Industrial Automation Show 2019

International Exhibition for Factory and Process Automation, Electrical Systems and Industrial Automation IT & Software

17-21 September 2019
National Exhibition and Convention Center (Shanghai)

After Show Report

www.industrial-automation-show.com
The 2019 edition of the Industrial Automation Show came to a successful close

The Industrial Automation Show (IAS) 2019, jointly organized by Deutsche Messe AG and Hannover Milano Fairs Shanghai Ltd., was successfully concluded at the National Exhibition and Convention Center (Shanghai) today. As two major thematic shows under China International Industry Fair (CIIF), these two shows have set up sharing platforms for the industrial technology innovation, conforming to the quality development trend of advanced manufacturing industry. This year, IAS attracted more than 700 leading exhibitors at home and abroad, with exhibition area of 70,000 sqm respectively. The five-day shows received 193,788 trade visitors from the world.

As a weathervane for the development of advanced manufacturing industry, IAS 2019 closely follows the new trend of industrial development, bringing together many domestic and overseas industry leaders within Booths 5.1H, 6.1H and 6.2H. More than 700 well-known brands including Siemens, Schneider, PHOENIX CONTACT, FESTO, BECKHOFF, Mitsubishi Electric, OMRON, Panasonic, Delta, Rittal, Turck, Desoutter, iFm, BALLUFF, Weidmueller, WAGO, ELCO, P+F, ITEM, CODESYS, HIWIN, KINOVATION, PILZ and Autonics have all appeared, bringing the production experience of intelligent factories and such technologies as “5G”, “AI”, edge computing, industrial cloud services, man-machine collaboration to be used in the whole process of intelligent manufacturing. Exhibitors came from more than 20 countries and regions such as China, the United States, Italy, Japan, South Korea, Switzerland, Austria, Poland, Denmark, Sweden, Luxembourg, China Taiwan and China Hong Kong, with more than 50% overseas exhibitors. Among them, Pilz, an international provider of complete automation technology, highlighted two products at the show: PIT mode fusion, which integrates access management system and security mode selection function, and PSENopt II, which can be applied to automobile, packaging technology, machine tool, steel and aluminum industries. IFM Electronic, a major manufacturer of electronic sensors in the field of industrial automation, brought a variety of new products such as its all-purpose SD calorimeter compressed air flowmeter, MVQ intelligent valve sensor for continuous position feedback and diagnosis, and O21 bar code/QR code reader, which is powerful and easy to operate. Wago, the inventor of spring pressure connection technology, brought a new Pro2 power supply with four advantages of high efficiency, communication, configurability and new ECB function, and a new generation PFC200 controller with 1 GHz Cortex A8 processor and 512 MB RAM.
Crossover interest means more sales leads

IAS lies at the heart of CIIF – and at the focus, therefore, of user industries of worldwide. By exhibiting here you’ll benefit from the massive crossover interest generated by the 8 leading industrial shows, which all take place at the same time and at the same venue.

The connection between IAS and CIIF

The China International Industry Fair (CIIF) has been successfully held for 21 sessions, and there are nine themes under it. IAS is a trade show about industrial automation under CIIF.

CIIF 2019

The total exhibitor number of the 21st CIIF was 2,610, all together they occupied 13,965 booths. 519 of the exhibitors came from overseas, 1,416 were from outside Shanghai and 675 were from Shanghai.

Big names in IAS 2019

- Metalworking & CNC Machine Tool Show: 20.61%
- Industrial Automation Show: 27.36%
- Environmental Protection Technology & Equipment Show: 7.36%
- Information and Communication Technology Show: 7.20%
- Energy Show: 8.05%
- New Energy Auto Show: 1.00%
- Robotics Show: 11.49%
- New Material Industry Show: 8.97%
- Scientific & Technological Innovation Show: 7.97%
Exhibitor Analysis

Exhibitor Categories

- North America: 9.30%
- Europe: 34.40%
- Asia: 56.28%

Over 50% of overseas exhibitors attended the exhibition.

Countries/Regions

- Number of exhibitors
  - Shanghai area: 24.35%
  - Domestic visitors, except for Shanghai: 54.58%
  - Overseas area: 21.07%

- Display area
  - Shanghai area: 23.17%
  - Domestic visitors, except for Shanghai: 49.13%
  - Overseas area: 27.70%

Exhibitor Comments

Pepperl+Fuchs (Beijing) Process Automation Control Equipment Co. Ltd., Shanghai Branch

As the loyal exhibitor of IAS, P+F has witnessed the development of IAS along the years. IAS is a very important platform for P+F’s development in China, it helped us with products and brand promotion. There were great number of professional visitors visited the show this year, and we were very satisfied with the exhibiting result.

