

# cippe2024

## Visitor Data Report

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March 25-27, 2024

Beijing·New China International Exhibition Center

Beijing Zhenwei Exhibition Co., Ltd.

No: cippe2024-04-12

Prepared by: Visitor Department

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## I. Overview

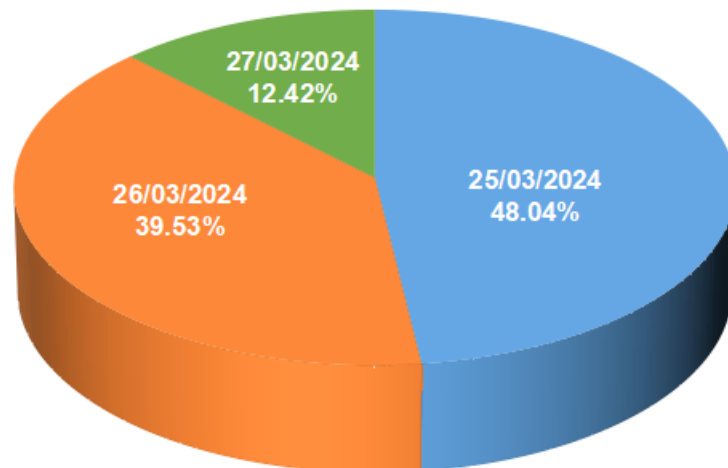
The 24th China International Petroleum & Petrochemical Technology and Equipment Exhibition was held at New China International Exhibition Center, Beijing from March 25 to 27, 2024.

According to statistics, cippe2024 Beijing attracted a total of 70,113 visitors, and 170,030 person-time visits were recorded in the access control system. Among the 70,113 visitors, 67,055 are from Chinese mainland, 98 from Hong Kong SAR, Macao SAR and Taiwan (region) of China, and other 2,960 from abroad, covering 73 countries and regions.

### Visitor Attendance

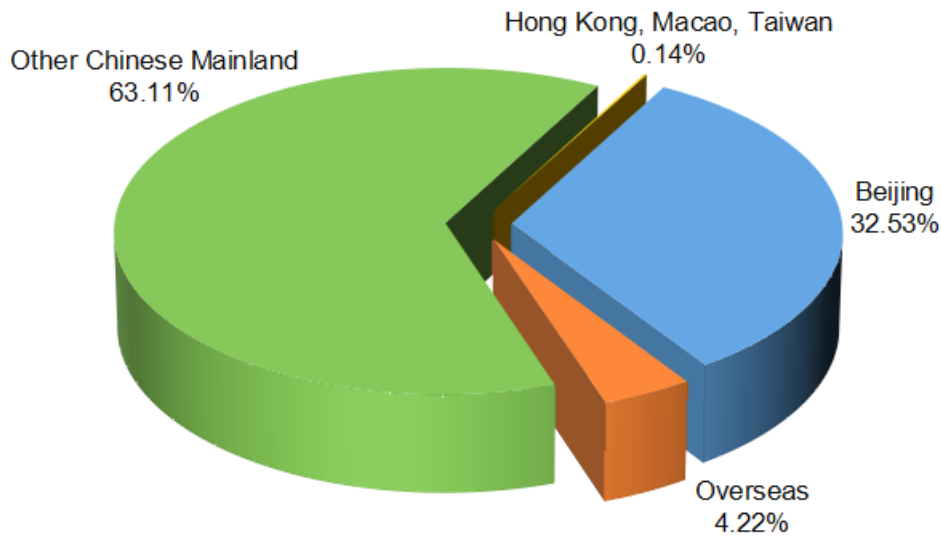
Date	Visit Times	Unique Visitors	Unique New Arrivals	Percentage of Unique New Arrivals
25/03/2024	80,213	40,106	40,106	100.00%
26/03/2024	68,972	33,001	23,955	72.59%
27/03/2024	20,845	10,370	6,052	58.36%
<b>Total</b>	<b>170,030</b>	<b>83,477</b>	<b>70,113</b>	<b>83.99%</b>

