

**ASIA NONWOVENS EXHIBITION 2015 (ANEX)**  
**The 16<sup>th</sup> Shanghai International Nonwovens Exhibition (SINCE)**

**2015.5.13 - 5.15**

Shanghai World Expo Exhibition  
Convention Center (SWEECC),  
Shanghai, China



**POST SHOW  
REPORT**



**Organizers:**

Asia Nonwoven Fabrics Association (ANFA)  
CNTA Science & Technology Co., Ltd. (CNTA)  
UBM Asia Limited (UBM)



**Co-organizers:**

EDANA  
Association of the Nonwoven Fabrics Industry (INDA)

**Sponsors:**



## ▶ A GREAT SHOW OF GATHERING GLOBAL NONWOVENS INDUSTRY

Asia Nonwovens Exhibition 2015 (ANEX) combined with The 16th Shanghai International Nonwovens Exhibition (SINCE), was successfully held during May 13th to 15th, 2015, in Shanghai, China.

During the exhibition period, the total 400 exhibitors welcomed 20,090 trade visitors from 55 countries, including China, Korea, Japan, India, Singapore, the United Kingdom, Germany, Belgium, Italy, Switzerland, Turkey, Brazil, etc. The trade visitors profile covered the industry range of composites, hygiene, medical, wipes, geosynthetics, filtrations & separations, electronics, energy, automotive interiors, apparel, interior fabrics, packaging, etc.

The total exhibition scale reached 25,000sqm gross space of over 11501.5 sqm net space, which also reach its historic peak since its debut in 1986.

Beside the exhibition hall, the conference area also become highlights of the ANEX/SINCE 2015. The Global Nonwovens Summit (GNS) and the Technical presentations during the show provide an additional communication platform and attracted numerous trade visitors' attention.



## ▶ TRADE VISITOR SUMMARY

**20,090** trade visitors

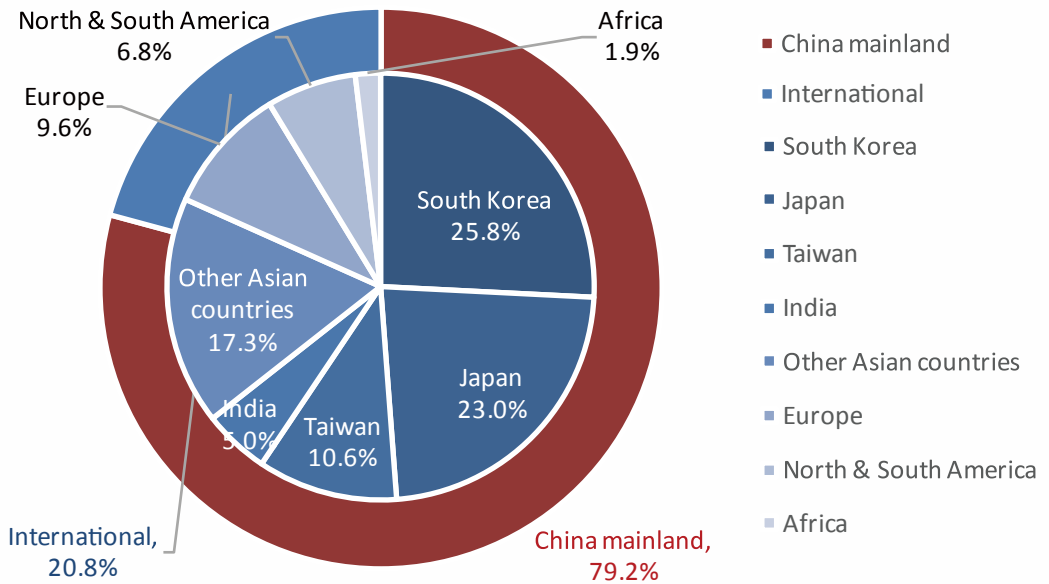
**15,910** China local trade visitors, **79.2%** out of total

