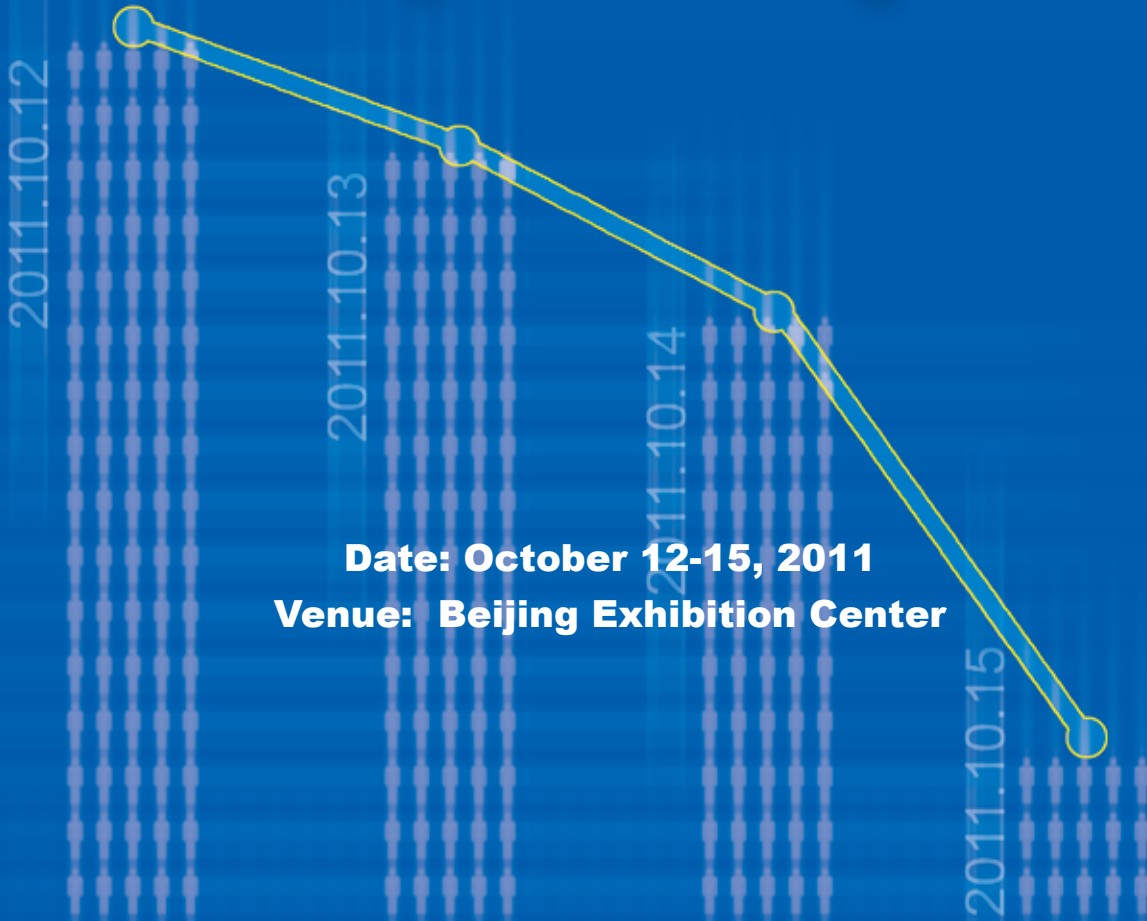




BCEIA 2011

**The 14th Beijing
Conference and Exhibition
on Instrumental Analysis**

Visitors Data Analysis Report



Date: October 12-15, 2011

Venue: Beijing Exhibition Center

Visitors Data Analysis Report

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A. Region division: In this document, we use the following parts to clearly define the source of the visitors:

North China:	Beijing, Tianjin, Hebei, Shaanxi, Inner Mongolia
East China:	Shanghai, Zhejiang, Jiangsu, Anhui, Shandong, Jiangxi, Fujian
South China:	Guangdong, Guangxi, Hainan
Southwest China:	Sichuan, Chongqing, Yunnan, Guizhou, Tibet
Northwest China:	Shanxi, Gansu, Ningxia, Qinghai, Xinjiang
Northeast China:	Jilin, Liaoning and Heilongjiang
Central China:	Hunan Hubei Henan

B. We use the following items to describe the Visitors' arrival situation:

Total arrival number of the visitors: This is the total number of the visitors, less than total arrival times.

Total arrival number of the visitors: This is the total number of the visitors, less than total arrival times.

C. We use the following items to describe the position items:

Decision maker, Manager, Staff, Not specify

D. We use the following items to describe the department items:

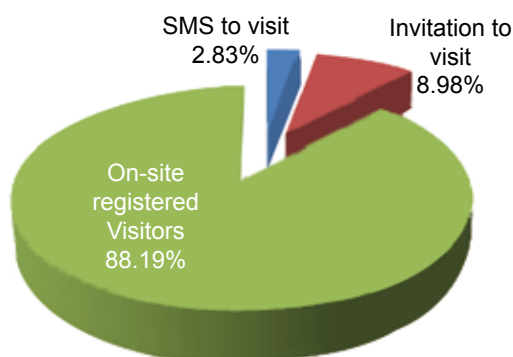
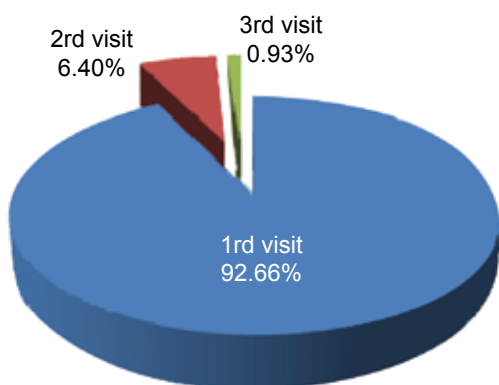
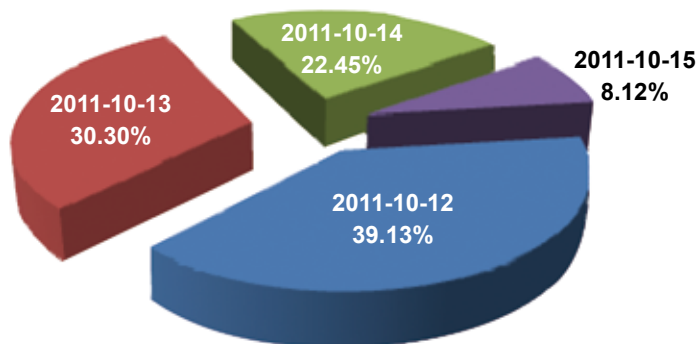
Management, Sales, Purchase, Technology, Service

