

## THINK TECH, ENGINEER SUCCESS

New markets

New customers

New networks

## INDUSTRIAL AUTOMATION SHOW

International Exhibition for Factory and Process  
Automation, Electrical Systems, Robotics and Industrial  
Automation IT & Software

**IAS**  
INDUSTRIAL  
AUTOMATION  
SHOW

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

[www.industrial-automation-show.com](http://www.industrial-automation-show.com)  
<http://ias.ciif-expo.com>

# An automation market of potential share for all industry players

## Global industry giants gather at IAS for business opportunities

### About Industrial Automation Show (IAS)

#### The industry barometer for China automation market

Since establishment, covering topics of industrial automation, electrical systems, robotics and IT solutions, IAS has been standing as a front line where automation industry leaders present and explore technology application with users, a platform to publish latest technologies and products of market value. After years of market success, it has become a must-attend automation event for both automation technology suppliers and industry users.



### About Market

2012 is a critical year for the 12th Five-Year-Plan for China's economy, also, a key point for industry integration of industrialization and informationization. Automation plays a vital role in target accomplishment. Hot areas for automation application markets include auto, papermaking, electricity power, rail transport, machine tool, new energy, building materials, metallurgy, mining and so on. Huge potential is open to world's automation suppliers.

- 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%.
- Research shows that China's building automation technology market will stand at about RMB 240 billion.
- RMB 1.5 trillion has been injected for automotive industry reconstructing, of which 70% will be used for equipment purchase. By 2020, new-energy auto will realize industrialization.
- During the 12th Five-Year-Plan, China's investment in rail transport construction would top RMB 700 billion, among which about RMB 56 billion will be in for information systems.
- During the 12th Five-Year-Plan, the overall installed capacity of China nuclear power equipment will increase from 10.8 GW in 2010 to 43GW in 2015.
- During the 12th Five-Year-Plan, the industry gross turnout of China's food and packaging machinery is expected to top RMB 600 billion, 16% rise year on year.

**A profitable market for you and show up at IAS!**



## Product categories

### INDUSTRIAL AUTOMATION (Production and Process Automation)

- Assembly & handling systems, Linear positioning systems
- Control systems, PCL, SCADA
- Industrial PCs
- Embedded systems
- Industrial automatic data capturing and identification systems
- Automation services
- Industrial image processing systems
- Sensors and actuators
- Communication, networks and field bus systems
- Measuring and test systems
- Laser technology
- Compressed air generation and application

### ROBOTICS

- Industrial robots
- Robot simulation & vision system
- Service robots
- Machinery, appliances & components for robotics

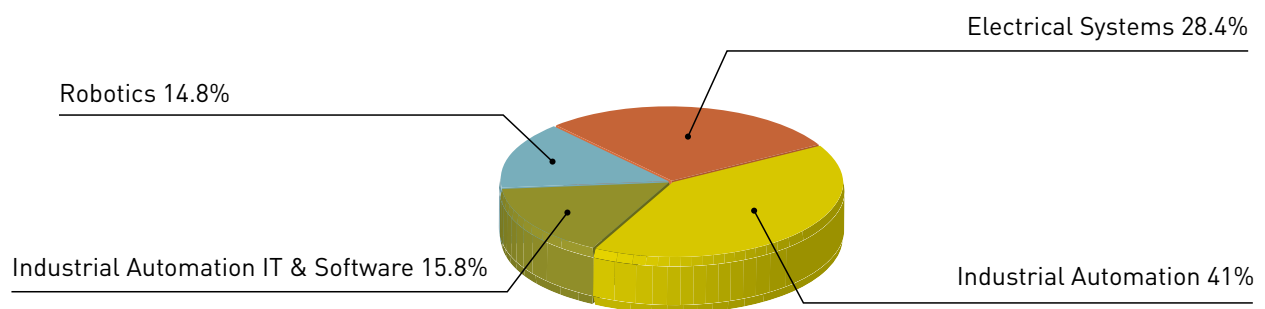
### ELECTRICAL SYSTEMS

- Transformers, accumulators and uninterruptible power supplies
- Gears, mechanical drive systems
- Electric switchgear and equipment for electrical control systems
- Electric and electronic test and measuring equipment
- Electric motors & frequency inverters, motor drives
- Cables & cabling accessories
- Electronic and opto-electronic components

