

Chengdu International Petroleum & Petrochemical Technology and Equipment Exhibition

Visitor Data Report

October 25-27, 2023

Chengdu Century City New International Convention and Exhibition Center

Beijing Zhenwei Exhibition Co., Ltd.

No: cippe2023-11-10

Prepared by: Visitor Department

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I. Overview

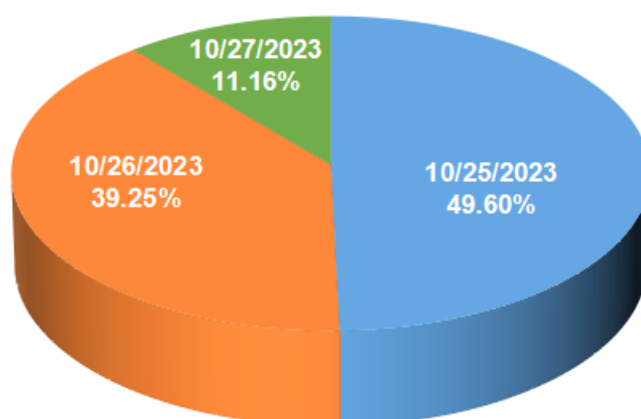
2023 Chengdu International Petroleum & Petrochemical Technology and Equipment Exhibition was held at Chengdu Century City New International Convention and Exhibition Center from October 25 to 27, 2023.

According to statistics, the exhibition attracted a total of 6,523 visitors, and 20,530 person-times were recorded in the access control system. Among the 6,523 visitors, 6,463 are from Chinese mainland, 12 from Hong Kong SAR, Macao SAR and Taiwan (region) of China, and other 48 from abroad.

Visitor Attendance

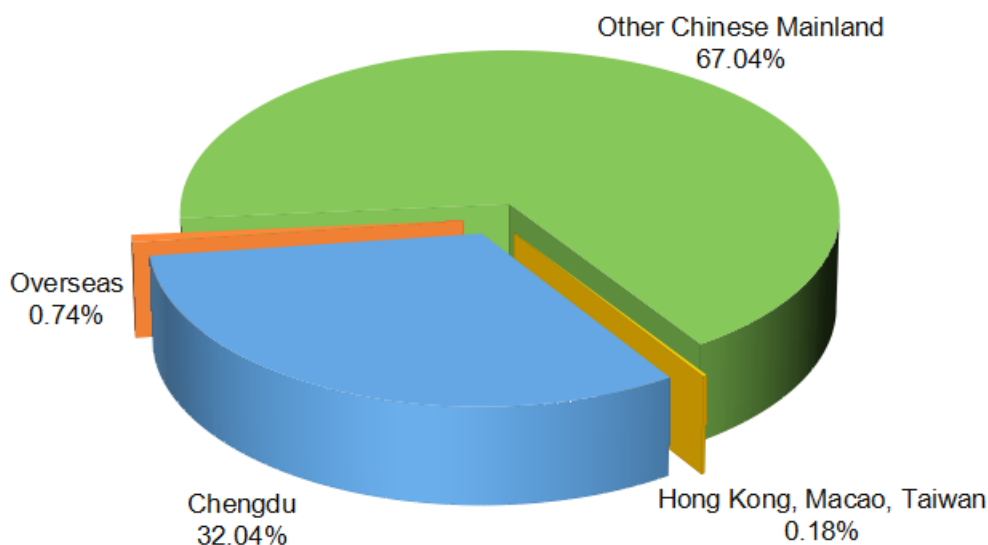
Date	Visit Times	Daily Visitors	Unique New Arrivals	Percentage of Unique New Arrivals
10/25/2023	10,136	3,983	3,983	100.00%
10/26/2023	7,631	3,152	2,088	66.24%
10/27/2023	2,763	896	452	50.45%
Total	20,530	8,031	6,523	81.22%

