



第二十三届中国(温州) 国际皮革、鞋材、鞋机展览会

The 23rd China(Wenzhou) Int'l Leather, Shoe Material & Shoe Machinery Fair

同期展会 CONCURRENT FAIR :

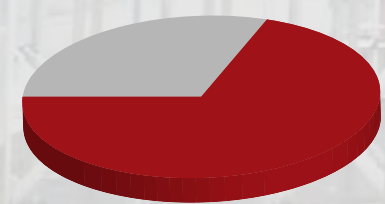
2018中国(温州)国际针织机械、飞织鞋面展览会
2018 China (Wenzhou) Int'l Knitting Machinery & Fly-knitting Upper Fair

2018中国(温州)国际缝制设备展览会
2018 China (Wenzhou) Int'l Sewing Equipment Fair

2018中国国际合成革展览会
2018 China Int'l Synthetic Leather Fair



展后报告
POST SHOW REPORT



展览面积
Exhibition Area

45,000 sqm



参展企业
Exhibitor

703



专业观众
Professional Visitor

19,348



海外观众
Overseas Visitor

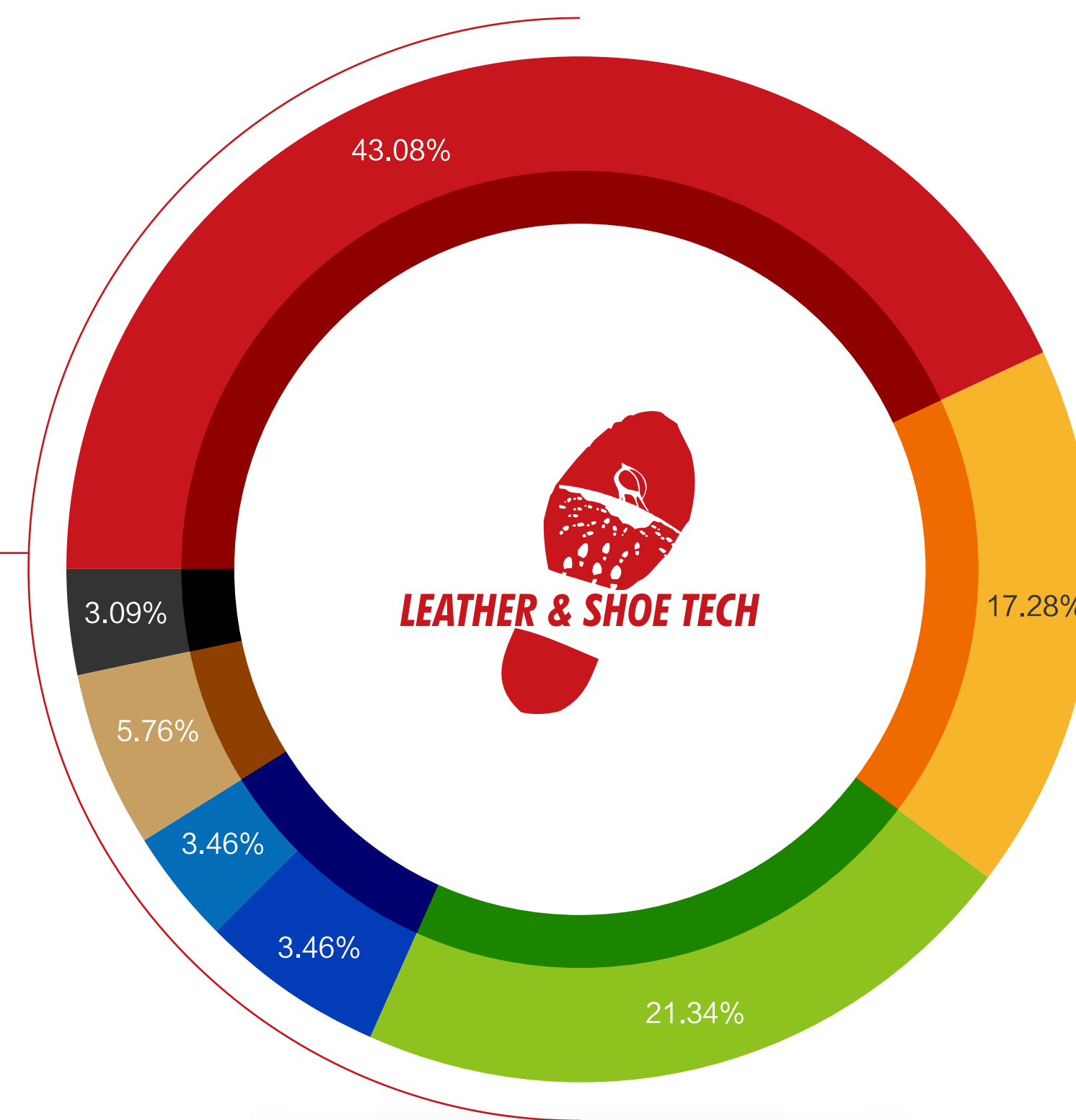
