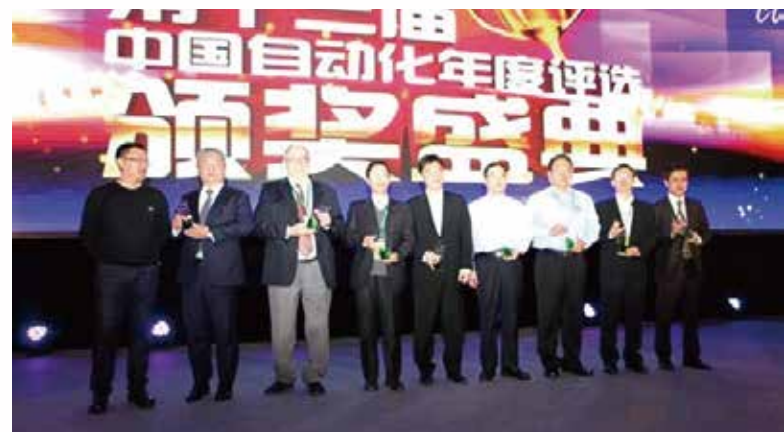


gongkong®

自动化行业优化者、建设者



中关村工控网先进制造产业技术联盟
ZGC Gongkong Advanced Manufacturing Industry Alliance



2015中国自动化年会

第十一届CAMRS中国自动化市场研讨会
暨第六届自动化经营管理论坛

第三届中国自动化用户年会暨用户加盟平台发布会
第二届IAAT工作年会及O2O教育平台发布会

2015 China Automation Annual Conference
The 11th China Automation Market Research Seminar
The 6th Automation Operation Management Forum

The 3rd China Automation User Annual Conference & User Joining Platform Launch Conference

The 2nd IAAT Work Annual Conference & O2O Education Platform Launch Conference

会后报告
After Show Report

220家 参会企业
220 Participants



494人 行业精英
494 Industrial Professionals



1场 行业论坛
1 Industry Forum



4场 主题会议
4 Keynote Conferences



“2015CAMRS中国自动化年会”3月12日在北京万达索非亚大饭店隆重开幕，gongkong®依托全新打造的大互联生态平台从宏观环境、整体市场、产品市场、行业市场、服务市场、竞争格局以及经营模式等多维度、全方位扫描自动化市场，力求还原“新常态”市场、解读“非常”之机会、探讨市场与成本优化、突围大势并智谋未来。

为期一天的“2015CAMRS中国自动化年会”以“去常态、全优化”为主题，涵盖“第十一届中国自动化市场研讨会”、“第六届自动化CEO论坛”、“第十三届中国自动化年度评选颁奖盛典”、“第三届中国自动化用户年会暨用户加盟平台发布会”及“第二届IAAT工作年会及O2O教育平台发布会”等主题会议，为自动化供应商、自动化用户、培训教育机构等自动化产业链的上下游搭建了沟通与合作的平台。

入行15载，三千跬步，历尽艰辛。15年，自动化领域跌宕起伏。gongkong®几经融合再生，今日早已建立起了强大的咨询、资讯、服务及解决方案能力，成为具有行业符号意义的权威咨询、资讯传媒与互联网服务平台。未来，gongkong®将携具划时代意义的自动化企业营销战略（升级）解决方案（即8341），依托中国工控网（gongkong.com）与市场研究等八大平台，于新常态之下，全方位助力自动化企业乘势高飞。

March 12th, 2015 China Automation Annual Conference (short form is CAMRS) Opening Ceremony was grandly held in Beijing Wanda Sofitel Hotel. Replying on the newly created big Interconnection Eco-Platform, gongkong® covered a complete automation market in order to sincerely reflect “New Normal” market as well as to interpret the special “Non-normal” opportunities in different views of macro-environment, overall market, product market, industry market, service market, competition system and operation models, etc. to have a discussion on the optimization of market & cost, how to break through the trend for a prosperous future.

