The 16th Beijing Essen Welding & Cutting Fair (BEW2011)

Post-Show Report

June 2-5, 2011

One of the top 2 international welding shows in the world!

Sponsors:
Chinese Mechanical Engineering Society (CMES)
CMES Welding Institution
China Welding Association (CWA)
Electric Welding Machine Committee of CEEIA
German Welding Society (DVS)
Messe Essen GmbH

Co-Sponsors:
American Welding Society
The Japan Welding Engineering Society (JWES)
Korean Welding Industry Cooperative

Supporter
China Machinery Industry Federation
Key Statistics:

Exhibitors: 918
— from 29 countries & regions
— incl. ca. 23% or 213 international exhibitors

Gross Exhibition Area: 92,840 square meters (New record)

Net Exhibition Area: 47,520 square meters, up 16% than last show (New record)

Overseas Exhibition Area: 13,266 square meters

Attendance: 27,888 visitors with 46,765 Entries (New record)
— from 71 countries & regions
— of which 1,303 are from overseas

Beijing Essen Welding & Cutting Fair (BEW), one of the top two trade shows in the global welding and cutting industry, is sponsored by Chinese Mechanical Engineering Society (CMES) and its Welding Institution, China Welding Association (CWA), Electric Welding Machine Committee of CEEIA, German Welding Society (DVS) and Messe Essen GmbH.

The 16th Beijing Essen Welding & Cutting Fair, held on June 2-5, 2011, hit a new high in the Net Exhibition Area and the number of visitors, respectively with an increase of 16% and 35%. The Exhibitors feed backed positively about effective expansion of business relationships through BEW2011. The visitors were satisfied with the information collected and obtained the best procurement solution.

The simultaneous activities include more than 10 forums, work meetings, conferences and more than 10 technical seminars and Products Release. The International Forum on Welding Technologies (IFWT) 2011 with the subject of Innovation towards Strength focused on the Innovation of the Industry. The China Welding Industry Forum (CWIF) 2011, consisting of two subjects: Welding Automation in the Automotive and Rail Transit Industry and Domestic Production of High End Welding Materials. In addition, the East Asian Symposium on Technology of Welding and Joining (EAST-WJ), co-sponsored and organized by Chinese Welding Society, Japan Welding Society and the Korean Welding Society, was held on May 31- June 2 in Shanghai for the first time, with the topic: welding manufacturing process science and technology for industrial development. Industrial Conferences organized by Asian Welding Federation, China Welding Association and other welding related organizations were also held during the same period.
1. Exhibitors

918 exhibitors from 29 countries and regions, including Egypt, Australia, Austria, China, Czech Denmark, Germany, France, Finland, Korea, Netherlands, Canada, Malaysia, USA, Norway, Japan, Sweden, Samoa, Taiwan, Turkey, Spain, Hong Kong, Singapore, Italy, India, Indonesia and UK, New Zealand, Vietnam, of which 705 are Chinese enterprises, 213 are international enterprises.

1.1 Breakdown of Exhibitors by Products Categories

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software</td>
<td>11</td>
</tr>
<tr>
<td>Spraying</td>
<td>13</td>
</tr>
<tr>
<td>High Grade Energy Welding</td>
<td>30</td>
</tr>
<tr>
<td>Inspection &amp; Test</td>
<td>36</td>
</tr>
<tr>
<td>Other Welding Equipment</td>
<td>70</td>
</tr>
<tr>
<td>Resistance Welding</td>
<td>71</td>
</tr>
<tr>
<td>Robot</td>
<td>73</td>
</tr>
<tr>
<td>Auxiliary Equipment and Tools</td>
<td>80</td>
</tr>
<tr>
<td>Protection and Safety</td>
<td>85</td>
</tr>
<tr>
<td>Other Thermal Cutting Equipment &amp; Accessories</td>
<td>102</td>
</tr>
<tr>
<td>Cutting Equipment</td>
<td>231</td>
</tr>
<tr>
<td>Arc Welding</td>
<td>252</td>
</tr>
<tr>
<td>Welding Accessories</td>
<td>312</td>
</tr>
<tr>
<td>Welding Materials</td>
<td>345</td>
</tr>
</tbody>
</table>

1.2 Exhibitor’s Opinion about how the visitors fit their expectation

- Excellent: 21%
- Good: 48%
- Fair: 29%
- Bad: 2%
1.3 Exhibitor’s Opinion about the Quantity of Visitors

- Not enough: 5%
- Fair: 30%
- Enough: 35%
- More than enough: 30%

1.4 Exhibitor’s opinion for BEW2011 as a whole

- Bad: 22%
- Fair: 3%
- Good: 43%
- Excellent: 32%

2. Visitors

2.1 New Record in the Number of Visitors, 35% over the Previous

The four-day exhibition attracted 27,888 visitors with 46,765 Entries, and more than 1/3 of the
visitor stayed more than one day (most of these visitors have a clear purpose of purchase or investigation). Since 2008, in spite of the global economic crisis, the visitor number of Beijing Essen Welding & Cutting Fair is basically not affected. Especially this year, the number of visitors hits a record high, 35% more than last year as a result of the booming market demand in China based on the steadily growing economy.

