

Report of China (Shenzhen) International Logistics and Transportation Fair 2010 (CILF2010)

China (Shenzhen) International Logistics and Transportation Fair 2010 (hereinafter referred to as CILF 2010), jointly held by Ministry of Transport and Shenzhen Municipal People's Government and sponsored by National Reform and Development Commission, with the theme of *Develop Grand Transportation Scientifically, Create New Logistics Harmoniously*, was grandly held on October 15-17, 2010 at Shenzhen Convention & Exhibition Center. CILF 2010 had a total exhibition area of over 50,000 square meters, with nearly 1000 exhibitors from more than 20 countries and regions, 77,000 professional visitors from more than 50 countries and regions. The total exhibiting area and number of exhibiting companies both saw a year-on-year rise of over 70%. 4 series of professional forums and 10 procurement meetings and two and half day CILF Networking Days, One2One meetings for forwarders and exhibitors home and abroad are held during CILF2010, which fully exemplified CILF's principles featured by 'Being Professional, International, Unique Brand, and Practical'. CILF has built a professional, effective, reliable and wide exchange platform for all players in logistics, transport and relevant industry all over the world, attracted many well-known international brand firms to exhibit, further promoted the reputation and international influence of logistics industry in China and helped to consolidate the status of CILF as Top 1 Logistics and Transportation Exhibition in Asia. The report of CILF2010 is as follows:

1. Main Characteristics

1.1 Internationalization, practicability and great influence

Among the nearly 1000 exhibitors of CILF2010, there are more than 200 overseas exhibitors. Professional visitors from more than 50 countries visited CILF2010, which furthered strengthened the internationalization of CILF.

CILF2010 also held four high level forums and a series of One2One networking meetings among governments, industries, enterprises, conference about attracting business and inviting investments, service outsourcing as well as inviting and submitting tenders. These forums and activities are simultaneous reflection of the development of modern logistics, fully demonstrating the practicability of CILF2010.

CILF2010 has gained huge popularity and won a good public praise for its significant improvement in exhibition area, quantity and quality of exhibitors, quantity of visitors and quality of forums. Many a exhibitor said that CILF not only help them get orders on site and expand market, but also enable them to strengthen fame of their firms, search for business opportunities and upgrade industry. The success of CILF2010 has laid a good foundation for CILF2011 as most of the exhibitors have booked booths for the coming year. CILF2011 will be held on October 12-14, 2011 at Shenzhen Convention & Exhibition Centre, with expected total exhibiting area of 60,000 Sqm, and number of visitors and exhibitors is expected to reach a new peak.

1.2 Active participation of domestic and overseas leading enterprises

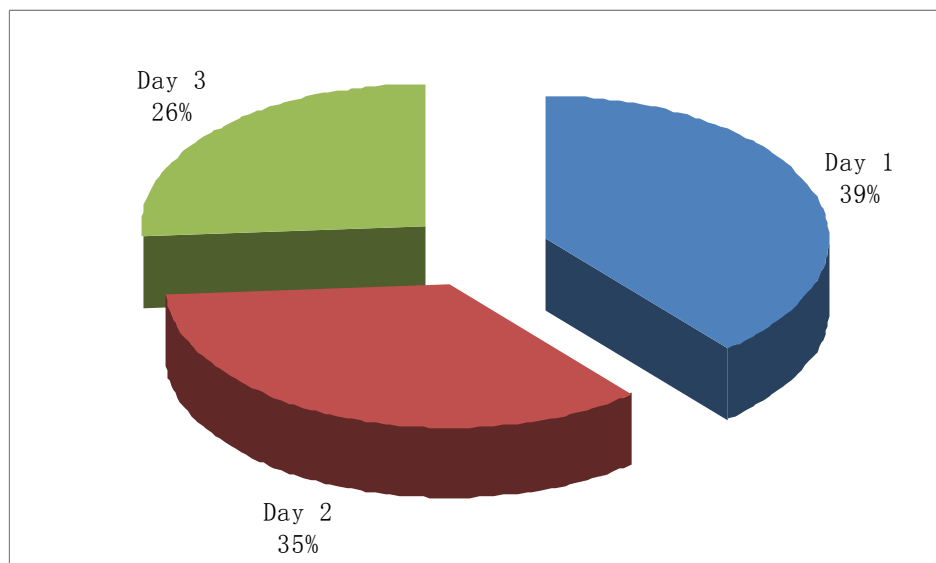
Large-scale international enterprises and exhibition groups at CILF2010 included UPS, FedEx, DHL, GLP, SK from South Korea, Scania Truck, CMA CGM, Mediterranean Shipping, Turkish Cargo, San Bernardino International Airport of the US, Port of Hamburg, Port of Zeebrugge, Port of Antwerp, Port of Oakland, Italy Exhibition Group, Latvia Exhibition Group, West Memphis and German Exhibition Group. Apart from that, there are exhibitors from regions and countries like the UK, Netherlands, Dubai, Japan, Singapore, New Zealand, Taiwan, Hong Kong, etc.

