

IAMD SHENZHEN - Integrated Automation, Motion & Drives

Leading Trade Fair for Integrated Automation,
Industrial IT, Power Transmission and Control

27 - 29 June 2018
**Shenzhen Convention and
Exhibition Center**

www.ia-shenzhen.com

2018



Deutsche Messe



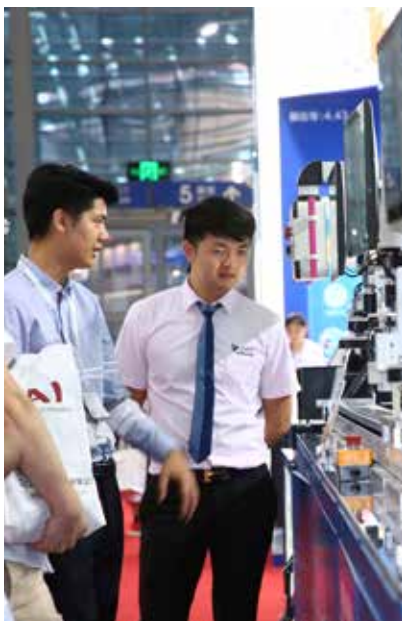
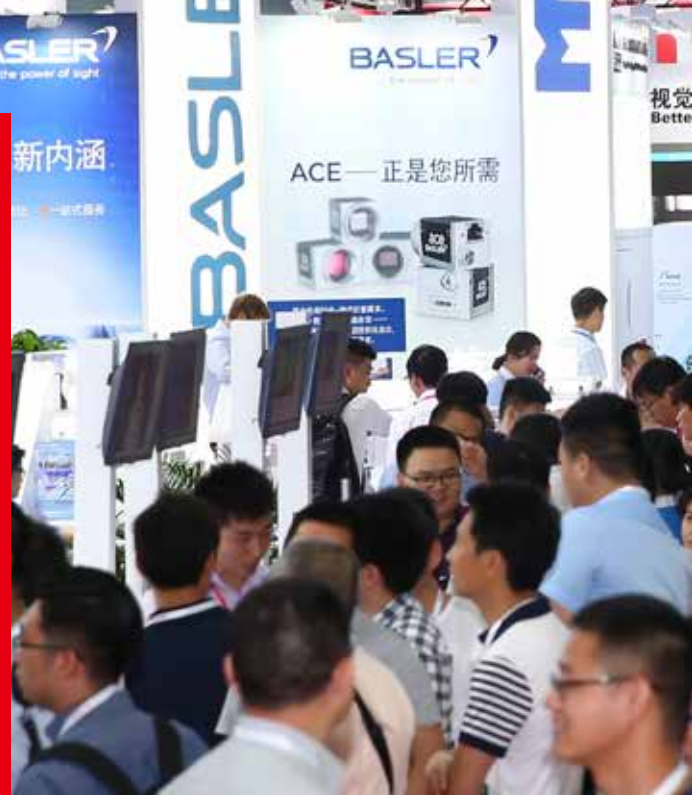
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IAMD

SHENZHEN

Upgrading Intelligent Manufacturing Exploring Business Opportunities

The most valuable show in South China that you should not miss!



Currently, driven by the advancement of the disciplines related to the new generation of artificial intelligence, theoretical modeling, technical innovation, hardware and software upgrading, a series of breakthroughs have been made, which pushes all economic and social sectors to transit from digital and network-based development to intellectualization. As one of regions with the fastest-growing manufacturing industry in the world, South China continuously expedites its step of transformation and upgrading in line with the big trend of intelligent upgrading, promotes the integration of informatization and industrialization and integration of the new-generation information technology and manufacturing technology, takes intelligent manufacturing as the focus of these two kinds of integration. Leading in China, Shenzhen's manufacturing industry is committed to developing high-end manufacturing industry based on its sound industrial base, focuses on strategic sectors such as robots, precision manufacturing equipment, digital network equipment, new-type components and spare parts, and develops itself into a manufacturing industrial base featuring intelligent manufacturing, robots and precision manufacturing leading in China and gaining the reputation in the rest of the world.

