

CHINA INTERNATIONAL  
HARDWARE SHOW



# China International Hardware Show 2019

## 2019 中国国际五金展



10.-12.10.2019

国家会展中心（上海）

National Exhibition and  
Convention Center  
(Shanghai)

*Asia Hardware  
in Motion!*

**纵观五金**

**“动” 悉全球**

# Post Show Report 展后报告



中国五金制品协会

China National Hardware Association

 **koelnmesse**

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# CIHS 2019 REVIEW

## 2019 中国国际五金展回顾

2019年10月12日,第十九届中国国际五金展(CIHS)于上海国家会展中心圆满落幕!中国国际五金展是由科隆展览和中国五金制品协会携手主办的专注于亚洲乃至全球五金行业的商贸展会,享有“五金市场的晴雨表,行业发展的风向标”的美誉,连续十八年向全球五金行业展示领先的产品和技术,在业界获得极高的认可度。

The 19th China International Hardware Show (CIHS) successfully concluded in the National Exhibition and Convention Center (Shanghai) on October 12, 2019. CIHS is a trade fair co-organised by Koelnmesse Co., Ltd. and China National Hardware Association and acclaimed as "the barometer of the hardware market and the benchmark of industry development". As the largest hardware exhibition in Asia, it has presented leading products and technologies to the global hardware industry for eighteen consecutive years and enjoys a high reputation in the industry.

