Industrial Automation
SHENZHEN 2017
Leading Trade Fair for Process, Factory and Building Automation Systems and Solutions
28-30 June 2017
Shenzhen Convention and Exhibition Center
After Show Report

www.ia-shenzhen.com
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As the largest and most influential automation show in Southern China, Industrial Automation Shenzhen 2017 (IA Shenzhen) came to a successful close at Shenzhen Convention & Exhibition Center on June 30, 2017. 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, Taiwan, China and Hong Kong, China 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 IA Shenzhen in Southern China’s market.
As one of the most important industrial automation shows in Southern China, IA Shenzhen 2017 attracted industrial automation enterprises with glamorous showcase. YAMAZEN, PRO-TECHNIC, Celera Motion, SICK, Datalogic, HANSMOTOR, Youngsun Pack, WORLD, Keyence, AMP&MÖONS, YIHEDA, MEAN WELL, SANKYO, ITEM, ELMO, Nanotec, SYK, ACE PILLAR, ADVANTECH, IPCDAS, GRANTECH, Solartron, Akriris, Shinano, RSB, KSS, Dinkle, NBK, TBI, SATA, SHENGLING, Koduct, QuadRep, SANLINKIN, HR, DVS, Mixlinker, Combei, DongAN, SAIBO, RIKO in the control system area; OPT, SAMSUN, HUAGUO, Edmund, Daheng, LUSTER, Sanbao Xingye, OPTO, IDS, Hikrobot, Sunvision, CVision, Botrong, Pixcel, VITEX, CCS, FIIR, LOTS, LMI, Zhijin in the machine vision area and SMC, IMI, CHELIC, Partners, Maxaire, C-JAC, ARK, COYO, FGSROBOT, TIAO, SPG, FUJIKURA, VGM, ZHONGZHENG, TST-ROCK, BETTER in the mechanical transmission technology area all made their presence with hit products and personalized solutions.

Industrial robots showcasing intelligent upgrading

With the implementation of “robot assembling line” strategy in Guangdong, a number of excellent industrial pioneers has emerged to develop Southern China into the core place for the development of robot industry. This year’s show especially launched the industrial robot display area, assembling a lot of leading enterprises and presenting a brilliant brand competition. Main enterprises included YASKAWA-MIDEA, IDEA, URiversal, IAI, Youngsun, GSK, QKM, Second, Rokae, YangTian, EINUO, UNITED, I-ROBO, START, ASIALAND, HUACHUANG, GoldSun, VINKO, Dynamikwell, HANS MOTION, Leader Harmonious, LAIFUAL HARMONIC, Sunson, SAIBO, YILI and Kent.

Four delegation groups drawing wide attention

Except the active participation of industrial pioneers, this year’s show also witnessed the dazzling debut of four delegation groups including Hong Kong Automation Technology Council, Taiwan Electrical & Electronic Manufacturers’ Association, Guangdong Robot Professional Committee and German Pavilion. Affiliated to Federation of Hong Kong Industries, Hong Kong Automation Technology Council made its presence at IA Shenzhen for the first time. The especially-constructed Hong Kong Pavilion covered a display area of 435 sqm, showcasing nearly 20 distinctive automation manufacturing equipment, technology and system, so as to present the strength of Hong Kong’s advanced technology and quality products.

Show Highlights

Dazzling presence of exhibitors winning great popularity

Industrial robots showcasing intelligent upgrading

Four delegation groups drawing wide attention

Exhibitors' Comments

91% of exhibitors are satisfied with Industrial Automation SHENZHEN 2017. Among them, 85% express that they will continue to participate in the event next year.

Guangdong YASKAWA-MIDEA Industrial Robotics System Co., Ltd.

This exhibition is the most important one for our company since its establishment. So we are rather prudent on selecting the exhibition brands. IASZ, as one of the most influential exhibitions in South China, naturally becomes our final choice. We are so attracted to participate this exhibition this year. And we have brought many global debut products, which have raised attention from numerous media and audience and achieved favorable results. Yaskawa Midea focuses on system integration of IC industry robots as well as research and development on the robots suitable for IC industry, devotes itself to achieving the leading role among the robots manufacturers and service providers in IC Industry, and expects to obtain better influence power in South China. We hope IASZ next year will help us broaden our influence and bring more business opportunities. Thanks again for the exhibition opportunity provided by the organizer as well as on-site audience.

