

Press release

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Rescheduled Wire & Cable Guangzhou confirms new dates in November

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Following the announcement from the Chinese State Council about the gradual resumption of large scale events nationwide, the organisers of Wire and Cable Guangzhou, the largest event of its kind in South China, have secured new dates for the 2020 edition. The fair, which was originally scheduled in May, was postponed due to the COVID-19 pandemic and will now be held from 9 – 11 November at the China Import and Export Fair Complex, Guangzhou, China.

Discussing the rescheduled fair, Mr Emeka Hu, General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, commented: "Following a difficult start to the year that severely impacted almost all industrial and manufacturing activities, the outlook in China for the domestic wire and cable industry has since stabilised. With the situation in China improving, the local Guangzhou authorities have encouraged the resumption of business, and many domestic companies are ramping up their commercial activities. The rescheduled fair in November will provide much needed stimulus to the industry following a challenging time."

Mr Hu added: "In close collaboration with the exhibition venue, we are working to ensure that all of the appropriate sanitation and safety measures are in place in time for November. We would like to thank all of our exhibitors and supporting partners for their continued support, and we look forward to welcoming the entire fraternity for a productive few days of business later this year."

Wire & Cable Guangzhou facilitates industry development with a particular focus on electrical power. Exhibitors include manufacturers and solution providers of wire and cabling, testing instruments and smart grids. During its 11-year run, the fair has brought international and domestic power transmission and distribution companies closer 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.

For more information on Wire & Cable Guangzhou, please visit

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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

* preliminary figures 2019