

# The 14<sup>th</sup> Shenzhen International Petrochemical Technology and Equipment Exhibition

## Visitor Data Report

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July 28-30, 2022

Shenzhen World Exhibition & Convention Center (Bao'an)

Beijing Zhenwei Exhibition Co., Ltd.

No: cippe2022-8-8

Prepared by: Visitor Department

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## I. Overview

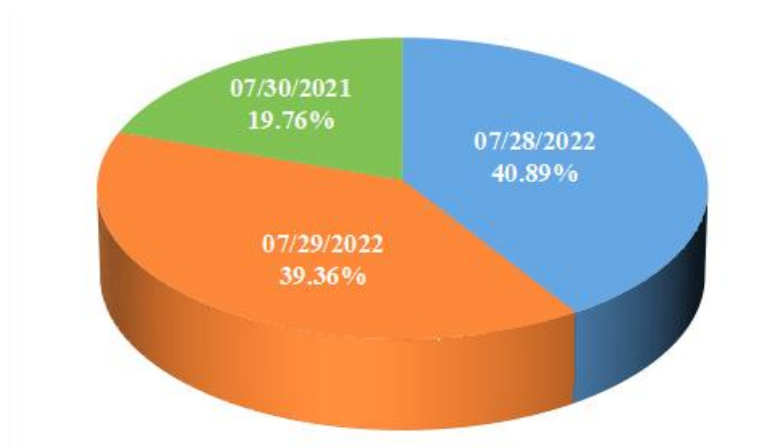
The 14th Shenzhen International Petrochemical Technology and Equipment Exhibition was held at Shenzhen World Exhibition & Convention Center (Bao'an) from July 28 to 30, 2022.

According to statistics, the exhibition attracted a total of 15,108 visitors, and 45,336 person-times were recorded in the access control system. Among the 15,108 visitors, 15,024 are from Chinese mainland, 60 from Hong Kong SAR, Macao SAR and Taiwan (region) of China, and other 24 from abroad.

### Visitor Attendance

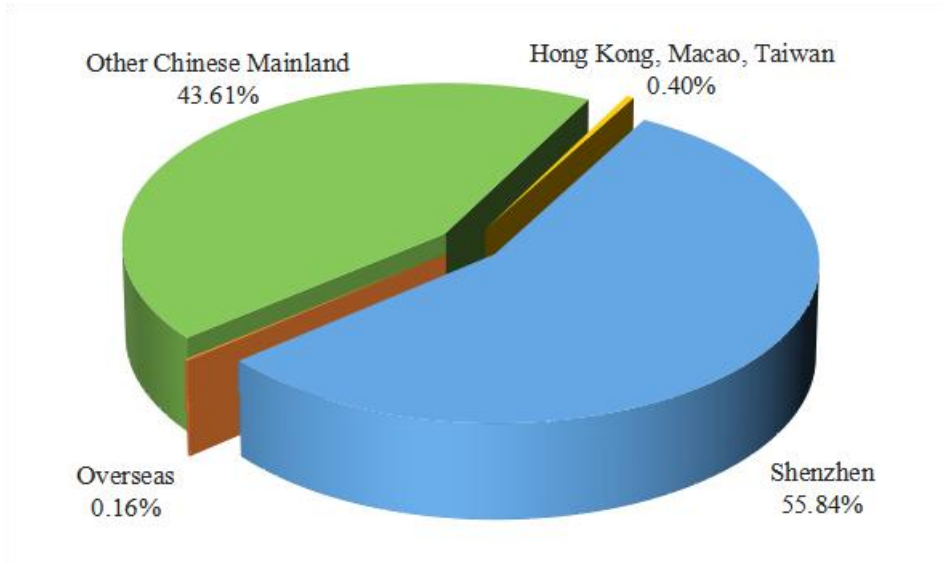
Date	Visit Times	Daily Visitors	Unique Visitors	Percentage of Unique Visitors
07/28/2022	23,094	7,698	7,698	100.00%
07/29/2022	15,804	7,410	5,268	71.09%
07/30/2022	6,438	3,720	2,142	57.58%
<b>Total</b>	<b>45,336</b>	<b>18,828</b>	<b>15,108</b>	<b>80.24%</b>