2015 CAMRS with the theme of “Break the new normal, Full optimization”, lasting for one day, which covers “The 11th China Automation Market Research Seminar”, “The 6th Automation Operation Management Forum”, “The 3rd China Automation User Annual Conference & User Joining Platform Launch Conference”, “The 2nd IAAT Work Annual Conference & O2O Education Platform Launch Conference” and other keynote conferences, provides a communication & cooperation platform for the automation suppliers, users, training organizations, etc. to link the upstream and downstream in the industry chain.

Engaged in the automation industry for 15 years with overcoming various barriers and long-term development, gongkong® experienced thousands of challenges. After several integrations and reforms, it has enhanced the ability of consulting, business resources, service and solution, which enable it become an industrial symbolic internet service platform as consulting authority and media. In the future, gongkong® will fully assist automation enterprises for a frag leap development in favor of its milestone updated marketing solution (namely called “8341” Strategy”), replying on its platform (www.gongkong.com) as well as its 8 platforms including Market Research Platform, E-business Platform, etc.



“2014年，中国自动化市场以2.6%“微增长”收官。纵观2013年和2014年两年，中国自动化市场始终在“中低增速”徘徊。自动化市场的常态化趋势已确立。在本届研讨会上，gongkong® 市场研究与咨询业务总经理邱霖发布了《2015中国自动化市场白皮书》，展示gongkong®于“新常态”之下，谋行业和企业发展的智慧之道。《白皮书》从自动化市场规模趋势、季度走势、产品衍变、行业调整、区域变迁、竞争格局变化、存量贡献等维度，全方位透视2014年的中国自动化市场；同时高度剖析中国自动化市场的跌宕起伏，预判新常态之下自动化市场规模与发展趋势，于变局之中为自动化企业支招。《白皮书》预判，未来中国自动化行业的增长将进入中低速调整期。而未来2-3年，自动化产品将呈现两极分化，传统产品增长乏力，新兴产品亮点延续。行业方面，民生和新能源行业增长稳健。

In 2014, China automation market ended with a slight increase of 2.6%. Taking an overview of 2013 and 2014, China automation market has been waved in the “med-low speed increase” stage. The “Normal” Trend has been confirmed in the automation industry. In this seminar, the General Manager, Mr. Di Lin from gongkong® Market Research & Consulting Co, Ltd. published 2015 China Automation Market White Paper (Short form: White Paper), which represents gongkong® 's wisdom for promoting the development of the industry and enterprise in the background of “New Normal”. The White Paper showed China Automation Market in 2014 in a full range of views including the market size & trend, quarterly trends, product evolution, industry modification, regional changes, competition changes and install-base output, etc.

Meanwhile, it analyzed the in-depth reason for the ups and downs of China automation market and predicated the automation market size & development trend in the “New Normal” environment as well as gave advice to the enterprise for the adaptation to the change. In the next 2 to 3 years, the automation products can go to 2 extreme catalogs: the traditional products are lack of the motivation for increase but the new products highlights would keep advantages. As per the industry, people's well-being projects and new energy industry keep stable growth.