**4,180** international trade visitors, **20.8%** out of total

**55** countries and regions

	Local trade visitors	International trade visitors	Total
DAY 1 (2015/05/13, Wednesday)	7501	2643	10144
	73.9%	26.1%	
DAY 2 (2015/05/14 Thursday)	6536	1178	7714
	84.7%	15.3%	
DAY 3 (2015/05/15, Friday)	1873	359	2232
	83.9%	16.1%	
ALL EXHIBITION PERIOD	15910	4180	20090
	79.2%	20.8%	

## Countries & regions breakdown

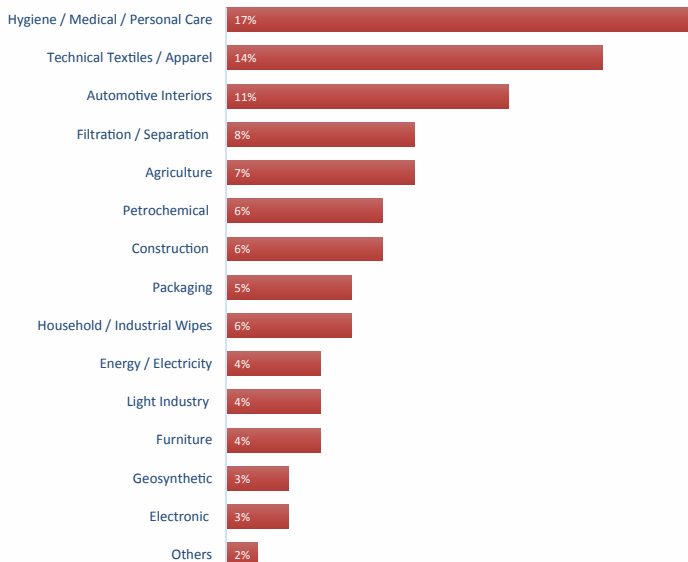


Thanks to the huge market demand of nonwovens products from China market and the geographic advantage of Shanghai, the trade visitors from China mainland amounted to 79.2% out of total. Among the 20.8% international trade visitors, visitors from South Korea, Japan, Taiwan and India ranks the top.



