

Press

Wire & Cable Guangzhou
China Import and Export Fair Complex
Guangzhou, China, 9 – 11 June 2017

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Wire & Cable Guangzhou 2017 backed by solid industry support

Domestic market shows strong demand for telecommunications cables

Wire & Cable Guangzhou 2017, organised by China Southern Power Grid Media Co Ltd, Guangzhou BoYou Exhibition Service Co Ltd, and Guangzhou Guangya Messe Frankfurt Co Ltd, will return to the China Import and Export Fair Complex from 9 – 11 June. Last year, the show was attended by 350 companies and 18,869 visitors from 25 countries and regions, of which 3,700 buyers were from overseas.

Mr Emeka Hu, General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, said: "Wire & Cable Guangzhou has entered its ninth year and continues to act as a gateway to South China's wire and cable markets. The show's holistic profile serves manufacturers in a wide range of fields. It helps them to source suitable voltage cables, optical fibre cables, machines and all related accessories that fit growing needs in the EV, power grid and telecommunications sectors as well as for use in national infrastructures in China."

Shandong Pacific Optics Fiber and Cable Co Ltd has taken part in the fair for two years and views it as an important industry event. Mr Li Binlin, Marketing Director of the company, commented on their participation and shared: "The joint efforts of the three organisers have brought valuable visitor resources to the fair including management-level professionals and technicians from national power grid companies in China. This has helped us further open up to the local market. The visitor flow and wealth of resources have also improved greatly from the previous edition."

Mr Wang Xiuyu, the General Manager of Dongguan Yongke Electrical Machinery Co Ltd, is a repeat exhibitor. He was impressed by the promotional efforts and network of the show organisers. He stated: "The 2016 show marked our third time participating and we give high importance to this event. With its large client base, the fair has helped us

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to establish new contacts and received orders from Africa as well as Guangdong and western China. The promotional efforts of the organisers are well reflected in its visitor flow.”

Apart from exhibitors’ positive feedback, the fair’s influence is further backed by nationwide support from trade associations and other renowned companies who will be leading delegations to meet with exhibitors. Some of the supporters include EHV Power Transmission Co, China Southern Power Grid Power Generation Co, Guangdong 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 and Zhongshan Electric Power Trade Association. The Taiwan Wire & Cable Association Synergy Development Center also lends its support to the show.

Domestic market shows strong demand for telecommunications cables

Wire and cable manufacturers in China are taking advantage of industry opportunities presented by public tenders for various types of cables requested by the country’s telecommunications giants, China Telecom Group and China Mobile. After one of China’s largest procurement orders for 10kV and 380V XLPE telecommunications soft cables by China Telecom Group, the industry is now anticipating a large-scale procurement project from China Mobile, its subsidiaries and branch offices for all of their projects until the end of 2018. In-demand products include copper conductor flame-retardant and fireproof flexible cables (ZA-RV-450/750V, ZA-RVV-600/1000V, ZA-RVV22-600/1000V, WDNA-RYY-600/1000V) as well as low-smoke, zero-halogen and flame-retardant XLPE-insulated polyolefin-sheathed copper-core power cables (WDZA-YJY-600/1000V). The total cable length measurement up for bid is currently estimated at 14,400 km.

Wire & Cable Guangzhou 2017 will be held concurrently with Guangzhou Electrical Building Technology, as well as the Guangzhou International Lighting Exhibition – the most influential and comprehensive lighting and LED event in Asia. For more information on Wire & Cable Guangzhou 2017, please visit www.wire-cable-china.com or email wire@china.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is one of the world’s leading trade fair organisers, generating around €648 million in sales and employing 2,244 people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2015, Messe Frankfurt organised a total of 133 trade fairs, of which more than half took place outside Germany.

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Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at www.messefrankfurt.com.