

# MESSE DÜSSELDORF BUSINESS IN CHINA

MAY. 2021



Messe  
Düsseldorf  
Shanghai



Messe  
Düsseldorf  
China

NICE TO SEE Ü



*A smile goes a long way!*



**"NICE TO SEE Ü"** 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! Everyone is not only a participant to MDS and MDC, but a co-creator of the grand exhibitions. We look forward to more and more join people joining the fantastic activities organized by us and experiencing the magic of face-to-face communication!

# CONTENTS

- › Introduction
- › Strategy
- › Messe Düsseldorf in China
- › Global Network
- › Show Portfolio
- › Services
- › The SNIEC Venue in Shanghai
- › Messe Düsseldorf in Sports
- › “Thank You China”
- › Contact





# INTRODUCTION

- › **China's growth figures are still impressive.** In recent years, with the implement of the “One Belt, One Road”, “New Infrastructure Plan”, and “Dual-cycle” economy stimulus plan have undoubtedly brought growth momentum to the transformation and upgrading of various industries and pointed out the future development direction.
- › **Messe Düsseldorf recognized China's potential early on.** Since 1999, MD have successively established local teams in major cities in China to establish business contacts with Chinese partners. At present, the company has offices in Shanghai, Beijing, and Hong Kong SAR, dedicated to assisting Chinese companies to go global, while opening up the Chinese market with unlimited business opportunities for 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 SAR 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



- › **Exhibition is an important engine for economic development and 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.
- › **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

## Located in Three Hub Cities in China



**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.



# MESSE DÜSSELDORF GROUP GLOBAL NETWORK

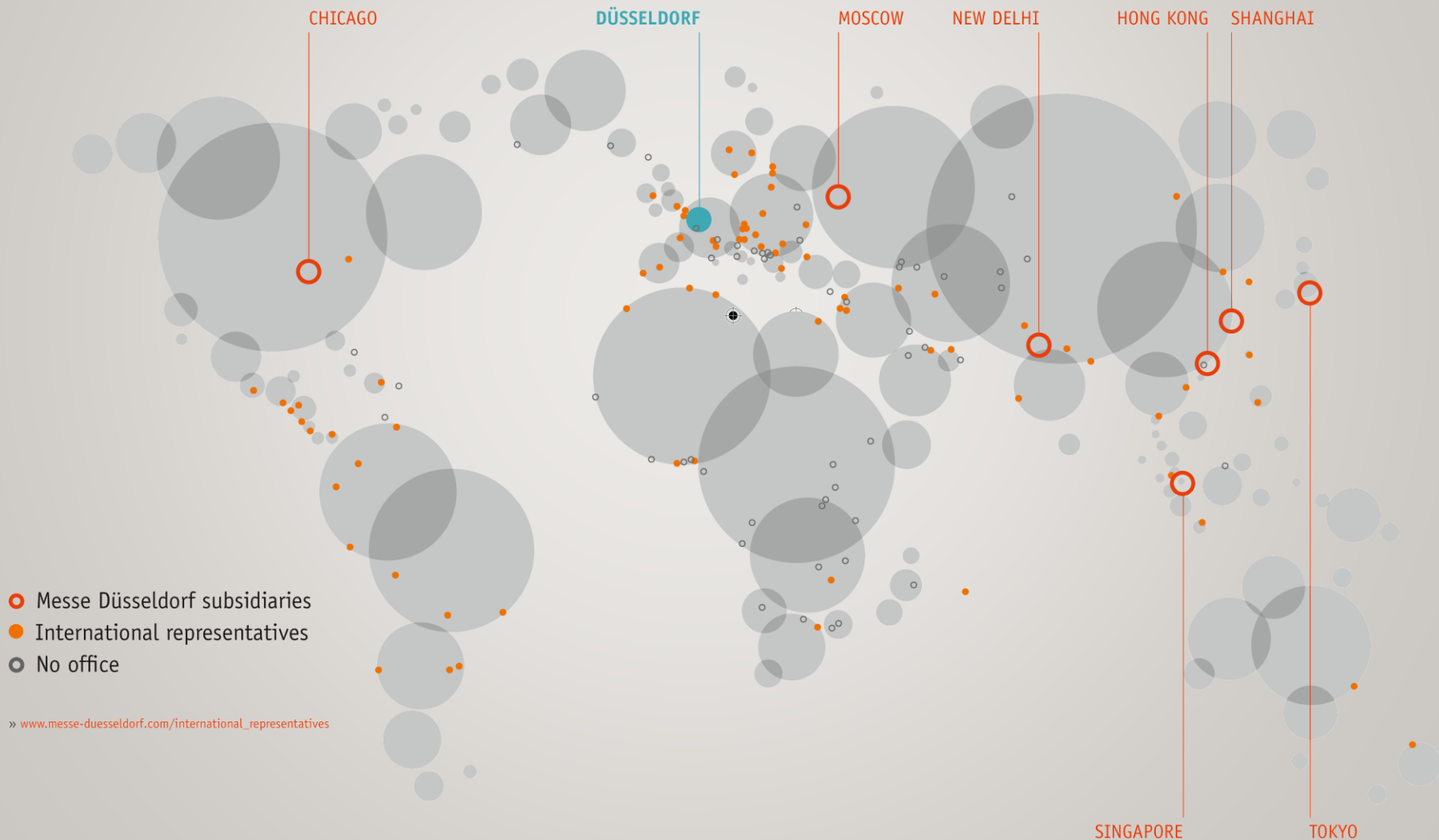
## MESSE DÜSSELDORF GROUP runs a global network of

