Under the theme of “Get New Technology First”, the first edition of CDIIF (Chengdu International Industry Fair) was concluded successfully at Western China International Expo City in Chengdu on 24th, April. During the 3-day exhibition, 613 leading domestic and international exhibitors gathered in Chengdu, the total exhibition grounds covered 50,000 sqm. Numerous new technologies demanding by the West China market had their premieres at the exhibition, 41,796 visitors set their feet at the exhibition grounds, the exhibition presented the timely trends of the manufacturing industry, the integration of all industry intelligent supply chains, and the innovative production capacity of West China manufacturing industry.

Exhibition Overview

Organizers:
Hannover Milano Fairs Shanghai Ltd.
DLG Shanghai Industry & Commerce Exhibition Co.,Ltd.
Sichuan Tianfu International Conference & Exhibition Co., Ltd.
Sichuan Pengcan Culture Media Co., Ltd.

Guidance by:
Chengdu Municipal People’s Government
Sichuan Provincial Economic and Information Department

Supporters:
Chengdu Municipal Bureau of Economic and Information Technology
Sichuan Tianfu New Area Management Committee

Organizers:
Shanghai Yachuan Advertising Co., Ltd.

50,000 sqm
613 Exhibitors
41,796 Visitors
Major Exhibitors

613 exhibitors came from 12 countries and regions, include, China, the US, Germany, France, Italy, Switzerland, Belgium, Japan, Korea, India, Denmark, and Taiwan China, 57 of them were foreign or foreign-invested companies.

Exhibitor Analysis

Exhibitor Review

Siemens China

The first edition of CDIIF was the first attempt at bringing the exhibition and the influences to the local market. Although impacted by the ongoing COVID-19 pandemic, the joint efforts by both the organizers and the exhibitors had made the exhibition a successful and unique event. In the future, Siemens will continue to work with the CDIIF platform, extend our partnership in more areas, bring our customers more advanced technologies and support the development of China’s manufacturing industry.

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BECKHOFF Automation

In the warm spring, the first edition of CDIIF was concluded successfully in Chengdu, the exhibition brought us the big surprise of the huge number and high quality of visitors, there were several thousand visitors set their feet to our exhibition booth, over 600 visitors had fruitful conversations with our technicians and sales personnel, it was far beyond our expectation and far better than any other similar exhibitions we participated in Chengdu. We appreciate the efforts of the organizer - Hannover Messe Fairs Ltd., their expertise, global resources, and market-oriented approaches made the show successful. BECKHOFF shall grasp the unique opportunity and be part of the Western China development plan guided by the China central government. Next year we are going to participate in CDIIF again and we wish CDIIF a brighter future.

HSG Laser Technology Co., Ltd.

It was a fruitful experience for us of participating in CDIIF, we signed contractors with 4 customers onsite, and found over 20 potential customers agreed to visit our factory after the show. At onsite I was able to add over 200 WeChat friends, they are not only my personal contacts but also potential customers to HSG. We would like to thank the organizer DongHao Lansheng Group for offering us this great opportunity.

FATEK Automation Corp.

It was our first time participating in CDIIF, it was an opportunity for us not only to showcase our own products, technologies, and solutions but also to learn new ideas, strategies from other brands. FATEK attracted a lot of potential inquirers and had three solid sales with customers from Southwest China. Both the branding and business targets were fulfilled.

Infor

Infor is a software company, we rarely participate in exhibitions, but the pavilion "the scene and ecosystem of digital factory" attracted our attention, it gave us an opportunity to integrate our products with the hardware providers, so the audiences could ‘see’ better of our products. The show also helped us to extend our sales channel in Southwest China, we had met quite a number of business partners onsite.

Headquarter Han’s Laser Intelligent Equipment Group

As one of the indispensable pillar Chinese manufacturing enterprises, Han’s Laser thinks, the onsite services, pavilion arrangements, product categories, and visitor organisations of the first CDIIF were successful. Han’s Laser received a lot of potential inquirers and had three solid sales with customers from Southwest China. Both the branding and business targets were fulfilled.

CRRC Chengdu Co., Ltd.

There were few exhibitions dedicated to Railway and Transportation topic, the Railway and Transportation exhibition under CDIIF umbrella was a unique opportunity to us, so we put great efforts in exhibiting at the show, the exhibition was well organized and covered all aspects of the manufacturing industry.

HSG Laser Technology Co., Ltd.

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FATEK Automation Corp.

It was our first time participating in CDIIF, it was an opportunity for us not only to showcase our own products, technologies, and solutions but also to learn new ideas, strategies from other brands. FATEK attracted a lot of customers, experts, and industry peers during the show, the result was fruitful, we want to extend our gratitude to the organizer - Donghao Lansheng Group.

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Visitor Analysis

The 3-day exhibition attracted 41,796 trade visitors, domestic visitors came from 30 different provinces, 91.09% of the domestic visitors came from Southwest China, followed by 3.48% came from the East China region.

Areas of interest
Due to multiple choices, the total percentage is beyond 100%.

