

WireShow 2019 Concluded Successfully with Better Achievement

As an important international wire and cable trade platform in Asia, the 11th China International Wire and Cable Industry Exhibition (WireShow 2019) closed its doors successfully on September 5 at the Shanghai New International Expo Center. This exhibition focused on "Intelligence, Green, and Innovation", presented trending products, technologies and solutions from a unique perspective that brought momentum for high-quality development of the Chinese wire and cable industry.

Trending Topics + Reputation Made the Number of Visitors Hit a New Record

In recent editions, the enthusiasm of exhibitors to WireShow has been increasing steadily. In response to their demands of larger exhibition space, the scale of WireShow 2019 reached a new record with a total exhibition area of 25,000 square meters. The three-day event displayed the strength of the dynamic industry supply chain, with more than 400 domestic and overseas companies showcasing their cutting-edge technologies and products to the trade visitors.

It was worth mentioning that WireShow 2019 analyzed the productivity and creativity of the wire and cable industry from multiple aspects, with focus around the keywords "5G Network, Artificial Intelligence, Intelligent Equipment, Rail Transit, Green and Environmental Protection" and many more. The wide range of exhibits covered wire manufacturing and finishing machinery, specialized machineries for wire & cable manufacturing, auxiliary process equipment, raw/auxiliary material for wire & cable, special wire & cable, measuring & control technology and related apparatus, logistics & packaging and other relevant areas, attracting a large number of buyers at home and abroad.

During the exhibition, 14,363 visitors (an increase of 7.31% from the previous edition) participated, which hit a new record. In addition to visitors from Mainland China, overseas buyers from 41 countries and regions, eg: South Korea, India, Japan, Indonesia, Thailand, Iran, Germany, and Russia also joined the event.

Positive Feedbacks from Exhibitors and Visitors

Aiming to provide professional and high-quality services to the industry colleagues, the organizer was committed to building an efficient business platform for every participant. Industry colleagues exchanged new ideas and knowledges at this industry gathering, met new and old partners, and actively explored and looked forward to the future industry development trends. Both exhibitors and visitors expressed strong recognition of the exhibition.

Exhibitor Testimonials

Mr. Johann Jaekel, Business Unit Director and Sales Director of the Wire and Cable Division of Rosendahl Nextrom GmbH truly appreciated the WireShow: "WireShow provides our company with a good opportunity to showcase our products, technologies and solutions to the Chinese market."

Mr. Dominique Perroud, General Manager of Sampsystemi (Changzhou) Co., Ltd. said: "Chinese market is very important to us. WireShow is an essential bridge to connect us with the Chinese market, and it is also an important platform to meet customers."

Mr. Wu Yunjie, General Manager of Maillefer International Trading (Shanghai) Co., Ltd. delivered positive feedbacks: "Our customers come from the entire wire and cable industry. They all think WireShow is an extremely important exhibition in the industry, so we must attend."

Mr. Chen Wanbin, President of SIKORA (Fuzhou) Electronic Technology Co., Ltd. also expressed: "WireShow is a powerful platform for us to showcase new products and technologies. At this exhibition, we showcased the latest generation of derivometer, and its measurement and data processing speed is up to 10 times faster than the previous one."

Mr. Wang Guohai, the Deputy General Manager and Concurrently Marketing General Manager of Zhejiang Wanma Macromolecule Material Co., Ltd. said: "WireShow facilitated real business, and we have achieved very good results from it. At the exhibition, we mainly promote low-smoke and halogen-free, environmentally friendly products, which attracted a large number of visitors to learn more about them. "

Opinions from Key Buyers

Mr. Shauan Qiu, Technical & Quality Director of E&E Cable (Zhangjiagang) Co., Ltd. said: "WireShow showcases cutting-edge and popular machinery, materials and solutions from the industry, which can help expand the technicians' horizons, and know about the status of the market as well as the industry development trends. "

Mr. Li Zhe, Vice Chief Engineer of Tongding Interconnection Information Co., Ltd. expressed that: "There are many excellent domestic and overseas stranding and extrusion equipment suppliers. Advanced equipment and technology are of great help to improve our company's data cable production."

Several Industry Forums were Held Concurrently

During WireShow 2019, several professional forums and conferences were held. Collocated events have transformed WireShow from a single business platform to a

comprehensive stage, where you can share knowledge, discuss industry development trends, and launch state-of-the-art technology products.

- **2019 China Wire and Cable Industry Conference**

Considering the macroeconomic situation and the impact of Sino-US trade disputes, the 2019 China Wire and Cable Industry Conference with the theme "Embracing Change and Planning for the Future", invited domestic and overseas experts to participate in discussions on relevant topics and special reports, to further focus on high-quality development requirements, and explore new directions for industry development.

- **2019 China Conference on Material on Wire & Cable Industry**

Meanwhile, 2019 China Conference on Material on Wire and Cable Industry took "Material Innovation & the Safety and Reliability of Wires and Cables" as the theme, focusing on the hot topics and difficulties of the industry. There were in-depth discussions on trending topics such as flame retardancy, fire resistance and the reliability of power cable; to further promote and enhance the supply levels and manufacturing capacity and to meet the new industry development demands.

Besides, the evaluation results of the most competitive enterprises in China's wire and cable industry in 2019 were also released during the exhibition. What's more, Seminar for Raw / Auxiliary Materials and Process Technology for Wire & Cables, and Seminar for Manufacturing Equipment and Processing Technology for Wire & Cables were held concurrently.

As a professional wire and cable exhibition covering the entire industry chain, WireShow will continue to play its role as the industry's guiding light, grasping the pulse of the market and constantly updating its own blood, thereby driving the sustainable development of wire and cable production, processing and trade. In the future, WireShow will work with industry colleagues to continue writing a new chapter, and to seek in-roads into high-quality development of the industry!

For more information, please visit the official website: www.wireshow.com