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1. Facts & Figures

interzum guangzhou 2006 27-30 March 2006

International Trade Fair for Furniture Production
(In conjunction with China International Furniture Fair)

| | |
|-------------------------------|--|
| Website: | www.interzum-guangzhou.com |
| Venue: | Chinese Export Commodities Fair (Pazhou) Complex Guangzhou, China |
| Schedule: | Build up: 23 - 26 March 2006 Show: 27 - 30 March 2006 Dismantling: 31 March 2006 |
| Frequency: | Annual |
| Open To: | Trade Visitors Only |
| Opening Hours: | 09:30 hrs – 17:30 hrs |
| Admission Fee: | Free of charge |
| Cost of Participation: | USD 220/sqm (Shell-Scheme) USD 250/sqm (Premium Shell Scheme) USD 190.00/sqm (Raw space) |
| Organizer: | Koelnmesse GmbH, Germany China Foreign Trade Guangzhou Exhibition Corp. |
| Supported By | Eumabois (European Federation of Woodworking Machinery Manufacturers) |
| Exhibition Area | 30,000 Square metres |
| Country Pavilions: | Germany (Hall 1A & Hall 1B) Italy (Hall 1B) ICE (Hall 1A) USA (Hall 1B) |

Koelnmesse GmbH
Messeplatz 1
50679 Köln
Postfach 21 07 60
50532 Köln
Germany
Phone: +49 221 821-0
Fax: +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.de

International contact:

Germany
Mr Marc Zoellig
Phone: +49 221-821-2932
Fax: +49 221-821-3908
m.zoellig@koelnmesse.de

Singapore
Ms Sheryl Buan
Phone: +65 6396 7189
Fax: +65 6294 8403
s.buan@koelnmesse.com.sg

China
Mr Leslie Zhao
Phone: +86 20 8755 2468 x 10
Fax: +86 20 8755 2970
l.zhao@koelnmesse.cn



In co-operation with:

China Foreign Trade Guangzhou
Exhibition Corporation
117 Liu Hua Road
Guangzhou 510014

Mr Yu Yi
Phone: +86 20 8667 8000
Fax: +86 20 8667 6728
ciff@fairwindow.com



中国对外贸易中心(集团)
China Foreign Trade Center (Group)

Supported by:



Eumabois Supported Exhibition



Main Product Groups:

Machines and auxiliary machines for woodworking and furniture production
Products for the equipment of machines; tools; electronic equipment and software; testing and measuring instruments
Materials and components for furniture production
Machines, Materials and Components for upholstery and bedding
Machines, Materials and Components for interior works

No of countries / regions Representation: 20

| | |
|----------------|----------------|
| Australia, | Japan, |
| Belgium, | Malaysia, |
| Canada, | Philippines, |
| Chile, | Poland, |
| China, | Singapore, |
| Finland, | Spain, |
| France, | Taiwan Region, |
| Germany, | Thailand, |
| Hong Kong SAR, | Turkey, |
| Italy, | USA |

No. of exhibiting companies:

| | |
|----------------------|-----|
| Exhibiting companies | 548 |
| Chinese companies | 405 |
| Foreign companies | 143 |

No. of Visitors:

| | |
|-------------------|--------|
| Domestic visitors | 46,509 |
| Overseas visitors | 10,008 |
| Total visitors | 56,517 |



中国对外贸易中心(集团)
China Foreign Trade Center (Group)

Final Report : Outstanding success for exhibitors and visitors

The third interzum guangzhou, which closed on 30th March 2006, proved to be a very successful event. Both the exhibitor numbers as well as the visitor quality clearly exceeded expectations. For the first time the event opened as the only Eumabois (leading European Federation of Woodworking Machinery Manufacturers)-qualified trade fair in China. With the recommendation for the fair in Eumabois publications and information events, interzum guangzhou reached a broader target group. Gianni Ghizzoni, President of Eumabois, confirmed that the European companies were very satisfied with the visitor numbers and quality. Overall Eumabois therefore expects an increase in European exhibitors from this sector at forthcoming events in China. interzum guangzhou was once again held parallel to the CIFF, China International Furniture Fair. In the very strongly growing Chinese market this trade fair duo has proved itself to be a genuine attraction for visitors thus making interzum guangzhou the ideal business platform for the sector's supporting industry. Already on the first day of the fair around 30,000 visitors were registered which represents almost double the numbers compared to the previous year. In total the two parallel events registered 56,517 visitors, of these 10,008 were international visitors from the Asian region. "Koelnmesse really knew what it was doing when it signed an "interzum – guangzhou" trade fair brand cooperation contract in 2003 with its Chinese partner CFT (China Foreign Trade). Establishing a fair for the sector's supplying industry in such a furniture portfolio has proved to be extremely fruitful", said Dirk-Uwe Klaas, Executive Director, Association of German Furniture Industries (VDM), commenting on the result of the event.

The main characteristics of this interzum guangzhou 2006 were two key slogans: more space and more international exhibitors. The exhibition space had to be increased by around 30 percent (approx. 30,000 m², compared to 2005: 22,000 m²), because this was the only way to optimally accommodate and position the approximate 42-percent increase in exhibitors. A total of 548 exhibiting companies (2005: 381 exhibitors) from 20 countries, presented their product and service innovations. Of these around 143 exhibitors came from overseas alone, for example from Italy, Germany, Spain, France, Turkey, Poland, Belgium, the USA and Canada – as was the case the previous year, Italy, Germany and the USA once again presented themselves in a very concentrated form within the framework of own national pavilions.

These positive figures underline the successful concept of the event. The parallel staging of interzum guangzhou and the China International Furniture Fair offered additional business potential and synergies for visitors, enabling them to not only obtain information on the latest furniture ranges and complimentary products such as fabrics and textiles, but also on the latest manufacturing techniques or production machines. This year interzum guangzhou has entered the second phase of the CIFF and was held parallel to the CIFF Office Furniture Exhibition and CIFF Hometextile China.



