



Bangkok
Refrigeration
Heating
Ventilation
And Air-conditioning

Bangkok
Electric &
Electronics



POST SHOW REPORT

BITEC, BANGKOK, THAILAND
25 -28 SEPTEMBER 2019



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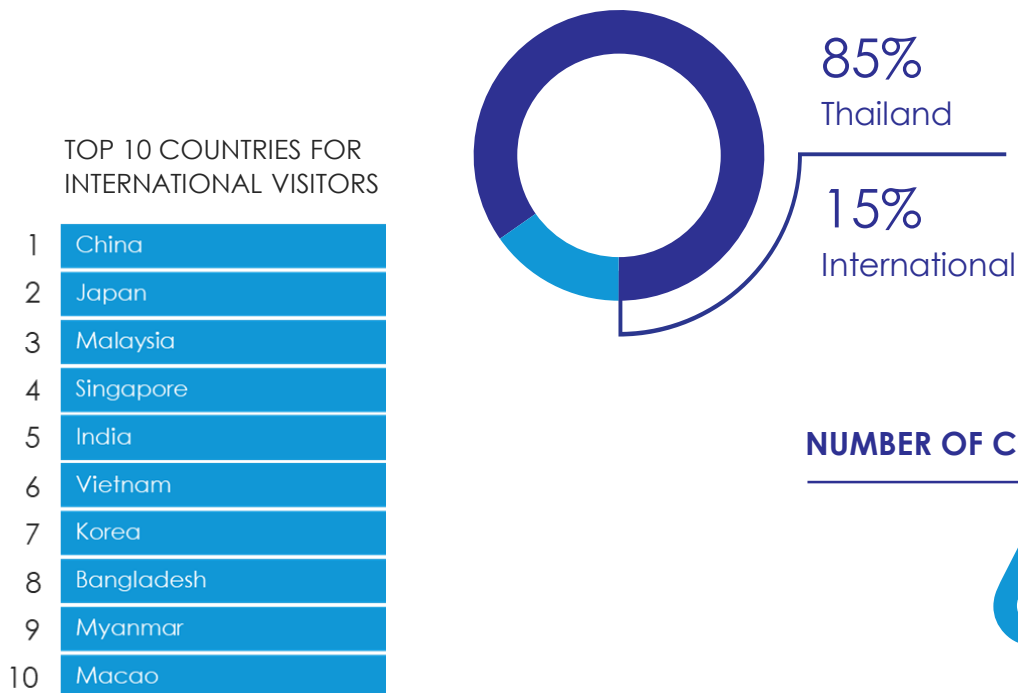
www.thaitradefair.com
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1. STRUCTURAL DATA

