

All in Glass 2007 - China International Exhibition for Glass Technology

21-24 November 2007

Chinese Export Commodities Fair Pazhou Complex, Guangzhou, P.R. China

POST SHOW REPORT

Organizers

Messe Düsseldorf China Ltd.

China Foreign Trade Centre (Group)

December 2007

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I. General Information

All in Glass 2007 have attracted all together 93 exhibitors from Germany, Switzerland, Finland, South Korea, India, Hong Kong SAR, USA, Austria, Italy, and Taiwan Province ,10 countries and regions, including 16% were from overseas.

All in Glass 2007 was held at Chinese Export Commodities Fair Pazhou Complex, Guangzhou with a total exhibiting area of 8,000 sqm.

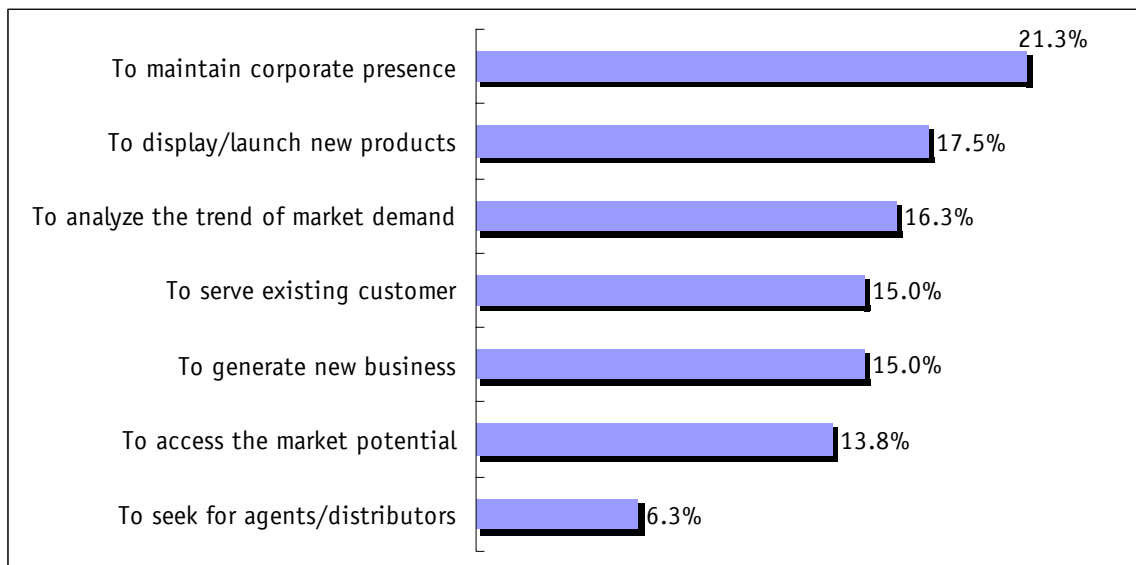
All in Glass 2007 attracted more than 4,651 trade visitor times from 49 countries and regions, including 442 trade visitors from overseas.

II. Exhibitor Analysis

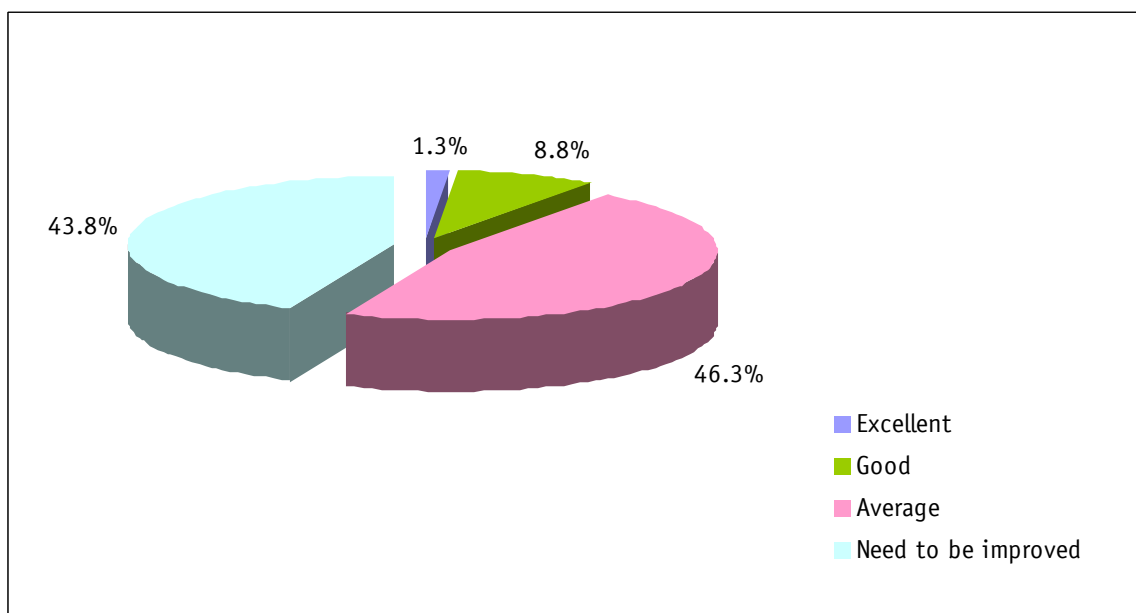
All in Glass 2007 Exhibitors came from below countries and regions

- Germany
- Finland
- India
- USA
- Italy
- Switzerland
- South Korea
- Hong Kong SAR
- Austria
- Taiwan Province

