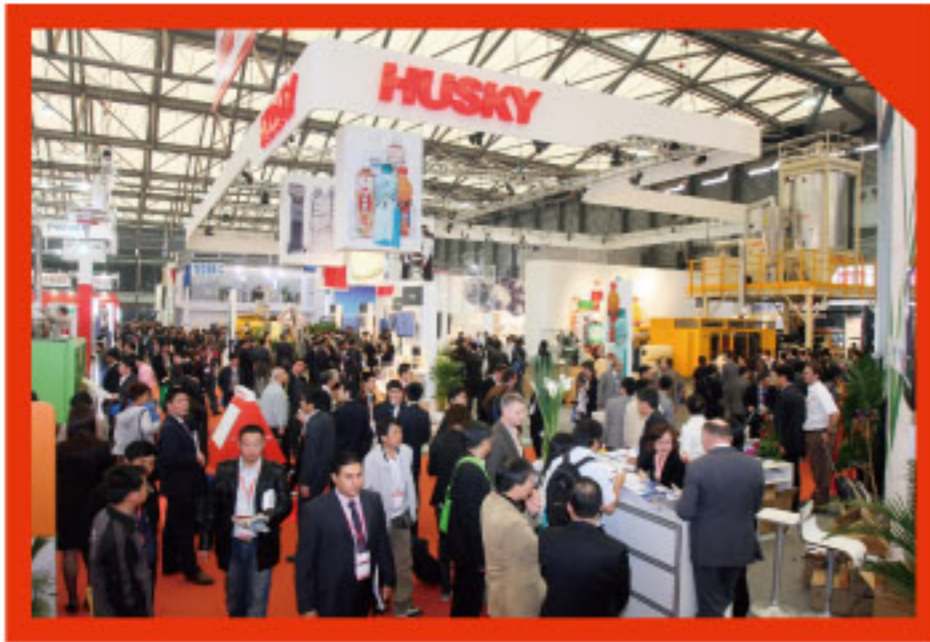


Introduction



Chinaplas® 2011 国际橡塑展

The 25th International Exhibition on Plastics and Rubber Industries
Asia's No. 1 Plastics & Rubber Trade Fair
17-20.5.2011
China Import & Export Fair Pazhou Complex, Guangzhou, PR China

The Cyber Place for Buyers' Purchasing Activities Throughout the Year

With the strength and popularity of Internet in the global market, www.ChinaplasOnline.com speeds up the networking of exhibitors with buyers by removing geographical and time boundaries.

According to an on-site survey with visitors, over 68% visitors browsed www.ChinaplasOnline.com before the show to identify targeted exhibitors, 75% browsed detailed show information to prepare for their visit. 50% visitors believed that they would visit www.ChinaplasOnline.com to review exhibitors' product

information after the show. All in all, www.ChinaplasOnline.com is now successfully positioned as the best exhibitors' and visitors' partner for their activities in CHINAPLAS.

According to statistics, www.ChinaplasOnline.com visitors came from 170 countries and territories around the world including China, Hong Kong, Taiwan, India, Japan, United States, South Korea, Germany, Brazil, Turkey, Singapore, Malaysia, Italy, Iran, Russia, Argentina, Thailand, Indonesia, Saudi Arabia, Australia and more.

