

2017



第18届中国国际润滑油品及应用技术展览会

18th China International Lubricants and Technology Exhibition

9月21日-23日 北京|中国国际展览中心(静安庄馆)

September 21st -23rd ,Beijing | China International Exhibition Center

展会报告 SHOW REPORT





PART01 展会概况

2017 Basic Information

- 北上广成功举办 18 届

Has been successfully held in Beijing, Shanghai and Guangzhou for 18 years.

- 专业会议活动总计近 120 场

Seminars and Conference are near 120.

- 知名历届展商 2000+

Attracting over 2000 exhibitors.

- 累计专业观众 100,000+

100,000+ professional attendees including manufactures, dealers, distributors and end users.



2017中国国际润滑油品及应用技术展览会

INTER LUBRIC CHINA

主办单位：中国石化润滑油公司

Organizers: SINOPEC Lubricant Company Limited

中国石油润滑油公司

PetroChina Lubricant Company

中国国际贸易促进委员会上海分会

China International Exhibition Center Group Cooperation

承办单位：上海国展展览中心有限公司

Show Management: Shanghai Intex Exhibition Co., Ltd

协办单位：上海市润滑油品行业协会

Co-organizer: Shanghai Lubricant Trade Association



展会面积达 13,500 m²

Show Scale 13,500 m²



共计人次 11,988

This year's show attracted
11,988 attendees



252 家知名展商

252 brand enterprises



同期专业研讨会 10 +

Fringe Programs over 10



PART 02 展商概况

2017 Exhibitors

•来自 15 个国家和地区、252 家知名展商

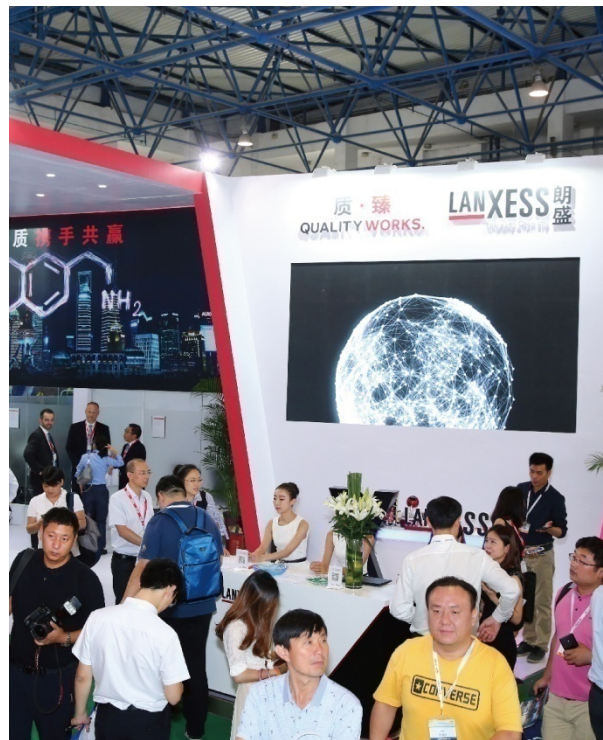
The show boasted 252 brand enterprises from 15 countries and regions this year.

中石油、中海油、埃克森美孚化工、意大利埃尼ENI、日本引能仕、山西潞安太行、源根美坚、台湾中油、顺昌GRANTT、科莱恩、巴斯夫、沙索化学、索尔维、朗盛、江苏加美、山东红星、上海纳克、欧陆宝、欧裕龙、三和润滑油、上海棋成、锦州康泰、天合化工、壁虎科技、大庆劳特、傲而特、欧力驰、美洲豹、东田OTL、意特麦琪、AMSOIL、KLK、拜尔斯道夫、圣保路、金威能、优立盛、映泰、思敏、陆美等众多来自世界各地的润滑油行业品牌企业齐齐亮相。

Petrochina, CNOOC, ExxonmobilChemical, ENI, ENEOS, LU'AN, YUANGEN, CPC, GRANTT, Clariant, BASF, SASOL, SOLVAY, LANXESS, JAMA, HONGXING, NACO, Allube, Oyulon, SANO, Ineos, KangTai, TianheChemical, GECKO, Letöf1, ARTECO, OVLCI, CATAM OUNT, OTL, Italmatch, AMSOIL, KLK, Beiersdorf, Sarlboro, Venol, Universal, YingTai, Smart-Oil, Roadview.....