- › 77 foreign representatives
- › 7 international subsidiaries
- › 141 countries service network

Düsseldorf Exhibition Centre hosts **around 40 trade fairs in five sectors of expertise**: machinery, plants and equipment; the retail trade, trades and services; medicine and healthcare; lifestyle and beauty, and leisure. The trade fairs include **22 proprietary No. 1 events** as well as, currently, 15 robust partner and guest events.



# MESSE DÜSSELDORF GROUP GLOBAL NETWORK



# SHOW PORTFOLIO

Since entering the Chinese market, Messe Dusseldorf has established long-term good cooperative relations with many domestic authoritative institutions and is successfully running **13 leading trade fairs and conferences in China**, covering a broad range of industries including printing, packaging, wire and tube, plastics, medical devices, retail, safety and health, wine & spirits and caravanning.

01

MACHINE, TOOLS,  
PLANT &  
EQUIPMENT



02

RETAIL, TRADE  
AND SERVICES



03

HEALTH AND  
MEDICINE



04

FASHION AND  
LIFESTYLE



05

LEISURE





# TRADE FAIRS MACHINE, TOOLS, PLANT AND EQUIPMENT

## Worldwide

- › drupa, All in Print China, Pack Print International, printpack alger, indoprint PRINT & DIGITAL CONVENTION, Pack Print Plas Philippines
- › Interpack, components , upakovka, swop, pacprocess Middle East Africa, pacprocess & food pex, indopack
- › K, CHINAPLAS, Arabplast, INDOPLAS, interplastica, interplastica KAZAN, PackPrintPlas PHILIPPINES, plast alger, Plastics & Rubber Vietnam, PLASTINDIA, T-PLAS
- › glasstec; glasspex, glasspro, ENERGY STORAGE EUROPE

## China

Follow the Show  
on Social Media



### All in Print China

[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 covers 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.



# TRADE FAIRS MACHINE, TOOLS, PLANT AND EQUIPMENT

## Worldwide

- › wire; wire China; WireShow; wire India; wire Russia; wire Southeast Asia; wire South America
- › Tube; Tube China; Tube India; Tube Russia; Tube Southeast Asia; TUBOTECH; FABTECH; Saw EXPO
- › VALVE WORLD EXPO; VALVE WORLD EXPO ASIA; VALVE WORLD EXPO AMERICA; NEFTEGAZ
- › METEC; GIFA; NEWCAST; THERMPROCESS; METEC India; Metallurgy Russia; Litmash Russia; ALUMINIUM

## China



### 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 SECRI.



### WireShow

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

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

In addition to wire China, Messe Dusseldorf Shanghai and SECRI have cooperated again to jointly organize WireShow start from 2021, providing high quality business platform for the wire and cable industry in China and Asia.

