第十六届中国国际科学仪器及实验室装备展览会

The 16th China International Scientific Instrument and Laboratory Equipment Exhibition

2018年4月21-23日

Venue: China National Convention Center

授权单位:
中华人民共和国商务部

支持单位:
中国机械工业联合会
中国出入境检验检疫协会

主办单位:
中国仪器仪表行业协会

承办单位:
北京朗普展览有限公司

Authorized by:
Ministry of Commerce of the People's Republic of China

Supported by:
China Machinery Industry Federation
China Entry-Exit Inspection and Quarantine Association

Organizer:
China Instrument Manufacturers Association

Co-organizer:
Beijing Lamp Exhibition Co., Ltd.
CISILE 2018 which took place in Beijing · China National Convention Center on 21-23 April 2018 was organized by China Instrument Manufacture Association, supported by China Machinery Industry Federation and China Entry-Exit Inspection and Quarantine Association. With the exhibition area of 25,000 m², the 3 days event hosted 18268 trade visitors and 603 exhibitors in which 2679 visitors and 108 exhibitors were from overseas.

### Exhibitors

CISILE 2018 gathered famous companies worldwide like Focused Photonics Inc, ESPEC Shanghai, Beijing Beifen-Ruili, INESA, NOVEL Optics, Dalian Elite, Techcomp, Sairem S.A.S, Cell Scale Biomaterials Testing, the Tintometer Group etc from countries including China, USA, Canada, France, Japan, UK, Korea. The exhibition showed wide variety of laboratory, analytical, optical, life science instrument; parts; consumables and accessories.
In order to help visitors targeted exhibitors easily. We added and increased special exhibit area for “Instrument Incubator”, “Domestic Testing Equipment Verification and Comprehensive Evaluation Result”, “Quick Inspection”, “Equipment Parts”. Besides, some exhibitors even built live laboratory demonstration rooms which gave an overview of new laboratory design solutions.
4 Visitors

(一) Visitor Organizing

Lab professionals, traders, dealers from 31 provinces in China, and 36 countries including USA, Russia, France, Sweden, Argentina, Australia, New Zealand, South Africa, South Korea, Turkey, India, Malaysia, Japan and Korea visited CISILE 2018.

CISILE 2018 also attracted management and technical staff from Tsinghua University, Peking University, Beijing Institute of Technology, China University of Geosciences, Beijing University of Chemical Industry, Capital Medical University, Jilin University, the Chinese Academy of Sciences Institute of Microbiology, China Petrochemical Research Institute, Physical and Chemical Engineering Institute of Nuclear Industry, Peking Union Medical College Hospital, 301 Hospital, Beijing Anzhen Hospital, Shanxi Medical University etc.
(二) Visitor Data

1. Visitor Analysis

According to the statistics provided by the third party EastFair: 18268 trade visitors visited CISILE 2018 with the scan record of 25916 person times, in which 15589 were from China and 2679 were from overseas.

2. Visitor Statistics

By regions

- Non-local visitor: 21.69%
- Overseas visitor: 14.66%
- Local visitor: 63.37%

By region in China

- North: 81.91%
- Northeast: 9.04%
- Central: 3.39%
- Southern: 1.25%
- West: 0.57%

By field of industry

- Technical: 20.64%
- Others: 7.48%
- Mangement: 37.53%
- Service: 0.89%
- Purchase: 3.57%
- Sales: 29.89%

By job functions

- Decision maker: 14.95%
- Mangement: 42.80%
- Technician: 38.66%
- Others: 3.59%

数据来源：EastFair 展会现场管理系统
3. Visitor Registration Form

A. How do you know CISILE?

- Invitation letter: 34.02%
- Subway advertising: 5.97%
- Locale: 9.23%
- Magazine: 0.36%
- Internet: 29.83%
- Friend/Colleague: 32.13%
- Exhibitor invite: 11.23%
- Association: 0.31%
- Others: 0.84%
B. Purpose of visit

