

Press

Wire & Cable Guangzhou
China Import and Export Fair Complex
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Wire & Cable Guangzhou 2018 receives enthusiastic industry support from China Southern Power Grid

Renowned buyer delegations from across China confirm participation to fulfil sourcing needs

One Belt, One Road Initiative helps boost demand for wire and cable products

The 10th edition of Wire & Cable Guangzhou will take place from 11 – 13 June 2018 at the China Import and Export Fair Complex in Guangzhou, China. 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 is held concurrently with Electric Power Asia. Collectively, the two exhibitions will showcase the most up-to-date wire, cable, optical fibre cables, machines as well as EV, power grid and telecommunications products. Wire & Cable Guangzhou is once again supported by China Southern Power Grid (CSPG). For 2018, the fair organisers will work closely with CSPG to incorporate a stronger line-up of exhibitors at the fair.

Mr Emeka Hu, General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd said: “Over the past decade, Wire & Cable Guangzhou has come to be regarded as one of the most trusted industry platforms for wire and cable related industries. Coinciding with the show’s 10th anniversary, CSPG will work with the region’s most well-known wire and cable suppliers and bring them to the fair to display their latest innovations. The synergistic collaboration between Wire & Cable Guangzhou and Electric Power Asia benefits both events due to their combined power in attracting a larger number of target buyers and key decision makers.”

To further enhance visitors’ sourcing needs, Wire & Cable Guangzhou 2018 will feature three new thematic zones including the

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

China Southern Power Grid Tech and Accessories, Wire & Cable Products, and Wire & Cable Manufacturing Machinery and Materials zones. Additional zone details are as follows:

- **The China Southern Power Grid Tech and Accessories Zone**
Expected to cover half of the total exhibition area, the China Southern Power Grid Tech and Accessories Zone is one of the largest zones at the 2018 fair. It will welcome more than 50 premium wire and cable suppliers invited by CSPG to showcase high quality wire and cables, cable connectors as well as present successful cable related case studies from the South China region.
- **Wire & Cable Products Zone**
This zone is dedicated to state-of-the-art wire and cable products. Visitors at the zone will be able to source for an array of items including but not limited to optic fibre cables, high-voltage cables and submerged cables.
- **Wire & Cable Manufacturing Machinery and Materials Zone**
A gathering point for raw material suppliers for cables as well as other related equipment and accessories. This is also a specialised zone for upstream production industries such as plastic manufacturing and precious metal extraction.

Renowned buyer delegations from across China confirm participation to fulfil sourcing needs

The CSPG Group is a leading wire and cable consumer and end user in South China. Subsidiaries under the CSPG group, headed by key decision makers and engineers, will attend the fair as part of buyer delegations to source for the latest industry products. Buyer delegation groups from regional power-generating enterprises from Guangdong, Guangxi, Yunnan, Guizhou, Hainan and Guangzhou have already confirmed their attendance. Exhibitors at the upcoming fair can expect to find ample business opportunities and to potentially connect with governing bodies of the region's state-owned enterprises.

One Belt, One Road Initiative helps boost demand for wire and cable products

Leveraging on the Chinese government's 'Belt and Road Initiative', China's wire and cable industry is expected to experience an increase in demand for its products, solutions and other related services. Wires and cables are core components for building global network infrastructures. To capitalise on this booming market, Chinese enterprises have already begun to explore overseas business opportunities within the hydropower, nuclear and wind power sectors, as well as electrical and communication networks. Demand in the domestic wire and cable market has been fuelled by growth in the power generation, communication and railway sectors. China state-owned news channel "China.com" also predicts that the country's wire and cable enterprises will produce over 44.9 billion

meters of cable by 2020, ensuring a continuous positive outlook for the industry.

For more information on Wire & Cable Guangzhou 2018, 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 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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).

* preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de