

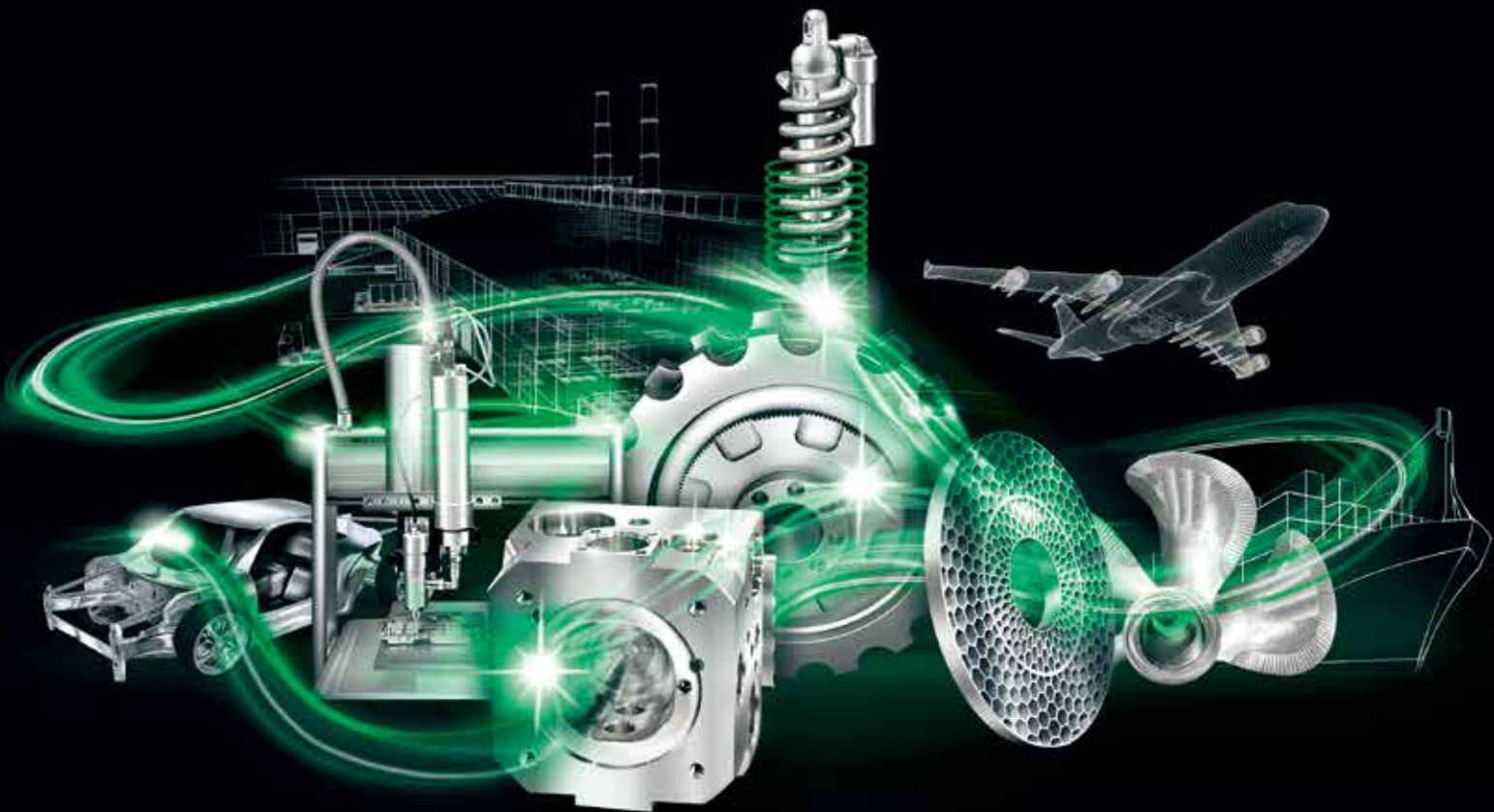
Industrial Supply ASIA

The International Trade Fair and Matchmaking Platform for Industrial Subcontracting, Components, Materials, Machinery and Technology Solutions

31 October - 3 November 2017
Shanghai New International Expo Centre (SNIEC) - CHINA

www.industrialsupply.com.cn

2017



Deutsche Messe



FIERA MILANO

Industrial
Supply

ASIA

Originality Process and Upgrade as a Whole

Improvement of intelligent manufacturing and processing technology has enabled a further integration of global industrial landscape of Industry 4.0. The in-depth fusion of internet and traditional industries will become a commanding height of a new round of “made-in-China”. At the same time, economic restructuring brought by the supply-side reform will facilitate industrial upgrading as a whole, and realize optimal allocation of production factors to achieve sustainable development, and win five platinum years for the basic parts industry.

