



THE 10<sup>TH</sup> ALL CHINA - INTERNATIONAL WIRE & CABLE INDUSTRY TRADE FAIR

## 第十届中国国际线缆及线材展览会

2022.9.26 - 29 | 上海新国际博览中心 SNIEC, Shanghai, China

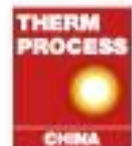


# HYBRID PARTICIPATION PROPOSAL

Co-located with  
同期举办



Tube China  
管材展



Thermprocess China  
热处理加工技术展



Saw and Laser Cutting China  
锯业及激光切割技术展

加入中国一流展会，聚“缆”全球英“材”  
Your Gateway to China's Thriving Wire & Cable Markets!

[www.wirechina.net](http://www.wirechina.net)



- Introduction of wire China 2022
- Review of Last Edition
- Newly Launched Hybrid Participation
  - ✓ Advantages of Hybrid Participation
  - ✓ Hybrid Participation Proposals - Booth Design
  - ✓ Hybrid Participation Proposals - Optional Costs





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Shanghai New International Expo Centre



## · Introduction of wire China 2022

With 18 years of experience, wire China has grown into one of the most influential trade fairs for wire and cable industry in Asia. Concurrently held with Tube China once again, wire China 2022 will take place from 26th to 29th September at Shanghai International New Expo Centre.

In the four-day exhibition, industry leading brands from Mainland China as well as overseas countries will participate. It is convenient for domestic visitors to experience and understand the state-of-the-art equipment, technologies and solutions without having to travel overseas.

**Welcome to join us!**



Visit [www.wirechina.net](http://www.wirechina.net) to find more.





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## Basic Facts



### Show Dates

2022.9.26-29  
Mon. ~ Thu.



### Venue

SNIEC, Shanghai  
W1-W5馆  
Hall W1-W5



### Estimated Scale

69,000 m<sup>2</sup>



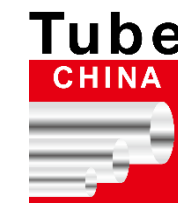
### Estimated Exhibitors

1,200



### Estimated Visitors

46,000  
\*Incl. Tube China



### Co-located with

中国国际管材展览会  
Tube China 2022

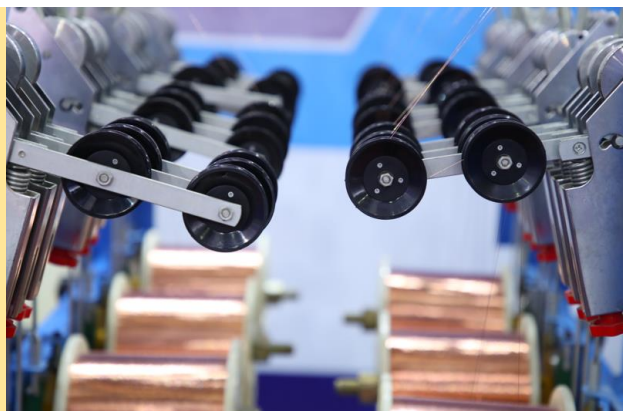


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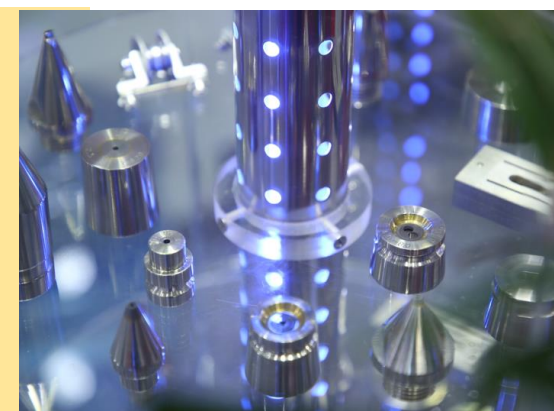


## · wire China Covers a Wide Range of Exhibits

- > wire & cable manufacturing and finishing machinery
- > Cable auxiliary machining