**120,000**

平方米 展出面积  
Sq.m Exhibition area

**2,620**


参展企业  
Exhibitors

**40,356**

专业观众  
Trade Visitors

**3,565**

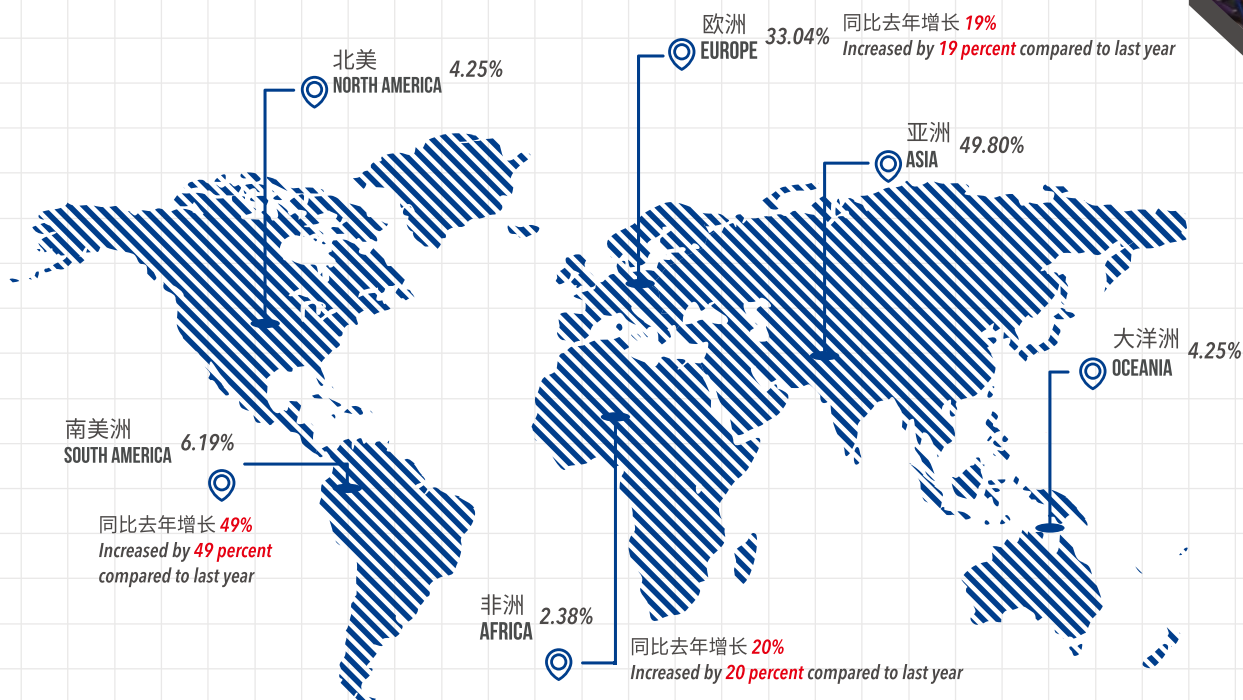
海外观众  
Trade Visitors from overseas

Overseas  
Increased by **8%**   
compared to last year  
同比增长

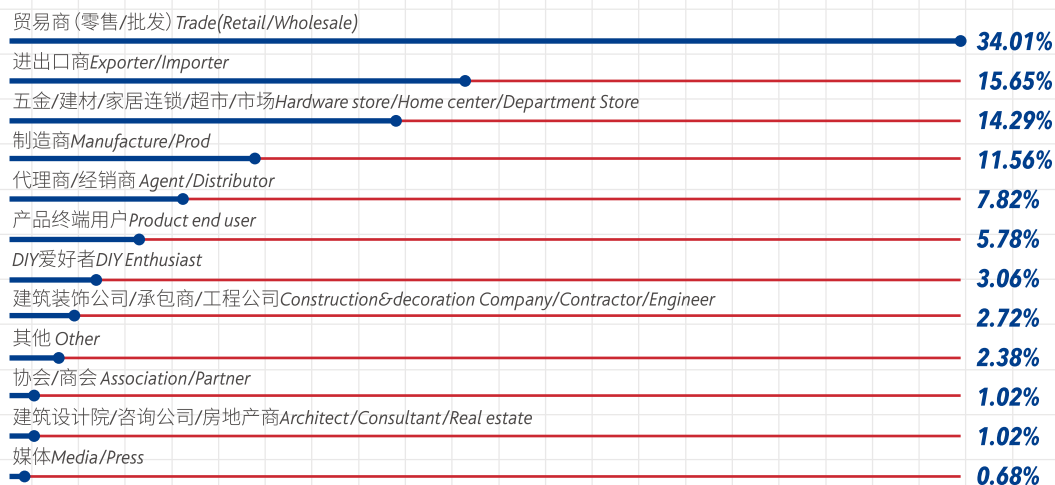