This resulted in significantly more Chinese furniture manufacturers from Shenzhen and Dongguan visiting interzum guangzhou, as no furniture fairs were being held there at this time.

interzum guangzhou 2006 reflected the range of products and services presented to the Asian market by the sector's supporting industry. The regional fairs interzum guangzhou and interzum moscow / Interkomplekt together with the leading fair interzum in Cologne, which next year will once again be the world's largest and most international communication and business forum for this sector, form a worldwide interzum network.

The new date for interzum guangzhou is 27.03. to 30.03.2007

2. Exhibitor Statistics

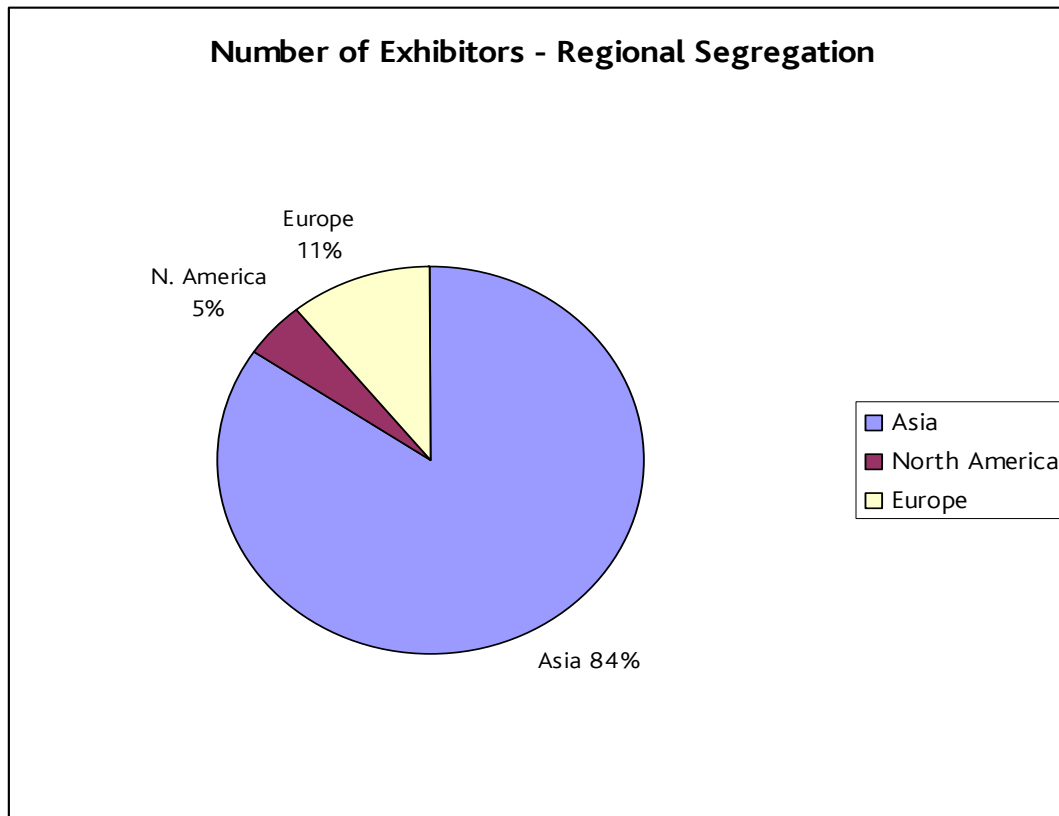
1. Exhibitors

| | 2004 | 2005 | 2006 |
|---------------|------------|------------|------------|
| Domestic | 287 | 257 | 405 |
| International | 79 | 124 | 143 |
| Total | 366 | 381 | 548 |

2. Space occupied

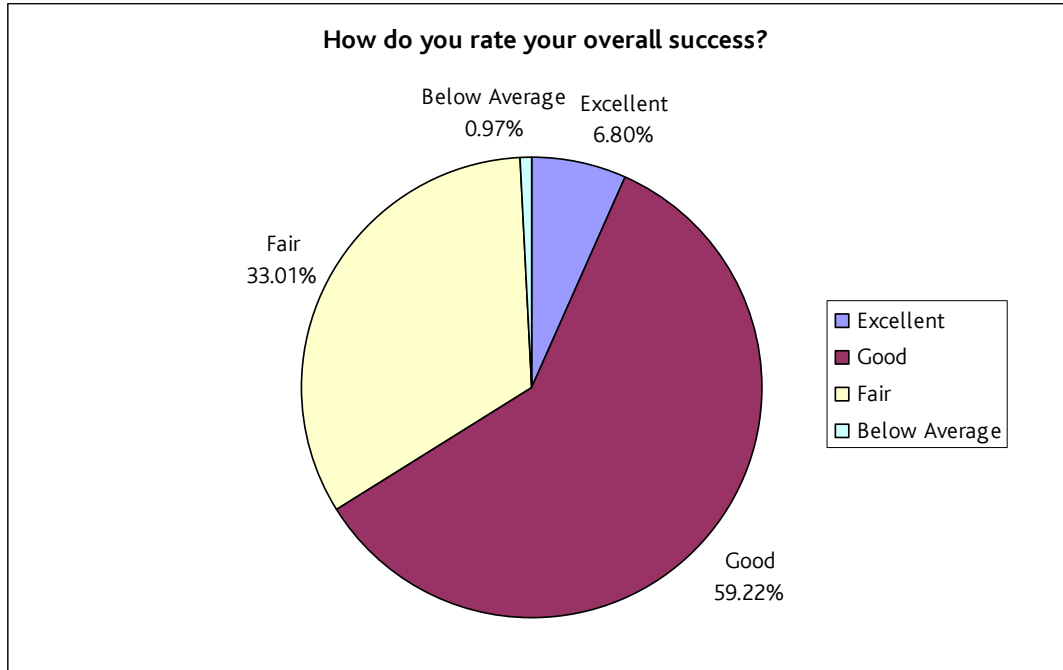
| | 2004 | 2005 | 2006 |
|-------------|-----------|-----------|-----------|
| Gross Space | 21,000sqm | 22,000sqm | 30,000sqm |

