

# Post Analysis Report



## ----- To build up the purchasing and communicating platform of elevator industry

China Elevators and Accessories Expo 2009 which themed on safety,energy –saving and environmental protection was held at Suzhou International Expo Center during March 25<sup>th</sup> to March 28<sup>th</sup>.The exhibition not only displayed the latest technology ,products,material and brand on energy conservation in the elevator industry around the Yangze River Delta,but also it focused on building the platform for many enterprises to communicate with each other and discuss on how to protect themselves from the financial crisis together.

It is believed that the elevator industry is closely tied-up with the real estate industry.With the development of the green real estate, now the new generation of the green energy-conserved elevators is in very large demand. Sponsored by All-China Federation of Industry and Commerce and Suzhou Industrial Park Administrative



Committee,the seminar ——Revolutionary Road of China Real Estate which is also named as Suzhou stop of the tour event on China green real estate industry has invited several directors from China Real Estate Chamber of Commerce of Shanghai,Jiangsu and Zhejiang Province.Elites from enterprises,experts and governmental officials have converged on the forum to make the discussion deep into the market development under the financial crisis.The presidents from several famous elevator enterprises also took part in the discussion and shared their opinions with the leaders in real estate circle.This will result in a joint and bright future for elevator and real estate enterprises.

Cao Fulong ,executive vice mayor of Suzhou has pointed out in his speech that Suzhou has already set up the matured chains of production in elevator industry and the expo would have a positive and practical significance for promoting the development of Suzhou's elevator industry and furthermore for stimulating the confidence of enterprises to overcome the difficulties at the moment and helping them weather the financial downturn as well.

## **Analysis of exhibitors**

### **(1)、General Description**

China Elevators and Accessories Expo 09 has covered the Convention Hall 3A and Hall 4A of Suzhou International Expo Center. Hall 3A is for elevators and escalators, while Hall 4A is for components and accessories. 83 enterprises have converged on the event,including 18 elevator manufacturers ,60 accessory makers and 5 cooperative media.

### **(2)、Data of foreign captial enterprises**

There were 23 foreign capital enterprises taking part in the expo,including 6 elevator manufactures with its rate at 33% and 17 accessories manufactures with its rate at 28%. (Note:The foreign captial enterprises referred here stand for the enterprises from abroad and the ones who have made the investments and set up their factories in China.)

### **(3)、Voice from the exhibitors**

1 )、 Our company has exhibited a serial of highly marketable products such as elevator energy-saving cabinets,electric power feedback units ,energy consumption braking units and so on. The expo has reached its good effect.

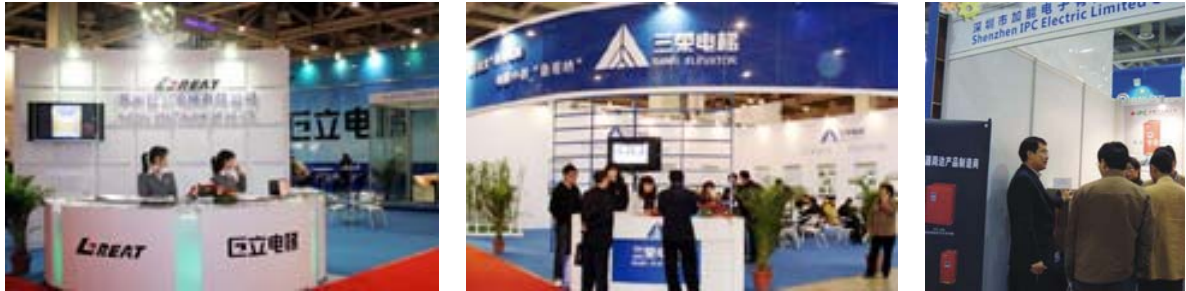
----IPC COMPANY

2 )、 We have taken part in China Elevators and Accessories Expo 2009 held at Suzhou International Expo Center during March 25<sup>th</sup> to March 28<sup>th</sup> .We are very gald to see that the expo has achieved its complete success.Our company displayed the shining points of our new products and received the appreciation from both customers and business partners at the expo.Meanwhile,we also learned a lot from our competitors. Through this expo,we would overcome our own weaknesses by acquiring others' strong points, and we are sure this would offering us many benefits in the future.

