

Press Release

No. 4 / Shanghai, China / September 2009

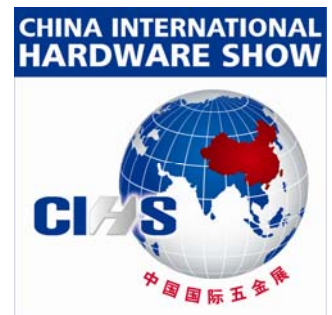
## China International Hardware Show 2009 ends with a bright spark

The 9<sup>th</sup> China International Hardware Show (CIHS), held from 16 to 18 September 2009 drew to a close at the Shanghai New International Expo Center. With 2,016 companies featured from 18 countries and regions, including estimates for the last trade fair day, over 33,000 domestic and international professional visitors, generating interest from all over the world. This year's success has left little doubt about the future of the Asia's top hardware and DIY trade fair.

Asia's largest hardware and DIY trade show, China International Hardware Show 2009 ended with great success. In its 9<sup>th</sup> year running, CIHS continues to overwhelm the exhibitors and visitors by the growth and the professionalism of the event.

"With the positive changes of both domestic and overseas economic situations, especially huge growth potential and attractiveness of China market, people in hardware industry both at home and abroad place greater enthusiasm and hope on CIHS'09". Mr. Zhang Dongli, Chairman, China National Hardware Association (CNHA) stated in his welcome speech.

This year, CIHS has drawn many leading retailers and home centers such as Wal-mart, Home Depot, Leroy Merlin, Kingfisher Group, B & Q, Metro Group, Emil Lux, Test Rite Group, Lowe's, DT Group, Home Retail Group, Grainger, Saint Gobain, Do-it-best. This has not only confirmed CIHS' position as Asia's most important show for the tools, security technology,



China International Hardware Show 2009

Shanghai New International Expo Centre

16-18 September 2009  
[www.hardwareshow-china.com](http://www.hardwareshow-china.com)  
[www.cihs.com.cn](http://www.cihs.com.cn)

Contact

Ryan Xue

Tel

+ 86 10 6590 7766

Fax

+ 86 10 6590 6139

E-mail

r.xue@

koelnmesse.cn

Koelnmesse (Beijing) Co., Ltd.  
Unit 1018  
Landmark Towers II  
No. 8 Dong San Huan North Road  
Beijing 100004  
China  
Tel. + 86 10 6590 7766  
Fax + 86 10 6590 6139  
[info@koelnmesse.cn](mailto:info@koelnmesse.cn)  
[www.koelnmesse.cn](http://www.koelnmesse.cn)

locks and fittings, DIY and building hardware, and garden ware segments but also once again proved that CIHS is the annual anchor point for the industry.

Mr. Michael Dreyer, Vice President, Asia Pacific, Koelnmesse expressed, "During the current economic environment, the Chinese government has kicked off a series of domestic investment and infrastructure projects to compensate for temporary declining export business. As the hardware industry is one of the main beneficiaries of this program, it is more important than ever to make the most of this opportunity to grow the business".

CIHS is the ideal gateway for international exhibitors who are interested to gain a foothold in China, the world's largest and continuously growing export market. The lure of the Chinese market for international companies was summed up by Mr. Peter Kissling, Managing Director, Matador Schraubwerkzeuge, "China International Hardware Show is gaining importance for us from year to year and has great potential to become a regional and global leading trade fair in our branch. It is a great platform for a market entry in China and for the information exchange among the players on the Chinese market. The perfect organization of the trade fair and the familiar atmosphere made us feel very comfortable".

Every year, the show develops and grows. This year, in addition to numerous other overseas exhibitors, the Australian Pavilion has participated for the first time to exhibit at CIHS along with German Pavilion led by the Association of German Tool Manufacturers (FWI), as well as pavilions by the Taiwan Hand Tools Manufacturers' Association, the Importers and Exporters Association of Taipei, and the Taichung Importers and Exporters Chamber of Commerce. The Spanish Hand Tools

Manufacturers Association (Herramex) and the Spanish Federation of Manufacturers Exporting Hardware Products (COFEARFE) were also represented at the exhibition.

