



THINK TECH,
ENGINEER
SUCCESS

New markets

New customers

New networks

METALWORKING AND CNC MACHINE TOOL SHOW

International Exhibition for Machine Tools, Sheet Metal,
Pipe & Tube Production, Mould & Die Construction, Tools



Shanghai New International Expo Centre, China
6-10 November 2012

www.metalworkingchina.com
<http://mwcs.ciif-expo.com>

A show open to market of biggest sales potential, China A place experts visit to share and buyers come to order

About Metalworking and CNC Machine Tool Show (MWCS)

- Member of The Global Association of the Exhibition Industry (UFI)
- Started in 1994, a leading international metalworking show in eastern China
- Highly recognized by international pavilions and industrial buyer delegations
- Driving industrial trading by China's booming machine tool market demands



About Market

According to a report from China Machinery Industry Federation, the sales growth for China's machinery industry will be around 18~20% along with a 15~18% rise in export. Machine tool has been a foundation for all machinery manufacturing. China has listed laser manufacturing technology and equipment development as a national focus among the 18 advanced manufacturing projects.

Strong market drive from applied areas:

- During the 12th Five-Year-Plan, sales of marine equipment and engineering machinery is expected to top RMB 200 billion, winning over 20% of international market.
- China's new single-aisle aircraft, the Comac C919, has amassed its first 100 orders and a heavyweight team of international suppliers as it heads for a scheduled first flight just three years from now and service entry in 2016.
- During the 12th Five-Year-Plan, China will fully promote market competitiveness of auto parts manufacturing. RMB 1.5 trillion has been injected, of which 70% will be used for equipment purchase.
- Continuous national investment for further urbanization, Highway and railway construction will ensure a robot market increase in engineering machinery; by 2015, the market demand will reach RMB 900 billion.
- During the 12th Five-Year-Plan, RMB 286.1 billion will be invested in the construction of smart grids and the annual compound growth rate of secondary power equipment will exceed 15%.
- During the 12th Five-Year-Plan, the overall installed capacity of China's nuclear power equipment will increase from 10.8 GW in 2010 to 43GW in 2015.

Join MWCS, access to a booming market!



International Industry Pavilions



Czech Trade



World Trade Center Taichung (WTC Taichung)



Engineering Export Promotion Council (EEPC)



Taiwan Association of Machinery Industry (TAMI)



German Federal Ministry of Economics and Technology (BMWi)

Product categories

METAL CUTTING MACHINE TOOLS

- Machine centers & milling machines
- Boring machines
- Gear cutting machines
- Machine centers & parallel kinematic (PKM)
- FMC/FMS & automatic devices
- Honing and grinding & super-finishing grinding machines
- Turning machines (lathes)
- Sawing/shaping/broaching/planing
- Modular machines & modular units
- Drilling and tapping machines
- Cutting tool grinding machines

METAL FORMING MACHINES

- Sheet metal cutting machines and machining centers
- Sheet, plate and tube spinning machines
- Straightening machines & wire forming machines
- Presses
- Shearing machines for sheet, plate and profile
- Bar/tube bending and forming machines
- Transfer press/nibbling machines

NON-TRADITIONAL MACHINES AND SPECIAL PURPOSE MACHINES

- Die sinking EDM
- Electro-chemical machines
- Plasma cutting machines
- Rapid prototyping manufacturing (RPM)
- Surface treatment and coating equipment
- Wire cutting EDM
- Flame cutting machines
- Water jet cutting machines
- Marking and engraving machines
- Vacuum forming machines

