

第18届世博威 健博会

SBW Health Industry Expo 2015



展后报告

CIHIE-Analysis



世博威国际会展集团

SBW International Expo Group

Introduction

Shibowei ·CIHIE, the full name of "China International Health Industry Expo", is organized by Shibowei International Exhibition Group, a subsidiary of Beijing Shibowei International Exhibition Co., Ltd held the healthy industry professional event.

Shibowei ·CIHIE, since 2004, the first exhibition in Beijing debut, has gone through 12 years, were held 18th in Beijing, Shanghai and Changchun. From the beginning a small regional exhibition, now developed into a nationwide coverage, towing a global industry event, and gradually form a professional health exhibition laps.

Shibowei ·CIHIE include Health Industry Expo, the world health industry conference two blocks from three aspects of health food, health supplies, health services in full swing. It relates to nutrition and health care products, organic green food, imported food, healthy Edible oil and olive oil, drinking water and health drinks, medical equipment, home health care equipment, geriatric rehabilitation care products, pension services industry, healthy small appliances, air purification and water purification equipment.



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Overview



Introduction

- **Event:** The 18th China International Health Industry Expo 2015
- **Shorthand:** 18th CIHIE 2015
- **Time:** April 16th---18th 2015
- **Venue:** China International Exhibition Center-Beijing
- **Exhibition Scale:** distributed at China International Exhibition Center's Hall 1A, Hall 1B , Hall 2, Hall 3, Hall 4, Hall 5 of the six exhibition halls with a total area of nearly 32,000 square meters, booth number 1327, more than 913 exhibitors.
- **Display Range:** nutrition and health food, medical equipment and rehabilitation care products, organic food, imported food, healthy Edible oil and olive oil, healthy drinking water and functional drinks, home health appliances and air (water) purification and other health products more than five thousand kinds.

Show data Analysis

名称	Exhibition area	Booth Number	Exhibitors	Visitors number	Product Category
Quantity	≧ 32000 sq m	1327	≧ 910	62492	≧ 5100

	Domestic visitors	Foreign visitors	Domestic Professional visitors	Foreign Professional visitors
Visitors number	44159	10649	37078	8621
Proportion of total	80. 57%	19. 43%	67. 65%	15. 73%
Total	54808		45699	

Pavilion Analysis



Hall data Analysis Chart

CIHIE--Six exhibition Hall:

Hall 1A: Medical Equipment Exhibition

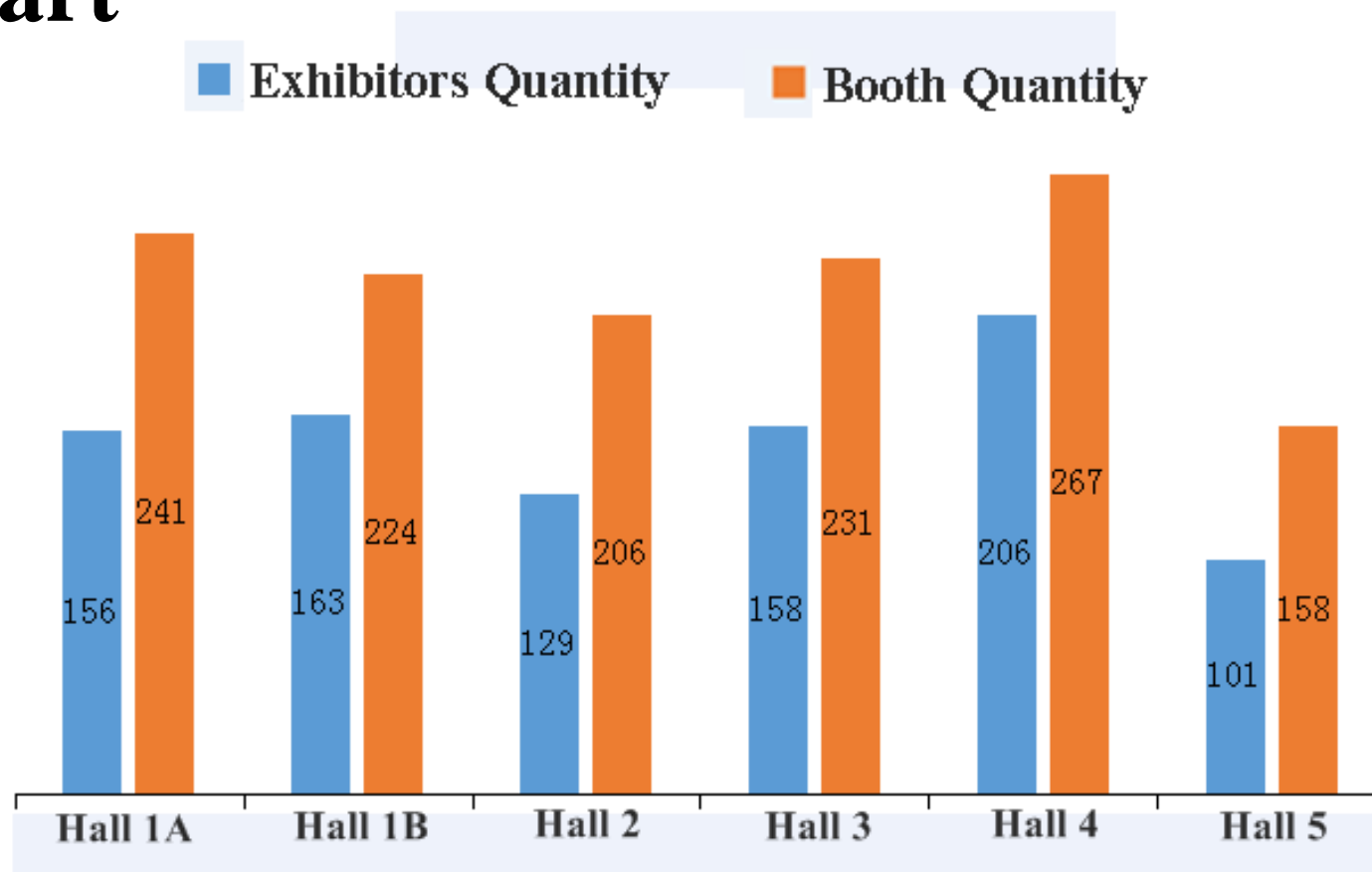
Hall 1B: Nutrition and Health Industry Expo

Hall 2: Organic & Green Food Industry Expo

Hall 3: High-end Health Edible Oil & Olive Oil and Import food Expo.

