

Press release

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## Wire & Cable Guangzhou secures new dates for rescheduled event: 23 – 25 September 2021

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**With the pandemic in Guangzhou now under control, and the local government supporting the resumption of large scale events, the organisers of Wire and Cable Guangzhou have announced new show dates. The fair, which was previously postponed from its original dates in July, will now be held from 23 – 25 September at the China Import and Export Fair Complex, Guangzhou, with approximately 250 exhibitors in attendance.**

Commenting on the rescheduled fair, Mr Emeka Hu, the General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, said: “With the situation in Guangzhou province improving, and after discussions with key stakeholders, we are glad to confirm new show dates in September. We hope participants will use the occasion to re-establish business connections, explore new opportunities and usher in a strong end to the business year.”

Mr Hu added: “To safeguard the health and safety of all participants and staff, we are in close communication with the venue, and extra health and safety measures will be implemented to ensure the fair offers a safe and effective platform for the industry. We would like to thank the industry for their continued support and trust, and we look forward to welcoming new and old friends to the fairground soon.”

### **Machinery and cable suppliers prepare to connect with buyers from Southern China**

Wire and cable processing machinery continues to be sought after across a variety of industry segments, and particularly in the energy and utilities industry. At the same time, production and sales in China’s automotive sector have remained stable and renewable energy vehicles are grabbing an increasing share of the market, despite the pandemic. The high demand for charging cables and special wirings for electric vehicles has created new sales opportunities for wire and cable manufacturers in Southern China. In order to gain an edge in the market, manufacturers are focusing on meeting the purchasing criteria of buyers, namely quality assurance and cost efficiency.

Wire and Cable Guangzhou serves as the ideal stage for suppliers to effectively promote their solutions to the market. Numerous

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manufacturers who have been returning to the fair since 2017 are ready to once again showcase their new machinery and equipment at this year's edition, including: Dongguan Taizheng Wire Machinery, Dongguan Gemyoung Wire & Cable Equipment, Shenzhen Shenzhou Cable and Shanghai Yessjet Precise Machinery.

Many first time exhibitors will also feature, including Guangdong Lanzhijia Cable and Changlan Electric Technology who are preparing to make their debut at the show with a selection of power cables and accessories.

Representing both the public and private sectors, buyers from across Southern China will conduct their sourcing activities and discover the latest technologies and development trends onsite. Supporters arranging buyer delegations to the fair include China Southern Power Grid Electric Power Research Institute, China Southern Power Grid Energy, China Southern Power Grid Power Generation, EHV Power Transmission, Guangdong Power Grid, Guangxi Power Grid, Guangzhou Power Supply Bureau, Guizhou Power Grid, Hainan Power Grid, Shenzhen Power Supply Bureau and Yunnan Power Grid.

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.

While the 2020 edition was deferred due to COVID-19, the last physical exhibition in 2019 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](http://www.wire-cable-china.com) or email [wire@china.messefrankfurt.com](mailto: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](http://www.messefrankfurt.com)

Wire & Cable Guangzhou