AQUARAMA  2017
展后报告 · POST-SHOW REPORT
150 专业展商
Exhibitors ( +6% / 2016 )

9,653 专业观众
Professional visitors ( +21.7% / 2016 )

28,773 消费者
Consumers ( +13.4% / 2016 )

整体满意度：84.94%
Satisfaction rate ( +5.8% / 2016 )
观众

VISITORS
全国观众地区分布
Domestic Visitors Regional Distribution

+21.7% /2016

• 地域分布

华南 South China .......... 57.73%
华北 North China .......... 12.75%
华东 East China ............. 11.5%
东北 North East ............ 8.12%
华中 Central China ........ 5.52%
西北 North West ............ 2.47%
西南 South West ............ 1.91%

• 国内观众比例：60.4%
  60.4% visitors are coming from domestic

• 共计9,653专业观众到场
  9653 professional visitors
国外地区观众分布
Overseas Visitors Regional Distribution

- 地域分布
  - 东亚 East Asia ............... 15.6%
  - 东南亚 ASEAN ............... 30.8%
  - 欧洲 Europe .................. 12.7%
  - 北美 North America .......... 4.3%
  - 大洋洲 Oceania ............... 5.1%
  - 非洲/中东 Africa/Middle East 7%
  - 南美 South America .......... 5.5%
  - 南亚 South Asia ............... 20.6%

- 国外观众比例：39.6%
  39.6% visitors are coming from overseas

- 共计2,982专业观众到场
  2,982 professional visitors
83.86%的观众对于Aquarama2017表示“满意”以及“非常满意”

83.86% of the visitors at Aquarama 2017 was "satisfied" or "very satisfied".
85.34% of professional visitors expressed their strong anticipation for the return of Aquarama in 2018.

AQUARAMA was held very successfully and professionally this year. We are all interested in top fish competitions, marine aquarium forum, aquarium industry forum and so on.
观众类别 Visitors Profile

代理商/经销商
Distributor/Wholesaler...............................................22%
贸易商（进口商/出口商）
Trader (Import-Export).........................................14.30%
零售商
Retailers......................................................................18.12%
行业媒体
Media / Association / Government...................4.37%
生产制造商
Suppliers/Manufactures.......................................16.25%
其他
Other……………………………………………………………25%

采购预算 Procurement Budget

68.7%的观众为企业采购渠道的决策人/共同决策人。
68.7% visitors were companies’ decision makers or co-decision makers with purchasing power.

160,000 - 320,000 USD......................4.38%
320,000 - 640,000 USD......................3.75%
Above 640,000 USD.........................1.88%
### 展商分布
Exhibitors Regional Distribution

<table>
<thead>
<tr>
<th>地区</th>
<th>分布比例</th>
</tr>
</thead>
<tbody>
<tr>
<td>华东地区East China</td>
<td>12.48%</td>
</tr>
<tr>
<td>华北地区North China</td>
<td>13.70%</td>
</tr>
<tr>
<td>华南地区South China</td>
<td>39.24%</td>
</tr>
<tr>
<td>东北地区North East China</td>
<td>8.53%</td>
</tr>
<tr>
<td>华中地区Central China</td>
<td>9.56%</td>
</tr>
<tr>
<td>西南地区South West China</td>
<td>2.23%</td>
</tr>
<tr>
<td>西北地区North West China</td>
<td>10.26%</td>
</tr>
<tr>
<td>中国台湾Taiwan</td>
<td>4.24%</td>
</tr>
</tbody>
</table>

### 国外地区展团

<table>
<thead>
<tr>
<th>国外地区</th>
<th>展团</th>
</tr>
</thead>
<tbody>
<tr>
<td>韩国Korea</td>
<td>斯里兰卡Sri Lanka，秘鲁Peru</td>
</tr>
<tr>
<td>尼日利亚Nigeria</td>
<td>新加坡Singapore，越南Vietnam，泰国Thailand</td>
</tr>
<tr>
<td>哥伦比亚Colombia</td>
<td>印度尼西亚Indonesia</td>
</tr>
</tbody>
</table>

### 展商类别
Exhibitors Profile

<table>
<thead>
<tr>
<th>类别</th>
<th>比例</th>
</tr>
</thead>
<tbody>
<tr>
<td>水族箱Aquarium Tank</td>
<td>18%</td>
</tr>
<tr>
<td>水族箱配套器材Aquarium Tank Accessories</td>
<td>30%</td>
</tr>
<tr>
<td>水生植物Water Plant</td>
<td>6%</td>
</tr>
<tr>
<td>水族箱造景Aquarium Tank Scenery-building</td>
<td>12%</td>
</tr>
<tr>
<td>鱼饲料Fish feed</td>
<td>11%</td>
</tr>
<tr>
<td>药品Fish medicine</td>
<td>7%</td>
</tr>
<tr>
<td>观赏鱼Ornamental fish</td>
<td>10%</td>
</tr>
<tr>
<td>两爬类活体Reptiles</td>
<td>6%</td>
</tr>
</tbody>
</table>
71.56% of exhibitors consider Aquarama fulfilled their business expectations.
海丰饲料股份有限公司
业务经理・姚馥涵

我们觉得今年的AQUARAMA晚宴不错，吸引了很多外宾；其次AQUARAMA作为专业的水族展，专业客户较单一，因此尽管人潮看似不多，但我司却收到不少询问及名片。希望AQUARAMA能越做越好，谢谢！

Haifeng Feeds, Business Manager
Ashley Yao

We believe Aquarama is very successful, attracted many foreign visitors. Although the visitor flow was not extremely high, we received many inquiries and business cards and confirmed several new clients.

