

展后报告  
Exhibition analysis

中国·上海  
Shanghai, China



# IPB 2009

## 2009.12.9-11

[www.ipbexpo.com](http://www.ipbexpo.com)

支持/Powered by

 **POWTECH**  
Nuremberg, Germany

第七届国际粉体工业/散装技术展览会暨会议  
7<sup>th</sup> International Powder/Bulk Conference & Exhibition

上海国际展览中心  
INTEX Shanghai

主办单位/Organizer

中国颗粒学会 Chinese Society of Particuology  
纽伦堡会展服务(上海)有限公司 NürnbergMesse China Co., Ltd.  
上海环球展览有限公司 Worldwide Exhibitions Service Co., Ltd.

海外支持/Overseas partner

日本粉体工业技术协会 The Association of Powder Process Industry & Engineering, JAPAN

联系方式

纽伦堡会展服务(上海)有限公司  
上海市青海路118号云海苑办公楼18楼  
邮编 200041  
电话 +86(0)21.52 28-40 15  
传真 +86(0)21.52 28-40 12  
[ipb@nm-china.com.cn](mailto:ipb@nm-china.com.cn)

Contact

NürnbergMesse China Co., Ltd.  
18 F Yunhai Building  
118 Qinghai Road  
200041 Shanghai, P.R. China  
Tel +86(0)21.52 28-40 15  
Fax +86(0)21.52 28-40 12  
[ipb@nm-china.com.cn](mailto:ipb@nm-china.com.cn)

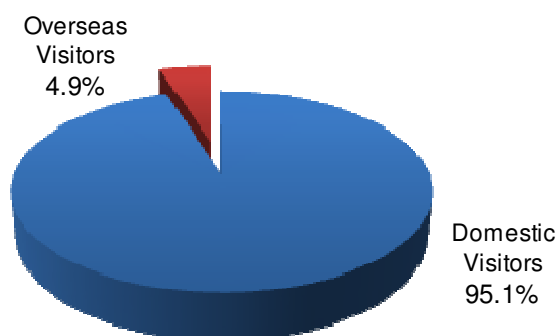
NÜRNBERG MESSE

## 1. Structural data

	Total	National	International*
Exhibitors	129	114	15
Net exhibition space in m <sup>2</sup>	1,943	1,702	241
Visitors	5,166	4,912	254

\*International exhibitors were from 11 countries: Germany, USA, Netherlands, Japan, United Kingdom, Sweden, Switzerland, Italy, France, Spain and Singapore.

