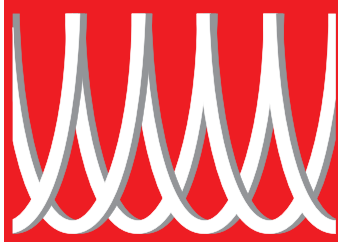




# wire

## CHINA



线缆线材、  
光纤光缆、  
机械设备及材料

弹簧制造

紧固件技术

THE 9<sup>TH</sup> ALL CHINA - INTERNATIONAL  
WIRE & CABLE INDUSTRY TRADE FAIR  
第九届中国国际线缆及线材展览会

**2020. 9. 23-26**

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管材展



紧固件展

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中国国际线缆及线材展览会  
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上海电缆研究所有限公司  
Shanghai Electric Cable Research Institute Co., Ltd.



杜塞尔多夫展览(上海)有限公司  
Messe Düsseldorf (Shanghai) Co., Ltd.

**参展邀请**  
**INVITATION**

## 线缆线材：国民经济的“血管”与“神经” WIRE & CABLE: "BLOOD VESSELS" OF NATIONAL ECONOMY

中国已成为全球线缆线材的主要生产国和销售国。目前，中国在5G通讯、智能制造、交通轨道等领域正不断加大研发投入，促使了相关线缆线材制造企业的升级改造。与此同时，随着近几年“一带一路”计划的有序推进，越来越多的国家看见成效并加入进来。相信未来，中国将持续对全球线缆线材市场的发展起到关键作用。

China has become a major producer and seller of wires and cables in the global market. At the same time, China's increasing investment in 5G communications, smart grid, smart factory, railway transportations and other areas, as well as the progress of the "Belt and Road" initiative will ensure that China will continue to play a key role in the global wire and cable market.

## 欣欣向荣的应用市场蕴藏了丰富的商机 THE THRIVING APPLICATION MARKETS HAVE A WEALTH OF BUSINESS OPPORTUNITIES



### 5G通讯技术 5G COMMUNICATION

中国《国家信息化发展战略纲要》强调，要积极开展5G技术研发、标准和产业化布局，在2025年建成国际领先的移动通信网络。目前，全球5G商用的推进速度正在加快，势必推动光纤光缆行业的发展。

The outline of the National Informatization Development Strategy emphasizes that it is necessary to actively carry out 5G technology research, development, standardization and build a leading international mobile communication network by 2025. At present, the propulsion speed of global 5G commercial is accelerating, which is bound to promote the development of optical fiber cables.



### 轨道交通 RAIL TRANSIT

根据中国《中长期铁路网规划》，到2025年全国铁路总运营里程将达到**17.5**万公里，到2030年这一数字将达**20**万公里。此外，至2025年，中国预计将有**80**个城市开通城市轨道交通并投入运营，运营线路长度将达到**15,033**公里。

According to the National Medium and Long-Term Rail Transit Network Plan, the total mileage of China's railways will reach **175,000** km by 2025, and this figure will turn to be **200,000** km by 2030. Besides, it's expected that 80 cities will put new urban rail transportation systems into operation, with a total network of **15,033** km.



### 特高压输电 UHV TRANSMISSION

中国国家能源局《关于加快推进一批输变电重点工程规划建设工作的通知》指出，将加快推进九项输变电重点工程的落地，共涉及“七交五直”**12**条特高压线路，合计输电能力为**5,700**万千瓦。

The National Energy Administration's notice on "Accelerating the Planning and Construction of a Batch of Key Projects for Power Transmission and Transformation" pointed out that it will accelerate the progress of nine key power transmission and distribution projects, commissioning a total of **12** UHV projects, including 5 DC UHV projects and 7 AC UHV projects, with a total transmission capacity of **57** million kilowatts.



### 智能电网 SMART GRID

近年来，中国对电力系统自动化和智能化的建设要求不断提高，电力投资重点也再逐步转向电网智能化及配电网建设。能源互联网发展的新趋势对电力电缆的未来健康发展就有重大意义。

In recent years, China has continuously upgraded and constructed new automated and intelligent power systems, and the focus of power investment will gradually shift to the intelligentization of power grids and the construction of distribution networks. The new trend of energy network development is of great significance to the future healthy development of power cables.



### 工业机器人 INDUSTRIAL ROBOT

根据国际机器人产业协会IFR的预测，未来几年中国机器人行业销量有望维持**25%至30%**左右的增速，电线电缆作为机器人的重要零部件，市场需求量将呈现爆发式增长。

According to the prediction of IFR of the International Robot Industry Association, the sales volume of China's robot industry is expected to maintain a steady growth rate of **25%-30%** for the next few years. Wires and cables are important components of robots, and the market demand will show explosive growth.



## 为何参展? WHY EXHIBIT?

亚洲首屈一指的线缆、线材行业展览会，在这里您既能会见业内老友，又能开发新客户。2020年展会预计将聚集**48,000**多名专业买家，同场采购产品、学习技术并拓展人脉。

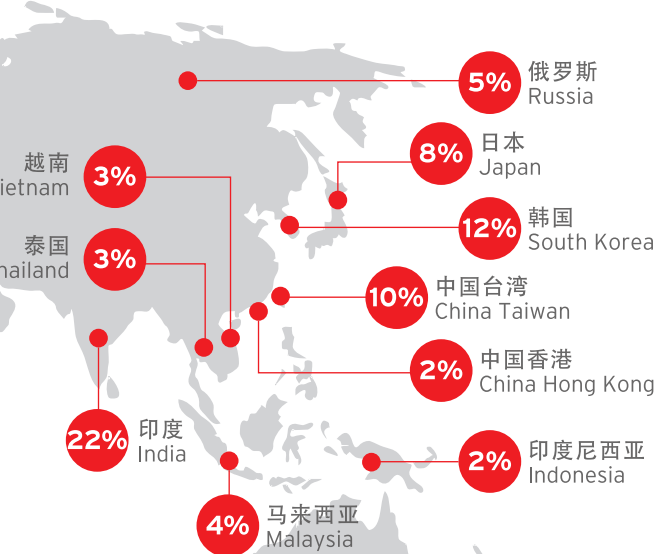
同时，配套举办的论坛及会议则将集中讨论行业的热点话题、分享国际前沿的解决方案、并提供给您结识行业高知的机会...

wire China is one of the leading show of wire and cable industries in Asia where customers and prospects come to see you, the supplier. At wire China, suppliers like you will find more than **48,000** qualified eager buyers looking for new sources and solutions to a myriad of manufacturing, processing and applications. All in one place. All within 4 days of the expo!

## WIRE CHINA 2018 成绩显著 THE FACTS OF WIRE CHINA 2018



## 上届展会前十大海外观众来源地 2018 TOP 10 OVERSEAS VISITORS WERE FROM...



\* 百分比结果以所有2018到场观众为基数。  
\* Percentage results are based on all 2018 visitors.

## 全球目光聚焦到了中国市场 THE CHINESE MARKET IS ACQUIRING ENORMOUS IMPORTANCE FOR GLOBAL BUYERS

上届展会共吸引了来自**91**个国家和地区的**45,120**位专业买家莅临，较2016年增长了**6.9%**。值得一提的是，**1,980**余人组成的**95**个海内外参观团推高了上届展会的现场交易热情。

In 2018, we attracted **45,120** professional buyers from **91** countries and regions, up **6.9%** from the previous edition. Besides, **1,980+** key buyers from **95** overseas and domestic delegations boosted the onsite trading enthusiasm.

## 来自上届 参展商的声音 WHAT EXHIBITORS HAVE SAID ...

wire China拥有业内优质的客户资源，我们的技术专家和销售人员能够在现场和客户进行高效沟通。  
wire China has many important customers. Our experts and sales can communicate effectively with those people.

Mr. Lars Fagerholm 先生  
芬兰麦拉斐尔公司  
Maillefer Extrusion Oy  
执行副总裁  
Executive Vice President

wire China是中国本土企业展示“中国制造”实力的绝佳平台，我司每届都有出席。展会上遇到的客户都是线缆行业的专业买家。  
wire China is absolutely a perfect place for Chinese local enterprises to showcase the power of "Made in China". The clients we met here are very professional.

Mr. Bill Li 李滨恒 先生  
江苏新技机械有限公司，市场总监  
Marketing Director  
Singcheer

## 若您提供如下产品 / 服务，快来加入我们吧！ COMPANIES FROM FOLLOWING INDUSTRIES WILL EXHIBIT...

- 线缆线材生产与精加工机械
- 辅助加工
- 辅助加工材料
- 材料和特种电线电缆
- 测控技术
- 检测工程
- 相关领域
- Wire Manufacturing & Finishing Machinery
- Process Technology Tools
- Auxiliary Process Technology Materials
- Materials, Special Wires & Cables
- Measuring & Control Technology
- Test Engineering
- Specialist Areas

## WIRE CHINA 观众来自哪些行业？ BUYERS FROM FOLLOWING INDUSTRIES WILL VISIT...

- 电线电缆、光纤光缆工业
- 线材工业
- 汽车工业
- 钢铁和有色金属行业
- 信息科技及电信行业
- 航天航空工业
- 电子行业
- 电气工业
- 建筑业
- 相关协会/科研机构/高校
- 相关贸易服务业
- 其他
- Electric / Optical Fiber Cable Industry
- Wire Industry
- Automotive Supply Industry
- Iron Steel & Non-Ferrous Metal Industry
- IT & Telecommunication
- Aerospace Engineering
- Electronic Industry
- Electrical Industry
- Construction Industry
- Association / Research Institute/ University
- Trading
- Others

## 上届莅临展会的优质买家 WIRE CHINA 2018 WELL-KNOWN BUYERS



\* 以上仅为部分到场买家，排名不分先后。  
\* Only part of key buyers listed, ranking in random.



完备的参展方案  
SERVICE TO SUPPORT  
YOUR SUCCESS

光地展位 RAW SPACE	36平方米起租 from 36 sqm
追求个性化的设计，充分体现公司形象 Empty exhibition space provided, fully customized construction design enables you stand out with a good company image	
普通标准展位 STANDARD SHELL SCHEME	9平方米起租 from 9 sqm
经济且标准化的设计，小投入大回报 Small investment but big return by booking standard booth package	
升级标准展位 UPGRADED SHELL SCHEME	9平方米起租 from 9 sqm
兼顾造型及功能，拎包参展也能高大上 Fully furnished booth takes both image and function into consideration	

\* 具体展位价格请咨询主办单位。  
\* Please contact organizers to get the price list.

展会重要日期  
IMPORTANT DATES

2020年7月15日 15 July 2020 展位报名截止 Official exhibitor registration deadline
2020年9月20日下午至22日 20 Afternoon - 22 September 2020 展位搭建 Build-up
2020年9月23至26日 23 - 26 September 2020 展览期间 Duration of trade show
2020年9月26日下午16: 00 16:00, September 26, 2020 撤离展览 Dismantling

\* 具体时间安排以《参展商服务手册》为准。  
\* Please refer to the final schedule on exhibitor service manual.

提升参展效果，不止于4天展期！  
NOT ONLY A FOUR-DAY EXHIBITION!

传统观念将参加展会模式化，以为只有在现场才能获取流量。但事实并非如此！专业人士给您支招，帮助您加强展前、展后的曝光，让短暂的展期拓展成365天的营销周期，大大提升了参展效果。

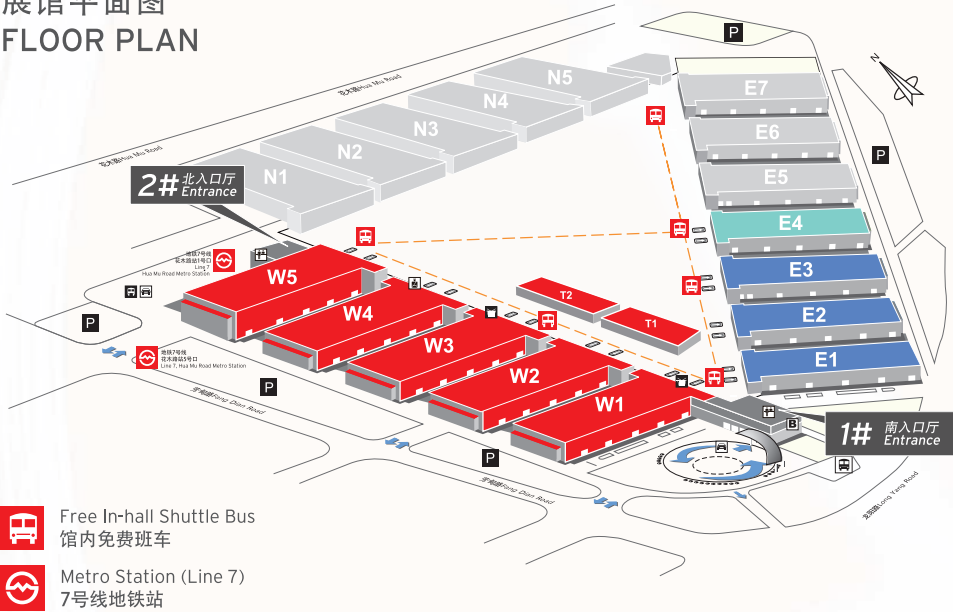
The traditional concept of participation in an exhibition has been modeled, that only get traffic during short show period. But that's not the case now! Here are ways that strengthen your exposure in pre-show and post-show stage, so as to extend a short exhibition into a whole year marketing campaign.

我们为您提供多种宣传渠道  
WE OFFER YOU VARIOUS  
ADVERTISING TOOLS

-  门票广告，邮寄至专业观众手中  
Ticket Ad-direct mail to professional attendees
-  会刊广告，覆盖所有现场客户  
Show catalogue-exposure to all on-site customers
-  观众胸卡、挂绳及资料袋广告，移动中的宣传利器  
Visitor bag, lanyard and badge sponsorship
-  官方微信推广，推广公司动态及新品  
Official Wechat- promotion of your products and technology
-  官方网站广告，推广公司动态及产品  
Official website- promotion of your products and technology
-  电子快讯广告，发送给您的潜在客户  
E-newsletter-deliver to your potential customers

\*更多推广方式及价格，敬请留意《参展商服务手册》。  
\*For more promotion tools and prices, please refer to exhibitor manual.

展馆平面图  
FLOOR PLAN



wire CHINA  
线缆线材展  
W1-W5  
T1-T2

同期举行  
Co-located with  
Tube CHINA  
管材展  
E1-E3

Fastener  
Shanghai  
紧固件展  
E4

强大的合作媒体网络  
STRONG MEDIA NETWORK

wire China 长期与海内外的行业媒体、大众媒体有着紧密的合作，覆盖了74家线上及线下的专业媒体，有效地提升了展会的知名度及口碑。  
wire China has a long-run cooperation with 74 industry media and mass media at home and abroad.



\* 以上仅为部分合作媒体，排名不分先后。  
\* Only part of the support media are listed above, ranking in random.

2020. 9. 23 - 26

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全球合作  
In cooperation  
with



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- wire 主办者  
Organiser of wire

国际支持单位  
International  
Supporters



International Wire and Cable Exhibitors Association (IWCEA)  
- German Wire and Cable Machinery Manufacturers Association (VöDKM)  
- Austrian Wire and Cable Machinery Manufacturers Association (AWCMA-VöDKM)  
- International Wire and Cable Exhibitors Association-France (IWCEA-France)



International Wire & Machinery Association (IWMA)



Italian Wire Machinery Manufacturers Association (ACIMAF)



Wire and Cable Industry Suppliers Association (WCISA)

国内支持单位  
Domestic  
Supporters

中国钢铁工业协会  
China Iron & Steel Association (CISA)  
中国有色金属工业协会  
China Nonferrous Metals Industry Association (CNIA)

中国电器工业协会  
China Electrical Equipment Industrial Association  
中国电器工业协会电线电缆分会  
Wire and Cable Branch of the China Electrical Equipment Industrial Association

中国钢结构协会线材制品行业协会  
Wire Rod Products Society of CSCS  
中国国际贸易促进委员会冶金行业分会  
Metallurgical Council of the China Council for the Promotion of International Trade

中钢集团郑州金属制品研究院  
Sinosteel Zhengzhou Research Institute of Steel Wire & Steel Wire Products  
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Shanghai Nonferrous Metals Trade Association  
上海有色金属学会  
Shanghai Nonferrous Metals Institute