



21st China International Adhesives and Sealants Exhibition

September 19-21, 2018

Shanghai New International Expo Centre



SHOW REPORT

Professional Platform to Connect Adhesive Raw Materials, Adhesive Products, Equipment and Machinery, PSA tape and Label

Organizers:



CCPIT Sub-Council of Chemical Industry



China Adhesives and Tape Industry Association



www.chinaadhesive2000.com

I. STRUCTURAL DATA

	TOTAL	CHINA	INTERNATIONAL
Exhibitors	412	349	73
Access traffic	28544	24377	4167
Visitors	20253	17218	3036
Exhibitor stand space (m ²)	23310	19335	3975

2. CHINA ADHESIVE CONFERENCE 2018

1948

PARTICIPANTS FROM 32 COUNTRIES

Concurrent Conference:

01

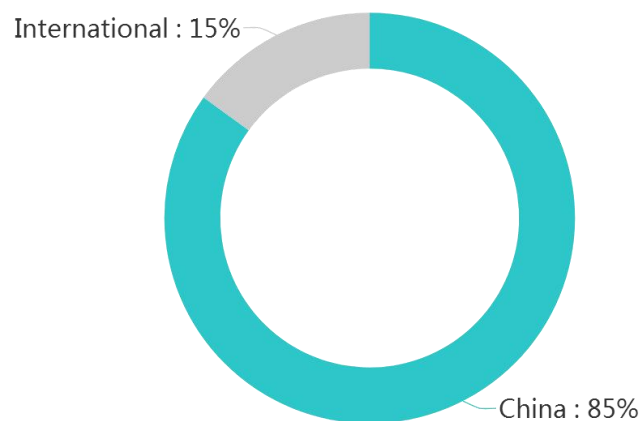
Conference of Asia Regional Adhesive Council (ARAC)
China Adhesive and Tape Annual Conference

02

China Adhesive Technical Seminar
12 sessions with 40 presentations

3. VISITOR REGISTRATION

3.1 ORIGIN OF VISITORS



NUMBER OF COUNTRIES

41

TOP 10 REGIONS FOR INTERNATIONAL VISITORS

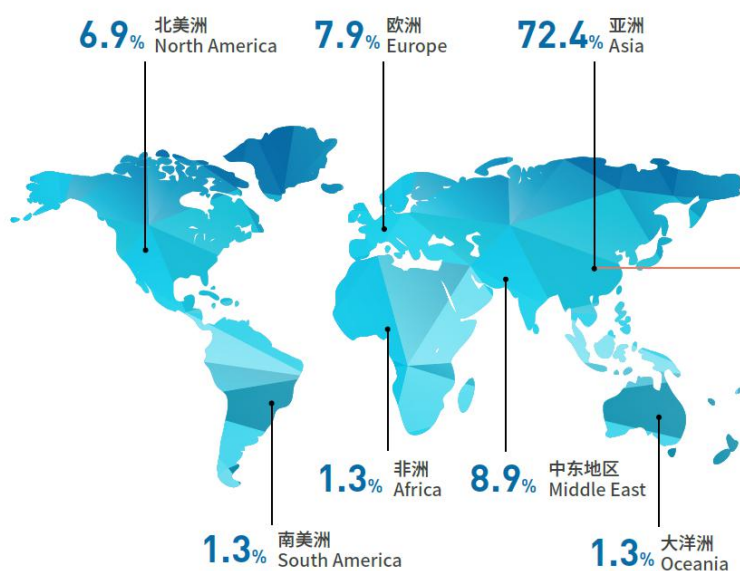
1	Taiwan China
2	South Korea
3	India
4	Japan
5	Malaysia
6	Thailand
7	Russia
8	Iran
9	USA
10	Italy

