

REPORT ON METAL + METALLURGY CHINA'97

Total Number of Exhibitors:

No. of Overseas Exhibitors: 260

No. of Chinese Exhibitors: 500

Total Space (gross): 25,000 sq.

Total space (net): 12,500 sq. M.

Space of Overseas Exhibitors: 5500 sq.

Space of Chinese Exhibitors: 7000 sq.

Participating Countries and Regions:

China, Austria, Belgium, Canada, Czech, Denmark, Finland, Germany, Italy, India, Japan, Korea, Luxembourg, the Netherlands, Norway, Singapore, Slovakia, Spain, Sweden, Switzerland, Thailand, U.K., U.S.A., Taiwan and Hong Kong.

No. of Seminar Topics: 200

VIPs at the Show:

Mr. Liu Qi, Minister of Metallurgical Industry and other Vice Ministers;

Mr. He Guangyuan, Permanent Member of CPPCC and Former Minister of Machinery Industry, and some other vice ministers from the industry.

Mr. Liu Fugui, Vice Chairman of China Council for the Promotion of International Trade.

Ambassadors and Counselor from participating countries;

Chairman and Secretaries General from CEMAFON/CECOF and other specialized Trade Associations, etc.

Trade Results:

Trade Volume of On-site Exhibits and Futures orders reached US\$30 million.

No. of Visitors: 40,580 of which over 90% are professional visitors.

Breakdown of Visitors by Industry

Foundry	46.9%
Metallurgy	40.6%
Metalfforming (forging & Stamping)	18.4%
Industrial furnace	18.4%
Thermal Processing	20.7%
Media and others	7.4%

Breakdown of Visitors by Job:

Government Officials	3.4%
CEO	28.5%
R & D	66.7%
Trade Personnel	20.3%

Service and Maintenance	6.46%
Journalist and Others	7.4%

Survey of Overseas Exhibitors:

- ◆ 29.6% are first time exhibitors, while 70.4% have been at the show more than once.
- ◆ 85% exhibitors are satisfied with the show organization.
- ◆ 84.4% exhibitors are satisfied with the show environment.
- ◆ 92.1% exhibitors are satisfied with the quality of visitors.
- ◆ 80% exhibitors are satisfied with the quantity of visitors.
- ◆ 79% exhibitors think that the show provided a lot of or quite some trade opportunities for them.
- ◆ 77.4% exhibitors will participate in the next edition (in the year 2000) of the show, 20% will decide in the future; 2.6% said no.