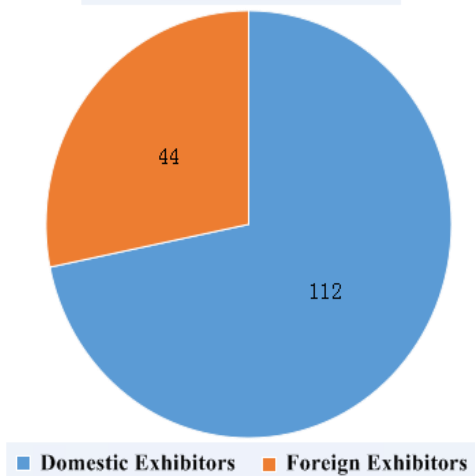
Hall 4: High-end Drinking Water & Beverage Expo.

Hall 5: Home health appliances Pavilion.

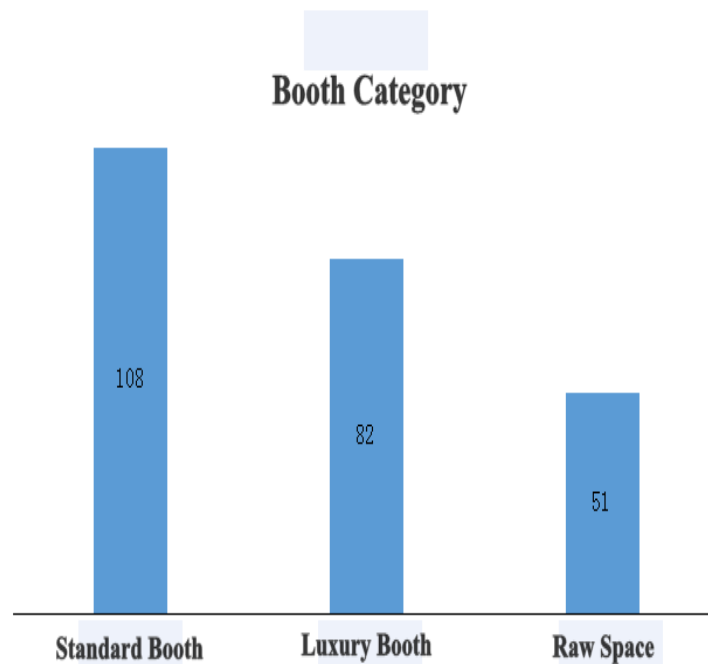


Hall 1A: Medical Equipment Exhibition

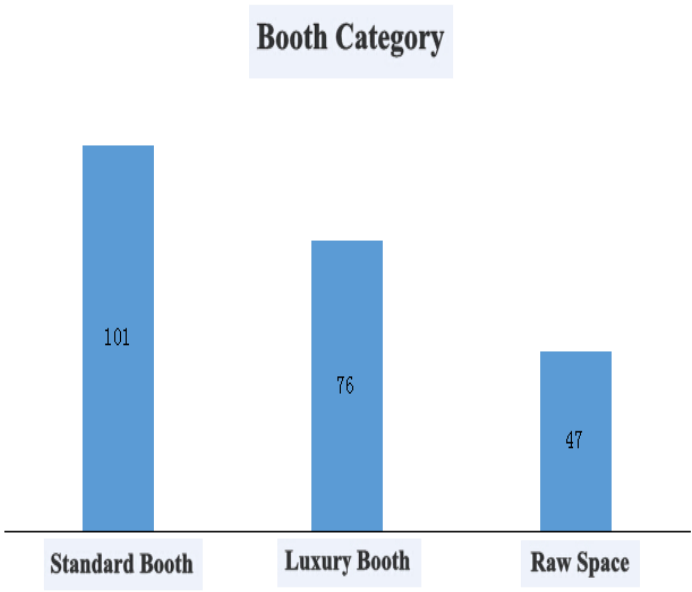
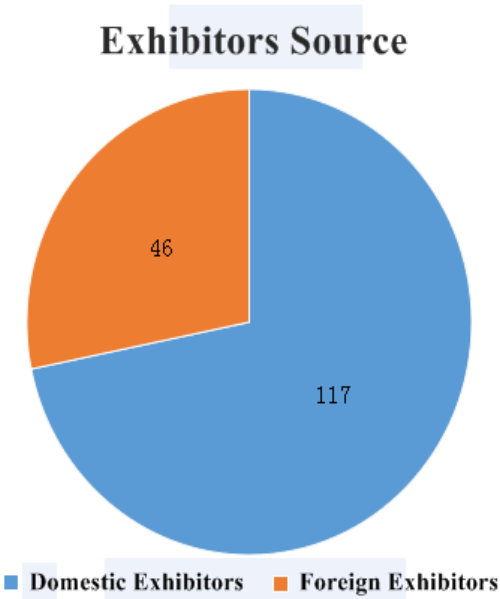
Exhibitors Source



