



# **The 14<sup>th</sup> 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](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

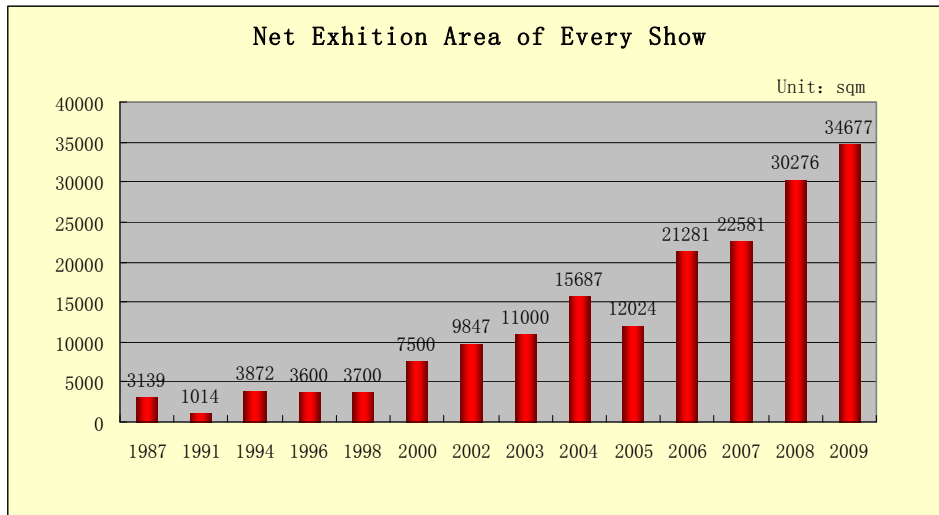
——from 73 countries & regions

- ◆ 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**

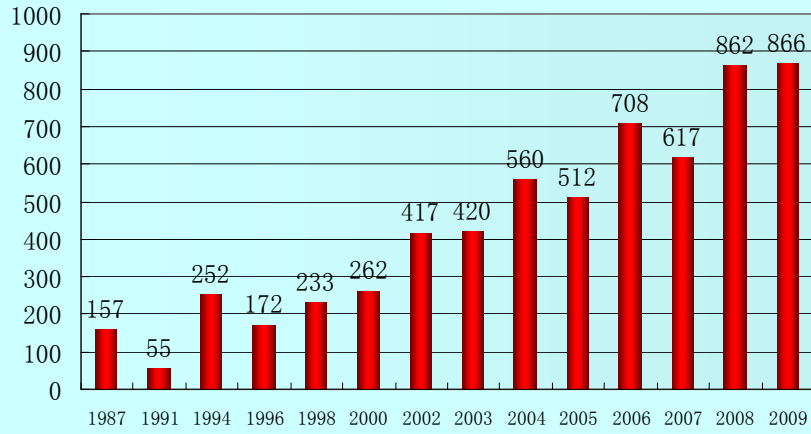
---of which 9,008 square meters are for international exhibitors



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

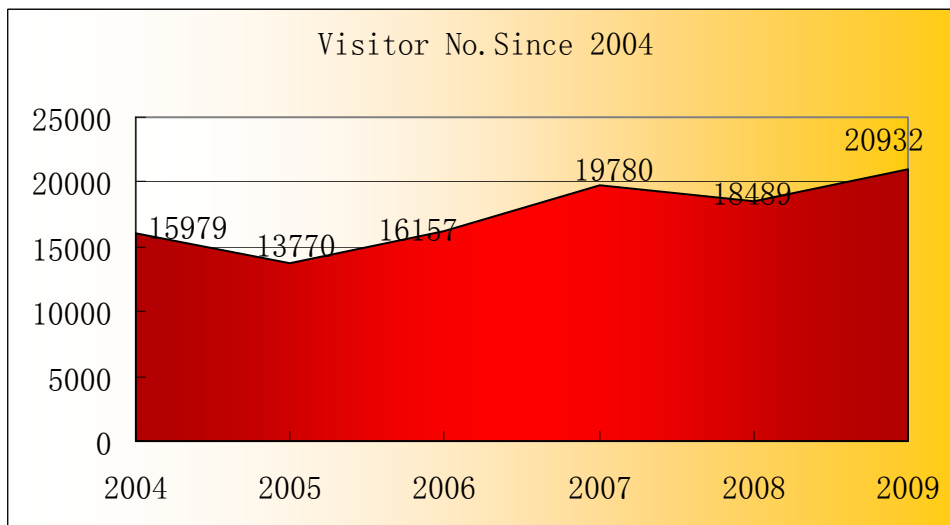
The exhibitors are from Austria, Australia, Canada, Czech, China, Denmark, Finland, France, Germany, India, Italy, Japan, Korea, Mexico, Netherlands, Samoa, Singapore, Spain, Sweden, Russia, UK, USA as well as Hong Kong and Taiwan, of which 687 are Chinese enterprises and 179 international enterprises.