Beckhoff Automation (Shanghai) Co., Ltd.

IAS is the best, biggest and most influential industrial automation show in China. And Beckhoff regards IAS highly, in the past ten year Beckoff never missed a single IAS. This year the valid visits we received at our booth were much more than last year, we are grateful for the platform Hannover Milano Fairs built. We used this platform to communicate with our clients and other practitioners of the industry, to learn the needs of our clients, the status of the industry, it helped us to generate ideas of developing flexible, high efficiency and innovative products and solutions to our clients in the future. We wish IAS a brighter future.

Turck (Tianjin) Sensor Co. Ltd.

As the leading industrial exhibition in China, CIIF attracted more and more industrial practitioners to participate because of its high visitor flow, first class quality and massive scale. This year based on the technology reforming trends CIIF put focus on showcasing the accelerated reshaping process of industrial production. The show categories were well planned and the concurrent activities were remarkable. With CIIF platform, Turck was enlarging its brand influence efficiently, it’s also an important platform for Turck to communicate with potential clients and to find excellent partners. We had a fruitful result with CIIF this year.
Buyer Delegations

About 120 delegations visited the show.

Delegations (part)

Hitachi Elevator (Shanghai) Co., Ltd.
Shanghai Port Machinery Heavy Industries Co., Ltd.
HANGCHA Group
MEIKOLONG metal products (China) Co., Ltd.
Suzhou Inoue automation Equipment Co., Ltd.
DUNAN Holding Group
Suzhou RS Technology Co. Ltd.
Shanghai DongHu Machinery Factory
Haining Equipment Manufacturing Enterprises
Warom Technology Co., Ltd.
Dahua Technology Co., Ltd.
CHINT Electrics Co., Ltd.
Ningbo Fotile Kitchen Ware Co., Ltd.
Ningbo Institute of Materials Technology & Engineering, CAS
DaMing Metal Products Co., Ltd.
Hangzhou XingYi Metal Group
Hangzhou Hongli Machinery Manufacturing Co., Ltd.
HengLi Metal Processing Co., Ltd.
Dunli Group Co., Ltd.
Nantong Navigation Machinery Group Co., Ltd.
Wistron (Kunshan) Corporation
Central Research Institute of Shanghai Electric Group Co., Ltd.
Ningbo Xingjian Space Machinery Co., Ltd.
HiEiSea Precision Equipment Co., Ltd.
Foxconn Technology Group (KunShan)
Weifu Hi-Tech Group Co., Ltd.
Hangzhou Xiolift Co., Ltd.
Hangzhou GreatStar Industrial Co., Ltd.
Shanghai Technician Association
Shanghai Electric Group Co., Ltd.
Shanghai Fu Chi Hi-Tech Co., Ltd.
China Shipping Nineth Design and Research Institute Engineering Co., Ltd.
Shanghai Industrial Welding Group Co., Ltd.
Bosch automotive Parts (Suzhou) Co., Ltd.
Sinopec Shanghai Petrochemical Co., Ltd.
Delegation
Shanghai Boiler Works Co., Ltd. Delegation
Shanghai Turbine Works Co., Ltd. Delegation
SEPG Shanghai Generator Works Delegation
Zhejiang XIZI Forvorda Electrical Machinery Co., Ltd. Delegation
Sunrex Technology Co., Ltd. Delegation
TADATSUGU METAL MANUFACTURING SHANGHAI CO., LTD. Delegation
Hangzhou Hikvision Digital Technology Co., Ltd. Delegation
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* Listed in no particular

Voice from Visitors

Hangzhou Great Star Technology Co., Ltd.

We are grateful for the learning opportunity in CIIF, and we would like to thank the organizer for the onsite receptions. Great Star had visited CIIF for years, consider the relevance of our company’s products we visited MWCS, IAS and Robotics shows, exchanged name cards with and obtained information from interested manufacturers. The purpose of the visiting was to make the most use of information obtained at onsite to benefit the company’s production process, we learned a lot through the show, it’s an eye-opening event to us. And it provided opportunity for the companies in same field to learn from each other. We can’t wait to visit the next CIIF.