市场规模 Market Size



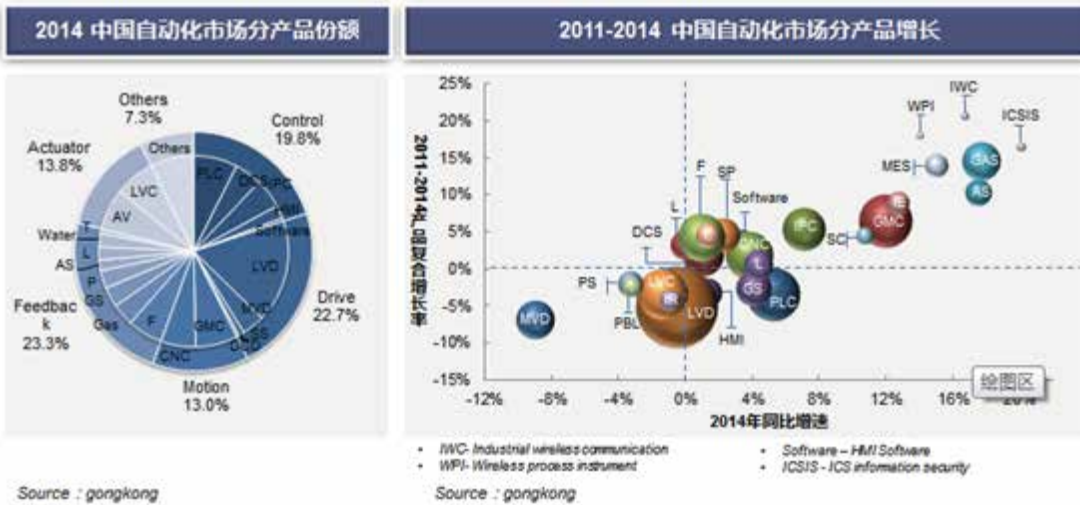
2014年中国自动化市场小幅增长，拉动因素如下

- 民生、新能源、环保等行业内需市场带动OEM市场增长
- 服务市场需求稳步增长

季度指数 Quarterly Index



产品格局 Product Segmen



2014年中国自动化产品市场格局正在经历悄然变化

- 反馈机构超越传动系统, 跃居首位
- 工业信息化、环保和安全等因素正驱动工业软件、高端应用传感器、信息安全、机械设备安全、气体分析仪等产品快速成长

行业市场格局 Industry Segment



● 更多内容请关注《2014年中国自动化市场白皮书》

For more information, please read 2014 China Automation Market White Paper

本次研讨会会场外，gongkong®设置八大业务展示区，向与会群体全方位展示并现场体验业务平台功能的优势及便利性。本届CAMRS，gongkong®首次发布工控电商（gongkongMALL）及工控速派（gongkongBPO）平台。

gongkongMALL（工控猫）平台将供应商、客户、销售代表、服务工程师、分销商共聚于gongkongMALL这一个平台上，同时实现交易、服务、推广等功能；

gongkongBPO（工控速派）与“滴滴专车”、“e代驾”在不同领域、用同样的原理做着类似的事。工控速派依托无所不在的互联网平台和遍布全国的数千个技术服务网点，为企业提供在线技术支持、快速服务外派的全方位保障，实现高效率、低成本的快速服务；

Except arrange the seminar, gongkong® set up demonstration area for its 8 platforms, which are mainly for a complete presentation and site experience to the participants for understanding the advantage and convenience when using the platforms. gongkong® firstly launched the platforms of gongkongMALL and gongkongBPO in 2015 CAMRS.

gongkongMALL E-platform will attract the suppliers, clients, sales representatives, on-site engineers, distributors to get together at the same platform to realize the functions of transaction, service, promotion, etc.

gongkong BPO keeps the same logics with taxi-hailing app Didi Dache and Designated driver app service. They are just in different industries. Relying on the widely applied Internet and thousands of domestic service sites, gongkongBPO provides enterprises with online technical support, quick on-site support with a full range of guarantee to realize high efficient, low cost quick convenient service.



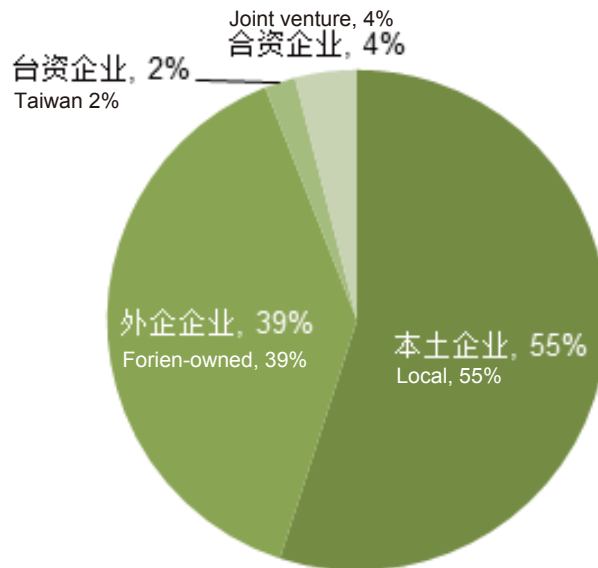
本次研讨会得到了业内众多参与者的支持及赞助，包括众为兴、宜科、霍尼韦尔、新时达、美国泛达以及鸿康，作为2015CAMRS战略合作伙伴，gongkong®为赞助企业特设业务展示区，用于展示企业或产品品牌形象。此次合作不仅为赞助企业拓宽了行业高端人脉资源，共享参与人员资源信息的同时，也为其提供了潜在营销机会。

