



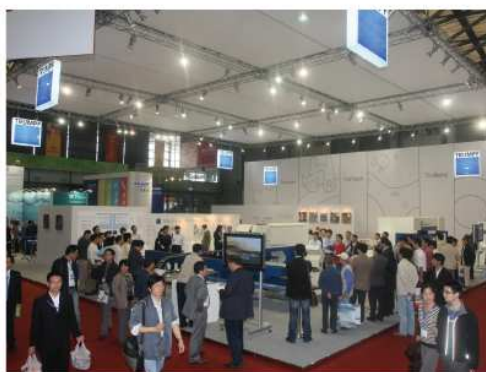
Metalworking and CNC Machine Tool Show 2010

International Exhibition for Machine Tools, Sheet Metal, Pipes & Tubes Production, Mould & Die Construction, Tools

www.metalworkingchina.com

www.ciif-expo.com

9-13 November 2010 Shanghai New International Expo Centre (SNIEC)



Welcome to Metalworking and CNC Machine Tool Show 2010

Since its inauguration in 1994, Metalworking and CNC Machine Tool Show is one of the 11th professional theme shows under CIIF 2009. After years of professionalized and internationalized brand building, MWCS has developed into one of the most efficient and international recognized business event in the machine tool industry. Since 2009, MWCS, with CIIF, has become a member of Union of International Fairs (UFI Certification). By now MWCS has experienced rapid growth and become one of the leading international metalworking shows.

Metalworking and CNC Machine Tool Show 2009 embraced some 437 exhibitors from 12 countries and regions including Germany, USA, Japan, South Korea, Great Britain, Switzerland, Italy, France, Czech, China, China Taiwan and China Hong Kong displaying their latest products and solutions on a total display area of 40,000 sqm. The show has attracted professional visitors from various sectors like automobile, national defense, shipbuilding, aviation, die & mould, electric power and electronic, general machinery and so on. Over 100,000* (* is for all 7 theme shows under CIIF 2009) visitors will attend the CIIF events.

Exhibits Profile

Metal Cutting Machine Tools: Machining centers & milling machines; Turning machines (Lathes); Boring machines; Sawing / shaping / broaching / planing machines; Gear cutting machines; Modular machines & modular units; Machining centers & parallel kinematic machines (PKM); Drilling and tapping machines; FMC / FMS & automatic devices; Cutting tool grinding machines; Honing grinding machines & Super-finishing grinding machines

Metal Forming Machines: Sheet metal cutting machines and machining centers; Shearing machines for sheet, plate and profile; Sheet, plate and tube spinning machines; Bar / tube bending and forming machines; Straightening machines & wire forming machines; Transfer presses / Nibbling machines; Presses

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

Numerical Control Systems, Digital Readout Units, Machine Tool Apparatus

Machine Tool Components and Auxiliary Equipments

Abrasives, Cutting Tools, Tooling, Jig Fixtures & Related Products

Inspection, Measuring Equipments



Big Names in Past Events

Machine Tools: AGMA, Amada, Beijing No.1 Machine Tool, Bystronic, Dalian Machine Tool, DMG, EMAG, Fanuc, Flow, Gasparini, Guilin Machine Tool, Haeger, Hankwang, Han's Laser, Hardinge, Index Dalian, Junker, KMT, Litz, Miyano, OMAX, Omikron, Qinchuan Heavy Duty, Qiqiha'er Heavy Duty, Qiqiha'er No.2 Machine Tool, Schleifring, Schneeberger, Shanghai Machine Tool, Shen Yang Machine Tool, Shenyang All-powerful, Spinner, Takisawa, Top-one, Tornos, Trumpf SiberHegner, Unity Prima, Vollmer, WFL, Willemin-Macodel, Wuhan Chutian Laser, Wuhan Heavy Duty, Wuhan Huagong Laer, Yamazen, Yang Li, You Ji, Zhejiang Kaida, Hangzhou machine tool group, Spark machine tool

Cutting Tools and Tooling: Ceratizit, DIJET, Guehring, Hollfelder, Iscar, Kennametal, Kyocera, Mapal, Mitsubishi, Nagoya, OSG, Sandvik, TeaguTec, Walter, Zhuzhou Cemented Carbide

Componets, Accessories, Measuring Equipments and Related Products: Balluff, Cybelec, Dow, Fuchs, Haxegon, Mitutoyo, Petrofer, Rofin, Schenck, Shell, Tsubaki, Xi'an AEH, Zoller

Comments from Exhibitors

We've been participated in the show for 6 years. This is one of our most important shows that we attend in China. This year it is well organized. Many of our competitors attend the show here, so it's important for us to be here. I had good discussions with customers and we look forward to increasing our image in the market. The facilities and the exhibition halls have a very high standard. We are able to set up our machines very well in a short time. We are happy with the location of our stand and logistically it's easy to reach.

