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CHINA AID 2011

2011 中国国际康复护理展览会

The Sixth China International Exhibition of Rehabilitation, Nursing & Healthcare

第六届中国国际老年人和残疾人康复护理技术及辅助器具展览会

2011.5.16-18

上海国际展览中心 INTEX Shanghai

理解 · 关爱 · 和谐生活

“Respect, Love and Harmony”

展览报告

SHOW REPORT

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The Sixth China International Exhibition of Rehabilitation, Nursing & Healthcare for Elderly and Disabled People, (China Aid 2011), concluded with great success in INTEX Shanghai on May 18. China Aid is the event that should not be missed in the industry and its services and support embody the principle of “giving fundamental consideration to the people’s interests”. It is a platform to pay love and attention to the elders, and disabled persons.

The show received great support from the relevant government officials and trade associations. The VIPs present at the opening ceremony included: Mr. Lv Shi Ming, Vice Director of China Disabled Persons’ Federation, Mr Cai Wei, vice chairman of Shanghai CPPCC, Mr Lu Ying, Director-General of Department of Social Welfare and Charity Promotion, Mr. Yan Qingchun, office director of China National Working Commission on Ageing, Mrs. You Hong, Director of Rehabilitation Department of China Disabled Persons’ Federation, Mr. Wang Xi Tai, office director of The National Research Center for Rehabilitation Technical Aids, Mr. Yuan Xiang, Vice Chairman of China Social Welfare, Mr. Ma Yi Li, Director General of Shanghai Civil Affairs Bureau, Mrs. Gao, Ju Lan, Vice Director General of Shanghai Civil Affairs Bureau, Mr. Wang Yao Jin, Vice secretary-general of Chinese Association of Rehabilitation Medicine, Mr. Wang Yan, Vice Chairman of China Association of Persons with Physical Disability, Mr. Ji Min, Vice Chairman of Shanghai Disabled Person’s Federation, Mr. Zhao Jian Dong, Secretary General of Council for the Promotion of International Trade Shanghai, Mr. Meng Yan Kun, Vice Chairman of Shanghai Health Living Promotion Center.



Internationalization and specialization

China Aid 2011 focused on the theme of Respect, Love and Harmony for the elderly, the disabled, and people who need rehabilitation services in general and the show organizers aimed to build communication platform for related industries.

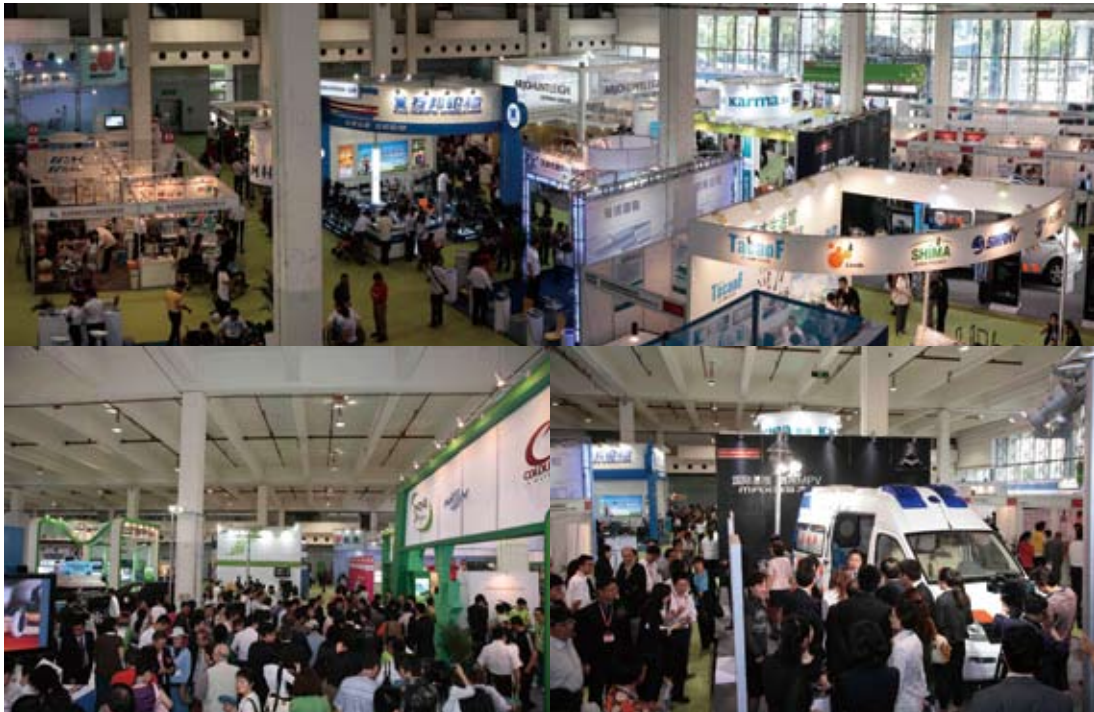
China Aid 2011 was larger in size compared to the previous events with an exhibiting space of 12000 m². More than 150 renowned companies from Germany, USA, Canada, Britain, Holland,

