

Hannover International automation show



HANNOVER  
Industrial Exposition  
13.04.2015-17.04.2015



World Fair for Industrial Automation in America  
08.09.2014 - 13.09.2014  
Chicago, USA



Industrial Automation Show  
04.11.2014-08.11.2014  
Shanghai, China



World Fair for Industrial Automation, India  
10.12.2014 - 13.12.2014  
New Delhi, India



Turkey Industrial Exposition  
19.03.2015-22.03.2015  
Istanbul, Turkey



Industrial Automation Beijing  
May 13, 2015– May 15, 2015  
Beijing, China

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# Industrial Automation Shenzhen 2015

From July 1st, 2015 to  
July 3rd, 2015

[www.ia-shenzhen.com](http://www.ia-shenzhen.com)



EN Printed in Shanghai 9/2014

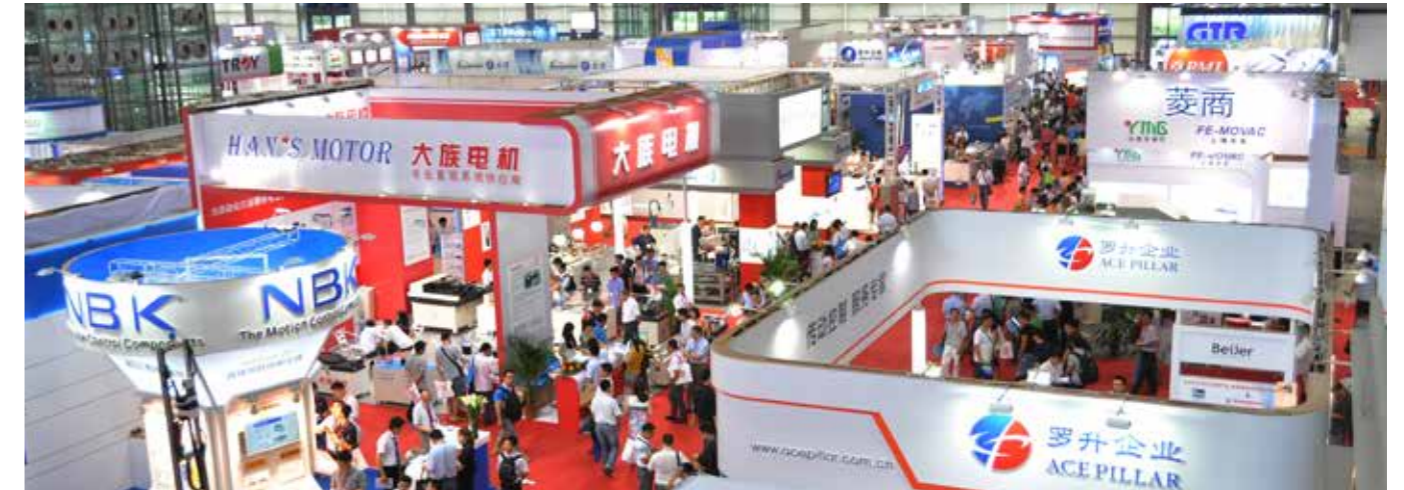
Application deadline  
May 31, 2015



Industrial  
Automation  
SHENZHEN



# The commercial platform of mainstream enterprises and policymakers in South China



## The automation professional exhibition that should not be missed in South China - Industrial Automation SHENZHEN

**Industrial Automation  
SHENZHEN**

After 30 years of rapid development, Shenzhen, the core area of “made in China”, has become the world core area of “made in China”. Especially in the fields of electronic communication, metal processing, photoelectricity, electrical equipment, household appliance, printing and packaging, general machinery equipment, automobile manufacturing, medical treatment, building materials & hardware etc., Shenzhen is particularly prominent. In recent years, as one of the fastest-growing area of global manufacturing, South China is accelerating the pace of transformation and upgrading. At the same time, more and more enterprises choose to “exploit the boundary” in South China. Organized by Deutsche Messe AG and Hannover Milano Fairs Shanghai Co., Ltd., Industrial Automation Shenzhen (IA SHENZHEN) is one of the most popular automation exhibitions, which is committed to promoting the communication in the manufacturing industry and upgrading the industry as well as meeting the huge market demand, and it has provided active business opportunities to the

suppliers of automation products. Choosing to be the exhibitors of South China International Industrial Automation Exhibition is absolutely the enterprises’ best way to promote products and technology in South China!

