

Press release

November 2019

## Gathering the market, opening up new opportunities: Wire & Cable Guangzhou returns in May for 2020 edition

Telly Cheuk  
Tel. +852 2230 9262  
Telly.cheuk  
@hongkong.messefrankfurt.com  
www.messefrankfurt.com.hk  
www.wire-cable-china.com  
GIWC20\_PR1\_ENG

**The 12<sup>th</sup> Wire & Cable Guangzhou will be held from 27 – 29 May 2020 at the China Import and Export Fair Complex, China. The exhibition, jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, China Southern Power Grid Media Co Ltd and Guangzhou Boyou Exhibition Service Co Ltd, is a meltingpot for business and information exchange on issues such as intellegent manufacturing, railways, urban rail construction, building safety standards, 5G development and more. 250 exhibitors and 30,000 professional buyers are expected to participate in the 2020 exhibition, displaying wire and cabling for electrical power, building construction, transportation, property development and other fields.**

Since its inception in 2009, Wire & Cable Guangzhou has been widely recognised by domestic and international industry associations. Over the years, the fair has been dedicated to demonstrating advanced cable manufacturing technology, enhancing the industry's capacity for innovation, helping domestic wire and cable companies to improve their brand image, and assisting companies to access high value markets.

Mr Emeka Hu, General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, shared his enthusiasm for the coming edition of Wire & Cable Guangzhou: "The fair continues to progress in tandem with the advances in the wire and cable industry. It is an honour for us to provide such an effective platform for sector players to converge and generate new businesses. At the 2020 edition, we expect to add fuel to the already flourishing cable and power market by providing a platform for the industry's high-end technology to be showcased. We also plan to champion new regulatory standards and specifications, and capture the opportunities brought about by 5G technology, the IoT and Industry 4.0."

The previous edition of the fair gathered a number of distinguished Chinese manufacturers, a trend that will continue into the 2020 exhibition. Leading cable machinery manufacturers and suppliers of advanced cabling equipment and peripheries will participate at the fair to showcase and discuss their products with industry experts and trade visitors.

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

### **Spotlight on certification – a vital step to expand into new markets**

The European Union is tightening its fire protection performance requirements for construction projects, requiring all electrical control, communication and optical cables to comply with EU CE-CPR standards. Uncertified products will not qualify for import into the EU. In response to this regulation, China has also launched a new set of industry standards and specifications<sup>1</sup>. To reflect these changes in policy, Wire and Cable Guangzhou 2020 will invite more domestic and overseas cable testing and certification organisations to share information on professional cable testing and certification. With the new Chinese regulations meeting global standards, domestic firms are expected to benefit from expanding business opportunities overseas.

### **Opportunities arising from industry 4.0, 5G technology and the IoT**

The arrival of Industry 4.0 and industrial automation in the form of intelligent devices and robots has already been seen across various production sectors, and is expected to gain momentum. According to the National Bureau of Statistics, there was a one-third increment increase in industrial robots from January to May 2018 in China. Related wire and cable products are hence in higher demand, with companies aiming to maximise their business opportunities during this period of transformation.

Mr Miao Wei, China's Minister of Industry and Information Technology, has stressed that as 5G technology matures, China should deploy high capacity 5G optical networks to help create an application ecosystem and accelerate the pace of cloud adoption across key industrial enterprises<sup>2</sup>. Furthermore, thanks to Chinese state development plans in core wire and cable markets (electrical grid, new energy, smart grid, rail transit, aerospace, marine engineering, and more), the outlook for the domestic wire and cable industry remains optimistic. With the addition of new sales avenues in the wake of rising 5G technology, it is expected that industry demand will reach more than USD 1.9 trillion by 2024, exceeding production capacity<sup>3</sup>.

Reflecting these changes, the 5<sup>th</sup> edition of the Wire and Cable Asia Forum (WCAF) will bring together academic experts, technical engineers, and corporate representatives from the domestic and overseas cable and power sectors to discuss the development of 5G communications and other important issues.

A series of fringe events such as expert committee meetings and awards for the top 10 technological innovations of the year will also take place, providing a well-rounded communication platform for the industry's most

---

<sup>1</sup> "The wire and cable industry needs professional and authoritative third-party and certification organisations", 7 May 2019, Elecfans, <http://www.elecfans.com/d/930205.html>, retrieved on 21 November 2019

<sup>2</sup> "5G accelerates the commercial competition in optical fibre and cable market", 5 September 2019, CPNN, [http://www.cpn.com.cn/zdzc/201909/t20190905\\_1152319.html](http://www.cpn.com.cn/zdzc/201909/t20190905_1152319.html), retrieved on 21 November 2019

<sup>3</sup> "The arrival of 5G brings new update to the cable and wire industry", 25 July 2019, Ybzhan, <http://www.ybzhan.cn/news/detail/75148.html>, retrieved on 21 November 2019

influential experts.

For more information on Wire & Cable Guangzhou 2020, please visit [www.wire-cable-china.com](http://www.wire-cable-china.com) or email [wire@china.messefrankfurt.com](mailto:wire@china.messefrankfurt.com).

– end –

**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 €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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).