



Contact Us
联系我们



China's Domestic Brand
中国本土品牌

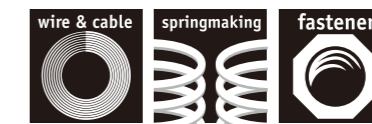
Shanghai Electric Cable Research Institute Co., Ltd.
上海电缆研究所有限公司
Mr. Wilson Lin / Mrs. Qu Xiao Hong
凌成刚先生 / 渠小红女士
Tel. 电话: +86 400 720 1160
Fax 传真: +86 21 5126 3118
Email 电邮: exhibition@secri.com

International Brand in China and other Asian Countries
合资/国际品牌(中国及亚洲地区)

Messe Düsseldorf (Shanghai) Co., Ltd.
杜塞尔多夫展览(上海)有限公司
Ms. Mary Cao / Mr. Vash Lin
曹莉芳女士 / 林旭松先生
Tel. 电话: +86 21 6169 8369 / -8322
Fax 传真: +86 21 6169 8301
Email 电邮: wire@mds.cn

International Brand in Europe and North-/South America
合资/国际品牌(欧美地区)

Messe Düsseldorf GmbH
杜塞尔多夫展览集团公司
Mr. Marcus R. Muellers
Tel. 电话: +49 (0) 211 4560 579
Fax 传真: +49 (0) 211 4560 87579
Email 电邮: MuellersM@messe-duesseldorf.de



电线、电缆、
光纤光缆、
电线产品及机械

弹簧制造

紧固件技术

**THE 8TH ALL CHINA - INTERNATIONAL
WIRE & CABLE INDUSTRY TRADE FAIR**
第八届中国国际线缆及线材展览会

26-29. 9. 2018

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

Concurrently Held
同期举行



加入中国一流展会，聚“缆”全球英“材”
**Join the Best - Your Gateway to
China's thriving Wire & Cable Markets!**

www.wirechina.net

Follow Us 关注我们



关注微信
WeChat



@wireandTubeChina

Search: wiretradeshaw

Messe Düsseldorf (Shanghai) Co., Ltd.
杜塞尔多夫展览(上海)有限公司
中国上海市浦东新区张江高科技园区
科苑路88号德国中心1号楼307室
Unit 307, Tower 1, German Center for Industry and Trade Shanghai
88 Keyuan Road, Pudong, Shanghai 201203, China
www.mds.cn



Organisers
主办单位



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



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

In Cooperation with
全球合作



Messe Düsseldorf GmbH
杜塞尔多夫展览集团公司

wire 主办方
Organiser of wire



线缆线材应用市场利好频出

ACCELERATING DEMAND FOR WIRE & CABLE APPLICATION MARKET

大国计划: 中国制造2025 Made in China 2025

中国是全球电线电缆第一生产国和消费国, 预计2017年行业收入将达13,800亿元, 未来五年(2017-2021)年均复合增长率约为4.41%, 2021年收入将达16,400亿元。“中国制造2025”的战略目标及“互联网+”的行动计划, 带动了整个线缆线材应用行业的发展, 新的机遇已显现。

China is the No.1 producer and consumer of wires and cables in the world. It is expected that the industry income will reach 1,380 billion yuan in 2017 and the annual compound growth rate of the next five years (2017-2021) will be 4.41%, and the income in 2021 will reach RMB 1,640 billion. The "Made in China 2025" strategic objectives and the "Internet+" action plan, provides new opportunities for wire and cable application industry development.

交通路网 Transportation Network

- 至2020年
- 全国新建铁路预计**2.3**万公里
 - 城市地铁建设投资**2.5**万亿元
 - **35kV**电缆需求量约**5,400**公里

- Till 2020
- New construction in the national railway network is expected to touch **23,000** km.
 - Investment in urban subway construction **367.4** billion US dollars.
 - **35kv** cable demand is about **5,400** km.

通讯 Communication

- 至2020年
- 启动5G的商用, 积极推进5G发展
 - 通信电缆、光纤光缆的发展新契机

- 5G will be available for commercial usage in 2020, and will be actively promoted.
- Communication cable, fiber optic cable will have new opportunities for development.

