

# cippe2025

## Visitor Data Report

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March 26-28, 2025

Beijing·New China International Exhibition Center

Beijing Zhenwei Exhibition Co., Ltd.

No: cippe2025-04-15

Prepared by: Visitor Department

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## I. Overview

The 25<sup>th</sup> China International Petroleum & Petrochemical Technology and Equipment Exhibition was held at New China International Exhibition Center, Beijing from March 26 to 28, 2025.

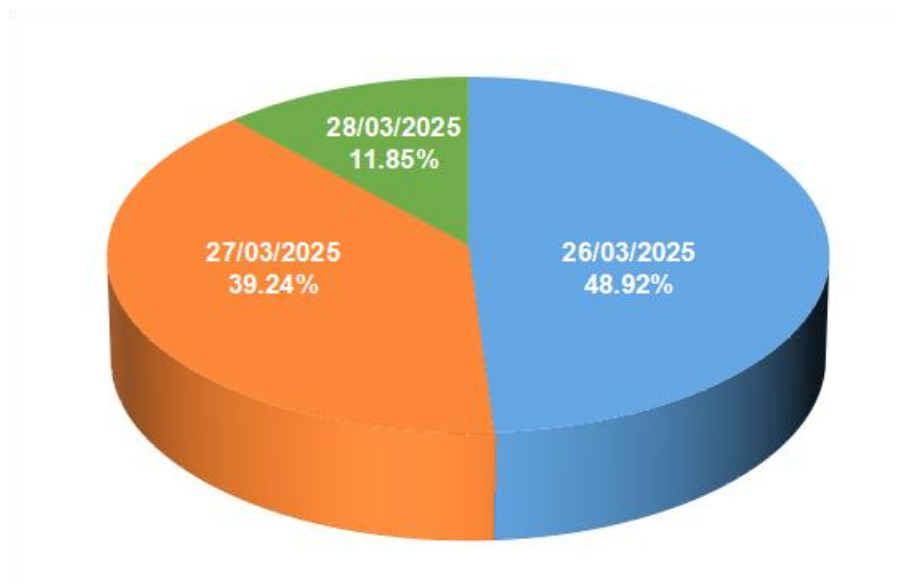
According to statistics, cippe2025 Beijing attracted a total of 88,033 visitors (including 73,605 unique visitors and 14,428 repeat visitors), and 180,068 person-time visits were recorded in the access control system.

Among the 73,605 unique visitors, 69,865 are from Chinese mainland, 116 from Hong Kong SAR, Macao SAR and Taiwan (region) of China, and other 3,624 from abroad (covering 78 countries and regions).

### Visitor Attendance

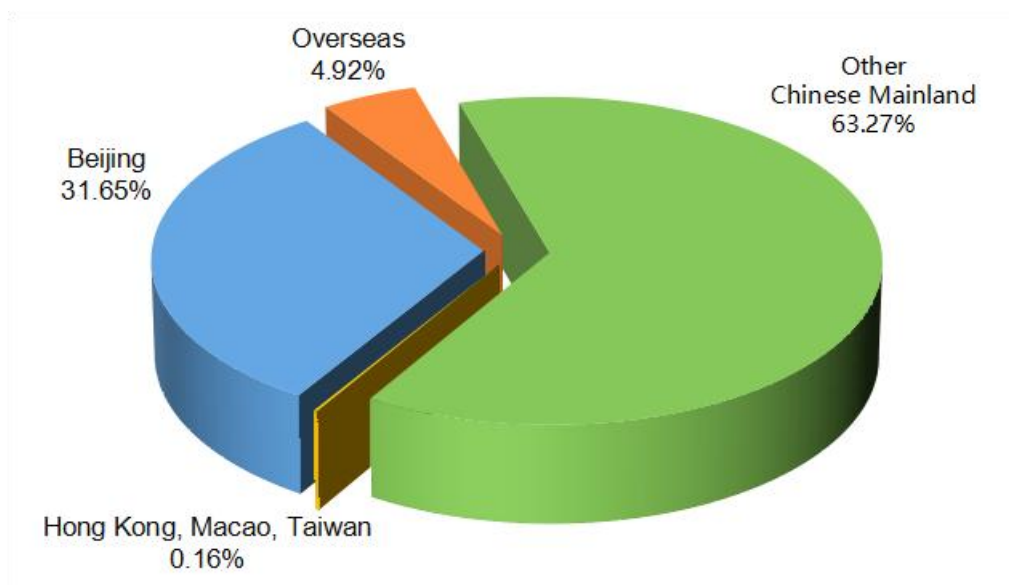
Date	Visit Times	Visitors	Unique Visitors	Percentage of Unique Visitors
26/03/2025	90,125	43,062	43,062	100.00%
27/03/2025	69,087	34,543	24,347	70.48%
28/03/2025	20,856	10,428	6,196	59.42%
<b>Total</b>	<b>180,068</b>	<b>88,033</b>	<b>73,605</b>	<b>83.61%</b>

