

ERFOLG DURCH QUALITÄT · SUCCESS THROUGH QUALITY



2010 质量安全监控系统设备及仪器仪表展览会 展后报告

CONTROL CHINA 2010 POST SHOW REPORT

主办单位 Organizer:

德国 Schall 展览集团 P.E. Schall GmbH & Co. KG

上海天贵德商务咨询有限公司 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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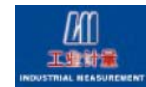
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展会总体概况 General Brief

展会名称 Name: 2010 质量安全监控系统设备及仪器仪表展览会 CONTROL CHINA 2010

展会地点 Venue: 上海国际展览中心 INTEX SHANGHAI

展会时间 Date: 18.08.2010 – 20.08.2010

门禁流量人次 Visits: 2106

国内观众 Domestic Visits: 1938*

海外观众 Overseas Visits: 168

* 国内观众包括外国人，但是工作单位是国内合资或独资企业的。Domestic Visits including visits from foreigners who work in Chinese companies or foreign invested companies.



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2010 质量安全监控系统设备及仪器仪表展览会（以下简称：**Control China**）于 2010 年 8 月 18 日至 20 日在上海国际展览中心圆满落幕。本届展会以“成功源于质量”为主题，汇集全球检测行业领先科技，吸引了来自 11 个国家和地区 70 多家企业参展，为期三天的展会共迎来专业观众达 2106 人次(其中 8%来自国外)。

Control China 2010 has attracted over 70 exhibitors coming from 11 different countries and areas. The total visits are 2106, with 8% coming directly from overseas.

Control China 源于德国 Control—质量控制与测试工业设备展览会在德国已经成功举办了 24 届，该展会是德国 Schall 展览集团最著名的展会之一，每年一届，并且在意大利和法国有姐妹展会。2010 年 Control 决定首次移师中国上海，携手上海天贵德商务咨询公司共同举办此次展览会。

Control has already been held successfully 24 times in Germany, it is one of the most famous show of P.E. Schall. It has also daughter shows in Italy and France. In 2010, Control moves to China, Shanghai. P.E. Schall China Office Dragon Invest Shanghai co-organize the show.

国内外领先企业纷纷亮相展台，如日本三丰、温泽、法如、蔡司、东精精密、通用集团、赵施奈德、力丰集团、雷尼绍、北京时代、德图、卡尔、丹东奥龙射线、安一量具、奥智品光学等。展商们带来了众多新产品和新技术都是首次亮相。所有这些公司都能够展示他们所有系列的产品，来展示给来自机床制造业、汽车制造业、风能设备制造、太阳能光伏产业、石油化工、模具加工、航空航天、船舶制造企业和厂商。

Most leading companies in the industry participated in the show, Mitutoyo, Wenzel, Faro, Zeiss, Accretech, GE, Dr. Zhao & Schneider, Leeport, Reneshaw, Beijing Time, Testo, Karl, Dandong Aolong, Anyi, OGP etc. All these exhibitors bring with them their most advanced products and technologies. They are able to show their whole line of products for visitors from machine building industry, automotive industry, renewable energy industry, petroleum industry, mould industry, aerospace industry, shipbuilding industry etc.

5000 平米的展览面积呈现了包括测量技术，材料分析仪器，技术分析仪器和质量安全监控系统方面的各类硬件，软件，解决方案和服务类产品。展览会上各家企业还演示、提供了最新的技术和革新方案，例如，日本三丰在此次展会上展示的产品还从未在中国其他展览会上展示过；赵施奈德最新研发的检测设备也是首次展示。各家展商尽其所能在展会上呈现他们在工业领域内的全部产品。其次，观众和展商都对此次 Control China 的专业会议和技术革新会的内容和培训议题感到非常满意。有的观众甚至说希望有时间去所有的会议，但是由于时间有冲突，他们必须有选择。

On 5000 sqm space, exhibitors showed their products of metrology techniques, material analyzing instrument, analyzing instrument, quality control software and hardware, solution and services. New technologies and innovations were shown, Mitutoyo showed products which they never showed in China, Dr. Zhao & Schneider bring all their products to the show. Visitors and exhibitors are all satisfied with the contents of the seminars and forums. Some even comment that they hope to have time to go to both seminars and forums, coz the topics are all very interesting and informative to them.