Belgium, Sweden, Denmark, Singapore, Japan, and Korea, China mainland, China HK and Taiwan province showcased their wide range of products and new technology during the three days of the show. Over 50% of exhibitor companies were overseas companies.

Trade Dynamic

The show attracted many well-known local and international brands, such as Otto Bock, ArjoHuntleigh, Nissin, Nichi, Presselit, Prime, Toyota, Wide eyes, Invacare, Matsunaga, Vermeiren, Geoby, Yuyue, Schtaf, SCA, Qianjing, Aurochs, International United, Jingbo, Tehlin, Oboya, Buckingham, Onlycare, Tangbang, SAIC Motor, Jinbei, Changan and Phiten, etc.

The fair brought together 9,281 trade visitors from 19 countries and regions, a 26% increase compared to the last fair. The orders placed during the fair increased significantly.



Focus on social welfare and industrial problems

The show offered an extensive fringe program. The program covered various kinds of problems in the industry. The industrial experts, government officials, part of exhibitor companies and the other organizations and individuals sat together to discuss various hot topics.

1.2011 China Ageing Industry Forum

The forum consists of 2 parts:

Panel Forum-1: 'The Development of China Ageing Industry'. Deputy Chief of Shanghai Civil Affairs Bureau Gao Julan spoke on the topic of 'Develop ageing industry, Coping ageing process'. Professor of Fudan University College of economics, Doctoral Supervisor Li Jieming analyzed on the topic of 'Theory and practice in aging industrialization'.

Panel Forum-2: 'International Ageing Care Institution Quality Management'. Specialist Sharyn Henderson from Virginia U.S.A presented a speech with the topic of 'Risk control of aging institutes in U.S'. Chinese aging institutions benefited from the useful America case studies. Moreover, specialists from all over the world discussed each area's policies and cases in order to establish a suitable agenda for this industry in China.

2. The forum "the Development of Rehabilitation Instrument"

This forum was hosted by China Rehabilitation Instrument Association Committee of Wheelchair with specialists invited from different fields. Meanwhile, local and international manufacturers discussed and shared useful experience. The forum aimed to pay more attention to disadvantaged groups and to establish a communication platform for disabled service providers and specialists, technicians and manufacturers and therefore created advantages for the development of assistive device services and barrier-free life for disabled people.

3. Accessible Life in China

The forum on 'Accessible Life in China' hosted by China Association of Persons with Physical Disability, aimed to provide convenience for the disabled and other disadvantaged groups to participate in more social activities. As one of the most developed country in the world, specialists from Japan were invited to speak at the forum. Leaders of relative associations from China and Japan attended and made speeches. Meanwhile, representatives from Toyota and Chang'an introduced their accessible vehicles.

