

# The 16<sup>th</sup> Shanghai International Petrochemical Technology and Equipment Exhibition

## Visitor Data Report

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November 19-21, 2024

National Exhibition and Convention Center (Shanghai)

Beijing Zhenwei Exhibition Co., Ltd.

No.: cippe2024-11-28

Prepared by: Visitor Department

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## I. Overview

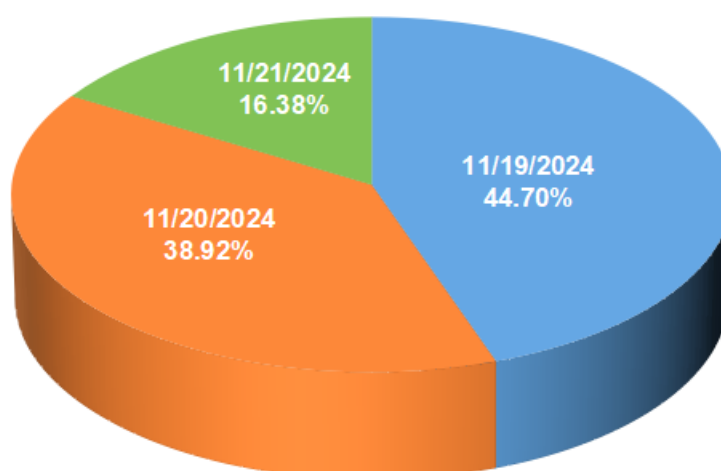
The 16th Shanghai International Petrochemical Technology and Equipment Exhibition was held at National Exhibition and Convention Center (Shanghai) from November 19 to 21, 2024.

According to statistics, the exhibition attracted a total of 42,829 visitors, and 101,159 person-times were recorded in the access control system. Among the 42,829 visitors, 42,192 are from Chinese mainland, 74 from Hong Kong SAR, Macao SAR and Taiwan (region) of China, and other 563 from abroad (50 countries & regions).

### Visitor Attendance

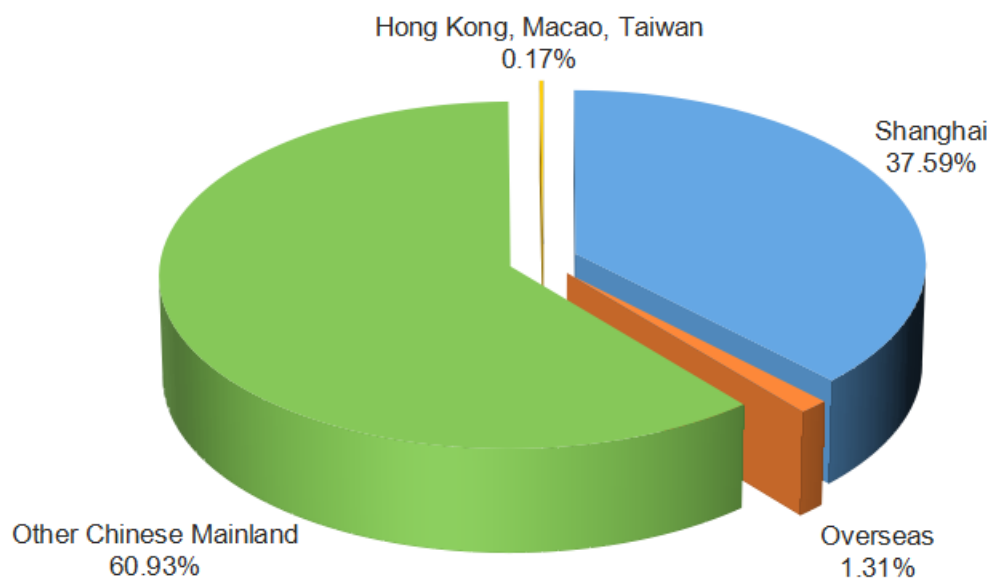
Date	Visit Times	Daily Visitors	Unique New Arrivals	Percentage of Unique New Arrivals
11/19/2024	47,691	23,617	23,617	100%
11/20/2024	37,439	20,565	14,219	69.14%
11/21/2024	16,029	8,654	4,993	57.70%
<b>Total</b>	<b>101,159</b>	<b>52,836</b>	<b>42,829</b>	<b>81.06%</b>

