

Press release

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Wire & Cable Guangzhou returns for 2019 with four dedicated zones

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Wire & Cable Guangzhou is set to take place from 11 – 13 June 2019 at the China Import and Export Fair Complex in Guangzhou, China. Benefiting from the Belt and Road Initiative and China’s 13th Five-Year Plan, the 2019 show is projected to exceed the previous edition in terms of scale. Four specialised zones will be present at the show to meet the sourcing requirements of an expected 30,000 professional trade buyers from the electric power, architectural, transportation and property development sectors.

Organised by China Southern Power Grid Media Co Ltd, Guangzhou BoYou Exhibition Service Co Ltd and Guangzhou Guangya Messe Frankfurt Co Ltd, the fair has obtained a positive reputation in the Chinese and overseas power transmission industry over the past few years. The 2018 edition, which was held concurrently with Electric Asia, attracted an impressive 22,670 visitors from 41 countries and regions.

Mr Emeka Hu, General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, explained how the show can prosper from China’s economic policies: “Research published by TMR shows that the Asia-Pacific region will continue to be at the forefront of demand within the global cable market with a predicted CAGR of 4.8% in 2026¹. Meanwhile, in the 13th Five Year Plan, the Chinese government has made a significant statement regarding its intent to enhance electrical infrastructure and develop a smart grid in China. Demand will also come from countries along the Belt and Road, who have great needs for electrical power infrastructure. Both policies offer an unprecedented positive future for the industry, and we are very proud that Wire & Cable Guangzhou is situated to continue serving as a gateway to South China’s wire and cable industry.”

China Southern Power Grid, one of the leading electrical power construction companies in China, plans to seize the opportunities brought about by China’s 13th Five-Year Plan for renewable energy deployment.

“We target to increase the scale of renewable energy generation in five

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¹ <http://www.chinacrane.net/news/201807/17/136863.html>. Retrieved 25 October 2018

provinces to around 174 million kilowatts by 2020. We also aim to construct a series of 8 AC (Alternative Current) and 11 DC (Direct Current) transmission channels, and add 16 million kilowatts of transmission capacity across provincial channels,” revealed Mr Feixiong Hu, Director of Planning and Development Department of China Southern Power Grid.

China Southern Grid Media, one of the fair’s organisers, will utilise its strong position in the wire and cable market to draw a relevant group of participants and supporters to the show. Some of the fair’s most notable supporters include EHV Power Transmission Co, China Southern Power Grid Power Generation Co, Guangdong Power Grid Co, Yunnan Power Grid Co, Guizhou Power Grid Co, Hainan Power Grid Co, Guangzhou Power Supply Bureau Co Ltd, Shenzhen Power Supply Bureau Co Ltd, China Southern Power Grid Electric Power Research Institute and China Southern Power Grid Energy Co Ltd.

Four specialised zones to highlight the latest trends in the wire and cable industry

To provide a gateway to China’s thriving wire and cable market, the upcoming edition of the fair will feature four zones with a wide spectrum of the latest wire and cable products. The zones will allow visitors to easily pinpoint products from the following key categories:

- **Wire and Cable Zone**
Featuring power cables, cables for electrical equipment, communication cables, cable materials, cable accessories and other high and low voltage cable products and materials.
- **Fibre Optic Cable Zone**
Showcasing fibre optic cables, optical communication system equipment, optical communication devices, fibre lasers and sensors, and other types of fibre optic cable products.
- **Cable Manufacturing Technology and Equipment Zone**
Highlighting cable manufacturing and finishing machinery, measurement and control technology, testing engineering and auxiliary processing materials, and other new cable manufacturing technology.
- **Generic Cabling Zone**
Demonstrating different design technologies for generic cabling in buildings as well as modular designs that aid flexible installation.

Feedback from exhibitors at the 2018 show underlined that the fair is an outstanding platform for meeting new clients and capturing business opportunities. “It is our third time exhibiting here. The fair always provides us with a great chance to promote new products and increase our brand exposure,” said Mr Haigang Jiang, Sales Director of Zhejiang Wanma Co Ltd. “Though Wire & Cable Guangzhou, we can not only get in touch with buyers, but we can also get a feel for industry trends and client demands.”

Mr David Zhang, General Manager of Tongguang Group Co Ltd, shared

similar thoughts, saying: “We can see a lot of renowned companies and familiar faces at the show, which signals that the exhibition is well-known in the country and is highly recognised by the industry. The fair is definitely a professional business platform for the industry’s top players to source cable products and manufacturing equipment, as well as to network and share market information.”

For more information on Wire & Cable Guangzhou 2019, 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 2,400 employees at 30 locations, the company generates annual sales of around €669 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