Booth Category

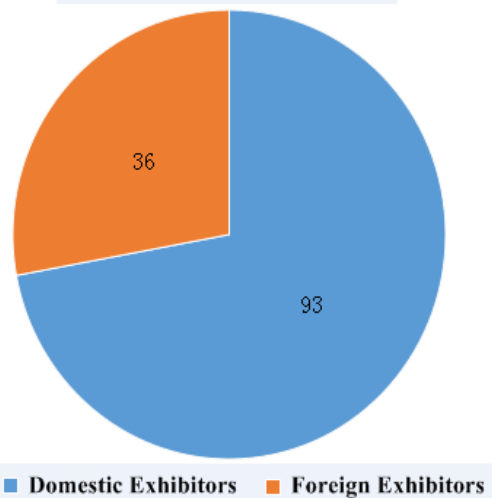


Hall 1B: Nutrition & Health Industry Expo

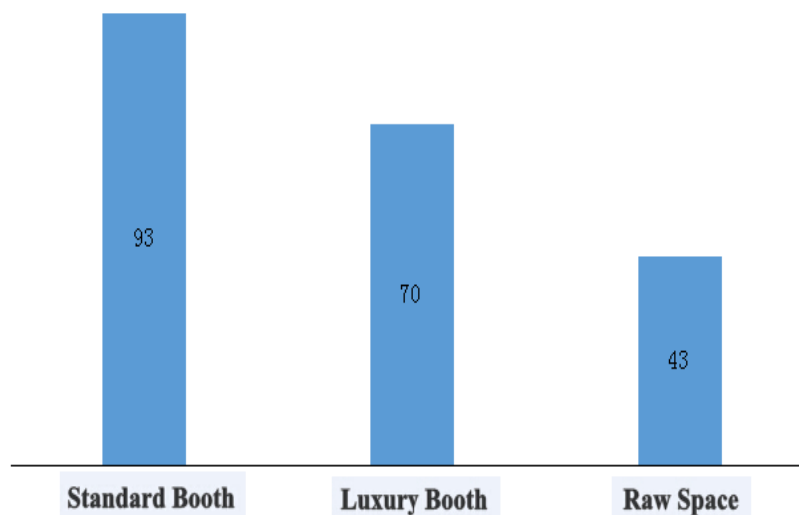


Hall 2: Organic & Green Food Industry Expo

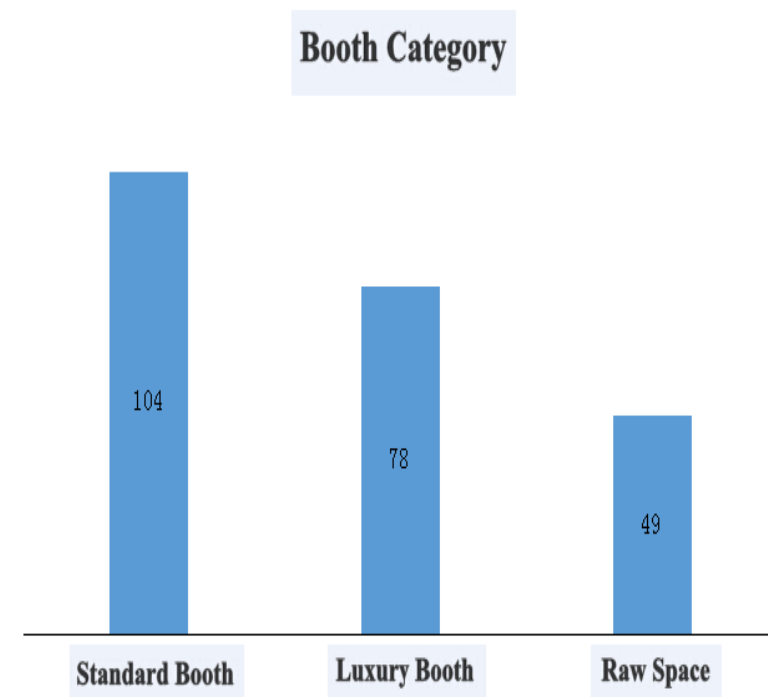
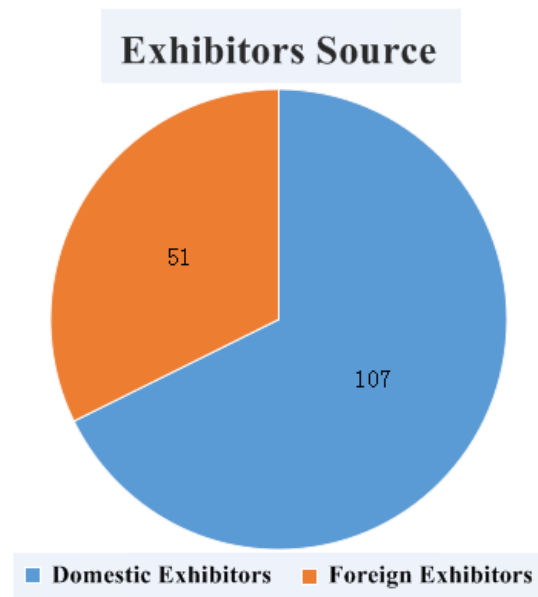
Exhibitors Source