### Breakdown of Daily Visitor Attendance



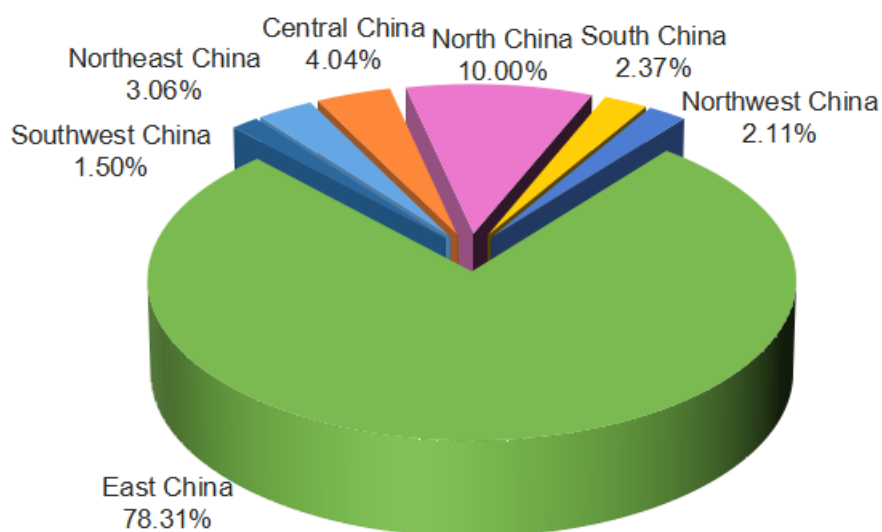
## II. Geographical Breakdown of Visitors

### Origin of Overall Visitors

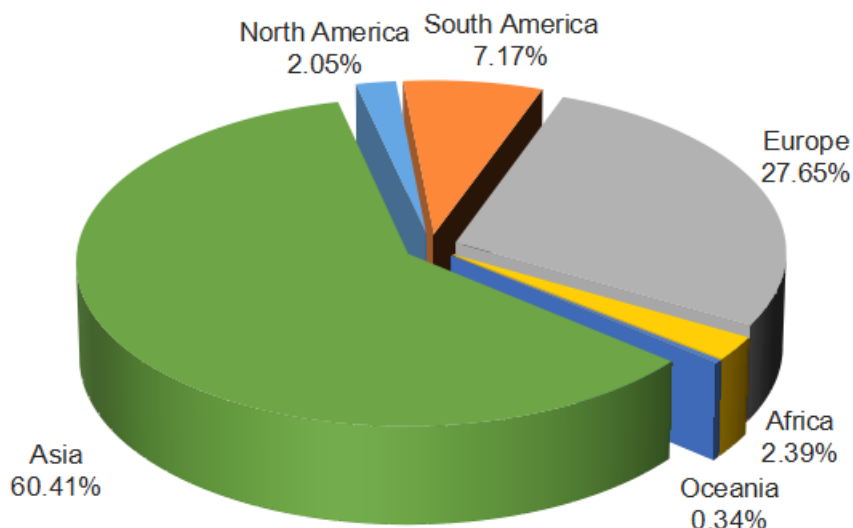


### Origin of Other Chinese Mainland Visitors

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

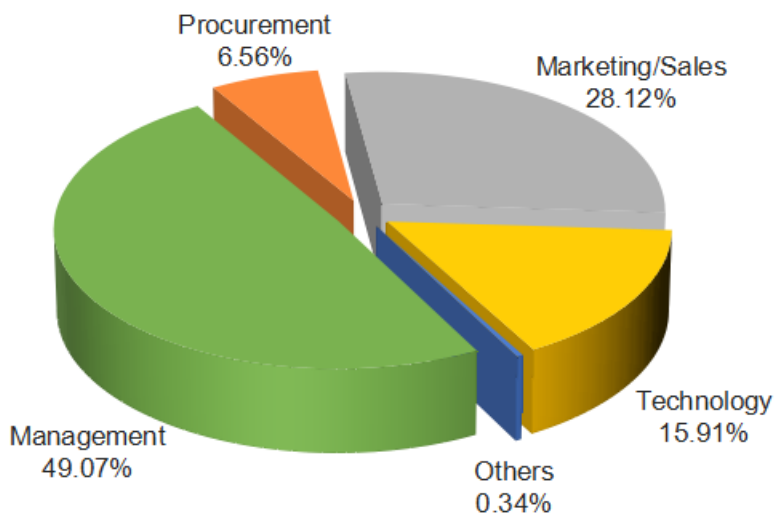


## Origin of Overseas Visitors

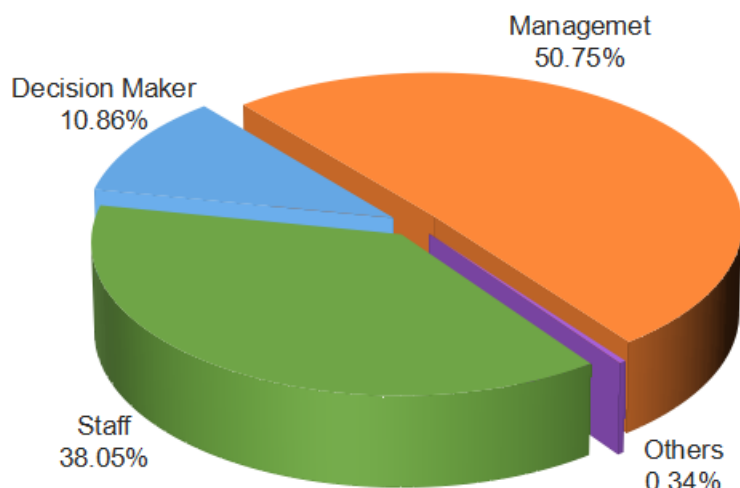


## III. Visitor Job Functions and Seniority

### Job Functions



## Visitor Seniority



## IV. Visitor Survey Results

### Business Nature



The following is the detailed data:

Item	Number	Percentage
Owner of Project / Purchasing	1,812	26.18%
Engineering, Construction & Contractor	1,162	16.78%
Agent / Distributor / Importer & Exporter	490	7.08%
Technical Services / Quality Control	677	9.78%
Production / Manufacturing	745	10.76%

Marketing / Sales	1,062	15.34%
Survey & Design Services	235	3.40%
Industry Association & Research Institution	152	2.19%
Government Institution	60	0.87%
Media	74	1.07%
Student	99	1.43%
Consulting	130	1.88%
Others	225	3.25%
<b>Total</b>	<b>6,921</b>	<b>100.00%</b>

- 11,191 visitors participated in the survey and 6,921 answered the above question.
- The percentage is based on the number of visitors who answered this question.

## Areas of Interest



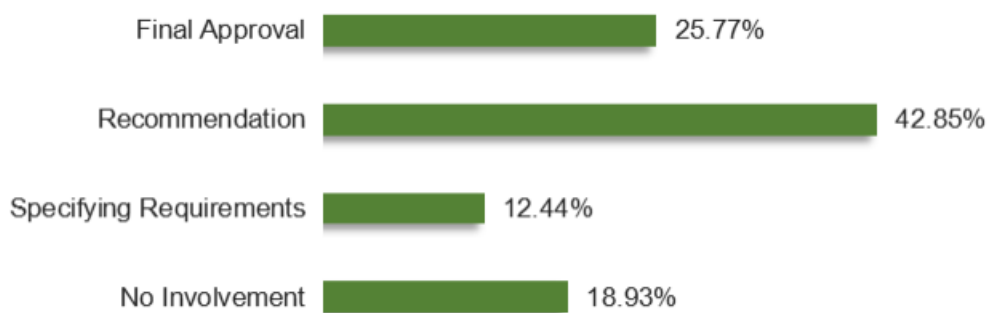
The following is the detailed data:

Item	Number	Percentage
Petrochemical Plant and Equipment	3,609	54.04%
Petrochemical Process and Technology	1,720	25.76%
Petrochemical Research and Laboratory Equipment	956	14.32%
DCS, PLC Control System	816	12.22%
Equipment Overhaul, Maintenance and Management	951	14.24%

Petrochemical Products and Advanced Materials	859	12.86%
Detecting and Measuring Instrument	917	13.73%
Control Instrument	807	12.08%
Petrochemical Fire Prevention Equipment	339	5.08%
Chemical Safety Protection	425	6.36%
Chemical Personal Protection	296	4.43%
Chemical Storage and Transportation Safety	410	6.14%
Explosion-Proof Electric	673	10.08%
Explosion-Proof Gas Detection Equipment	487	7.29%
Explosion-Proof Instrument	559	8.37%
Intrinsically Safe Field Bus Intelligent Module	297	4.45%
Explosion-Proof Lighting	406	6.08%
Explosion-Proof Sensor	527	7.89%
Others	84	1.26%
<b>Total</b>	<b>15,138</b>	<b>226.68%</b>

- 11,191 visitors participated in the survey and 6,678 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	957	25.77%
Recommendation	1,591	42.85%
Specifying Requirements	462	12.44%
No Involvement	703	18.93%
<b>Total</b>	<b>3,713</b>	<b>100%</b>

- 11,191 visitors participated in the survey and 3,713 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	2,715	39.92%
Gather Market / Product Information	2,892	42.52%
Search Cooperation & Investment	1,616	23.76%
Contact Suppliers	1,288	18.94%
Agent Recommendation	437	6.43%
Attend Symposiums / Conferences	491	7.22%
Find Innovations	814	11.97%
Considering Future Participation	493	7.25%
Others	39	0.57%
<b>Total</b>	<b>10,785</b>	<b>158.58%</b>

- 11,191 visitors participated in the survey and 6,801 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 cippe2024 Shanghai



The following is the detailed data:

Item	Number	Percentage
Previous Visitors / Exhibitors	1,826	49.24%
Direct Invitation From Organizer	861	23.22%
Direct Invitation From Exhibitor	185	4.99%
Newspaper & Magazine	284	7.66%
Internet	659	17.77%
New Media	450	12.14%
We-Chat/QQ Groups	247	6.66%
International Social Media	102	2.75%
Friends / Colleagues / Business Associates	523	14.10%
Others	17	0.46%
<b>Total</b>	<b>5,154</b>	<b>139.00%</b>

- 11,191 visitors participated in the survey and 3,708 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.