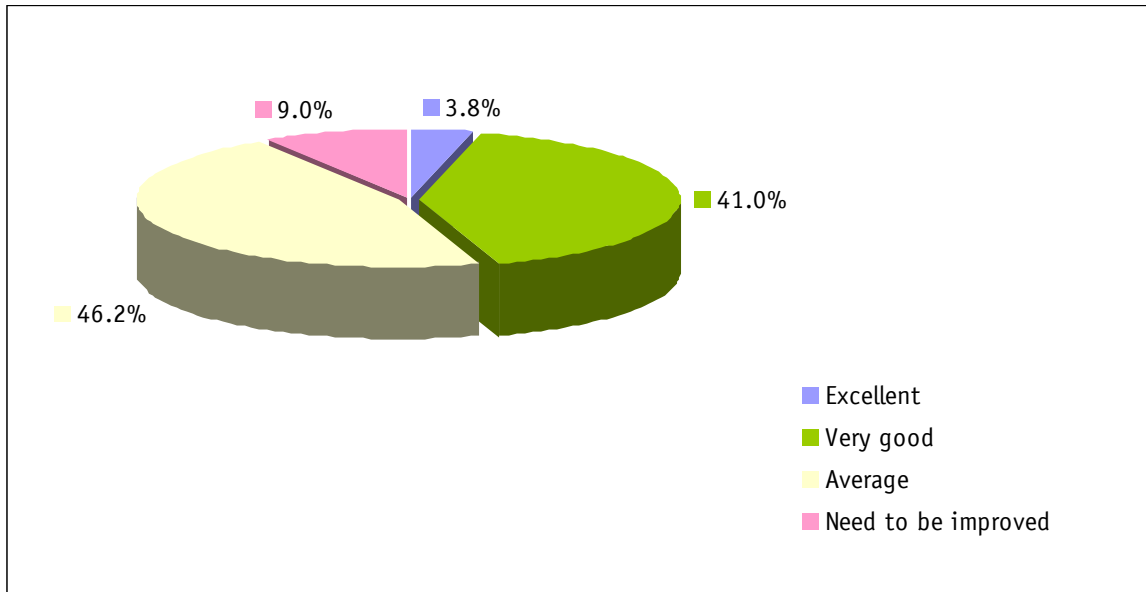
Exhibitors' participation objectives



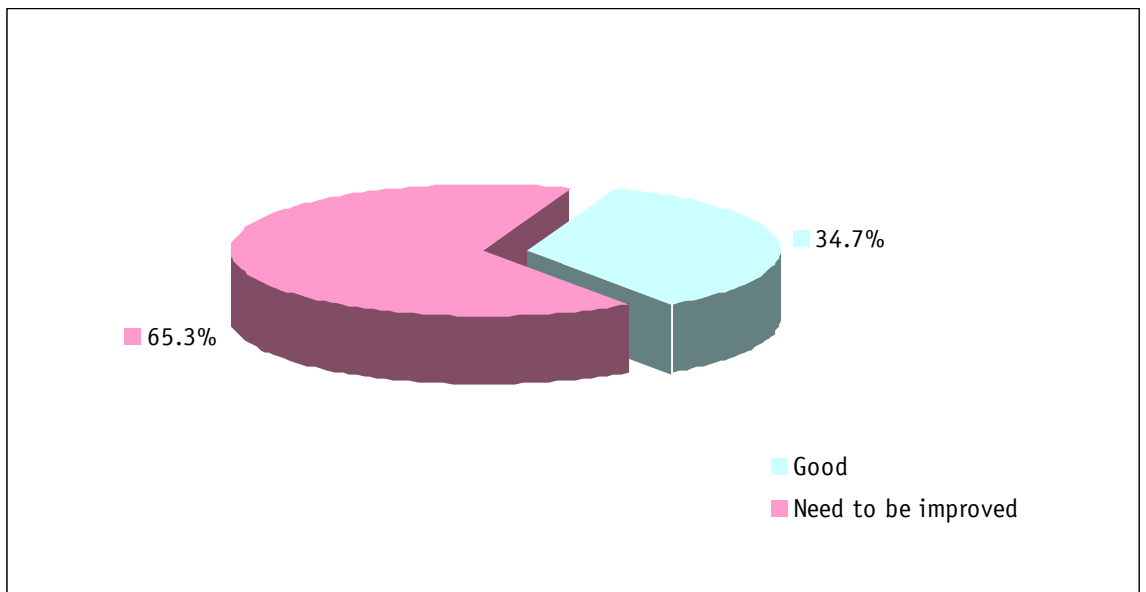
Exhibitors' comments on the quantity of trade visitors



