

EASTPO 2012

14th Shanghai International Machine Tool Fair

第**14**届上海国际机床展

展后报告

Final Report



上海国际机床展组委会
Organizing Committee

2012年7月 July 2012

目录 Content



★ 绪言 Preface

★ 展会概览 Exhibition Profile

★ 展商分析 About Exhibitors

1. 主机厂商和零部件生产商构成 Exhibitors Breakdown
2. 展商满意度调查 Exhibitors Satisfaction Survey
3. 展商参展目的 Purpose of Participation

★ 观众分析 About Visitors

1. 观众构成 Visitors Breakdown
2. 观众职级 Rank of Visitors
3. 观众意向 Purpose of Visit

★ 展商和观众感言 Testimonials from exhibitors and visitors

1. 展商感言 Exhibitors Testimonials
2. 观众感言 Visitors Testimonials



从2011年下半年开始，我国机床行业告别了延续十年的高速增长期。从今年上半年的走势看，整个机床工具行业所面临的形势愈发严峻。统计数据显示，今年一季度我国机床工具行业增速大幅下滑，但一些重点用户行业需求不减，与工厂自动化相关的产品异军突起，成为新的增长点。

业内人士分析认为，机床工具市场需求结构加速升级，一些高端产品仍然畅销，表明机床行业本身面临产品结构调整、产业升级的内在动力。

根据现阶段我国机床行业的总体形势，结合变化了的市场需求，上海国际机床展组委会在继续加强招商力度的基础上，制定了一系列卓有成效的措施。除了加强宣传推广力度，在全国各大主流媒体和各专业媒体上，有计划、分步骤地投放大量广告外，还策划、举办一系列行业峰会和高层论坛，如“2012中国机器人产业推进大会”、

“2012（上海）风电产业研讨会暨传动机械加工技术研讨会”、“第六届上海机械科技论坛”、“2012轨道交通装备制造与机床产业发展论坛”、“长三角机械加工与机床团购企业家峰会”等；并从与机床行业密切关联的机器人产业入手，抓住机遇，与中国机械工业联合会共同举办“2012中国（上海）国际机器人展览会”，以推动机床行业向自动化、智能化方向发展；同时进一步加强对专业观众的组织和招揽，通过各种渠道发出百余万份邀请函，并组织专人，对各机床用户行业协会、用户企业主要领导及技术、采购、市场等部门负责人发出广泛邀请。

这些措施推动了本届上海国际机床展的组织筹备工作，为参展商营造了一个热烈、有序、成功、高效的机床交易展示平台。

根据对一定样本数量的展商以及专业观众的调查，证明上述举措收到了预期成效。

Our machine tool industry has been out of the continuous rapid growth of 10 years since the second half of 2011. The whole machine tool industry is facing a more severe situation from the analysis of the trend in the first half of the year. Statistics show that the increase rate of china's machine tool industry declines substantially in the first quarter of this year, but demand of some key user industries doesn't reduce. Products related to factory automation are on the rise and become a new growth point.

Insiders think that accelerated upgrade of the demand structure of machine tool market and well sell of some high-end products are the manifestation of a fact that machine tool industry faces the internal motivation including adjusting of products structure and upgrading of industries.

According to the whole situation of china's current machine tool industry and combined with changed market demand, the 14th Shanghai International Machine Tool Fair organizing committee formulated a series of effective measures on the basis of continuing to strengthen the investment promotion efforts. Apart from planning to deliver a large amount of advertisements on mainstream and professional medias step by step on national scale to promote the propaganda, we also hold a series of industry summits and high-level forums such as "2012 China Robot Industry Promotion Conference,"

"2012(Shanghai) Wind Industry Seminar & Transmission Machinery Processing Technology Seminar", "The 6th Shanghai Mechanical Technology Forum", "2012 Rail Transit Equipment Manufacturing and Machine Tool Industry Development Forum", "Mechanical Processing and Machine Tool Group Buying in Yangtze Delta Region" and so on. And starting with the robot industry closely related with machine tool industry and embracing the opportunity, we hold concurrently "2012 China (Shanghai) International Robot Show" cooperating with China Machinery Industry Federation to facilitate the machine tool industry's development to the direction of automation and intellectualization. At the same time we further emphasized the organizing of visitors by sending many thousands of invitation letters in various channels to specific people like machine tool users industry associations, major leaders of user enterprises, chiefs of technology, purchasing and marketing departments and so on.