3. Breakdown by Regions

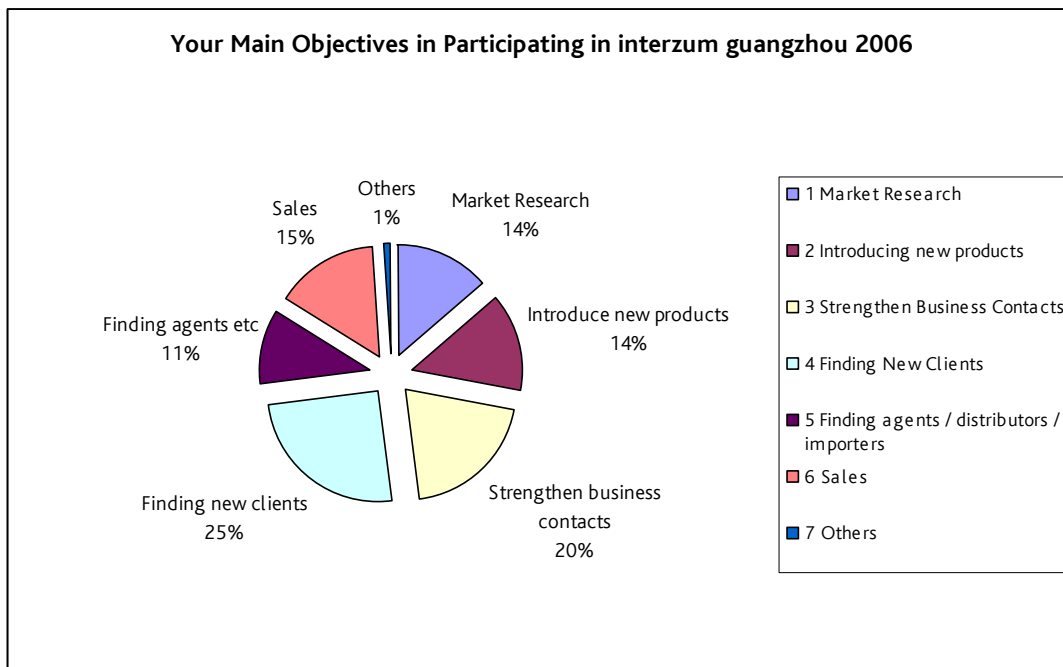


3. Exhibitor Survey

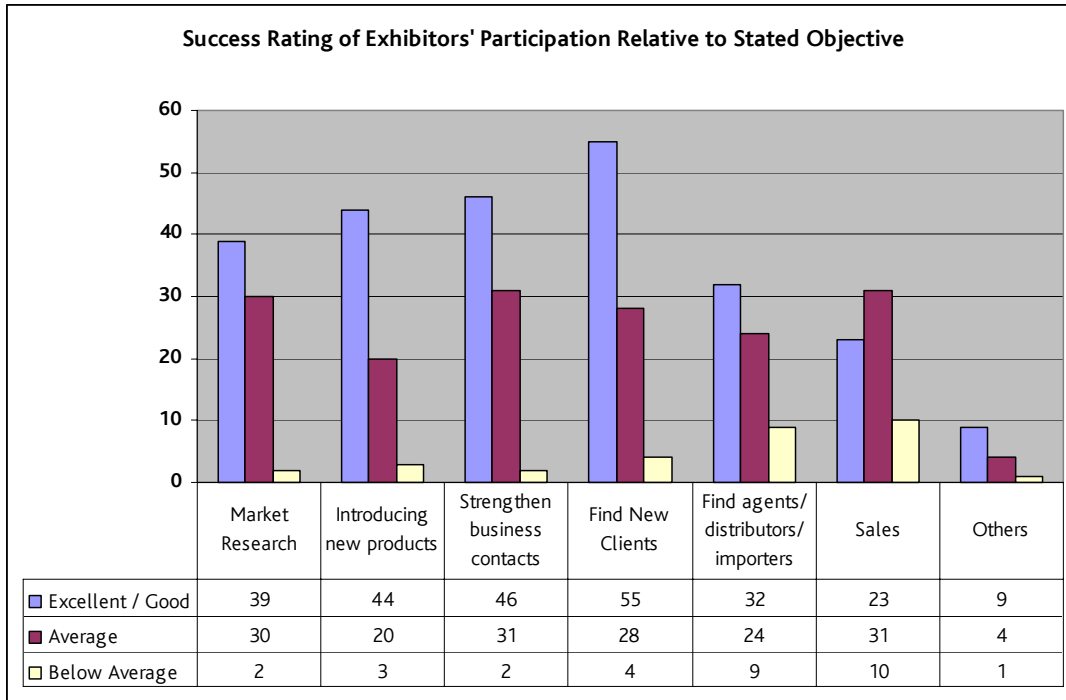
1.



