

Coil Winding, Insulation & Electrical Manufacturing 2003

International Conference and Exhibition

Messe Berlin, Berlin, Germany

June 17 - 18 - 19, 2003

EXHIBITION REPORT

After each and every exhibition we produce a factual and honest report concerning the exhibition. We endeavor to make the reports as genuine as possible by sharing with you the facts, figures and planning strategies of the exhibition, plus relevant comments made by exhibitors, visitors, conference speakers and attendees.

Overall we consider the exhibition was a great success. We had to contend with the Iraq war, SARS and the downturn in the global economy and, despite these factors several exhibitors took multi thousand Euro orders during the exhibition. We sincerely appreciate the time exhibitors took to share the feelings about the exhibition. We will continue to listen and take note of all comments and suggestions and do our utmost to eliminate problems and continue to keep CWIEME Berlin as one of the successful, most productive, and easy to attend exhibitions in the world.

GENERAL EXHIBITION STATISTICS:

EXHIBITORS

210 contracted stands with 354 companies represented from 31 different countries utilizing 5,171 net square meters. This was an increase of over 22.4% compared to year 2002.

ATTENDANCE:

3,068 delegates – about 7% down from 2002. We consider this to be a very acceptable number. We had anticipated about a 15% drop in attendance because of the Iraq war, the degenerating global economy and SARS. Attendance both Tuesday and Wednesday was excellent with a slight drop on the last day, Thursday. We do not attribute this entirely to the Corpus Christi Holiday although it was factor.

CORPUS CHRISTI:

Several exhibitors have asked why we would hold an exhibition during a holiday. Just so there is no doubt, we did know there was a holiday when we scheduled the dates of the 2003 exhibition. There were several reasons for the decision.

1. The holiday is a religious day limited to the dominant Catholic regions of Southern Germany, Switzerland and Austria. We have organized CWIEME Berlin exhibitions before with the third day being Corpus Christi Day and the attendance was only marginally affected.
2. The three preceding weeks each contained other “Bridge Holidays” which were National holidays that would have definitely affected all of Germany. (The German government has plans to eliminate many of these “Bridge” holidays because they are so numerous and are affecting the German economy. They intend to eliminate 5 out of 15 next year including Corpus Christi which incidentally is June 10th in 2004.)
3. To hold the exhibition in later weeks would put the exhibition too close to German National school holidays which would not be wise.
4. To schedule the exhibition too close to Hanover Fair, PCIM and INTEL would also put the exhibition at a distinct disadvantage for both visitor attendance and exhibitor participation.
5. CWIEME exhibitions are not German exhibitions. They are International exhibitions geographically located in Berlin. The primary audience is Europe, Scandinavia, the Middle East, and the emerging eastern block nations. Berlin is the exact center point of a 2,400 kilometer radius of all of these areas.

THE EXHIBITION HALLS, TRAFFIC FLOW, RESTAURANT, TOILETS, AND SECURITY:

Halls 21A, 21B and 22A and 22B were not as “nice” as Halls 18 and 20, which were used in 2002. No arguments there. Last year’s event had the registration counter and entrances in between Halls 18 & 20 which certainly equalized traffic flow to these halls. However, even though Halls 18 and 20 were an excellent location, they are just not big enough to accommodate this fast growing

exhibition. Overall, most exhibitors were happy with the new halls i.e. 21A & B, & 22A & B and they liked the new main entrance, larger freight doors and better air conditioning. If, however, you were in the rear of Halls 22A & B you would probably disagree. The larger stands in the front of the halls captured many visitors and kept them on their stands for a very long time. A proportion of delegate traffic did not reach the rear of halls 22A & B until late morning each day.

There is a definite advantage for those exhibitors that book early, book larger stands, and incorporate innovative methods to attract visitors to their stands. It has been suggested we place the larger stands in the rear of the halls, or that we split halls into suppliers, machine manufacturers, etc. The bottom line is we do try to balance the halls to improve traffic flow.

We have decided to move to new halls for 2004.

The only food services we arranged were to be between Halls 22 and Halls 23 to encourage delegates to travel throughout the exhibition. However, the food vendor enacted a small clause in his contract with Messe Berlin that allowed him to set up food anywhere he pleased. This we did not find out about until food services appeared in the entrance and in between halls 21 and 22. We did everything we could to close these unwanted food services but to no avail.

The restaurant was the same size as in previous years with the same menu. A few people did not like the quality but most were satisfied. We agree there were not enough chairs and tables.

Toilets not open, gates closed, etc. – Just let us know at the time and problems like these can be easily fixed.

Security – yet again we experienced theft from stands. This is most unfortunate and we wish to ensure all exhibitors we are doing everything in our power to remedy the situation. Exhibitors must also remove valuables from stands where possible and also take out insurance.

