IAMD
BEIJING
8 - 10 May 2019
Beijing Exhibition Centre
After Show Report
www.iamdbeijing.com

Deutsche Messe
FIERA MILANO
Leading Trade Fair for Integrated Automation, Industrial IT, Power Transmission and Control
# Catalog

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>04</td>
<td>Show Profile</td>
</tr>
<tr>
<td>05</td>
<td>Show Highlights</td>
</tr>
<tr>
<td>06</td>
<td>Exhibitors' Comments</td>
</tr>
<tr>
<td>08</td>
<td>Visitor Analysis</td>
</tr>
<tr>
<td>12</td>
<td>Match-making Service</td>
</tr>
<tr>
<td>13</td>
<td>Delegation</td>
</tr>
<tr>
<td>14</td>
<td>Conference and Forum</td>
</tr>
<tr>
<td>15</td>
<td>Worldwide Events</td>
</tr>
<tr>
<td>16</td>
<td>Show Impressions</td>
</tr>
<tr>
<td>18</td>
<td>Media Promotion</td>
</tr>
<tr>
<td>20</td>
<td>Book for 2020</td>
</tr>
</tbody>
</table>
Intelligent manufacturing and upgrades to lead the trends of capacity

The influential industrial automation transmission event in Northern China -- Integrated Automation Motion & Drives Beijing 2019 (IAMD BEIJING 2019) drew to a close with great triumph at Beijing Exhibition Center on May 10, 2019. Almost 200 well-known enterprises including Phoenix, Beckhoff, Turck, IFM, Baumer, Cognex, Wago, Rittal, HIWIN, Weidmüller, Desoutter, Pilz, Elmo, Leadshine, KEYENCE, igus, Hilscher, AMP & MOONS, DECA, Item, Dinkle, CHELIC, Bernstein and Murrelektronik, showcased the integrated intelligent manufacturing solutions in five sectors of control technology, mechanical infrastructure, sensor connector, digital plant and Application Park on a total display area of 20,000 sqm. The exhibition received nearly 100 buyer groups from both China and abroad and 18,172 visitors in total.

Exhibition Area
20,000 sqm
Exhibitors
Almost 200
Total Visitors
18,172
Delegation Visitors
Almost 3,400
Exhibitor Comments

Baumer (China) Co., Ltd.

After a several years interval, Baumer Group participated IAMD BEIJING again. As the leading industrial automation show in North China, the organizer of IAMD BEIJING - Hannover Milano Fairs Shanghai Ltd. delivered a successful show with high quality and big number visitors. Baumer realized our participating goals, we promoted our brand, showcased our products and communicated with our clients. We expect IAMD BEIJING becoming a better trading platform for automation industry.

Marketing & Product Management

2019 is a critical year of “Made in China 2025”. As the leading international industrial automation exhibition in North China, IAMD BEIJING helped Turck on developing North China market. The innovative and practical visitor invitation, ensured the visitor number and quality. Through the analysis we conducted after the show, Turck has reached our targets of participating. We will continuously participate IAMD BEIJING with variant and new automation products and solutions.

Beckhoff Automation (Shanghai) Co., Ltd.

In the delightful May, BECKOFF participated IAMD BEIJING again, it was the 7th year BECKOFF participated this show with fruitful results. The organizer Hannover Milano Fairs once again delivered a high quality trade fair platform for automation industry. During the show we showcased our new products and solutions to our customers, in the meanwhile we also obtained valuable information, the overall visitor numbers are big. The speeches delivered on the concurrent events contained high value information and guidance. The “Application Park” provided interactive experiences between the exhibitors and the visitors. All the thoughtful, dedicated services indicated Hannover Milano Fairs a very professional trade fair organizer.

Hilscher Systemautomation (Shanghai) Co. Ltd.

