

期待下届再相聚  
SEE YOU NEXT TIME

2024.9.25-28  
上海新国际博览中心 · SNIEC

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公众号wireChinaExpo



wire China 主页

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中国大陆地区品牌请联系：  
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电话Tel: (86) 21 6548 3517  
邮箱Email: exhibition@secri.com



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杜塞尔多夫展览(上海)有限公司  
电话Tel: (86) 21 6169 8373 / 69  
邮箱Email: wire@mds.cn



join the best: 9.4-7, 2023

Shanghai, China | 中国, 上海



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



主办单位 Organizers

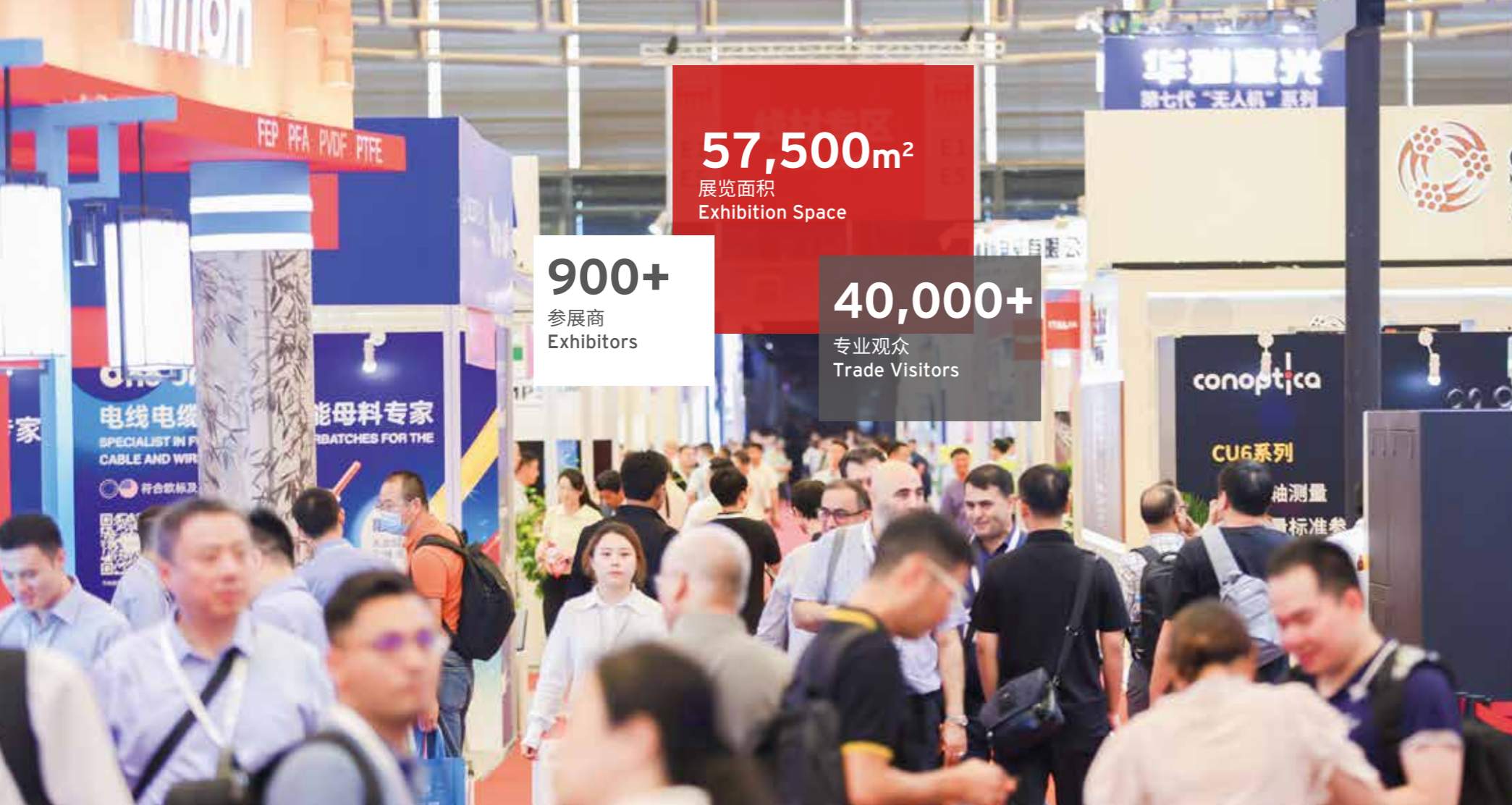


上海电缆研究所有限公司  
Shanghai Electric Cable Research Institute Co., Ltd.