WHERE DID VISITORS COME FROM:

Western Europe	65.56%
Eastern Europe	8.73%
Asia	17.27%
Central & S America	1.48%
North America	1.07%
Middle East	3.23%
Africa	1.94%

Australasia 0.72%

Number of different Countries 101

WHAT VISITORS CAME TO SEE:

Delegate Product Interest at CWIEME 2003

(Information taken from Delegate Pre-Registration Cards)

Adhesives & Sealants	834	25.27%
Armatures/Rotors/Motor Housings	680	20.60%
Bobbins & Coil Formers	930	28.18%
Carbon Brushes & Brush Holders	463	14.03%
Burn-off Ovens	210	6.36%
Coil Winding Machines-Motor	1090	33.03%
Coil Winding Machines-Toroidal	800	24.24%
Coil Winding Machines-Transformer	904	27.39%
Cut-Out Sensors-Motor & Transformer	539	16.33%
Coils & Transformers-Finished Product	1254	38.00%
Commutators	420	12.72%
Impregnation & Encapsulation Equipment	720	21.81%
Insulation Materials	1601	48.51%
Laminations-Motor/Transformer	790	23.93%
Magnet Wire	753	22.81%
Magnetic Cores	830	25.15%
Magnetising Equipment	458	13.87%
Magnets	705	21.36%
Motor Balancing Equipment	587	17.78%
Needle & Wire Guides	320	9.69%
Rewinding Equipment-Motor & Transformer	511	15.48%
Software-Coil/Transformer & Motor	705	21.36%
Soldering Equipment	498	15.09%
Taping Machines	310	9.39%%
Testers-Motor & Transformer	1010	30.60%
Welding Equipment-Coil/Motor/Transformer	598	18.12%%

Of great interest to us in the above figures is the high percentage of delegates with an interest in coils and transformers – finished product (38%) and also transformer coil winding machines (27.39%). We had similar figures last year and these were a surprise. We realize that delegates are not just interested in finished coils and transformers as such, their interest is in companies that can custom manufacture to their requirements. As already stated, this surprised us last year because exhibits at CWIEME cater more for the motor manufacturer and repairer than the bobbin and transformer manufacturer. Based on this fact

we are going to put effort into attracting companies to exhibit who custom manufacture coils and transformers. This is heartening because it means the Show will eventually bring in more exhibitors who produce components, materials and machinery for the bobbin and transformer market.

WHAT TYPE OF VISITORS WERE THERE:

Manufacturer	2119	64.21%
Distributor	630	19.09%
Marketing/Press/PR	62	1.87%
Other	489	14.83%

As per last year, the 2003 Show list is available for hire - cost 1497.00 EUROS. Please note that the list will larger than the actual attendance figure. This is due to the fact that approximately 40% who register do not actually attend the exhibition. If you wish to receive a preview of the list via Email in Access XP, Dbase or TXT format then please send payment of 47.00 EUROS Remember, we are the only Coil Winding based Show to make our list available for scrutiny and hire. We have been meticulous in removing students, wives/husbands (whichever), secretaries and duplications.

PUBLICITY & MARKETING

CWIEME mailed over 1.2 million Invitation Tickets in ten different languages: English, French, German, Spanish, Italian, Russian, Traditional Chinese, Simplified Chinese, Japanese, Korean.

Exhibitors requested Invitation Tickets in the following quantities and languages:- 31020 English; 20035 German; 7000 Italian and 9940 French.; 660 Simplified Chinese; 245 Traditional Chinese; 367 Japanese; 315 Korean; 10 Russian; 40 Spanish.

The interesting item regarding requested invitation tickets was that despite nearly 25% more exhibitors, less German language tickets were order by exhibitors compared to last year.

Exhibitors requested 127100 Publicity Stickers.

CWIEME placed ½ page and sometimes full page advertisements in 41 different trade magazines. We ran multiple advertisements (minimum size ½ page) in some of the more relevant magazines. Apart from Coil Winding International & Electrical Insulation Magazine (which always brings in the best results) we will continue to use Direct Marketing as our main form of advertising. This is considerably more expensive than magazine advertising but it is also very effective.

CONFERENCE:

CWIEME 2003 Exhibition was supported by our own CWIEME 2003 1-1/2 day Technical Conference as well as ISOTECH 2003 1 day Seminar, and, INTERTECH 2003 2 day Technical Workshop.

This year we concentrated on Exhibitors presenting papers at the CWIEME Technical Conference. This approach seems to have been very successful, and, another resulting benefit was that 100% of the Speakers turned up to speak.

EXHIBITION QUESTIONNAIRE RESPONSE.

First of all we would like to thank those exhibitors who returned the questionnaires to us. Without the continued input, suggestions, criticisms and compliments we would never know if you were happy with how the exhibition is been organized and presented. We will answer certain items where we consider an answer is required.

The following are the results of the exhibitor poll.

Overall Participation:

Highly Satisfied	09.8%
Mostly Satisfied	20.4%
Satisfied	63.9%
Very Pleased	00.8%
Dissatisfied	04.9%

Expectations:

Greatly Exceeded	4.61%
Exceeded	1.53%
Met	81.54%
Not	12.31%

Experience of Messe Berlin services:

Highly Satisfied	14.40%
Mostly Satisfied	26.40%
Satisfied	54.40%
Dissatisfied	4.00%

Stand Quality:

Highly Satisfied	11.20%
Mostly Satisfied	13.60%
Satisfied	64.00%
Dissatisfied	10.40%

Visitor Quality:

Highly Satisfied	23.44%
Mostly Satisfied	11.72%
Satisfied	61.72%
Very Pleased	0.78%
Dissatisfied	1.56%

Stand Quality:

Highly Satisfied	22.00%
Mostly Satisfied	49.00%
Satisfied	28.00%
Dissatisfied	1.00%

Planning to exhibit in 2004:

No	00.54%
Undecided	15.22%
Yes	84.24%

Opening Hours:

Leave the hours the same as 2003	83.76%
Change	16.24%

The responders that would like changes varied from increasing the number of days, reducing the number of days, opening later, closing later and many other combinations. Very few asked for a shorter third day.

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Please feel free to respond to this report or to send us your comments about the 2003 exhibition. Also, we would be pleased to receive your suggestions for the 2004 exhibition and future exhibitions.

Best Regards,

Timothy House and Graham McNeill

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