来自 15 个国家和地区
From 15 Countries and Regions



全球 252 家知名展商
252 Brand Enterprises



展会面积达 13,500 m²
Show Scale 13,500 m²

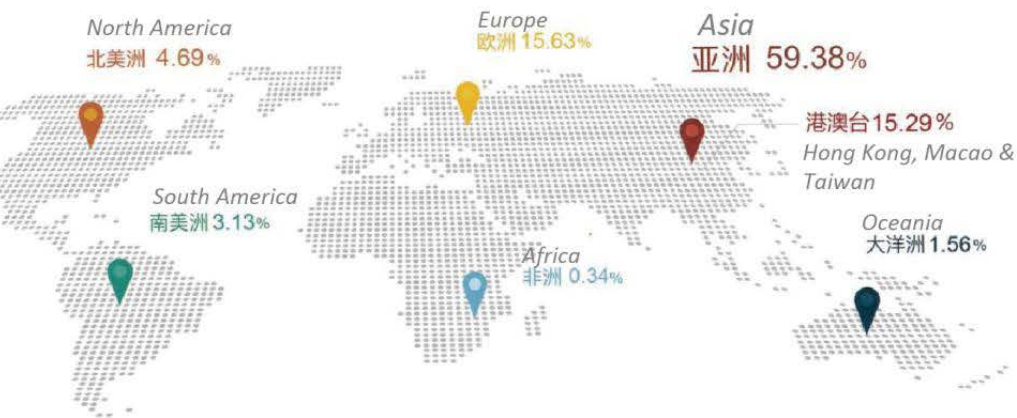


PART03 观众分析

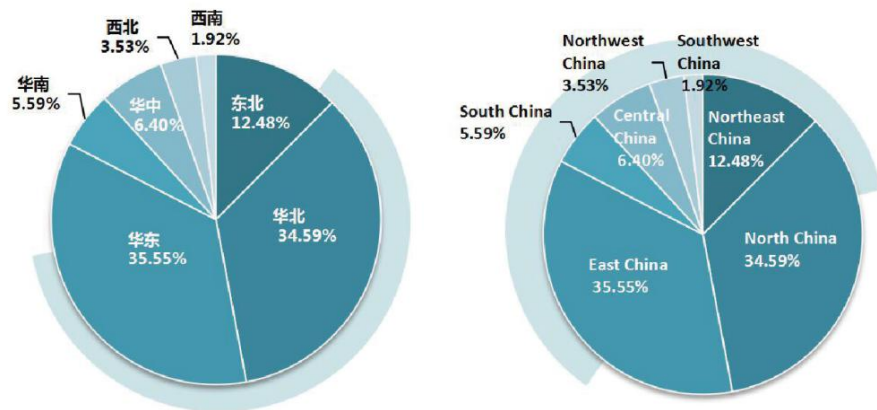
Visitors Analysis

- 观众来自国内 30 个省级行政单位的
From 30 Provinces and Cities of China
- 15 个国家和地区
15 Overseas Countries and Regions.
- 共计人次 11,988
This year's show attracted 11,988 attendees.

