



WEEE 2010

by Peng Jie, EW Correspondent

The World Elevator & Escalator Expo (WEEE) 2010 was held on April 21-24 at the Langfang (China) International Exhibition Center. Hundreds of guests attended, including some of the world's top-ranking elevator safety specialists and representatives of exhibitors from more than a dozen countries and various parts of China. According to Chen Gang, director of General Administration of Quality, Supervision, Inspection and Quarantine of China, both international and national elevator enterprises are currently having unprecedented opportunities for development due to the growing market demand.

To date, China is not only a country with a great number of elevator installations, but also a desired trading and sourcing center for elevators and elevator materials for the world. Shanghai has some of the highest numbers of elevator installations in the world. Ren Tianxiao, president of the China Elevator Association, welcomed guests, exhibitors and purchasers from across the world in his opening speech. According to Tianxiao, despite the

23.4% decline that elevator product exportation saw in 2009, a 12.9% growth in the domestic market contributed a balanced overall growth of 6.5% for the Chinese elevator industry. There were 261,000 units turned out in 2009 in China, contributing to more than 50% of the world's total elevator and escalator output. This year's event provided a showcase of the achievements and innovations by the Chinese elevator industry over the past two years.

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Exhibitors enjoyed the commercial atmosphere and opportunities to talk face-to-face with visitors, potential purchasers and business partners. Ji Defa, president of Shanghai STEP

Electrics, spoke to a group of customers sitting around a table. Manfred Godow from Delco Elevator Products of Canada also attended and was glad to show pictures to his Chinese friends and partners at the red stand of Koyo Elevators, saying that he was an old friend of William C. Sturgeon, founder of ELEVATOR WORLD.

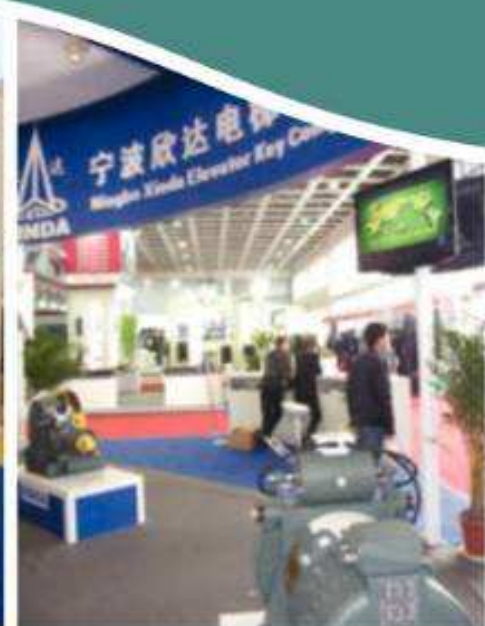
Toshiba Elevators held musical and dancing performances that intervened with prize-winning quizzes regard-

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Exhibitors



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