



第25届中国国际电子电路展览会

The 25th China Int'l PCB & Assembly Show

观众数据报告

Visitor Statistics Report

上海新国际博览中心

2016年3月15-17日

Shanghai New International Expo Centre

March 15-17, 2016



The 25th China Int'l PCB & Assembly Show was held on March 15-17, 2016, at Shanghai New International Expo Centre.

Here is a statistics report of this event:

1、General Information

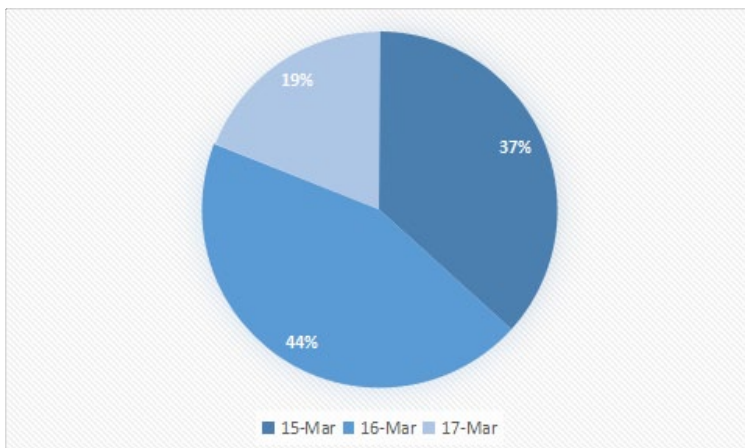
- Event: The 25th China Int'l PCB & Assembly Show
- Date: March 15-17, 2016
- Venue: Shanghai New International Expo Centre
- Sponsor: China Printed Circuit Association
Shanghai Ying Zhan Business Service Co., Ltd.
- Supporter: China Ministry of Industry and Information
- Co-organizers: World Electronic Circuits Council (WECC)

2、The Scale of the Event

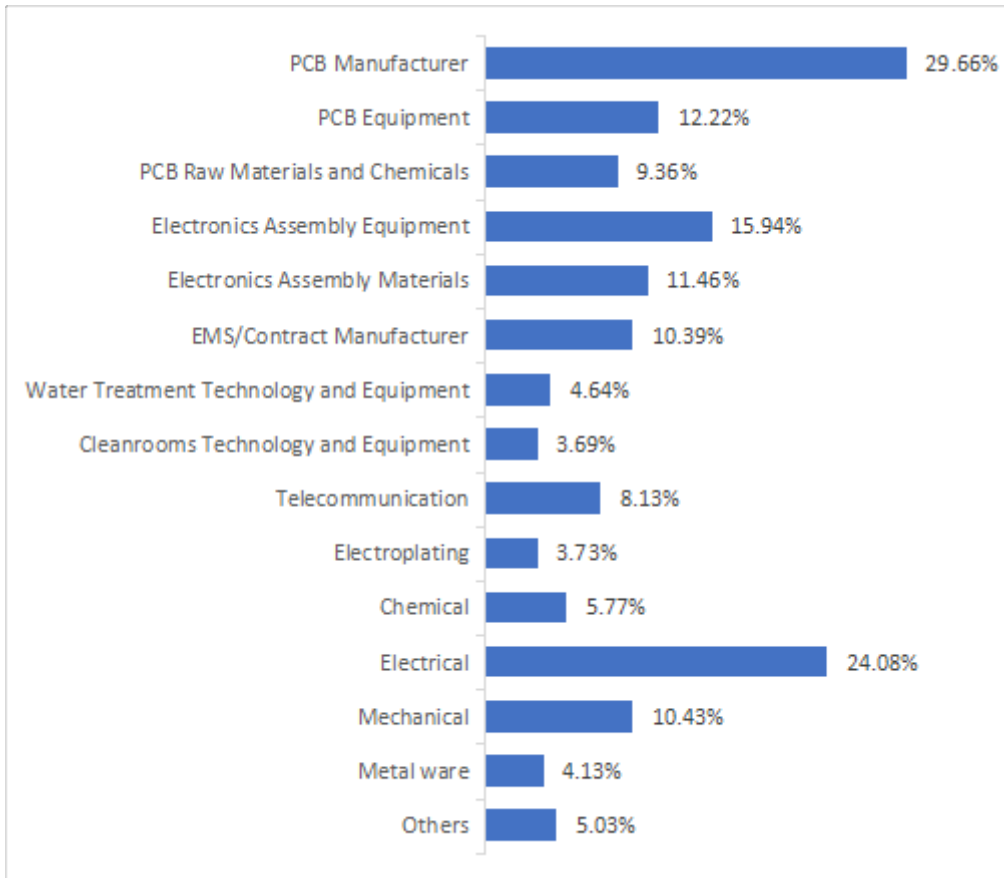
- Total No. of Exhibitors: **602**
- Exhibition Space: **34500 sq. meters**
- No. of Visitors: **53297**
No. of Foreign Visitors: **4884**