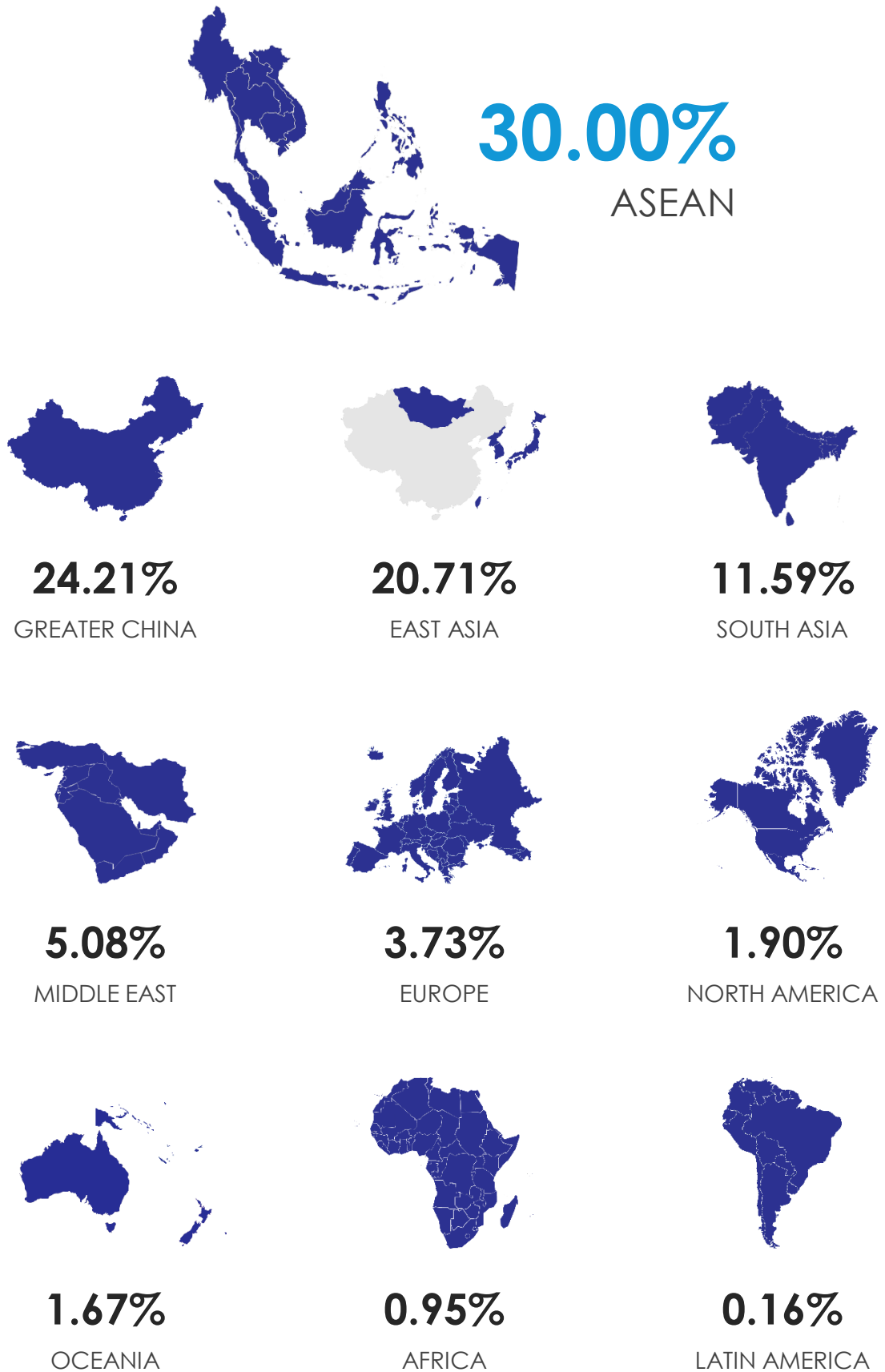


2. VISITOR REGISTRATION

2.1 ORIGIN OF VISITORS



• STRUCTURE OF INTERNATIONAL VISITORS

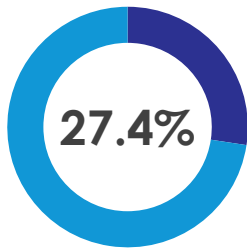


2.2 TYPES OF TRADE VISITORS

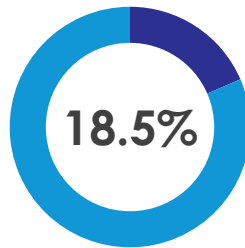
54.8%

are MANUFACTURERS

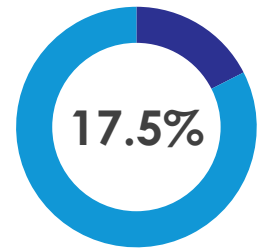
MANUFACTURERS



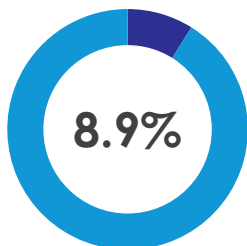
MANUFACTURERS & EXPORTERS