- > Measuring and control technology
- > Test engineering
- > Specialist areas



- > Materials for wires & cables and fiber cables
- > Wires & cables





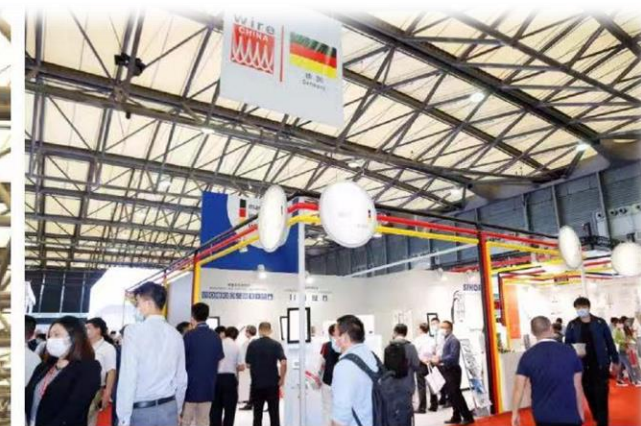


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## · Review of Last Edition

During the 4-day exhibition, wire China 2020 has attracted **36,552 visitors** and 725 exhibitors to showcase their products and technology, interacting with trade buyers face to face under the strict hygiene measures conducted by the organizers. The **total exhibition area reached 54,000 sqm.**