# 观众情况 Visitors profile

## 买家地区分布 Visitors Geographical Distribution



## 买家公司类别 Visitors Category



## 买家采购决策能力 Role in the Purchasing Process

**46%** 有采购决定权  
Decision maker

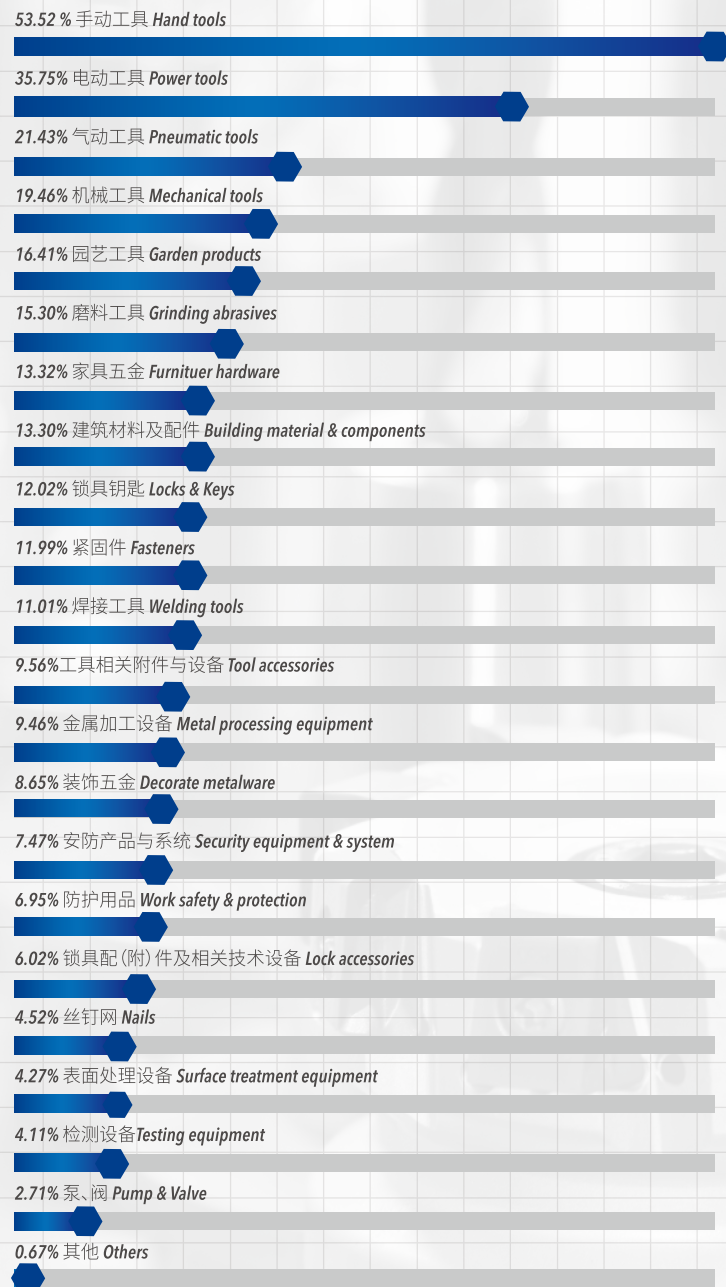
**20%** 评估/执行采购任务  
Evaluate/execute purchasing tasks