IMI Precision Engineering Co., Ltd.

We are so honored to release our Marvelous Machines—the latest product of IMI Precision Engineering in 2017, on such an excellent platform. As the largest industrial fair in South China, IASZ have attracted lots of customers in South China market to learn about our ability in the field of control systems.

Hefei Idea Technology Co., Ltd.

IASZ shares a well-organized order and considerate service, provides a multi-dimensional publicity channels for the enterprises, including advertorial promotion, media publicity as well as on-site advertisements, etc. assist to connect relevant customers for enterprises, and attracts large amount of customers from South China markets. By participating in this exhibition, we have obtained favorable brand promotion opportunities and potential customers, and have been aware of the latest trends in the industry. We hope that the exhibition will achieve greater success and bring more professional customers for enterprises. Make more customers from the South China markets find out idea’s capacity in robot industry and non-standard automation fields.

Suzhou Celera Motion Precision Technology Co., Ltd.

IA 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, the organizer 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 IASZ 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, Zhejiang, Shanghai, Beijing and Jiangmen.

- South China 93.45%
- Eastern China 3.64%
- Central China 1.35%
- Northern China 0.85%
- Southwest China 0.43%
- Northeast China 0.15%
- Northwest China 0.13%

**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.

**Visitor’s Purchasing Authority**

80%

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

- DECISION-MAKER 35.29%
- OPERATIVE BUYER 19.69%
- CONSULTANT 30.29%
- NOT INVOLVED 14.30%
- RECOMMENDER 0.57%

* 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%.

**Visitors’ Main Job Functions**

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>13.97%</td>
</tr>
<tr>
<td>Engineering</td>
<td>31.59%</td>
</tr>
<tr>
<td>Service Quality</td>
<td>10.11%</td>
</tr>
<tr>
<td>Management</td>
<td>3.26%</td>
</tr>
<tr>
<td>Purchase</td>
<td>7.21%</td>
</tr>
<tr>
<td>Marketing, Sales, Advertising, Promotion and Media</td>
<td>14.27%</td>
</tr>
<tr>
<td>R &amp; D</td>
<td>18.02%</td>
</tr>
<tr>
<td>Others</td>
<td>1.94%</td>
</tr>
</tbody>
</table>

**Visitors’ Industrial Areas**

- Precision Machinery Equipment: 75.34%
- Aviation/aerospace: 4.82%
- Automobile manufacturing: 9.35%
- Rail transit: 4.16%
- Energy/electric power: 6.70%
- Petroleum/chemical: 2.41%
- Industrial Automation: 22.56%
- Machine tool: 6.08%
- Construction: 1.61%
- Elevator manufacturing: 1.77%
- Textile/apparel: 1.72%
- Metallurgy/casting: 1.68%
- Biological medicine: 2.08%
- Food/beverage: 1.93%
- Packaging/printing: 3.54%
- Shipbuilding: 1.49%
- National defense industry: 1.78%
- Environmental protection equipment: 3.37%
- Plastic/rubber: 3.33%
- IT and electronics: 14.40%
- Others: 2.21%

Mechanical manufacturing, aviation & aerospace, automobile manufacturing, electronic manufacturing, food & beverage, pharmaceutical packaging, machine tool and other application industries account for over 43%.
Visitors’ Feedback

In 2017, 65% visitors visited the show for the first time. 32% of the remaining visitors visited it for the third straight year. Over 95% visitors said they would be there in 2018.

Visitor Analysis

- Understand market situation 68.93%
- Visit suppliers and sellers 26.91%
- Seek new products and innovative technologies 41.12%
- Seek solutions 26.72%
- Collect information for investment and purchase decision-making 10.24%
- Purchase/place an order 9.84%
- Expand business contact scope 10.89%
- Develop new customers 11.59%
- Evaluate whether to be an exhibitor 2.81%
- Participate conference and forum 2.68%
- Seek cooperations 0.93%
- Others 0.35%

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 IASZ 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 IASZ a greater success!

Guangdong Xinbao Electrical Appliances Holdings Co., LTD.

The exhibition enjoys a positive ambience. We have felt the enthusiasm from the organizer, and we are greatly honored to be invited to the buyer-seller matching activity, the forms of which could help the buyers and suppliers find their common ground. And such matchmaking could also reduce some twists and turns of finding suppliers for visitors and buyers, and our partnership and opportunities have also been enhanced by face-to-face communication. My suggestion is that the activity space could be much larger in the future, with reception rooms and independent space for both negotiators. Wish the exhibition a greater success!

