



Metal + Metallurgy China 2015 Completed with a Great Success

- **A cluster of overseas exhibitors highlighted the international pavilion**
- **The newly launched Automation Sector attracted more visitors**
- **All round good reports consolidated the show position in the world**

As Asia's largest and the world's second largest exhibition in metal and metallurgical industry, Metal + Metallurgy China 2015 (a collective name for the 13th China International Foundry Expo, the 15th China International Metallurgical Industry Expo, the 13th China International Industrial Furnaces Exhibition and the 11th China International Refractories and Industrial Ceramics Exhibition) came to a successful end on April 3rd at the newly built China Expo Complex in Shanghai Hongqiao CBD. The four-day exhibition attracted 1,026 exhibitors from 20 countries and regions with a total display area of 67,000 sqm and the total visits exceeded 61,349.



The data showed that, following the last Beijing exhibition, Metal + Metallurgy China 2015 has made great achievements, despite only one-year preparation: a cluster of overseas exhibitors, grand and magnificent domestic enterprise exhibition area, eye-catching newly-added exhibition sections, and high praise from all exhibitors. As pointed out by James Fu, General Manager of Hannover Milano Fairs China Ltd., one of the exhibition organizers, “Metal + Metallurgy China has a strong appeal and exerts great industry influence. Enterprises at home and abroad highly recognize this trade platform in its effective value. We are inspired to continue to provide professional, innovative and quality services and develop the exhibition into a world-class metallurgy event with wide industry coverage and high brand value”.



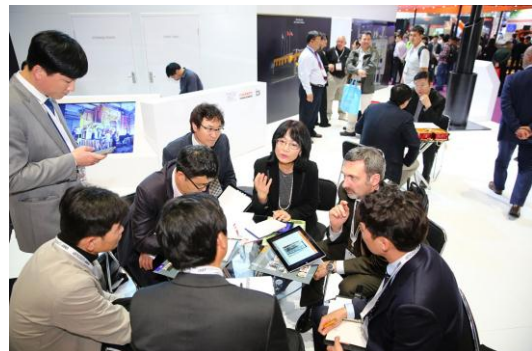
Differed from previous exhibitions, the organizers restructured the layout of this exhibition. The international exhibition area was highlighted, aiming at creating an atmosphere of competition between Chinese and foreign enterprises, and pushing Chinese enterprises to catch up with international exhibitors. Well-known enterprises, including I.M.F., DISA, Savelli, Sinto, FONDARC, Morgan, Eirich, ABP, INDUCTOTHERM, CAPITAL, INSERTEC, Primetals, ANDRITZ, Fill, Exone, ASK, EBNER, Kao, Fuji Electric, Paul Wurth, Grenzebach SH, Changzhou Hidea, Zhiheng and MAGMA, all debuted new products and flagship products. Meanwhile, German pavilion consisted of Uni-Geraete GmbH, ASK CHEMICALS, KUTTNER and Drache, made a splendid appearance with casting and metallurgical products.



With the increasing market demand of industrial robots and the growing of the industry scale, this year's show newly added a robots and automation section to introduce all kinds of popular robot products used in casting and metallurgy field. World-famous companies, including ABB, Fanuc and KUKA, brought various fast, flexible and precise robot arm products, and staged an automation technical contest on the scene, which attracted many professional visitors.

In addition, the Domestic Pavilion also attracted numerous top Chinese companies from Beijing, Shanghai, Tianjin, Nanjing, Wuxi, Changzhou, Xuzhou, Ningbo, Qingdao, Wuhan, Fujian, Dalian, Jinan, Zhengzhou and Changsha to showcase their star products.