Wuxi Weifu High Tech Group

On 17th Sept. more than 50 of our colleagues including department heads and engineers visited the show with fruitful results. The show has gathered leading industrial automation and robotics companies from worldwide, showcased varieties advancing products and case studies, provided refreshing experiences. One day was just not enough for the journey. Our company is vigorously promoting intelligent manufacturing in recent years, automation control system, industrial software, sensors and solutions are our urgent needs. Our colleagues gained valuable information and knowledge through valid communications with the exhibitors, the communications also solved some of our present and possible future confusions, found practical solutions and future suppliers. During the visit, the organizer provided us with quality services. From pre-show communications to logistic arrangements and onsite lunch, the organizer showed their professionalism and passionate, made our visiting journey a worry free experience, we would like to take the chance to thank the organizer for the excellent works.
Visitor Analysis

- **Visitor Statistics**

  The total visits of 21st CIIF was **193,788**, in which **183,229** visits were from professional visitors. The visitors came from **86** countries and regions worldwide, and **26** provinces, autonomous regions and municipalities of China.

- **Visitor Purpose**

<table>
<thead>
<tr>
<th>Visitor Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gather General Market/Product Information</td>
<td>28.08%</td>
</tr>
<tr>
<td>Place Purchasing Order</td>
<td>12.30%</td>
</tr>
<tr>
<td>Seek Solution for Special Requirements &amp; Innovative Technology</td>
<td>25.01%</td>
</tr>
<tr>
<td>Contact Existing Suppliers and Distributors</td>
<td>3.19%</td>
</tr>
<tr>
<td>Identify New Agents/joint-Venture Partners</td>
<td>16.61%</td>
</tr>
<tr>
<td>Attend Symposums/Lectures</td>
<td>9.27%</td>
</tr>
<tr>
<td>Evaluate the Possibilities of Exhibition Participation</td>
<td>4.43%</td>
</tr>
<tr>
<td>Others</td>
<td>8.09%</td>
</tr>
</tbody>
</table>

- **Organization Type**

<table>
<thead>
<tr>
<th>Organization Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer</td>
<td>49.26%</td>
</tr>
<tr>
<td>Agents &amp; Distributors</td>
<td>12.00%</td>
</tr>
<tr>
<td>Design Institutes &amp; Research Institutes</td>
<td>7.55%</td>
</tr>
<tr>
<td>System Integrators</td>
<td>16.56%</td>
</tr>
<tr>
<td>Associations &amp; Societies</td>
<td>3.70%</td>
</tr>
<tr>
<td>Government Departments &amp; Executive Authorities</td>
<td>2.07%</td>
</tr>
<tr>
<td>News Media</td>
<td>1.72%</td>
</tr>
<tr>
<td>Others</td>
<td>7.14%</td>
</tr>
</tbody>
</table>

- **Visitor Roles in Decision-making**

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decision Making / Authorizing</td>
<td>21.65%</td>
</tr>
<tr>
<td>Making Recommendations</td>
<td>52.27%</td>
</tr>
<tr>
<td>Specify</td>
<td>9.90%</td>
</tr>
<tr>
<td>Not Involved in Purchasing Decisions</td>
<td>16.18%</td>
</tr>
</tbody>
</table>

- **Visitor Job Function**

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering, Technical Service, Quality Control</td>
<td>23.13%</td>
</tr>
<tr>
<td>Management</td>
<td>21.56%</td>
</tr>
<tr>
<td>Marketing &amp; Sales</td>
<td>16.36%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>8.05%</td>
</tr>
<tr>
<td>R &amp; D</td>
<td>16.95%</td>
</tr>
<tr>
<td>Purchasing</td>
<td>6.00%</td>
</tr>
<tr>
<td>Import and Export Trading</td>
<td>1.41%</td>
</tr>
<tr>
<td>Advertising, Promotion, Media</td>
<td>2.11%</td>
</tr>
<tr>
<td>Others</td>
<td>4.42%</td>
</tr>
</tbody>
</table>

