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EXHIBIT WITH US
REGISTRATION IS OPEN NOW

中国大陆地区品牌参展

China Local Brand



上海电缆研究所有限公司
Shanghai Electric Cable Research Institute Co., Ltd.
丁璇 女士 Ms. Doris Ding
电话 Tel: +86 21 6548 3517
电邮 Email: exhibition@secri.com

合资 / 海外品牌(含港澳台) (亚洲地区) 参展

China Hong Kong, Macau and Taiwan Brand International Brand in Asia



杜塞尔多夫展览(上海)有限公司
Messe Düsseldorf (Shanghai) Co., Ltd.
顾欣 先生 Mr. Alex Gu / 曹莉芳 女士 Ms. Mary Cao
电话 Tel: +86 21 6169 8373 / 8369
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合资/海外品牌(欧美及其他)参展

International Brand out of Asia



杜塞尔多夫展览集团公司
Messe Düsseldorf GmbH
Sarah Liehsem 女士 Ms. Sarah Liehsem
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全球合作
In Cooperation
with



杜塞尔多夫展览集团公司
Messe Düsseldorf GmbH
- 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 (VDKM)
- Austrian Wire and Cable Machinery Manufacturers Association (AWCMA-VDKM)
- International Wire and Cable Exhibitors Association France (IWCEA-France)



International Wire & Machinery
Association (IWMA)
- Wire and Cable Industry
Suppliers Association (WCISA)
Wire and Cable Industry Suppliers
Association (WCISA)



Italian Wire Machinery Manufacturers
Association (ACIMAF)
- Asian Wire & Cable Industry
Alliance (AWCCA)
Asian Wire & Cable Industry Cooperation
Alliance (AWCCA)

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分会
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
- 上海有色金属行业协会
Shanghai Nonferrous Metals Trade Association
- 上海有色金属学会
Shanghai Nonferrous Metals Institute



wireChinaExpo



wire & Tube China

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上海白玉兰广场2902/03/04A室
Messe Düsseldorf (Shanghai) Co., Ltd.
Units 2902/03/04A, Sinar Mas Plaza
501 Dongdaming Road Hongkou District
Shanghai 200080, China
www.mds.cn

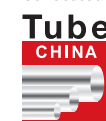


THE 11TH ALL CHINA - INTERNATIONAL
WIRE & CABLE INDUSTRY TRADE FAIR
第11届中国国际线缆及线材展览会

2024. 9. 25-28

上海新国际博览中心
Shanghai New International Expo Centre

同期举办
Co-located with



加入中国一流展会, 聚“缆”全球英“材”
Join the best: Your Gateway to China's Wire & Cable Markets!

www.wirechina.net

主办单位
Organisers



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

数智低碳双驱动 共探发展新路径 DIGITAL AND LOW-CARBON DUAL DRIVERS: EXPLORING NEW PATHS FOR DEVELOPMENT

聚焦数字化转型及双碳目标建设, 线缆产业正在进入提质增效的高质量发展时代。作为亚洲领先的线缆、线材行业展览会, wire China立足前沿, 致力于全面展示线缆行业创新产品技术及解决方案, 为促进行业信息共享、合作共融, 搭建展示交流的优质平台。2024年, wire China期待与您在新格局、新视野中持续探索前行, 共同开启绿色数智新纪元!

Focusing on digital transformation and the dual carbon goals, the wire and cable industry is entering an era of high-quality development aimed at improving quality and efficiency. As Asia's leading exhibition for the wire and cable industry, wire China is at the forefront, dedicated to comprehensively showcasing innovative products, technologies, and solutions within the industry. It builds a premium platform for industry information sharing and collaborative integration. In 2024, wire China looks forward to continue exploring along with you, in a new pattern and perspective, jointly ushering in a new era of green and intelligent transformation!

