

The 17<sup>th</sup> China International Petroleum & Petrochemical  
Technology and Equipment Exhibition  
The 17<sup>th</sup> China International Exhibition on Equipment of  
Pipeline and Oil & Gas Storage and Transportation  
The 17<sup>th</sup> China International Explosion Protection Electric  
Technology & Equipment Exhibition  
The 17<sup>th</sup> China International Offshore Oil & Gas Exhibition  
China Maritime—The 7<sup>th</sup> International Offshore Engineering  
Technology & Equipment Exhibition  
The 7<sup>th</sup> China International Natural Gas Technology &  
equipment Exhibition

## **Visitor Data Analysis Report**

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### **March 2017**

Zhenwei Exhibitions Group  
Information Department and Audience Organization Department  
April 8, 2017

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# I Relevant Concepts in Report

According to the source of the visitors, division region to seven areas:

North China: Beijing, Tianjin, Hebei, Shanxi, Inner Mongolia

East China: Shanghai, Zhejiang, Jiangsu, Anhui, Shandong, Fujian, Jiangxi

South China: Guangdong, Guangxi, Hainan

Southwest China: Sichuan, Chongqing, Guizhou, Yunnan, Tibet

Northwest China: Shanxi, Gansu, Qinghai, Xinjiang, Ningxia

Northeast China: Heilongjiang, Jilin, Liaoning

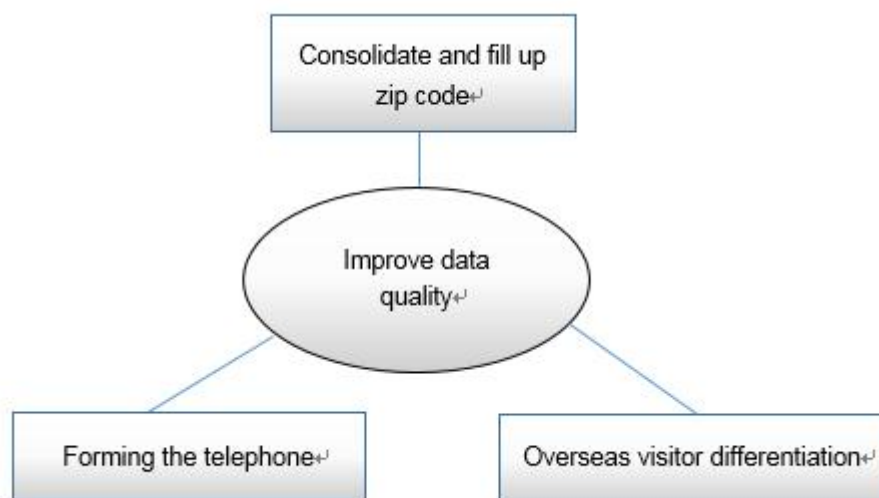
Central China: Hunan, Hubei, Henan

Trim the visitors data: Consolidate and fill up zip code、Forming the telephone、Overseas visitor differentiation

Consolidate and fill up zip code: The system automatically fill up the zip code according to the phone number and address, if the visitors did not fill in the zip code onsite.

Forming the telephone: To fill in the telephone information to be unified.

Overseas visitor differentiation: According to the telephone and the address to distinguish overseas visitor.

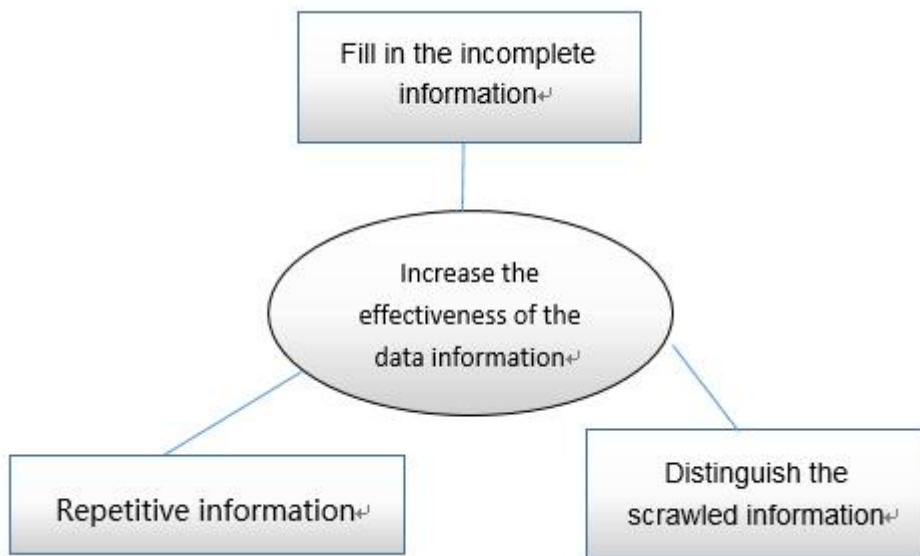


Invalid information: Repeated, incomplete, poor handwriting information

Repeated information: One person's business card to registered many times to make the information repeated