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

展后报告



**57,500m<sup>2</sup>**

展览面积  
Exhibition Space

**900+**

参展商  
Exhibitors

**40,000+**

专业观众  
Trade Visitors

作为亚洲一流的线缆线材行业盛会，wire China 2023展会全方位呈现了行业新技术、新产品、新理念，与企业共同把握数字化、智能化、绿色化发展机遇，助力行业开启“加速跑”新征程！

As the first-class wire and cable industry exhibition in Asia, wire China 2023 presents the latest technologies, products, and ideas within the wire and cable industry in a comprehensive manner, and simultaneously grasps opportunities for digitalization, intelligence and environmental protection, and helps the industry to start a new journey of "acceleration"!



来自**96**个国家和地区的  
**40,629**名专业观众，较2018年增长了**30.83%**

40,629 visitors from 96 countries and regions, an increase of 30.83% over the 2018 edition



来自**19**个国家和地区的  
**900**多家线缆及线材行业品牌展商

900+ wire and cable industry exhibitors from 19 countries and regions



**57,500**平方米的专业展览平台

Professional exhibition platform with 57,500 square meters displaying space



**2**大行业会议、**4**场主题论坛、**40+**主题交流  
提领未来破局之道

2 major industry conferences, 4 thematic forums, 40+ thematic discussions, leading the way for future breakthroughs



**5**大主题路线 精准高效沉浸逛展

5 major thematic routes, leading the visitors on an immersive tour accurately and efficiently

# 线缆线材嘉年华

DIVERSE TALENTS AND IDEAS CONTEND IN HARMONY  
WIRE AND CABLE CARNIVAL

2023年，中国经济展现出强大的发展韧性和潜力，全球各地的参展商更是以饱满热情再聚wire China，为进一步打开市场、链接全球，在全新发展机遇中释放出更强的贸易活力与商贸动能。

Enthusiastic exhibitors from all over the world once again gathered at wire China for the further opening up of the market in order to connect with the world, strengthen trade endurance and create business momentum, through new development opportunities generating at wire China in 2023.



94%

展商表示满意  
并考虑继续参加下届展会！  
94% of the exhibitors are  
satisfied and will consider  
continuing to participate in  
the next exhibition!

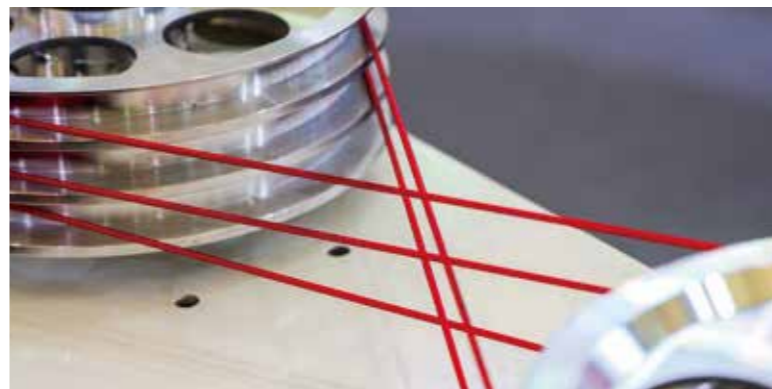
# 产业链力量齐聚，释放商贸新势能

GATHERING THE POWER OF THE INDUSTRIAL CHAIN TO ACTIVATE NEW TRADE AND COMMERCE ENERGIES

wire China汇聚了来自19个国家和地区900多家展商，其中包括自德国、法国、意大利、韩国、日本及中国台湾的国家及地区展团。行业领军企业选择wire China作为创新技术推广及新品发布平台。展会吸引了从线缆线材制造及精加工机械，线缆辅助加工，线缆（光缆）用原辅材料，成品线材及电线电缆，测控技术，检测工程等相关领域，为线缆同仁带来高质量的参展参观体验。

