

cippe2023

Visitor Data Report

May 31-June 2, 2023

Beijing·New China International Exhibition Center

Beijing Zhenwei Exhibition Co., Ltd.

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Prepared by: Visitor Department

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I. Overview

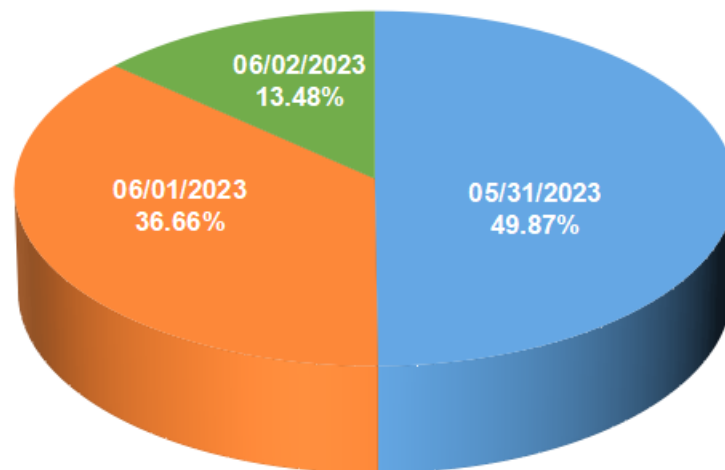
The 23rd China International Petroleum & Petrochemical Technology and Equipment Exhibition was held at New China International Exhibition Center, Beijing from May 31 to June 2, 2023.

According to statistics, cippe2023 Beijing attracted a total of 64,561 visitors, and 150,186 person-time visits were recorded in the access control system. Among the 64,561 visitors, 62,134 are from Chinese mainland, 87 from Hong Kong SAR, Macao SAR and Taiwan (region) of China, and other 2,340 from abroad.

Visitor Attendance

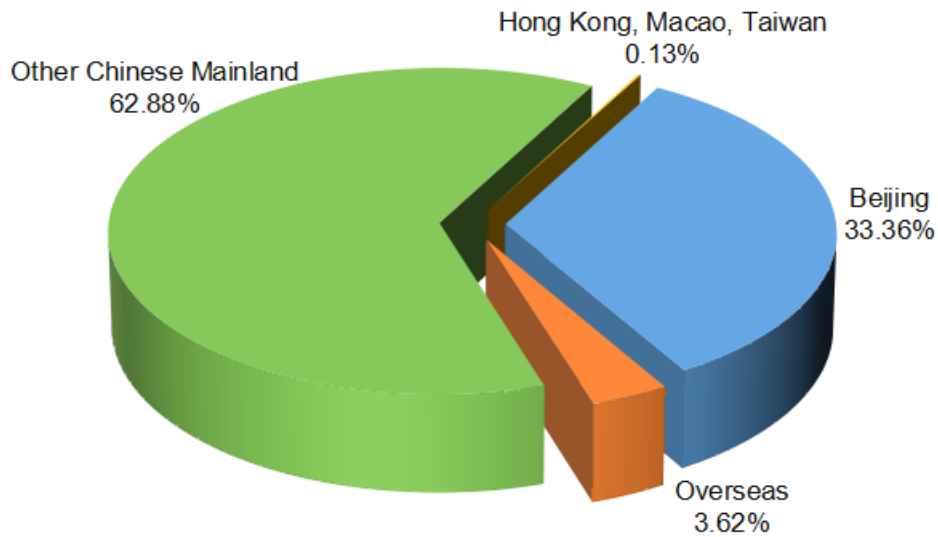
Date	Visit Times	Daily Visitors	Unique Visitors	Percentage of Unique Visitors
05/31/2023	70,483	38,178	38,178	100.00%
06/01/2023	58,938	28,066	20,365	72.56%
06/02/2023	20,765	10,318	6,018	58.33%
Total	150,186	76,562	64,561	84.33%

