



Presse-Information

Press release • Information de presse

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AchemAsia 2010: Transmitting the right impulse for China's chemical process industry

With exactly nine weeks to go before the commencing of AchemAsia 2010, today's online press conference is a perfect opportunity to share some impressions beforehand.

While it is still too early today to give an exact forecast of final figures, we at least know already now that we will once again exceed the mark of 400 exhibitors. Most likely, we will also surpass the exhibitors' attendance of AchemAsia 2004, one of the most successful events in AchemAsia's recent history. Record figures of the last event, taking place in the "boom year" 2007, are – realistically speaking – not within reach this time. Nevertheless, more than 400 exhibiting companies from 24 countries and regions are a very solid success, underlining the position of AchemAsia as the trend defining platform for China's process industries.

Being held in a three year cycle in Beijing since twenty years and taking place already for the eighth time, AchemAsia 2010 is about to generate positive momentum and a significant boost for the chemical engineering disciplines in China. This comes at a great time as it coincides with the substantial investment package launched by the Chinese government last year. This package, representing a volume of 500 bn RMB, gives testimony to the essential position of the chemical sector in the Chinese economy – and opens up excellent opportunities for suppliers to the chemical and petrochemical sector in China. AchemAsia exhibitors, whose majority are enterprises offering technological solutions for the chemical industries, will particularly benefit from the government investment programme. The exhibition is being complemented by a conference with topical highlights ranging from energy

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supply, sustainable production, water technology to advanced materials and process automation. Furthermore, several guest events will offer additional forums for interdisciplinary exchange.

AchemAsia 2010 will be held in the new China National Convention Center, close to Beijing's Olympic Park, which sets standards among China's exhibition venues. Upon unanimous request from the exhibitors, this year's AchemAsia will also be staged in a more compact event format with 4 days duration only in order to save staff and travel costs on the part of the exhibitors.

This year's AchemAsia happens to take place in a very special time frame insofar as the world economy is just about to slowly recover from the economic recession – and China is, once more, taking the lead here. In fact, China is the first country to overcome the downturn with growth rates back again close to the two-digit range.

The continuously increasing network of international and domestic supporting institutions gives proof of Dechema's reliable and long-lasting integration in the Chinese chemical engineering community. At the same time, this safeguards a broadly based visibility for exhibitors within their Chinese target groups – and makes AchemAsia the perfect platform for international and domestic suppliers to China's process industries.

Dr. Thomas Scheuring
Head of Exhibition Congresses
DECHEMA e.V.