汽车制造 Automobile Manufacturing

- 至2020年
- 全球汽车线束市场规模将达到**592**亿美元
 - 中国是增速最快的区域之一, 年复合增长率能够达到**8.4%**
 - 中国拟建充电桩达到**480**万个

- 2020 global automotive wiring harness market size will reach **59.2** billion US dollars.
- China is one of the fastest growing regions, the annual compound growth rate can reach **8.4%**.
- In 2020, China will build **4.8** million automobile charging stations.

能源网络 Energy Network

- “互联网+”智慧能源行动将带来逾**400**亿元的投资
- 风能、太阳能及核电将成重头戏
- 预计核级电缆需求:
 - **11**亿元 (国内市场); **4**亿元 (海外市场)

- "Internet+" smart energy action will bring more than **5.9** billion US dollars of investment.
- Wind, solar and nuclear power will play an important role.
- Expected nuclear-grade cable demand:
 - **0.16** billion USD (Chinese market);
 - **0.06** billion USD (Overseas market).

*数据包含 Incl.: Tube China 2016.

1,645*

家参展商
Exhibitors

97,000m²*

展览面积
Gross Space

8*

个国际展团
International Pavilions

84%*

展商表示再次参加
Exhibitors
Rebooking Rate

经过 16 年的积淀，wire China 中国国际线缆及线材展览会已成长为亚洲影响力第一、全球第二的行业盛会。上海电缆研究所有限公司将再次和杜塞尔多夫展览（上海）有限公司强强联手，为您奉上行业的“饕餮盛宴”。据预计，展会期间将有 1,700 家行业翘楚参展，同时来自德国、意大利、北美、奥地利、法国、韩国、日本及台湾地区的多个国际展团将悉数亮相。

After 16 years of experience, wire China has grown into Asia's most influential, and the world's second most influential industry event in its kind. Shanghai Electric Cable Research Institute Co., Ltd. (SECRI) will once again work with Messe Düsseldorf (Shanghai) Co., Ltd. to offer you the industry's "gluttonous feast".

“在wire China上遇到的买家质量很高，也得到了积极的反馈，希望有更多朋友加入进来。”

“The buyers in wire China are of high quality. We have received positive feedback, and we hope to have more friends in this industry to join in.”

Kenny Mong 先生，事业发展部主任
ECTECK 立承德科技
Mr. Kenny Mong,
Manager of Business Development,
NECTECK

“多年来wire China都是Wafios开拓亚洲市场的重要途径。在2016年展会现场已有部分客户与我们签订了采购意向书。”

“Over the years, wire China has been an important channel for Wafios to expand our sales in Asian market. During 4-days wire China 2016, some customers have even signed letters of intent with us onsite.”

Dr.-Ing. Christoph Müller - Mederer 先生
首席财务官，德国Wafios公司
Dr.-Ing. Christoph Müller-Mederer,
CFO, Wafios AG

“金东见证了展会的发展。借此平台，我们不断优化公司形象，成功获得了许多商机。”

“Kingstone witnessed the development of the exhibition. Thanks to this platform, we continue to improve the company's image, and get access to many business opportunities.”

赵建一先生，董事长兼总经理
上海金东线缆
Mr. Zhao Jianyi, General Manager,
Kingstone Cable & Equipment

展品类别

- 线材制造和加工设备
- 电缆制造设备
- 紧固件制造设备
- 弹簧制造设备
- 二手机械设备
- 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

Product Category

- Wire Manufacturing / Processing Machinery
- Cable Manufacturing Machinery
- Fastener Manufacturing Machinery
- Spring Manufacturing Machinery
- Second-Hand Tools
- Process Technology Tools
- Auxiliary Process Technology Materials
- Materials / Special Wires Cables
- Measuring / Control Technology
- Test Engineering
- Specialist Areas
- Others