Breakdown of Daily Visitor Attendance



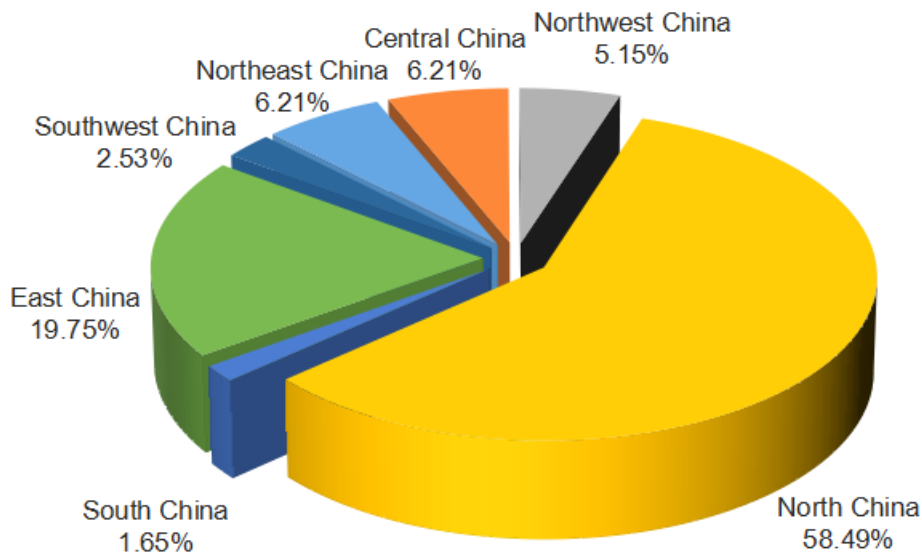
II. Geographical Breakdown of Visitors

Origin of Overall Visitors

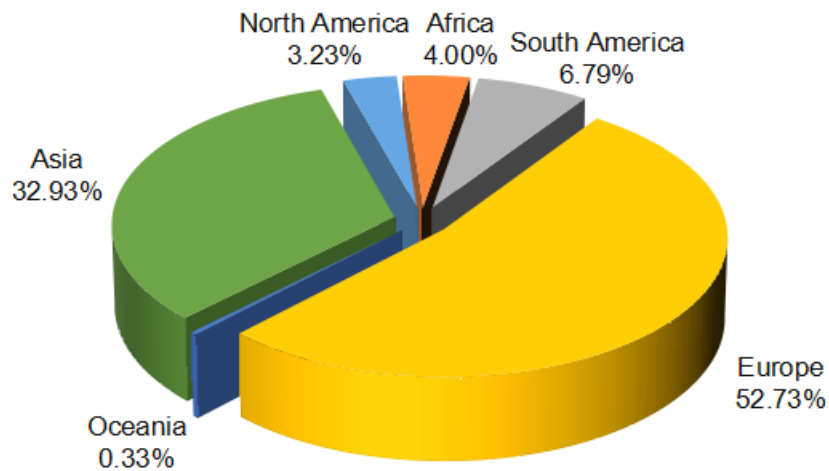


Origin of Other Chinese Mainland Visitors

Excluding the 21,538 local (Beijing) visitors of the exhibition, calculated on a base of 40,596 non-local visitors from the Chinese mainland, the regional distribution is as follows:

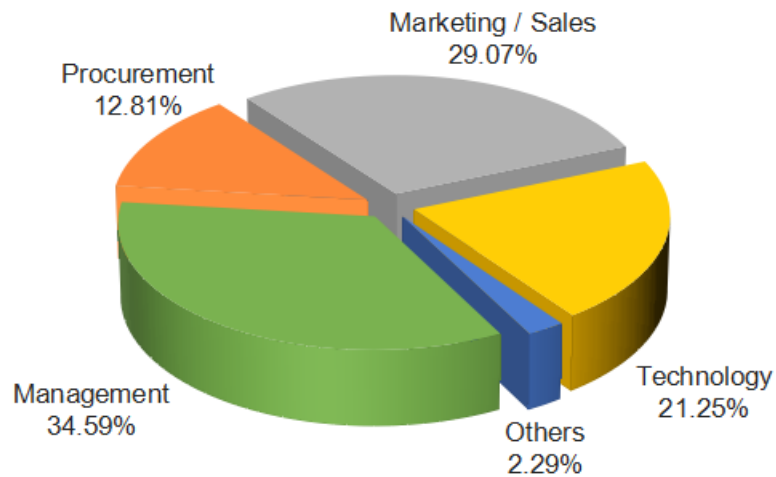


Origin of Overseas Visitors

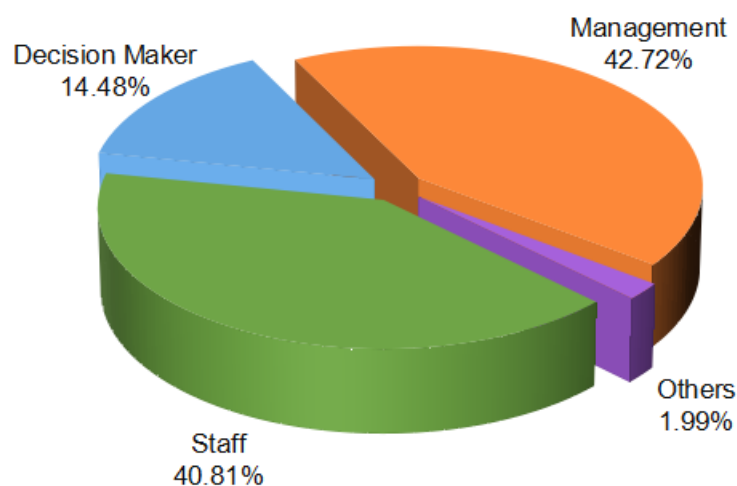


III. Visitor Job Functions and Seniority

Job Functions

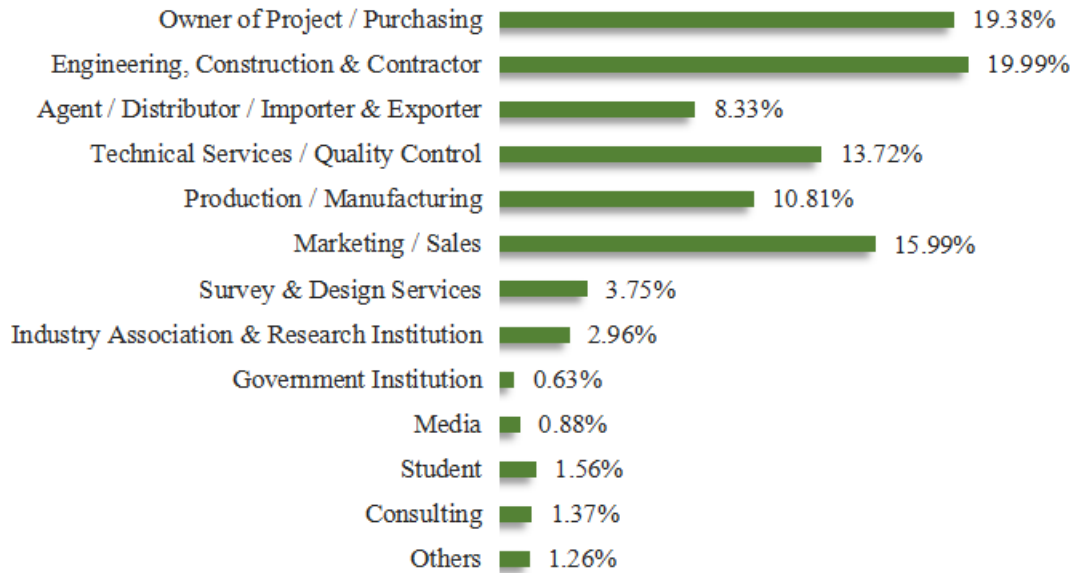


Visitor Seniority



IV. Visitor Survey Results

Business Nature

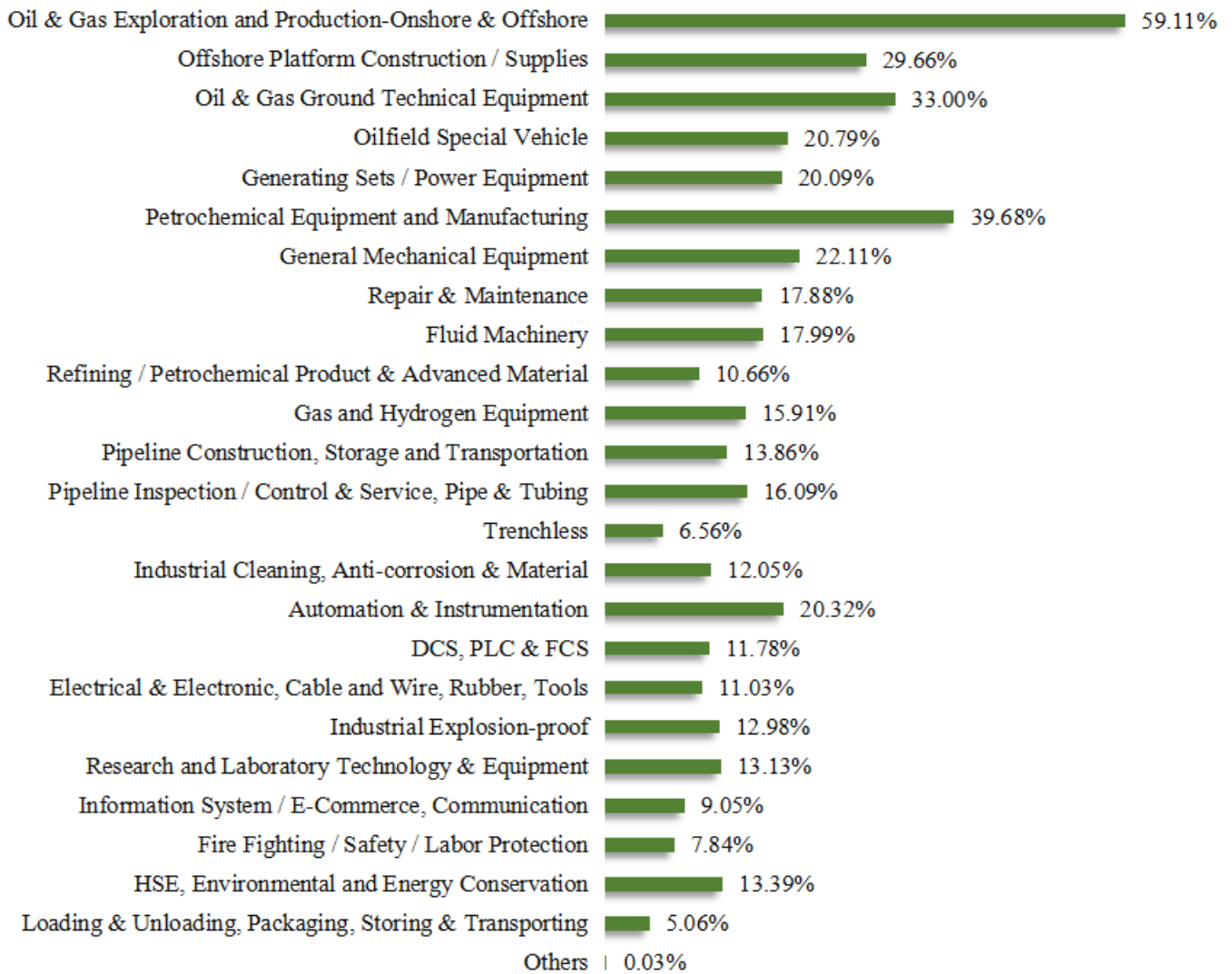


The following is the detailed data:

Item	Number	Percentage
Owner of Project / Purchasing	3,678	19.38%
Engineering, Construction & Contractor	3,794	19.99%
Agent / Distributor / Importer & Exporter	1,582	8.33%
Technical Services / Quality Control	2,604	13.72%
Production / Manufacturing	2,052	10.81%
Marketing / Sales	3,036	15.99%
Survey & Design Services	712	3.75%
Industry Association & Research Institution	562	2.96%
Government Institution	119	0.63%
Media	167	0.88%
Student	296	1.56%
Consulting	261	1.37%
Others	240	1.26%