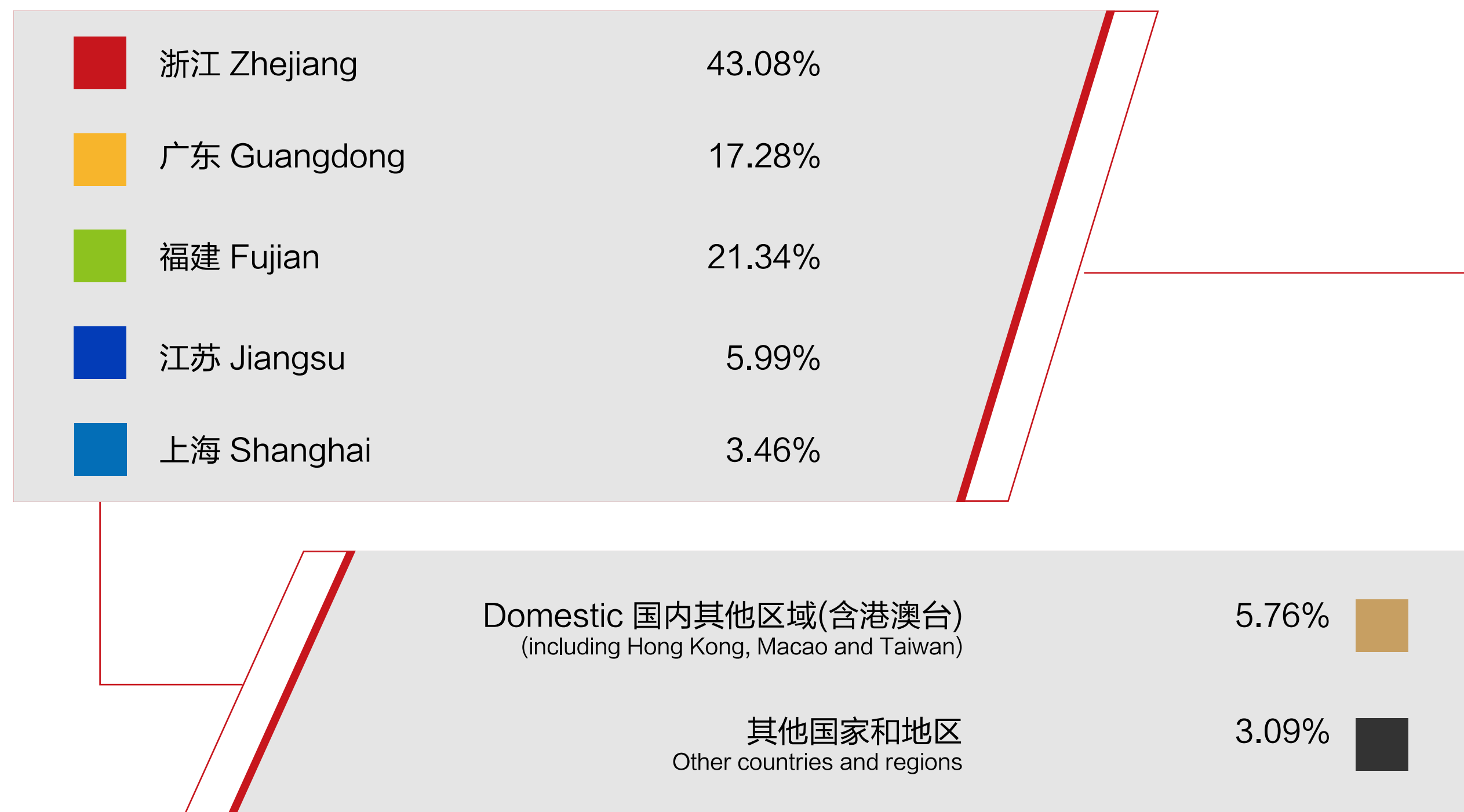
1,351



参展商数据分析 EXHIBITORS ANALYSIS

参展商区域分布

EXHIBITORS REGIONAL ANALYSIS

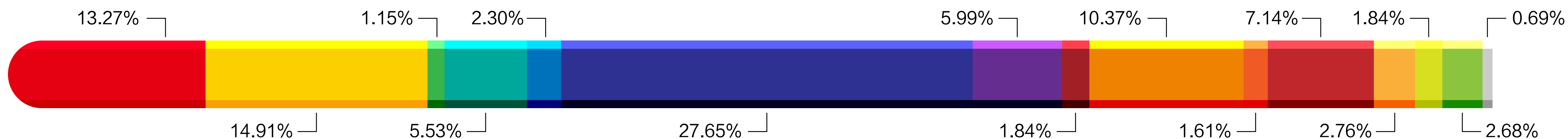




参展商数据分析 EXHIBITORS ANALYSIS

参展商展品类别

EXHIBITS CATEGORY



| | |
|---------------------------------|--------|
| 制鞋材料 Shoe Material | 13.27% |
| 鞋材原辅料 Raw Material | 14.91% |
| 真皮 Genuine Leather | 1.15% |
| 合成革 Synthetic Leather | 5.53% |
| 激光设备 Laser Equipment | 2.30% |
| 鞋机 Shoe Machinery | 27.65% |
| 鞋机配件 Shoe Machinery Accessories | 5.99% |
| 检测仪器 Testing Machinery | 1.84% |