Leading domestic enterprises included China Merchants Group, COFCO, Shenzhen International Holdings Limited, Eternal Asia, Feima International Supply Chain, Tempus, EMS, SF-Express, China Mobile, China Unicom, China Telecom, CSR Corporation Limited, BYD, World Long Automobile, Anka Automobile, Zhengzhou Nissan, JMC, FAW Jiefang, Changan Automobile, China South City, Yantian Port, Taicang Port, China Southern Airlines, Hainan Airlines, China Eastern, Shenzhen Airlines, Shenzhen Airport, Hercules Logistics, Grand China Logistics, COSCO, CSCL, ICBC, CCB, SDB etc. Besides, provinces and municipalities like Tianjin, Hubei, Hangzhou, Changchun and Zhengzhou also organized exhibition groups to participate in CILF2010.

1.3 Significant growth in number of professional visitors

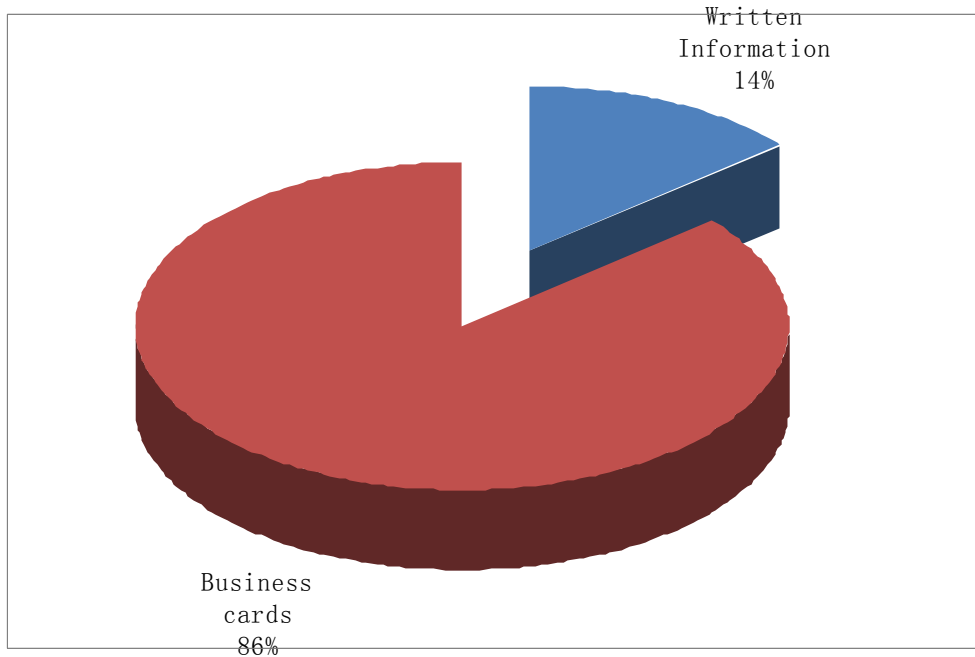
1.3.1 Analysis of CILF2010 Professional Visitors

During the three-day show, there were 77,000 visitors. The daily proportion is presented as follows:

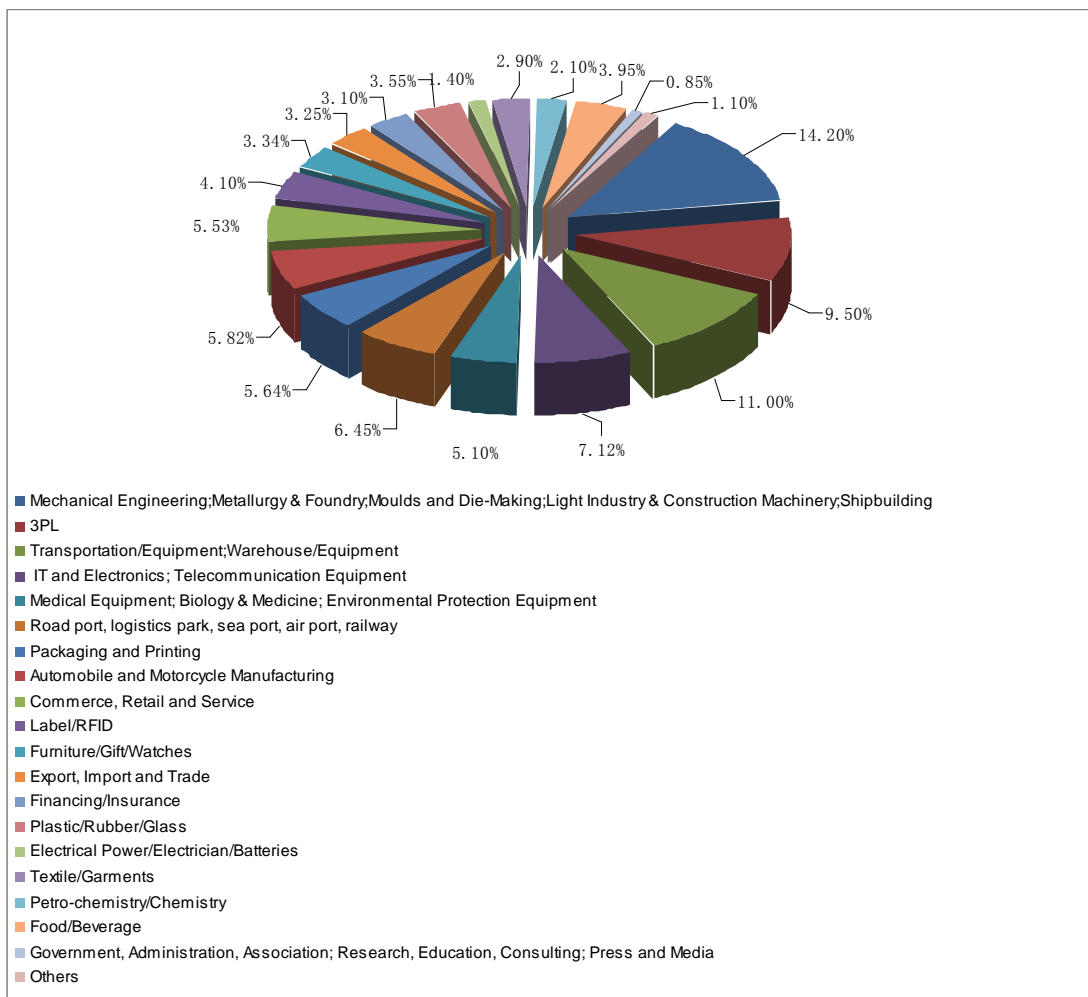


1.3.2 Quality Index of Visitors Registration Information

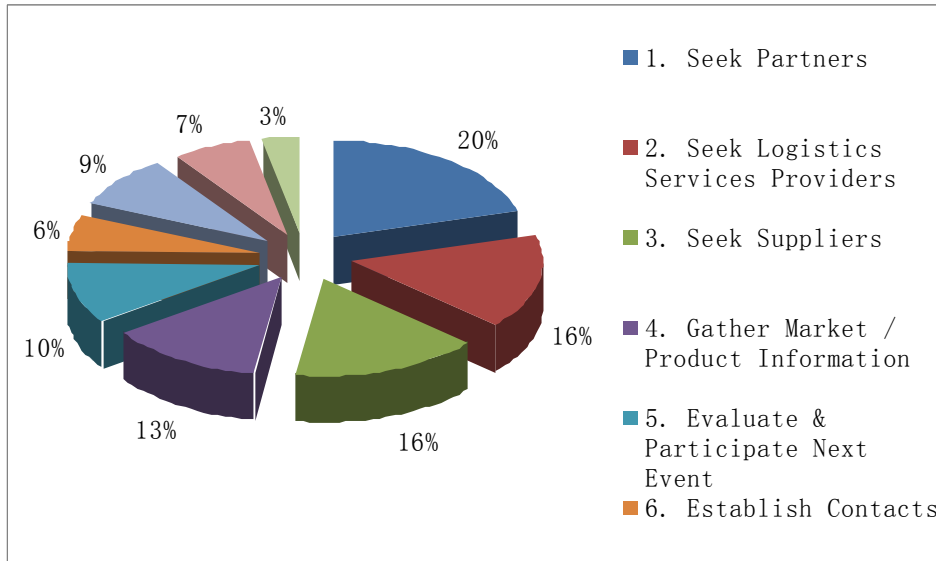
The visitors' information on their business cards is more comprehensive with high quality and fits the identity of professional visitor. According to statistics, 86% visitors registered with business cards, in which the information is more authentic and accurate. We should lay great importance on this information and provide better post-exhibition service.



