

Xinjiang International Petroleum & Petrochemical Technology and Equipment Exhibition

Visitor Data Report

July 18-20, 2024

Xinjiang International Convention and Exhibition Center

Beijing Zhenwei Exhibition Co., Ltd.

No: cippe2024-08-01

Prepared by: Visitor Department

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I. Overview

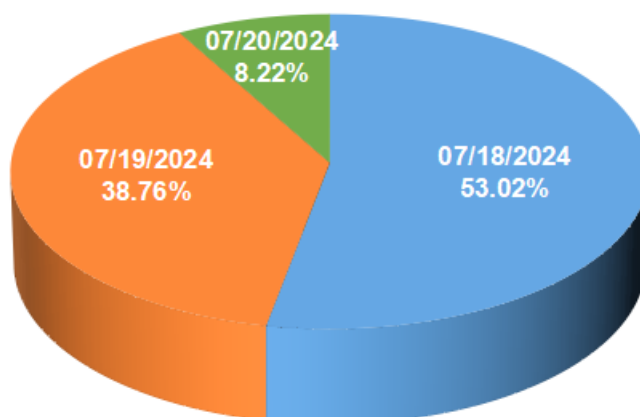
2024 Xinjiang International Petroleum & Petrochemical Technology and Equipment Exhibition was held at Xinjiang International Convention and Exhibition Center from July 18 to 20, 2024.

According to statistics, the exhibition attracted a total of 13,703 visitors, and 32,200 person-times were recorded in the access control system. The visitors are from 291 counties and cities of 27 provincial-level administrative units in China, as well as 7 countries from Asia, North America, and Europe.

Visitor Attendance

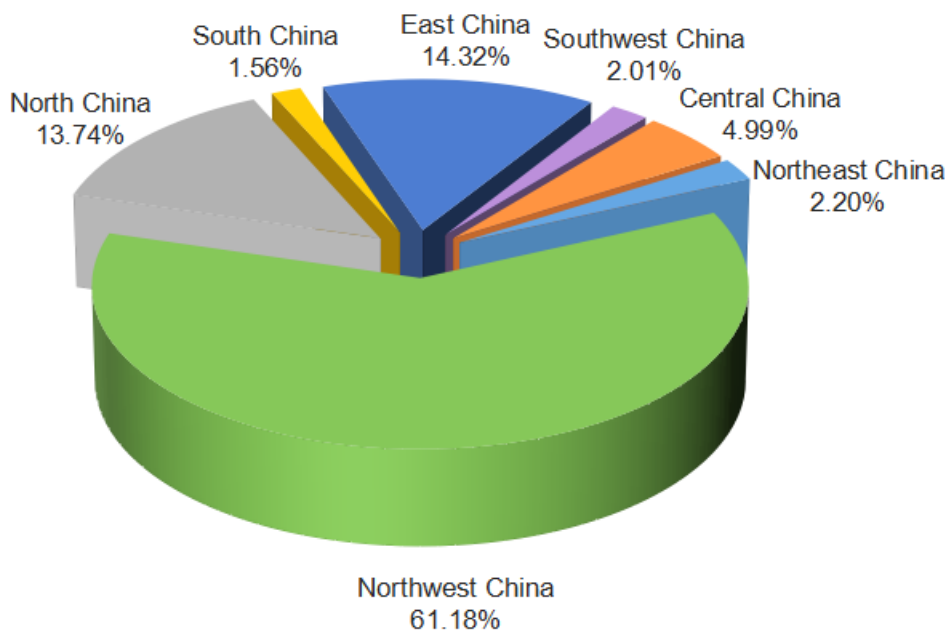
Date	Visit Times	Daily Visitors	Unique New Arrivals	Percentage of Unique New Arrivals
07/18/2024	16,275	8,715	8,715	100.00%
07/19/2024	12,874	6,370	4,203	65.98%
07/20/2024	3,051	1,351	785	58.11%
Total	32,200	16,436	13,703	83.37%

