

# 2025 China International Petrochemical Technology and Equipment Exhibition

## Visitor Data Report

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June 5-7, 2025

Shanghai New International Expo Center

Beijing Zhenwei Exhibition Co., Ltd.

No.: cippe2025-06-28

Prepared by: Visitor Department

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## I. Overview

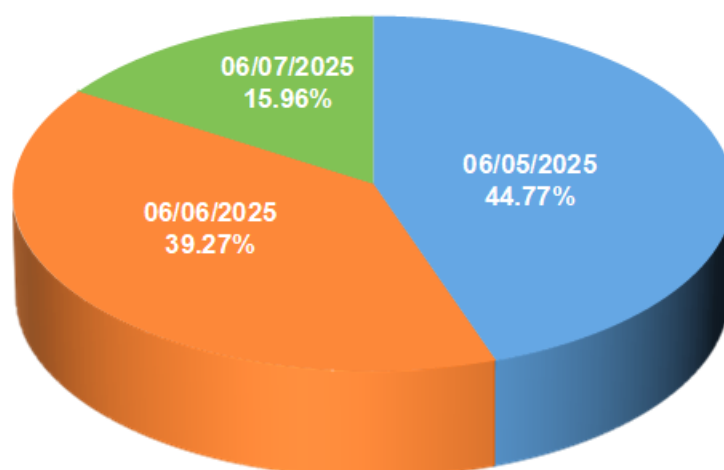
2025 China International Petrochemical Technology and Equipment Exhibition was held at Shanghai New International Expo Center from June 5 to 7, 2025.

According to statistics, the exhibition attracted a total of 43,685 visitors, and 103,182 person-times were recorded in the access control system. Among the 43,685 visitors, 43,014 are from Chinese mainland, 80 from Hong Kong SAR, Macao SAR and Taiwan (region) of China, and other 591 from abroad (50 countries & regions).

### Visitor Attendance

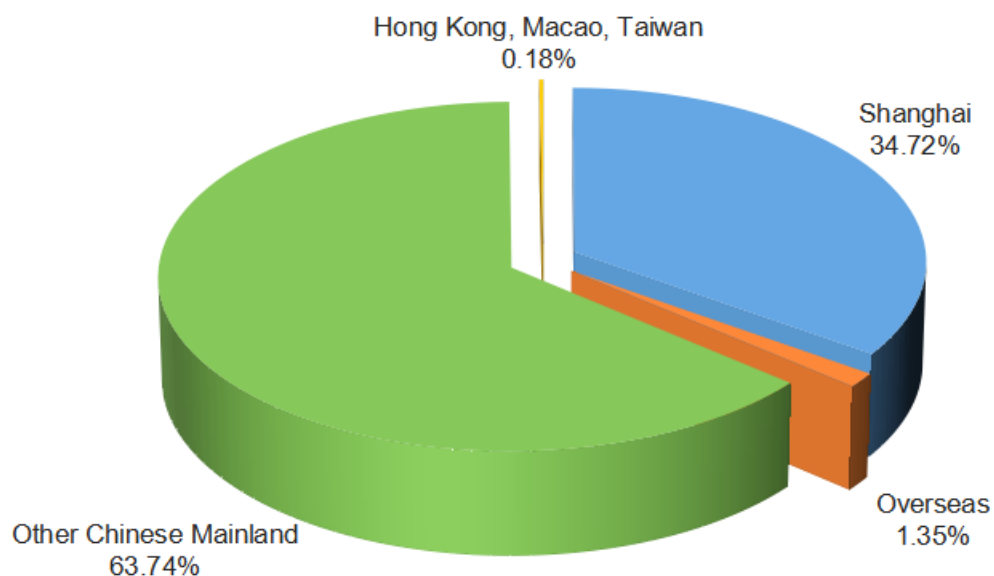
Date	Visit Times	Daily Visitors	Unique New Arrivals	Percentage of Unique New Arrivals
06/05/2025	48,784	24,183	24,183	100%
06/06/2025	42,425	21,211	14,527	68.49%
06/07/2025	11,973	8,622	4,975	57.70%
<b>Total</b>	<b>103,182</b>	<b>54,016</b>	<b>43,685</b>	<b>80.87%</b>