This exhibition attracts a total of 11407 visitors. Analysis System processes visitors' data in order to remove the ineffective data (e.g. duplication, unspecified, careless handwriting and so forth). The system identifies overseas visitors' data to establish a database consisting of visitors' information 10387. There are 10014 domestic visitors from 176 cities of 31 provinces, and 373 abroad visitors from 39 different countries.

The 1st day visitor's number attending the show is 4464, all of which are first-comers. There are 4045 visitors during the 2nd day, of which 3456 visitors are first-comers. And the number of visitors is 3895 the 3rd day come, of which 2561 visitors are first-comers. And the number of visitors is 1065 the 4th day come, of which 926 visitors are first-comers. Scanners show that there are 17079 person-times come to visit the exhibition.

A. The arrival situation of everyday

Data	Total arrive times	Total arrive visitors
2011-10-12	6667	4464
2011-10-13	4708	3456
2011-10-14	4417	2561
2011-10-15	1287	926
Total	17079	11407



Visitors Data Analysis Report

The organizer also conducted collection of visitors' business cards information, and sent questionnaires to visitors. Business card information includes: name of visitor, position of visitor, department, name of the organization, address, phone number and e-mail.

The Exhibition Analysis System sorts out "position" and "department" of each visitor in uniform format. All information collected helps improve effectiveness of the data, and facilitates data management.

Analysis System processes visitors' data in order to remove the ineffective data (e.g.duplication, unspecified, careless handwriting and so forth). The system identifies overseas visitors' data to establish a database consisting of 10387 pieces of visitors' information. Our analysis in this report is based on this number.

B. Quality analysis of visitors Information

Earlier survey shows that visitors holding name cards provide more comprehensive and qualified data. Our statistics shows that the visitors holding name cards make up 45.32% of the total. That would be an indicator for the show organizer to give more weight to the collection of business cards. The organizer can employ the VisitorInfo Tracking System to identify visitors who hand in their name cards, and send them invitations and professional visitor card well before the show.

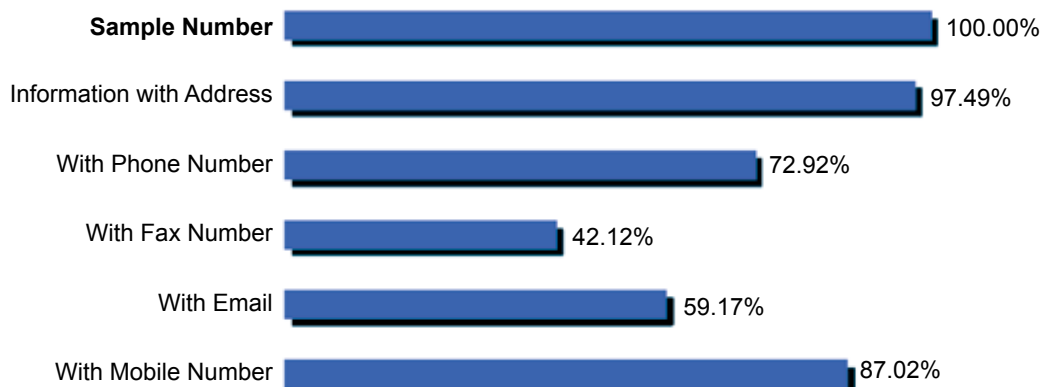
We estimate the quality of the collected information according to the number of business card Info vs. form information on-site:



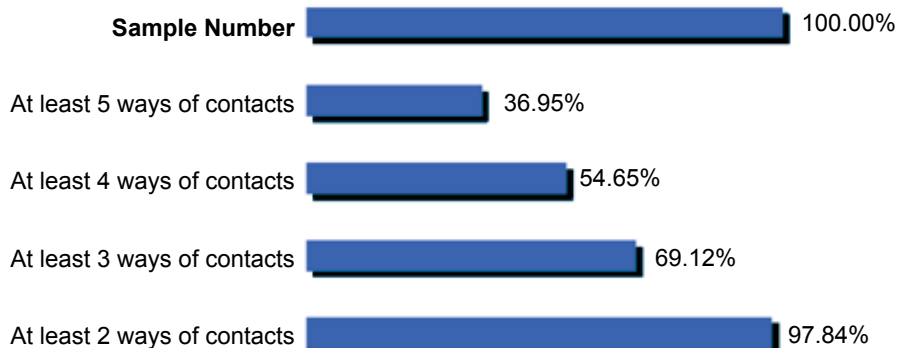
The analysis of contact ways:

All data are kept on the purpose of assisting maximizing the results of organizer's promotional work.

- ✓ DM Information (name, address, organization, postal code)
- ✓ Mass Fax Information (phone number, fax number)
- ✓ Mass Short Message Information (cell phone number)
- ✓ Mass E-mail Information (e-mail address)



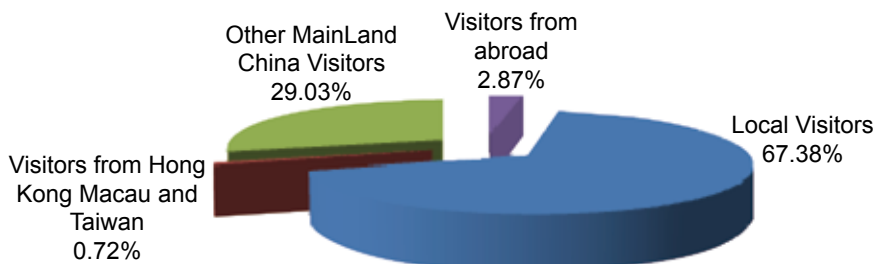
Analysis Based on Ways of Contact:



GenReport Software employs computer algorithm for production of visitors' data by visitors' locality in uniform format. By using such data, the organizer can get an overview of the region distribution of visitors attending the show, which facilitates the promotional work of next show.