吸引全球买家关注

WIRE CHINA CONNECTS LEADING BUYERS WORLDWIDELY

目标观众 Target Visitors

- 电线电缆、光纤光缆工业
Electric / Optical Fiber Cable Industry
- 线材工业
Wire Industry
- 汽车工业
Automotive Supply Industry
- 钢铁和有色金属工业
Iron Steel & Non-Ferrous Metal Industry
- 信息科技及电信产业
IT & Telecommunication
- 航天航空工程业
Aerospace Engineering
- 电子行业
Electronic Industry
- 电气工业
Electrical Industry
- 建筑业
Construction Industry
- 相关协会/科研机构/高校
Association / Research Institute / University
- 相关贸易服务业
Trading
- 其他
Others

来自 94*个国家及地区的 42,199*名专业买家
来自 6*个国家及地区的 49*个参观团

42,199* Trade Buyers from 94* Countries/Regions
49* Buyer Delegations from 6* Countries/Regions

观众评语 Visitor Testimony

“我们关注于线材及紧固件领域，特别是弹簧机械和线材折弯机，在wire China展会上已接触了不少相关产品的供应商，真是不虚此行！”

"We are focused in the field of wire and fasteners, especially spring machinery and wire bending machines. We have been able to interact with a lot of related suppliers at wire China, it's really a worthwhile trip."

田先生，博西华电器（江苏）有限公司
Mr. Tian, BSH Group (Jiangsu)

“在wire China不仅可以遇到来自中国的展商及观众，更能接触到全球的行业人士。今年，我们已经寻找到多个新的合作机会，收获颇丰。”

"Here we not only meet the exhibitors and visitors from China, but also have access to global industry players. This year we have found many new opportunities for partnership, it is very productive."

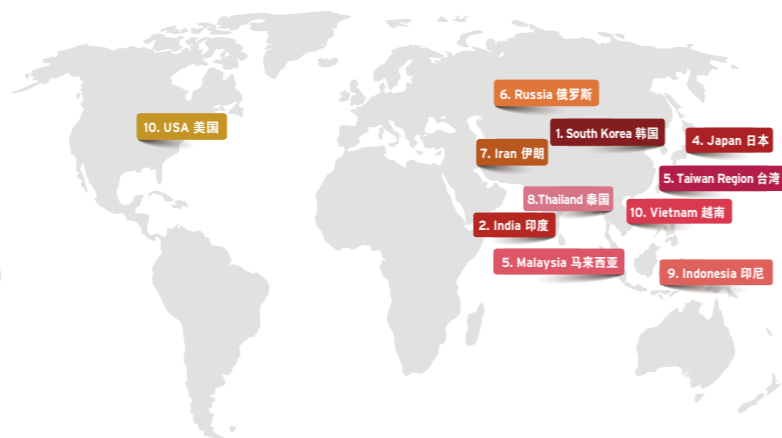
Vitaliy Leontiev 先生，线材事业部销售经理
俄罗斯North-West Group of Supply公司
Mr. Vitaliy Leontiev,
Sales Manager of Wire Division,
North-West Group of Supply,
Russia

“我司专业生产特钢棒材，wire China展会作为亚洲最具影响力的行业展会，为我提供了获取最新最顶尖技术的机会，而这些都是我在印度无法接触到的。”

"Our company produces special steel bars. wire China is Asia's most influential industry exhibition and provides me the opportunity to learn about the latest technologies, which I don't have access to in India."

A. Aathif 先生，首席执行官
印度Precision Bright Steel Industries
Mr. A. Aathif, Chief Executive Officer,
Precision Bright Steel Industries,
India

前10位 国际买家来源国家 / 地区 Top 10 Countries / Regions of Overseas Buyer Origin



90%* 观众对展会整体表示满意
Visitors are satisfied

86%* 观众有决策权或重要影响力
Visitors have influence on decision

95%* 观众会向他人推荐 wire China
Visitors will recommend wire China

* 数据包含 Incl.: Tube China 2016.

wire China 2016 优质买家 一览 Well-known Buyers at wire China 2016



* 以上仅为部分参观企业，信息来源 Information from: wire & Tube China 2016.