Mr. Philipp Lischke, Managing Director of Fairlab Pty Ltd, who organized the Australian Pavilion declared "The first Australian Pavilion of its kind was a great success and confirmed CIHS as an optimal launching pad for Australian exporters: Our exhibitors reported back great interest from buyers within Asian, Europe, Australia and United States. Their early expressed interest to return their showcase in 2010 again confirms CIHS has opened up a new marketing and sales platform for them".

"The perfect organization made our first appearance at this fair very convenient. The well informed visitors and the presence of many local and global companies indicate the afford to sell and distribute in China, despite the difficulties of the Chinese market. Due to the good experience of this year's fair we have the intention to come back next year with more companies!" expressed by Ms. Thais Rodriguez Perez from COFEARFE.

CIHS 2009 continues to attract 90% of the key local enterprises. Great Wall Precision, Jiangsu Hongbao, Shanghai Jotech Tool, Jiangsu Fengyu and many others were among the big-name exhibitors displayed premium quality "Made in China" standards through their products and technology. Various local hardware manufacturing bases have also come together in an exhibitor's pavilion to showcase domestic hardware, to reach out to the overseas market. These included "China Hardware Exports Industrial Base" from Yongkang, "China Hardware Production Industrial Base" from Zhongshan, "China's Capital of Valves", Yuhuan, "China Machine Tool Industry Association's Special Moulds Branch", and "Hardware Village" from Huanghua, "China Screen Production Industrial

Base” in Anping, “China’s Capital of Locks”, Wenzhou and the “Shanghai Construction Hardware Association”.

Mr. Wen Chou, Assistant General Manager from Greenguard Group, a returning exhibitor for the seventh year running gave recognition to CIHS, “It’s an excellent way to represent our business; CIHS was an outstanding success for our group, execution by the show management was flawless; the show truly exceeded our expectations”.

“We are very satisfied with how things went at the trade show and our expectations were met perfectly. In fact, the biggest surprise was the number of the attendees at the show; we couldn't detect any indication of the general economic downturn at our stand. CIHS has proven itself to be the ideal platform for exchanging information and for building a network of business contacts,” observed Mr. Jack Han, from Toolfull Industries Inc.

CIHS Project Director, Mr. Mathias Kuepper, commented, “I am extremely satisfied with this year’s CIHS. Exhibitors were very happy with both the attendance at the event and the amount of business they were able to generate. It is a challenge to operate in this critical period, but CIHS has lived up to expectations by building a reliable top-quality, international trading platform. I’m very much looking forward to bringing a bigger and better CIHS next year”.

CIHS is the place for industry insiders to get to know emerging products and new innovations in hardware product design. The ‘2009 Innovative Product Awards’ initiated by CNHA was presented at CIHS to the following companies: American Bunker Tools International LLC, Wenzhou Hongda Industry Co., Ltd, Kapro China Ltd, BORDO International Pty Ltd and Unifed Tech Inc. etc.

This year, a seminar corner was set up within the exhibition hall with speakers and sessions tailored to suit business needs. Some of the topics covered were "New Characteristics on Procurement under the Current Economic Situation", "Access to Overseas Markets", "Online Auction for New Markets", "Branding Strategy of the World's Leading Retailers" and "Product Design".

As one of the organizers, the All-China Federation of Industry Commerce & Hardware Chamber of Commerce (CHMECC) celebrated its 10<sup>th</sup> anniversary in conjunction with CIHS 2009. 23 provincial hardware chambers of commerce presented themselves onsite, offering free service to CIHS exhibitors to build up local distribution networks in China.

The 10<sup>th</sup> China International Hardware Show (CIHS 2010) will once again be hosted at the Shanghai New International Expo Center in China next year from 28 to 30 September 2010. For more updates, please visit [www.hardwareshow-china.com](http://www.hardwareshow-china.com).

###

## **About the Organizers**

### **Koelnmesse**

With over 80 years experience in organizing large-scale commercial events connecting buyers and sellers, Koelnmesse has an excellent track record for organizing some of the world's most successful trade events, such as world-renowned International Hardware Fair and spoga+gafa in Cologne.

For further information, please visit [www.koelnmesse.com](http://www.koelnmesse.com)

**China National Hardware Association**

With almost 3,000 members, China National Hardware Association is made up of China's key hardware enterprises and professional associations. Its mission is to foster collaboration and communication between the government and enterprises, so as to build up China's hardware industry.

For further information, please visit [www.chinahardware.org.cn](http://www.chinahardware.org.cn)