

## Press

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

Hong Kong, April 2017

Eric Chan  
Tel +852 2238 9972  
[eric.chan@hongkong.messefrankfurt.com](mailto:eric.chan@hongkong.messefrankfurt.com)  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.wire-cable-china.com](http://www.wire-cable-china.com)

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**Wire & Cable Guangzhou 2017 and other concurrent fairs are scheduled to open on 9 June 2017**

**Wire and Cable Asia Forum 2017 will gather influential speakers to share latest industry insights and innovations**

Wire & Cable Guangzhou 2017 is scheduled to take place from 9 – 11 June 2017 at the China Import and Export Complex located in Guangzhou, China. Organised by China Southern Power Grid Media Co Ltd, Guangzhou BoYou Exhibition Service Co Ltd and Guangzhou Guangya Messe Frankfurt Co Ltd, the fair will be held in conjunction with Electric Power and Smart Grid Expo Asia and Asia New Energy Vehicles Charging Piles Fair, organised by China Southern Power Grid Media Co Ltd and Guangzhou BoYou Exhibition Service Co Ltd respectively. Collectively, the fairs will showcase the most up-to-date wire, cable, optical fibre cables, machines as well as EV, power grid and telecommunications products.

In preparation for the fair, a press conference was held on 10 April at the Electric Power Research Institute of Guangdong Power Grid Corporation in Guangzhou to give a glimpse of the confirmed exhibitors and concurrent programme scheduled for the 2017 edition. Present at the fair were organising representatives from all three trade fairs. Mr Liu Gan, General Manager of Guangzhou BoYou Exhibition Service Co Ltd, one of the fair organisers, stated: "The Asia New Energy Vehicles Charging Piles Fair will make its first appearance in June along with the well-established Wire & Cable Guangzhou and Electric Power and Smart Grid Expo Asia. As wire and cable, renewable energy, power grid as well as telecommunication and electric vehicle (EV) technologies are interrelated in many respects, I am confident that both exhibitors and buyers will benefit from the synergistic collaboration of three fairs. We expect to welcome more than 550 exhibitors and over 30,000 professional buyers in attendance from across the world."

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

Confirmed exhibitors at Wire & Cable Guangzhou include Futon Group,

Jiangsu Hengtong HV Power Cable System, Shangdong Yanggu Cable Group and many others. Renowned companies confirmed to participate at Electric Power and Smart Grid Expo Asia and Asia New Energy Vehicles Charging Piles Fair include ABB, Huawei Technologies, ZT Yupin Technologies and more. In addition to the strong line-up of exhibitors, the fairs will also be attended by renowned buyer delegation groups including: the Guangdong New Energy Vehicle Industry Association, the Guangdong Province Electric Power Engineering Enterprise Association, the Guangdong Society for Hydropower Engineering, the Guangdong Wire and Cable Association, Zhuhai Power Trade Association and many others.

To better facilitate sourcing needs, the China South Power Grid Technology and China South Power Grid Creativity Zones will also make their first appearance at the concurrent fairs. By setting up designated product zones, the show organisers hope to attract larger target buyer groups while at the same time promote technology breakthroughs within the entire wire, cable and other related industries in South China.

### **Wire and Cable Asia Forum 2017 will gather influential speakers to share latest industry insights and innovations**

Held alongside the exhibition is the 2nd Wire and Cable Asia Forum, a high-profile seminar for the wire and cable industry. Organised by Guangzhou Guangya Messe Frankfurt Co Ltd and the Guangdong Wire and Cable Association, the forum will take place on the first two days of the fair. Experts from the Guangdong Wire and Cable Association, Huawei, Tsinghua University, the Society of Automotive Engineers of China, VDE from Germany and many others will present their latest industry discoveries through detailed discussions. Some of the highlighted topics include:

- Revolutionary changes and innovations within the wire and cable industry
- Applications of wire and cable products in industrial robots and in the current Industry 4.0 era
- New energy for motorised vehicles
- China Southern Power Grid's resource procurement and management

For more information regarding Wire & Cable Guangzhou 2017, please visit [www.wire-cable-china.com](http://www.wire-cable-china.com) or email [wire@china.messefrankfurt.com](mailto:wire@china.messefrankfurt.com).

For more information regarding Electric Power and Smart Grid Expo Asia and Asia New Energy Vehicles Charging Piles Fair, please email <mailto:buexpo@163.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 some 2,400 employees at 30 locations, the company generates annual sales of over €640 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](http://www.messefrankfurt.com)