

Press release

May 2018

Regional leading exhibitors confirm their participation at Wire & Cable Guangzhou

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The 2018 edition of Wire & Cable Guangzhou is once again strongly supported by renowned brands within the wire and cable industry. A number of China's leading companies have confirmed their appearance at the show to showcase their latest offerings in cables, wires, machinery, equipment, materials and accessories.

Wire & Cable Guangzhou will once again present the latest wire and cable solutions at the China Import and Export Fair Complex in Guangzhou from 11 – 13 June 2018. 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 is the largest industry trading platform of its kind in South China and will be held concurrently with Electric Power Asia.

Highly regarded within the industry as an effective trading platform, Wire & Cable Guangzhou continues to work as a bridge for local exhibitors to expand their brands into international markets. Many of the leading local companies are well prepared to present their latest innovations to the wire and cable industry. Some of those prominent brands confirmed for the 2018 edition include:

- **Dongguan Zanyang Wire & Cable Equipment Co Ltd**
Established in 2003, the company specialises in designing and manufacturing wire and cable equipment. Aside from the local market, their products are also sold globally in regions including Europe, the Middle East and Africa.
- **Dongguan Taizheng Wire Machine Co Ltd**
Based in Dongguan, China, the company supplies an assortment of high-end wire and cable equipment such as bunching, stranding and coil winding machines. Their products have been widely adopted by many local and international wire and cable manufacturers.
- **Donguan Wellion Wire & Cable Machinery Co Ltd**
Making its debut at the show, the company specialises in the research and development, production and service of wires, cables, optical cable equipment and technology.

Messe Frankfurt (HK) Ltd
35/F China Resources Building
26 Harbour Road
Wanchai, Hong Kong

- **Hitachi Instruments (Shanghai) Co Ltd**
Joining the show for the first time, the well-known brand provides high quality x-ray technologies for the Chinese market. Their products and technologies are used in various fields including the electronic, environmental, material and energy sectors.
- **Howag-Swisspur Ltd**
Making its first appearance at the show, the company assembles wire harnesses and manufactures switching and control cabinets. Their products are widely used by leading companies in technical sectors for audio and medical, engineering and consumer goods.
- **Shenzhen Contact Trustworthiness Testing Co Ltd**
Shenzhen CTT Technology Co Ltd is a high-tech enterprise that produces wire and cable detecting instruments and other testing equipment. Their products have been adopted by many famous wire and cable and electric appliance enterprises at home and abroad.

Wide range of hot topics come under the spotlight at the Wire & Cable Asia Forum

The Wire & Cable Asia Forum – a high-profile seminar for the wire and cable industry – will be held concurrently with the main exhibition for the third time. In response to rising market demand for various types of wire and cable, the fair organisers have invited industry professionals to share their views on a range of industry-related topics and to examine current and future trends in this fast-growing market. The presentations and guest speakers lined up include:

Presentation: Developments in Wire & Cable for Solutions with High-voltage DC Insulation Material

Speaker: Mr Liu Xiaodong, Chief Engineer, Guangzhou Nanyang Cable Co Ltd

Presentation: Analysis on the Requirements of Flexible Fire Resistance Cables

Speaker: Mr Zhang Zhimin, Deputy Chief Engineer, Guangdong Shine Cables Co Ltd

Presentation: Analysis on Standards of China Compulsory Certification (CCC)

Speaker: Mr Yang Chunyong, Engineer, China Quality Certification Centre, Canton Branch

Presentation: Application and Development of Long Distance HD Transmission Line

Speaker: Mr Zhou Bin, General Manager, Shenzhen Sun Shine Link expand electronic technology co Ltd

Wire & Cable Guangzhou
Guangzhou, 11 – 13 June 2018

For more information on Wire & Cable Guangzhou 2018, 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 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 | www.congressfrankfurt.de | www.festhalle.de