ANEX 2012 Facts & Figures

- **Event Name**: Asia Nonwovens Exhibition and Conference 2012
- **Date**: 13-15 June 2012
- **Venue**: KINTEX II Hall 10, Seoul, Korea
- **Organiser**: Asia Nonwoven Fabrics Association (ANFA)
- **Fair Managers**: Korea Nonwoven Industry Cooperative, UBM Korea Corporation
- **Sponsors**: Ministry of Knowledge Economy (MKE), Small & Medium Business Administration (SMBA), Korea Federation of Small and Medium Business (Kbiz), Korea Federation of Textile Industries (KOFOTI), Gyeonggi Tourism Organization, The International Association Serving the Nonwovens and Related Industries (EDANA), Association of the Nonwoven Fabrics Industry (INDA)
- **No. of Exhibitors by Countries**: 237 companies from 24 countries and regions (Local: 59 Overseas: 178)
  - Belgium(3), China(81), Denmark(1), Finland(1), France(5), Germany(12), Hong Kong(4), India(5), Indonesia(1), Israel(1), Italy(3), Japan(17), Korea(59), Malaysia(1), Saudi Arabia(1), Singapore(2), Spain(1), Sweden(1), Switzerland(1), Taiwan(14), Thailand(2), Turkey(2), UK(2), USA(17)
- **Exhibition Area**: 12,000m² (Gross Exhibition Area)
  - National pavilion: Korea, China, Japan and Taiwan
- **No. of Visitors**: 13,373 from 62 countries and regions (Local: 8,084 Overseas: 5,289)
  - Top 10 international countries by order: China, Japan, Taiwan, USA, India, Germany, Singapore, Malaysia, Italy, Turkey
- **Concurrent Events**: Global Nonwovens Summit (GNS), ANFA-EDANA-INDA Meeting, Korean Nonwoven Technical Conference (KNTC)
ANEX 2012 Visitors Statistics

International Visitor breakdown by Continent

- Asia: 79.1%
- Europe: 9.1%
- North America: 6.1%
- Middle East: 2.7%
- Africa: 1.8%
- South America: 0.8%
- Oceania: 0.5%

Nature of Business

- Agriculture: 3.7%
- Automotive Interiors: 10.7%
- Battery Manufacturing: 2.6%
- Chemical / Petrochemical: 13.7%
- Composites: 6.8%
- Construction: 4.5%
- Electronic: 3.2%
- Energy / Electric Power: 2.8%
- Filtration / Separation: 7.5%
- Geosynthetic: 3.8%
- Home Furnishing and Furniture: 3.2%
- Hygiene / Medical / Personal Care: 30.4%
- Industrial / Technical Textiles: 18.0%
- Light Industry: 1.4%
- Metallurgy: 0.4%
- Packaging: 7.8%
- Textiles / Apparel: 26.6%
- Transportation: 1.6%
- Water Conservation: 2.1%
- Others: 7.9%
## ANEX 2012 Visitors Statistics

### Company / Institute Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buyer</td>
<td>16.6%</td>
</tr>
<tr>
<td>Converter</td>
<td>3.6%</td>
</tr>
<tr>
<td>Equipment Product</td>
<td>6.3%</td>
</tr>
<tr>
<td>Researcher</td>
<td>8.9%</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>34.7%</td>
</tr>
<tr>
<td>Distributor</td>
<td>1.3%</td>
</tr>
<tr>
<td>Trader</td>
<td>19.2%</td>
</tr>
<tr>
<td>Government-affiliated Branch</td>
<td>1.0%</td>
</tr>
<tr>
<td>Press</td>
<td>3.0%</td>
</tr>
<tr>
<td>Others</td>
<td>7.8%</td>
</tr>
</tbody>
</table>

### Status & Job Function

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyst / Consultant Management</td>
<td>3.3%</td>
</tr>
<tr>
<td>President / Executive</td>
<td>14.0%</td>
</tr>
<tr>
<td>President / Executive</td>
<td>21.3%</td>
</tr>
<tr>
<td>Head of Department / manager</td>
<td>11.2%</td>
</tr>
<tr>
<td>Finance / Accounting</td>
<td>0.9%</td>
</tr>
<tr>
<td>IT / Computing</td>
<td>0.7%</td>
</tr>
<tr>
<td>New Business Development</td>
<td>9.6%</td>
</tr>
<tr>
<td>Production / Manufacturing</td>
<td>7.7%</td>
</tr>
<tr>
<td>Purchasing</td>
<td>12.2%</td>
</tr>
<tr>
<td>Press / Editorial Staff</td>
<td>0.3%</td>
</tr>
<tr>
<td>Plant Production Management</td>
<td>3.8%</td>
</tr>
<tr>
<td>Quality Control</td>
<td>4.9%</td>
</tr>
<tr>
<td>Research and Development</td>
<td>17.3%</td>
</tr>
<tr>
<td>Research and Development Design</td>
<td>3.6%</td>
</tr>
<tr>
<td>Sales / Marketing Management</td>
<td>20.5%</td>
</tr>
<tr>
<td>Transport / Logistics</td>
<td>0.7%</td>
</tr>
<tr>
<td>Others</td>
<td>3.2%</td>
</tr>
</tbody>
</table>
ANEX 2012 Visitors Statistics

**Purpose to Visit**
- Buying: 26.6%
- Finding New Partner: 27.6%
- Research: 66.4%
- Participation In Conference: 8.6%
- Others: 3.3%

**Source of Information**
- Overhead Bridge: 8.5%
- Banner: 12.8%
- PR Tower: 8.2%
- Limousine Bus Ad: 7.1%
- Subway Ad: 8.1%
- Outside Electronic Display Ad: 6.2%
- Media Advertising: 30.2%
- Radio: 10.4%
- Website Banner: 20.3%
- Others: 9.4%
ANEX 2012 Visitors Statistics

Exhibitor Commentary

“ANEX is a well-made Exhibition which specializes in the Asian Nonwoven Market and the marketing and promotion for the Exhibition is very effective.”
- Mr Jae-il Byun, Manager of KOREA VILENE

“The Asia Nonwoven Market is very dynamic and has high potential. I think ANEX is a very successful event in terms of both operation and service. And, we had a very good time too!”
- Mr Kelvin Tham, Asia-Pacific Sales Team Leader of AVGOL NONWOVEN

“I was very satisfied that almost all of the visitors to my booth were working in the Nonwoven Industry and that the organizer promoted the Exhibition so effectively through various media and E-Newsletters.”
- Ms Oliver Sum, Asia Region Marketing Manager of LENZING

“It’s first time to attend ANEX. As far as I can see, the quality of contents is much better than other fairs”
- Mr Paolo OCLEPPO, Marketing Manager of SANDVIK