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Shanghai, China
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AIP 2016 Visitor Structure

Based on the results of registration forms and interviews with the on-site trade visitors during AIP 2016

Exhibitors total	724
Exhibitors by origin	
Mainland China	550
Other countries/regions	174
Number of countries	22

Space (gross, sq.m.)	80,000
Space (net, sq.m.)	41,664
Space by origin	
Mainland China	31,440
Other countries/regions	10,224

Visitors total	76,818
Visitors by origin	
Mainland China	69,765
Other countries/regions	7,053
Number of countries	108

Mainland China	
East China	73%
South China	8%
North China	8%
Central China	5%
North West China	2%
South West China	2%
North East China	2%

Other Area/regions	
Asia	66%
Hong Kong, Taiwan & Macau	13%
Europe	11%
Africa	4%
South America	3%
North America	2%
Oceania	1%

Countries/regions of origin (Top 8)*	
India	12%
South Korea	12%
Taiwan	8%
Malaysia	6%
Indonesia	6%
Japan	5%
Tailand	5%
Hong Kong	5%

Industrial sector	
<i>(Several answers possible)</i>	
Commercial printing, newspaper printing, publications printing	38%
Label printing, tag printing, business forms, bill printing	24%
Packaging printing, post-press processing, paper processing companies	22%
Advertising & design houses, direct marketing & PR agencies	6%
Graphic arts, graphic arts specialists	3%
Paper & envelope manufacturers	2%
Retailers and manufacturers	3%
Print media, multimedia/Internet publishers	1%
Government bodies & financial institutions	1%
Educational establishments & professional bodies	2%
Relevant trade associations	1%
Others	4%

Interest in product ranges	
<i>(Several answers possible)</i>	
Prepress equipment and software	38%
Printing equipment	46%
Packaging processing equipment	30%
Postpress converting, decoration and finishing equipment	25%
Prepress, printing and postpress auxiliary equipment, parts and components	24%
Printing consumables such as printing paper, ink, plate, blanket, etc.	27%
Services	9%
Others	2%

Business Nature	
<i>(Several answers possible)</i>	
Manufacturers	48%
Processors	21%
Trading company, importer, exporter, wholesaler, distributor, retailer	17%
Research institution	3%
Government	1%
Trade association	1%
Media	2%
Service	7%
Others	3%

Area of responsibility	
Management	55%
Sales	24%
Technology	12%
Purchasing	5%
Services	2%
Others	2%

Influence on purchasing	
Decision maker	48%
Significant influence	29%
Initial recommendation	20%
Others	3%

Visiting purposes	
<i>(Several answers possible)</i>	
Looking for new suppliers	32%
Placing orders/Procure products	31%
Consolidating existing business contacts	18%
Acquiring latest market/product information	32%
Observing the show for exhibiting at next edition	7%
Attending conferences, seminars and concurrent activities	5%
Learning and networking	13%
Others	3%

Visiting times	
1	55%
2	18%
3	13%
4	4%
5	5%
6	5%

Company size	
1-100 employees	62%
101-500 employees	26%
>500 employees	12%

General assessment	
Satisfied	90%

Recommendation	
Yes/Probably	97%

*Basis : Other countries/regions