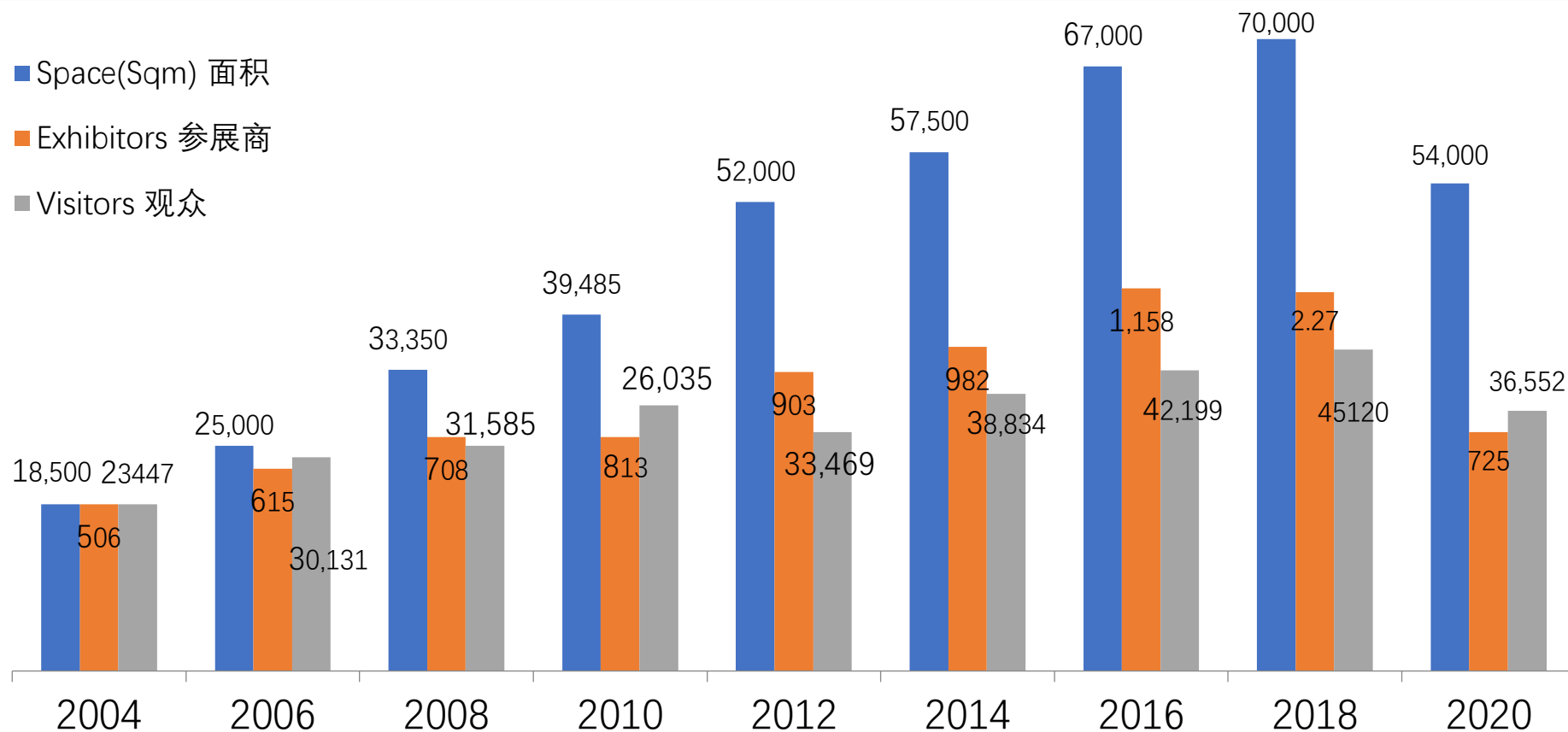


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## wire China 发展历程 (2004-2020)

### The Growth of wire China (2004-2020)



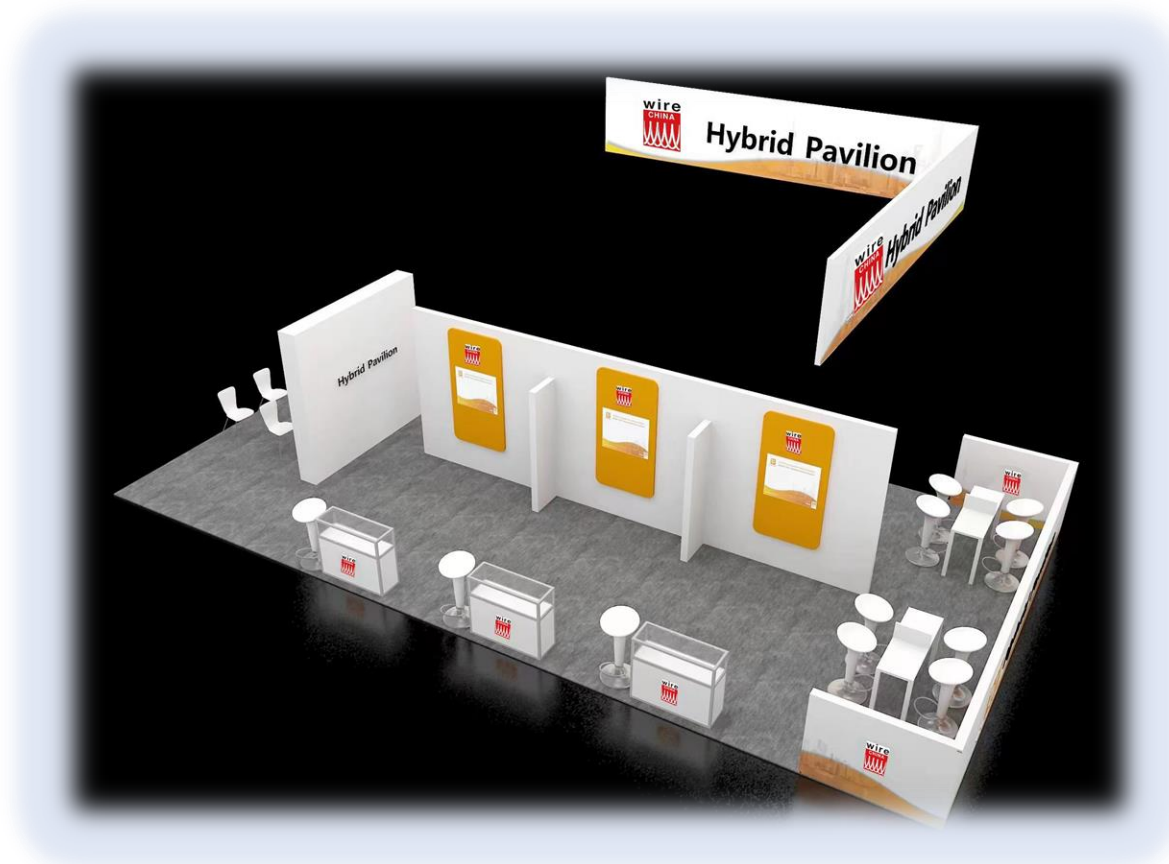
## · Newly Launched Hybrid Participation