The annual IAMD SHENZHEN is one of the most popular automation exhibitions in South China. Established in 1997, IAMD SHENZHEN has laid a solid industrial foundation and broad market demand along with the economic take-off of the Pearl River Economic Circle. As one of the global industrial exhibitions under the flag of Hannover Messe, IAMD SHENZHEN has embraced a brand new pattern with professional organizing concept and powerful resource network.

For many years in a row, IAMD SHENZHEN has been committed to promoting communication within the manufacturing industry and industrial upgrading. As the most authoritative trading and promotion platform for intelligent manufacturing and industrial automation products in South China, it will present the 22st pageant on June 27-29, 2018. In 2018, IAMD SHENZHEN will make an impressive comeback, further leverage the global perspective, internationalized resources and professional services of Deutsche Messe AG to develop an exhibition and trading platform with top quality, accelerate the transformation and upgrading of intelligent manufacturing industry, and give momentum to the industrial development of South China and the entire Asia-Pacific Region. This is a great chance for you to explore new business opportunities in China's rapid-growing intelligent manufacturing industry.



**Industrial Automation
SHENZHEN 2017
at a glance**

Exhibition Area
30,000
sqm

Exhibitors
500

Total Visitors
34,943

Delegation
Visitors
4,242

Intelligent Manufacturing Enhancing industrial agglomeration effect

As the largest and most influential automation show in Southern China, IAMD SHENZHEN 2017 attracted nearly 500 top-notch enterprises from 14 countries and regions including Denmark, Germany, South Korea, Canada, the United States, Japan, Switzerland, Singapore, Italy, Israel, Britain China Taiwan and China Hong Kong showcased in areas such as industrial robot, control systems, machine vision and mechanical transmission technology within a display area of 30,000 sqm. The three-day show witnessed the showcase of industrial robots, the debut of delegation groups, an endless stream of visitors and a good atmosphere for trade and business, attracting 34,943 visits in total, an 8.14% increase compared with last year, once again proving the powerful appeal and great influence of IAMD SHENZHEN in Southern China's market.

■ Only IAMD SHENZHEN can provide the following values

1

Direct contact with the international market

Present your products in a formal business and creative atmosphere. Use this unique opportunity to communicating with professional buyers from all over the world, and open new market. Leading figures (from general manager to product development engineer) at different levels from various industries (from mechanical engineering to information technology) will gather in Shenzhen of China from June 27-29, 2018 for the same purpose!

2


Worldwide media attention

The organizer will present products and solutions in your fields to the media all over the world, for example, automation technology or robot based on information technology, and will position your products in the major growth markets of industry.

3

Unique platform to explore new business opportunities

Attend IAMD SHENZHEN, you will have a chance to develop new business opportunities and make a close contact with policy makers in the field of business, science and politics. To develop and build your own network of relationships through perfect supporting meetings and forums, and other special features.