Exhibitor Number of Every Show



### 3. Visitor Number achieved record high, but fewer overseas visitors

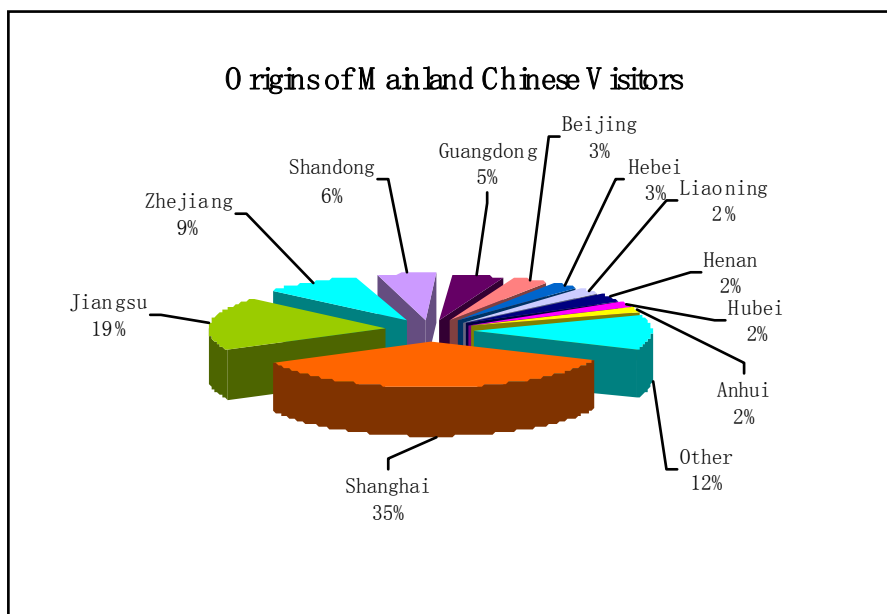
The 4 days exhibition has attracted 20,932 visitors from 73 countries and regions, up 13% than the year 2008 and thus created a new visiting record. However, the global economic recession esp. the sharp reduction in the economy of America, Japan and some European countries and the fast spread of H1N1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



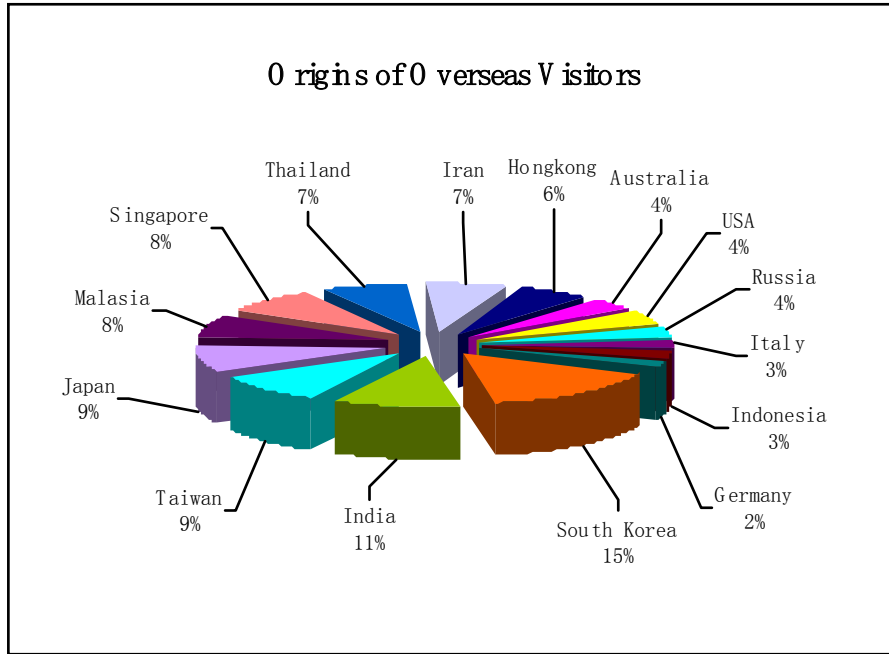
(Statistics before 2004 inaccurate limited by technical conditions and thus not shown)

