

The 15th Shanghai International Petrochemical Technology and Equipment Exhibition

Visitor Data Report

August 23-25, 2023

Shanghai New International Expo Center

Beijing Zhenwei Exhibition Co., Ltd.

No.: cippe2023-09-07

Prepared by: Visitor Department

Date: September 7th, 2023

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I. Overview

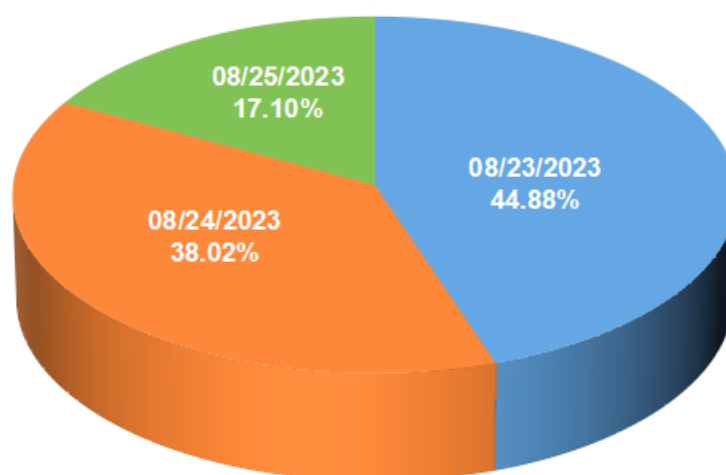
The 15th Shanghai International Petrochemical Technology and Equipment Exhibition was held at Shanghai New International Expo Center from August 23 to 25, 2023.

According to statistics, the exhibition attracted a total of 41,123 visitors, and 100,158 person-times were recorded in the access control system. Among the 41,123 visitors, 40,560 are from Chinese mainland, 76 from Hong Kong SAR, Macao SAR and Taiwan (region) of China, and other 487 from abroad.

Visitor Attendance

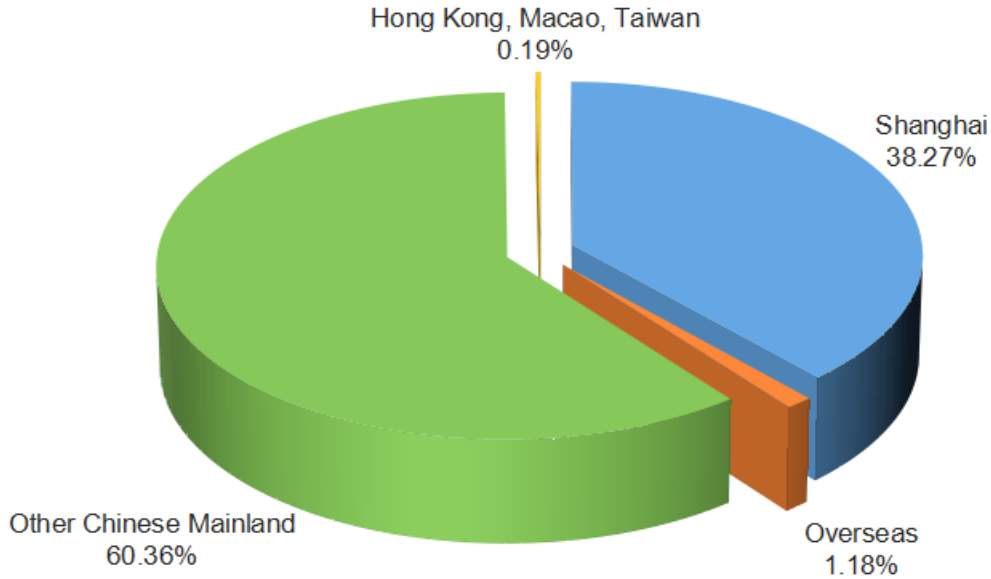
Date	Visit Times	Daily Visitors	Unique New Arrivals	Percentage of Unique New Arrivals
08/23/2023	47,219	22,485	22,485	100%
08/24/2023	37,068	19,048	13,482	70.78%
08/25/2023	15,871	8,568	5,156	60.18%
Total	100,158	50,101	41,123	82.08%