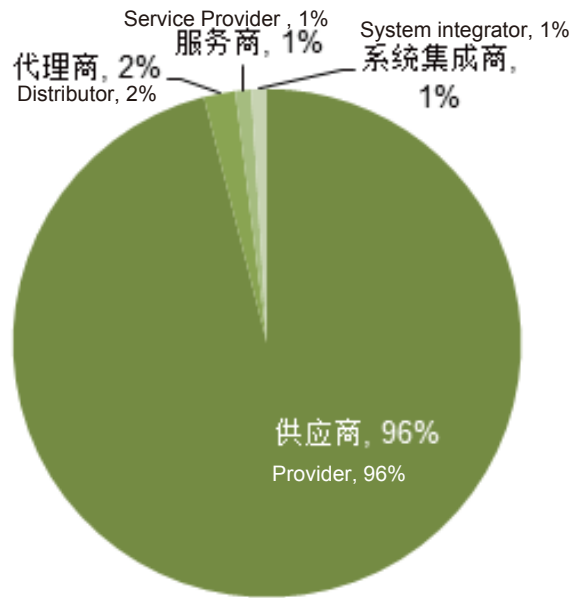
This seminar has gained corporate supports and sponsorship from many enterprise including Adtech, ELCO Industry Automation, Honeywell, STEP Electric Corporation, PANDUIT, HOWCORE, etc. As strategic cooperation partners for 2015CAMRS, such sponsorship enterprises enjoyed their business demonstration areas set up by gongkong® for showing the brand of enterprise or product. This cooperation not only helped the sponsorship enterprises expand more high level networking but also provided more potential marketing opportunities.

CAMRS2015部分参会企业 Participated Enterprises Analysis



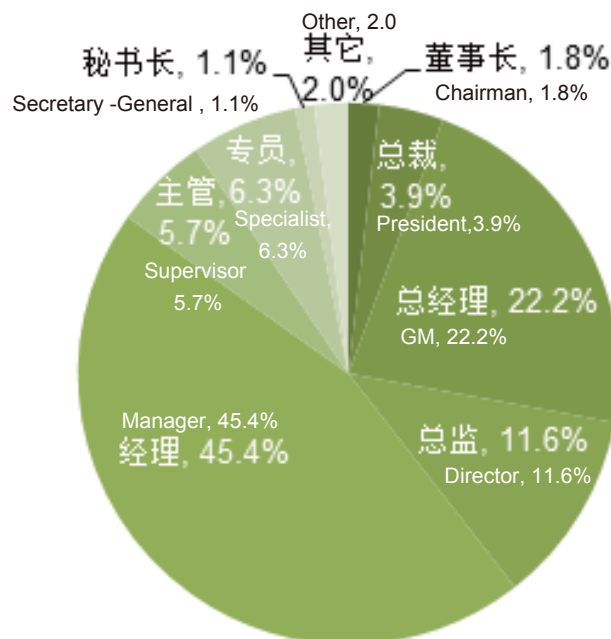
参会企业类型分析 Participated Enterprises Analysis



