

interzum guangzhou



2010 中国广州国际木工机械、家具配料展览会 CHINA INTERNATIONAL WOODWORKING MACHINERY & FURNITURE RAW MATERIALS FAIR (GUANGZHOU) 2010

Post Show Report

27 - 30 March, 2010

China Import and Export Fair Complex, Guangzhou, China

interzum guangzhou / CIFM 2010 carves out spectacular results

Bright future awaits furniture production industry

interzum guangzhou / CIFM 2010, Asia's most comprehensive wood-working machinery and furniture production trade fair, was once again a record breaker to end off its seventh edition on 30 March 2010. The scale of interzum guangzhou / CIFM has continued to expand, and it is now the largest trade fair for the industry in Asia.

The four-day exhibition attracted 43,709 trade visitors, an increase of 11 percent over 2009's 39,222 visitors, and the visitor traffic was very encouraging across all the ten halls with an increase in genuine sourcing interests.

Both the exhibitor number and the exhibition area of interzum guangzhou / CIFM 2010 have registered a marked increase compared to the previous year, with an unprecedented 887 companies from 24 countries and regions (a 17 percent increase over that of 2009) and ten halls with 100,000sqm of exhibition space (a 25 percent increase from eight halls in 2009).

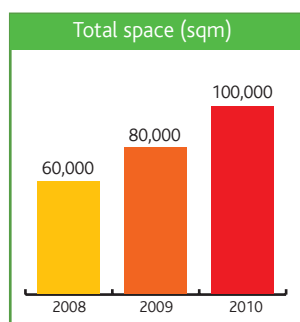


interzum guangzhou / CIFM 2010

Facts and Figures 2010

Exhibitors	
Number of exhibitors	887 companies
Number of international exhibitors	198 companies
Number of countries and regions	24 countries and regions
Floor space occupied	100,000 sqm
Visitors	43,709 attendance

Overall Growth of interzum guangzhou / CIFM Over the Past 3 Years



Overview of Post Show Results

- 99% of the exhibitors rated the event as being "excellent", "good", or "fair"
- 96% of the exhibitors stated that visitor quality was "excellent", "good", or "fair"
- 75% of the visitors rated the overall success of their visits as "excellent" and "good"
- 76% of the visitors were senior managers, middle managers or managers



interzum guangzhou / CIFM 2010 Post Show Report

Exhibit Profile

- Materials and Components for Furniture Production
- Machines, Materials and Components for Upholstery and Bedding
- Machines, Materials and Components for Interior Works
- Machines and Auxiliary Machines for Woodworking and Furniture Production
- Others (Media, Trade Associations)

Exhibitor Countries / Regions

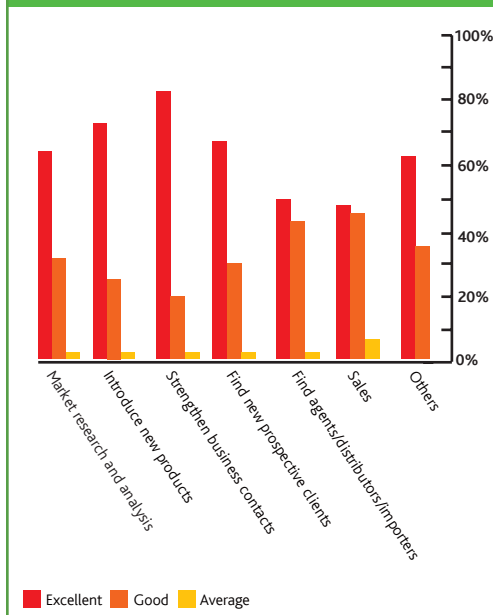
1. Austria	13. The Netherlands
2. Belgium	14. Singapore
3. Canada	15. Sri Lanka
4. China	16. South Korea
5. Denmark	17. Spain
6. Finland	18. Switzerland
7. France	19. Taiwan Region
8. Germany	20. Thailand
9. Hong Kong SAR	21. Turkey
10. Italy	22. Uruguay
11. Japan	23. USA
12. Malaysia	24. Vietnam