Breakdown of Daily Visitor Attendance



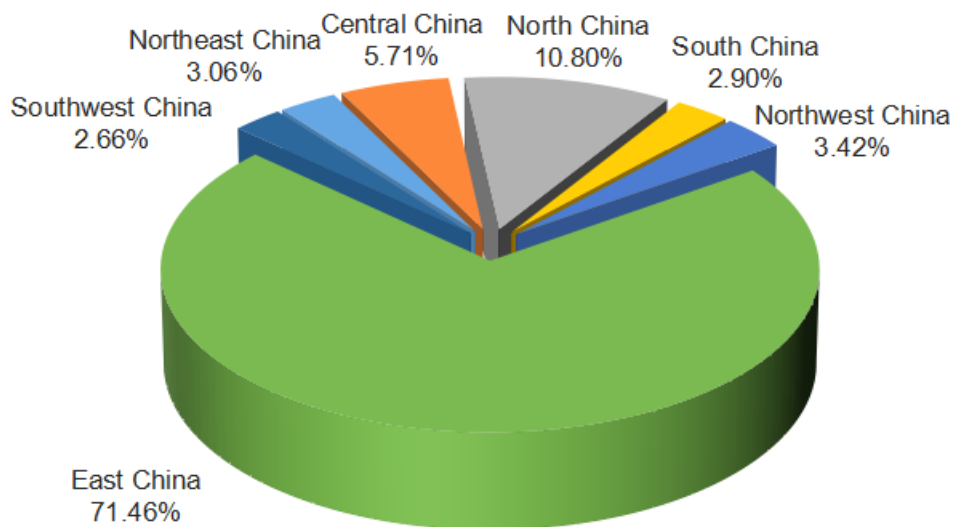
II. Geographical Breakdown of Visitors

Origin of Overall Visitors

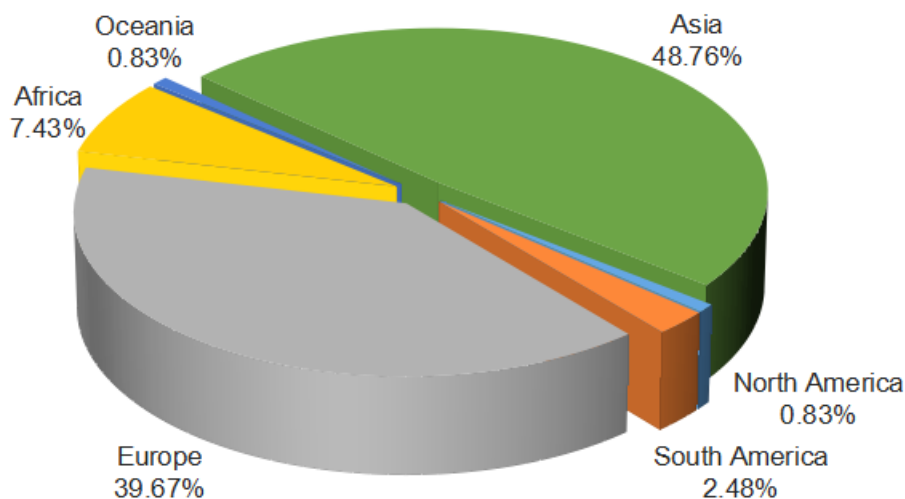


Origin of Other Chinese Mainland Visitors

Excluding the local (Shanghai) visitors of the exhibition, the regional distribution of visitors from the Chinese mainland is as follows:

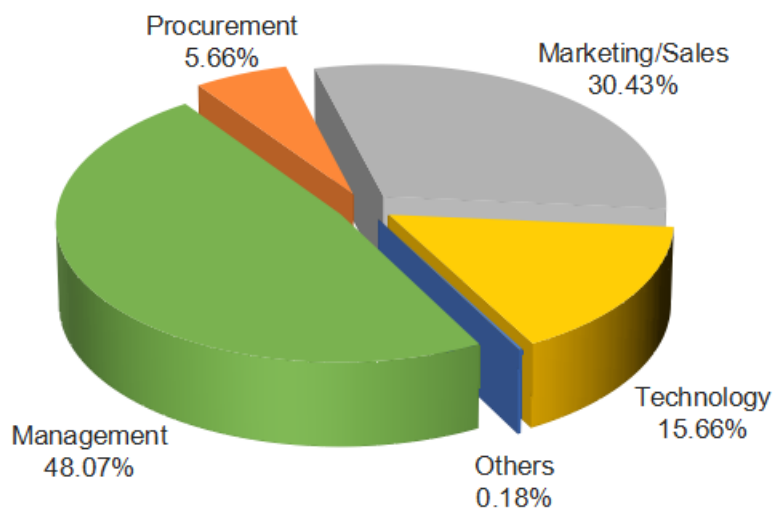


Origin of Overseas Visitors

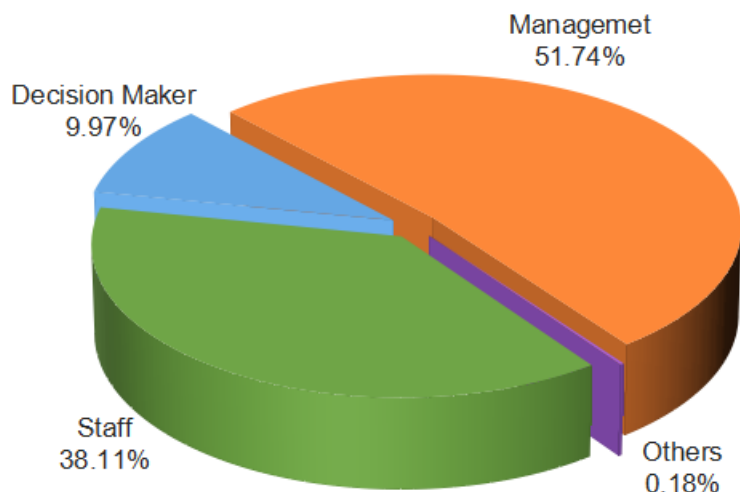


III. Visitor Job Functions and Seniority

Job Functions