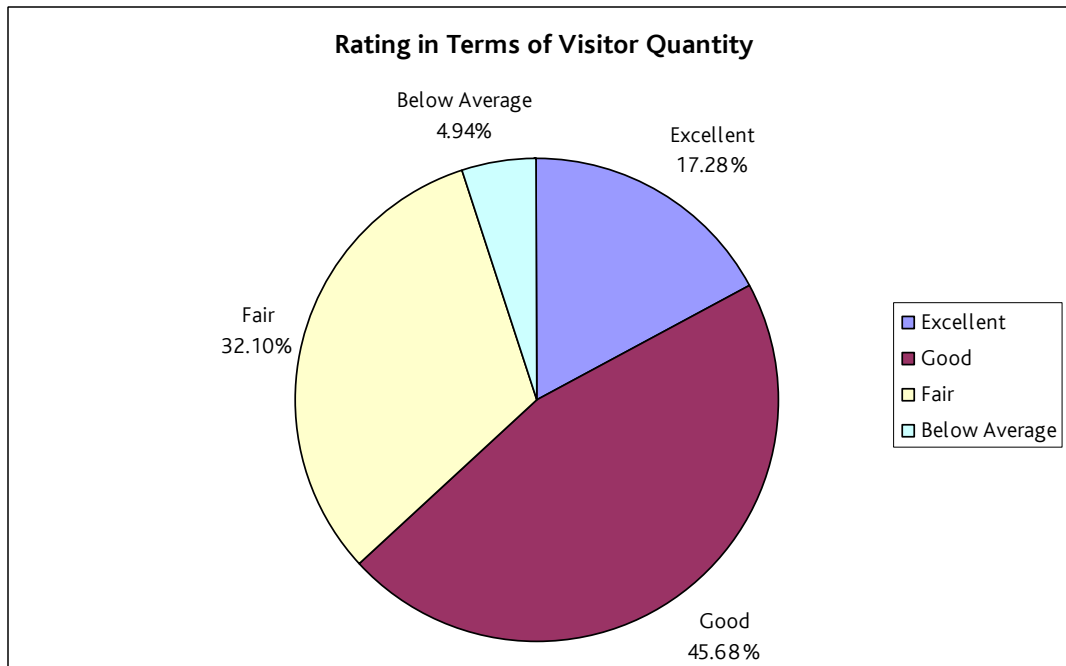
2.



3.



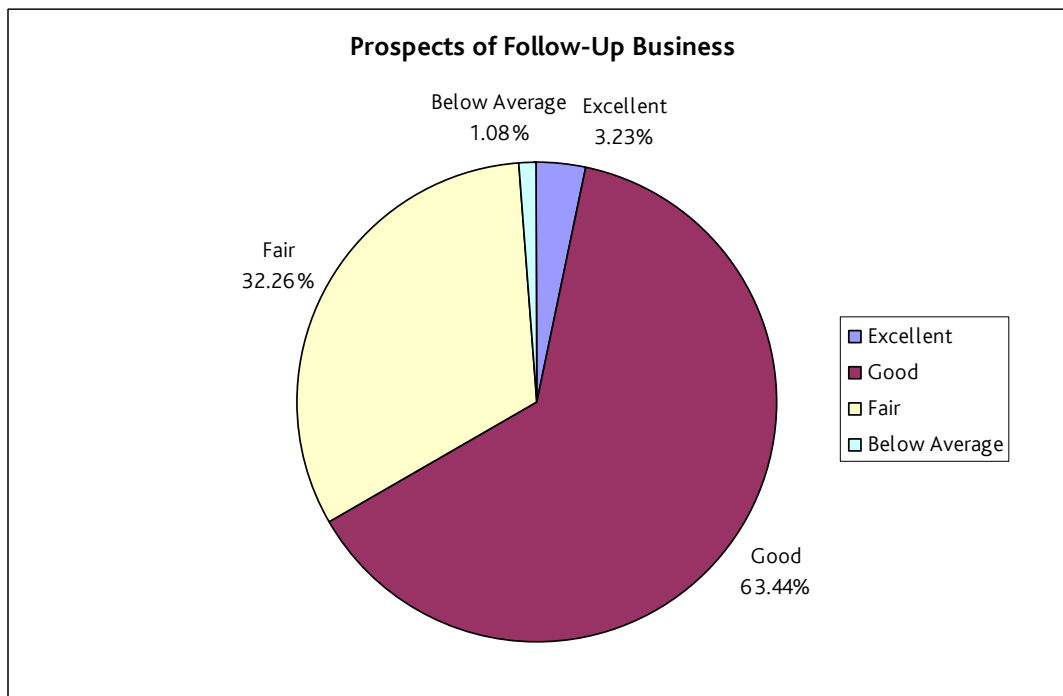
4.



