

Press release

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Dates confirmed: Wire & Cable Guangzhou returns from 21 – 23 July 2021

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GIWC21_PR1

The dates are set for the return of Wire and Cable Guangzhou. Following a hiatus in 2020 due to COVID-19, preparations are underway to welcome industry players from South China back to the China Import and Export Fair Complex this July. With vaccination progress accelerating and business sentiment improving, the fair is poised to give industry professionals the opportunity to re-establish business connections and find new sales partners.

Prior to its 2020 hiatus, Wire & Cable Guangzhou was on a consistent growth trajectory, including a 14% rise in visitor numbers in 2019. Mr Emeka Hu, the General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, sees the upcoming edition as the first step towards re-establishing this trend: “Whether it’s for contact gathering, deal striking, or education, we hope participants will use this upcoming edition to re-energize following a challenging year and a half. Despite facing many difficulties last year, prospects for the wire and cable industry are improving. Talking points in July are likely to include China’s new infrastructure plan, state grid investment, and demand from new energy vehicles.”

New infrastructure policy to drive investment

As part of China’s COVID-19 relief package, the government has prioritised investment in new infrastructure projects which are set to directly benefit the wire and cable industry.

Seven areas of investment include 5G networks, ultra-high voltage power transmission, inter-city transportation and rail systems, new-energy vehicle charging stations, data centres, artificial intelligence and the industrial internet. Investment is also in the pipeline for China’s State Grid, with RMB 4500 billion¹ pledged for construction projects, many of which will require overhead lines, power cables, transmission lines and distribution lines.

Besides government policy, growth in China’s new energy vehicle industry is also boding well for wire and cable suppliers. According to

Messe Frankfurt (HK) Ltd
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¹<https://bit.ly/31dGZ3e>. Retrieved 23 March 2021

data from the China Automobile Association, in 2020, EV production and sales reached a record high, up 7.5% and 10.9% respectively from the year before. This trend is expected to accelerate over the next 15 years, with a corresponding rise in demand for high performance electric cables.

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.

The 2019 exhibition attracted 220 exhibitors and 26,410 professional buyers from 41 countries and regions. The fair's visitors span a number of industries, including power engineering, construction, 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.

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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. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 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

* preliminary figures 2020

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