我们在观众推广方面广泛而昂贵的投资得到了很好的印证。大多数展商反应观众质量很高。许多观众和展商之间的洽谈持续时间长并且相当专业；观众们长时间的参观展会，逐一的了解每位展商的展品，长时间的交流和探讨，有

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许多观众 3 天的展期都有出席，均在每个展位停留许久，认真记录和观摩展商的产品，并有部分达成采购意向。这些观众都是企业产品部，质检部和高级管理部门的决策者。每一位专业观众都是展商们潜在的客户。

Our investment in visitor promotion paid off. Most exhibitors said the quality of the visitors is very good. 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 decision makers from production, quality control and higher company management. Every visitor was a potential customer for exhibitors.

作为检测技术与测量测试行业的领航协会和媒体，中国计量科学研究院副研究员全国几何量长度计量技术委员会秘书长王为农先生，中国汽车工程学会检测专业委员会朱正德先生，上海仪器仪表行业协会鲍亦廉先生对展会都给予了好评。VOGEL 的项目总监李永亮先生，QC 网站的石众旋先生等均对本次展览会感到十分满意，并指出将 Control China 介绍给更多业内企业，引起业内人士的广泛关注及认可。

Mr. Wang Weinong from NIM, Mr. Zhu Zhende from China Automotive Engineering Society Testing & Measuring Committee, Mr. Bao Yilian from SIIA all gave good comments to the exhibition. Mr. Li Yongliang, project director of Vogel, Mr. Shi Zhongxuan from QC website are also very satisfied with the exhibition. "This is how a professional exhibition should look like". They said they will try their best to let more people get to know the show in the future.

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观众来源分析 Visitor Source Analysis:

根据观众登记服务处收集汇总的数据包括：现场观众登记处注册等人员资料的收集，到会的人数为 **2106 人次**
Total visits: 2106

现场登记观众 Onsite Registered Visitors:

国内观众 1669 人次，海外观众 150 人次。
 Domestic: 1669 visits, Overseas: 60 visits.

预登记观众 Pre-registered Visitors:

国内观众 269 人次，海外观众 18 人次
 Domestic: 269 visits, Overseas: 18 visits.

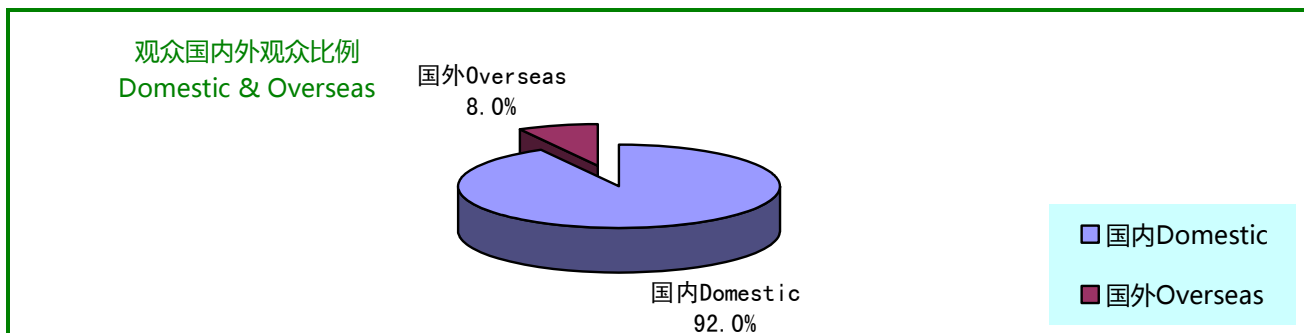
观众的国内外分类如下 Domestic & Overseas Visits Analysis:

国内观众人数：1938 人次，占观众总数的 92%

Domestic visits: 1938, 92% of all visits.

国外观众人数：168 人次，占观众总数的 8%

Overseas visits: 168, 8% of all visits.



