

Press release

14 October 2020

Wire & Cable Guangzhou deferred to 2021

Telly Cheuk
Tel. +852 2238 9956
Telly.cheuk
@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.wire-cable-china.com
GIWC20_newshowdate_en

Due to the impact of COVID-19 on global industrial activity, and the corresponding impact on the wire and cable industry in Southern China, the organisers of Wire & Cable Guangzhou 2020 have deferred the fair to 2021, when the business circumstances are expected to be more stable. Originally scheduled to be held in June, then rescheduled to November due to COVID-19, the fair will now take place in 2021 at the China Import and Export Fair Complex. The exact dates for the 2021 show will be announced in due course.

Wire and Cable Guangzhou has experienced consistent year-on-year growth since 2009, including a 14% rise in visitor numbers at its 2019 edition. Despite this growth trend, recent periodic lockdowns around the globe to halt the spread of COVID-19 have forced many wire and cable end-users, including construction projects and automotive manufacturers, to temporarily halt production activity. After extensive consultations with the fair's stakeholder groups, the organising committee of Wire and Cable Guangzhou therefore decided that deferring the fair to 2021 was the best course of action for the industry.

Mr Emeka Hu, General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, explained: "With a strong recovery expected in 2021, we believe it is in the best interest of our exhibitors to reserve their marketing efforts for a more vibrant fair next year, when participants will be able to take advantage of a more prosperous business environment, and the fair can continue its growth trend."

A gateway to opportunities in Southern China

Established in 2009, Wire & Cable Guangzhou is a dedicated business exchange platform focused on electrical power. Exhibitors included manufacturers and solution providers for cable and wire, testing instruments and smart grids. 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, automotive, telecommunication, petrochemicals, security and lighting.

For more information on Wire & Cable Guangzhou, please visit www.wire-cable-china.com or email wire@china.messefrankfurt.com.

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

– 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 2,600* 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

* preliminary figures 2019