Website Traffic

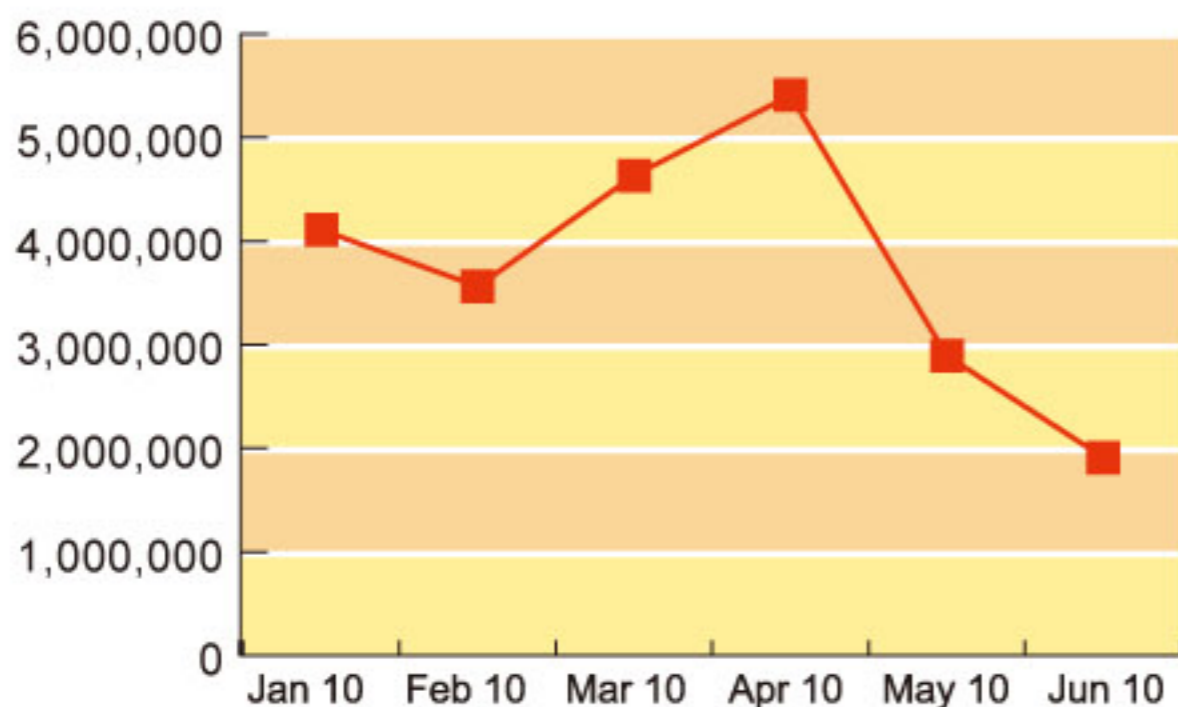
Jan 2010 – Jun 2010

Download Updated Traffic Report:

www.ChinaplasOnline.com/WebTraffic

Page views in peak month : 5,406,363

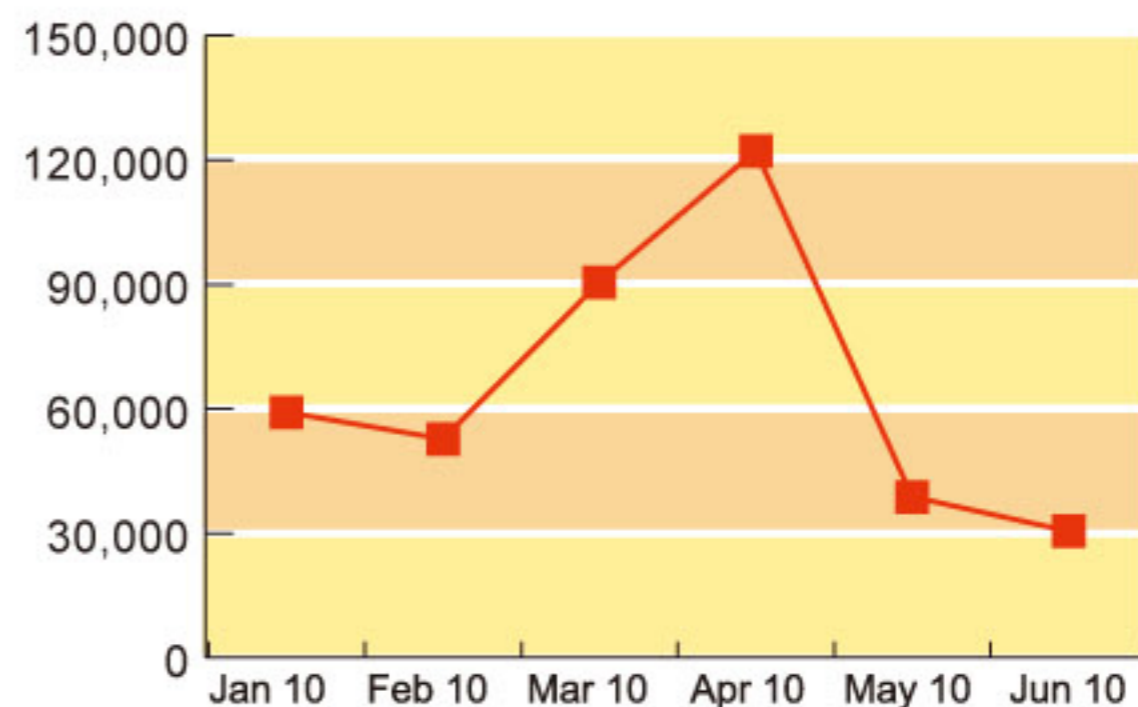
The readership in the first 6 months of 2010
↑ increased by 20% over 2009



