

Press release

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Asiamold returns in March 2021 as renowned industry brands confirm their participation

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Asiamold 2021 will take place from 3 – 5 March 2021 at the China Import and Export Fair Complex in Guangzhou. The show is highly anticipated by leading brands in the moulding industry, many of which have already confirmed their participation. Highlighting the latest mould making, 3D printing and die casting technologies, the fair is devoted to creating a favourable business platform for domestic and international manufacturers, distributors and exporters. Furthermore, the fair will also offer an extensive seminar programme to inspire participants and allow them to boost their knowledge about specific industry know-how.

The 15th edition of Asiamold – Guangzhou International Mould & Die Exhibition will be held concurrently with SPS – Industrial Automation Fair Guangzhou (SIAF). As two of the leading industry events in South China to kick off the Chinese sourcing year, the fairs will help industry players to recover, reconnect and unlock greater business opportunities within the manufacturing industry, following the suspension of numerous global businesses and production lines throughout this year.

Less than two months after the conclusion of the 2020 fair, many exhibitors from the previous edition have already confirmed their participation for 2021. Some of the leading suppliers who will present their cutting-edge products and solutions include Chuangpin Precision Mould Fittings, Dongguan Chuangyi Metal Product, Dongguan Jingmu Mould Plastic Products, Dongguan Senshang Precision Modelling, Hostar Hotrunner Technic, JK Mold, Ledlink Optics (DongGuan), Shenzhen Yangfan Precision Mould, SMS Precision Mould Materials and others.

Mr Zheng Peng, Company Representative of Dongguan Jinpan Mould Parts Co Ltd returned to exhibit because the fair is continuously able to put them in contact with high quality buyers and expand their business network. He said: “Despite the global pandemic, Asiamold served as a great platform for us to gain company exposure and to showcase our latest innovations in mould-making technology. The successful opening of the 2020 edition not only helped boost our brand but also regained the manufacturing sector’s confidence within the region.”

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Sharing the same success at Asiamold, Ms Yili Li, Vice President of Business Development from Dongguan Yalu Industry Co Ltd added: “We

had a rewarding experience at Asiamold 2020. Even though we only got in touch with local clients this year, the business leads we've acquired are really impressive as a number of connections we made were with quality buyers and serious enquiries."

The 2020 edition of Asiamold was a success in terms of visitor numbers, in spite of the ongoing global healthcare crisis. Held together with SIAF, the two fairs attracted 50,369 visits and welcomed over 650 exhibitors occupying 40,000 sqm of exhibition space. In addition, nearly 30 presentations from some of the industry's leading experts were given during the concurrent fringe programme.

Fringe programme to help industry players navigate emerging trends and new business realities

Determined to provide mould making, 3D printing and die casting solutions for manufacturing-based industries in South China, Asiamold also arranges an extensive fringe programme of events for fairgoers to exchange professional insights and explore market opportunities with industry academics and experts. Pleased with the concurrent programme's turnout at the 2020 edition, Mr Li Jian, Technical Director of Autodesk Software (China) Co Ltd who was one of the presenters praised the fair and said: "The attendance at this seminar signifies that end-users also find the need to upgrade their existing manufacturing infrastructure. Opening large scale events such as Asiamold gives fairgoers the confidence that larger trade fairs are now safe to attend, and is a clear indication that the manufacturing industries are striving to return back to their normal work schedules."

Extra health care and hygiene precautions to be in place

As trade fair organisers, Messe Frankfurt's top priority remains the health and safety of fairgoers. To ensure that visitors and exhibitors met in a hygienic and safe environment, added measures were practiced at the 2020 edition of the fair. These included: real-name authentication at registration, onsite temperature checks, frequent sterilisation of public areas and distancing measures for conference / seminar audiences, amongst others. The same practices will be carried out at the upcoming edition and more safety precaution details will be announced nearer to the fair.

Asiamold is organised by Guangzhou Guangya Messe Frankfurt Co Ltd and forms a part of a series of international events including Formnext, Rosmould and Formnext + PM South China. The next edition of Formnext will be held virtually from 10 – 12 November 2020. The next edition of Rosmould will take place from 15 – 17 June 2021 in Moscow. The first edition of Formnext + PM South China will be held from 9 – 11 September 2021 in Shenzhen.

For more information, please visit www.asiamold-china.com or email asiamold@china.messefrankfurt.com.

Asiamold
Guangzhou, 3 – 5 March 2021

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