Today, “made-in-China” is extending to higher end along the product value chain. Internet of Things, cloud computing, big data, industrial internet, mobile internet and e-commerce will all become the keys to promote the development of manufacturing technology. With the rise of land and labor costs in China, government and people’s alteration of attitude on environmental issues, as well as change of RMB exchange rate, China’s manufacturing sector has experienced unprecedented pressure. The development of the manufacturing industry in China has helped the country realize its historical mission of surpassing many other countries, and is now also faced with the task of upgrading.

Industrial Supply ASIA , the only exhibition focused on manufacturing technique in Asia, locating in prospective layout and interactively developing with 230,000 square meter leading manufacturing industry themed grand meeting, will attract over 70,000 buyers from more than 30 countries and regions in the world to attend this event and link with the concept of “one belt and one road” and “Made in China 2025” and German Industry 4.0, creating new pooling-of-interest and cooperative mechanism.

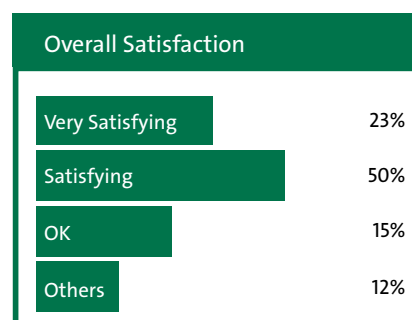
Exhibit Analysis



- Foundry Technology 43%
- Forging Technology 27.6%
- Machining 12.3%
- Sheet Metal Processing & Stamping Technology 5.4%
- Surface Technology 4.5%
- Assembly Units 4.3%
- Materials & Testing 2.9%

