

# CONTROL CHINA 2011 POST SHOW REPORT

## Organizers

P.E. Schall GmbH & Co. KG  
Dragon Invest Shanghai

Organizer 主办单位:



上海天贵德商务咨询有限公司 Dragon Invest Shanghai Co., Ltd.

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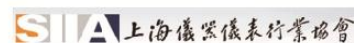
### 主办单位 Organizers



### 支持协会 Supporting Associations



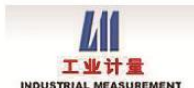
中国汽车工程学会检测学组  
(专业委员会)



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## Brief Summary

Name: CONTROL CHINA 2011  
Venue: INTEX SHANGHAI, Shanghai, China  
Date: 23.08.2011 – 25.08.2011  
Exhibitors: 86 Exhibitor and 18 Co exhibitors from 14 countries  
Visits: 3878 (Domestic 3683\*, Overseas 195) from 17 countries

\*Domestic Visits including visits from foreigners who work in Chinese or foreign invested companies.



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## Show Report

**Control China 2011** has attracted about 90 exhibitors coming from 14 different countries. The exhibitor number has increased 28% with net exhibition area increase of 50% in comparison to Control China 2010. Total Visits are 3878 from 17 countries, with 5% coming directly from overseas; the number also increased 84% in comparison to 2010.

Most of the leading companies in the industry participated in the show:

Mitutoyo, Wenzel, Faro, Zeiss, Struers, Dr. Zhao & Schneider, Renishaw, API, Coord3, Beijing Time, Anyi, OGP etc. All these exhibitors brought with them their most advanced products, technologies and solutions.

On **6000 sqm** the exhibitors showed their products and solutions of metrology, testing and analyzing – everything about Quality Assurance. The exhibitors were able to show all their products for all applications f.e. machine building industry, automotive industry, tool & mould industry, aerospace industry, shipbuilding industry etc.

At our onsite-activities such as the **FORUM**, **Seminar** and **Workshop** new technologies and innovations as well as individual problems of visitors and visitor industry groups were explained, demonstrated and discussed. Visitors thankfully used these opportunities to meet the quality experts.

Both Visitors and exhibitors were satisfied with the Control China 2011 and its onsite activities.

**“I found everything I wanted and even more”, “A must to ensure Quality in production”, “Met a lot old colleagues”, “A good overview of all the Quality things”, “Best place to buy things for quality”, “Finally – a help for my Quality problem”** – were with the most heard comments of visitors. The quality of the visitors was quite high – this we were able to see from the long talks at the booths, visits on several days, the visitor name cards and comments from the exhibitors.

Our marketing activities and therefore our investment in visitor promotion really paid off.

Mr. Jiang, Zhihua (SIMT), Mr. Zhu Zhende (China Automotive Engineering Society Testing & Measuring Committee) and Mr. Bao Yilian (SIIA) gave good comments to Control China. Mr. Jiang, Zhihua commented *“I am really happy that in China, we can have such a specialized trade fair for the Quality Industry. Everyone learned some new knowledge and updated their information. I hope in the future I can organize more experts to come to visit the show and organize expert discussion rounds”*.

*Control in Germany has already been held successfully for 25 years; it is the World leading Trade Fair for Quality Assurance. It has also daughter shows in Italy and France. In 2010, Control moved to China and Shanghai. P.E. Schall China Office Dragon Invest Shanghai co-organizes the show.*

