

# MESSE DÜSSELDORF SHANGHAI AN INTRODUCTION

APRIL 2020



# WELCOME TO MESSE DÜSSELDORF IN CHINA



杜塞尔多夫展览(上海)有限公司

**ARE MORE THAN  
A PARTICIPANT**

*When heart meets business*



Marius Berlemann  
General Manager  
MDS



Axel Bartkus  
Managing Director  
MDC

## *A smile goes a long way!*

**"It's great to see you here!"** We hear this a lot at our events. A friendly smile encourages the building of bonds. Here in China, people are making new contacts all the time, and we have a central part to play in making sure this goes well.

Our trade fairs cause everyone to smile – not least because of our great ideas! Maybe you remember when we started out in 1994 with ProWein, a trade fair for the wine and spirits industry. In those days, the exhibitors only filled one hall. 5 years ago, we founded the first subsidiary on the Chinese trade fair market. Today we have transformed ProWein into the undisputed leading trade fair for its industry, worldwide!

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# INTRODUCTION



- › China's growth figures are still impressive. It has been enjoying uninterrupted growth since 1978. No country in the world has undergone such a massive turnaround. China is now well on the way to becoming one of the world's top economies and is orienting its growth rates to the country's sustainable development
- › Messe Düsseldorf recognized this potential early on. We have had local teams at key economic locations in China since 1999 and have been building up business contacts with partners there. We have also been supporting Chinese companies in gaining access to world markets, and opening up the highly lucrative Chinese market to foreign companies
- › What is the secret of our success? Being present at the heart of the marketplace – with our strong trade fair brands and concepts which have proved as successful in China as they have at home, and which have supported the country's growth!

# STRATEGY



In China, we bring all our strengths to bear on developing markets with a view to the long term; as well as making contacts with organisations and authorities and offering communication and presentation platforms which benefit the country and support its further development.

## *What makes our approach so special?*

The smile on people's faces when they meet business acquaintances or new partners. Whether it's in Düsseldorf, Shanghai, Hong Kong or Beijing, the reason for that smile is down to the thoughtful planning that goes into our trade fairs – and the care and attention we put into them.

# STRATEGY



- › Our trade fairs provide crucial stimuli. They promote the further development of industries – the fields in which Messe Düsseldorf trade fairs hold a leading position worldwide. In China, as well as Europe, our expertise has helped to transform new trade fair ventures into leading trade fairs in their industries where experts can meet and enjoy the type of high-quality network of contacts that is equally valued across the globe.
- › Because China is undergoing a process of change, we are keeping a close eye on social change and the markets. We recognize trends early on and develop events that are aligned to China's market requirements, both regionally and nationally. We do all this with a passion and with world-class services. Because we know that our customers rely on us, as a trailblazer, a supporter and one who gets things done.

# MESSE DÜSSELDORF IN CHINA



- › **We are trade fair organizers** – in the largest market in the world
- › **We are shapers of the future** – in a land that has achieved unprecedented growth. We view changes in this unique country in a positive light
- › **We are supporters** – actively as true partners since 1999, because we provide whole industries with ideas. As partners, we are right at the heart of the action, with extensive local networks. And we always stay focused on one thing: our customers' success!

# MESSE DÜSSELDORF IN CHINA

## Three Locations – Three Hubs



Beijing  
*The Political Centre*



Shanghai  
*The Economic Centre*



Hong Kong, SAR  
*Covers South China*

“Being there is everything.” This is particularly important in China, where great value is placed on interpersonal relationships.

We at Messe Düsseldorf know this from experience, since we organize trade fairs that appeal on multiple levels.

# MARKETPLACE CHINA 4.0



"Boom" was the buzzword of past years when the country's economic development saw a rapid upsurge. In the wake of double-figure growth rates, the government is now setting the "new normal": Targets to develop markets sustainably over the long term.

Messe Düsseldorf Shanghai was involved in this development and helped to shape it too! That's why we have been present in the country since 1999. Today we are closely involved in the country's business circles and have contacts with companies and individuals. This enables us to form our own picture of the country's progress. Although economic performance indicators are extremely helpful, we do not let them obscure our view of developments and trends.

China is no longer "just a production site". Year on year, China is fast becoming a hothouse of ideas. The number of patent applications is No.1 in the world.

Because we are right at the heart of the Chinese market, we can confidently say that this country's development offers excellent prospects for committed businesses. And we, Messe Düsseldorf in China, provide orientation – on a market that we have helped to shape from the start!

# AREAS OF EXPERTISE



## We help to pump Fresh Energy into China's Growth Engine

- › Our five areas of expertise, which we have carefully cultivated over time, fuel this growth. Our key area of expertise is the Plant and Mechanical Engineering sector, the classic strong domain of Messe Düsseldorf and its leading trade fairs in this industry, and with the given “MADE IN CHINA 2025 INITIATIVE” currently one of the most important factors accelerating the modernization of China's industry.
- › An area that is of equal importance is the knowledge and technology surrounding the progressive medical technology sector. The most impressive showcase for our trade expertise in China is the ProWein leading global trade fair, featuring the finest wines from the best wine growing areas – a top destination for China's modern connoisseurs.