Incomplete information: The information is not enough to contact the visitor

Poor handwriting: The fill out is not clear, scrawled unidentifiable information



**Analysis of visitors' department and position.**

Position: Decision maker, Department management, Professional staff and others

Department: Management department, Sales, Purchasing department, Technology department, Service department and others

The report data is including:

Online Pre-registration visitors、 WeChat pre-registration visitors、 before the exhibition receipt + Scene visitors

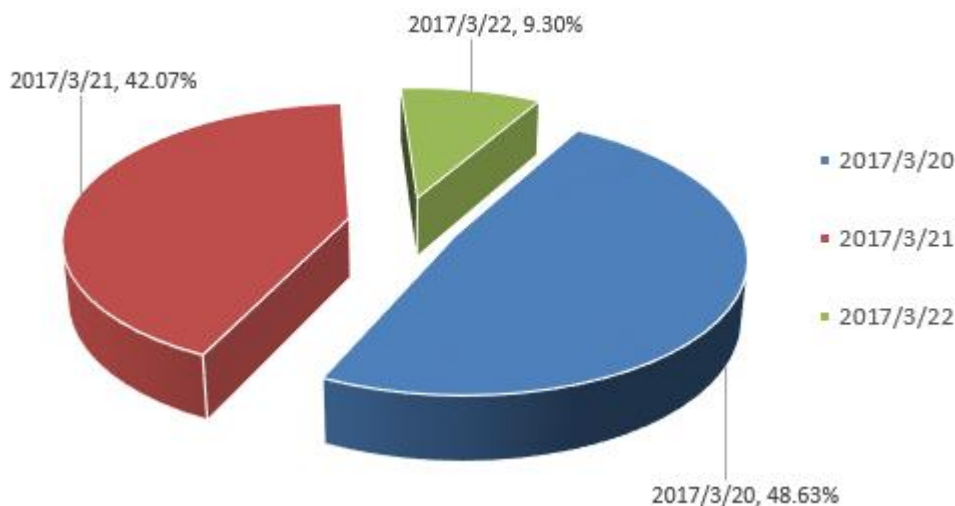
## II General situation of the visitors

### The number of the visitors :

The following is the detailed data:

Show days	Total person-time of the visitors	Total number of arrival	Total number of new arrival	Percentage of new arrival
2017/3/20	44104	30389	30389	100.00%
2017/3/21	32773	21165	16988	80.26%
2017/3/22	29807	8879	3986	44.89%
<b>total</b>	<b>106684</b>	<b>60433</b>	<b>51363</b>	<b>84.99%</b>

### scale map:



A total of 60,433 visitors during cippe2017, the door tracking system records for **106,684** person-time, **51,363** visitors are totally new. We have collected the visiting card information and inventory information which includes the visitors' name, position, department, company name, address, city, province, region, telephone, fax, email, website and so on. We have also made analysis on every visitors' department and

position, which is helpful to improve the efficiency of the use of data, and facilitate the use and management of the data.

## Quality indicators of visitors information :

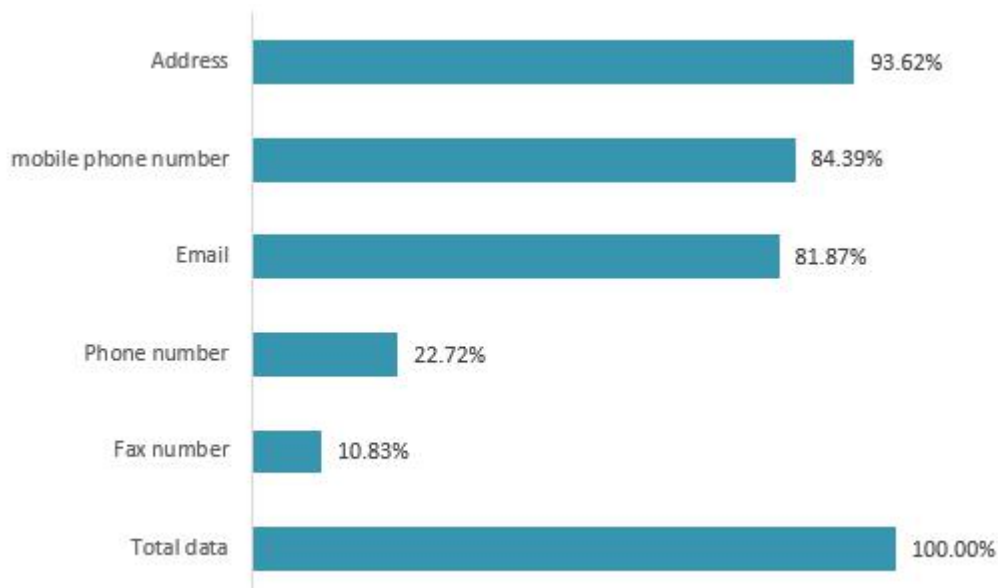
The principle of our setting up the data base is maximization of marketing liaison work:

Direct-mail information (including company name, address and zip code.)

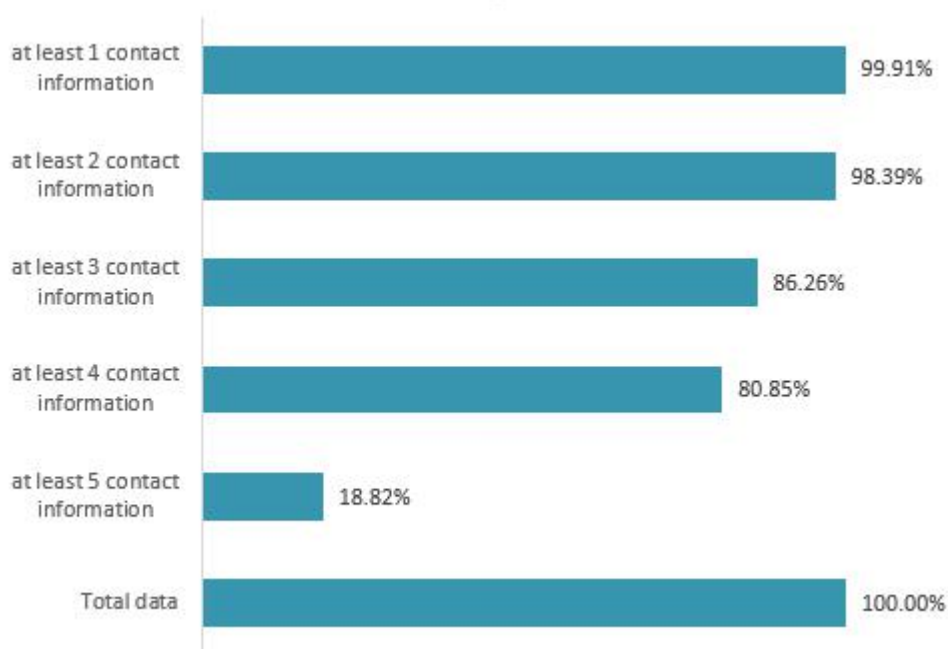
Mass fax information (telephone and fax numbers);

Mass SMS (mobile phone information);

Mass EMAIL (EMAIL information)

