



# China International Tire Expo 2019

## Post Show Report

**19-21 August 2019**

**Shanghai World Expo Exhibition & Convention Center**





# China International Tire Expo

## ABOUT US

### Organizers:

Reliable International Exhibition Services Co., Ltd.  
Topic International Exhibition Services Co., Ltd.

### Dates & Hours:

17-18 August 2020      09:30 - 17:00  
19 August 2020        09:30 - 15:00

### Venue:

Shanghai World Expo Exhibition & Convention Center

### Profile:

China International Tire Expo was established in 2003 by Reliable International Exhibition Services Co.,Ltd.. The aim of organizing this exhibition is to deliver a high quality and effective trade platform for the wordeide tire industry.

The exhibit profile of CITEXPO covers from the material and machinery of producing a tire to the variant types of tire products and aftermarket services and equipment. It also covers the tire related products such as tire accessories, rims, retreading material and machinery.

The abundant product series make CITEXPO to become one of the most successful trade show in the world wide tire industry chain and it also provides the best market place for the world wide buyers and supplier to meet.



## CITEXPO 2019 Key Highlights

The 17th China International Tire Expo was once again a complete success. 12324 professional visitors came from 125 countries to unlock the unlimited business opportunities of China. 20% of the visitors were at the event for the first time. Packed exhibition halls with bustling crowd and excitement prove that CITEXPO is and will always be the must attend trade show in tire and wheel industry.

Taking place at the Shanghai World Exhibition & Convention Center. CITEXPO celebrates its 17th Anniversary with tremendous show results. "The result exceeds our expectation and goals, booths for next year are running out fast, both exhibitors and visitors are satisfied, 82% of exhibitors said they had achieved their goals for the event." Overseas marketing manager Cyrus Cheung said.

**12324**  
Total visitors

**6817**  
Domestic visitors

**6813**  
Overseas visitors

**40000m<sup>2</sup>**  
Exhibition Space





## Exhibitor Statements



Richard Li, Marketing Director, ZC Rubber: "We had exhibited at the Reifen China show, but it is now part of Automechanika Shanghai and increasingly specializes in car modifications. CITEXPO is a tyre show and it is definitely the right choice for us."

Peter Cross, General Manager, Davanti Tyres: "Australasia and the Far East are important territories for our brand. CITEXPO is an important ingredient in Davanti's success in these regions. CITEXPO has been vital to unlocking the huge potential of the region and pivotal in introducing us to key partners who can see what Davanti Tyres is working towards and who want to be a part of it."



Clark Shaw, General Manager, Prinx Chengshan, International Sales Center: "We have attended CITEXPO for many years. It is an important for our company and brands. It helps overseas customers know Prinx Chengshan products better."

Avery Dennison (Tire Label Department): CITEXPO's visitor traffic is really very good. We received a lot of end customers' contact information at the show. There are also many end customers coming to our booth to consult and discuss the pain points of the tire industry. Overall we are very satisfied.



It is our first time in CITEXPO. We have been to so many exhibitions, but we are still positively surprised by this show. We are not expecting so many potential customers, not only from China and other markets, such as Malaysia, Africa and others.





## Visitor Statements

Beau from Australia, Tazzy Tyres: This probably is the world biggest show on tire and wheel. Everything is here and there is nothing like this in Australia.

Amit from Chile, Comercial V-Tec: This is a one-stop or place to to find everything about tire and wheel ever in the world. I see a lot of business opportunities here and the orgazincation is very nice.

Natalia from Russia, Auto Prestige: We have great demands from Russia and I am looking for new suppliers to expand my business. There are a great variety of suppliers in CITEXPO and I already can pricure the boost of my business.

Willian form US, Stapletons Tyres: We have around 800 retail stores and I have 5 appointments with different suppliers in this trips. I can see them all in CITEXPO instead of visit each of them which require to travel to a lot of different cities in China and much more time.

Isabelly from Brazil, King Pneus: There are so many suppliers in China. Only by coming here, touching the products, and talking to the people, you can see who are the good options and who are the bad ones.

Hamad from UAE, Al Saleed General Trading: Every year I can see and learn something new about tire and wheel by coming to CITEXPO.

David from Zambia, Dana Group: I appreciate that all the visitors are professional, so I can spend quality time with the suppliers and talk. It is a very good show. Keep it up!

Lidya from Indonesia, Esen's Autopart: There are a lot of new suppliers and products every year. It is good to stay up-to-day with CITEXPO.



# Visitor Profile

## TOP 5 REASONS TO VISIT

- 1 Visit suppliers or clients
- 2 Make new contacts
- 3 Negotiate deals
- 4 Source for new products or services
- 5 Keeping up with industry development

**44.7%**  
International Visitor

**55.3%**  
Domestic Visitor

## Our Overseas Visitors came from

East Asia	29.00%
Southeast Asia	25.00%
Middle East	14.00%
North America	7.00%
Europe	7.00%
South America	7.00%
Oceania	6.00%
Africa	5.00%

## Interested Product Type

Tire (PCR,OTR,Truck Tire,Motor Tire,Retreaded Tire)	80.75%
Wheels & Rims	50.02%
Tyre Accessories	29.26%
Tubes & Casings	6.87%
Tyre Repair & Changing Equipment	6.26%
TPMS	3.55%
Equipment for Tyre Production	3.40%
Testing & Diagnostic Equipment	2.49%
Equipment for retreading	1.96%

**95%** of visitors satisfied with the show



# Exhibitor Profile



## TOP 3 REASONS TO VISIT

**1** Generate  
a high value  
of sales leads

**2** Positive  
industry growth  
prospects

**3** Branding

## Exhibitor by product / service

Truck and bus tires		31%
Passenger vehicle tires		29%
Alloys wheel		26%
Construction tires		20%
Agriculture tires		15%
Commercial tires		11%
Passenger & SUV wheel		10%
Tube and slap		9%
Steel wheel		9%
Rims & Wheel		9%
Auto Parts		8%
Truck wheel		7%
Motorcycle tires		6%
Tire Accessories		5%
Tire repairs & changing equipment		5%
Other services & Products		4%
Bus wheel		3%
Manufacturing Equipment & Materials		1%
Other metal wheel		1%
Media		1%





## Contact Us

CITEXPO Show Management c/o

Reliable International Exhibition Services Co., Ltd.  
Topic International Exhibition Services Co., Ltd.

Address: Rm. 1702, Bldg. 6, SOHO New Town, 88 Jianguo Road,  
Chaoyang District, Beijing, P.R. China 100022

Tel: +86 10-8589-8181

Fax: +86 10-8589-8180

E-mail: [citexpo@reliable.org.cn](mailto:citexpo@reliable.org.cn)

