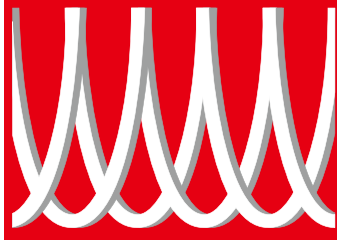




wire

CHINA



wire & cable



电线、电缆、
光纤光缆、
电线产品及机械

springmaking



弹簧制造

fastener



紧固件技术

ufi
Approved
Event

THE 9TH ALL CHINA - INTERNATIONAL
WIRE & CABLE INDUSTRY TRADE FAIR
第九届中国国际线缆及线材展览会

2020. 9. 23-26

上海新国际博览中心
Shanghai New International Expo Centre

同期举办
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**Tube
CHINA**



管材展



紧固件展

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www.wirechina.net

主办单位
Organisers



上海电缆研究所有限公司
Shanghai Electric Cable Research Institute Co., Ltd.



杜塞尔多夫展览(上海)有限公司
Messe Düsseldorf (Shanghai) Co., Ltd.

全球合作
In cooperation
with



杜塞尔多夫展览集团公司
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Organiser of wire

国际支持单位
International
Supporters



International Wire and Cable Exhibitors
Association (IWCEA)
- German Wire and Cable Machinery
Manufacturers Association (VDKM)
- Austrian Wire and Cable Machinery
Manufacturers Association
(AWCMA-VÖDKM)
- International Wire and Cable Exhibitors
Association-France (IWCEA-France)



国内支持单位
Domestic
Supporters

- 中国钢铁工业协会
China Iron & Steel Association (CISA)
- 中国有色金属工业协会
China Nonferrous Metals Industry Association (CNIA)
- 中国电器工业协会
China Electrical Equipment Industrial Association
- 中国电器工业协会电线电缆分会
Wire and Cable Branch of the China Electrical Equipment Industrial Association
- 中国钢结构协会线材制品行业协会
Wire Rod Products Society of CSCS
- 中国国际贸易促进委员会冶金行业分会
Metallurgical Council of the China Council for the Promotion of International Trade
- 中钢集团郑州金属制品研究院
Sinosteel Zhengzhou Research Institute of Steel Wire & Steel Wire Products
- 上海有色金属行业协会
Shanghai Nonferrous Metals Trade Association
- 上海有色金属学会
Shanghai Nonferrous Metals Institute

线缆线材：国民经济的“血管”与“神经” WIRE & CABLE: "BLOOD VESSELS" OF NATIONAL ECONOMY

中国已成为全球线缆线材的主要生产国和销售国。目前，中国在5G通讯、智能制造、轨道交通等领域不断加大研发投入投资，促进了相关线缆线材制造企业的升级改造。与此同时，随着近几年“一带一路”计划的有序推进，越来越多的国家看见成效并加入进来。相信未来，中国将持续对全球线缆线材市场的发展起到关键作用。

China has become a major producer and seller of wires and cables in the global market. At the same time, China's increasing investment in 5G communications, smart grid, smart factory, railway transportations and other areas, as well as the progress of the "Belt and Road" initiative will ensure that China will continue to play a key role in the global wire and cable market.

欣欣向荣的应用市场蕴藏了丰富的商机 THE THRIVING APPLICATION MARKETS HAVE A WEALTH OF BUSINESS OPPORTUNITIES



5G通讯技术 5G COMMUNICATION

中国《国家信息化发展战略纲要》强调，要积极开展5G技术研发、标准和产业化布局，在2025年建成国际领先的移动通信网络。目前，全球5G商用的推进速度正在加快，势必推动光纤光缆行业的发展。

The outline of the National Informatization Development Strategy emphasizes that it is necessary to actively carry out 5G technology research, development, standardization and build a leading international mobile communication network by 2025. At present, the promotion speed of global 5G commercial is accelerating, which is bound to promote the development of optical fiber cables.