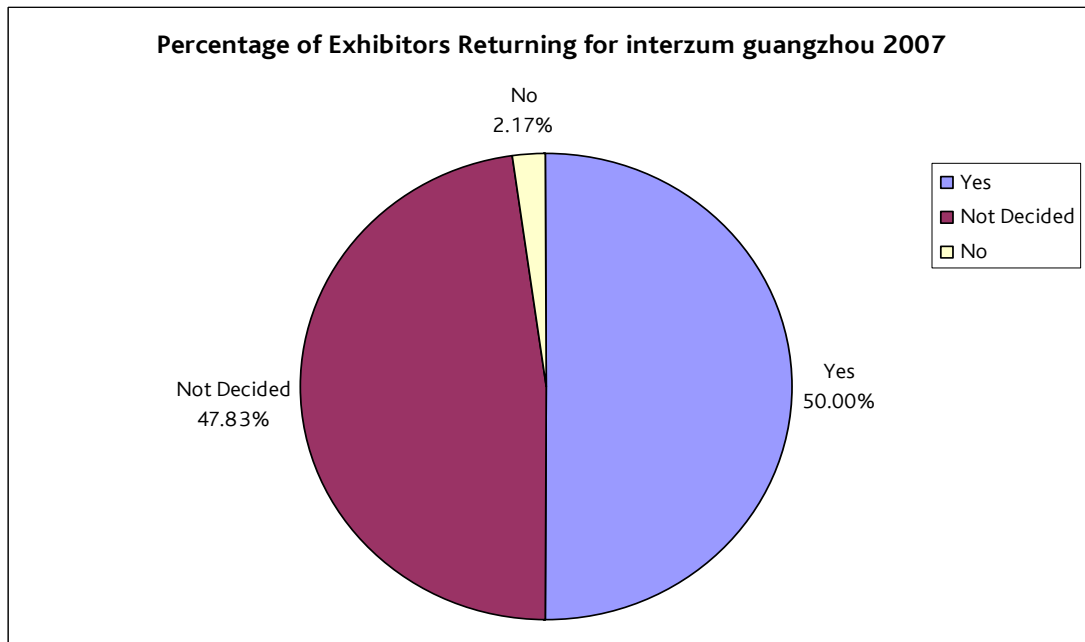
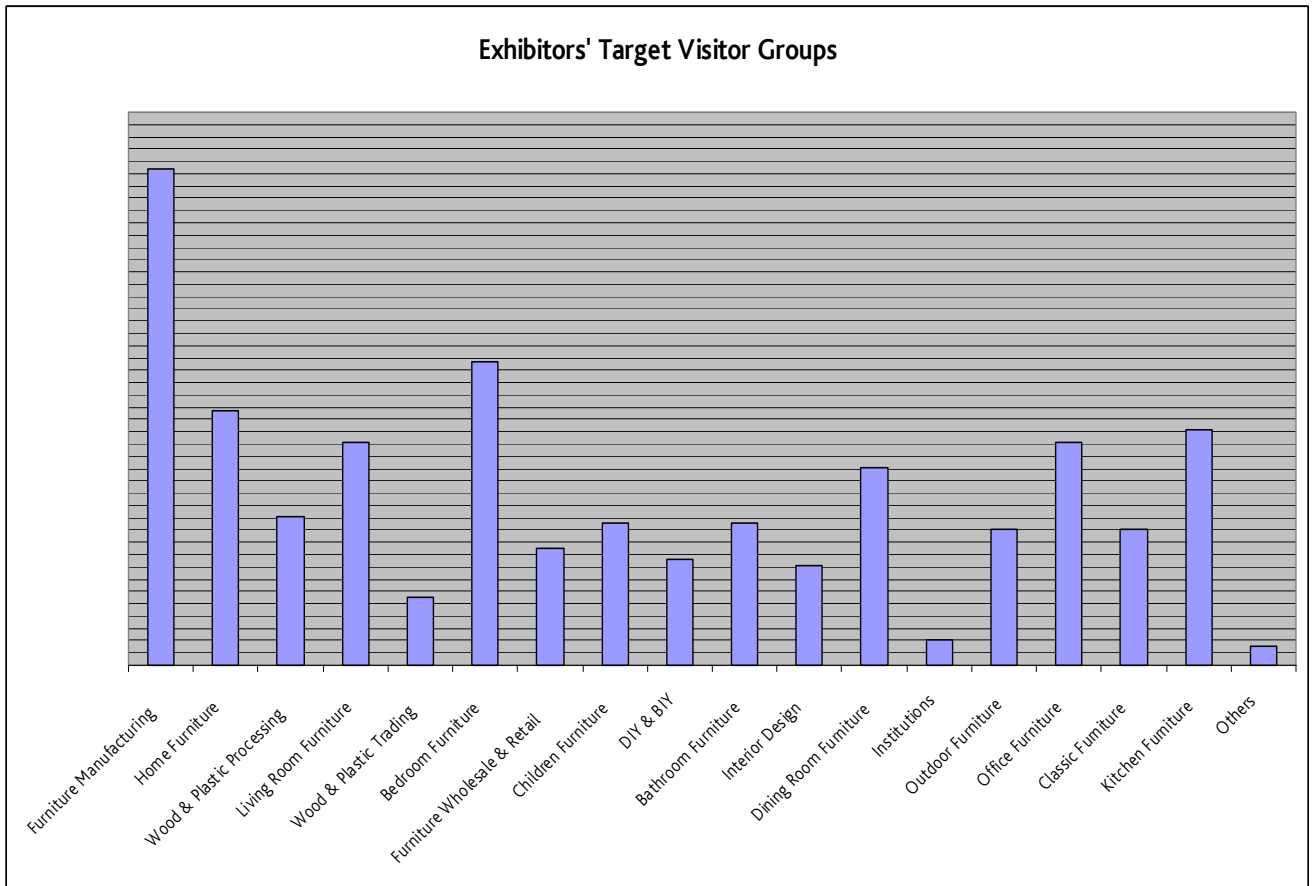
5.



6.



7.