To effectively promote the exchange and trade in the industry, a range of industry summits, forums and technical seminars were held during the exhibition, including: China International Steel Summit, the 7th Chinese Foundry Summit, China International Thermal Processing Technology Forum, the 3rd China International Refractory Production and Application Conference, the 13th International Steel Market and Trade Conference, etc. Industry leaders, merchants and celebrities gathered together to discuss how to promote the in-depth integration of informatization and industrialization and how to maintain an orderly and healthy development under the complex macroeconomic environment, so as to grasp the





Metal+Metallurgy China 2015 end show report

industry development trends. International exhibitors such as AVURE, Paul Wurth, Primetals Technologies and FLOW-3D CAST also held presentations during the exhibition to expand their brand influence. The exhibition also attracted buyer groups from India, Indonesia, Malaysia, Saudi Arabia and Iran. CCTV, Shanghai Television, Xinhua News Agency, China News Service, Economic Daily and other mainstream media all reported the event.

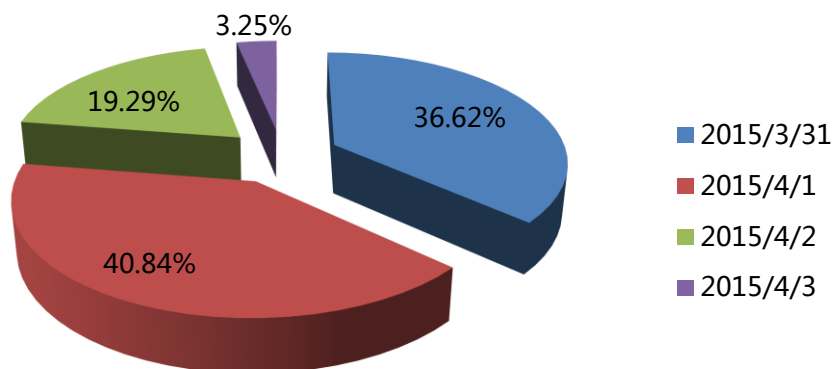
Committed to creating industrial glory and promoting industrial innovation, Metal + Metallurgy China 2015 was jointly organized by China Iron and Steel Association, China Foundry Association, Chinese Mechanical Engineering Society, Metallurgical Council of CCPIT, Industrial Furnace Institution of CMES and Hannover Milano Fairs Shanghai Ltd.



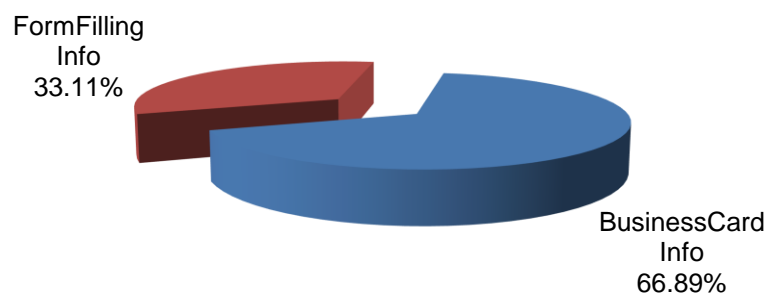
1. Overview

A. The arrival situation of everyday:

Data	Percentage of new arrive
2015/3/31	100%
2015/4/1	93.25%
2015/4/2	91.70%
2015/4/3	66.90%
Total	94.57%