4. 2nd China Old-age Homes Forum (Shanghai)

Governmental officials, university professors and old-age homes directors were invited to attend to the forum. The forum provided the old-age homes and good opportunity to learn about new structures, new situations and new problems as well as the voice from the government. Meanwhile, the forum provided a stage for old-age home managers to communicate and learn from each other.

5. Seminars and Health Lectures

CHINA AID provides series of health lectures organized by Shanghai Health Living Promotion Center and multiple seminars. Audiences received more concepts of healthy life and latest products and technology of the industry.

6. Interactive function zone on-site

The show organizers specially set an interactive function zone for visitors to have better understanding of new methods, new products and new technologies. This zone was divided into four areas. 'Aged Learning' featured Shanghai Old People University Art Work Exhibition; 'Aged Caring' features Community for the elderly (Cherish-Year); 'Aged Joy' featured Digital Horde—modern technology lights up old person's life and Health Station. 'Aged Joy' – Digital Horde was one important part of the emphasized project 'Week of Aged Digital Life' in 'Shanghai Technology Week'. This sub-show included digital products and services from Xuhui, Yangpu and Hongkou districts. Moreover, Shanghai Telecom and Shengda displayed their products and services popular with the elderly. Visitors are invited to experience the products. The highlight of the Digital Horde was simulation of a living room for the elderly with purpose made products in it. Therefore the

visitors had an intuitive experience of the convenience.

The show reflected humanity based service tenet by providing barrier-free passages, free wheelchair rent and one on one volunteer service. The show offered warm and meticulous care for the elderly and disabled visitors.



Media Promotion

Twenty-Five Public Medias including 16 famous newspapers, 3 TV channel, 1 broadcasting channel and 5 portal websites reported China Aid 2011 focusing on new technology, new products and fringe programs of the show. Some of newspaper articles focused on market, products and brand building, others discussed on China 12th FIVE year Plans as related to the elderly people.

The media list included:

Newspaper: Wenhui, Xin Min Evening News, Shanghai Morning Post, NEWS TIMES, Shanghai Evening Post, Oriental Morning Pos, Youth Daily, Shanghai Business Daily, Metro Express, Shanghai Senior Citizen Post, Shanghai Daily, Shanghai Law News, Labour Daily, Takungpao, China Social News, Chinese Medicine Information News

TV: SMG, OTV.

Radio: FM 990

Public Website: SINA, EASTDAY, SHANGHAI ONLINE, CHINANEWS, XINHUA NET

The Voice from the industry

According to our show questionnaire, 96% of the exhibitors were satisfied with China Aid 2011 and 98% of them satisfied with pre-show organization and 95% satisfied with on-site services. Most of them wanted to participate in China Aid next year.

Exhibitor Company

Toyota Tsusho Corporation

We exhibited products combining different manufacture in Japan. The numbers of China Aid exhibitor companies and trade visitors increased significantly. More visitors came and made order. The market of welfare sector is stable in Japan, but China is in beginning stage and we believe that China has huge potential. We are confident that we will achieve success in China market through our effort. We will take participation in China Aid 2012.

Beijing Otto Bock Orthopedic Industries Co., Ltd.

China Aid has high quality of trade visitors and service. Humanistic service is one of the highlights in the fair. China Aid organizer operated the show professionally. We satisfied with the results of China Aid 2011.

Jiangsu Yuyue Medical Equipment & Supply Co., Ltd.

As the first enterprise who holds "China Top Brand" in medical equipment, we always pay attention on brand building and marketing. China Aid is a proper promotion channel for rehabilitation and healthcare.

Zhejiang Geely Holding Group Co., Ltd

This is our first time to participate in China Aid. The event has contributed greatly to our brand and company promotion. At China Aid, many visitors find out the information they need and the exhibitors collect market demand data and make product questionnaire. We can catch the market change. This has been a good platform for us.

Schtal Barrier-free Life system Co., Ltd.

China Aid is a good platform for market expanding. And its fringe program has extensive content and useful information for us. We took part in the 2nd China Old-age Homes Forum; this was valuable activity for us. China Aid is professional event in the industry.

