

Press

September 2017

Wire & Cable Guangzhou
China Import and Export Fair Complex
Guangzhou, China, 11 – 13 June 2018

Eric Chan
Tel. +852 2238 9972
eric.chan@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.wire-cable-china.com

GIWC18_PR1_Eng

Wire & Cable Guangzhou returns in June 2018

Synergistic collaboration with China Southern Power Grid to explore greater market resources

Ample business opportunities revealed as ambitious smart grid projects take place in major Chinese cities

Jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, China Southern Power Grid Media Co Ltd and Guangzhou BoYou Exhibition Service Co Ltd, the Wire & Cable Guangzhou will be held from 11 – 13 June 2018 at the China Import and Export Fair Complex in Guangzhou. Earlier in June 2017, the fair has attracted a record 22,642 professional buyers, of which 3,849 were from 42 overseas countries and regions. Celebrating its 10th anniversary, Wire & Cable Guangzhou will continue to serve as a marketing hub in introducing the latest products and solutions from the South China region, while the scale of the event is looking at to expand even further.

Mr Emeka Hu, General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, shared his expectations for Wire & Cable Guangzhou: “Over the years, fair has been growing with the wire and cable industry sector while offering unparalleled business opportunities to various manufacturers and electric service providers. To better facilitate sourcing, the 2018 edition offers VIP business matching service to help exhibitors connect with target buyers. Confirmed for the upcoming fair is the China Southern Power Grid delegation, one of the largest purchasing groups to attend the business matching event. ”

Also added to enhance the buyer and exhibitor experience, the fair will also be divided in three primary zones including the China Southern Power Grid Tech and Accessories, the Wire and Cable Products and the Wire and Cable Manufacturing Machinery and Materials Zones. The new zones will help create an even more comprehensive platform to promote cross-sector communications.

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

Synergistic collaboration with China Southern Power Grid to explore greater market resources

Following the fair's record of success, Wire & Cable Guangzhou 2018 will again be held concurrently with the Electric Power Asia, and the China South Power Grid Tech and Accessories Fair. Collectively, the three fairs provide ample opportunities for exhibitors to expand their market reach. Some of the highlighted products on display will include power grids, power cable towers, high voltage cables, unmanned aerial vehicles, EV charging station products and other related components.

Mr Hou Jieming, Deputy General Manager of Shenzhen Bendakang Cable Holding Co Ltd, expressed positively on the fair as an exhibitor: "Wire & Cable Guangzhou constantly draws high quality industry buyers, renowned electric enterprises like China Southern Power Grid have organised delegations and we can showcase our products directly to engineers or sourcing managers. For our company, the fair is an effective marketing platform to reach our target clients."

Mr Peng Yongnian, Sales Director of Shenzhen SDG Information Co Ltd also expressed similar sentiments: "Not only have we successfully introduced our latest wire and cable testing and measuring electronic components to manufacturers in Japan, Russia and the UK during the fair, but we have also connected directly with China Southern Power Grid officials."

Ample business opportunities revealed as ambitious smart grid projects take place in major Chinese cities

According to China's 13th Five-Year Plan on Energy Development, the country will soon become the world's largest market for smart grid technologies and is expected to account for over 24% of the global smart grid market by 2020. To meet rapid urban developments, the Chinese government plans to increase investment in improving power distribution facilities within the country. Industrial automation, telecommunication systems and other related supporting business sectors will also prosper from China's infrastructural developments.

Another promising sector is China's electric vehicle (EV) industry. According to the government's latest Five Year Plan for the electricity sector, over five million EVs will be sold and more than 800 charging stations will be installed across the country by 2020. It is believed such important environmental goals will drive the demand growth for wire, cable and electronic products.

For more information on Wire & Cable Guangzhou 2018, please visit www.wire-cable-china.com or email wire@china.messefrankfurt.com.

– end –

Wire & Cable Guangzhou
Guangzhou, 11 – 13 June 2018

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.festhalle.de