

Review of the 2006 Chinese Sugar Industry Technology, Conference & Equipment Exhibition held in Kunming City

Introduction

The annual sugar industry conference and exhibition held in Kunming during 18-21 April was well patronised. It attracted significant participation from overseas, particularly from suppliers of goods and services to the sugar industry. Noted below are the perspectives from several of these suppliers.

BMA, Braunschweig, Germany

There were more than one hundred sugar machinery and equipment suppliers joining the exhibition, including several German companies, such as BMA, Putsch, Crane, Siemens, ProMtec, which have business activities in China already in the sugar industry. The exhibition was organized by China Sugar Association and attracted management and technical personnel from more than 200 sugar factories (beet and cane) in China. The purpose of the exhibition was to display the latest new technology and equipment for sugar production from China and all over the world. The exhibition booths of the German companies were located together in one place and they were representing the world's most advanced level of sugar production in process, equipment and automation and control. One example is that more than 30 sugar factories in China are now using BMA centrifugals in order to improve the sugar quality and reduce energy consumption. With rapid development of sugar industry in China, the demands for new technology and equipment will be increasing in the coming years. BMA is continuously strengthening its position also in the field of process equipment, such as cane diffuser, beet extraction tower, batch pans, continuous vacuum pans, vertical cooling crystallizers and sugar drying and cooling systems for the sugar factories in China.

Crane Process Flow Technologies GmbH, Düsseldorf, Germany

This conference/exhibition provided an excellent opportunity to present our company to one of the main sugar producing country



with potentially large consumption. Over the four days, most of the key personnel from the Chinese sugar industry were present in Kunming. The sugar conference provided an overview of the current state of the local sugar technology, accessibility to advanced technology from the west and the scope for modernising the sugar processing sector. On location Product Key Account Manager Eberhard Hanelt represented the company. He was there to show a well proven product range including Butterfly Valves (Center Line Series 200 + RS, Flowseal MS), Check Valves (Duo Chek II), Diaphragm Valves (Saunders Type A, KB, GGU), Revo Quarter Turn Actuators.

Kunming Television (KMTV), a regional broadcaster was there to cover this event. Eberhard Hanelt and the company's local sugar expert were particularly privileged to be interviewed about the company and its products and services for the sugar sector.

ProMtec GmbH, Ettlingen, Germany

proMtec has participated for the 2nd time at the Chinese International Sugar Industry Technology and Development conference in Kunming.

proMtec has introduced the microwave technology and its applications in the sugar industry. Microwave sensors have become over the last few years the standard brix measurement tool, enabling a reliably fully automatic control of the crystallisation process and



thereby improving the quality of production. This meets with the Chinese scope of developing by automating its sugar industry within the next years. Besides this first and main application, the attendees showed big interest in the other applications like inline juice measurements of any type (thin, thick, outlet of melter etc). A good juice measurement at different evaporation steps helps save energy consumption by a better process control. proMtec is the worlds leading microwave manufacturer offering a complete range of microwave sensors suited for the sugar industry. proMtec is very satisfied of its participation at the conference and is looking forward to promoting its microwave technology already used in China.

Siemens AG, Erlangen, Germany

Siemens main focus at the exhibition and conference was to demonstrate technologically oriented automation and instrumentation solutions, combining first class equipment with state of the art engineering services using the company's experience from more than 900 automated batch pans or more than 100 plant wide automations world wide and a huge local setup in China. The presentation on totally integrated automation was well received from the sugar industry representatives and the response on the Siemens booth was promising and indicated that there is a significant interest in modernising sugar plants with efficient sugar production tools.



Thomas Broadbent & Sons Ltd., UK

The 2nd sugar conference organised by the Chinese Sugar Association attracted significant interest. With an annual sugar production of around 10 million tonnes per year and over 300 sugar factories the huge potential of the market attracted both foreign and domestic exhibitors.

Broadbent has been active in the Chinese market for over 5 years and was one of the first companies to supply western centrifugal technology to China. Since then, Broadbent has supplied over 40 batch and continuous centrifugals. The Chinese market is very cost conscious and is willing to invest in western technology only when the value of the extra investment can be demonstrated. The operational efficiency that is a key characteristic of Broadbent centrifugals

is appreciated by the Chinese sugar producer but must still be cost effective and backed up by good service. To overcome large differences in price, Broadbent works with selected partners in the Chinese sugar industry who are known for their expertise, quality and service. Service is highly valued by the Chinese customer and a cost effective and rapid response is vital to success.



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