Industrial Automation Show

2021年9月14-18日
14-18 September 2021
国家会展中心(上海虹桥)
National Exhibition and Convention Center (Shanghai)

www.industrial-automation-show.com
工业自动化展（IAS）作为中国国际工业博览会的核心展览之一，引领先进制造业高质量发展趋势，为中国智能制造提供全球工业发展信心发声。作为亚洲先进制造业发展方向标，IAS紧扣自动化、信息化、数字化、智能化、绿色化大趋势，2021年IAS将为制造业带来更多新产品、新方案、解决方案，一定会令人目不暇接。

The Industrial Automation Show (IAS), as the core exhibitions of the China International Industry Fair, conforms to the high-quality development trend of advanced manufacturing, and speaks for China's intelligent manufacturing to boost confidence in global industrial development; As a "wind indicator" for the development of advanced manufacturing in Asia, IAS sticks to the general trend of automation, IT application, digitization, intelligence and green development. In 2021, IAS will display more new products, technologies and solutions to the manufacturing industry, which will definitely be dizzying.

2021年预计展会规模
PROJECTED EXHIBITION SCALE FOR 2021

<table>
<thead>
<tr>
<th>展出面积</th>
<th>Display Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>70,000 sqm</td>
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<table>
<thead>
<tr>
<th>展商数</th>
<th>Exhibitor Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;700+</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>观众数</th>
<th>Visitor Number</th>
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<tbody>
<tr>
<td>&gt;200,000</td>
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工业自动化 (生产及过程自动化)
INDUSTRIAL AUTOMATION (Production and Process Automation)

- 自动化及检测系统 / 线性定位系统、工业影像处理系统、控制系统、PLC、SCADA、传感器和执行器、工业用通讯网络、网络和现场总线系统、嵌入式系统、测量和测试系统、工业自动化数据获取及辨别系统、激光技术、自动化服务、空压技术与设备
- Assembly & handling systems, Linear positioning systems
- Control systems, PLC, 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

微系统技术
MICROSYSTEMS TECHNOLOGY

微系统部件、模组微系统、微感测器、微执行器、微型光学和衍射光学、微装配、微连接技术、微反应技术、微系统的设计和建模、微工程学、快速微产品开发、超微技术、其它微系统技术

- Microsystems components
- Modular microsystems
- Micro sensors
- Micro actuators
- Micro and fiber optics, Micro assembly
- Micro joining technology
- Micro reaction technology
- Design and modeling of micro-systems
- Micro engineering Rapid micro product development Nanotechnology
- Microsystems technology
- Others

电气系统
ELECTRICAL SYSTEMS

- 变压器、电池和不间断电源
- 伺服电机和变频器
- 传动、机械驱动系统
- 电线及电缆附件/电气控制系统用电气开关装置及设备、电线及电力部件
- 电力电工测试和检测设备
- 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

工业自动化信息技术及软件
INDUSTRIAL AUTOMATION IT & SOFTWARE

工厂集成化管理软件、工业IT软件、工业基本系统及开发工具、工厂数字化软件、工业用互联网、工厂内域网、工厂外域域网解决方案、服务

- Manufacturing software
- Basic systems and development tools for industry
- Internet, Intranet, Extranet solutions
- IT hardware for industry
- Production software
- Services
2020 年展会回顾
Review of IAS 2020

■ 知名参展商  Major Exhibitors

![Festo China Co., Ltd.]

费斯托（中国）有限公司
Festo China Co., Ltd.

疫情环境下，今年的展会依然能够如期举办，为工业界注入了新的活力。对于费斯托来说，今年的观展流量远远超过原定预期。观众对我们的展品及现场活动热情不减，和客户之间的互动交流预示着工业发展的大好前景，工博会一直是一个很好的交流平台，搭建我们与客户之间的沟通桥梁。在疫情的特殊背景下，主办方充分做好了防疫等相关措施，让展商和观众都能放心观展。

With the challenges brought by COVID-19 pandemic, CIIF was able to be convened as scheduled, energized the industry with new dynamics. The visitor flow was better than our expectation, and the visitors showed great interests in our onsite activities and products, the interactions with our clients indicated the bright future of the industry development.

As the exchanging platform and the bridge between exhibitors and the end users, CIIF played excellent role along the years. We appreciate the measures the organizers took under the pandemic circumstance, they assured a safe environment for the show participants.

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

威图电子机械技术（上海）有限公司
Rittal Electro-Mechanical Technology (Shanghai) Co., Ltd.