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

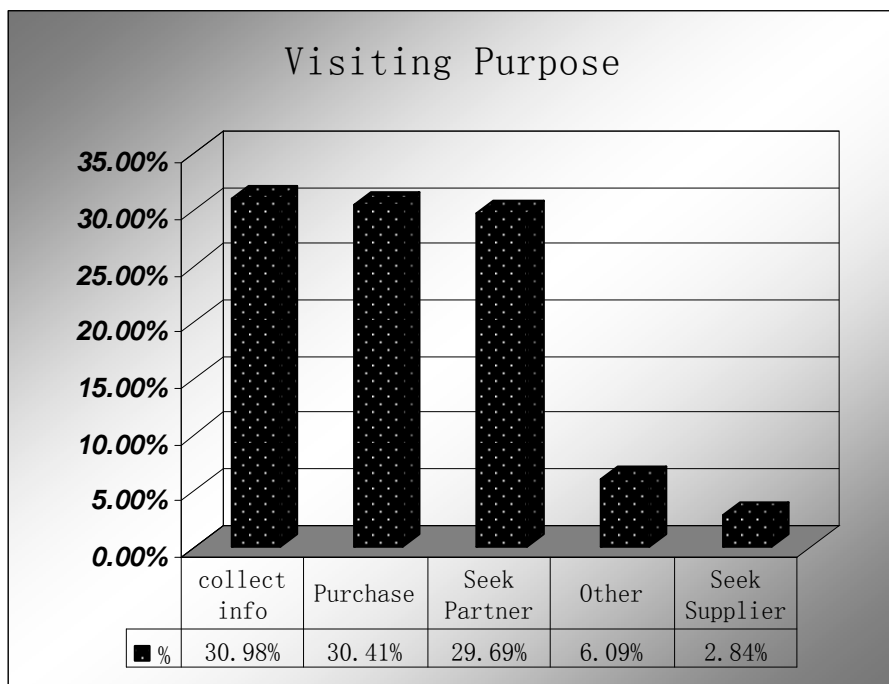
Mainland Chinese Visitors come from 30 Chinese provinces, of which 65% are from places outside the local city Shanghai. The high rate of visitors, who have to travel long distance to the show and usually have specific visiting purpose, reflects the importance and attraction of the Show in China.