Welcome to the international platform of IA SHENZHEN, and display your products and solutions comprehensively to your key target customers in the industrial segment markets.

### Participate in IA SHENZHEN, and you will get:

#### Zero distance contact with the international market

Display your products in the environment with strong business atmosphere and full of innovation. Through this unique opportunity, you can communicate with professional buyers from all over the world and contact new sales markets. From July 1st, 2015 to July 3rd, 2015, leading figures of different industries and different levels, from mechanical engineering to information technology and from general managers to product R&D engineers, will gather together in Shenzhen, China!

#### Worldwide media attention

The organizers will display the products and solutions in your field to the worldwide media, such as the automation technology based on information technology or a robot, and they will locate your products in the main growth market in industrial fields.

#### A unique platform to explore new business opportunities

Attend IA SHENZHEN, and you will have the chance to develop potential new opportunities and have a close contact with the policy makers in the field of business, science and politics. Through the perfect supporting meeting and forum as well as other special display, you can develop and build your own network of relationships.

Industrial Automation SHENZHEN is a brand exhibition with nearly 20 years of development history and is the largest and the most professional industrial automation exhibition with the highest degree of internationalization in South China. Since 2014, South China International Industrial Automation Exhibition (Industrial Automation SHENZHEN) has been officially incorporated in one of Hanno-ver Messe global industrial series exhibitions, and it will further use the global vision, international resources and professional services of Hanno-ver Exhibition to create the best regional display trade platform, speed up the transformation and upgrading of South China automation industry, and help to intensify the strength of the industrial development of South China and even the entire Asia-Pacific region. And it will help you to explore business opportunities in the fast-growing industrial automation industry in China.

As the most important industrial automation exhibition in the market of South China, 2014 South China International Industrial Automation Exhibition (Industrial Automation SHENZHEN 2014) attracted 421 enterprises from 12 countries and regions to attend the exhibition, the exhibition area was 28,000 square meters, and the three-day exhibition had 23,644 professional visitors and buyers to be present for negotiation, which increased by 10% over last year.

### Scope of exhibits

#### 1. Industrial automation (Production and process automation)

- 1.1 Control system: PLC and SCADA
- 1.2 Sensors and actuators
- 1.3 Embedded system
- 1.4 Measurement and test system
- 1.5 Communication, network and field bus control system
- 1.6 Industrial computer
- 1.7 Data acquisition and identification system of industrial automation
- 1.8 Laser technology
- 1.9 Automation services
- 1.10 Air grind technology and equipment
- 1.11 Assembly and handling system, linear positioning system

#### 2. Robots and machine vision

- 2.1 Industrial robots
- 2.2 Service robots
- 2.3 Robot simulation and visual system

- 2.4 Industrial image processing system and machine vision
- 2.5 Relevant machine vision, devices and components

#### 3. Electrical system

- 3.1 Servo motors, motors and frequency converters
- 3.2 Transmission and mechanical drive system
- 3.3 Transformers, batteries and uninterruptible power supply
- 3.4 Wires and cable accessories
- 3.5 Electric-control electrical switch gears and equipment
- 3.6 Electricians and optoelectronic components
- 3.7 Electronic & power test and inspection equipment

#### 4. Industrial automation information technology and software

- 4.1 Integrated management software

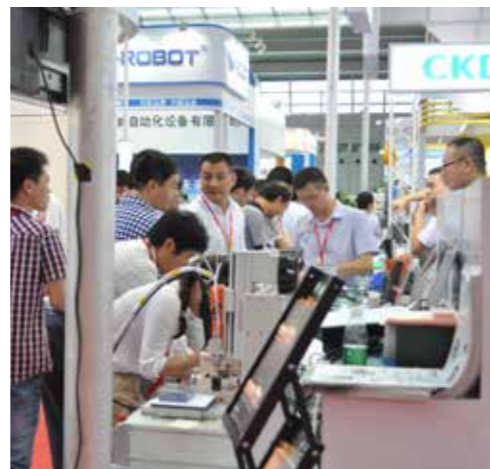
- of factories
- 4.2 Industrial IT software
- 4.3 Industrial basic system and development tools
- 4.4 Factory production software
- 4.5 Solutions for industrial internet/ local area network in factories/local area network outside factories
- 4.6 Services