Brand-new highlights at the show - Displaying infinite business values

- **Kick off “Internet +” artificial intelligence by developing intelligent manufacturing** -- The fast development of artificial intelligence triggers profound changes in human social life and the world. In particular, driven by new theory, new technology, economic and social development, such as mobile Internet, big data, super-computer and sensor network, artificial intelligence develops fast, demonstrating new features such as cross-field integration, human-machine collaboration, open group intelligence and autonomous operation. By 2025, the basic theory of artificial intelligence will make major breakthroughs. Some technology and applications will reach international leading standards. Artificial intelligence has become a major engine for China to realize industrial upgrading and economic transformation, and China has achieved prominent progress in the development of an intelligent society.
- **Hosting more than 7,500 Chinese and foreign brands, attracting well-known enterprises to Shenzhen** -- ABB, ACE PILAR, ADTECH, ADVANTECH, AIRBEST, AirTAC, Akribis, Ametek, AMP&MOONS, Asialand, AUTONICS, Banner, BONMET, CAMOZZI, CCS, Celer Motion, CHELIC, C-JAC, CKD, CKVISION, COGNEX, Combei, CRP, Daheng/MAVISION, Datalogic, Dinkle, DongAN, DVS, DynamikWell, Edmund, EINUO, Elmo, EMA, EPLAN, Epson, FGSROBOT, FLEXLINK, FLIR, FST, Fujii, GoldSun, Grantech, GSK, Han’sMotion, HANSMOTOR, Hikrobot, HITOP, HR, HUACHUANG, HUAGUO, Hummel, HU MMEL, HUOBAN, IAI, ICPDAS, IDEA, IDEC, IDS, IEL, igus, IMI, invt, I-ROBO, ITEN, JATEN, Kent, Keyence, KOYO, KSS, LAI FUAL, Leaderdrive, Leadshine, LITEON, LMI, LOTES, LOTS, LUSTER, LXI, Maxair, MEAN WELL, MICROSENSOR, Mindman, MITSUBISHI ELECTRIC, Mixlinker, NACHI, NANOTEC, NB, NBK, OKAGV, OPT, OPTO, Pfannenberg, PILZ, PISCO, PIXOEL, PMI, PMI, PointGrey, PRO-TECHNIC, QKM, QuadRed, Red Lion, RIKO, Rittl, Robostar, ROKAE, Rollon, RSB, SAIBO, SA MSUN, SanbaoXingye, SANLIXIN, SATA, SCI, Second, SENSOPART, SHENGLING, Shinano, SICK, SIEMENS, SMC, Solartro n, SPG, SSSZ, STSROBOT, SunVision, TBI, THK, TOSHIBA, TOYO, UNITED, UniversalRobots, VGM, VINKO, VITEX, WEG, Weidmuller, WEISS, WORLD, YAMAHA, YAMAZEN, YASKAWA, YASKAWA&Midea, YIHEDA, YiLiMac, YINGYI, YoungsunPack, Zhijin etc.
- **Long-term participation of key buyers and professional visitors** -- Huawei, ZTE, Hisense, Foxconn, BYD, Flextronics, Kyocera, Fuqun, Shenzhen Kaifa, Brother, Gree, Midea, Galanz, TCL, Samsung, Panasonic, Changhong, ZTE, Skyworth, Konka, Keda, Procter & Gamble, Hedy, Hitachi, Toshiba, Sinopec, Shinco, Huayang, Sunwoda, Fuji Xerox, Vtech, Citizen, O-Net, Daya Bay Nuclear Power Station, China Southern Power Grid, Guangqi Honda, Guangzhou Toyota, CSIC, Guangzhou Shipyard, Guangzhou Iron & Steel, Shaoguan Iron and Steel, etc.
- **Developing an dedicated industrial robot exhibition in South China** -- As the priority is given to high-end equipment manufacturing industry, China takes industrial robots as a key part of industrial transformation and upgrading. Chinese robot industry faces an important turning point to achieve a fast growth. Industrial robots have become a major force to drive the development of industrial modernization. In the wave of “replacing humans with robots” promoted by the government and enterprises, a batch of excellent industrial newcomers and top-performers have sprung up in Guangdong. As a large manufacturing province in China, Guangdong is devoted to developing into a core region of robot industrial development in South China. IAMD SHENZHEN gathers many well-known robot brands and integrators in the industry, with a view to guiding intelligent upgrading and jointly exploring business opportunities.



- **Most popular in South China** -- IAMD SHENZHEN is the most popular automation exhibition in South China, attracting 420,000 guests and buyers altogether, with an average of more than 25,000 visitors for the past 3 years. 34,943 trade visitors paid their visits to IAMD SHENZHEN in 2017, which is a quite amazing number. Its strong publicity comprehensively covers the manufacturing industry chain in South China.
- **Reputable exhibition organizer** -- IAMD SHENZHEN, formally incorporated into Industrial Automation Events Worldwide of Deutsche Messe AG in 2014, will develop into the largest, the highest degree of internationalization and the most professional industry automation exhibition in South China based on the 60-year HANNOVER MESSE.
- **Five major industrial themes** -- IAMD SHENZHEN divides the automation industry by themes and also makes effective integration. The themes include servo drive and control, intelligent manufacturing and industrial robot, machine vision, electrical system and mechanical system, liquid gas tight and mechanical parts control, etc.

