

THE 25TH INTERNATIONAL EXHIBITION FOR REFRIGERATION, AIR-CONDITIONING,  
HEATING AND VENTILATION, FROZEN FOOD PROCESSING, PACKAGING AND STORAGE

APRIL 9-11, 2014 NEW CHINA INTERNATIONAL EXHIBITION CENTER, BEIJING

## EXHIBITION ANALYSIS

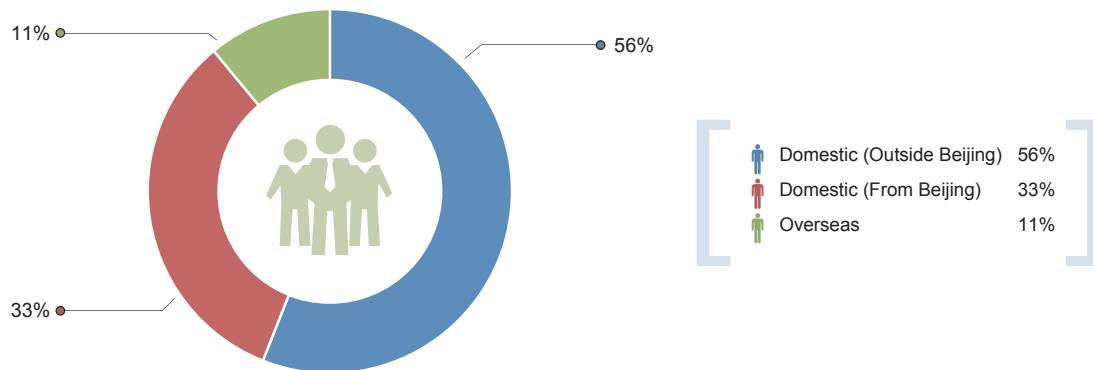
### 1. STRUCTURAL DATA OF EXHIBITION

	Overseas	National	Total
Total Exhibition Space in(m <sup>2</sup> )	32,040	74,760	106,800
Net Exhibition Space in(m <sup>2</sup> )	13,160	30,684	43,844
Exhibitors	271	938	1,209
Visitors	5,431	45,838	53,269
Nationalities of Exhibitors			33
Nationalities of Visitors			109

