



CISILE 2018

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

Date: April 21-23, 2018

北京·国家会议中心

Venue: China National Convention Center



批准单位:

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 Langpu Exhibition Co., Ltd



展后报告

POST SHOW REPORT

1 Overview

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
603



Exhibit area
25000m²



Visitors
18268

2 Exhibitors

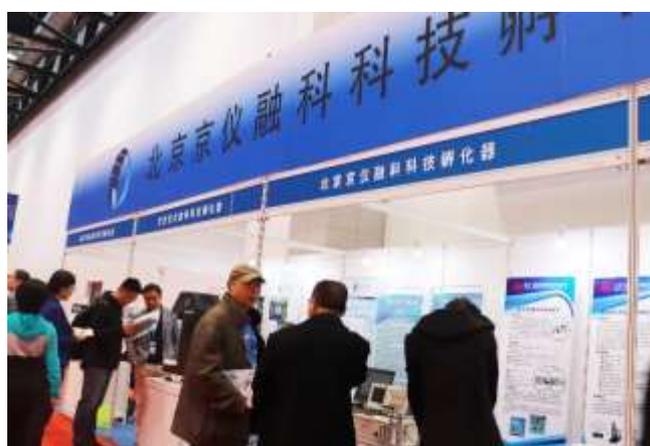
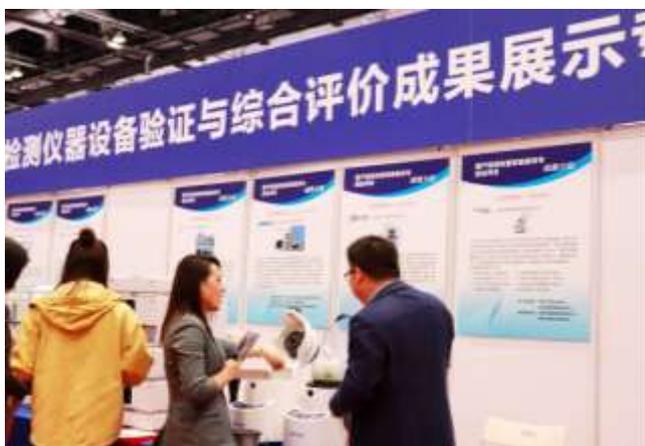
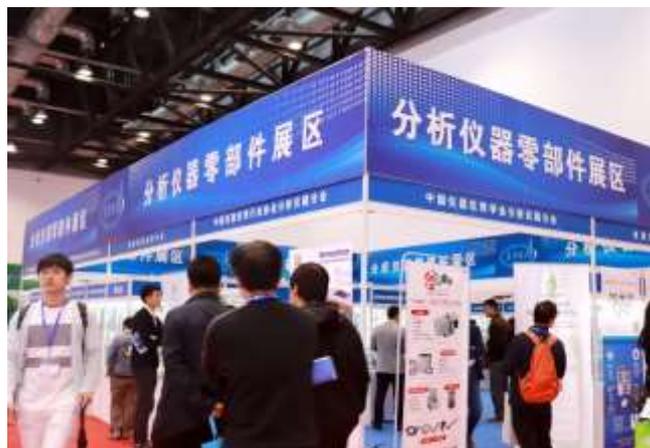
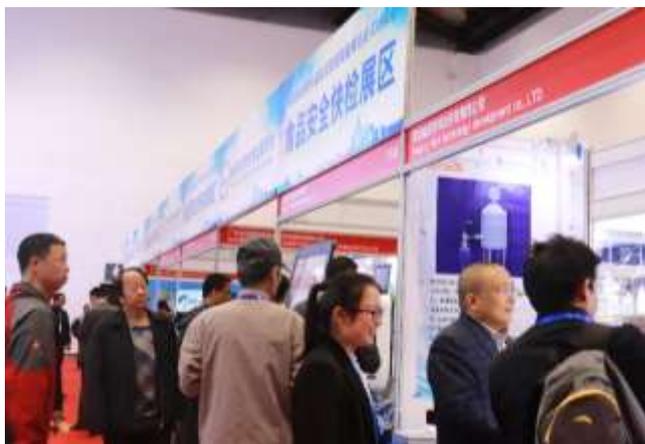
CISILE 2018 gathered famous companies worldwide like Focused Photonics Inc, ESPEC Shanghai, Beijing Beifen-Ruili, INESA, NOVEL Optics, Dalian Elite, Techcomp, Sairem S.A.S, Cell Scale Biomaterials Testing, the Tintometer Group etc from countries including China, USA, Canada, France, Japan, UK, Korea. The exhibition showed wide variety of laboratory, analytical, optical, life science instrument; parts; consumables and accessories.