STRUCTURE OF INTERNATIONAL VISITORS

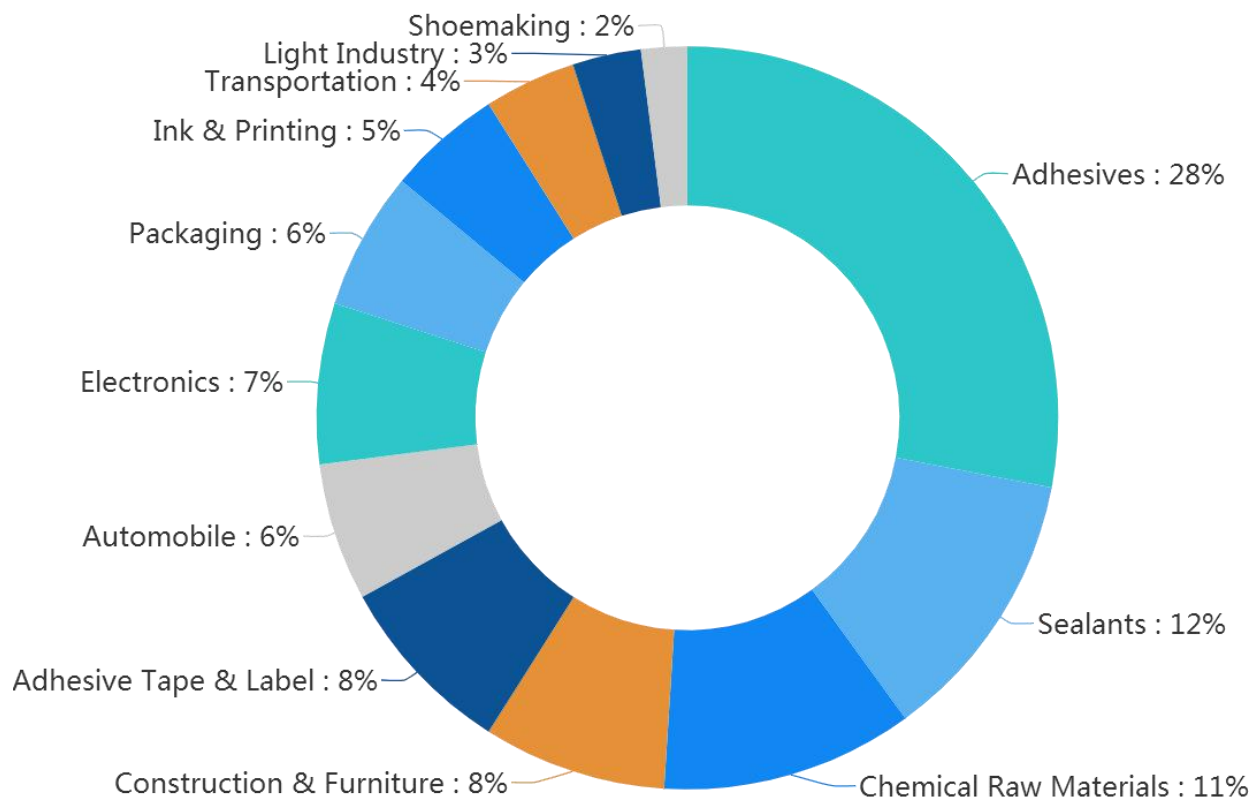
STRUCTURE OF CHINESE VISITORS

15% 海外观众
Overseas

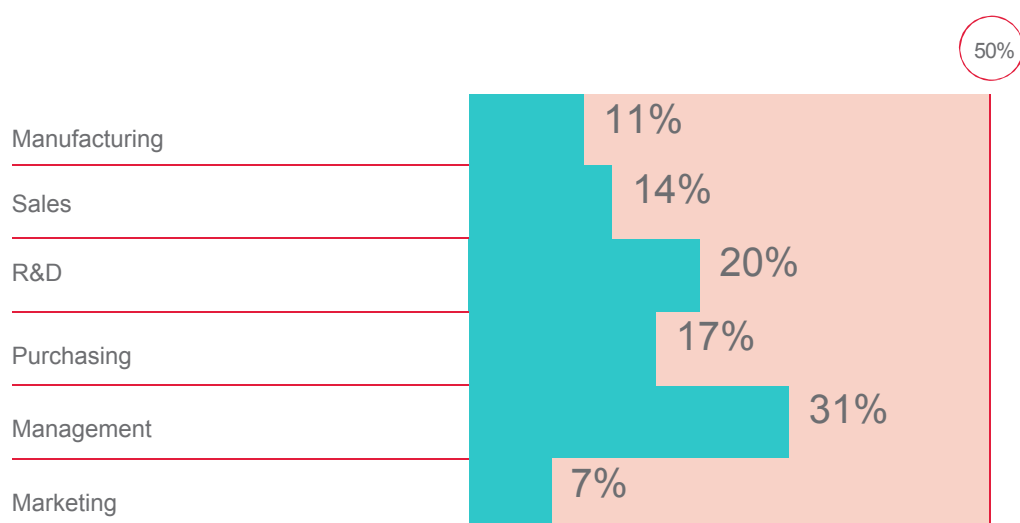
85% 中国
China



3.2 VISITORS ' INDUSTRIES



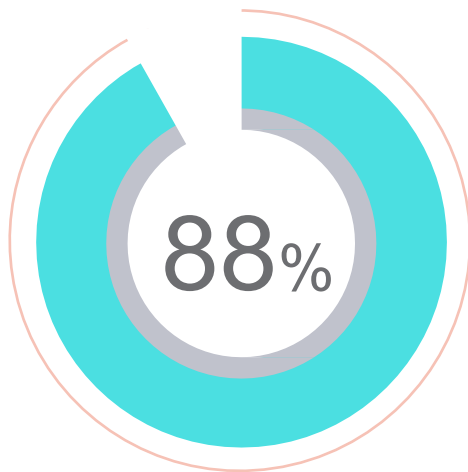
3.3 VISITORS ' DEPARTMENT