### INDUSTRIAL AUTOMATION IT & SOFTWARE

- Manufacturing software
- Basic systems and development tools for industry
- Internet, Intranet, Extranet solutions
- IT hardware for industry
- Production software
- Services

## Exhibits Analysis



## Big Names in past events

### INDUSTRIAL AUTOMATION (Production and Process Automation)

ABB, SIEMENS, Schneider, Honeywell, Rockwell, Tyco Electronics, Fuji electric, TOSHIBA, TURCK, Phoenix contact, OMRON, P+F, Wieland, Wago, Weidmuller, Wenglor, ifm electronic, ema Electronics, Baumer, Hilscher, PR Electronic, PILZ, Kuebler, ILME, Banner, SICK, Leuze, VIPA, Beckhoff, B&R, M2I, Hollysys, SUPCON, HITACHI, Autonics, Binder, DIMENSION etc.

### ELECTRICAL SYSTEMS

Schneider Electric, Rittal, Danaher Motion, Baldor, LAPP, Phoenix contact, Mecano, HARTING, Weidmuller, LENZE, FUJI, SANKEN, Emerson network, HAGA, MULLERR, Danfoss, KOYO, Wattage, EURA, PILZ, Euchner, Werma, STI, Hummel, Schmersal, KEB, Beijer, DECA, Dinkle, Powtran, INVT, YATAI, Tianyi, Wineview, IDEC, SIBAS, Ruhlamat etc.

### INDUSTRIAL ROBOTICS

ABB, KUKA, FANUC, KAWASAKI, Staubli, Comau, MOTOMAN, Shenyang Lituo, SIASUN, EPSON, CLAAS, TAM, Gudel, Feder, Berger robot, Haier, Schunk, DENSO, SBC, HISAKA, ABBA, MISUMI, HIWIN, GTEN etc.

### INDUSTRIAL AUTOMATION IT & SOFTWARE

EPLAN, PcVue, AdAstrA, Aucotec, Contemporary, Advantech, SUNIX, MOXA, AAEON, EVOC, Granttech, IEI, Henrich, Hi-tech, Sunway, Wellin Control, Leadsoft etc.



# Professional showcase services to maximize products exposure

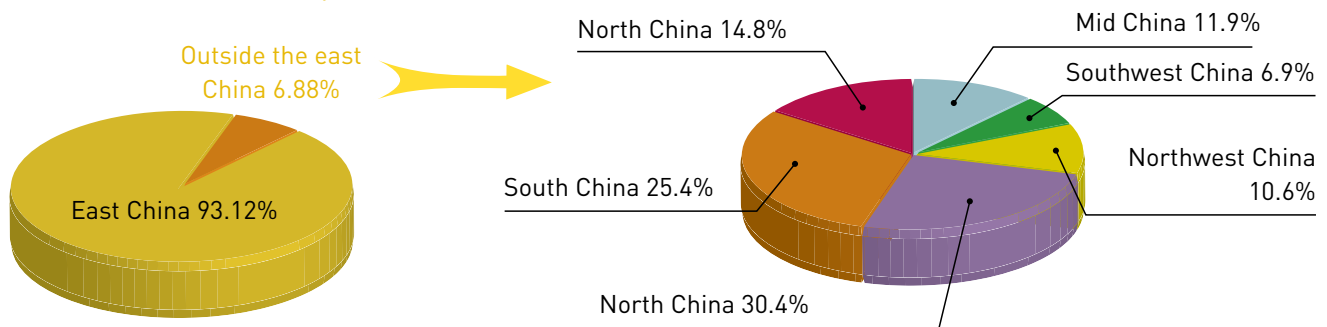
## A Stage where products and technologies speak for themselves

