

PRESS



Press Release from CONTROL CHINA TEAM
regarding: 1st CONTROL CHINA International Trade Fair for Quality Assurance

1st CONTROL CHINA – the meeting point for Quality in China

Success through quality – with more than 70 participants from 11 countries, the CONTROL CHINA already lives up to the CONTROL Germany reputation!

The CONTROL in Stuttgart/Germany is already held for over 24 years and is the world leading trade fair for Quality Assurance.

Exhibitors of the CONTROL were asking us for a CONTROL CHINA to provide them a platform for the Quality Assurance Industry in China similar like the CONTROL in Germany. The task was to create a China Specific Quality Assurance Meeting without any other trade fair attached, only to show Quality Assurance products.

Their problems were that they mostly visited customer shows f.e. CIMES, DMP,... at which they were only able to show a small portion of the products f.e. Quality for Automotive, but not for Machine Tool. With increasing number of customer shows and less and less contacts in these show, this kind of marketing got more and more expensive and ineffective. Other shows in China which uses the word Quality inside were either not very big or had only limited products f.e. only NDT (Non Destructive Testing).

After a lot of talks with the industry leading companies in China and with the technical professionals from TUV Rheinland and SIMT we were able to do it.

We brought nearly all the important international and Chinese companies together for the CONTROL CHINA. On 5000 sqm more than 70 companies exhibit their whole range of products to visitors from all kinds of industries. Major focuses are on Automotive, Machine Tool, Aerospace, Machine Building, Plastics, Pharmaceutical, Chemical, Renewable Energies.

Beside this the CONTROL CHINA offers everything for Quality Assurance – Hardware, Software, Education and Training as well as a meeting point to meet everybody from the industry and refresh the network.

With its comprehensive, practically oriented exhibition program from the fields of measuring technology, materials testing, analysis equipment, optoelectronics, industrial image processing, QA systems, industry associations, Training and Education, the

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CONTROL CHINA international trade fair for quality assurance will be an impressive event.

The CONTROL CHINA Is already now a meeting point for everybody in the Quality Industry to refresh knowledge and network.

More than 80% are companies with headquarter outside of China

China becomes an important market for a lot of companies and with the Chinese governments priority of "Quality first", Quality Assurance companies show with the participation at the CONTROL CHINA the Importance of the market.

CONTROL CHINA – Practically Oriented Industry Platform plus Targeted Business Infotainment

In accordance with its motto, "Success Through Quality", the 1st CONTROL CHINA will, in good tradition, offer a continuous technical and information program. The **Exhibitor Forum** will shows product demonstrations, systems and solutions, the **Seminar** will offer as non-marketing events technical training and education, innovations and new trends f.e. Quality Specials in the Solar Industry. Our specials will be a **workshop** for "Quality in reporting and effective communication" as well as a **Roundtable** where "Automotive Industry End-user meets Metrology Manufacture" to discuss problems and solutions.

The CONTROL CHINA, international trade fair for quality assurance, got it all and provides positive impetus for economic world to help everybody in China to manufacture goods "Made in China" with "Made in Germany" Quality.

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The Schall Group

The Schall was founded in 1964. Till this time, Schall Group climbed up to the top position in Germany as the biggest private exhibition organizer.

The Schall group organises a total of 26 national and international exhibitions at its own, and at external venues both inside and outside of Germany. Six of these are public exhibitions, for example "Faszination Modellbau". The other 20 events are technical trade fairs which cover important industry sectors. Motek (handling technology), Optatec (optical technologies) and Car & Sound (mobile electronics) are worldwide, leading technical trade fairs. Fakuma (plastics processing) and Blechexpo (sheet metal processing) are each considered the number two events in their respective industries, and Control (quality assurance) is considered number one around the globe. At the events which take place in Germany, 12 to 20% of the visitors come from foreign countries. Alone in Stuttgart, Schall's Motek, Control and Blechexpo trade fairs occupied a total of more than 1,900,000 square feet of floor space in 2007 (this corresponds to 19 fully occupied pavilions) thus making a considerable contribution to utilisation of the Stuttgart Exhibition Centre. On the twelve days during which these events were held, representatives from roughly 3000 exhibiting companies, as well as approximately 80,000 visitors came to Stuttgart – a significant push for the local economy, service providers, hotels and restaurants. In the meantime, the trade fair concepts for Motek and Control have also been adopted in France, Italy, Austria, Sweden, China and India. Depending upon which events take place in each respective year, the Schall group generates an annual turnover of about €28 million with roughly 50 employees.

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