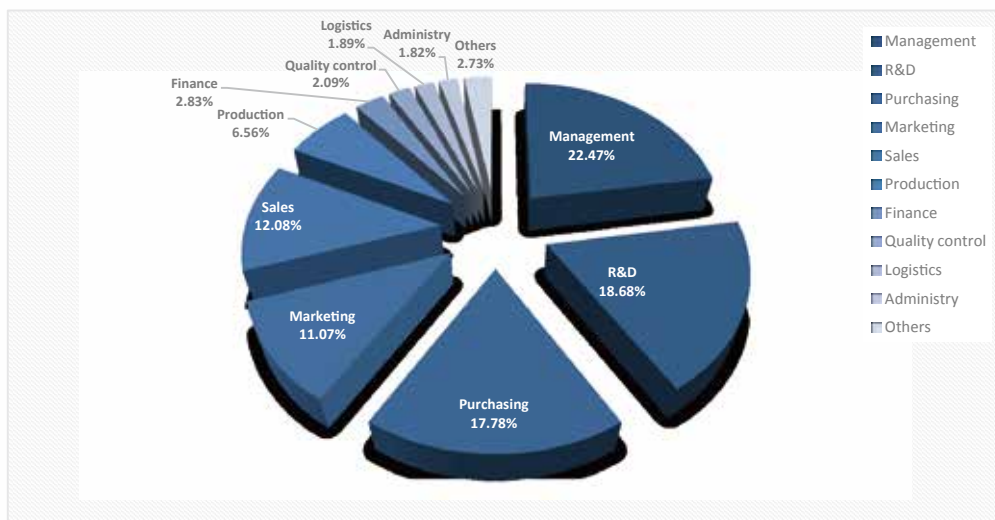
Rank	Country	Visitors	Continent	Rank	Country	Visitors	Continent
NO.1	China	15910	Asia	NO.29	Pakistan	16	Asia
NO.2	South Korea	1078	Asia	NO.30	Finland	16	Europe
NO.3	Japan	961	Asia	NO.31	Egypt	15	Africa
NO.4	Taiwan	443	Asia	NO.32	Turkey	15	Asia
NO.5	United States	193	North & South America	NO.33	Ukraine	14	Europe
NO.6	Hong Kong	181	Asia	NO.34	Israel	14	Asia
NO.7	Thailand	101	Asia	NO.35	Argentina	13	North & South America
NO.8	Russia	95	Asia	NO.36	South Africa	13	Africa
NO.9	Malaysia	87	Asia	NO.37	Spain	13	Europe
NO.10	Indonesia	82	Asia	NO.38	Philippines	12	Asia
NO.11	Vietnam	58	Asia	NO.39	Canada	12	North & South America
NO.12	Germany	52	Europe	NO.40	Bangladesh	10	Asia
NO.13	Singapore	49	Asia	NO.41	Syrian	7	Asia
NO.14	Belgium	45	Europe	NO.42	Belarus	6	Europe
NO.15	United Kingdom	39	Europe	NO.43	Lebanon	5	Asia
NO.16	Morocco	29	Africa	NO.44	Bulgaria	4	Europe
NO.17	France	28	Europe	NO.45	the Sudan	4	Africa
NO.18	Jordan	28	Asia	NO.46	Uzbekistan	4	Asia
NO.19	Brazil	27	North & South America	NO.47	Kazakhstan	3	Asia
NO.20	Iran	24	Asia	NO.48	Sri Lanka	3	Asia
NO.21	Italy	24	Europe	NO.49	Australia	2	Oceanica
NO.22	Poland	22	Europe	NO.50	Myanmar	2	Asia
NO.23	Chile	22	North & South America	NO.51	Laos	2	Asia
NO.24	Sweden	21	Europe	NO.52	Saudi Arabia	2	Asia
NO.25	Switzerland	21	Europe	NO.53	Luxemburg	1	Europe
NO.26	Algeria	17	Africa	NO.54	Nigeria	1	Africa
NO.27	United Arab Emirates	17	Asia	NO.55	Kuwait	1	Asia
NO.28	Colombia	17	North & South America				

## Visitors industry resource breakdown

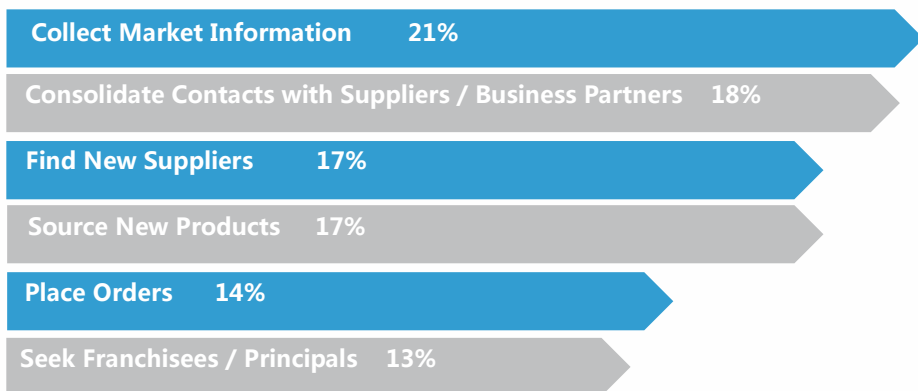


## Visitors job function breakdown

According to the visitors job function analysis, the top 3 are: MANAGEMENT (22.5%), R&D (18.7%), PURCHASING (17.8%). The top 3 amounted almost 60% of the total visitors.