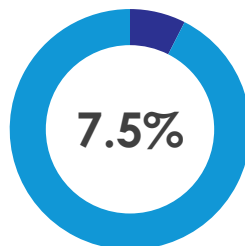
SALES REPRESENTATIVE



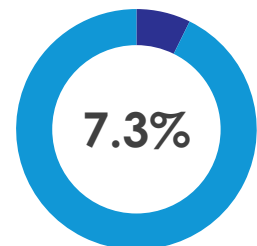
MANUFACTURERS & DISTRIBUTORS



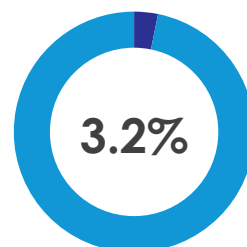
SUPPLIERS



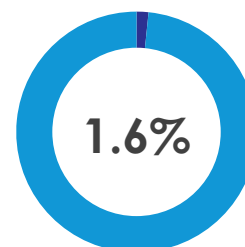
IMPORTERS



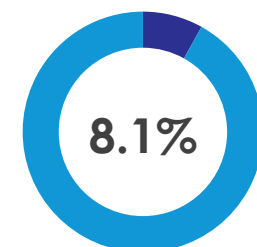
TRADING FIRM



EXPORTERS



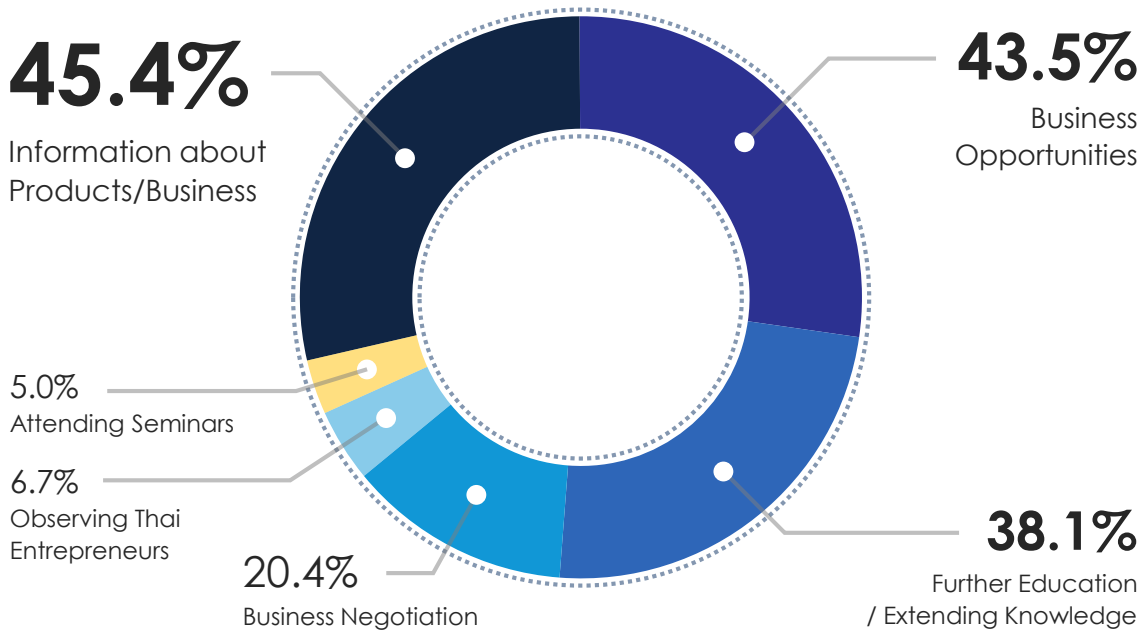
OTHERS



3. VISITOR SURVEY