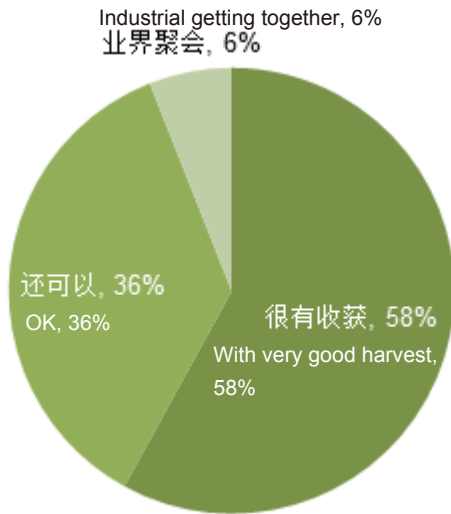


2015CAMRS参会人员的级别较往年有很大提升，经理级别以上职务可占总体参会人员属性的84.8%，较2014年增长15%以上。

2015CAMRS The levels/ positions of participants significantly improved, levels above manager occupied 84.8% of the total regarding the position which increased 15%+ comparing with 2014.



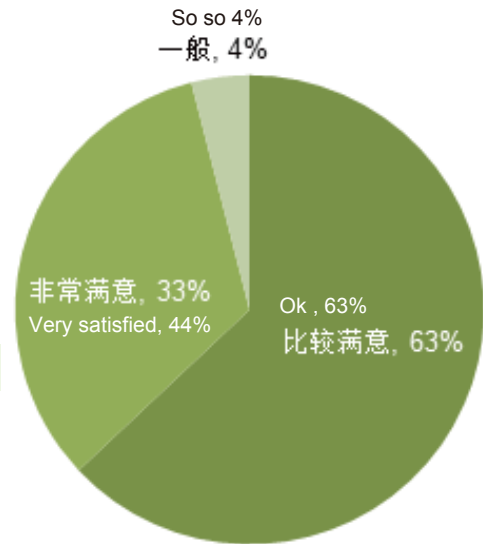
参会人员满意度分析 Participants Analysis



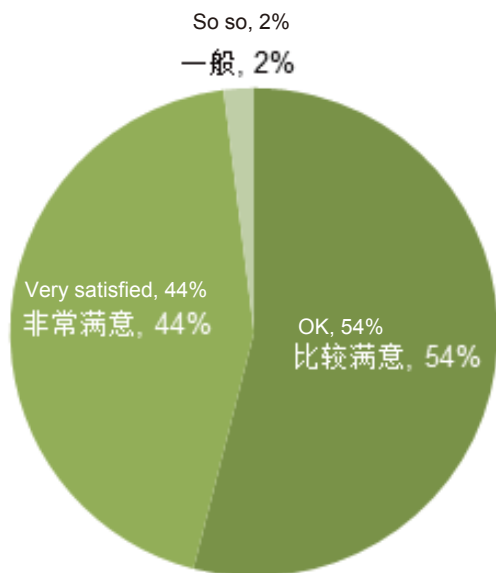
演讲表现满意度分析 Satisfaction Survey about the speech

调查显示，对本次会议认可的用户在94%，从客户现场和会后反馈来看，重要客户非常认可此次会议。

It can be indicated from this chart that 94% of the users are satisfied with this conference



会议组织/接待满意度分析 Conference Organization/ Reception



调查显示，大部分客户对会议的演讲、组织、接待较为满意。个别不满意人员也表明了原因：自助服务不好（可能主要出现在网络上）

It can be indicated from the chart that most users are satisfied with the speech, organization, reception. Still some are not satisfied due the reason that the self service is not good such as the internet.

第六届自动化经营管理论坛

The 6th Automation Operation Management Forum

主办单位：
(Organizer)

gongkong®
自动化行业优化者、建设者



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2015年3月12日下午，由gongkong®主办的2015CAMRS中国自动化年会之“第六届经营管理论坛”一一解谜，与自动化行业的领军企业管理者们，共同探讨新常态背景下全生命周期的营销与经营管理优化。

本届CEO论坛由gongkong®CEO李小勇主持。菲尼克斯（中国）投资有限公司总裁顾建党、浙江中控技术股份有限公司执行总裁裘峰、研华科技中国区总经理罗焕城、红杉资本董事总经理富欣、上海电气智能驱动产业领军人，上海电气富士电机电气技术有限公司总经理邓云天、巴鲁夫（上海）贸易有限公司中国总经理托马斯·萨拓思、ABB（中国）有限公司低压产品业务部营销总经理黄翔、罗克韦尔（中国）有限公司大中华区市场总监理杰、中国工控网董事总经理潘英章作为论坛嘉宾参会。