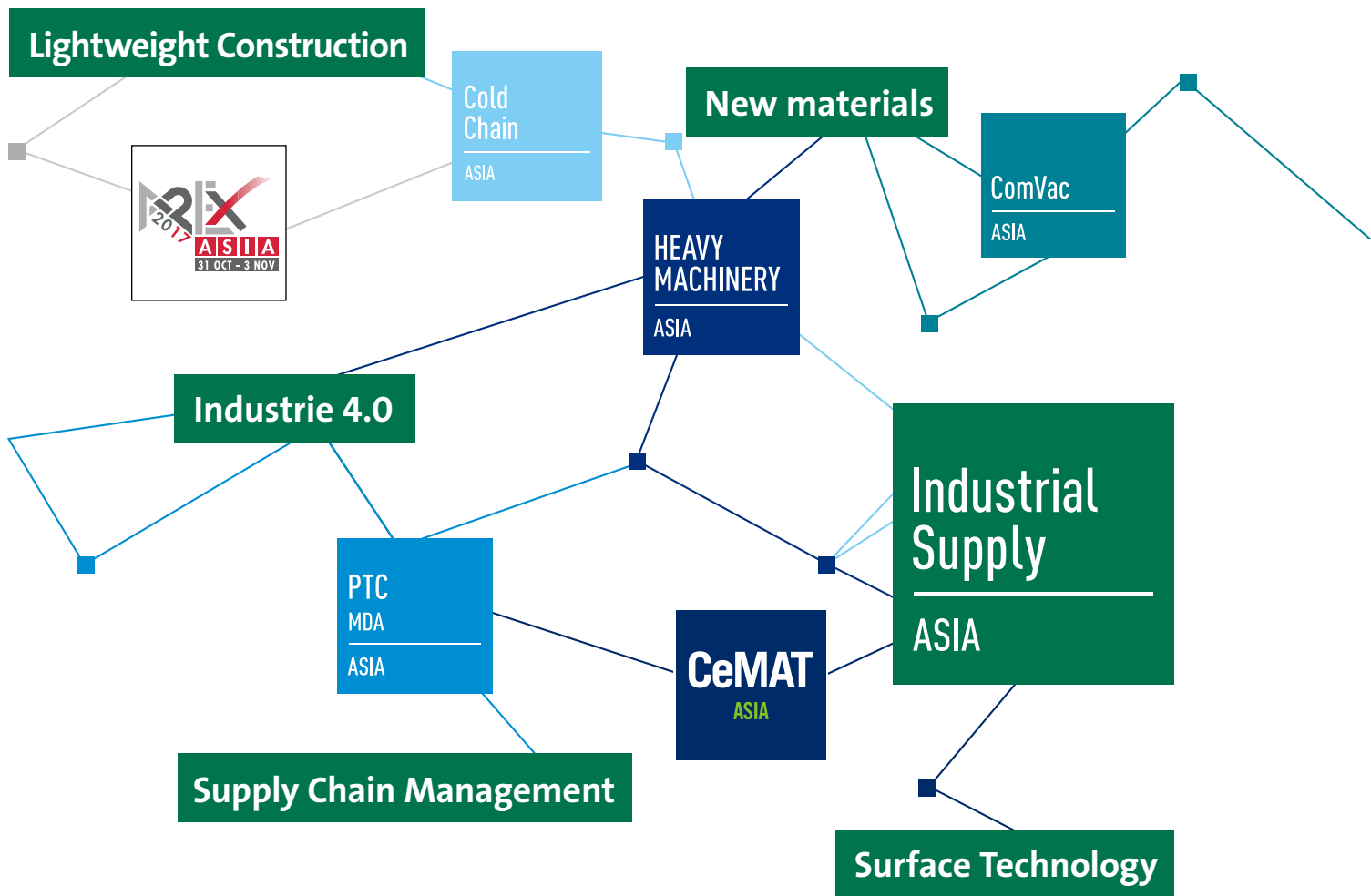
Exhibitor feedback

Over **72%** exhibitors made successful sales and closed deals onsite.



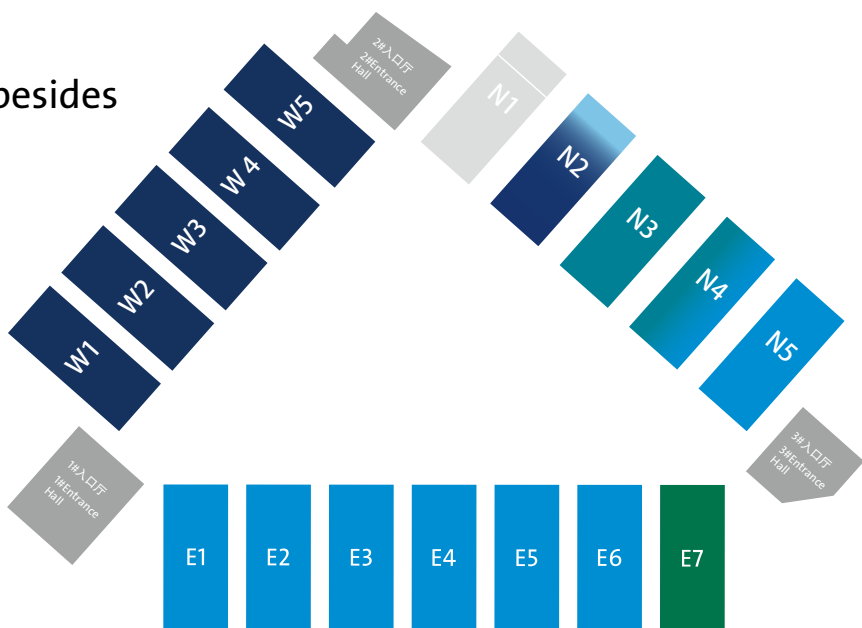
Close Interconnection with General Industrial Trend

Interpret integrated industry supply chain and solution for you!
Build a "one-stop" platform for your buyers and suppliers!