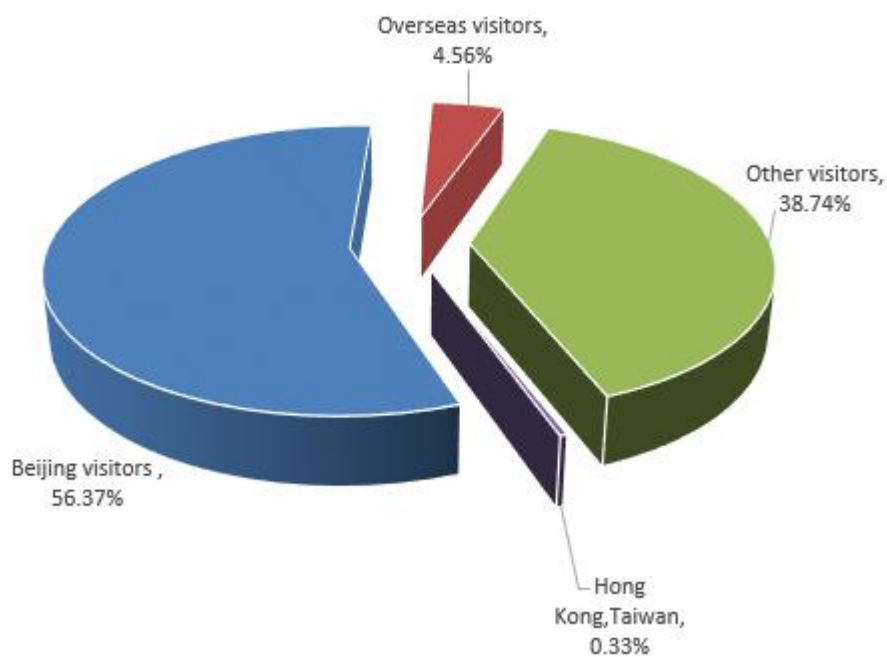


## Statistical analysis by the number of contacts:



### III Analysis of Visitor Source

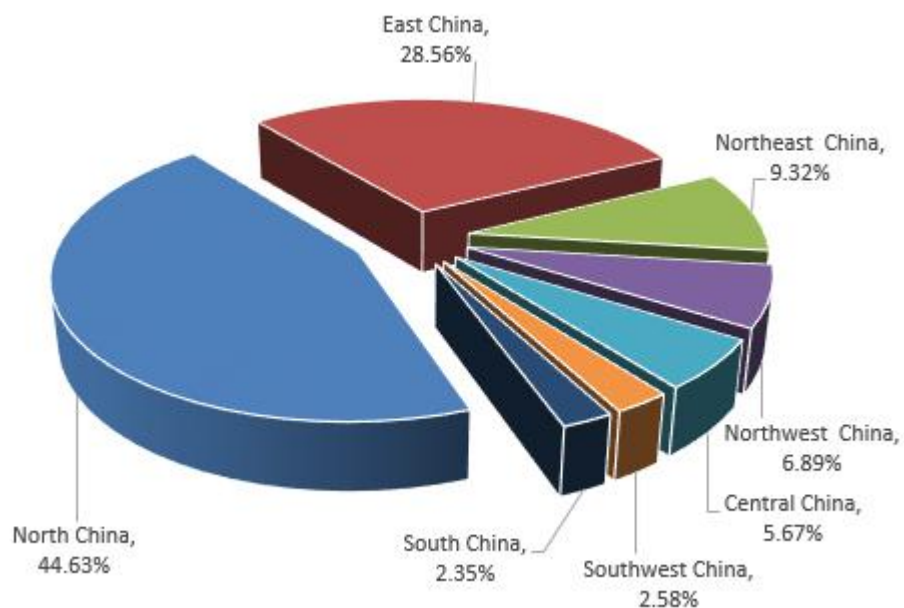
#### Analysis of visitors category





## Regional distribution of domestic visitors

In accordance with the administrative regional analysis, 56.37% of the visitors are the local visitors from Beijing where the show was held. The proportions of the visitors from areas other than Beijing are as shown below. We can see that visitors from North China region accounts for 44.63%, other regions respectively: **East China 28.56%, Northeast 9.32%, Northwest china 6.89%, Central china 5.67%, Southwest 2.58%, South China 2.35%, .**



A detailed analysis of the visitors' area distribution data clearly illustrates the visitors coverage which helps improve marketing and professional visitors organizing work by offering reliable data basis.

**The Visitor Source Distribution Map (excluding local exhibitors from Beijing):**



## IV Statistics of Position and Department Data

### Visitors position and department standardized processing statistics :

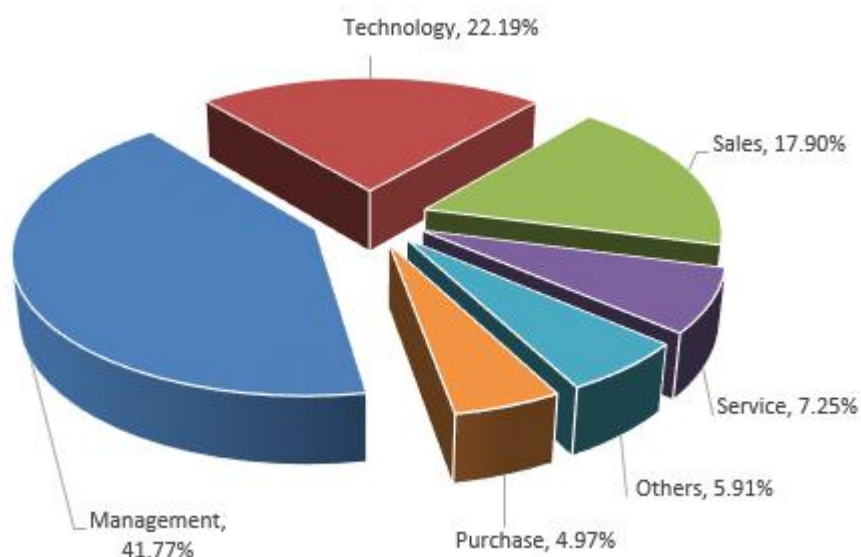
In order to facilitate statistics and management, we have standardized processing and statistics of the visitors position information, positions that appeared more than 70 times are classified as follows:

position /department	times	Standardized department	Standardized position
Management	2509	Management	Department Management
Engineer	1530	Technology	Professional staff
Manager	962	Management	Decision maker
Student	873	Others	Others
Sale Manager	825	Management	Department Management
Sale	617	Sales	Professional staff
Vice President	381	Management	Department Management
Technical	353	Technology	Professional staff
Project Manager	311	Management	Department Management
Senior Engineer	279	Management	Professional staff
Staff	246	Service	Others
Director	220	Management	Department Management
Registrar	216	Management	Department Management
Business Manager	208	Sales	Department Management
salesman	203	Sales	Professional staff
purchasing	149	Purchase	Decision maker
Assistant Manager	142	Management	Department Management
Vice President	141	Management	Decision maker
Section Chief	138	Management	Department Management
Clerk	129	Service	Professional staff
Employees	124	Service	Others
Deputy director	122	Management	Department Management
Director	110	Management	Decision maker
Development Engineer	99	Management	Department Management
Sales Director	96	Management	Department Management

Purchasing Manager	93	Management	Decision maker
Sale Engineer	87	Sales	Professional staff
Division Manager	83	Management	Department Management
Area manager	79	Management	Department Management
Marketing Manager	77	Management	Department Management
Account Manager	70	Management	Department Management

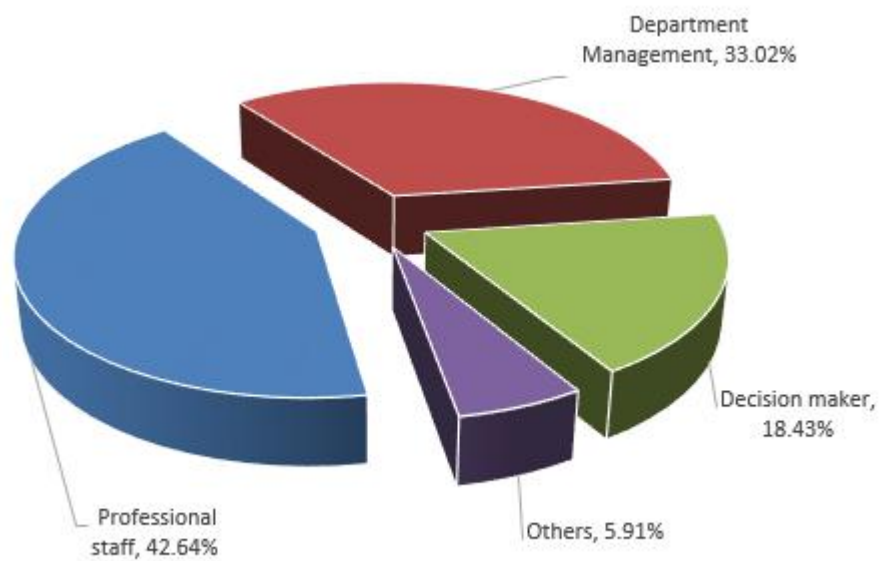
## Analysis of visitors department:

Based on the data above, Results are as follows:



## Analysis of the visitors position :

Results are as follows:



# V Analysis of the visitors questionnaire

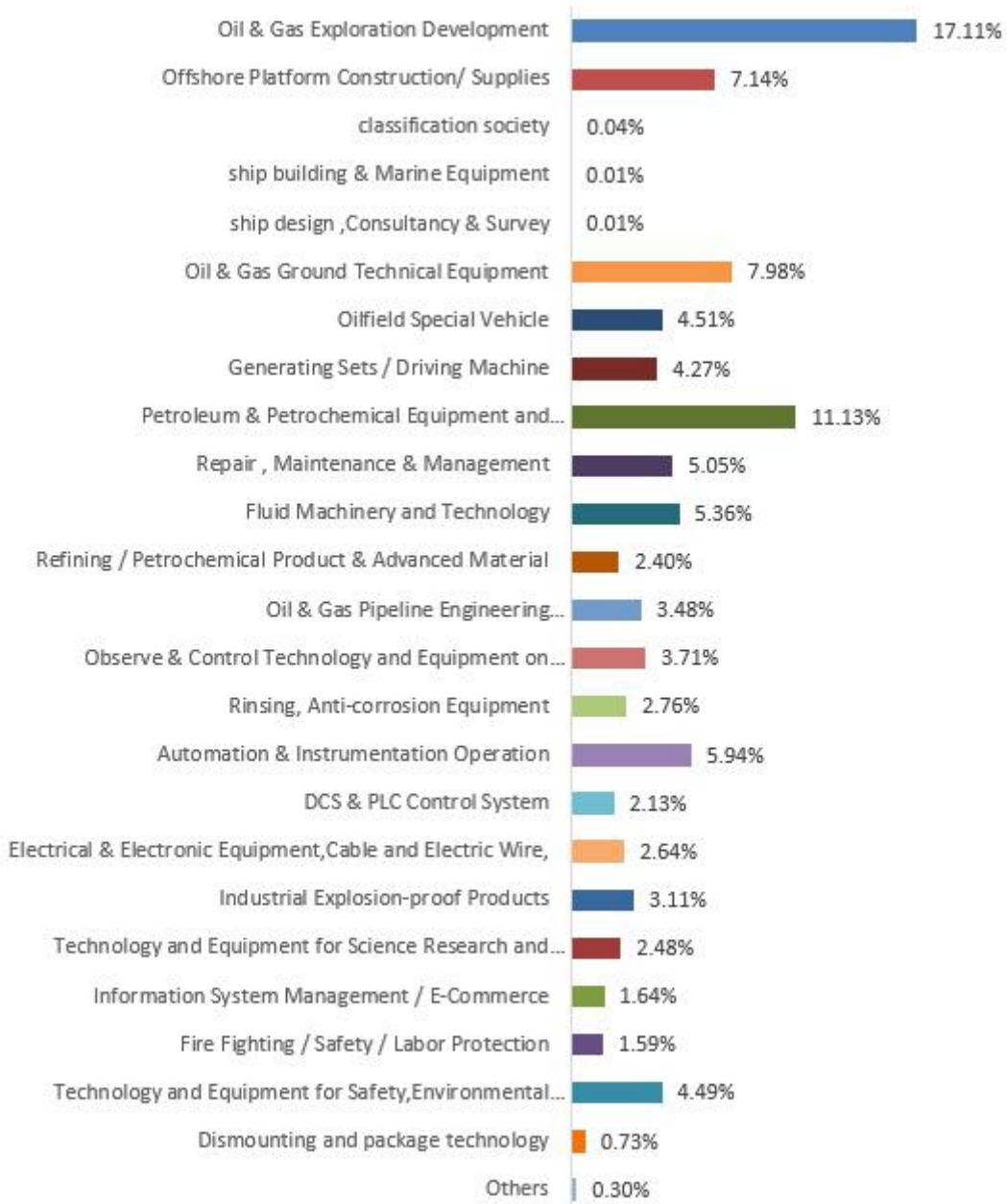
## Survey question 1. What is your main business?



The following is the detailed data:

Number	What is your main business	Quantity	Proportion
1	Owner of Project / Purchasing	1195	9.86%
2	Marketing / Sales	2838	23.41%
3	Agent/Distributor/Importer & Exporter	974	8.04%
4	Production/Manufacturing	3082	25.43%
5	Engineering, Construction & Contractor	575	4.74%
6	Technical Services/Quality Control	1419	11.71%
7	Design & Consulting Services	443	3.65%
8	Trade Association & Research Institution	524	4.32%
9	Government Institution	138	1.14%
10	professional Media	148	1.22%
11	Student	381	3.14%
12	Consulting	244	2.01%
13	Others	160	1.32%

