

Press release

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Wire & Cable Guangzhou postpones its 2022 edition

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GIWC22_postponement

With covid-19 containment efforts continuing across various provinces in China, the 13th edition of Wire & Cable Guangzhou has been put on hold. The fair, which was originally scheduled to take place from 22 – 24 June 2022, has been pushed back in support of the local government’s virus control measures. The new dates for the rescheduled fair will be announced at the earliest opportunity.

“The decision to postpone the fair was not easy to make, but it is a necessary step given the evolving situation in China,” explains Mr Emeka Hu, General Manager, Guangzhou Guangya Messe Frankfurt Co Ltd. “With the fair originally scheduled to open as soon as next month, the ongoing pandemic situation has created a significant amount of planning uncertainty for participants, many of whom are travelling from different provinces to the show. It is therefore in the best interest of all parties to reschedule the fair to a time when the circumstances are more stable. This will also ensure that exhibitors reserve their marketing budgets for a more effective fair. In the meantime we would like to express our thanks to all Wire & Cable Guangzhou stakeholders for their ongoing support and understanding.”

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 drives industry development in South China. In 2021, the fair brought together 220 exhibitors and 11,824 trade visitors. With a 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

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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 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