



CIBRUSH 2023

Influence & Post-Show Report

Media Influence - **DISSEMINATION**

- Reported by **200+** media
- Over **300** news links and relevant articles were recorded
- Over **170,000** times of accurate exposure

Official Media of CIBRUSH

Over **300** news and articles
With over **21,000** pageviews
Through WeChat, LinkedIn, Facebook etc. media platforms
Covering **20+** vertical industries, including oral care, household brushes, beauty tools, commercial cleaning, paint tools, industrial brushes, etc

Mass Media & Social Media

Reported by **200+** media with over **400** news and relevant articles.
Over **100,000** pageviews covering **180,000+** target users.

WeChat Index

The WeChat Index of was boosted **4511.62%** dramatically.
The WeChat Index of "brush" such keywords exceeded **50,000,000** during the exhibition period.

Digital Marketing - **EXPANSION**

Global Exposure Exceeded **10,200,000**

National Market

Multi-channel marketing methods:
TikTok, WeChat, Baidu, SEM, SMS, EDM.

Total exposure exceeded **10,000,000**

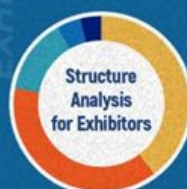
International Market

Matrix platforms for marketing:
Google, LinkedIn, Facebook.

Total exposure exceeded **200,000**

Global Co-promotion - **CONNECTION**

120 Top & Emerging Companies exhibited at CIBRUSH



- 39.81%** Raw Materials
- 37.96%** Brush Industry Equipment, Technologies, and Accessories
- 13.88%** Finished Brushes
- 4.63%** Contract Services
- 3.70%** Professional Media/Associations/Scientific Research Institutions

2,738 Professional Visitors

From **46** Countries & Regions

Visiting Purpose TOP 5

- 39.82%** Concerning new products and trends for R&D and purchase planning.
- 22.13%** Meeting with suppliers for business coordination.
- 17.37%** Interchanging and learning for expanding networks.
- 11.61%** Looking for new suppliers to implement the purchase requirement.
- 4.44%** Evaluate the exhibition and make future exhibition plans.

National Visitors Distribution

56.29% from Guangdong, **10.69%** from Jiangsu, **8.02%** from Zhejiang, **25%** from other provinces

International Visitors from

India, Thailand, South Korea, Indonesia, Japan
From **43** Countries & Regions

Cooperation Partners - **INTEGRATION**

Organizer:
China Sundry Articles Industry Association
HJTEXPO

Co-organizer:
Anhui C&C of Brushes
Shantou Toothbrush
Industry Association

Professional Media:
Brush Expert
Brushwork

Industry Conference - **Professional Strength**

This forum focuses on the theme of "New Changes, New Opportunities", analyzes the development trend of the industry in the near future, focuses on product innovation and technological progress, and provides the most valuable thinking for China's brush industry to better serve the global market.

7 Industrial Hot Topics

7 Industry Opinion Leaders

200+ Onsite Audiences

*The data in this report is collected from official channels of CIBRUSH and cooperation partners, from Jan. 1, 2023 to Sep.30, 2023.

*The authenticity of data is guaranteed, and the right of final interpretation belongs to HJTEXPO.