4. VISITOR SURVEY

4.1 DECISION - MAKERS

How important would you rate your influence on decisions on purchasing and materials management?

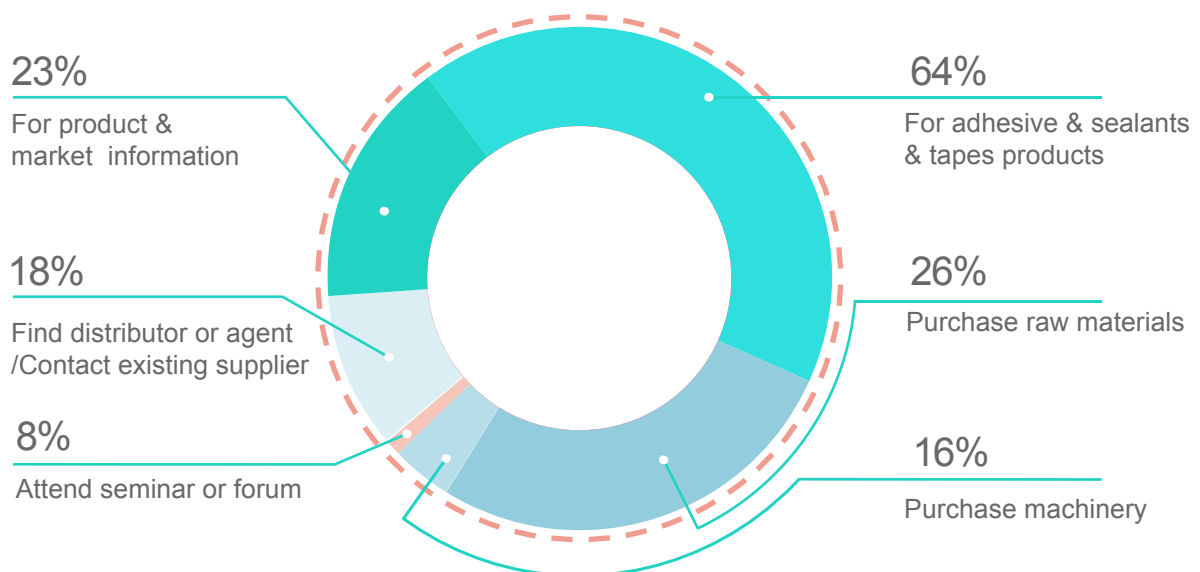


of the visitors are ...

involved in purchasing decisions
in their company.