3 Special area

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 Special Exhibit Areas



Lab Demol



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

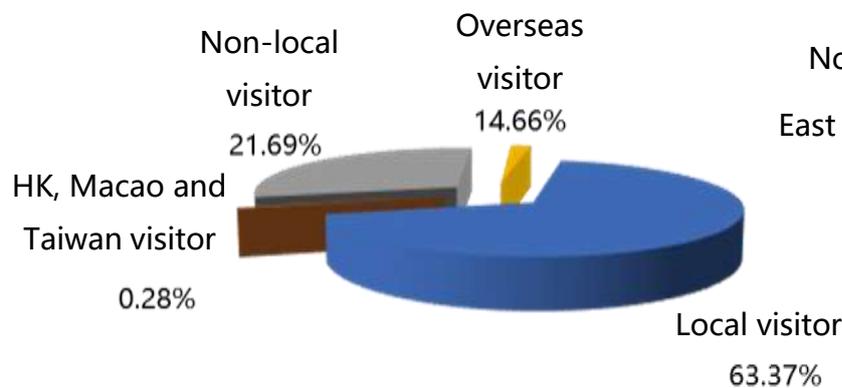
1. Visitor Analysis

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.

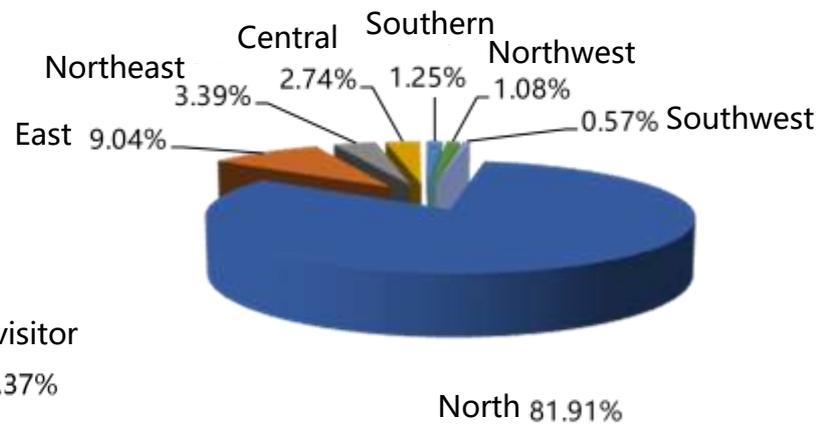


2. Visitor Statistics