Breakdown of Daily Visitor Attendance



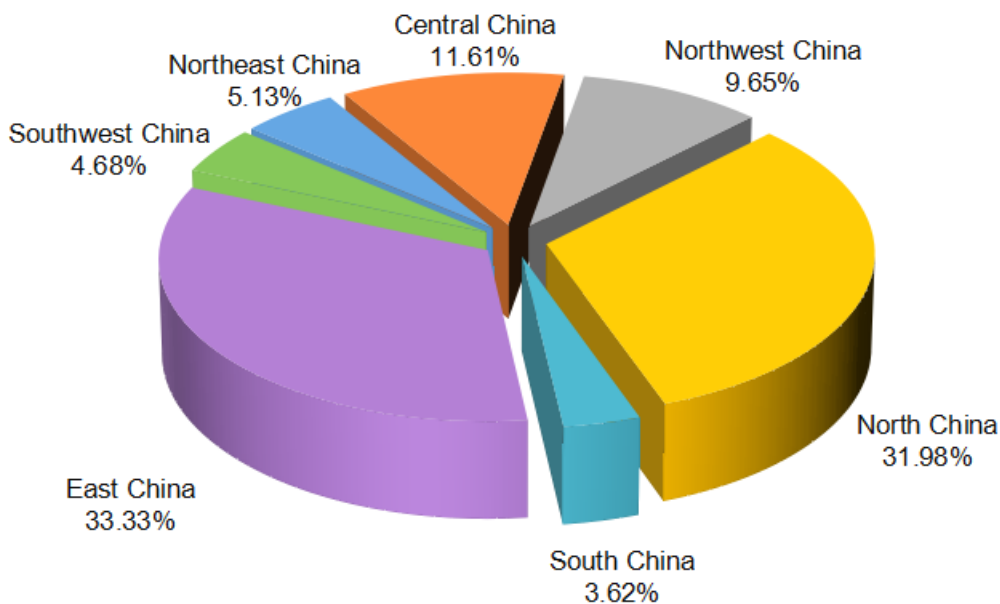
II. Geographical Breakdown of Visitors

Origin of Chinese Mainland Visitors

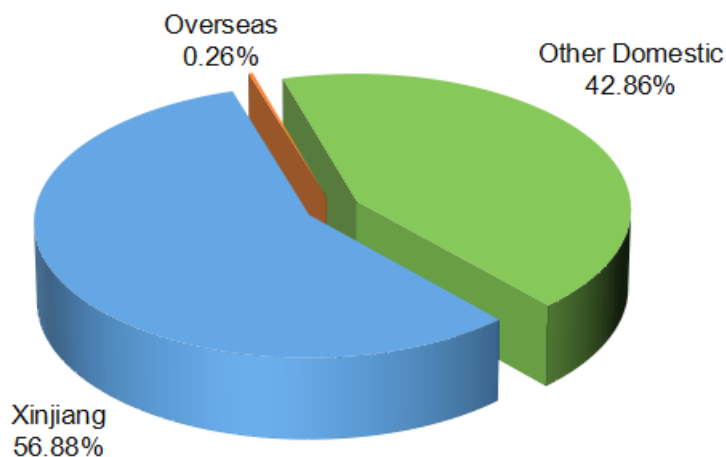


Origin of Other Chinese Mainland Visitors

Excluding the local (Xinjiang) visitors of the exhibition, calculated on a base of non-local visitors from the Chinese mainland, the regional distribution is as follows:

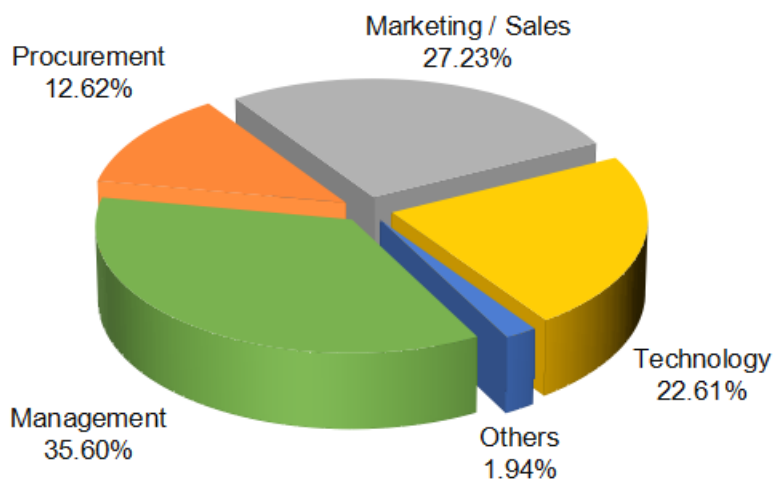


Origin of Overall Visitors

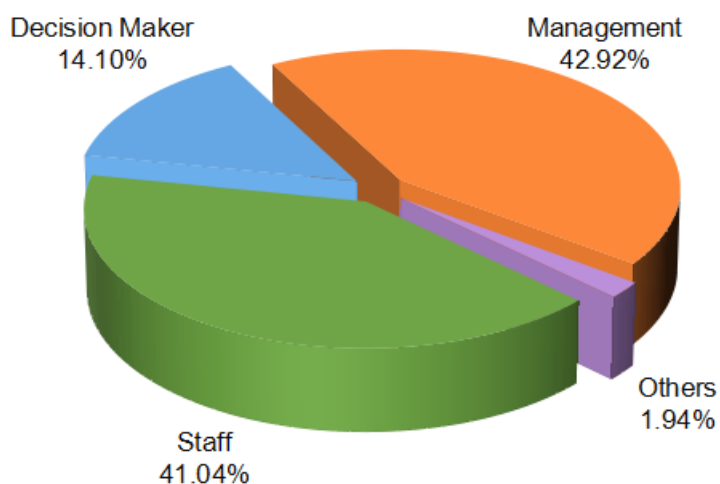


III. Visitor Job Functions and Seniority

Job Functions



Visitor Seniority



IV. Visitor Survey Results

Business Nature

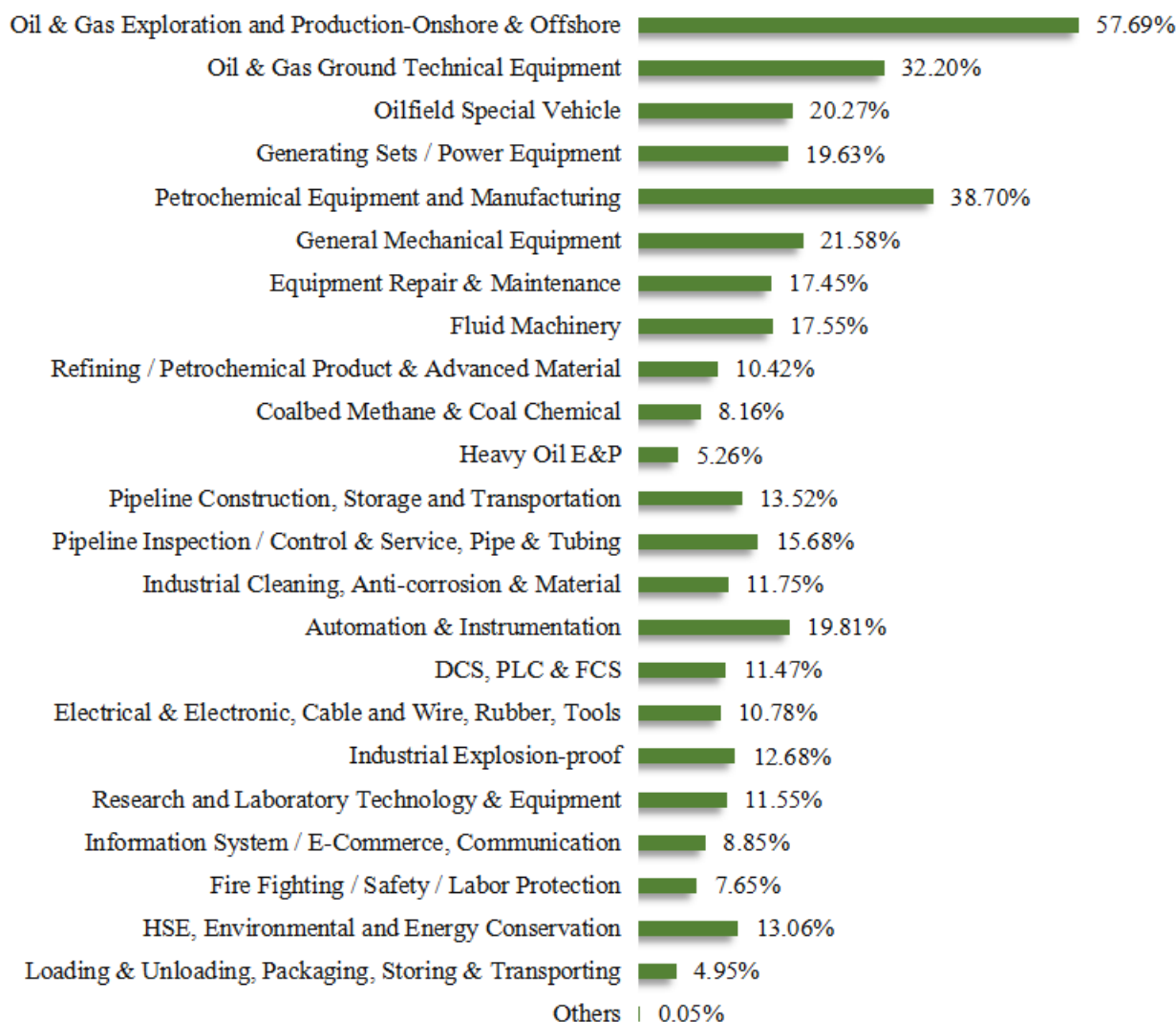


The following is the detailed data:

Item	Number	Percentage
Owner of Project / Purchasing	758	19.44%
Engineering, Construction & Contractor	769	19.72%
Agent / Distributor / Importer & Exporter	325	8.33%
Technical Services / Quality Control	615	15.77%
Production / Manufacturing	413	10.59%
Marketing / Sales	512	13.13%
Survey & Design Services	148	3.79%
Industry Association & Research Institution	113	2.90%
Government Institution	25	0.64%
Media	33	0.85%
Student	95	2.44%
Consulting	80	2.05%
Others	145	3.72%
Total	4,031	103.36%

- 3,978 visitors participated in the survey and 3,900 answered the above question.
- The percentage is based on the number of visitors who answered this question.

