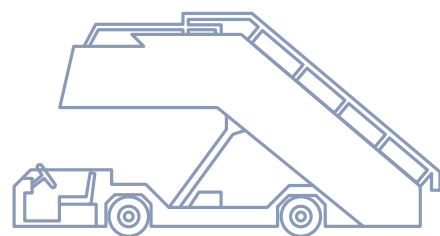
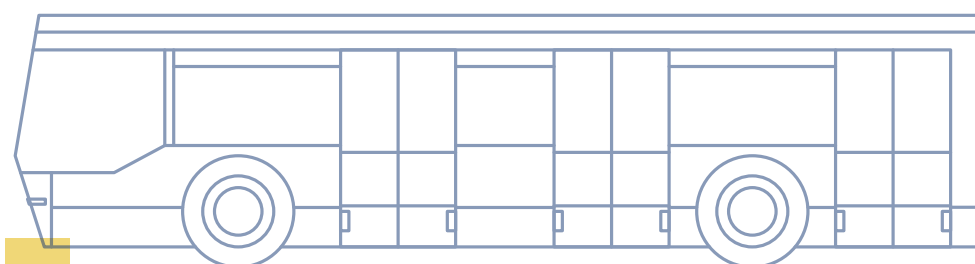
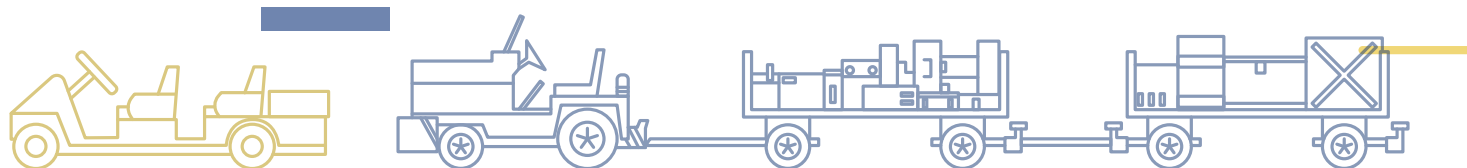


第七届中国(北京)国际
机场技术、设备、设计和服务展览会
inter airport China 2016

**inter
airport
china**
The world's premier airport exhibition

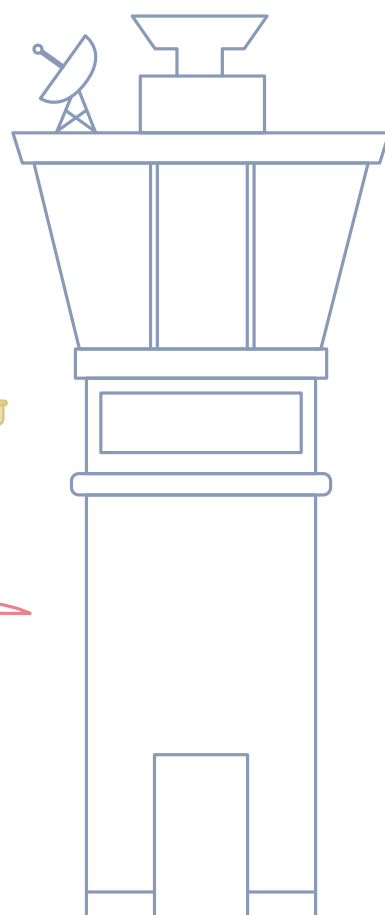


展后报告

Post Show Report



www.interairportchina.com



EVENT SUMMARY

展会概况

inter airport China 是中国规模最大、影响力最高的机场建设领域专业展览会,是机场行业双方开展深度合作交流、加快建设与创新驱动发展的国际盛会。同时,也是*inter airport* Europe和*inter airport* South East Asia的系列展之一。在过去的12年里,*inter airport* 漂洋过海从欧洲来到中国,在北京已成功举办七届,百家企业、万名观众共同见证

As China's largest and most influential trade show in the field of airport construction, *inter airport* China is also an international event creating opportunities for in-depth cooperation and exchanges between buyers and sellers of airport industry, accelerating construction and boosting innovation-driven development. Meanwhile, it's one of the exhibition series of *inter airport* Europe and *inter airport* South East Asia. Over the past 12 years, *inter airport* China has been successfully held for seven times.