• 2017国外观众区域统计 Overseas Visitors' Distribute



• 2017国内观众区域统计 Domestic Visitors' Distribute

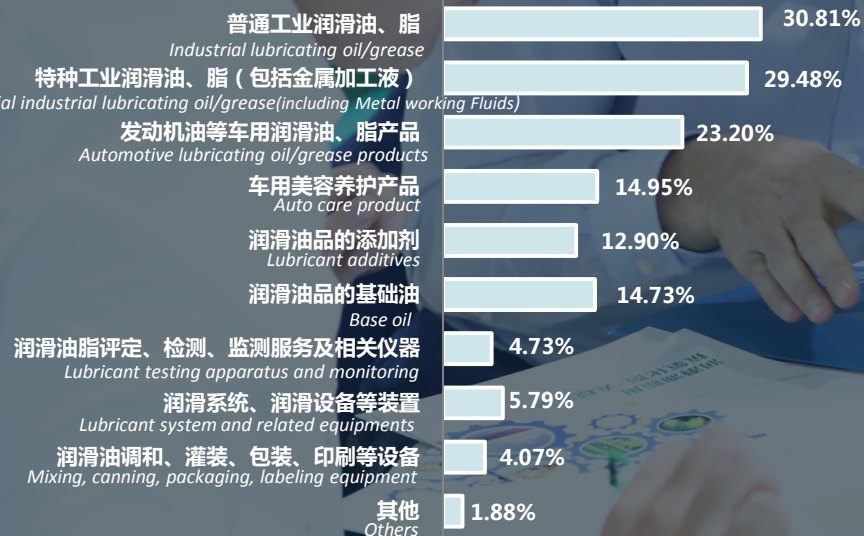


• 观众职业统计 Visitors' Positions



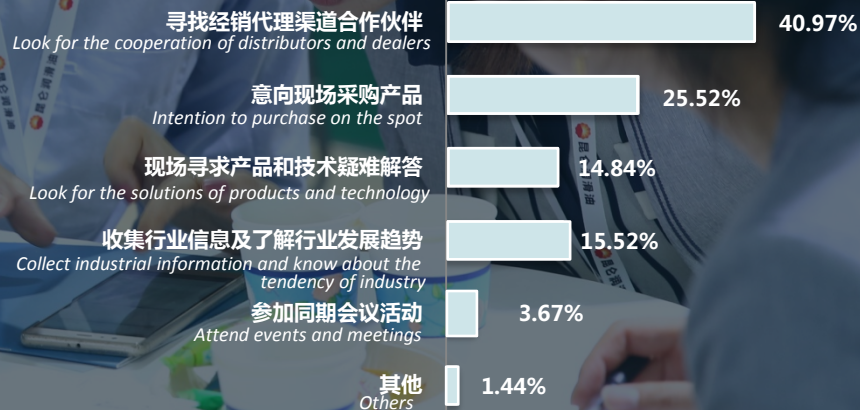
观众兴趣展品范围

Visitors interested products:



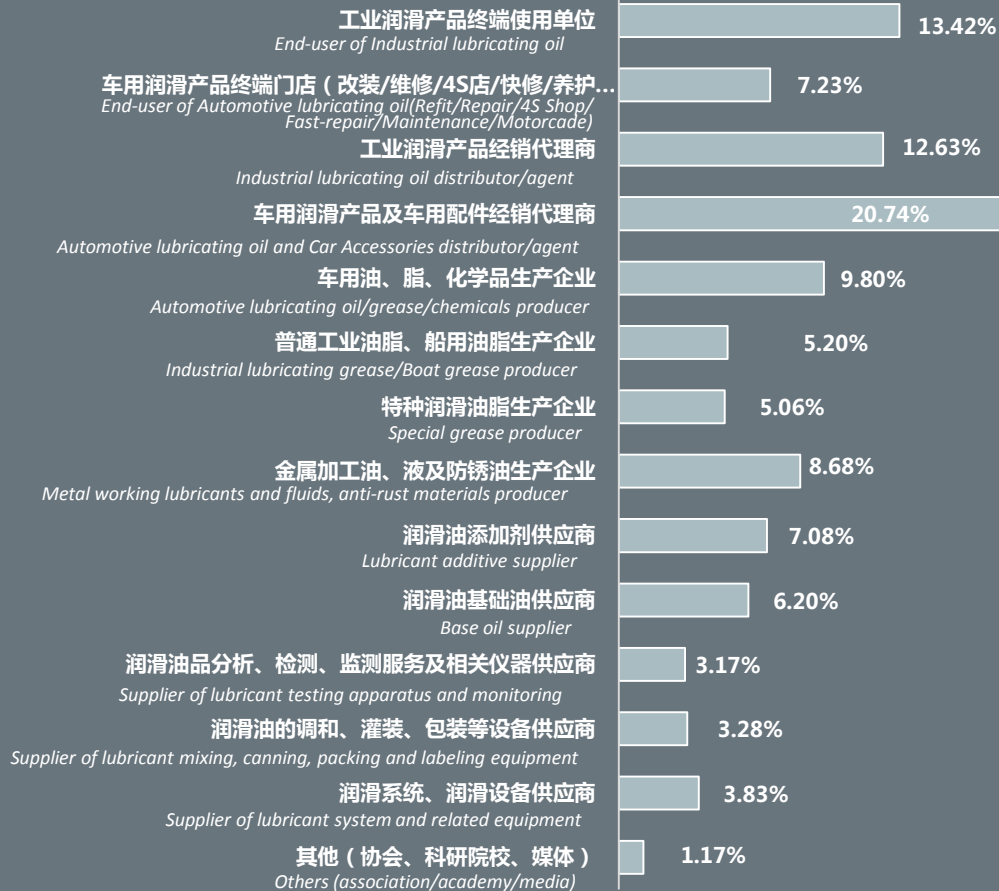
专业观众参观目的的分析统计：

Destination of the professional visitors:





• 专业观众性质来源统计: Types of visitors





PART 04 同期精彩活动

Fringe Programs

- 2017中国国际润滑油品产业发展高峰论坛
2017 China International Lubricants, Base Oils & Additives Conference
- 2017全国润滑油品经销代理商精英团行动
2017 Domestic Lubricant Dealer & Distributor Program
- 第18届中国国际润滑油品及应用技术展览会招待晚宴
暨2017润滑油行业协会会长沙龙
18th Inter Lubric China Gala Dinner & Lubricant Trade Association
- 2017金属加工液技术发展高峰论坛
2017 Metal Working Fluids Technology Development Summit
- 2017 STLE 金属加工液国际培训课程/润滑油国际培训课程
2017 STLE International Metalworking Fluids Training Courses/ Lubricant Training Courses

2017中国国际润滑油品产业发展高峰论坛

2017 China International Lubricants, Base Oils & Additives Conference

“中国国际润滑油品产业发展高峰论坛”作为“中国国际润滑油品及应用技术展览会”同期的首要活动。已经成功地在北京、上海、广州举办了7届。2017年论坛将于9月19-20日在北京皇家大饭店盛大召开。为期两天的论坛将分为“行业趋势”、“基础油”、“添加剂”、“油液检测及相关报告”等四大版块。旨在带来全球润滑油产业最权威的行业趋势分析，以及最抢眼的技术产品和产业经验分享。

As the primary event of Inter Lubric China, “China International Lubricants, Base Oils & Additives Conference” has been successfully held in Shanghai, Beijing and Guangzhou for 7 years under the strong support from all sides. This year's conference will be held during September 19-20 at Radisson Blu Hotel. The two-day conference will have four mainly sectors: Industry Trends, Base Oils, Additives and Lubricant Testing, bringing the most authoritative industry trends analysis, the most cutting-edge technology products release and the practical experience sharing.



•国内外添加剂发展趋势

The Development of Additives.