### Records at IAS 2011

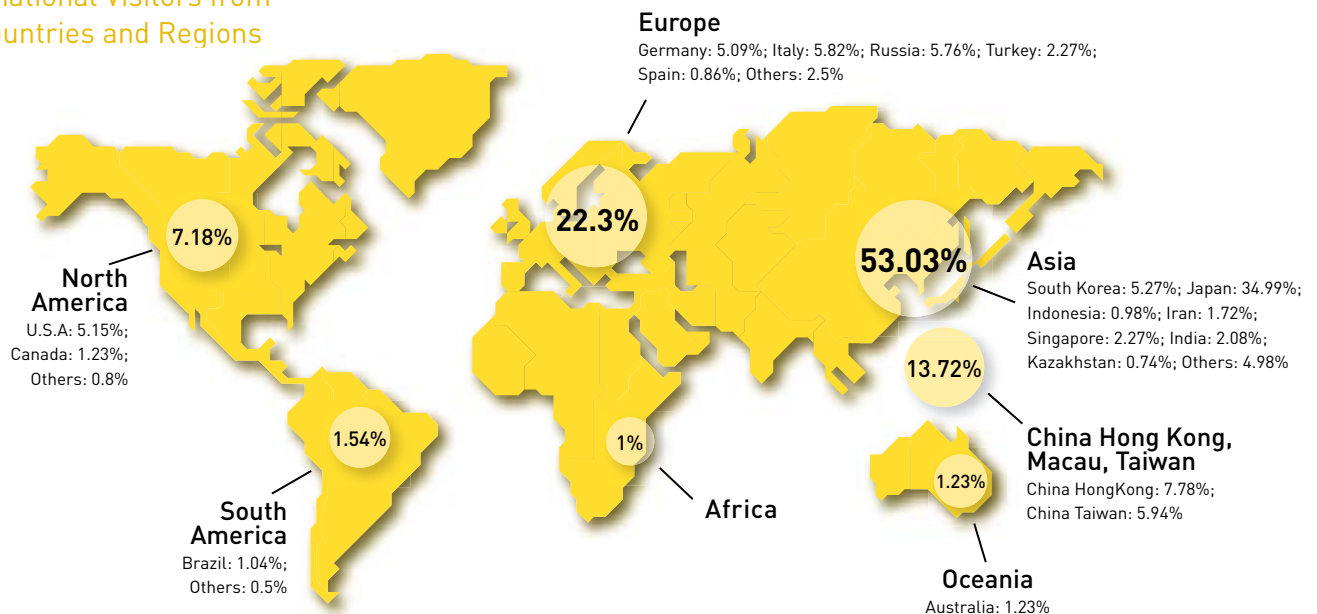
- 533 exhibitors from 22 countries and regions at a total display area of 30,000 sq m
- 103,585 industry visitors from 70 countries and regions bringing 117,869 onsite visits
- 26 technical seminars and forum on diversified user areas attracting 2,000 professionals
- 42 international delegations and 319 user company delegations onsite for purchasing meetings

### Visitor Analysis

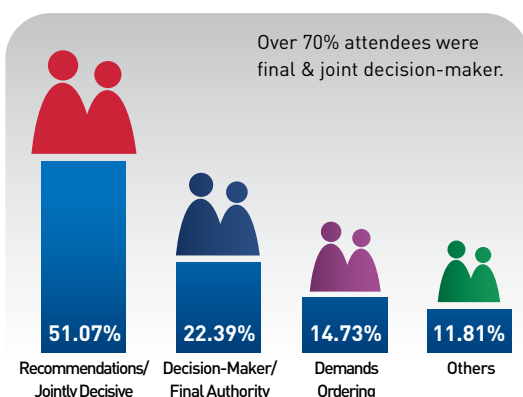
#### Chinese Visitors from 29 provinces



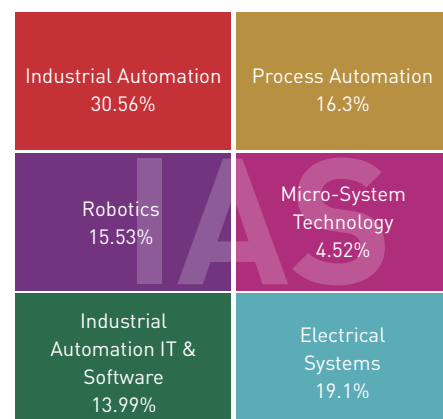
#### International Visitors from 80 Countries and Regions