赞助及广告机会 SPONSORSHIP & ADVERTISEMENT

完备的参展方案 SERVICE FOR YOUR SUCCESS

大会赞助 Sponsorship

如何从上千家参展企业中脱颖而出? 答案是显然的, 即增加与现场观众的互动, 提升曝光率。主办方提供形式多样的赞助项目。覆盖了展前、展中、展后全时段, 多渠道地助您达成宣传目标。

How to stand out from thousands of exhibitors during the 4-day show? The answer is definitely to enlarge your exposure and interaction with as many visitors as possible. We offer you various kinds of opportunities to sponsor or advertise at wire China to reach the right audiences.

门票广告 Ticket Ad	观众挂绳广告 Visitor Lanyard Ad
观众资料袋广告 Visitor Tote Bag Ad	官网新闻发布 Official Website News Release
观众胸卡广告 Visitor Badge Ad	官方微信推广 Official Wechat News Release



光地
Raw Space

光地展位提供您最大限度的设计空间, 全面个性化的体现企业形象! (18平方米起租)
Fully customised construction offers unlimited possibilities to present your corporate image. (Min. 18 sqm)

标准展位为您提供全套基本设施, 让拎包参展变成可能! (12平方米起租)
Basic booth package offers all you need to present your company at a reasonable price. (Min. 12 sqm)

标摊
Standard Booth



wire CHINA Hall
W1, W2, W3, W4, W5, WA, WB 展馆

同期举办
Concurrently Held

Tube CHINA Hall
E1, E2, E3 展馆

fastener Hall
E4 展馆

联通现代交通
地铁 2 / 7 / 16 号线直达
磁悬浮列车10分钟往返浦东机场

Convenient Transportation
Direct access to the fair ground via metro line 2 / 7 / 16
High-speed train to Pudong International Airport

- 入口厅空中广告
• Ad above arch at entry hall
- 入口厅地面广告
• Ground ad board at entry hall
- 入口厅长廊广告
• Ad board at corridor connected to entry hall
- 展馆内外地面广告
• Ground ad board at indoor and Outdoor of exhibition hall
- 连廊吊旗广告
• Hanging banner Ad at corridor
- 移动式展馆广告牌
• Movable Ad post
- 室外移动广告立牌
• Movable outdoor Ad board
- 室外双面广告立牌
• Two-side outdoor Ad board
- 车顶三角广告牌
• Triangle ceiling Ad board on shuttle bus
- 候车棚侧身广告
• Ad on shuttle bus stop

现场广告设施 Onsite Advertisement

充分把握4天展期的现场效应, 让贵公司的形象通过各种形式的户外广告, 全方位展现在46,000名专业观众面前。让我们将思维从单一的展台展示中解放出来, 利用好更大的空间将宣传效果提升至新的维度。 * 广告数量有限, 先到先得原则。

Get rid of conventional thoughts of stand display which is not enough for you. Take full advantage of onsite effect to get exposure to 46,000+ professional trade buyers by all formats of eye-catching outdoor Ad.

* On a first-come, first-served basis.



便捷的场馆
上海新国际博览中心
Modern Location
Shanghai New International Expo Centre

Organisers 主办单位



杜塞尔多夫展览(上海)有限公司成立于2009年,是世界五大展览主办者之一的杜塞尔多夫展览集团在中国的子公司,拥有完善成熟的营销和服务网络,致力于将世界第一的专业展览带到中国,并为中国市场及客户提供个性化的优质服务。自成立以来,历经多年来的创新发展,公司已积累了丰富的办展经验,在印刷、包装、线材线缆及管材管道、塑料、可再生能源、医疗器械、零售、安全生产及职业健康、葡萄酒与烈酒、房车等行业成功打造了超过20个中国乃至亚洲地区的第一品牌及会议。目前,公司总部位于上海,在北京设有办公机构,拥有约70多位员工,携手香港公司,为母公司在中国境内及全球范围内的展会提供展商和观众服务。

