

# Qingdao Haiming partners with Adsale to organize 9th China (Qingdao) textile machinery expo

By Our Staff Reporter

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Qingdao Haiming International Exhibition Co., Ltd. and Adsale Exhibition Services Ltd of Hong Kong have joint hands to organize the 9th China (Qingdao) International Textile Machinery Fair (QITMF 2008) from 10-12 April 2008, at Qingdao International Convention Center.

Since its debut in 2000, QITMF has significant innovation and growth. In order to meet the rapid development of the textile industry in Shandong Province, an advanced technology and information exchange platform to enforce the competitiveness, branding building ability, market share, export value etc is necessary. Thus, Qingdao Haiming International Exhibition Co., Ltd. and Adsale Exhibition Services Ltd of Hong Kong joint hands in raising the professionalism and internationalism of QITMF 2008.

With near 30 successful years of staging international exhibitions in China and Asia, in addition to its highly attuned market awareness and attention to clients' needs, Adsale has provided a total marketing solution for international vendors to penetrate the China market in different industry sectors.

One of the largest and most authoritative textile exhibitions of Adsale, the "ShanghaiTex" has already gone through 24 years, with the exhibition area has been increased from 11,500 m<sup>2</sup> of the first edition to 120,000 m<sup>2</sup> of the

latest edition.

Qingdao Haiming International Exhibition Co., Ltd is a well-known exhibition service in China. It is also the Vice-Member of the China Exhibition and Commercial Research Association (Private owned exhibitions corporate), Vice-Counselor of Shandong Exhibition Development Associations; and The 20th Strongest Exhibition Companies. Haiming has set up offices in different cities in China and with rich experience in running exhibitions domestically and abroad.

Textile industry has played a crucial role in China, and Shandong Province is one of the major resources providers within the coastal areas. Throughout January to August, 2007, the number of Shandong textile industry chain (from upstream Textile raw materials to downstream apparel) above-scale enterprises is 4604, 10.74% of the national sum; total industrial output value of RMB\$ 314.406 billion, accounting for 16.16% of the national sum; total assets is RMB\$ 257.413 billion, accounting for 12.58% of the national total; sales revenue is RMB\$ 304.724 billion, accounting for 16.42% of the total; profit amounted RMB\$ 17.892 billion, accounting for 25.47% of the total; export delivery value accounted for RMB\$ 56.336 billion, which is

11.84% of the national total; practitioners number 1507800, 14.12% of the population. Evidently, the output value chain, total assets, sales revenues, total profits, exports and employment of the textile industry in Shandong Province are dominant in the country, and is among the best in the China.

Operating profit from the production, chain gross margin of Shandong Province textile industry between January to August, 2007 was 11.69 %, which is 1.12 time of the national average. Three charges ratio (sales, management and financial costs and the rate of) was 4.78%, which is 0.76 times of the national average. Profit margin was 5.87%, which is 1.53 times of the national average. Non-recurring profit and loss rate is 1.04%, which is 3.06 times of the national average. Inventory ratio of 5.88%, which is 0.65 times of the national average.

The proportion of exports is 18.24%, which is 0.73 times of the national average. The scale of loss is 8.62%, which is 0.45 times of the national average. From the above data, it fully showed that the textile enterprises in Shandong Province were significantly advanced than the national textile industry chain average in terms of profitability and levels of operation.

To provide professional and market based service for

those leading cities of the textile industry, is the ultimate goal of the organizers of the China (Qingdao) International Textile Machinery Fair. Qingdao Haiming International Exhibition Co., Ltd. and Adsale Exhibition Services Ltd will make full use of its resources and professional management mode operation to provide exhibitors and professional audiences with the following services like: Free Virtual Exhibition, Free Product Preview, and all-rounded publication works through Adsale's magazines.

The win-win co-operation of Qingdao Haiming International Exhibition Co., Ltd. and Adsale Exhibition Services Ltd of Hong Kong will highly attuned market awareness and attention to clients' needs, and thus comprehensively upgrading the services and quality of the Qingdao Textile Machinery Exhibition system, establish a brand image, and promote the Qingdao International Textile Machinery Exhibition process.

This cooperation will surely bring new opportunities, and create a brand-new situation. Being the leader of the textile industry in China, Shandong Province will usher in more attention and patronage of the international professional buyers. So, please don't miss the chance to visit The 9th China (Qingdao) International Textile Machinery Fair!