

MWCS, IAS and ES 2009 (3 – 7 November) in Shanghai:

Metal Working and CNC Machine Tool Show, Industrial Automation Show and Energy Show provide a “mega” platform for products and business

- Favourable policies lead to new market opportunities
- High-calibre exhibitors showcase new trends and products

Shanghai/Hannover. The curtain was lowered today on China International Industry Fairs 2009 – a line-up comprising the Metalworking and CNC Machine Tool Show (MWCS), the Industrial Automation Show (IAS) and the Energy Show (ES) at Shanghai New International Expo Centre. The five-day event attracted a total of 1,021 exhibitors occupying a display area of 75,000 sqm and produced an excellent turnout of over 95,000 registered visitors – approx. two percent more than last year. These figures are really positive in view of the ongoing economic downturn.

As Dr. Andreas Gruchow, member of the Deutsche Messe AG Board of Management, explained: “The results were better than we could have expected. These trade shows took place at a difficult time and the good results were able to raise confidence and optimism among the participants. As a major economic power China has reacted rapidly to the financial crisis, and we are already seeing a market recovery. So we have every reason to feel positive about our trade fair brands and confident about the success of our shows in Shanghai, especially as they provide a mega platform where exhibitors can present their innovations and clinch business deals with buyers.”

Leading global players from the fields of metalworking, automation and energy technology headed to Asia’s top industrial event and brought with them their innovations and state-of-the-art technologies and products.

Ten years after its inception, south-eastern China’s leading trade fair MWCS was able to reaffirm its role as a reliable forum for generating business leads. This year’s trade show attracted 450 exhibitors from 12 countries and regions, featuring the key sectors of metalworking and laser technology. Among the innovations showcased was a 3D engraving machine from Han’s Laser, which was premiered at the company’s large stand. Machine tool giant TRUMPF also introduced a new product, the compact and highly flexible punching expert TruPunch 2020. The laser

cutting machine exhibited by Bystronic was widely regarded as one of the show's most popular exhibits. The comprehensive line-up of exhibiting companies included Balluff, Shanghai Machine Tool, Qinchuan Machine Tool, Flow, OSG, ACL, Haeger, LFK, Qier Machine Tool, Tailift, Serein and Farley Laserlab.

Thanks to the Chinese government's economic stimulus program, the industrial automation sector is enjoying new opportunities. IAS 2009 attracted 498 exhibitors from 14 countries and regions from far and wide, and boasted a rich array of innovations and technology from acknowledged global players such as ABB, Funac, Staubli, Siemens, Fuji, Phoenix, Weidmueller, WAGO, HARTING, Beckhoff, Hollysys, DECA, DINKLE, Leipold, Pilz, Bernstein and Schmersal. Industry giants ABB, Funac and Staubli wowed the visitors with exciting live demonstrations of robot technology in the robotics show, further confirming the potential for growth in modern industrial automation.

The concept behind this year's Energy Show reflected both the Chinese government's recently announced package of stimulus measures and general market trends. The 73 exhibitors found a more structured trade show, with greater emphasis on keynote themes and categories. Major exhibitors included ABB, Siemens, FUJI, SHANGHAI ELECTRIC GROUP, ECC Group, LiangXin Electrical, Najie Complete Electric, Renle, Jean Mueller, Mennekes, Shanghai Huatong Electricity and Tianshui213.

The stable development of the three trade shows over the years has greatly impressed exhibitors. Those who have taken part – whether as exhibitors or trade visitors – welcomed the professionalism of the events, as well as the effective business leads generated. This became clear from the comments of the exhibitors:

President Peter Hoecklin of Trumpf China expressed his satisfaction with MWCS, commenting that everything ran smoothly and that his company would certainly return next year and probably book a larger booth.

Key Account Manager Ma Xingkai from Beckhoff Automation Shanghai Co. Ltd reported: "We saw a large number of visitors on the first day – in fact, beyond our expectations. The fact that we continually increase the size of our display booth indicates our satisfaction with the IAS. Actually, it is now our company's most important trade event."

Executive Deputy General Manager Ye Dinghua, Shanghai Renle Science & Technology Co., Ltd also praised the trade show's organization and services. The company has greatly benefited from taking part in the Energy Show over the past five years and certainly intends to be there again next year.

The various displays and presentations at the Shanghai New International Expo Centre are complemented by 13 supporting programs, which relate to the different trade fairs and offer exhibitors and visitors an ideal forum for conducting business talks and exchanging ideas. A series of high-calibre conferences and seminars help professionals keep up with the latest developments and positive market trends. These include "Ringier Technology Innovation Awards 2009 Metalworking", "Industrial Safety Forum – an academic symposium on the new development of systematic and controlling technology" and "Forum on Energy Conservation & Emission Reduction".

MWCS, IAS and ES 2009 were organized by Deutsche Messe AG, Hannover-Messe International GmbH, Hannover Milano Fairs Shanghai Ltd and Shanghai World Expo (Group). Shanghai will be hosting this line-up once again from 9-13 November 2010.

Number of characters (incl. spaces): 5,758

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