

Already the 7th successful event in a row, AchemAsia 2007, 14 – 18 May, Beijing, will be an outstanding opportunity to benefit from the exciting chances that a rapidly developing China offers suppliers to the process industries.

Record figures at AchemAsia 2007

— DR. THOMAS SCHEURING —

China is, probably more than ever before, the global hot spot for the chemical process industries. Being the world's powerhouse for industrial manufacturing, China's chemical process industry plays a key role in the country's industrial value adding chain. Not surprisingly, the ranking of the chemical industry has continually gone upwards within the respective Five-Year Plans of the past two decades. An abundance of new exhibitions and trade fairs which recently came into play in our fields underlines this trend as well.

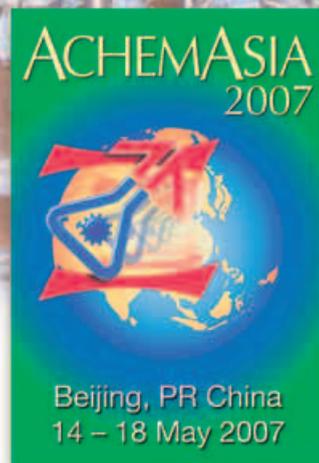
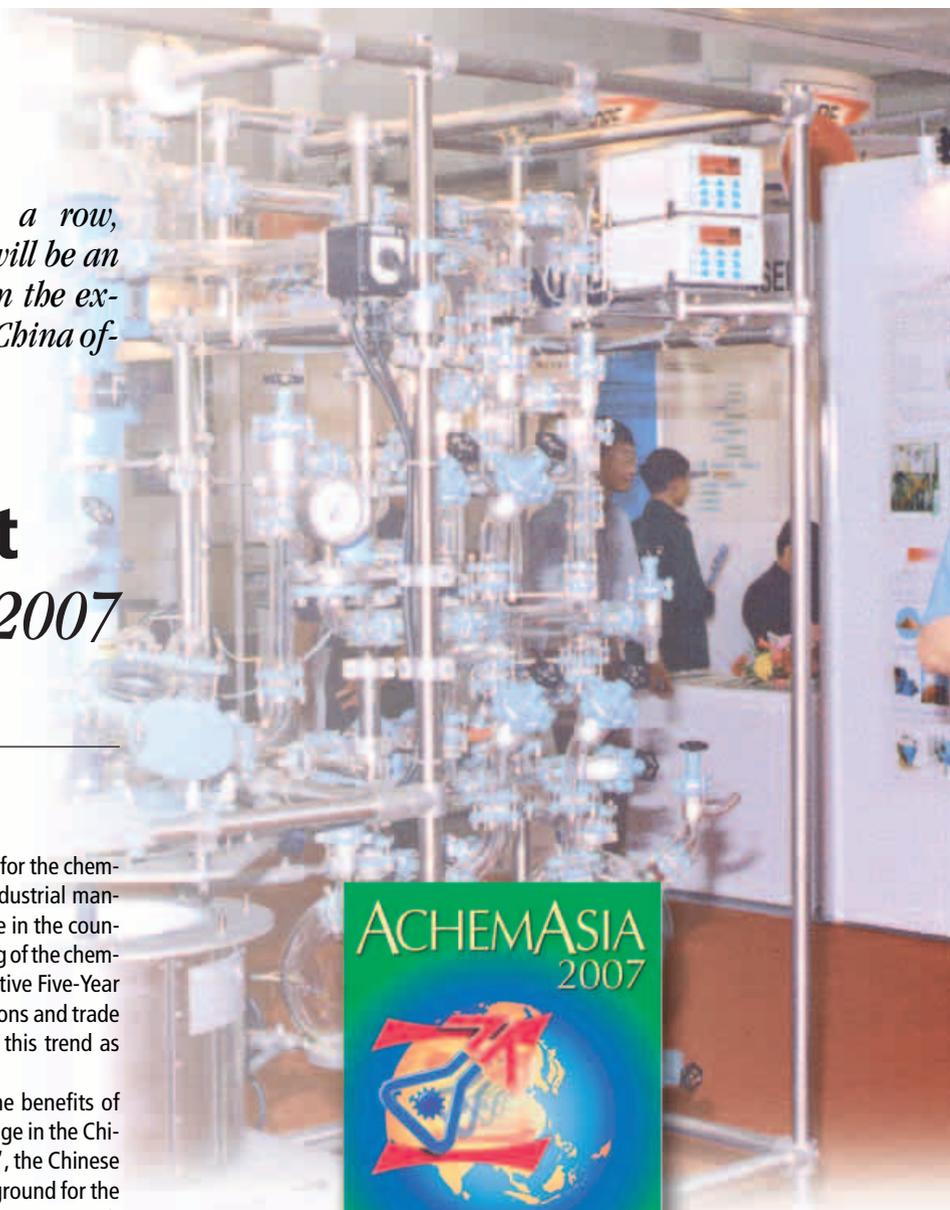
With nearly 20 years' history, AchemAsia is now earning the benefits of DECHEMA's long-term commitment in China. A solid anchorage in the Chinese chemical community – you could also name it "Guanxi", the Chinese term for well-established personal connections – is the background for the event's steadily positive development. Hence the upcoming seventh AchemAsia in May 2007 will be remarkable under several aspects:

In 2007 AchemAsia will host the largest exhibition ever since its première in the year 1989. Not only does the event in 2007 comprise more halls than previously. There is also a remarkable trend towards bigger average stand sizes – which is quite contrary to the general worldwide trend of downsizing exhibition booths. Obviously the marketing people in many Chinese companies have realized that the former standard exhibition booths in "rabbit cage" style are not exactly brilliant – which is further evidence that

The author is Head of Exhibition-Congresses DECHEMA e.V.

Country focus: China

- fastest growing economy in the world: constant growth rates of 7–10%
- the world's number one in foreign investments – continuously increasing
- the world's second largest consumer of chemical products
- the world's third largest chemical producer
- facilitated access for foreign investors since China's WTO entry in 2001
- successful reform policy
- steady deregulation and adaptation to market economy structures
- huge biotech potential with approx. 5,000 biotech companies
- most populous nation and hence largest market for agrochemistry
- global powerhouse for the production of industrial goods
- increasing competitiveness of products "made in China"
- China's current 'Five-Year Plan': clearly addressing the process industries
- substantial progress in the protection of intellectual property rights



China is catching up with the rest of the world in terms of professional marketing and customer orientation.

An all new conference concept

Attendees at AchemAsia will also experience an all new conference concept, with the congress now being fully integrated in the exhibition area. No more endless footslogs to the congress centre at the far end of the exhibition grounds! The congress underwent a substantial refurbishment regarding its content and focus as well. Instead of more common-or-garden conference sessions we will now have clearly visible focal topics in a significantly streamlined outline. Key topics are:

- Industrial Water Treatment
- GMP Pharma
- Synfuels and Renewables
- Safety
- Chemical Parks
- Biosafety
- Biorefineries

In the course of DECHEMA's preparatory work, and during detailed talks with Chinese experts and decision makers, these top-



ics have crystallized as the ones of current prime interest. New in 2007, AchemAsia will also host a partnering event for those companies that either prefer to participate at absolute low-cost conditions, or who have registered too late to get a regular booth as the exhibition is now quite fully booked.

Conference outline

The exhibitors' statistics give an idea of the exhibition's comprehensiveness and scope of companies taking part. Already at first sight the large Chinese participation is striking, with nearly double the size of the next following nation, Germany. This of course is an indication of the acceptance of the AchemAsia concept in its target market, the PR China. But it is also due to the successful strategic approach of many international companies who have founded a local subsidiary or joint venture in China

– which, logically, has registered at AchemAsia as a domestic company.

So AchemAsia is not least a positive example and a reflection of the ongoing globalization process with its increasing international integration of our industries. ■

For further inquiries or questions on AchemAsia:

DECHEMA e.V.

Phone: +49(0)69/7564-230, -390, -276

Internet:

www.achemasia.de

www.achemasia.net

e-Mail: achemasia@dechema.de