- Making purchase order: 25.15%
- Contacting the inherent suppliers and distributors: 23.17%
- Recruiting agents and retailers: 16.48%
- Collecting market and product information: 50.52%
- Searching for new agencies or partners: 25.08%
- Searching for special solutions or proposals: 14.39%
- Others: 1.74%

C. What is your character in your purchase

- Decision maker: 31.36%
- Referrer: 41.94%
- Specified requirements: 13.03%
- Unrelated: 13.78%

D. The character of your work

- Management: 26.49%
- Purchasing: 19.30%
- Marketing: 34.15%
- Manufacturing: 7.61%
- Technical engineer: 20.29%
- Research development: 11.71%
- Retailing: 1.41%
- Advertisement/ Promotion/Media: 3.06%
- Governmental administrator: 1.82%
- Others: 2.18%
E. Please indicate the character of your company

- Research institutions: 14.17%
- Colleges and universities: 7.14%
- Laboratory: 18.42%
- Biology/Chemistry/Pharmacy: 15.36%
- Factory: 2.93%
- Environmental protection: 4.28%
- Food processing: 1.77%
- Medical treatments: 4.38%
- Automotive electronics: 1.09%
- Government departments/Association: 1.44%
- Manufacture/Processing industry: 13.73%
- Energy/Metallurgy: 1.26%
- Detection/Supervision: 3.30%
- Engineering industry: 4.11%
- Others: 7.40%

F. What is your interested field?

- Analytical instrument: 54.05%
- Chromatographic apparatus: 31.89%
- Laser instrument: 18.54%
- Optical instrument: 26.32%
- Testing machine: 16.35%
- Industrial quality control: 13.43%
- Medicament and diagnosis: 14.43%
- Biotechnology equipment: 23.79%
- Certification of materials test instrument: 17.13%
- Microscope and optical image processing: 15.59%
- Biological information and biological chemistry: 17.25%
- Laboratory technology and equipment: 49.59%
(一) Technical exchange activities

CISILE2018 followed its style of combining the exhibition with research. Together with the exhibition, more than 10 technical exchange forums and seminars were held. It’s not only a exhibition, but also a academic feast for the participants.
CISILE 2018 New product Lunch

Concurrent event included CISILE 2018 new product launch event, more than 10 companies launched their newest patent products: Instantaneous Fluorescence Spectrometer, New Generation of Small Raman Spectrometer, High Resolution Mass Spectroscopy System, Digital Enhanced Gyroscope etc. These products will be used in the fields of food and medicine test.

Industry Developing Situation Forum and CISILE 2018 Independent Innovation Award

This forum was organized by China Instrument Manufacture Association. It focused on the current hot issues and make prospects for future development trend of the industry. It’s not only a exchange platform for professionals, but also a highlight for CISILE. The awards ceremony was also held to encourage self innovations.

### Innovation Gold Award

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Product</th>
<th>Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beijing Kwinbon Biotechnology</td>
<td>Chemiluminescence Immunoassay Analyzer</td>
<td>HMC-D2</td>
</tr>
<tr>
<td>NCS Testing Technology</td>
<td>Coal Fume Heavy Metal Online Monitoring System</td>
<td>XRFZ-1000</td>
</tr>
<tr>
<td>BAODE INSTRUMENTS</td>
<td>Atomic Fluorescence Photometer</td>
<td>BAF-4000</td>
</tr>
<tr>
<td>HKY Technology Co., Ltd</td>
<td>Degassing Conductivity Online Monitor</td>
<td>HK-1309DC</td>
</tr>
<tr>
<td>Beijing Titian Instrument</td>
<td>Atomic Fluorescence Photometer</td>
<td>Kylin</td>
</tr>
<tr>
<td>BAODE INSTRUMENTS</td>
<td>Automatic Flow Injection Analyzer</td>
<td>BDFIA-8000</td>
</tr>
<tr>
<td>NOVEL OPTICS</td>
<td>Wireless Lab</td>
<td>NOW.Lab</td>
</tr>
<tr>
<td>Beijing HaiGuang instrument</td>
<td>Direct Mercury Analyzer</td>
<td>HGA-100</td>
</tr>
<tr>
<td>LABWIT</td>
<td>Stackable Shaking Incubators</td>
<td>ZWYC-290A</td>
</tr>
</tbody>
</table>