----Suzhou Great Elevator Co.,Ltd.

3 ). China Elevators and Accessories Expo 2009 is held at Suzhou International Expo Center during March 25th to 28th .Our company——Shanghai SANEI has made active participation in the big event.We released the serial of city sunshine elevators which is designed for the National Supportability Housing Construction Project for the very first time on the exhibition.The display of this new product has attracted wide attention from the ones in the industry,and we have grabbed the great opportunity of expo to bulid the corporate image and broaden the sales channels.

----Shanghai SANEI Elevator Co.,Ltd.



4 ). Suzhou Genesis has prompted new door drive GDO- DC Servo Operator with PM motor, large opening door as well as homelift solution. We feel very satisfied that we met so many potential clients on site of the exhibition

----Suzhou Genesis Elevator Systems Co.,Ltd.

5 ). As the subsidiary company of YUNGTAY Group, Shanghai YUNGYAY GIE EM Company took our self-developed energy-conserved products such as permanent magnetic tractor , energy feedback machine and so on to the expo.With our high quality and advanced technology, we have drawn the attention of the visitors from domestic and abroad and have become the star of the expo. Through this exhibiton,YUNGTAY Group has shown our extraordinary power and exploration and innovation spirits to the whole industry.

----Shanghai YUNGTAY GIE EM Co.,Ltd

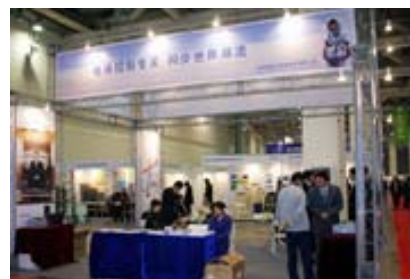


6 ). KONE Group has participated in the China Elevators and Accessories Expo 2009 and has displayed our innovative technology and strong power in the circle.During the expo, KONE held a technology forum themed on Eco-efficient™ solution proposal on March 25th to introduce the latest energy-conserved products,technology and elevator solution programme to the customers, partners and guest from the real estate industry. Vice

president of KONE Group, Mr Lu Yaning said: “We are intended to introduce KONE and its Eco-efficient™ products and solution proposal to more people by organizing this forum.” The forum has also provided the guests with a informative communication platform. Its dense academic atmosphere, highly efficient interaction and various content and formality, all these elements have brought the meaning and connotation of the forum to a brand new height. In the future, KONE will manage himself to make complete use of the EcoDisc, energy feedback system, solar elevators, KONE MAXISPACE™, InnoTrac moving sidewalk technology, objective selecting control system, applied in the green products such as machine-roomless lifts and small room elevators, and give full play to the distinguishing feature of energy conservation of KONE products.

----KONE Elevator Co.,Ltd.

7)、 Suzhou MONARCH Control Technology Co.,Ltd —— one of the subsidiary companies of Shenzhen Inovance Technology Company, taken as its explorer in the elevator industry has made a beautiful stage pose with its superior and new products at the expo. Their exhibits include the serial of NICE 3000 and NICE2000 controller, ME320L frequency converter, energy feedback units, PLC and door controller products.



Our company will try our best to promote the development and sales ability and provide our products at a high ratio of performance and price to numerous customers. We will follow the steady steps as the expert of elevator control with our perseverance and fight with our partners to create the progress and brilliancy of tomorrow together.