了中国民用机场事业的高速发展。在展会现场,您不仅能看到各种尖端的技术新品,先进完善的设备系统,优质的机场服务理念,更能见到大量来自中国主要机场、及各大航空公司和其他国内外从事机场相关工作的领导和专业观众。

Hundreds of enterprises and tens of thousands of visitors have witnessed the rapid development of China's civil airport business. At the show, in addition to a variety of cutting-edge technologies, advanced equipment and systems and excellent airport service ideas, you may also have chances to communicate with a large number of leaders and professional visitors from China's major airports and airlines, as well as those engaged in airport-related work at home and abroad.

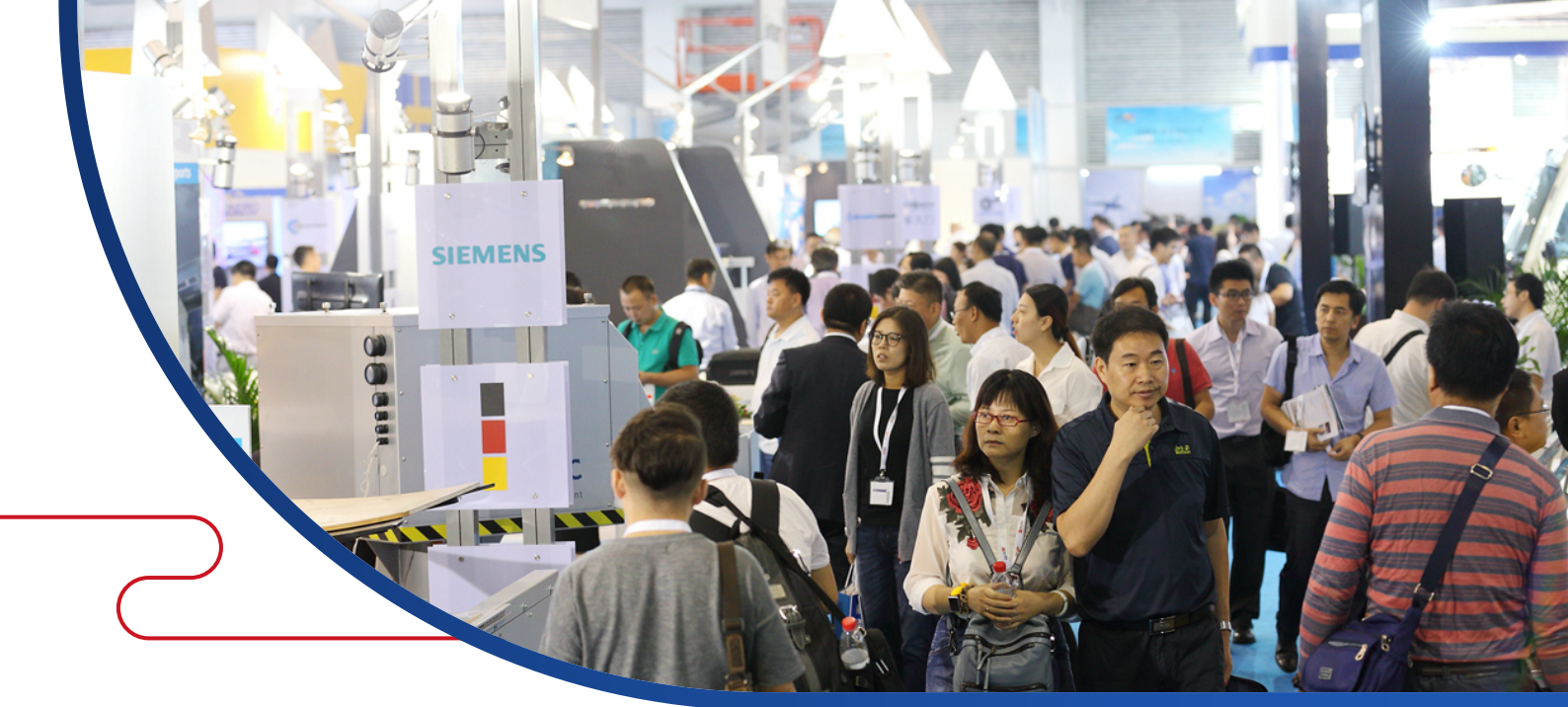
inter airport China 2016展会实现了全新的突破,展示面积、展品数量、观众地域、VIP买家数量、展会参观人次均创历届之最。共有15个国家和地区超过100家机场设备制造商和品牌参展,展示面积达到1万平米。观众全部来自机场行业,包括中国主要前35大机场和各大航空公司。中国民航管理干部学院,航科院,国家发改委综合运输研究所,中国国际工程咨询公司,首都新机场建设指挥部,成都天府机场建设指挥部,华东建筑设计院,中国民航机场建设集团规划设计总院,中国航空规划建设有限公司,空军设计局和昆明长水机场的嘉宾组团到场,现场与展商亲切交流,建立商贸洽谈。