仟湖鱼业集团上海公司器材部
总经理・叶家仁

今年是我们仟湖连续第二年和主办方共同打造国际海水造景比赛，这个创新的比赛已经成功吸引了一批玩家和爱好者，在业内引起一定反响。对于明年同期与亚洲宠物展一起举办，我们十分期待，因为上海位于华东地区，可以辐射全国，而且消费者潜力巨大，海水造景也一定会成为展会亮点之一。

Qianhu Corporation Limited
General Manager (Shanghai) Melvin Yap

Qianhu and Aquarama organized the 2nd Marine tank competition successfully this year, which already raised a lot of interest among professionals, public visitors and the industry. In 2018 with Pet Fair Asia, we believe that would be another great success. Shanghai is at the forefront of China’s market development and attracts buyers from all around the country. Meanwhile, people are with high purchasing ability. Marine tanks definitely will be a highlight of the fair.
展商寄语
EXHIBITORS FEEDBACK

台湾水族类商业同业公会
理事长 李峰成

主办方不遗余力地在现场通过很多活动吸引消费者观众，这点我很认同。从前台湾也不注重消费者，通过多年的教育，他们也明白终端市场的重要性，希望主办方能坚持。

Taiwan Ornamental Fish Association, President, Fengcheng Li

In order to attract consumers, the organizer did their utmost to prepare multiple on-site activities. The situation was similar Taiwan a while back: exhibitors didn’t take consumers very seriously. But years of education made them understand the importance of consumer branding. We fully support the double function of trade/branding at Aquarama.

深圳日生实业有限公司
总经理 潘东明

主办方创新设计了年度大奖颁奖活动，用以表彰有特殊贡献的团体、企业和个人，活动无疑为全球行业注入了一剂强心剂，作为水族行业的一员，我们愿意和Aquarama一起为行业做一些事情。

Resun, General Manager, Dongming Pan

In order to encourage innovation, Aquarama keeps evolving and supports our industry at trade and branding level. As a member of the aquarium industry, we feel supported and will continue to promote our products and solutions at Aquarama.
OPENING CEREMONY
年度水族大奖
The annual best performing companies and individuals are celebrated. Total 12 traditional awards and 3 best new performer awards.
水族世界杯
2016年，27年享誉全球的AQUARAMA首次登陆中国广州，延续其活体观赏鱼的核心特色，打造了国内史无前例的高规格活体比赛。2017年，除了龙鱼、七彩、孔雀鱼、斗鱼、海水等比赛以外，还重磅引入了“国鱼”金鱼赛事，旨在打造高品质金鱼比赛的先锋。

The world-famous and highly respected Aquarama International Fish Competition was more competitive than ever 2017, with new sections and additional entries. As always judging was in the hands of a panel of international experts.
InnovAction is a powerful & comprehensive marketing tool, boosting new products visibility before, during and after their presentation on-line and on-site at Aquarama.
论坛
AQUARAMA Forum becomes an annual event for leaders and experts all around the world to exchange ideas, foresee future trend and identify each other’s needs. In 2017, we focused on marine area invited experts from USA, Canada, Sri Lanka, Indonesia and China.
展会同期开展了颇受关注的水族电商峰会以及电商采购会，重新聚焦新零售时代的“电商”新话题，汇集水族电商行业领军人物，为AQUARAMA特别打造的一线平台对接会，为展商打开线上销售渠道提供增值服务。

AQUARAMA现场请来世界顶尖繁殖大师教你各品种鱼饲养技巧及要点，从根本上增强消费者对观赏鱼饲养的兴趣也提高业内观赏鱼的繁殖水平，从活体开始促进水族器材市场的繁荣。

想要在未来的竞争中取胜，必须以用户体验为导向，只要以用户体验为出发点本质上就是服务业。不具备服务业思维的商品和销售，将被淘汰出局。满满的干货分享，探讨促进水族行业体量上行的未来10年。

Public Seminars

These free seminars provide excellent opportunity to keep bang up to date with everything that matters to the international ornamental aquatics industry and hobby communities. Talks are presented by top names from around the global. Not to be missed!
A Fish Food can be more than "good" - it can also be FUNCTIONAL!

- Functional food is a food that has health promoting factors or prevents disease due to additional new ingredients!
- What ingredients & functions?
  1. Probiotics: bacteria Pediococcus acidilactici improves intestinal flora (= an important defense system)
FARMS/FACTORIES VISIT

鱼场/工厂参观
来自世界各地的40余位国际买家团组团参观了包括热带鱼和冷水鱼在内的当地几家渔场和产品工厂，参观期间，海外买家团选定了自己中意的种类，获得了很大的收获。同时，渔场也很支持买家以这种形式参观。

40 Buyers from all over the world visited 3 farms around Guangzhou during the fair. They were very impressed and satisfied by this arrangement, which could help them know more about Chinese farm, as well as making orders.
由于主办方为海外买家团提供了周到贴心的行程安排，缩短了对工厂考察的时间，提高了贸易成交率。受邀参观的工厂负责人都纷纷表达，不仅通过Aquarama展会现场结识了新客户，展会期间安排的考察工厂活动，更加是锦上添花，希望以后这样的活动一定要坚持做下去。

Factories Visit helped buyers get to know factories deeply in a short time. 10 companies joined this event this year, and factories hope to continue next year.
See You Next Year!

我们明年见！

AQUARAMA 2018:
- 2018年8月22-25日 · 上海SHANGHAI
- 上海新国际博览中心
- Shanghai New International Expo Centre

AQUARAMA 2019:
- 2019年5月 · 广州GUANGZHOU
- 中国进出口商品交易会（广交会展馆）
- China Import and Export Fair Complex