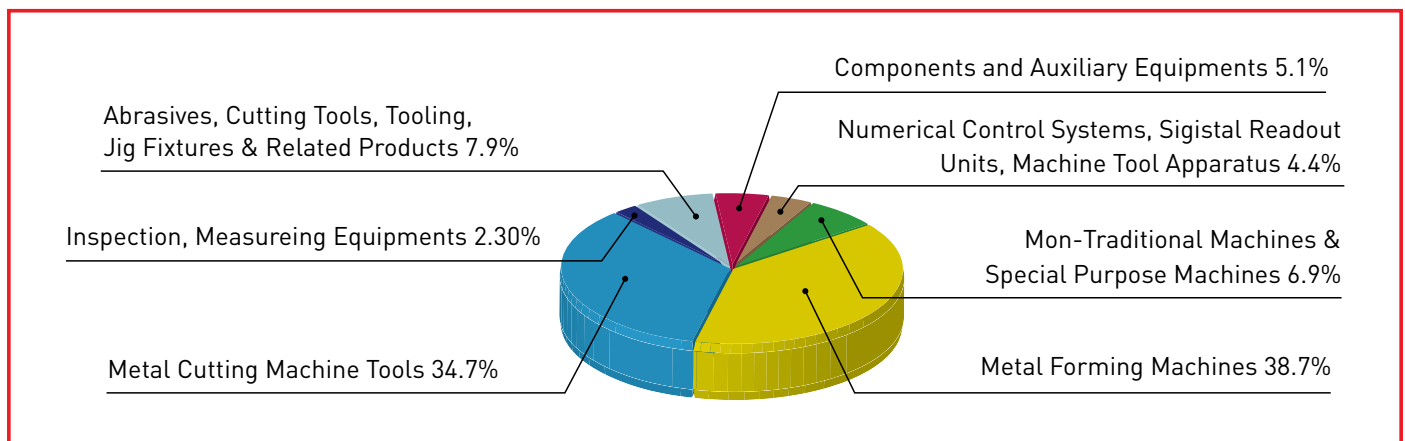
NUMERICAL CONTROL SYSTEMS, DIGITAL READOUT UNITS, MACHINE TOOL APPARATUS

MACHINE TOOL COMPONENTS AND AUXILIARY EQUIPMENT

ABRASIVE, CUTTING TOOLS, TOOLING, JIG FIXTURE & RELATED PRODUCTS

INSPECTION, MEASURING EQUIPMENT

Exhibits Analysis



Big Names in past events

Metal Cutting Machine Tools

STAMA, Spinner, INGSOLL, Vollmer, Terna, Qinchuan Machine Tool, PROTH, TOS, FEMCO, KENT, Yellow River Precision Machinery, Hanchuan Machine Tool, Guizhou Machine Tool, Hochent, DIMA, Qier Machine Tool, POLOMAC, Shanghai Machine Tool, JING QIAO, SPARK, Wuhan Heavy Duty, Zhejiang Kaida Machine, DMTG, SMTCL, QIQIHAR HEAVY CNC EQUIPMENT, TENGZHOU MACHINE TOOL, GUILIN GUIBEI, Chenlong Sawing Machine, Kinsen, WEST DIAMMOND BENCH DRILL, Me Mechanical, Dalian Feida, Weihai Meanson, J&W, Liyang, Chiron, Mikron

Metal Forming Machines

Trumpf, Amada, Bystronic, Mazak, MURATA, Mitsubishi, BLM, Salvanini, Mega Feb, Baykal, Haco, Center Line, Unity Prima, Hans Laser, Penta Chutian Laser, FARLEY-LASERLAB, Tailift, LFK, JinFangYuan, ACL, Yawei Machine Tool, LVD-HD, WORLD, Yangli, JFMMRI JIEMAI, Accurpress, Yeh Chiun, YAMADA, TIANSHUI METALFORMING, JINQIU, Viccam, SWORDSMAN LASER, Wuhan HE Laser, Daheng Laser, TiTi, CHN Laser, Euromac, Hankwang, Rofin

Non-traditional Machines and Special Purpose Machines

Flow, OMAX, Beijing Institute of Electro-machining (BIEM), Haeger, TROOP, HRC, All-Powerful, Nanjing DARDI, Arku, Optimal, Symex, Tecnocut

Machine Tool Components & Auxiliary Equipments; Abrasive, Cutting Tools, Tooling, Jig Fixture & Related Products

