

Industrial Automation BEIJING 2015

13-15 May 2015
Beijing Exhibition Center

www.industrial-automation-beijing.com



Chinese Mechanical
Engineering Society



Deutsche Messe



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Leading Trade Fair for Process,
Factory and Building Automation
Systems and Solutions

Industrial
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Welcome to Industrial Automation BEIJING

Industrial
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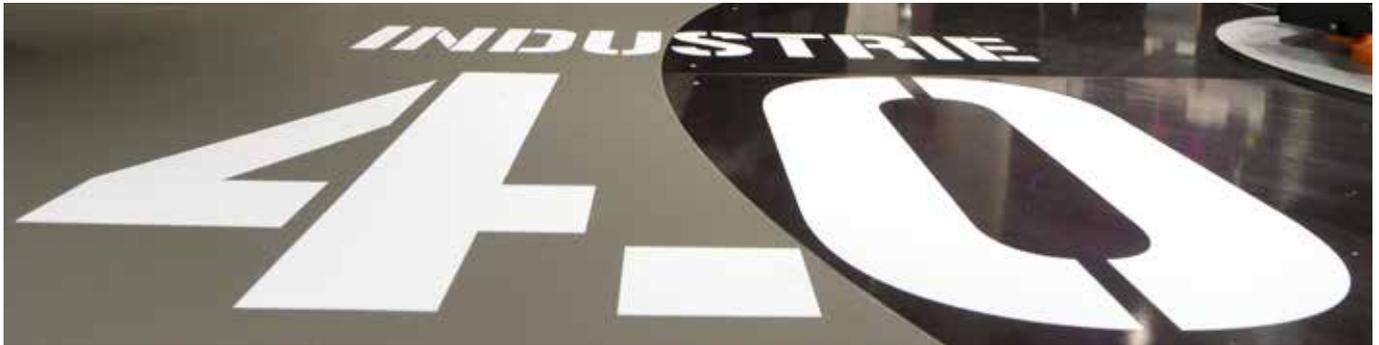
As an important Chinese industrial base, North China has been home to a bunch of industry leaders in the country, especially in the automotive industry, machinery manufacturing industry, metallurgical and manufacturing industry, petrochemical industry and pharmaceutical and manufacturing industry. Currently faced with numerous difficulties caused by the rising labor and production costs, these enterprises urgently need to utilize industrial automation technologies in their production. To exhibit at Industrial Automation BEIJING is definitely the best way for aspiring enterprises to market their products and technologies in North China.

Industrial Automation BEIJING 2015 will feature brand-new themes on 3D printing and machine vision that are aimed at promoting the development of hot industries and attracting trade visitors from all walks of life. In addition to the established exhibitions of robotics, motion control technology, sensors and connectors, and other advanced technologies, Industrial Automation BEIJING as an international platform will showcase automation and information technology and network, process automation, energy and material efficiency, robotics and systems integration and intelligent systems. The show will help you present an all-round image of your products and solutions to key target customers and industrial market segments.



Minister of Industry and Information Technology Miao Wei hears an exhibitor presentation at the show

Industrial Automation BEIJING features a new mode and comprehensive solutions to intelligent manufacturing



Industrial Automation BEIJING 2014 realized an all-round expansion in scale. Occupying 7 halls of Beijing Exhibition Center with a display area of over 20,000 square meters, the show received above 200 domestic and international leading companies of industrial automation, including the German pavilion. The number of trade visitors and buyers who were present to visit and negotiate rose by 10% to 15,105. Domestic and international leading enterprises including Phoenix, TURCK, Rittal, IFM, Balluff, ELCO, HARTING, Weidmuller, WAGO, SANYO DENKI, Dunkermotoren, Koyo, YASKAWA, GSK, Hiwin and EPLAN once again participated in the 2014 show, exploring market opportunities together with northern visitors by bringing in advanced industrial automation ideas, products, technologies and solutions. The German pavilion made its second appearance in Beijing with state-of-the-art German ideas and technologies.

Direct access to international markets

Present your automation solutions in a dynamic business environment driven by innovation and research. Use this unique opportunity to meet professional visitors from all over the world and access new sales markets. Top people from every sector and every level of relevance to your company - from mechanical engineering to information technology, from managing directors to product development engineers - come to Beijing.

Worldwide media attention

Present your networking solutions, e.g. in the fields of IT-based automation technology or robotics to the world media gathered at this leading international event and position your products in the context of major industrial growth markets.

