

# IPB 2008

第六届国际粉体工业/散装技术展览会暨会议  
6<sup>th</sup> International Powder/Bulk Conference & Exhibition

January 2009 • Bw/Wg • Tel +49 (0) 9 11. 86 06-86 46 • Fax +49 (0) 9 11. 86 06-86 40

上海光大会展中心  
Shanghai Everbright Convention & Exhibition Center  
2008.12.9-11

主办单位/Organizer  
中国颗粒学会  
Chinese Society of Particology  
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.

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## CLOSING REPORT

### IPB 2008: Successful premiere for new organizer

- 155 exhibitors satisfied with their participation
- More than 5,000 trade visitors from 20 countries in Shanghai

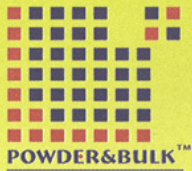
Suppliers and production specialists from all over the world met to discuss the latest innovations in powder, granule and bulk solids technology at the 6th International Powder/Bulk Conference & Exhibition (IPB) from 9-11 December 2008. The exhibition with its extensive supporting and conference programme took place in the Everbright Convention & Exhibition Center in Shanghai.

5,056 trade visitors, 12 per cent more than at the last event, sourced information at the three-day exhibition from the 155 exhibitors who presented their products and services for powder and bulk solids technologies on a net space exhibition area of 2,259 m<sup>2</sup>. The conference organized parallel to the exhibition by the Chinese Society of Particology (CSP) attracted more than 400 participants.

“The aim of combining the conference of CSP which takes place every second year with IPB to attract more top-calibre visitors from industry and research has been achieved,” sums up Axel Bartkus, Managing Director of NürnbergMesse China, one of the organizers of IPB.

The highly professional international organizer team consisted out of: Chinese Society of Particology, NürnbergMesse China Co., Ltd. and Worldwide Exhibitions Service Co., Ltd.

Overseas partner is the Association of Powder Process Industry and Engineering, JAPAN, and international media partner is Vogel Industrie Medien GmbH & Co. KG, Germany.



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"I continue to see good development prospects for IPB in close cooperation with POWTECH in Nürnberg," says Claus Rättich, Member of the Management Board of NürnbergMesse GmbH. The IPB exhibition with accompanying conference is an event for the Asian region that is comparable with the European-orientated POWTECH in Nürnberg in terms of both exhibition theme and exhibitor and visitor target groups. The many years of experience and industry know-how gained from POWTECH have been incorporated in the preparation of IPB 2008 in close cooperation between NürnbergMesse GmbH and its Chinese subsidiary NürnbergMesse China Co., Ltd.

The visitors at IPB came to Shanghai from altogether 20 countries with the majority of local trade visitors. The main reasons for visiting included obtaining information about new products (49 %), closing orders (30 %), making new contacts and cultivating existing contacts (16 %) and looking for sales agents and distributors (15 %, multiple answers possible). 82 % of the visitors were involved in the purchasing decision-making process. 78 % of the visitors considered that the economic situation in the powder and bulk industry in China is steady and shows an upward trend in the future. The presentation events in the supporting programme also attracted a lot of interest among the visitors – and were often followed by extensive discussions.

## Satisfied exhibitors

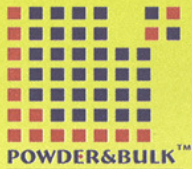
The exhibitors stated the following reasons for taking part in IPB 2008: image care (88 %), exchanging views (85 %) and cultivating existing business relationships (84 %, multiple answers possible). 86 % said they had reached their most important target groups and made new business contacts. Nine out of ten exhibitors were satisfied with the professional competence of the visitors and 83 % expect noticeable follow-up business. 95 % of the exhibitors rated the overall success of exhibiting positively and 88 % were satisfied with the organization and service. 80% of the exhibitors expressed plans to participate in IPB 2009.

## What the exhibitors say

### Glen Shen, Marketing Manager, Global Equipment Corporation:

"IPB 2008 was a very professional show. We attend the show because all our customers are here. The quality of the visitors is very good. There are also a lot of Chinese representatives from international companies. We are glad we brought so many machines this year, because they seem like good eye-catchers and attract visitors."

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## **Dennis Stanford, Materials Handling Manager, Chemical Plant & Engineering PTY:**

“This year’s show is very nice. We now plan to attend every time. Since we want to export it was very positive that we had so many international guests. Last year we made very good contacts at IPB, so we hope we’ll do good business again after this show. The machines we brought show people what we can produce and there was a big general interest in our products.”

## **Aaron Hour, Sales Assistant Engineer, Hosokawa Micron:**

“Unfortunately we only had visitors with a general interest, but no real contacts. Maybe it’s because of the current financial situation worldwide. The location is really good, much better than at other shows. The whole organization is very professional and the quality of the exhibitors is very good.”

## **Johannes Besau, Key Account Manager, Hörbiger Ventilwerke:**

“It is clear that explosion protection and safety is really important here in China, although it is not legally regulated as in Europe. Therefore, there is still great need to meet people. The live explosions we demonstrated at IPB attracted a lot of people and demonstrated the issue vividly. We are very satisfied with the number of visitors at our stand, but we still have to wait for the analysis to evaluate the contacts. Generally speaking, there were certainly more professional visitors. We are also satisfied with the organization of this event by NürnbergMesse, whose professionalism is reflected in small things, such as the uniform stand labels.”

## **Li Wie Jie, Sales department, SEISHIN Enterprise:**

“Very good show! We met a lot of customers from the industry and some of them were new. We had guests from Japan, Germany and lots of other countries. Next year we’ll definitely bring more machines, because we expect a lot of follow-up business. One contract was even signed at the show!”

## **Reiner Grochowski, Publisher, Vogel Industrie Medien:**

“IPB 2008 was the best so far. We have achieved all our goals, expanded our Chinese contacts and also executed a lot of input for our Chinese issue. The good organization of IPB reduces the hurdles for international companies entering the Chinese market. In view of this, IPB is a vital fair that provides security for the powder and bulk market in China.”

主办单位/Organizer

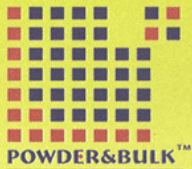
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## Note the dates:

The next IPB takes place in Shanghai from 9-11 December 2009, at the Shanghai International Exhibition Centre.

The next POWTECH takes place in Nuremberg from 27-29 April 2010. The World Congress on Particle Technology (WCPT) starts the day before and runs from 26-29 April 2010.

More information at:

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