The *inter airport* China 2016 made several breakthroughs with unprecedented exhibition area, exhibit quantity, visitor origin and number of visitors and VIP buyers. More than 100 airport equipment manufacturers and brands from 15 countries and regions participated in the event, with a total exhibition area around 10,000m². Visitors were all from the airport industry, including China's large airlines and the top 35 airports. A delegation consisting of visitors from Civil Aviation Management Institute of China, China Academy of Civil Aviation Science and Technology, Institute of

Comprehensive Transportation of National Development and Reform Commission, China International Engineering Consulting Corporation, The Construction Headquarter of Beijing Daxing International Airport, The Construction Headquarter of Chengdu Tianfu International Airport, East China Architectural Design & Research Institute, The Planning and Design Institute of China Airport Construction Group Corporation of CAAC, China Aviation Planning and Construction Development Co., Ltd., Air Force Engineering Design and Research Bureau and Kunming Changshui International Airport also came to the scene, and they communicated with exhibitors and held talks on trade.





随着“一带一路”战略的推动,中国民航业已飞速发展,为了加快构建“空中丝绸之路”,提升全方位的国际运输便利化,相关在建的机场有**124**个,预计到2020年底中国的机场数量将增加到**260**个。与此同时,中国民航业重点推进**193**个大中型项目,总投资达**5,000**亿元人民币,其中51个战略项目直接服务于“一带一路”。空中丝绸之路的开启,贯通中亚、南亚、东南亚、西亚等区域,连同带动连接亚太和欧洲两大经济圈,各国间的频繁互动将带来不可估量的收益。

Driven by the Belt and Road Initiative, China's civil aviation industry has taken off. In order to speed up the building of the "Air Silk Road" and facilitate international transport in an all-round way, China has launched the construction of **124** airports and the number of airports across the country is expected to reach **260** by the end of 2020. At the same time, priority has been placed on **193** large and medium-sized civil aviation projects absorbing a total investment of RMB **500** billion. Among them, 51 strategic projects are aimed at bringing fruits to the Belt and Road Initiative. The opening of the Air Silk Road will not only link up regions including Central Asia, South Asia, Southeast Asia and West Asia, but also connect and promote the development of Asia-Pacific region and Europe, creating tremendous profits from vigorous interaction among countries in the world's two major economic zones.

欢迎搭乘inter airport China专机,飞向空中丝绸之路,您将得到超出预期的收获!

Welcome on board! Head for the Air Silk Road with *inter airport* China and get more than you expected.