---- Suzhou MONARCH Control Technology Co.,Ltd

## Analysis of Visitors and Purchasers

### (1)、 General Description

Date	Weather	Registration (Cards)	Number
March 25th	Cloudy	About <b>1516</b> pieces	About <b>4500</b> people
March 26th	Heavily Rainy	About <b>1030</b> pieces	About <b>3000</b> people
March 27th	Heavily Rainy	About <b>554</b> pieces	About <b>1200</b> people
March 28th(Half of the day)	Moderately Rainy	About <b>207</b> pieces	About <b>350</b> people
<b>In total</b>		<b>3308</b> pieces	<b>9050</b> people

Notes: On spot of the expo, visitors will get the visiting certificates after the registration. If

there are several people coming from the same enterprise,only one of them is needed to register to get the certificates. As there have been so many people coming in a group to visit,the committee has expanded the number of the people to be the final results within the reasonable scope when doing the statistics of the visitors.

**(2)、Data of Registration Forms**

**1. Except the exhibitors of the elevator manufacturers,the expo has also attracted a great number of elevator enterprises both domestic and abroad to visit and purchase on spot.**

**Partial of the enterprises are as follows:**

Dalian SIGMA Elevator Company

Germany LME Group Suzhou LME Elevator Company

MASTON Elevator ( Zhejiang ) Co.,Ltd.

ThyssenKrupp Home Lifts Company

TOSHIBA Elevator (China) Company

Hangzhou Yida Lift Electric Co.,Ltd.

Suzhou Jiangnan Elevator Co., Ltd

Giant Kone Elevator Company

Neimenggu KDIS Elevator Company

Ningbo Siteslang Elevator Co., Ltd.

Ningbo Zhong'ao Elevator Co., Ltd.

SANYO ELEVATOR (WUXI) CO., LTD.

Shanghai GFC Elevator Co., LTD.

Shanghai Mitsubishi Elevator Company

Shanghai Hyundai Elevator Co., Ltd.

SUZHOU OLIN ELEVATOR CO.,LTD.

Suzhou DEAO Elevator Co.,Ltd.

Suzhou Koood Hydraulic Elevator Co., LTD.

Suzhou Sec Elevator Co., LTD.

Suzhou Schindler Elevator Co., LTD.

Xizi Otis Elevator Co., LTD.

Schindler Elevator Co., LTD(China)

ZHEJIANG SYNEY ELEVATOR CO., LTD.

Zhenjiang Volkslift Co. Ltd.

ZHEJING YIDA CONCORD ELEVATOR CO.,LTD.

China Nantong Datong&QA.M.S Elevator Co., LTD.

Sino-French Join-venture Nantng( A.M.S) Lifts Limited Company

Hitachi Elevator (China) Co.,Ltd.

Shanghai (Australia) Total Elevator Co., LTD.

Shanghai Alpha lift Co., Ltd.

SUZHOU EMERSON ELEVATOR CO.,LTD.

Zhejiang Lhrhine Lift CO.,LTD

Zhejiang Lianhe Elevator Co., LTD.