感谢主办方的调整，让我们处于较往届更优越的位置； 搭建期和展期给与的协助免去了不少人力和时间上的投入，是从各个方面都提供了便捷和支持； 现场人气和参展效果都远远超过了预期，各个数据表明都已赶超往届。专业的组织能力既控制了后疫情时期的人流量又输入了大批专业观众，再次感谢！

We appreciate the efforts and services the show organizer provided, we were allocated in an ideal location, spent less time and manpower during the construction and the show period, the support and efficiency were thorough. Statistics showed the visitor flow and the final result were better than previous years and far beyond our expectation. The measures for the COVID-19 prevention were proper in place and didn't compromise the visitor flow, this showed the professionalism of the organizer.

![Balluff Automation (Shanghai) Ltd.]

巴鲁夫自动化（上海）有限公司
Balluff Automation (Shanghai) Ltd.

作为国内自动化领域规模最大的盛会，IAS 始终能够紧随行业发展新趋势，为我们提供了重要的技术交流和商务对接的平台。本届展会一如既往保持高水准，观众更是达到“三高”：人气高、专业性高以及匹配度高，有助于巴鲁夫对新产品进行有效推广，极大增强了巴鲁夫的品牌影响力，为我们和客户提供了高效的交流平台。主办方各方面的服务也非常到位，整个参观过程非常愉快和顺利。预祝 IAS 越办越好！

As the largest automation exhibition in China, IAS has been able to keep up with the industry development trends along the years, and provided us an important and efficient technical exchanging and business trading platform. This year CIIF maintained its high standard, in sense of visitor quality, we see more in number, better of professionalism and high profile matching, we reached our goal of new product promotion and enhanced our brand influence, it was an efficient exchanging platform for us and our clients. The services provided by the organizer was proper, the participating experience was glad and smooth, we wish IAS to be better every year.
观众统计  Visitor Statistics

### 参观展览会目的  Visitor Main Purpose

<table>
<thead>
<tr>
<th>目的</th>
<th>比例</th>
</tr>
</thead>
<tbody>
<tr>
<td>收集和了解市场信息 Gather General Market/Product</td>
<td>56.03%</td>
</tr>
<tr>
<td>寻求特殊解决方案、创新技术 Seek Solution for Special Requirements Participation</td>
<td>49.07%</td>
</tr>
<tr>
<td>联络供应商和销售商 Contact Existing Suppliers and Distributors</td>
<td>35.10%</td>
</tr>
<tr>
<td>采购 Place Purchasing Order</td>
<td>23.26%</td>
</tr>
<tr>
<td>寻求并确定新的代理商、分销商及合作伙伴 Identify New Agents/Joint-Venture Partners</td>
<td>20.19%</td>
</tr>
<tr>
<td>参加会议 Attend Symposia/Lectures</td>
<td>8.55%</td>
</tr>
<tr>
<td>评估参展可能性 Evaluate the Possibilities of Exhibition</td>
<td>5.18%</td>
</tr>
<tr>
<td>其他 Others</td>
<td>13.6%</td>
</tr>
</tbody>
</table>

### 机构类型  Organization Type

<table>
<thead>
<tr>
<th>类型</th>
<th>比例</th>
</tr>
</thead>
<tbody>
<tr>
<td>生产厂商 Manufacturer</td>
<td>54.56%</td>
</tr>
<tr>
<td>系统集成商 System Integrators</td>
<td>16.26%</td>
</tr>
<tr>
<td>代理、分销商 Agents &amp; Distributors</td>
<td>11.17%</td>
</tr>
<tr>
<td>设计院、研究所 Design Institutes &amp; Research Institutes</td>
<td>6.75%</td>
</tr>
<tr>
<td>其他 Others</td>
<td>6.05%</td>
</tr>
<tr>
<td>协会、学会 Associations &amp; Societies</td>
<td>2.01%</td>
</tr>
<tr>
<td>政府部门、行政机关 Government Departments &amp; Executive Authorities</td>
<td>1.91%</td>
</tr>
<tr>
<td>新闻媒体 News Media</td>
<td>1.29%</td>
</tr>
</tbody>
</table>