■ Diagram of Daily Visitors:

March 15	19622	36.82%
March 16	23569	44.22%
March 17	10106	18.96%
In Total	53297	
No. of Foreign Visitors:	4884	9.16%



1) Type of Industry



■ The following is the detailed data

Item	Percentage
PCB Manufacturer	29.66%
PCB Equipment	12.22%
PCB Raw Materials and Chemicals	9.36%
Electronics Assembly Equipment	15.94%
Electronics Assembly Materials	11.46%
EMS/Contract Manufacturer	10.39%
Water Treatment Technology and Equipment	4.64%
Cleanrooms Technology and Equipment	3.69%
Telecommunication	8.13%
Electroplating	3.73%
Chemical	5.77%
Electrical	24.08%
Mechanical	10.43%
Metal ware	4.13%
Others	5.03%
Total	158.66%

*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.

2) Nature of Business

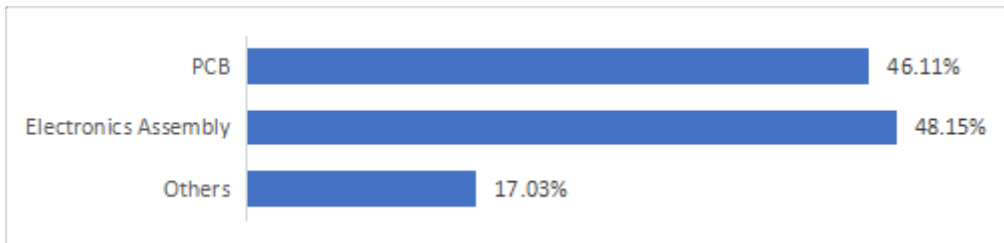


■ The following is the detailed data

Item	Percentage
Trading	38.79%
Manufacturing	71.21%
Total	110.00%

*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.

3) Which type of user are you?

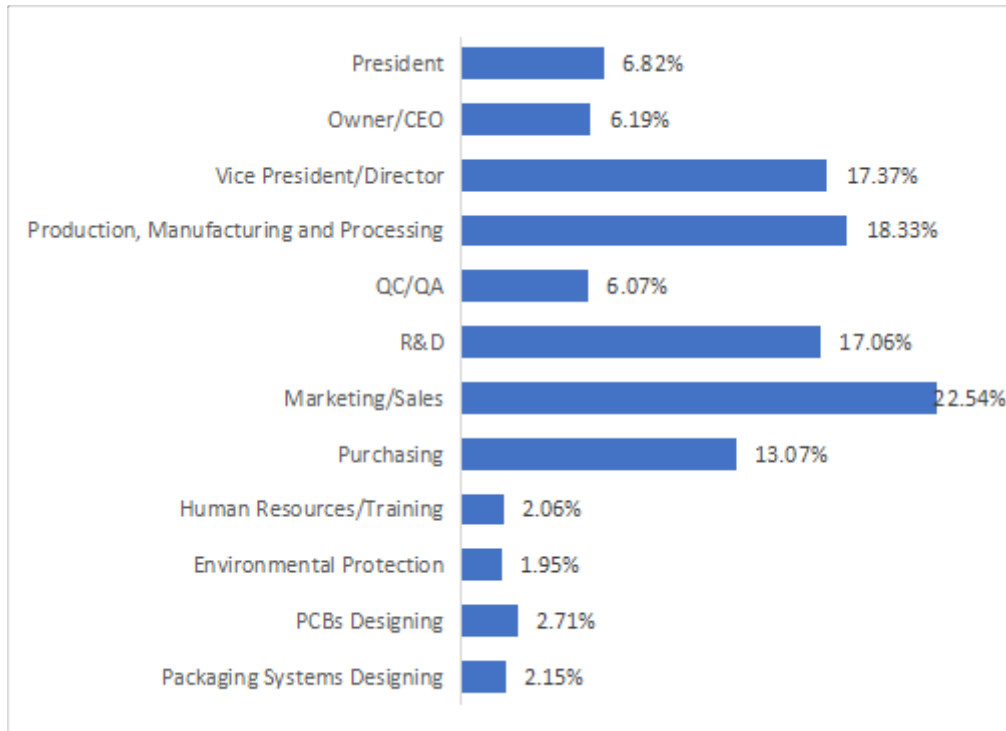


■ The following is the detailed data

Item	Percentage
PCB	46.11%
Electronics Assembly	48.15%
Others	17.03%
Total	111.29%

*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.