### Transformation Gold Award

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</tr>
</thead>
<tbody>
<tr>
<td>ZKscicooling</td>
<td>Three Box Temperature Impact Test Box</td>
<td>CTS-TC7505-BF</td>
</tr>
<tr>
<td>NCS Testing Technology</td>
<td>VOCs Online Monitoring System</td>
<td>NCS-NMHC-1000</td>
</tr>
</tbody>
</table>
### Promotions

#### (一) Promotional campaigns

1. Subway Advertising
   - Location: Beijing Subway Lines
   - Duration: 34 Days

2. Lift Advertising
   - Duration: 1 week
   - Lifts: 2160
   - Frequency: 600 times/day
   - Coverage: 1545476 person

3. Search Engine
   
   We improved the SEO ranking of the CISILE and accurately capture every customer’s demand if they search the key words like “scientific instrument” “scientific instrument exhibition” on the search engine.
4. Media Press (part)

Major news, financial and other medias reported the opening ceremony of our exhibition.
(二) New Channel advertising

1. New added AD7

   For the first time, we had this kind of advertising: traced each one who visited the official website of CISILE, and served ads to them properly.
   - Duration: 110 days
   - Email: 2507 person
   - Exposure: 7520770 times
   - Click: 5595 times

2. Wechat advertising

   The WeChat advertising viewing rate is 1%, which is above the industry level. Besides, users forwarded 175 times in WeChat moments, so CISILE spreaded again.
   - Duration: 21 days
   - View: 2956 person
   - Exposure: 363980 times
   - View: 6626 times

3. H5 Small games

   Several small games were launched during the 3 days exhibition.

(三) Video Interview

   On the first day, video medias reported CISILE and interviewed our exhibitors.
**Services**

1. **Exhibitors self-service, E-invitations**

   In order to provide detailed exhibitor information to visitors before the exhibition, CISILE official website has “exhibitor self service” , which includes all CISILE 2018 exhibitors. Exhibitors can post their company profiles and exhibit products here to automatically create special E-invitations so that visitors could choose their interested companies to view.

2. **Visitor self-service**

   CISILE 2018 optimized the visitor badge claim ways to improve the efficiency. Except the traditional service window, six self-service machines have been added.

   To get the visitor badge, people only need to scan their pre-registration QR code or enter phone number on the self-service machine.

3. **Pick up service**

   The rain dropped heavy for the first day. CISILE provided the umbrella-holding pick up service for all the exhibitors and visitors.
Shijiang Fu
Techcomp
CEO
CISILE has a strong promotion effect for the scientific instrument enterprises in China. We are very pleased to be here, hope it will get better and better.

Jianyu Jing
INESA
VGM
We have been participating in CISILE for many years. So many trade visitors come each year. It is one of the best exhibitions in the industry. Thanks for providing us such a platform.

Kang Zhao
HaiGuang Instrument
Marketing Director
CISILE has become a industry feast. Each April, we gathered here to communicate with experts, industry leaders and users. It’s a good opportunity to improve the quality of domestic scientific instrument.

Xiao Liu
Titian Instrument
Product Manager
We evaluate CISILE as one of our must go exhibitions in China. Each year we come to see the market demands which is important for us to the product development.

Xian Sun
Haimen Kylin-Bell Lab
GM
CISILE not only provide opportunities for large companies but also for small and medium size ones. This is also good for visitors cause they can have more options.

Zhengzhong Zhang
Haier biomedicine
Sales Director
We participate CISILE each year, it’s a great platform for us to meet with our existing clients and also a bridge to meet the new customers. Thanks for giving us such a opportunity.
CISILE 2019

The 17th China International Scientific Instrument and Laboratory Equipment Exhibition

March 27-29, 2019
Beijing • China National Convention Center

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010-62957873
en.cisile.com.cn