

Press release

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Power grid investment is capturing attention ahead of Wire & Cable Guangzhou this June

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Wherever there is investment, opportunities will inevitably follow. That is the thinking behind this year's Wire & Cable Guangzhou, which is set to take place against a backdrop of government investment in the South China power grid, a lucrative market for cables and components. As a gateway to this market in the Greater Bay Area, the fair will take place from 22 – 24 June to connect exhibitors with relevant buyers from across South China. In particular, this edition will turn its attention to the government's New Infrastructure Policy with a focus on four main categories: intelligent cables, renewable energy cables, cable equipment and related products.

With new infrastructure investments from the government's 14th Five-Year Plan coming into effect, Mr Emeka Hu, the General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, is enthusiastic about prospects for the wire and cable industry: "The feedback from participants at the 2021 edition confirmed that the industry is optimistic about the coming year. Investment in China's power grid is expected to exceed expectations in 2022. This presents a good opportunity for exhibitors to connect with buyers from the South China market, including stakeholders from state-owned enterprises who will be in attendance at the fair."

New opportunities under the 14th Five-Year Plan

Wire and Cable Guangzhou continues to attract the most relevant industry stakeholders thanks to support from the China Southern Power Grid Corporation, a leading public utility provider who is set to invest RMB 670 billion¹ in smart grids and high voltage transmission during the 14th Five-Year Plan.

The company and its subsidiaries from the power grids of seven provinces, as well as those from the China Southern Power Grid Electric Power Research Institute, China Southern Power Grid Energy, China Southern Power Grid Power Generation, and the EHV Power Transmission Company will arrange visitor delegations to the fairground to source for power grid related products.

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¹ http://www.csg.cn/xwzx/2021/gsyw/202111/t20211111_323490.html

The 2021 edition of Wire & Cable Guangzhou attracted 220 exhibitors and 11,824 visitors spanning a number of industries, including power engineering, construction, telecommunication, petrochemicals, security and lighting. Mr Xing Jie, Manager of the Administration Department of Jiangsu Heng Tong High Pressure Marine Cable was pleased with the previous fair's outcome: "Wire and Cable Guangzhou provides a good platform for resource sharing, as well as to learn about products and new technology in South China. It presents a good opportunity for business."

Industry growth and quality control go hand in hand

Wiring for electric vehicles is currently a hot topic, however manufactures are encountering stumbling blocks when it comes to quality control. To address this and other pain points, this year's fringe programme will once again feature the Wire and Cable Asia Forum (WCAF).

Academic experts, technical engineers and business representatives in the cable and power fields will gather at the forum to discuss the latest technologies and discuss market prospects. With an eye on the future, this year's agenda includes intelligent cables, electronic cables, automobile wire and cable clusters, power cables and home wiring.

Discussing its value at the previous edition, Ms Liying Zhang, Project Manager of TÜV Rheinland, said: "At the forum I discussed certification standards and testing methods for EV charging cables with industry peers. Many end-users are currently concerned about quality control. The forum provides a platform for suppliers, manufacturers and buyers to connect with one another, and it also provides us, third-party certification agencies, with networking opportunities."

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.

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

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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

Wire & Cable Guangzhou
22 – 24 June 2022

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 for 2021