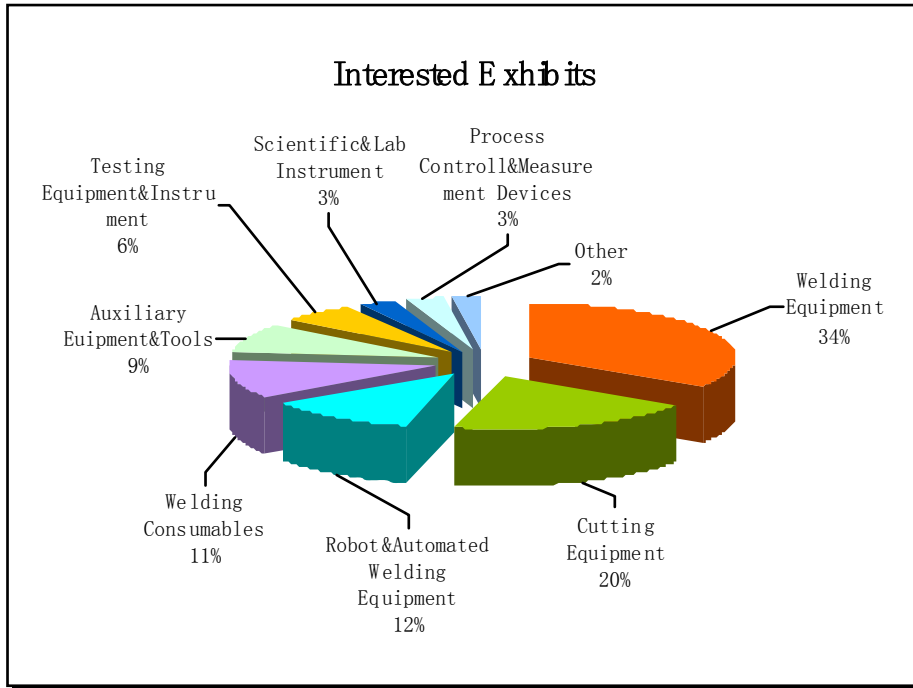


The overseas visitors come from 72 countries and regions of all the 5 continents: Asia, Europe, America, Africa and Australia. Among them the numbers of South Korean and Indian Visitors are in the first and second place.

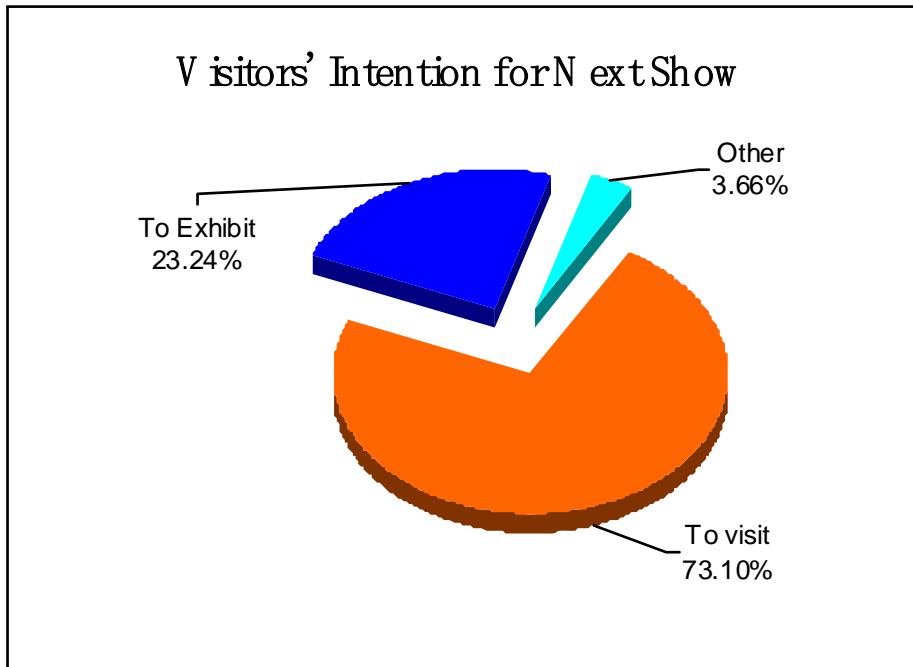


61.39% of visitors aim at collecting product information and equipment purchasing.





96.34% of visitors intend to exhibit or visit the show next year. ---Highly satisfied with the show.



## 5. Conferences & Meetings

Activity	Date
International Forum on Welding Technology in Laser (IFWT)	June 1 ,2009
China Welding Industry Forum 2009, Topic: Welding Automation	June 1, 2009
Conference of the Welding Materials Industry Association	June 1-3, 2009
Meeting of CANB (Chinese Welding Training and Qualification Committee)	Morning June 3, 2009
Board Meeting of China Welding Association	June 4, 2009
Conference of the Electric Welding Machine Committee of CEEIA	Afternoon June 3, 2009