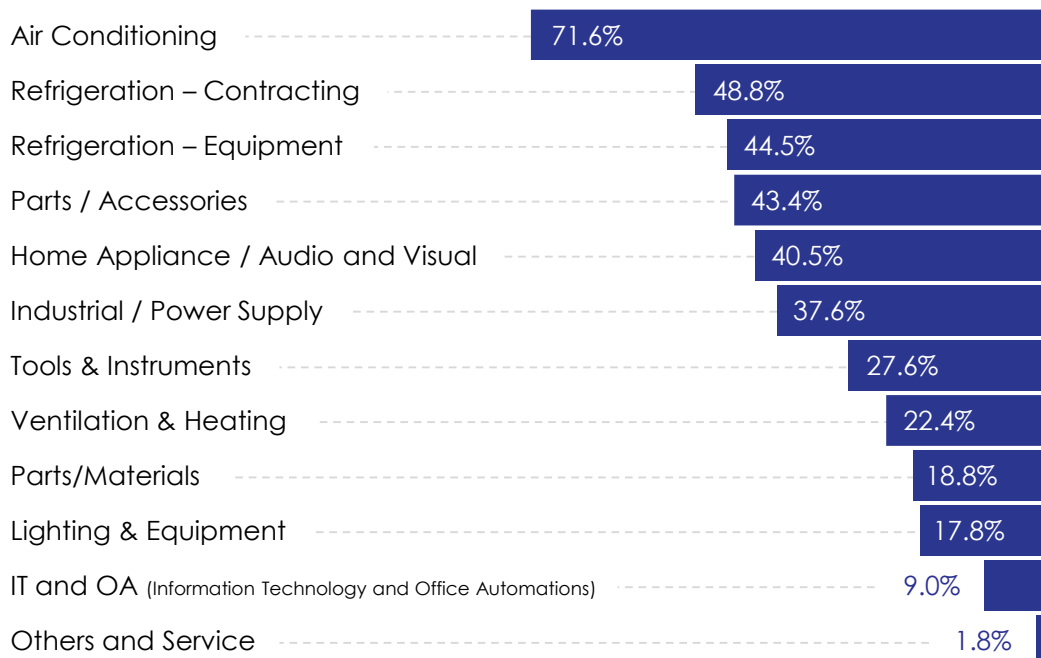
3.1 MAIN REASON FOR VISIT

What are the main reasons for your visit to BANGKOK RHVAC & E&E 2019?
(Multiple answers, extract)



3.2 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at BANGKOK RHVAC & E&E 2019?
(Multiple answers, extract)

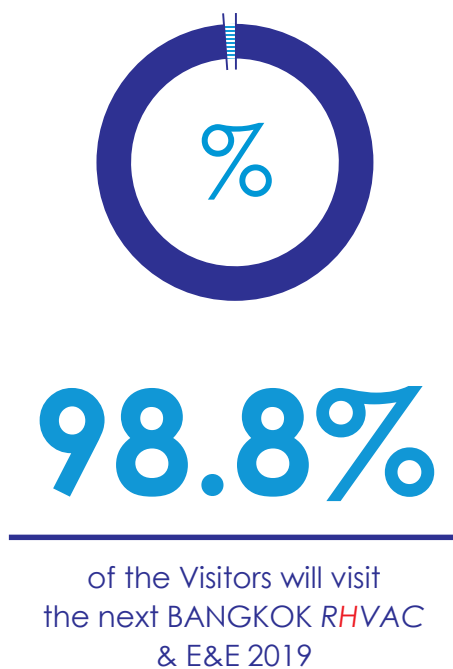


3.3 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at BANGKOK RHVAC & E&E 2019?