**25%** 建议/收集采购信息  
Propose/collect information

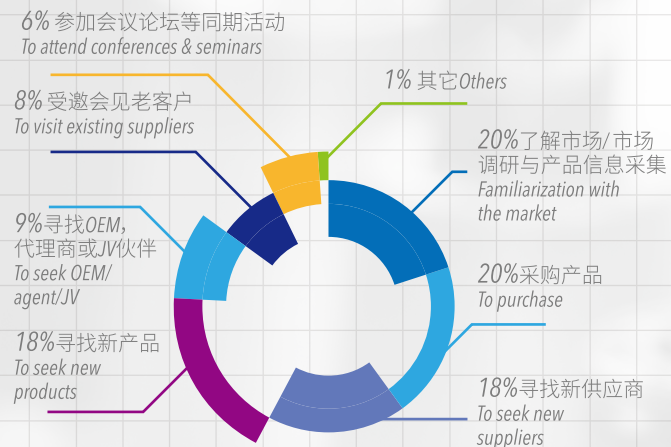
**9%** 其他  
Others



## 买家最感兴趣产品 Visitors' Product Interests



## 买家观展目的 Visitors' objectives



## 买家对各观展目的的满意度 Satisfaction level with the visiting objective

**88%** 了解市场/市场调研市场与产品信息采集  
Familiarization with the market

**87%** 采购产品  
To purchase

**79%** 寻找新产品  
To seek new products

**73%** 寻找OEM, 代理商或JV伙伴  
To seek OEM/agent/JV

**75%** 寻找新供应商  
To seek new suppliers

**74%** 参加会议论坛等同期活动  
To attend conferences & seminars

**82%** 受邀会见老客户  
To visit existing suppliers

**93%**  
的专业观众  
对展会表示满意  
Visitors satisfaction  
with CIHS 2019

**88%**  
的海外观众  
会继续参观CIHS2020  
Overseas visitors will  
visit CIHS 2020

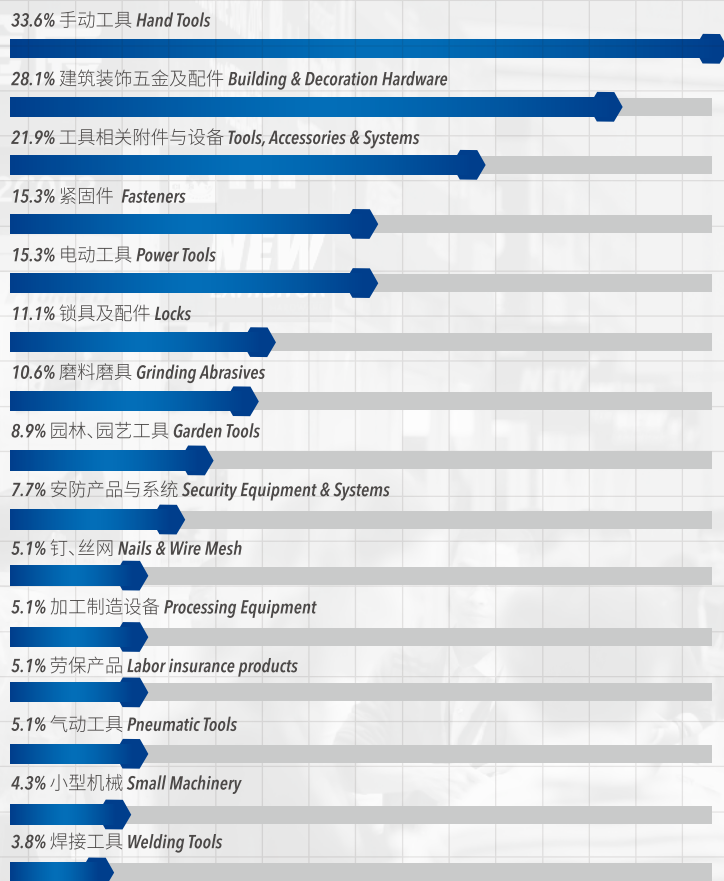
**7.3%**  
同比增长7.3%。  
increased by 7.3 per cent  
compared to last year.





