

Press

Asiamold
Guangzhou International Mould & Die Exhibition
China Import and Export Fair Complex
Guangzhou, China 1 – 3 March 2017

Hong Kong, March
2017

Eric Chan
Tel. +852 2238 9972
eric.chan@hongkong.messefrankfurt.com
www.messefrankfurt.com
www.asiamold-china.com

AOG17_PR5_Eng.doc

Asiamold – Guangzhou International Mould & Die Exhibition 2017 closed with visitor figures up

Favourable participant reviews highlight the success of the event

Informative on-site concurrent events addressed the newest industry and product trends

Asiamold – Guangzhou International Mould & Die Exhibition successfully closed on 3 March at the China Import and Export Fair Complex in Guangzhou, China. The 11th edition welcomed 250 exhibitors from 11 countries and regions who showcased the industry's most up-to-date and in-demand mould making, die casting, metalworking and 3D printing technologies across 15,000 sqm of exhibition space. With the fair now being held earlier in March instead of September, there was an increase in the amount of business being conducted. In fact, 24,121 visitors (2016: 23,017) from 39 countries and regions attended, and many exhibitors reported strong synergistic effects from SPS – Industrial Automation Fair Guangzhou (SIAF).

Mr Louis Leung, Deputy General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, commented: "Moving the show date to March and hosting Asiamold concurrently with SIAF turned out to be a tremendous success. Moulding, 3D printing and industrial automation complement each other in various stages of product development and manufacturing. As such, the grouping of related forming technologies and intelligent automated manufacturing processes under one roof proved to be the right move since 24% of the overall visitors recorded at Asiamold came from SIAF. Collectively, Asiamold and SIAF welcomed 64,077 professional buyers. Not only were the figures promising, but the feedback received from exhibitors and buyers demonstrates the positive outlook for the industry's future prospects."

Favourable participant reviews highlight the success of the event

As one of Asia's most reputable mould and die trade events, Asiamold is a key platform for well-known global companies to present their latest

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

products and meet new buyers. The fair was praised by exhibitors for its effectiveness in connecting them with decision-makers and facilitating business development. Making its first appearance at the show was Zhuhai Gree Precision Mould Co Ltd, one of China's leading mould manufacturers. Mr Stephen Wong, Sales Engineer at the company, said: "We wish to promote Gree's precision moulding technologies to automobile manufacturers and various other electronic appliance companies. Not only were we able to meet our target clients onsite, but we were also pleased to connect with a number of 3D printing companies that showed strong interest in our products. The show was well organised and housed a variety of brands specialising in mould, die casting and 3D printing. Buyers were equally impressive as a majority of them were technicians. The automation fair was a bonus for us as we also specialise in industrial robotic arms. Overall, we were very satisfied with the exhibition as it is one of the higher-quality exhibitions in South China."

Also participating in Asiamold for the first time was the Korean Pavilion organised by the Korea Association for Die and Mould Industry Development. The pavilion consisted of five moulding and spring manufacturers who specialise in automotive and microelectronic components. Mr Jang Hyun Joon, Marketing Manager at the association, expressed: "I am glad to report that our members have successfully connected with electronic component providers as well as other manufacturers and are in the process of offering quotations for potential clients. The show drew a large number of prospective clients and I also like the fact that it was held concurrently with the industrial automation fair as many potential manufacturing buyers will also source moulds. China is a very important market for Korea and we will not hesitate to come back again next year."

A successful show highlight was the 3D Printing Asia Zone. Z Rapid Technologies Co Ltd returned for a second time because of the fair's ability to attract and connect them with possible partners. For the company, Asiamold is one of the most professional trade fairs of its kind in South China and gathers large crowds to source the latest 3D solutions and products every year. Mr Cao He Ming, Regional Director of the company, commented: "Our target clients are mould makers and Asiamold is the prime event for us to gain business leads. Over 80% of visitors to our booth displayed knowledge of our products. This year, we were fortunate enough to get in contact with our targets which are footwear manufacturers."

