

期待下届  再相聚
SEE NEXT TIME

2022. 9. 26-29
上海新国际博览中心 · SNIEC

关注我们 FOLLOW US



敬请关注微信公众号：
中国国际线缆及线材展览会



添加微信小程序：
中国国际线缆及线材展览会



中国国际线缆及线材展览会
VR在线展览



上海电缆研究所有限公司(SECRI)
电话Tel: (86) 21 6548 1530 / -3517
传真Fax: (86) 21 5126 3118
邮箱Email: exhibition@secri.com

join the best: 2020. 9. 23-26

Shanghai, China | 中国, 上海



INTERNATIONAL WIRE & CABLE
INDUSTRY TRADE FAIR
第九届国际线缆及线材展览会



主办单位 Organizers



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.

展后报告



54,000m²

展览面积
Exhibition Space

732

参展商
Exhibitors

36,552

专业观众
Trade Visitors

凝心聚力, 共创行业高质量发展

STAY TOGETHER WITH INDUSTRY

作为今年首个成功举办的国际性线缆线材展览会, wire China不仅得到了行业各界人士的关心与支持, 同时也凭借着高质量的大会组织获得了业内同仁的一致认可。

本届展会各项统计数据喜人, 展出效果超出了预期。5个主题展馆覆盖了高达54,000平方米的展览面积, 共有732家优质企业参展。与此同时, 在完善的防疫措施下, 展会成功迎来了36,552名行业观众的莅临。面对面的沟通交流大大拉近了展商和观众的距离, 更有助于加快行业复苏和转型的步伐。

As Asia's first influential international trade fair for the wire and cable industries held this year, wire China successfully concluded at Shanghai New International Expo Center (SNIEC) on September 26, 2020.

With the care and support from the industry and professional associations, wire China 2020 have together welcomed 36,552 buyers to Shanghai, China. Meanwhile, the total exhibition area of both shows reached 54,000 sqm, accommodating 732 exhibitors to showcase their latest products and technology, interacting with trade buyers face to face under a series of strict hygiene measures.

行业优质品牌齐聚首

LEADING INDUSTRY BRANDS GATHERED AT WIRE & TUBE CHINA

为期4天的展会上，共有732家优质企业在wire China这一平台上呈现了最新的产品和技术。除了中国本土企业参展以外，今年展会继续迎来了德国展团和法国展团的亮相。这些国际品牌纷纷通过中国分公司或代理商亮相了展会，可见其对中国市场的重视程度。

With the four days exhibition, wire China 2020 welcomed 732 companies to showcase a wide range of products and solutions. Besides, overseas pavilions from Germany and France exhibited at wire China. These international brands have appeared in the exhibition through Chinese branches or agents, which can be seen the importance for them to the Chinese market.



产品范围

PRODUCT RANGE OF EXHIBITORS

线缆线材生产与精加工机械 Wire manufacturing and finishing machinery	53.77%
辅助加工材料 Auxiliary process technology materials	21.70%
材料和特种电线电缆 Materials, special wires and cables	18.87%
辅助加工 Process technology tools	12.26%
检测工程 Testing engineering	8.49%
测控技术 Measuring and control technology	6.60%
相关领域(物流包装、库存、安全、咨询与服务等) Specialist areas	2.20%

展商评语

EXHIBITORS TESTIMONIALS

“每届的wire China都是西科拉不会缺席的行业盛会。展会上，我们会见了许多高质量的买家和潜在的合作伙伴。”

福州西科拉电子科技有限公司
陈万彬 总经理

“wire China is a very important industry event that Sikora must be attending. We have met many high-quality buyers and potential partners at wire China.”

Chen Wanbin, General Manager
SIKORA (Fuzhou) Electronic Technology Co., Ltd.

“wire China 展会是一个非常重要的平台，能够让我们把核技术的应用向来自世界各地的客户进行展示，通过跟客户持续地面对面深入交流的方式，帮助我们拓宽产品技术应用范围。”

中广核核技术发展股份有限公司
王西坡 副总经理

“wire China is a very important platform that enables us to demonstrate the application of nuclear technology to customers from all over the world, and help us expand the application scope of product technology through face-to-face communication with our customers.”

CGN Nuclear Technology Development Co., Ltd.
Wang Xipo, Deputy General Manager

www.wirechina.net



“今年展会上到访我司展台的观众人数超出了我的预期，有不少老客户也来到了现场。wire China无疑是尼霍夫接触老客户、展示设备和技术、以及认识新客户的绝佳平台”

德国尼霍夫机器制造有限公司
Slavko Panzalovic 区域销售经理

“We have met a lot of valuable customers here, more than my expectation. This is a perfect platform to get close to market, to present machines and technologies and to acquire new clients.”