## Survey question 2. What products are you interested in?

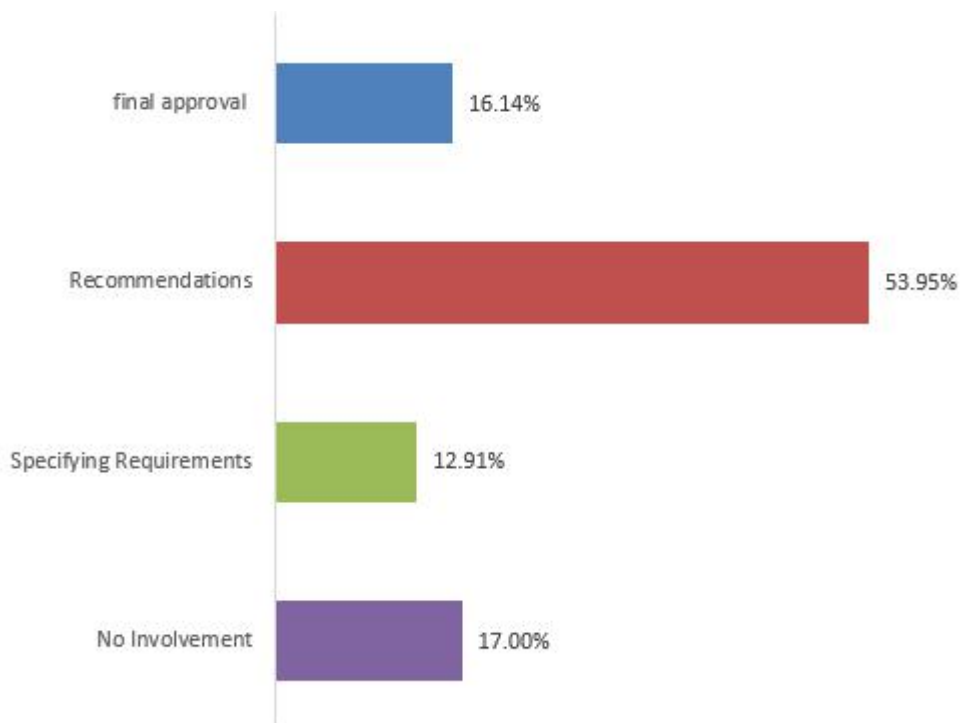


The following is the detailed data:

Number	What products are interested in visiting	Quantity	Proportion
14	Oil & Gas Exploration Development	5231	17.11%
15	Offshore Platform Construction/ Supplies	2182	7.14%
15-1	classification society	11	0.04%
15-2	ship building & Marine Equipment	2	0.01%
15-3	ship design ,Consultancy & Survey	4	0.01%
16	Oil & Gas Ground Technical Equipment	2439	7.98%
17	Oilfield Special Vehicle	1379	4.51%
18	Generating Sets / Driving Machine	1306	4.27%
19	Petroleum & Petrochemical Equipment and Manufacturing	3402	11.13%
20	Repair , Maintenance & Management	1543	5.05%
21	Fluid Machinery and Technology	1638	5.36%
22	Refining / Petrochemical Product & Advanced Material	733	2.40%
23	Oil & Gas Pipeline Engineering Construction/Transportation & Storage	1064	3.48%
24	Observe & Control Technology and Equipment on Pipeline	1133	3.71%
25	Rinsing, Anti-corrosion Equipment	843	2.76%
26	Automation & Instrumentation Operation	1817	5.94%
27	DCS & PLC Control System	650	2.13%
28	Electrical & Electronic Equipment, Cable and Electric Wire,	808	2.64%
29	Industrial Explosion-proof Products	951	3.11%
30	Technology and Equipment for Science Research and Laboratory in Petroleum Petrochemical Industry	758	2.48%
31	Information System Management / E-Commerce	502	1.64%
32	Fire Fighting / Safety / Labor Protection	486	1.59%
33	Technology and Equipment for Safety, Environmental Protection, and Energy Conservation	1374	4.49%
34	Dismounting and package technology	222	0.73%
35	Others	91	0.30%



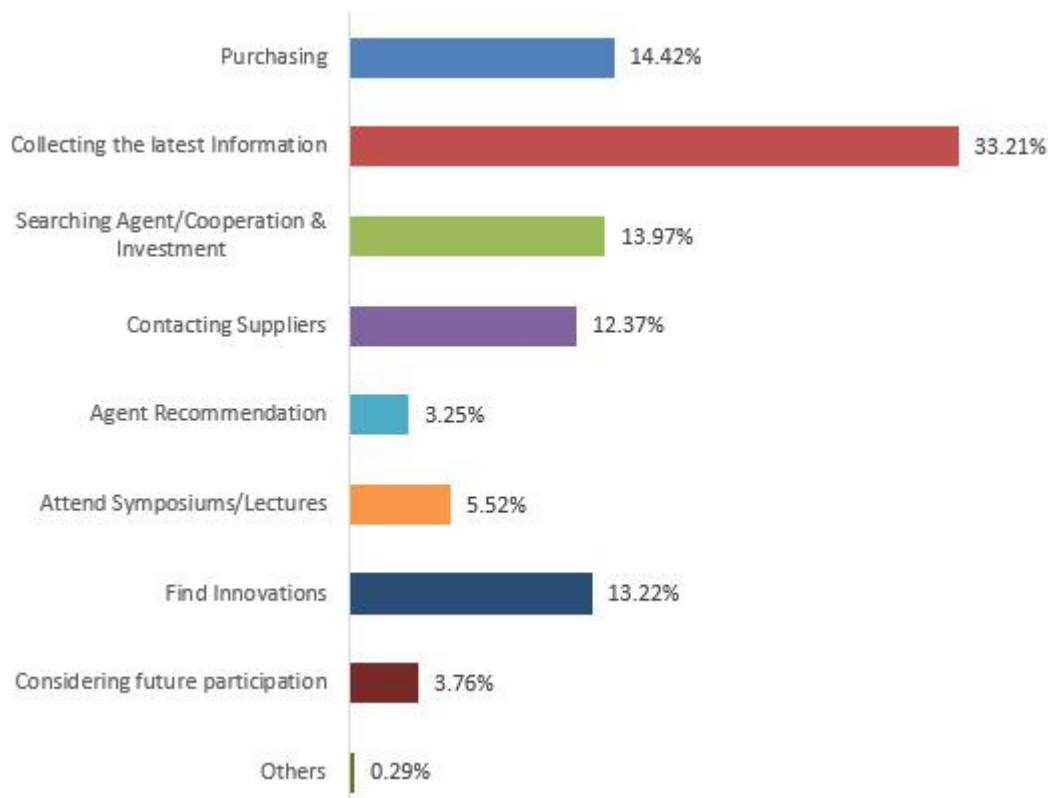
### Survey question 3. What is your involvement in purchasing?