支持单位 | Supporting Organisations



合作媒体 | Media Partners

观众概况

ANALYSIS OF VISITORS

3,538

34

专业买家
Qualified buyers

参观国家
Countries

观众分布 | VISITOR CATEGORIES



51.3%

与供应商交流
Supply Providers
Exchange



33.8%

寻求国内/海外合作
Seek Domestic/
Overseas Cooperation



24.4%

采购
Purchase



11.5%

收集产品技术信息
Collection of Product
Technical Information



10.1%

评估展会
Assessment of the
Exhibition



5.7%

其他
Others

您的职务类别?

Your role in your organisation

高级管理人员
Senior Manager

30.5%

技术人员
Technical Staff

24.2%

业务人员

Sales & Marketing Department

22.3%

董事长、总经理、总监

President, General Manager, Director

13.0%

其他

Others

5.9%

采购人员

Procurement Staff

2.3%

部门管理

Department Manager

1.8%

您在采购中的角色?

Your role in the procurement

研究和推荐人员
Recommender

28.9%

主要影响者
Main Influencer

24.3%

最终决策者

Decision-maker

18.9%

其他

Others

12.5%

影响者

Influencer

10.9%

采购人员

Procurement Staff

7.6%

海外观众来源前十国家:

Top 10 Visitor Countries (excluding China)



Thailand



Sweden



Korea



Singapore



Japan



Russia



USA



Germany



Malaysia



Australia



99%

对inter airport China 2016感到满意

Satisfied with inter airport China 2016

您能否达成以下这些目的?

Did you reach the following objectives?



完全达到
Completely



基本达到
Satisfactory



一般
Fair



寻找新技术

Search new technology



寻找新的供应商

Seek new provider



做出购买决定

Make purchase decision



参加技术交流会/研讨会

Attend communication
meeting/seminar

展商概况

ANALYSIS OF EXHIBITORS

10,000m²



展会面积
Total exhibition space

101



展商
Exhibitors

2



海外展团
Overseas Pavilions

13



参展国家
Countries

展商评语 | MESSAGES FROM EXHIBITORS

*inter airport China*作为机场行业的专业展会,为展商提供了展示最新技术和解决方案的平台,并且搭建了和业内合作伙伴及机场用户面对面交流的桥梁。

As a professional exhibition in the airport industry, *inter airport China* provides a platform for exhibitors to display the latest technology and solutions, and set up a bridge to face-to-face communication with industrial experts and end users.

SIEMENS

西门子——张劼 市场总监
Siemens AG, Logistics and Airport Solutions

我们对本届的*inter airport China*展很满意。这个展会对我们公司的产品推广起到很大的促进作用,是一个值得信任的专业展会。

We're satisfied with *inter airport China* 2016. The exhibition plays a great and positive role in promoting our product. *inter airport China* is truly a trustworthy and professional exhibition.

Airsafe

上海航安机场设备有限公司——吴光烈 总经理
Airsafe Airport Equipment Co., Ltd.

inter airport China 2016作为中国机场行业最专业的展会,与我们公司保持了长期良好的合作关系,我们也通过这个影响力广泛的平台,进行了不错的市场推广与品牌宣传。

inter airport China 2016, as the most professional exhibition in China airport industry, always keeps a good long-term cooperation with us. On the wide-influence platform, our company had great marketing promotion and brand publicity.

CIMC | 中集空港

深圳中集天达空港设备有限公司——严婷婷 市场策划经理
Shenzhen CIMC-Tianda Airport Support Ltd.

我们一直都很重视*inter airport China*展,并在本届展会展示了我们公司最前端的技术和设备。我们期待在今后的展会上,能有更多的客户通过这个平台了解我们的技术并购买我们的产品。

We always attach great importance to the *inter airport China*, and display our company's cutting-edge technology and equipments at the well-known exhibition of airport industry, and look forward to seeing more clients through this platform to know our technology and buy our products in the future.

