

Press release

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Wire & Cable Guangzhou 2021 opens on 23 September

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The 12th Wire and Cable Guangzhou will open its doors from 23 – 25 September at the China Import and Export Fair Complex, Guangzhou. The organisers have put necessary safety precautions in place to provide a safe and effective business platform for the industry. Last year’s fair was deferred due to the pandemic, peers are eager to once again gather at the fairground to reconnect and unlock business opportunities. The fair is welcoming approximately 220 exhibitors in the 18,000 sqm exhibition space.

Mr Emeka Hu, the General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, is looking forward to a productive three days of business: “Wire and Cable Guangzhou is the place for manufacturers to showcase their raw materials, high performance machinery and equipment. Despite the pandemic, we have retained a healthy number of exhibitors, demonstrating that the industry in South China remains vibrant. To give participants the tools they need to succeed, the fair’s fringe programme will cover topics relevant to new emerging markets including the applications of 5G high-speed transmission cables in the IoT era and technological cables in electric vehicles and power charging systems. This combined with the exhibition provides an ideal blend of educational and sourcing opportunities.”

A major driving force for business in the region is the government’s 14th Five-Year Plan, which encourages development of power grids, new energy infrastructure, smart grids, and power transmission networks. Intelligent manufacturing, 5G technology and new energy vehicles are also increasing demand for cabling, and bringing substantial opportunities for manufacturers in Southern China.

Changlan Electric Technology, Changsha Anguang Cable Material, CMMMC Cable Shanghai Factory, Shandong Enter New Material and Shanghai Mectronics Rottwei Electronic Machinery Technology will be showcasing their cables and accessories. Chengdu Lianshi Technology, Guangdong Cable Best Cable, Guangzhou Electromechanical Equipment, Guangzhou Yi Ge Electromechanical Device, Maguire Products Asia, Nanjing Zhongchao New Materials, Nantong Xinnuo Photoelectric Technology, Shenzhen Jiuxing Zhiyu Technology,

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Shanghai Infratest Electronics and Shenzhen Shenzhou Cable, will feature their latest manufacturing and machineries.

This year, the show has once again received extensive support from China Southern Power Grid, and its subsidiaries who will be exclusively sourcing power grid related products. These include: EHV Power Transmission, China Southern Power Grid Power Generation, Guangdong Power Grid, Guangxi Power Grid, Yunnan Power Grid, Guizhou Power Grid, Hainan Power Grid, Guangzhou Power Supply Bureau, Shenzhen Power Supply Bureau, China Southern Power Grid Electric Power Research Institute, China Southern Power Grid Energy. The Guangdong Province Wire & Cable Industry Association will also be in attendance.

Fringe programme highlights manufacturing trends and new applications

With the launch of the 14th Five-Year Plan, the wire and cable industry is adopting a future-oriented outlook. Academic experts, technical engineers and corporate representatives from the power and cable sectors including China Southern Power Grid, Guangzhou Nanyan Cable Group, Guangdong Xinyaguang Cable, Architectural Design & Research Institute of SCUT, Zhejiang 3Q Cable and Huawei will discuss the latest market trends and technologies and share different case studies with audiences at the Wire and Cable Asia Forum (WCAF).

Topics include:

- Future development trends of high-voltage power grid cables
- Opportunities and challenges of wire & cable industry under the development of new power grid system construction
- Technical requirements for fireproof cables
- Future applications of 5G high-speed transmission cables in the IoT era
- Application of technological cables in electric vehicles and power charging systems
- Training: improve corporate bidding to win investment
- Pain points, solutions and trends of coding and marking in the smart electronics industry

Additional health care and hygiene precautions

To ensure the safety of all participants, the organisers of Wire and Cable Guangzhou will implement additional public health measures including entry checkpoints to verify the digital health code of all participants, and onsite temperature scans. There will also be frequent sanitisation of facilities and distancing measures implemented for seminar attendees.

Organised by Guangzhou Guangya Messe Frankfurt Co Ltd, China Southern Power Grid Media Co Ltd and Guangzhou Boyou Exhibition Service Co Ltd, Wire & Cable Guangzhou facilitates industry development in South China. With a particular focus on electrical power, exhibitors include manufacturers and solution providers of wire and cabling, testing instruments and smart grids.

Wire & Cable Guangzhou
23 – 25 September 2021

www.wire-cable-china.com or email wire@china.messefrankfurt.com.

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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