

Press release

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## Final Report: Wire & Cable Guangzhou 2021 wraps up successfully

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**The 12<sup>th</sup> Wire and Cable Guangzhou closed its doors on a high note on 25<sup>th</sup> September at the China Import and Export Fair Complex, Guangzhou. The three-day fair concluded with 220 exhibitors and 11,824 visitors in attendance. After the 2020 edition was deferred, industry peers were delighted to once again gather at the fairground to make face-to-face business connections and discover the latest products and technologies.**

Speaking at the conclusion of the fair, Mr Emeka Hu, the General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd said: "After a challenging year-to-date, we are glad to have welcomed industry peers back to the fairground and are thrilled to hear their positive feedback. We are also grateful to have maintained solid support from industry associations, and will continue to strengthen our position as the premium trade platform for the wire and cable market in South China."

Many exhibitors reported that they are increasing their focus on the domestic market. In line with the government's 14<sup>th</sup> Five-Year Plan, demand for cables for intelligent manufacturing, smart grids and new energy vehicles is increasing. This was reflected at the fairground, with many participants indicating that the outlook for the South China cable and wire market remains optimistic. Industry associations and buyer delegations from different geographic regions of South China were impressed with the exhibition's coverage and agreed that the fair is the ideal platform to source and discover the latest wires, cables and machinery.

Parallel to the exhibition, academic experts, technical engineers and corporate representatives from the cable and power sectors shared their thoughts on certification and quality control, as well as the latest developments and the industry outlook at the Wire and Cable Asia Forum (WCAF). Both attendees and expert speakers were impressed with the information delivered as well as the opportunities to exchange ideas and network.

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

## Exhibitor feedback

“This is our first time exhibiting at Wire & Cable Guangzhou. We are participating as we heard many good reviews from other industry peers. Our company mostly specialises in line monitoring, utility cables, and detection of shock waves. Recently, we have developed a sound wave imager. Our target customers are involved in power distribution networks, micro cables, and electrical substations. The quality of visitors at the fairground is good, I have already met many familiar faces and we hope to connect with more new customers to expand our client base.”

**Mr Yuanyuan Li, Deputy General Manager, Shanghai Infratest Electronics Co Ltd**

“Our company is one of the leading manufacturers in the cable accessories industry in terms of both technology and scale, with a history of 50 to 60 years. In recent years we have focused on ultra-high voltage cables and smart grids. We aim to present our latest products, communicate with industry peers and gain more leads at the fairground. I am happy to have welcomed different types of clients at our booth throughout the show. Relocation projects, public construction, and the Belt and Road initiative will create many new opportunities locally. Wherever electricity is used, cables and cable accessories will be required.”

**Mr Lei Tan, Director of Marketing, Changlan Electric Technology Co Ltd**

## Buyer opinions

“Our company mainly produces power supply cabinets and some small household appliances. My target is to find manufacturers of high and low voltage power equipment, as well as to find some cooperation partners at the fair. Although it is only the first day of the exhibition, I have already met with many manufacturers and I am very satisfied with the quality of the exhibitors. I think the exhibition provides a good platform for resource sharing, as well as to network and learn about product quality and new technology.”

**Ms Yanmei Lv, Procurement Engineer, Shenzhen Topband Automation Technology Co Ltd**

“I'm a distributor and I'm visiting the fair for the first time after a manufacturer recommended it to me. The exhibition provides a platform for suppliers and manufacturers to communicate, and for visitors to get an intuitive, hands-on feel of the products. I am interested in learning about digital power and smart manufacturing. I have met manufacturers that I have cooperated with before, and I also hope to get to know more new manufacturers in the field of electricity transmission.”

**Ms Meizhi Gan, Manager of Delivery Center, Guicai Online Procurement Platform**

## Reaction to the Wire and Cable Asia Forum

“Many end-users are currently concerned about quality control. My company provides certification for different domestic and foreign cable manufacturers. Today at the forum, I discussed certification standards

and testing methods for EV charging cables with industry peers. The forum provides a platform for suppliers, manufacturers and buyers to connect with one another, and it also provides us, third-party certification agencies, with networking opportunities.”

**Ms Liying Zhang, Project Manager, TÜV Rheinland**

“This forum is very professional. As a newcomer, I gained some expert knowledge and got a good overview of the entire industry, which will help me in the future. The content of the forum was detailed, and every relevant aspect was covered. I have also made friends with several industry-related professionals, and I hope I can further communicate with them after the fair.”

**Mr Xiangke Mo, Technology Manager, Hangzhou Hikmicro Sensing Technology Co Ltd**

Organised by Guangzhou Guangya Messe Frankfurt Co Ltd, China Southern Power Grid Media Co Ltd and Guangzhou Boyou Exhibition Service Co Ltd, Wire & Cable Guangzhou facilitates industry development in South China. The next edition will take place in June 2022. With a particular focus on electrical power, exhibitors include manufacturers and solution providers of wire and cabling, testing instruments and smart grids.

For more information on Wire & Cable Guangzhou, please visit [www.wire-cable-china.com](http://www.wire-cable-china.com) or email [wire@china.messefrankfurt.com](mailto:wire@china.messefrankfurt.com).

#### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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)