## 2. Origin of visitors

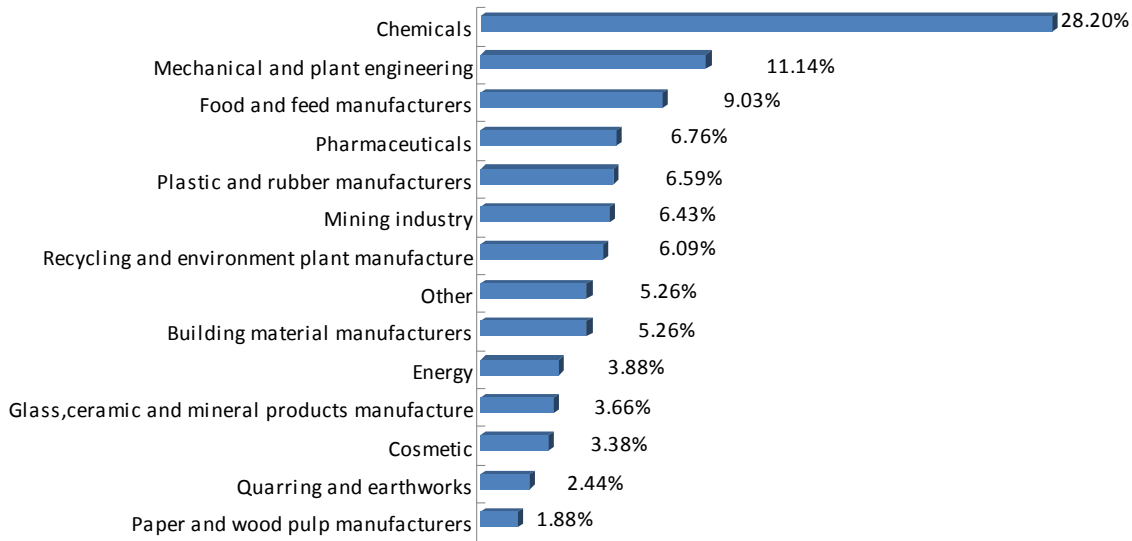


### 2.1 Internationality of visitors

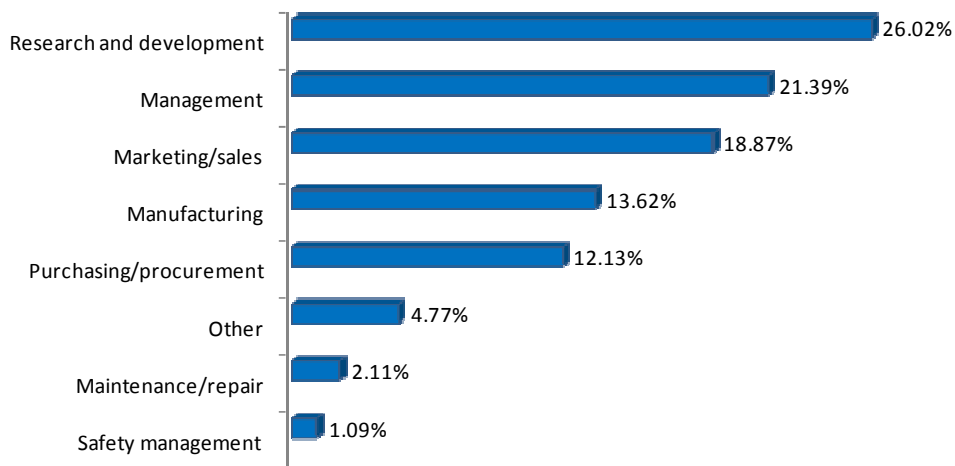
Visitors came from 21 countries and regions including Malaysia, South Korea, Iran, Singapore, Japan, Canada, United Kingdom, Paraguay, Thailand, Czech Republic, Netherlands, Bulgaria, USA, India, Germany, Indonesia, Australia, Sri Lanka, Russia and Hong Kong S. A. R., Taiwan.

### 3. Selected results of the visitor survey

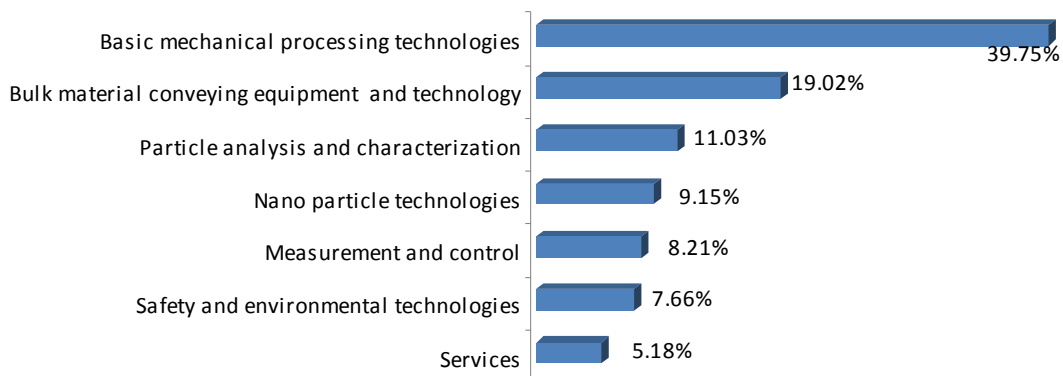
#### 3.1 Fields of industry



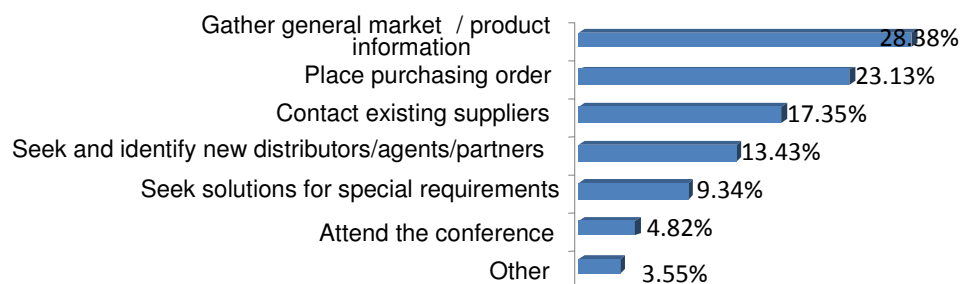
#### 3.2 Department of visitors in company