轨道交通 RAIL TRANSIT

根据中国《中长期铁路网规划》，到2025年全国铁路总运营里程将达到17.5万公里，到2030年这一数字将达20万公里。此外，至2025年，中国预计将有80个城市开通城市轨道交通并投入运营，运营线路长度将达到15,033公里。

According to the National Medium and Long-Term Rail Transit Network Plan, the total mileage of China's railways will reach 175,000 km by 2025, and this figure will turn to be 200,000 km by 2030. Besides, it's expected that 80 cities will put new urban rail transportation systems into operation, with a total network of 15,033 km.

智能电网 SMART GRID



近年来，中国对电力系统自动化和智能化的建设要求不断提高，电力投资重点也再逐步转向电网智能化及配电网建设。能源互联网发展的新趋势对电力电缆的未来健康发展就有重大意义。

In recent years, China has continuously upgraded and constructed new automated and intelligent power systems, and the focus of power investment will gradually shift to the intelligentization of power grids and the construction of distribution networks. The new trend of energy network development is of great significance to the future healthy development of power cables.

特高压输电 UHV TRANSMISSION



中国国家能源局《关于加快推进一批输变电重点工程规划建设工作的通知》指出，将加快推进几项输变电重点工程的落地，共涉及“七交五直”12条特高压线路，合计输电能力为5,700万千瓦。

The National Energy Administration's notice on "Accelerating the Planning and Construction of a Batch of Key Projects for Power Transmission and Transformation" pointed out that it will accelerate the progress of nine key power transmission and distribution projects, commissioning a total of 12 UHV projects, including 5 DC UHV projects and 7 AC UHV projects, with a total transmission capacity of 57 million kilowatts.

工业机器人 INDUSTRIAL ROBOT



根据国际机器人产业协会IFR的预测，未来几年中国机器人行业销量有望维持25%至30%左右的增速，电线电缆作为机器人的重要零部件，市场需求量将呈现爆发式增长。

According to the prediction of IFR of the International Robot Industry Association, the sales volume of China's robot industry is expected to maintain a steady growth rate of 25%-30% for the next few years. Wires and cables are important components of robots, and the market demand will show explosive growth.

为何参展? WHY EXHIBIT?

亚洲首屈一指的线缆、线材行业展览会，在这里您既能会见业内老友，又能开发新客户，2020年展会预计将聚集**48,000**多名专业买家，同场采购产品、学习技术并拓展人脉。

同时，配套举办的论坛及会议则将集中讨论行业热点话题、分享国际前沿的解决方案，并提供给您结识行业高知的机会...

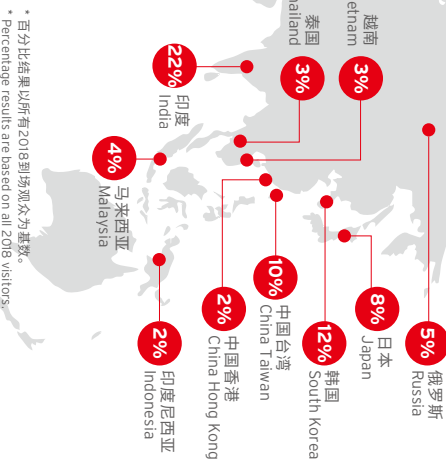


wire China is one of the leading show of wire and cable industries in Asia where customers and prospects come to see you, the supplier. At wire China buyers like you will find more than 48,000 qualified eager buyers looking for new sources and solutions to a myriad of manufacturing, processing and applications. All in one place. All within 4 days of the expo!

WIRE CHINA 2018 成绩显著 THE FACTS OF WIRE CHINA 2018

- 81%** 参展商对综合效果表示满意或非常满意
of exhibitors were satisfied or very satisfied with the overall effect.
- 100%** 展商表示考虑继续参展
of exhibitors indicated that they would consider participating in wire China 2020.
- 85%** 专业观众对其公司的采购有决策权或意见权
of visitors are decision makers or involved in decision making.

上届展会前十大海外观众来源地 2018 TOP 10 OVERSEAS VISITORS WERE FROM...



* 百分比结果以所有2018到场观众为基数。
* Percentage results are based on all 2018 visitors.