### Breakdown of Daily Visitor Attendance



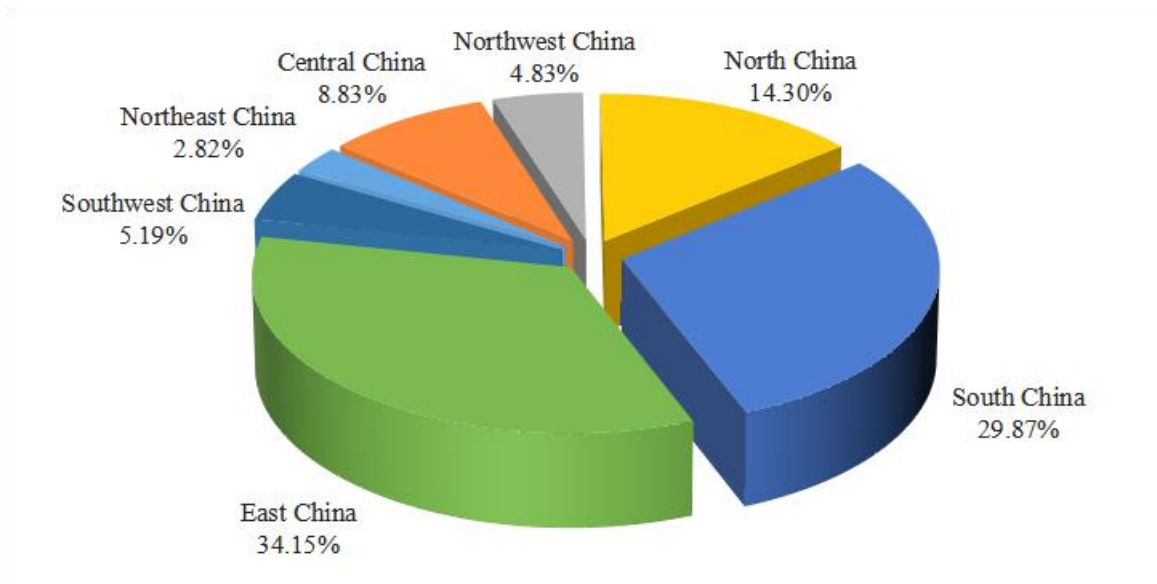
## II. Geographical Breakdown of Visitors

### Origin of Overall Visitors



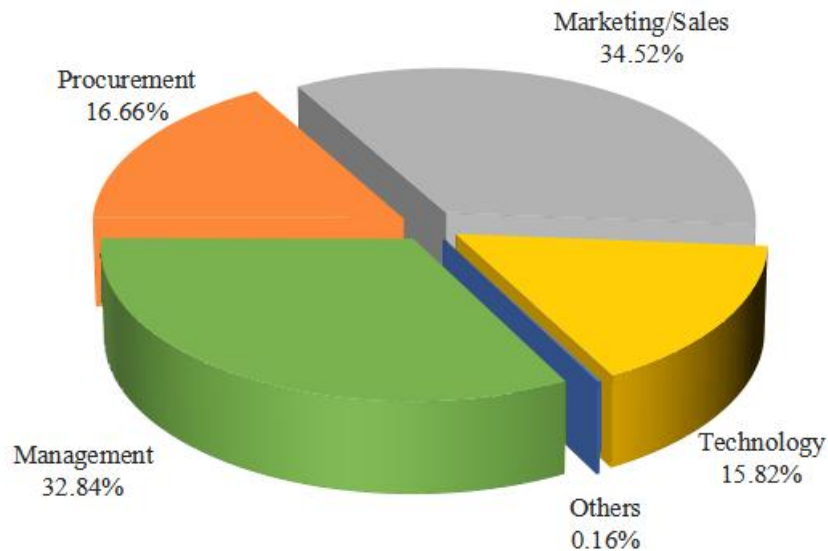
### Origin of Other Chinese Mainland Visitors

Excluding the 8,436 local (Shenzhen) visitors of the exhibition, calculated on a base of 6,588 non-local visitors from the Chinese mainland, the regional distribution is as follows:

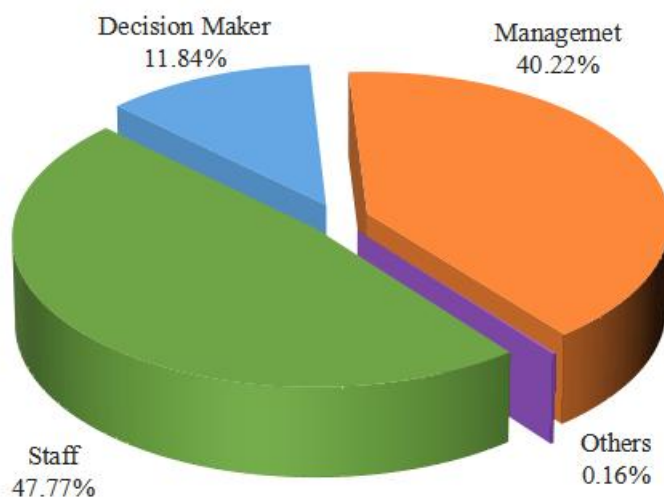


### III. Visitor Job Functions and Seniority

#### Job Functions



#### Visitor Seniority



## IV. Visitor Survey Results

### Business Nature

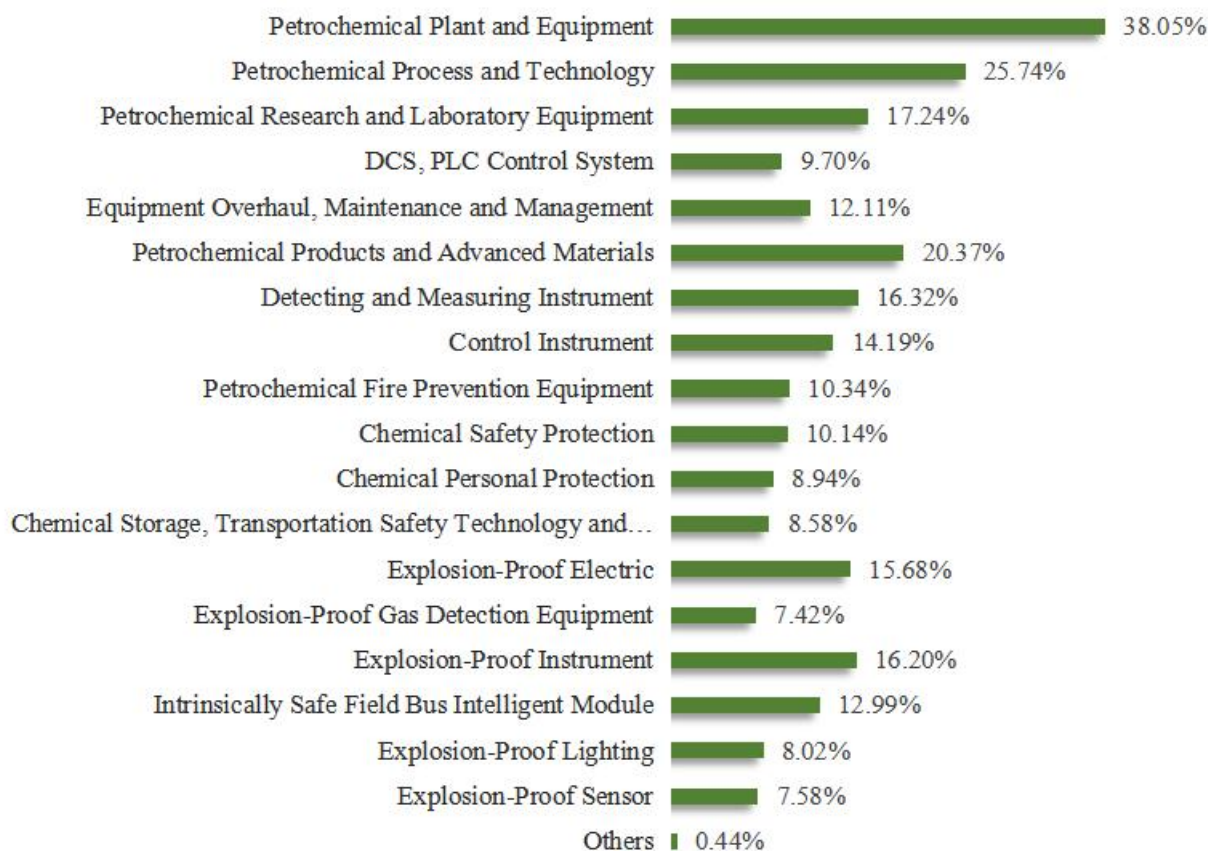


The following is the detailed data:

Item	Number	Percentage
Owner of Project / Purchasing	2,802	19.31%
Engineering, Construction & Contractor	2,220	15.30%
Agent / Distributor / Importer & Exporter	894	6.16%
Technical Services / Quality Control	1,698	11.70%
Production / Manufacturing	2,346	16.17%
Marketing / Sales	2,508	17.29%
Survey & Design Services	792	5.46%
Industry Association & Research Institution	330	2.27%
Government Institution	120	0.83%
Media	126	0.87%
Student	228	1.57%
Consulting	258	1.78%
Others	864	5.96%
Total	15,186	104.67%

- 15,108 visitors participated in the survey and 14,508 answered the above question.
- The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.

