

Press release

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## Wire and Cable Guangzhou reaffirms its position as an effective business platform as visitor figures rise by 14%

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**At the end of an eventful three days of business at Wire and Cable Guangzhou 2019, industry associations, exhibitors and trade buyers delivered a near unanimous verdict: the 11<sup>th</sup> edition provided effective coverage for the entire supply chain. From 11 – 13 June, 220 specialist manufacturers showcased their latest products to professional buyers from around the world. In fact, more than 26,400 trade visitors, up 14% from the previous edition (2018: 22,670), made their way to the China Import and Export Fair Complex to pursue their business objectives.**

According to Mr Emeka Hu, the General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, the fair remains well aligned with the needs of the industry: “We have tried our best to make the fair a window into the latest industry trends and the feedback from participants suggests that this goal has been achieved. As an international marketplace for high quality products, Wire and Cable Guangzhou is a gathering point for the entire supply chain: from raw materials and specialist manufacturers, to high performance machinery and testing equipment. The continued support from the industry provides us with even more encouragement to take the fair from strength to strength in years to come.”

### **Exhibitors pinpoint growth sectors and celebrate business results**

Fire resistant cables are one of numerous hot product categories, and many exhibitors praised the show as a gateway to capitalise on the high demand. Ms Yang Dan, the General Manager of Shenyang Kaipeng Wire & Cable Co Ltd said: “It’s clear that fire resistance is the upcoming trend in the industry as safety requirements are getting higher. Our company has been trying to develop overseas business and we had a very good experience at last year’s fair. We found clients from Indonesia, Singapore as well as Belt and Road regions. This year the visitor base is quite broad and matches well with our product profile.”

She added: “Apart from allowing us to expand our clientele and brand awareness, the show is also effective as a convergence point for the cable industry supply chain. I can meet with suppliers of raw materials, gain knowledge from other market leaders and meet with our existing

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clients.”

The fair’s positive influence also extended to the underground cable market, which is experiencing a boom thanks to fast paced urban development. Mr Zhou Jie of Shanghai Infratest Electronics Co Ltd said that the show allows his testing equipment company to understand the needs of cable manufacturers: “Our equipment can diagnose cable installation and connection errors. By participating at the show, I can connect with new and existing clients. It’s important for us to learn about their latest business objectives and align our testing equipment with their needs. This year is another successful edition; we have generated many new leads and I’m happy to have found relevant contacts.”

Overseas exhibitors were also pleased with their business results, and many have been returning year after year for precisely this reason. “This is our 5th year exhibiting at the show,” said Mr Zhang Jin Wei, the General Manager of Guangdong Yashi Machinery Technology Co Ltd. “As a Taiwanese producer of wire and cable packaging machinery, we are a new face in Guangdong province. This well-established show has indisputably helped us to increase our exposure to audiences in the region and provided us with a stage to showcase our highly developed techniques and products.”

### **Trade buyers see rising standards and excellent product variety**

Because of the fair’s coverage of the entire supply chain, buyer delegations travelled to the show from across China to source all kinds of different items for their business needs.

A member of one such delegation, Mr Xu Sheng, an engineer from Hony Group was impressed with the product diversity that he found at the fair: “The show is well known in the industry as many quality cable companies join the fair. They bring a variety of products, so this is an ideal destination for us to find materials for our LAN cables, power cords, connectors and fibre optic cables. Thanks to the broad spectrum of companies, products, and the immersive fringe events, we are able to keep up with market trends and new technologies.”

In addition to good product variety, many visitors also noted that the quality of products has been rising.

“My main purpose for attending the show is to understand the industry’s development trends,” said Ms Yin Xu Xia, the General Manager of Guangzhou Brighter Electronic Material Ltd. “I’ve learnt that the industry in Guangdong is improving the quality of its products and making efforts to follow international standards. The local wire and cable industry is very developed in terms of household and conventional wiring products and the industry is now placing an emphasis on developing new applications and highly efficient products.”

### **Fringe events update the market on fire resistant cables, optical cables and industry development**

South China’s finest supplier’s enticed buyers from around the world, but the exhibitors were not the only attraction at the fair.

Future oriented topics were discussed at the Wire and Cable Asia Forum which brought industry experts together to discuss technological trends, new regulations and the industry outlook.

“In Guangdong, almost none of the manufactures have relevant fire resistant technology, which is why it’s good to be speaking here today to share information with the audience,” said Mr Huang Dong, Deputy General Manager of Guangzhou Mingxing Cable Co Ltd. “There is still room for growth for fire resistant material production and the industry is definitely developing towards this direction.”

An attendee of the forum, Mr Xu Zhi Guo, the Sales Manager of Jilin Dongdian was pleased with the amount of knowledge that he was able to pick up: “The forum gives comprehensive updates on cable production technology and standards. The speakers and attendees are all industry experts and I have learnt a lot from them. It’s also a good opportunity for me to expand my business network.”

Besides the Wire and Cable Asia Forum, there was also an award ceremony recognising the top 10 technological innovations of the year, including IoT products, smart applications, industrial applications as well as effective designs and new materials. In addition, with an expert committee comprising of more than 90 industry experts, the Guangdong Optical Cable Expert Committee Meeting explored the future of optical cables as well as the development trajectory of the overall wire and cable industry in Southern China.

A speaker at the meeting, Mr Zhang Zhimin, the Director of R&D at Guangdong Xinya Optical Cable Industry Co Ltd, said that it is important for the industry to invest more in manufacturing machinery: “Today’s wire and cable industry is facing two main challenges: a need to respond to market evolution and a need to develop new technology. Due to increasing domestic demand and a highly competitive market that requires high quality cables at reasonable prices, the industry must invest more heavily to produce new wire and cable manufacturing machinery.”

Organised by China Southern Power Grid Media Co Ltd, Guangzhou BoYou Exhibition Service Co Ltd and Guangzhou Guangya Messe Frankfurt Co Ltd, the fair covered 18,000 sqm of exhibition and hosted leading Chinese suppliers, including Donguan Zhongli Special Cable Material, Honghui Electrician and Machinery, Jiangsu Winlong Cable Machinery, East Precision Equipment (Dongguan), Easter Precision Equipment (Dongguan) and Guangdong Yashi Machinery Technology.

The next edition of Wire and Cable Guangzhou will take place from 27 – 29 May 2020. 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).

Wire & Cable Guangzhou  
Guangzhou, 11 – 13 June 2019

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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 30 locations, the company generates annual sales of around €715\* 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).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2018