Breakdown of Daily Visitor Attendance



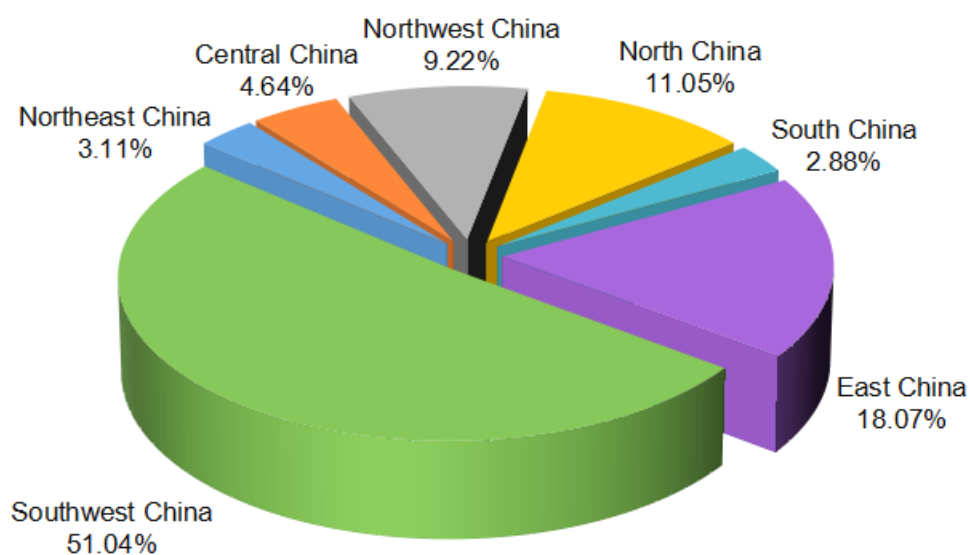
II. Geographical Breakdown of Visitors

Origin of Overall Visitors

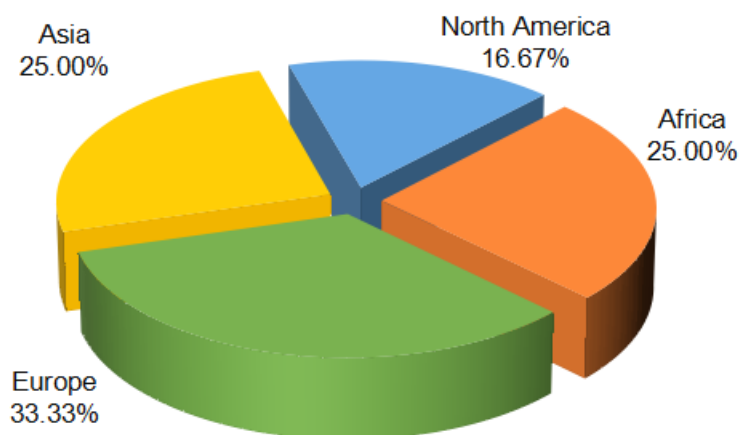


Origin of Other Chinese Mainland Visitors

Excluding the 2,090 local (Chengdu) visitors of the exhibition, calculated on a base of 4,373 non-local visitors from the Chinese mainland, the regional distribution is as follows:

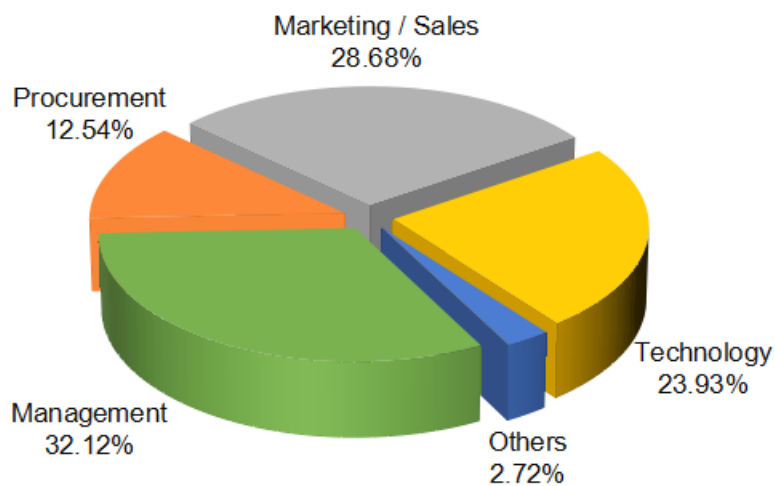


Origin of Overseas Visitors

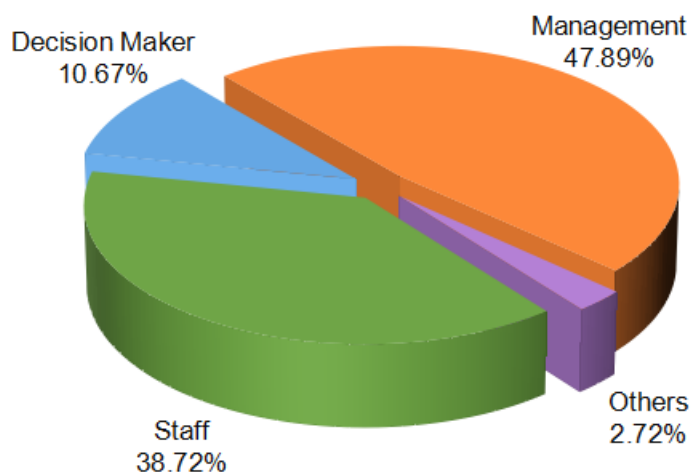


III. Visitor Job Functions and Seniority

Job Functions

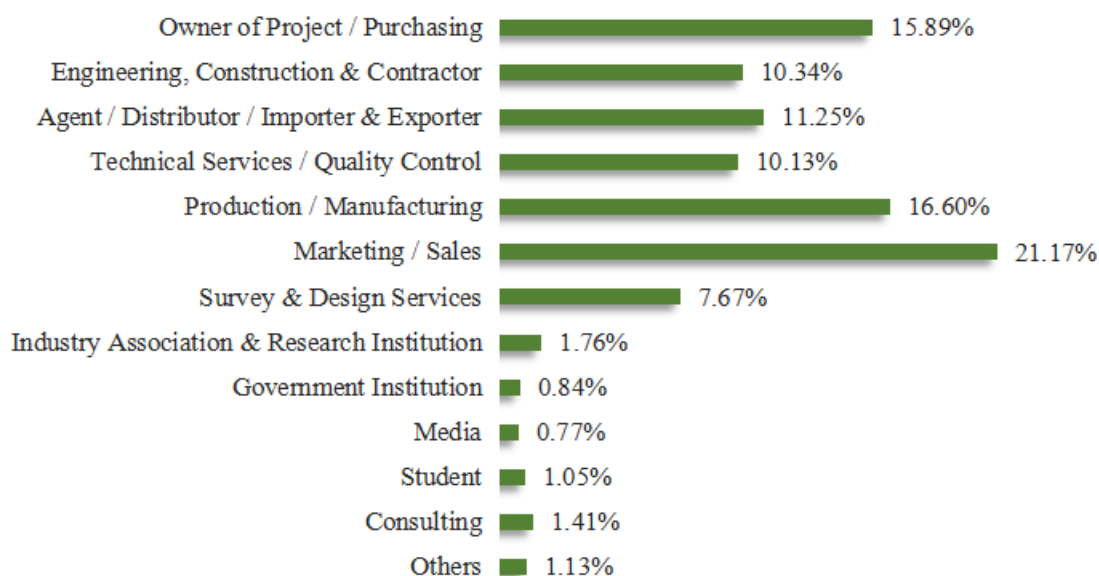


Visitor Seniority



IV. Visitor Survey Results

Business Nature

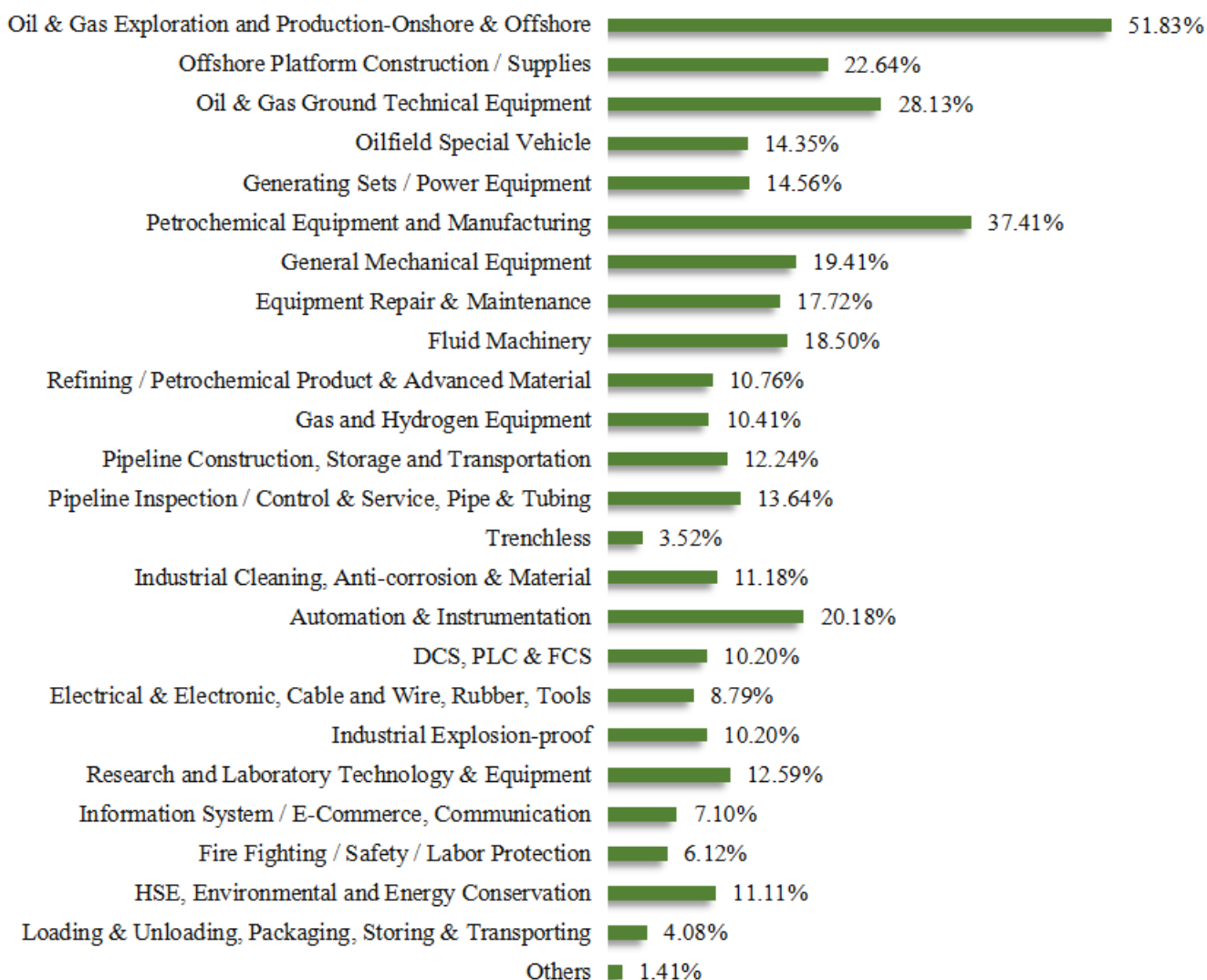


The following is the detailed data:

Item	Number	Percentage
Owner of Project / Purchasing	226	15.89%
Engineering, Construction & Contractor	147	10.34%
Agent / Distributor / Importer & Exporter	160	11.25%
Technical Services / Quality Control	144	10.13%
