

## Report of MetalForm China 2007 and ChinaForge Fair 2007

MetalForm China 2007 and ChinaForge Fair 2007 have been successfully held in CIEC from Nov.20-22, with the support of Japan Forming Machinery Association, Japan Metal Stamping Association, Japan Forging Association, Japan Materials Process Technology Center and Metalforming associations of Wuxi, Chongqing, Henan provinces.

Organized by CCMI, MetalForm China and ChinaForge Fair are two reputed specialized exhibitions in China, aiming to serve visitors from forgings, stampings and fabricating parts makers and their purchasers such as OEM from automotive, machinery, appliance etc industries.

The exhibitors are metalforming equipment, tooling & die, robot & automation, material and information etc supplier and manufacturers, and forgings, stampings and fabricating producers.

In five days, 9371 visitors from 3460 companies had visited the show and took part in other concurrent events such as industrial forum, technology presentations, plant visit and high quality parts appraisal.

### Exhibitor's Information

Altogether there are 219 exhibitors from home and abroad, namely parts makers numbered 99, machinery, tooling & die, materials and automation manufacturers numbered 110, and media and associations numbered 10. The exhibitors number by countries ranked as follows: China, Japan, Germany, Russia, USA, France, Italy, Belgium, India, Denmark, Sweden and Netherlands. Overseas and joint-venture companies amount to 87, account for 39.7% of the all the exhibitors. The exhibits and internationalization continued to maintain a high level.

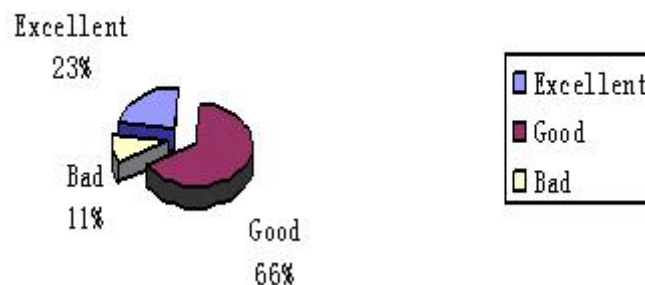
We got 130 effective feedbacks from exhibitors. The enquiry is as follows:

#### 1.Satisfaction enquiry :

1.1 Excellent 30 23%

1.2 Good 86 66%

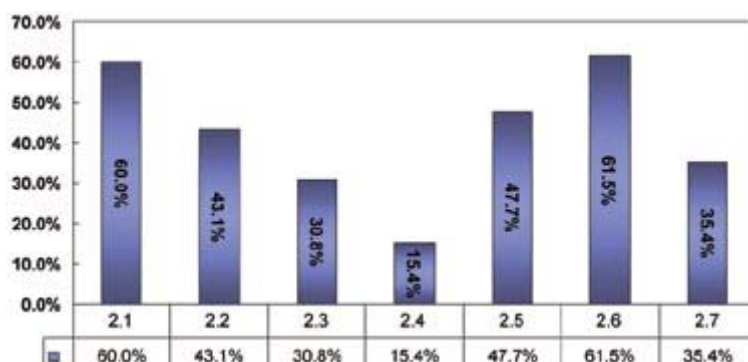
1.3 Bad 14 11%



The general satisfaction rate is 89%, while the equipment exhibitors expressed more satisfaction than the parts exhibitors. The discontent mainly came from parts exhibitors, partly for the onsite service of exhibition center, partly for the booth location and quantity of appropriate purchasers.

2. Purpose of Participation:

- 2.1 For sales 78
- 2.2 Show new products and compare with competitors 56
- 2.3 Seek for dealer 40
- 2.4 For R & D 20
- 2.5 Communicate with customer and counterparts 62
- 2.6 Show image of company 80
- 2.7 For market inquiry 86



Different from the former exhibitions, the rate of purpose to show image to strengthen statue in the industry and market inquiry is as high as for sales, which means the exhibitors are more rational and expect more for the show.

Visitor Information

In order to guarantee the accuracy and objectivity of the visitors data, we invited a professional statistical company to do the statistics. The total number is 9371 persons, among which 437 persons from 34 overseas countries, accounting for 4.66% of the totality.