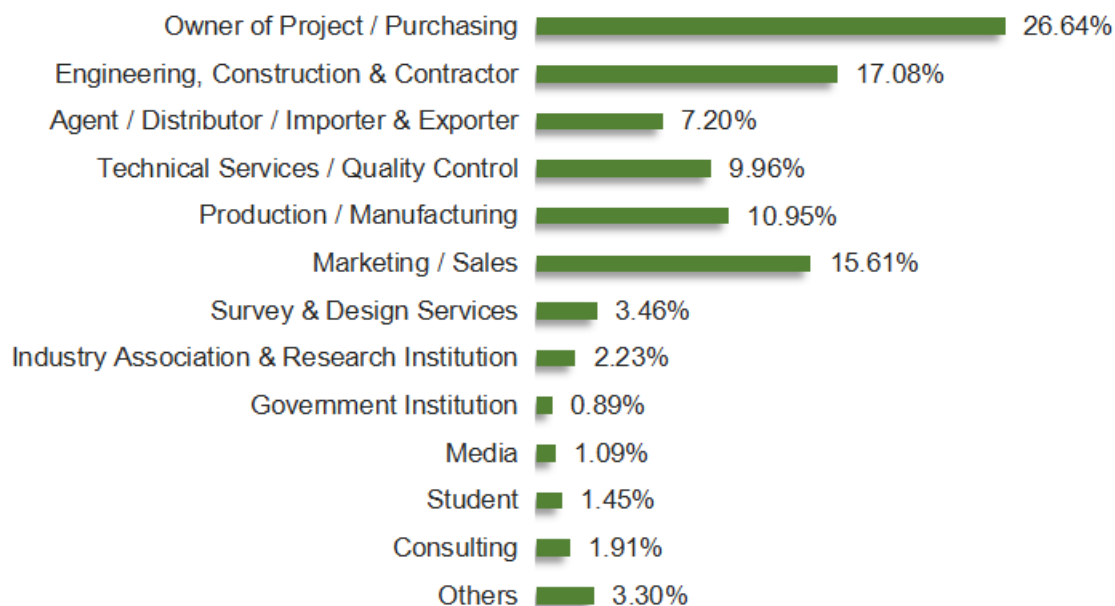


Visitor Seniority



IV. Visitor Survey Results

Business Nature



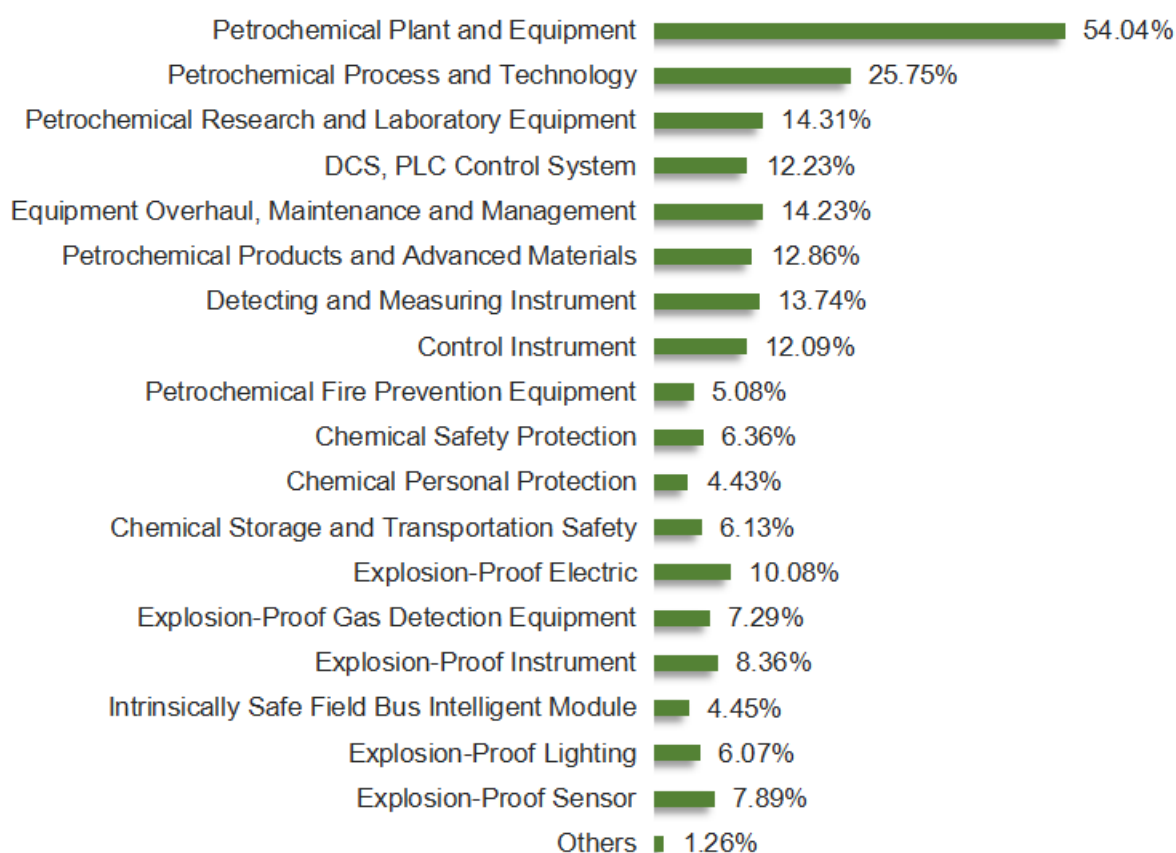
The following is the detailed data:

Item	Number	Percentage
Owner of Project / Purchasing	1,742	26.64%
Engineering, Construction & Contractor	1,117	17.08%
Agent / Distributor / Importer & Exporter	471	7.20%
Technical Services / Quality Control	651	9.96%

Production / Manufacturing	716	10.95%
Marketing / Sales	1,021	15.61%
Survey & Design Services	226	3.46%
Industry Association & Research Institution	146	2.23%
Government Institution	58	0.89%
Media	71	1.09%
Student	95	1.45%
Consulting	125	1.91%
Others	216	3.30%
Total	6,655	101.78%

- 10,761 visitors participated in the survey and 6,538 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



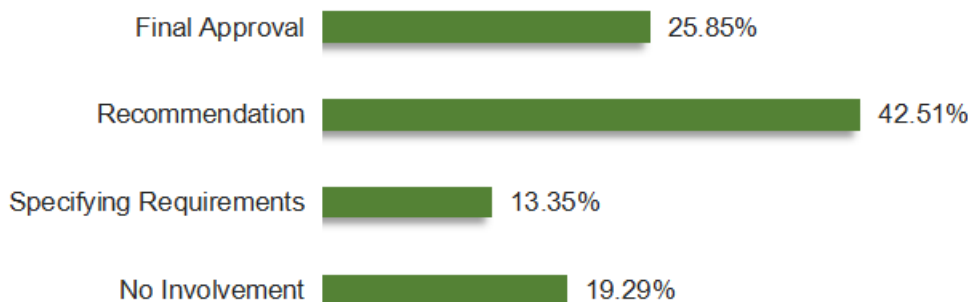
The following is the detailed data:

Item	Number	Percentage
Petrochemical Plant and Equipment	3,470	54.04%
Petrochemical Process and Technology	1,654	25.75%
Petrochemical Research and Laboratory Equipment	919	14.31%

DCS, PLC Control System	785	12.23%
Equipment Overhaul, Maintenance and Management	914	14.23%
Petrochemical Products and Advanced Materials	826	12.86%
Detecting and Measuring Instrument	882	13.74%
Control Instrument	776	12.09%
Petrochemical Fire Prevention Equipment	326	5.08%
Chemical Safety Protection	409	6.36%
Chemical Personal Protection	285	4.43%
Chemical Storage and Transportation Safety	394	6.13%
Explosion-Proof Electric	647	10.08%
Explosion-Proof Gas Detection Equipment	468	7.29%
Explosion-Proof Instrument	537	8.36%
Intrinsically Safe Field Bus Intelligent Module	286	4.45%
Explosion-Proof Lighting	390	6.07%
Explosion-Proof Sensor	507	7.89%
Others	81	1.26%
Total	14,556	226.65%

- 10,761 visitors participated in the survey and 6,421 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	923	25.85%
Recommendation	1,518	42.51%
Specifying Requirements	441	13.35%
No Involvement	689	19.29%
Total	3,571	100%

- 10,761 visitors participated in the survey and 3,571 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	2,600	39.76%
Gather Market / Product Information	2,864	43.79%
Search Cooperation & Investment	1,516	23.18%
Contact Suppliers	1,239	18.95%
Agent Recommendation	420	6.42%
Attend Symposiums / Conferences	434	6.64%
Find Innovations	783	11.97%
Considering Future Participation	475	7.26%
Others	42	0.64%
Total	10,371	158.61%

- 10,761 visitors participated in the survey and 6,539 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 cippe2023 Shanghai



The following is the detailed data:

Item	Number	Percentage
Previous Visitors / Exhibitors	1,738	48.75%
Direct Invitation From Organizer	731	20.50%
Direct Invitation From Exhibitor	433	12.14%
Newspaper & Magazine	273	7.66%
Internet	642	18.01%
New Media	194	5.44%
We-Chat/QQ Groups	238	6.68%
International Social Media	98	2.75%
Friends / Colleagues / Business Associates	589	16.52%
Others	20	0.56%
Total	4,956	139.01%

- 10,761 visitors participated in the survey and 3,565 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.