By using the geographic information system, we recognize the city information of the majority of visitors.

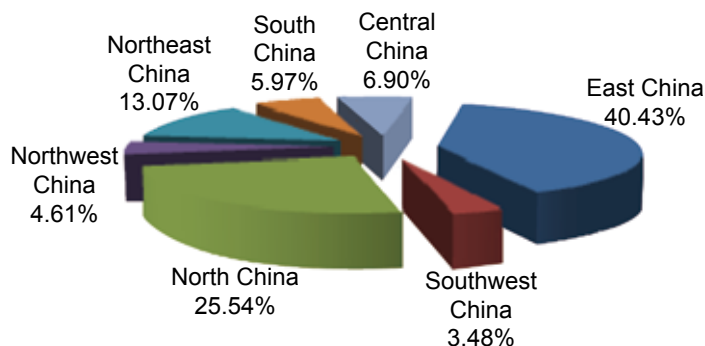
The source of the visitors' region



Item	Number	Percentage
Local Visitors	6999	67.38%
Visitors from Hong Kong Macau and Taiwan	75	0.72%
Other MainLand China Visitors	3015	29.03%
Visitors from abroad	298	2.87%
Total	10387	100.00%

The classified statistic of the visitors' area (not including local visitors):

The diagram indicates regional distribution of visitors. Local visitors proportion of the total visitors is 67.38%, without local visitors, the regional proportion as follows, Visitors coming from East China account for 40.43% of the total. For the others: North China 25.54%, northeast China 13.07%, Central China 6.90%, northwest China 4.61%, South China 5.97%, southwest China 3.48%.



Visitors Data Analysis Report

Provinces analysis (not include, Hong Kong Macau and Taiwan):

Area	Province	Relative Number	RelativePercentage
Northeast China			
	Liaoning	222	2.22%
	Heilongjiang	88	0.88%
	Jilin	84	0.84%
	Subtotal	394	3.93%
North China			
	Beijing	6999	69.89%
	Tianjin	369	3.68%
	Hebei	321	3.21%
	Shanxi	58	0.58%
	Inner mongolia	22	0.22%
	Subtotal	7769	77.58%
East China			
	Shanghai	486	4.85%
	Shandong	347	3.47%
	Jiangsu	173	1.73%
	Zhejiang	112	1.12%
	Fujian	46	0.46%
	Anhui	31	0.31%
	Jiangxi	24	0.24%
	Subtotal	1219	12.17%
South China			
	Guangdong	165	1.65%
	Guangxi	11	0.11%
	Hainan	4	0.04%
	Subtotal	180	1.80%
Central China			
	Henan	132	1.32%
	Hubei	65	0.65%
	Hunan	11	0.11%
	Subtotal	208	2.08%
Northwest China			
	Shaanxi	50	0.50%
	Gansu	49	0.49%
	Xinjiang	20	0.20%
	Ningxia	15	0.15%
	Qinghai	5	0.05%
	Subtotal	139	1.39%
Southwest China			
	Sichuan	42	0.42%
	Yunnan	37	0.37%
	Chongqing	20	0.20%
	Guizhou	5	0.05%
	Tibet	1	0.01%
	Subtotal	105	1.05%
Total		10014	100.00%

Visitors Data Analysis Report

Analysis of China Mainland: from which visitors came more than 15:

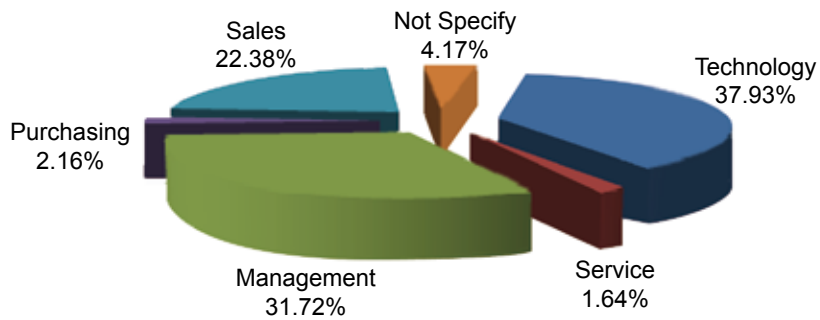
Area	City	Province	Relative Number	Relative Percentage
Northeast China				
	Shenyang	Liaoning	114	1.14%
	Haerbin	Heilongjiang	76	0.76%
	Dalian	Liaoning	69	0.69%
	Changchun	Jilin	61	0.61%
	Jilin	Jilin	16	0.16%
North China				
	Beijing	Beijing	6999	69.89%
	Tianjin	Tianjin	369	3.68%
	Shijiazhuang	Hebei	132	1.32%
	Baoding	Hebei	65	0.65%
	Taiyuan	Shanxi	38	0.38%
	Langfang	Hebei	31	0.31%
East China				
	Shanghai	Shanghai	486	4.85%
	Jinan	Shandong	154	1.54%
	Hangzhou	Zhejiang	72	0.72%
	Qingdao	Shandong	67	0.67%
	Nanjing	Jiangsu	57	0.57%
	Hefei	Anhui	29	0.29%
	Tengzhou	Shandong	27	0.27%
	Suzhou	Jiangsu	27	0.27%
	Yantai	Shandong	26	0.26%
	Xiamen	Fujian	23	0.23%
	Nanchang	Jiangxi	22	0.22%
	Zibo	Shandong	19	0.19%
	Changzhou	Jiangsu	18	0.18%
	Kunshan	Jiangsu	15	0.15%
	Fuzhou	Fujian	15	0.15%
South China				
	Guangzhou	Guangdong	87	0.87%
	Shenzhen	Guangdong	42	0.42%
Central China				
	Zhengzhou	Henan	103	1.03%
	Wuhan	Hubei	61	0.61%
Northwest China				
	Lanzhou	Gansu	48	0.48%
	Xi'an	Shaanxi	42	0.42%
	Wulumuqi	Xinjiang	18	0.18%
	Yinchuan	Ningxia	15	0.15%
Southwest China				
	Chendu	Sichuan	39	0.39%
	Kunming	Yunnan	37	0.37%
	Chongqing	Chongqing	20	0.20%

