



## 第106届中国劳动保护用品交易会暨2024中国国际职业安全及健康产业博览会

China International Occupational Safety & Health Goods Expo

### 展后报告

POST SHOW REPORT



## 目之所向 携手笃行

Stepping Together into a Shared Future

### 展商数据

Exhibitor Analysis



**80,000+** sqm

展会总面积 Exhibition space **1,505** 家

**93.8%** 参展商 Exhibitors

展商对展会整体效果非常满意  
Exhibitors were very satisfied with the overall effect of CIOSSH 2024

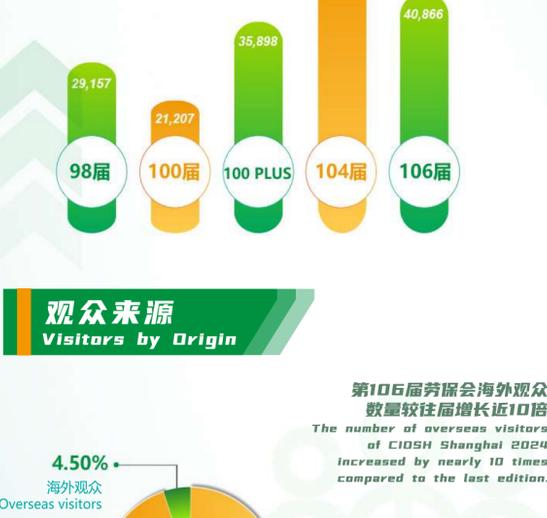
### 部分知名展商

Part of Brands



### 观众数据

Visitor Analysis



**40,866**

人次专业观众 Visitors **43** 来自于

**97.1%** 个国家 Countries

观众对展会整体效果非常满意  
Visitors were very satisfied with the overall effect of CIOSSH 2024

### 历届观众分析

Visitors in Number

通过连续5届上海会的数据对比，可以看出，会后有效数据总体呈现递增状态，侧面体现了观众对展会的认可度很高；微信推广及注册力度继续加大，争取更高信息化、无纸化。100届劳保会由于疫情影响导致观众数量略有下降，但实际到场的观众质量为往届之最，对展商而言有效客户更多；100Plus观众数量回升；104届蓄力2年，创历届新高，106届观众数量正常回落，但海外观众数量及质量明显提高。

By comparing the visitor number of the past five editions of CIOSSH Shanghai, it is apparent that the overall effective visitor number is on the rise, which indirectly reflects the strong recognition of CIOSSH. Due to the impact of the pandemic, the number of visitors at the 100<sup>th</sup> CIOSSH decreased slightly, but the visitor quality hit the highest among previous editions, which meant more effective customers for exhibitors. The visitor number at the 100 Plus CIOSSH rebounded, and reached a new high record after two years of accumulation at the 104<sup>th</sup> CIOSSH. This year, the number of visitors returned to normal, highlighting a significant increase in the number and quality of overseas visitors.



### 观众来源

Visitors by Origin

第106届劳保会海外观众数量较往届增长近10倍  
The number of overseas visitors of CIOSSH Shanghai 2024 increased by nearly 10 times compared to the last edition.



### 观众观展频率

Frequency of Visits

首次参观观众 First-time Visit **49.18%**

多次参观观众 Multiple-time Visit **47.55%**

### 观众感兴趣产品

Interested Products



### 展商声音

Voices of Exhibitor



劳保会可谓是业界一年一度的朝圣之地，行业同仁相聚于此。疫情后整个市场都在一个逐渐回暖和复苏的进程，今年现场的氛围非常好，人气十足，也能看到其他展商推出了各种各样的新品，这些都推动着杜邦自身进一步的发展。

CIOSSH can be described as an annual mecca for the industry, attracting industry peers from far and wide. After the pandemic, the entire market is undergoing a gradual thawing and recovery process. CIOSSH is brimming with a vibrant atmosphere and bustling with energy this year. It is also evident that fellow exhibitors have launched a variety of new products, all of which are driving Du Pont's further development.

赵君女士  
杜邦水处理与防护事业部  
Tyvek®防护服亚太区市场经理  
Ms. April Zhao  
Asia Pacific Marketing Manager of DuPont™ Tyvek® Garments

朱燕华先生  
东莞葛天那鞋袋制造有限公司，国内销售总监  
Mr. Richard Zhu  
Domestic Sales Director of SAFETY JOGGER – Cortina China Limited

我们是一家比利时企业，在过去8年都很重视劳保会，积极参与并在展会中发掘了大量客户。令人惊喜的是，本届展会现场明显感受到了国际观众的增加，包括来自巴西、中东、非洲、东南亚、俄罗斯等国家与地区的海外客户都来参观了。这些国际性的销售线索，对我们来说具有重大的客户市场价值，我们在未来也将继续参加劳保会。

We are a Belgian brand, and we have placed great emphasis on CIOSSH over the past 8 years, actively participating and discovering numerous clients at the exhibition. To our delight, there is a noticeable increase in international participants at CIOSSH this year, with visitors from Brazil, the Middle East, Africa, Southeast Asia, Russia, and other countries and regions. These international sales leads hold significant market value for us, and we will continue to participate in CIOSSH in the future.

Mr. Boon Heng Yeoh  
SC Johnson Professional, 总经理  
General Manager of SC Johnson Professional

这是我们第一次参加劳保会。劳保会是一个优质的平台，帮助我们深入了解行业环境以及其他领头企业的新产品新技术。我们惊喜于劳保会的专业程度，参展商和专业观众的质量都非常高。

It's our first time to participate in CIOSSH as an exhibitor. CIOSSH is a good platform to explore the environment as well to get to know the other players within the same industry. We've been very pleasantly surprised by the professionalism we've seen at CIOSSH, the quality of the exhibitors and visitors have been fantastic.

Mr. Colin Bell  
Mat Group, 技术与创新顾问  
Technology and Innovation Advisor of Mat Group

继我们的技术在摩托车市场取得成功之后，公司计划开拓工业和医疗市场。我们非常高兴的是，我们是中国安全防护领域的一场重要盛会，在劳保会，我们不仅可以展示产品，还可以与更广泛的资源和潜在的新客户建立联系。我们对展会现场的人流与活力留下了深刻印象，当然，我们也很满意现场的效果，远超预期。

Following the success of our technology in the motorcycling consumer market, we are venturing into industrial and medical markets and we were made aware that the CIOSSH is a very important event to attend and to present a product, and to connect with the broader network and potential new customers for the technology. We've been very impressed by the level of attendance, the level of energy and of course we're very pleased with the level of interest, the show has exceeded our expectations.

### 期待再聚

See You Soon



行而不止 第107届再相聚

Progress without halt, and see you all at the 107th CIOSSH.

10月21-23日

21 - 23 October