A unique platform for new business

Exploit the huge potential for reaching decision-makers from business, science and politics. Use the well-established forum meetings and special displays to develop and build your network.

Product Categories

- Drive systems and components
- Electromechanical components and peripheral equipment
- Sensor technology
- Robotics

- Control technology
- IPCs
- Industrial software
- Interface technology
- Low voltage-switching devices
- Human-machine-interface devices

- Industrial communication
- Industrial measurement and instrumentation
- Machine vision
- Assembly equipment
- Materials handling devices

- Integrated systems
- Dismantling equipment
- Micro technology
- Machine components
- Training and consulting

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Brand-new highlights at the show - Displaying infinite business values

Digital and intelligent manufacturing and “Made in China 2025”

In 2012, the added value of China’s manufacturing industry reached \$2,079.262 billion, accounting for approximately 20% of the world total. The number was close to that for the U.S., making China a big manufacturing country. The transformation from a big manufacturing country to a great power of manufacturing is a major challenge for China in its economic development in the new era. To meet this challenge, the Chinese Academy of Engineering joined hands with the Ministry of Industry and Information Technology and the General Administration of Quality Supervision, Inspection and Quarantine in January 2013 to carry out a major consulting project “Studies on the Strategy for Building a Great Power of Manufacturing” and put forward the “Made in China 2025” initiative. Digital and intelligent manufacturing is the key to accomplishing the “Made in China 2025” objectives.

As an important Chinese industrial base, North China has been home to a bunch of leading manufacturers in the country, especially in the automotive industry, machinery manufacturing industry, metallurgical and manufacturing industry, petrochemical industry, and pharmaceutical and manufacturing industry. Industrial Automation BEIJING is dedicated to serving industrial clients in North China and promoting “Made in China 2025” by bringing the latest digital and intelligent technologies and products in the field of industrial automation and helping upgrade the manufacturing industry.

Considering the variety of application industries, Industrial Automation BEIJING groups the different areas of automation under several specialized themes, which altogether form an integral whole.



■ Industrial Robot Area

A wide range of activities in the robot forum and display area: located in the core area of the show, this sector features industrial robots and the “Industrial Robot • Automation - Application Conference” which is held during the show period. Specialists from the Chinese robot industry and representatives from major robot manufacturers are invited to talk about the status quo and future development of industrial robots and explain success stories in the automotive industry, electronics manufacturing industry, and food and beverage industry. It is aimed at building a convenient platform of communication for participating specialists and visitors.



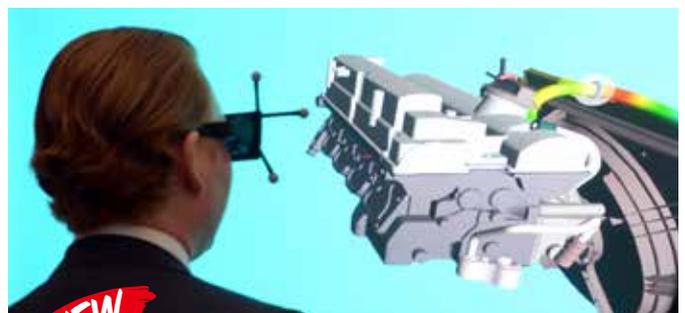
■ Sensor & Connector Area

All the world’s major sensor and connector manufacturers gathering here to create a sensation in China: this sector features sensors and connectors, providing solutions for industrial application. Well-known user companies from the electronics and semiconductor industries are invited to tour the show and purchase desired products.



■ Motion Control Area

Based on the three - in - one concept of “drive, motion and control”, this sector is divided into three sections, covering all the application industries and catering to most of the domestic demand for automation equipment. It is aimed at providing automation equipment manufacturers with internationally advanced products and technologies.



Machine Vision Area

A newly added sector: dedicated to application of machine vision in industrial automation. Industry leaders are present to showcase their products and share success stories. The Forum on Machine Vision Technology and Industrial Application is held at the same time, where real cases are used to help resolve the various difficulties currently faced by enterprises.



NEW

Additive Manufacturing (3D Printing) Area

A Grandiose Return: following the 2013 success of the New Industrial Revolution & Additive Manufacturing International Conference and 3D Printing International Exhibition, this sector will once again appear at Industrial Automation BEIJING 2015, bringing together well-known Chinese and overseas additive manufacturers with their latest products and technologies.



German Pavilion

Bringing cutting-edge German technologies and products, the German Pavilion will serve as a platform for direct communication with German enterprises and let the Chinese audience experience the unique charm of German as a great industrial power.

