

# Adsale rides 30 years of reform

By Te Kan

HONG KONG: Riding China's three decades of reform and opening-up, 30-year-old exhibition giant Adsale Exhibition Services Ltd has taken the lead in bridging China and the world.

Adsale boasts many number one and pioneering efforts in the industry, making its top position hard to surpass.

"I take the most pride that Adsale was the first Hong Kong exhibition company to explore the mainland market," Stanley Chu, chairman and founder of the Hong Kong-headquartered company and chairman of Hong Kong Exhibition and Convention Industry Association.

Chinaplas, one of Adsale's brand exhibitions, dates back to 1983. It has been recognized as Asia's No 1 – and the world's third largest – international trade fair for the plastics and rubber industries, just after K Fair in Germany and NPE in the US. Also, market watchers say the thriving Chinaplas has the momentum to exceed NPE in the coming two to three years.

Exhibition is complex, so "Adsale places high emphasis on systematic management and show organization", said Chu, whose firm received the ISO 9002 Certification in 2000, the first exhibition organizer not only in China but also in the Asia Pacific region to have the certification.

Chu is also very proud of his company's well-established show history and proven track record in international contents, professional services and quality management. To date, a total of seven exhibitions organized by Adsale or in cooperation with other organizers, including Chinaplas, WMF, Printing



Stanley Chu

South China, Sino-Pack, Dongguan China Shoes, EP China and Yiwu H&G, have been certified as a "UFI Approval Event", the top laurel of the world's exhibition sector. The company, which became a member of UFI in 2006, is currently one of the few in China to have so many shows receiving recognition from UFI.

### Key to success

Apart from exhibition industry, Adsale was the first China trade promotion specialist to publish the first edition of the China Trade Handbook and acted as advertising representative for leading international media, including the Wall Street Journal and the Financial Times.

"Our success is attributable to China's rapid economic growth, our internationalized operation, professionalism in exhibition organization and the privilege of having an ideal team combining excellent personnel from Hong Kong and the mainland," he said.

Compared with many mainland exhibition organizers that use large numbers of staff and volunteers, the company only has 100 professionals in Hong Kong and 80 on the mainland, but has taken great advantage of its personnel on both sides. "Hongkongers are good at communicating with foreign buyers and exhibitors, while mainland staff are close to our market and government authorities."

Adsale also received votes of confidence for internationalized operation, high-quality buy-

ers, exhibitors and visitors. Nearly one-fifth of the buyers at Chinaplas are from foreign countries – more than 10,000 buyers from 110 countries and regions.

Many of the nation's so-called "international exhibitions" have few foreign exhibitors, buyers and visitors, market insiders said.

"In China, most of the exhibitions focus on commodities, garments, and electronic products, but there are few targeting raw materials and machinery like Chinaplas. Adsale has taken the lead in this area, reflecting that our business is much more in line with the nation's macro-economic policy – optimizing the export structure," Chu noted.

Consistency in strong innovation is also a key to success for Adsale, the chairman said. Every year, it organizes a high-profile forum for Chinaplas and with well designed themes and innovative approaches in line with the nation's development. Next year, a forum with dual themes of Sichuan reconstruction and cross-Straits cooperation will be staged.

### Coping challenges ahead

With an economic downturn hitting world economies, many companies are slashing their promotion spending.

"We will cope with the challenges through our unique positioning and differentiation," the chairman said.

"Our constant position and commitment to placing exhibitors' interest on top will be our winning card," he said, adding that an exhibition organizer is similar to a newspaper publisher. If a newspaper can ensure good quality



and quantity of readers, it does not have to worry about its advertisement income.

"For exhibitions, if we focus more on recruiting buyers, we can serve our exhibitors," he said.

Amid the economic slowdown, Adsale doesn't encourage exhibitors to join every event, but instead brand-name gatherings that indeed bring returns for them.

"The sluggish economic cycle makes tremendous opportunities for a future business boom," he said. "We will encourage them to make a cost effective choice."

To make exhibitors more loyal, Adsale also offers complete services in online and publication promotion.

This year, the single-month visits to the [www.chinaplasonline.com](http://www.chinaplasonline.com) reached a record high of 17.43 million hits.

"To be the market leader in international trade promotion services in China & Asia, we are committed to customer satisfaction through our reliable, quality and competitive services, as well as our proven experience in enhancing the economic ties between China and the rest of the world," Chu said.

## Complimentary messages for the show organizer

"Since the early 1980s, P.R. China has been ranking among the top positions of the Italian plastics and rubber machinery export classification."

"This record is the bright result of the cooperation between many Italian manufacturers and many Chinese plastics and rubber processors."

"A decisive contribution to a so fruitful cooperation has been given since the very beginning by, first of all, Chinaplas (an international window that has always seen a large participation of Italian exhibitors) and CHINA PLASTIC & RUBBER JOURNAL (a technical magazine that hosted many ads and editorials concerning the sectoral made in Italy)."