Peter Hoecklin President of Trumpf China

The market in China will definitely grow, maybe slower than the past, but it will grow, and we are going to participate in the show next year. So China is one of our most important markets. Today there are a lot of people in the halls, so we are definitely satisfied if I compare this year's exhibition with the exhibition two years ago.

Peter Frassmann Vice Sales Director of Chiron Machine Tool (Beijing) Ltd., China

Parallel With CHINA INTERNATIONAL INDUSTRY FAIR 2010



Powerful Organizers, Your Reliable Partners for Success

Organizers:

Hannover-Messe International GmbH
Hannover Milano Fairs Shanghai Ltd
Shanghai World Expo (Group) Co., Ltd

Co-organizers:

Capital Exhibition Services of China National
Machine Tool Corp.
Society of Automotive Engineers of China
Taiwan Association of Machinery Industry

Supporters:

China Association of the National
Shipbuilding Industry (CANSI)
Shanghai Association of Metal Cutting
Technology
Shanghai Association of Die & Mould (SADM)

The location

The show takes place in Shanghai, the most dynamic region of China which is the world's biggest sales market for machine tools.

- Reach a huge clientele with minimal effort: Located in the heart of the major machine tool user industries, MWCS makes it easy for you to get in touch with your target customers.

The show

A leading international trade fair for the entire metalworking sector in southeast China

- A unique event that covers every buyer's industry
- A good chance to show on the same time
- The whole scope of innovative manufacturing technology attract a great number of visitors
- Budget-efficient promotion: No other sales or media channel can compare with the cost-per-quality-contact ratio at this event

The participants

Active international participation, including the market leaders

- Great appeal because the show provides visitors with comprehensive orientation, pro-market orientation and state-of-the-art solutions right at their doorstep

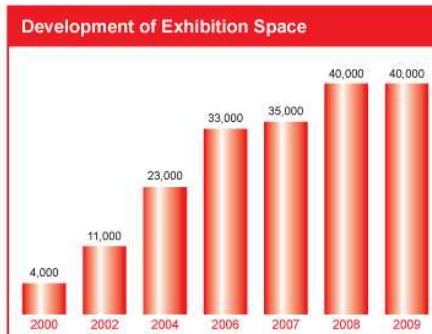
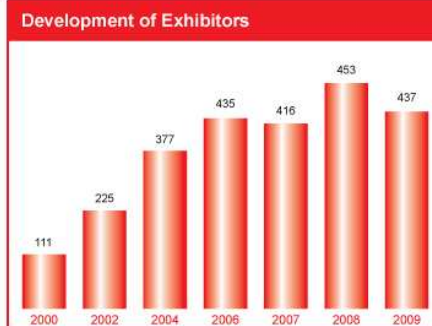
The promotion

- Targeting of main customer industries through cooperation with important buyers & associations and supporters
- Matchmaking program on our website
- Meet top-level management and decision-makers from manufacturing, R & D and purchasing-from all the major buyers' industries
- Direct lines of communication with these influential associations will open channels and new key accounts

The media partners

- We cooperate with well-known journals
- Top publicity for your company, products and solutions-before, during and after the event
- Prime brand and corporate image booster

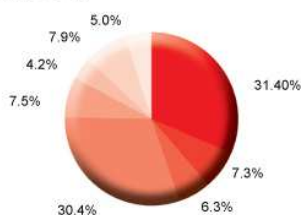
Event Facts



*2000-2004 data is from Metal Working China
*2006-2009 data is from MetalWorking and CNC Machine Tool Show

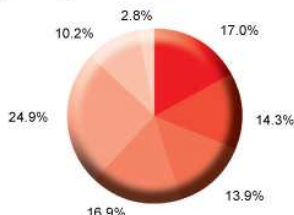
Visitor Analysis of the 2008 Event

Professional visitors divided by industry



Machine Tool Components & Auxiliary Equipments	31.40%
National Defense Industry, Shipbuilding Industry, Aerospace	7.3%
Moulds and Die-Making	6.3%
Mechanical Machinery Engineering (Automobile, Mechanical Machinery, Light Industry)	30.4%
Fitment/Upholster Material/Craftwork & Electronic Equipment Manufacture	7.5%
Sheet Metal/Pipes & Tubes Machining	4.2%
Electrical Power/Electrician Industry	7.9%
Petrochemicals/Metallurgy Industry	7.3%
Others:	5.0%

Professional visitors divided by Purpose



Place Purchasing Order	17.0%
Contact Existing Supplier and Distributors	14.3%
Seek Solutions For Special Requirements	13.9%
Identify New Agents/Joint-venture Partners	16.9%
Gather General Market/Product Information	24.9%
Find Innovation	10.2%
Others:	2.8%



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