Shenzhen Winsun Technology Co., LTD.

We have visited IASZ for many times, and are greatly satisfied with the organization of this year’s exhibition. As a R&D specialist, I look forward to seeing more stands regarding industrial vision and pneumatic products. We hope that more exhibitors will be invited to the exhibition for such matching activities in the future. On-site communication would be more efficient if some information about related enterprises could have been provided in earlier times. The overall exhibition is quite satisfactory. We look forward to the opportunity of participating in the activities held by the organizers next year.

DOKO Electronic Manufacturing Co., LTD.

Marketing Director Mr. Li

We have been a regular audience of IASZ, and we can totally feel the overall effect of the exhibition! This visit aims to develop brand partners, including imported industrial brand products. We hope to find more automation solutions for production lines. The buyer-seller matching activities have greatly saved our visiting time and made our visit more efficient. We appreciate the opportunity provided by the organizer.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>No. of Visitors</th>
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<tbody>
<tr>
<td>BYD Co., Ltd.</td>
<td>178</td>
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<tr>
<td>BYD Lithium Battery (Shenzhen) Co., Ltd.</td>
<td>29</td>
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<tr>
<td>TCL Communication Technology Co., Ltd.</td>
<td>38</td>
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<tr>
<td>Galanz electrical accessories Manufacturing Co., Ltd.</td>
<td>51</td>
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<tr>
<td>Hisense Group</td>
<td>43</td>
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<tr>
<td>Guangdong Xinbao Electrical Appliances Co., Ltd.</td>
<td>32</td>
</tr>
<tr>
<td>ZTE Communication Co., Ltd.</td>
<td>44</td>
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<tr>
<td>Foxconn Technology Group</td>
<td>142</td>
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<tr>
<td>Foxlink Automotive Technology Co., Ltd.</td>
<td>44</td>
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<tr>
<td>Guangdong Esquel Textiles Co., Ltd.</td>
<td>81</td>
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<tr>
<td>Huawei Technologies Co., Ltd.</td>
<td>182</td>
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<tr>
<td>HGSP (Shenzhen) Co. Ltd.</td>
<td>85</td>
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<tr>
<td>Flextronics Manufacturing (Zhuhai) Co., Ltd.</td>
<td>73</td>
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<tr>
<td>Prime Technology (Guangzhou) Co., Ltd.</td>
<td>33</td>
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<td>Foryou Group Co., Ltd.</td>
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<tr>
<td>Fong’s National Engineering (Shenzhen) Co., Ltd.</td>
<td>21</td>
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<td>Mith Group (China South Region)</td>
<td>37</td>
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<td>Midea Group</td>
<td>101</td>
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<tr>
<td>Mobi Antenna Technology (Shenzhen) Co., Ltd.</td>
<td>57</td>
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<tr>
<td>Huizhou Sanhui Industrial Co., Ltd.</td>
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<td>Shenzhen Work Heat-Shrinkable Material Co., Ltd.</td>
<td>22</td>
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<td>Kyocera Office Facilities Technology (Dongguan) Co., Ltd.</td>
<td>31</td>
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<tr>
<td>Dongguan Shilong Kyocera Co., Ltd.</td>
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<tr>
<td>Wuyang-Honda Motors(Guangzhou)Co.,Ltd.</td>
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<tr>
<td>Company Name</td>
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<tr>
<td>Shenzhen Mindray Bio-Medical Electronics Co., Ltd.</td>
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<tr>
<td>Fuji Xerox (Shenzhen) Co., Ltd.</td>
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<tr>
<td>Shenzhen Huiruiang Technology Co., Ltd.</td>
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<td>Shenzhen Smoore Technology Co., Ltd.</td>
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<td>Shenzhen GEM Energy Technology Corporation Co., Ltd.</td>
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<td>United Winners Laser Co., Ltd.</td>
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<td>Zhihui Mitsumi Electric Co., Ltd.</td>
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<td>Shenzhen EXC-LED Technology Co., Ltd.</td>
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<td>Valeo Interior Control (Shenzhen) Co., Ltd.</td>
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<td>Shenzhen taitai pharmaceutical Co., Ltd.</td>
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<td>Yige Plastic &amp; Electronic Products (Shenzhen) Co., Ltd.</td>
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<tr>
<td>BYD Auto Company Co., Ltd.</td>
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<tr>
<td>Yuanguang yangzhuang Intelligent technology Co., Ltd.</td>
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<td>Foxconn</td>
<td>Interconnect Technology (Shenzhen) Co., Ltd.</td>
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<td>Hongfuzhum Precision Industry (Shenzhen) Co., Ltd.</td>
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<tr>
<td>Dongguan Prime Electronics Co., Ltd.</td>
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<tr>
<td>Sammin-SCL (Shenzhen) Co., Ltd.</td>
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<tr>
<td>Vtech (Dongguan) Telecommunications Co., Ltd.</td>
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<tr>
<td>Vtech(Dongguan)electronic products Co., Ltd.</td>
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<tr>
<td>Shenzhen Sino Master Steel Sheet Co., Ltd.</td>
<td>36</td>
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<tr>
<td>BYD Electronic Co., Ltd.</td>
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<tr>
<td>TDK (Dongguan) - Factory</td>
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<tr>
<td>TP-Link Technology Co., Ltd.</td>
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<tr>
<td>Guangzhou Panyu Sumida Kou Shui Heng Electric Factory</td>
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<tr>
<td>Advanced Connection Technology (Shenzhen) Co., Ltd.</td>
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<td>Jabil Circuit (Guangzhou) Co., Ltd.</td>
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<td>O-Net Technologies (Group) Co., Ltd.</td>
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<td>Citizen Watch Goodrington Co., Ltd.</td>
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<td>Kuni-Stars Co., Ltd.</td>
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<td>SAMSUNG (Huizhou) Co., Ltd.</td>
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<td>De’Longhi Appliances Co., Ltd.</td>
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<td>Kingbright Co., Ltd.</td>
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<td>Epson Technology (Shenzhen) Co., Ltd.</td>
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<td>Denso (Guangdong Nansha)Co., Ltd.</td>
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<td>Qinzhi Smartech equipment Co., Ltd.</td>
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<td>Shenzhen Orena Laser Equipment Co., Ltd.</td>
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<td>Shenzhen Tsumura Pharmaceutical Co., Ltd.</td>
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<td>Toshiba Tec Information system (Shenzhen)Co., Ltd.</td>
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<tr>
<td>Shenzhen Silver Star Intelligent Technology Co., Ltd.</td>
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<td>Blueway Electronics Co., Ltd.</td>
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<td>KMC Chain Industrial Co., Ltd.</td>
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<td>Luxshare Precision Industry Co., Ltd.</td>
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<tr>
<td>Shenzhen Cidy Co., Ltd.</td>
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<tr>
<td>Panasonic Wannao Appliances Beauty and Living (Guangzhou) Co., Ltd.</td>
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*The names are in order without priority
Voice from Delegations