![Visitor Number (2008—2011)](image)

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
<th>Entries</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>36,744</td>
<td>18,489</td>
</tr>
<tr>
<td>2009</td>
<td>36,900</td>
<td>20,932</td>
</tr>
<tr>
<td>2010</td>
<td>42,852</td>
<td>20,680</td>
</tr>
<tr>
<td>2011</td>
<td>46,765</td>
<td>27,888</td>
</tr>
</tbody>
</table>

2.2 The visitors come from 71 countries and regions. The Mainland Chinese Visitors come from 31 Chinese provinces.

![Origin of Visitors outside Mainland China](image)
2.3 What do the visitors come to BEW2011 for?
2.4 What products are visitors interested in?

![Visitor's Interest](image)

2.5 Visitor Breakdown by Industrial Sectors

![Visitor's Industrial Sectors](image)
2.6 Visitor’s Main Job Function

- Decision Maker: 35%
- Middle Management: 23%
- Sales: 18%
- Purchasing Staff: 6%
- Engineering and Technical Staff: 14%
- Others: 4%

2.7 Visitor’s Intention for the Next Fair

- To visit: 70%
- To Exhibit: 24%
- Others: 6%
### 3.Conferences, Forums & Meetings

<table>
<thead>
<tr>
<th>No.</th>
<th>Activities</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The 1st East Asian Symposium on Technology of Welding and Joining (EAST-WJ)</td>
<td>BENJOY HOTEL</td>
</tr>
<tr>
<td>2.</td>
<td>The 15th AWF Meeting &amp; 8th Task Force Meeting</td>
<td>Grand Metropark Jiayou Hotel</td>
</tr>
<tr>
<td>3.</td>
<td>The Fifth Meeting of the Eighth Council of Chinese Welding Society</td>
<td>Grand Metropark Jiayou Hotel</td>
</tr>
<tr>
<td>4.</td>
<td>The Third Meeting of the Sixth Standing Council of China Welding Association</td>
<td>Shanghai Shuagyoung Hotel</td>
</tr>
<tr>
<td>6.</td>
<td>China Welding Forum 2011-B on Domestic Production of High End Welding Consumables</td>
<td>Hangzhou</td>
</tr>
<tr>
<td>7.</td>
<td>IFWT 2011 on Innovation towards the Strength</td>
<td>Shanghai Yongda International Tower (Opposite to SNIEC)</td>
</tr>
<tr>
<td>8.</td>
<td>Work meeting of the Welding Equipment Workshop &amp; Complete Set Equipment Workshop</td>
<td>SNIEC Meeting Room E1-M13</td>
</tr>
<tr>
<td>9.</td>
<td>Seminar on the Training and Qualification Certification of Distributors, Dealers and Salespeople in the Welding Industry</td>
<td>SNIEC Meeting Room E1-M16</td>
</tr>
<tr>
<td>10.</td>
<td>Meeting of Chinese Welding Training and Qualification Committee(CANB)/Chinese Authorized National Body for Company Certification(CANBCC), 2011, Shanghai</td>
<td>Shanghai Dianke Building</td>
</tr>
<tr>
<td>11.</td>
<td>CANBCC Seminar on International Standard for Company Certification</td>
<td>Shanghai Dianke Building</td>
</tr>
</tbody>
</table>
## Technical Seminars