### Breakdown of Daily Visitor Attendance



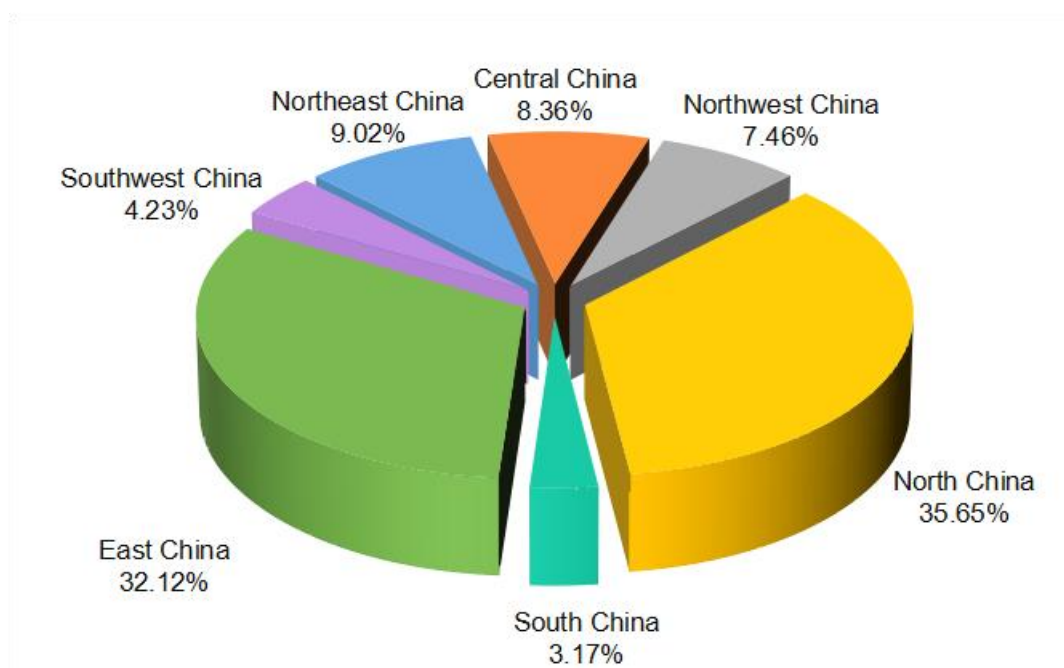
## II. Geographical Breakdown of Visitors

