



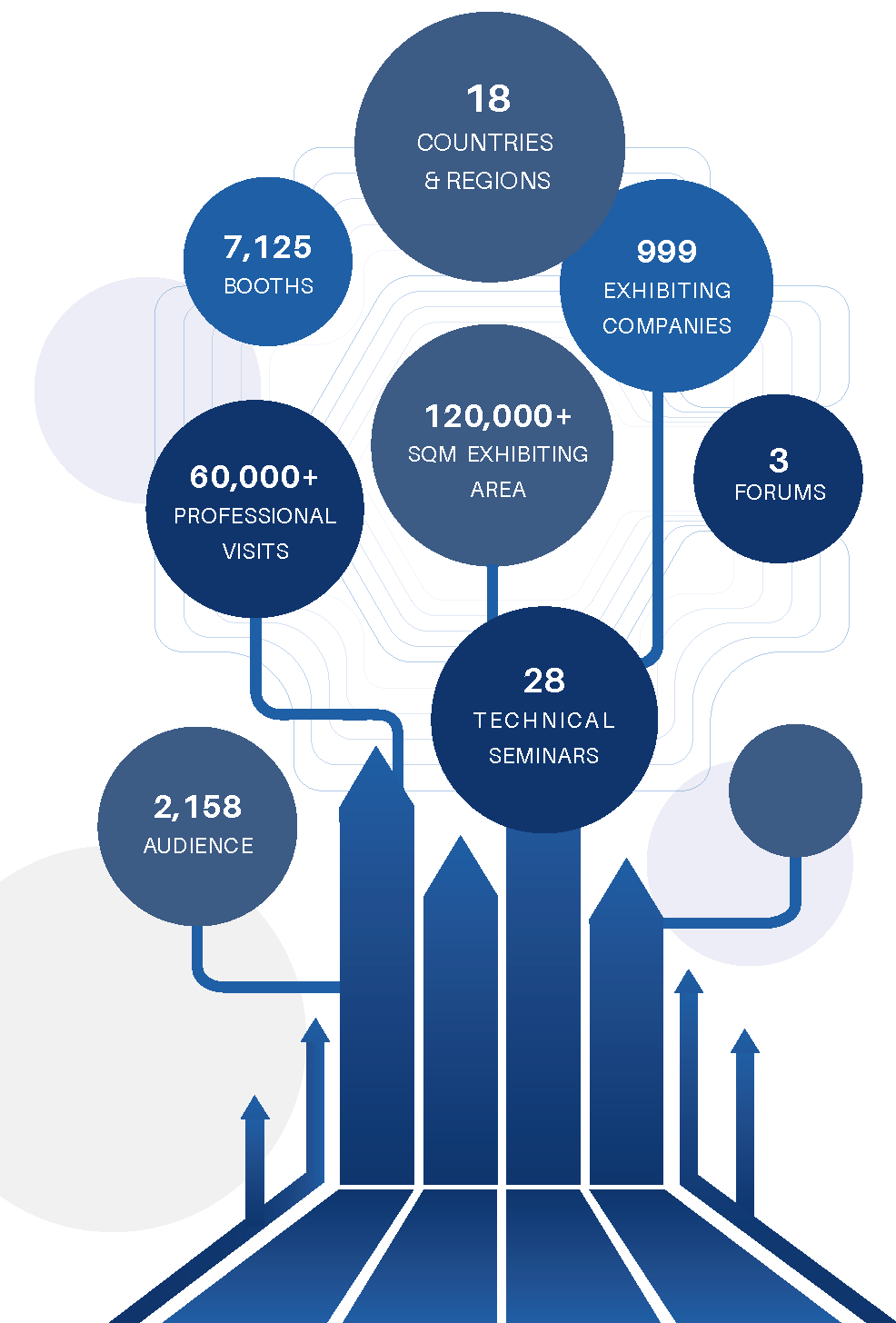
# POST-EXHIBITION REPORT

## QINGDAO·SHANDONG

THE 53<sup>TH</sup> (2017 SPRING) CHINA NATIONAL PHARMACEUTICAL MACHINERY EXPOSITION  
& 2017 (SPRING) CHINA INTERNATIONAL PHARMACEUTICAL MACHINERY EXPOSITION