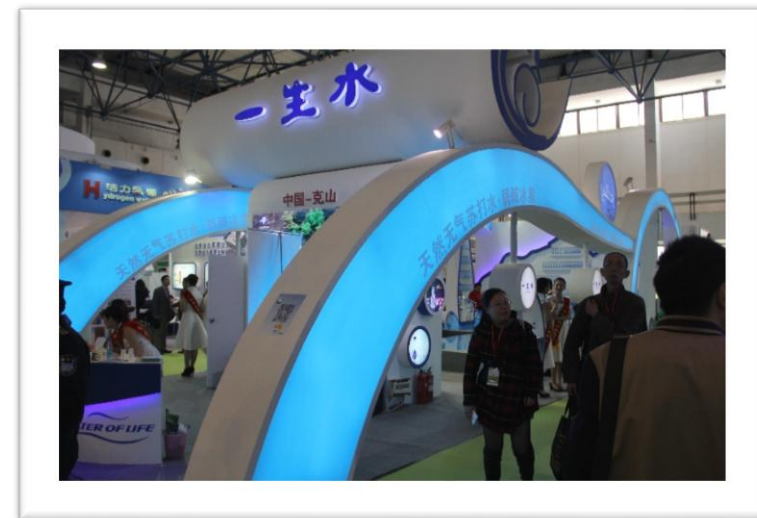
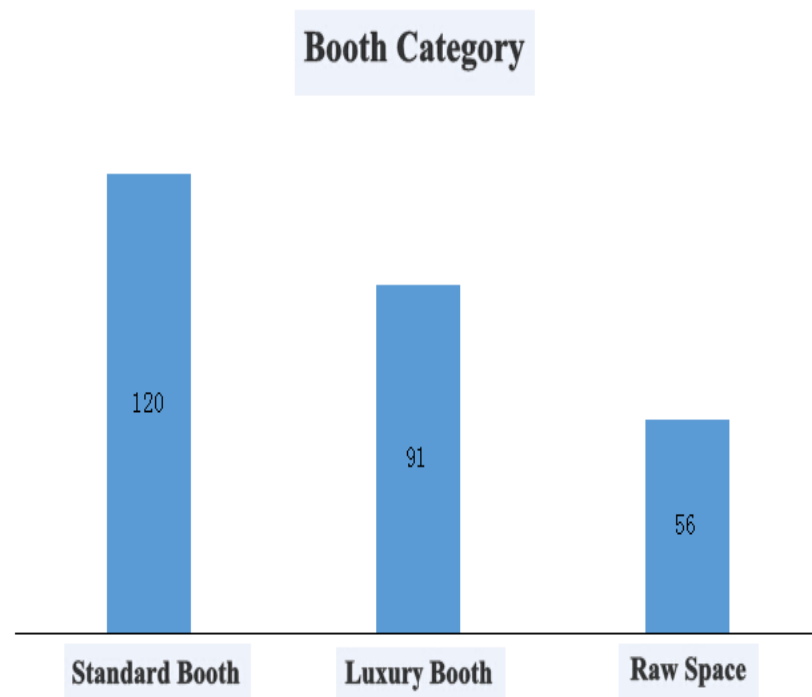
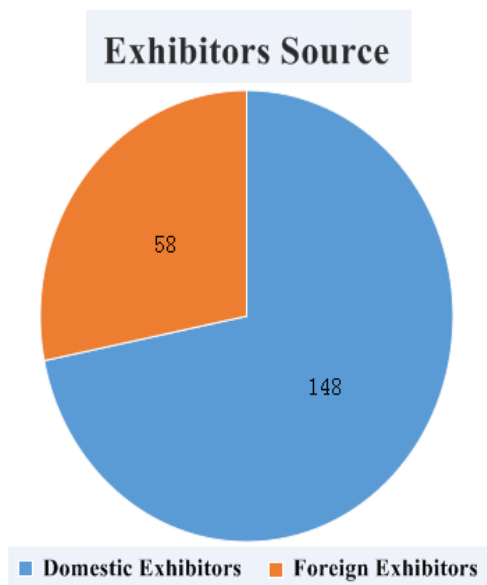
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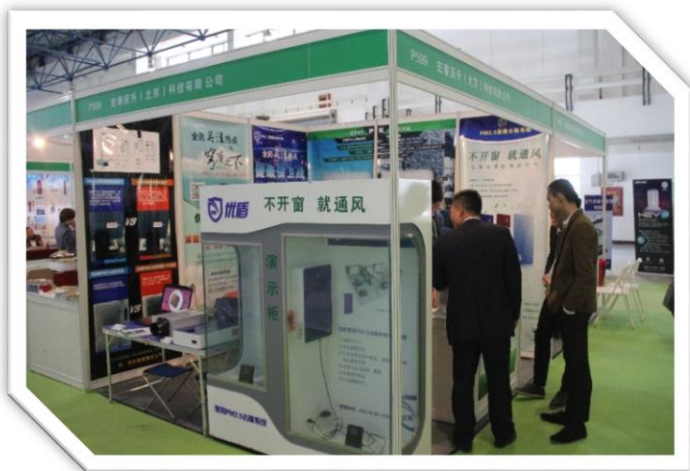
Hall 3: High-end Health Edible Oil & Olive Oil and Import food Expo



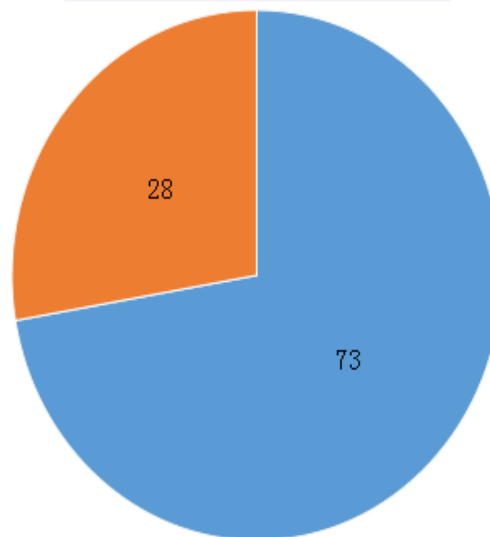
Hall 4: High-end Drinking Water & Beverage Expo.