#### 5. Other

- 5.1 Interface technology (connector)
- 5.2 Electronic components and auxiliary equipment
- 5.3 Non-standard automation equipment
- 5.4 Hydraulic, pneumatic and sealing equipment, vacuum equipment
- 5.5 Fluid control, valves and actuators
- 5.6 Flowmeters and measuring test equipment
- 5.7 Filters and dryers

# Brand new highlights of the exhibition - displaying infinite value of the enterprise

- **Industrial agglomeration effect** - As the core city of the Pearl River Delta economic circle, Shenzhen is adjacent to Hong Kong and Macao and faces Southeast Asia, so the market demand is very huge. As is known to all, south China market is the country's largest electronic manufacturing industry hub, and the core areas of Shenzhen, Huizhou, Dongguan and Foshan are the world's important research and development and manufacturing centers for electronic communications, mobile phones, computers, machinery and equipment, home appliances, furniture, ceramics, and medical apparatus and instruments. In such a market full of vitality and business opportunities, the manufacturing industry is undergoing tremendous changes like industrial upgrading and the market transition, advanced manufacturing technology is developing towards the direction of informatization, automation and intelligence, and intelligent manufacturing has become the basic development trend of the next generation of manufacturing industry.
- **Influential and authoritative** - Approved by the State Ministry of Science and Technology, the exhibition is created by the related departments, authority associations (academies) and international conference and exhibition organizations, connecting each link of „officer - production - study - research“ of the manufacturing industry. Its influence and authority are counted at the top in the south China area.
- **The most popular in south China area** - 350,000 merchants and purchasers are invited, broadly covering south China manufacturing industry chain. With the audiences being more than 20,000 during the past three sessions, it is the most popular automation exhibition of south China.
- **Forging south China industrial robot special exhibition zone** - Several famous industrial robot manufacturers have decided to take part in the south China automation exhibition. Coordinating with the strategic move of manufacturing upgrade of Guangdong province, it is building the 2015 High-end Forum of Machines and Machine Substitution.
- **More than 6000 famous Chinese and foreign brands have participated in the exhibition successively, and famous enterprises were gathering in Shenzhen** - ABB, Siemens, Mitsubishi, Toshiba, Pliz, Banner, Yamazen, Fuji Electric, Weidmuller, Rittal, Weiss, Red Lion, IAI, Flexlink, Lite-on, Acepillar, SMC, CKD, Chelic, Mind-man, PISCO, Airtac, Grand, Hanyoung, Cooper, WEG, COGNEX, AUTONICS, HBM, I - ROBO, YAMAHA, THK, KOYO, Pfannenber, ITT, Nissei, NBK, Robostar, Dongbu Robot, Moons', Ema, Leadshine, Taisee, Kss, Dinkle, Yintai, Danaher, Shinano Motor, GSK, Adtech, Recon, Topband, Nanotec, Fu xing, Sunrising, Maxi Cut, Dazui, NB, Worldtech, Youngsun, Songqing, Jiateng, HITOP, Daheng, Lingyun, OPTO, Aupto, IDS, KGN, EMA, CCS, etc...
- **Core purchasers have participated in the exhibition longly, and the audience quality is assured** - Foxconn, Huawei, Belton, BYD, Honda, Guangzhou Toyota, Shinco, ADAYO, CSSC, GSI, GISE, SISG, Panasonic, ZTE, TCL, Skyworth, Konka, Keda, Procter & Gamble, Midea, Gree, HEDY, Toshiba, Samsung, Sinopec, Hitachi, Haier, Daya Bay Nuclear Power Plant, Southern Power Grid, Guangzhou Machine Tool and other core buyers have participated in it for a long time.
- **Effective promotion of exhibition increases participation returns** - Dozens of Chinese and foreign institutions are integrating propaganda resources, hundreds of Chinese and foreign Media are advancing promotion, and market PR, outdoor advertising, direct mail system and website promotion are connecting to form multi-dimensional and accurate propaganda model, expanding the participation returns.
- **The most dynamic market with good prospect** - he exhibition will take advantage of Guangdong province's role as China's largest manufacturing industry and economic power to assist enterprises to explore into China's most dynamic market.
- **Exhibition institution with excellent reputation** - Since 2014, Industrial Automation SHENZHEN has been formally incorporated in the Hanno-ver Messe global industrial exhibition series, and it has, with the reputation of the Hannover Messe for over 60 years of history and deep foundation, further developed into south China's largest industrial automation exhibition with the highest degree of internationalization and professionalization.
- **Aiming at many application industries, Industrial Automation SHENZHEN has professional theme divisions for each part in the automation field, and effectively integrates them together.**
  - Special zone for control system
  - Special zone for Industrial robot and intelligent integration
  - Special zone for machine vision
  - Special zone for Servo system
  - Special zone for Fluid airtight and mechanical parts