Product categories

Intelligent Equipment & Industrial Robot

Industrial Robot and Parts, Painting Robot, Palletizing Robot, Transfer Robot, Assembly Robot, Handling Robot, Welding Robot, Rectangular Coordinate Robot, Robot Integrated Application and Solution, CNC System

Intelligent Control System

Control System, PLC, SCADA, Sensor and Actuator, Servo Motor, Frequency Converter, Connector, Human Machine Interface, Motion Servo, Chassis and Cabinet, Embedded Industrial Power Supply, Electrical Power, Wire and Cable Accessories, Electrical Equipment, Process and Energy Automation System

Mechanical Transmission System

Hydraulic, Pneumatic, Fluid Drive and components, Mechanical Transmission Components and Parts, Bearing, Gearing, Motor, Linear Technology, Sealing Technology

Machine vision

Smart Camera, Industrial Lens, Interface Card, Accessories, Light Source, Image Processing System, Machine Vision Integration, Machine Vision Accessories, Commercial Measurement, Instruments and Apparatus, Flow Meter, Measuring and Test Equipment

Industrial Internet of Things

Industrial communication, Internet of Things, Big data/Cloud Computing, Industrial Ethernet, Industrial Personal Computer, Network and Field Bus System, Assembly and Handling System, Linear Positioning Systems, Industrial Automation Technology and Software, Information Security

Others

Non-standard Automation Equipment, Automatic Packaging Machine, Automatic Labeling Machine, Laser Marking Machine, Automatic Dispensing Machine, Automatic Winding Machine, all kinds of Automatic Production Lines, Electronic Components and Auxiliary Equipment, Training and Consulting

Stand options for foreign exhibitors:

- Shell scheme: RMB 17,550/9 sqm
- Raw space: RMB 1,460 /sqm

Business and cooperation opportunities, all in IAMD SHENZHEN

Professional Matchmaking Service

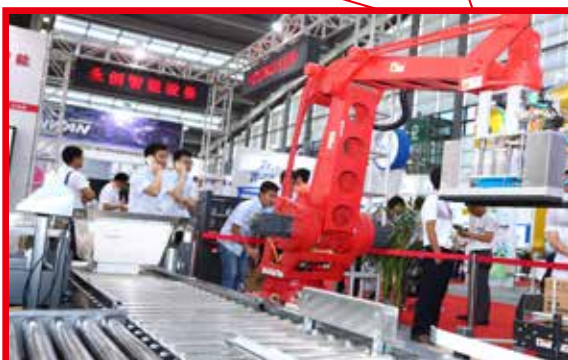
One-to-one negotiation with buyers from targeted industries

In the last three sessions, we adjusted exhibition mode and arrangement in line with the requirements of exhibitors and visitors. In particular, we invited equipment purchasers and engineers as our trade visitors from such fields as electronic assembly, automobile manufacturing, metal processing, metal plate welding laser, printing packaging machine, medical machine, rail transport, textile machine, electronic communications, hardware products, new energy, food industry, rail transport and OEM manufacturers. We specially launch business matching services for several high-quality exhibitors with the participation of over 80 trade buyers. We held over 60 business pitch activities. In line with different needs of exhibitors for different buyers from different sectors, we specially select and invite targeted industrial buyers to negotiate with exhibitors one by one, well received by both exhibitors and buyers! In 2018, we will continuously experience such exclusive buyer services with high-quality exhibitors!

>>> Exhibitors' Comments for Matchmaking service

World Precision Manufacturing (Dongguan) Co.,Ltd

We have met many new and old customers from South China, learnt information about different industries and got updated on the development of intelligent manufacturing. We also hope the next IAMD SHENZHEN will deepen buyer-seller matching activities to make available more effective resource and platform integration for both sides.