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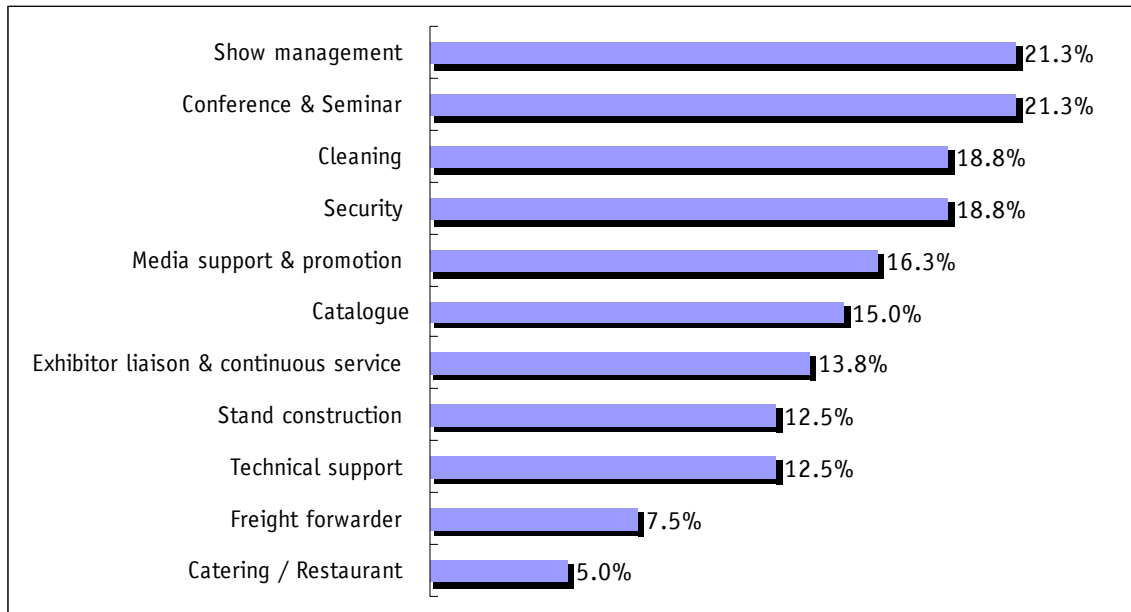


Exhibitors' comments on the business orders generated

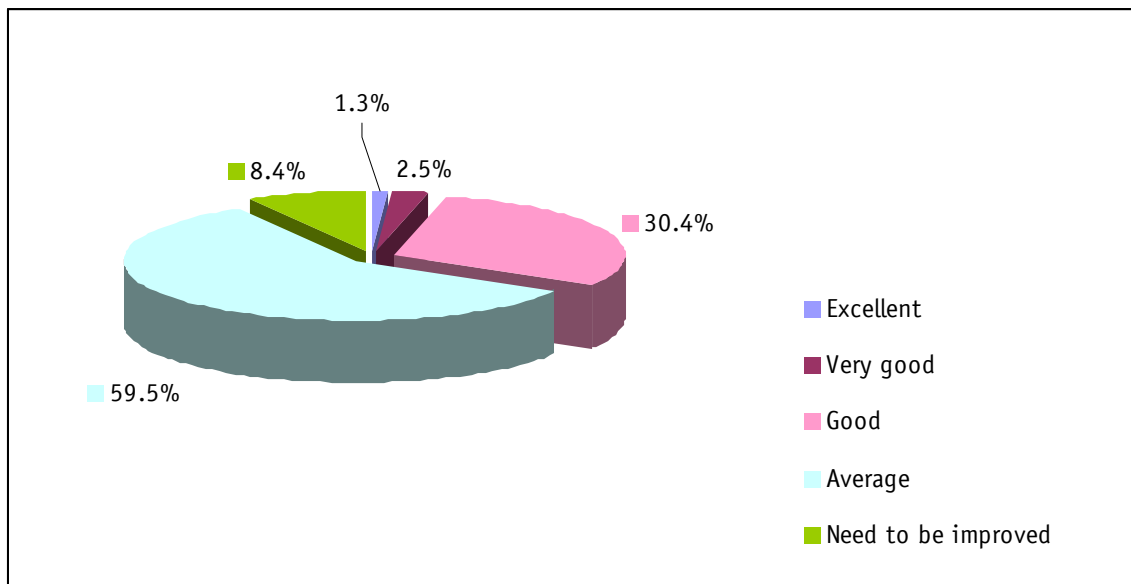


Services evaluation

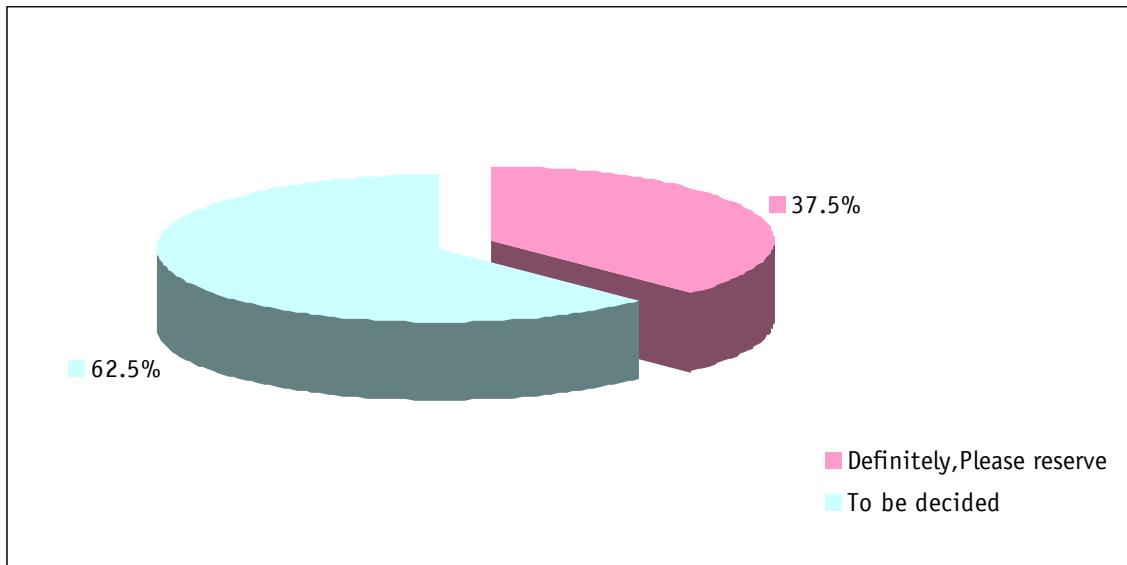
Exhibitors highly praised for media support and show promotion, as well as security, show management, cleaning and catalogue services were also successful.