Arjohuntleigh (Shanghai) Medical Equipment Co., Ltd.

Arjohuntleigh is international medical instrument company who emphasizing on brand and enterprise reputation. China Aid is professional exhibition in rehabilitation and medical instruction in China, and we have support it for several years. We hope more creative and innovation in market segment and trade visitor's promotion in China Aid.

SCA

As a Sweden company with a long history, we are the biggest company in adult diaper. We express optimistic view on China market and have participated in China Aid for market exploring.

Trade Visitor

The National Research Center for Rehabilitation Technical Aids

(Director) Mr. Xi Tai Wang

China Aid is one of the most famous professional exhibitions in old and disable person's rehabilitation and healthcare. The show is in line with international standards and we will keep good cooperation relationship with Organizing Committee of China Aid.

Resource center of Assistive Technology in Shenzhen

(Director) Ms. Jiajin Fan

There are good service, rich product variety and extensive fringe program in China Aid 2011. We will keep good relationship with China Aid.

Shanghai Renji Hospital (Dept. of Nervous Surge) Dr. BaoFeng Wang

This is the first time I attended China Aid. The show is big and professional with humanized service. Shanghai is the metropolis of China, and more international companies and visitors have and will come. I am quite satisfied with China Aid 2011.

Suzhou Social Welfare Home (Manager) Mr. Lu Zhang

We visit China Aid every year. There are more companies, more internationalization and more professional fringe program in China Aid 2011. We gain useful information from the show. I will recommend China Aid to my colleagues and friends and we will visit China Aid next year.

If we look back on the history of China Aid, it has been challenging. We will make sustained efforts to achieve our goals in future. We will try our best to promote the harmonious spirit to accelerate the process of social development. We would like to express our sincere appreciation to our exhibitors and guests for your support of the show.

Perspective of CHINA AID 2012

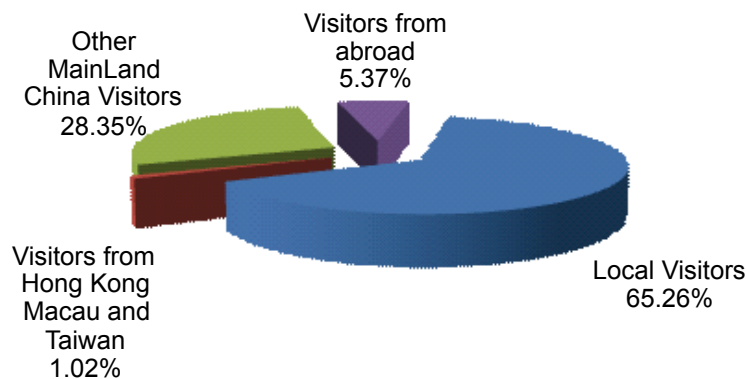
China Aid 2012 will be hold from 17-19 May, 2012 in the Shanghai World Expo Exhibition and Convention Center. The exhibiting area will reach 17,000m². We believe that with your support and involvement, China Aid 2012 will be more and more successful! Hope to see you again at China Aid 2012!

Organizing Committee of CHINA AID
June, 2011

Overview

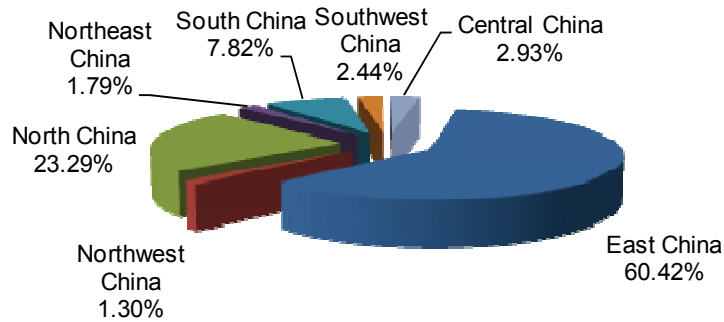
China Aid 2011 attracted a total of **9281** visitors. EastFair Analysis System processes visitors' data in order to remove the ineffective data (e.g. duplication, unspecified, careless handwriting and so forth). The system identifies overseas visitors' data to establish a database consisting of visitors' information **9281**. There are **8949** domestic visitors from **101** cities of **25** provinces, and **498** abroad visitors from **14** different countries.