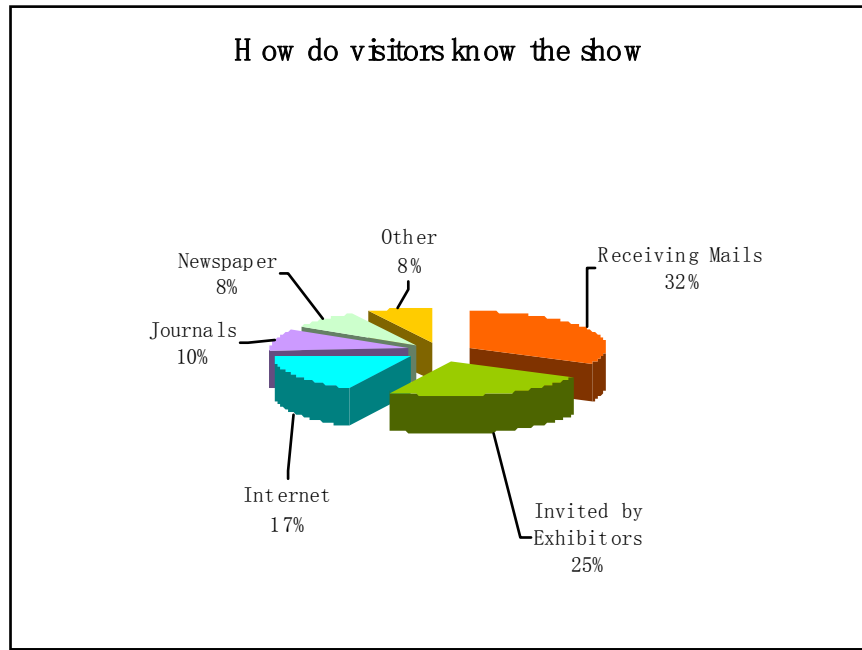
## 6. Technical Seminars:

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



## 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.



- 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	Nondestructive Testing
Rail Transit	Pressure Vessel Technology
Welding Journal Korea for Monthly	Marine Industry
Metal Korea	China Ocean Industry-- Special Issue of
Welding & Joining	Ocean Engineering
Welding Industry	China Ocean Industry -Special Issue of
Welding Technology	Vessel
Welding World	China Welding Industry
China Procurement Directory for Welding	Chinamac Journal
Equipment	Chinese Welding Industry
Aeronautic Manufacturing Technology	AWS Welding Journal
MW Metal Forming	Welding & Cutting--DVS
Thermal Processing Process	MM Modern Welding Engineering
Welding Technology (Japan)	Mechanical Engineering Trends
Petroleum Engineering Construction	Brand Shows in Machinery Industry.
Petroleum & Chemical Construction	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:

Websites of The Chinese Mechanical Engineering Society, Beijing Essen Welding & Cutting Fair, China Welding Information Net, Electric Welding Machine Committee of China Electrical Equipment Industry Association, Messe Essen GmbH, China Machine & Metal Equipment, Quality Control, Tianxia Machinery, China Welding Purchase Net, China Ocean Industry & Ship and China Welding Industry etc.

<a href="http://www.cbgc.com.cn">http://www.cbgc.com.cn</a>	<a href="http://www.ifg-eg.com">http://www.ifg-eg.com</a>
<a href="http://www.toweld.com/">http://www.toweld.com/</a>	<a href="http://www.vogel.com.cn/">http://www.vogel.com.cn/</a>
<a href="http://www.cepc.com.cn">http://www.cepc.com.cn</a>	<a href="http://www.chinaship.cn/">http://www.chinaship.cn/</a>
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<a href="http://www.mte.net.cn">http://www.mte.net.cn</a>	<a href="http://www.cippo.cn">http://www.cippo.cn</a>
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<a href="http://www.cnpc.com.cn/riet/sygc/">http://www.cnpc.com.cn/riet/sygc/</a>	<a href="http://www.weldinfo.net/">http://www.weldinfo.net/</a>
<a href="http://www.cccenr.org">http://www.cccenr.org</a>	<a href="http://www.weld-cut.cn/">http://www.weld-cut.cn/</a>
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<a href="http://www.2456.com/cmj">http://www.2456.com/cmj</a>	<a href="http://weld.baidajob.com">http://weld.baidajob.com</a>
<a href="http://www.qctms.cn">http://www.qctms.cn</a>	

## D. Newspaper:

China Industry Daily

Welcome to Join us at BEW2010

## **The 15<sup>th</sup> 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>.