#### Role in Decision-Making



#### Interested Areas



\*Data analysis from 2011 Final Show Report

## HIGHLIGHTS of IAS 2012

- The Multi-Dimensional Presentation of New Products & Technologies
- To Highlight Your Market Advantage among Competitors

## Full User Industry Coverage with Key Area Focus

Machine tool, automobile, aerospace and aviation, engineering machinery, electronics, plastics, ship building, port mechanics, energy & power, food machinery, light-industry, metallurgy, environment protection, packaging, textile, printing, petrolchemical, etc.

## Professional Visitor Promotion to Attract Buyers Globally

- Regular eDM to 150,000+ target visitors
- Call center invitation to 50,000+ 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 10 Key User Areas



Machine Tool



Auto



Aerospace & Aviation



Smart Grids



Nuclear Power



Wind Power



Rail Transport



Petrochemical



Elevator



Rubber & Plastics

## Full-Time and Real-Time Global Marketing Coverage

- ➔ By **over 30+** industrial and public media portals
- ➔ By **over 50+** automation industry media platforms
- ➔ By **over 100+** user industry media publications
- ➔ By **over 50+** 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 7 parallel trade shows

With a total display area of over 150,000 square meters, the seven 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.



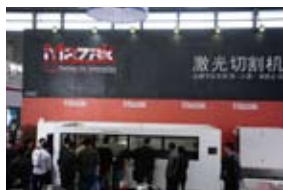
# A Place Where Exhibits Enjoy Maximum Exposure to Target Markets

## Exhibitors Communicate Face to Face with Right User Clients

### Voices from 2011 Exhibitors

#### Murrelekttronik Components Co., Ltd.

MURRELEKTRONIK is an old friend for IAS. Despite the limited times I'd taken part in this show, I was deeply impressed by the vast dynamism of the Chinese market through IAS 2011. This is a market of the fastest growth and greatest momentum I have ever witnessed. MURRELEKTRONIK will bring our heartfelt sincerity to more China users. »»

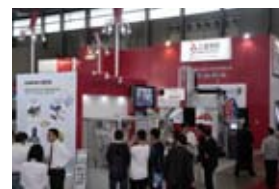


#### Great China Staubli (Hangzhou) Mechatronic Co., Ltd.

Every year we take part in IAS with stand space increasing year on year. We think this is marvelous platform to showcase Staubli technology. We hope there will be an independent show block for industrial robotics in the not so distant future in an effort to better promote the specialization of robotic automation and involve more local system integrators to display their industrial expertise and robotic integration technology. »»

#### Rittal Electro-Mechanical Technology (Shanghai) Co., Ltd.

Rittal has been part of IAS ever since. IAS is very comprehensive and specialized with huge amounts of information and has become a critical stage to showcase the development of China industry. »»



#### Leuze electronic GmbH

Leuze Electronic has been concerned over IAS. This is our sixth time to be part of this show. IAS is the most influential and largest-scale fair with a collection of various advanced technologies and experts in industrial sectors, especially in sensor sector. It's not only a golden opportunity to learn from one another but also to compete with one another. Hence, we really wish IAS improve and advance every year! »»

### Voices from 2011 Visitors

#### HONDA Mr. TAKEDA Japan

Generally speaking, the IAS is quite a good show with many new automation products and technologies. We have learnt a lot about the market information. The organizer's services for visitors are good to facilitate our onsite touring and visiting. We will be visiting IAS again and hope to meet more exhibitors next year. »»



#### Shanghai Rail Transport Maintenance Center Mr. LIU China

I have been an old friend of IAS for many years and this time we come for factory automation products. The onsite atmosphere is good, a lot of improvement than last year. There are many advanced and new technology showcase and many leading international brands have showed up onsite. The visitor services from organizer are professional and effective and so are the B2B meetings. We will come 2012 and hope to get detailed show information as early as possible. »»