Areas of Interest



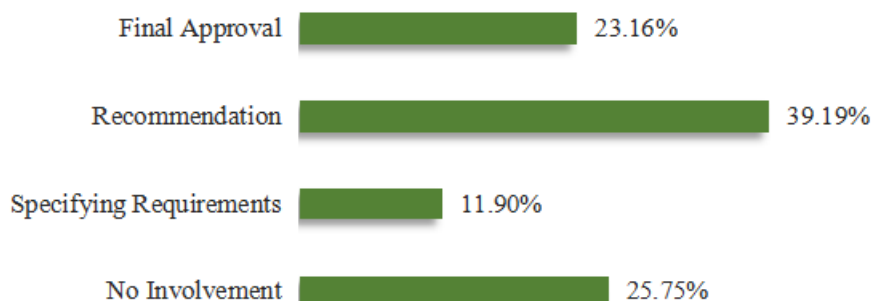
The following is the detailed data:

Item	Number	Percentage
Oil & Gas Exploration and Production-Onshore & Offshore	2,248	57.69%
Oil & Gas Ground Technical Equipment	1,255	32.20%
Oilfield Special Vehicle	790	20.27%
Generating Sets / Power Equipment	765	19.63%
Petrochemical Equipment and Manufacturing	1,508	38.70%
General Mechanical Equipment	841	21.58%
Equipment Repair & Maintenance	680	17.45%
Fluid Machinery	684	17.55%
Refining / Petrochemical Product & Advanced Material	406	10.42%
Coalbed Methane & Coal Chemical	318	8.16%
Heavy Oil E&P	205	5.26%
Pipeline Construction, Storage and Transportation	527	13.52%
Pipeline Inspection / Control & Service, Pipe & Tubing	611	15.68%

Industrial Cleaning, Anti-corrosion & Material	458	11.75%
Automation & Instrumentation	772	19.81%
DCS, PLC & FCS	447	11.47%
Electrical & Electronic, Cable and Wire, Rubber, Tools	420	10.78%
Industrial Explosion-proof	494	12.68%
Research and Laboratory Technology & Equipment	450	11.55%
Information System / E-Commerce, Communication	345	8.85%
Fire Fighting / Safety / Labor Protection	298	7.65%
HSE, Environmental and Energy Conservation	509	13.06%
Loading & Unloading, Packaging, Storing & Transporting	193	4.95%
Others	2	0.05%
Total	15,226	390.71%

- 3,978 visitors participated in the survey and 3,897 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.

Level of Purchasing Authority



The following is the detailed data:

Item	Number	Percentage
Final Approval	901	23.16%
Recommendation	1,525	39.19%
Specifying Requirements	463	11.90%
No Involvement	1,002	25.75%
Total	3,891	100.00%

- 3,978 visitors participated in the survey and 3,891 answered the above question.
- The percentage is based on the number of visitors who answered this question.

Purpose of Visit



The following is the detailed data:

Item	Number	Percentage
Purchase	1,320	33.86%
Gather Market / Product Information	2,467	63.29%
Search Cooperation & Investment	1,258	32.27%
Contact Suppliers	1,096	28.12%
Agent Recommendation	301	7.72%
Attend Symposiums / Conferences	455	11.67%
Find Innovations	1,239	31.79%
Considering Future Participation	412	10.57%
Others	5	0.13%
Total	8,553	219.42%

- 3,978 visitors participated in the survey and 3,898 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.

Source to Know cippe2024 Xinjiang



The following is the detailed data:

Item	Number	Percentage
Previous Visitors / Exhibitors	1,082	27.74%
Direct Invitation From Organizer	2,026	51.95%
Direct Invitation From Exhibitor	599	15.36%
Newspaper & Magazine	253	6.49%
Internet	738	18.92%
New Media	291	7.46%
We-Chat/QQ Groups	335	8.59%
International Social Media	117	3.00%
Friends / Colleagues / Business Associates	894	22.92%
Others	47	1.21%
Total	6,382	163.64%

- 3,978 visitors participated in the survey and 3,900 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.