#### 3.3 Main interest in following product segments



### 3.4 Main reason for visit



### 3.5 Sector of economy

Industries	49%	Services	3%
Trade/crafts	20%	Other sector	3%
Planner/engineering office	18%	Wholesale and export	2%
Teaching/science	8%	Authority/public administration	2%
Retail trade	3%	Research	2%

### 3.6 Purchasing authority

93% of the visitors were involved in purchasing decisions in their company.

### 3.7 Information and contact opportunities

79% of the visitors were satisfied with the opportunities for obtaining information and establishing contacts.

### 3.8 Opinion on the present economic situation

(At the time of exhibition in December 2009)

Strong upward trend	30%	Slight downward trend	3%
Slight upward trend	25%	Distinct downward trend	1%
Steady	35%	No answer	6%
			<b>100%</b>

### 3.9 Obtaining and purchasing products on spot

46% of the visitors saw the new products that they wanted to use.

**4. Selected results of exhibitors survey** (according to 102 exhibitor surveys)

**4.1 Associated with following product segments** (multiple answers)

Plant engineering and processing components	44%	Services	12%
Basic mechanical processing Technologies	42%	Measurement and control	10%
Particle analysis and characterization	13%	Safety and environmental technologies	6%
Nano particle technologies	13%		

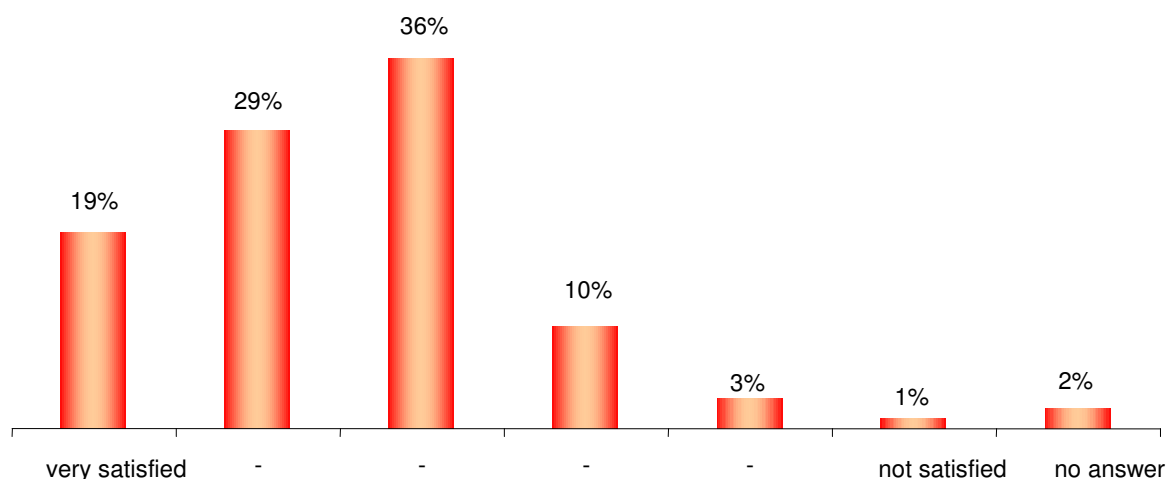
**4.2 Product range**

85% of the exhibitors thought IPB 2009 had the right product mix.

**4.3 Aim of participation** (multiple answers)

Acquiring new customers	88%	Cultivation of customer relations	81%
Image building/representation	88%	Exchange of views	81%
General information	86%	Direct business transactions	67%
Information about new products	84%	Observation of competitors	67%

