

Press

Wire & Cable Guangzhou
China Import and Export Fair Complex
Guangzhou, China, 9 – 11 June 2017

Hong Kong, July 2017

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GIWC17_FR_Eng

Wire & Cable Guangzhou 2017 recorded highest attendance in recent years

Comprehensive and quality products fulfilled buyers' sourcing needs

Wire and Cable Asia Forum indicated future standards on USB adaptors and new energy vehicles charging piles

Wire & Cable Guangzhou 2017 concluded with a record-breaking number of visitors, affirming its position as an universal business event for the wire and cable industry. Jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, China Southern Power Grid Media Co Ltd and Guangzhou BoYou Exhibition Service Co Ltd, the fair ran from 9 – 11 June at the China Import and Export Fair Complex in Guangzhou welcomed 220 exhibitors, and attracted 22,642 professional buyers from 42 countries and regions.

The three-day event spanned across 20,000 sqm of exhibition space and presented an extensive display of South China's latest products and innovations in wires and cables, manufacturing machinery as well as related materials and accessories. Some of the leading brands in attendance this year included Futong Group, Shenzhen Bendakang Cables Holding, Zhejiang Wanma Cable, Shandong Yanggu Cable Group, Shenzhen SDG Information, Asian Electric Appliances & Cables Technology, Qingdao Hanhe Cable, Guangdong Rihong Cable, Suzhou Zhihong Cable Materia and many more.

Mr Emeka Hu, General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, said: "Every year, we strive to enrich the experience for our participants by creating a professional and internationalised exhibition. We are grateful for the audience's support and are committed to create a more comprehensive platform for the industry. I am very pleased with the results of the 2017 show and I believe it has contributed to increased information exchange among industry peers."

Messe Frankfurt (HK) Ltd
35/F China Resources Building
26 Harbour Road
Wanchai, Hong Kong

The large increase in visitors this year had many exhibitors praising the fair for its effectiveness in meeting new buyers from around the world. Mr Jiang Zhuoxun, Project Manager from Zhejiang Wanma Cable Co Ltd, expressed: "During the fair we have received an overwhelming response not only from Chinese visitors, but also from buyers on a global scale. Companies from Southeast Asia as well as India came to our booth for quotations, and some even placed orders. Wire & Cable Guangzhou is an important platform to promote high-end products domestically and internationally."

Another exhibitor at the fair, Mr Hou Jieming, Deputy General Manager of Shenzhen Bendakang Cable Holding Co Ltd, shared the same sentiments. He said: "We returned to the fair again this year because it constantly draws high quality industry buyers. Electric enterprises have organised delegations and we can showcase our products directly to engineers or sourcing managers. The Wire and Cable Asia Forum also helped inspire us in developing next-generation products."

Mr Li Qing Hung, Sales Manager of Asian Electric Appliances & Cable Technology Co Ltd, participated at the show to connect with clients. He commented: "As exhibitors, it is important for domestic companies like ourselves to create a branding worldwide, and this fair is able to help us achieve that goal. This year we connected with a Spanish exhibitor and provided them with quotations. We look forward to working closely with them in the future. I am very grateful for this event and will without a doubt return again for the next edition."

Comprehensive and quality products fulfilled buyers' sourcing needs

The wide variety of products on offer highlighted industry innovations coming out of South China, and met the diverse demands of buyers from around the world. Mr Matthias Muller, General Manager of Johann Leimbach Ltd from Germany, came to China the first time searching for business opportunities. He expressed: "Our goal was to find domestic cable manufacturers and business partners who have the capacity for manufacturing the high quality cables that our company is known for. Fortunately, here at the fair, I was able to network with a number of cable manufactures who seemed interested in our business proposal."

Fellow visitor Mr Nilson Romao, Business Development Manager of Doch Trading & Consultancy Group from Brazil, returned to the fair for the third time. He expressed: "The wire and cable products found in China are suitable for Latin America countries as they are economical and high quality. In the past two editions we were able to find the right products, and this year we are here to connect with suppliers specialising in computer and USB cables. Overall we were very satisfied with the fair and were pleased to see it evolve with a wider variety of products, and we look forward to the future editions of the show."

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Wire and Cable Asia Forum indicated future standards on USB adaptors and new energy vehicles charging piles

Apart from the exhibition, the Wire and Cable Asia Forum continued to be a highlight at Wire & Cable Guangzhou. The two-day forum offered 17 high-profile seminars which focused on timely standard and certification procedures for USB adaptors, as well as future development on new energy vehicles charging modules.

Distinguished speaker Mr Li Xin, Connector Product Manager from Jiangsu Hengtong New Energy Intelligent Control Technology Co Ltd, spoke highly of the forum: "It is a special occasion where various industry players can gather and discuss. I am happy to share my knowledge on the development of charging piles for new energy vehicles which will be the next prevailing trend."

Senior Engineer Mr Yang Fenwei from Shanghai Academic of Spaceflight Technology, also shared his views on the seminar. He added: "This is my first time participating in the Wire and Cable Asia Forum, and I enjoyed interacting with the attendees and exchanging industry insights. The crowd here showed exceptional professionalism and obtained solid background knowledge of the industry. I really wish to return next year."

The forum included attendee Mr Peng Shengfu, Assistant Manager of Cable Technology Corporation Ltd. Mr Peng believes that the forum offered an abundance of information for his business: "The discussion highlighted some latest standards of the USB adaptors which are most beneficial to us manufacturers, as we can now have a head-start knowledge on newest market needs."

The next edition of Wire & Cable Guangzhou will be held in June 2018 at the China Import and Export Fair Complex in Guangzhou, China. For more information, please visit www.wire-cable-china.com or email wire@china.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com

www.congressfrankfurt.de

www.kapeuropa.de

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