Exhibitors' overall comments



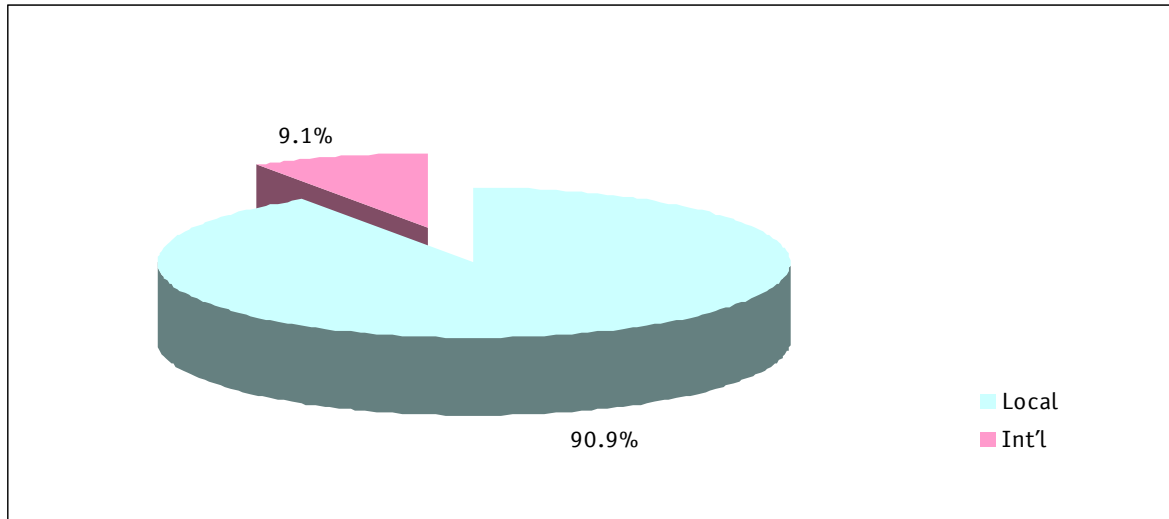
Exhibitors' intent to participate in the next edition of All in Glass



III. Visitor Analysis

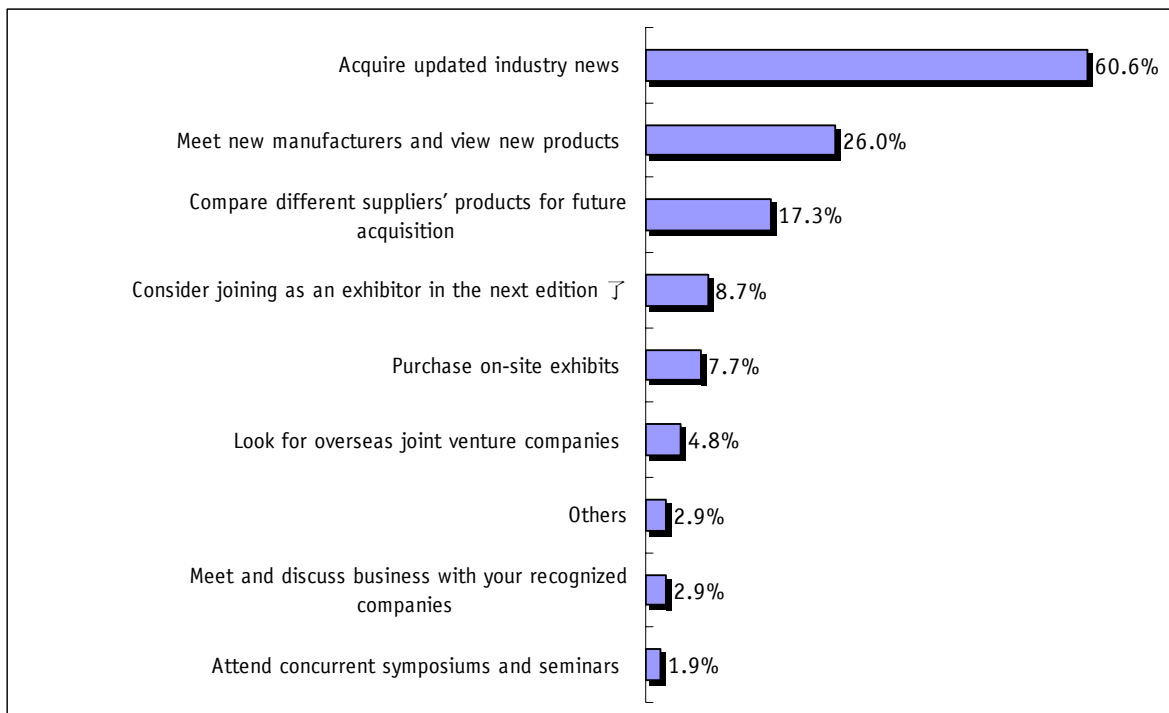
Geographical location

90.9% of the visitors were from Mainland China, while 9.1% visitors were from overseas.