Hall 5: Air and Water purification Equipment Expo

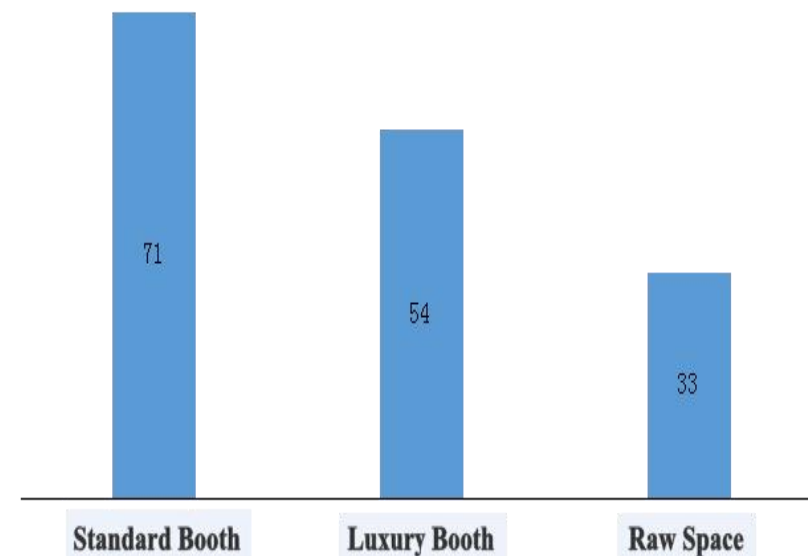


Exhibitors Source



■ Domestic Exhibitors ■ Foreign Exhibitors

Booth Category

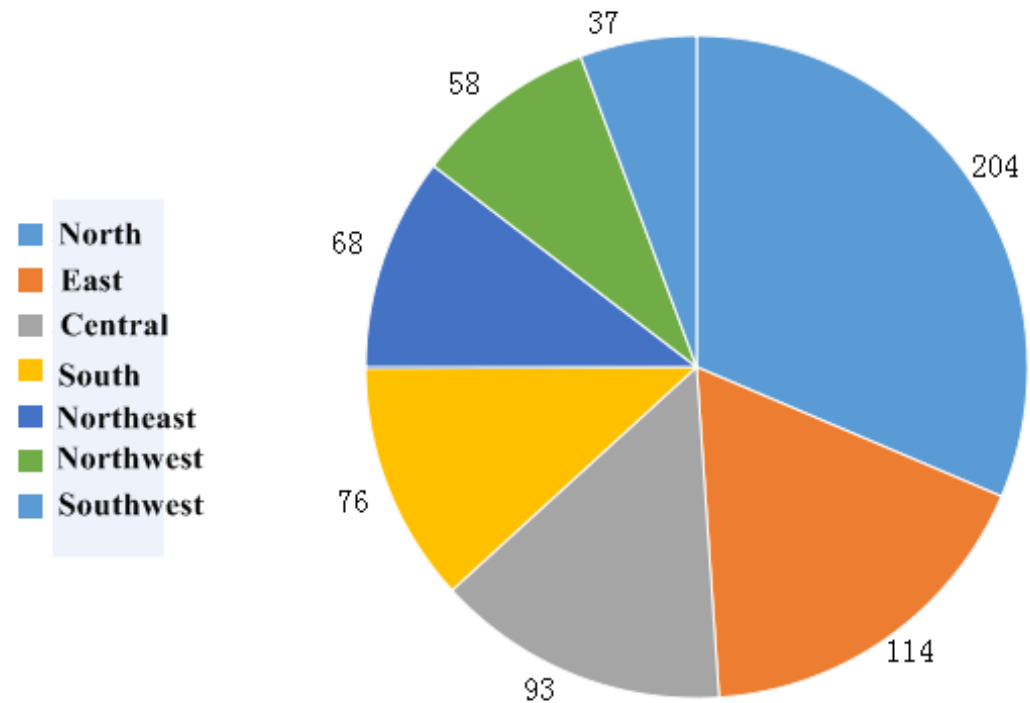


Exhibitor Analysis



Domestic exhibitors regional Distribution

From the point of view of geographical area, this exhibition exhibitors from North China totaled 204, accounting for 22.34 percent of the domestic exhibitors, compared to other regions, it has a slight geographical advantage; in contrast, exhibitors from the southwestern region only 37, accounting for the total number of domestic exhibitors 4.07 percent, 0.28 percent increase compared to previous years. Thus, in the future of the show should be expanded propaganda show, breaking the regional detention exhibition. Specific distribution as the right number of exhibitors:

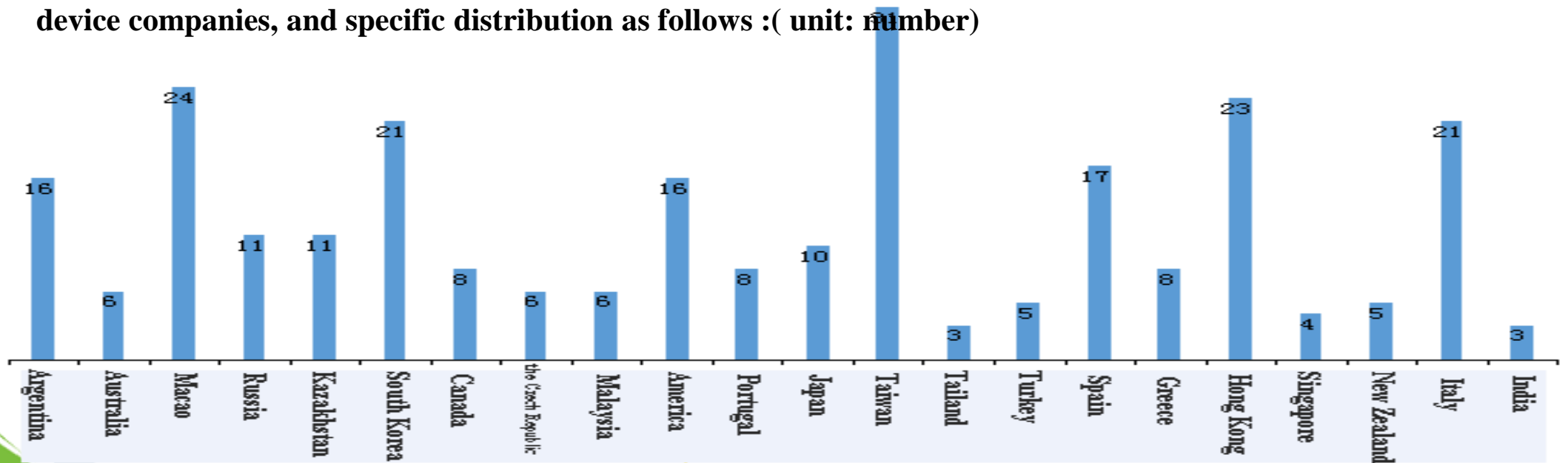


Domestic exhibitors cities Maps



Foreign exhibitors Distribution

Foreign exhibitors means that in addition to mainland China 31 provinces and cities to participate in the fair to all companies, Hong Kong, Macao and Taiwan included, participated in the 18th Shibowei - CIHIE has 263 overseas enterprises, accounting for 28.81 percent of exhibitors , including organic enterprise, olive oil companies, import food companies, nutrition and healthcare companies, bottled water companies, medical device companies, and specific distribution as follows :(unit: number)