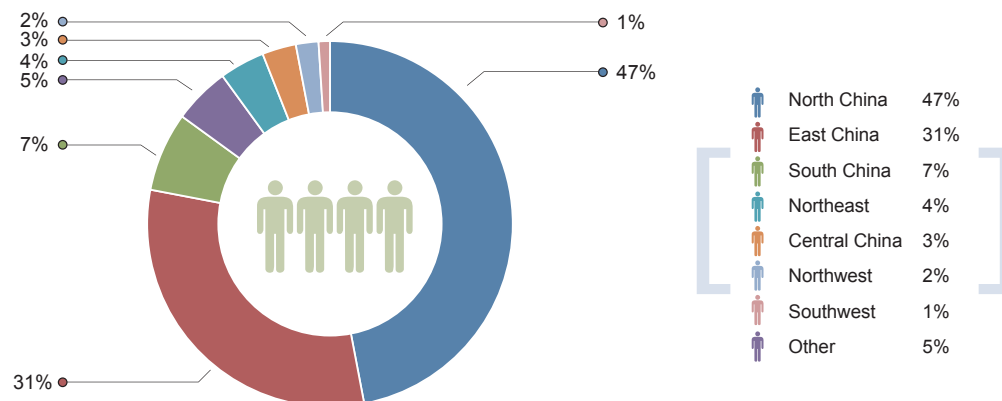
### 2. VISITORS SURVEY

#### 2.1 ORIGINS OF VISITORS

##### 2.1.1 SOURCE OF THE VISITORS' REGION

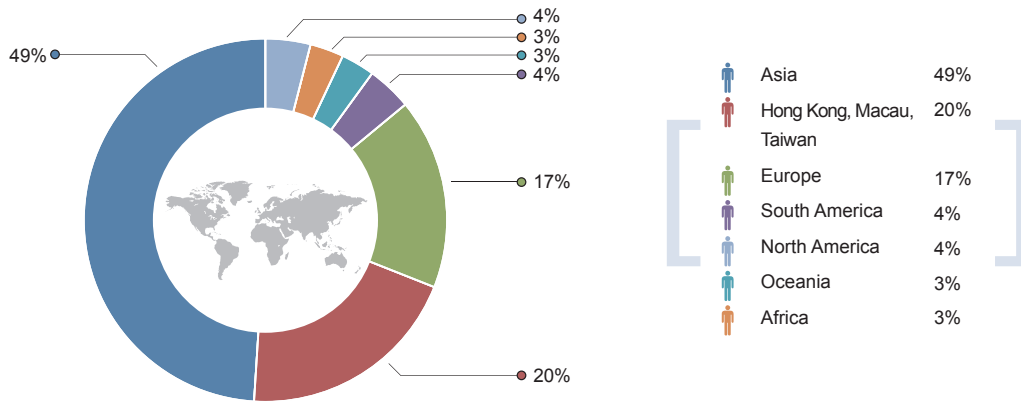


##### 2.1.2 ORIGINS OF NATIONAL VISITORS

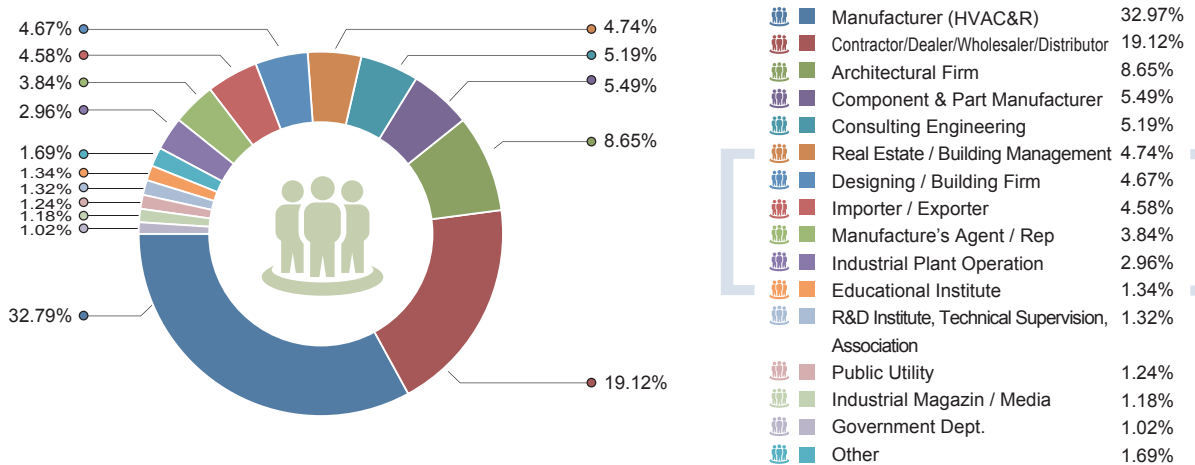


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### 2.1.3 ORIGINS OF OVERSEAS VISITORS

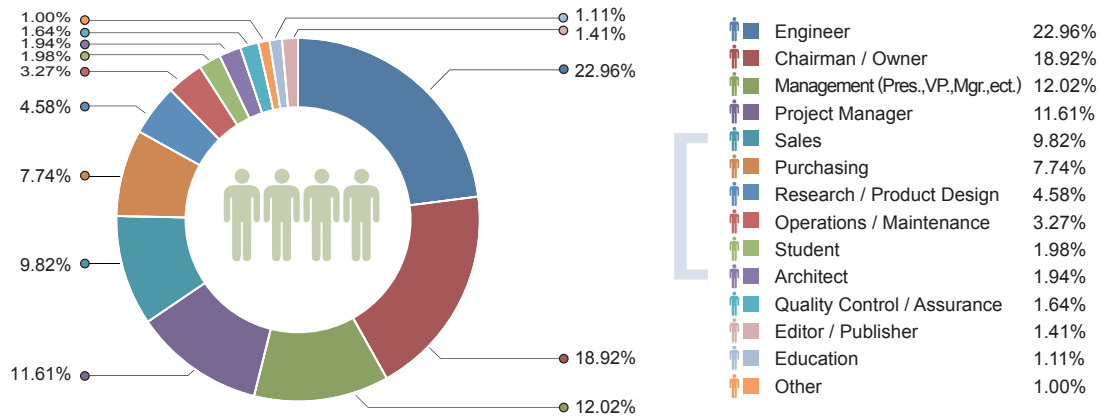


### 2.2 VISITORS FROM THE FOLLOWING DEPARTMENTS

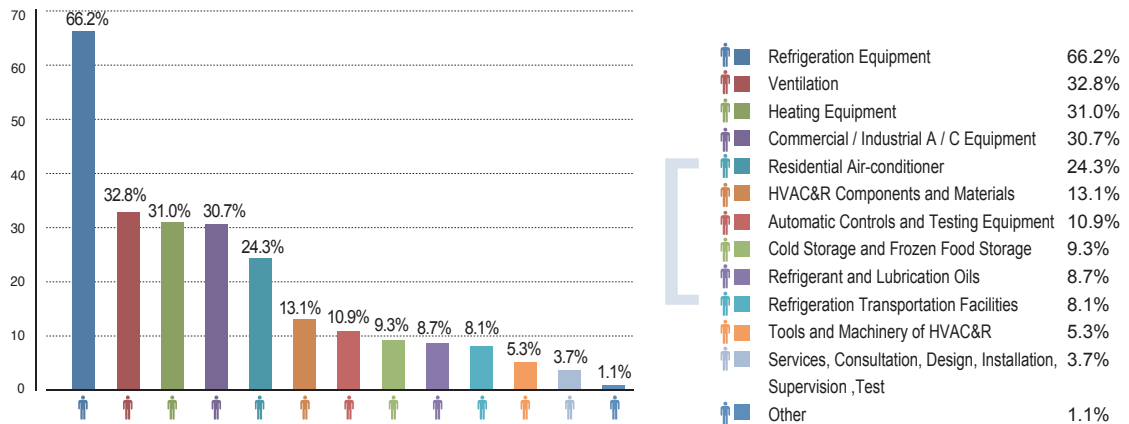


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### 2.3 POSITION OF VISITORS IN COMPANY



### 2.4 MAIN INTERESTS IN THE FOLLOWING PRODUCT SEGMENTS (MULTIPLE CHOICES)



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## 2.5 CHANNELS TO BE ACKNOWLEDGED (MULTIPLE CHOICES)

Previous Session	42.25%
Internet	37.21%
To Be Informed by Other People	24.41%
Receiving Invitation	10.75%
Receiving E-mail	9.05%
Advertisement	6.73%