Special Service-Matching with Trade Visitors One-to-one Direct Talk with Target Trade Visitors

« In 2014, we started a special service for high-quality exhibitors to match them with trade visitors. All together the show received 34 trade visitors. According to the demands of different exhibitors, we arranged for carefully selected target trade visitors to come and negotiate business face to face with the exhibitors. This service was favorably received by both the exhibitors and trade visitors. We will continue to provide this exclusive service for quality exhibitors at the 2015 show.

VIP Buyers' Voice

**GAO Yufeng, Chief engineer,
automation project manager of Great Wall Auto**

I came to the show as a hosted buyer this year, and we received a warm and considerate service from organizer during our visit to Industrial Automation BEIJING. I have to admit that it was really a good show with attractive concurrent conferences. We found many high-quality suppliers during the show this year. We expect more exhibitors to be coming to Industrial Automation BEIJING next year to further increase the influence of Industrial Automation BEIJING. We're sure to visit this show next year!

**Tong Xiaoquan,
Purchasing Manager of BAE Elevator Engineering Co., Ltd.**

It's absolutely that Industrial Automation BEIJING show was a great success. As a hosted buyer invited by the organizer, I visited the exhibitors as scheduled due to the well arrangement of the organizer. Hereby I extend our sincere gratitude to Hannover Milano Fairs Shanghai Ltd. To my pleasure, I found a new product that I had never seen it before at the booth of IFM. We engaged in technical persons need more focused exhibition areas to reach the level of development of the industry. Staffing of most foreign investment and joint ventures' booths was comprehensive and professional. In summary, I am really pleased with the show and I'll surely visit it again!

Sun Yanping, Technical Manager of LANGFANG Bestcrown Packing Machinery Co., Ltd.

I am very pleased to participate in Industrial Automation BEIJING, the show displayed various kinds of products and the on-site service was considerate. Here the business atmosphere is also very good. Through this exhibition we have gathered valuable market information and I hope to see Siemens products onsite next year. I wish the show could be better and better.

Exhibitors' Voice

BALLUFF (Shanghai) Trading Co., Ltd.

As the highlight of Industrial Automation BEIJING 2014, The Match-making services, through the onsite interaction between the buyer and the seller, offered the opportunity of technical exchange & business negotiation between exhibitors and potential customers. All buyers who came to Balluff's stand exhibited great interest, actively communicating with us and achieving noticeable outcome. We look forward to participating in more buyer-seller interactive activities in the future events.

SANYO DENKI Shanghai CO., LTD.

It's Sanyo Denki's second appearance at Industrial Automation BEIJING, with much better results than last year. The Match-making services provided by the organizer were more in line with international standard, offering premium service to advance more effective buyer-seller interaction. We obtained unprecedented attention from professional visitors through multi-channel publicity campaign in concert with vivid onsite demonstration cabinets. Our success can't be separated from the great support from Hannover Milano Fairs Shanghai Ltd. At last, we wish that Industrial Automation BEIJING can achieve continued success.



Impressive numbers for 2014

Show Scale: **20,000** sqm

No. of Exhibitors: more than **200** (more than **50%** of them are overseas)

No. of Visitors: **15,105** (increased by **10%** compared with 2013)

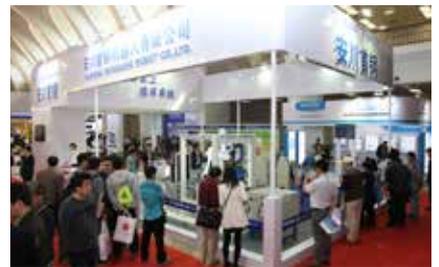
Concurrent Seminars: **10** fantastic and splendid on-site events

Buyer Delegations: **70** delegations with more than **1,000** professional visitors

Voice from Exhibitors

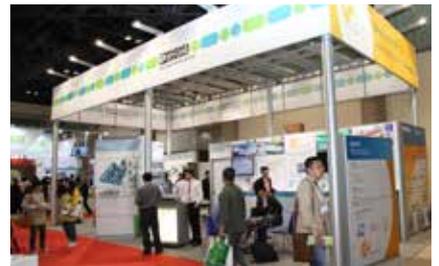
Yaskawa Shougang Robot Co., Ltd.