# SHOW PORTFOLIO

**01**  
MACHINE, TOOLS,  
PLANT &  
EQUIPMENT



**02**  
RETAIL, TRADE  
AND SERVICES



**03**  
HEALTH AND  
MEDICINE



**04**  
FASHION AND  
LIFESTYLE



**05**  
LEISURE



# SHOW PORTFOLIO IN CHINA

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# TRADE FAIRS MACHINE, TOOLS, PLANT AND EQUIPMENT

## Worldwide

- › drupa Düsseldorf
- › Pack Print International, Bangkok
- › K Düsseldorf
- › Interplastica, Moscow
- › plast alger, Algiers
- › Plastics & Rubber Vietnam
- › T-PLAS, Bangkok
- › Glasstec, Düsseldorf
- › interpack Düsseldorf
- › PROCESS EXPO, Chicago
- › pacprocess Tehran
- › indiapack pacprocess, New Delhi
- › Upakovka, Moscow
- › Indopack, Jakarta
- › food processing & packaging exposium Nairobi

## China



### All in Print China, Shanghai

[www.allinprint.com](http://www.allinprint.com)

Leading trade fair for the printing industry held every two years, All in Print CHINA is the meeting place for specialists in the printing and postpress industries in China and its neighboring countries



### Shanghai World of Packaging (swop)

[www.swop-online.com](http://www.swop-online.com)

swop will cover end use industries such as food, beverage, confectionery, baked goods, pharmaceuticals, cosmetics and daily care products, non-food consumer goods and industrial goods, providing an excellent trading platform for domestic manufacturers of processing and packaging machinery and materials.



### CHINAPLAS

[www.chinaplasonline.com](http://www.chinaplasonline.com)

At the forefront of its sector, CHINAPLAS is the largest trade fair for Asia's plastics and rubber industry and is the country's central meeting place for the industry

Follow the Show  
on WECHAT



# TRADE FAIRS MACHINE, TOOLS, PLANT AND EQUIPMENT

## Worldwide

- > wire Düsseldorf; wire China ; wire India; wire Russia; wire Southeast Asia; wire South America; Iran wire;
- > Tube Düsseldorf; Tube China; Tube India; Tube Russia; Tube Southeast Asia; TUBOTECH; FABTECH;
- > VALVE WORLD EXPO; VALVE WORLD EXPO ASIA
- > METEC; GIFA; NEWCAST; THERMPROCESS; ITPS; Metallurgy Russia; Litmash Russia;
- > NEFTEGAZ

## China

Follow the Show  
on WECHAT



### wire CHINA

[www.wirechina.net](http://www.wirechina.net)

Debuted in 2004, wire China has grown into Asia's most influential, and the world's second most influential industry event in its kind of industry, works closely with Shanghai Electric Cable Research Institute Co., Ltd. (SECRI).



### Fastener Shanghai

[www.fastenertradeshow.net](http://www.fastenertradeshow.net)

This is the perfect one-stop sourcing platform to build new business, learn topnotch technology and meet professionals of fastener industry.



### Tube China

[www.tubechina.net](http://www.tubechina.net)

Asia's most influential, and the world's second most influential industry event facing transformations and changes together with the industry as a whole and showcasing the cutting-edge products, technologies and solutions from a new perspective.



### VALVE WORLD EXPO ASIA

[www.valve-world.net](http://www.valve-world.net)

VALVE WORLD EXPO ASIA covers the whole area of valve manufacturing and usage in key industries such as oil, gas, chemicals and energy generation.



# TRADE FAIRS RETAIL, TRADE, AND SERVICES

## Worldwide

- › EuroShop Düsseldorf
- › EuroCIS Düsseldorf
- › in-store asia
- › ProWein Düsseldorf
- › ProWine Asia Singapore

## China



### C-star

[www.c-star-expo.com](http://www.c-star-expo.com)

As the most international retail show in China, C-star gathers retail professionals who are sourcing the cutting-edge technologies and products.



### ProWine China

[www.prowinechina.com](http://www.prowinechina.com)

ProWine China has established itself as one of the most important trade fairs for the wine and spirits industry in the region since its launch in 2013. Exhibitors from over 40 countries now attend – which is unique in Asia.



### ProWine Asia

[www.prowineasia.com](http://www.prowineasia.com)

ProWine Asia offers all internationally operating producers an all-round carefree package for the entire Asian continent. This annual event runs alternately between Singapore and Hong Kong, SAR.