| | |
|-------------------------------------|--------|
| 缝制设备 Sewing Equipment | 10.37% |
| 缝制设备配件 Sewing Equipment Accessories | 1.61% |
| 针织机械 Knitting Machinery | 7.14% |
| 飞织鞋面 Fly-knitting Upper Material | 2.76% |
| 3D打印 3D Printing | 1.84% |
| 行业媒体及商协会 Media & Associations | 2.68% |
| 其他 Others | 0.69% |

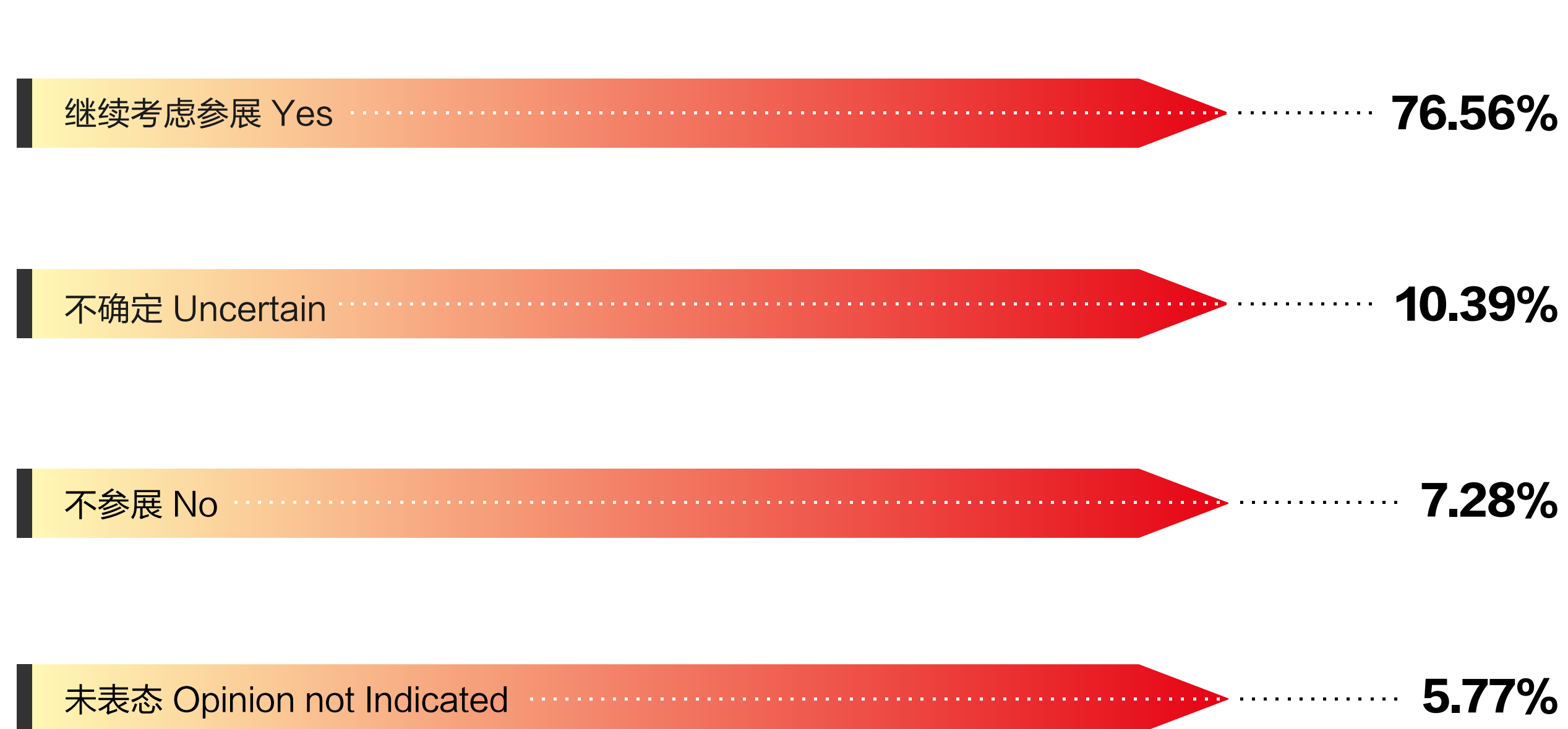
* 注: 以上数据按企业数量统计



参展商数据分析 EXHIBITORS ANALYSIS

下届参展意向调查

EXHIBITOR INTENTION OF PARTICIPATING IN NEXT EDITION





“温州展是全国历史最悠久的鞋业设备与鞋材展览会之一，会场所见设备更是往「自动化」与「智能化」发展，丝毫不输广州等同类大展。传统印象里以皮鞋为主的温州，鞋面针织设备区的规模已超过广州、晋江展的鞋面针织设备区，可见主办单位在展务上的用心尽力，值得称许。”