Production / Manufacturing	236	16.60%
Marketing / Sales	301	21.17%
Survey & Design Services	109	7.67%
Industry Association & Research Institution	25	1.76%
Government Institution	12	0.84%
Media	11	0.77%
Student	15	1.05%
Consulting	20	1.41%
Others	16	1.13%
Total	1,422	100.00%

- 3,710 visitors participated in the survey and 1,422 answered the above question.
- The percentage is based on the number of visitors who answered this question.

Areas of Interest



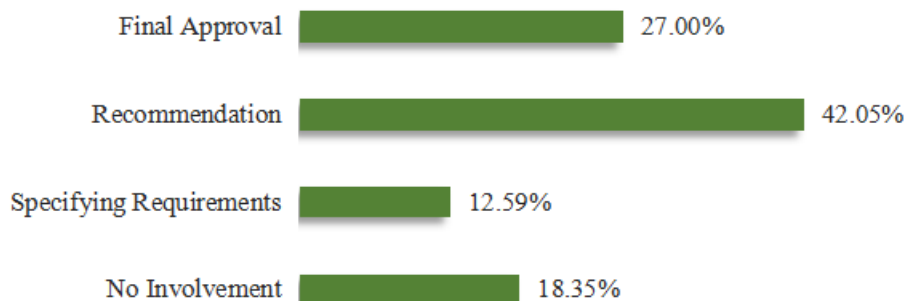
The following is the detailed data:

Item	Number	Percentage
Oil & Gas Exploration and Production-Onshore & Offshore	737	51.83%
Offshore Platform Construction / Supplies	322	22.64%
Oil & Gas Ground Technical Equipment	400	28.13%
Oilfield Special Vehicle	204	14.35%
Generating Sets / Power Equipment	207	14.56%
Petrochemical Equipment and Manufacturing	532	37.41%
General Mechanical Equipment	276	19.41%
Equipment Repair & Maintenance	252	17.72%
Fluid Machinery	263	18.50%
Refining / Petrochemical Product & Advanced Material	153	10.76%
Gas and Hydrogen Equipment	148	10.41%
Pipeline Construction, Storage and Transportation	174	12.24%
Pipeline Inspection / Control & Service, Pipe & Tubing	194	13.64%

Trenchless	50	3.52%
Industrial Cleaning, Anti-corrosion & Material	159	11.18%
Automation & Instrumentation	287	20.18%
DCS, PLC & FCS	145	10.20%
Electrical & Electronic, Cable and Wire, Rubber, Tools	125	8.79%
Industrial Explosion-proof	145	10.20%
Research and Laboratory Technology & Equipment	179	12.59%
Information System / E-Commerce, Communication	101	7.10%
Fire Fighting / Safety / Labor Protection	87	6.12%
HSE, Environmental and Energy Conservation	158	11.11%
Loading & Unloading, Packaging, Storing & Transporting	58	4.08%
Others	20	1.41%
Total	5,376	378.06%

- 3,710 visitors participated in the survey and 1,422 answered the above question.
- The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.

Level of Purchasing Authority



The following is the detailed data:

Item	Number	Percentage
Final Approval	384	27.00%
Recommendation	598	42.05%
Specifying Requirements	179	12.59%
No Involvement	261	18.35%
Total	1,422	100.00%

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- The percentage is based on the number of visitors who answered this question.

Purpose of Visit

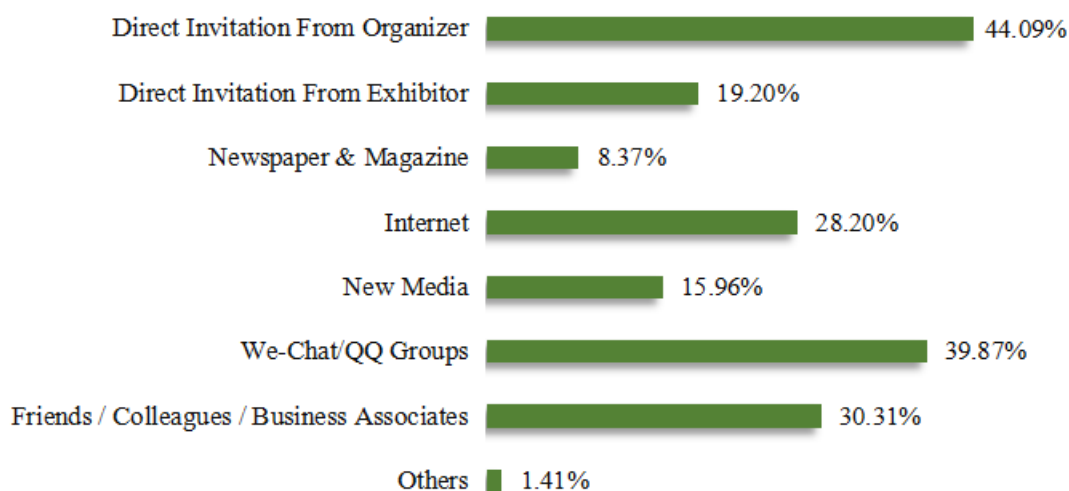


The following is the detailed data:

Item	Number	Percentage
Purchase	444	31.22%
Gather Market / Product Information	871	61.25%
Search Cooperation & Investment	459	32.28%
Contact Suppliers	317	22.29%
Agent Recommendation	83	5.84%
Attend Symposiums / Conferences	119	8.37%
Find Innovations	328	23.07%
Considering Future Participation	119	8.37%
Others	12	0.84%
Total	2,752	193.53%

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Source to Know cippe2023 Chengdu



The following is the detailed data:

Item	Number	Percentage
Direct Invitation From Organizer	627	44.09%
Direct Invitation From Exhibitor	273	19.20%
Newspaper & Magazine	119	8.37%
Internet	401	28.20%
New Media	227	15.96%
We-Chat/QQ Groups	567	39.87%
Friends / Colleagues / Business Associates	431	30.31%
Others	20	1.41%
Total	2,665	187.41%

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