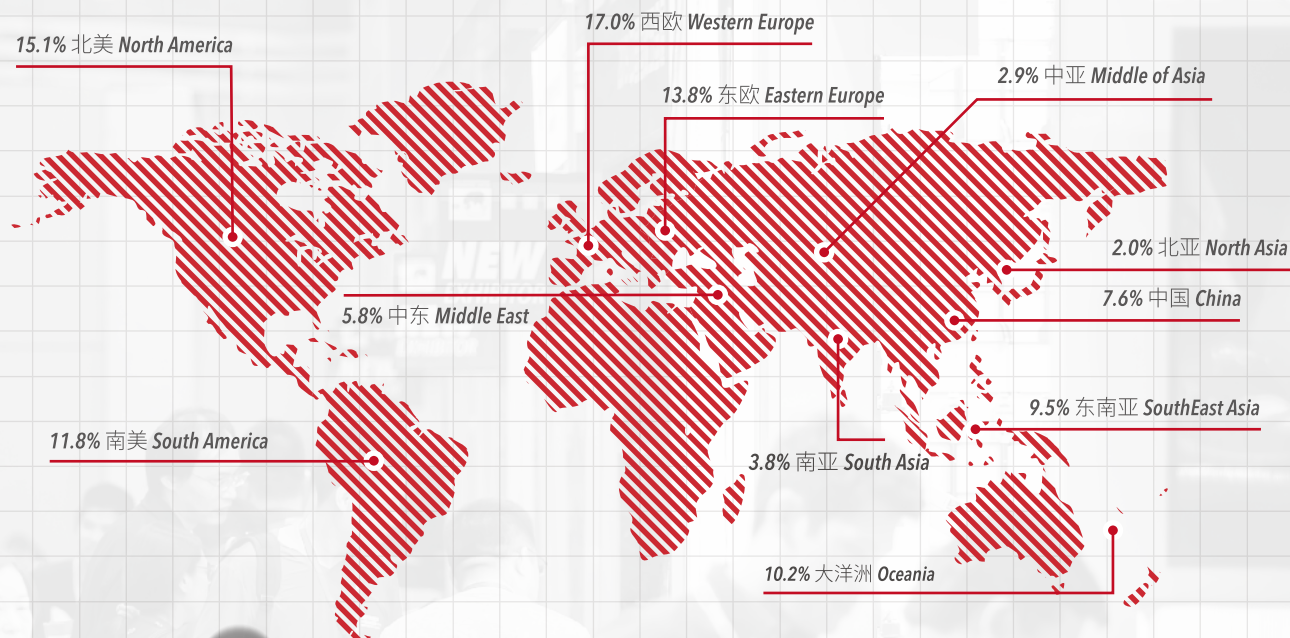
## 展商情况 Exhibitors profile

### 展会产品类别 Exhibitors by Product Segment



### 展商重点关注的市场区域

### Exhibitors' focus on global markets



**92%**

的展商对参展效果满意  
Exhibitor satisfaction  
with CIHS 2019

**82%**

的参展商表示继续参与  
CIHS 2020年展会  
Exhibitors planning or  
considering to participate  
at CIHS 2020

**83%**

的展商对观众质量  
表示满意  
Exhibitors were satisfied  
with the visitor  
quality

**96%**

的参展商对现场同期  
活动表示满意  
Exhibitors were satisfied  
with the on-site  
activities

**90%**

的企业在现场见到了意向客户  
Met relevant  
customers onsite

# Testimonials

## 市场的声音

*"We've been in this show for ten years. This year we looked for the same products as every year. We looked for new products and all kinds of different tools. I think the business matchmaking was very good. During a trade fair it is usually quite difficult to get to all the different exhibitors during the few days. At the business matchmaking I had the opportunity to get to know various new products, learn about the advantages of the products and also present my products to other exhibitors. It was a great chance to get a rough overview over the market. I'd like to come again."*



**Peter Stolker**  
**PS Trading Sp.j.**

“我们参加CIHS已经十年了。今年我们还是同往年一样，来寻找新产品以及各种不同的工具。我认为商务配对环节非常好，通常我们无法看到所有的展位，但可以带着目标和想法与展商在此交谈，去了解他们的产品类型及产品的优势，我认为这非常好，我会继续来参观CIHS。”



*"I am both a manufacturer and an importer and I own two companies. We manufacture and sell accessory for gardening. I have been here for three times. For me it's a very important fair. Because I get to know new suppliers and meet my existing suppliers, I can see new products and get the news that help to expand my market. I'm looking for gardening tools here. I think I will be at CIHS in the next year to improve my product range, and to meet my suppliers."*

“我们既是制造商又是进口商，有两家公司，生产并销售园艺产品及其配件。我已经是第三次参观CIHS了。对我来说，这是一个非常重要的展会。因为在见到新老供应商的

同时，我还可以看到新的产品，得到一些能够帮助拓宽市场的新信息。我在CIHS寻找园艺产品，在这里我能找到想要的产品，同时也有和其他供应商见面并看到新产品的机会。明年我会继续来参观，扩展产品范围并与供应商会面。”

**Andrea Marchini**  
**IPIERRE SYSTEM srl**

“我们公司是生产磨料磨具这一类产品的，以切割片、打磨片为主。我们参加CIHS已经有十年了，在这里认识了很多朋友，达成了很多订单，对这个展会感情很深。在这一两年，参加CIHS的客户总量虽稍有减少，但专业程度和素质却大大加强了，有诚意来谈订单的人也更多了。据我观察，参展的客户除了新面孔，还来了更多的行业专家，这也是我们希望看到的。我们公司已将下一届展会列入到参展计划中。”

**侯庆凯 许昌凯捷磨具有限公司**  
**XUCHANG KAIJIE ABRASIVES CO.,LTD.**

*"We've been participating in the CIHS for ten years since 2009. We've been in this business for almost 15 years now. We are an American based company. We sell to over 65 countries around the world. It's a really great show for us. We've met a lot of potential customers with good quality. Our existing customers also came to visit this show and looked for new products, new innovation, and new designs. We are looking for customers from all over the world, mostly Asian customers and those from Australia, New Zealand etc."*