Total	19,103	100.64%

- 18,982 visitors participated in the survey and 18,958 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.

Areas of Interest



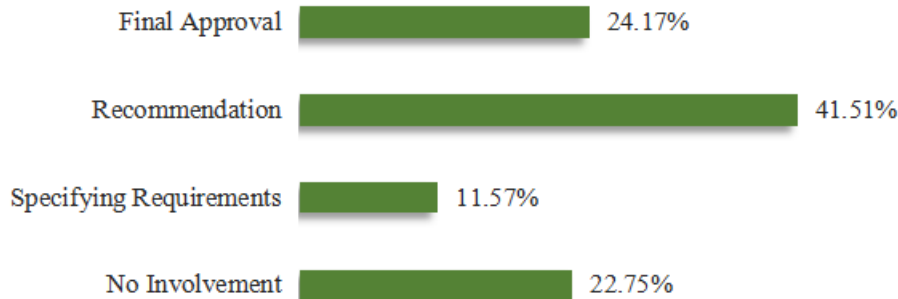
The following is the detailed data:

Item	Number	Percentage
Oil & Gas Exploration and Production-Onshore & Offshore	11,216	59.11%
Offshore Platform Construction / Supplies	5,629	29.66%
Oil & Gas Ground Technical Equipment	6,263	33.00%
Oilfield Special Vehicle	3,946	20.79%
Generating Sets / Power Equipment	3,813	20.09%
Petrochemical Equipment and Manufacturing	7,529	39.68%
General Mechanical Equipment	4,195	22.11%
Repair & Maintenance	3,393	17.88%
Fluid Machinery	3,413	17.99%
Refining / Petrochemical Product & Advanced Material	2,022	10.66%
Gas and Hydrogen Equipment	3,019	15.91%
Pipeline Construction, Storage and Transportation	2,631	13.86%