# Special services - professional buyers matching

Experiencing one-on-one & face-to-face negotiation with the target buyers  
During the 2014 exhibition, we have launched professional buyer matching service for many high quality exhibitors, and have invited 10 professional buyers to be present. Targeted at different needs of buyers from different industries for exhibitors, we have specifically chosen and invited target buyers to have one-on-one negotiation at the scene of the exhibition, and have got consistent high praise from the exhibitors and buyers! In 2015, we and high quality exhibitors will still experience this exclusive service for buyers!

## Voice from Buyers

**Zhang Huan, Dongguan Huabei Electronic Technology Co., Ltd.**

We participated in this exhibition as we received the mail from the organizers and the nominated exhibitors meet our requirements. We mainly want to see automation equipment manufacturers or supporting hardware manufacturers. Through this buyer match-up activity, we quickly found the products we need. The whole negotiation process is satisfied. We exchanged contact details with exhibitors. We will make decision after they send us detailed plans and quotations.

**Xie Xiuqing, Meikaimingchuang Technology Development Co., Ltd.**

This exhibition leaves me with a good impression. I spent two days here. In terms of procurement demands, I wish to see more lithium, motor, lifting bearing and transmission products applied in automation control system. Also, I wish to establish an up-and-down stream cooperation relationship with automotive chassis (electric four-wheel) manufacturers. I recommend increasing academic platform at Industrial Automation SHENZHEN 2015 so as to further improve its professional standards.

**Liu Jinqiang, Tyco Electronics (Shenzhen) Co., Ltd.**

At this exhibition, our main purpose is to purchase overseas products, such as servo cylinders, air cylinders, more linear motors, servo and stepping, and servo motor. Generally, this buyer match-up activity meets our technology requirements. The match-up manufacturer is our Shanghai team's cooperation partner. We consolidate our relationship while obtaining new product information. We appreciate the organizers for providing this platform.

## Voice from Buyers

**The Marketing Division, Shanghai MOONS' Automation Equipment Co., Ltd.**

This is the fourth time for us to participate in Industrial Automation SHENZHEN. The organizers always provide excellent services, and gather professional audiences. All kinds of forums were also held concurrently. The organizers provided buyer match-up services. Which IA SHENZHEN 2015 a great success!

**The Marketing Division of Beijing Luster LightTech Co., Ltd.**

Buyer match-up is a highlight of this exhibition. Through the exchanges between buyers and sellers, the exhibition provided a platform for exhibitors and audiences to closely exchange technologies and negotiate business opportunities.



# Special service - industry users visiting group

During the exhibition this year, the organizer has invited users visiting groups from nearly 100 industries of Lacey south China to visit the exhibition.

## Comments from Visitor Tours

**Foxconn Group  
Zou Xiaoqiao, Automation Equipment Development Office**

The organizers provided excellent services. The signs at the door were helpful. The exhibition on robot and connecting line technology really surprised us. In the future, we want to see more CNC technology and processing technology exhibited for us to learn, exchange and cooperate in these areas. Best wishes for Industrial Automation SHENZHEN 2015.

**VTech (Dongguan) Communications Limited  
Lu Qi, Senior FA Engineer**

It surprised me that many exhibitors display new conceptual products.

**Shenzhen Mindray Bio-Medical Electronics Co., Ltd.  
Liu Gen, Project Manager of Manufacturing System**

Generally, we are satisfied with the exhibition. Many thanks to the organizers. Hopefully, we could continue to participate in similar exhibitions. Also, the organizers could further classify exhibitors or technology in the future exhibitions.

**Gree Electric Appliance, Inc. of Zhuhai  
Sha Fengkui, Director of Automation Equipment Division**

This exhibition showcased all kinds of exhibits, with the participation of high-level automation system exhibitors. Hopefully, the exhibition could invite even more international companies. Wish that Industrial Automation SHENZHEN 2015 will achieve even greater success!

**Dongguan Shilong Kyocera Co., Ltd.  
Fu Qiang, Vice Director of Automotive Division**

This exhibition showcased all kinds of product categories, convenient for us to buy products and talk to exhibitors. The product marketing campaign was well organized. We are also satisfied with the reception services.