## Visiting purpose breakdown



## ▶ EXHIBITORS SUMMARY

**400** exhibitors from **21 countries and regions**

**25,000 m<sup>2</sup>** GROSS space, **11,501.5 m<sup>2</sup>** NET space

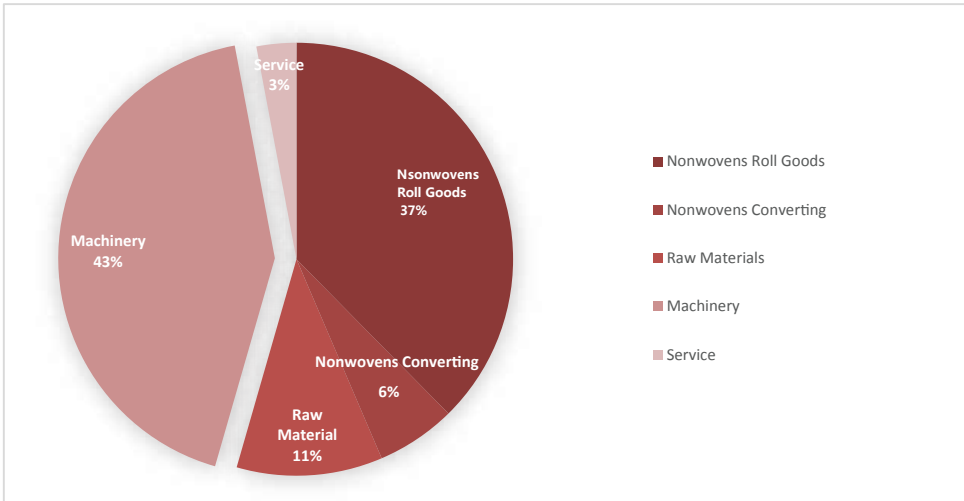
**45.8%** International VS **54.2%** China domestic (on exhibitor numbers)

**35.5%** International VS **64.5%** China domestic (on booth space)

No.	Country & Region	NET Space (sqm)		Number	
NO.1	China	7,423.5	64.5%	217	54.2%
NO.2	Germany	851.5	35.5%	35	45.8%
NO.3	USA	779		24	
NO.4	Taiwan	613.5		25	
NO.5	Japan	438		23	
NO.6	Korea	270		16	
NO.7	France	172.5		11	
NO.8	Turkey	159		6	
NO.9	Switzerland	144		4	
NO.10	Italy	138		14	
NO.11	Hong Kong	115		5	
NO.12	India	114		6	
NO.13	Austria	94.5		2	
NO.14	Spain	36		1	
NO.15	Belgium	27		3	
NO.16	UK	27		1	
NO.17	Denmark	24		1	
NO.18	Malaysia	24		1	
NO.19	Israel	22.5		1	
NO.20	Singapore	15		2	
NO.21	Qatar	13.5		1	
	TOTAL	11,501.5			



## Exhibits category breakdown



## ► VISITORS SURVEY SUMMARY

**90%** of the visitors visited ANEX / SINCE 2015 are generally satisfied with the experience.

**60%** of the visitors are involved in purchase and procurement decisions.

**80%** intend to visit the next SINCE in 2017, while **75%** would recommend SINCE 2017 to others.

**78%** of the trade visitors agree that SINCE is one of the most leading brand of Nonwovens exhibition in Asia Pacific region.



## ► EVENT PROGRAMS

**14** Technical presentations, **5** Key note speeches  
**ONE** Industry congress

## Technical Presentations



### **TSA – Tissue/Nonwoven Softness Analyzer**

Alexander Gruner  
Global Marketing & Business Development Manager  
Emtec Electronic GmbH – Germany

### **How Adhesives Enable Hygiene Product Development**

Evan Yuan  
Technical Manager, Hygiene, Asia Pacific  
H.B. Fuller (China) Co., Ltd.