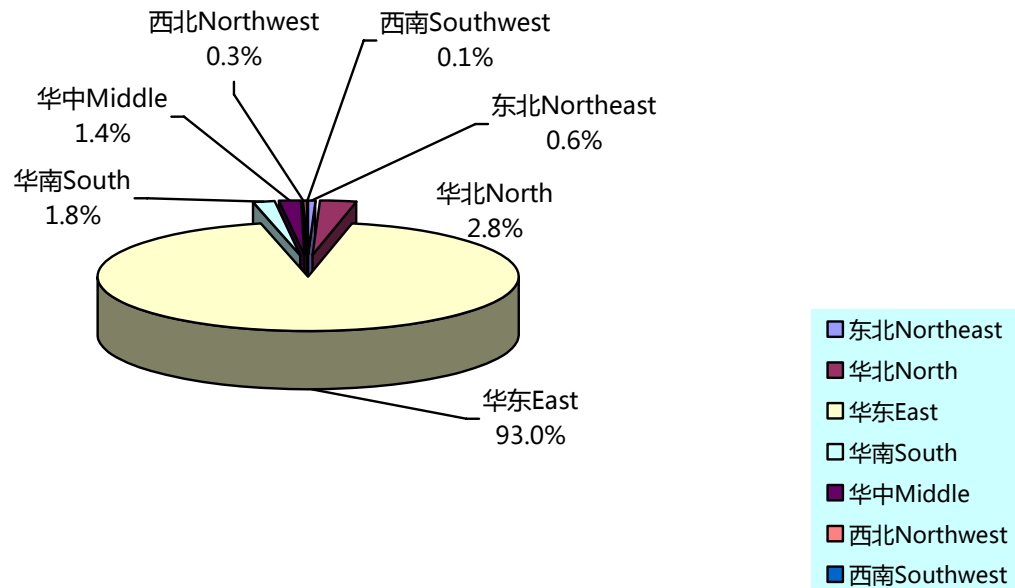
Organizer 主办单位:

地区分析 Area Analysis:

国内观众地区分析：（来自 15 个省市、自治区，共计 1938 人次）

Domestic Area Analysis:

国内观众区域分析 Domestic Area



国内地区人数前五排序 Top 5 Domestic Area:

编号 No.	地区 Area	人次 Visits	占国内观众百分比 Percentage
1	上海市 Shanghai	1175	60.63%
2	江苏 Jiangsu	422	21.78%
3	浙江 Zhejiang	96	4.95%
4	广东 Guangdong	34	1.75%

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5

北京市 Beijing

33

1.7%

海外观众地区分析：共来自 18 个国家地区，共计 168 人次

Overseas Area Analysis: 168 visits from 18 different countries and areas.

编号 No.	地区 Area	人次 Visits	区域 State	百分比 Percentage
1	马来西亚 Malaysia	2	亚洲 Asia	1.19%
2	台湾 Taiwan	45	亚洲 Asia	26.79%
3	香港 HK	11	亚洲 Asia	6.55%
4	西班牙 Spain	9	欧洲 Europe	5.36%
5	南非 South Africa	9	非洲 Africa	5.36%
6	印度 India	11	亚洲 Asia	6.55%
7	泰国 Thailand	4	亚洲 Asia	2.38%
8	美国 America	15	北美洲 North America	8.93%
9	阿根廷 Argentina	9	南美洲 South America	5.36%
10	日本 Japan	15	亚洲 Asia	8.93%
11	巴西 Brazil	4	南美洲 South America	2.38%
12	爱尔兰 Ireland	4	欧洲 Europe	2.38%
13	韩国 Korea	9	亚洲 Asia	5.36%
14	意大利 Italy	4	欧洲 Europe	2.38%
15	瑞士 Swiss	4	欧洲 Europe	2.586%
16	德国 Germany	9	欧洲 Europe	5.36%
17	新加坡 Singapore	2	亚洲 Asia	1.19%
18	英国 UK	2	欧洲 Europe	1.19%
	小计 Total	168		100%

观众工作性质 Visitor Job Function:

工作性质 Job Function	人数 Visits	百分比 Percentage
质量控制 Quality Control	575	27.30%
市场/销售 Marketing & Sales	454	21.56%
生产/制造 Production	266	12.63%
研究与发展 R & D	113	5.37%