Mr Gong Qin De, General Manager at Shenzhen Farsoon 3D printing Co Ltd, shared the same sentiment and returned for the third time because the show has helped grow their business continuously. Mr Gong stated: "Our company specialises in industrial 3D printing machinery and one of our most valued clients are mould makers. We easily connect with our target clients at Asiamold, and the fair regularly attracts all the right buyers as well as professional competitors. Furthermore, we also appreciate that Asiamold was held together with SIAF as this increased visitor flow and opens up a new outlet for exhibitors to boost company branding and product promotion."

Through the years, Asiamold has become the ideal event for anyone involved in the mould, die casting and 3D printing industries and the success of the show only continues to grow. Buyers find Asiamold to be the place to form business partnerships. The organisers help to expand participants' networks within greater areas of China, as well as internationally.

The Product Designer for Bang Nuo Moulding, Mr Ke Bing Guang, agreed that Asiamold is the ideal show for product developers and manufacturers. He commented: "This was my third year at Asiamold sourcing 3D printing machines and intelligent industrial automation products and solutions. At the fair, I noticed an abundance of ceramic as well as UV curing materials. The printers that use these materials can print fine and smooth surfaced items. Asiamold itself is a very influential platform within the manufacturing industry as it continually helps buyers find what they need. I benefitted from the fair and sourced from a few suppliers onsite."

Mr José A. Miragaya González, CEO of Sino Spain in Spain, thinks attending Asiamold is an invaluable opportunity. He said: "This trade fair provides a great opportunity for us to meet new suppliers and talk face-to-face with our current suppliers. This is the most comprehensive fair in Asia and is the place where everyone comes to distribute to both big and small companies. This was a good chance for networking and setting up a bridge between China and Europe, and I have found some potential partners that we could work with. Furthermore, it was a good idea to host Asiamold and SIAF side by side. Not only was this convenient for fairgoers but it also gave buyers a look at what modern-day manufacturing has developed into."

Informative on-site concurrent events addressed the newest industry and product trends

Concurrent events have also added to Asiamold's success. Leading industry players specialising in moulding, die casting, 3D printing and metalwork were invited to share their views on current industry developments and future trends. At the 2017 show, 33 presentations covering related topics were on offer.

First-time speaker, Mr John Wang, Product Manager at TRUMPF (China) Co Ltd, stated: "The outcome of the summit exceeded my expectations as over 50 attentive attendees were at my presentation. Many interested buyers actively approached me after my talk to ask for additional details on my presentation as well as on products that TRUMPF offers. What is more, the summit is a very useful networking tool to not only meet potential clients, but with other industry specialists. Overall, I am very pleased with the experience at the fair and at the summit. The fair attracts large numbers of professional buyers within the mould, die and 3D printing industries."

Asiamold
Guangzhou, 1 – 3 March 2017

Another first-time speaker was Professor Zhang Hai'Ou from the Huazhong University of Science and Technology. During his

presentation, he shared his research findings on 3D metal printing and praised the level of professionalism and knowledgeable of fairgoers that the show gathered. He said: “During the question and answer segment, I was intrigued with the number of questions received from the audience. They genuinely wanted to learn more about the technology I offer. The summit was a fantastic platform for technicians and other end-users to raise questions since they will ultimately be the ones operating the equipment. Events like Asiamold pave a pathway for obtaining the latest information and promoting new knowledge.”

Attendee Mr Wei Wei, Sales Manager at Ningbo Jiangxin Rapid Prototyping Technology Co Ltd, commented: “I came purposely from Ningbo to Asiamold’s 3D Summit to learn more about the latest gadgets within the industry. What caught my attention was the topic on metal 3D printing. I also benefited from other topics such as metal 3D printed mould processing methods. The topics were simple to understand and served as good learning tools for those new to the industry to learn while at the same time enabling experts to network. Furthermore, hosting Asiamold with SIAF together made gaining industry knowledge much easier and direct without going to two different trade fairs.”

Asiamold is organised by Guangzhou Guangya Messe Frankfurt Co Ltd and forms a part of a series of international events including formnext and Intermold Japan. The next edition of formnext will be held from 14 – 17 November 2017 at the Frankfurt exhibition grounds in Germany. Intermold Japan will take place from 12 – 15 April 2017 in Tokyo. The next edition of Asiamold will be held from 4 – 6 March 2018. For more information regarding Asiamold, please visit www.asiamold-china.com or email asiamold@china.messefrankfurt.com.

– end –

Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 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