China International
Hardware Show 2019
10.-12.10.2019
National Exhibition and Convention Center (Shanghai)

Post Show Report

Asia Hardware in Motion!

“动” 悉全球
CIHS 2019 REVIEW
2019 中国国际五金展回顾

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.
**Visitors profile**

**Visitors Geographical Distribution**

- **Europe** 33.04% (Increased by 19 percent compared to last year)
- **Asia** 49.80%
- **North America** 4.25%
- **South America** 6.19%
- **Africa** 2.38%
- **Oceania** 4.25%

- **Europe**: Increased by 19 percent compared to last year
- **Asia**: Increased by 49 percent compared to last year

**Visitors Category**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade (Retail/Wholesale)</td>
<td>34.01%</td>
</tr>
<tr>
<td>Exporter/Importer</td>
<td>15.65%</td>
</tr>
<tr>
<td>Hardware Store/Home Center/Department Store</td>
<td>14.29%</td>
</tr>
<tr>
<td>Manufacturer/Product</td>
<td>11.56%</td>
</tr>
<tr>
<td>Agent/Distributor</td>
<td>7.82%</td>
</tr>
<tr>
<td>Product End User</td>
<td>5.78%</td>
</tr>
<tr>
<td>DIY Enthusiast</td>
<td>3.06%</td>
</tr>
<tr>
<td>Construction &amp; Decoration Company/Contractor/Engineer</td>
<td>2.72%</td>
</tr>
<tr>
<td>Other</td>
<td>2.38%</td>
</tr>
<tr>
<td>Association/Partner</td>
<td>1.02%</td>
</tr>
<tr>
<td>Architect/Consultant/Real Estate</td>
<td>1.02%</td>
</tr>
<tr>
<td>Media/Press</td>
<td>0.68%</td>
</tr>
</tbody>
</table>

**Role in the Purchasing Process**

- **Decision maker** 46%
- **Evaluate/execute purchasing tasks** 20%
- **Propose/collect information** 25%
- **Others** 9%
买家最感兴趣产品 Visitors' Product Interests

- 53.52% 手动工具 Hand tools
- 35.75% 电动工具 Power tools
- 21.43% 气动工具 Pneumatic tools
- 19.46% 机械工具 Mechanical tools
- 17.41% 花园工具 Garden products
- 15.30% 磨料工具 Grinding abrasives
- 13.32% 家具五金 Furniture hardware
- 13.30% 建筑材料及配件 Building material & components
- 12.02% 锁具钥类 Locks & Keys
- 7.99% 装配件 Fasteners
- 7.01% 焊接工具 Welding tools
- 9.56% 工具相关附件及设备 Tool accessories
- 9.46% 金属加工设备 Metal processing equipment
- 8.65% 装饰五金 Decorate metalware
- 7.47% 安防产品与系统 Security equipment & system
- 6.93% 防护用品 Work safety & protection
- 6.02% 锁具配件及技术设备 Lock accessories
- 5.52% 门窗五金 Nails
- 4.27% 表面处理设备 Surface treatment equipment
- 4.11% 检测仪器 Testing equipment
- 2.71% 泵阀 Pump & Valve
- 0.67% 其他 Others

买家观展目的 Visitors' objectives

- 6% 参加会议论坛等同期活动 To attend conferences & seminars
- 8% 拜访老客户 To visit existing suppliers
- 9% 寻找 OEM，代理商或JV伙伴 To seek OEM/agent/JV
- 18% 寻找新产品 To seek new products
- 20% 采购产品 To purchase
- 18% 寻找新供应商 To seek new suppliers

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

- 88% 了解市场/市场调研与产品信息采集 Familiarization with the market
- 87% 采购产品 To purchase
- 75% 寻找新供应商 To seek new suppliers
- 79% 寻找新产品 To seek new products
- 74% 参加会议论坛等同期活动 To attend conferences & seminars
- 73% 寻找OEM，代理商或JV伙伴 To seek OEM/agent/JV
- 82% 拜访老客户 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% 同比去年增长7.3% increased by 7.3 per cent compared to last year.
Exhibitors profile

Exhibitors by Product Segment

- 33.6% 手工具 Hand Tools
- 29.1% 建筑装饰五金及配件 Building & Decoration Hardware
- 21.9% 工具相关附属与设备 Tools, Accessories & Systems
- 15.2% 紧固件 Fasteners
- 15.1% 电动工具 Power Tools
- 11.3% 钥匙及配件 Locks
- 10.8% 磨料磨具 Grinding Abrasives
- 8.9% 园林、园艺工具 Garden Tools
- 7.7% 安全产品与系统 Security Equipment & Systems
- 6.5% 钉、螺丝、网 Nails & Wire Mesh
- 5.4% 加工设备 Processing Equipment
- 5.1% 劳保产品 Labor insurance products
- 5.1% 气动工具 Pneumatic Tools
- 4.3% 小型机及 Other Small Machinery
- 3.6% 焊机工具 Welding Tools

Exhibitors' focus on global markets

- 15.1% 北美 North America
- 17.0% 西欧 Western Europe
- 13.8% 东欧 Eastern Europe
- 7.6% 中国 China
- 2.9% 中亚 Middle of Asia
- 2.0% 北亚 North Asia
- 9.5% 东南亚 SouthEast Asia
- 5.8% 中东 Middle East
- 11.8% 南美 South America
- 10.2% 大洋洲 Oceania

92% Exhibitors were satisfied with the CHS 2019
82% Exhibitors planning or considering to participate at CHS 2020
83% Exhibitors were satisfied with the visitor quality
96% Exhibitors were satisfied with the on-site activities
90% Met relevant customers onsite

92% 的展商对参展效果满意
82% 的展商表示继续参与CHS 2020年展会
83% 的展商对观众质量表示满意
96% 的展商对现场活动表示满意
90% 的展商在展会上见到了意向客户
"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.

"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 tools 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."

Andrea Marchini
IPIERRE SYSTEM srl

"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 enquiries 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."

Reed Flygare
Little Giant Ladders Systems

"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."

自2009年以来，我们已经参加了十届CIHS。我们是美国公司，做这行已经超过15年了。我们的产品销往全球65个国家。对我们来说这是一场很好的展会。在我们遇到了很多优质的潜在客户。现在的客户也会来找新产品，新创意和新设计。我们希望看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。

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

"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.

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.

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 enterprisers 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的企业的一份认可和感激，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！

China International Hardware Show 2020
2020中国国际五金展
LEADING HARDWARE SOURCING FAIR IN ASIA

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