——台湾机械工业同业公会
秘书长 王正青

“温州皮革展汇聚了国内外许多参展商，弥补整合了行业的信息资源，充分调动行业间的沟通与交流，同时又促进行业间的合作与发展”

——晋江市港益纤维制品有限公司
副总经理刘洋

Wenzhou Int' l Leather Fair is one of the national' s oldest Shoe Material and Shoe Machinery exhibitions. The on-site equipment became more and more “automated” and “intelligent” . It is well known that Wenzhou is famous for footwear manufacturing. Now, Wenzhou Int' l Leather Fair' s upper knitting equipment scale is larger than Guangzhou fair and Jinjiang fair. It is no doubt that the organizer puts all effects and energy on delivering the best service. For that they deserve our high praise.

—Mr. Cai Jiahui, President, Wenzhou Shoe Machinery Chamber of Commerce
Chairman, Zhejiang Zhuda Machinery Technology Co., Ltd.

Wenzhou Int' Leather Fair converge exhibitors home and aboard,making up and intergrating line zone information resource ,fully taking communication into play between lines,at the same time promote co-operate and development

— Vice manager Liu Yang
Jinjiang Gangyi Fibre Co. Ltd.

展商评价

EXHIBITOR EVALUATION





专业观众分析

本届展会共有来自中国、印度、巴基斯坦、孟加拉国、伊朗、墨西哥、叙利亚、韩国、印度尼西亚、巴西、埃及、土耳其等70个国家和地区的19348名专业观众赴会参观、采购，其中海外参观商达1351人，印度、巴基斯坦、孟加拉国、墨西哥、巴西等国家的海外采购商增长迅速，来自白俄罗斯、荷兰、阿塞拜疆、马其顿等欧洲国家的首次参加展会。



REGIONAL ANALYSIS ON PROFESSIONAL VISITORS

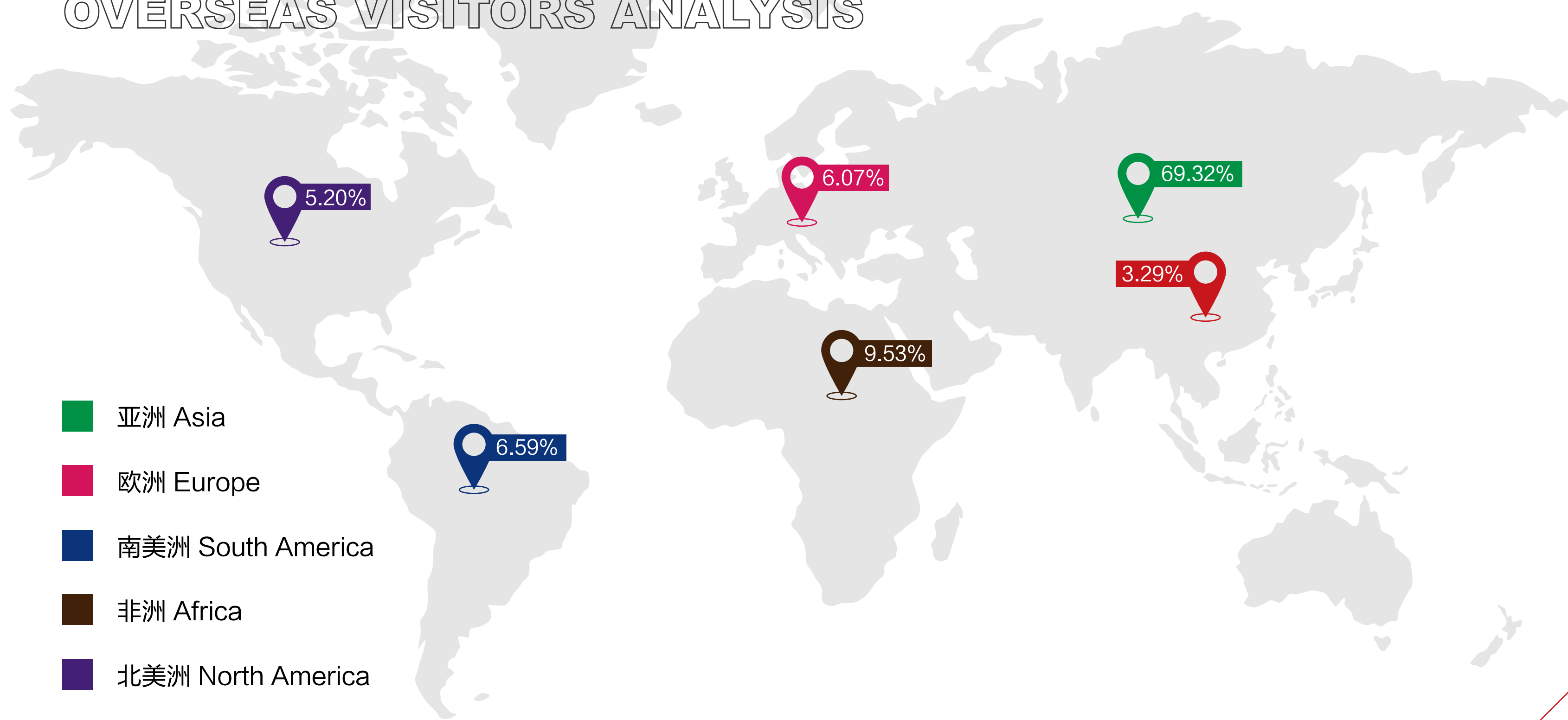
According to the data 19,348 professional visitors from 70 countries come and visit the show. They came from China, India, Pakistan, Bangladesh, Iran, Mexico, Syria, South Korea, Indonesia, Brazil, Egypt and Turkey and etc. Among 1,351 overseas visitors, traders from India, Pakistan, Bangladesh, Mexico, Brazil have grown rapidly this year. Our new members from European countries such as Belarus, the Netherlands, Azerbaijan and Macedonia visited Wenzhou Leather fair for the first time.