Hangzhou YOUNGSUN Intelligent Equipment Co.,Ltd

Our company is extremely satisfied with this exhibition, especially for the buyer-seller matching activity. It has not only helped sellers to directly enhance the exhibition effect, but also directly recommended premium-quality suppliers to the buyer, which improves efficiency and is of great significance. We hope the exhibition will invite more and more buyers in next session. Wish IAMD SHENZHEN a greater success!

>>> Exhibitors' Comments

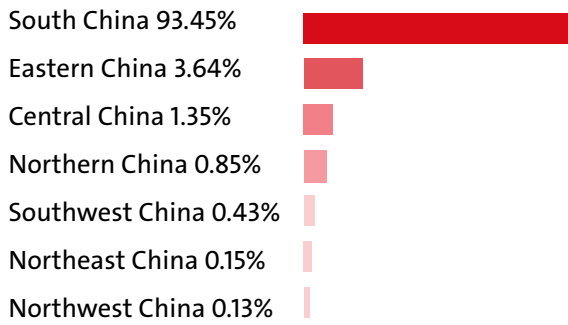
Suzhou Celera Motion Precision Technology Co., Ltd.

IAMD SHENZHEN is among the top automation exhibitions in South China, which our company attended for the first time this year. We'd like to extend our gratitude to the organizer for her efforts, with which a streamlined process from inquiry, registration, pre-exhibition preparation till site coordination is ensured. Before the exhibition, Ms. Sun Liyan dedicated substantial marketing for us so that we have attained surprisingly good results in spot effect, attendance and customer quality, which we believe will return us with more orders. Wish IAMD SHENZHEN 2018 a greater success!

The three-day show has attracted **34,943** professional buyers, which is **8.14%** greater than last show. Domestic visitors are from 30 provinces/directly-controlled municipalities, with those from Southern China accounting for **83.47%**.

Domestic Visitors

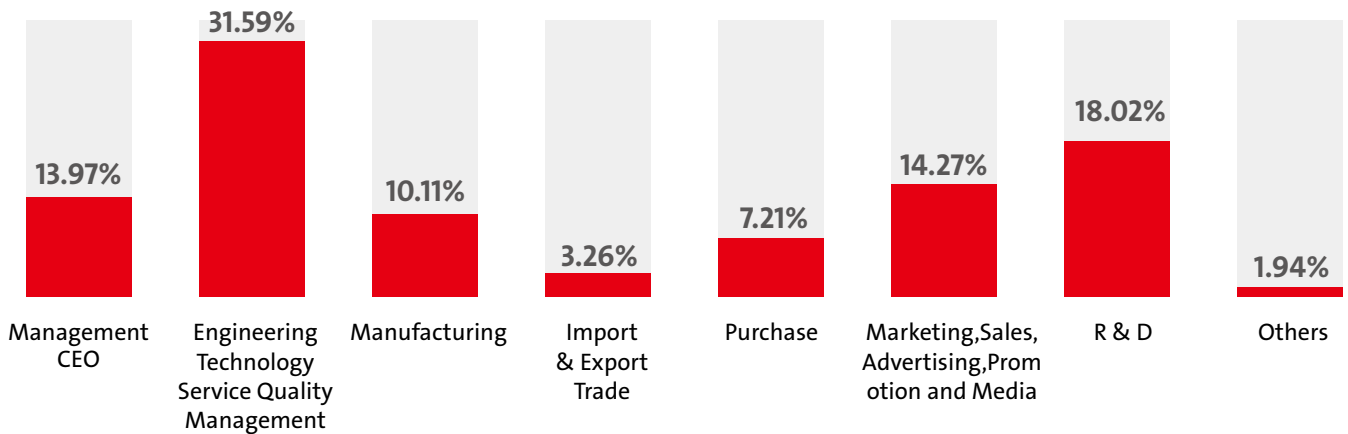
The following are 10 cities in China that our visitors mainly come from this year: Shenzhen, Dongguan, Guangzhou, Foshan, Zhuhai, Huizhou, Zhongshan, Shanghai, Beijing and Jiangmen.