能源 Energy

- 2050年全球光伏装机预计将达18.200GW。
- 2025年中国风电总装机容量将超过4亿千瓦。
- 2030年和2035年, 核电装机应分别达到1.1亿和1.5亿千瓦以上。
- By 2050, the global installation of photovoltaic (PV) systems are expected to reach 18,200 GW.
- By 2025, China's total wind power installations are expected to exceed 400 GW.
- By 2030 and 2035, nuclear power installations should cross 110 GW and 150 GW, respectively.

电网 Power Grid

- “十四五”期间, 国家电网和南方电网规划投资累计将超过2.9万亿元, 全国电网总投资预计将近3万亿元。
- During the "14th Five-Year Plan", the State Grid and Southern Power Grid plan to invest a cumulative total of over RMB 2.9 trillion, with the national grid's total investment expected to be nearly RMB 3 trillion.

交通 Transportation

- 2025年, 预计铁路网规模将达到16.5万公里, 高速铁路将达5万公里。
- 以物联网、大数据、云计算、人工智能为代表的颠覆性新兴产业与轨道交通加速深度融合, 为轨道交通发展带来更多的可能性。
- By 2025, the scale of the railway network is expected to reach 165,000 kilometers, with high-speed railways hitting 50,000 kilometers.
- Disruptive emerging industries represented by the Internet of Things, big data, cloud computing, and artificial intelligence are accelerating in-depth integration with rail transit, bringing more possibilities for the development of rail transportation.

通信 Telecommunications

- 数字经济发展、5G网络的建设及千兆光纤的升级等带动市场需求持续提升。
- 2020-2025年, 中国5G商用将带来10.6万亿元的经济总产出。
- The development of the digital economy, construction of the 5G network, and upgrades to gigabit fiber optics continue to drive sustained market demand.
- From 2020 to 2025, China's commercial use of 5G is expected to contribute a total economic output of RMB 10.6 trillion.

汽车 Automotive

- 《新能源汽车产业发展规划(2021-2035年)》以路线图为基础, 把节能与新能源汽车产业发展确定为国家战略。
- 新能源汽车高压线、充电电缆及车载通信电缆迎来利好前景。
- The "New Energy Vehicle Industry Development Plan (2021-2035)" has developed a roadmap to establish the development of energy-saving and new energy vehicle industries as a national strategy.
- New energy vehicles, high-voltage lines, charging cables, and onboard communication cables are expected to see a favorable outlook.

20年聚力成长 20 YEARS OF GROWTH AND GATHERING OF RESOURCES

自2004年创办以来，中国国际线缆及线材展览会深耕中国市场，辐射亚洲地区，历经20载发展积淀，已经发展成为行业旗舰大展。

2024年，站在新的起点，wire China肩负行业旗舰展使命，致力于成为呈现最新的产品、技术及解决方案，促进技术贸易发展，推进创新升级战略的商贸、交流、服务的平台。

Since its inception in 2004, All China - International Wire & Cable Industry Trade Fair has been deeply rooted in the Chinese market and has been steadily radiating across the Asian region. After 20 years of development and accumulation of resources, it has grown into a flagship exhibition of the industry.

In 2024, standing at a new starting point, wire China carries forward the mission of the industry's flagship exhibition. It is committed to becoming a trade, communication, and services platform, dedicated to showcasing the latest products, technologies, and solutions, thus promoting the development of technology and trade, advancing innovations, and upgrading strategies.

展会历程 Milestones



上届知名展商 Industry Giants Gather Together



部分展商，排名不分先后 / Only part of the exhibitors listed above, ranking in random.