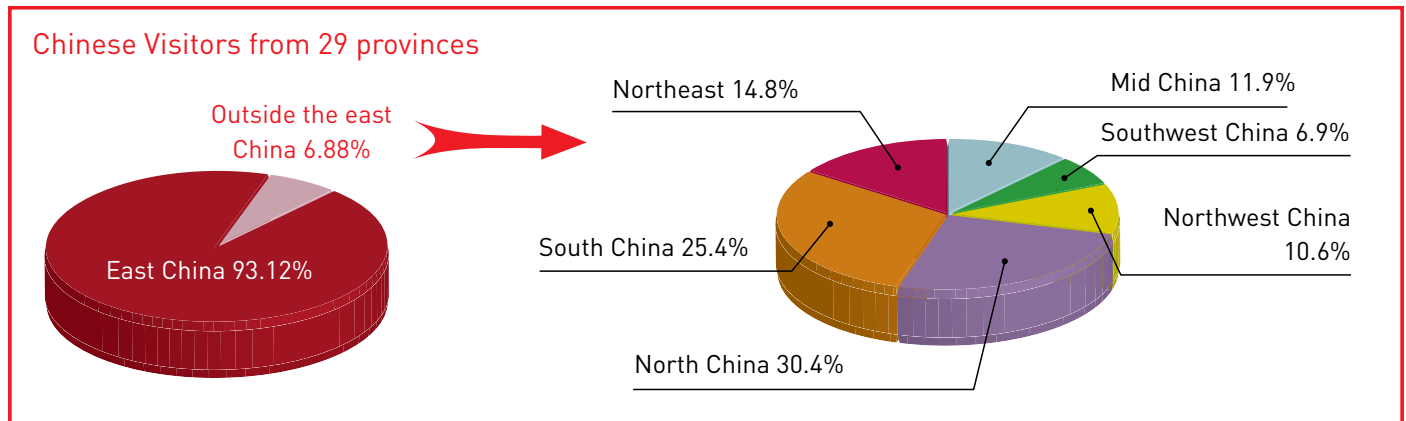
TeaguTec, OSG, Brisc, Grumant, 7-LEADERS, Chein-Headway, Schenck, MICROBOR, Serein Metrology, Xi'an Lead, Easson, Lenox, Balluff, ROFIN, Staubli, EUCHNER, LEEPOT, Newall, Islive, NBK, Nagoya, YG-1, UBS

Professional showcase services to maximize products exposure A Stage where products and technologies speak for themselves

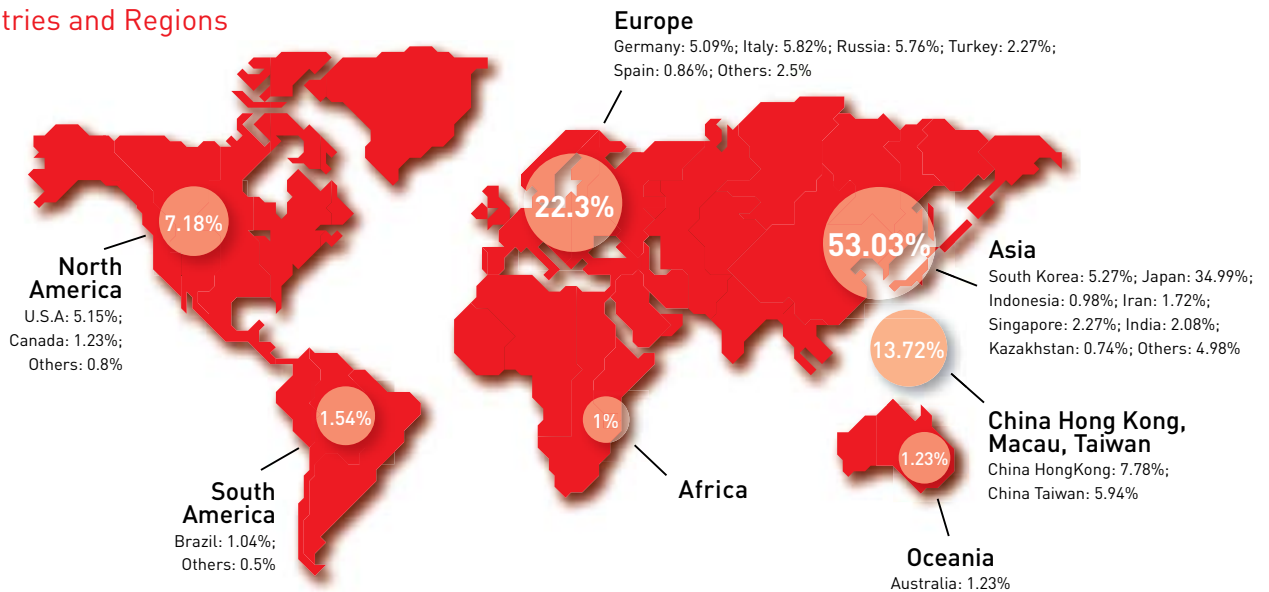
Records at MWCS 2011

- 489 exhibitors from across the world at a total display area of 40,000 sq m
- 103,585 industry visitors from 70 countries and regions bringing 117,869 onsite visits
- 7 technical seminars and forum on diversified user areas attracting 2,000 professionals