### **Tencel®, Skin Friendly Fiber for Hygiene Applications**

Dr. Shayda Rahbaran  
Business Development Manager, Hygiene, Asia Pacific  
Lenzing AG



### **Filtration 4.0 - Money For Nonwovens Production Through Cutting - Edge Filtration**

Dr. Nicolas Komorek  
COO  
Filtertechnik Europe GmbH & Co.KG



### **Metallocene Propylene Performance Polymers for Nonwoven Adhesive Applications**

Jennifer Jensen Austin, Ph.D  
Senior Staff Chemist  
ExxonMobil Chemical Company



### **Xerium Engineered Fabrics, Belts and Roll Products for Enhanced Web Production**

James Robert Taylor  
Global Director Sales & Marketing  
–Specialty Products & Services. Youngsville, NC, USA.  
Xerium Technologies



### **Design and Development Of Filter Media to Control Airborne Sub Micron “Nano” Particles**

Jay Forcucci  
Sr. Director Product Management – Filtration Segment  
PGI (Polymer Group Inc.)





## Global Nonwovens Summit

**Co-organized by ANFA, EDANA, INDA**

**200 Attendees, 6 Key note speeches** about the tendency of global nonwovens industry

### Welcome Speech

Mr. Wang Yanxi    Chairman of ANFA

### North-American Nonwovens Industry 2014

Mr. David E. Rouse    President of INDA

### European Nonwovens Industry 2014

Mr. Pierre Wiertz    General Manager of EDANA

### The Present and Future of South-American Nonwovens Industry

Mr. Rolando Dominguez    Former General Manager of PGI Latin America

### Asian Nonwovens Industry 2014

Mr. Hideo Tsuchiya    Secretary General of ANFA

### The Situation and Progress of Nonwovens International Standard

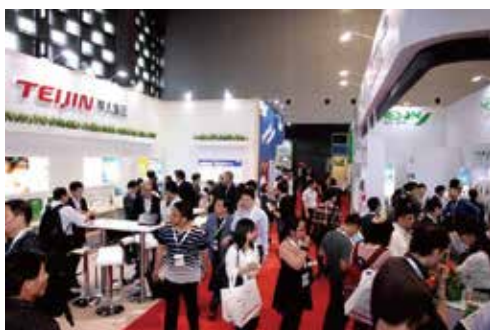
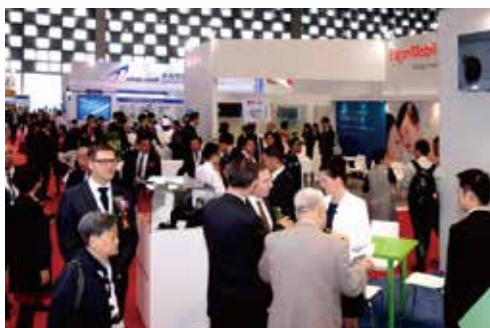
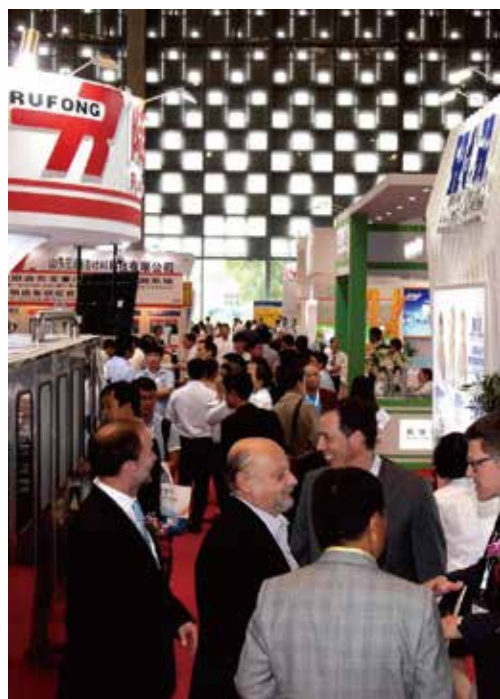
Mr. Pierre Wiertz    General Manager of EDANA