### 机构行业分析  Visitor Main Industries

<table>
<thead>
<tr>
<th>行业</th>
<th>比例</th>
</tr>
</thead>
<tbody>
<tr>
<td>工业自动化 Industrial Automation</td>
<td>39.15%</td>
</tr>
<tr>
<td>机械制造 Mechanical Engineering</td>
<td>29.75%</td>
</tr>
<tr>
<td>新能源技术、能源管理 New Energy Technology and Energy Management</td>
<td>21.64%</td>
</tr>
<tr>
<td>机床及及相关行业 Machine Tool and Relevant Industry</td>
<td>16.36%</td>
</tr>
<tr>
<td>计算机软/硬件，IT与电子 Computer Software/Hardware/IT &amp; Electronics</td>
<td>13.11%</td>
</tr>
<tr>
<td>汽车及摩托车零部件制造 Automobile &amp; Motocycle</td>
<td>11.34%</td>
</tr>
<tr>
<td>电力设备及电力工程 Power &amp; Electricity</td>
<td>10.69%</td>
</tr>
<tr>
<td>新能源汽车制造 New Energy Automobile Manufacturing</td>
<td>9.77%</td>
</tr>
<tr>
<td>工程与物流工程 Engineering and Logistics Mmachinery</td>
<td>9.04%</td>
</tr>
<tr>
<td>通信与运营管理 Communication Technology/Operation/Service</td>
<td>7.12%</td>
</tr>
<tr>
<td>航空航天 Aerospace &amp; Aviation</td>
<td>7.00%</td>
</tr>
<tr>
<td>模具制造 Die &amp; Mold</td>
<td>6.49%</td>
</tr>
<tr>
<td>轻工机械 Light Industry</td>
<td>5.90%</td>
</tr>
<tr>
<td>电子元器件 Electronic Components</td>
<td>5.36%</td>
</tr>
<tr>
<td>计算机硬件 Computer Hardware</td>
<td>4.34%</td>
</tr>
<tr>
<td>机械设备 Machinery</td>
<td>4.19%</td>
</tr>
<tr>
<td>石油及化工行业 Oil &amp; Chemical Industry</td>
<td>3.86%</td>
</tr>
<tr>
<td>食品、饮料 Food &amp; Beverage</td>
<td>3.75%</td>
</tr>
<tr>
<td>节能及服务配套 Energy Saving and Supporting Services</td>
<td>3.53%</td>
</tr>
<tr>
<td>船舶制造 Shipbuilding</td>
<td>3.47%</td>
</tr>
<tr>
<td>航空航天 Aerospace &amp; Aviation</td>
<td>3.26%</td>
</tr>
<tr>
<td>纺织、服装 Textile &amp; Garments</td>
<td>6.31%</td>
</tr>
</tbody>
</table>

### 同期论坛活动  Concurrent Events

- 费斯托媒体见面会 Festo Press Conference
- 上海市自动化学会学术年会 2020 Annual Conference of Shanghai Association of Automation
- OPC Seminar – 工业互联网与 OPC UA OPC Seminar-Industrial Internet and OPC UA
- 5G与智能互联产业技术工业 4.0 产业发展专题论坛 5G and Intelligent Internet Power Industry 4.0 Industrial Development Forum
- 第 19 届 M&M（制造执行系统）开发与应用专题研讨会 The 19th M&M (manufacturing execution system) Development & Application Conference
- 第十六届 M&M- 新自动化论坛 —— 同道数字化 智造竞争力 The 16th M&M-New Automation Forum
- 将精益生产进行到底 —“新基线” 聚能精益生产研讨会 Take Lean to the best-“New Infrastructure” Enabling Lean Production Seminar
- 2020 中国电子智能制造系统解决方案高峰论坛 2020 China digital intelligent factory solutions Summit Forum and
- 2020 工业互联与智能制造创新大赛 2020 industrial interconnection and intelligent manufacturing innovation competition

共举办 53 场高峰论論和精彩活动
本届IAS共吸引超过100家企业组团到场参观！

参观团评语

飞利浦医疗(苏州)有限公司
Philips Medical (Suzhou) Co., Ltd.

本次中国国际工业博览会上，规模之大和参展商之多离不开主办方悉心的组织。本公司自组织了近60位同事前往展会参观学习，展会给我们带来了最新的工业自动化趋势以及新的理念，通过展商现场展示的各类解决方案，让我们组织的专业观众学习到了最前沿的智能制造技术，整体观展体验非常好，期待今后更进一步的合作。

Due to the thoughtful efforts the organizers spent, this year CIIF maintained its mega scale and hosted mass number of exhibitors. This year we organized a 60 members delegation to the show, through the show we obtained trends and new concepts of industrial automation and by observing the onsite demonstration and solutions we learned numeric cutting edge intelligent manufacturing technologies. The visiting experience was excellent and we are looking forward to visiting the show again next year.