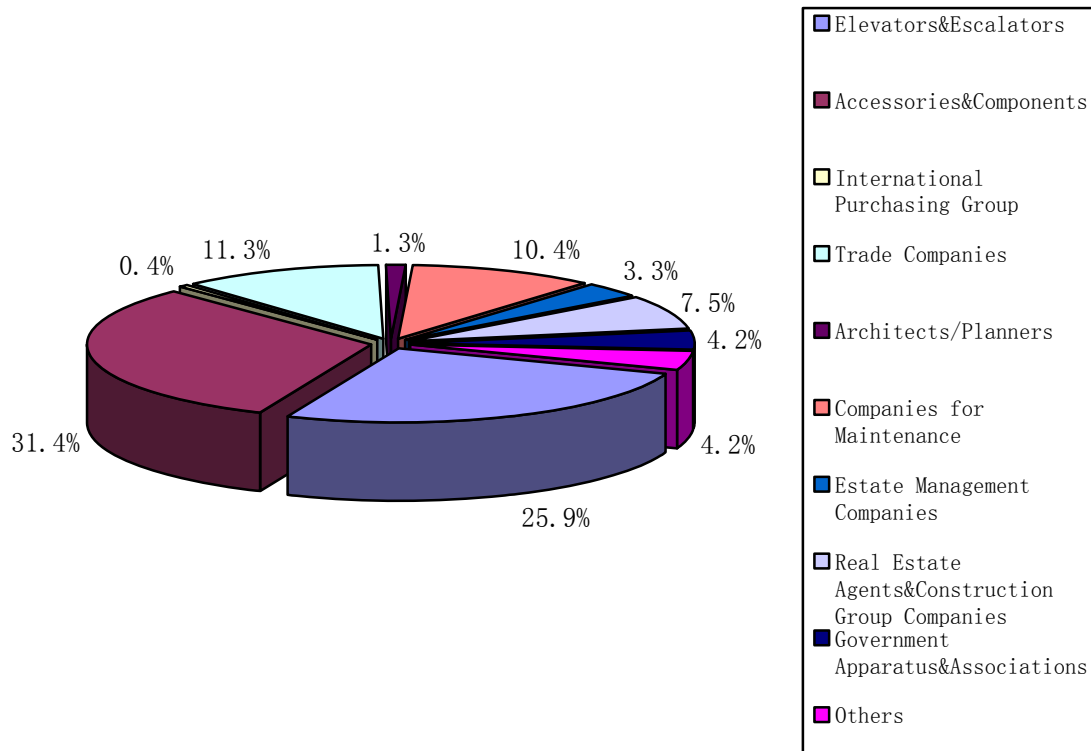
**(No Priority in the List)**



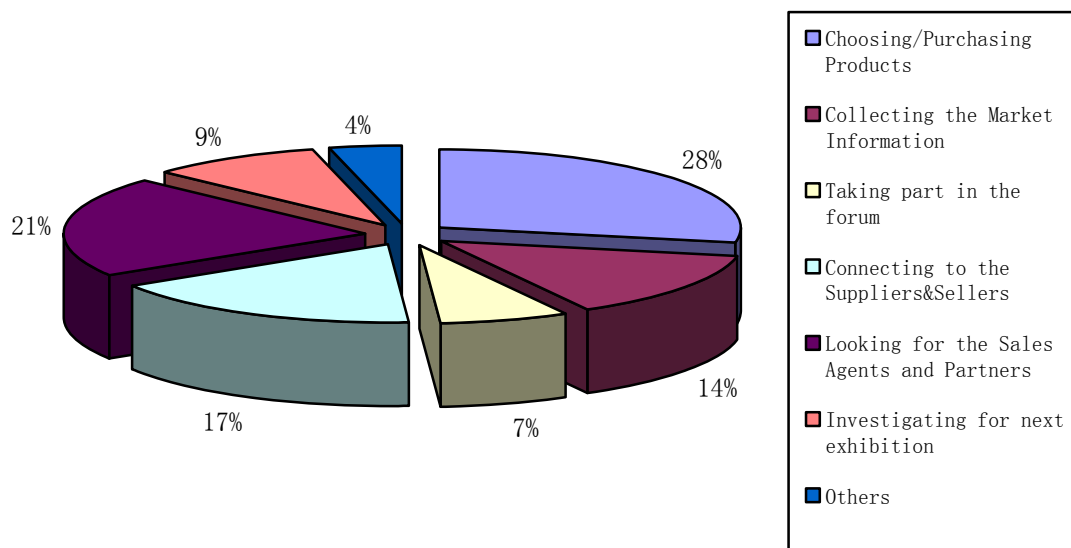
2、 There were also many real estate agents and architectural design companies coming to visit the expo,such as Suzhou Jiaye Real Estate、 Jianguo Shenghong Group CO.,LTD、 FUJITA (CHINA) CONSTRUCTION CO.,LTD、 Jianguo Jianke Project Management CO.,LTD. and so on.



