



Information

5th Reifen China Once Again a Popular Ordering and Information Platform

Substantial Plus in the Numbers of Exhibitors and Visitors

Great Interest from Asia, Russia, the Middle East and South Africa

The 5th Reifen China which took place in the Shanghai New International Exhibition Center on November 22 - 24, 2011 registered a plus in all the sections. 11,255 trade visitors (20 percent more than in the previous year) from 77 countries obtained information about everything to do with tyres, wheels and garage equipment at the trade fair which was organised by Messe Essen and the China United Rubber Corporation. 124 exhibitors (a plus of nine percent) from twelve countries showed their extensive ranges on offer. The trade fair was bigger than ever before: The companies, once more including a large number of leading tyre manufacturers, used 12,000 square metres (21 percent more than in the previous year) for their presentations. The garage equipment and wheel rim sections had been extended as well.

These figures emphasise: Reifen China is firmly established in the Asian market as an important ordering and information platform; within just a few years, it has developed into an indispensable date for the sector. The exhibitors stated that they were very satisfied with the course of the fair. For example, substantially more international purchasers were represented at Reifen China; in addition to visitors from the Asian region, it was particularly guests from Russia, the Middle East and South Africa who placed more orders. The exhibiting companies praised the internationality and quality of the visitors.

With Reifen China, Messe Essen and its ideal partner, Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V. ("Federal Association of the Tyre Trade and the Vulcanisers' Skilled Trade"), offer the exhibitors a platform in the growth market of China. Not only Asian producers but also manufacturers from Belgium, Germany, Great Britain, Italy, the Netherlands and Russia used the possibility of presenting themselves to this strong market. In the "Car Drifting Performance", they offered the visitors the possibility of testing tyres in extreme conditions on a course on the outdoor site. Synergetic effects were once again guaranteed by Rubber Tech China, the trade fair for rubber processing and rubber manufacture which took place in parallel.



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