This year's Industrial Automation BEIJING exhibition not only attracted a group of high-quality exhibitors, but also the number of visitors and the level of professionalism all exceeded our expectations. Manufacturing sector is the pillar of China's economy, and it is our dedication to elevating China's equipment manufacturing industry to a higher level. In conclusion, we are very satisfied with Industrial Automation BEIJING 2014's professionalism and quality, and attach great anticipation for Industrial Automation BEIJING 2015. >>

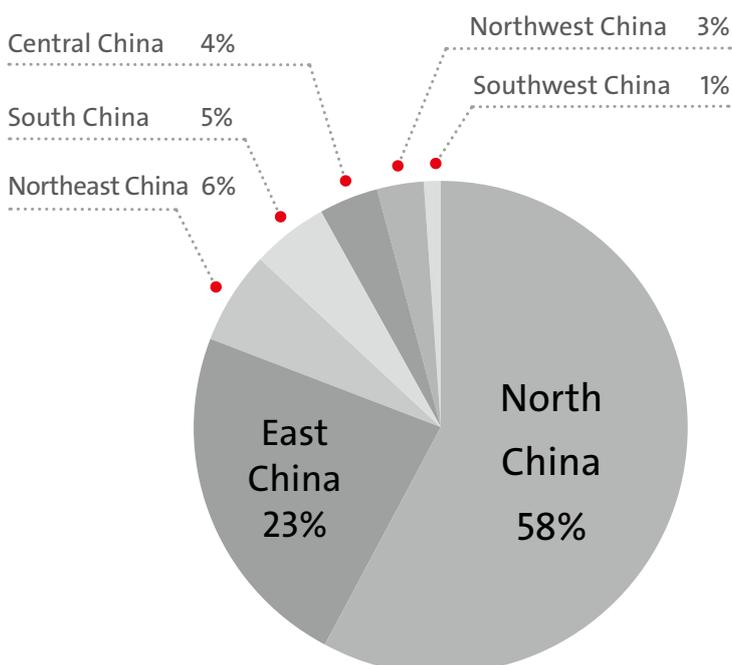


Nanjing Phoenix Contact Co., Ltd.

As the veteran attendee at Industrial Automation BEIJING, we are very pleased to participate in such well-represented and specialized IA grand event. It's a very successful platform to get acquainted with premium clients and to propel the brand to greater spotlight. Our performance at Industrial Automation BEIJING 2014 has far exceeded the expectations, and we are looking forward to an even more salient showing next year thanks to our full confidence in the exhibition organizer. >>



Domestic Visitors Analysis



Visitor's Purchasing Authority



Over **80%** attendees were final & joint decisionmaker or purchasing related.