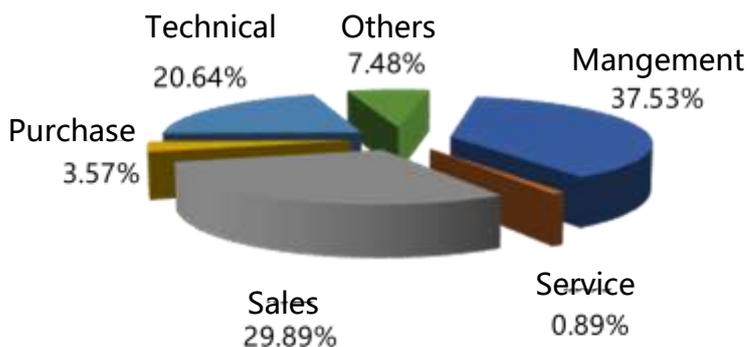
By regions



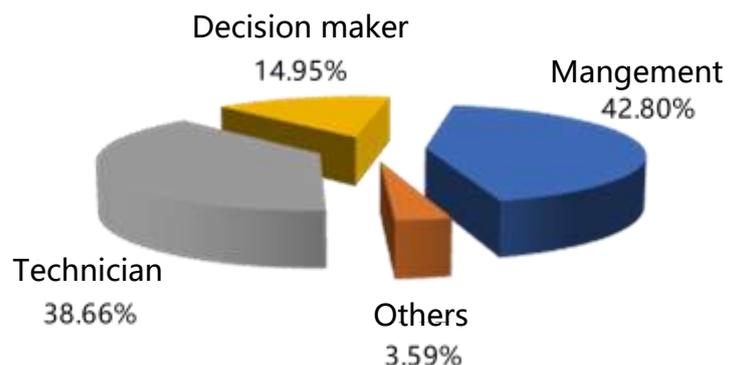
By region in China



By field of industry



By job functions



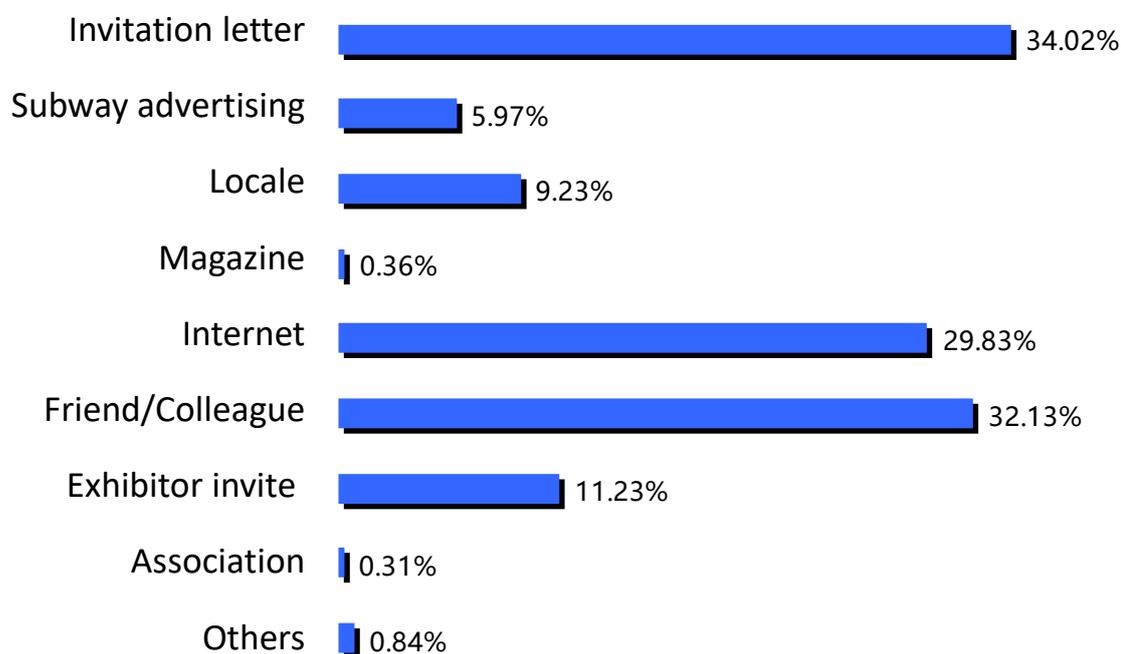
数据来源: EastFair 展会现场管理系统

Domestic Visitor Region Map



3. Visitor Registration Form

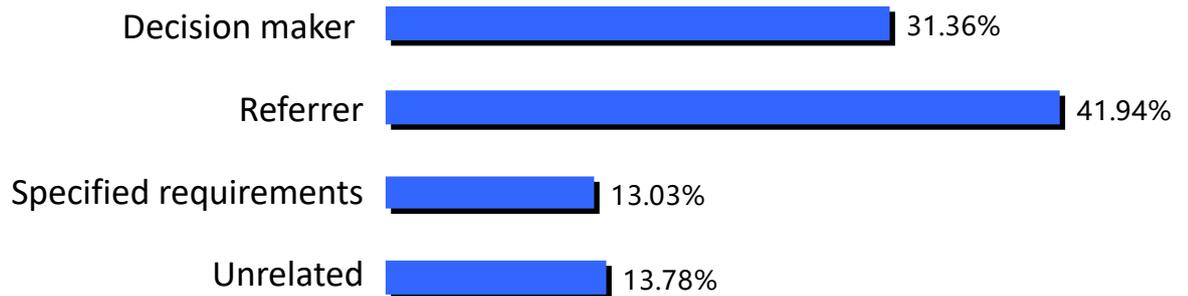
A. How do you know CISILE ?



