

Press release

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## Wire & Cable Guangzhou 2020 postponed

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**Following the guidance put forward by the Chinese Government to prevent and control the novel coronavirus (COVID-19) outbreak, the 12<sup>th</sup> Wire & Cable Guangzhou, originally scheduled to be held from 27 – 29 May 2020 at the China Import and Export Fair Complex, Guangzhou, China, will be postponed.**

Earlier, the State Council issued a set of guidelines about prevention and control measures to combat the spread of COVID-19. It clearly stated that large-scale events and gatherings should be temporarily suspended. Adhering to government guidance, the organisers of Wire & Cable Guangzhou have regrettably decided to postpone the 12<sup>th</sup> edition of the fair. The new dates will be announced in due course.

Mr Emeka Hu, General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, commented: "To support the government's strategies in controlling the outbreak and safeguard the safety of show's participants, we believe postponing the event is the most responsible course of action at this time. Besides safety concerns, we also have to take into account planning practicalities. Due to the ongoing global pandemic, many countries have implemented border restrictions, which would have impacted business' travel for many of our participants. In such challenging times, we want to thank all of our stakeholders for their understanding and continued support. Going forward, we will focus our efforts on making the postponed event even better. We look forward to bringing the industry together again soon."

Since its inaugural edition in 2009, Wire & Cable Guangzhou has been committed to facilitate industry development with a particular focus on electrical power. Exhibitors included manufacturers and solution providers for cable and wire, testing instruments and smart grids. During its 11 year run, the fair fosters industry networks by bringing the likes of international and domestic power transmission and distribution companies together.

The 2019 exhibition attracted 220 exhibitors and 26,410 professional buyers from 41 countries and regions. The business interests of the fair's participants span a number of industries, including power engineering, construction, telecommunication, petrochemicals, security and lighting.

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For more information on Wire & Cable Guangzhou, please visit [www.wire-cable-china.com](http://www.wire-cable-china.com) or email [wire@china.messefrankfurt.com](mailto: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 2,600\* employees at 30 locations, the company generates annual sales of around €733\* 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)

\* preliminary figures 2019