Adsale 30 years of reform

By Te Ram

HONG KONG: Ruling China three decades of reform and opening up, 30-year-old exhibition giant Adsale Exhibition Services Limited has taken the lead in bridging China and the world. Adsale hosts many one-man and pioneering efforts in the industry, making its top position hard to surpass.

“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-based headquartered company and chairman of Hong Kong Exhibitions and Convention Industry Association, Chinaplas, one of Adsale’s brand exhibitions, is a fair that has been recognized as Asia’s No. 1 — and the world’s third largest — international trade fair for plastics and rubber industries, just after K Fair in Germany and NPE. In the US, also, many well-known exhibitors say the thriving Chinaplas has the potential to exceed NPE in the coming two or three years.

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

Chu is also very proud of his company’s well-established show history and proven track record in international contracts, professional services and quality management. To date, a total of seven exhibitions organized by Adsale or its cooperation with other organizers, including Chinaplas, WRF, Printing South China, Sino-Pak, Dongguan China Shoes, EP China and Yiwu H&G, have been certified as an “UFI Approved 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.

“Chinaplas is one of Adsale’s brand exhibitions, ordinary people may not know that this is the world’s third largest plastics exhibition, however, by bridging China and the world, Adsale has come to be known as the world’s No. 3 plastics fair,” said Chu.

Chinaplas 2008 draws large crowds from home and abroad.

Since the early 1980s, PR China has been strengthened and opened up to the outside world, and, still today, of course, it’s great! Adsale is a real bridge which makes it possible for Chinese IT companies to go to the world.

This achievement is to Adsale’s credit. It is a result of the hard work of all the staff of Adsale. Without the staff, Chinaplas would no longer be a reality. The hard work of all the staff has always had a large participation of exhibitors and visitors of Chinaplas, and it has always been close to the world.

Ricardo Corominas
Chairman, Messe Dusseldorf

“Adsale has always been a very useful channel to introduce Spanish companies and promote Spanish products and has now become a sine qua non for the maintenance and service which is unparalleled in China.”

Jesús Castillo Abascal
President, Investment and Trade Direc- tion; Economic Affairs Office, Embassy of Spain

“Adsale has made a successful transition from the China Trade Handbook to the China Trade Fair. Over the past two decades, Italian companies and Adsale and Adsale Group both have witnessed and experienced the remarkable economic growth and impressive social advancement of China. We hope to see the Chinese market will continue to expand.”

Antonio Lapina
Director General of Adsale Group in China

“In Adsale’s three decades, the company has been able to build up a strong reputation among the partners and premier organizers of exhibitions in the Chinese mainland. Driving strength from strength, Adsale has been able to add more strength to those driving forces within 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 from the challenges that we in our industry have faced over the years. Through prudent management and excellent customer service practices, Adsale has overcome the Asian financial crisis, ‘03-04 SARS and many other factors of our industry’s leading lights.”

Antonio Lapina
Director General of Adsale Group in China

Over this long period of time, Adsale has been the driving force in China’s exhibition industry. Supporting small and medium-sized companies, Adsale has conducted many exhibitions, which have attracted 110 countries and regions. As a result, the company has established international exhibitions in five foreign countries, and with well designed themes — more than 10,000 buyers from 110 countries and regions.

“China has grown exponentially over the years. In 2006, Adsale joined the UFI World Exhibition Organizations and the number of number of companies eager for contacts with China has grown exponentially over the years. In 2006, Adsale joined the UFI World Exhibition Organizations.”

Our relationship with Adsale is a successful offspring of the world leading exhibition company, Messe Dusseldorf GmbH.

“Adsale has been in charge of one of the most dynamic, important and demanding exhibition, Chinaplas, one of Adsale’s brand exhibitions, successful offspring of the world leading exhibition company, Messe Dusseldorf GmbH.”

Chris Waller
Director, Asia Pacific — Messe Dusseldorf

“Chinaplas 2008 draws large crowds from home and abroad.”

Fred Lam
Director, Executive Director of Hong Kong Trade Development Council

“Chinaplas is one of Adsale’s brand exhibitions, and it is another example of Adsale’s innovation, and which serves as a platform that bridges China to the rest of the world.”

Chung Yuen Kok
Comul, Canton General of the Republic of Korea

“Chinaplas has been — among a broad and slowly-growing number of competing trade shows in the Chinese mainland — the enduring, well known and highly appreciated forum for the plastics and rubber industries in China and the major trade fair for exhibitors.”

Over the long period of time, Adsale has been acting as an exhibition service of the European Chinese companies. Starting all the time when businesses with customers in this part of the world was as easy and not as competition. As a result, Adsale has been the reference in many exhibitions. As a result, Adsale has been the reference in many exhibitions.

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