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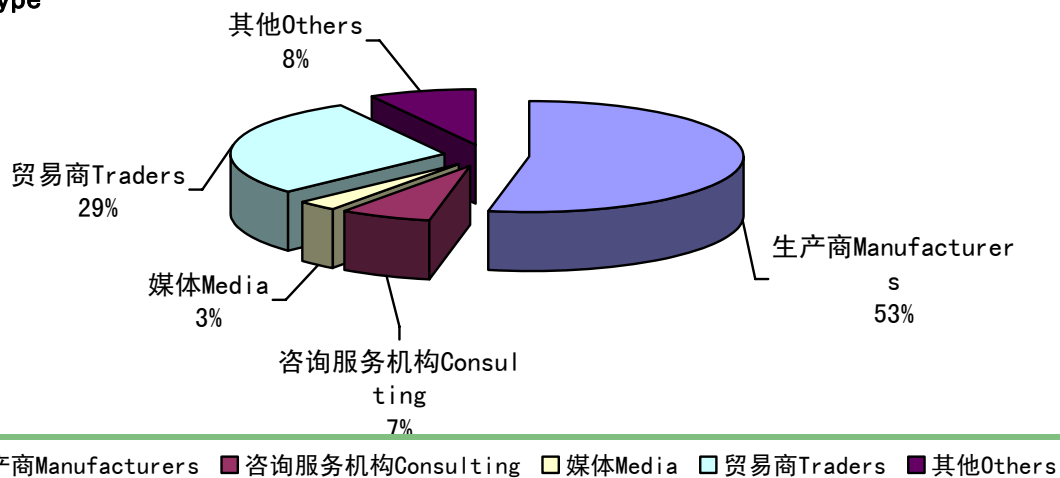
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广告/推广/媒体 Ad/Media	44	2.09%
管理 Management	164	7.79%
采购 Purchase	156	7.41%
技术 Technician	238	11.30%
咨询 Consulting	34	1.61%
其他 Others	62	2.94%

参观公司业务类型 Visitor Company Type:

公司业务类型 Company Type	人次 Visits	百分比 Percentage
生产商 Manufacturers	1116	53%
咨询服务机构 Consulting companies	147	7%
媒体 Media	63	3%
贸易商 Traders	610	29%
其他 Others	170	8%

公司业务类型 Company Type



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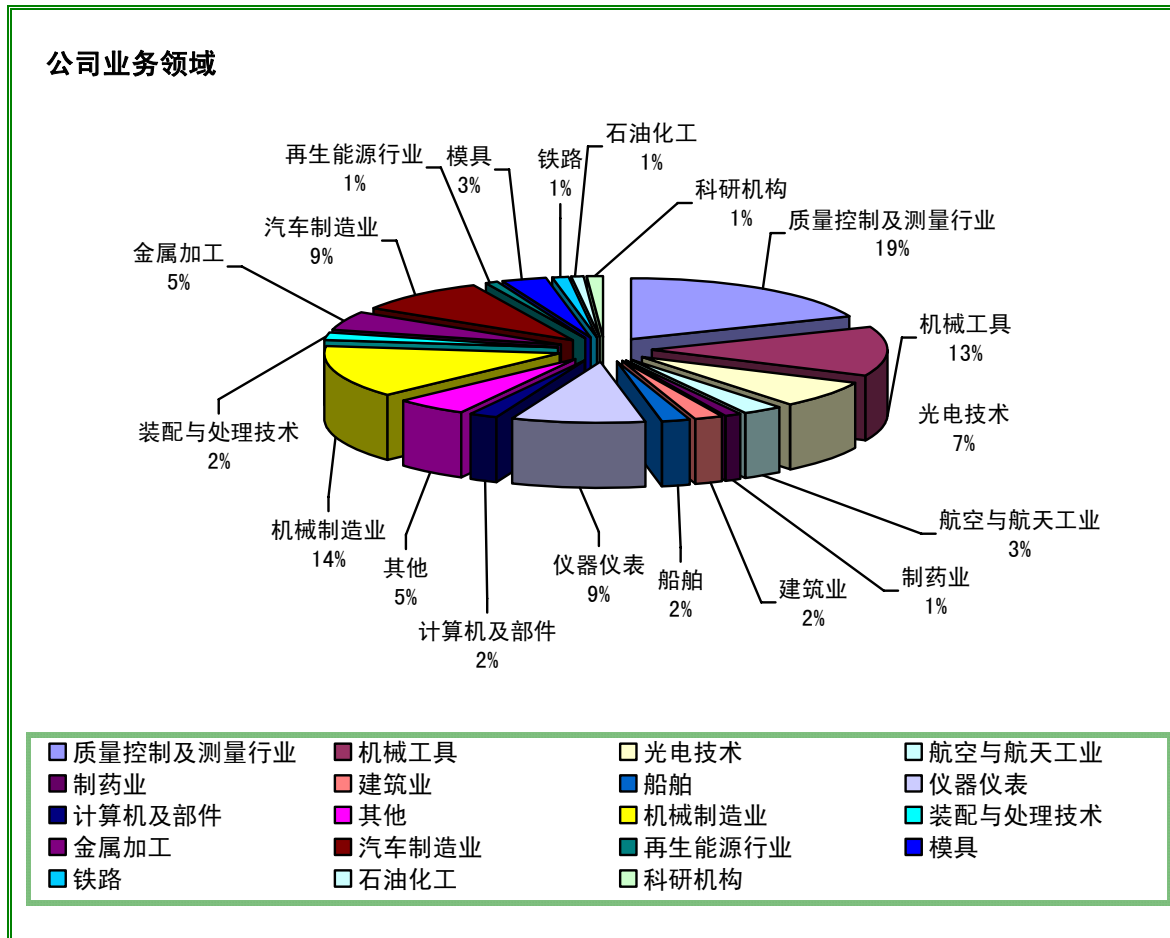