### Origin of Overall Visitors

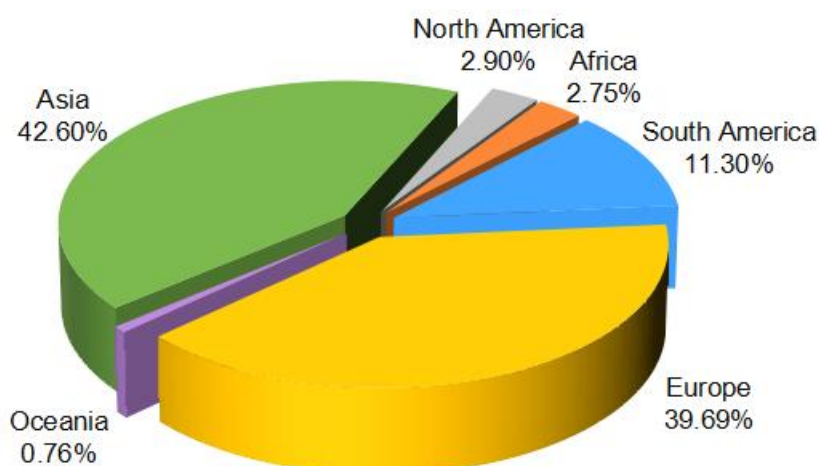


### Origin of Other Chinese Mainland Visitors

Excluding the 23,298 local (Beijing) visitors of the exhibition, calculated on a base of 46,567 non-local visitors from the Chinese mainland, the regional distribution is as follows:

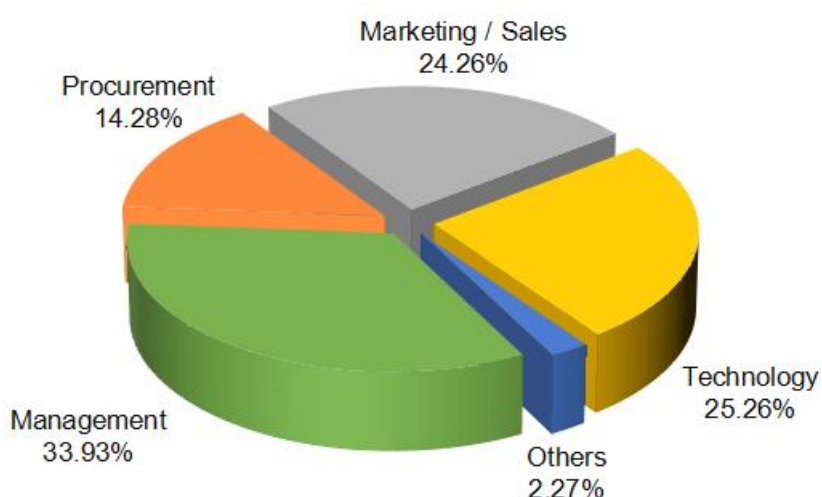


## Origin of Overseas Visitors

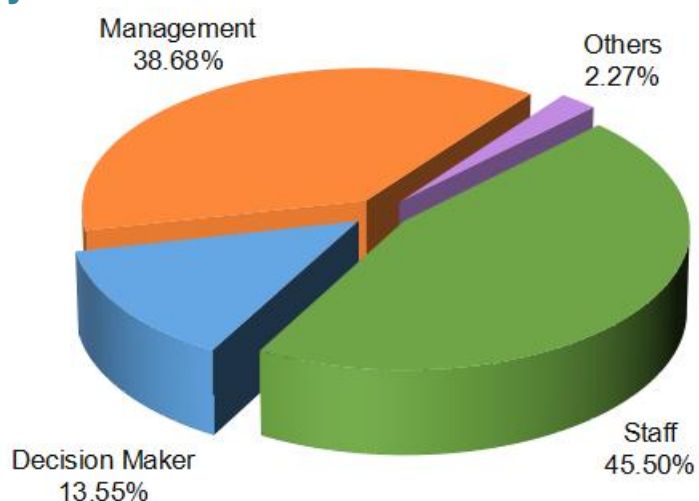


## III. Visitor Job Functions and Seniority

### Job Functions



### Visitor Seniority



## IV. Visitor Survey Results

### Business Nature



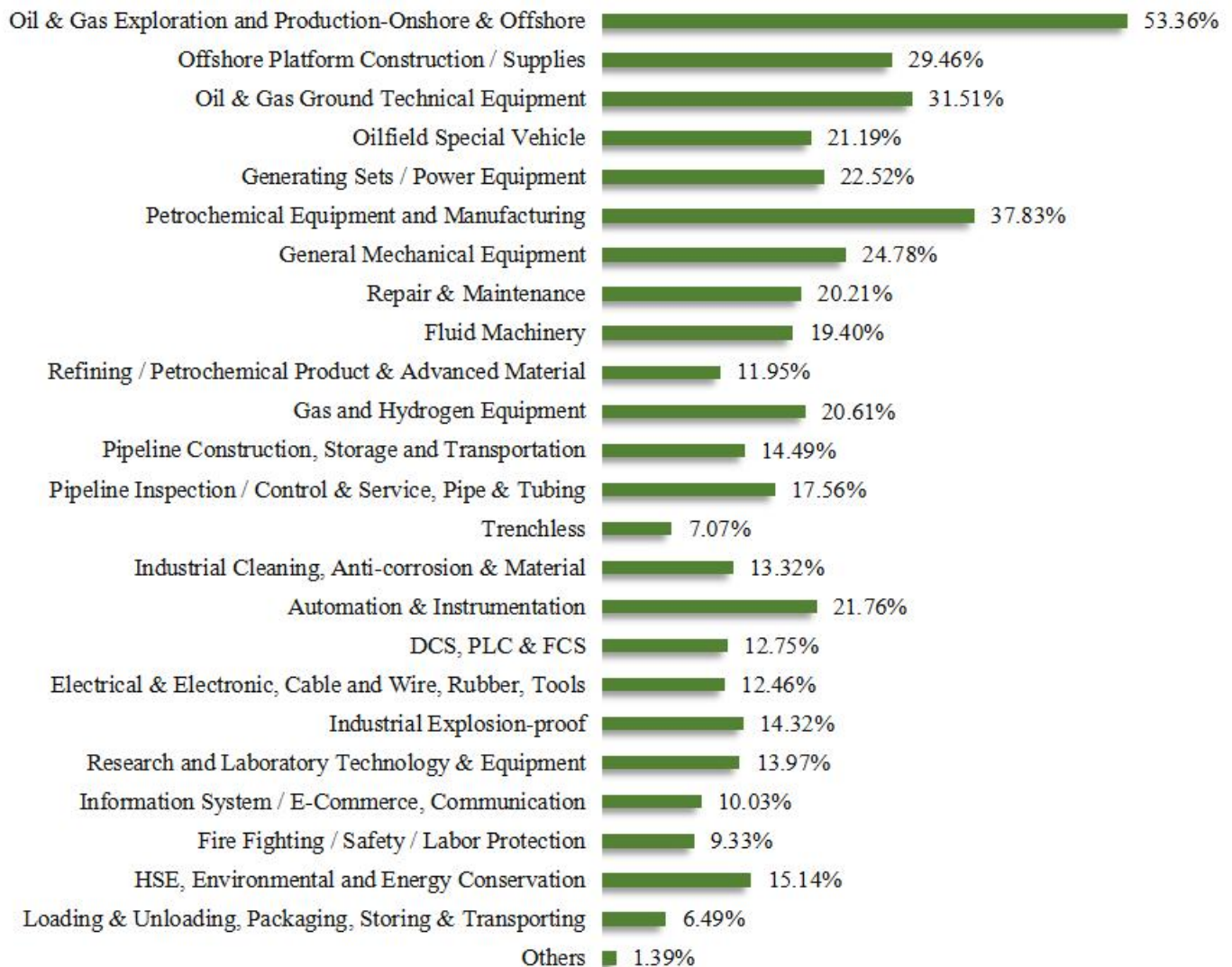
The following is the detailed data:

Item	Number	Percentage
Owner of Project / Purchasing	4,254	16.70%
Engineering, Construction & Contractor	4,166	16.36%
Agent / Distributor / Importer & Exporter	2,692	10.57%
Technical Services / Quality Control	3,467	13.61%
Production / Manufacturing	3,256	12.79%
Marketing / Sales	3,500	13.74%
Survey & Design Services	1,285	5.05%
Industry Association & Research Institution	1,305	5.12%
Government Institution	263	1.03%
Media	211	0.83%
Student	452	1.77%
Consulting	489	1.92%
Others	127	0.50%
Total	25,467	100.00%

- 25,490 visitors participated in the survey and 25,467 answered the above question.
- The percentage is based on the number of visitors who answered this question.