Concurrent trade fairs besides Industrial Supply ASIA

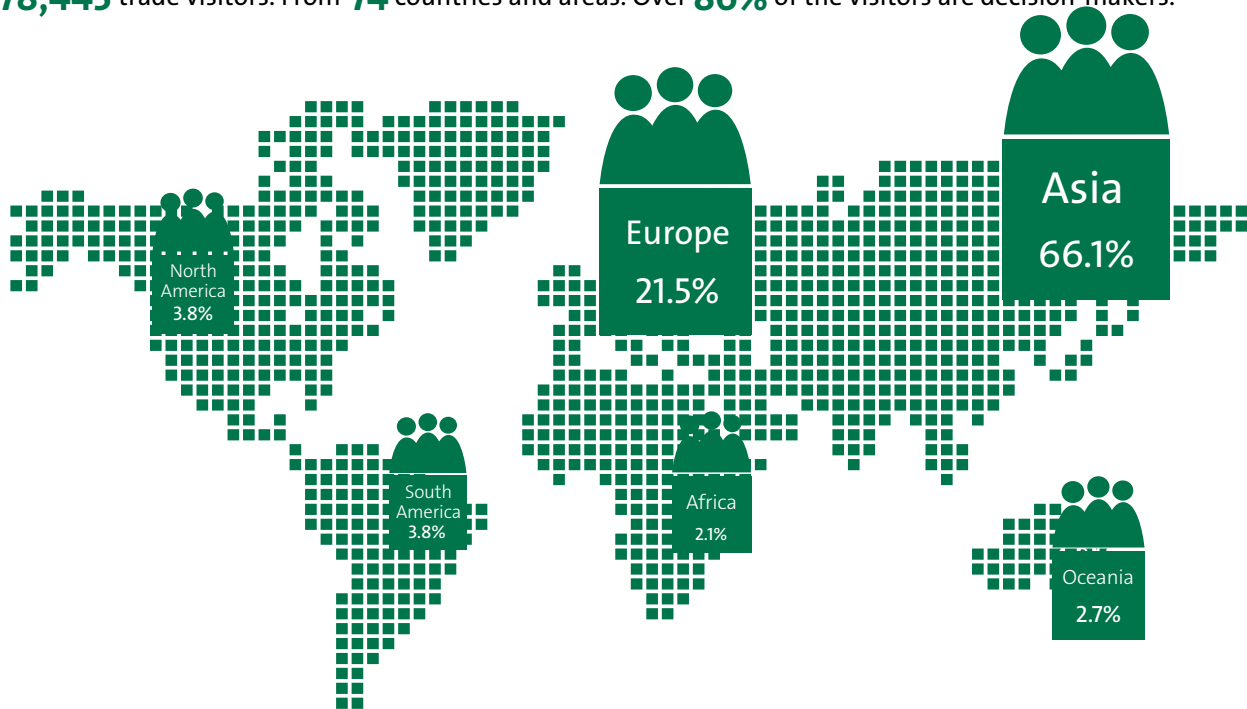
- PTC ASIA
- ComVac ASIA
- CeMAT ASIA
- APEX ASIA
- HEAVY MACHINERY ASIA
- Cold Chain ASIA



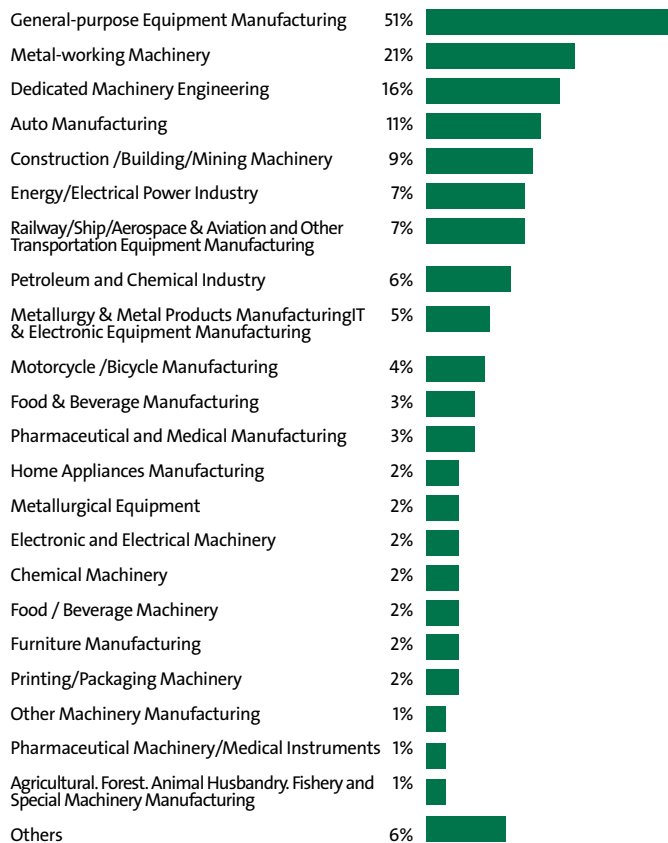
Convincing results: Facts & figures on Industrial Supply ASIA

Overseas visitors

78,443 trade visitors. From **74** countries and areas. Over **86%** of the visitors are decision-makers.