wire China 2023 gathered more than 900 domestic and foreign exhibitors from 19 countries and regions, including national and

regional pavilions from Germany, France, Italy, Korea, Japan and Taiwan China. It showcased innovation, quality products and solutions for the wire and cable industry. The scope of exhibits covered wire and cable manufacturing, finishing machinery, auxiliary cable processing, raw and auxiliary materials for cables (optical cables), finished wires and cables, measurement and control technologies, testing engineering and other related fields; bringing a high-quality exhibiting and visiting experience to wire and cable industry peers.



## 展商评语

### EXHIBITOR TESTIMONIALS

wire China的举办促进了线缆行业产业链资源整合、升级、再升级！这次来参展，我们特地带来了创新研发的莱特美智能纤维，未来我们还将通过wire China的平台，向行业呈现更多的新产品。

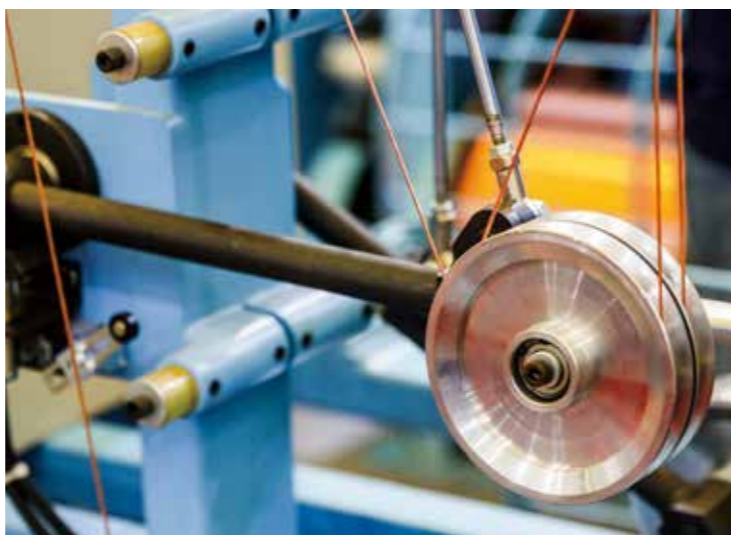
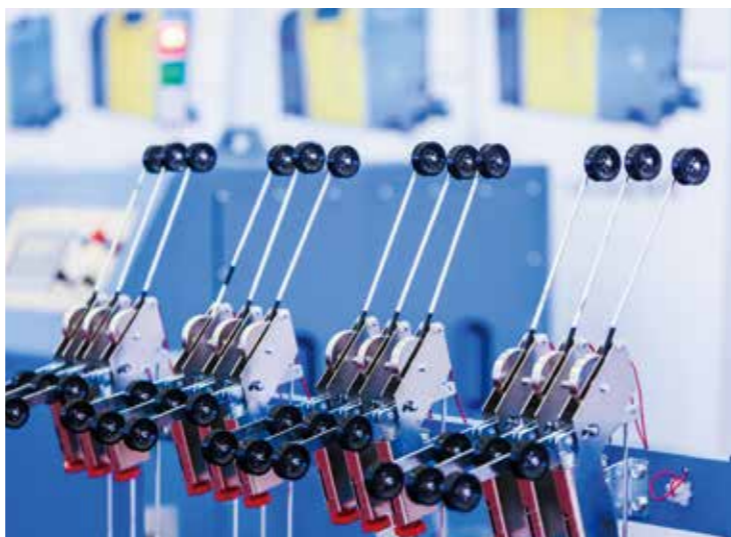
wire China has promoted the integration and upgrading of resources in the wire and cable industry's supply chain! In the future, we will leverage wire China to present more new products to the industry.