### The Latest Trend of Nonwovens Technology and Products in the World

Dr. Osamu Yaida    Adviser of ANNA; Former Prof., Kyoto Women's University



## ▶ A GLANCE AT ANEX/SINCE 2015





## SEE YOU IN 2017 AT SINCE 2017

**Date: 2017. 11.8~11.10**

### **Venue:**

Shanghai World Expo Exhibition  
Convention Center (SWEECC),  
Shanghai, China



## CONTACT US

### **UBM China**

9/F, Ciro's Plaza, No. 388 West Nanjing Road,  
Shanghai 200003, China

### **For Business cooperations**

#### **Mr. Denny Jin**

Project Director

T: + 86 - 21 - 6157 7205

M: + 86 - 186 2135 0731

F: + 86 - 21 - 6157 7299

Email: denny.jin@ubm.com

### **For visitor and media partners inquires**

#### **Ms. Few Fu**

T: + 86 - 21 - 6157 3924

M: + 86 - 136 9988 3463

F: + 86 - 21 - 6157 7299

Email: few.fu@ubm.com

### **For exhibiting and promotion opportunities**

#### **Mr. Zhou**

Project Manager

T: + 86 - 21 - 6157 7273

M: + 86 - 186 2178 0821

F: + 86 - 21 - 6157 7299

Email: zhichao.zhou@ubm.com

#### **Ms. Cathy Li**

T: + 86 - 21 - 6157 3930

M: + 86 - 138 1838 2760

F: + 86 - 21 - 6157 7299

Email: cathy.li@ubm.com

#### **Ms. Avon Tang**

T: + 86 - 21 - 6157 7235

M: + 86 - 135 8572 4725

F: + 86 - 21 - 6157 7299

Email: avon.tang@ubm.com

### **JAPAN**

UBM China Beijing  
Unit 01 - 02, 12/F, Tower A, Park View Green,  
9 Dongdaqiao Road, Chaoyang District,  
Beijing 100020, China

#### **Ms. Jennifer Nie**

T: + 86 - 010 - 5765 2801

M: + 86 - 158 1136 8702

F: + 86 - 010 - 5765 2999

Email: jennifer.nie@ubm.com

### **AMERICA - New York Office**

UBM LLC  
1983 Marcus Avenue,  
Suite 250 Lake Success, NY 11042, USA

#### **Ms. Coco Yang**

T: +1 - 516 - 562 7870

F: +1 - 888 - 522 5989

Email: coco.yang@ubm.com

### **KOREA**

UBM KOREA CORPORATION  
8F, Woodo Bldg  
#129-3, Sangbong - Dong  
Jungrang-Gu, Seoul 131 - 861 Korea

#### **Mr. James Lee**

T: +82 2 6715 5400 - 5406

F: +82 2 432 5885

Email: jameshi.lee@ubm.com

## Technical Presentations



### **Lamination Solutions for Hygiene Absorbent Products via The Whole Value Chain. from Film Conversion to Final Product Attributes**

Jackie de Groot  
Global Technical Strategy & Innovation Leader, Hygiene & Medical  
The Dow Chemical Company

### **Adhesives Solution For Safer, More Comfort and Sustainable Hygiene Products**

Andy Swain  
Head of Global Product Development for Hotmelt  
Adhesives Technologies



### **Adhesives Solution For Safer, More Comfort and Sustainable Hygiene Products**

Xie Yu  
Marketing Manager of Hygiene Business Asia Pacific  
Henkel (China) Investment Co., Ltd.



### **Advanced Wiping Solutions for Global Manufacturers**

Wendy Warner, PhD  
Senior Director of Global Product Management –  
Wipes Segment PGI (Polymer Group Inc.)



### **Chinese Consumers and Hygiene Products -Shopping Behavior and Brand Decision Making**

Jan O' Regan  
Director, Strategic Initiatives for Cotton Incorporated  
Cotton Incorporated



### **Soft Solutions to Help Differentiate Hygiene Absorbent Products. from Conversion to Final Product Attributes**

Yutaka Maehara, Asia Pacific Application Technology  
Leader for Hygiene and Medical  
The Dow Chemical Company



### **Winding, Slitting, Spooling and Festooning – Solutions at Your Choice**

Jesus Lopez Marin,  
Managing Director  
Edelmann Technology GmbH & Co. KG



### **Solutions for Increased Performance and Efficiency**

Leon, Liu  
BD & AE Manager  
Nordson China