**4.4 Assessment of professional qualifications/competence of visitors to the stand**



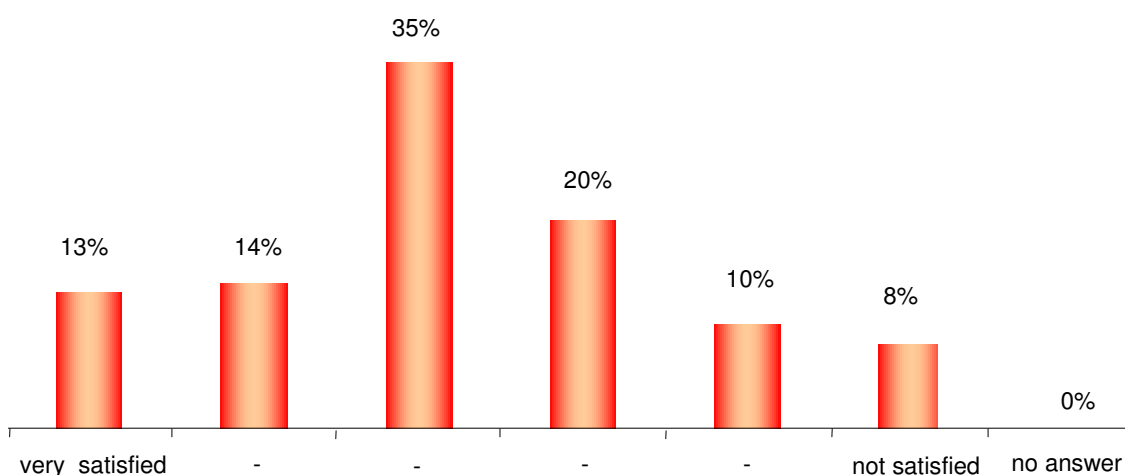
**4.5 Satisfied with organization and service**

88% of the exhibitors were satisfied with the organization and service.

#### 4.6 Field of the industry branch (multiple answers)

Chemicals	71%	Building materials manufacturers	23%
Pharmaceuticals	56%	Quarrying and earthworks	20%
Plastic and rubber manufacturers	48%	Energy	17%
Food and feed manufacturers	48%	Cosmetics manufacturers	15%
Mining industry	34%	Recycling/environmental plant manufacturers	15%
Glass, ceramic and mineral products manufacturers	30%	Paper and wood pulp manufacturers	13%
Machinery and plant engineering	29%		

#### 4.7 Rate the number of visitors attending the exhibition



#### 4.8 Target group accuracy

93% of the exhibitors were able to reach their most import target groups during IPB 2009.

#### 4.9 New business relations

49% of the exhibitors established new business relations during the exhibition.

#### 4.10 Follow-up business

94% of the exhibitors expected noticeable follow-up business due to contacts made during the exhibition.

## 4.11 Opinion of the present economic situation

(At the time of exhibition in December 2009)

Strong upward trend	34%	Slight downward trend	6%
Slight upward trend	23%	Distinct downward trend	0%
Steady	37%	No answer	0%
			<b>100%</b>

## 4.12 Overall success

97% of the exhibitors expressed that IPB 2009 successfully helped their business development.

## 5. Media promotion

### 5.1 Magazines

Bulk solids handling	Process Heating
Coal Separating and Ore Dressing	Process-Chemical
Materials Review	Coatings and Ink China
China Pigments	Advanced Materials Industry
Chemical Business Information	Process Equipment & Piping
Electronic Components & Materials	Chinese Materials Science Technology & Equipment
International Pharmaceutical	Chinese Journal of Pharmaceuticals
Asia Environmental Protection	China Non-Metallic Minerals Industry Herald
China Industry Report	Pharmaceutical Machinery
China Paint Industry	Coal Separating and Ore Dressing
China Packaging News	Industrial powder processing
China Pharmaceutical Packaging Machine	