来自上届 参展商的声音 WHAT EXHIBITORS HAVE SAID

NIEHOFF早在上世纪70年代就进入了中国市场，已多次参与了wire China展览会。在这里，我们不仅可以见到中国的买家，也会见到了不少来自日韩、东南亚的客商，很有收获！

NIEHOFF has participated in wire China many times. Here we can not only meet Chinese buyers, but also meet with many attendees from Japan, South Korea and Southeast Asia!

Mr. Bernd Lohmüller 先生
德国Maschinenfabrik NIEHOFF公司
总经理兼销售总监
General Manager
& Sales Director

wire China是中国本土企业展示“中国制造”实力的绝佳平台，我司每届都有出席。展会遇到的客户都是线缆行业的专业买家，wire China is absolutely a perfect place for Chinese local enterprises to showcase the power of “Made in China”. The clients we met here are very professional!

Mr. Bill 李深恒 先生
江苏新天机械有限公司 市场总监
Marketing Director
Singcheer

全球目光聚焦到了中国市场 THE CHINESE MARKET IS ACQUIRING ENORMOUS IMPORTANCE FOR GLOBAL BUYERS

上届展会共吸引了来自91个国家和地区的45,120位专业买家莅临，较2016年增长了6.9%，值得一提的是，1980余人组成的95个海内外参展团推动了上届展会的现场交易热情。

In 2018, we attracted 45,120 professional buyers from 91 countries and regions, up 6.9% from the previous edition. Besides, 1980+ key buyers's from 95 overseas and domestic delegations boosted the onsite trading enthusiasm.

若您提供如下产品 / 服务，快来加入我们吧！ COMPANIES FROM FOLLOWING INDUSTRIES WILL EXHIBIT...

- 线材制造和加工设备
- 电线电缆生产设备
- 紧固件制造设备
- 弹簧制造设备
- 二手机械及设备
- 加工工具
- 辅助加工材料
- 材料、特种电线电缆
- 测控技术
- 检测技术
- 专业领域
- 其他相关行业

WIRE CHINA 观众来自哪些行业? BUYERS FROM FOLLOWING INDUSTRIES WILL VISIT...

- 电线电缆、光纤光缆行业
- 线材工业
- 钢铁和有色金属行业
- 化工行业
- 汽车工业
- 电子行业
- 电机电气行业
- 管材行业
- 检测设备和技术
- 紧固件行业
- 能源行业
- 信息技术及电信产业
- 建筑行业
- 航空航天工程
- 石油、天然气工业
- 其他应用行业

上届莅临展会的优质买家 WIRE CHINA 2018 WELL-KNOWN BUYERS

完备的参展方案 SERVICE TO SUPPORT YOUR SUCCESS

展会重要日期 IMPORTANT DATES

**光地方案
RAW SPACE** 18平方米起租
from 18sqm

追求个性化的设计, 充分体现企业形象
Empty exhibition space provided, fully customized construction design enables you stand out with a good company image

**升级标摊方案
UPGRADED SHELL SCHEME** 12平方米起租
from 12sqm

兼顾造型及功能, 拎包入住也能高大上
Fully furnished booth takes both image and function into consideration

**普通标摊方案
STANDARD SHELL SCHEME** 12平方米起租
from 12sqm

经济且标准化的设计, 小投入大回报
Small investment but big return by booking standard booth package

* 具体展位价格请咨询主办单位。
* Please contact organizers to get the price list.