上届回顾 Review of wire China 2023



* 数据来源于wire China 2023 / * Data source: wire China 2023



展商评语 Exhibitor Testimonial

这次线缆展组织得非常完美，现场有很多客户来参观我们的展位，通过交流，他们深入了解了我们最新的智能制造技术。下一届展会我们还会参加，我们将持续通过wire China这个平台将我们的技术展现给大家。

This edition of wire China was perfectly organized. Hundreds of clients visited our booth on-site, and through several discussions, they have gained a deep understanding of our latest smart manufacturing technology. We will participate in the next edition as well, continuing to demonstrate our technology through wire China.
Maillefer 吴云杰 中国区总经理
Mr. Wu Yunjie, General Manager, Maillefer China

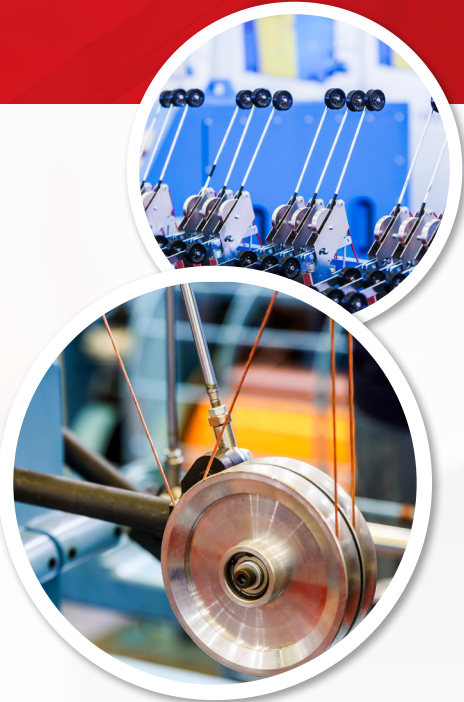
* 反馈来自wire China 2023 / * Feedback collected from wire China 2023

我们已经是第十次参加wire China展会了。wire China为我们提供了一个向世界展示产品、宣传公司品牌的国际化平台。本届展会，我们也与新老客户进行了高效的面对面交流、沟通。

This is our tenth time participating in wire China. wire China offers us an international platform to showcase our products and promote our company brand. At this exhibition, we also had efficient face-to-face meetings and interactions with both new and existing clients.
廊坊市新明线缆机械工业有限公司 谢建亮 销售总监
Mr. Xie Jianliang, Sales Director, Langfang Xinming Cable Machinery Industry Co., Ltd.

若您提供以下产品/服务, 欢迎您的加入 Companies from Following Industries will Exhibit

- 线缆线材制造及精加工机械
- 线缆辅助加工
- 线缆(光缆)用原辅材料
- 成品线材及电线电缆
- 弹簧制造设备及技术
- 紧固件制造设备及技术
- 测控技术
- 检测工程
- 相关领域等
- Wire and Cable Manufacturing and Processing Machinery
- Auxiliary Cable Processing
- Raw and Auxiliary Materials for Cables (Optical Cables)
- Finished Wire Products and Electrical Cables
- Spring Manufacturing Machinery and Technology
- Fastener Manufacturing Machinery and Technology
- Measuring and Control Technology
- Test Engineering
- Specialist Areas and Others



汇集全球专业买家 PROFESSIONAL BUYERS COME IN FLOCKS



96

个国家和地区
countries and Regions



40,000+

名专业观众
professional visitors



65

个高质量买家团
high-quality buyer delegations



93%

观众表示满意
visitor satisfaction

* 数据来源于wire China 2023 / * Data source: wire China 2023



观众评语 Visitor Testimonials

这是我第十次来参观wire China展会了，感觉这次展会在经过了三年的沉淀后，向行业呈现了不少新的技术和产品。

This is my tenth visit to wire China. After a three-year long intermission, I'm amazed by the cutting-edge technologies and products showcased at the exhibition.
宇太科技电缆有限公司 莫如志 总经理
Mr. Mo Ruzhi, General Manager, Yutai Technology Cable Co., Ltd.

这届展会我们主要是来看下超细合金线的拉丝模具，绝缘材料的供应商。wire China 涉及的展品领域广泛，展商众多，我们想通过本届展会挖掘一些新的供应商。

In this exhibition, we mainly came to look for drawing dies for ultra-fine alloy wires and suppliers of insulating materials. wire China covers a wide range of exhibit categories with numerous exhibitors, and we hope to find some new suppliers through this exhibition.

浙江东尼电子股份有限公司 江卓略 工艺工程师
Mr. Jiang Zhuohan, Process Engineer, Tonytech

我们到现场主要找一些线材的供应商，虽然是第一次来参观，但展会的规模令人惊喜，已经收集了不少国内外供应商资料，希望下一届展会能有更多优质展商来参展。

It's our first participation as we attempted to find suppliers of wire materials. The scale of the exhibition is beyond our expectation. We have connected with several domestic and international suppliers, and we are looking forward to the next edition.

BETAFENCE 王培 市场部负责人
Ms. Wang Pei, Marketing Department, BETAFENCE

* 反馈来自wire China 2023 / * Feedback collected from wire China 2023

观众所属行业 Visitors are from Following Industries

- 电线电缆、光纤光缆行业
- 线材工业
- 钢铁和有色金属行业
- 化工行业
- 汽车制造业
- 电子行业
- 电机电气行业
- 检测设备和技術
- 紧固件行业
- 能源行业
- 信息科技及电信产业
- 建筑行业
- 航天航空工程
- 其他应用行业
- Electric / Optical Fiber Cable Industry
- Wire Industry
- Iron Steel / Non-Ferrous Metal Industry
- Chemical Industry
- Automotive Supply Industry
- Electronic Industry
- Electrical Industry
- Instrumentation Testing & Measuring
- Fastener Industry
- Energy / Water Supply Industry
- IT / Telecommunication
- Construction Industry
- Aerospace Engineering
- Others

上届优质观众及买家团一览 wire China 2023 Well-known Buyers and Delegations



以上仅为部分买家，排名不分先后 / Only part of the buyers are listed above, ranking in random.

同期活动聚焦创新技术和行业热点 CONCURRENT EVENTS FOCUS ON TECHNOLOGY INNOVATIONS AND INDUSTRY HOT TOPICS

wire China 2024同期将举办多场技术专题研讨会。行业大咖、知名学者、技术专家汇聚一堂，与行业人士共同探讨前沿概念、热点趋势、创新技术，完成思想与观念的碰撞和融合。

During wire China 2024, multiple technical seminars will be held concurrently. Industry leaders, renowned scholars, and technical experts will gather to discuss cutting-edge concepts, hot trends, and innovative technologies with industry professionals, facilitating the collision and fusion of ideas and perspectives.

- ▶ 2024中国电线电缆行业大会
2024 China Wire and Cable Industry Conference
- ▶ 线缆技术交流会(线缆论坛)
Wire and Cable Technical Exchange Meeting (Wire and Cable Forum)
- ▶ “2024年度中国线缆产业最具竞争力企业”百强企业榜单发布
"Top 100 Most Competitive Enterprises in China's Wire and Cable Industry in 2024" will be Released.
- ▶ 主题路线展品巡礼
Theme Route Tour for Dedicated Products

完备的参展方案 SERVICE TO SUPPORT YOUR SUCCESS

光地方案
RAW SPACE

18平方米起租
from 18sqm

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

升级标摊方案
UPGRADED SHELL SCHEME

12平方米起租
from 12sqm

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

普通标摊方案
STANDARD SHELL SCHEME

12平方米起租
from 12sqm

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

* 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

2024年5月31日
31 May 2024

展位报名截止
Official exhibitor registration deadline

2024年9月22日下午至24日
22 Afternoon - 24 September 2024

展位搭建
Build-up

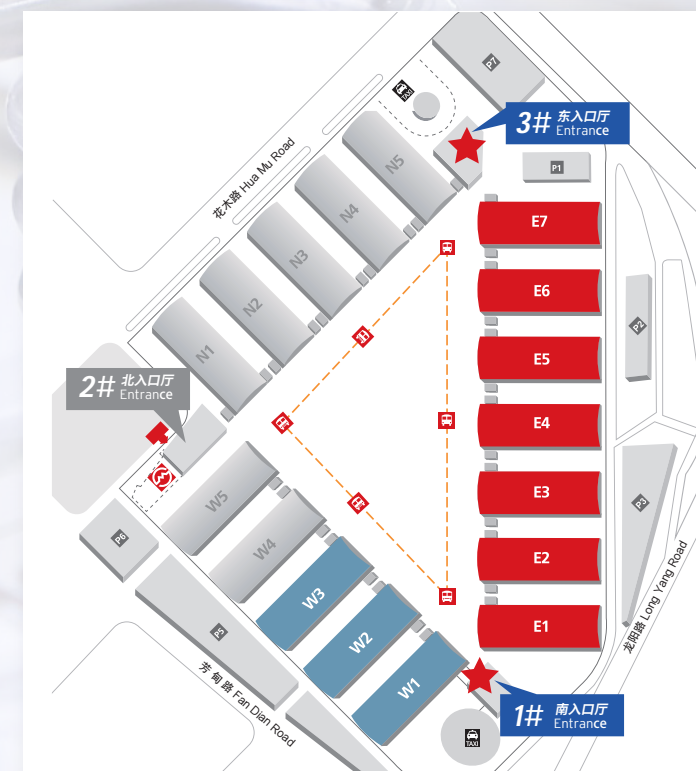
2024年9月25至28日
25 - 28 September 2024

展览期间
Duration of trade show

2024年9月28日15:00后
After 15:00 on September 28, 2024

撤离展览
Dismantling

* 具体时间安排以《展商手册》为准。
* Please refer to the final schedule on exhibitor manual.



展馆分布图 Hall Layout

wire
CHINA
E1-E7
wire China
线缆及线材展

同期举办
Co-located with

Tube
CHINA
W1-W3
Tube China
管材展

Free In-hall Shuttle Bus
馆内免费班车

Metro Station (Line 7)
7号线地铁站

丰富的宣传渠道, 助您获得更多流量 VARIOUS ADVERTISING TOOLS HELP YOU GET MORE EXPOSURE

在线商贸配对 Online Match-making



为达到更多的宣传效益, 接触更多的潜在买家, 主办方提供在线商贸配对活动, 为全球买家不断优化寻找供应商及产品的功能, 促成高效的供需对接。

In order to help you achieve better promotion results and reach more potential buyers, the organizers provide online match-making service, and continuously optimize the supply and demand search functions for global buyers.

线缆云会 WICE

汇聚热点话题及行业需求, 是高效优质的在线交流平台, 有助于扩大产品知名度、提升行业影响力, 收获更多商机。

WICE - Wire and Cable Webinars are regularly held to discuss industry trending topics. It is a truly professional efficient online communication platform which helps exhibitors expand product awareness, enhance industry influence and gain more business opportunities.

全球媒体合作推广 Global Media Cooperation

与60余家优质的中外线缆行业媒体合作, 高质量的内容投放, 创新宣传。

Cooperate with more than 60 domestic and overseas media from wire and cable industry to deliver high-quality content and promote the event in innovative ways.



定制化推广服务 Customized Promotion

按照参展商需要量身定制推广服务(现场广告、特色赞助、同期活动合作、线上推广、印刷媒体等), 提供优质高效的宣传工具, 让参展商随时随地和全球潜在买家联系。

Customized advertising services, high-quality and efficient tools such as on-site advertising, featured sponsorship, colocated event cooperation, online promotion, print media, etc. are provided according to exhibitors' needs, allowing exhibitors to contact potential buyers around the world anytime, anywhere.

融媒体推广 Convergence Media

专注时下流行的宣传方式, 进行短视频推广, 让您的产品通过展会官方渠道如官网、社交媒体等大幅提高传播力及宣传效果。

Through the official channels of the exhibition, such as official website, social media, etc., let your products gain better exposure and marketing impact by using popular marketing methods and short video promotion.



广泛的合作媒体网络 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 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.