4) Your Job Function

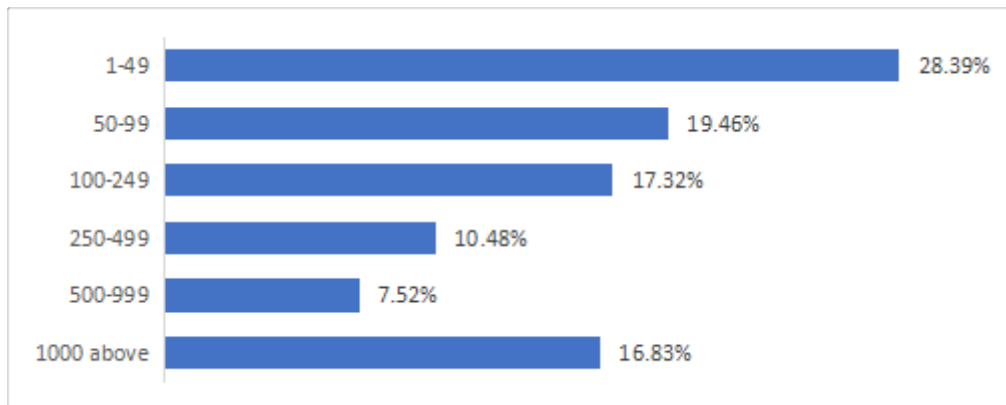


■ The following is the detailed data

Item	Percentage
President	6.82%
Owner/CEO	6.19%
Vice President/Director	17.37%
Production, Manufacturing and Processing	18.33%
QC/QA	6.07%
R&D	17.06%
Marketing/Sales	22.54%
Purchasing	13.07%
Human Resources/Training	2.06%
Environmental Protection	1.95%
PCBs Designing	2.71%
Packaging Systems Designing	2.15%
Total	116.32%

*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.

5) Number of Employee in my facility

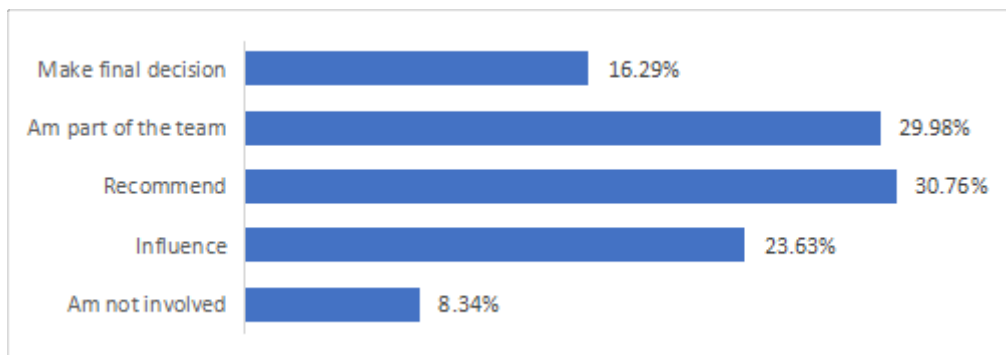


■ The following is the detailed data

Item	Percentage
1-49	28.39%
50-99	19.46%
100-249	17.32%
250-499	10.48%
500-999	7.52%
1000 above	16.83%
Total	100.00%

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

6) In selecting PCB products and services, I...



■ The following is the detailed data

Item	Percentage
Make final decision	16.29%
Am part of the team	29.98%
Recommend	30.76%
Influence	23.63%
Am not involved	8.34%
Total	109.00%

*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.