### Breakdown of Daily Visitor Attendance



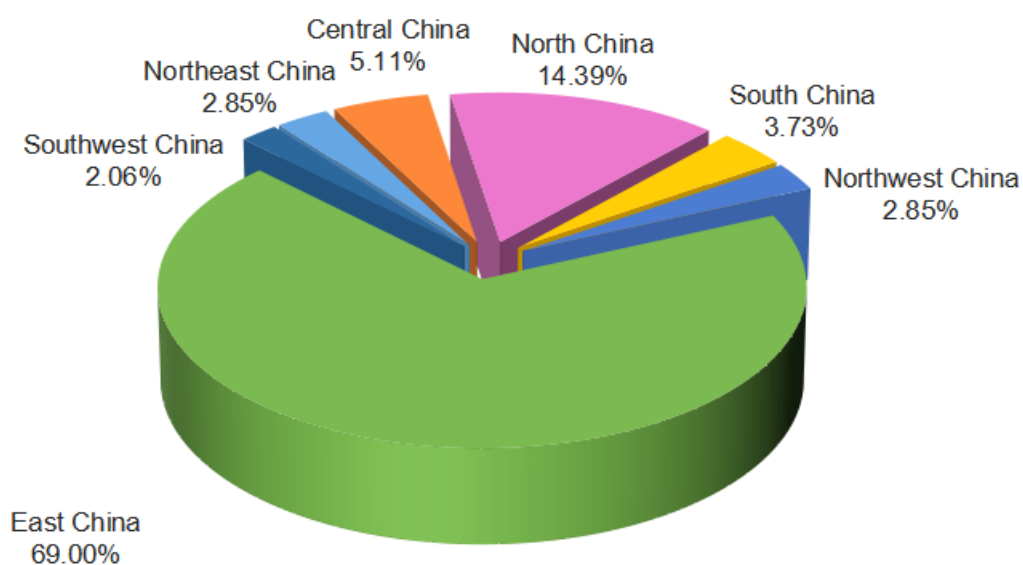
## II. Geographical Breakdown of Visitors

### Origin of Overall Visitors

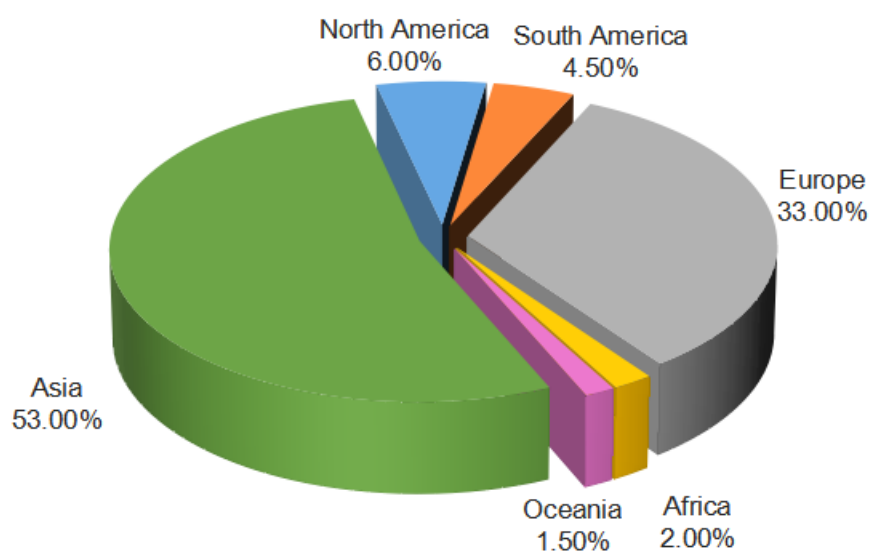


### Origin of Other Chinese Mainland Visitors

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

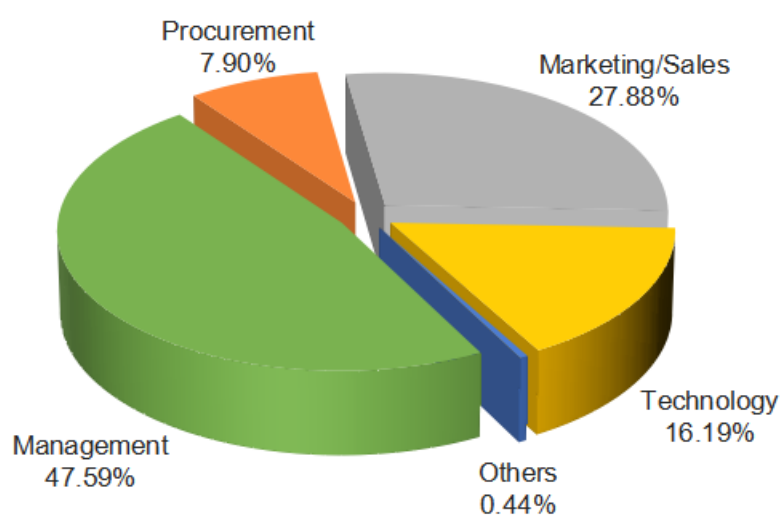


## Origin of Overseas Visitors

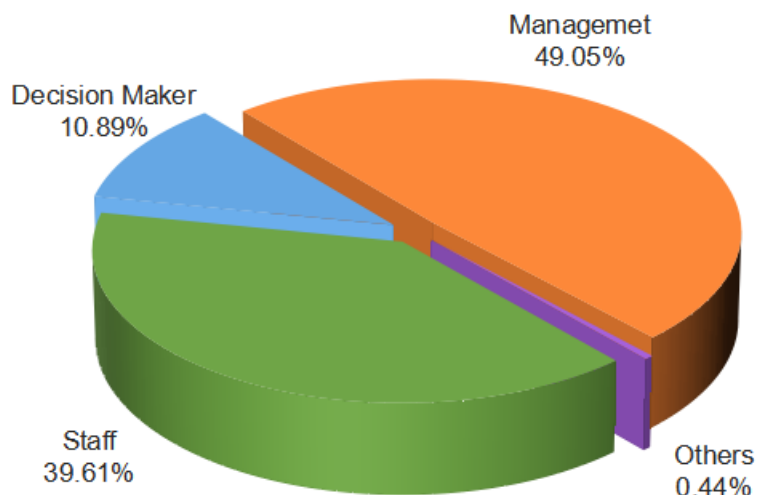


## III. Visitor Job Functions and Seniority

### Job Functions



## Visitor Seniority



## IV. Visitor Survey Results

### Business Nature



The following is the detailed data:

Item	Number	Percentage
Owner of Project / Purchasing	2,012	27.18%
Engineering, Construction & Contractor	1,262	17.05%
Agent / Distributor / Importer & Exporter	420	5.67%
Technical Services / Quality Control	782	10.56%
Production / Manufacturing	745	10.06%
Marketing / Sales	1,062	14.35%

Survey & Design Services	365	4.93%
Industry Association & Research Institution	132	1.78%
Government Institution	60	0.81%
Media	74	1.00%
Student	101	1.36%
Consulting	166	2.24%
Others	221	2.99%
<b>Total</b>	<b>7,402</b>	<b>100.00%</b>

- 12,584 visitors participated in the survey and 7,402 answered the above question.
- The percentage is based on the number of visitors who answered this question.

## Areas of Interest



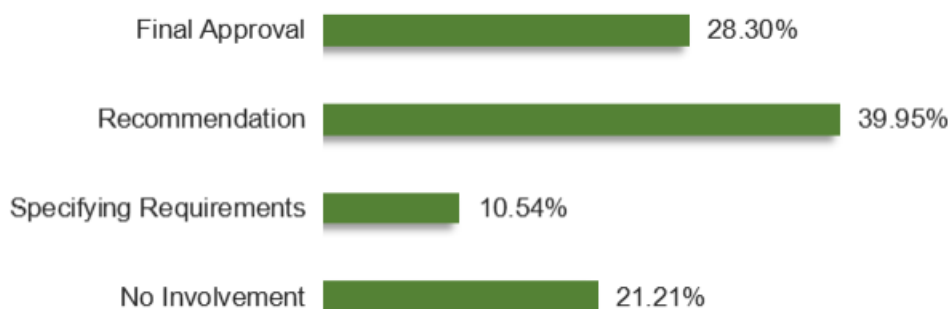
The following is the detailed data:

Item	Number	Percentage
Petrochemical Plant and Equipment	3,701	51.35%
Petrochemical Process and Technology	1,796	24.92%
Petrochemical Research and Laboratory Equipment	1,021	14.16%
DCS, PLC Control System	865	12.00%
Equipment Overhaul, Maintenance and Management	976	13.54%
Petrochemical Products and Advanced Materials	885	12.28%

Detecting and Measuring Instrument	963	13.36%
Control Instrument	842	11.68%
Petrochemical Fire Prevention Equipment	364	5.05%
Chemical Safety Protection	478	6.63%
Chemical Personal Protection	321	4.45%
Chemical Storage and Transportation Safety	459	6.37%
Explosion-Proof Electric	726	10.07%
Explosion-Proof Gas Detection Equipment	549	7.62%
Explosion-Proof Instrument	680	9.43%
Intrinsically Safe Field Bus Intelligent Module	302	4.19%
Explosion-Proof Lighting	456	6.33%
Explosion-Proof Sensor	589	8.17%
Others	98	1.36%
<b>Total</b>	<b>16,071</b>	<b>222.96%</b>

- 12,584 visitors participated in the survey and 7,208 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	1,069	28.30%
Recommendation	1,509	39.95%
Specifying Requirements	398	10.54%
No Involvement	801	21.21%
<b>Total</b>	<b>3,777</b>	<b>100%</b>

- 12,584 visitors participated in the survey and 3,777 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	2,915	41.65%
Gather Market / Product Information	2,592	37.03%
Search Cooperation & Investment	1,629	23.27%
Contact Suppliers	1,572	22.46%
Agent Recommendation	497	7.10%
Attend Symposiums / Conferences	698	9.97%
Find Innovations	901	12.87%
Considering Future Participation	493	7.04%
Others	52	0.74%
Total	11,349	162.15%

- 12,584 visitors participated in the survey and 6,999 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 cippe2025 Shanghai



The following is the detailed data:

Item	Number	Percentage
Previous Visitors / Exhibitors	1,928	48.76%
Direct Invitation From Organizer	1,021	25.82%
Direct Invitation From Exhibitor	177	4.48%
Newspaper & Magazine	234	5.92%
Internet	689	17.43%
New Media	501	12.67%
We-Chat/QQ Groups	147	3.72%
International Social Media	206	5.21%
Friends / Colleagues / Business Associates	324	8.19%
Others	10	0.25%
<b>Total</b>	<b>5,237</b>	<b>132.45%</b>

- 12,584 visitors participated in the survey and 3,954 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.