<table>
<thead>
<tr>
<th>No.</th>
<th>Company</th>
<th>Title</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>ESAB Welding &amp; Cutting Products (Shanghai) Co., Ltd.</td>
<td>Hydrogen Management for Innovative Gas-shielded and Self-shielded high strength Flux Core Wires</td>
<td>Dr. Wesley Wang</td>
</tr>
<tr>
<td>2.</td>
<td>TRIVERS AUTOMATION PTY.LTD</td>
<td>Key Technologies of Building Bevel Cutting and Laser Cutting Machines</td>
<td>Wang Ruge (General Manager)</td>
</tr>
<tr>
<td>3.</td>
<td>ESAB Welding &amp; Cutting Products (Shanghai) Co., Ltd.</td>
<td>Advances in Mig Welding Wires, SAT-High Speed MIG! A step Above the rest! MIG</td>
<td>Per-Ake Petterson (Global Technology Center Customer Support Manager)</td>
</tr>
<tr>
<td>4.</td>
<td>Shenzhen TIPTOP Industrial Development Co., Ltd.</td>
<td>Flexible Modular Fixture &amp; Automation of Welding</td>
<td>Chen Ling (General Manager)</td>
</tr>
<tr>
<td>5.</td>
<td>ESAB Welding &amp; Cutting Products (Shanghai) Co., Ltd.</td>
<td>Introduction to HLAW, FSW and HNG</td>
<td>Håkan Persson</td>
</tr>
<tr>
<td>6.</td>
<td>Lutz Precision (Shanghai) Co., Ltd</td>
<td>How to improve life time of caps with modern tip dressing machine</td>
<td>Hubert Ernest Director</td>
</tr>
<tr>
<td>7.</td>
<td>SHENZHEN WATIAN ELECTRONICS CO., LTD</td>
<td>IGBT Research &amp; Development</td>
<td>Wu Haiping</td>
</tr>
</tbody>
</table>
5. Promotion of BEW2011

The following list includes the media/trade fairs that promoted BEW2011.

A. Professional Journals & Newspapers across China:

MW Metal Forming
Electric Welding Machine
MM Modern Welding Engineering
Automobile Industry-China
Special Issue of the 109th Session of Canton Fair
Industrial Laser Solutions China
International Metalworking News for China
Automotive Manufacturing & Design for China
China Welding Industry
CHINAMAC JOURNAL
POWER ELECTRONICS
Welding in the 21st Century • Network Express
Mechanical Herald
Steel Structure
Pressure Vessel
Hardware Sheet metal and Punching

Petroleum Engineering Construction
Equipment Manufacturing
Welding Technology
Modern Welding Magazine
Aeronautic Manufacturing Technology
Nondestructive Testing
Welding
Electric Power Construction
Modern Metal Working
Modern Automobile Industry
China Petrochem Magazine
Compressor Blower and Fan Technology
CHINA STEEL STRUCTURE INDUSTRY
China Ocean Industry--Ship
China Ocean Industry--Ocean Engineering
Thermal Processing Process
Welding material information
Overview of China and overseas exhibition

China welding equipment procurement guidelines

B. Professional Journals overseas:

Metal Network Korea for Monthly
Welding Technology (Japan)
Metal Korea
AWS Welding Journal

Welding & Cutting
SWS Newsletter
Weding Promenadel

C. Websites:

http://www.ylrqzx.ibicn.com
http://www.weldinfo.net/
http://www.weldinfo.net
http://www.welder.or.kr
http://www.weldcut.he360.com/
http://www.weldchina.com
http://www.weld21.com
http://www.vogel.com.cn/
http://www.tradeshows-biz.com
http://www.tradeshowalerts.com
http://www.tradeindia.com
http://www.tradefairdates.com
http://www.toweld.com
http://www.shipe.cn
http://www.qctester.com
http://www.pmnet.cn
http://www.paton-expo.kiev.ua
http://www.naimo.cn/
http://www.MyCIMT.com
http://www.mw35.com
http://www.mw1950.com
http://www.metalforming.com.cn
http://www.mei.gov.cn
http://www.mat-test.com
http://www.madesources.com
http://www.ieexpo.com/

http://www.ic-mag.com
http://www.hjcy.ibicn.com
http://www.hisupplier.com
http://www.hanjiwang.cn
http://www.foreignercn.com
http://www.expopromoter.com
http://www.expofairs.com
http://www.expodatabase.com/OMS
http://www.eventseye.com
http://www.epenet.cn
http://www.cut365.cn/
http://www.coi.ibicn.com
http://www.coi.com.cn
http://www.cnwqs.com
http://www.cnsi.cn/
http://WWW.CHINAWELDING.COM.CN
http://www.china-weld.net.con
http://www.chinapvt.com/
http://www.chinacpc.com.cn
http://www.china.cn
http://www.eftn.cn
http://www.cepc.com.cn
http://www.ca800.com
http://www.bvents.com/
http://www.biztradeshows.com
D. Related Trade Fairs

The 11th China International Petroleum & Petrochemical Technology and Equipment Exhibition

Essen Welding & Cutting Fair Russia 2011
Welding Korea
CRITS CHINA 2011
Paton Expo
Shiptec China 2011
Fabtech & AWS Welding Show 2010
SteelFab 2011
Mactech 2010
Welding 2010 in St. Petersburg
WELDMEX-FABTECH-METALFORM 2011