航大联合
HANGDA LIANTIE

航大联合(北京)科技有限公司——王柠 执行总经理
HDLH (Beijing) Technology Co., Ltd.

关于2016 北京机场展,主办方在展前及整个展会期间一直和我们保持及时有效的沟通,主办的组织和服务也非常令人满意,我们会继续关注和参加。

The organiser of *inter airport China* had timely and effective communication with us though the exhibition, and the organisation and service during the exhibition was also very satisfactory. We will continue to pay attention and attend the *inter airport China*.



赛福格(北京)贸易有限公司——奚蕾 市场部经理
Safegate (China) Co., Ltd.

您在展会期间是否达成以下目的?
Did you reach the following objectives?

● 满意
Satisfied

● 一般
Fair



会见新的国内客户
Meet new domestic customers



发展合作意向
Explore the possibility
for cooperation



提高公司/产品的知名度
Increase the popularity of
the company/product

同期活动

PROGRAMME OF EVENTS

inter airport China

2016.9.12-14

北京国际机场技术、设备、设计和服务展览会

ATC GLOBAL

北京国际空中交通管制展览暨研讨会

AVIATION LIVE
9-14 SEPTEMBER 2016 BEIJING, CHINA

9.9-9.14
中国北京

一场巨头云集的航空嘉年华
两大明星展会首次合作!

Aviation Live由两大主题活动组成,全球领先的空中交通管理展会活动 ATC Global 以及国内唯一专注机场设备、服务和技术的 *inter airport China*, 两个活动都在9月12日至14日举行, Aviation Live为广大航空业精英齐聚北京提供了一个无与伦比的机会。展览期间我们广泛邀请知名专家和行业领袖,共同呈现一系列可供选择的交流会、培训课程、实地参观、推介会和产品展示活动。

Aviation LIVE was anchored by China's largest event dedicated to airports, *inter airport China* and leading international air traffic management event, ATC Global both taking place on 12-14 September in Beijing. Events qualifying to take place under the Aviation Live banner took a wide range of formats including workshops, educational sessions, briefings, site visits, product demonstrations and tours.

展会亮点

SHOW HIGHLIGHTS

01

*inter airport China*首次举办“明星”“双论坛”与会嘉宾和听众通过一系列的演讲直接建立关系纽带,受到了高度的关注和极大的欢迎。

At the *inter airport China* 2016, the “star” “two forums”, featured with a direct connection between speakers and the audience, were held together for the first time and came out quite eye-catching and popular.



展会首日,“中国机场‘十三五’规划发展论坛”启幕,论坛以“政策解读与趋势发展”、“机场规划建设与机场新科技”和“绿色机场与机场城市”为主题,国内近56家机场、航空公司、机场建设及科研设计机构的120余名专家、学者与会,积极融入国家“一带一路战略”共同绘就“十三五”期间国内机场发展新局面。

On the first day of the trade show, the “13th Five-Year Plan for Chinese Civil Airports” forum kicked off themed “The Policy and New Trend for Civil Aviation Industry”, “The New Technology for Airport Planning and Construction”, and “The New Trends for Green Airport”. More than 120 experts and scholars from about 56 airports, airlines, airport construction organisations and research and design institutes in China attended the forum, actively contributing to “The Belt and Road Initiative” and jointly blueprinting the development of China's civil airports during “The 13th Five-Year Plan”.



馆内研讨会区域，“2016机场建设发展论坛”与“新技术交流会”

更是热闹非凡。演讲嘉宾来自中国民航

科学技术研究院规划室、新疆机场集团规划发

展部、广西机场管理集团战略发展部、通航空港建设投资管理有限公司和中工国际工程股份有限公司园区事业部等，他们为现场听众详细分析“我国民用运输机场发展现状及趋势”，解读“通航机场的困局与出路”。

In the seminar hall, “2016 Airport Construction & Development Forum” and “New Technology Exchange Meeting” were both particularly bustling. Speakers were from organisations including the Planning Office of China Academy of Civil Aviation Science and Technology, the Planning and Development Department of Xinjiang Airport Group, the Strategic Development Department of Guangxi Airport Group, General Airport Construction & Investment Management Co., Ltd. and the Industrial Park Division of China CAMC Engineering Co., Ltd. Before the audience, they gave detailed analysis on “the present and the future situation of China’s civil airports” and explanation on “the problems and solutions of general airports”.