7) Purpose(s) of Visiting the Fair

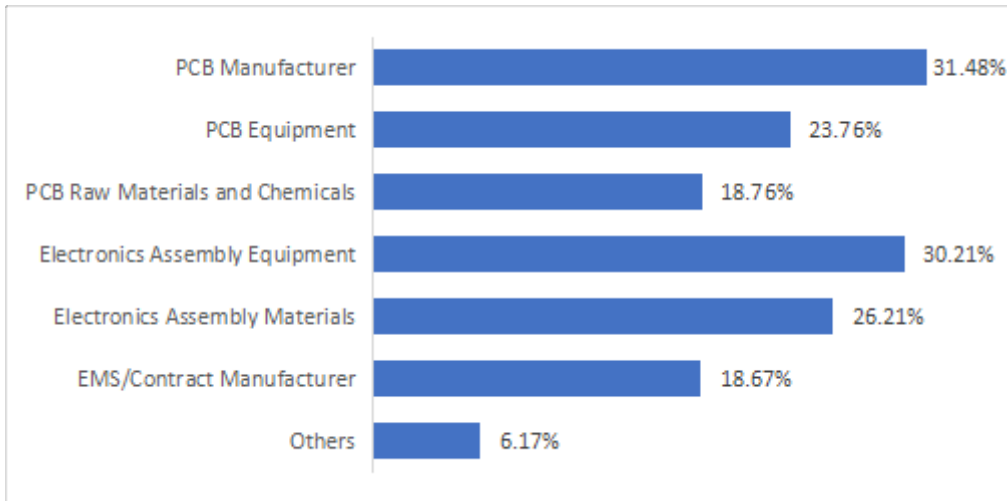


■ The following is the detailed data

Item	Percentage
Looking for new suppliers	38.60%
Consolidating contacts in the industry	36.85%
Sourcing materials & equipment and placing orders	33.76%
Enhance the knowledge of the industry	24.93%
Others	4.36%
Total	138.50%

*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.

8) Product Interest

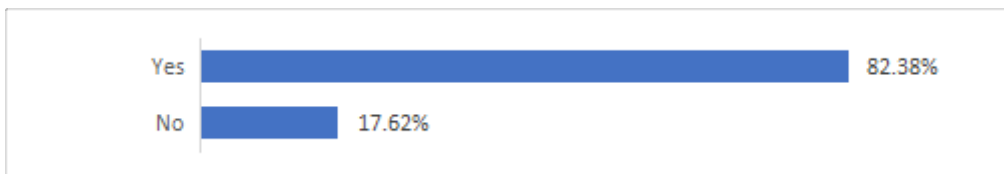


■ The following is the detailed data

Item	Percentage
PCB Manufacturer	31.48%
PCB Equipment	23.76%
PCB Raw Materials and Chemicals	18.76%
Electronics Assembly Equipment	30.21%
Electronics Assembly Materials	26.21%
EMS/Contract Manufacturer	18.67%
Others	6.17%
Total	155.26%

*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.

9) Do you have any purchasing plan in the coming half a year ?

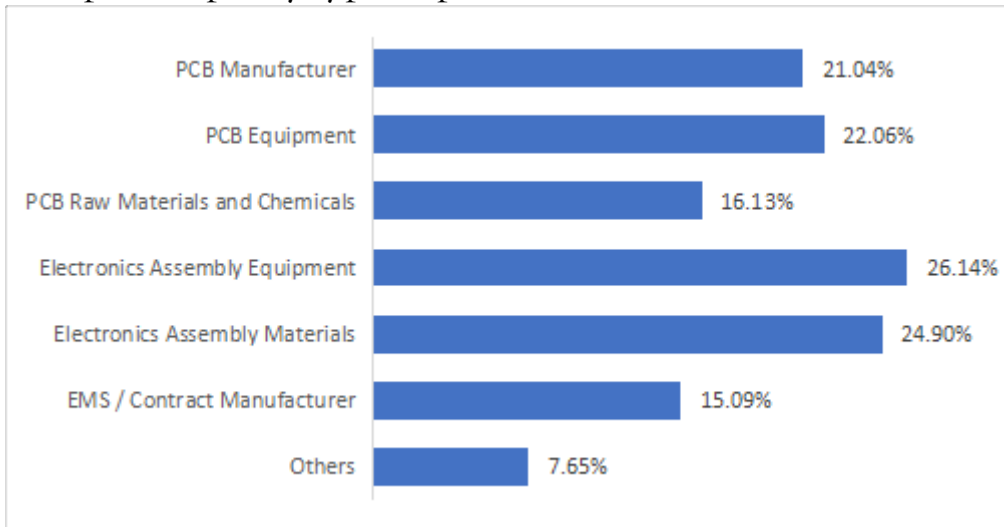


■ The following is the detailed data

Item	Percentage
Yes	82.38%
No	17.62%
Total	100.00%

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

Yes, please specify type of products



■ The following is the detailed data

Item	Percentage
PCB Manufacturer	21.04%
PCB Equipment	22.06%
PCB Raw Materials and Chemicals	16.13%
Electronics Assembly Equipment	26.14%
Electronics Assembly Materials	24.90%
EMS / Contract Manufacturer	15.09%
Others	7.65%
Total	133.01%

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