EXHIBITION ANALYSIS

1. STRUCTURAL DATA OF EXHIBITION

<table>
<thead>
<tr>
<th></th>
<th>Overseas</th>
<th>National</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Exhibition Space</td>
<td>29,705</td>
<td>73,795</td>
<td>103,500</td>
</tr>
<tr>
<td>(m²)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Exhibition Space</td>
<td>13,777</td>
<td>34,181</td>
<td>47,958</td>
</tr>
<tr>
<td>(m²)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibitors</td>
<td>290</td>
<td>842</td>
<td>1,132</td>
</tr>
<tr>
<td>Visitors</td>
<td>5,507</td>
<td>48,595</td>
<td>54,102</td>
</tr>
<tr>
<td>Nationalities of Exhibitors</td>
<td></td>
<td></td>
<td>33</td>
</tr>
<tr>
<td>Nationalities of Visitors</td>
<td></td>
<td></td>
<td>105</td>
</tr>
</tbody>
</table>

2. VISITORS SURVEY

2.1 ORIGINS OF VISITORS

2.1.1 ORIGINS OF NATIONAL VISITORS

- East China: 70.30%
- North China: 13.70%
- South China: 6.00%
- Northeast: 3.70%
- Central China: 3.60%
- Northwest: 1.50%
- Southwest: 1.20%

2.1.3 ORIGINS OF OVERSEAS VISITORS

- Asia: 51.20%
- Europe: 19.40%
- Hong Kong, Macau: 10.20%
- Taiwan: 9.10%
- North America: 9.10%
- South America: 3.50%
- Africa: 4.80%
- Oceania: 1.80%
2.2 VISITORS FROM THE FOLLOWING DEPARTMENTS

- Manufacturer (HVAC&R): 34.50%
- Contractor/Dealer/Wholesaler/Distributor: 17.50%
- Architectural Firm: 8.90%
- Consulting Engineering: 4.80%
- Designing / Building Firm: 5.40%
- Component & Part Manufacturer: 5.30%
- Importer / Exporter: 4.80%
- Manufacturer’s Agent / Rep: 3.30%
- Real Estate / Building Management: 3.10%
- Industrial Plant Operation: 2.70%
- Educational Institute: 2.10%
- R&D Institute, Technical: 1.80%
- Supervision, Association: 1.60%
- Industrial Magazine / Media: 1.70%
- Government Dept.: 1.50%
- Public Utility: 1.20%
- Other: 1.60%

2.3 POSITION OF VISITORS IN COMPANY

- Engineer / Owner: 21.00%
- Chairman / Mgr.: 18.10%
- Management: President, VP, Mgr.: 11.30%
- Project Manager: 11.10%
- Sales: 9.30%
- Purchasing: 8.00%
- Research / Product Design: 4.60%
- Operations / Maintenance: 3.40%
- Student: 2.60%
- Education: 2.30%
- Editor / Publisher: 2.10%
- Architect: 1.80%
- Quality Control / Assurance: 1.30%
- Other: 3.10%
2.4 Main interests in the following product segments (multiple choices)

![Bar chart showing the percentage distribution of interests among various products.]

- Refrigeration Equipment: 62.70%
- Residential Air-conditioner: 28.50%
- Ventilation: 27.80%
- Commercial / Industrial A/C Equipment: 24.20%
- Heating Equipment: 24.10%
- Cold Storage and Frozen Food Storage: 15.90%
- Automatic Controls and Testing Equipment: 10.60%
- HVAC&R Components and Materials: 9.70%
- Refrigerant and Lubrication Oils: 8.80%
- Refrigeration Transportation Facilities: 8.10%
- Tools and Machinery of HVAC&R: 5.60%
- Services, Consultation, Design, Installation, Supervision, Test: 3.20%
- Other: 1.60%

2.5 Channels to be acknowledged (multiple choices)

<table>
<thead>
<tr>
<th>Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Previous Session</td>
<td>39.10%</td>
</tr>
<tr>
<td>Internet</td>
<td>37.90%</td>
</tr>
<tr>
<td>To Be Informed by Other People</td>
<td>29.70%</td>
</tr>
<tr>
<td>Receiving Invitation</td>
<td>10.90%</td>
</tr>
<tr>
<td>Receiving E-mail</td>
<td>6.90%</td>
</tr>
<tr>
<td>Advertisement</td>
<td>4.10%</td>
</tr>
</tbody>
</table>