**A new participation model tailored for exhibitors who cannot be in wire China 2022 physically!**

Due to the travel restriction, a few leading companies like you may not be able to participate in an offline trade show. In order to solve this problem, wire China launched a *HYBRID PARTICIPATION* to exhibitors as an alternative.

### What's a HYBRID PARTICIPATION?

A hybrid participation realizes both in-person and virtual interaction and communication of human beings at some level, especially under current circumstances. The new model consists of a physical booth, online communication tools and a series of supporting service for exhibitor.





## · What can a Hybrid Participation Bring to You?

Second option for those who cannot normally attended the wire China in-person. It helps exhibitors to realize...



### Product Presentation

Introduce your product and technology to on-site visitors



### ✓ Instant Communications

One-to-one online communication with professional visitors to introduce your company and leading products by internet.



### ✓ Precise Match-matching

Match suitable and valuable buyers based on your business range and arranges online communications.



### ✓ Virtual Exhibiting

Upload introduction of your products and technologies to wire China website to get more exposure.

## · Advantages of Hybrid Participation

- ✓ Under current pandemic situation, you can also interact with Chinese buyers without going abroad
- ✓ Get the latest information of China's 14th Five Year Plan and grasp the future trend of Chinese wire and cable market
- ✓ Save travel costs and time
- ✓ Manage your offline booth with the assistance of an on-site hostess through a video conference system
- ✓ Measure the exhibiting performance by daily visiting summary

and more...

A hand in a dark suit jacket points towards the word 'ADVANTAGES'. The background is a blurred image of a person in a suit.