无锡先导智能装备股份有限公司
Wuxi Lead Intelligent Equipment Co., Ltd.

我司是一家从事非标自动化设备制造的企业。今年的工博会我司的新老厂区共组织了近50余位员工前往展会参观，展会规模较大，许多国际一线品牌均参与展出，展厅分类清晰，专业性很强。此次的参观让我们发现3类产品可以改善我们目前的工艺，以前我们公司也经常组织此类展会，大多是供应商发出邀请，对展会具体内容不清楚，没有明确目标，标准品选择上造成主动为先的意识。无法更好地判断分析。十分感谢这次展会主办方的服务，提前将展会信息传给我们，并邀请我们热情接待了我们，让我们的团队更有目标性的去参观。让我们团队能够在半年内完成了这次参观，并且收获丰富。

We are a non-standard automation equipment manufacturer. This year we organized 100 staff as a delegation to visit CIIF. The show scale was huge and a lot of international leading brands participated the show, the hall arrangements were clear and professional. We discovered three types of products can be used to improve our current production process through the visit. Compare to other trade fairs, the organizers of CIIF provided more accurate information to us prior to the show and guided us at onsite, those services allowed us to visit the show with planed purpose and made the visit more efficient, we were able to fish the visit within half day and had fruitful result.

展会宣传 Exhibition Promotion

专业 & 大众媒体合作 223 家
Industrial and social media 223

微信公众号粉丝量 400,000 专业用户
Followers of wechat official account 400,000 professional audience

推文 2020 年全年度阅读量 300,000 人次
Amount of Wechat post annual reading 300,000 times

自媒体平台阅读量 170,000 次
Amount of We-media reading 170,000 per post

游馆直播间播放量：469,000 次
The live broadcast of the exhibition viewing number 469,000

eDM 推广覆盖行业内 300,000 专业买家及观众
eDM coverage 300,000 buyers and professional audiences

网络曝光量 1,630,000 次
Internet exposure rate 1,630,000 per time

报名流程及付款方式
Application and payment

1. 参展企业详细，真实的填写展位申请表
Exhibitors fill in the application form.

2. 主办单位对报名企业资料进行资质审核
Qualification inspecting by the organizer.

3. 参展企业支付50%展位预付款，确认展位报名
50% of booth fee needs to be payed as advance payment to confirm the application.

4. 主办单位根据企业报名情况，根据展位
"从大到小”
All the booths would be arranged properly by the organizer, according to their size, how many times they have participated the show, and of course, “first come, first served”.

5. 参展企业确认展位，支付50%尾款
Exhibitors confirm their booth and make the rest 50% payment.
Hannover Fair Shanghai Ltd.
Address: Room 301, B&Q Pudong Office Tower, 393 Yinxiao Rd., Pudong Shanghai 201204, P.R. China

Project Team (International)
Contact: Mr. David Zhang/Mr. Klaus Qian/
Mr. Steven Xie/Ms. Jean Ji
电话/Tel: +86-21-2055 7128/7130/7131
传真/Fax: +86-21-2055 7100
邮箱/E-mail: ias@hm-china.com

* On behalf of Hannover Milano Fairs Shanghai

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www.hannovermesse.de/worldwide

参观联系 For Visitor:
联系人: 蒋大先生/汪浩女士
Contact: Mr. Zack Jiang/Ms. Paula Wang
电话/Tel: +86-21-2055 7156/7012
邮箱/E-mail: zack.jiang@hm-china.com

* Hannover Milano Fairs Shanghai Ltd. is a joint venture of Deutsche Messe and Fiera Milano Group.

展会租赁 Outset of international standards for your stand options

光地展位 Raw space

* 室内光地(18平方米起租)
Stand area (min. 18sqm)

标准展位 Shell scheme

* 标准展位(9平方米起租)
Stand area (min. 9sqm)
* 墙板
Back walls and side walls (white)
* 地毯
Carpeting
* 咨询桌
1 reception desk
* 椅子
2 chairs
* 220V电源插座
1 electric power point
* 中英文公司招牌
1 company sign (English/Chinese)
* 100W射灯
2 spotlights

展会服务 Exhibition services

* 公司信息会刊登录
Standard catalogue entry
* 大会主办方现场服务
Individual support service provided by the organizers on-site
* 在线商务配对
Internet-based matching
* 免费观众入场券
Visitor admission tickets

展会报名截止日期：2021年5月31日
Deadline for applications: 31 May 2021