3. Analysis of Origin of the visitors

3.1 Overseas Visitors by Countries

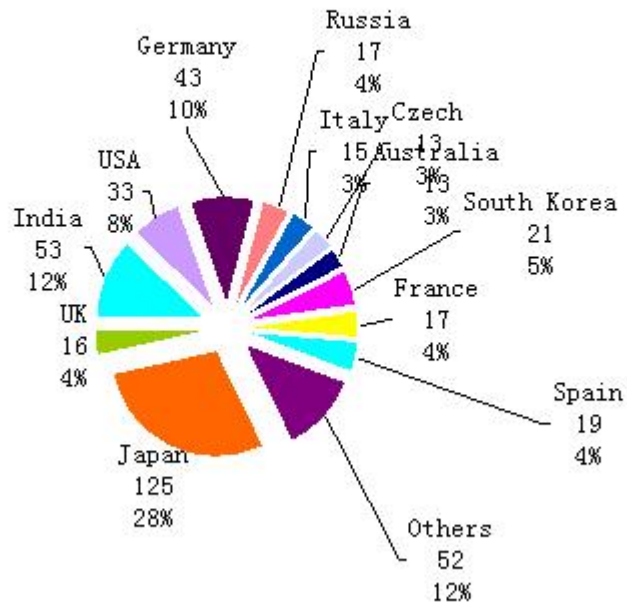
Country Japan Germany UK India USA Russia

Visitors 125 43 16 53 33 17

Country Italy Czech Spain South Korea France others

Visitors 15 13 19 21 17 52

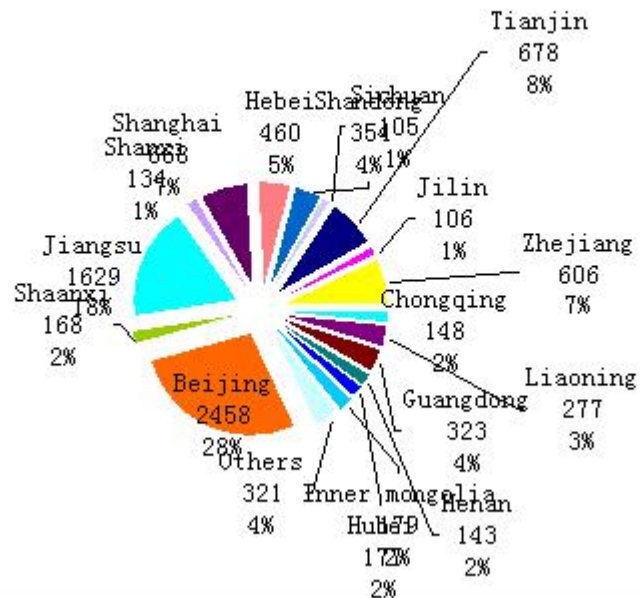
## Overseas Visitors



Visitors from Japan, USA and Germany etc developed countries are partly parts purchasers and partly machinery manufacturers with the purpose of investigating Chinese market. Visitors from India, Viet Nam, Saudi Arabia, Poland, Turkey etc are mainly parts makers, aiming to purchasing machine tool from china.

### 3.2 Domestic visitors by provinces

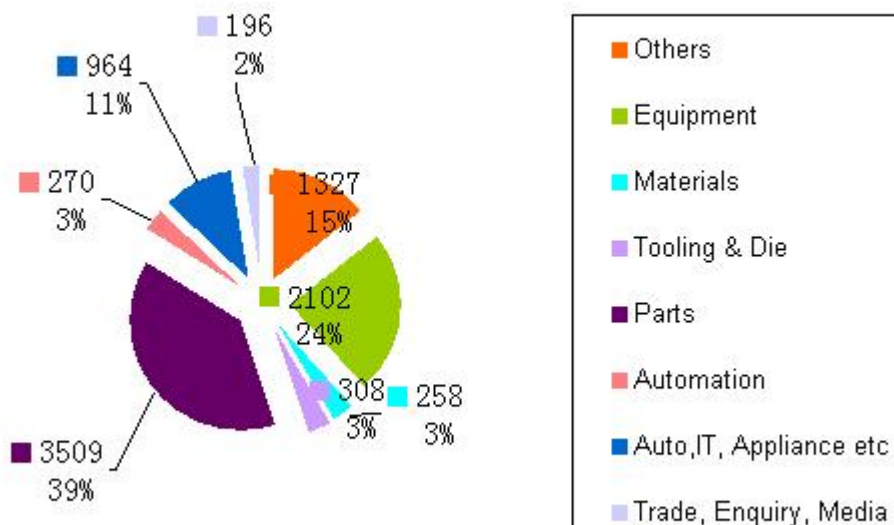
## Domestic Visitors



Due to the favourable geographical position, visitors from Beijing and Tianjin occupied more than on third of the totality. And the rank of the metalforming manufacture capacity displayed clearly on the graphics: Jiangsu, Shanghai, Zhejiang, Guangdong, Hebei, Shandong, Liaoning etc. As Guanggong is far from Beijing, the visitors number is not so many this time. These two exhibitions have considerable influence in these developed regions.