### **(3)、 Graphs**



**Graph 1 : Divided by Products /Service of Enterprises**



**Graph 2 : Divided by Visiting Purposes**

## On-Site Events

### 1、 2009 Suzhou Key Industries and Project Financial Promotion Conference and Signing Ceremony

Suzhou government apparatus has recommended 110 key projects ,17 key enterprises involved with advanced manufacturing industry, modern service industry, key foundation construction programme, new rural construction, ecological environment protection construction, energy-conserved projects and science, technology, education, culture, health industry to the financial organizations. The total value of the project investments

has been over 1000 billion. 8 banks have signed the loaning contract on site with the enterprises who have made the investments of 230 billion in projects totally, and the banks has released the creditable loan in the worth of 68 billion.



## **2、 Revolutionary Road of China Real Estate—— Suzhou Stop of the Tour Event on China Green Real Estate Industry Seminar**

Sponsored by All-China Federation of Industry and Commerce and Suzhou Industrial Park Administrative Committee, the seminar —— Revolutionary Road of China Real Estate which is also named as Suzhou stop of the tour event on China green real estate industry has invited several directors of China Real Estate Chamber of Commerce in Shanghai, Jiangsu and Zhejiang Province. Elites from enterprises, experts and governmental officials have converged on the forum to make the discussion deep into the market development under the financial crisis. The presidents from several famous elevator enterprises also took part in the discussion and shared their opinions with the leaders in real estate circle. This will result in a joint and bright future for elevator and real estate enterprises.

## **3、 Shanghai Supportable Housing Conference**

Shanghai Supportable Housing and Elevators Conference, co-organized by Shanghai Elevator Trade Association, Shanghai Residential Construction and Development Center, *Real Estate Times* belonged to Liberation Daily News Group was held at Suzhou International Expo Center. According to the general government requirements of stabilizing economic development and improving citizens' livelihood, combined with the increasing practical demand of supportable housing construction, the conference was aimed at building up the bridge between the elevator manufactures and real estate agents for their mutual communication.

The leaders and representatives, almost 200 people, from Shanghai Residential Construction and Development Center, Shanghai Elevator Trade Association, *Real Estate Times*, several elevator manufactures and real estate agents have attended the conference to perform at this

fantastic fiesta of elevator products. The representatives from Shanghai Mitsubishi Elevator Company, Shanghai SANEI Elevator Company, Shanghai YUNGTAY Elevator Equipment Co.,Ltd., TOSHIBA Elevator(China) Co.,Ltd., KONE Elevator Company, Schindler Elevator Co., LTD.(China), Shanghai Fuji Elevator Co.,Ltd. have made their speech on the conference, each exhibiting the characteristics and highlights of their products. The speeches have made the conference fill up with the prevailing atmosphere of energy conservation ,high reliability and cost performance.



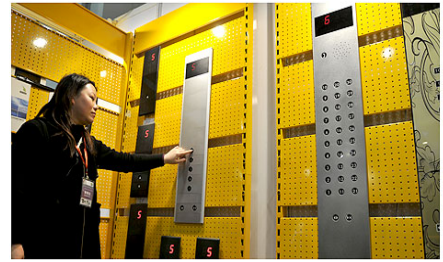
#### **4. Activity for Spreading the Knowledge of Elevator Safety**

Energy conservation and gas emissions should be conducted by our whole people. Energy conservation of elevators not only matters the manufacturers, but also depends on the good habit of every elevator user. The activity was held during the expo to spread the knowledge of environment protection and energy conservation to Suzhou citizens and also to teach them to use the elevators more properly during daily life.

#### **4、 Conclusion**

Following the great success of the expo, we have received the acknowledgements and highly evaluation from most of our exhibitors for our endeavor. Finally, ELEXPO09 has stood her ground firmly in the industry, growing to be more mature and flawless. Our committee would also make the greatest effort to set up a better platform for purchasing and communicating in the elevator industry.

We are looking forward to bringing you a more splendid performance in the next reunion. See you again at the 2011 expo in Suzhou International Expo Center!



April 2009

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