**泰和新材集团股份有限公司 于杰 高级营销经理**  
**Mr. Yu Jie, Senior Marketing Manager,**  
**Yantai Tayho Advanced Materials Group Co., Ltd.**

我们已经是第十次参加wire China展会了。wire China为我们提供了一个向世界展示产品、宣传公司品牌的国际化平台。本届展会，我们也与新老客户进行了高效的面对面交流、沟通。

This is our tenth time participating in wire China. wire China offers us an international platform to showcase our products and promote our company brand. At this exhibition, we also had efficient face-to-face meetings and interactions with both new and existing clients.

**廊坊市新明线缆机械工业有限公司 谢建亮 销售总监**  
**Mr. Xie Jianliang, Sales Director, Langfang Xinming Cable**  
**Machinery Industry Co., Ltd.**



这次线缆展组织得非常完美，现场有几百个客户来参观我们的展位，通过交流，他们深入了解了我们最新的智能制造技术。下一届展会我们还会参加，我们将持续通过wire China这个平台将我们的技术展现给大家。

This edition of wire China was perfectly organized. Hundreds of clients visited our booth on-site, and through several discussions, they have gained a deep understanding of our latest smart manufacturing technology. We will participate in the next edition as well, continuing to demonstrate our technology through wire China.

**Maillefer 吴云杰 中国区总经理**  
**Mr. Wu Yunjie, General Manager, Maillefer China**

wire China是全球最重要的行业展会之一。展会的组织一如既往很棒，我们很感谢wire China主办团队的付出。毫无疑问，无论wire China明年何时举办，我们还会再来！

wire China is one of the most important industry exhibitions globally. We are very grateful for the efforts of the wire China organizers for holding such a grand event. Without a doubt, we will be back next year!

**Rosendahl Nextrom GmbH Rene Stoeckl 销售总监**  
**Mr. Rene Stoeckl, Sales Director, Rosendahl Nextrom GmbH**



93%

观众表示满意，  
并愿意继续参观下届展会！  
93% of the visitors are  
satisfied and are willing to  
visit the next exhibition!

40,629

专业观众  
Trade Visitors

65

参观团  
Visitor Groups

## 专业观众再创新高，达40,629人

PROFESSIONAL VISITORS HIT A NEW RECORD WITH 40,629 VISITORS

海外买家全面回归，本届展会累计有40,629名专业观众到场，观众人数创历史新高，其中包括来自美国、加拿大、澳大利亚、德国、英国、意大利、西班牙、法国、日本、韩国、新加坡、巴西、印度、泰国、越南、阿根廷等96个国家和地区的众多海外买家。wire China 2023聚焦全球线缆行业目光，全方位展示了线缆行业的最新发展趋势与创新技术成果，为全面展现行业的澎湃活力与勃勃生机提供了绝佳舞台，收获了专业观众的极大赞许及认可。

Overseas buyers have returned, wire China 2023 has welcomed 40,629 professional visitors, the number reached a new record.

These overseas visitors came from 96 countries and regions, including America, Canada, Australia, Germany, Britain, Italy, Spain, France, Japan, South Korea, Singapore, Brazil, India, Thailand, Vietnam, Argentina and so on. wire China 2023 caught the attention of wire and cable industry professionals worldwide by comprehensively showcasing the latest development trends and innovative technological achievements in the wire and cable industry. It provided an excellent stage to display the industry's vibrant energy and vitality, earning huge praises and recognition from professional visitors.