Vistor industries



Visitors' voice

Bonfiglioli Drives (Shanghai) Co., Ltd.
Mr. Zhan (Supplier Manager)

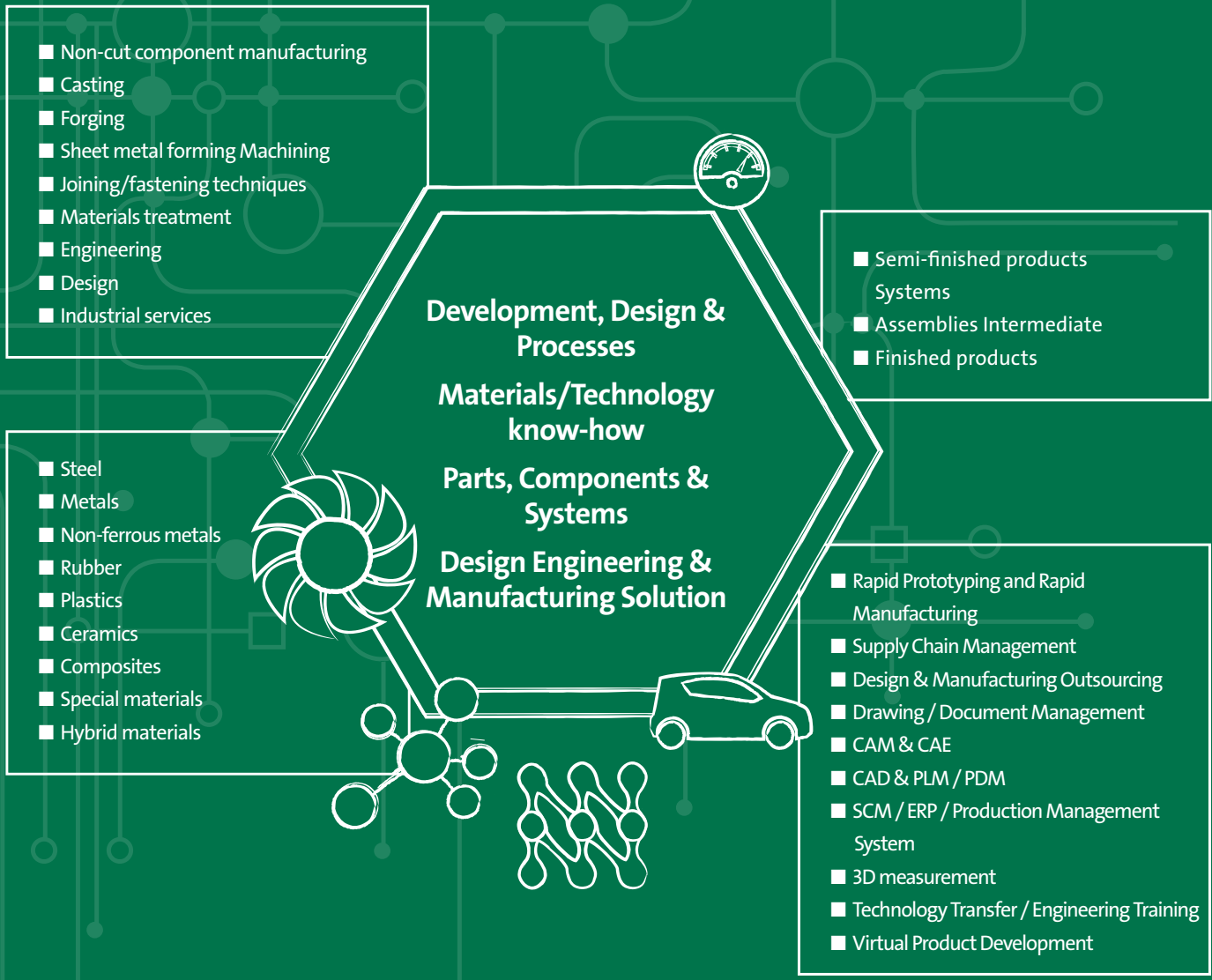
First of all, congratulations to the successful IS ASIA & PTC ASIA 2016. We also would like to express our sincere gratitude to the organizer for its attentive services. I am satisfied with all aspects, ranging from pre-show invitation, provision of exhibitor namelist, invitation of me to business matching on site to professional guidance. Looking forward to next show!