Slavko Panzalovic, Area Sales Manager
Maschinenfabrik NIEHOFF GmbH & Co. KG



全新推出 非接触式 EC系列偏心测试仪

88%

观众满意度
Visitors Satisfaction

36,552

专业观众
Trade Visitors

49

高质量买家团
Buyer Delegations

买卖双方互动热烈，收获颇丰

SPARKING FRESH BUSINESS OPPORTUNITIES AND NEW COOPERATION

借助了wire China 强劲的行业号召力，本次为期4天的展会共吸引36,552 名专业买家到场参与。这体现了中国本土买家的积极性，以及后疫情时代中国市场蕴含着的旺盛的采购需求。此外，有49个专业的观众团带着近千名买家的莅临了现场，推高了现场的交易热情。

Relying on the strong industry appeal of wire China, the four-day events have attracted 36,552 buyers to Shanghai, China, which reflected the high participation enthusiasm of local Chinese buyers and promising recovery of Chinese market. In addition, 49 organizers of buyers group with near 1,000 people visited the exhibition, bringing clear purchase intention.

观众主要来自以下行业

Visitors Mainly Come from the Following Industries



电线电缆、光纤光缆行业
Electric / Optical Fiber Cable Industry



电子行业
Electronic Industry



航空航天工程
Aerospace Engineering



化工行业
Chemical Industry



建筑行业
Construction Industry



线材行业
Wire Industry



汽车行业
Automotive Supply Industry



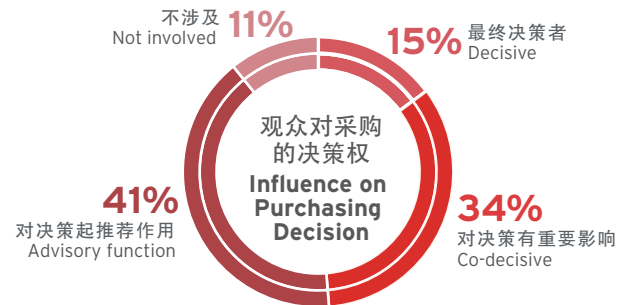
钢铁和有色金属工业
Iron Steel & Non-Ferrous Metal Industry



电机电气工业
Electrical Industry



检测设备和
Measuring Instruments testing and Technology





观众评语

VISITORS VOICE

“我司主要提供电线生产设备。此次参观 wire China 除了学习到了高新技术以外，也找到了几家合适的供应商。我很看好后疫情时代的中国线缆线材市场！”

日立电线（苏州）有限公司，董事总经理
高桥佳裕 先生

“Besides to learning innovative technology, I also found several suitable suppliers. I am very optimistic about the Chinese wire and cable market in the post-epidemic time.”

Yoshihiro Takahashi, Managing Director
Hitachi Cable (Suzhou) Co., Ltd.

“wire China是一个大规模性的专业展会。我们看到了很多生产效率及智能化水平高、创新性强的国内外的生产设备。”

优易电缆（张家港）有限公司
副总经理 陈泓佑 先生

“wire China is a very professional exhibition with large-scale. In this exhibition, we have seen many efficient, intelligent and strong innovation production equipment from China and abroad.”

E&E Cable (Zhangjiagang) Co., Ltd.
Vice General Manager, Chen Hongyou

“wire China 一直是业内具有权威性的展会，代表着同类型展会的很高水准。”

江苏永鼎股份有限公司
采购中心采购经理 苗东川 先生

“wire China has always been an authoritative exhibition in wire and cable industry, which represents a very high level of similar exhibitions.”

Jiangsu Etern Company Limited
Purchasing Manager, Miao Dongchuan



同期活动精彩纷呈

CONCURRENT EVENTS

wire China 不仅是专业的一站式采购平台，同时也提供了发布创新产品、探讨先进技术、学习和分享实战案例的好机会。

展会期间，主办方与行业协会合作，举办了多场专业的论坛：

- 2020中国电线电缆行业大会
- 线缆原辅材料、工艺技术交流会
- 线缆生产设备、工艺技术交流会
- 绕组线行业技术论坛

wire & Tube China is not only a one-stop business platform, but also the ideal place to learn about the latest industry trends and advanced cases. During the exhibition, the organizers cooperated with industry associations to launch several professional seminars and conferences as follows:

- China Wire & Cable Industry Conference 2020
- Seminar for Raw /Auxiliary Materials and Process Technology for Wire & Cable
- Seminar for Manufacturing Equipments and Processing Technology for Wire & Cable
- Technical Forum for Winding Wire Industry



亚洲电线电缆行业合作组织(AWCCA)第八次主席团会议 AWCCA网络贸易对接会

AWCCA大会及AWCCA网络贸易对接会在wire China展会现场举行。首次以在线直播形式举行了“俄罗斯VNIKP专场”和“马来西亚MCMA专场”两场贸易对接会，邀请wire China展商与参会代表进行在线洽谈。

AWCCA 2020 8th General Assembly Meeting was held at wire China 2020. For the first time, two trade meetings of “Russia vnikp session” and “Malaysia MCMA session” were held by live broadcast, wire China exhibitors and participants were invited to discuss business online.



wire China 还首次使用了VR技术，对展会现场实况全球直播，打破疫情的距离阻隔，汇聚全球线缆人。此外展会现场设立了“五大主题路线”，“创意手作互动区”，提升观展体验，展会现场高潮不断，妙趣横生。

VR technology was first used at wire China2020, which can live broadcast the exhibition around the world. VR breaks the distance barrier of COVID-19 and gathers cable people from all over the world. In addition, "five theme routes" and "creative hand-made interaction area" were built at wire China2020, which make the exhibition was constantly high climax and interesting.