### 5.2 Websites

<a href="http://www.bulk-online.com">www.bulk-online.com</a>	<a href="http://www.process-chinese.com">www.process-chinese.com</a>
<a href="http://www.alibaba.com">www.alibaba.com</a>	<a href="http://www.industrysourcing.com">www.industrysourcing.com</a>
<a href="http://www.mat-rev.com">www.mat-rev.com</a>	<a href="http://www.cpackage.com">www.cpackage.com</a>
<a href="http://www.cnpowder.com.cn">www.cnpowder.com.cn</a>	<a href="http://www.pharmacy.hc360.com">www.pharmacy.hc360.com</a>
<a href="http://www.chinayaoji.com">www.chinayaoji.com</a>	<a href="http://www.pigmentinfo.com">www.pigmentinfo.com</a>
<a href="http://www.process-heating.com">www.process-heating.com</a>	<a href="http://www.pharmadl.com">www.pharmadl.com</a>
<a href="http://www.epumpnet.com">www.epumpnet.com</a>	<a href="http://www.chinasre.com">www.chinasre.com</a>
<a href="http://www.ccen.net">www.ccen.net</a>	<a href="http://www.xx351.com">www.xx351.com</a>
<a href="http://www.cnelecom.net/index01.asp">www.cnelecom.net/index01.asp</a>	<a href="http://www.cnelecom.net">www.cnelecom.net</a>
<a href="http://www.kongzhi.net">www.kongzhi.net</a>	<a href="http://www.cmasteq.com">www.cmasteq.com</a>
<a href="http://www.materials.net.cn">www.materials.net.cn</a>	<a href="http://www.chinanmm.com">www.chinanmm.com</a>
<a href="http://www.chemol.com.cn">www.chemol.com.cn</a>	<a href="http://www.chemmach.com">www.chemmach.com</a>
<a href="http://www.asia-ep.net/index.html">www.asia-ep.net/index.html</a>	<a href="http://www.cnma.com.cn">www.cnma.com.cn</a>
<a href="http://www.pmbiz.com.cn">www.pmbiz.com.cn</a>	<a href="http://www.polymer.cn">www.polymer.cn</a>
<a href="http://www.cn-powdertech.com">www.cn-powdertech.com</a>	<a href="http://www.xkxm.com">www.xkxm.com</a>
<a href="http://www.cmbi.com.cn">www.cmbi.com.cn</a>	<a href="http://www.ruidow.com">www.ruidow.com</a>

6. Statements from exhibitors of IPB

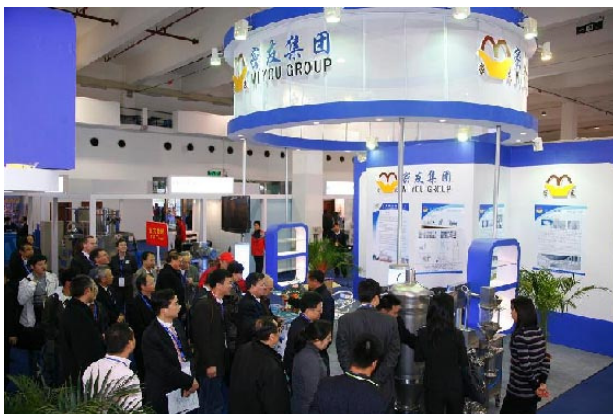
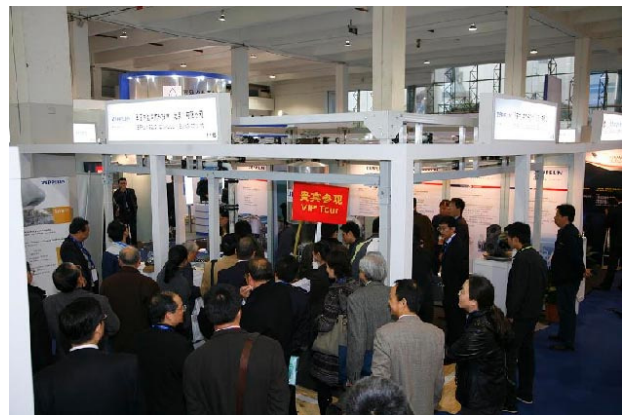


**Hosokawa Micron (Shanghai) Powder Machinery Co., Ltd.**  
**Peter Liu, Managing Director**

“The quality has definitely increased. We are very satisfied with the number of trade visitors. On the first day so many people came to our booth that I couldn’t even go for lunch. We already know that we’ll attend IPB 2010.”

**Zeppelin Solid Technology (Beijing) Co., Ltd.**  
**William Chen, Sales Manager**

“A better presentation of our products brought more trade visitors to our booth than in previous years. And that fact makes us very happy.”



**Miyou Group Co., Ltd.**  
**Dengya Zhang, Business Manager**

“This is our sixth IPB already and our booth is bigger than ever. We are sure we’ll come again next year and hope for more visitors, as the economic situation this year has affected the traffic at our booth a little bit.”