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## AT A GLANCE



## EXHIBITOR PROFILE

### Main Objectives in Exhibiting

**71.9%**

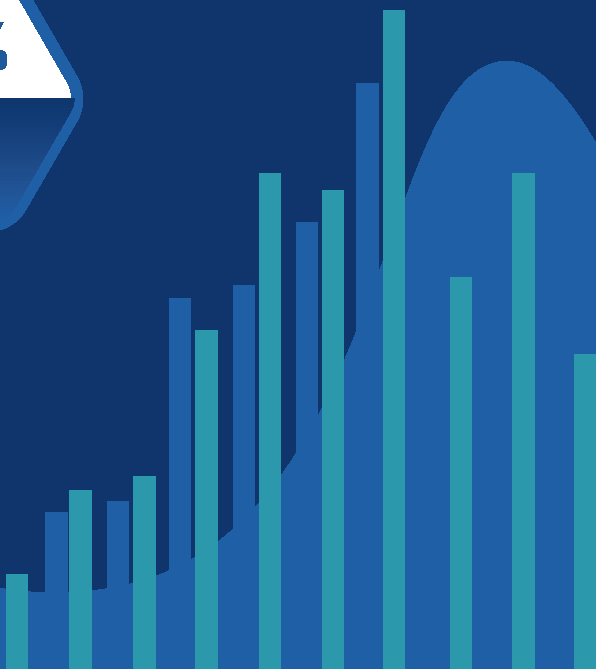
Acquaint with  
new clients

**73%**

Improve brand  
awareness

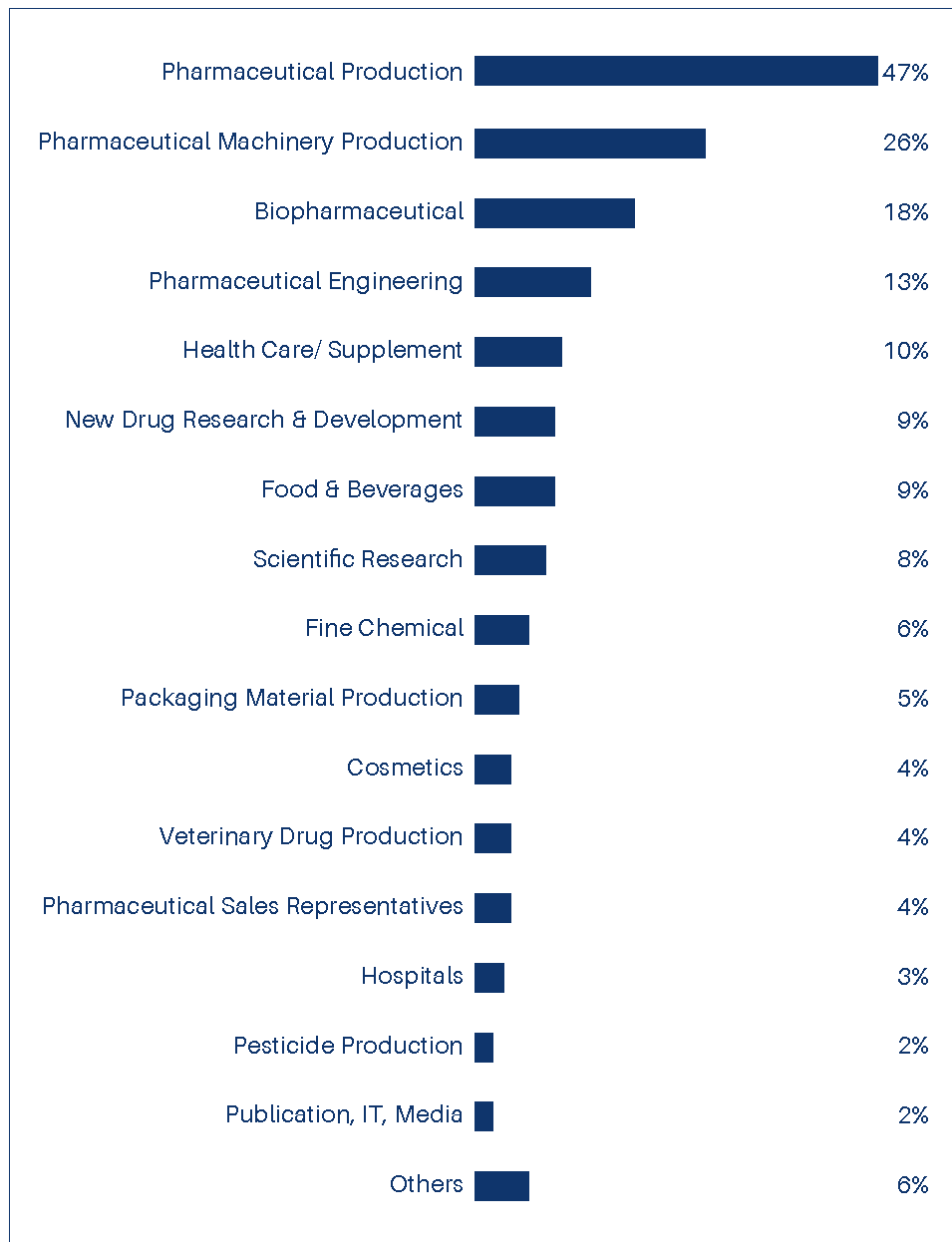
**51.1%**

Accelerate  
sales



## VISITOR PROFILE

### Professional Field



## VISITOR PROFILE

### Interests

Preparation equipment

61%

Pharmaceutical inspection instruments

46%

API equipment

32%

Water treatment equipment

25%

Automation/ visual

25%

Milling machinery

24%

Laboratory equipment

24%

Packaging machinery

21%

Engineering design

20%

TCM machinery

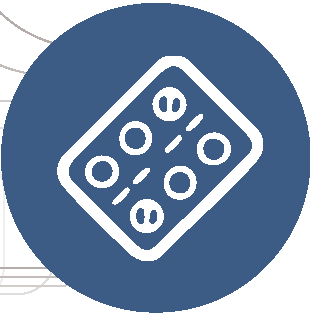
15%

Other pharmaceutical machinery/ equipment

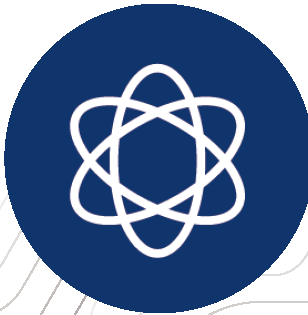
18%

# FORUMS

This year’s forums attracted 449 professional visitors.



- ISPE Experts Technical Seminars



- VOGEL Pharmaceutical Training Session - Qingdao



- VOGEL Pharmaceutical Forum

## TECHNICAL SEMINARS

28 technical seminars were held by companies from different segments of the industry, attracted 1,709 audience.