All these measures have promoted the organization and preparation of the current Shanghai International Machine Tool Fair and set up a machine tool trade and display platform for exhibitors that is warm, orderly and high-efficient.

According to the survey of a certain number of exhibitors and professional visitors, we have proved the expected achievement was reached by the above measures.



本届展会展出总面积共计84000M²，有来自中国、瑞士、德国、意大利、西班牙、美国、日本、韩国、土耳其、以色列、法国、挪威等二十余个国家和地区的1139家展商参加了本届上海国际机床展；国内外知名企业如发那科、ABB、三一精机、三菱重工、米克朗、南通科技、海天精工、广州数控、村田机械等踊跃参展，展示当今机床行业最尖端的千余款主机及关键功能性部件。

由韩国机械产业振兴会组团的韩国展团，继续以“2012上海韩国机械展”名义，有100余家韩国企业参加了本届展会；在祖国大陆具有相当竞争力的台湾机床企业参展热情不减，所展出的无论是整机还是零部件，均表现出较高的性价比。台湾工具机暨零组件工业同业公会组织了台湾地区的三十余家有相当代表性的机床及零组件企业参加了本届机床展。

无论是境外还是国内展商，他们都将本届上海国际机床展看成是展示自身企业形象、推出最新产品、争取订单和合作伙伴的良好平台。从本届展会的展品看，高精、高效、高可靠机床，专用机床成为展品中宠儿，凸显出用户行业产业升级所带来的市场需求的变化，也显示出我国机床行业努力满足市场需求，向着机床高端用户行业倾斜的趋势。尤其是，本届展会与2012中国（上海）国际机器人展览会同期同地举办，显示出我国高端装备制造业在发展高度自动化、无人化生产线方面的努力与成果。

EASTPO 2012 covered an area of 84,000M² and 1,139 exhibitors from more than 20 countries and regions as China, Switzerland, Germany, Italy, Spain, the United States, Japan, Korea, Turkey, Israel, France and Norway attended. Famous enterprises at home and abroad participated actively to show the most sophisticated host machines and crucial functional components such as FANUC, ABB, SANY, MHI, MIKRON, TONTEC, HAITIAN, GSK, MURATEC and so on.

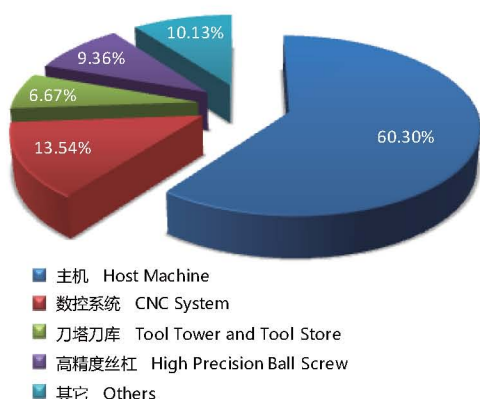
The Korean Group including over 100 Korean enterprises organized by Korean Association of Machinery Industry (KOAMI) continued to attend the show with the name "KOMAF 2012". Taiwan machine enterprises quite competitive in mainland were enthusiastic about the show and whether their machines or components all showed a high level of price performance ratio. More than 30 representative Taiwan exhibitors attended the show under the organizing of Taiwan Machine Tool & Accessory Builder's Association (TMBA).

Both overseas and domestic exhibitors take EASTPO 2012 as a good platform to present their company image, launch the latest products, get more orders and seek partners. As for the exhibits, high precision, high efficiency, high reliable and specialized machine tools are outstanding which means the change of market demand resulted from users industries' upgrade and a trend of transition to high-end machine tool users industry to meet the market needs.

展商分析 · About exhibitors

参加本届上海国际机床展的共有来自瑞士、德国、意大利、西班牙、美国、日本、韩国、土耳其、以色列、法国、挪威等二十余个国家和地区的354家国际展商，以及上海、辽宁、江苏、浙江、山东等国内各省市自治区的785家国内展商，展品包括机床主机1000余台、功能性部件、数控系统万余件。

354 foreign exhibitors from over 20 countries and regions such as Switzerland, Germany, Italy, Spain, the United States, Japan, Korea, Turkey, Israel, France and Norway etc. and 785 domestic exhibitors from various provinces of China such as Shanghai, Liaoning, Jiangsu, Zhejiang, Shandong etc. participated EASTPO 2012 with over 1000 host machines and thousands of functional components and CNC systems.