4. Visitor Statistics

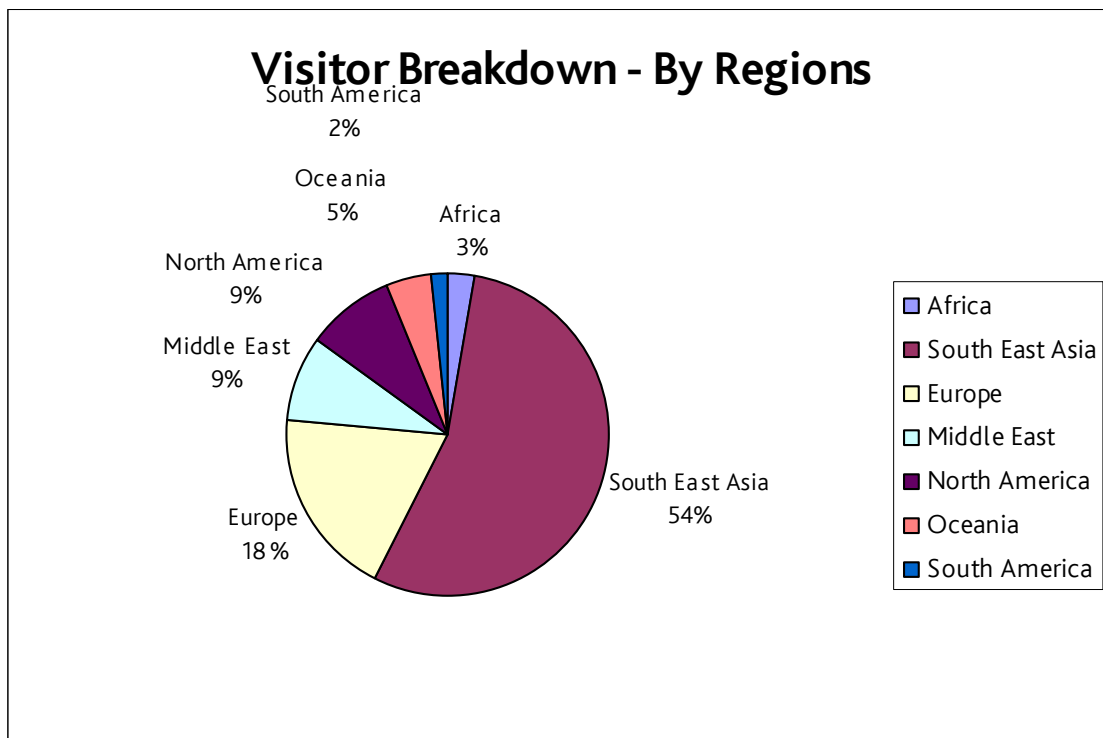
(for CIFF – 2nd phase / interzum guangzhou)

1. No. of Visitors:

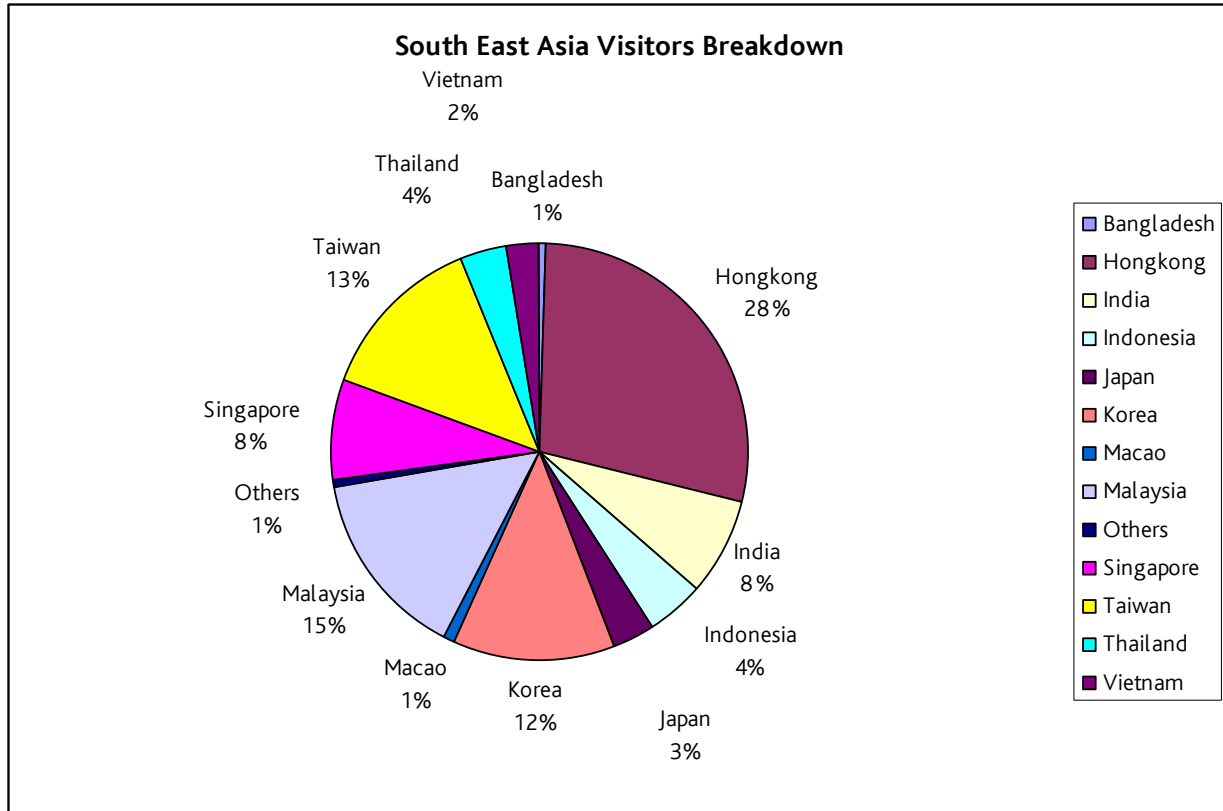
| | |
|-------------------|--------|
| Domestic visitors | 46,509 |
| Overseas visitors | 10,008 |
| Total visitors | 56,517 |