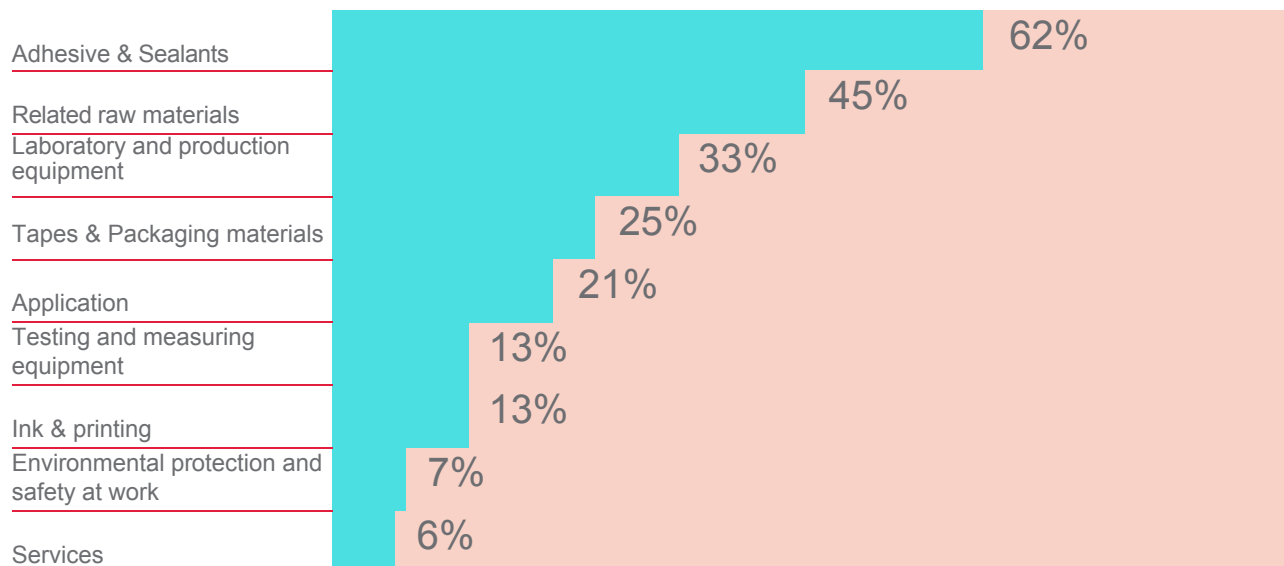
4.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to CHINA ADHESIVE 2018?
(Multiple answers)



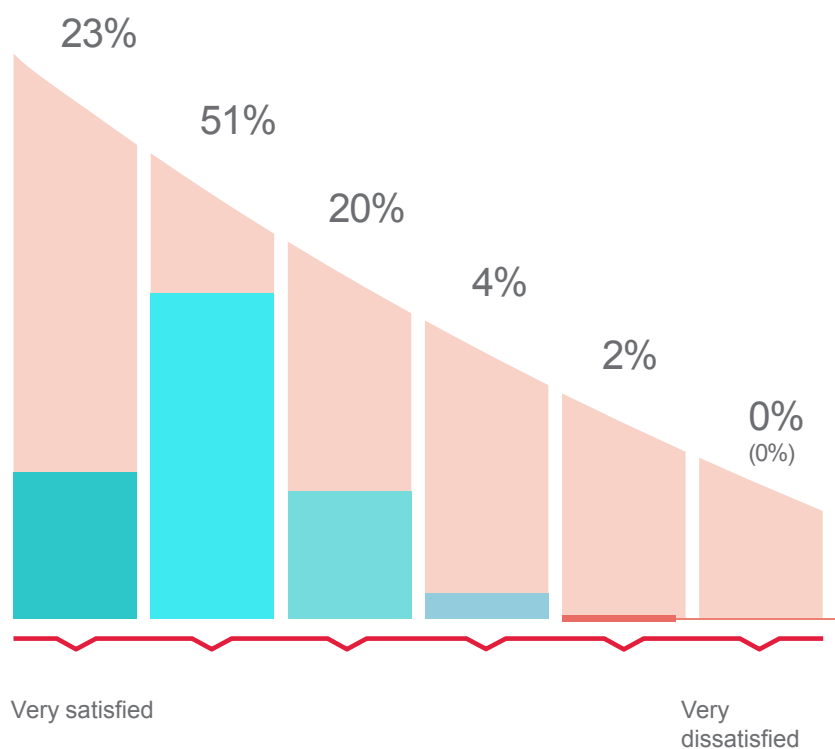
4.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at CHINA ADHESIVE 2018? (Multiple answers)