The source of the visitors' region:



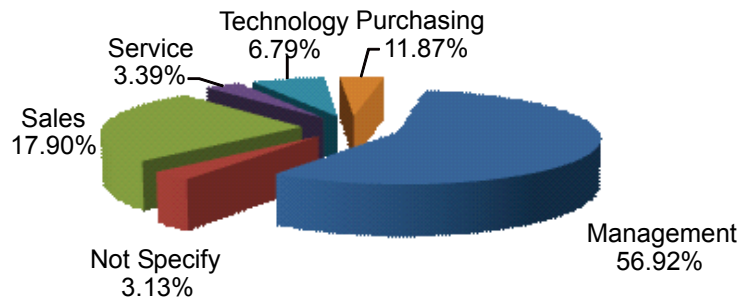
The classified statistic of the visitors' area (not including local visitors):

The diagram indicates regional distribution of visitors. Local visitors proportion of the total visitors is 65.26%, without local visitors, the regional proportion as follows, Visitors coming from East China account for 60.42% of the total. For the others: North China 23.29%, northeast China 1.79%, Central China 2.93%, northwest China 1.30%, South China 7.82%, southwest China 2.44%.

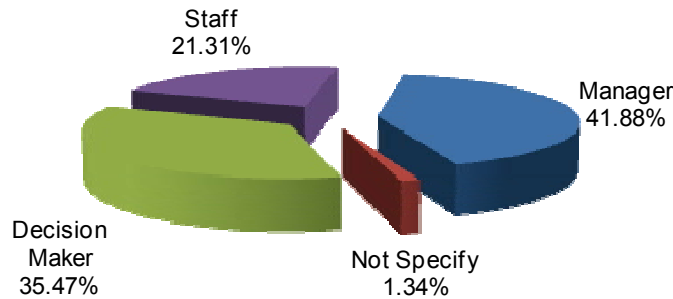


Analysis of Titles & Departments of Visitors

Classified statistic of the visitors' department

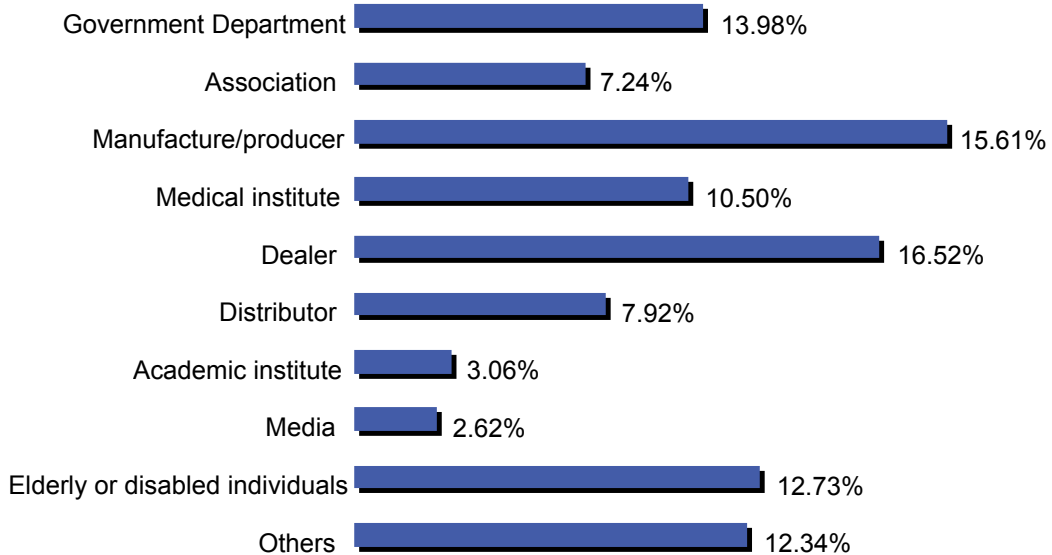


Classified statistic of the visitors' position

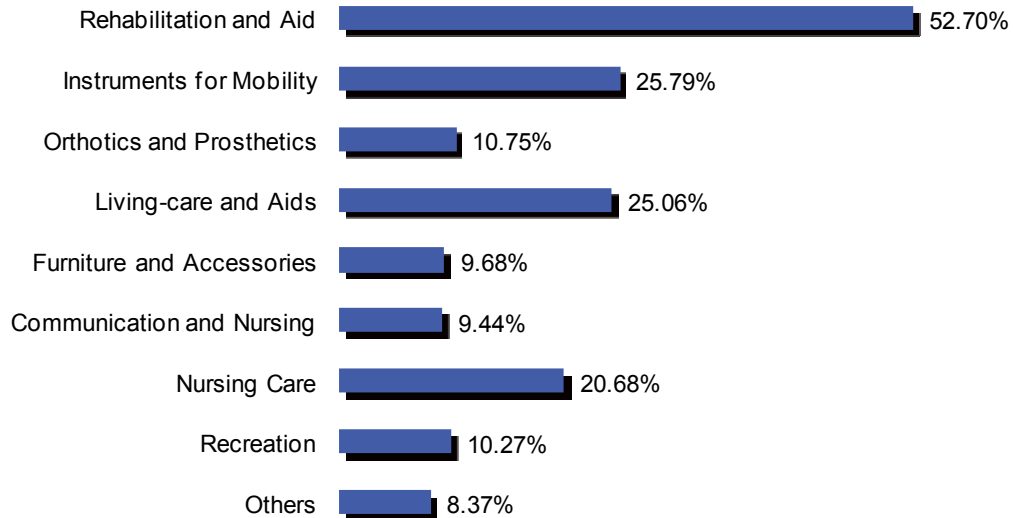


Analysis of the questionnaires by the onsite visitors:

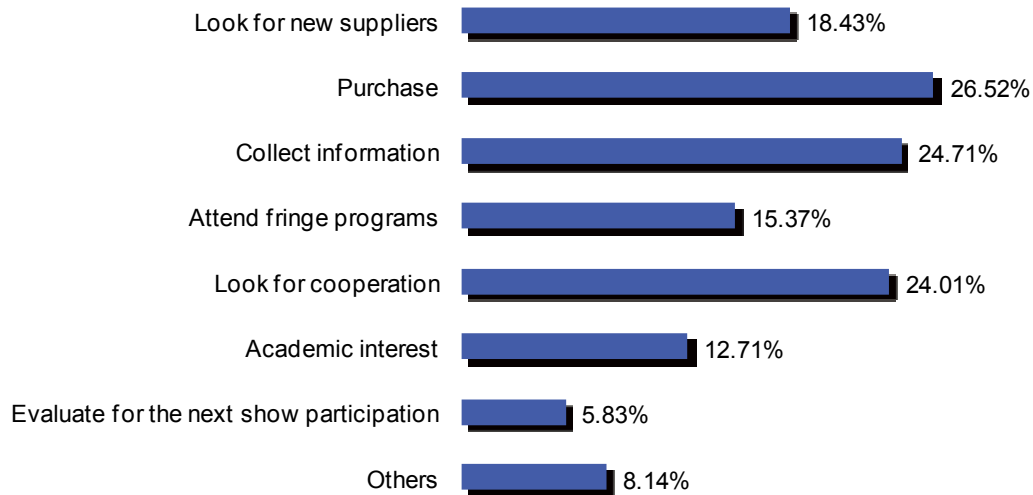
A. Nature of your business:



B. The product you are interested in:



C. The Purpose of your visiting:



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