观众数据分析 VISITOR ANALYSIS

国际参观商分布区域

OVERSEAS VISITORS ANALYSIS



- 亚洲 Asia
- 欧洲 Europe
- 南美洲 South America
- 非洲 Africa
- 北美洲 North America
- 常驻国内及其他 Others



印度 INDIA



叙利亚 SYRIA



巴基斯坦 PAKISTAN



孟加拉国 BANGLADESH



韩国 KOREA



印度尼西亚 INDONESIA



伊朗 IRAN



墨西哥 MEXICO



巴西 BRAZIL



埃及 EGYPT

专业观众排名前十国家和地区
 TOP 10 OVERSEAS BUYERS COUNTRIES



观众数据分析 VISITOR ANALYSIS

国内参观商分布区域

DOMESTIC VISITORS ANALYSIS

| | |
|---|--------|
| 温州地区 Wenzhou Local Visitors | 61.79% |
| 浙江省内(除温州地区) Visitors From Zhejiang Province (Exclusive of Wenzhou) | 18.75% |
| 福建省 Fujian | 5.60% |
| 广东省 Guangdong | 4.87% |
| 江苏 Jiangsu | 2.90% |
| 上海 Shanghai | 1.46% |
| 山东 Shandong | 1.15% |
| 国内其他区域 Others | 3.48% |