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公司业务领域 Visitor Industry Analysis:



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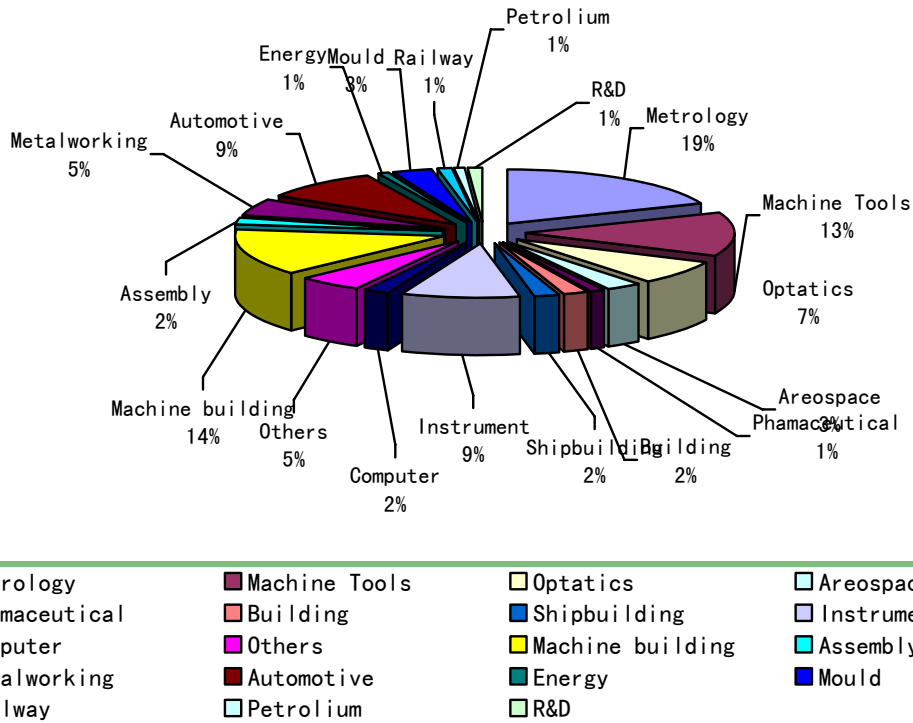


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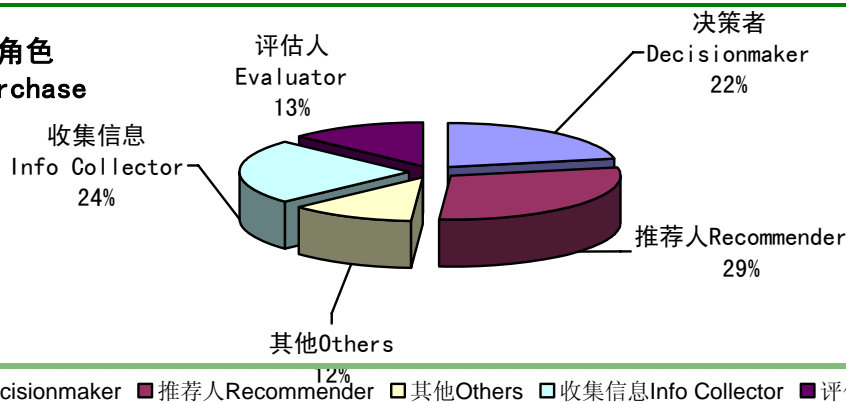
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Industry Analysis



观众在采购中的角色 Visitor Role in Purchase?