Analysis of Overseas and area:

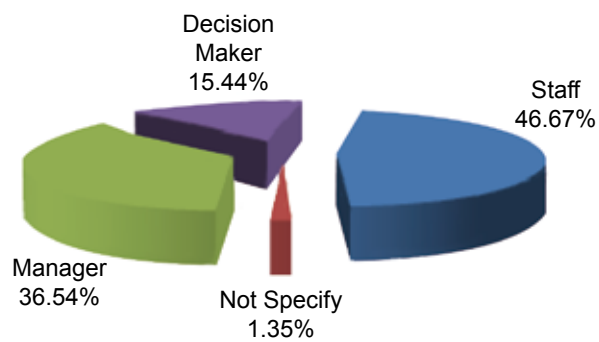
Area	Country/Area	Relative Number	Relative Percentage	Country/Area Number
North America				
	USA	34	9.12%	
	Canada	3	0.80%	
	Subtotal	37	9.92%	2
Oceania				
	Australia	7	1.88%	
	Subtotal	7	1.88%	1
Africa				
	Mali Republic	5	1.34%	
	Guinea	5	1.34%	
	Madagascar	4	1.07%	
	Senegal	4	1.07%	
	Guinea-bissau	3	0.80%	
	Comoros	3	0.80%	
	Benin	3	0.80%	
	Uganda	3	0.80%	
	Central African Republic	3	0.80%	
	Burundi	1	0.27%	
	Subtotal	34	9.12%	10
Europe				
	Germany	11	2.95%	
	Russia	10	2.68%	
	Italy	7	1.88%	
	United Kingdom	5	1.34%	
	France	4	1.07%	
	Switzerland	3	0.80%	
	Liechtenstein	1	0.27%	
	Belgium	1	0.27%	
	Austria	1	0.27%	
	Romania	1	0.27%	
	Serbia	1	0.27%	
	Netherlands	1	0.27%	
	Subtotal	48	12.87%	12
Asia				
	Japan	65	17.43%	
	Vietnam	31	8.31%	
	Korea	29	7.77%	
	Malaysia	18	4.83%	
	Singapore	14	3.75%	
	India	7	1.88%	
	Mongolia	3	0.80%	
	United Arab Emirates	1	0.27%	
	Thailand	1	0.27%	
	Indonesia	1	0.27%	
	Jordan	1	0.27%	
	Pakistan	1	0.27%	
	Subtotal	173	46.38%	12
Hong Kong Macau and Taiwan				
	Taiwan China	53	14.21%	
	Hong Kong China	22	5.90%	
	Subtotal	75	20.11%	2
	Total	373	100.00%	39

Visitors Data Analysis Report

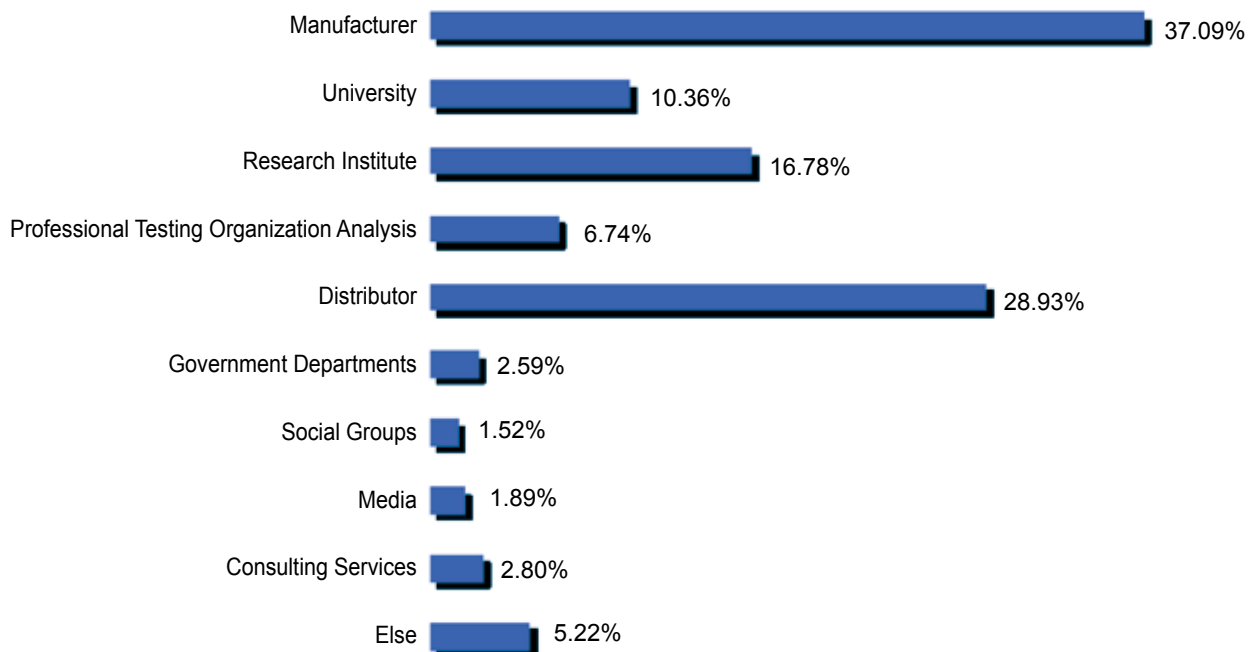
A. Classified statistic of the visitors' department:



B. Classified statistic of the visitors' position:



A. The Nature of units



12

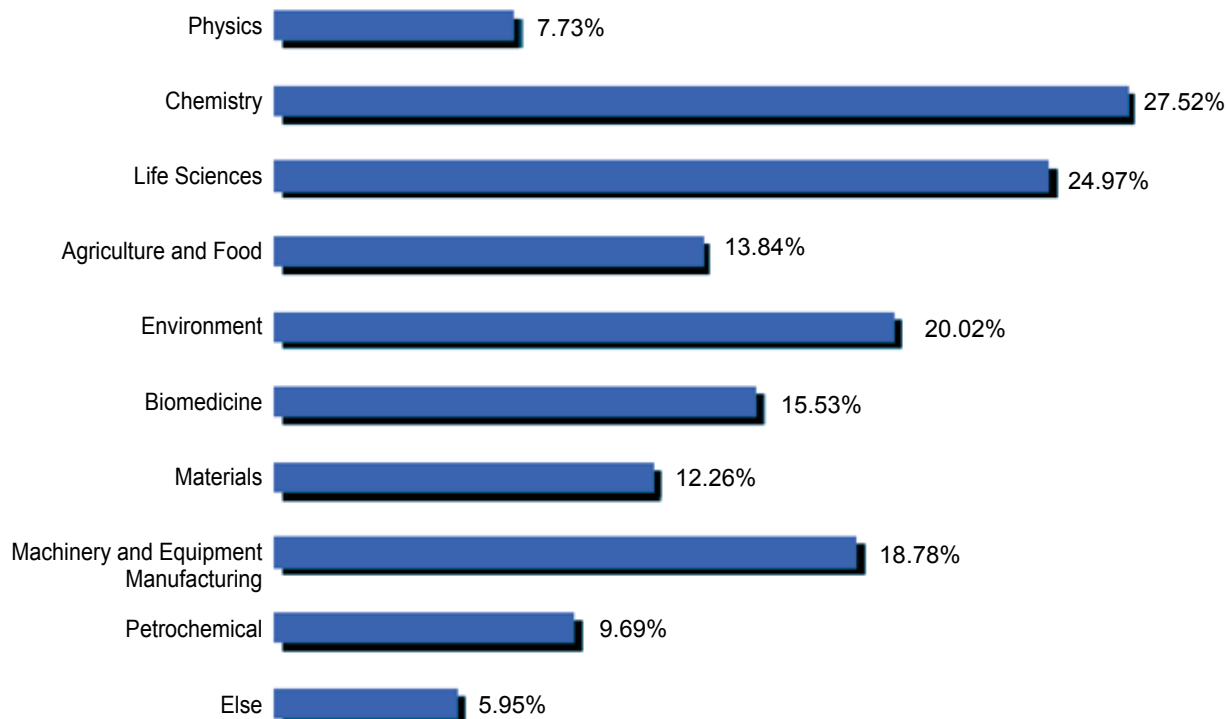
5. Analysis of the questionnaires by the visitors

The following is the detailed data:

Item	Number	Percentage
Manufacturer	3060	37.09%
University	855	10.36%
Research Institute	1384	16.78%
Professional Testing Organization Analysis	556	6.74%
Distributor	2387	28.93%
Government Departments	214	2.59%
Social Groups	125	1.52%
Media	156	1.89%
Consulting Services	231	2.80%
Else	431	5.22%
Total	9399	113.93%

- ▲ The total number of visitors for this survey is 8354, of which 8250 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.

B. The Disciplines and fields of your work



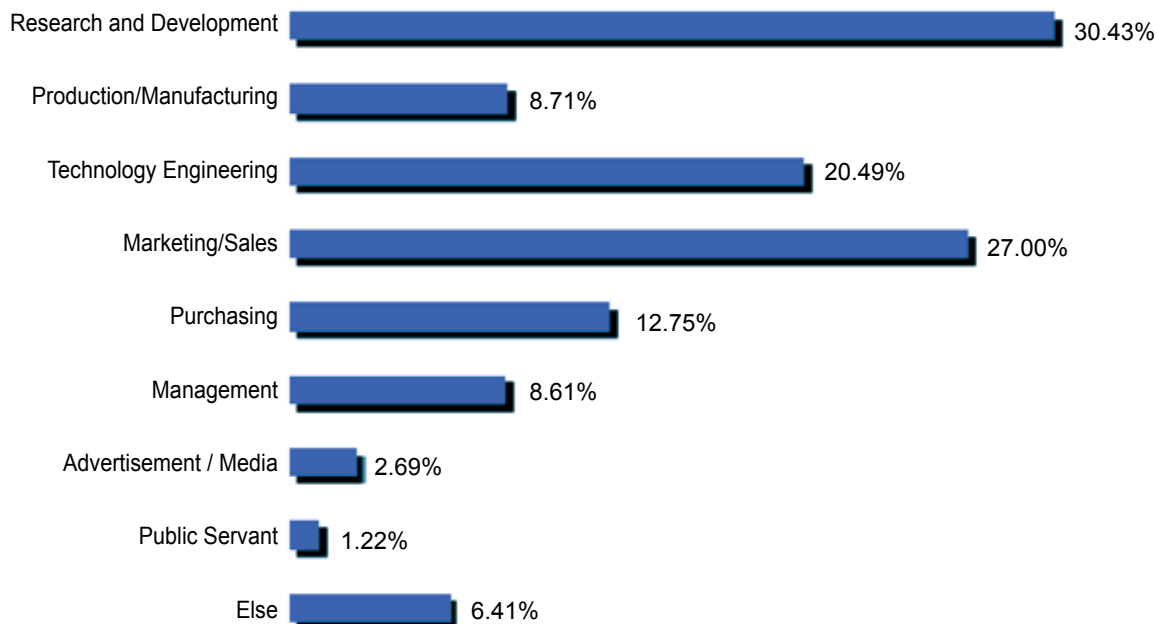
The following is the detailed data:

Item	Number	Percentage
Physics	608	7.73%
Chemistry	2164	27.52%
Life Sciences	1964	24.97%
Agriculture and Food	1088	13.84%
Environment	1574	20.02%
Biomedicine	1221	15.53%
Materials	964	12.26%
Machinery and Equipment Manufacturing	1477	18.78%
Petrochemical	762	9.69%
Else	468	5.95%
Total	12290	156.28%

▲ The total number of visitors for this survey is 8354, of which 7864 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.