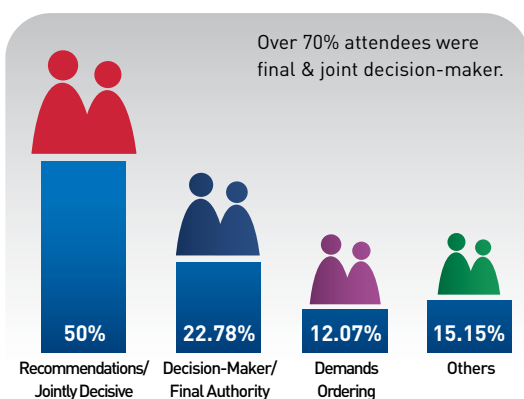
Visitor Analysis



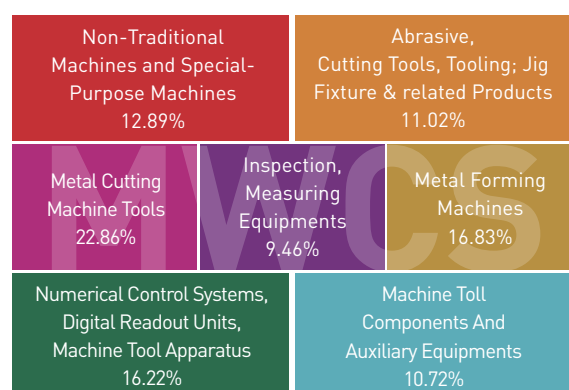
International Visitors from 80 Countries and Regions



Role in Decision-Making



Interested Areas



*Data analysis from 2011 Final Show Report

Why Exhibit at MWCS 2012

- The Multi-Dimensional Presentation of New Products & Technologies
- To Highlight Your Market Advantage among Competitors
- The East China's largest manufacturing show offers you opportunity to get customers, contracts, support and success

Full User Industry Coverage with Key Area Focus

Automobile, aviation, national defense, rail transport, ship building, mould and die, wind power, nuclear power, environment protection, machinery manufacturing and others.

Professional Visitor Promotion to Attract Buyers Globally

- Regular eDM to 100,000+ target visitors
- Call center invitation to 30,000+ professional trade visitors
- One-to-one company buyer delegation invitation
- Industrial zone group visiting coordination
- Applied industry associations partnership in member invitation



Technology Application Focus in 12 Key User Areas



Engineering Machinery



Agricultural Machinery



Power Supply



Heating & Ventilation



Petrochemical



Auto



Aerospace & Aviation



Solar Energy



Shipping



Mining Machinery



Communication



National Defense

Full-Time and Real-Time Global Marketing Coverage

- ➔ By **over 20** industrial and public media portals
- ➔ By **over 40** machine tool industry media platforms
- ➔ By **over 100** user industry media publications
- ➔ By **over 20** user industry organizations

Exhibitor registration already starts, get your privileged stands RIGHT NOW!



All in one place at one time, with CIIF, enjoy synergies from 6 parallel trade shows

With a total display area of over 150,000 sqm, the six trade shows of China International Industry Fair (CIIF) are the best expression of industry efficiency and productivity. China International Industry Fair (CIIF) is a must-attend event for all industry players.



A Place Where Exhibits Enjoy Maximum Exposure to Target Markets

Exhibitors Communicate Face to Face with Right User Clients

Voices from 2011 Exhibitors

Salvagnini International Trading (Shanghai) Co., Ltd.
Mr. XIAO Weiken, General Manager

This is Salvagnini's first presentation at MWCS. Before joining the show, we have done thorough research about it and all records, including exhibitor, exhibits, visitor quality, proved it a quite valuable event to be with. It is a best show in China. We are glad to be here, meeting existing clients and explore new business for brand expanding. We would like to be with the show in future too. »»

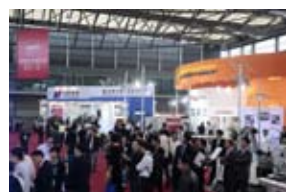
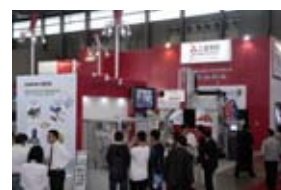


Yamazaki Mazak Machine Tool (Shanghai) Co., Ltd.
Mr. JI Chengdong, Deputy Director of Sales Department

Yamazaki Mazak takes this year's MWCS as the place for global product release, which has showcased our trust in this brand show. We believe that with MWCS as a market networking platform, we could efficiently and effectively bring our company product and culture to users in China and across the world. We are exploring better business development with MWCS. »»

Mitsubishi Electric Automation (China) Co., Ltd.
Mr. FENG Kangyou, Deputy General Manager & Director of Processing Machinery

This is our fourth participation at MWCS. Through the past years' cooperation, MWCS has become a very effective occasion for our brand marketing and product promotion. Meanwhile, with the great amount of industry visitors at the show, we are raising our market shares in China. It is also a good place for users to learn about market and technology update. MWCS is a networking place for manufacturers and users. »»