4.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at CHINA ADHESIVE 2018?



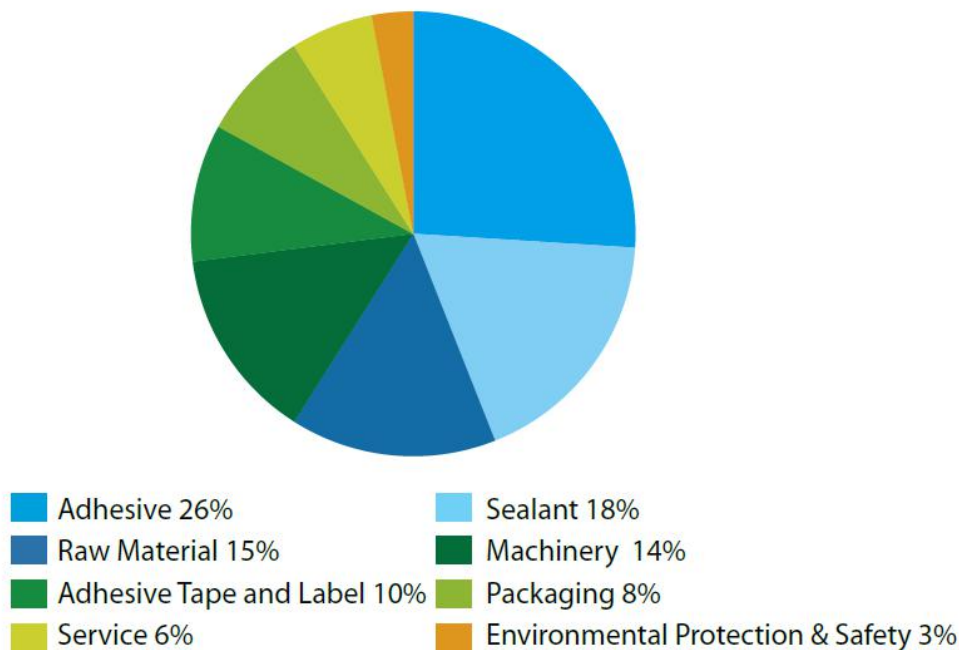
97 %

97% of the visitors were satisfied with the range of products and services presented at the trade fair.