C. The nature of your work



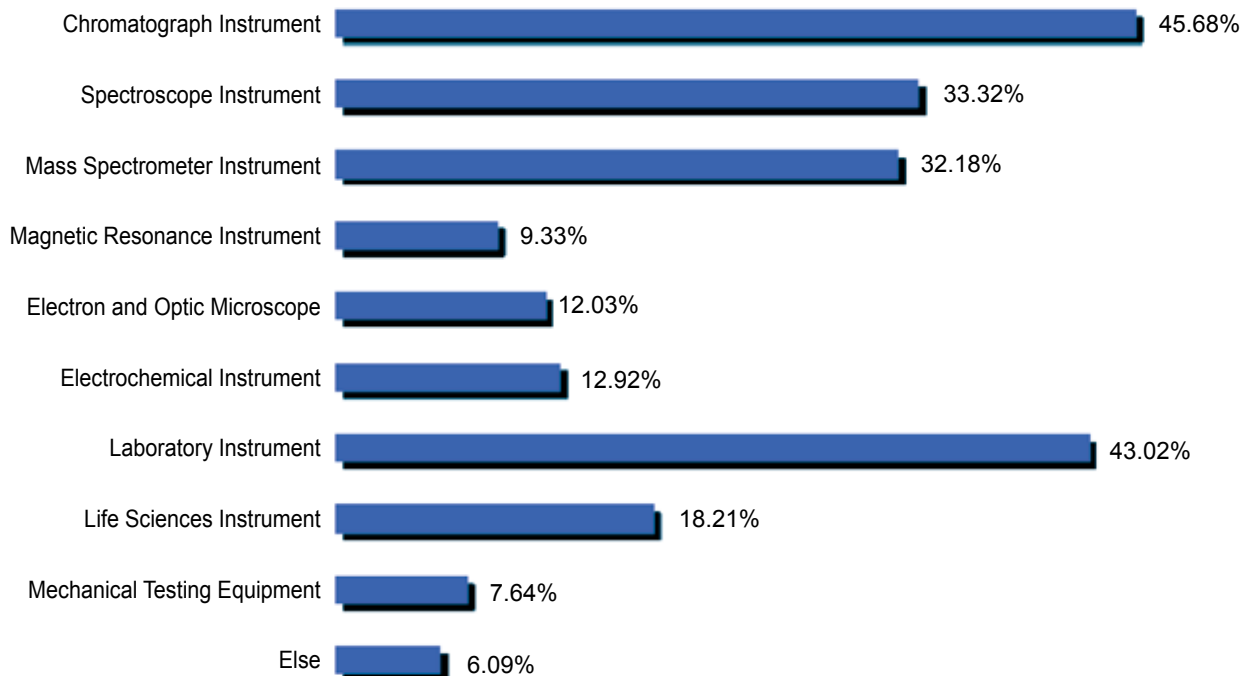
14

The following is the detailed data:

Item	Number	Percentage
Research and Development	2351	30.43%
Production/Manufacturing	673	8.71%
Technology Engineering	1583	20.49%
Marketing/Sales	2086	27.00%
Purchasing	985	12.75%
Management	665	8.61%
Advertisement / Media	208	2.69%
Public Servant	94	1.22%
Else	495	6.41%
Total	2351	115.41%

- ▲ The total number of visitors for this survey is 8354, of which 7726 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.

D. You use or interest in the Instrument

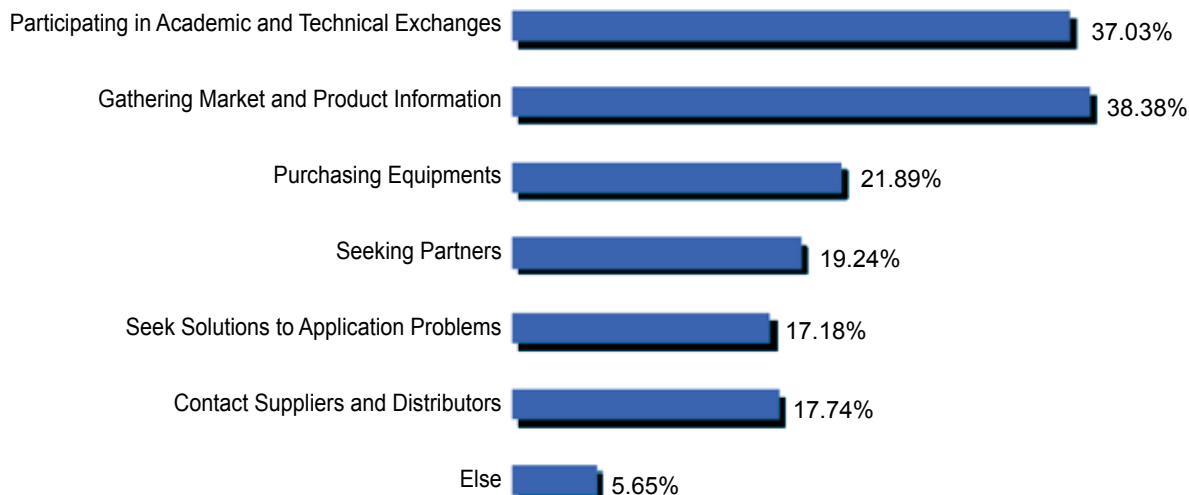


The following is the detailed data:

Item	Number	Percentage
Chromatograph Instrument	3570	45.68%
Spectroscope Instrument	2604	33.32%
Mass Spectrometer Instrument	2515	32.18%
Magnetic Resonance Instrument	729	9.33%
Electron and Optic Microscope	940	12.03%
Electrochemical Instrument	1010	12.92%
Laboratory Instrument	3362	43.02%
Life Sciences Instrument	1423	18.21%
Mechanical Testing Equipment	597	7.64%
Else	476	6.09%
Total	17226	220.42%

- ▲ The total number of visitors for this survey is 8354, of which 7815 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.