主机厂商和零部件生产商构成

本届展会共有687家主机生产商参加展会，占比60.3%；零部件厂商452家，占比39.7%，其中生产功能性部件的如数控系统、分度头、电主轴、刀库刀塔、高精度丝杠、光栅尺（编码器）等展商占33.4%。展品范围覆盖了机床行业的整个产业链。

Exhibitors Breakdown

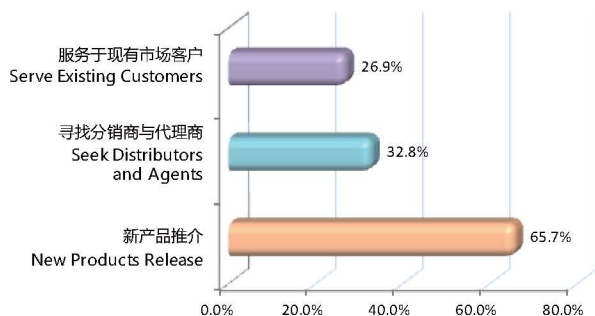
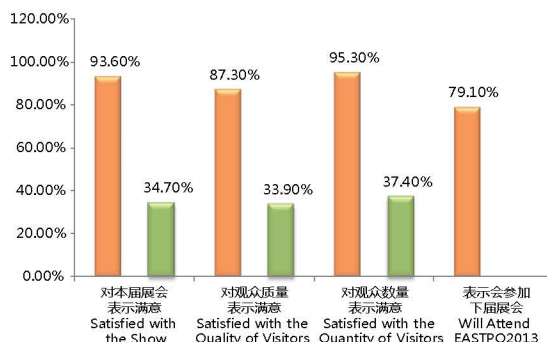
There are 687 machine tool manufacturers participating in EASTPO 2012, accounting for 60.3% of the whole exhibitors, 452 components manufacturers, accounting for 39.7% of the whole exhibitors, among them 33.4% of the exhibitors are manufacturers of core functional components such as CNC system, electric spindle, tool tower and tool store, high precision ball screw knife tower, grating feet(encoder) etc. The exhibits covered the whole industry chain of machine tool.

展商满意度调查

据主办方对120家展商所作的调查，93.6%的展商对本届展会表示满意，其中34.7%表示非常满意；87.3%的展商对到其展位的观众质量表示满意，其中33.9%表示非常满意；95.3%的展商对到其展位的观众数量表示满意，其中37.4%表示非常满意；79.1%的展商表示将参加下一届上海国际机床展。

Exhibitors Satisfaction Survey

According to the survey conducted by the organizer on 120 exhibitors, 93.6% of the exhibitors are satisfied with the show and 34.7% are very satisfied; 87.3% of the exhibitors are satisfied with the quality of visitors and 33.9% are very satisfied; 95.3% of the exhibitors are satisfied with the quantity of visitors while 37.4% are very satisfied; 79.1% of the exhibitors will participate in EASTPO 2013.



展商参展目标

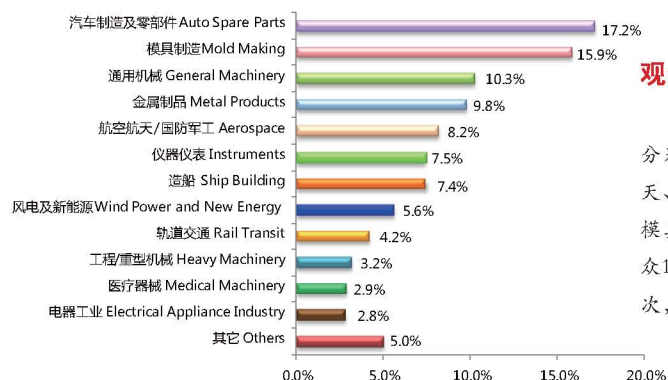
据主办方对120家展商调查显示，有60%以上的展商参展本届展会的目标是开发新的市场，其中32.8%的展商为了寻找新的合作伙伴如代理商和分销商；有26.9%的展商表示是服务于现有市场客户；有65.7%的展商推出了新产品，或改进型产品。

Purpose of Participation

According to the survey on 120 exhibitors, over 60% of the exhibitors aim at developing new markets, among which 32.8% of the exhibitors need to seek agents and distributors, 26.9% to keep relationship with existing customers; 65.7% to release new products or improved products.