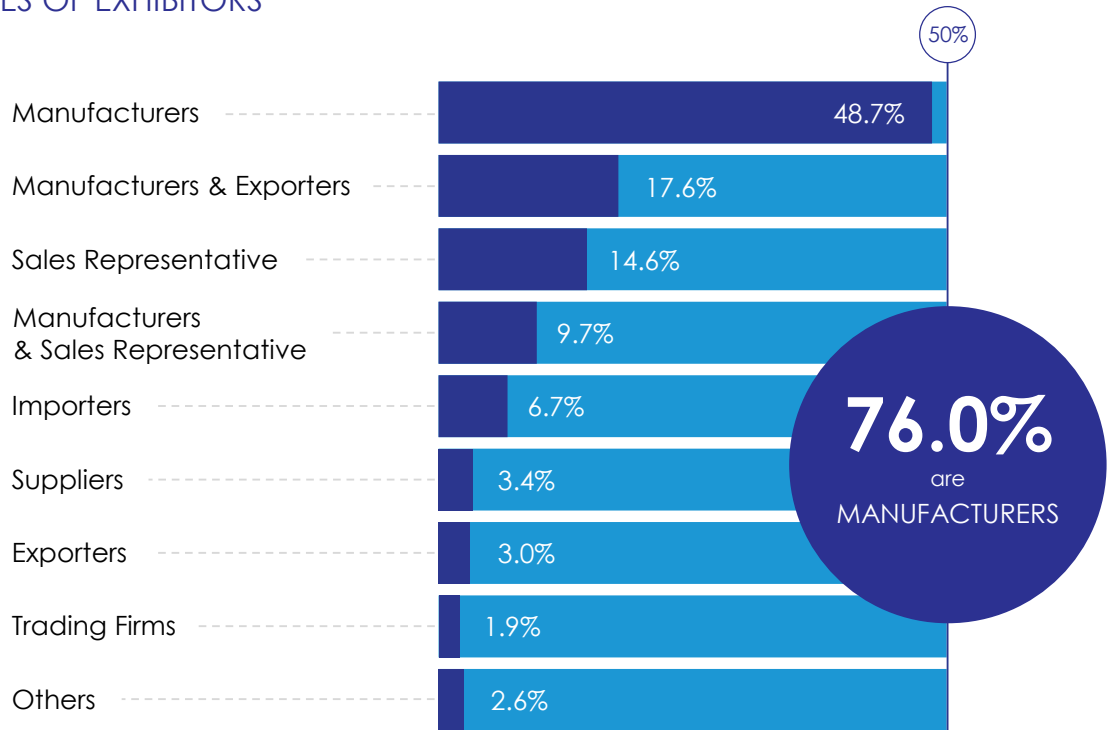


3.4 INTENTION TO VISIT THE NEXT BANGKOK RHVAC & E&E 2019



4. EXHIBITOR SURVEY

4.1 TYPES OF EXHIBITORS



4.2 MAIN REASON FOR EXHIBIT

What were your company's objectives for exhibiting at BANGKOK RHVAC & E&E 2019?
(Multiple answers, extract)

64.0%

Trade negotiation/Direct conclusion of business transactions

56.6%

Image building / representation

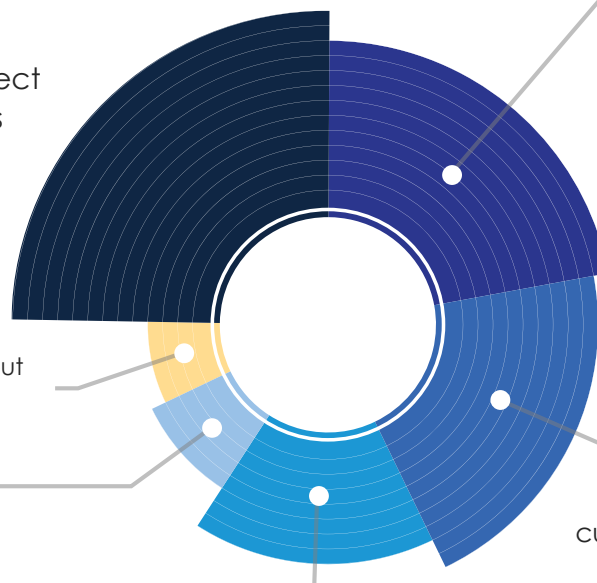
19.1% Information about new products/technology

22.5% Attending business matching

53.6%

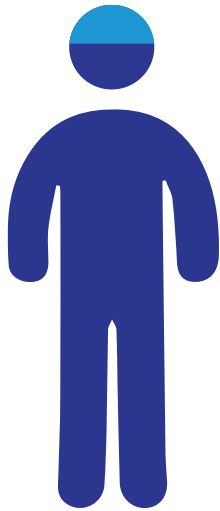
Wining new customers / partners

41.9% Cultivation of customer relations



4.3 TARGET GROUP ACCURACY

Did you reach your most important target groups at BANGKOK RHVAC & E&E 2019?