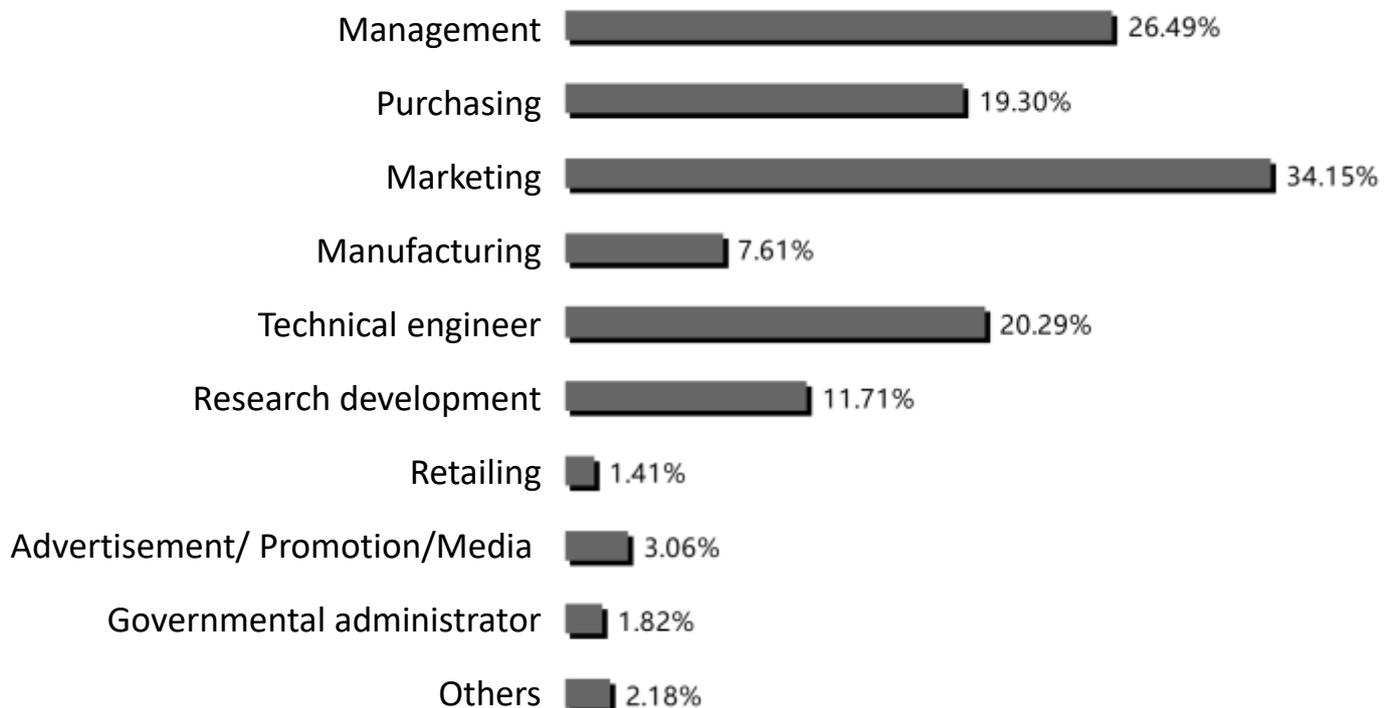
B. Purpose of visit



