The 14th Beijing Essen Welding & Cutting Fair
Post Show Report

June 2 – 5, 2009

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

Http://essen.cmes.org

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
Japan Welding Engineering Society (JWES)
Korean Welding Industry Cooperative
Supporter
China Machinery Industry Federation

**Key Statistics:**

**Exhibitors:** 866  *(New record)*
--- 179, ca. 21% are international exhibitors
--- from 24 countries & regions

**Gross Exhibition Area:** 69,354 square meters *(New record)*
**Net Exhibition Area:** 34,677 square meters, up 15% than last show  *(New record)*

**Visitors:** 20,932 persons of which 1,280 are overseas visitors  *(New record)*
--- Total Entries: 62,486
--- from 73 countries & regions

- New records were again created not only on the exhibition area but also on the number of exhibitors and visitors in spite of the global economic recession and the spread of H1N1 flu.

- Show Service was further improved. Visitors had more enjoyable visiting experience since the on-line registration and badges printing service saved them from waiting in line on site and more Visitor Lounges are available for a short break during show visiting. While exhibitors this year can submit their exhibiting information online through the exhibitor registration system without having to worry about their information getting lost during file transferring. The on-site Intellectual Property Right Office continues to strengthen the awareness of exhibitors on protecting intellectual property rights. The exhibitors’ survey reflects a satisfaction rate of 95.3%, higher than the 94% last year.
Over 70 kinds of media have been promoting the 14th Beijing Essen Welding & Cutting Fair. Especially the wide internet coverage of the show has further spread the fame of the show worldwide.

1. The total (net) exhibition area created a new record with 34,677 square meters, up 15% than last show
   ---of which 9,008 square meters are for international exhibitors

   ![Net Exhibition Area of Every Show](image)

2. 866 exhibitors from 24 countries and regions, bringing out again a new record of the exhibitor number

   The exhibitors are from Austria, Australia, Canada, Czech, China, Denmark, Finland, France, Germany, India, Italy, Japan, Korea, Mexico, Netherlands, Samoa, Singapore, Spain, Sweden, Russia, UK, USA as well as Hong Kong and Taiwan, of which 687 are Chinese enterprises and 179 international enterprises.
3. **Visitor Number achieved record high, but fewer overseas visitors**

The 4 days exhibition has attracted 20,932 visitors from 73 countries and regions, up 13% than the year 2008 and thus created a new visiting record. However, the global economic recession esp. the sharp reduction in the economy of America, Japan and some European countries and the fast spread of H1N1 Flu did affect the show adversely: 27% fewer of overseas visitors than last year came to the show.

(Statistics before 2004 inaccurate limited by technical conditions and thus not shown)

4. **Industrial and Geographical Analysis of Visitor Statistics**

Mainland Chinese Visitors come from 30 Chinese provinces, of which 65% are from places outside the local city Shanghai. The high rate of visitors, who have to travel long distance to the show and usually have specific visiting purpose, reflects the importance and attraction of the Show in China.
The overseas visitors come from 72 countries and regions of all the 5 continents: Asia, Europe, America, Africa and Australia. Among them the numbers of South Korean and Indian Visitors are in the first and second place.

61.39% of visitors aim at collecting product information and equipment purchasing.
96.34% of visitors intend to exhibit or visit the show next year. Highly satisfied with the show.
### 5. Conferences & Meetings

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
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<tbody>
<tr>
<td>International Forum on Welding Technology in Laser (IFWT)</td>
<td>June 1, 2009</td>
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<tr>
<td>Conference of the Welding Materials Industry Association</td>
<td>June 1-3, 2009</td>
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<tr>
<td>Meeting of CANB (Chinese Welding Training and Qualification Committee)</td>
<td>Morning June 3, 2009</td>
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<tr>
<td>Board Meeting of China Welding Association</td>
<td>June 4, 2009</td>
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<tr>
<td>Conference of the Electric Welding Machine Committee of CEEIA</td>
<td>Afternoon June 3, 2009</td>
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### 6. Technical Seminars:

<table>
<thead>
<tr>
<th>Company</th>
<th>Topic</th>
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<tbody>
<tr>
<td>SEMIKRON COMMERCIAL (ZHUHAI) CO., LTD.</td>
<td>Cost down your welding inverter with the latest chip technology</td>
</tr>
<tr>
<td>Shanghai Medar Welding Equipment Co., LTD.</td>
<td>The Role of Tip Dressing in Moder Body Shop</td>
</tr>
<tr>
<td>Wuhan Auto-pioneer Numerical Conirol Technology CO.,Ltd</td>
<td>Introduction of the Chinese Software “Smart Nest”—Solution for Complete Cutting Process</td>
</tr>
<tr>
<td>Infineon Technologies China Co., Ltd</td>
<td>Application of IGBT to resistance welding machines</td>
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<td>Changsha Kaitian Environmental Technology Co., Ltd.</td>
<td>Pollution Resources and Pollution Control in Workshop</td>
</tr>
<tr>
<td>Bosch Rexroth(China)Ltd.</td>
<td>Application of the Bosch Rexroth MF resistance welding Technology in China and overseas</td>
</tr>
<tr>
<td>Nederman (Shanghai) Co., Ltd.</td>
<td>Protect your most important asset – don’t let your workers become the welding fume filter</td>
</tr>
<tr>
<td>KOBE STEEL CO.,LTD.</td>
<td>Welding of Stainless Steel</td>
</tr>
<tr>
<td>DALIAN HUARUI HEAVY INDUSTRY CNC EQUIPMENT CO.,LTD.</td>
<td>Press Conference for Honeybee New Products</td>
</tr>
<tr>
<td>Zhuhai Cowin Welding Equipment &amp; Consumables CO.,Ltd.</td>
<td>Innovative resistance welding technology offers safe possibilities to join new materials</td>
</tr>
<tr>
<td>KOBE STEEL CO.,LTD.</td>
<td>Welding of Stainless Steel</td>
</tr>
<tr>
<td>Comau (Shanghai) Automotive Equipment Co.,Ltd.</td>
<td>Soft Service</td>
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<td>Comau (Shanghai) Automotive Equipment Co.,Ltd.</td>
<td>Comau Flexible Framing System</td>
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<td>Comau (Shanghai) Automotive Equipment Co.,Ltd.</td>
<td>Comau New NJ Robot Family</td>
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7. Powerful Show Promotion

Ca. 70 kinds of media covering a wide variety of the application industries both in China and overseas, promoted the show. Internet coverage and direct promotion through related trade fairs are especially strengthened this year.

![How do visitors know the show](image)

- **Receiving Mails**: 32%
- **Invited by Exhibitors**: 25%
- **Internet**: 17%
- **Other**: 8%
- **Journals**: 10%
- **Newspaper**: 8%

a. 380,000 of bilingual visitor invitation were distributed through direct mails, exhibitors and together with issues of professional journals. 10,000 hard copies and 50,000 PDF files of Pre-show Express were sent to exhibitors and VIP visitors one month before the show opening.

b. Nearly 40 websites on different industries such as Petroleum, chemical industry, pressure vessels, shipbuilding, mechanics etc. have reported the show and exchanged links with the show website.

c. Advertisement of the show was published on ca. 30 kinds of professional journals and newspapers all over the world.

d. Exhibiting at influential trade fairs is an effective promotion measure. Beijing Essen Welding & Cutting Fair has set up exhibition booths at different shows besides advertising in the show directories and websites.
The following list includes the media/trade fairs that promoted Beijing Essen Welding 2009.

A. Professional Journals:

Steel Structure
Rail Transit
Welding Journal Korea for Monthly
Metal Korea
Welding & Joining
Welding Industry
Welding Technology
Welding World
China Procurement Directory for Welding Equipment
Aeronautic Manufacturing Technology
MW Metal Forming
Thermal Processing Process
Welding Technology (Japan)
Petroleum Engineering Construction
Petroleum & Chemical Construction

Nondestructive Testing
Pressure Vessel Technology
Marine Industry
Ocean Engineering
China Ocean Industry-- Special Issue of
China Ocean Industry -Special Issue of
Vessel
China Welding Industry
Chinamac Journal
Chinese Welding Industry
AWS Welding Journal
Welding & Cutting--DVS
MM Modern Welding Engineering
Mechanical Engineering Trends
Brand Shows in Machinery Industry.
SWS Newsletter (Singapore)

B. Promotion in related Shows:

The 9th China International Petroleum & Petrochemical Technology and Equipment Exhibition
SteelFab 2009
Mactech 2008
Schweissen & Schneiden, Russia
Welding Korea 2009
Fabtech & AWS Welding Show
Welding 2008 in St. Petersburg
Sibmetal 2009 in New Siberia
C. Internets:


http://www.welder.or.kr  http://www.cinn.cn
http://www.mte.net.cn  http://www.cippo.cn
http://WWW.CHINAWELDING.COM.CN  http://www.chnrailway.com/
http://www.qctms.cn

D. Newspaper:

China Industry Daily
Welcome to Join us at BEW2010

The 15th Beijing Essen Welding & Cutting Fair (BEW2010)

May 27-30, 2009 in Beijing
New China International Exhibition Centre

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Special Notice: A technological summary and research of the Show Exhibits and of Chinese Welding Industry by the experts specially invited will be soon published in Chinese. The report will also be put up on our website: http://essen.cmes.org.