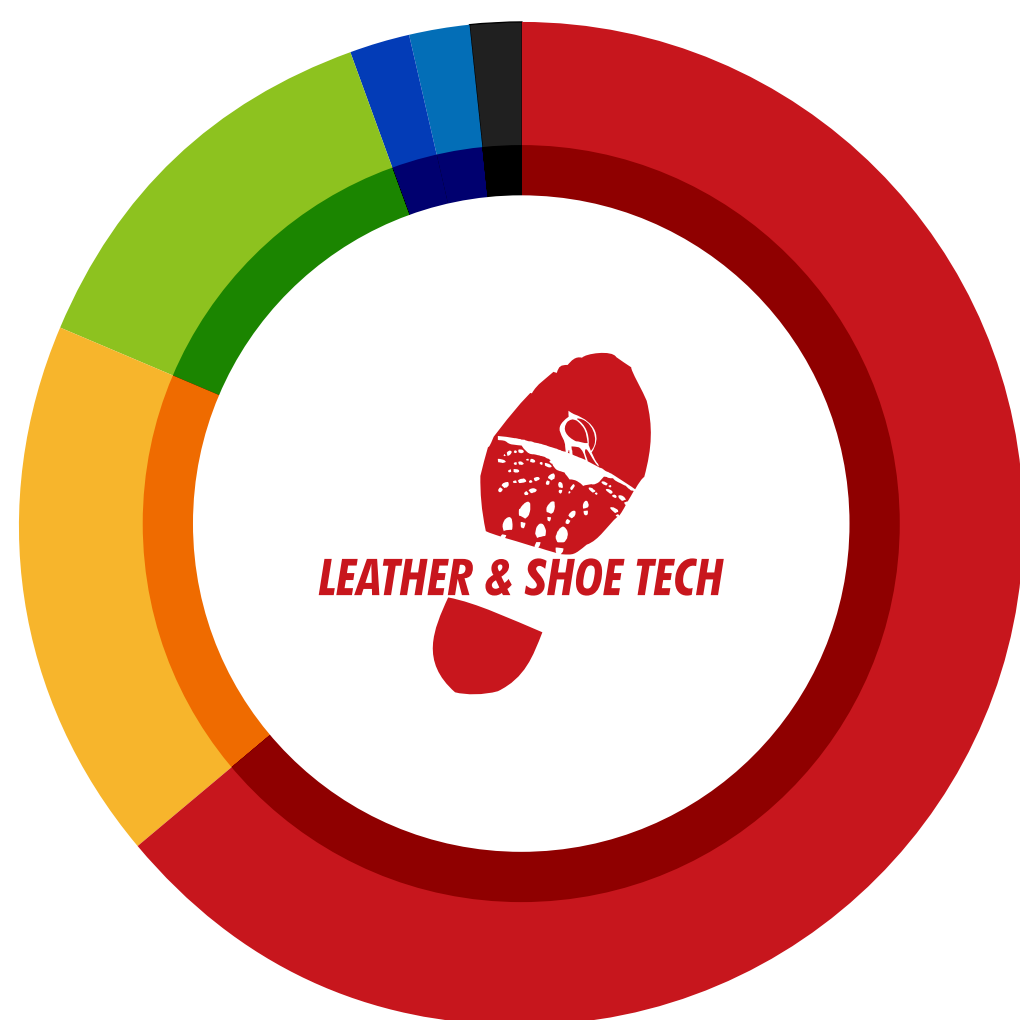
观众数据分析 VISITOR ANALYSIS

行业性质及参观目的

OVERSEAS VISITORS ANALYSIS

参观商行业属性 Nature of Business

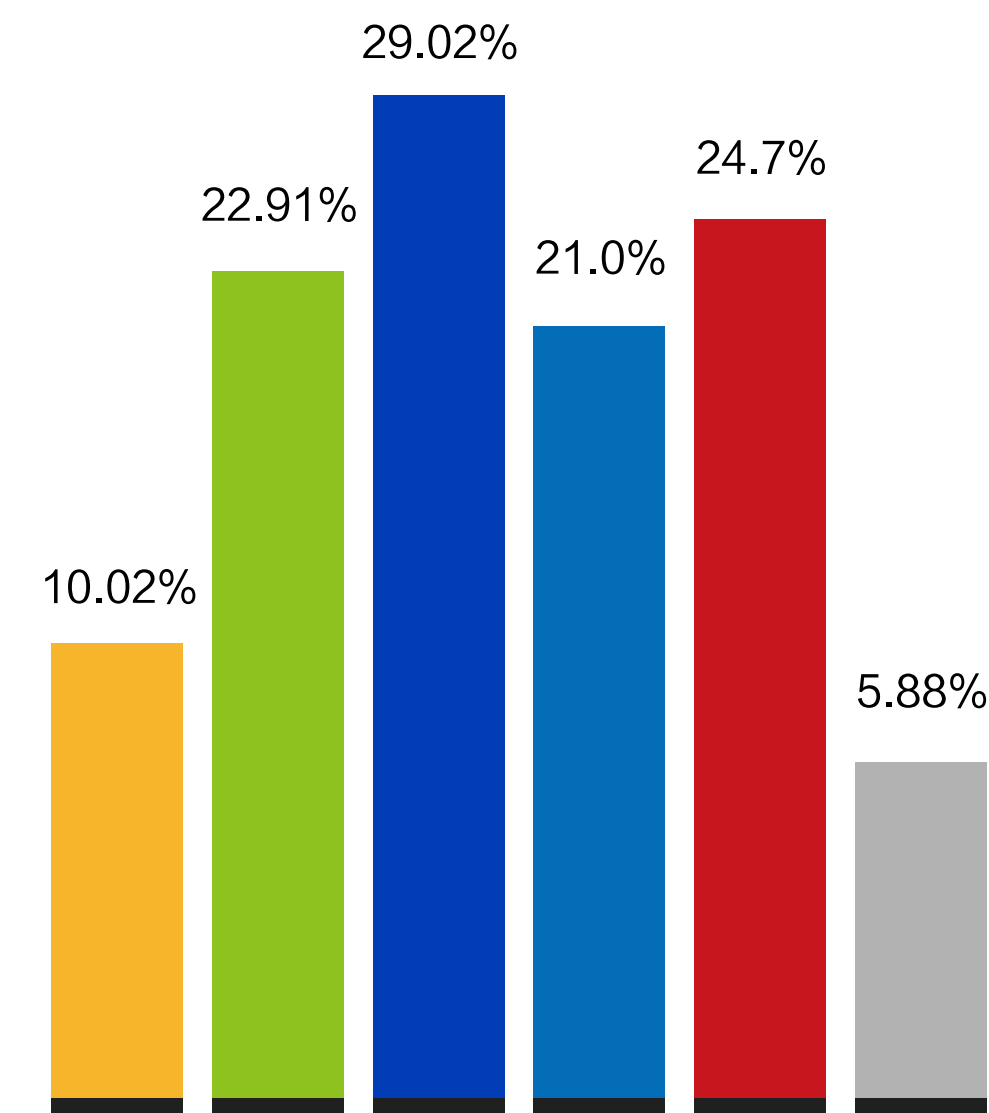
| | |
|---|--------|
| 生产型企业 Manufacturer | 64.06% |
| 国内销售企业 Purchasing Agency | 17.38% |
| 国际贸易进出口公 International Trade Company | 13.24% |
| 行业协会/商会 Industrial Association/ Chamber of Commerce | 1.98% |
| 行业媒体 Press | 1.92% |
| 其他 Others | 1.42% |