41% Recommender

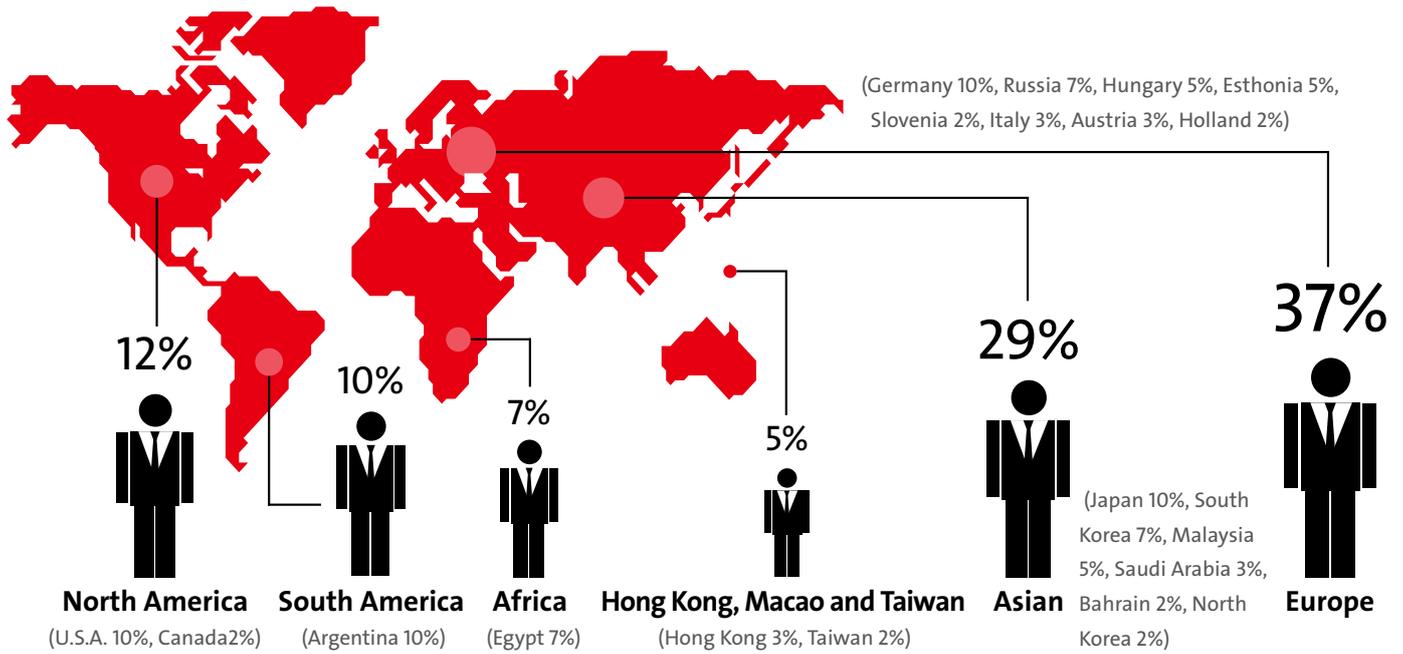
24% Decision Maker

15% Consultant

23% Not involved in purchasing process

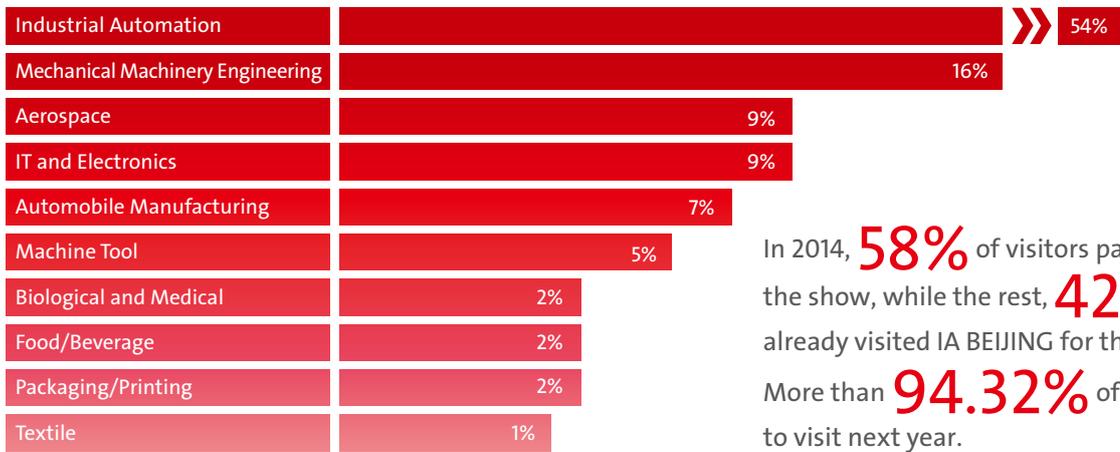
*Due to multiple choices, the total percentage is beyond 100%

Overseas Visitors Analysis



Visitors' Industrial Areas

Visitors from the following industries: Machinery Manufacturing, Aerospace, Automobile Manufacturing, Electronics Manufacturing, Food and Beverage, Pharmaceutical and Packaging and Machine Tool, accounted for more than **53%**



In 2014, **58%** of visitors paid their first visit to the show, while the rest, **42%** of visitors, have already visited IA BEIJING for three consecutive years. More than **94.32%** of visitors have decided to visit next year.



Industrial Automation BEIJING enhanced communication with existing suppliers and opened channels to potential suppliers in robotics, sensor, connector, linear motor, electric cylinders and roller screw. The automation-driven ideas and designs in painting, automatic identification, packaging and assembling provide guidance for our optimization of process and purchase of standard and irregular parts.

- Wei Dianhong, Deputy-Director of FIH Molding Technical Committee, Foxconn Precision Electronics (Langfang) Co., Ltd.

Host



Chinese Mechanical
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Organizers



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Use this opportunity to present your products And solutions to the world



HANNOVER MESSE
13 - 17 Apr. 2015
Hannover, Germany



Industrial Automation NORTH AMERICA
8 - 13 Sep. 2014
Chicago, U.S.A.



Industrial Automation Show
4 - 8 Nov. 2014
Shanghai, China



Industrial Automation at WIN INDIA
10 - 13 Dec. 2014
Delhi, India



Otomasyon EURASIA at WIN EURASIA
19 - 22 Mar. 2015
Istanbul, Turkey



Industrial Automation SHENZHEN
2015
Shenzhen, China

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28 February 2015

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