- 中国石油润滑油分公司 PetroChina Lubricant Company
- 技术开发处处长 Director of Technology Development
- 伏喜胜 Xisheng Fu

•中国润滑脂现状及发展

Situation and Development of Grease in China

- 中国石化石油化工科学研究院 SINOPEC Research Institute of Petroleum Processing
- 高级工程师 Senior Engineer
- 姚立丹 Lidan Yao

•STLE摩擦与润滑工程新趋势报告

STLE Emerging Trends in Tribology and Lubrication Engineering

- 美国摩擦学者和润滑工程师协会 STLE
- STLE 2017-2018 会长 STLE 2017-2018 President
- Michael Anderson

•中国润滑油和基础油行业发展机遇

Opportunities in Lubricants and Base Oils in China

- 柯莱恩管理咨询有限公司 Kline & Company
- 项目主管 Project Leader
- 张皎扬 Steven Zhang



2017全国润滑油品经销代理商精英团行动

2017 Domestic Lubricant Dealer & Distributor Program

同期针对润滑油行业的经销代理商度身定制的公益活动，倾情邀请来自全国各地优秀的润滑油经销代理商。满足经销代理商们收集行业动态、寻找品牌合作、相互学习交流的全方位需求。2017年全新“润滑油宝贝”评选，邀请来自五湖四海的经销商们评选出心目中最喜爱的润滑油女神。该团设有500 VIP席位，主办方将为精英团成员提供食、宿、行一条龙便利。

A social useful activity for dealers and distributors which are from all over the country. The activity is to help distributors to collect industrial information, look for brand cooperation and learn from each other. Dealers are invited to select their favorite models of '2017 Night of Lubricant Baby'. There are 500 VIP seats. The organizers will provide all members to food, hospitality and travel.

•2017润滑油宝贝之夜

Night of Lubricant Baby

展现“油模”魅力，企业风采与活力的“新常态”

Show the charm of models, 'new normal' of enterprises.

•润滑油经销代理商学习分享会

Lubricant Dealer and Distributor Experience Sharing

开拓市场、打造经销团队、创造渠道价值

Expand the market, build the team of distributors, create the value

•经销代理商实战分享会及汽车门店服务升级论坛

Lubricant Dealer and Distributor Service Experience Share and Auto Shop Service Upgrade Forum

润滑油品的销售与技术实战经验，从粗放走向精细

The experience of sales & technology which come into dedicate.

•经销代理商企业实地考察活动

Lubricant Dealer and Distributor Enterprise Field Inspection

亲临现场，与厂家“零距离”交流

Communicating with producers within a minus distance



第18届

中国国际润滑油品
及应用技术展览会招待晚宴
18th Inter Lubric China Gala Dinner

2017 润滑油行业协会会长沙龙

Lubricant Trade Association President Salon

On the night of the conference, We have invited more than 300 industry elites to join "2017 Lubricant Association President Salon and "18th China International Lubricant and Technology Exhibition Reception Gala", celebrating the open of the biggest annual event of lubricant industry.

论坛当晚，展开了一场别开生面的“2017润滑油行业协会会长沙龙”，以及“第十八届中国国际润滑油品及应用技术展览会招待晚宴”，邀请300多位行业精英及5大润滑油协会会长齐聚会场。共聊行业当下热点话题，共庆一年一度的润滑油行业最大盛会拉开帷幕。





2017 金属加工液技术发展 高峰论坛

2017 Metal Working Fluids Technology
Development Summit

金属加工液技术的进步与国家战略规划息息相关，大力发展绿色、环保的产品不仅是技术进步的方向，也是构建绿色制造体系，实现《中国制造2025》战略规划的重要支撑。

In summary, metalworking fluids technology's progress is closely related to national strategy. Additionally, it is an important support to build a green manufacturing system, and comes "Made in China 2025" strategic planning into reality.

2017论坛邀请到了来自美国STLE学会、中石化上海研究院、北京科技大学材料研究院、中国表面工程协会、中国冶金工业规划研究院、中国有色金属工业协会、清华大学天津高端装备研究院润滑技术研究所等专业机构以及包括安格斯、路博润、壳牌、索尔维、福斯、奎克、陶氏、雅富顿等在内的知名企业参与交流。

We invited STLE, Research Institute of Sinopec, University of Science and Technology, Rust Prevention Committee, ANGUS, LUBRIZOL, Shell, Solvay, FUCHS, Quaker, Dow, Afton etc to share the advanced technology.