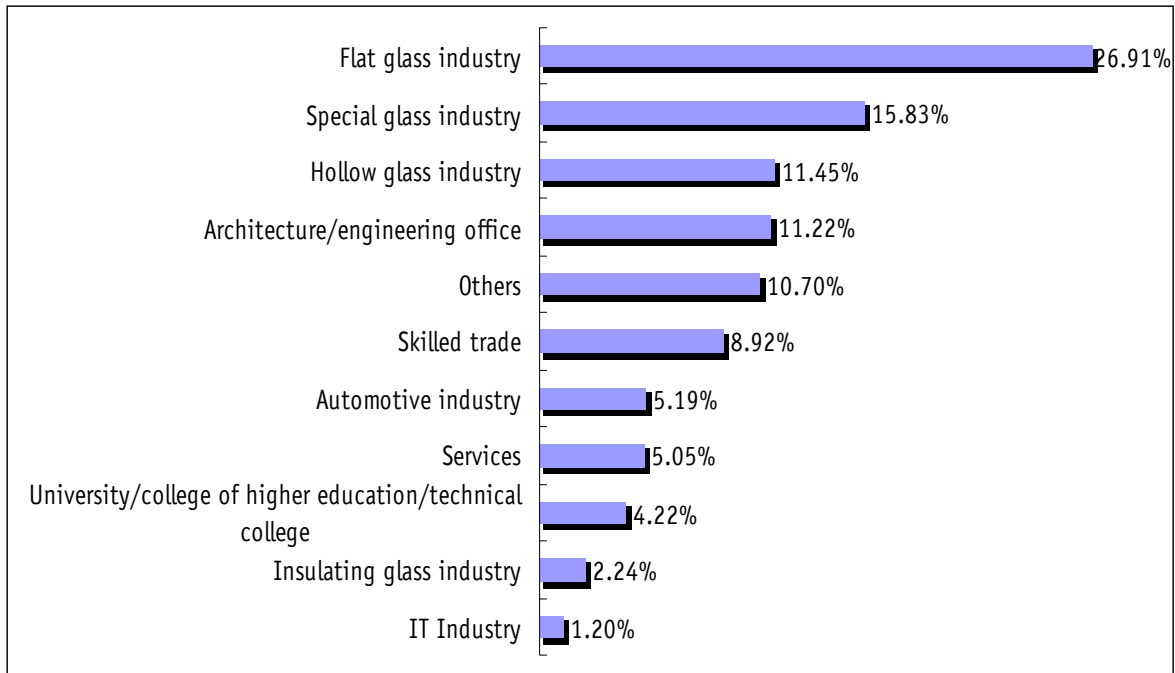
Purpose of visiting

Acquiring updated industry news was the main purpose for trade visitors to visit All in Glass 2007. Meeting new manufacturers and witness new products was also the major purpose to visit the show.