**Reed Flygare**  
**Little Giant Ladders Systems**

自2009年以来，我们已经参加了十届CIHS。我们是美国公司，做这行已经快15年了。我们的产品销售全球65个国家。对我们来说这是一场很好的展会。在此我们遇到了很多优质的潜在客户。现有的客户也会来寻找新产品、新创意和新设计。我们希望见到来自世界各地的客户，尤其是来自亚洲、澳大利亚和新西兰等地的客户。

*"Our company mainly manufactures abrasive products, such as cutting wheels and grinding wheels. We have been attending CIHS for more than ten years. I have been able to make many new contacts and receive many enquires over the years, so we have a deep affection for this exhibition. In the past one or two years, although the number of visitors has decreased slightly, their professional level and quality have been greatly enhanced, actually more people have come to talk with sincerity. Besides new faces, more industry experts came to the exhibition this year, which is what we had hoped for. We will also participate in CIHS 2020."*





## 配套活动 Seminars

To promote the upgrading and transformation of the hardware industry, CIHS 2019 held the "China International Hardware Show Industry Development Summit" for the first time this year. Three experts were invited to the summit and explored the future development trend of the industry by interpreting the data.

推动五金行业升级转型, 2019中国国际五金展在展会现场首次举办了“中国国际五金展行业发展高峰论坛”。现场邀请三位嘉宾, 用数据说话, 探寻未来行业发展趋势。



### China International Hardware Show Industry Development Summit 中国国际五金展行业发展高峰论坛

### "Classic & Innovation" gallery “经典对话创新”主题展区



In 2019 the gallery was completely upgraded, focusing on full-line products of the hardware industry and aiming at the advanced technology and high-quality hardware products. It enabled classics and innovations to be displayed on the same stage. A voting link was set up and trade visitors were invited to vote for their favourite products in the gallery area. The most voted three products were awarded the "CIHS Most Popular Product Award", which jointly facilitate the development of China's hardware industry.

2019年主题展示全面升级, 聚焦五金行业全品类, 瞄准产业尖端技术与高品质五金制品, 让经典与创新同台展示, 现场设立投票环节, 邀请专业观众当场投票, 通过票数统计评选出最受欢迎的前三名产品, 颁发“中国国际五金展最佳人气产品奖”, 共同助力中国五金行业发展浪潮。

This year's CIHS has been upgraded yet again with a focus on improving the participation and exhibition effects. The organisers specially conducted online and offline business matchmaking platforms to provide personalised negotiation services for customers with various needs, which enhanced the exhibiting and visiting efficiency in the limited show days.

今年为了着重提高展商观众的参展参观效果。主办方特别增加了线上和线下商务对接服务, 为不同需求的客户提供个性化洽谈服务在有限的展会时间里, 提高整体参展和参观效率。



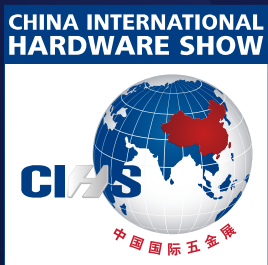
### Business matchmaking 商务对接会

### Loyal Exhibitor Award CIHS 2019 中国国际五金展“铜芯奖”



CIHS enjoys a steady exhibitor participation in the past 19 years. In order to acknowledge and express gratitude to the enterprises that have participated in the CIHS and given long-term support to the development of China's hardware industry, Koelnmesse Co., Ltd. and China National Hardware Association set up the "Loyal Exhibitor Award".

为了表达对共同参与中国五金行业发展, 长期支持中国国际五金展会的企业一份认可和感激, 主办方科隆展览和中国五金制品协会今年特设“Loyal Exhibitor Award”中国国际五金展铜芯奖。



SEE YOU  
NEXT YEAR!  
期待明年与您相聚!

[www.cihs.com.cn](http://www.cihs.com.cn)

# China International Hardware Show 2020

## 2020中国国际五金展

LEADING HARDWARE  
SOURCING FAIR IN ASIA

### CONTACT US 联系我们

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