



MEETING POINT FOR BUSINESS

wire & Tube China

// A "barometer" for the development of international wire, cable, fastener, tube and pipe industry in Asia.

// A must-attended biennial event connecting upstream and downstream enterprises in related industries.

// A promoter of industry recovery in the post-epidemic time.



PERSONAL EXCELLENCE

The high number of decision makers amongst the visitors is crucial to its success

89% were decision makers or involved in the decision making

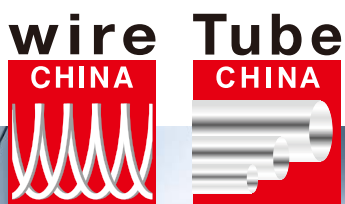
89% strengthened existing business contacts

85% found proper products and suppliers

KEY BUYER PROGRAM

Hundreds of key buyers from listed companies or Fortune 500 companies were invited to wire & Tube China 2020.

23-26.09.2020
SHANGHAI, CHINA



NO.1

Trade Fair for Wire, Cable, Tube and Pipe Industry in Asia



953

EXHIBITORS FROM **21** COUNTRIES/REGIONS

72,000 m² EXHIBITION SPACE
7 THEME HALLS

www.wirechina.net
www.tubechina.net



36,552

TRADE VISITORS FROM **12** COUNTRIES/REGIONS

BIG SUPPORT from industry professionals

49 BUYER DELEGATIONS

Group Buyers Brought Clear Procurement Requirements



BEST FEEDBACK

Excellent Trade Fair Results for Exhibitors and Visitors

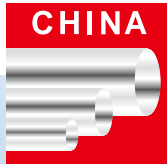
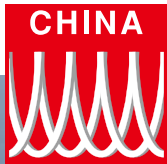
88% were satisfied

95%

learnt, communicated, connected

90%

would recommend wire & Tube China



23-26 September 2020
SHANGHAI · CHINA



Exhibitors Total	953
China Mainland	846
Others	107
Number of countries/regions	21

Exhibitors (wire China+Fastener SH)	732
China Mainland	653
Others	79
Number of countries/regions	19

Exhibitors (Tube China)	221
China Mainland	193
Others	28
Number of countries/regions	10

Gross Space Total (sqm)	72,000
wire China	54,000
Tube China	18,000

Visitor Total *	36,552
Origin countries/regions	
China Mainland	36,167
– East China	69.2%
– North China	10.2%
– South China	6.8%
– Central China	6.6%
– South West China	3.3%
– North East China	2.5%
– North West China	1.5%
Others	385
Number of countries/regions	12

Buyer Delegations *	49
China Mainland	49

*Due to travel restrictions, all visitor groups are from China

Business Nature *	
Manufacturer	65.4%
Trader (importer/exporter/agent/ wholesaler/distributor/retailer)	12.5%
Processor	8.1%
Others	4.7%
Service	2.8%
Research institute/university	1.9%
Association	1.7%
Media	1.5%
Government	1.3%

Industry Nature *	
Electric/Optical fiber cable industry	42.6%
Tube industry	7.3%
Automotive supply industry	7.2%
Wire industry	6.9%
Others	6.6%
Aerospace engineering	6.0%
Iron steel/Non-ferrous metal industry	5.8%
Chemical industry	5.0%
Electrical industry	2.6%
Construction industry	2.4%
Electronic industry	2.1%
Instrumentation testing measuring instruments & technology	1.4%
Energy and water supply industry	1.3%
Fastener industry	1.3%
Oil/Gas industry	0.9%
IT and telecommunication	0.8%

Visitor Department *	
Sales	32.5%
Management	27.7%
Technology	25.3%
Purchasing	10.6%
Others	2.3%
Service	1.6%

Interested Products (wire China) *	
Wire manufacturing and finishing machinery	67.0%
Materials, special wires and cables	39.0%
Auxiliary process technology materials	26.4%
Process technology tools	22.6%
Test engineering	15.6%
Measuring and control technology	15.3%
Specialist areas	12.4%
Others	8.3%

Interested Products (Tube China) *	
Raw materials, tubes and accessories	61.8%
Tube manufacturing machinery	39.1%
Heat treatment processing and machinery	19.7%
Pipeline and OCTG technology	16.2%
Trading, Stuckists of tubes	16.1%
Sawing and reconditioned machinery	14.5%
Process technology tools and auxiliaries	14.3%
Profiles and machinery	12.6%
Testing engineering	11.8%
Others	9.8%
Measuring & control technology	8.0%
Plastic pipe	7.7%
Rebuilt and reconditioned machinery	7.1%
Specialist areas	5.3%

Influence on Purchasing Decision △	
Decisive	14.8%
Co-decisive	33.9%
Advisory function	40.5%
Not involved	10.8%

Overall Assessment △	
Satisfied	87.8%

* Visitor data from registry.

△ Visitor data based on the results of 965 interviews with visitors during wire & Tube China 2020 conducted by means of iPad-survey-system.

Completion date of this statistics: 28th October, 2020