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## Visitor Source Analysis

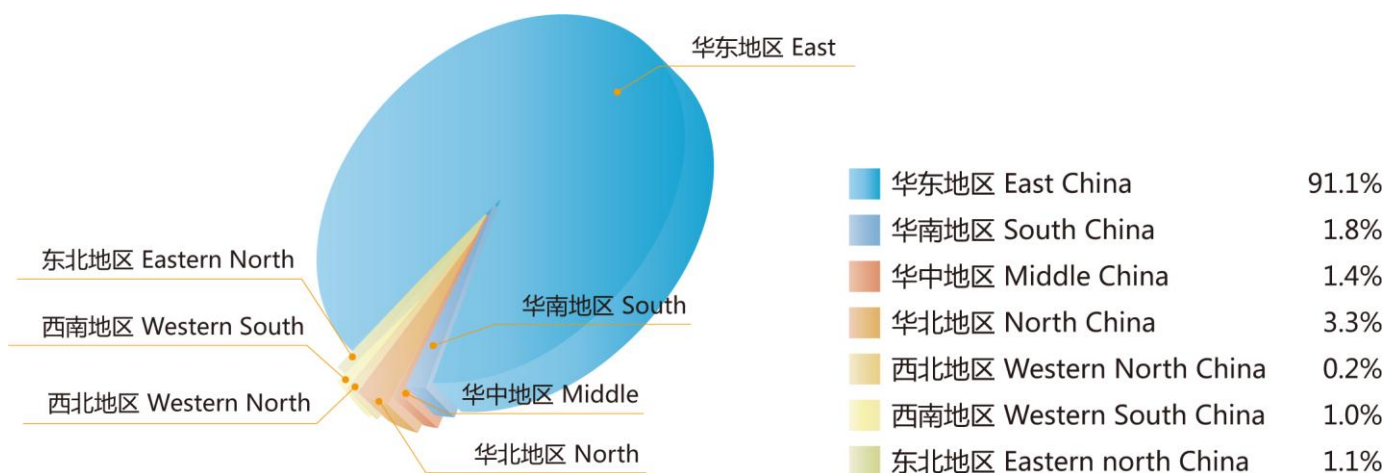
Total visits:	3878
Domestic visits:	3683 (95%)
Overseas visits:	195 (5%)

## Area Analysis:

**Domestic:** From 22 cities, 3683 visits

Top 5 Domestic Areas:

No.	Area	Visits	Percentage
1	Shanghai	2011	54.60%
2	Jiangsu	964	26.17%
3	Zhejiang	250	6.79%
4	Beijing	86	2.34%
5	Shandong	79	2.14%



**Overseas:** 17 different countries, 195 visits

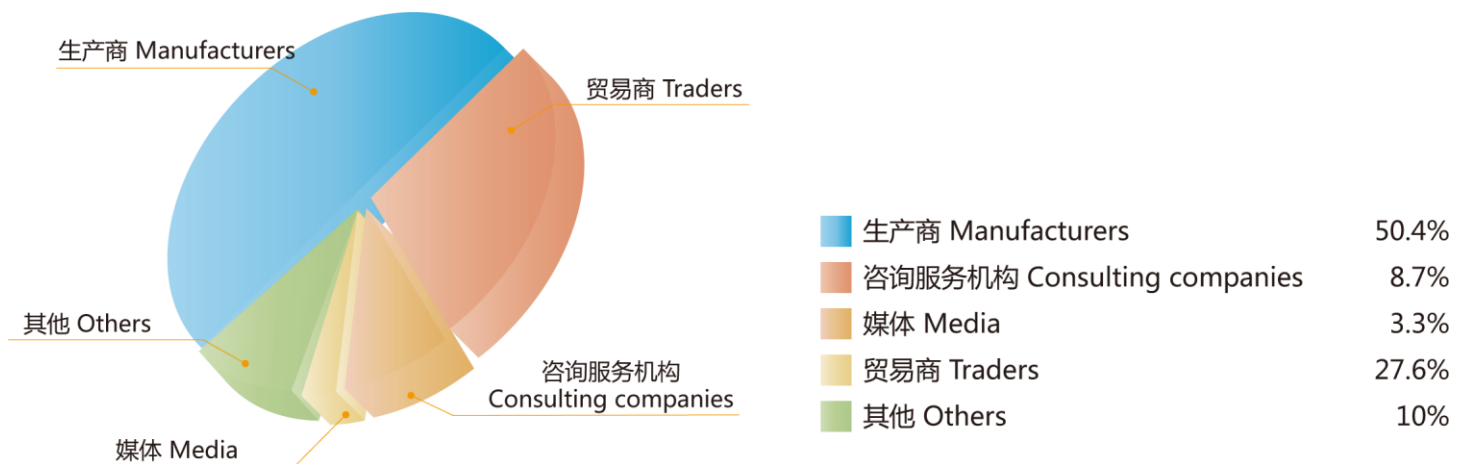
Top 5 International Areas:

No.	Land	Visits	Area	Percentage
1	Germany	35	Europe	17.9%
2	HK	32	Asia	16.4%
3	Japan	30	Asia	15.4%
4	Taiwan	24	Asia	12.3%
5	Korea	15	Asia	7.7%

Organizer 主办单位:

## Visitor Company Type

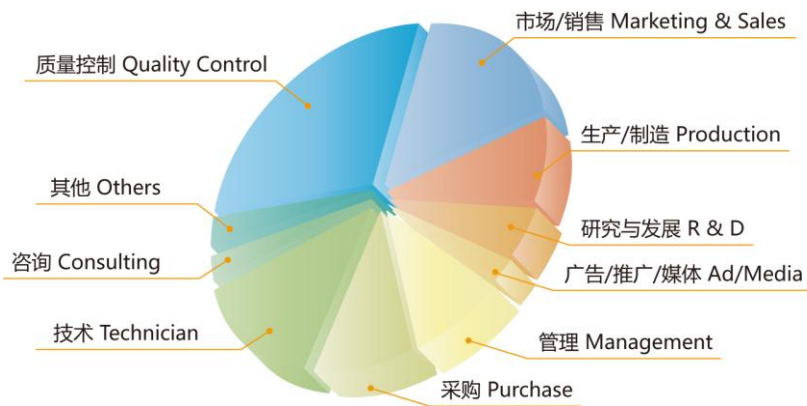
Company Type	Visits	Percentage
Manufacturers	1955	50.4%
Traders	1070	27.6%
Consulting companies	337	8.7%
Media	128	3.3%
Others	388	10%



## Visitor Job Function

Job Function	Visits	Percentage
Quality Control	1050	27.1%
Marketing & Sales	702	18.1%
Technician	586	15.1%
Purchase	388	10%
Production	337	8.7%
Management	337	8.7%
R & D	175	4.5%
Consulting	105	2.7%
Ad/Media	85	2.2%
Others	113	2.9%

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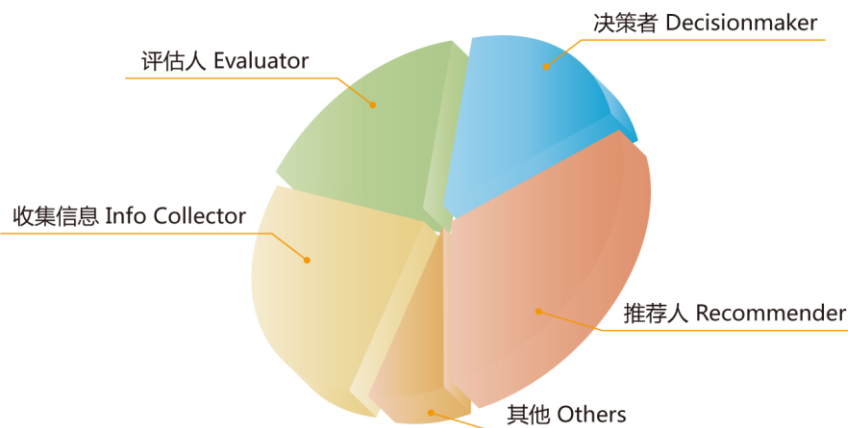
质量控制 Quality Control	27.1%
市场/销售 Marketing & Sales	18.1%
生产/制造 Production	8.7%
研究与发展 R & D	4.5%
广告/推广/媒体 Ad/Media	2.2%
管理 Management	8.7%
采购 Purchase	10%
技术 Technician	15.1%
咨询 Consulting	2.7%
其他 Others	2.9%

### Visitor Industry Analysis:



质量控制与测量行业 Metrology	18.1%	再生能源行业 Renewable Energy	1.3%
汽车制造业 Automotive	12.3%	橡塑行业 Plastics	1.6%
机械制造业 Machine building	16.7%	石油化工 Petroleum	1.8%
机械工具 Tools	7.2%	制药业 Pharmaceutical	1.1%
机床磨具 Mould	5.1%	光电技术 Optical Technologies	3.2%
金属加工 Metal working	7.0%	建筑业 Building	1.0%
装配与处理技术 Assembly	1.6%	计算机及部件 Computer	2.5%
航空与航天工业 Aerospace	2.4%	仪器仪表 Instrument	8.7%
船舶 Ship building	1.0%	科研机构 and 大学 Institution	3.2%
铁路 Rail	0.8%	其他 Others	3.4%