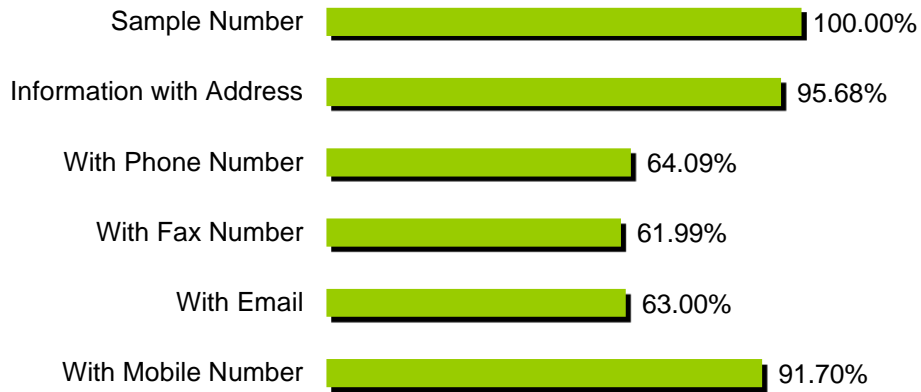


B. Quality analysis of visitors Information:

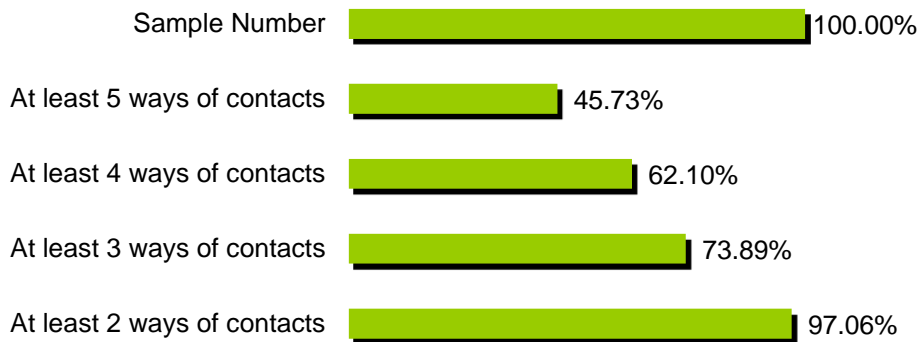




C. The analysis of contact ways:



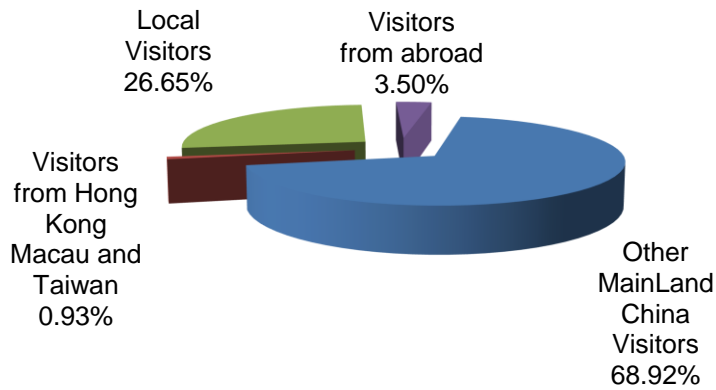
D. Analysis Based on Ways of Contact:



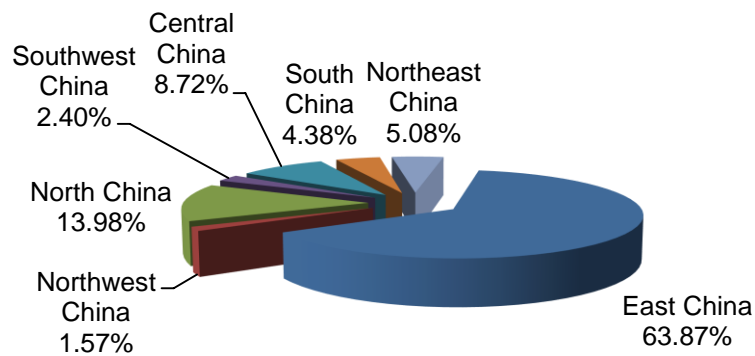


2. Analysis of visitors' locality:

A. The source of the visitors' region:



B. The classified statistic of the visitors' area (not including local visitors):



C. Provinces analysis:

Area	Province	Relative Percentage
Northeast China		
	Liaoning	4.11%



	Jilin	0.52%
	Heilongjiang	0.45%
	Subtotal	5.08%
North China		
	Hebei	5.47%
	Beijing	5.03%
	Tianjin	1.62%
	Shanxi	1.57%
	Inner mongolia	0.29%
	Subtotal	13.98%
East China		
	Jiangsu	31.12%
	Zhejiang	15.35%
	Shandong	12.29%
	Anhui	2.81%
	Fujian	1.51%
	Jiangxi	0.79%
	Subtotal	63.87%
South China		
	Guangdong	4.04%
	Guangxi	0.34%
	Subtotal	4.38%
Central China		
	Henan	4.86%
	Hubei	2.31%
	Hunan	1.55%
	Subtotal	8.72%
Northwest China		
	Shaanxi	0.99%
	Xinjiang	0.20%
	Ningxia	0.18%
	Qinghai	0.13%
	Gansu	0.07%
	Subtotal	1.57%
Southwest China		
	Sichuan	1.03%
	Chongqing	1.01%
	Guizhou	0.25%
	Yunnan	0.09%
	Tibet	0.02%
	Subtotal	2.40%
Total		100.00%

