

# wire & cable

GUANGZHOU

## 2019 After-Show Report

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11-13 June 2019

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# SHOW INFORMATION



Wire & Cable Guangzhou successfully concluded the 11th anniversary edition of the show. Jointly organised by China Southern Power Grid Media Co Ltd, Guangzhou BoYou Exhibition Service Co Ltd and Guangzhou Guangya Messe Frankfurt Co Ltd, the fair ran from 11 – 13 June at the China Import and Export Fair Complex in Guangzhou.

Receiving solid support from industry associations, the fairs continued to strengthen their position as a premium trade platform for the wire and cable market in South China.







## SHOW STATISTICS

The 11th Guangzhou International Wire and Cable and Accessories Exhibition had drawn to its close.

26,410 trade buyers from 41 countries and regions.

The exhibitors from Wire & Cable was 220, total of 500 exhibitors with Electric Power Asia, and covering more than 40,000 square meters of exhibition area.

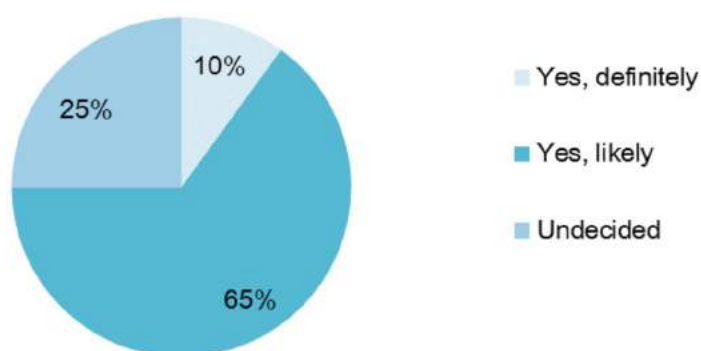
Dozens of associations and corporate audiences from cable and power industries.

Top ten Cable Technological Innovation Awards Selection Activities, Asian Cable Summit Forum and other simultaneous events.

# EXHIBITOR ANALYSIS

Wire & Cable Guangzhou 2019 is the 11th edition of the annual Wire & Cable Guangzhou Exhibition. Both new and returning exhibitors indicate that the fair serves well as a comprehensive platform for information exchanging, relationship developing, and business expanding.

Likelihood to Re-attend







We've already joined the show for the 5th year. We're a new face in the Guangdong province and this well-established show has indisputably helped us to increase our exposure to the audiences in the region and provided us with a stage to showcase our advanced techniques and products.

--Mr Zhang Jin Wei, General Manager,  
Guangdong Yashi Machinery Technology Co., Ltd.