嘉宾们围绕“透过产业政策看‘新常态’的市场先机”、“自动化企业该如何破冰‘新常态’市场”、“如何借势新型互联网时代进行经营创新”、“加速企业战略转型升级的资本力量分析”，“工业4.0、2025战略的冷思考与热行动”以及“gongkong®全优化运营服务的实战意义”等话题展开热烈讨论。

第六届自动化经营管理论坛

The 6th Automation Operation Management Forum

主办单位: **gongkong®**
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Afternoon of March 12, 2015, the 6th Automation Operation Management Forum held by gongkong®---for interpretation. The managers from the leading automation enterprises discussed the life-cycle marketing and operation management optimization under the background of “New Normal”

This CEO Forum was hosted by Li Xiaoyong, CEO of gongkong®. The guests are:

- Gu Jiandang , the President of Phoenix China
- Qiu Feng, the Executive President of SUPCON Group
- Luo Huancheng, GM of Advantech China
- Fu Xin, Managing Director of Sequoia Capital
- Leading people from Shanghai Electric Intelligent Drive Industry
- Deng Yuntian, GM of Fuji Electric (Shanghai)
- Thomas Sattes, GM China of Balluff Shanghai Trading Co. Ltd.
- Huang Xiang, Sales Marketing GM of Low-voltage Drives Depar. of ABB China
- Cheng Jie, Director of Greater China, Rockwell (China) Co. Ltd.
- Pan Yingzhang President of gongkong Group

The guests had a hot discussion around the topics of “View the Market Opportunity under “New Normal” through the Industry Policies” “Enterprises how to Break through “New Normal” Market” “How to do Operation Innovation in Favor of New Internet “Power Analysis of Accelerating Enterprise Strategic Transition & Update” “Industrie 4.0 & 2025 Strategy Calm Thinking & Warm-up Action” and “gongkong® Full Optimized Operation Service Practical Value” etc.



李小勇
Li Xiaoyong



潘英章
Pan Yingzhang



顾建党
Gu Jiandang



裘峰
Qiu Feng



罗焕城
Luo Huancheng



富欣
Fu Xin



邓云天
Deng Yuntian



托马斯·萨拓思
Thomas Sattes



黄翔
Huang Xiang



程杰
Cheng Jie

第三届中国自动化用户年会暨用户加盟平台发布会 The 3rd China Automation User Annual Conference & User Joining Platform Launch Conference

主办单位: **gongkong®**
(Organizer) 自动化行业优化者、建设者


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2015年3月12日, 依托“2015CAMRS中国自动化年会”平台, 以“精英领秀工控 用户缔造价值”为主题的第三届中国自动化用户年会盛大召开。此次用户年会上, gongkong®发布了基于大互联需求趋势下的最新用户平台, 并邀请用户圈知名的大“V”用户分享最时鲜的用户体验与应用需求, 同时还有100多位来自各领域用户企业的管理者、总工、主管经理及应用专家等高端用户参与讨论, 可谓高屋建瓴的精英用户沙龙。



第三届中国自动化用户年会现场发布了面向自动化用户的加盟平台, 用户加盟平台共有专家用户晋级、培训平台、加盟BPO工程师及独立销售代表加盟四大板块, 涵盖了包括选型、采购、服务、职业发展及专业社交五大职能, 包括工控军团、工控速派、工控猫、工控讲师、工控专家等。在共建产业生态平台的同时, 用户平台能够为所有活跃用户的职业、工作及社交发展增值加分。



March 12, 2015, relying on “2015CAMRS China Automation Annual Conference”, the 3rd China Automation User Annual Conference & User Joining Platform Launch Conference with the theme of “Industrial Professionals Leading the Industrial Control, User Creating Value” was grandly held. In this conference, gongkong® launched its latest user platform in the trend of Big Interconnection and invited Highlighted Big “V” user to share the most updated user experience and application demands. Meanwhile, over 100 managers, engineers directors, supervisors, industrial application experts, etc. from end users attend the discussion, which was like a advanced industrial salon.

