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## ***Press Release CONTROL CHINA 2010 FINAL REPORT 31.08.2010***

### **CONTROL CHINA - big business for the exhibitors**

The 1<sup>st</sup> Control China 18<sup>th</sup> -20<sup>th</sup> of August 2010 at INTEX Shanghai, the professional trade fair of Quality Assurance in China, had a very good start in China. With 2106 visits (8% from outside of China) the 71 exhibitors had very good business based on very good contacts. For some companies they even got more contacts than in any other show this year in China. Hardware, Software, Solutions and Services for measuring technology, material testing, analysis technology as well as Quality Assurance Systems were presented on 5000 qm. New technologies and innovations were shown and f.e. Mitutoyo showed products never shown in China before. The exhibitors were able to show all their products regardless of the industry to use them in. The successful seminar and forum topics for education and training were taken very well by both visitors and exhibitors.

### **CONTROL CHINA - important meeting point for the Quality Industry**

A lot of the 71 exhibitors, more than 80% overseas or foreign invested companies, had their China Managers, Asia Managers or even the Board Chairman at the exhibition. Together with the Heads of National Institute of Metrology China Mr. Wang Weinong, VDA QMC Mr. Stein, China Automotive Engineering Society Measuring and Testing Committee Mr. Zhu ZhengDe, the famous Chinese engineer and inventor Mr. Zhao Zhengkang phd, Shanghai Instrument Industry Association Mr. Bao Yilian and many more...they were able to tighten up their network and build up new relations of business, human resource and friendship. It was an important concentration of power and knowledge from the Quality Industry which nobody in China can afford to miss.

### **CONTROL CHINA - Visitor Quality beyond imagination**

Our investment in extensive and expensive visitor promotion paid off. Visitor Quality was so good that exhibitors were already at the 1<sup>st</sup> day very enthusiastic. The talks at the booths were long and professional; visitors stayed long at the exhibition and came often on several days. The visitors were mostly the decision makers from production, QC and higher company management. Every visitor was a potential customer for the exhibitors. New ideas, problems and also solutions were exchanged to a great satisfaction of visitors and exhibitors.

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Organized by:  
P.E. Schall Exhibitions GmbH & Co., KG  
Dragon Invest Shanghai Co., Ltd.  
Technical Support by:

Next show:  
CONTROL CHINA 2011 – 23<sup>rd</sup> to 25<sup>th</sup> August 2011, INTEX Exhibition Center, Shanghai, China