5. EXHIBITOR SURVEY

5.1 PRODUCT GROUPS (of exhibitors)

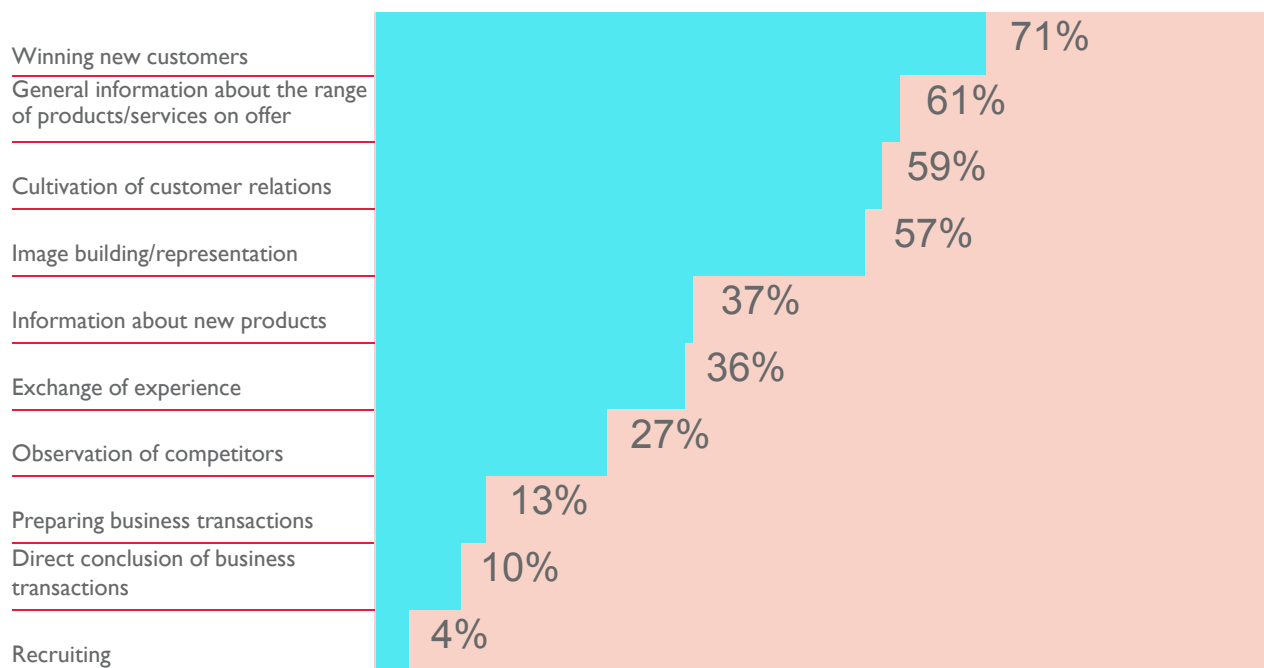
Which group of products/services do you offer?



5.2 EXHIBITORS' OBJECTIVES

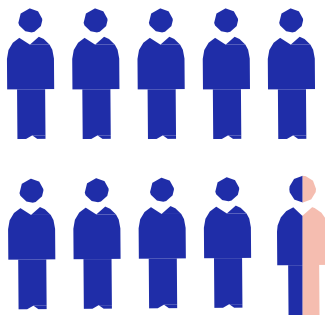
What were your company's objectives for exhibiting at CHINA ADHESIVE 2018?

(Multiple answers)



5.3 TARGET GROUP ACCURACY

Did you reach your most important target groups at this trade fair?

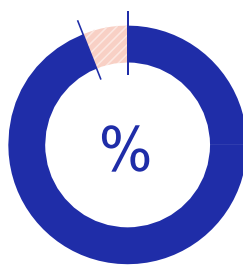


95 %

95% of the exhibitors reached their most important target groups during China Adheives 2018.

5.4 NEW BUSINESS RELATIONS

To what extent did your company make new business connections in the course of the fair?

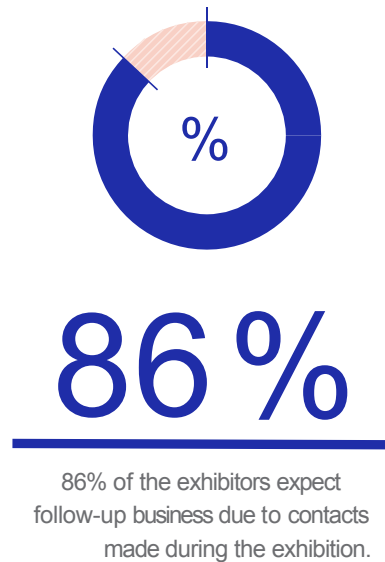


94 %

94% of the exhibitors established new business relations.