采购中的角色 Role in Purchase



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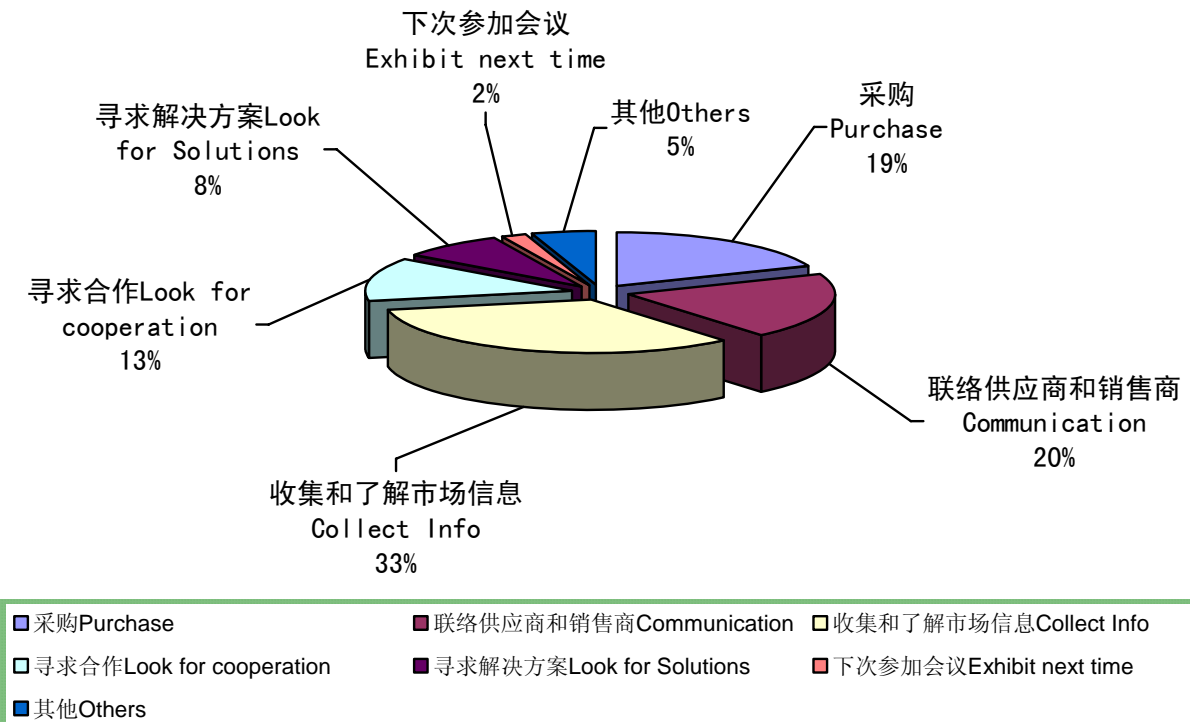
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参加本次展会的目的 Purpose of visits?

