

# Press

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

Hong Kong, September  
2016

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## **Asiamold to be held concurrently with SPS – Industrial Automation Fair Guangzhou from 1 – 3 March 2017**

The organisers of Asiamold – Guangzhou International Mould & Die Exhibition, have announced the 11<sup>th</sup> edition of the fair will be held from 1 – 3 March 2017 at the China Import and Export Fair Complex in Guangzhou, China. The fair will be held concurrently with SPS – Industrial Automation Fair Guangzhou (SIAF). The strategic date change aims to help industry players unlock greater business opportunities brought forth by synergistic collaboration with the industrial automation fair.

Mr Louis Leung, Deputy General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, commented: “Intelligent manufacturing and the ‘Made in China 2025’ strategy are currently China’s main focuses for urban development, and they are critical to maintaining and improving the country’s global manufacturing competitiveness and sustaining its overall growth. Moving the show date to March and hosting Asiamold concurrently with SIAF is part of our many efforts to facilitate the current and future development of China’s manufacturing technology. Earlier this year, SIAF, spanning over 41,000 sqm of exhibition space, welcomed 521 exhibitors from 15 countries and regions. These industry players showcased a wide selection of products related to robotics, machine vision, sensors and measurement, connectivity systems, drive systems and control technologies. Sourcing these products were a record-breaking 43,907 visitors from over 40 countries and regions. In 2017, the fair expects to attract over 50,000 visitors.”

Mr Leung also added: “As 3D printing technologies and industrial automation complement each other in various stages of product development and manufacturing, we are confident that exhibitors and visitors will benefit from the synergies created from the collaboration of the two fairs. Furthermore, we also aim to provide an inclusive platform for all sectors of the intelligent manufacturing industry in Guangzhou, one of the most influential manufacturing hubs in South China and the Pearl River Delta Economic Zone.”

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Regarded by professionals as the annual event for Asia's manufacturing-based industries, Asiamold will showcase a comprehensive collection of supply chain and mould making solutions and technologies. Together with SIAF, the two fairs are expected to occupy 65,000 sqm of exhibition space and host over 700 domestic and international exhibitors who will showcase their latest manufacturing instruments and solutions. The fairs are expected to attract more than 65,000 professional buyers including top executives, senior management and engineers to discover the latest industry innovations and potential partnerships across the region. Apart from the exhibition, a comprehensive schedule of concurrent events will be held at Asiamold to foster technology exchange and promote networking between exhibitors and visitors. Highlighted concurrent event topics include a variety of hot-button issues affecting the mould making, 3D printing, die casting and metalworking industries.

Asiamold is organised by Guangzhou Guangya Messe Frankfurt Co Ltd and forms a part of a series of international events including formnext powered by tct and Intermold Japan. The next edition of formnext will be held from 15 – 18 November 2016 at the Frankfurt exhibition grounds in Germany. Intermold Japan will take place from 12 – 15 April 2017 in Tokyo.

For more information regarding Asiamold, 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 one of the world's leading trade fair organisers, generating around €648 million in sales and employing 2,244 people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2015, Messe Frankfurt organised a total of 133 trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at [www.messefrankfurt.com](http://www.messefrankfurt.com).