Source from WebTrends

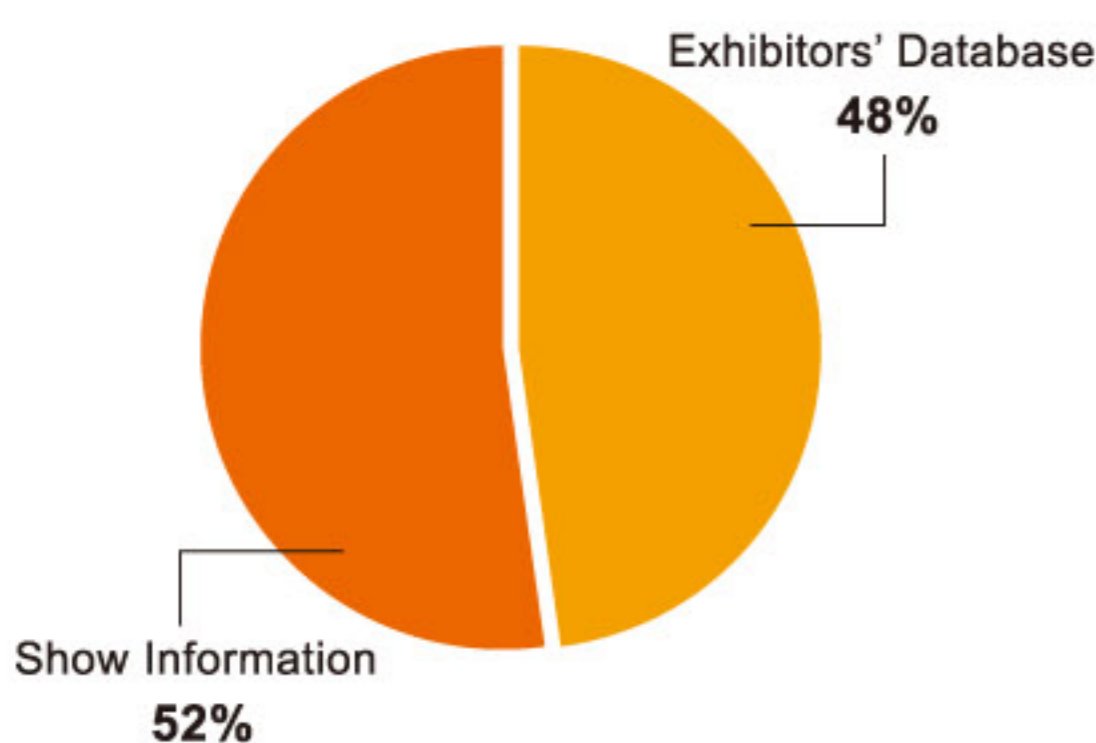
Unique visitors in peak month : 122,214

The readership in the first 6 months of 2010
↑ increased by 32% over 2009

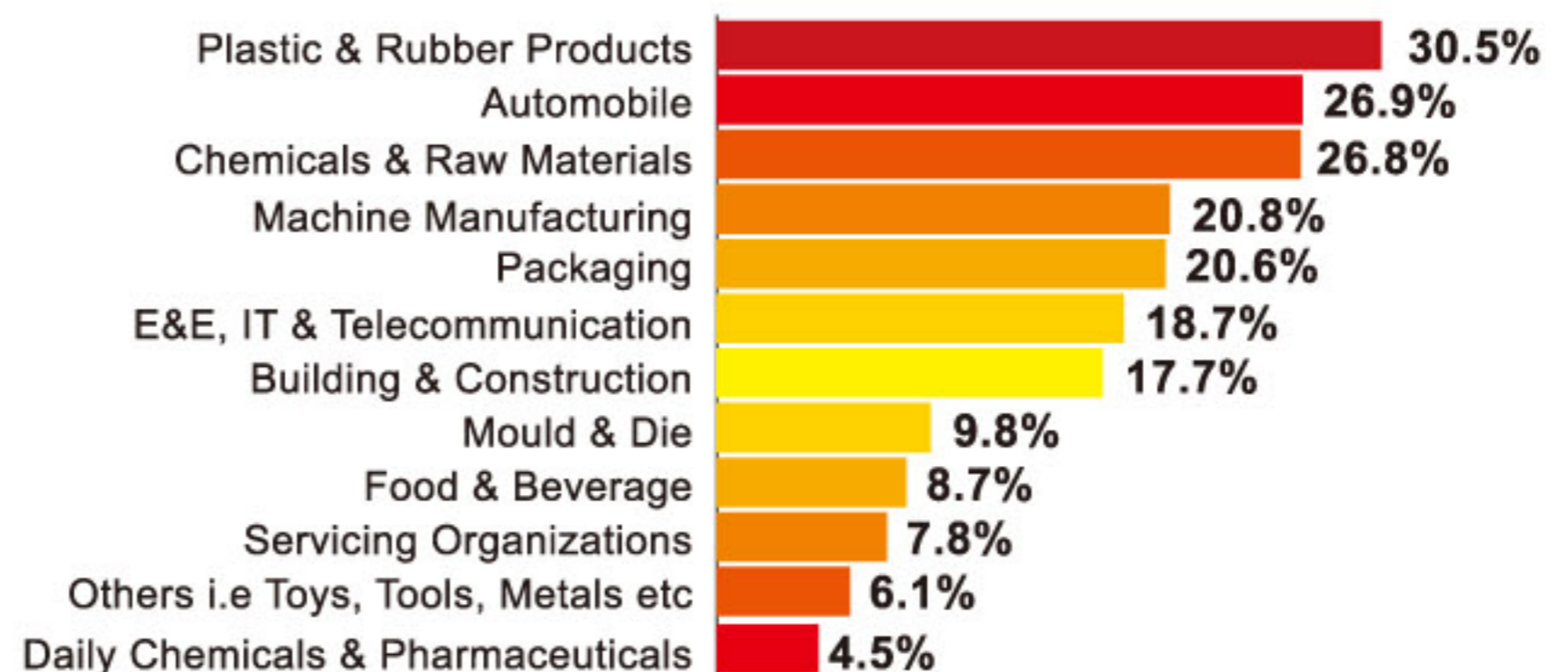


Source from WebTrends

Distribution of Two Main Sections



Visitors' Profile by Business Sectors



* Visitors may be involved in more than one business category

The Widest Promotion Through CHINAPLAS Official Connections

Website traffic is brought by a powerful promotional program run by CHINAPLAS and Official Publications and Online Media CPRJ and www.AdsaleCPRJ.com.

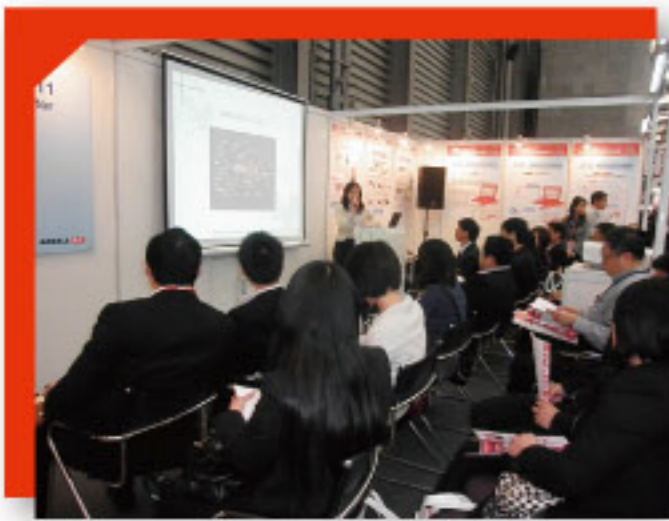
On-site Information Counters

Over 15 computers were set up for visitors to freely browse at the show.



Printed Media and Websites

Over 500 global media partners are working with CHINAPLAS on press coverage and publicity.



Strong Support by Trade Associations

Over 90 global plastic and rubber trade associations are in close contact with CHINAPLAS.

e-Marketing Seminars

Various onsite seminars were conducted to introduce the website functionalities.

Trade Inquiries

Over 8,200 buyers' inquiries were collected through online business matching system and reply forms from e-Booths.

No. of inquiries in 2010 ↑ increased by 18% over 2009

Inquiries for Machinery & Equipment

Extruders & Extrusion Lines	22%
Machines & Equipment for Preprocessing and Recycling	16%
Dies & Moulds	14%
Injection Moulding Machines	12%
Blow Moulding Machines	8%
Ancillary Equipment	7%
Processing Machines, Other	6%
Machinery & Plant for Finishing, Decorating, Printing & Marking	5%
Parts & Components	4%
Measuring, Control & Testing Equipment	3%
Machinery for Foam, Reactive or Reinforced Resins	3%

Inquiries for Raw Materials or Auxiliaries

Thermoplastics	52%
Agents and Additives	18%
Rubbers, Thermoplastic Elastomers	15%
Adhesives & Glues, Foams & Intermediates, Reinforcing Fibres / Materials	15%

User-friendly Functions

Search via product categories, applications, keywords, regions and more	Online Business Matching
MyChinaplas Personal Visiting Guide	Interactive Floor Plan

Exhibitors' Support Machinery & Equipments



Chemicals & Raw Materials



Partial list only