EASTPO 2012

观众分析 · About visitors



观众构成

本届展会到展观众共计98900余人次，分别来自汽车制造、国防军工、航空航天、新能源（核能、风能等）、造船、模具等机床重点用户领域；其中海外观众11800人次，占12%，国内观众87100人次，占88%。

Visitor Breakdown

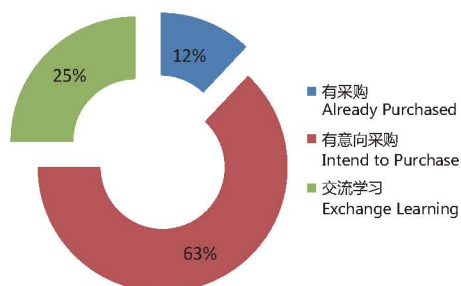
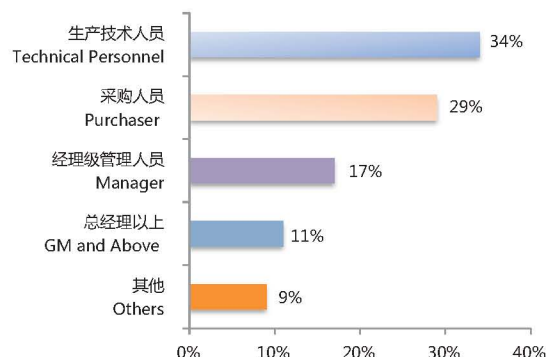
EASTPO2012 attracts 98,900 visitors from auto-manufacturing, national defense, aerospace, new energy (nuclear, wind power), shipbuilding and mold making etc. Among them, 11,800 are overseas visitors, accounting for 12% of the whole visitors and 87,100 are domestic visitors, accounting for 88% of the whole visitors.

观众职级和职务

统计显示，37%的观众来自企业决策层，50.5%的观众来自企业中层，余为一般观众；32%专业观众属企业研发部门，23%的观众从事市场营销，45%来自企业的采购部门。

Position Classification of Visitors

Statistic shows that 37% of the visitors are from decision-making management of enterprises, 50.5% are mid-level managers, the others are ordinary visitors; 32% of the professional visitors are from R&D dept, 23% from marketing dept, 45% from purchasing dept.



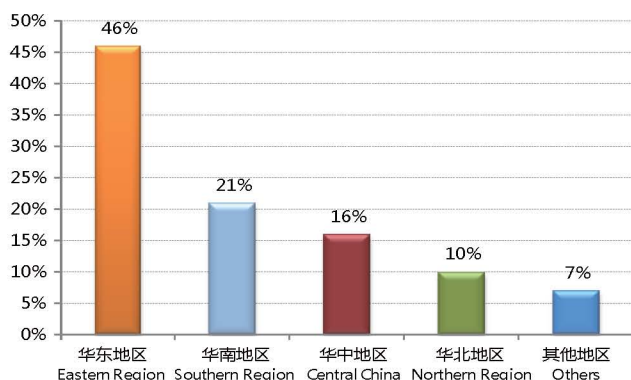
观众意向

调查显示，38%的观众与展商达成了合作意向（包括采购、代理、分销等），有71%的观众表示将与有关展商进一步联系、洽谈。有92%的观众表示将参观下届展会。

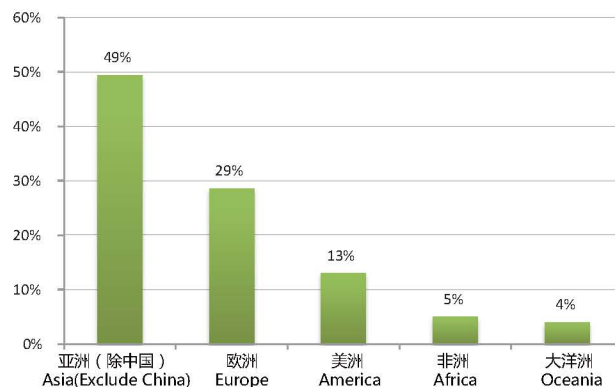
Purpose of Visit

The survey shows that 38% of the visitors have reached deals with exhibitors (including purchasing, agency and distributors) while 71% of the visitors will make further contact and negotiation with relevant exhibitors. 92% of the visitors are willing to visit EASTPO 2013.