The following is the detailed data:

Number	What is your involvement in purchasing	Quantity	Proportion
36	final approval	2277	16.14%
37	Recommendations	7613	53.95%
38	Specifying Requirements	1822	12.91%
39	No Involvement	2398	17.00%

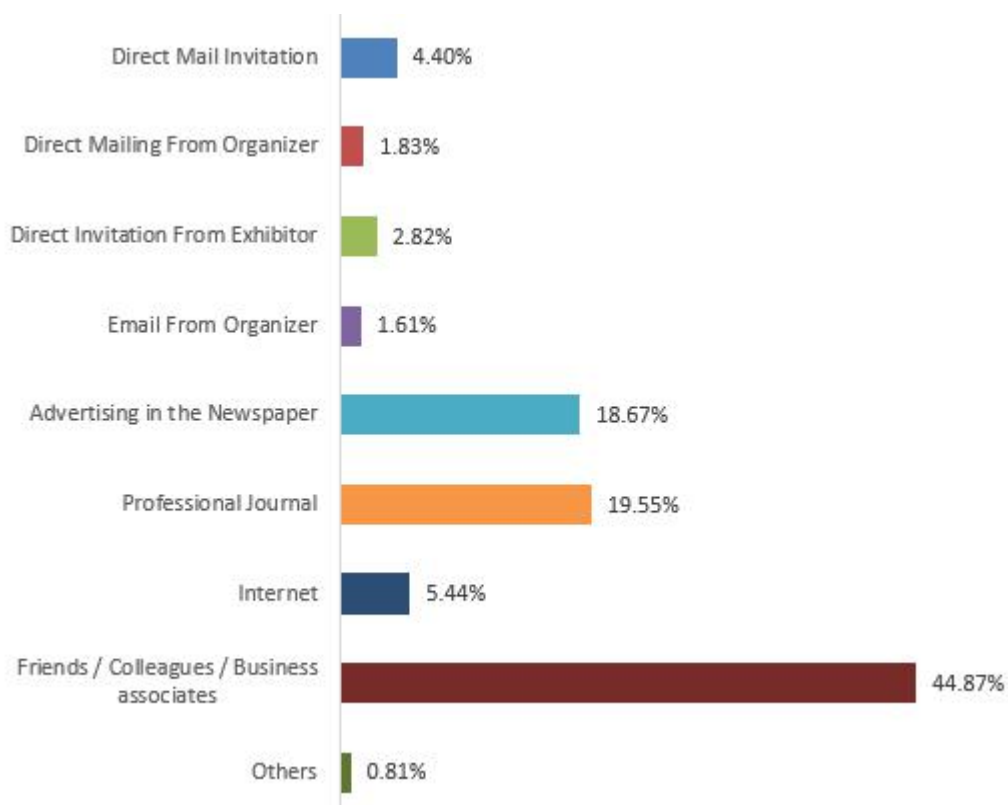
### Survey question 4. What is the purpose of your visit?



The following is the detailed data:

Number	What is your purpose of your visit	Quantity	Proportion
40	Purchasing	2864	14.42%
41	Collecting the latest Information	6596	33.21%
42	Searching Agent/Cooperation & Investment	2774	13.97%
43	Contacting Suppliers	2458	12.37%
44	Agent Recommendation	645	3.25%
45	Attend Symposiums/Lectures	1097	5.52%
46	Find Innovations	2625	13.22%
47	Considering future participation	746	3.76%
48	Others	58	0.29%

## Survey question 5. How do you know about the shows?



The following is the detailed data:

Number	How do you know about the shows	Quantity	Proportion
49	Direct Mail Invitation	262	4.40%
50	Direct Mailing From Organizer	109	1.83%
51	Direct Invitation From Exhibitor	168	2.82%
52	Email From Organizer	96	1.61%
53	Advertising in the Newspaper	1112	18.67%
54	Professional Journal	1164	19.55%
55	Internet	324	5.44%
56	Friends / Colleagues / Business associates	2672	44.87%
57	Others	48	0.81%