



*The red carpet for suppliers to
China's process industry*

AchemAsia 2007

ACHEMA, the world's leading event for chemical engineering and biotechnology, is the global platform for the process industries. The ACHEMA worldwide approach with its focus on the world's growth regions gives this forum a worldwide scale. Since its implementation in 1989, the AchemAsia has been successfully established as a highly efficient gateway to China's process industry.

Already the 7th successful event in a row, AchemAsia 2007, 14 – 18 May 2007, Beijing, will be a perfect opportunity to benefit from the exciting chances that a rapidly developing China offers suppliers to the process industries. No other economy in the world today comes even close to China's breathtaking modernization and growth pace. The country's economic rise is accompanied by an investment boom in the process industry which is going to continue at undiminished pace. At the same time, in China there is no other event like AchemAsia where technical solutions for the process industries meet with a similar response.

What makes China unique as a business destination?

- 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

New for 2007: Bio-AchemAsia

The Bio-AchemAsia, which will take place in parallel to AchemAsia in the directly adjacent hall 6 on the Beijing fairgrounds, sets a clearly visible focus on industrial biotechnology. Main target of this première will be the initiation of a partnering and match-making process between Chinese and Western companies. Focal topics of the conference part are: smart biotech equipment; biosafety; bioenergy and refining; licensing.



- 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

...and why AchemAsia is unique as a business platform:

- by far the most significant event for China's process industry
- face-to-face communication with decision makers and experts
- unique partnering platform among China's heavyweights and trendsetters
- take-off for investment decisions
- display of innovations
- hands-on discussion with technical specialists

- technical solutions for the most diverse applications, all under one roof
- opportunity to recruit new personnel
- synergies through DECHEMA's global network

AchemAsia 2007 is an unmatched opportunity to

- obtain first-hand information on recent trends in China's process industry
- identify present technological demands

- listen to key persons from industry or government discussing China's investment strategy
- meet the leading Chinese companies at one venue
- introduce products and services to potential clients
- learn from the experience of top foreign investors
- discuss with potential cooperation partners

Exhibition and congress form a well-balanced synergy where the exhibition's scope gets complemented by conference sessions which highlight current trends:

- Investing in China (A)
- Chemical Parks (B)
- Sustainable Water Management for Industry and Municipalities (C)
- Workshop "Industrial and Labour Safety" (D)
- Nanotechnology Symposium (E)
- GMP in Pharmaceutical Production (F)
- Industrial Biotech Partnering Event (G)
- Use of Renewables/Synthetic Fuels (H)

DECHEMA e.V., the organizers of AchemAsia 2007, have forged a network of alliances with nearly 30 domestic and international institutions supporting the AchemAsia. This will guarantee a comprehensive attendance and media coverage. Approx. 500 exhibitors and 20,000 attendees are expected.

Practical matters

Exhibition space will be allocated to exhibitors on a first-come-first-served basis. Exhibitors' applications as well as orders for technical and other services at AchemAsia can also be submitted online under www.achemasia.de. As funding programs will be made available in several countries, it may be advisable to contact the respective authority (e.g. the Ministry of Commerce) in your country.

The stand fee is € 496.-/m². This includes: stand walls in modular construction; carpeting (grey); fascia; two company signs; spotlights. Minimum stand size is 12 m²; raw space (stand area without stand construction) is available from a stand size of 36 m² for € 463.-/m².

Congress languages are Chinese and English. Lecture applications are requested, together with a one page summary and indication of desired lecture group (A – H, see above), via e-mail to: lecture@achemasia.de.

For further inquiries or questions on AchemAsia 2007 please refer to:

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