### Breakdown of Daily Visitor Attendance



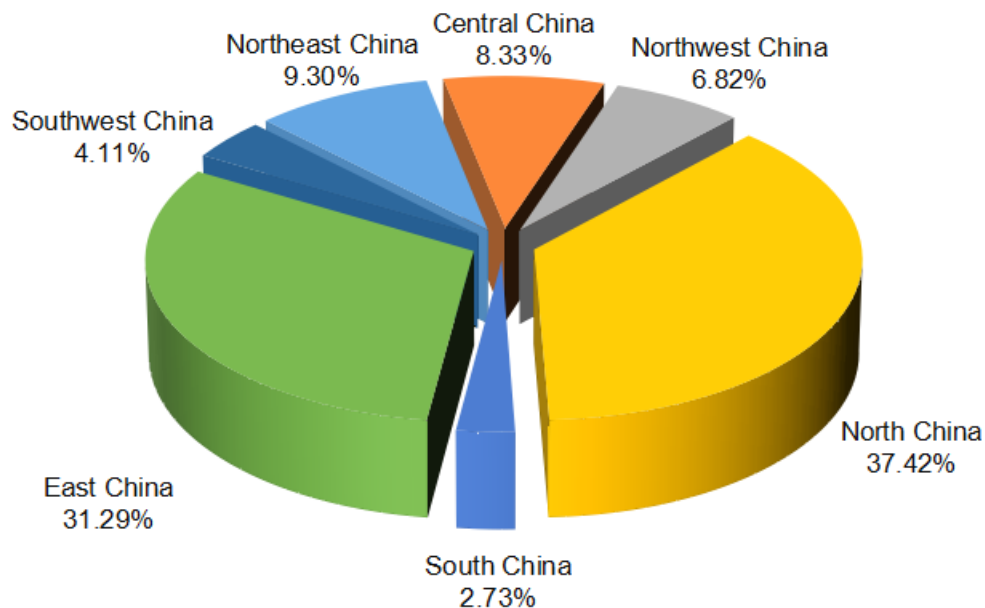
## II. Geographical Breakdown of Visitors

### Origin of Overall Visitors

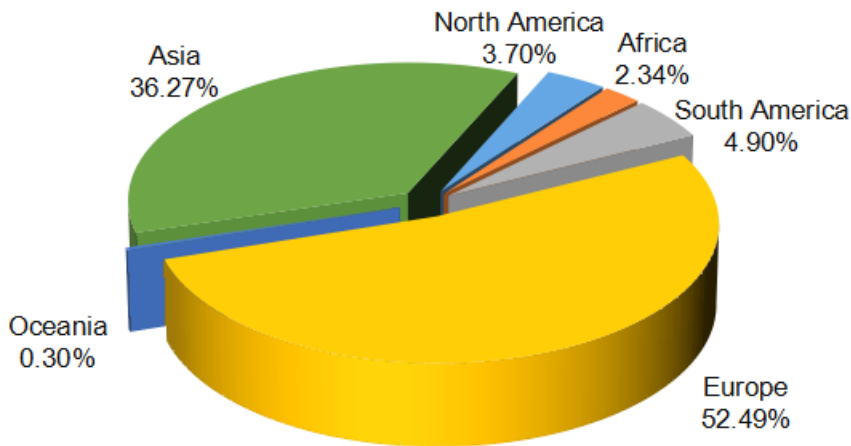


### Origin of Other Chinese Mainland Visitors

Excluding the 22,805 local (Beijing) visitors of the exhibition, calculated on a base of 44,250 non-local visitors from the Chinese mainland, the regional distribution is as follows:

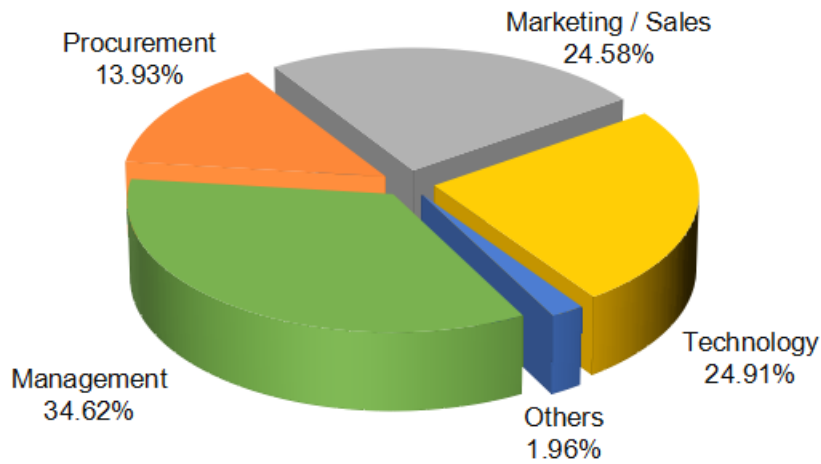


## Origin of Overseas Visitors

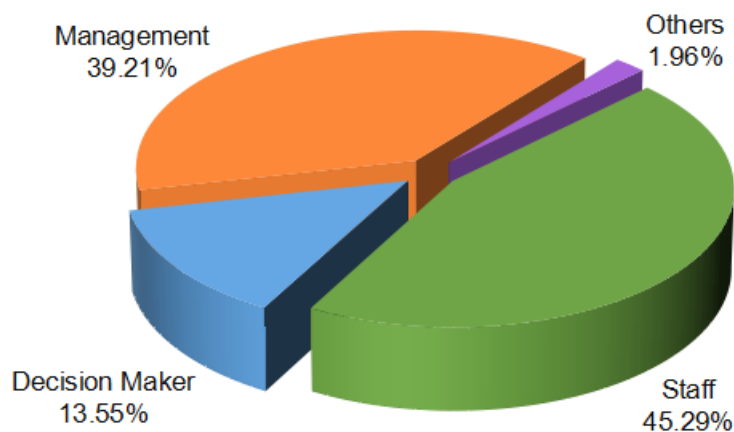


## III. Visitor Job Functions and Seniority

### Job Functions

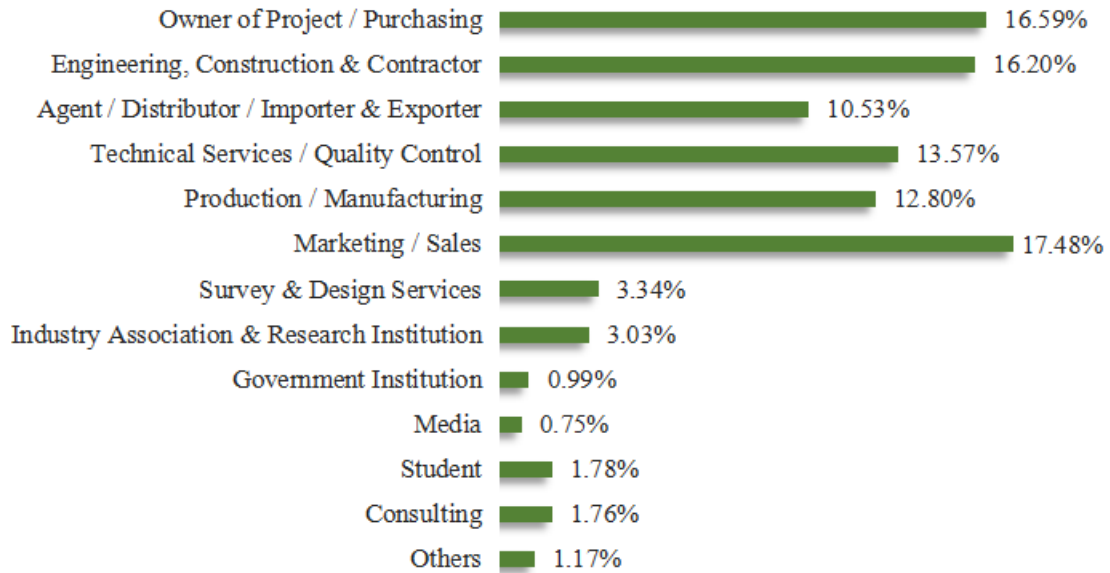


### Visitor Seniority



## IV. Visitor Survey Results

### Business Nature

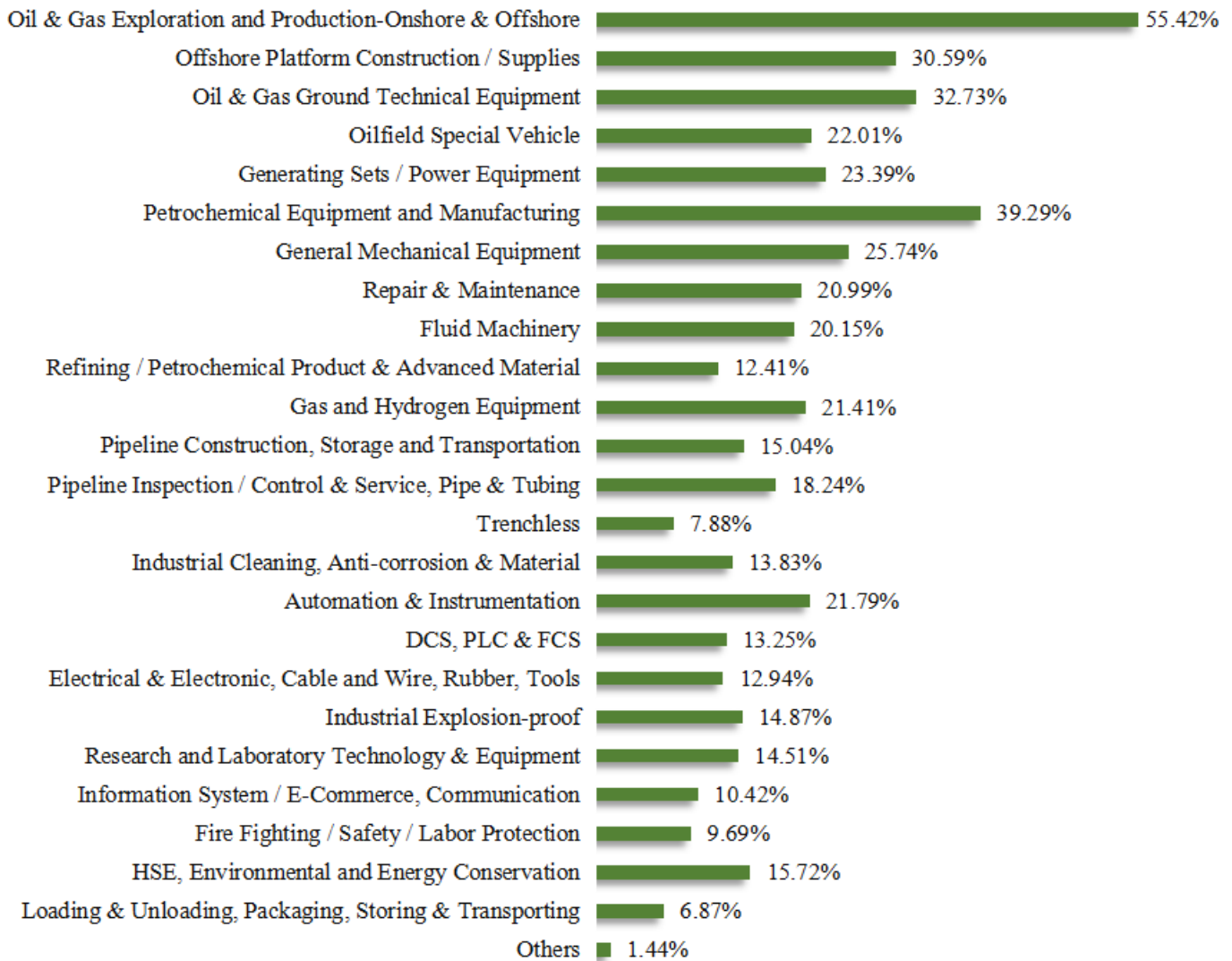


The following is the detailed data:

Item	Number	Percentage
Owner of Project / Purchasing	4,027	16.59%
Engineering, Construction & Contractor	3,933	16.20%
Agent / Distributor / Importer & Exporter	2,556	10.53%