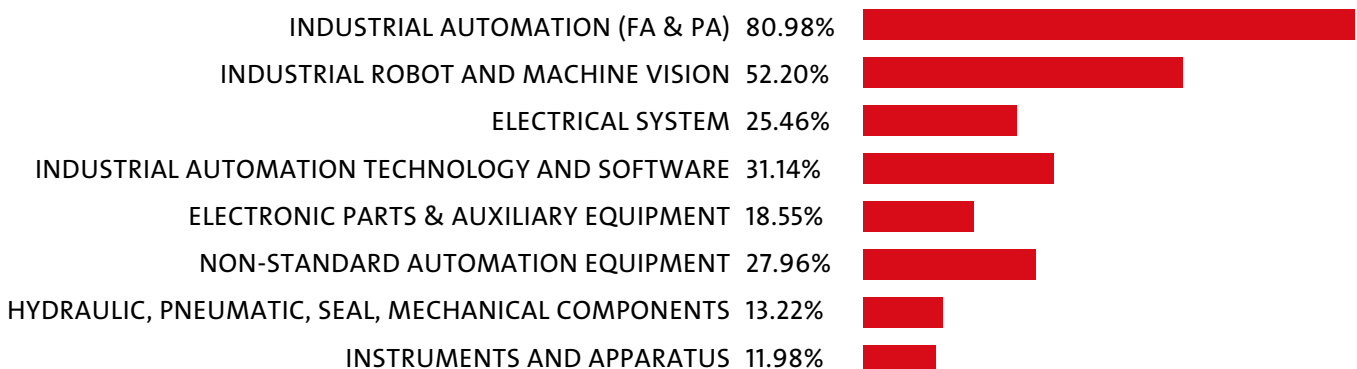
Overseas Visitors

There are 1.6% visitors coming from 24 different foreign countries and regions, including USA, Britain, Russia, Spain, Turkey, South Africa, Japan, Korea etc.

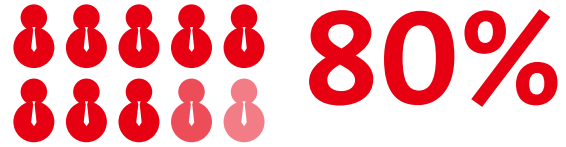
Visitors' Main Job Functions



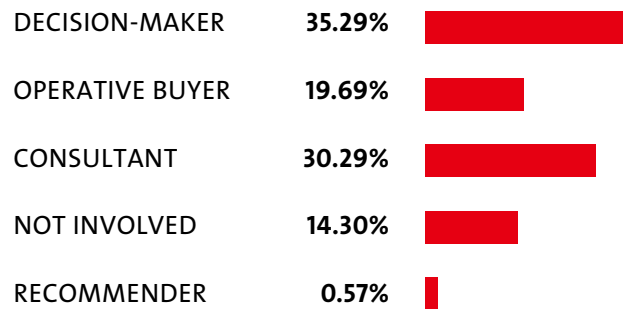
Visitors' Interest



Visitors' Purchasing Authority



Professional buyers with purchase recommendation rights and final decision-making rights make up 80%



* The percentage is analyzed on the basis of the number of people who answered this question. Part of the visitors made multiple choices, and thus the total percentage exceeds 100%.



Deutsche Messe



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* On behalf of Hannover Milano Fairs Shanghai

Use this opportunity to present your products and solutions to the world



HANNOVER MESSE
23 - 27 Apr. 2018
Hannover, Germany



IAMD EURASIA | WIN EURASIA
15 - 18 Mar. 2018
Istanbul, Turkey



IAMD USA | HANNOVER MESSE USA
10 - 15 Sep. 2018
Chicago, U.S.A.



Integrated Automation, Motion & Drives BEIJING
9 - 11 May, 2018
Beijing, China



Industrial Automation Show
7 - 11 Nov. 2017
Shanghai, China

Application Deadline
30 April, 2018