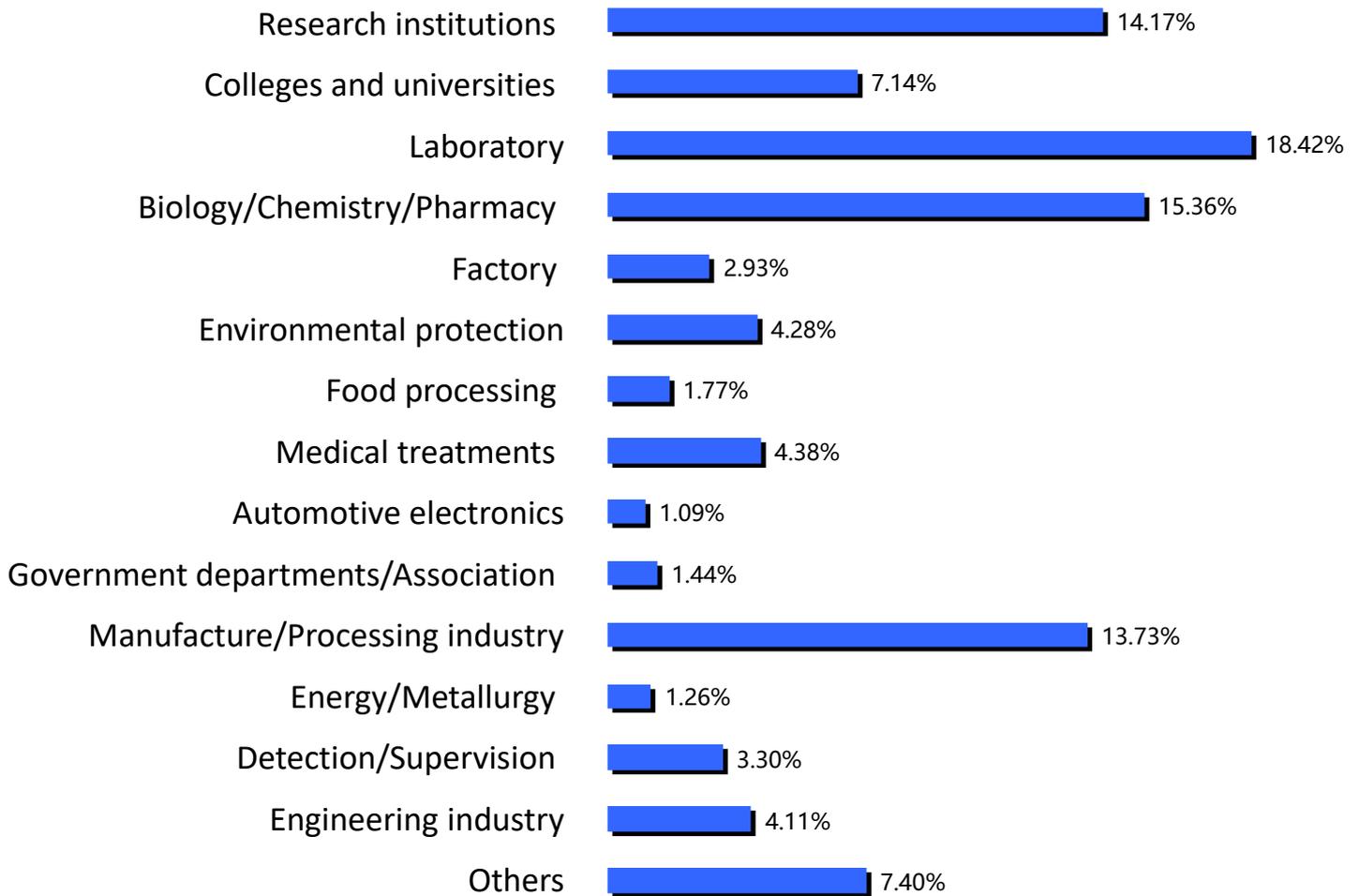
C. What is your character in your purchase



