

Press release

25 June 2021

Wire & Cable Guangzhou 2021 to be postponed

Telly Cheuk
Tel. +852 2238 9956
Telly.cheuk
@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.wire-cable-china.com
GIWC21_postponement_en

In response to a recent wave of COVID-19 cases in Guangzhou, Wire and Cable Guangzhou, originally scheduled to be held from 21 – 23 July 2021 at the China Import and Export Fair Complex, will be postponed.

Earlier, the People's Government of Guangzhou Municipality released a set of guidelines about prevention and control measures including the suspension of all large-scale events¹. Following the government's guidance, the organisers of Wire & Cable Guangzhou have decided to postpone the fair. The new dates will be announced in due course.

Commenting on the decision, Mr Emeka Hu, the General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, said: "In compliance with the local government's guidelines and with health and safety of our show attendees being our primary concern, we believe postponing the event is the best arrangement under the current circumstances. We will closely observe the developments in the province and will announce the new show dates as soon as it is safe to resume trade fair activity in Guangzhou. We want to thank all of our stakeholders for their understanding and continued support."

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.

¹http://www.gz.gov.cn/xw/jrgz/content/post_7306482.html

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

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

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