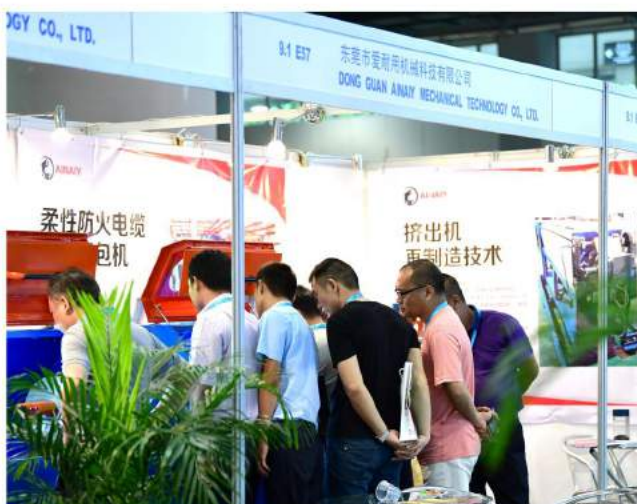
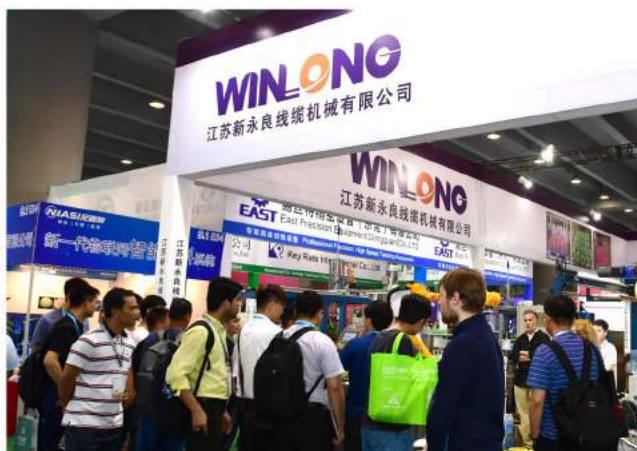
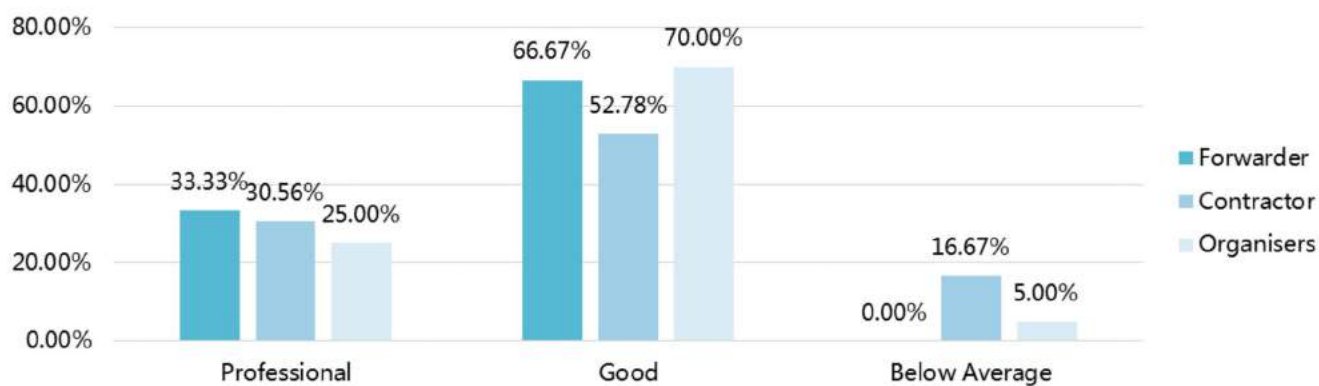
We specialise in the production of raw materials for the wire and cable market and this is our 5th time joining the show. The show serves as a strong platform in the South China market for us to maintain and strengthen ties with existing customers and find new clients in the region.

--Alice Yang, Sales Manager, Zhonglian  
Photoelectric New Material Co., Ltd.



# EXHIBITOR ANALYSIS

## Satisfaction on On-site Services







We supply diagnosis equipment for highway and underground cables. Due to fast pace of urban development, there's a surge in demand for underground cables. Our equipment can diagnose installation or connection errors.

By participating at the show, I can connect with new and existing clients. For us, it's important to learn about their latest business objectives and align our testing equipment with their needs.

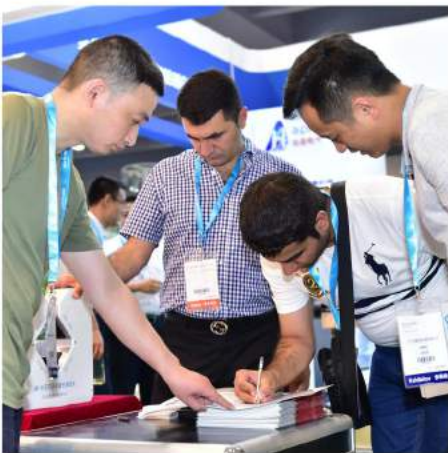
This year is another successful edition; we have generated many new leads throughout the 3 day show. As we are quit established in the Mainland Chinese market, our company's next step is to expand our business in Hong Kong and Macau. I'm happy to find relevant contacts here at the show.