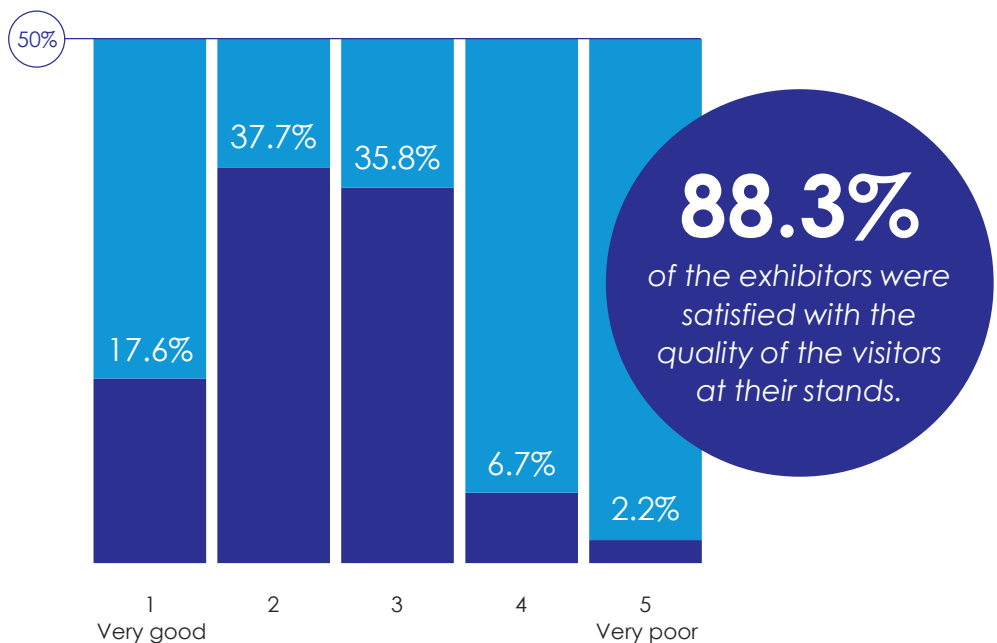


92.4%

of the exhibitors reached their most important target groups during BANGKOK RHVAC & E&E 2019

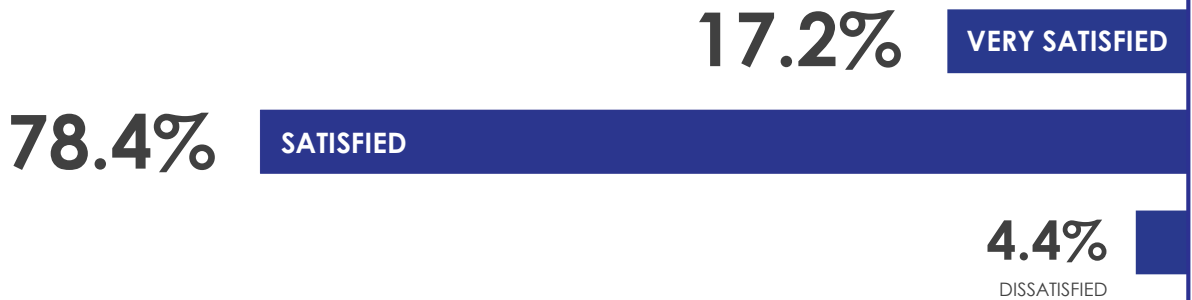
4.4 QUALITY OF VISITORS

How do you rate the quality of the visitors at your stand?



4.5 SATISFACTION WITH EXHIBITION

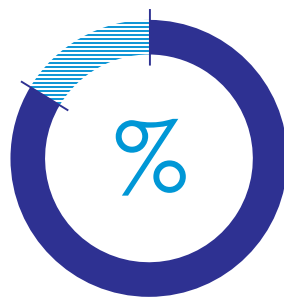
Were you satisfied with your participation in BANGKOK RHVAC & E&E 2019?



95.6%

of the Exhibitors were satisfied with their participation in BANGKOK RHVAC & E&E 2019

4.6 INTENTION TO EXHIBIT IN THE NEXT BANGKOK RHVAC & E&E 2019



83.6%

of the Exhibitors will exhibit in the next BANGKOK RHVAC & E&E 2019



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EH 98 - 100

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