E. Your purpose of participating in BCEIA

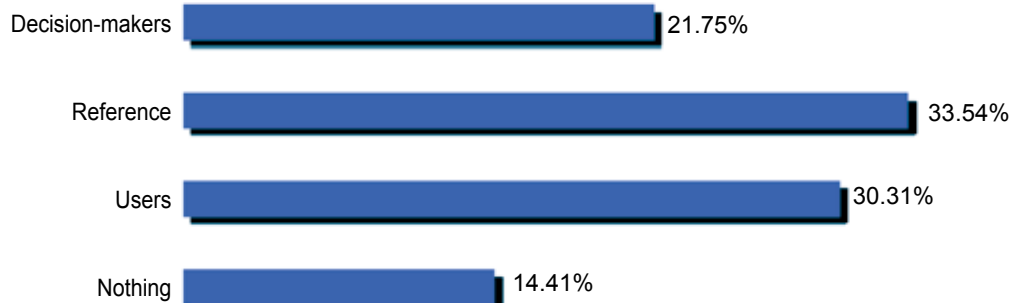


The following is the detailed data:

Item	Number	Percentage
Participating in Academic and Technical Exchanges	2799	37.03%
Gathering Market and Product Information	2901	38.38%
Purchasing Equipments	1655	21.89%
Seeking Partners	1454	19.24%
Seek Solutions to Application Problems	1299	17.18%
Contact Suppliers and Distributors	1341	17.74%
Else	427	5.65%
Total	11876	157.11%

- ▲ The total number of visitors for this survey is 8354, of which 7559 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.

F. When you purchase equipment



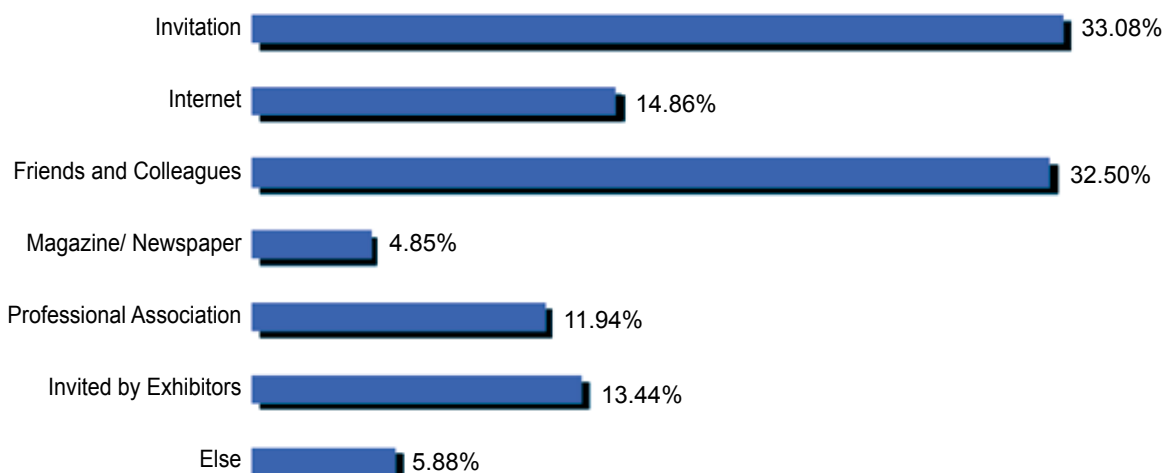
Visitors Data Analysis Report

The following is the detailed data:

Item	Number	Percentage
Decision-makers	1739	21.75%
Reference	2682	33.54%
Users	2424	30.31%
Nothing	1152	14.41%
Total	7997	100.00%

- ▲ The total number of visitors for this survey is 8354, of which 7997 answered the above question.
- ▲ The percentage is based on the number of visitors who answered this question.

G. How did you find out about BCEIA



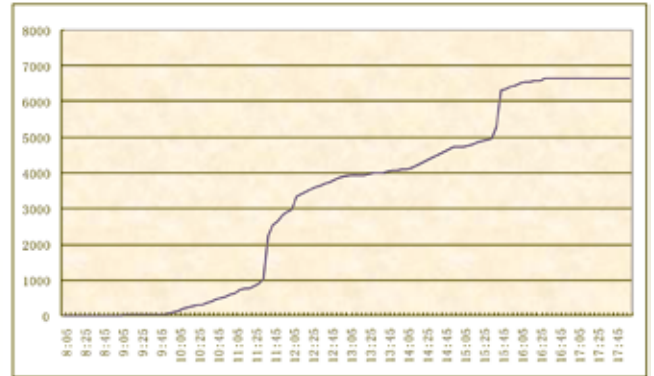
The following is the detailed data:

Item	Number	Percentage
Invitation	2419	33.08%
Internet	1087	14.86%
Friends and Colleagues	2377	32.50%
Magazine/ Newspaper	355	4.85%
Professional Association	873	11.94%
Invited by Exhibitors	983	13.44%
Else	430	5.88%
Total	8524	116.56%

- ▲ The total number of visitors for this survey is 8354, of which 7313 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.