—Mr Zhou Jie, Shanghai Infratest Electronics Co Ltd

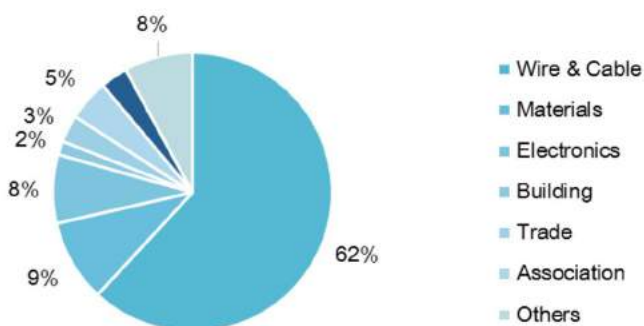


# VISITOR ANALYSIS

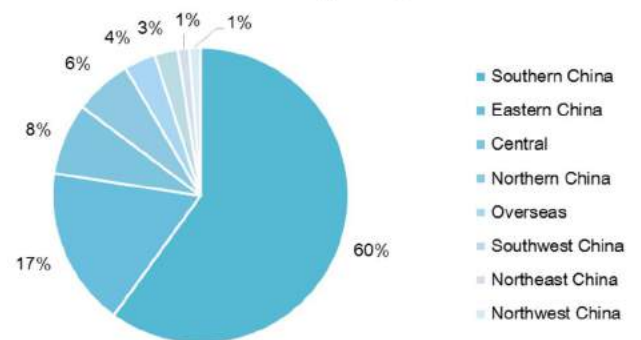
Wire & Cable Guangzhou 2019 concluded with record-breaking number of visitors. The fair ran from 11 – 13 June at the China Import and Export Fair Complex in Guangzhou received 22,670 visitors from 41 countries and regions.



Visitor Profile by Industries



Visitor Profile by Regions



The show is well known in the industry as many of the quality cable companies are joining this fair. And they will bring a variety of products to show as well, so this is an ideal destination for us to find materials for our LAN cables, power cords, connectors and fibre optics.

—Mr Xu Sheng, Engineer, Hony Group



Some of the buying delegations that were present included  
Guangdong Wire & Cable Association,  
Huizhou Qiuyeyuan Industrial Co., Ltd.  
Guangzhou Nanyang Cable Co., Ltd.  
Guangdong Tianhong Cable Co., Ltd.  
Pan - International Precision Electronic Co., Ltd  
and more.





# FRINGE EVENTS

On top of the specialist suppliers that visitors are able to locate at the show, there was also a range of educational opportunities offered to visitors.

"The forum gives comprehensive updates on current cable production technology and standards. The speakers and attendees are all experts in the industry and I have learnt a lot from them. It's a good opportunity for me to expand my business network."

—Mr Xu Zhi Guo,  
Sales Manager,  
Jilin Dongdian Business  
Service Co Ltd,

2019 6.11-13

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华南最具行业影响力技术大展

THE BIGSHOW OF  
WIRE & CABLE TECHNOLOGY





Among fringe events is the "Wire and Cable Asia Forum" (WCAF) which brings fibre optic cabling experts together to discuss technological trends, new regulations and the industry outlook.



The "Guangdong Optical Cable Expert Committee Meeting" explores ideas to boost development of the wire and cable industry in Southern China.



Additionally, was an award ceremony recognising the top 10 technological innovations of the year.





## ORGANISERS BACKGROUND

**Background information on China Southern Power Grid Media Co Ltd**  
Established in 2010, China Southern Power Grid Media is a comprehensive media platform under China Southern Power Grid, a state-owned power company. China Southern Power Grid Media Co Ltd specializes in the distribution and transmission of power and has a strong presence across the Chinese provinces of Guangdong, Guangxi, Guizhou, Hainan and Yunnan as well as in Hong Kong and Macau. In 2016, the company entered the exhibition industry as an organizer, offering participants an invaluable opportunity to reach key experts and decision makers in the wire and cable industry.

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

\* preliminary numbers 2017

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

**Background information on Guangzhou Boyou Exhibition Service Co Ltd**

Guangzhou Boyou Exhibition Service Co Ltd is a renowned exhibition company in South China. The company hosts of a variety of exhibition topics on an international scale within the region and is the co-organiser of Wire & Cable Guangzhou.

# See You Next Year!

Show Name	Guangzhou International Wire, Cable and Accessories Fair
Show Date	May 27-29, 2020
Show Venue	China Import and Export Fair Complex, Guangzhou, China
Organizer	China Southern Power Grid Media Co Ltd China Southern Power Grid Media Co Ltd Guangzhou BoYou Exhibition Service Co Ltd
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