Over **83%** attendees were final & joint decision-maker or purchasing-related.
**Visitor Main Industries**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy Saving and Supporting Services</td>
<td>1.51%</td>
</tr>
<tr>
<td>Semiconductor Lighting and Application</td>
<td>1.42%</td>
</tr>
<tr>
<td>Communication Technology/ Operation/ Service</td>
<td>2.94%</td>
</tr>
<tr>
<td>Logistics and Transportation</td>
<td>1.81%</td>
</tr>
<tr>
<td>Computer Software/Hardware/IT &amp; Electronics</td>
<td>5.36%</td>
</tr>
<tr>
<td>Environment Protection</td>
<td>2.26%</td>
</tr>
<tr>
<td>Packing &amp; Printing</td>
<td>2.05%</td>
</tr>
<tr>
<td>Food and Beverage</td>
<td>1.68%</td>
</tr>
<tr>
<td>Bio Pharmaceutical</td>
<td>2.09%</td>
</tr>
<tr>
<td>Textile &amp; Garment</td>
<td>1.46%</td>
</tr>
<tr>
<td>Light Industry</td>
<td>2.79%</td>
</tr>
<tr>
<td>Construction Machinery</td>
<td>2.40%</td>
</tr>
<tr>
<td>Industrial Automation</td>
<td>16.32%</td>
</tr>
<tr>
<td>Petrochemical/ Metallurgy and Casting</td>
<td>1.71%</td>
</tr>
<tr>
<td>Power &amp; Electricity</td>
<td>4.34%</td>
</tr>
<tr>
<td>Engineering and Logistics Machinery</td>
<td>3.72%</td>
</tr>
<tr>
<td>Machinery Manufacturing</td>
<td>11.45%</td>
</tr>
<tr>
<td>Die &amp; Mold</td>
<td>2.91%</td>
</tr>
<tr>
<td>Shipbuilding</td>
<td>1.56%</td>
</tr>
<tr>
<td>National Defence</td>
<td>1.58%</td>
</tr>
<tr>
<td>Automobile &amp; Motocycle</td>
<td>4.87%</td>
</tr>
<tr>
<td>New Energy Automobile Manufacturing</td>
<td>4.22%</td>
</tr>
<tr>
<td>Construction Machinery</td>
<td>2.40%</td>
</tr>
<tr>
<td>Aerospace &amp; Aviation</td>
<td>3.20%</td>
</tr>
<tr>
<td>Machine Tool and Relevant Industry</td>
<td>7.06%</td>
</tr>
<tr>
<td>New Energy technology and energy management</td>
<td>9.30%</td>
</tr>
</tbody>
</table>

*Due to multiple choices, the total percentage is beyond 100%*

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**Concurrent Events**

The concurrent forums and activities of CIIF made the exhibition a comprehensive, multi-level and high quality exchanging platform.

- The 2019(15th)MM-New-Automation Forum — Collaborative efficiency of interconnection integration, Enter the era of intelligent manufacturing 2.0
- Seminar Tour - IT Meets Automation Shanghai
- Zhihui Shanghai Innovation Leading - Digital Solution Forum and the Second Industrial “Smart+” Innovation Competition
- Conference on PLCopen Technical for Smart Manufacturing
- Festo Press Conference
- “YANGDI” Manufacturing Talent Exchange and Docking — Intelligent Factory Workshop Key Technology and Application Forum
- The 18th MES (manufacturing execution system) Development & Application Conference
- 2019 Annual Conference of Shanghai Association of Automation
Media Partners

*The above rankings are in no order
2020 Booking Form

Go further into China’s fast growing automation market!
2020 Industrial Automation Show
15 - 19 September 2020 National Exhibition and Convention Center (shanghai)

☐ I want to visit IAS
☐ I want to participate in IAS
☐ Please send me more information about Industrial Automation fairs worldwide

Company: __________________________________________ Address: __________________________________________
Contact Person: ___________________________________ Tel: __________________________________________
Fax: _______________________________________________ Mobile: __________________________________________
Zip Code: __________________________________________ Email: __________________________________________
Website: __________________________________________ Space: __________________________________________

Type of Company: ☐ Foreign ☐ Joint Venture ☐ Local
Exhibits Source: ☐ Foreign ☐ Local

Date ___________________________ Signature ___________________________

Fill in the above form and fax back to us by +86-21-2055 7100

*Please note that this document serves as space booking at IAS, not legally binding.
Official application form (i.e. legally binding) will be ready in due time and will be sent to you shortly.

For more information, please contact us

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• Over 120,000 sqm Show Scale
• Over 2,000 Exhibitors
Chengdu International Industry Fair

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Western China International Expo City
www.cdiif.com

- Over 40,000 Professional Visitors
- Over 50,000 sqm Show Scale
- Over 600 Exhibitors

Hannover Milano Fairs Shanghai Ltd.
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*On behalf of Hannover Milano Fairs Shanghai Ltd

Deadline for application is 4 September 2020