**The proportion illustration of the visitors with various provinces
(not including local visitors)**



D. Analysis of China Mainland: from which visitors came more than 20(not including local visitors):

Area	City	Province	Relative Percentage
Northeast China			
	Dalian	Liaoning	1.60%
	Shenyang	Liaoning	0.83%
North China			
	Beijing	Beijing	5.03%
	Tianjin	Tianjin	1.62%
	Shijiazhuang	Hebei	0.88%
	Taiyuan	Shanxi	0.74%
	Baoding	Hebei	0.72%
East China			
	Suzhou	Jiangsu	5.66%
	Kunshan	Jiangsu	4.65%
	Wuxi	Jiangsu	4.38%
	Changzhou	Jiangsu	4.11%
	Hangzhou	Zhejiang	2.90%
	Qingdao	Shandong	2.61%
	Ningbo	Zhejiang	2.49%
	Jinan	Shandong	1.51%
	Linyi	Shandong	1.33%
	Nanjing	Jiangsu	1.19%
	Nantong	Jiangsu	1.10%
	Wenzhou	Zhejiang	1.03%
	Weifang	Shandong	0.85%
	Yantai	Shandong	0.76%
	Jiangyin	Jiangsu	0.74%
	Yongkang	Zhejiang	0.74%
	Taizhou	Zhejiang	0.74%
	Zhangjiagang	Jiangsu	0.70%
	Changshu	Jiangsu	0.70%
	Jiaxing	Zhejiang	0.70%
	Zibo	Shandong	0.67%
	Taizhou	Jiangsu	0.67%
	Yiwu	Zhejiang	0.67%
	Yangzhou	Jiangsu	0.65%
	Zhenjiang	Jiangsu	0.56%
	Hefei	Anhui	0.56%
	Yixing	Jiangsu	0.56%

	Wujiang	Jiangsu	0.49%
	Taicang	Jiangsu	0.47%
	Danyang	Jiangsu	0.47%
	Xuzhou	Jiangsu	0.47%
South China			
	Guangzhou	Guangdong	0.97%
	Shenzhen	Guangdong	0.85%
Central China			
	Wuhan	Hubei	1.15%
	Zhengzhou	Henan	0.90%
	Luoyang	Henan	0.72%
	Xinxiang	Henan	0.56%
	Zhuzhou	Hunan	0.52%
	Changsha	Hunan	0.49%
Northwest China			
	Xi'an	Shaanxi	0.63%
Southwest China			
	Chongqing	Chongqing	1.01%

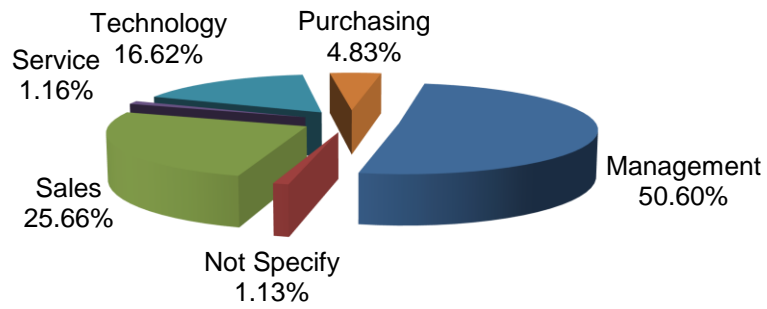
3. Analysis of country and area:

Area	Country/Area	Relative Percentage	Country/Area Number
North America			
	USA	4.90%	
	Canada	0.70%	
	Subtotal	5.60%	2
Africa			
	Sudan	1.05%	
	Senegal	0.70%	
	Tunisia	0.35%	
	Subtotal	2.10%	3
South America			
	Brazil	3.85%	
	Chile	0.70%	
	Mexico	0.70%	
	Argentina	0.70%	
	Peru	0.35%	
	Ecuador	0.35%	
	Subtotal	6.65%	6
Europe			
	Russia	5.59%	
	Turkey	4.55%	

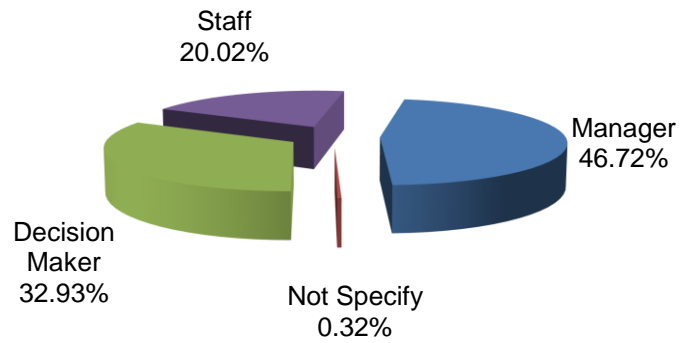
	France	2.10%	
	Italy	1.40%	
	Ukraine	1.40%	
	Germany	1.05%	
	Albania	0.70%	
	United Kingdom	0.70%	
	Slovenia	0.70%	
	Spain	0.35%	
	Netherlands	0.35%	
	Denmark	0.35%	
	Subtotal	19.24%	12
Asia			
	Korea	17.48%	
	Japan	9.09%	
	India	3.85%	
	Thailand	3.15%	
	Iran	2.80%	
	Uzbekistan	1.75%	
	Saudi Arabia	1.40%	
	Lebanon	1.05%	
	Bangladesh	0.70%	
	Mongolia	0.70%	
	Philippines	0.70%	
	United Arab Emirates	0.70%	
	Myanmar	0.35%	
	Kuwait	0.35%	
	Singapore	0.35%	
	Israel	0.35%	
	Indonesia	0.35%	
	Malaysia	0.35%	
	Subtotal	45.47%	18
	Taiwan China	16.43%	
	Hong Kong China	4.20%	
	Macau China	0.35%	
	Subtotal	20.98%	3
Total		100.00%	44

