



EXHIBITION ANALYSIS

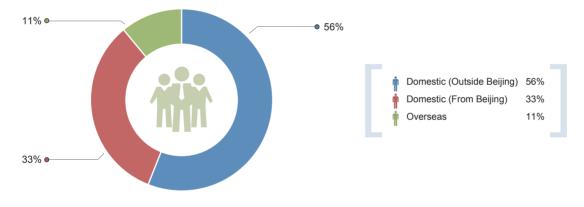
1. STRUCTURAL DATA OF EXHIBITION

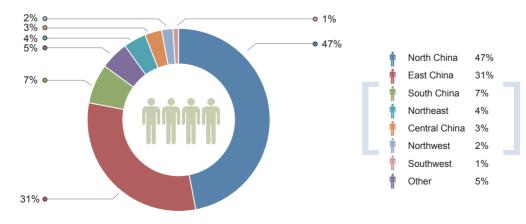
	Overseas	National	Total
Total Exhibition Space in(m ²)	32,040	74,760	106,800
Net Exhibition Space in(m ²)	13,160	30,684	43,844
Exhibitors	271	938	1,209
/isitors	5,431	45,838	53,269
lationalities of Exhibitors			33
Nationalities of Visitors			109

2. VISITORS SURVEY

2.1 ORIGINS OF VISITORS

2.1.1 SOURCE OF THE VISITORS' REGION

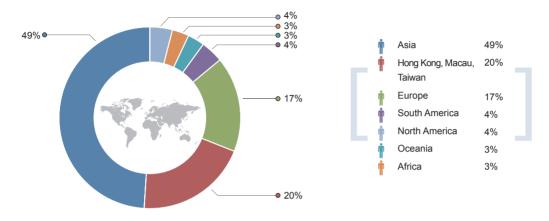




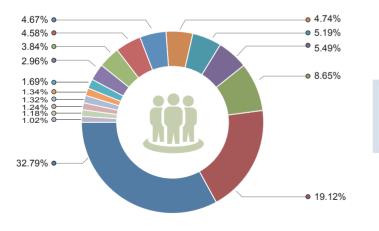
2.1.2 ORIGINS OF NATIONAL VISITORS



2.1.3 ORIGINS OF OVERSEAS VISITORS



2.2 VISITORS FROM THE FLLOWING DEPARTMENTS

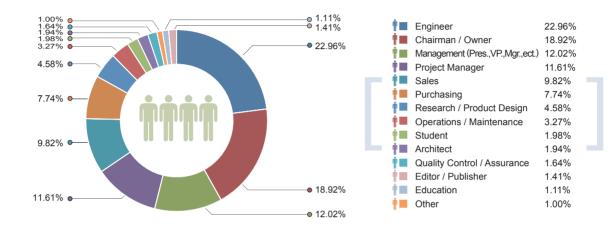


<u></u>	Manufacturer (HVAC&R)	32.97%
<u> 11</u>	Contractor/Dealer/Wholesaler/Distributor	19.12%
<u>sii</u> 🗖	Architectural Firm	8.65%
<u> 111</u>	Component & Part Manufacturer	5.49%
<u></u>	Consulting Engineering	5.19%
<u> 111</u>	Real Estate / Building Management	4.74%
<u></u>	Designing / Building Firm	4.67%
<u>jii</u> 🔳	Importer / Exporter	4.58%
<u></u>	Manufacture's Agent / Rep	3.84%
<u></u>	Industrial Plant Operation	2.96%
<u></u>	Educational Institute	1.34%
<u> (1)</u>	R&D Institute, Technical Supervision,	1.32%
	Association	
<u>sii</u>	Public Utility	1.24%
<u>Ü</u>	Industrial Magazin / Media	1.18%
<u></u>	Government Dept.	1.02%
<u> 1</u>	Other	1.69%

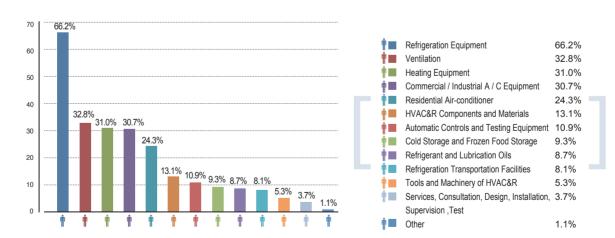




2.3 POSITION OF VISITORS IN COMPANY



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%