国内观众区域分布
Domestic Visitors by Regions



海外观众区域分布
Overseas Visitors by Regions



展商和观众感言

Testimonials from Exhibitors and Visitors



展商感言 · Exhibitor Testimonials

● 意大利Sinter Sud公司——亚非地区销售主管Mr. RAFFAELE PAPA:

我们对上海国际机床展非常满意，参展效果非常好。我们生产的刀具原材料和市场都在中国，我们将继续努力扩大市场份额，这就意味着我们将会继续参加今后的各届上海国际机床展。

Mr. RAFFAELE PAPA Sales Director of Sinter Sud

We are very satisfied with EASTPO show and have got very good results so far. The raw materials and market of our tools are all from China and we want to enlarge the market share, which means we will continue to participate EASTPO show next year.

● 瑞士米克朗中国办事处——销售经理崔飞宇:

我们每年都参加这个展会，感觉很好。米克朗的产品在中国广受欢迎，我们还将继续参加各届上海国际机床展。

Mr. Cui Feiyu Sales Director of Mikron SA Agno (Shanghai Office)

We participate EASTPO every year and feel very good. Mikron's products are very popular in China and we will participate EASTPO show again.

● 宁波海天精工——生产总监俞鸿刚:

上海国际机床展我们每年都参加，总体感觉不错，各方面的组织工作井井有条。今年我们的展品受到专业观众的好评，我们将继续参展。

Mr. Yu Honggang Production Director of NING BO HAITIAN PRECISION MACHINERY CO.,LTD

We participate Shanghai International Machine Tool every year and feel quite good. Each item of the organization work is in order. Our exhibits get good comments from professional visitors. We will participate EASTPO show again.

● 津上精密机床（浙江）有限公司上海分公司——所长尹婕:

谢谢上海国际机床展主办方为我们提供的良好参展环境，我们今年主推的VA1机床，效果很不错。

Yin Jie Director of PRECISION TSUGAMI (CHINA) CORPORATION

Thank you for the wonderful environment the organizing committee offered to us. We mainly promote VA1 machine this year and have got good effect.

● 德国密麦特（mimatic）公司——CEO贺思特·莱德勒:

我们今年展出的是三大系列产品，即角度头、动力刀座和螺纹铣刀，在本届展会上广受关注，说明观众的质量是很高的，展会的组织工作做得很好。

Mr. Horst Leidner CEO of mimatic GmbH

We promote three series of products this year: Angular Unit, Driven Toolholders for CNC Machining Centers and Multi-Spindle Technology. Our exhibits attract great attention on the show, which means the quality of visitors is very good and the organization work is quite good and professional.

观众感言 · Visitor's Testimonials

● 江苏兆德电气有限公司——总经理余大云:

上海国际机床展办得不错，为我们企业在采购方面提供咨询信息和决策依据，也购买了一些设备，今后还会继续参观。

Yu Dayun General Manager of Jiangsu Zhaode Dianqi Co., Ltd

EASTPO show this year is good. It gives us the basis for decision making during purchasing. We bought some equipment this year and will continue to visit the show in the future.

● 桑洋机械商贸（上海）有限公司——总监袁海燕:

上海国际机床展办得挺好，对我们与合作伙伴直接接触交流帮助挺大，谢谢组委会为观众搭建的这个良好平台，使我们在信息、决策、对外协作与合作收益颇多。

Yuan Haiyan Director of Sanyo Machine

EASTPO show is good and of great help for us to make face to face communication with partners. Thank you for the good platform. We have got a lot of useful information for decision-making, foreign cooperation and so on.

● 上海汽车齿轮三厂——设备主管周华锋:

我们是设备采购部门，每年都会去上海国际机床展，一方面是收集信息，为采购决策做好准备，另一方面也是看看机床的最新动态。我们认为上海国际机床展很好，我们每年都去观展，也结交了一些朋友，对公司设备采购很有帮助。

Zhou Huafeng Equipment Director of The Third Factory of Shanghai Automobile Gear

We work in the purchasing department. We visit the show for collecting information and get prepared for purchasing. Also, we come here to see the latest development of machine tools. We think EASTPO show is good. We visit it every year and make some friends during the show, which is of great help for equipment purchasing.

● 上海中船三井造船柴油机有限公司——技术员张杰:

本届展会与往届一样，办得很好，对我们企业在技术、管理、采购方面均有益处，我们每年都会来观展。

Zhangjie Technical Engineer of CSSC-MES Diesel Co.,Ltd

EASTPO this year is as good as it was in the past. We visit it every year and get benefits for technology, administration and purchasing.

● 意大利URREA公司——产品发展经理Alfonso Ramirez

我的评论很简单，这是一个好的展览，我对这里的供应商很感兴趣。

Alfonso Ramirez Product Development Manager of URREA

My comments are simple, it was a good fair, interesting suppliers.