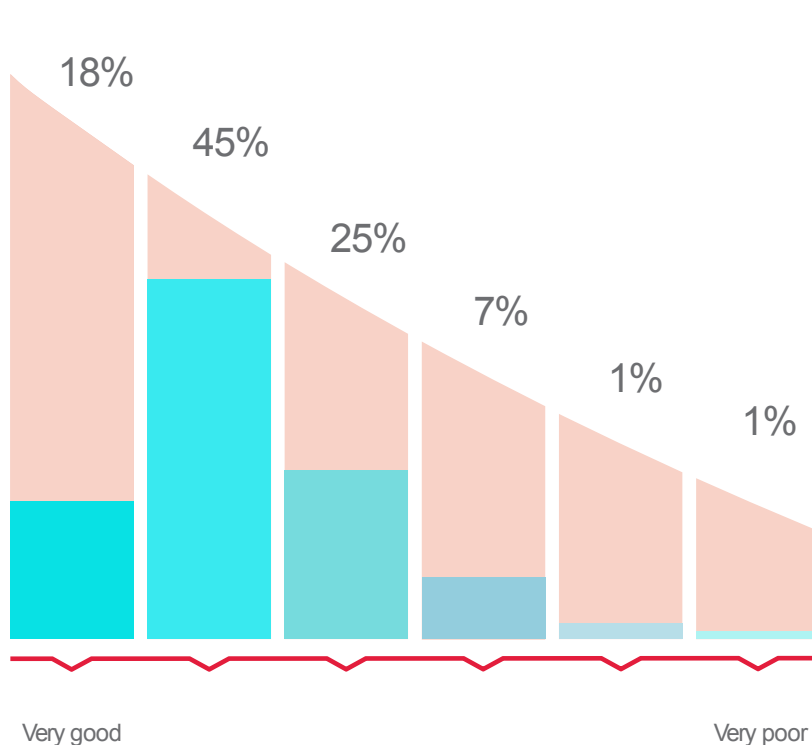
5.5 FOLLOW-UP BUSINESS

Do you expect follow-up business after making contacts and paving the way during the fair?



5.6 QUALITY OF VISITORS

How do you rate the quality of the visitors at your stand?



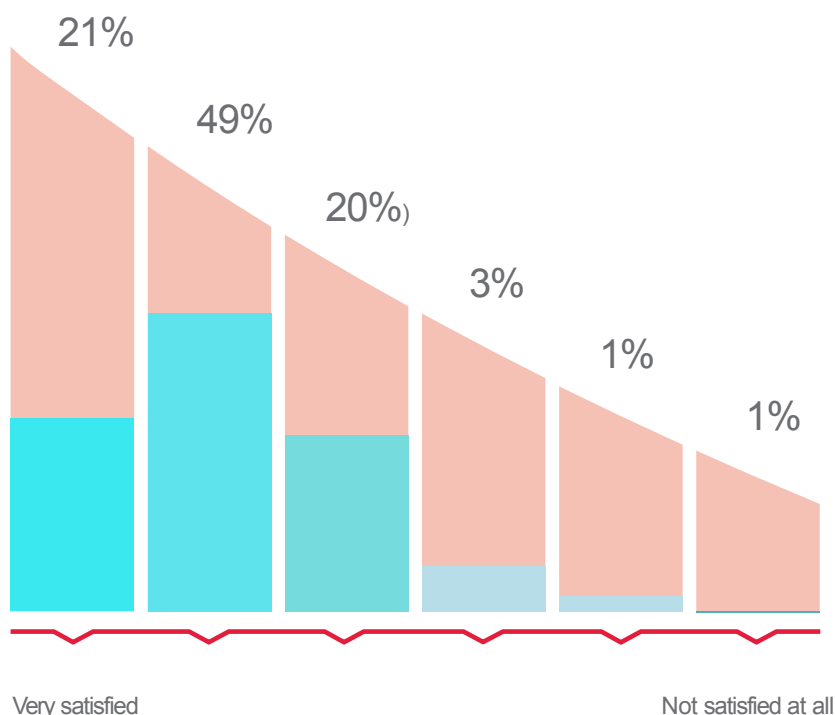
95 %

95% of the exhibitors were satisfied with the quality of the visitors at their stands.

No answer: 3%

5.7 OVERALL SATISFACTION

How satisfied are you with exhibiting overall?



No answer: 5%

93 %

93% of the exhibitors were satisfied with their participation.

CHINA ADHESIVE & TL-EXPO 2019

September 18-20, 2019

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See You Again !



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