In the 3rd China Automation User Annual Conference, gongkong® launched its joining platform for the automation users. There're 4 features on the platform which include user upgrading, training platform, joining BPO engineers and independent sales representatives with covering 5 functions: production selection, purchasing, service, career development and social networking. It covers gongkong Team, gongkong BPO, gongkongMALL, gongkong Lecturer, gongkong Expert and so on. It builds the industrial eco-platform and at same time adds the value for active users regarding their careers, work and social networking development, etc.

第二届IAAT工作年会暨在线教育平台发布会 The 2nd IAAT Work Annual Conference & Online Education Platform Launch Conference

主办单位: **gongkong®**
(Organizer) 自动化行业优化者、建设者


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ZIG Gongkong Advanced Manufacturing Industry Alliance



2015年3月12日上午, 2015CAMRS中国自动化年会之“第二届IAAT(全国自动化工程师认证培训)工作年会暨在线教育平台发布会”在北京万达索菲特大饭店成功举行。本届年会全新发布基于gongkongEDU和gongkongIAAT的自动化O2O工控教育运营体系, 打造我国工控及自动化领域第一教育平台。



自动化O2O工控教育运营体系的发布是本届年会的最大亮点。据了解, 该教育体系由gongkongEDU(在线生态平台)和gongkongIAAT(线下业务流程)构成。其中, gongkongEDU(www.gongkongedu.com)于今年3月3日正式上线, 是gongkong@面相工业自动化及其相关领域的在职人员、各高等院校在校学生等提供的在线学习平台, 涵盖内容包括自学(在线学习)、自习(学习资料)、求助(在线求助)、考试、认证(IAAT、企业认证)、就业(兼职、招聘)等, 是自动化从业者职业升级发展的平台。



Morning of March. 12, 2015, The 2nd IAAT (Industry Automation Accreditation Training) Work Annual Conference & Online Education Platform Launch Conference was successfully held in Beijing Wanda Sofitel Hotel. This conference mainly launched the Automation O2O gongkong® education operation platform based on gongkong EDU & gongkong IAAT which aimed at creating the first NO. 1 education platform for our domestic industrial control and automation

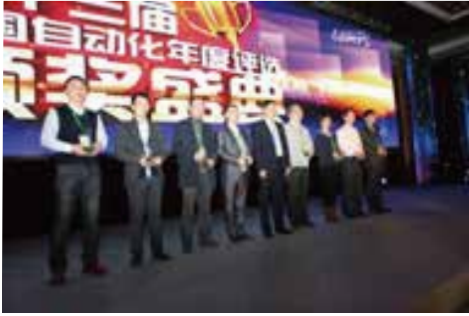
The launch of automation O2O gongkong® education operation system is the biggest highlight of the conference. This education system was composed of gongkongEDU (Online eco-platform) and gongkong IAAT (offline business process). gongkongEDU (www.gongkongedu.com) was officially online on March 3, 2015 which provides a online learning platform for professional engineers, university students from the automation industry with covering the self-study online, self-study materials, online assistance, test, certification(IAAT, Enterprise Certification), Job application(part-time & full time). It a platform for automation players' career upgrading and development.

第十三届自动化年度评选颁奖盛典

The 2nd IAAT Work Annual Conference & Online Education Platform
Launch Conference

主办单位: **gongkong®**
(Organizer) 自动化行业优化者、建设者


中关村工控网先进制造产业技术联盟
ZIG Gongkong Advanced Manufacturing Industry Alliance



2015年3月12日晚, 依托“2015 CAMRS 中国自动化年会”平台, 由gongkong®举办的“第十三届中国自动化年度评选颁奖盛典”成功举办。作为我国工业自动化界历史最为悠久、受众最为广泛、流程最为公开、结果最为公正的评选, 该评选全方位推举业界优秀企业和个人在管理、业务、产品、营销、应用和服务等方面的创新, 同时每年的评选结果也见证了我国自动化产业和自动化应用的发展和进步。