Technical Services / Quality Control	3,295	13.57%
Production / Manufacturing	3,107	12.80%
Marketing / Sales	4,245	17.48%
Survey & Design Services	812	3.34%
Industry Association & Research Institution	736	3.03%
Government Institution	241	0.99%
Media	182	0.75%
Student	431	1.78%
Consulting	428	1.76%
Others	285	1.17%
Total	24,278	100.00%

- 24,300 visitors participated in the survey and 24,278 answered the above question.
- The percentage is based on the number of visitors who answered this question.

## Areas of Interest



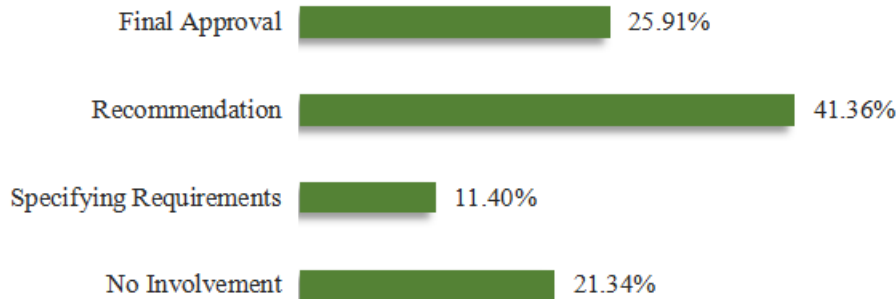
The following is the detailed data:

Item	Number	Percentage
Oil & Gas Exploration and Production-Onshore & Offshore	13,447	55.42%
Offshore Platform Construction / Supplies	7,423	30.59%
Oil & Gas Ground Technical Equipment	7,942	32.73%
Oilfield Special Vehicle	5,341	22.01%
Generating Sets / Power Equipment	5,675	23.39%
Petrochemical Equipment and Manufacturing	9,534	39.29%
General Mechanical Equipment	6,246	25.74%
Repair & Maintenance	5,092	20.99%
Fluid Machinery	4,888	20.15%
Refining / Petrochemical Product & Advanced Material	3,012	12.41%
Gas and Hydrogen Equipment	5,194	21.41%
Pipeline Construction, Storage and Transportation	3,650	15.04%

Pipeline Inspection / Control & Service, Pipe & Tubing	4,426	18.24%
Trenchless	1,911	7.88%
Industrial Cleaning, Anti-corrosion & Material	3,356	13.83%
Automation & Instrumentation	5,287	21.79%
DCS, PLC & FCS	3,214	13.25%
Electrical & Electronic, Cable and Wire, Rubber, Tools	3,140	12.94%
Industrial Explosion-proof	3,609	14.87%
Research and Laboratory Technology & Equipment	3,520	14.51%
Information System / E-Commerce, Communication	2,529	10.42%
Fire Fighting / Safety / Labor Protection	2,351	9.69%
HSE, Environmental and Energy Conservation	3,815	15.72%
Loading & Unloading, Packaging, Storing & Transporting	1,667	6.87%
Others	350	1.44%
Total	116,619	480.63%

- 24,300 visitors participated in the survey and 24,264 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	6,288	25.91%
Recommendation	10,037	41.36%
Specifying Requirements	2,766	11.40%
No Involvement	5,179	21.34%
Total	24,270	100.00%

- 24,300 visitors participated in the survey and 24,270 answered the above question.
- The percentage is based on the number of visitors who answered this question.



## Purpose of Visit

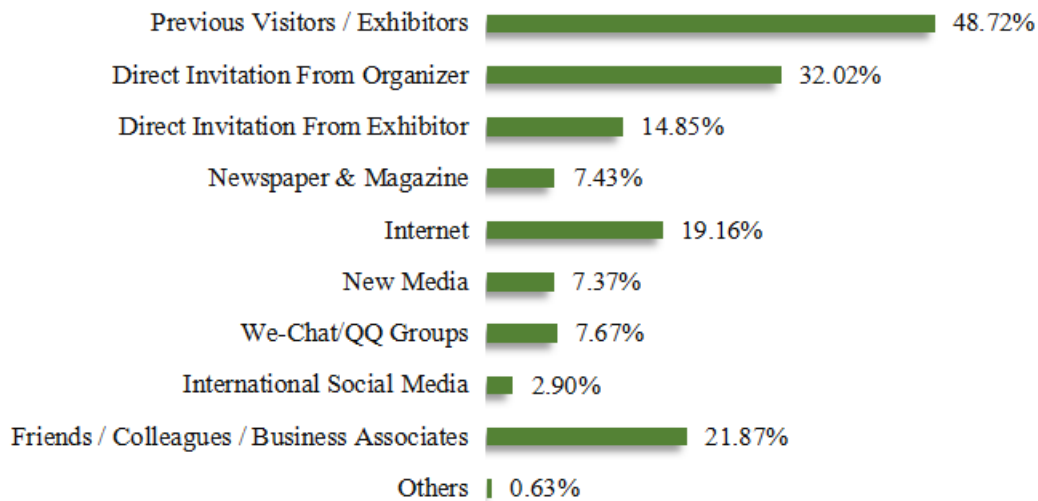


The following is the detailed data:

Item	Number	Percentage
Purchase	8,299	34.25%
Gather Market / Product Information	16,082	66.36%
Search Cooperation & Investment	8,053	33.23%
Contact Suppliers	7,220	29.79%
Agent Recommendation	1,878	7.75%
Attend Symposiums / Conferences	2,628	10.84%
Find Innovations	7,459	30.78%
Considering Future Participation	2,523	10.41%
Others	299	1.23%
Total	54,441	224.66%

- 24,300 visitors participated in the survey and 24,233 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 cippe2024



The following is the detailed data:

Item	Number	Percentage
Previous Visitors / Exhibitors	11,811	48.72%
Direct Invitation From Organizer	7,763	32.02%
Direct Invitation From Exhibitor	3,601	14.85%
Newspaper & Magazine	1,801	7.43%
Internet	4,644	19.16%
New Media	1,787	7.37%
We-Chat/QQ Groups	1,860	7.67%
International Social Media	704	2.90%
Friends / Colleagues / Business Associates	5,301	21.87%
Others	153	0.63%
Total	39,425	162.64%

- 24,300 visitors participated in the survey and 24,241 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.