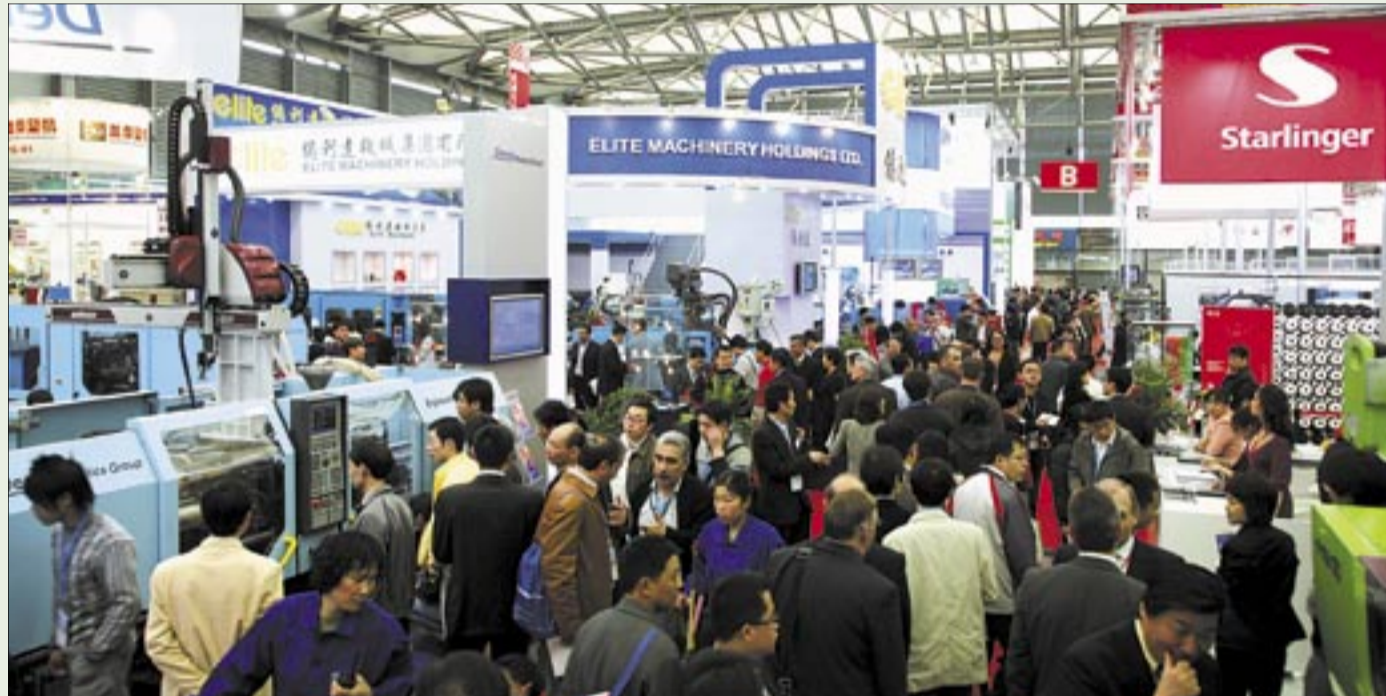
**Riccardo Comerio**  
Chairman, ASSOCOMPLAST

"We collaborated together for many years and collaboration was, yesterday, and, still today, of course, is, great! Adsale is a real bridge between Italian shoe trade and Chinese shoe factories. Our collaboration is always close and friendly. As Italian Shoe Trade Association we'll continue to offer, every year, our support for every initiative of Adsale Group."

**Massimo Donda**  
President, Italian Shoe Trade Federation (Federalzature)

"Adsale has always been a very useful channel to introduce Spanish companies and promote Spanish products and has now become a symbol of quality and service which is unparalleled in China."

**Jesús Castillo Abascal**  
Promotion, Investment and Trade Director, Economic & Commercial Office, Embassy of Spain



Chinaplas 2008 draws large crowds from home and abroad.

"Italian Trade Commission has successfully bridged the information gap through your broad network of Adsale Group and introduced Italian companies to the Chinese market thanks to your platform."

"In the past two decades, Italian Trade Commission and Adsale group both have witnessed and experienced the remarkable economic growth and impressive social advancement occurring in China. We love to see that fruitful collaboration will continue."

**Antonino Laspina**  
Coordinator of ICE's Office in China  
Italian Trade Commissioner (ICE) in Beijing

"In Adsale's three decades, the company has demonstrated that it is one of the true pioneers and premier organizers of exhibitions in the Chinese mainland. Moving from strength to strength, Adsale has been able to add incremental value to those doing business in the Asia-Pacific region through its innovative and integrated approach to exhibitions, trade publications and online media in more than 20 related industries."