Pipeline Inspection / Control & Service, Pipe & Tubing	3,053	16.09%
Trenchless	1,245	6.56%
Industrial Cleaning, Anti-corrosion & Material	2,287	12.05%
Automation & Instrumentation	3,855	20.32%
DCS, PLC & FCS	2,236	11.78%
Electrical & Electronic, Cable and Wire, Rubber, Tools	2,093	11.03%
Industrial Explosion-proof	2,464	12.98%
Research and Laboratory Technology & Equipment	2,492	13.13%
Information System / E-Commerce, Communication	1,717	9.05%
Fire Fighting / Safety / Labor Protection	1,487	7.84%
HSE, Environmental and Energy Conservation	2,540	13.39%
Loading & Unloading, Packaging, Storing & Transporting	960	5.06%
Others	6	0.03%
Total	83,504	440.05%

- 18,982 visitors participated in the survey and 18,976 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	4,573	24.17%
Recommendation	7,855	41.51%
Specifying Requirements	2,189	11.57%
No Involvement	4,305	22.75%
Total	18,922	100.00%

- 18,982 visitors participated in the survey and 18,922 answered the above question.
- The percentage is based on the number of visitors who answered this question.

Purpose of Visit

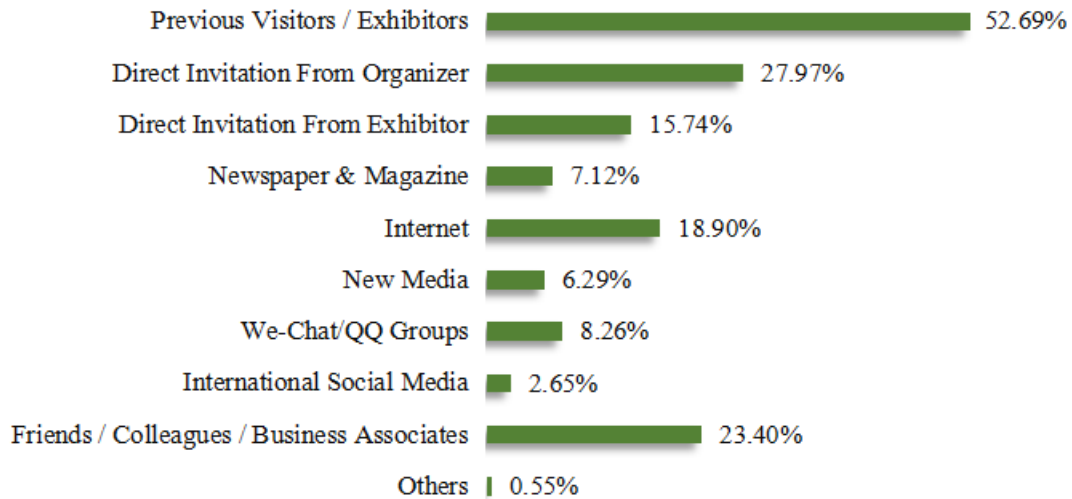


The following is the detailed data:

Item	Number	Percentage
Purchase	6,057	31.96%
Gather Market / Product Information	12,836	67.73%
Search Cooperation & Investment	6,130	32.34%
Contact Suppliers	5,315	28.04%
Agent Recommendation	1,311	6.92%
Attend Symposiums / Conferences	1,936	10.21%
Find Innovations	6,058	31.96%
Considering Future Participation	1,935	10.21%
Others	8	0.04%
Total	41,586	219.42%

- 18,982 visitors participated in the survey and 18,953 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.

Source to Know cippe2023



The following is the detailed data:

Item	Number	Percentage
Previous Visitors / Exhibitors	9,993	52.69%
Direct Invitation From Organizer	5,304	27.97%
Direct Invitation From Exhibitor	2,986	15.74%
Newspaper & Magazine	1,350	7.12%
Internet	3,584	18.90%
New Media	1,192	6.29%
We-Chat/QQ Groups	1,567	8.26%
International Social Media	502	2.65%
Friends / Colleagues / Business Associates	4,438	23.40%
Others	104	0.55%
Total	31,020	163.56%

- 18,982 visitors participated in the survey and 18,965 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.