

The 12th China International Wire & Cable Industry Exhibition



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Shanghai New International Expo Center

**Join WireShow to Explore
the Prosperous Chinese Wire and Cable Market**

CHECK-IN

DISCOVER NEW BREAKTHROUGHS IN THE CHINESE MARKET



It is estimated that by 2025, the cumulative investment in China's 5G network construction will reach 1.2 trillion yuan, and the cumulative investment in upstream and downstream industrial supply chains and applications in various industries will exceed 3.5 trillion yuan.



CHARGING STATIONS

It is estimated that by 2030, the number of new energy vehicles in China will reach 64.2 million, which will result in a trillion yuan charging station infrastructure construction market.



PHOTOVOLTAIC

In the upcoming five years, China's "Photovoltaic + Energy Storage" market is expected to achieve an annual export capacity of 200 to 400 billion US dollars, which will increase the application requirements of energy storage cables.



WIND POWER

China's clean energy demand will increase by 40% within a few years, which will promote the rapid development of the renewable energy market and further stimulate the demand for wind energy cables and submarine power cables.



RAILWAY TRANSPORTATION

During the China's "14th Five-Year Plan" period, improving infrastructure and modern railway transportation network will become the focus of work, incl. building a transportation network of inter-country connections and intercity transportation systems.

THE GROWTH TREND OF APPLICATION INDUSTRIES IS EMERGING

2021 is the first year of China's "14th Five-Year Plan". China will stay committed to openness, cooperation and unity for win-win results, aiming to turn the Chinese market into a market for the world, a market shared by all, and a market accessible to all.

At present, the global manufacturing industry has entered a new period of technological upgradation. Emerging technologies such as artificial intelligence, cloud computing and green technology are being widely developed and applied across various industries, injecting a new vitality into the wire and cable industry, which would result in an increase in the demand for related products.

In addition, driven by China's "New Infrastructure" policy, many fields have successively ushered in a new rounds of growth, including 5G network construction, UHV, inter-city high-speed railways, urban rail transit systems, big data centers and more. Many provinces and cities in China are actively investing and speeding up the construction of new infrastructure, which adds momentum to China's economic development.

Meanwhile, the signing of the Regional Comprehensive Economic Partnership (RCEP) marks the official beginning of the world's largest free trade agreement. It is an important step in building an open world economy. The wire and cable industry therefore ushers in new development opportunities.



INNOVATION LEADS THE HIGH-QUALITY DEVELOPMENT OF CHINA'S WIRE & CABLE INDUSTRY

WireShow 2019 had an exhibition area of 25,000 sqm and more than 419 Chinese and foreign exhibitors participated. The organizers are committed to exploring industry trends and strive to gather momentum for the high-quality development of China's wire and cable industry.

81.52% of exhibitors were satisfied

83.04% of exhibitors got the latest market/product info

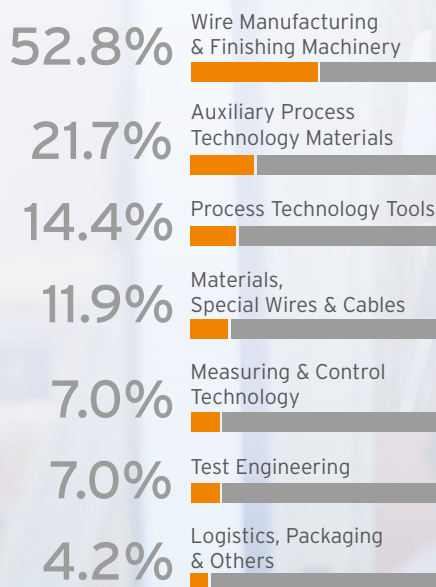
88.17% of exhibitors had connection with target buyers

92.91% of exhibitors will participate in WireShow 2021

77.55% of exhibitors will recommend WireShow



Product Category



Exhibitors Testimonial

WireShow is a powerful platform for SIKORA to showcase new products and technologies. At the 2019 exhibition, we displayed the latest generation of cable eccentricity measuring device which provides a more reliable guarantee for achieving rapid control & optimization of the production process and thus producing high-quality cables.

Mr. Chen Wanbin, General Manager
Fuzhou Sikora Electronic Technology Co., Ltd.

At WireShow 2019, we mainly promote low-smoke and halogen-free environmentally friendly products, which attracted a large number of visitors. This event facilitated real business, we have achieved very good results from it.