## Areas of Interest



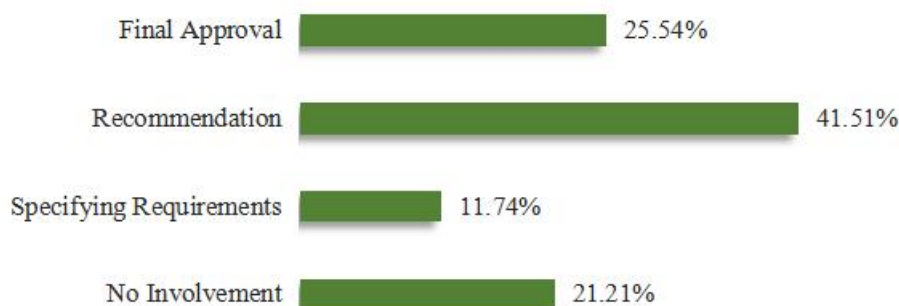
The following is the detailed data:

Item	Number	Percentage
Oil & Gas Exploration and Production-Onshore & Offshore	13,581	53.36%
Offshore Platform Construction / Supplies	7,497	29.46%
Oil & Gas Ground Technical Equipment	8,021	31.51%
Oilfield Special Vehicle	5,394	21.19%
Generating Sets / Power Equipment	5,731	22.52%
Petrochemical Equipment and Manufacturing	9,629	37.83%
General Mechanical Equipment	6,308	24.78%
Repair & Maintenance	5,143	20.21%
Fluid Machinery	4,937	19.40%
Refining / Petrochemical Product & Advanced Material	3,042	11.95%
Gas and Hydrogen Equipment	5,246	20.61%
Pipeline Construction, Storage and Transportation	3,687	14.49%

Pipeline Inspection / Control & Service, Pipe & Tubing	4,470	17.56%
Trenchless	1,800	7.07%
Industrial Cleaning, Anti-corrosion & Material	3,389	13.32%
Automation & Instrumentation	5,539	21.76%
DCS, PLC & FCS	3,246	12.75%
Electrical & Electronic, Cable and Wire, Rubber, Tools	3,171	12.46%
Industrial Explosion-proof	3,645	14.32%
Research and Laboratory Technology & Equipment	3,555	13.97%
Information System / E-Commerce, Communication	2,554	10.03%
Fire Fighting / Safety / Labor Protection	2,374	9.33%
HSE, Environmental and Energy Conservation	3,853	15.14%
Loading & Unloading, Packaging, Storing & Transporting	1,653	6.49%
Others	354	1.39%
Total	117,819	462.91%

- 25,490 visitors participated in the survey and 25,452 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	6,501	25.54%
Recommendation	10,569	41.51%
Specifying Requirements	2,989	11.74%
No Involvement	5,400	21.21%
Total	25,459	100.00%

- 25,490 visitors participated in the survey and 25,459 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	8,465	33.30%
Gather Market / Product Information	16,404	64.53%
Search Cooperation & Investment	8,214	32.31%
Contact Suppliers	7,364	28.97%
Agent Recommendation	1,916	7.54%
Attend Symposiums / Conferences	2,785	10.96%
Find Innovations	7,615	29.96%
Considering Future Participation	2,573	10.12%
Others	305	1.20%
Total	55,641	218.89%

- 25,490 visitors participated in the survey and 25,420 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 cippe2025



The following is the detailed data:

Item	Number	Percentage
Previous Visitors / Exhibitors	11,911	46.84%
Direct Invitation From Organizer	8,775	34.51%
Direct Invitation From Exhibitor	3,201	12.59%
Newspaper & Magazine	1,855	7.30%
Internet	4,783	18.81%
New Media	1,841	7.24%
We-Chat/QQ Groups	1,916	7.54%
International Social Media	725	2.85%
Friends / Colleagues / Business Associates	5,460	21.47%
Others	158	0.62%
Total	40,625	159.76%

- 25,490 visitors participated in the survey and 25,428 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.