Guangdong Esquel Textiles Co., Ltd.
We really appreciate the rare exhibition opportunity offered by Hannover Milano Fairs Shanghai Ltd. Specially for this exhibition, we have attached great importance and arranged plenty of related personnel to participate. We have collected lots of information on new products and the exhibition helps expand the horizon for our staff, and find corresponding suppliers regarding the existing difficult problems. The exhibition shares a wide range of categories and friendly service atmosphere. It is inseparable with the hard work and efforts by the organizer. We wish IASZ a better and greater future.

Dongguan Shilong Kyocera Co., Ltd.
First of all, we really appreciate such a great exhibition opportunity offered by the organizer. With various categories and strong professionalism, the exhibition provides a communication platform for the visitors, which has also laid the foundation for the cooperation in the future. We have gathered huge amounts of forward-looking automation products and technical information, which has played a great role in mastering the industrial development trends. In the meantime, thanks to the organizer for your thoughtful reception and arrangement. All the staff members thanks for your effort! I wish IASZ a greater success. Looking forward to the next cooperation!

Hisense Group
In this exhibition, We, Hisense Group, has gathered more than 40 members from Guangdong Hisense Electronics Company and Guangdong Hisense Broadband Company among which they are mainly the specialists and leaders in fields of automation and processing. We deeply appreciate the support from the organizer regarding our exhibition vehicles as well as relevant services. Moreover, we have found that there are new equipment or new accessory manufacturers every year in this exhibition, which has enriched our selection and reference on suppliers in the subsequent business. Through this exhibition, we all agree that we have been informed and enhanced regarding the knowledge and resources in fields of robots and visual inspection. Thanks again for the laborious work by the organizer. Best wishes for IASZ!