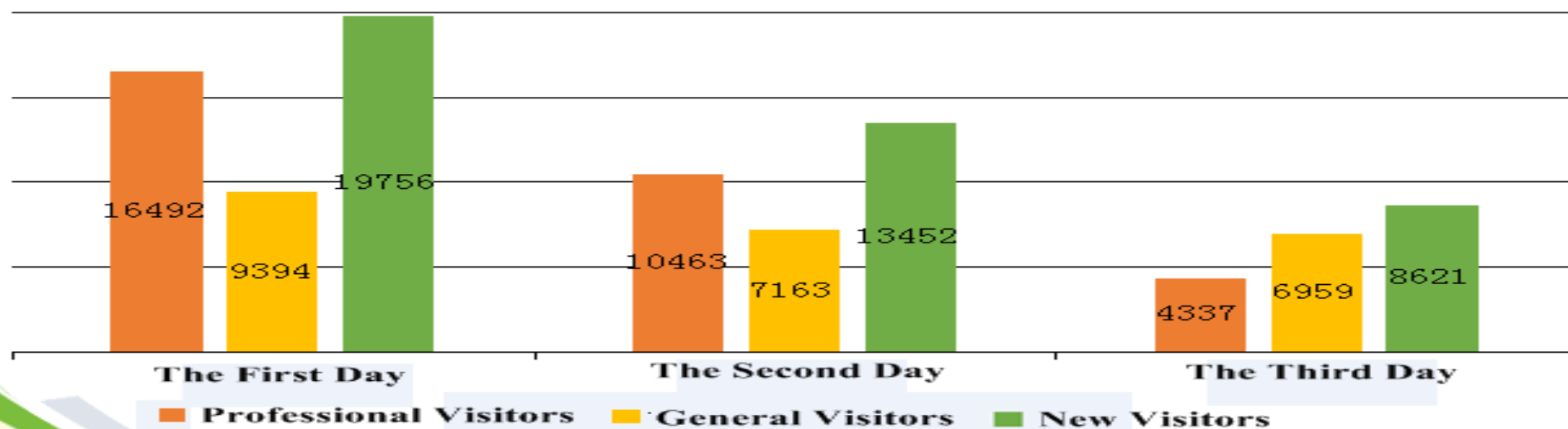


Visitor Analysis



Visitors overall overview

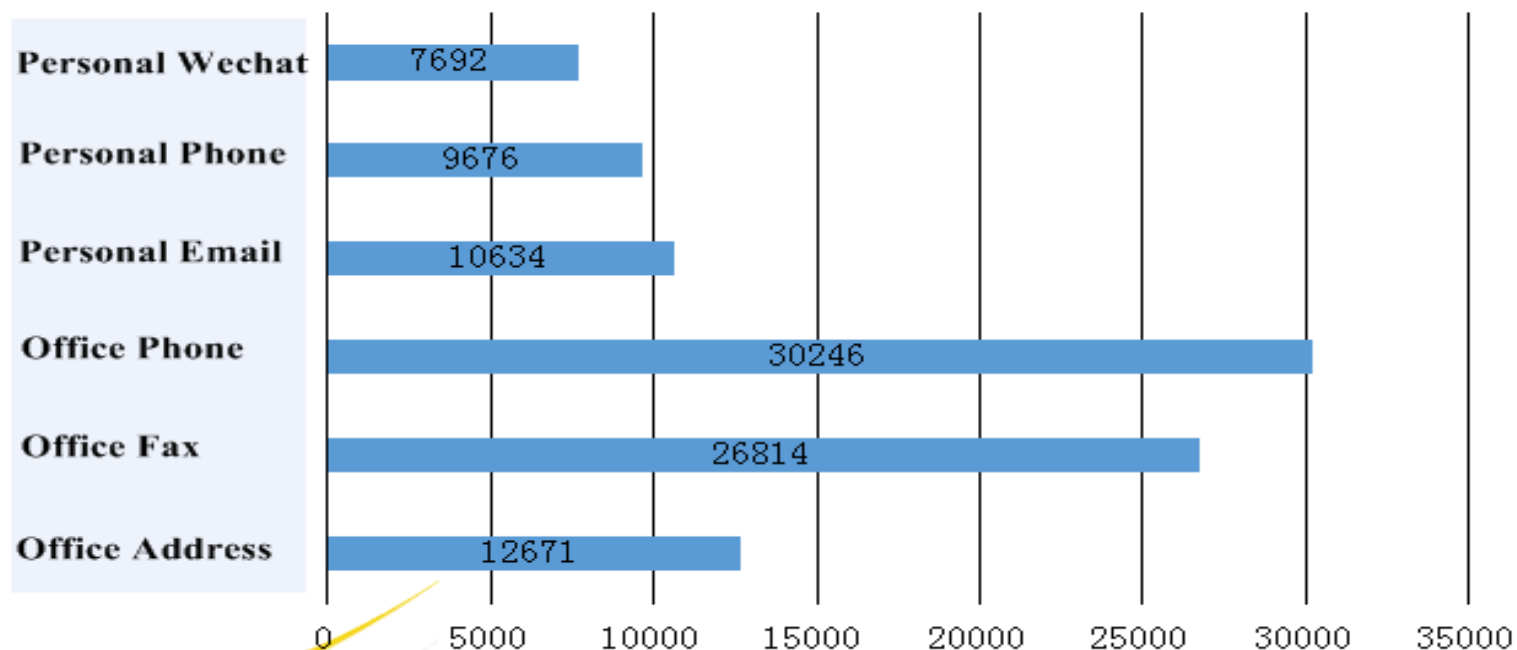
According to statistics, this exhibition for three days, the cumulative total number of visitors reached 54,808 people, including professional visitors reached 45,699 people, 83.38% of the total number; ordinary visitors reached 9109 people, 16.62% of the total number; New audience of 41,829 people, New ratio was 76.32%. Among them, the first three days of the proportion of the number of days to reach the total number of 47.23%, accounting for 32.16% the total number of days the next day, the third day for three days accounted for 20.61% of the total. Details are as follows Figure :(Unit: person)