Exhibitors were very satisfied with their participation

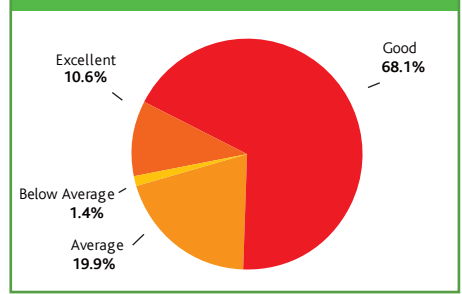
99% considered the quantity of visitors as "excellent", "good" or "fair"

74% have signed up on site for space at interzum guangzhou / CIFM 2011

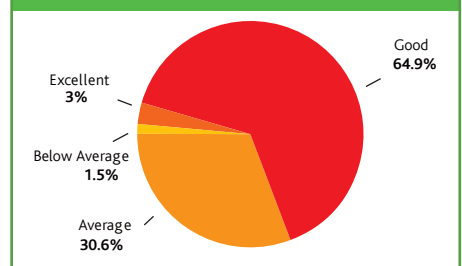
Success Rating Related to Stated Objectives



Exhibitor Overall Success Rating



Prospects of Follow-Up Business



What Our Exhibitors Said

"We've been here since the first year of interzum guangzhou. We met most of our old customers here and this year, more potential customers have come looking for us. It was very well organized and everything has been good."

Mr. Eric Wuwungan
Vice General Manager
IMA

"We have been exhibiting at interzum guangzhou for many years because it is a very large and very important exhibition to us. This year's show was very good and our members are very keen to enter China's market. It was also very professionally run, which is one of the reasons we chose interzum guangzhou. We will continue to exhibit next year."

Ms. Dorothy Tong
Int'l Marketing Manager Southeast Asia and Greater China
American Hardwood Export Council (AHEC)

"We have been in interzum guangzhou since last year, so this is our second time exhibiting here. Last year we made many business contacts and this year we've already signed contracts with those distributors. Koelnmesse is very professional and very experienced. I can say that interzum guangzhou DOES serve as a gateway for us to explore the Asian market."

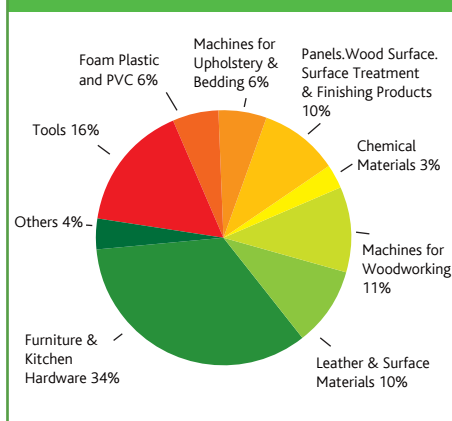
Mr. Bekir Anac
Chief Representative
SAMET

Visitors' Feedback

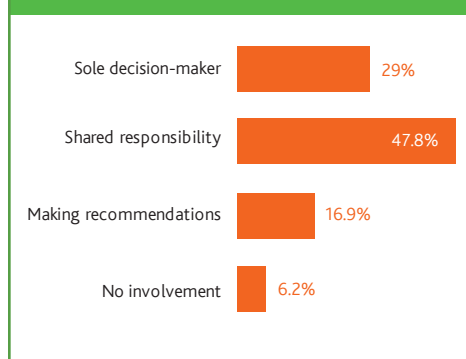
96% of the visitors were satisfied in terms of searching for new business opportunities

89% of the visitors stated that they obtained the latest news & technology

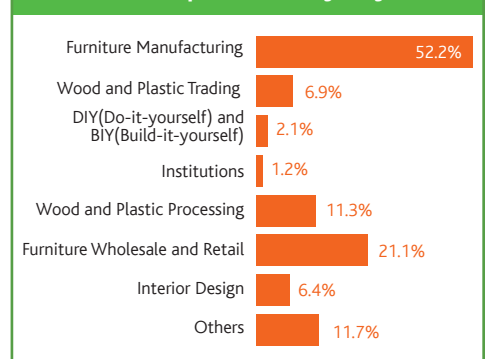
Types of Products Visitors Were Sourcing for



Role in the Purchasing / Procurement Process



Sectors Represented by Buyers



What Our Visitors Said

"interzum guangzhou is a very international show. It helps us get to know new friends and manufacturers, and brings us new things every year."

Mr. Bob Burton
WARWICK (Australia)

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