领略到更完美的室外展区，更全面的涵盖机场户外设备

Better outdoor exhibition space and more comprehensive inclusion of outdoor airport facilities.



02

室外展馆则是特种车辆的天下，机场清扫车、机场摆渡车、应急救援车、电动观光车、电动牵引车等特种车辆可全年服务于机场跑道、滑行道、停机坪等路面，这些设备已在全国各大机场投入使用。对于新建及改扩建机场的运营者可直观且全面的欣赏到业内顶尖产品，领略到未来机场“智能”出行新体验。

Special purpose vehicles were exhibited outdoors, including airport sweeping vehicles, airport shuttle buses, recovery vehicles, and electric sightseeing vehicles and tractors which were suitable for the use of runways, taxiways and aprons all year round and had been used in large airports across the country. The exhibition directly exposed operators of new or reconstructed or expanded airports to cutting-edge products and helped them learn about the future of “smart” airport transport.

03

inter airport全球展 | inter airport SERIES

**inter
airport
europe**

The world's leading airport exhibition
2017.10.10-13 | Munich Trade Fair
德国慕尼黑国际会展中心

**inter
airport
china**

The world's premier airport exhibition
2018.9 | CIEC, Beijing
中国国际展览中心·北京

**inter
airport
south east asia**

The world's premier airport exhibition
2019.2.27-3.1 | Singapore EXPO
新加坡博览中心

主办方 ORGANISER

MACK BROOKS
exhibitions

英国迈布克斯展览集团建立于1965年，是一家著名的全球性会议展览集团。总部位于英国，并在芝加哥、波士顿、曼谷、古尔冈和上海等多个国家和地区设有分支机构。英国迈布克斯展览集团是一家知名的展会主办方，每年在全球范围内组织20余场专业展览会，涉及包括钣金加工、机场技术、轨道交通、基建、隧道挖掘、排污处理、水处理、紧固件、瓦楞纸技术、涂布印刷、精细化工、聚氨酯等多个产业领域。同时，我们还将不定期发布相关行业的专业杂志、产业报告以及行业名册。

迈布克斯(上海)会议展览有限公司，是英国迈布克斯会议展览集团(MACK BROOKS EXHIBITIONS)在中国唯一的全资子公司。代表其举办在中国境内的所有展览会和会议。

Mack Brooks Exhibitions Group builds markets worldwide by bringing buyers and sellers together in dedicated marketplaces. Established in UK in 1965, the company has also world wide subsidiaries respectively in Chicago, Boston, Bangkok, Gurgaon and Shanghai. Mack Brooks Exhibitions Group owns and organises more than 20 leading international trade fairs and 'business to business' exhibitions, events and conferences around the world each year. The portfolio of events covers specialised technology areas including sheet metal working, airport technology, rail technology, traffic management, construction, tunnelling, waste management, recycling, water technology, fastening and fixing technology, speciality chemicals, corrugated and carton manufacturing, paper, film and foil converting, printing and packaging. The Mack Brooks Group also publishes related directories, magazines, sector reports and websites.



市场推广 MARKETING PROMOTION

定向直邮邀约重点买家50,000 名	1	Key buyer DM, over 50,000
EDM: 30期, 共计1,500,000封	2	EDM Campaign: 30 issue, total 1,500,000
线上推广: 官方微信推送85期, 展商微信推送62期	3	Wechat Advertising: Wechat, Customized Exhibitor Wechat
媒体广告(国内外): 近100家	4	Media Advertising: Over 100

联系方式 | CONTACTS



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