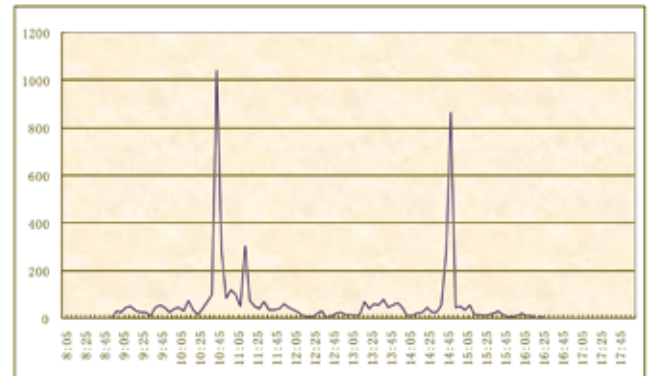
With visitors' entrance control system, we got the visitors flow for every 20 minutes.
As follows:

Visitors number curve

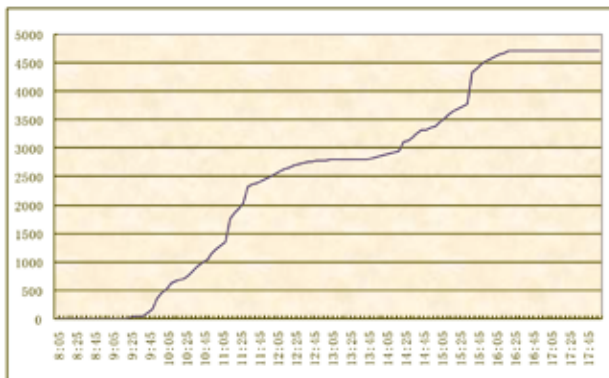


First Day

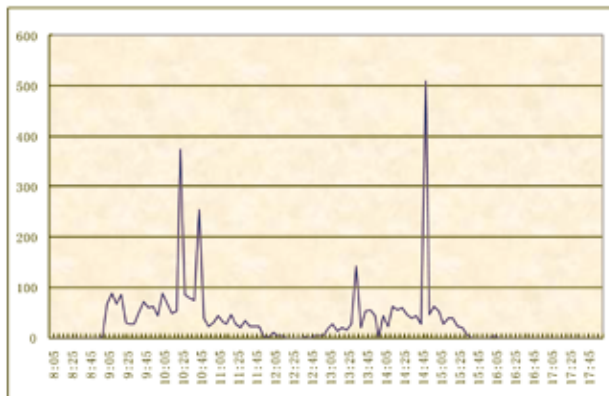
Visits number changing curve for every 20 minutes



Visitors number curve



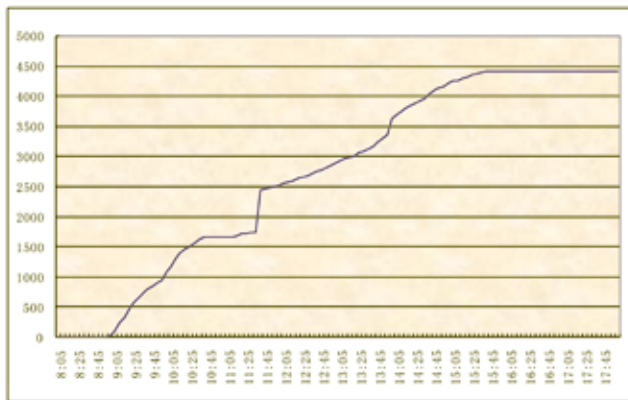
Visits number changing curve for every 20 minutes



Second Day

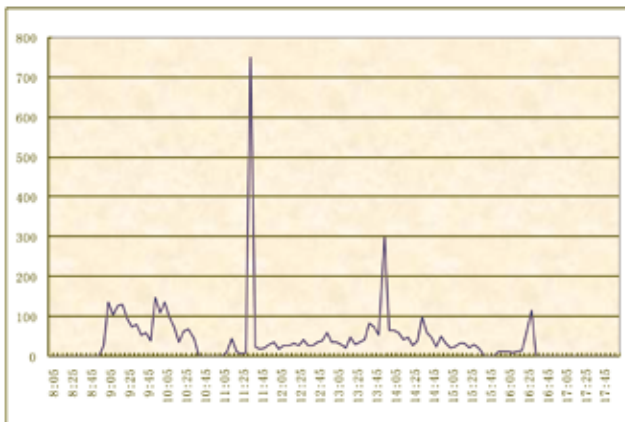
Visitors Data Analysis Report

Visitors number curve

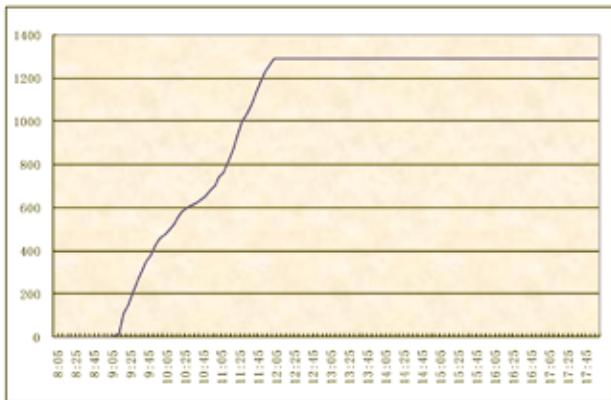


Third Day

Visits number changing curve for every 20 minutes

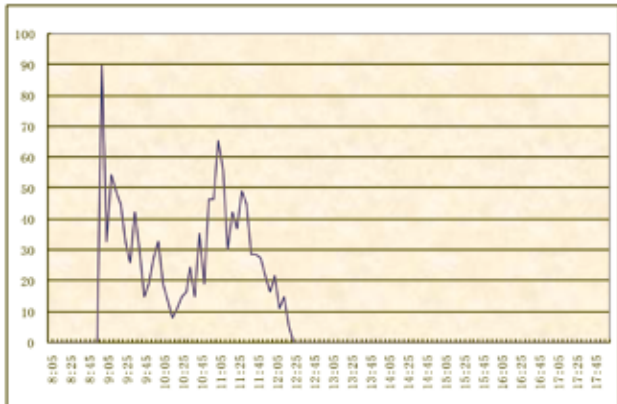


Visitors number curve



Visits number changing curve for every 20 minutes

Fourth Day



BCEIA 2011

BCEIA

Room 585, No. 54 San Li He Road, Beijing 100045, China P.O.Box 2143

Post Code: 100045

Tel: +86-10-6851 2208, 6859 8085

Fax: +86-10-6851 1814

E-mail: expo@bceia.cn; expo@bceia.org

<http://www.bceia.cn>; www.bceia.org; www.bceia.org.cn