

Press release

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## Wire & Cable Guangzhou 2018 concludes with positive feedback from participants

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**Wire & Cable Guangzhou came to a close with continued support from local industry buyers and maintained its influence within the wire and cable industry in the South China region. The third edition of the Wire & Cable Forum was also well received by guest speakers and event attendees, many of them praising the event as an effective platform that brought the latest innovations to the table.**

Wire & Cable Guangzhou successfully concluded the 10<sup>th</sup> anniversary edition of the show. Jointly organised by China Southern Power Grid Media Co Ltd, Guangzhou BoYou Exhibition Service Co Ltd and Guangzhou Guangya Messe Frankfurt Co Ltd, the fair ran from 11 – 13 June at the China Import and Export Fair Complex in Guangzhou. Held concurrently with Electric Asia, the two fairs welcomed 22,670 professional buyers from 41 countries and regions and hosted 221 exhibitors during the three-day event. Receiving solid support from industry associations, the fairs continued to strengthen their position as a premium trade platform for the wire and cable market in South China.

The three-day event covered 18,000 sqm of exhibition space and presented an extensive display of South China's latest products and innovations in wires and cables, manufacturing machinery, materials and accessories. Some of the leading brands in attendance this year included Hengtong Electric Power Industry Group, Hitachi Instruments (Shanghai), Howag-Swisspur, Shenzhen Bendakeng Cables, Shenzhen Contact Trustworthiness Testing, Taizheng Wire Machine, Tonggunag Group, Wellion Wire & Cable Machinery, Zanyang Wire & Cable Equipment and Zhejiang wanma.

Mr Emeka Hu, General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, said: "Throughout the past few years, we have been striving to enrich the experience for our participants by creating a genuinely comprehensive platform. We are grateful for fairgoers support once again this year. I truly believe Wire & Cable Guangzhou has contributed in increasing the exchange of information and knowledge among industry peers and will continue to grow in terms of diversity and professionalism in the future."

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## **Wire & Cable Asia Forum highlighted the latest manufacturing technologies and applications in the region**

Returning for the third year, the Wire & Cable Asia Forum remained an effective platform for industry experts to share the latest technologies and applications from the region. This year, a total of 12 presentations were delivered during the two-day forum, covering a wide range of topics including the development of crosslinking technology in UV reactive cables, analysis on the requirements of flexible fire resistance cables and the application and development of long distance HD transmission lines. Positive feedback was widely received from participants attending the event, many of them praised the in-depth content and technical analysis delivered by the forum speakers.

## **Participants share their feedback of Wire & Cable Guangzhou:**

### **Exhibitor:**

“This is the fourth time we have joined the show. Our goal this year is to present to the market our project solutions and the power of our management systems. We would also like to explore more new client relationships, including both local and overseas buyers. The fair not only gathers famous brands, the fair also gathers lots of professional, practical and mature application technologies. It is a very good opportunity for entrepreneurs to explore the industry at one time as the show is so comprehensive.”

**Mr Jie Xing, Administrative Department Manager, Hengtong Submarine Power Cable Co Ltd**

“We have participated in this show for almost ten years. Our company mainly provides different kinds of wire & cable equipment for manufacturers and residential electricity consumption. Our main goal is to get in touch with our customers through this show, of which over 80% actually come to meet us. Our corporate image and market exposure are also greatly enhanced by being present. We met many high quality visitors at the fair, including many project managers, factory owners and industry professionals.”

**Mr Zanyang Xie, General Manager, Gemyoung Wire & Cable Equipment Co Ltd**

### **Speaker:**

“This is the first time I have joined the show and the forum and I can see various famous exhibitors from China and America. I have also been able to meet with a lot of Chinese and overseas industry elites. It is a comprehensive show and I think the arrangement of the show and the forum are really on point with content that is on track with market trends.”

**Mr Pan Erchao, Application Engineering Section, Hitachi Instruments (Shanghai) Co Ltd**

“WCAF is a very professional platform and it is a good opportunity for us to exchange our thoughts with the gathered industry experts together. The content of the forum meets the needs of the market. For instance, the presentation I delivered was about EV charging cables, which is currently a hot topic no matter in the east or the west, and the reaction of the audience was very good. So I think it is absolutely necessary to

organise such kinds of events every year.”

**Mr Leo Yang, Commercial Products Components Group Supervisor,  
TÜV Rheinland**

**Attendee:**

“I am an engineer in the wire & cable industry. I joined the forum to learn more about and research new suppliers of manufacture materials. The forum is very educational and inspiring with various topics covering new advances in new energy technology and products. It is very helpful to our research as it gave us a better understanding of the market direction and potential development trends in the industry. The strong line-up of speakers was also an advantage, which further increased the credibility of the forum.”

**Mr Dongxu Cheng, Engineer, Guangdong Tin Hung Cable Co Ltd**

**Visitor:**

“We provide machinery solutions to customers in Portugal who offer machinery to other countries in South America, Africa and South Asia. I come to GIWC to look for power and wire solutions for gas-operated vessels. I found several potential suppliers already. China has a good array of solutions and the capability to provide what I need. The machinery quality displayed at the show is very good. Contrary to general impressions, the quality of Chinese products has greatly increased over the past 20 years. Overall speaking, it is a good show.”

**Mr Neri Felip, CEO, Okact Renting Maquinas Lda, Portugal**

The next edition of Wire & Cable Guangzhou will be held in June 2019 at the China Import and Export Fair Complex in Guangzhou, China. For more information, please visit [www.wire-cable-china.com](http://www.wire-cable-china.com) or email [wire@china.messefrankfurt.com](mailto:wire@china.messefrankfurt.com).

**Notes to editors**

A selection of pictures from the fair is available here:

<https://www.sendspace.com/file/xutm8o>

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* 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. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

\* preliminary numbers 2017

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

Wire & Cable Guangzhou  
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