Rittal is grateful for the VIP treatments from Hannover Milano Fairs over the years. Hannover Milano Fairs provided us support throughout the preparation, show period and after show period. With the years of experiences, IAMD BEIJING had significant developments in sense of exhibitor activities, on-site coordination and visitor invitation. The VIP room provided for media interviews were very user friendly, created a comfortable and efficient environment for medias. We are looking forward to having further cooperation with the Hannover Milano Fairs.

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

As the leading automation show, IAMD BEIJING 2019 carried out the expectations from both exhibitors and visitors, established an open and information-sharing platform for enterprises, end users, research institutes and universities. The innovative visitor invitation, brought end users and industrial players to the same platform to discuss the industrial trends and plan the future. We wish IAMD BEIJING a brighter future.

Marketing & Product Management

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The three-day show has attracted 11,778 professional buyers. Domestic visitors are from 29 provinces/directly-controlled municipalities, with those from Northern China accounting for 75.05%. The proportion of delegation and conferences delegation has increased year to 28.34% and 14.22% respectively.

**Overseas Visitors**

There are 0.29% visitors coming from 10 different foreign countries and regions, including Russia, Iran, Japan, Korea etc.

**Domestic Visitors**

The following are 10 cities in China that our visitors mainly come from this year: Beijing, Tianjin, Shandong, Shanxi, Shanghai, Jiangsu, Liaoning, Zhejiang and Inner Mongolia.

**Visitor Analysis**

- **Visitor’s Purchasing Authority**
  - DECISION-MAKER: 30.44%
  - RECOMMENDER: 19.32%
  - CONSULTANT: 32.33%
  - NOT INVOLVED: 18.63%

  *The percentage is analyzed on the basis of the number of people who answered this question. Part of the visitors made multiple choices, and thus the total percentage exceeds 100%.

- **Visitors’ Main Job Functions**
  - Management: 17.82%
  - Engineering: 15.89%
  - Technology: 13.95%
  - Service: 12.44%
  - Quality: 11.31%
  - Manufacturing: 9.03%
  - Import & Export: 7.46%
  - Trade: 6.89%
  - Purchase: 6.89%
  - Marketing, Sales, Advertising, Promotion and Media: 3.97%
  - R & D: 3.08%
  - Others: 2.08%
Visitor Analysis

Visitors’ Industrial Areas

- Mechanical manufacturing, aviation & aerospace, automobile manufacturing, electronic manufacturing, food & beverage, pharmaceutical packaging, machine tool and other application industries account for over 53%.

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<thead>
<tr>
<th>Industrial automation</th>
<th>Aviation/aerospace</th>
<th>Automobile manufacturing</th>
<th>Rail transit</th>
<th>Energy/electric power</th>
<th>Petroleum/chemical</th>
<th>Mechanical manufacturing</th>
<th>Machine tool</th>
<th>Construction</th>
<th>Elevator manufacturing</th>
<th>Textile/apparel</th>
<th>Metallurgy/casting</th>
<th>Biological medicine</th>
<th>Food/beverage</th>
<th>Packaging/printing</th>
<th>Shipbuilding</th>
<th>National defense industry</th>
<th>Environmental protection equipment</th>
<th>Plastic/rubber</th>
<th>IT and electronics</th>
<th>Others</th>
</tr>
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<tbody>
<tr>
<td>53.71%</td>
<td>8.41%</td>
<td>7.72%</td>
<td>6.01%</td>
<td>9.41%</td>
<td>5.20%</td>
<td>16.65%</td>
<td>4.70%</td>
<td>3.09%</td>
<td>1.28%</td>
<td>1.40%</td>
<td>3.26%</td>
<td>3.14%</td>
<td>2.45%</td>
<td>2.48%</td>
<td>1.37%</td>
<td>3.06%</td>
<td>3.80%</td>
<td>1.57%</td>
<td>10.54%</td>
<td>4.75%</td>
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</tbody>
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Visitors’ Feedback

In 2019, 96.07% visitors visited the show for the first time. 21.24% of the rest of the audience has been visited for years.