2. Visitors per Region

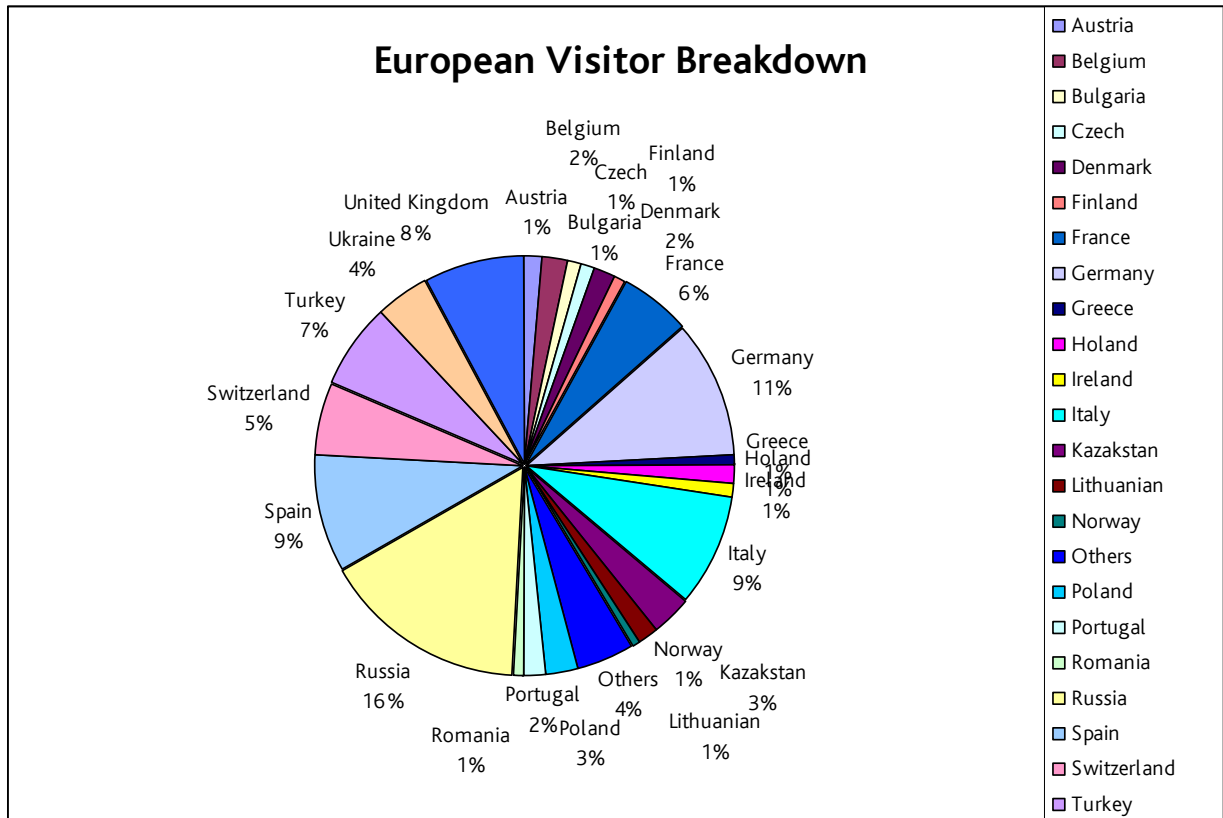
1. Overseas Visitors Breakdown (10,008 in total)



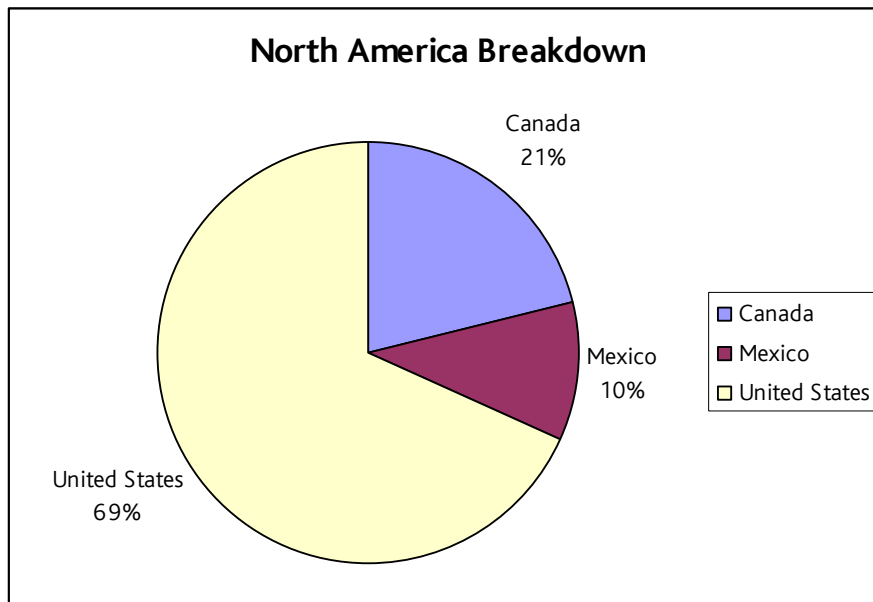
2. South East Asia Visitors Breakdown (5,485 total)



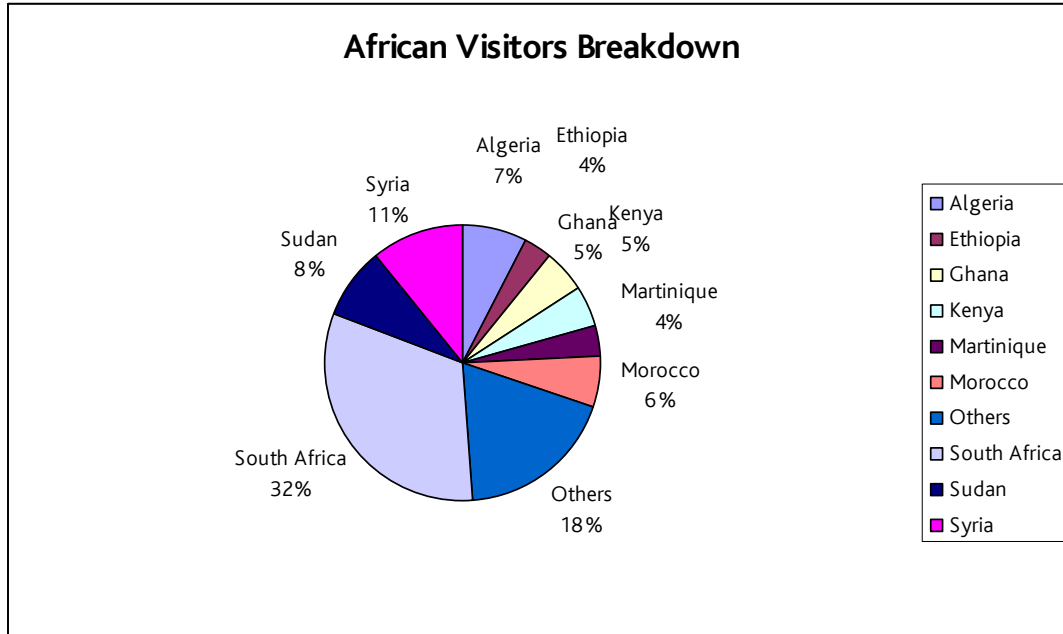
3. European Visitors Breakdown (1,888 total)