2017 STLE 金属加工液国际培训课程/ 润滑油国际培训课程

*2017 STLE International
Metalworking Fluids Training Courses/ Lubricant Training Courses*

是由STLE摩擦学者和润滑工程师协会、上海国展展览中心联手推出的“精品小班课程”。课程主题选取当下热点话题，由国外相关领域专家撰写大纲，国内企业学者翻译教授。从基础出发，旨在打造国内最权威的国际专业培训课程。

The courses are jointly organized by Society of Tribologists and Lubrication Engineers(STLE) and Shanghai Intex Exhibition Co., Ltd. We collect the heated topics. And the outline is written by related fields experts, which will be translated into Chinese by domestic technicians and experts. Based on foundation, we aim to build the most authoritative training courses.

◆2017 金属加工液国际培训课程大纲：

2017 Lubricant Training Courses Outline

- 金属成型失效机理水质、腐蚀、泡沫、乳化粒径、残留、清洗性
- Metal Forming Fluid Failure Mechanisms: water quality, corrosion, residue, clean ability and emulsion droplet size
- 金属成形液失败机制：润滑、集中控制、兼容性、过滤
- Metal Forming Failure Mechanisms
- 金属加工液的微生物污染与增长
- Microbial Contamination & Growth in Metalworking Fluids
- 金属成型润滑剂化学基础
- METAL FORMING LUBRICANT CHEMISTRY BASICS

•工艺、应用和流体/润滑剂要求

- Processes, Applications and Fluid/Lubricant Requirements
- 金属加工液废水处理
- Waste Treatment of Metalworking Fluids
- 金属成型润滑的化学基础：冲压和冲裁
- Metal Forming Chemical Foundations

◆2017 润滑油国际培训课程大纲：

2017 Lubricant Training Courses Outline

- 国际最新API, ILSAC和ACEA 车用发动机油规格介绍
- The latest update of API, ILSAC and ACEA automotive engine oil specifications.
- 中国润滑剂试验方法标准概述
- Overview of Standards for Test Method of Lubricants in China
- 环烷基基础油在工业润滑领域的应用
- Naphthenic Oil applications in Industrial Lubricants
- 试验方法标准的选用和检测数据的解读
- Selection of Standards for Test Method and Interpretation of Test Data



2017金属加工液技术交流会

2017 Metal Working Fluids Communication Seminar

“第二届金属加工液技术交流会”致力于规范行业标准、集中行业力量、提升行业内企业知名度。为金属加工液单位提供更加有针对性的服务。此次金属加工液交流会面向所有金属加工液行业同仁及相关用户单位，是难得的公益免费交流机会！此次会议，邀请到了沙索（中国）化学有限公司、阿克苏诺贝尔、雅富顿、上海壹萨化学科技有限公司、诺泰生物科技（合肥）有限公司、上海万厚生物科技有限公司到会做了精彩分享。

‘2nd Metalworking Fluids Communication Seminar’ is committed to standardizing industry standards, focusing the forces and promoting. It is a rare opportunity for MWF company and the end-user to exchange the benefits! We have invited SASOL, Akzonobel, Afton, ISA, NEUFTECH and WANHOU to share the experience.

主办单位
ORGANIZERS



上海市润滑油行业协会金属加工液专业委员会

Shanghai Lubricant Trade Association Metal Working Fluids Committee

INTEX

上海国展展览中心有限公司

Shanghai Intex Exhibition Co., Ltd.





PART05 宣传渠道

Visitors Analysis

- 多元化、全方位
Diversity & Comprehensive
- 线上线下
Online & Offline
- 紧抓行业宣传平台及渠道
Grasping industrial propaganda platform & channel



◆“润滑油聚焦”微信：近四万专业粉丝有效互动，持续关注行业热点
Wechat : Near 40 thousand professional fans.

◆媒体合作：60余家国内外行业媒体强势覆盖
Media cooperation : long-term cooperation with more than 60 domestic and foreign business magazines and websites.