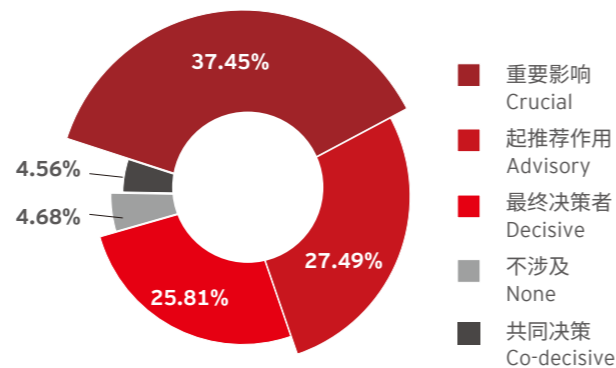
## 观众所属公司的行业

### INDUSTRY BREAKDOWN



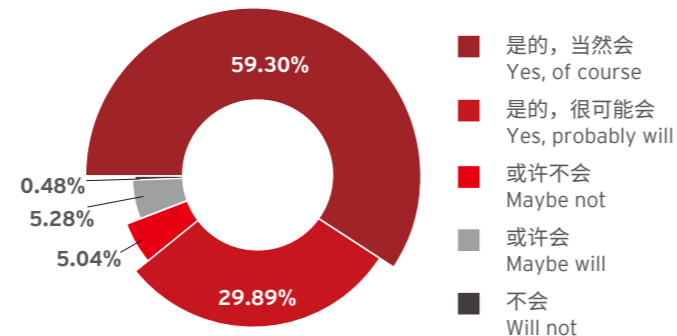
## 采购方面的决策权

### PROCUREMENT DECISION MAKING POWER



## 是否会参观下届展会

### WILL YOU VISIT THE NEXT EDITION OF WIRE CHINA



## 观众评语

### VISITOR TESTIMONIAL

这是我第十次来参观wire China展会了，感觉这次展会在经过了三年的沉淀后，向行业呈现了不少新的技术和产品。

This is my tenth visit to wire China. After a three-year long intermission, I'm amazed by the cutting-edge technologies and products showcased at the exhibition.

宇太科技电缆有限公司 莫如志 总经理

Mr. Mo Ruzhi, General Manager, Yutai Technology Cable Co., Ltd.

这届展会我们主要是来看下超细合金线的拉丝模具，绝缘材料的供应商。wire China涉及的展品领域广泛，展商众多，我们想通过本届展会挖掘一些新的供应商。

In this exhibition, we mainly came to look for drawing dies for ultra-fine alloy wires and suppliers of insulating materials. wire China covers a wide range of exhibit categories with numerous exhibitors, and we hope to find some new suppliers through this exhibition.

浙江东尼电子股份有限公司 江卓晗 工艺工程师

Mr. Jiang Zhuohan, Process Engineer, Tonytech

我们到现场主要找一些线材的供应商，虽然是第一次来参观，但展会的规模令人惊喜，已经收集了不少国内外供应商资料，希望下一届展会能有更多优质展商来参展。

It's our first participation as we attempted to find suppliers of wire materials. The scale of the exhibition is beyond our expectation. We have connected with several domestic and international suppliers, and we are looking forward to the next edition.

BETA FENCE 王培 市场部负责人

Ms. Wang Pei, Marketing Department, BETA FENCE





## 2大行业会议 40+主题分享 打造行业思想高地

TWO MAJOR INDUSTRY CONFERENCES, AND 40+ THEMATIC DISCUSSIONS WERE ORGANIZED BUILDING AN INTELLECTUAL STRONGHOLD IN THE INDUSTRY

wire China围绕“智能制造”、“绿色低碳”、“数字化创新”、“可持续发展”等热门趋势，与政府机构、行业协会、金融机构通力合作，推出为数十场专业论坛/会议，为全球行业同仁创造商机、架设合作桥梁。

Focusing on the latest trends such as "Intelligent Manufacturing", "Green and Low Carbon", "Digital Innovation" and "Sustainable Development", wire China 2023 was committed to leading the new direction of the wire and cable industry's development and served as a grand carnival for innovation and breakthroughs among industry peers.



- **2023中国电线电缆行业大会**  
2023 CHINA'S WIRE AND CABLE INDUSTRY CONFERENCE
- **2023绕组线行业技术论坛**  
THE 2023 WIRE WINDING INDUSTRY TECHNOLOGY FORUM
- **线缆技术交流会**  
WIRE AND CABLE TECHNICAL EXCHANGE CONFERENCES

产业经济分论坛、绿色低碳分论坛、智能制造分论坛、数字化创新分论坛轮番登场，行业知名企业、资深专家同台开讲。

Various forums with different themes including Industrial Economy sub-forum, Green and Low-Carbon sub-forum, Intelligent Manufacturing sub-forum and Digital Innovation sub-forum were scheduled.

Well-known enterprises and senior experts from the industry had delivered speeches to share insightful topics and ignite a wave of intelligence.

