Visitor Analysis (2013)

Business Nature

- Distributors / Dealers: 33%
- Contractors / Rental companies / System integrators: 23%
- Event organisers / Production houses / Advertising agencies: 16%
- Manufacturers: 15%
- Institutions (acoustic / architectural / stage design): 14%
- Sourcing and technical department of performance troupes: 13%
- Performance venues: 8%
- Others: 6%
- Associations / Trade media: 5%
- TV or radio stations / Studios: 5%

Local Visitor Distribution (Total: 22,187)
- Eastern China: 85.1%
- Other parts of China: 14.9%

Overseas Visitor Distribution (Total: 1,682)
- Asia: 57.2%
- Europe: 19.3%
- Africa: 2.9%
- South America: 10.1%
- North America: 7.6%
- Oceania: 3.0%

Job Nature

- Sales and Marketing: 15.5%
- Decision maker and senior management: 26.6%
- Procurement: 11.8%
- Others: 9.0%
- Stage, audio design and technician: 37.1%
- Others: 9.0%

Worldwide buyers from 77 countries and regions

**Africa (10 countries)**
- Djibouti, Egypt, Ghana, Kenya, Madagascar, Morocco, Nigeria, Somalia, South Africa, Tunisia

**Asia (30 countries and regions)**
- Bangladesh, Burma, Georgia, Hong Kong, India, Indonesia, Iran, Israel, Japan, Kazakhstan, Korea, Laos, Lebanon, Macao, Mainland China, Malaysia, Maldives, Mongolia, Nepal, Oman, Pakistan, Philippines, Saudi Arabia, Singapore, Sri Lanka, Syria, Taiwan, Thailand, UAE, Vietnam

**Europe (22 countries)**
- Austria, Belgium, Czech Republic, Denmark, Estonia, France, Germany, Ireland, Italy, Moldova, Netherland, Norway, Poland, Portugal, Roumania, Russia, Spain, Sweden, Switzerland, Turkey, Ukraine, UK

**Americas (13 countries)**
- Argentina, Bahamas, Brazil, Canada, Chile, Colombia, Ecuador, Guatemala, Mexico, Paraguay, Peru, Surinam

**Oceania (2 countries)**
- Australia and New Zealand

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