**Technical Committee of Freight Pipeline, CLES**  
**Dr. Renhu Pan, Vice President**

“The trade fair and the conference fit together perfectly. We are surrounded by powder and bulk everywhere in our lives, so I’m not surprised that we attracted so many interested people this year and that the conference room was always packed. The lectures about pneumatic conveying were especially popular and I think that’s because it is a topic which is always current.”



## 7. Supporting programs

### 7.1 Chinese Society of Particuology Council



“Chinese Society of Particuology Council ” was held in Shanghai on December 9-10. More than 90 experts and scholars in the field of particle participated in the council, included: Professor Guo Musun, Professor Li Hongzhong, Shen Zhigang, Zhang Fugen as well as Zhang Renjian and so on. The main authors of *The Report on Particle Development* also attended the council. During the discussion, the experts commended the draft of the report and further pointed out the purpose and audience of the report. The participants exchanged their opinions on the framework, content, current situation of particle and its development meanwhile they gave a lot of constructive suggestions.

December 9, 2009

Time	Topic	Speaker
13:30 - 14:00	The development of particle testing	Zhou Su Hong
14:00 - 14:20	The development of particle processing and handling	Shen Zhi Gang
14:20 - 14:40	The development of granules processing	Zhu Yi Hua
14:40 - 15:00	The development of surface treatment technique	Zheng Shui Lin
15:00 - 15:30	The present status of fluidizing theory direct reduction and computer simulation	Cheng Yi
15:45 - 16:12	The development of aerosol particle	Yan Peng
16:12 - 16:15	The report of aerosol particle committee	Zhang Ren Jian
16:15 - 16:45	The new development of nano-environment& ultrafine particles of catalyst	Fei Guang Tao
16:45 - 17:05	The updated status and development of the research of Biological and Medical Industry	Liang Yong
17:05 - 17:25	New achievement and prospect of the research of Nano in the energy industry	Dai Xia Ming
17:25 - 17:45	Report from Shimadzu International Co., Ltd.	Haruo Shimaoka

December 10, 2009

Time	Topic
09:00 - 11:30	Discussion of powder processing and testing

December 10, 2009

Time	Topic
09:00 - 11:30	Discussion of fluidizing and aerosol particle

## 7.2 Lecturing by Experts on Design & Operation of Pneumatic Conveying Systems

Organized by Technical Committee of Freight Pipeline, CMES, supported by NürnbergMesse, Lecturing by Experts on Design & Operation of Pneumatic Conveying Systems was held concurrently to IPB 2009. Experts with high reputation were invited to give lectures in order to educate pneumatic conveying designers, users and suppliers. Meanwhile, they exchanged views on their designs which contributed the pneumatic conveying development in China. International scholars included: Professor Peter Wypych, University of Wollongong and Professor Deng Tong, The Wolfson Centre for Bulk Solids Handling Technology at the University of Greenwich.

2009.12.10

Time	Title	Speaker	Affiliation
08:30-09:00	Pneumatic Conveying Technologies and Projects in China	Pan Ren Hu (Ph.D)	Technical Committee of Freight Pipeline, CMES
09:00-09:30	Experimental and Numerical study on Energy Consumptions in a DTS pneumatic conveying	Zhang Chunxia	Beijing Guodian Futong Science and Technology Development Co., LTD
09:30-10:30	Pneumatic Conveying Principle, Design and Case Study	Peter Wypych (Professor)	University of Wollongong
11:00-12:00	Dust Emission, Belt Conveying and Computer Simulation	Peter Wypych (Professor)	University of Wollongong
13:30-15:00	The pneumatic conveying study of WOLFSON Center & the practical application of pneumatic conveying in aluminum production enterprises	Deng Tong (Ph.D)	The Wolfson Centre for Bulk Solids Handling Technology at the University of Greenwich
15:00-16:00	Characterization of Bulk Materials, Bin Design and New Bulk Materials Handling	Peter Wypych (Professor)	University of Wollongong
16:30-16:30	Close	Chen Hong Xun (Professor)	Ministry of Transport, Water Transportation Research Institute

## 7.3 Technical Seminar

Wed, 2009.12.9

Topic: Industrial Dust Explosion Prevention & Protection Technologies

Presented by:

BS&B Safety Systems Asia Pacific Pte. Ltd.

Wed, 2009.12.9

Topic: 1. The application for cathode material of the Lithium Ion Battery

2. The process of ultra fine powder of high efficient catalyst materials

Presented by: Hosokawa Micron Group

