



China International Hardware Show 2011

21 – 23 September 2011

SNIEC, Shanghai, China

Post Show Report

China's premier hardware trade fair a magnet for top industry buyers



Nearly 40,000 high-caliber visitors from the tools, hardware and DIY industry from 85 countries and regions attended the largest event of its kind in China – the China International Hardware Show (CIHS) - which drew to a close on September 23 in Shanghai after three busy days. The annual trade fair offers specialist traders and buyers from the industry sectors of Tools, DIY and Building Hardware, Security, Locks and Fittings with a comprehensive overview of products and services.

Overview of Post Show Results:

89% of the exhibitors rated CIHS 2011 as comfortable to very good

84% of the exhibitors stated that CIHS 2011 was comfortable to very good in helping them strengthen business contacts

93% of the exhibitors indicated right after CIHS 2011 that they will participate in CIHS 2012

95% of the visitors are planning or are likely to visit CIHS 2012

84% of the visitors will recommend CIHS to their business partners and colleagues

Key Facts

Exhibitors

Number of exhibitors:	2,400 companies
Number of countries/regions:	20
Floor space occupied:	115,000 sqm

Visitors

Total attendance:	39,556
Chinese attendance:	35,538
International attendance:	4,018
Countries:	85

Date

21 – 23 September 2011

Organizers

- China National Hardware Association
- Koelnmesse Co., Ltd.
- All China Chamber of Commerce in Hardware Mechanical and Electrical Industry.
- Light Industry Sub- Council, China Council for the promotion of International Trade.

Supporter

- Int'l Federation of Hardware & Housewares Associations (IHA)
- European DIY Retail Association (EDRA)

Supporting Associations for Overseas Pavilions

- Association of German Tool Manufacturers (FWI), Germany
- Taiwan Hand Tools Manufacturers' Association (THMA)
- Importers & Exporters Association of Taipei (IEAT)
- Taiwan Importers & Exporters Chamber of Commerce (TIECC)

Local Partners

- Beijing Triuni Exhibition Co., Ltd.
- China Tool Development Co., Ltd.



中国五金制品协会

China National Hardware Association



China International Hardware Show 2011 Exhibitor & Visitor Analysis

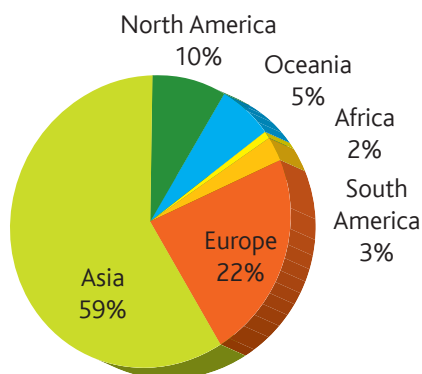
Visitors benefitted from CIHS 2011

86% met manufacturers they are interested in

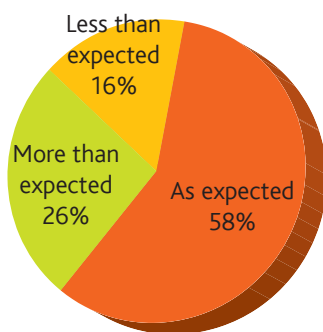
99% rated their visit to CIHS 2011 as comfortable to very good

52% spent at least 2 days sourcing at CIHS 2011

Visitors from regions outside China



Get to know the number of new customers



Products of interest

Tools	55%
Building hardware & DIY	41%
Security locks & fittings	16%
Machinery equipment	13%
Fasteners	12%
Abrasive tools or materials	14%
Kitchen & bath	20%
Gardening	9%
Welding equipment	9%

Exhibitors were comfortable with their participation

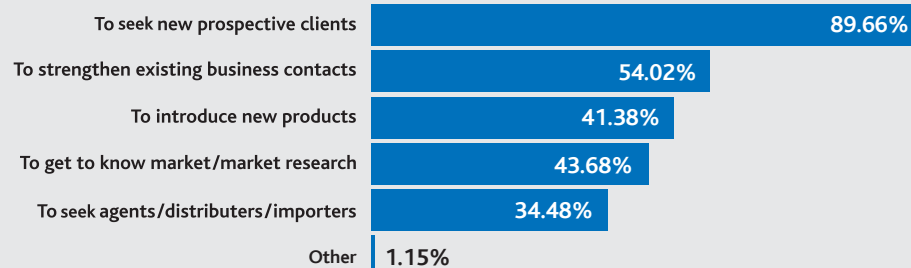
84% were comfortable with regards to seeking agents / distributors / importers