- Understand market situation 61.72%
- Visit suppliers and sellers 22.56%
- Seek new products and innovative technologies 39.95%
- Seek solutions 29.34%
- Collect information for investment and purchase decision-making 11.65%
- Purchase/place an order 9.23%
- Expand business contact scope 11.58%
- Develop new customers 9.91%
- Develop new suppliers 11.24%
- Evaluate whether to be an exhibitor 2.69%
- Others 0.72%
- Participate in conference and forum 4.67%
- Participate in conference and forum 4.67%
- IAMD BEIJING
Delegation

AVIC Manufacturing Technology Institute

It was the third time we visited IAMD BEIJING. Our institute belongs to Aviation Industry Corporation of China Ltd., our broad achievements in aerodynamics, structural strength, materials, manufacturing, flight tests, standardization, measurement and informatization have been applied widely in aviation and other industries. On IAMD BEIJING we mainly discovered field bus technologies, field bus manufacturers like EtherCAT, CANopen, SERCOS, BECKHOFF, PILZ, provided us inspiring products. OPC and PHOENIX also presented at the show. The services provided by the organizer made our visit efficient and fruitful, we are looking forward to visiting the next edition of IAMD BEIJING.

Tangshan Jingyu Technology Co., Ltd.

Our company organized more than 40 staff visited IAMD BEIJING this year. Our purchasing and researching staff have gained opportunities to conduct face to face communications with the exhibitors. We have found potential business opportunities on the show and the follow ups are in action. Wish the show becoming better and better.

Beijing JD Qianshi Technology Co., Ltd.

This was the first time our company organized a delegation to visit IAMD BEIJING. We were grateful for the services provided by the organizer. The new products, technologies and research trends we observed on the show were inspiring. The show layout and visit process were designed well. It could be better if the show add content like educational intelligence, life intelligence in addition to intelligent manufacturing segments.

China Academy of Aerospace Aerodynamics(CAAA)

This exhibition is full of innovative multi-channel and multi-dimensional promotion methods, which makes the definition of the brand image of the exhibition clearer. On “2019 International Symposium on Advanced Intelligent Manufacturing Technology,” the speakers talked about the current status and future trends of intelligent manufacturing. Our institute was satisfied with the show content and gained valuable information. The exhibitor quality were good, we have established contacts with several exhibitors. The inspiring products and technologies helped us on developing new visions, we are going to follow up with the contacts and will visit the show again next year.

Match-making Service

The Hosted Buyers Program is a VIP-level service set up by the organizers for the procurement leader to help them expand their business, meet new partners and achieve the most efficient visits. The 51 buyers in this year are mainly from

- Beijing Guanghua Electromechanical Co., Ltd.
- BITZER Refrigeration Technology (China) Co., Ltd.
- Environment Sustainable System Engineering Technology Co., Ltd.
- China Light Industry International Engineering Co., Ltd.
- Computing Center Institute of Water Conservancy and Hydroelectric Power Research
- Beijing Instrument Industry Research Institute
- Baoding Well Foundry Machinery Co., Ltd.
- Moving-sun
- Transcend Communication Beijing Co., Ltd.
- Postal Scientific Research and Planning Academy China Post Science & Technology Co., Ltd.

and reached 216 meetings.
Mr. Miao Wei emphasized that, the rapid development of artificial intelligence, 5G, Industrial Internet and other emerging technologies has given fresh impetus into intelligent manufacturing. The in-depth expansion of openness and cooperation between countries and enterprises has opened up new space for intelligent manufacturing; but meanwhile, the manufacturing mode of interconnection and sharing has also brought new challenges to the intelligent manufacturing.
Show Impressions
The above rankings are in no order.

Special thanks to the following cooperation media/ cooperation websites:
Fill in the above form and fax back to us by +86-21-5045 9355/6886 2355

Deadline for application is 25 March 2020