Established in 2009, Messe Düsseldorf (Shanghai) Co., Ltd. (MDS) is a subsidiary of Messe Düsseldorf GmbH, one of the world's top 5 exhibition organizers. MDS is committed to introducing industry leading trade fairs to China and providing Chinese and international customers with superior exhibition services. MDS is successfully holding more than 20 leading trade fairs and conferences in China, covering a broad range of industries including printing, packaging, wire and tube, plastics, renewable energy, medical devices, retail, safety and health, wine & spirits and caravanning. With a workforce of some 70 fulltime employees, the company's head office is located in Shanghai with a branch office in Beijing. The worldwide outbound exhibition business (trade shows in Düsseldorf, Germany and other leading Messe Düsseldorf Global Shows) is organized by Messe Düsseldorf China Ltd. (MDC), serving Chinese exhibitors and visitors with superior customer service from its office in Hong Kong, China.



上海电缆研究所有限公司是中国唯一的集电线电缆研发、工程设计、检测、信息会展服务及行业工作于一体的研究机构。主要从事各种裸电缆、架空线、橡塑绝缘电气装备用电线电缆、高压/超高压电线电缆、通讯电缆、光钎电缆、建筑结构用承力索等产品及附件的研发和试验;研发电线电缆用的各种导体、绝缘和护套材料;研究、设计及生产电线电缆用设备及检测仪器;设计承包相关工厂及工程项目;对电线电缆产品及附件进行检测;受国家和地方委托,对电线电缆产品进行质量认证。此外,还从事国内电线电缆及专用设备标准的技术归口工作以及特殊电线电缆的制造,是国家电工委员会(IEC)中国国际委员会电线电缆4个技术委员会(TC)及2个分技术委员会(SC)的归口单位。

Shanghai Electric Cable Research Institute Co., Ltd. is the only research institution in China that integrates R&D, testing services, engineering design, and exhibition and conference of wire and cable industry. Its business scope covers R&D and testing of bare conductors, over head conductors, plastic/rubber insulated wire & cable for electric equipments, HV and EHV power cables, telecommunication cables, optic fiber cables, winding wires, etc., as well as cable accessories; R&D of conductors, insulating compound for wire and cable; R&D and manufacturing of cable machinery and test apparatus; specialised in cable plant / project planning; testing of wire and cable products, cable accessories and materials; quality certification of wire and cable products confided by and on behalf of the National and local authorities; standardization of wire and cable products and cable machinery and manufacture of special wire and cable, being the organization where four technical commission (TC) and two sub-commission(SC) for wire and cable under the International Electrical Commission(IEC).

杜塞尔多夫展览集团公司
及**wire国际线缆及线材展览会**的鼎力支持
Full support from **Messe Düsseldorf GmbH and wire Düsseldorf**



International Supporters 国际支持单位



国际电线电缆参展商协会 (IWCEA)
- 德国电线电缆机械制造商协会(VDKM)
- 奥地利电线电缆机械制造商协会(AWCMA-VÖDKM)
- 国际电线电缆参展商协会法国分会(IWCEA-France)
International Wire and Cable Exhibitors Association (IWCEA)
- German Wire and Cable Machinery Manufacturers Association (VDKMM)
- Austrian Wire and Cable Machinery Manufacturers Association (AWCMA-VÖDKM)
- International Wire and Cable Exhibitors Association-France (IWCEA-France)

国际线材机械协会 (IWMA)
International Wire & Machinery Association (IWMA)
意大利线材机械制造商协会 (ACIMAF)
Italian Wire Machinery Manufacturers Association (ACIMAF)
美国电线电缆工业供应商协会 (WCISA)
Wire and Cable Industry Suppliers Association (USA)

Domestic Supporters 国内支持单位

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

展会重要日期 Important Dates

2018年5月31日
展位报名截止

Deadline of Booth Reservation
31 May 2018

2018年9月23日下午-25日
进馆搭建

Booth Construction
23 p.m. - 25 September 2018

2018年9月26-29日
展览期间

Show Dates
26 - 29 September 2018

2018年9月29日
撤展

Dismantling
29 September 2018

* 具体时间安排请以
展商手册发布的信息为准

For final arrangement, please refer to
the schedule on Exhibitors Manual.