**Shin Tech Engineering Ltd.  
Yang Lizhi, Senior Equipment Technology Engineer**

The exhibition has all kinds of products, with many new equipment and technology displayed. Visiting the fair could help companies to improve their automation manufacturing standards.

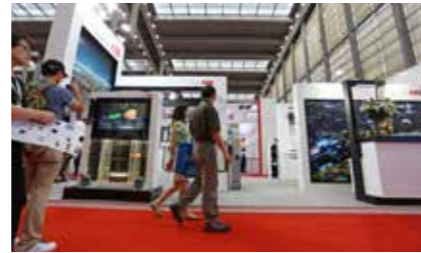
# 2014 Exhibition Review - All the business opportunities are in Industrial Automation SHENZHEN.

Exhibition area: 28,000 square meters;  
 Participating companies: nearly 421 Chinese and foreign enterprises (overseas exhibitors are more than 50%);  
 Audience number: the professional audience arrivals reached 23,644, representing a 10% of increase compared with that of 2013;  
 Professional seminars: 10 content-rich seminars, with many user buyers from many industries;  
 Professional buyer group: Nearly 100 enterprise groups with nearly 2000 professional audiences.

## Voice from Exhibitors

### ABB Beijing Drive System Co., Ltd.

Generally, this exhibition is successful, with a wide range of products exhibited. For example, light industry and OEM sector attracted many professional audiences. We also effectively promoted ABB drive system and expanded our reputation in Southern China. Hopefully, Industrial Automation SHENZHEN 2015 will expand the exhibition scale and attract even more international well-known industrial exhibitors and professional audiences.



### Mitsubishi Electric Corporation (China) Ltd.

Industrial Automation SHENZHEN 2014 has successfully concluded. Generally, this exhibition has achieved good results. The exhibition promotion rolled out widely and brought full lineup of exhibits. Thus, Industrial Automation SHENZHEN 2014 attracted many professional audiences. At the exhibition, we met many prospective clients. In the future, I want to see more well-known exhibitors in the sector to be invited, attracting more professional audiences.



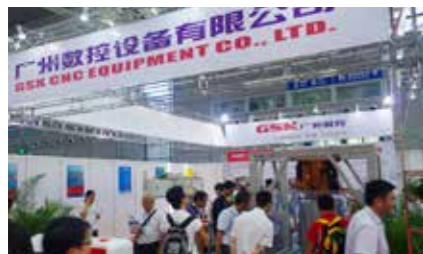
### Red Lion Controls (China) Ltd.

Industrial Automation SHENZHEN 2014 has been successfully ended. At this exhibition, we are satisfied with registration, preparation and onsite coordination services. Many thanks to the organizer's hard work. Also, the onsite effect, visitor flow and client quality are beyond our expectation. We believe that this exhibition will bring more orders for us. Wish Industrial Automation SHENZHEN 2015 a great success!



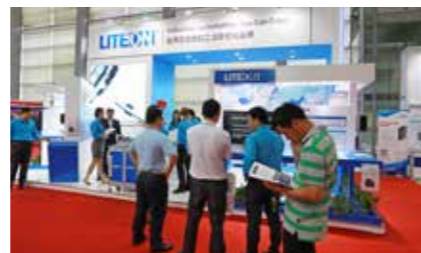
### GSK CNC Equipment Co., Ltd.

This year is our second time to join Guangdong Robot Professional Commission pavilion. This exhibition attracted a lot of audiences including many professional clients. Best wishes for Industrial Automation SHENZHEN!



### Lite-On Technology (Guangzhou) Corporation

We selected Industrial Automation SHENZHEN to debut in South China. Generally, we received many supports from the organizers, either in pavilion location or media report. At this exhibition, our company is well received and recognized by professional visitors.