5. Analysis of Titles & Departments of Visitors

A. Classified statistic of the visitors' department

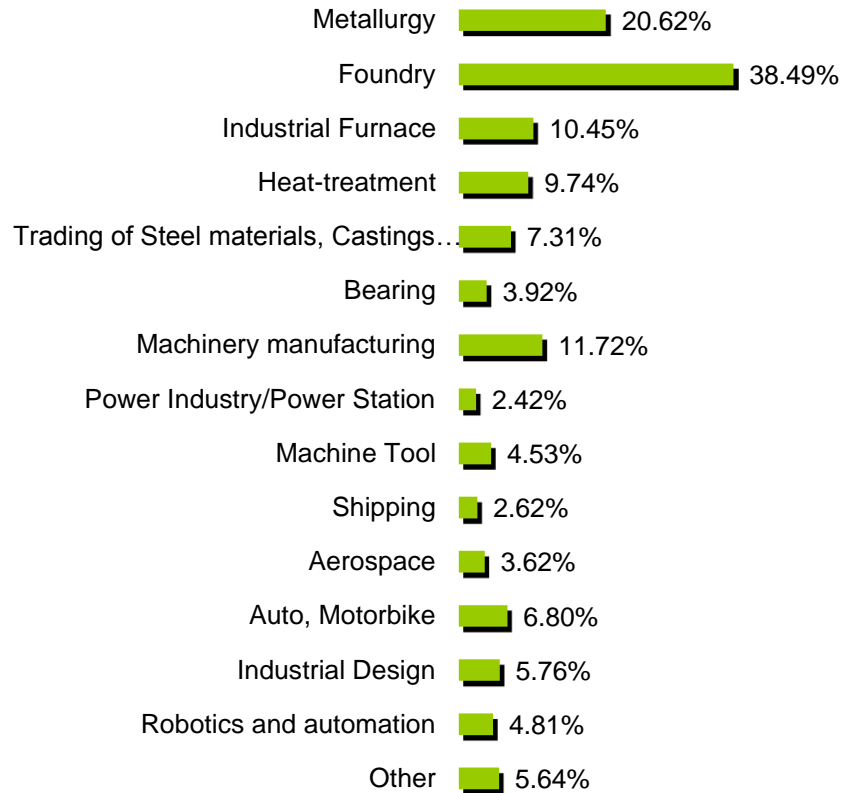


B. Classified statistic of the visitors' position

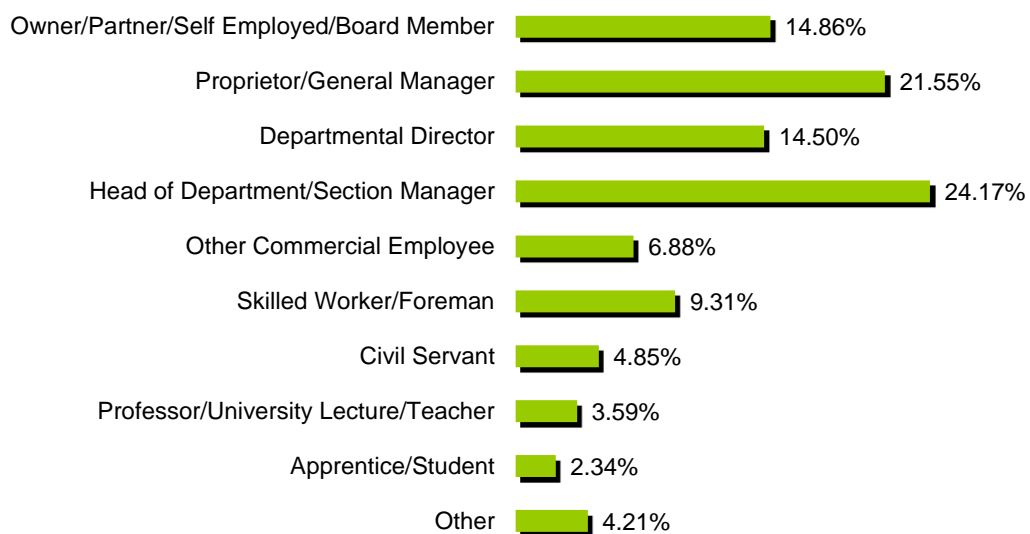


6. Analysis of Questionnaires Filled Out by Visitors:

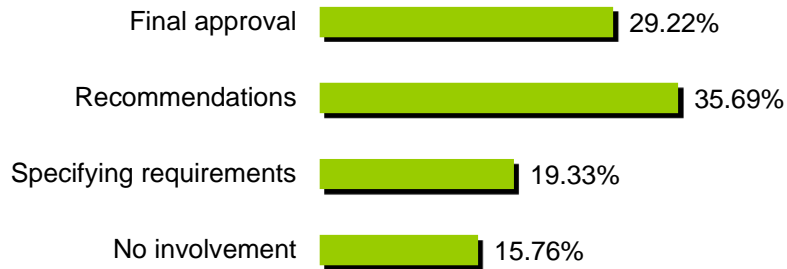
1) What is your industry?