参观目的 Purpose of Visit

(多选项, 总百分比超过100%)
(multiple choice, Total percentage over 100%)

| | |
|---|--------|
| 参加现场专业活动 Participating in On-site Professional Activities | 10.02% |
| 拜访老客户 Visiting Regular Customers | 22.91% |
| 物色新供应商 Looking for New Suppliers | 29.02% |
| 建立新的商业联系 Establish New Business Relations | 21.0% |
| 收集市场/产品资料 Collecting Market&Production Information | 24.7% |
| 其他 Others | 5.88% |



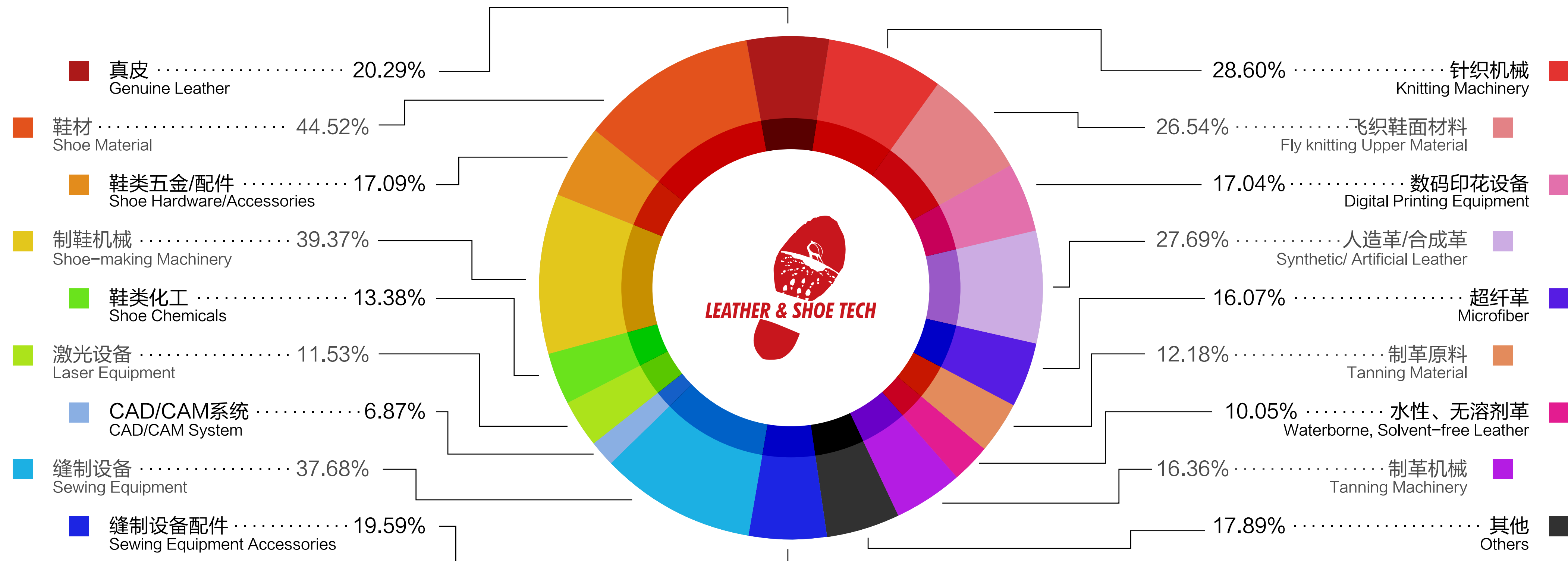


观众数据分析 VISITOR ANALYSIS

参观商感兴趣的产品

(多选项, 总百分比超过100%)
(multiple choice, Total percentage over 100%)

PRODUCTS OF INTEREST





观众评价 VISITOR EVALUATION

我们每年都会来参观温州展会，今年展会的规模更大，但是整体规划和布局更加清晰，帮助我们在参观时节约了很多时间，并圆满达成采购设备和材料的目的。此外，希望展会的场馆硬件和功能指示等方面能够继续提升！

——意尔康股份有限公司 (青田)
副科长 张如宝

We visit Wenzhou Fair every year. This year, the scale of the exhibition is larger, the overall planning and layout are more clearer which helps us save a lot of time when visit, and successfully achieve the purpose of purchasing equipment and materials. In addition, I hope that the exhibition facilities and function instructions can be improved continuously.