Effective Analysis of Visitors

According to the information sample (including the entire complement zip code, telephone, invalid data filtering, foreign visitors) do not retort, uselessness audience for information (including invalid information, duplicate information, fill out incomplete information, illegible handwriting) were removed, effective data up to 45639, the effective rate of 83.27% overall data, it will increase by about 20% than last year. The following contact information in accordance with the difference, divided address, telephone, fax, e-mail, cell phones, Wechat and other centralized contact information for statistics, the statistics contain duplicate data, so the total data is greater than 45,639. Results obtained are as follows:

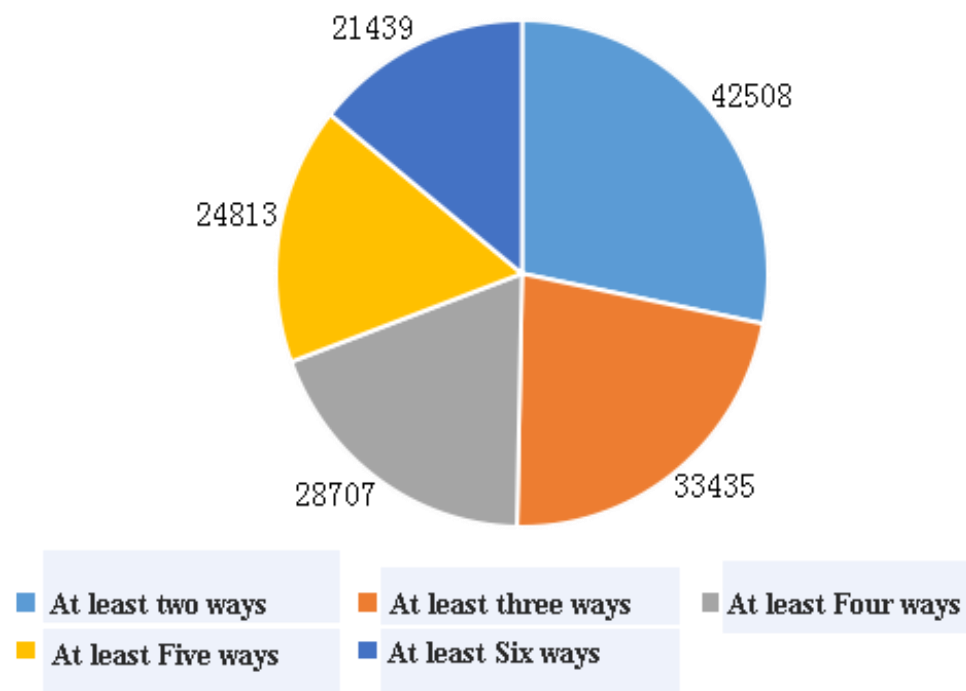
Effective Analysis of Electronic Communications



Effective Analysis of Visitors

In the 45,639 valid information, we also take a statistics about a variety of contact details of visitors, providing viewers with six Contact reached 46.92%, providing viewers with at least two contact details reached 93.14%. A variety of contact information of the audience will help us to better keep up with them, inviting them to participate in the new exhibition, and provide them with more convenience. as Follows,

Effective Analysis of Contact



Visitor Analysis

The visitor segmental survey to help show organizers to grasp the new exhibition of marketing, including event marketing, advertising, investment and finding business etc., It can be targeted to get good results. The exhibition, the number of mainland visitors to reach 44159 people, 80.57% of the total. The number of foreign visitors to 10,649 people, 19.43% of the total. The statistical results showed a large gap between foreign visitors and domestic visitors proportions, There are a large for improvement by expanding global influence. Specific data are as follows:

Category	Regional sources	Quantity	Proportion
Mainland visitors	Local	20153	36.77%
	Non-Local	24006	43.80%
Subtotal		44159	80.57%
Foreign visitors	Hong Kong, Macao and Taiwan regions	4900	8.94%
	Overseas Region	5749	10.49%
Subtotal		10649	19.43%
Total		54808	100.00%

Domestic visitors Distribution

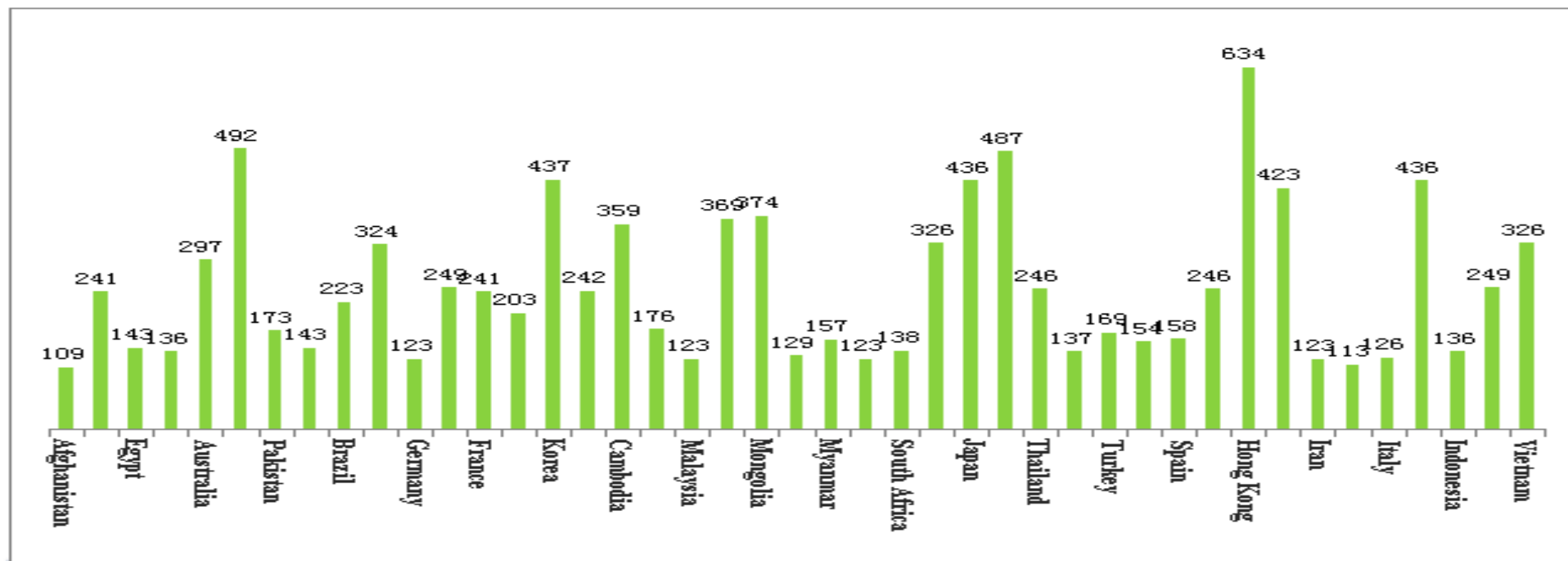
At domestic 40,694 visitors, the Local visitors which near the expo city accounted for 36.77% of the audience, while the other provinces accounted for 43.8%. The following detailed analysis of the regional distribution of the visitors. As follows (Data permit some errors)