Foshan City District Chamber of Commerce of Machinery & Equipment Manufacturing Industry
Thanks for the elaborate arrangement of Hannover Milano Fairs Shanghai Ltd. Our chamber of commerce has organized almost 100 enterprise representatives to visit this exhibition, which has won enthusiastic responses from the members. The exhibition is professional and purposeful in contents. It provides a promising platform for enterprise representatives’ experience exchange, technical cooperation as well as negotiations and matchmaking. It will help to deepen the enterprises’ understanding on current conditions of the automation industry, stimulate business connections with Chinese and foreign industry giants, seek and excavate new premium-quality suppliers, collect latest product information and technology, and facilitate the enterprises to better grasp latest trends of industrial development. The enterprise representatives express unanimous recognition and praise towards the reception work by the organizer, and deeply appreciate the industrious work of all staff. We look forward to coming again next year. With IASZ a greater success!

Foxlink Automotive Technology Co., Ltd.
First of all, thank you for your warm and considerate services, and for providing a platform for our company’s over 40 equipment engineers to their broaden horizons and find resources. The whole process is pleasant, and your service has received high praise from the officers from various departments of our company.
1. The bus driver, Mr. Zhong, arranged by the organizer, arrived in our company on time, waited patiently, and brought us a pleasant trip.
2. Upon arrival at the exhibition’s site, the instructors specially arranged by your side made the procedures much simpler and provided us a smooth experience!
3. The lunch provided by your side was plentiful and convenient, which had greatly saved our time to enjoy the exhibition.
4. The intensive and splendid exhibition contents helped our industrial development, and provided us with more information on suppliers and technical support!
Conferences & Forums

This year, a series of wonderful events was held concurrently. Besides, more than 150 VIP buyer groups paid their visits to the show, creating a great atmosphere for trade and business.

Wonderful events gathering Wonderful Buyers

- Industrial Internet & Intelligent Manufacturing Summit Forum
- Automation Technology Salon
- OPC China Seminar Tour Shenzhen Station — Use OPC UA to build industrial IIOT
- China (Shenzhen) Machine Vision Technology & Application Conference
- Press Conference & Project Closed-door Roadshow of mymooo.com
- The transition of small companies for Chinese manufacture 2025 — the necessary way to go through in manufacturing industry
- 2017 Industry IOT Application Development Seminar (Shenzhen)
- Robots and Smart Manufacturing
- China (Shenzhen) Machine Vision Technology & Application Conference
Show Impressions

Show Impressions
**IAMD Events Worldwide**

Leading Trade Fair Network for Integrated Automation, Motion & Drives

**China**
- Shanghai 7 - 11 Nov 2017
- Beijing 9 - 11 May 2018
- Shenzhen Jun 2018

**Turkey**
- Istanbul 15 - 18 Mar 2018

**Germany**
- Hannover 23 - 27 Apr 2018

**USA**
- Chicago 10 - 15 Sep 2018

**Canada**
- Toronto Sep 2019

www.hannovermesse.de/worldwide

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**Media Promotion**

*The names are in order without priority*
Go Further into China’s Fast Growing Automation Market!
Industrial Automation SHENZHEN 2018
June 2018, Shenzhen Convention and Exhibition Center

☐ I want to visit Industrial Automation SHENZHEN 2018    ☐ I want to participate in Industrial Automation SHENZHEN 2018

<table>
<thead>
<tr>
<th>Company:</th>
<th>Address:</th>
</tr>
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<tbody>
<tr>
<td>Contact Person:</td>
<td>Tel:</td>
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<td>Fax:</td>
<td>Mobile:</td>
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<tr>
<td>Zip Code:</td>
<td>Email:</td>
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<tr>
<td>Website:</td>
<td>Space:</td>
</tr>
</tbody>
</table>

Type of Company:   ☐ Foreign    ☐ Joint Venture    ☐ Local
Exhibits Source:   ☐ Foreign    ☐ Local

Date                  Signature

Fill in the above form and fax back to us by +86-020-86266690-8004

• Please note that this document serves as space booking at Industrial Automation SHENZHEN 2017, not legally binding.
  Official application form (i.e. legally binding) will be ready in due time and will be sent to you shortly.

For more information, please contact us

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Email: ia-sz@hmf-china.com
Website: www.ia-shenzhen.com
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June 2018
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