#### ZEBOR Technology Mr. SANDMARK Sweden

This is my second time visiting IAS and I am looking for some electrical systems here. The show is very famous in industry and really gathers lots of brands and suppliers. It is a great place to gather market information and find potential partners. The business atmosphere here is good. »»



#### Liaoning Petrochemical Company Ms. ZHANG China

IAS has been known to us for a long time. It is blessed with many advanced technologies and products. We do appreciate the showcase at automation and robotics areas, so many big brands and so many new ideas. The exhibitor quantity and quality are both growing every year. The onsite visiting is great and the visitor service is satisfying. »»

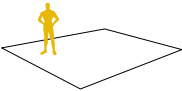




Shanghai New International Expo Center (SNIEC) is one of the most modernized venues of its kind in Asia. The services, facilities and transport connections will meet all demands of exhibitors and visitors.

**Outset of international standards for your stand options**

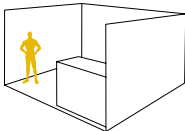
**Raw space**



- Stand area (min. 18 sqm)

**Price: € 200/sqm**

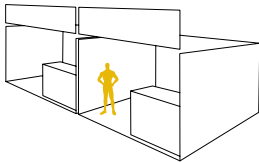
**Shell scheme**



- 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

**Price: € 250/sqm**

**International Pavilion**



- Stand area (min. 9 sqm)
- Wall panels
- Carpeting
- 1 table
- 4 chairs
- 1 info counter
- 2 spotlights (100 W)
- 1 electric socket (220 V)
- 1 company sign (English/Chinese)
- Catalogue entry
- 1 wastepaper basket
- 1 sqm lockable storage space

**Additional services**

A service centre will provide the following services to all exhibitors at the group stand:

- Information counter
- Contact person on site during the entire event
- Internet access, photocopier. (Services will be invoiced on the basis of actual usage)
- Snacks & soft drinks
- Lounge area

**Price: € 265/sqm**

**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



## 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 IAS



**Deutsche Messe Worldwide\***  
**Hannover Fairs International GmbH**  
**MesseGelaende**  
**30521 Hannover**  
**Germany**

Mr. Thomas Labendsch  
Ms. Aiste Kazlauskaitė  
Tel. +49 511 89-31116  
Fax +49 511 89-39681  
thomas.labendsch@messe.de  
aiste.kazlauskaitė@messe.de  
www.messe.de

\*On behalf of Hannover Milano  
Fairs Shanghai Ltd.



**Hannover Milano Fairs Shanghai Ltd.**

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

### Project Team

Ms. Maggie Xia  
Mr. Edison Li  
Tel. +86 21 5045 6700\*259/280  
Fax +86 21 5045 9355  
maggie.xia@hmf-china.com  
edison.li@hmf-china.com  
www.industrial-automation-show.com



**Shanghai East Best International**  
**(Group) Co., Ltd.**  
**837 Yan'an Road (C), Shanghai**  
**200040, P. R. China**

Mr. James Zhang  
Ms. Joes Qiu  
Mr. Lawrence Chen  
Tel. +86 21 6289 2666\*8391/8380/8205  
Fax +86 21 6289 5703  
james@shanghaexpogroup.com  
qiuhaoming@shanghaexpogroup.com  
lawrencechen@shanghaexpogroup.com  
http://ias.ciif-expo.com

## Co-organizers of IAS

China Mechanical Engineering Society  
China Power Supply Society

## Supporters of IAS

VDMA – German Engineering Federation – Robotics + Automation Division  
ZVEI – German Electrical and Electronic  
Manufacturers' Association  
Technical Committee of Components and Instruments under  
Chinese Association of Automation  
China Electrical Measurement and Test Technology  
Committee (CES)  
Shanghai Institute of Process Automation Instrumentation  
Shanghai Automation Association

## Venue

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

**Deadline for applications: 30 June 2012**



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