SAF-HOLLAND (Xiamen) Auto Parts Co., Ltd.
Mr. Chen (Purchasing Engineer)

I am very satisfied with this show organized by Hannover. Onsite exchanges and talks enable us to know about domestic market demands, which lays a solid foundation for our development. Other thematic shows held in parallel, such as PTC ASIA, CeMAT ASIA and ComVac ASIA, offer us an amazing visual feast. In general, we have a good harvest in this visit.

ELITE ATTACHMENTS China Branch
Ms. Gu (Purchasing Manager)

To improve our personnel's technical skills, we have sent relevant personnel to the show for exchanges and learning. Through visit, exchange, forum and other methods, all participating personnel come into contact with the most popular industrial components (such as casting, forging and machining) and a series of manufacturing concepts. Our visiting group benefits a lot. Thanks again to the organizer Hannover for offering us an exchange and learning platform!



Exhibitors' Voice

Devotec (Qingdao) Trading Co. Ltd.

During the IS ASIA, I have received considerate services from the organizer. Both before and after the show, the arrangement (including forum and onsite talk) is very thoughtful. All participating colleagues speak highly of it!

Shijiazhuang Shenghua Group Ltd.

It's my first time to attend the IS ASIA, where I have participated in the professional supply and demand matching that is well prepared by the organizer. I have not only concluded a deal with several professional buyers but also developed many prospective customers. We have benefited a lot from the show and look forward to next one!

Shanghai Jiuxie Machinery Co.,Ltd.

I follow every IS ASIA and witness its growth. This year, I have made an early reservation for booths. The satisfactory booth arrangement by the organizer helps improve our market exposure. At the link of communication with buyers, in addition to display of our products, we also make acquaintance with partners in relevant industries. We believe that IS ASIA & PTC ASIA 2017 will become a larger and more successful event!

Six Unrivalled Reasons

1. You benefit from the No.1 events in Asia, taking place in parallel.
2. Your showcase and solutions will be displayed across the entire industrial value chain.
3. A focus for buyers and decision-makers who intend to place orders.
4. Matchmaking events and forums accompany you the whole showtime.
5. Amounts of diversified marketing plans for user industry.
6. Exhibitors can choose from diverse forms of participation.



Deutsche Messe



FIERA MILANO

Hannover Milano Fairs Shanghai Ltd.*
Rm. 301, B&Q Pudong Office
Tower, 393 Yinxiao Rd. Pudong
Shanghai 201204, P. R. China

Deutsche Messe AG*
Messegelaende
30521 Hannover
Germany

Project Team
Mr. Darren Kong
Ms. Vicky Huang
Tel. +86 21 5045 6700 ext. 246/222
Fax +86 21 5045 9355/6886 2355
darren.kong@hmf-china.com
vicky.huang@hmf-china.com

Project Team (International)
International Sales
Christian Wegmann
+49 511 89-31158
+49 511 89-31122
christian.wegmann@messe.de

*Hannover Milano Fairs Shanghai Ltd. is a joint venture of Deutsche Messe and Fiera Milano Group.

*On behalf of Hannover Milano Fairs Shanghai Ltd.

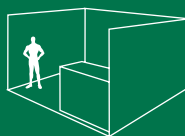
Outset of international standards for your stand options

Raw space



- Stand area (min. 18 sqm)

Shell scheme



- Stand area (min. 9 sqm)
- Back walls and side walls (white)
- Carpeting
- 1 reception desk
- 2 chairs
- 1 electric power point
- 1 company sign (English/Chinese)
- 2 spotlights

General services are free of charge for all exhibitors

- Standard catalogue entry
- Individual support services provided by the organizers on-site
- Internet-based matchmaking
- On-site internet lounge during the show
- Visitor admission tickets



Industrial Supply
23 - 27 Apr 2018
Germany, Hannover



Industrial Supply NORTH AMERICA
10 - 15 Sep 2018
USA, Chicago

Industrial Supply
ASIA

Originality Process and Upgrade as a Whole

31 October - 3 November 2017
Shanghai New International Expo Centre (SNIEC) • CHINA