1.3.3 Visitors Industries Categories Analysis (The top 20 industries according to the number of visitors)



1.3.4 Purpose of Visiting



In general, the total number of professional visitors for CILF2010 has an increase of 14% than CILF2009. As a result of the improvement in the quality of professional visitors, CILF has not only become the supreme platform for inner-industrial communication, but also act as the bridge of communication that connect logistics industry, manufacturing industry, commerce, trade and circulation industry.

1.5 High-level forums evoked profound impression

During CILF2010, nine forums categorized by four main series were successfully organized with each of them overwhelmed by crowds of attendees. The professional forums did not only function as an authoritative platform for communication in the industry, but also gained considerable social connection. The forums and the exhibition have brought out the best in each other, forming a good pattern that 'the exhibition promotes the forums and the forums boost the exhibition'.

1.5.1 Forum for Global Logistics

The Forum for Global Logistics, organized by Ministry of Transport, State Administration of Foreign Experts Affairs and Shenzhen Municipal People's Government, was categorized into five parts: Modern Logistics & Transport Industry and the Economic Development of A City, Improve the Efficiency of Cargo Transport and Enhance Logistics Development, Corporate Development and Winning Strategies, Policy and Tendency. The high level officials and mayors of Suzhou, Ningbo, Changchun, Kogarah City of Australia, and Hannover City of Germany all presented important speeches. The keynote speakers for the forums also include: President of Freight Forwarding and Contract Logistics UPS Asia Pacific Region, Head of China/Senior Vice President FedEx Express. Senior management from Port of Hamburg, Schneider Logistics, C.H. Robinson, China Merchant Group, CSR Corporation Limited and some other well-known companies made their speeches in the forums and attracted lots of attention.

1.5.2 Forum for Port Logistics and Pilot

The Forum for Port Logistics and Pilot, jointly organized by Ministry of Transport and Shenzhen Municipal People's Government, relying on the advantages of the fame of Shenzhen as a port city and CILF as a platform, has committed itself to promoting communication and cooperation between global ports and shipping transportation enterprises and has played an important role in upgrading the image and status of Shenzhen among domestic and global port cities.

1.5.3 2010 Forum for Collaborative Development of Manufacturing & Logistics Industry in Guangdong Province

The 2010 Forum for Collaborative Development of Manufacturing & Logistics Industry, jointly organized by The Economic and Information Commission of Guangdong Province and Shenzhen Municipal People's Government, aimed at bringing government leaders, industrial authorities, and entrepreneurs together to discuss major issues concerning about the sustainable development of Pearl-River Delta, for example, industrial upgrading and collaborative development of logistics industry and manufacturing industry in Pearl River Delta. The forum was highly praised by exhibitors and distinguished guests for its contribution to regional economic development and industrial integration and the gathering of considerable professional visitors.

1.5.4 Forum for Transparent Management during the Process of Logistics Transportation

The Forum for Transparent Management during the Process of Logistics Transportation was strongly professionally-characterized, which obtained its goal of building a communication platform for the industry and assembling professional visitors for the fair.

1.6 Procurement Meetings and CILF Networking Days, One2One Meetings among forwarders and exhibitors home and abroad

Procurement Meetings and CILF Networking Days, One2One Meetings among forwarders and exhibitors home and abroad are special and knockout programs of CILF. It has invited more than 20,000 enterprises to purchase and has selected over 1,000 of them with strong purchasing intent and large orders for procurement meetings. The attendees are arranged to meet each other and place orders at the procurement meeting on the One to One and One to Multi basis, which has won praise from both sides of the supply and demand. Purchasing enterprises like Huawei, BYD, Gree, Foxconn, ZTE, Huarun Group, and Renrenle came in a continuous succession with considerable orders. And the five CILF Networking Days, One2One Meetings among forwarders, exhibitors home and abroad has successfully functioned as a highly-efficient and high-quality communication platform for over 300 domestic and foreign freight forwarding companies.

CILF DATA SHEET

1. CILF2010 DATA SHEET

Exhibiting area (Sqm)	Number of booth in total	Number of exhibiting companies in total	Number of countries and regions in total (exhibitors)	Number of visitors in total	Number of Countries and regions in total (visitors)
50,000	1,577	966	22	77,000	54

2. DATA SHEET for past CILFs

Year	Exhibiting area (Sqm)	Number of booths in total	Number of exhibiting companies in total	Number of countries and regions (exhibitors)	Number of professional visitors in total	Number of countries and regions (visitors)
2006	11,000	413	154	8	38,000	13
2007	22,500	732	216	16	56,000	21
2008	30,000	890	430	20	67,000	36
2009	30,000	930	568	20	67,000	47
2010	50,000	1577	966	22	77,000	54

3. Growth of total exhibiting area and professional visitors for the past CILFs