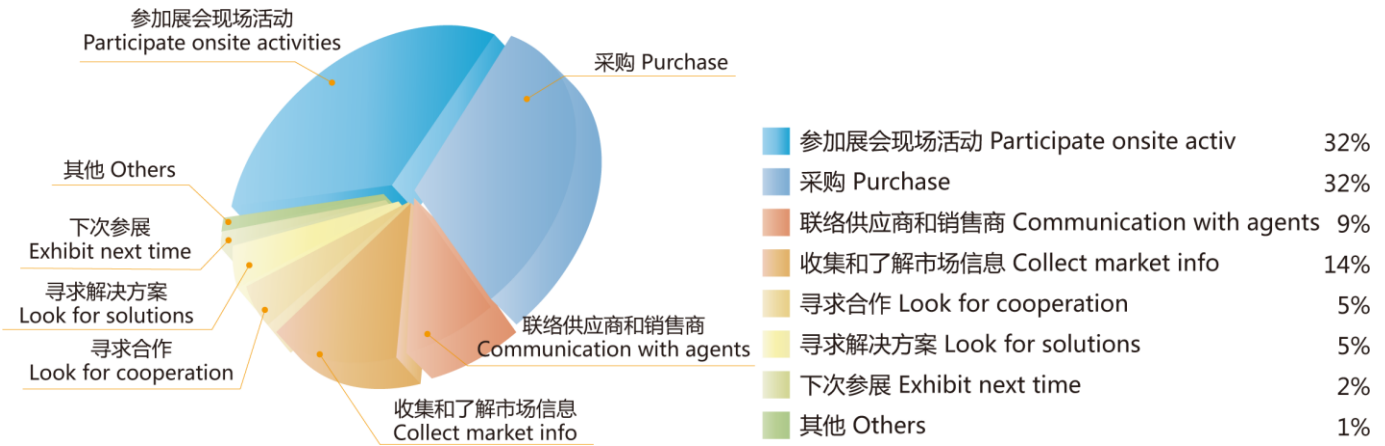
### Visitor Role in Purchase?



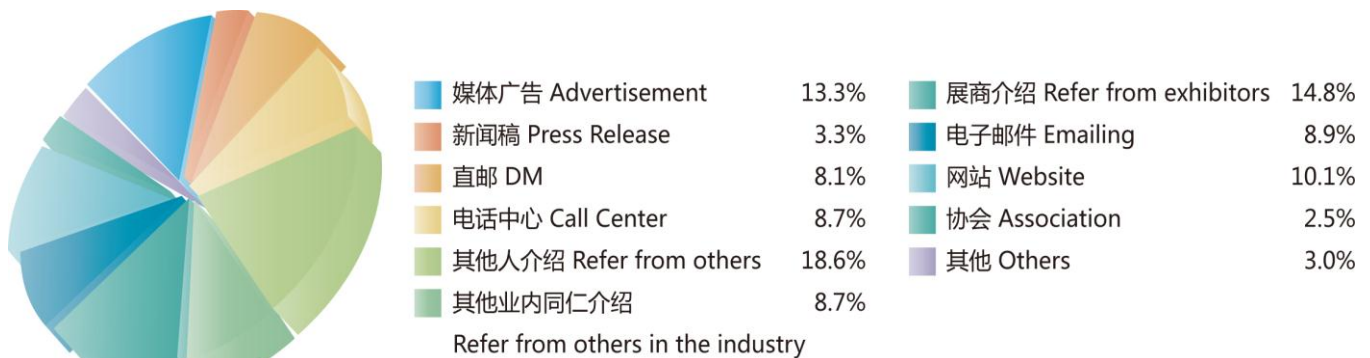
决策者 Decisionmaker	18.7%
推荐人 Recommender	28.6%
其他 Others	7.4%
收集信息 Info Collector	26.6%
评估人 Evaluator	18.7%

Organizer 主办单位:

## Purpose of visit



## From where does visitors know Control China?



If you want to book CONTROL CHINA 2012 or know more information about the show, please do not hesitate to contact us at:

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