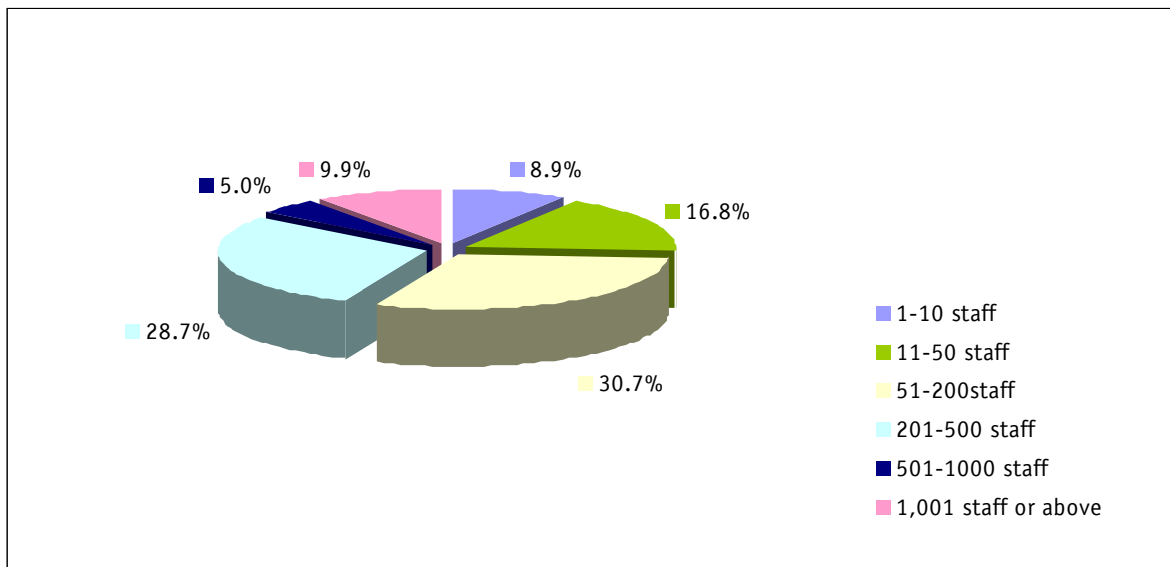


Origin by company's business scope

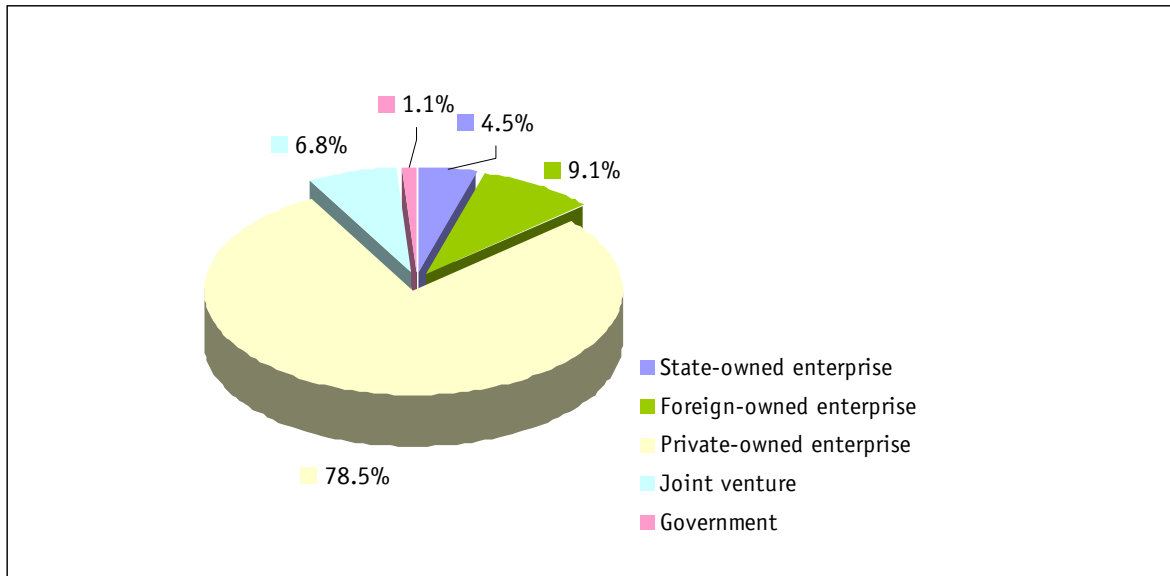
Over 26.91% of the visitors were from the flat glass industry, while 15.83% trade visitors were from the special glass industry.