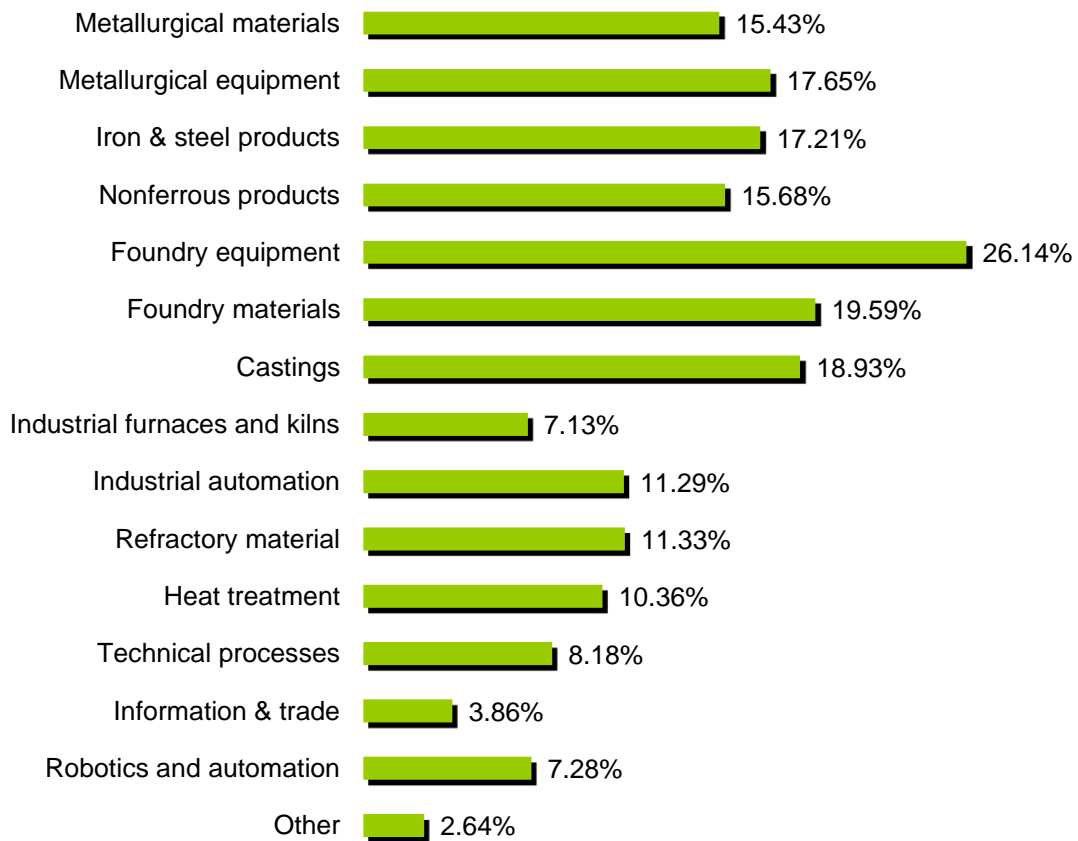
2) What is your job title/position?



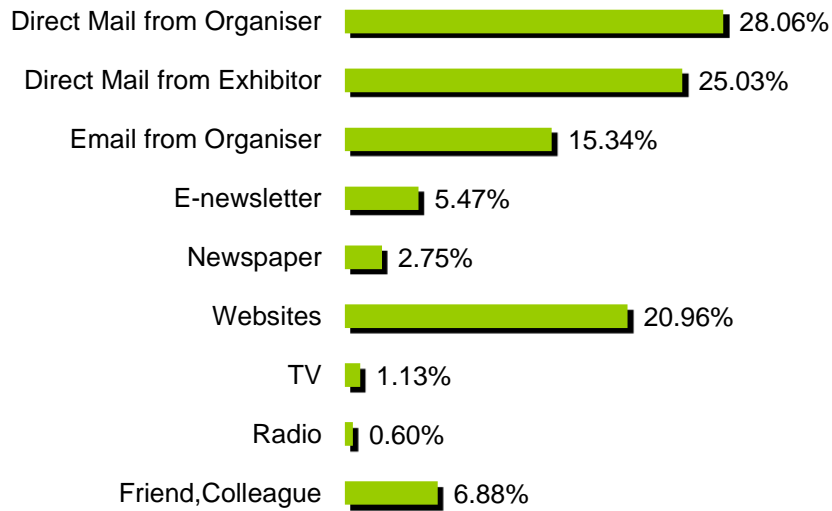
3) What is your involvement in purchasing?



4) What are your product interests?



5) How did you hear about Metallurgy + Metal China?



6) Would you like to receive information on Metallurgy + Metal China?



7. Exhibitor Feedback

Would you like to participate in Metal + Metallurgy China again?

