

Press release

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Asiamold becomes Asiamold Select, featuring a new location and heightened synergy between events

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For many years, Messe Frankfurt’s annual Asiamold event has been well recognised by the South China mould-making sector as well as the firms that rely upon these moulds. In response to the rapid growth and diversifying needs of the region’s manufacturing sector, the company has announced that the show will host a second annual edition, with the introduction of an autumn event in Shenzhen from 2024 onward. Both the Guangzhou and Shenzhen editions will be grouped under the name “Asiamold Select”, and are aimed at aligning with the country’s sustainability and intelligent manufacturing development initiatives.

Guangdong, a pivotal industrial province in China, serves as a central hub for a diverse array of manufacturing clusters. It is also the largest site for mould production and distribution in the country, over 30% of the country’s mould-making outputs are contributed by the province¹. In addition to the rapid expansion of manufacturing technologies, factors including the ongoing advancement of the new energy and automotive industries are fuelling demand for a more diverse range of moulding solutions.

As an example, within the automotive market, manufacturing is transitioning towards the use of lightweight materials and further integration with alternative energy sources. For the moulding industry, this has prompted the need for new technologies specialised toward components for alternative fuel vehicles, electric vehicle batteries, and photovoltaic energy storage. The evolution of Asiamold Select is thus a response to this market demand and will serve to better support the moulding industry in the South China region.

Asiamold Select will introduce a wide spectrum of efficient, innovative and sustainable manufacturing solutions including mould-making, 3D printing, die-casting, stamping and other technologies. The series is part of several events in Messe Frankfurt’s Manufacturing Technologies & Components cluster. By hosting Asiamold Select concurrently with other fairs within the cluster, the individual platforms can converge as a one-stop shop for sourcing.

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¹ “Briefing of current and future development of China’s moulding steel market”, MySteel.com, 10 June 2020, https://m.mysteel.com/20/0705/23/88E0860EA5FCA7C2_abc.html (retrieved on June 2023)

Asiamold Select – Guangzhou, will be held from 4 – 6 March 2024 at the China Import and Export Fair Complex alongside SPS – Smart Production Solutions Guangzhou (formerly SIAF Guangzhou). As in previous years, the show will focus on moulds, dies and 3D printing. Through its collaboration with SPS – Smart Production Solutions Guangzhou, the two fairs will highlight the synergistic potential of smart manufacturing within the industry. Ultimately, the move is aimed at assisting the South China manufacturing sector with upgrading and transforming toward smart production and digitalisation.

Asiamold Select – Shenzhen will take place in autumn 2024 at the Shenzhen World Exhibition and Convention Center concurrently with Formnext + PM South China. Participants will be able to benefit from the collaborative potential that can be found between moulding, additive manufacturing, powder metallurgy, and advanced ceramics technologies within a single venue.

Joining forces – introducing a partnership with the Guangdong Die & Mould Industry Association

In addition, the organiser of Asiamold Select has announced that it will partner with the Guangdong Die & Mould Industry Association (GDMA), with the association serving as a co-organiser for the exhibition. Established in 1987, GDMA is a leading organisation with 36 years of experience assisting the development of the mould industry in Guangdong. The Association is committed to accelerating the technological advancement of the mould industry through fostering industry standards, promoting specialisation among its members, and providing support for the effective commercialisation of their products. It has close connections with leading brands, research institutions and community groups in the moulding sector within the region, and will bring valuable industry resources and experience to the Asiamold Select series.

Asiamold Select is organised by Guangzhou Guangya Messe Frankfurt Co Ltd and Guangdong Die & Mould Industry, and forms a part of a series of international events including:

- **Formnext + PM South China:** 29 – 31 August 2023, Shenzhen, China
- **Formnext Forum Tokyo:** 28 – 29 September 2023, Tokyo, Japan
- **Formnext:** 7 – 10 November 2023, Frankfurt, Germany

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

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and

Asiamold Select
Guangzhou, 4 –6 March 2024

Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. 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

* Preliminary figures for 2022