Follow the Show  
on WECHAT



# TRADE FAIRS RETAIL, TRADE, AND SERVICES

## Worldwide

- › boot Düsseldorf
- › CARAVAN SALON Düsseldorf
- › Tour Natur Düsseldorf

## China



**All in CARAVANING (AIC )**

[www.aicshow.com](http://www.aicshow.com)

AIC offers a broad range of products and services from internationally renowned brands, ranging from caravans and accessories to customizing components and caravan holidays. The AIC Show has established itself as the key trading platform serving the Chinese market today.

Follow the Show  
on WECHAT



# TRADE FAIRS HEALTH AND MEDICINE

## Worldwide

- › MEDICA Düsseldorf
- › COMPAMED Düsseldorf
- › REHACARE INTERNATIONAL Düsseldorf
- › HOSPITALAR São Paulo
- › MEDICAL FAIR INDIA, Mumbai
- › ZDRAVOOCHRANENIJE Moscow
- › MEDICAL FAIR ASIA Singapore
- › MEDICAL FAIR THAILAND Bangkok
- › A+A Düsseldorf
- › OS+H ASIA Singapore
- › INOS+H Occupational Safety + Health Indian
- › TOS+H Occupational Safety + Health Turkey

## China



### Medical Fair China

[www.medicalfair.cn](http://www.medicalfair.cn)

The only satellite exhibition of MEDICA in China, Medical Fair China is co-organized by Messe Dusseldorf (Shanghai) Co., Ltd. and China Service Alliance of Medical Devices Innovation.



### CIOSSH

[www.ciosh.com](http://www.ciosh.com)

CIOSSH was founded in 1966 to provide a full range of manufacturing safety and health protective equipment to workers in major manufacturing fields, including construction, chemical, metallurgy, mining and medical care. After more than 50 years of development, CIOSSH has become an industry spearhead, leading the scientific and technological development of the labor protective equipment industry in China.



### COS+H

[www.sino-safework.org.cn](http://www.sino-safework.org.cn)

With its product and service spectrum ranging from protective clothing to security systems, the China International Occupational Safety & Health Exhibition (COS+H) has developed into the leading trade fair for this sector.

Follow the Show  
on WECHAT



# SERVICE



## We Take Care of Ü

We put a lot of effort in our shows – particularly when it comes down to details, because we know that it is the little things that count, such as lightening customer workloads and making trade fair presentations stress free. We cover such details as help with visa application. Not forgetting the Service Guide along with hotel tips and online visitor registration so that you can get directly to the exhibition centre when you arrive with no hitches

For visitors from abroad, travelling to China can be a bit daunting. We are geared to dealing with this. We have international teams at our three locations who can handle inter-cultural issues. We do everything we can to keep your organizational tasks and workload as light as possible. That's what we're here for!

# SERVICE

## FOUR PILLARS OF OUR SERVICE SPECTRUM

- › Show and conference planning
- › Stand construction and technology
- › Infrastructure and food service
- › Marketing and communication



## PROFESSIONAL SERVICES, TAILORED TO YOUR NEEDS

- › Services for exhibitors
- › Services for trade visitors
- › Services for partners and guest event organizers
- › Services for conference organizers
- › Online services
- › Services for journalists

# THE SNIEC VENUE IN SHANGHAI

## THE HUB FOR THE CHINESE MARKET

- › Messe Düsseldorf is shareholder in The Shanghai New International Expo Centre (SNIEC), which has rapidly acquired this reputation. It has now become the main way into the country's markets. There are a number of reasons for this, not least its location at the heart of the Chinese business world, in the Pudong district of Shanghai

## KEY FACTS ON THE SNIEC EXHIBITION CENTRE

- › 17 halls
- › 200,000 m<sup>2</sup> indoor exhibition space
- › 100,000 m<sup>2</sup> outdoor exhibition space
- › 4,730 parking spaces
- › 20 loading ramps
- › 51 conference rooms
- › 2 Entrance Halls
- › VIP Car Parking / Car Parking
- › Metro Station
- › Shopping Mall and Hotels nearby



# THANK YOU CHINA



Our Exhibition Centre in Düsseldorf/Germany

Messe Düsseldorf has every reason to say “Thank You” – for the growing interest in our leading global trade fairs in Germany expressed by Chinese firms, and for the trust that exhibitors and visitors place in us when they travel half way round the world to use our Basis for Business in Düsseldorf

China's growing importance in the world economy is reflected in Messe Düsseldorf's statistics. The number of trade visitors from that country has more than doubled over the last ten years. A further continuous increase in Chinese activities at Düsseldorf trade fairs is expected over the coming years

Düsseldorf: Destination and location. Our leading trade fairs, the top presentation platforms for their industries are the first destination for companies that wish to operate successfully on the world market. They are places for making contacts - maybe over an “Altbier” or two. Trade fairs in Germany are the vibrant meeting places for the industry. And we are the ones who organize these events. It's what we do best, based on years of experience. We call this "when heart meets business“!

# CONTACT



## Need more information?

Any further questions?

Would you like to know more about the Messe Düsseldorf Group?

## Contact us

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- › [www.mdc.com.cn](http://www.mdc.com.cn)



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