参观展会的目的 Purpose of Visits



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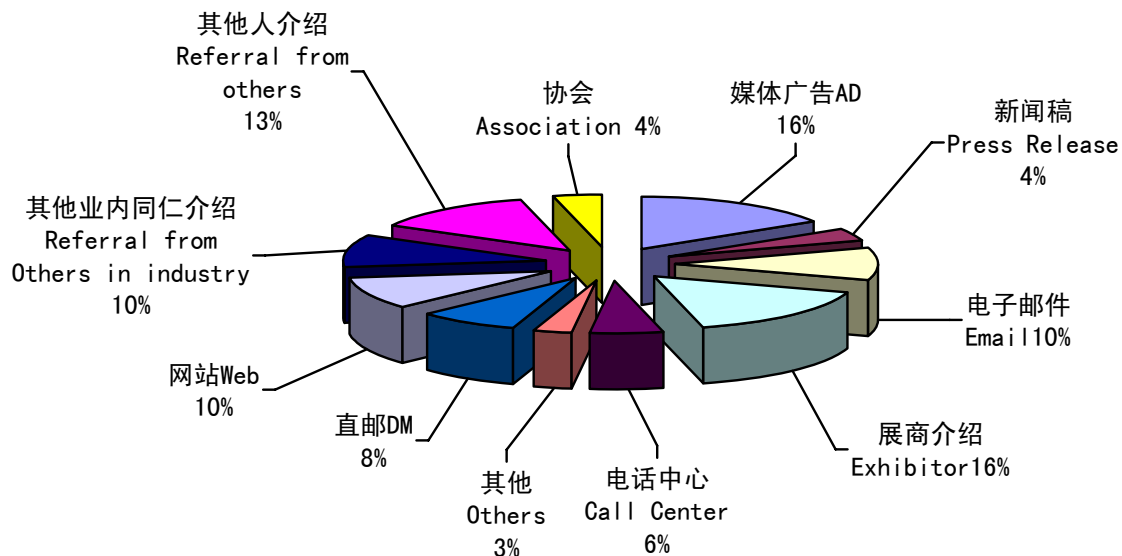
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从哪种途径了解此展会的 From where know Control China?

通过何种渠道获知该展会



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| ■ 直邮DM | ■ 网站Web |
| ■ 其他业内同仁介绍Referral from Others in industry | ■ 其他人介绍Referral from others |
| ■ 协会Association | |

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展商及观众评语 Words from Exhibitors & Visitors:

刘帅宏 市场主管
Joe Liu Marketing Dept.

三丰精密量仪(上海)有限公司
Mitutoyo Measuring Instruments (Shanghai)

我们实现了展会前的预期效果，我们觉得通过这样的展会观众可以在同一个地方了解不同公司的产品，对观众来说是非常有意义和方便的，展会的这个理念很好。展会现场的会议和主办方的服务也不错，观众质量很高。

We reached our target we set before the show, we also think through such an metrology industry show, visitors can get to know products from different companies and make decision to choose the product. It is very convenient to visitors. To have such a show is a good idea. We are quite satisfied with the onsite forum and organizer's service. Visitor number can be always more but the quality of visitors is very good.

Dr. JOACHIM LAPSIEN 销售经理
Dr. JOACHIM LAPSIEN Sales Manager

CETA 检测系统有限公司
CETA Testsysteme GmbH

我们第一次到中国来参加展会，在德国我们一直参加 CONTROL GERMANY，我们觉得此次参展非常顺利，所以的组织都很好，我们在展会现场得到了很多可能的合作机会，超出了我们对展会的预期效果。

It is the very first time for us to come to China and exhibit in a Chinese show. We always exhibit in CONTROL in Germany. The whole participation is very smooth for us, organization is great. We get a lot of possible contacts through the exhibition and the result is beyond our expectations.

Rodney Chaffee 销售总监
Rodney Chaffee Sales Director

法如国际贸易(上海)有限公司
Faro Technologies, Inc.

我们非常高兴可以在一个展会上面展示所有我们公司的产品。希望下次我们能够配合主办单位更好地做展前推广使展会能不断扩大。

We are very happy to be able to exhibit in one show all our products. We also hope that we can help the organizer in the future to grow the show together.

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Andrew Wilde 董事总经理
Andrew Wilde Managing Director

菲斯达精密工业部件(苏州)有限公司
Faist Precision Technology Suzhou Co., Ltd.

展会非常好，我明年肯定会带更多的观众来参观展会。

The show is so educational and informative, I will definitely bring more people from my company in the future to come and visit the show.

Dirk Janz 供应商质量经理
Dirk Janz Supplier Quality Manager

海拉（上海）汽车工业服务有限责任公司
Hella Corporate Center (Shanghai) Co., Ltd.

我是最后一天来参观展会的，从机场下了飞机直接过来参观了。这个展会对质量控制人员来说是一个必须参加的展会。

I come from the airport to the show to catch the last few hours of the show. It is a must for all quality assurance personnel.

Karl-Heinz Zuerl 集团采购亚洲区高级经理
Karl-Heinz Zuerl Senior Manager Corporate Purchasing

博世（中国）投资有限公司
Bosch (China) Investment Ltd.

这个展会是我在中国参加过的最专业的展会之一，感觉是像参加德国的展会。

This is one of the most professional show I ever visited in China. It feels like a professional show in Germany.

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