

Press release

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Wire and Cable Guangzhou 2019: fringe events to celebrate innovation and lay out roadmap for industry development

Telly Cheuk
Tel. +852 2232 9956
Telly.cheuk
@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.wire-cable-china.com
GIWC19_PR2_ENG

The countdown to the 11th edition of Wire and Cable Guangzhou has entered its last few weeks with final preparations underway ahead of the fair's opening at the China Import and Export Fair Complex. Taking place from 11 – 13 June, the 2019 edition of the fair will feature four fringe events that are closely aligned with the needs of the regional cable industry.

“The status quo in South China is characterised by outdated wire and cable equipment in sectors such as manufacturing and public infrastructure,” said Mr Emeka Hu, General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd. “With this in mind, we expect to see increased investment over the next three years as companies upgrade and replace their wire and cabling infrastructure. Buyers are looking for more efficient cabling technologies and materials, and they are also looking for cost effective products. During this replacement cycle, Wire and Cable Guangzhou provides a hub for industry experts and stakeholders to exchange information on new technologies and procurement best practices, helping industry players to make informed purchasing decisions.”

On top of equipment renewal, there are several other trends that are driving industry growth. Demand for electrical wire harnesses and fire resistant cables has risen thanks to growth in sectors such as real estate, robotics and electric vehicles, while increasingly stringent regulatory requirements have pushed up needs for higher quality cabling and testing equipment. At the same time, the push to develop China's broadband network continues to generate demand for fiber optic cables.

With one eye on these trends and another eye on the development path of South China's wire and cable industry, the fair's fringe programme features the following four events:

- **Wire and Cable Asia Forum (WCAF)**

Returning for its 4th edition, this forum assembles cabling experts and representatives from China Southern Power Grid. Presentations and discussions will cover optoelectronics, fibre optic cables, the next generation of UV protected XLPE insulated cables, a performance and

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

stability analysis of Silane fortified cabling, testing procedures and new regulations, technical developments in IEC TC46 cabling, the prospects of fire resistant cables in the real estate sector, the outlook of the European wire and cable market over the next three years and robotic cable technology.

- **Guangdong Optical Cable Expert Committee Meeting**

With a focus on optical cables, this event will provide ideas and inspiration for the development of the wire and cabling industry in Guangdong province. The expert committee is composed of more than 90 industry professionals and technical experts, including representatives from the Shanghai Transmission Line Research Institute, the Guangdong Power Grid, Huawei, the Shanghai Cable Institute, Rixin, Solar Wire and ZTE.

- **Top 10 Technology Innovation Awards Ceremony**

In recognition that new technology is a significant driver of industry growth, an award ceremony will take place to acknowledge innovative new products. The event will award products for IoT innovation, smart applications, industrial applications, design and material, while they will also commend suppliers for quality control as well as contributions to the wire and cable industry.

- **Declaration of Top 20 Enterprise in Guangdong Wire and Cable Industry**

To promote higher production standards, 20 of Guangdong's leading wire and cabling companies will assemble to launch a joint declaration to raise product quality.

A platform for domestic suppliers to connect with global buyers

With an emphasis on South China, the fair connects the region's leading suppliers with both domestic and international buyers. The coming edition is expected to attract over 30,000 trade visitors to 18,000 sqm of exhibition space. Buyers will be able to source products and build connections with over 150 exhibitors at the fair, including Dongguan Gemyoung Wire & Cable Equipment, Dongguan Zhongli Special Cable Material, Honghui Electrician and Machinery, Jiangsu Winlong Cable Machinery, Shenyang Yisite Robot Automation Technology, Easter Precision Equipment (Dongguan) and Guangdong Yashi Machinery Technology.

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 2,500* employees at 30 locations, the company generates annual sales of around €715* 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,

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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

*preliminary figures 2018