Nanjing Nanchuan Laser Equipment Co., Ltd.
Ms. DU Yuxiang, General Manager

We have been with MWCS for many years. This year, we put our new product release event at the show because we do value the show's influence and impact in markets. At the show, we could perfectly showcase our strength in technology and market. We also wish more exhibitors could make full use of the show and win business. Our best wishes to the show! »»

Voices from 2011 Visitors

Shanghai Mint Co., Ltd.
Mr. ZHANG

I am invited every year by the organizer and have been an old friend with MWCS. This time, we are checking on market information about machine tool components and auxiliary equipments. The exhibitors quantity and quality are satisfying that we have found some target products and potential suppliers. The onsite visitor service is also helpful and effective. »»

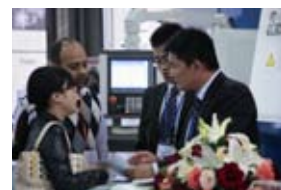


Jiangsu Shanjia Heavy Machinery Manufacturing Co., Ltd.
Mr. CUI

This is my first visiting at MWCS and we are here for information collection for company sourcing. We have checked machinery for cutting and forming as well as numerical control systems and found some interesting suppliers. The business atmosphere is good here for both technical discussion and deal negotiation. Hope this show could get more and more exhibitors in future. »»

Bao-Steel Power Plant
Mr. YANG

This MWCS has been a very familiar event with us. During years of onsite visiting, we have clearly witnessed the progress in show scale, exhibitor number, exhibits quality and service quality. This year, we found many good suppliers for numerical control products. The onsite visitor services are also impressive for us. Next year, we are coming again. »»



China Textile Machinery Co., Ltd.
Mr. YU

MWCS is always on our annual show visiting schedule. It is a good place for us to collect and update market information as well as preparing leads for processing center's sourcing plans. We have a wide product concern which MWCS could all cover. There are also many great forums and seminars to learn about technology application. For 2012, we will be looking forward to some more overseas exhibitors. »»

Organizers of CIIF

National Development & Reform Commission
Ministry of Commerce
Ministry of Industry and Information Technology
Ministry of Science & Technology
Ministry of Education
Chinese Academy of Science
Chinese Academy of Engineering
China Council for the Promotion of International Trade
Shanghai Municipal People's Government

Co-organizer of CIIF

China Machinery Industry Federation

Show Management of CIIF

Shanghai East Best International (Group) Co., Ltd.

Organizers of MWCS



Hannover Milano Fairs Shanghai Ltd.



Deutsche Messe
Worldwide

Hannover Fairs
International GmbH

Rm. 301, B&Q Pudong Office
Tower, 393 Yinxiao Rd. Pudong
Shanghai 201204, P. R. China

Project Team

Mr. Darren Kong
Ms. Alisa Sheng
Tel. +86 21 5045 6700 ext. 284/222
Fax +86 21 5045 9355/6886 2355
darren.kong@hmf-china.com
alisa.sheng@hmf-china.com
www.hmf-china.com

Shanghai East Best International (Group)
Co., Ltd.

837 Yan'an Road (C), Shanghai
200040, P. R. China

Mr. Calvin Yuan
Mr. Mark Gao
Ms. Candy Yao
Tel. +86 21 2206 8393/2206 8395/2206 8381
Fax +86 21 6289 5703/6279 0302
calvin@shanghaixpogroup.com
markgao@shanghaixpogroup.com
candy Yao@shanghaixpogroup.com
www.ciif-expo.com

Deutsche Messe Worldwide*
Hannover Fairs International GmbH
Messegelaende
30521 Hannover
Germany

Ms. Birgit Mertens
Tel. +49 511 89-34288
Fax +49 511 89-31420
birgit.mertens@messe.de

* on behalf of
Hannover Milano Fairs Shanghai Ltd.

Co-organizers of MWCS

Capital Exhibition Services of China National
Machine Tool Corp.

Society of Automotive Engineers of China

Taiwan Association of Machinery Industry

Supporters of MWCS

China Association of the National Shipbuilding
Industry (CANSI)

Shanghai Association of Metal Cutting Technology

Shanghai Association of Die & Mould (SADM)

Venue

Shanghai New International Expo Centre (SNIEC)
2345 Longyang Road
Shanghai 201204, P. R. China
www.sniec.net

Deadline for applications: 30 June 2012



www.metalworkingchina.com
http://mwcs.ciif-expo.com