"It is also noteworthy that Adsale has emerged stronger from the challenges that we in our industry have faced over the years. Through prudent management and superb customer service practices, Adsale has overcome the Asian financial crisis, 9/11 and SARS to become one of our industry's leading lights."

**Fred Lam**  
Executive Director  
Hong Kong Trade Development Council

"It would be my truly gratitude to share the joy at this great moment of Adsale 30-year anniversary. Adsale is a worldwide reputed exhibition company which serves as a business platform that bridges China to the rest of the world."

**Chang Hak Soo**  
Consul, Consulate General of the Republic of Korea (HK)

"Chinaplas has become – among a broad and still growing number of competing trade shows in the Chinese mainland – the exclusive, well known and highly appreciated forum for the plastics and rubber industries in China and a major foothold for European exhibitors."

"Over this long period of time, Adsale was acting as a bridge to China for European companies. Starting at times when business with customers in this part of the world was not as easy and not business as usual as it is now, the name Adsale has been a synonym for its staff, for individuals who always have been reliable partners for EUROMAP. They are dedicated to service their clients best, they are professionals, open and willing to improve the company's services from each show to the next."

**Bernhard Merki**  
President, EUROMAP  
**Thorsten Kühmann**  
Secretary General, EUROMAP

"Eumabois and the European woodworking machinery manufacturer associations were among the first customers/friends of Adsale in the early 1980s, as they began to explore the great Chinese market and its countless resources and potential."

"The Adsale Group - with its managers and staff - has guided European countries by the hand through this totally new and different world. The number of companies eager for contacts with China has grown exponentially over the years and collaboration has reached remarkable levels in terms of both sales and production."

"Technological agreements and Chinese industriousness have given rise to the creation of hundreds of manufacturing companies and trade with European industry is taking on an increasingly complex and satisfying character."

**Franz-Josef Buettfering**  
President, EUMABOIS

"All of us at the International Association of Exhibitions and Events (IAEE) wish to take this opportunity to congratulate you and all of our friends and colleagues at Adsale Exhibition Services on the occasion of your 30th anniversary in business."

"Not only is attaining 30 years in business an impressive achievement by itself, but to have done so while building your reputation for excellence each step along the way is truly noteworthy."

"We are very pleased and proud to be able to include Adsale Exhibitions as a member of the International Association of Exhibitions and Events."

**Steven Hacker, CAE**  
President,  
IAEE - International Association of Exhibitions and Events

"I honestly feel that you (Mr Stanley Chu) are one of the most dynamic persons, for establishing and improving the relations of all the countries with business in plastics through Chinaplas Exhibition."

**Arvind Mehta**  
President,  
Plastindia Foundation

"Chinaplas nowadays is the leading event for the plastics and rubber industries in Asia. The current standing of Chinaplas can be attributed to two broad success factors: Adsale's professional and ambitious management and Messe Dusseldorf's long-standing history in staging events for the plastics industry at home and abroad. And with the continued co-operation of the two partners, Chinaplas is poised to flourish with every coming events."

"As partners, Adsale and Messe Dusseldorf China Ltd have introduced the now well established China Shoes/China Shoetec to China. As the leading meeting point for Chinese shoe producers and international buyers, shoe machinery manufacturers and shoe producers, China Shoes/China Shoetec is a successful offspring of the world leading event for the shoe industry – GDS show."

**Werner Matthias Dornscheidt**  
President and CEO  
Messe Dusseldorf GmbH

"Italian manufacturers of textile machinery consider Adsale Group and its publications to be a very important partner for providing information about their new products and also for monitoring the needs of Asian customers in a geographic area with an increasing concentration of textile and textile machinery markets."

"During the thirty-year history of Adsale Group, we have been able to appreciate the wide ranging and complete coverage of all news from the world of textiles. Analysis of the most important subjects at any given time has enabled Italian operators to take their strategic decisions with a widespread kit of useful information."

**Paolo Banfi**  
President, ACIMIT - Association of Italian Textile Machinery Manufacturers

"We have all watched with great interest as the exhibition industry in China has grown over the years. In 2006, Adsale joined the ranks of the finest international exhibition organisers by becoming a member of UFI. Since then six exhibitions organised by Adsale have earned the "UFI Approved Event" quality label. This label is a guarantee to both exhibitors and visitors alike that the event organiser meets strict international exhibition industry standards."


"I am convinced that Adsale will continue to grow and to provide value-added services to facilitate business opportunities."

**Cliff Wallace**  
President, UFI - The Global Association of the Exhibition Industry

\* Owing to limited space, not all messages to Adsale are included here. May we express our gratitude to all organizations and partners who sent us kind blessings.



Adsale's publications cater for the dynamic and specialized market needs of China and overseas.



*Moving your world, thinking ahead.*

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