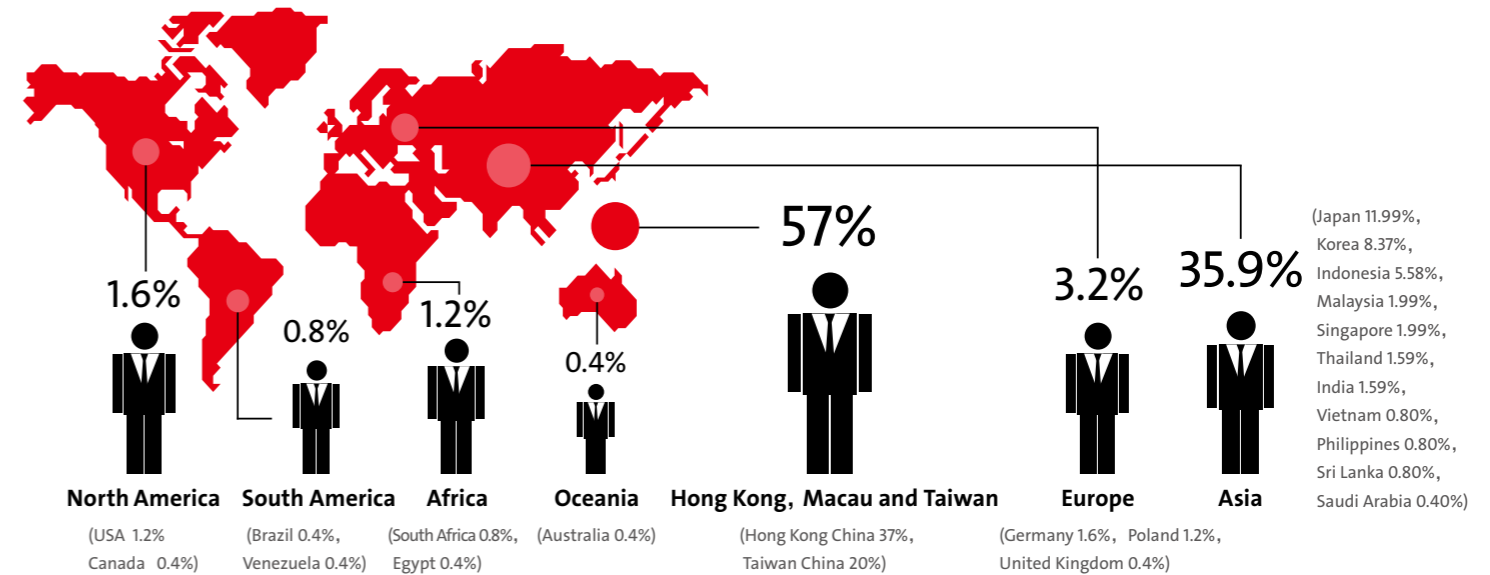
### FlexLink Automation System (Shanghai) Co., Ltd.

Flexlink has 40 years of experience in automation system, providing complete automation solutions for manufacturing companies. We also pay attention to Southern China market. The Industrial Automation SHENZHEN provides us a platform to closely contact clients in Southern China. The organizers arranged exhibitors to directly talk to end-users such as organizing Foxconn and BYD visiting tours. Generally, we are pleased to participate in this exhibition and look forward for the future cooperation with the organizers.



## Overseas Visitors Analysis

The three-day show attracted 23,644 professional visitors, of which domestic visitors came from 30 provinces, and the visitors from North China occupied the proportions of 81.69%. Besides, the overseas visitors were from 23 different countries and regions. This year, the number of total visitors has grown by 10% compared with last year.



## Visitor's Purchasing Authority



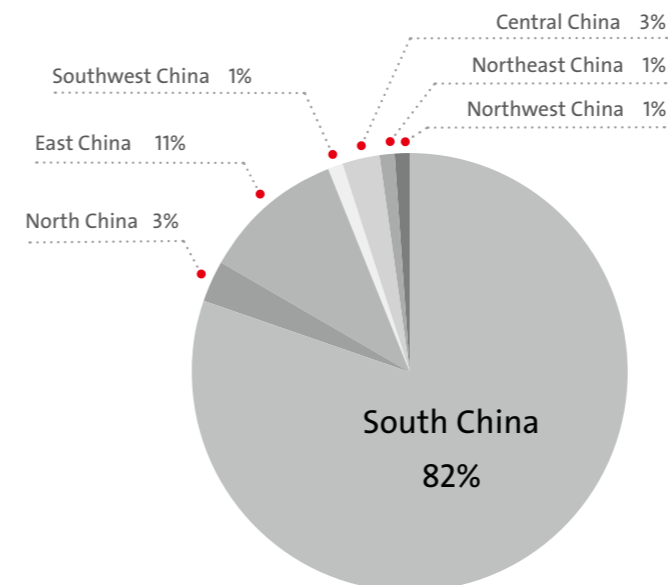
Over 89% attendees were final & joint decisionmaker or purchasing related.

76% of the visitors are decision makers or the keypersons to influence the purchase



\*Due to multiple choices, the total percentage is beyond 100%

## Domestic Visitors Analysis



## Visitors' Feedback