Origin by company's scale

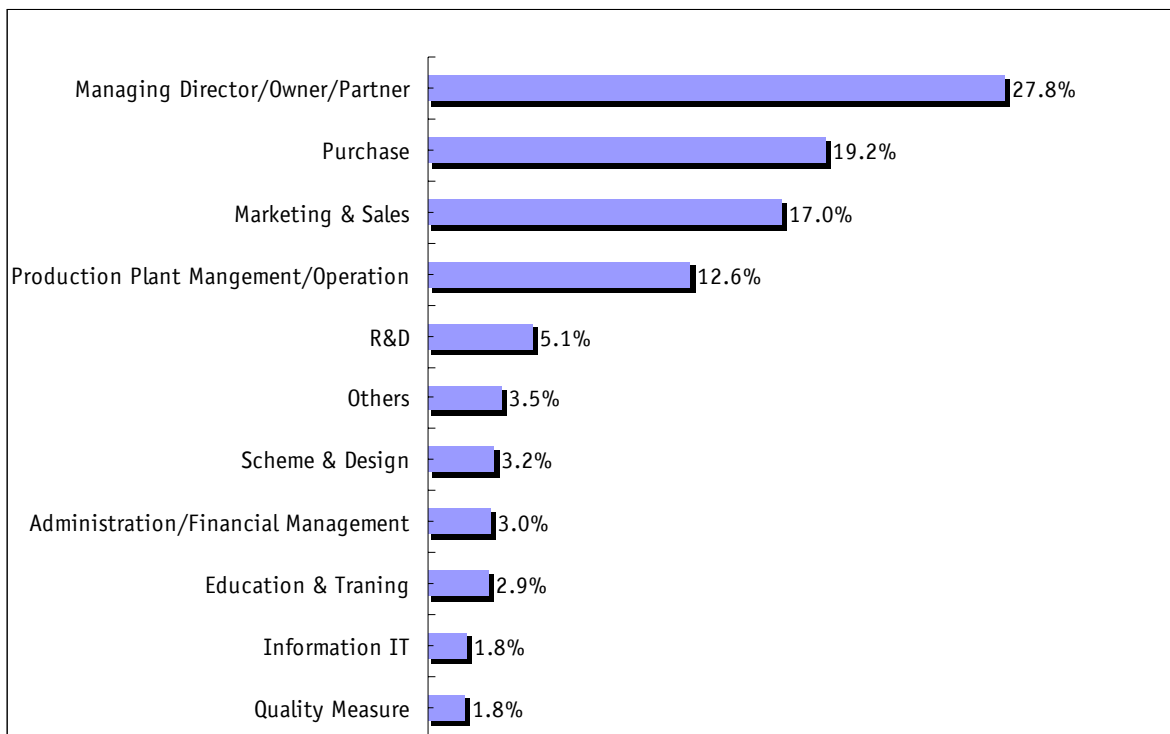


Origin by company's ownership type



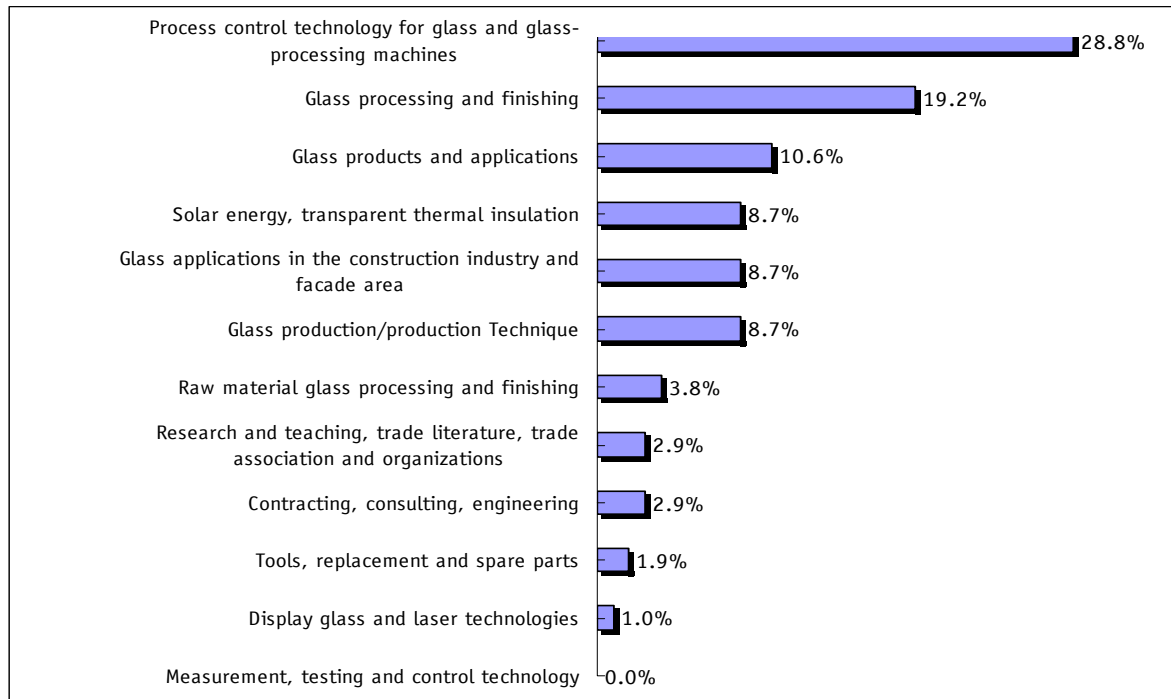
Occupational Position

Major source of trade visitors was in the management level such as Managing Director/Owner/Partner, who showed great interest in the exhibition. Meanwhile, the participation of all those trade visitors has met the need of exhibitors. People from Purchase and Marketing & Sales department also accounted for related large shares in trade visitors.



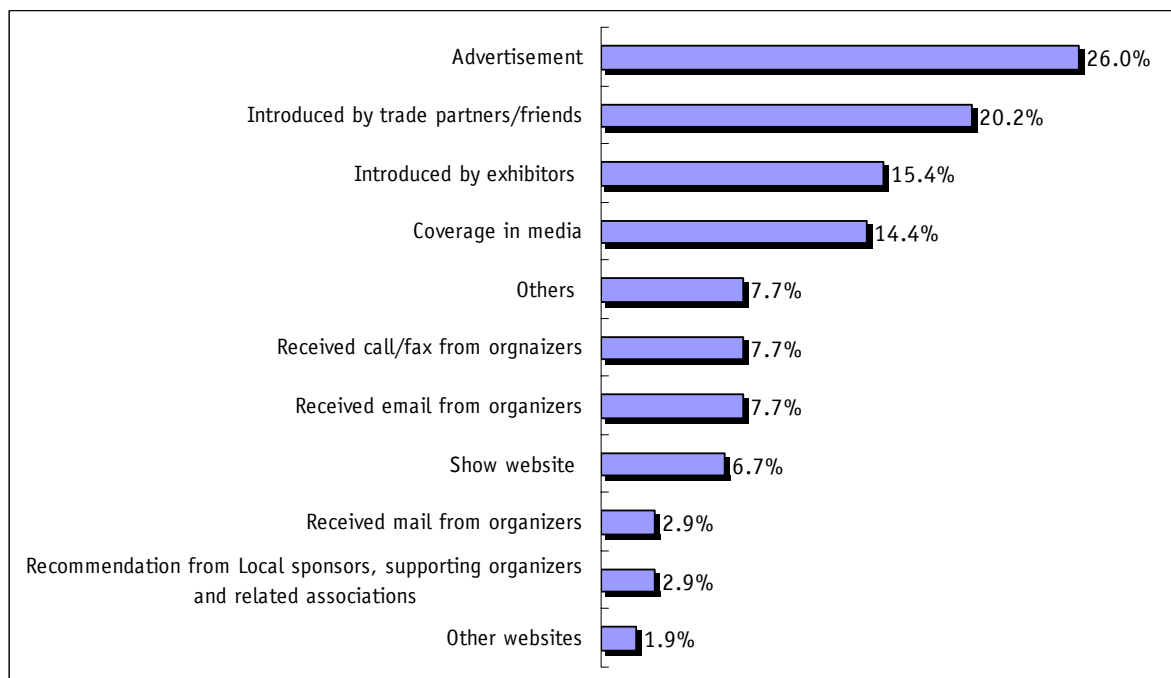
Percentage of visitors' interested products

According to the visitor survey, Process control technology for glass and glass-processing machines attracted the most attention. The glass process and finishing was one of the exhibits that visitors showed great interest in.