2020年5月31日

31 May 2020

展位报名截止

Official exhibitor registration deadline

2020年9月20日下午至22日

20 Aftennoon - 22 September 2020

展位搭建
Build-up

2020年9月23至26日

23 - 26 September 2020

展览期间
Duration of trade show

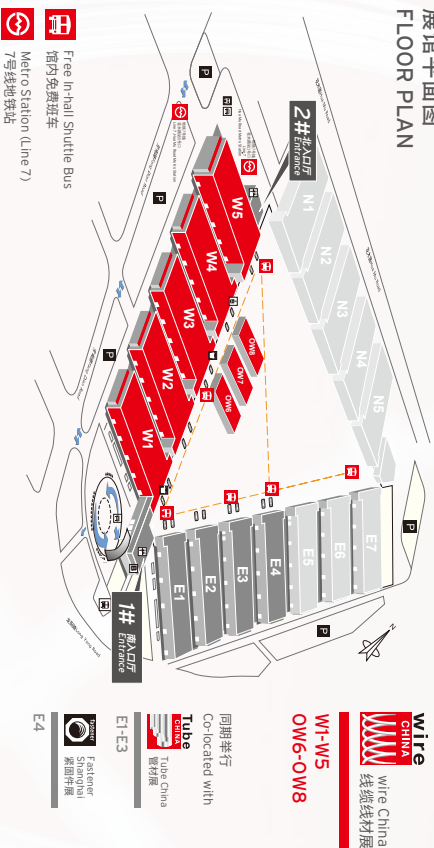
2020年9月26日

Aftennoon of 26 September 2020

撤离展场
Dismantling

* 具体时间安排以《展商手册》为准。
* Please refer to the final schedule on exhibitor manual.

展馆平面图 FLOOR PLAN



提升参展效果, 不止于4天展期! NOT ONLY A FOUR-DAY EXHIBITION!

传统观念将参展展会模式化, 以为只有在现场才能获取流量。但事实并非如此! 专业人士给您支招, 帮助您加强展前、展后的曝光, 让短暂的展期拓展成365天的营销周期, 天天提升了参展效果。

The traditional concept of participation in an exhibition has been modeled, that only get traffic during short show period. But that's not the case now Here are ways that strengthen your exposure in pre-show and post-show stage, so as to extend a short exhibition into a whole year marketing campaign.

我们为您提供多种宣传渠道 WE OFFER YOU VARIOUS ADVERTISING TOOLS

- 电子快讯广告 / 软文, 每月发送给20万+潜在客户
E-newsletter - deliver to 200,000+ potential customers monthly
- 官方网站广告 / 软文, 每周发布公司新闻
Official website - weekly release of your company news
- 官方微信广告 / 软文, 每周推广公司动态及新品
Social media - weekly promotion of your products and technology
- 观众邀请函广告, 直通至往届专业观众手中
Visitor invitation - direct mail to professional attendees
- 会刊及观众指南广告, 覆盖所有现场客户
Snow catalogue + visitor guide - exposure to all on-site customers
- 观众胸卡、挂绳及资料袋广告, 移动中的宣传利器
Visitor bag, lanyard and badge sponsorship

*更多推广方式及价格, 敬请关注《展商手册》。
*For more promotion tools and prices, please refer to exhibitor manual.

强大的合作媒体网络 STRONG MEDIA NETWORK

wire China 长期与海内外的行业媒体、大众媒体有着紧密的合作, 覆盖了774家线上及线下的专业媒体, 有效地提升了展会的知名度及口碑。
wire China has a long-run cooperation with 774 industry media and mass media at home and abroad.

Wire China

Wire & Cable

Tube China

WTRE AND TUBE NEWS

WORLD

WIRE BULLETIN

Life & Cable

电线电缆世界

电联电缆

电联电缆报

北极星电力网

高电压技术

塑料工业

塑料工业

光纤与电缆

*以上仅为部分合作媒体, 排名不分先后。

*Only part of the support media are listed above, ranking in random.

2020. 9. 23 - 26

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中国大陆地区品牌参展
China Local Brand



上海电缆研究所有限公司
Shanghai Electric Cable Research Institute Co., Ltd.
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凌成刚 先生 Mr. Wilson Ling
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Fax传真: +86 21 5126 3118
Email电邮: exhibition@secri.com

港澳台及合资 / 外资品牌参展 (亚洲)
China Hong Kong, Macau and Taiwan Brand
International Brand in Asia



杜塞尔多夫展览(上海)有限公司
Messe Düsseldorf (Shanghai) Co.,Ltd.
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Fax传真: +86 21 6169 8301
Email电邮: wire@mds.cn

合资/外资品牌参展 (欧美及其他)
International Brand out of Asia



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