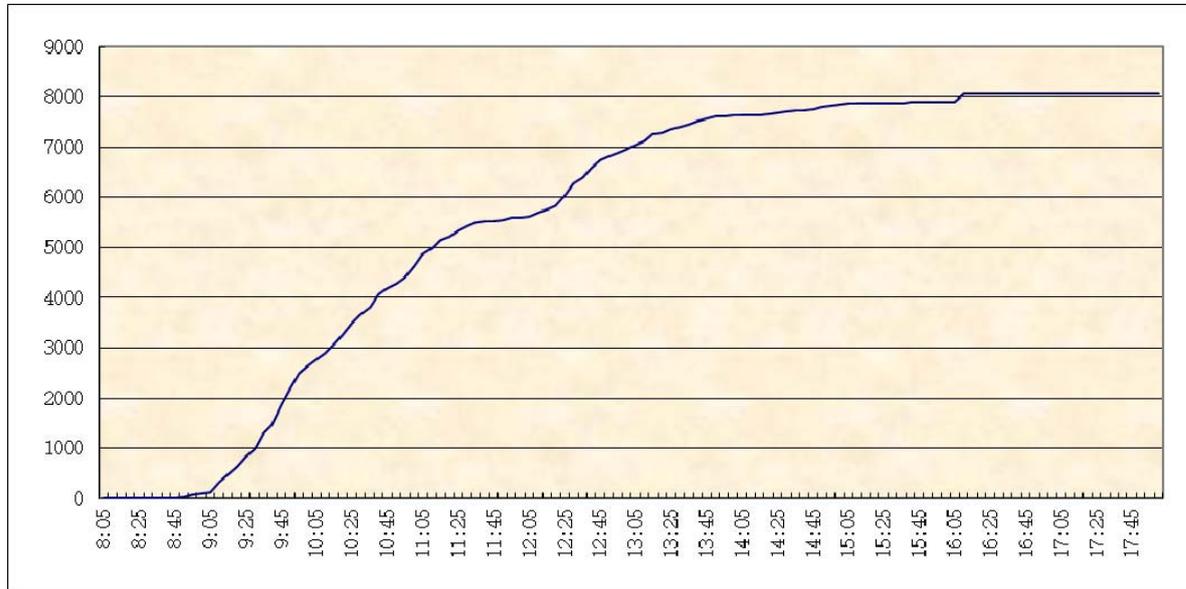
Visitors number changing curve for every 20 minutes:
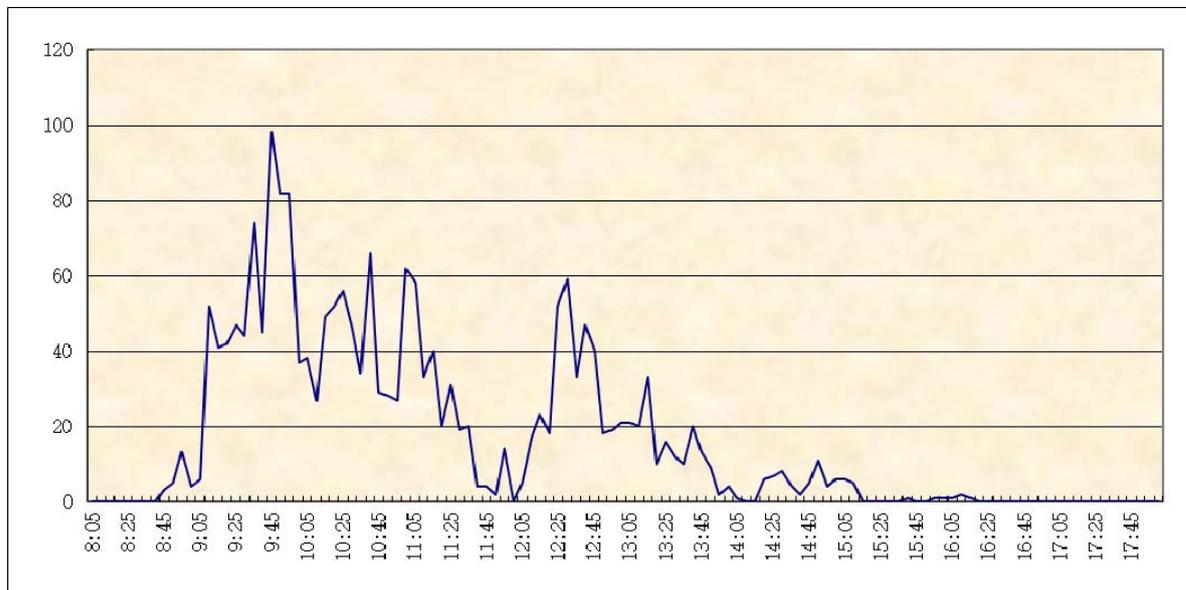
# Third Day:

Visitors number curve:
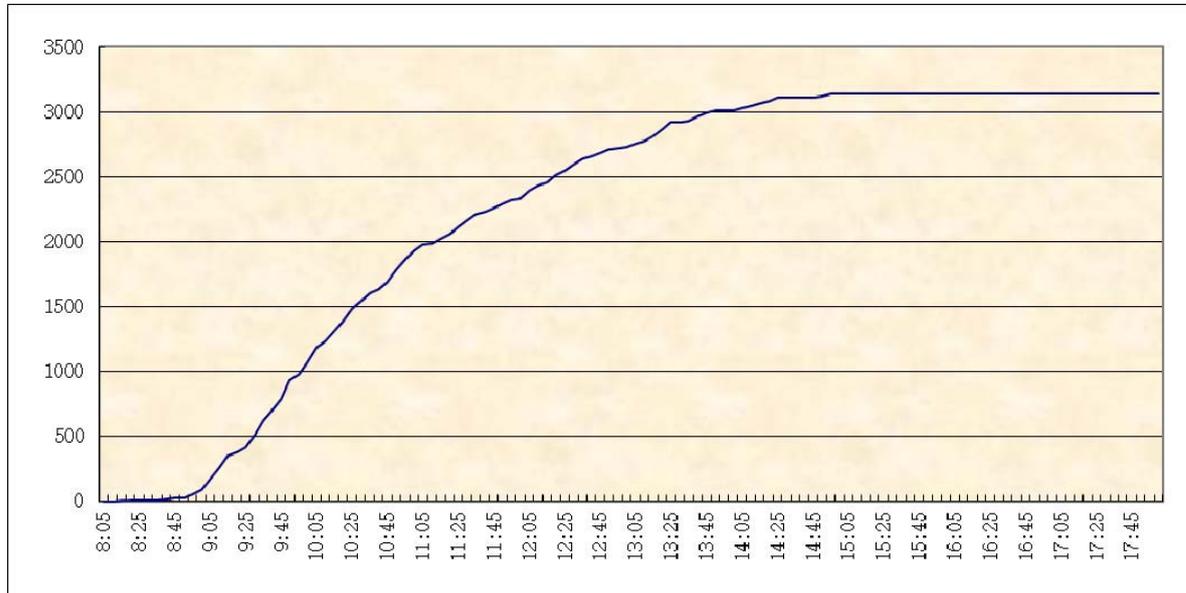

Visitors number changing curve for every 20 minutes:
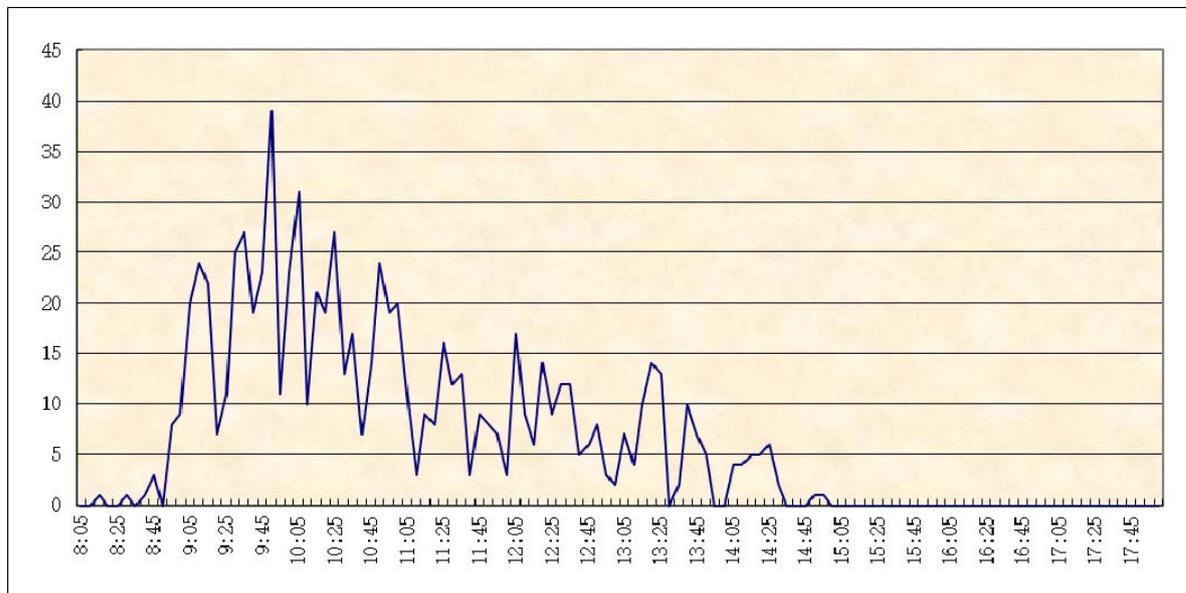
Fourth Day:

Visitors number curve:

Visitors number changing curve for every 20 minutes: