

wire & cable

GUANGZHOU

Guangzhou International Wire,
Cable and Accessories Fair

Gateway to South China's
wire and cable market

11 – 13 June 2018

Guangzhou China
China Import and Export Fair Complex

www.wire-cable-china.com

Tap into China's booming wire and cable market

Established in 2009, Wire & Cable Guangzhou continues to play an important role in introducing the latest wire and cable products and solutions from the South China region. The fair is an influential trading platform to connect Chinese and international manufacturers, distributors and exporters.

Featuring a diverse range of products and solutions, the show is where top-level executives, senior management, engineers, architects and manufacturers gather to discover the latest innovations within the industry. In 2017, the fair welcomed 22,642 visitors from 42 countries and regions.

In 2018, Wire & Cable Guangzhou will continue to grow with the industry and offer you the perfect opportunity to promote your brand and tap into one of the largest manufacturing provinces in South China.

2018 Thematic zones

- China Southern Power Grid Tech and Accessories
- Wire and Cable Products
- Wire and Cable Manufacturing Machinery and Materials

Concurrent fairs offer unparalleled opportunities

Continuing the fair's track record of success, Wire & Cable 2018 will again be held concurrently with the Electric Power Asia, and China Southern Power Grid Tech and Accessories Fair. Collectively, the three fairs provide an opportunity for exhibitors to expand their market reach. Some of the products on display at the shows will include power grids, power cable towers, high voltage cables, unmanned aerial vehicles, EV charging station products and other related components.



2017 Fair figures

Exhibitors: **220**
Exhibition area: **20,000 sqm**

80% of exhibitors achieved the following objectives:

- Promote the company
- Establish new business contacts
- Obtain latest market news and information

Exhibitor's comments

"Buyers from Southeast Asia as well as India came to our booth for quotations, and some even placed orders. Wire & Cable Guangzhou is an important platform to promote high-end products domestically and internationally."

Mr Jiang Zhuoxun, Project Manager, Zhejiang Wanma Cable Co Ltd

"Not only have we successfully introduced our latest wire and cable testing and measuring electronic components to manufacturers in Japan, Russia and the UK, but we have also connected directly with China Southern Power Grid officials during the fair."

Mr Peng Yongnian, Sales Director, Shenzhen SDG Information CO Ltd

"We returned to the fair again this year because it constantly draws high quality industry buyers. Electric enterprises have organised delegations and we can showcase our products directly to engineers or sourcing managers."

Mr Hou Jieming, Deputy General Manager, Shenzhen Bendakang Cable Holding Co Ltd

"Wire & Cable Guangzhou draws a good number of buyers with high-level industry and technical backgrounds which is also one of the biggest assets of this platform."

Ms Liu Feiyun, Market Planning Department Supervisor, Futong Group Co Ltd

The industry's trusted platform



(In no specific order)

2017 Visitor analysis

Visitors: **22,642** from **42** countries and regions

Buyer delegations: **60**

- 70% had full or partial purchasing authority
- 90% were satisfied with the outcome



Visitor's comments

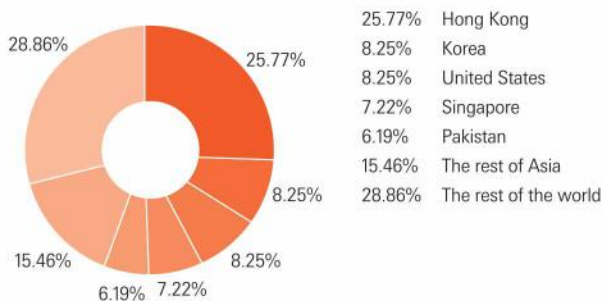
"We have had successful track records of sourcing the right products in the past and it is the reason why we returned again this year. Overall, we were very satisfied with the fair and we look forward to future editions of the show."

Mr Nilson Romao, Business Development Manager, Doch Trading & Consultancy Group

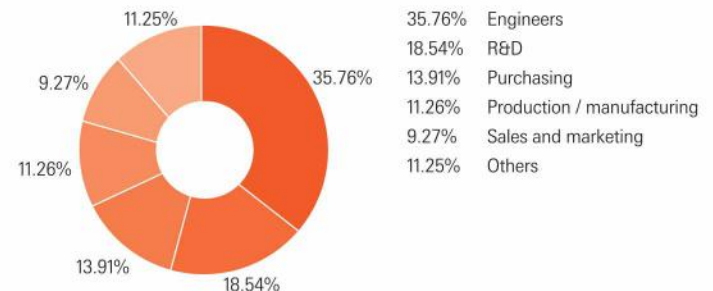
"On the first day of the event, we connected with high-quality cable manufactures as well as sourced an array of testing, measurement and diagnostic equipment for our power electric grid projects in the South China region."

