

Press release

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## Asiamold to return in March 2022 with leading industry brands confirming their participation

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**Key players from a wide variety of industries will attend next year's Asiamold 2022, promising to provide global business opportunities for buyers and suppliers alike within the sector. Guangzhou International Mould & Die Exhibition (Asiamold) will once again take place from 3 – 5 March 2022 at the China Import and Export Fair Complex in Guangzhou, and will be held concurrently with SPS – Industrial Automation Fair Guangzhou (SIAF) for what looks to be a promising year for the industry following the impact of the pandemic.**

Three months after the conclusion of 2021 fair, many exhibitors from the previous edition have already confirmed their participation for 2022. Despite the impact of the pandemic on many industries worldwide, Asiamold 2021 saw a 27% increase in visitors from the previous year. Next year's edition promises to continue building on the fair's success and will feature renowned manufacturers presenting their latest products and solutions. Some examples include SMS Precision Mould Materials, Dongguan Chuangyi Metal Product, Hostar Hotrunner Technic, Shenzhen Yangfan Precision Mould, Xu Hong Precision (Shenzhen), Dongguan Yalu Industry, Shanghai Tooltec Industrial Tools, Shanghai Fusion Tech and others.

Mr Louis Leung, Deputy General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd commented on the upcoming fair: "We are very excited to bring back Asiamold in 2022. With the success of this year's fair and the move towards increased manufacturing automation due to the pandemic, all efforts are focused on making sure we can deliver a show that continues to strengthen the brand, providing a place where leading suppliers within the moulding making, die-casting and 3D printing sectors can showcase their innovative products and forge long lasting partnerships with buyers from a whole host of industries. The fair will also provide opportunities to take advantage of wider synergies across the Greater Bay Area, as the government has promised to provide continued support to the initiative in its 14th Five-Year Plan. The government's new roadmap for the next five years includes plans to strengthen regional integration as well as move towards higher value-added manufacturing, which promises to kick-start an exciting new era for the industry as a whole."

Indeed this topic was of particular interest to this year's exhibitors and

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continues to be a major trend across the industry. Mr Andy Hu, the Vice General Manager of Moldburger Mold Industry (Dongguan) Co Ltd (China) remarked during an interview at Asiamold 2021: “Moulding technology is the foundation of the manufacturing industry and backed by the latest Five-Year Plan, so we really look forward to expanding our business in and outside of China. Asiamold is one of the leading trading platforms for forming technologies; not only did the fair help gather the right target industries and audience for our products, but it also served as a valuable promotional tool for us.”

Asiamold will once again cooperate with the Society of Advanced Moulding Technology (SAMT) in order to provide a comprehensive and high-quality moulding technology event, The 3rd Industrial Moulding Summit, to take place alongside the fair. SAMT has been a leading moulding association in China since 2005. It is dedicated to facilitating the development and furthering the innovation of forming technologies as well as pursuing precision and increased effectiveness of forming production technologies under the premise of sustainable development. Furthermore, the Intelligent Moulding Summit and Automotive Moulding Summit will continue to be held next year.

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 from 16 – 19 November 2021. 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](http://www.asiamold-china.com) or email [asiamold@china.messefrankfurt.com](mailto:asiamold@china.messefrankfurt.com).

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

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020 after having recorded sales of €738 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)

\* preliminary figures 2020

Asiamold  
Guangzhou, 3 – 5 March 2022