——Mr. Zhang Rubao
Deputy Chief, Yearcon Co., Ltd. (Qingtian)

温州展会规模不断增长，在行业内的影响力也不断加大，对我们公司来说具有比较大的参观采购价值。今年展会期间，我们在比较关注的机械产业化、工业自动化流水线和行业相关信息等方面都有所收获。

——金猴集团威海鞋业有限公司
副总经理 王福全

The scale of Wenzhou Fair is constantly growing and its influence in the industry is also increasing. It has a relatively large value for our company to visit and purchase. This year, we are more concerned about the machinery industrialization, industrial automation assembly line and industry-related information. And Wenzhou Fair got all the information we need.

——Mr. Wang Fuquan
Deputy General Manager,
Jin Fu Group Weihai Footwear Co., Ltd.

温州展是制鞋业非常重要的展会，参观商可以在展会里看到高质量、新研发的制鞋材料和机械，同时越来越多的外商和国际展商来到温州皮革展。看到大品牌制鞋公司也应邀参展，我们很高兴在本次展会上成功找到了需要的产品！

——瑞典HORIZON公司
首席执行官 TARIF KURDI

Wenzhou Fair is an important exhibition, involving in shoe-making and footwear industry. Visitor can see high quality and newly developed shoe materials & machines here. Besides, more and more foreign exhibitors and buyers coming here. I saw major footwear brands were invited at the fair and I've found the products I want!

——TARIF KURDI
CEO, HORIZON, Sweden

我参加温州展览会已经十多年了，这是鞋业采购新技术材料和机械的重要一站式平台，对全球制鞋业发展具有很大的价值。组委会每年都做得很棒，我看到他们在不断创新，努力让参展商和观众更加满意！

——印度LEATHER AGE杂志
总编 Y.K.Luthra

It's more than a decade I am coming to Wenzhou Fair. This is the important platform for one-stop shoe industry for sourcing the high class new technology materials & Machinery. Which is really useful to the shoe industry worldwide. About the organizers they are really do the fantastic job every year. I see new things from them to keep Exhibitors & Visitors happy always!

——Y.K.Luthra, Editor &
Publisher, LEATHER AGE, India



同期活动 CONCURRENT FAIR



“搵道” 鞋履原创展区暨设计分享会
“WONDER” Original Design Show Room

2018中国温州鞋业智能制造论坛
2018 China Wenzhou Advanced Footwear Manufacturing



第八届中国合成革峰会
暨合成革工业节能改造技术论坛
The 8th China Synthetic Leather Seminar &
Synthetic Leather Industry Forum

产销对接活动
Production and Marketing Activities





更多现场盛况

关注微信公众号：温州国际皮革展

ON-SITE PICTURES





2019 展望

鞋业智造新技术、新产品一站式平台
更多真皮、制鞋材料企业参展
规模更大、覆盖范围更广的针织机械、飞织鞋面展
全球20+国家宣传推广，参展更有价值

PROSPECT 2019

MORE GENUINE LEATHER &
SHOE MATERIAL COMPANIES JOIN US
NEW TECHNOLOGY AND NEW PRODUCTS
ONE-STOP PLATFORM FOR SHOE INDUSTRY
LARGER SCALE AND WIDER INDUSTRIAL CHAIN OF KNITTING
MACHINERY & FLY-KNITTING UPPER FAIR
ENHANCE STRATEGIC COMMUNICATIONS AND
GLOBAL OUTREACH



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www.chinashoetech.cn

The 24th China(Wenzhou) Int'l Leather, Shoe Material & Shoe Machinery Fair

2019.08.23-25

温州国际会展中心

August 23 – 25, 2019

Wenzhou Int'l Convention & Exhibition Center

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2019中国(温州)国际针织机械、飞织鞋面展览会
2019 China (Wenzhou) Int'l Knitting Machinery & Fly-knitting Upper Fair

2019中国(温州)国际缝制设备展览会
2019 China (Wenzhou) Int'l Sewing Equipment Fair

2019中国国际合成革展览会
2019 China Int'l Synthetic Leather Fair



 **德纳展览**
DONNOR EXHIBITION

0577-88902222

温州市上江路198号经开区商务广场B-1403