89% rated the overall success of the show as comfortable to very good

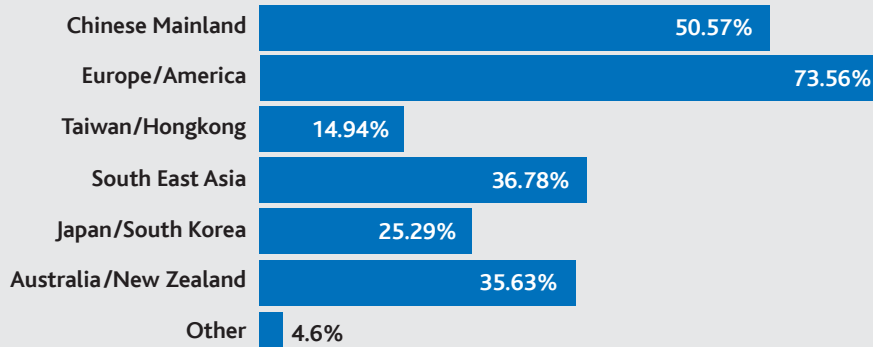
89% met relevant customers

92% felt that the number of visitors was comfortable to very good

Exhibitors' main objectives for participation



Exhibitors major market for participation





China International Hardware Show 2011 Verbatim



"China now enjoys reputation for higher quality products, which are more environmentally-friendly, innovative with better design and safety. I'm looking forward to visiting every booth at CIHS and wish the event a great success."

Mr. John W. Herbert
General Secretary, European DIY Retail Association (EDRA)

"I am excited to visit the China International Hardware Show, to see all of the wonderful and innovative hardware products and to meet with many exhibitors. I had the pleasure of visiting the hardware show last year and it was fantastic. It is wonderful to be back here again."

Mr. Bill Lee
Managing Director, North American
Retail Hardware Association (NRHA)

The next China International
Hardware Show will take place
from **19-21 September,**
2012 in Shanghai.

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What our exhibitors said

"It's absolutely necessary to be in the Chinese market, the biggest in the world. Which better place can give us the chance to meet buyers from this country? Nowhere except at CIHS. It's not our first time to exhibit here, and after these busy and fruitful days, you can be sure we'll be back next year."

Daniel Voelkel
President, Voelkel GmbH

"CIHS is the only real professional hardware show in the Asian region. The International Hardware Fair in Cologne is the only one for the European market. Both are organised by Koelnmesse and it's a big advantage for the exhibitors."

Sumit Stephem
Marketing Manager, Black Jack India Ltd.

"It's our first time here. I can tell CIHS is better for us than Canton Fair and I'm not surprised. Shanghai is the worldwide new meeting point...of course, we'll be back year."

Formost Wu
Consulting Manager, Kheiron Corp

"We've been exhibiting our products for 5 years and our business is more and more successful but it takes time to be successful in China. If companies want to enter this big market, the best platform is CIHS but not only for a one-shot. It's a long term business."

Alberto Marchina Dauded
CEO, Productos De Alambre Simar, S. A. De C. V.

"We've been exhibiting at CIHS since many years ago and have seen it become the most important hardware fair in the Asia Pacific region, and now worldwide. Shanghai is a meeting point for overseas buyers. That's why we are doing our best to launch our new products here."

Werner Rücklinger
General Manager, PREBENA Wilfried Bornemann GmbH & Co. KG

"I'm still very surprised to meet so many overseas visitors. It's very good for our business, but our main target is the Chinese market. You cannot pretend to be involved in the global market if you don't want to sell to China. That's why we are here, and for a long time I hope."

John Bielecki
Global Sales Director, Plews & Edelmann