Metalworking and CNC Machine Tool Show 42.32%
Industrial Automation Show 63.75%
Energy-Saving & Industrial Accessory Show 17.10%
Information & Communication Technology Show 28.11%
Robotics Show 37.28%
Advanced Material Show 22.33%
Metro Transit Show 19.75%

Analysis of Company & institution type

Analysis of Job Nature

Business domain analysis of the company/institution

Analysis of Visiting Purpose
Due to multiple choices, the total percentage is beyond 100%.
Visitor Review

BOE Chengdu Co., Ltd.
First of all, we would like to thank the organizer for providing us this eye-opening learning opportunity. There were global well-known companies of industrial automation and robotics showcased their cutting edge products and solutions at the exhibition, we wished to have more time to visit thoroughly of the show. Although time is limited, the 100 delegates of our company spent full 3 days onsite and found valuable technologies and companies to learn from, they also obtained the most advanced industry information. The show was a very good platform for companies to showcase and learn from each other. We saw best practices of transforming traditional manufacturing towards no-man intelligent manufacturing. We are looking forward to the next edition of CDIIF and we would like to thank again the organizer for their thoughtful services.

Volkswagen Chengdu Branch
CDIIF was held for the first time in Chengdu, the overall arrangement and show scale were impressive, over 600 exhibitors were showcasing at the show, covered most categories of the manufacturing industry, we had in-depth communications with our long-term partners such as Siemens, BECKHOFF, etc.; we also got opportunities to establish contacts with domestic suppliers, the show provided us new insights of localization and digitization. Overall we were satisfied with our visiting experiences, CDIIF was a very good platform for us to extend our vision on industry digitization and intelligent manufacturing. We hope in the future CDIIF will engage more brands, products, and solutions, extend our vision and enhance communication.

Meishan Machinery Industry Association
This year CDIIF covered topics of industrial automation, CNC machine tool and metalworking, railway and transportation, robotics, industrial accessory, new material, and new-generation information technology, over 600 leading industrial companies exhibited at the show. The visitors extended their vision, widened their knowledge by communicating with the exhibitors, and they were encouraged to enhance their quality, technology, and product innovations in order to achieve high-quality development.

Chengdu Ruituo Technology Co., Ltd
Chengdu - Chongqing dual city economic circle is one of the most important development strategies of China, and an important part of the West China development plan, it is a great opportunity for Chengdu. Through observation, we enhanced our development strategy of the new development pattern, the synergies of the regional development, and empowering intelligent manufacturing. Through the exhibition, our technical team gained valuable information, it was a good experience that we can see professional and international industry fair at our door front, also the exhibition had brought us cutting-edge manufacturing knowledge and provided us with the advanced vision of our product evolving.
Opening Ceremony of CDIIF
Chengdu Meizi Railway Transportation Enterprises Summit
Chengdu Economic Circle Automobile Industry Integration Forum
Close Door Saloon and Training - The Theory and Control Analysis of Power-Split Hybrid Electrical Powertrain, APS Asia Technical Forum

28 Concurrent Events Attracted 2,000+ Participant

Over 100 reporters and journalists from nearly 100 media conducted interviews and wrote articles of CDIIF, national-level media such as CGTN, CMG, Xinhua News, China News Service, People’s Daily, Economic Daily, provincial-level media like Sichuan TV, Chengdu TV, Sichuan Daily, Chengdu Daily, Chengdu Economic Daily, Huaxi City Daily, chengdu.cn and industrial media eg., China Industry News, China Trade News, South China Morning Post did 360-degree media coverage of CDIIF. A special media group also went to take the test run of China’s first embedded medium-low speed (160km/h) maglev train.

Exhibitor Analysis
Visitor Analysis
Visitor Review
Conference and Forum
Media Promotion

- 2021 Yangtze Delta Economic Zone Digital Factory Transformation Summit and International Industry IoT Conference Southwest China Summit
- Intelligent Diagnose and Remote Ops Seminar
- Special-type Processing and Fluid Engineering
- Machining

- Sichuan Fuel Cell Automobile Key Technology and Modeling Seminar
- Annual Academic Conference of Sichuan Automation and Instrumentation
- 2021 Sichuan High-end Equipment Design Manufacturing and Practice Forum

- Intelligent Chengdu Leading Innovation - Digitalization Industry Development Summit and Forum
- The Outline of Efficient Management of Modern Logistics Center

WeChat Moments exposure rate 1,740,000 per time
Baidu search terms exceed 9,100,000
Tiktok and Video Channel view counts exceed 2,210,000 annually

Followers of WeChat official account 16,000 professional audience
eDM coverage 1,120,000 buyers and professional audiences
On the first show day, the CCTV app conducted an online live report of CDIIF, online watches over 5,000,000
Chengdu International Industry Fair

April. 27-29, 2022
Western China International Expo City

See you next year

Concurrent Events:

Guidance by
Chengdu Municipal People’s Government
Sichuan Provincial Economic and Information Department

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Chengdu Municipal Bureau of Exposition
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