



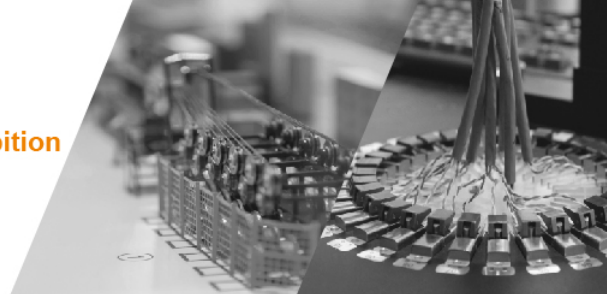
WireShow

China International Wire & Cable Industry Exhibition

31 August - 2 September 2021

Shanghai New International Expo Center

www.wireshow.com



International Buyer Program

Free of Charge

• ABOUT WIRESHOW

Founded in the late 1980s, WireShow has experienced more than 30 years of development and growth and has become one of the most important wire and cable exhibitions in China and East-Asia. Last edition of WireShow reached a new record with a total exhibition area of 25,000 sqm, with more than 400 domestic and overseas companies showcasing their cutting-edge technologies and products to near 15,000 trade visitors.

Building on the fruitful results and success of wire China, Messe Düsseldorf (Shanghai) Co., Ltd. (MDS) and Shanghai Electric Cable Research Institute Co., Ltd. (SECRI) have deepened their cooperation to jointly organize another event in the wire and cable industry - WireShow since 2021.

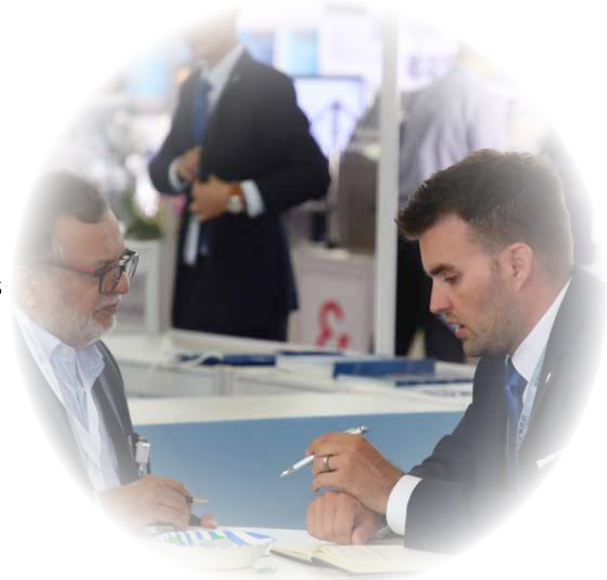
• WHY ATTEND

The purpose of the International Buyer Program is to give qualified trade buyers the opportunity to source products efficiently through pre-arranged appointments with WireShow's exhibitors. Considering the COVID-19 pandemic and travel restriction, the organiser launches an **Online Match-making Program** for those International Buyer who might not be able to visit physical WireShow in Shanghai, China this year. Registered visitors can be included into the buyer pool of WireShow, from which the organizer will pick and match with corresponding suppliers. The matched both parties will have a web meeting then for further communication. For those International buyers who are already in mainland China, the organizer will provide offline visiting support as mentioned below.

• WHO QUALIFIES

Qualifying criteria that are considered include (but are not limited to):

- ✓ You are a decision maker or advisor with the purchasing authority
- ✓ You have annual purchasing budget
- ✓ You can speak English or Mandarin (or you have an interpreter)
- ✓ You are from the application industry as follows:
 - The wire industry
 - The cable industry
 - Iron, steel & non-ferrous metals
 - Automotive supply industry
 - Aerospace supply industry
 - Electrical industry
 - Construction industry / institutions
 - Skilled trade
 - Services
 - Associations
 - Universities / technical colleges
 - Others



• WHAT ARE THE BENEFITS?

If you cannot visit offline WireShow, you can enjoy:

- ✓ Membership of WireShow and wire China buyer club
- ✓ Pre-Show business match-making privilege
- ✓ Web meeting with matched suppliers

If you will visit offline WireShow, you can enjoy:

- ✓ Membership of WireShow and wire China buyer club
- ✓ Pre-Show business match-making privilege
- ✓ VIP buyer badge sent to your address before the show
- ✓ One-day free lunch coupon

• HOW TO APPLY?

Download the application form and submit it to stephanie.su@mds.cn on or before **July 30th, 2021**.

- ✓ You will receive an official confirmation email if you are eligible.

SIGN UP TODAY TO GET EXCLUSIVE PRIVILEGES

Contact Us

Messe Düsseldorf (Shanghai) Co., Ltd.

Ms. Stephanie Su / Ms. Gina Gao

Tel: +86-21-6169 8343 / -8338

Email: stephanie.su@mds.cn / gina.gao@mds.cn



Messe
Düsseldorf
Shanghai