本届自动化年度评选共选出经营管理、经营创新、新锐经理人、发展突破、热点新闻、创新产品、样板工程、用户体验、营销创新、业务模式创新、服务业务创新共11项大奖, 评出获奖企业和个人共计130余个。

Evening of March. 12, 2015, relying on the 2015 CAMRS China Automation Annual Conference, the 13th Automation Annual Awarding Ceremony held by gongkong® was successfully held. As domestic the most long-term engaged in the automation industry as well as most popular and widely spread with transparent and fair evaluation results, the awarding ceremony encouraged all the outstanding industrial enterprises professionals from different roles including management, business, product, marketing, application and service, etc and the annual evaluation result proved the development and improvement of China automation industry and automation application.

A total number of 11 items were chosen this ceremony from different aspects including operation management, operation innovation, aggressive creative manager, development breakthrough, hot news, innovative product, demonstration project, user experience, marketing innovation, business model innovation and service business innovation with awarding over 130 enterprises and individuals.

部分媒体合作 Some Cooperated Medias



31家宣传合作媒体 Number of cooperated medias: 31

其中行业媒体11家/大众媒体20家 Industrial media: 11 General media: 20

视频录制30个 Number of Video recorded: 30



自动化全营销的全生命周期优化- 李小勇



gongkong电商平台发布- 周长国



gongkong电商平台发布- 周长国



gongkong互联生态平台- 总经理周长国

更多 (For more) : <http://video.gongkong.com/Search/Index?pageIndex=2&pageSize=10&k=>

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Related News Articles: 20+

去常态、全优化——2015CAMRS中国自动化年会成功举办

Break New Normal, Full Optimization---2015CAMRS Successfully Held
<http://www.gongkong.com/news/201503/322554.html>

第11届中国自动化市场研讨会解读“新常态、新变化”

The 11th China Automation Market Research Interprets "New Normal, New Change"
<http://www.gongkong.com/news/201503/322546.html>

CAMRS第六届经营管理论坛共谋新常态破冰之道

CAMRS The 6th Operation Management Forum for mutual way to break "New Normal"
<http://www.gongkong.com/news/201503/322552.html>

第13届中国自动化年度评选颁奖盛典演绎工控界的奥斯卡

The 13th China Automation Annual Conference Awarding Ceremony Played a Role of Oscar in The Industrial Control Industry
<http://www.gongkong.com/news/201503/322553.html>

第三届中国自动化用户年会发布全新gongkong用户加盟平台

The 3rd China Automation User Annual Conference Launched New Platform for Users Joining.
<http://www.gongkong.com/news/201503/322551.html>

第二届IAAT年会发布gongkong在线教育平台

The 2nd IAAT Published gongkong® Online Education Platform
<http://www.gongkong.com/news/201503/322544.html>

2015CAMRS：一起任性一起high

2015CAMRS: Let's show our personality and party together
<http://www.gongkong.com/news/201503/322657.html>

互联网+自动化 驱动“最好的自动化时代”

Internet + Automation Drive "The best time for automation"
<http://www.gongkong.com/news/201503/322708.html>

更多 (For more) : <http://a.gongkong.com/news/2014jx/index.html>

精彩瞬间 Some wonderful memories





2015年中国自动化年会

CAMRS年会已成功举办11届，本届年会gongkong依托全新打造的大互联生态平台从宏观环境、产品市场、行业市场、服务市场、竞争格局及经营模式等多维度、全方位扫描自动化市场，探讨市场与成本优化、突围大势并智谋未来。

2015 China Automation Annual Conference (CAMRS has been successfully held for 11 times. In this conference, replying on the newly created big Interconnection Eco-Platform, gongkong® covered a complete automation market and discussed the optimization on market & cost for a prosperous future in different views of macro-environment, overall market, product market, industry market, service market, competition system and operation models, etc.

更多信息请咨询/For any help, please contact:

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