Mr Song Kangzhou, Engineer, Guangzhou Baiyun Electric Equipment Co Ltd

2017 Visitors by countries and regions



2017 Visitors by job nature



Wire & Cable Asia Forum

The Wire and Cable Asia Forum, a high-profile seminar for the wire and cable industry, continues to be a special highlight at Wire & Cable Guangzhou. Organised by Guangzhou Guangya Messe Frankfurt Co Ltd and the Guangdong Wire and Cable Association, experts are invited from various associations, institutes and industries to present their latest projects.

2017
Forum
highlights

Topics: **18**
Speakers: **18**
Attendees: Over **800**

Speaker's comments

"It is a special occasion where various industry players can gather and discuss. I am happy to share my knowledge on the development of charging piles for new energy vehicles which will be the next prevailing trend."

Mr Li Xin, Connector Product Manager, Jiangsu Hengtong New Energy Intelligent Control Technology Co Ltd

Attendees' comments

"The discussion highlighted some of the latest standards of USB adaptors which are most beneficial to us manufacturers, as we now have a head-start on what the market will require."

Mr Peng Shengfu, Assistant Manager of Cable Technology Corporation Ltd



Market information

According to China's 13th Five-Year Plan on Energy Development, China will soon become the world's largest market for smart grid technologies and is expected to account for over 24% of the global smart grid market by 2020. To meet rapid urban developments, the Chinese government plans to increase investment in improving power distribution facilities within the country. Industrial automation, telecommunication systems and other related supporting business sectors will also prosper from China's infrastructural developments.

Another promising sector is China's electric vehicle (EV) industry. According to the government's latest Five Year Plan for the electricity sector, over five million EVs will be sold and more than 800 charging stations will be installed across the country by 2020. It is believed such important environmental goals will drive the demand growth for wire, cable and electronic products.

Show details

Date

11 – 13 June 2018

Venue

China Import and Export Fair Complex
Guangzhou, China

Opening hours

11 – 12 June 9:30 – 17:00

13 June 9:30 – 15:00

Participation fees

Standard package (min 9 sqm):

RMB 9,800 / 9 sqm

Raw space (min 36 sqm):

RMB 1,000 / sqm

Organisers

China Southern Power Grid Media Co Ltd
Guangzhou BoYou Exhibition Service Co Ltd
Guangzhou Guangya Messe Frankfurt Co Ltd

Supporters

EHV Power Transmission Co
China Southern Power Grid Power Generation Co
Guangdong Power Grid Co
Guangxi Power Grid Co
Yunnan Power Grid Co
Guizhou Power Grid Co
Hainan Power Grid Co
Guangzhou Power Supply Bureau Co Ltd
Shenzhen Power Supply Bureau Co Ltd
China Southern Power Grid Electric Power Research Institute
China Southern Power Grid Energy Co Ltd
Guangdong Wire and Cable Association
Hunan Wire & Cable Association
Liaoning Province Wire & Cable Industry Association
Zhongshan Electric Power Trade Association
Taiwan Wire & Cable Association Synergy Development Center

Exhibition profile

Wires and cables

- Extra-high voltage
- Ultra-high voltage
- High voltage
- Medium voltage
- Low voltage
- Weak current
- Cable accessories

Optical fibre cables

- Single-mode fibre
- Multi-mode fibre
- Single-mode cable
- Multi-mode cable
- Optical fibre cable accessories

Equipment and materials

- Wire and cable manufacturing and finishing machines
- Testing instruments
- Wire and cable materials

Visitor profile

- Electric power
- Architectural
- Property development
- Design
- Communication
- Security
- Hydropower / wind power
- Nuclear power / solar power
- Transport
- Shipping
- Aviation
- Automotive
- Household appliances
- Lighting
- Municipal engineering

Contact us

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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 specialises 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 organisers, offering participants an invaluable opportunity to reach key experts and decision makers in the wire and cable industry.

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 a variety of exhibition topics on an international scale within the region and is the co-organiser of Wire & Cable Guangzhou.

Background information on Messe Frankfurt

Guangzhou Guangya Messe Frankfurt Co Ltd is a subsidiary of Messe Frankfurt. Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 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.