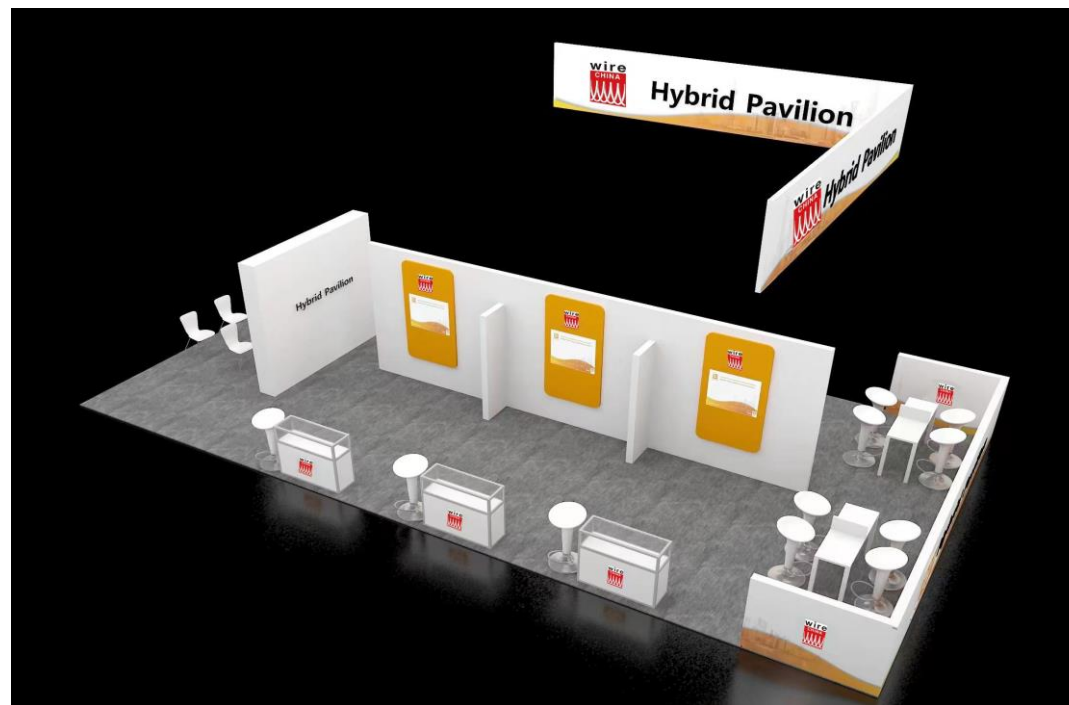
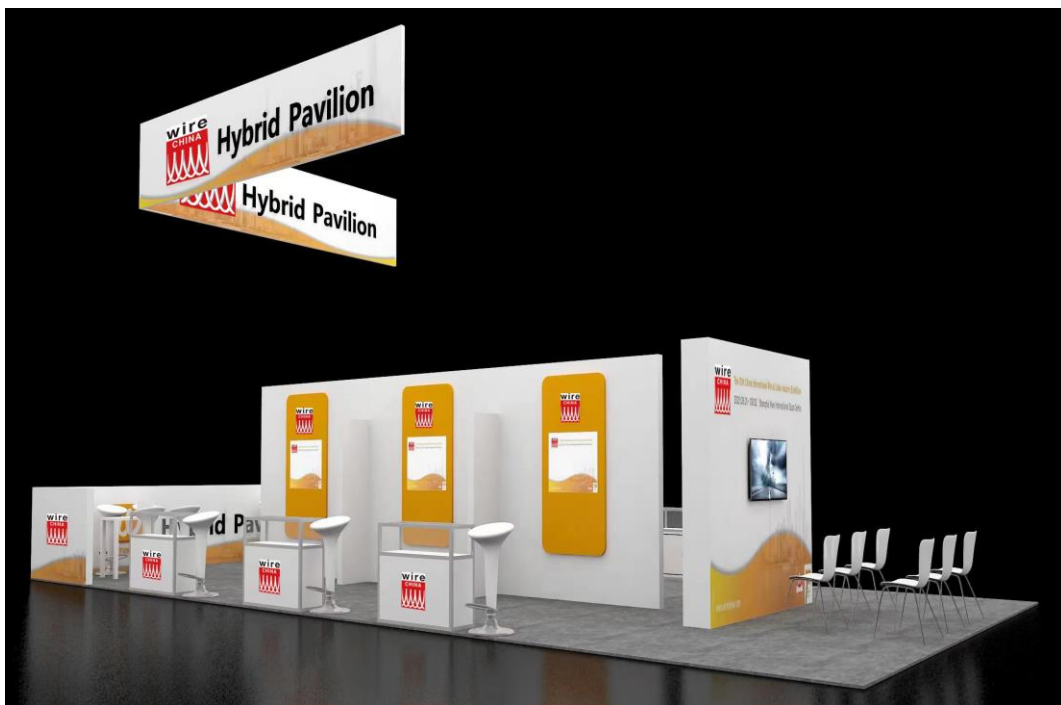
# ADVANTAGES



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## · Booth Design





Onsite Hostess

Onsite Buyer

Interpreter

Exhibitor



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## • Costs

**PACKAGE PRICE: Euro 1,920 (incl. VAT)**

### A 6 SQM BOOTH

- ✓ Information board
- ✓ Booth decoration
- ✓ Table showcase

### Onsite Hostess

**Notebook with Zoom video conference installed**

**Internet access via WIFI**

### VALUE-ADDED BONUS SERVICE

Bonus service listed below are available for exhibitors participating under Hybrid Pavilion

- ✓ 15mins video of company presentation be played on the LED screen
- ✓ Precise match-matching with target buyers
- ✓ Virtual exhibiting at wire China website



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## · Reserve Your Booth at wire China 2022 Hybrid Participation

**Deadline of application: June 20, 2022**

If you need more information, please feel free to contact us:

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