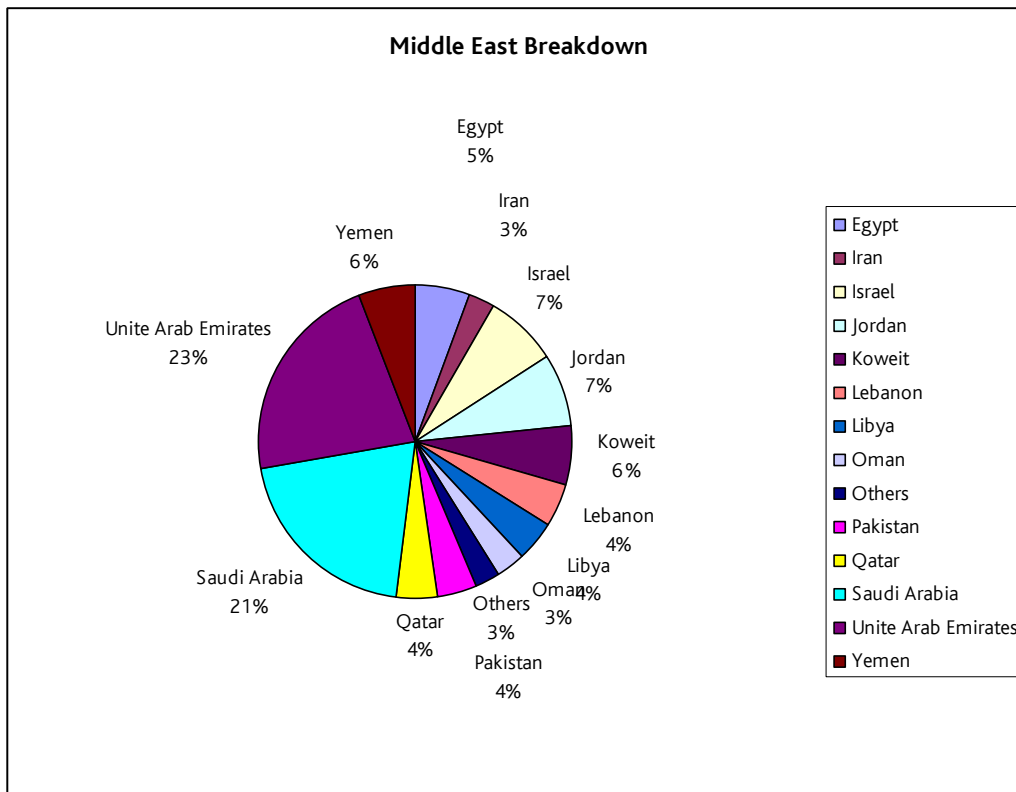
4. North American Visitors Breakdown (890)



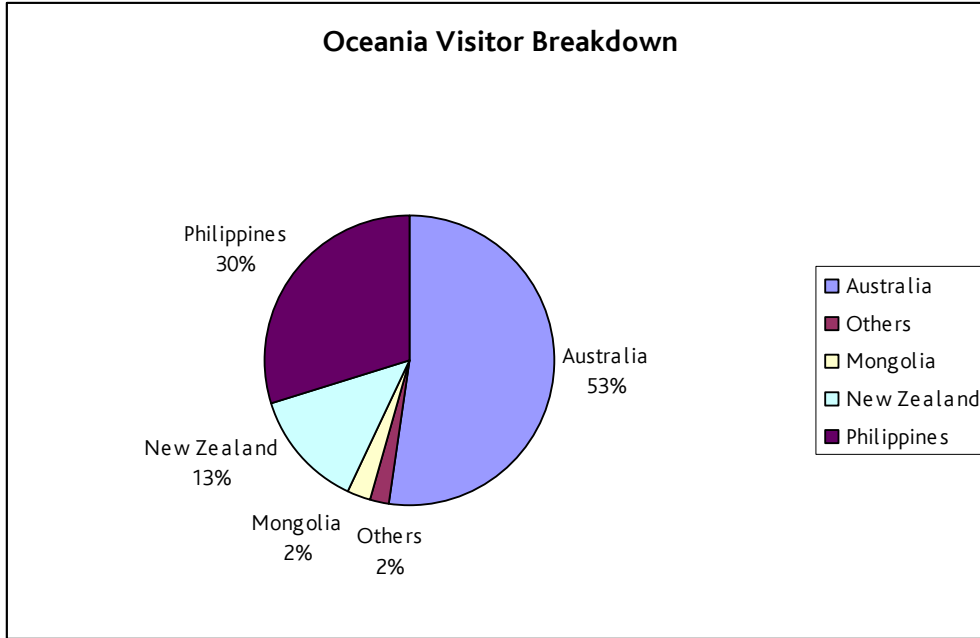
5. African Visitors Breakdown (283 total)



6. Middle-Eastern Visitor Breakdown (855 in total)



7. Oceania Visitor Breakdown (454)



8. South American Visitor Breakdown (153)