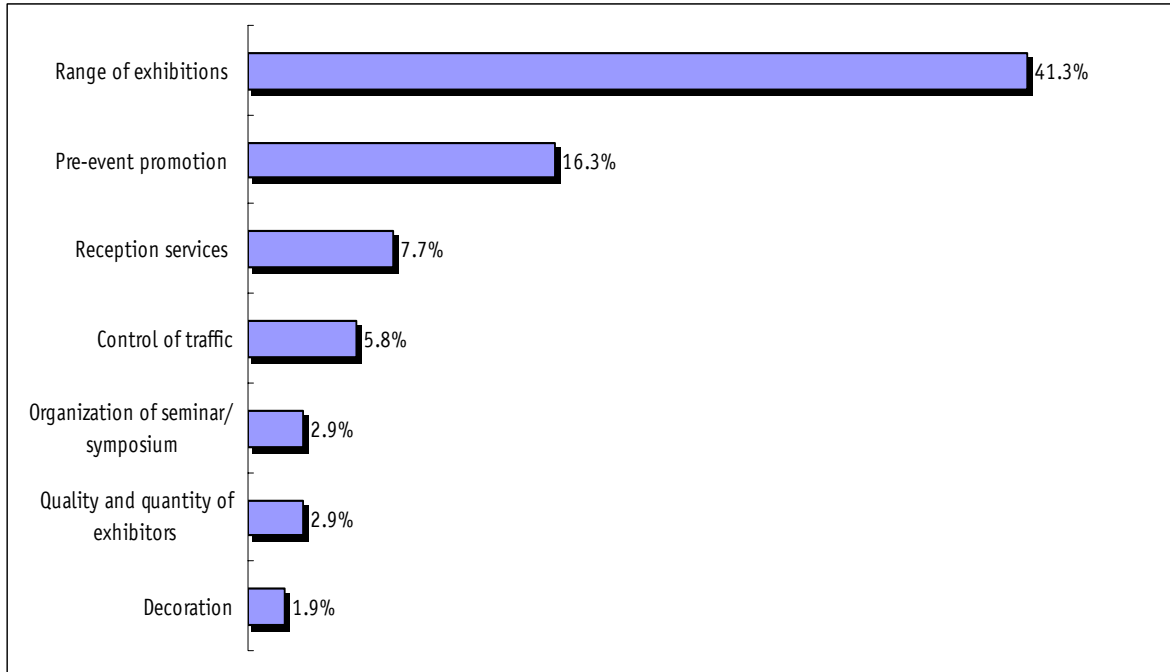
Source to know about the exhibition

26.0% were informed by advertisement advertised by the show organizer, over 35.6% visitors got information from exhibitors or their trade partners/friends.

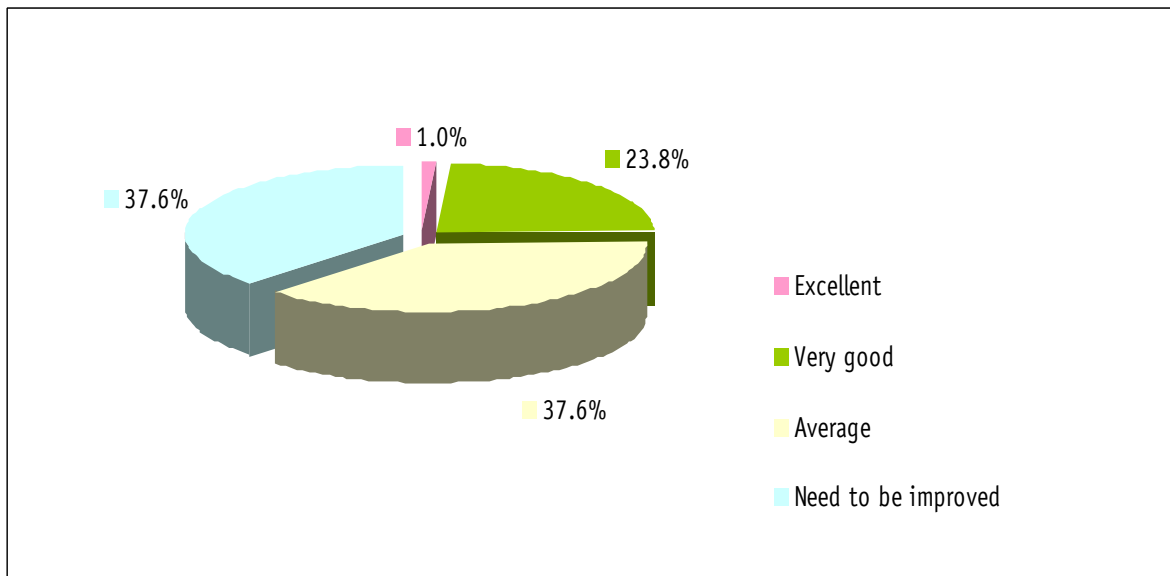


Services evaluation

According to the visitors' comments, the range of exhibitions was the best service provided by the organizer. Meanwhile, Pre-event promotion and Reception services were also praised highly by visitors.



Trade visitors' overall comments on the exhibition



IV. Support Media

Trade Media

Chinese Glass Information
Doors Windows Curtain Walls & Equipments
Glass Industry
IndiaMart InterMESH Ltd
I.C.E.
Building Doors Windows Curtain Walls & Equipment
Door Window & Act Wall
Int'l Glass Manufacture and Process
Guangdong Building Materials
Glass
Architectural and Industrial Glass
Art of Glass

Electronic Media

GlassOnWeb.com (Italy)
Archguide.com (Belgium)
Allproducts.com (Taiwan)
Biztradeshows.com (India)
Glassglobal.com (Germany)
Google Global
JETRO (Japan)
Made-in-china.com (China)
wall21.cn (China)
glass.com.cn (China)

IV. Association:

- Guangdong Provincial Ceramic Society
- Guangdong Provincial Glass Industry Association
- Guangzhou Architecture & Decoration Association
- Shenzhen Solar Energy Society
- Guangdong Supervision & Testing Center for Glass Product Quality

V. Concurrent Activities:

China International High and New Glass Technologies & BIPV Forum 2007

- Energy-saving Glass Technology & Application
- Environmental Protection Technology & Application
- Hi- and New Technologies of Machineries & Equipment
- Solar Energy Photovoltaic Glass Technology, Low Reflection Glass Technology, Building Integrated Photovoltaic

The concurrent activities and forums attracted 265 audiences from 13 countries.

Guangdong Glass Association Energy Saving Glass Presentation