Area	Province	Quantity	Proportion	Subtotal of Quantity	Subtotal of proportion
Northeast	Liaoning	1502	2.74%	3442	6.28%
	Jilin	1052	1.92%		
	Heilongjiang	888	1.62%		
North	Beijing	20153	36.77%	30259	55.21%
	Hebei	5081	9.27%		
	Tianjing	2779	5.07%		
	Shanxi	1068	1.95%		
	Inner Mongolia	1178	2.15%		
East	Shandong	1622	2.96%	4681	8.51%
	Jiangsu	800	1.46%		
	Shanghai	674	1.23%		
	Zhejiang	499	0.91%		
	Fujian	252	0.46%		
	Anhui	504	0.92%		
	Jiangxi	312	0.57%		

Area	Province	Quantity	Proportion	Subtotal of Quantity	Subtotal of proportion
South	Guangdong	915	1.67%	2159	3.94%
	Guangxi	740	1.35%		
	Hainan	504	0.92%		
Central	Henan	767	1.40%	1984	3.62%
	Hubei	707	1.29%		
	Hunan	509	0.93%		
Northwest	Shanxi	246	0.45%	915	1.67%
	Ningxia	181	0.33%		
	Gansu	192	0.35%		
	Xinjiang	148	0.27%		
	Qinghai	148	0.27%		
Southwest	Sichuan	263	0.48%	734	1.34%
	Chongqing	153	0.28%		
	Yunnan	132	0.24%		
	Guizhou	104	0.19%		
	Xizang	82	0.15%		

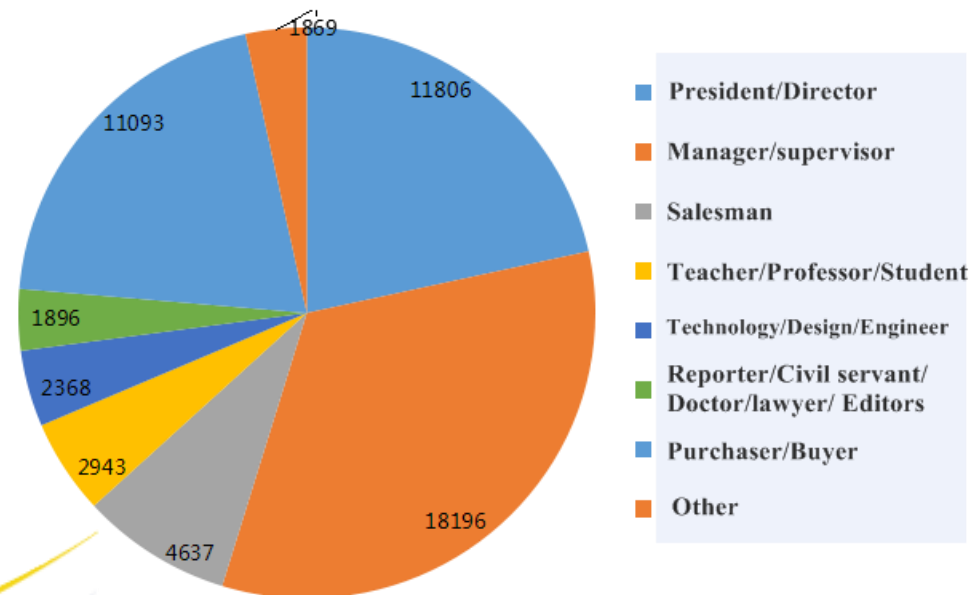
Foreign Visitors Distribution

We made a distinguish by country. There were 10,649 visitors attended the exhibition which from 43 overseas countries and regions,. Overseas visitors accounted for 19.43% of the total number of visitors. The statistics show that foreign visitors Source region has some limitations, in the next show, we should step up efforts in publicity and attract more overseas visitors, enhance the international influence of the exhibition. Specific distribution as follows :(not include representatives of the embassies of Commerce)



Visitors Job title Distribution

According to the survey analysis that corporate decision makers totaled 11,806, accounting for 21.54% of the total number. it shows that companies related to the leadership attaches great importance to the exhibition; departmental managers a total of 18,196 people, accounting for 33.20% of the total number, mainly for audience participation show corporate management, the higher the overall level; the procurement personnel and organizations up to 13,834 people, 20.24% of the total number, showed a significant influence of the show and more emphasis on community-related procurement. Overall explains the high quality of visitors participating, for the purchase decision will have a major impact, and contributes to reaching fair deal. Specific distributed as follows:



Next Show

The 19th China Int'l Health Industry Expo 2015

Sep.17th ---19th 2015

Intex Shanghai Exhibition Center

The 20th China Int'l Health Industry Expo 2016

April 14th --16th 2016

China International Exhibition Center-Beijing

Contact: Anna Li

Skype: annali516

Phone: 86-18731290513

T:86-(0)10-85785007 ext 8011

Email: annali@sbwexpo.cn