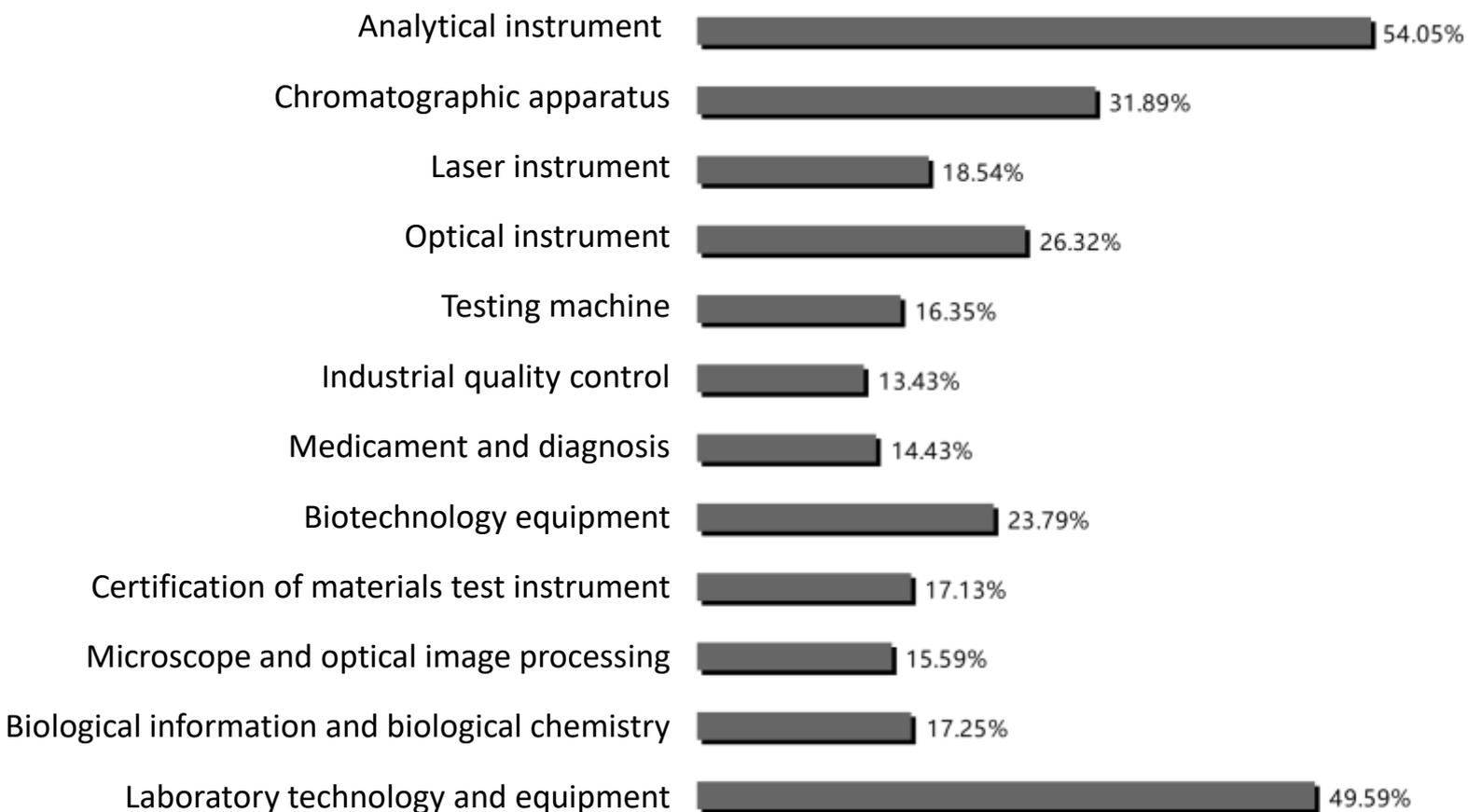
D. The character of your work



E. Please indicate the character of your company



F. What is your interested field?



5 Concurrent

(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 an exhibition, but also an academic feast for the participants.

China Laboratory Management & Detecting Technology Forum



Laboratory Design and Management Summit Forum



Biotechnology Cutting-edge Technology Forum



Domestic Testing Equipment Verification Promotion Meeting



Analytical Instrument Researcher Forum



Food Safety Quick Inspection Forum



Scientific Instrument Industry E-marketing Forum



Sample Pre-treatment Technical Training



Test and Inspect Technology for Military Enterprises Forum



(二) 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.



(三) 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

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



Transformation Gold Award

Company Name	Product	Model
ZKscicooling	Three Box Temperature Impact Test Box	CTS-TC7505-BF
NCS Testing Technology	VOCs Online Monitoring System	NCS-NMHC-1000

6 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



Morningpost



XS gou



prcfe



Beijing 163



XHOL



cinic



China.com



China Economic Herald



Chinaesm



SCXXB



CEOIM



cnfina

(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
- Exposure: 7520770 times
- Email: 2507 person
- 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
- Exposure: 363980 times
- View: 2956 person
- 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.



7 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.



8 Feedbacks



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 mew 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

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 Manufacturer Association

Co-organizer

Beijing Lamp Exhibition Co.,Ltd

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