Mr. Wang Guohai, Executive Deputy General Manager and General Manager of Marketing
Zhejiang Wanma Macromolecule Materials Co., Ltd.



RECORD NUMBER OF PROFESSIONAL VISITORS IN 2019

Based on the high-effective buyer recruitment campaigns and marketing promotions throughout the year, WireShow 2019's recruitment of professional visitors was outstanding. At 14,363 participants, the number of visitors who attended the exhibition in 2019 was the highest in its history.

Trade
Visitors

14,363

Countries
Regions

41

Visitor
Delegations

40+

90.8% of visitors were satisfied

89.2% of visitors would continue to visit next edition

88.0% of visitors would recommend WireShow to others

82.3% of visitors had influence on the company's purchasing decisions

* Data is from WireShow 2019 post-show report.



Visitor Industry

● Cable Industry	56.82%
● Others (Energy, Steel, Automobile, Aerospace Engineering, etc.)	11.99%
● Wire Industry	7.30%
● Chemical Industry	6.01%
● Electronic Industry	5.51%
● Electrical Industry	3.74%
● Construction Industry	3.52%
● Instrumentation Testing and Measuring Instruments and Technology	2.85%
● IT and Telecommunication	2.25%

Visitors Testimonial



WireShow showcases cutting-edge equipment, materials and solutions, which can help expand the horizons of technicians, to understand the status of the market. By familiarizing oneself with the latest process technology in the industry, it inspires engineers and helps the company strengthen its independent research and development capabilities. "

*Mr. Qiu Shaokun, Technical Quality Director
Youyi Cable (Zhangjiagang) Co., Ltd.*



WireShow provides me with a platform to learn about the latest equipment and technology. At the same time, there are also many excellent domestic and foreign stranding and extrusion equipment suppliers, which are of great help to improve my company's data cable production. "

*Mr. Li Zhe, Deputy Chief Engineer
Tongding Internet Information Co., Ltd.*

Top 5 Countries of Overseas Visitors



Korea



India



Japan



Thailand



Iran



WIRESHOW: MORE THAN JUST BIG

WireShow strives to innovate and improves its services, providing clients with professional knowledge and support to ensure their maximum return on the participation.

Raw Space (min. 18 sqm)

Personalized design which can fully showcase your company image

Standard Booth (min. 12 sqm)

Cost-effective and standardized design, small investment and big return

Upgraded Standard Booth (min. 12 sqm)

Premium version of standard booth, upgraded design and functionality

* Please consult the organizer for booth prices.



FAIRGROUND

Shanghai New International Expo Centre
Address: 2345 Longyang Road, Pudong,
Shanghai, China

01

Learn basic information of WireShow

Contact organizer to acquire materials

02

Submit booth application

Fill in the application form

03

Receive booth confirmation

Exhibitor pays 25% of the booth fee within 10 working days after receiving

04

Get access to 'Exhibitor Center' to do exhibiting preparation

Get booth construction guidelines, book advertising position and arrange travel of onsite manpower, etc.

05

Onsite check-in with move-in notice

Notice about onsite Exhibitor check-in procedure and other important time

EXHIBITING PROCEDURE

MULTIPLE PUBLICITY CHANNELS



Business Matching

Precise Visitor Invitation

- Online exhibition
- Professional visitor delegation organization
- E-invitation to target buyers



Onsite Advertising

On-site Ads to Improve Brand Exposure

- Visitor badge advertisement
- Show catalogue and guide Advertisement
- On-site advertising



Pre-Show Marketing

Integrated Marketing Channels

- Product preview catalogue
- Social media (WeChat, LinkedIn)
- WeChat applet
- Show website
- E-newsletter



Technical Seminars

Learn the Latest Products/Technologies

- China Wire & Cable Industry Conference
- Seminar for Raw / Auxiliary Materials and Process Technology for Wire & Cables
- Seminar for Manufacturing Equipment and Processing Technology for Wire & Cables
- Pre-show webinars



IMPORTANT DATES

April 30th
2021

Exhibitor Registration
Deadline

August
29th - 30th
2021

Booth Build-up

August 31st -
September 2nd
2021

Duration of Trade Show

After 16:00
September 2nd
2021

Dismantling

* For more information about exhibition services and prices, please refer to the "Exhibitor Service Manual".

CONTACT US

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IN COOPERATION WITH



Messe Düsseldorf Co., Ltd.

CO-ORGANIZER



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of China Electrical Equipment Industrial Association