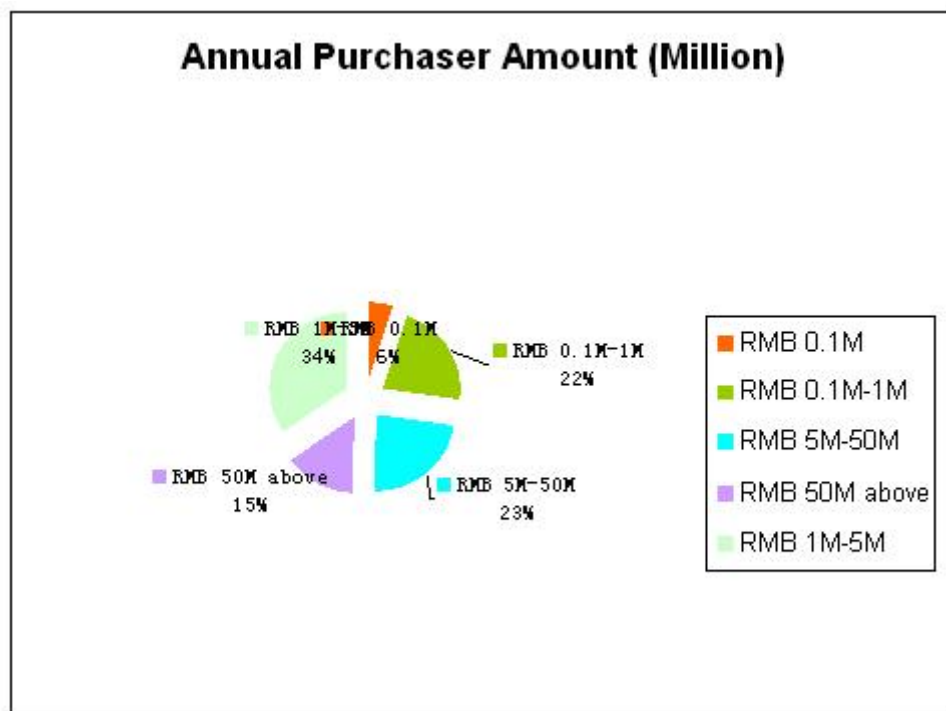
### 4. Visitors Origin by Industries

## Visitors' Origin by Industries



Metalforming parts makers and their purchasers are the target visitors of the exhibitors, which reach more than 50% of the totality. And another 33% are equipment, tooling & die or auxiliary device companies that investigated the show and sought for partners here. Deduct the 15% of ambiguous visitors, the rate of professional visitors reach to 85%. This year we have paid much attention to recruit top 20 purchasers from automotive, ship-building, construction machinery, aviation etc 26 industries, and this effort got good response as a result.

#### 5. Annual Purchaser Amount of the Target Visitors



This statistics only aimed at target visitors, namely the statistics didn't include the data of visitors from equipment, tooling & die and other companies like them. The rate of annual amount over 50 million is 15%, the rate of 5 million to 5000 million is 23%, and other 62% are mainly annual amount below 5 million. The statistics means the proportion of visitors from large, middle and small sized companies is 1:1.5: 4. If comparing this data with the visitors' origin by province, we will find that nearly 60% of visitors come from north China, where there are giant state owned corporation or tiny start-up family owned work shops. And in Yangtse Rive and Pearl triangle region where large and middle sized companies with more than 10 year experience are main stream of all the manufacturing industries. And it is anticipated that in a few years, the north market will be much better than it at present.

#### Summary:

Many exhibitors regretted that they didn't expect that there are so many professional visitors, so they did not have enough space to showcase more products

and brought no enough brochures this time. Astonished by the prosperity of the show, many visitors decided to take part in the next show demand us to inform them as soon as possible.

Forging, stamping and fabricating are the milestone of manufacturing and , however, they are always in the shadow of OEM. Metalform China and ChinaForge Fair offer a stage specially for professional counterparts to communicate and display their image. It has a bright future, and we will struggle to promote it.

Author :CCMI

Sources :

Publishing Date : 2008-2-3