Follow the Shows  
on Social Media



### 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, EuroCIS, C-star, in-store asia
- › ProWein, ProWine in Shanghai, ProWine in Hong Kong, ProWine Asia Singapore

## China



### C-star

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

As a professional retail trade show in China, C-star features the inspiring and new solutions in Shop Fittings & Store Design, Visual Merchandising, Retail Lighting, Smart Retail Technology, Expo & Event Marketing and Retail Marketing.



### ProWine Shanghai

[www.prowine-shanghai.com](http://www.prowine-shanghai.com)

ProWine Shanghai is a China's leading international trade fair for wines and spirits. It creates a platform both for international dealers and producers and for local suppliers to present themselves, establish contacts and get to know the Chinese market.



### ProWine Hong Kong

[www.prowine-hongkong.com](http://www.prowine-hongkong.com)

ProWine Hong Kong brings a world of wines the foremost trading-hub of Southeast Asia. As the leading trade fair of its kind in the region, ProWine Hong Kong offers global producers an international business expansion gateway to Asia.

Follow the Show  
on Social Media





# TRADE FAIRS RETAIL, TRADE, AND SERVICES

## Worldwide

- › boot Düsseldorf
- › CARAVAN SALON Düsseldorf, All in CARAVANING, Tour Natur Düsseldorf

## China



### All in CARAVANING

[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 Social Media



# TRADE FAIRS HEALTH AND MEDICINE

## Worldwide

- › MEDICA, COMPAMED, REHACARE, MEDICAL FAIR ASIA, MEDICAL FAIR BRASIL, MEDICAL FAIR INDIA, MEDICAL FAIR THAILAND, MEDICAL MANUFACTURING ASIA, MEDITECH, ZDRAVOOKHRANENIYE
- › A+A, OS+H ASIA, UGOL ROSSII & MINING, TOS+H

## 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.



### CIO SH

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

CIO SH 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, CIO SH has become an industry spearhead, leading the scientific and technological development of the labor protective equipment industry in China.

Follow the Show  
on Social Media



# SERVICE

## MDS AND MDC 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. We cover such details as help with visa application. Not forgetting the Service Guide along with hotel recommendations and travel tips, etc.
- › 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 SNI EC VENUE IN SHANGHAI

## THE HUB FOR THE CHINESE MARKET

Messe Düsseldorf is shareholder in The Shanghai New International Expo Centre (SNI EC), 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 SNI EC 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
- › 3 Entrance Halls
- › VIP Car Parking / Car Parking
- › Metro Station
- › Shopping Mall and Hotels nearby



# MESSE DÜSSELDORF IN SPORTS

## NEW PARTNER OF TABLE TENNIS RECORD CHAMPION BORUSSIA DÜSSELDORF

- › Sport commitment is close to the heart of Messe Düsseldorf both regionally and internationally. From this season Messe Düsseldorf with its subsidiary Messe Düsseldorf Shanghai, have been acting as a partner for Germany's record champion Borussia Düsseldorf.
- › Borussia Düsseldorf is the most successful club at the sports city of Düsseldorf and one of the three most successful clubs in all of Germany. Thanks to its international triumphs and its players – first and foremost Timo Boll - Borussia enjoys worldwide recognition and is especially well-known in China.



# MESSE DÜSSELDORF IN SPORTS

## CONNECTION WITH THE OLYMPICS

Messe Düsseldorf has already formed part of the Olympic family for 20 years. Since the Sydney 2000 Olympics, Messe Düsseldorf has organised the “**Deutsches Haus**” on behalf of Deutsche Sport Marketing (DSM). Since Vancouver 2010 this partnership has been extended to include the Paralympics.





# THANK Ü CHINA

- › MDS and MDC would like to sincerely say "Thank Ü" to all exhibitors, visitors and partners who have supported us for a long time. Thank you for your strong support and trust in our exhibitions and conferences.
- › In the next decade, it is believed that more and more overseas brands will successfully establish cooperative relationships with Chinese suppliers through participating in high-quality exhibitions organized by MDS in China. At the same time, we are also looking forward to more Chinese companies joining MDC to move towards a broader overseas market.

*Thank Ü*

# CONTACT

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*Thank* Ü



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