CE Show with 900,000 Visitors

Written by Marco Attard
 01 December 2010

No, we didn't misplace a "0." We tend to be self-centered and just don't look outside the usual suspects.

So where is this giant of a show? Tokyo? Beijing? Shanghai?

None of these above, the records were broken once again at Sitex 2010, as more than 900,000 people visited the four-day show at the Singapore Expo and splurged some $52 million on gadgets and gizmos. Among the more popular items were tablet computers, Global Positioning System (GPS) navigation systems and digital cameras.

Now SITEX is in Singapore, an island with 5 million people so apparently nearly 1 out of every 5 people went to look at and shop for consumer electronics. (We have the feeling the visitors are counted per entry not per visitor which may then include repeat visits, but impressive nonetheless.)

Imagine an IFA on Malta and you might have the EU equivalent in impact. Or, more accurately, a show in Belgium with 1.8 million visitors in 4 days at Heysel (would have to be a beer festival, we think).

But that's the only rub: unlike IFA, CES the Sitex only has 160 exhibitors (and 44 were new ones).

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CES had 120,000 or so visitors viewing 2500 exhibitors, a ratio of 48 trade visitors per exhibitor vs. Sitex's 5625 consumers per exhibitor.

Or Berlin's IFA with 235,000 attendees (public and dealers) and 1423 exhibitors...a ratio of 165 attendees to each exhibitor.

You may want to compare IFA's claim that 3.5 billion euros of orders were taken (trade orders) versus Sitex's $52 million consumer orders ($57.77 per visitor).

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