◆全球通讯社网络：合作包括美通社在内权威国际通讯社，展会信息几何传递
The global information network: cooperation with many international news agencies

◆线下公益活动：行业公益沙龙及交流会议
Off-line activities: holding free lubricating salons and other industry related activities

◆地推活动：华东地区大型汽配城、4S店、维修厂定向邀请组团
Local Promotion : brand promotion in Automobile Spare-parts Center and 4S shop of East China

◆个性化宣传方案：结合您的品牌定位和推广需求
Personalized publicity scheme: Tailored effective propaganda plan combined with your brand positioning and promotion needs.

◆中英文电子展讯：每月定点发送至国内外海量数据库
EDM: Sent to the domestic and foreign audience base monthly delivering the latest show updates.

◆定制化邀请：国内观众直邮、短信定点邀请，展会热点
Custom-tailored invitation: Direct mail to domestic audience , warm-up in advance

◆官方网站：提供全年宣传机会，网上展商展示平台
Website: Annual advertising opportunities ,online exhibition platform available.



PART06 2018展会

2018 Exhibition

- 展会名称：第十九届中国国际润滑油品及应用技术展览会
Exhibition : 19th China International Lubricants and Technology Exhibition
- 展会时间：2018.11.7-11.9
Time: 7th -9th November, 2018
- 展会地点：上海新国际博览中心 N3/N2馆(龙阳路2345号)
Venue: Hall N3/N2, New International Expo Center ,Shanghai

展品范围

Scope of Exhibits

车用润滑油脂及汽车化学养护品：发动机油、 防冻液、制动液、冷却液、刹车油、

抗磨剂、清洁剂、润滑脂、燃油添加剂等相关汽车相关化学养护品

工业润滑油脂：液压油、齿轮油、压缩机油、真空泵油、传导油、电器用油、橡胶专用油、

食品级油与化妆用白油、金属调质剂、设备用油脂等

金属加工与防锈材料：切削液、淬火油、压铸油、脱模油、防锈材料等

生产原料：各类基础油、润滑油添加剂等

润滑系统与装备：润滑系统设计、开发、维护及相关环保处理配套装备等

相关生产设备与分析仪器：润滑油品的生产相关设备与实验分析仪器

其他：润滑油品行业人力资源与咨询、信息杂志与网站服务等

- Automotive lubricant products and automotive chemical maintenance products
- Industrial lubricating oil and grease
- Metal working lubricants and fluids , anti-rust materials
- Lubricant additives and base oil
- Lubricant system and machinery
- Packing , charging and mixing equipments for lubricating production
- Testing, quality control , recycling , assessment technology and equipment for lubricant product
- Lubricating human resource ,consultancy , media and etc.

展会名称Exhibition

2018第十九届中国国际润滑油品及应用技术展览会
19th China International Lubricants and Technology Exhibition

展会时间 Time

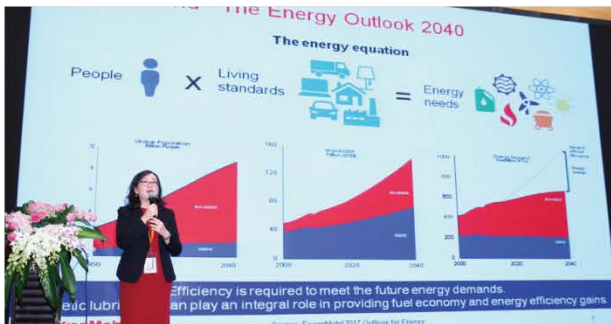
2018.11.7-11.9
7th -9th November, 2018

展会地点 Venue

上海新国际博览中心（龙阳路2345号）N3馆/N2馆
Hall N3/N2, New International Expo Center ,Shanghai



欢迎参观
Welcome



● 展位价格：

	标准展位	光地展位
优越区	15,800元/9㎡	1,580元/㎡
A 区	13,800元/9㎡	1,380元/㎡
B 区	11,800元/9㎡	1,180元/㎡

★ 标准展位双面开口额外加收20%开口费

● 联系电话：

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