## Areas of Interest



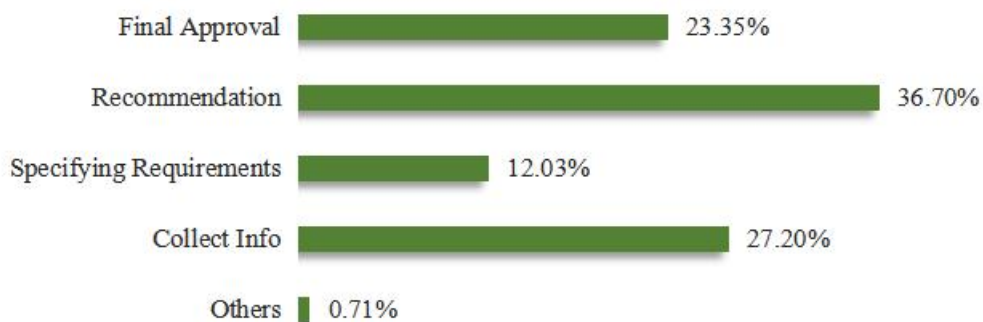
The following is the detailed data:

Item	Number	Percentage
Petrochemical Plant and Equipment	5,694	38.05%
Petrochemical Process and Technology	3,852	25.74%
Petrochemical Research and Laboratory Equipment	2,580	17.24%
DCS, PLC Control System	1,452	9.70%
Equipment Overhaul, Maintenance and Management	1,812	12.11%
Petrochemical Products and Advanced Materials	3,048	20.37%
Detecting and Measuring Instrument	2,442	16.32%
Control Instrument	2,124	14.19%
Petrochemical Fire Prevention Equipment	1,548	10.34%
Chemical Safety Protection	1,518	10.14%
Chemical Personal Protection	1,338	8.94%
Chemical Storage, Transportation Safety Technology and Equipment	1,284	8.58%
Explosion-Proof Electric	2,346	15.68%
Explosion-Proof Gas Detection Equipment	1,110	7.42%
Explosion-Proof Instrument	2,424	16.20%
Intrinsically Safe Field Bus Intelligent Module	1,944	12.99%

Explosion-Proof Lighting	1,200	8.02%
Explosion-Proof Sensor	1,134	7.58%
Others	66	0.44%
Total	38,916	260.05%

- 15,108 visitors participated in the survey and 14,964 answered the above question.
- The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.

## Level of Purchasing Authority



The following is the detailed data:

Item	Number	Percentage
Final Approval	3,528	23.35%
Recommendation	5,544	36.70%
Specifying Requirements	1,818	12.03%
No Involvement	4,110	27.20%
Others	108	0.71%
Total	15,108	100%

- 15,108 visitors participated in the survey and 15,108 answered the above question.
- The percentage is based on the number of visitors who answered this question.



## Purpose of Visit



The following is the detailed data:

Item	Number	Percentage
Purchase	4,656	31.10%
Gather Market / Product Information	7,830	52.30%
Search Cooperation & Investment	3,858	25.77%
Contact Suppliers	2,706	18.08%
Agent Recommendation	924	6.17%
Attend Symposiums / Conferences	1,314	8.78%
Find Innovations	2,862	19.12%
Considering Future Participation	1,296	8.66%
Others	498	3.33%
Total	25,944	173.31%

- 15,108 visitors participated in the survey and 14,970 answered the above question.
- The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.

## Source to Know cippe2022



The following is the detailed data:

Item	Number	Percentage
Direct Invitation From Organizer	4,716	32.48%
Direct Mail From Organizer	1,302	8.97%
Invitation From Exhibitors	2,562	17.64%
Email From Organizer	1,368	9.42%
Newspaper	1,140	7.85%
Magazine	942	6.49%
Internet	2,826	19.46%
Friends / Colleagues / Business Associates	4,308	29.67%
Others	90	0.62%
Total	19,254	132.60%

- 15,108 visitors participated in the survey and 14,520 answered the above question.
- The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.