The four-day exhibition PTC ASIA concluded successfully on October 27, the exhibition has once again proven its exceptional appeal on a grand scale. With over 1,700 companies exhibiting high-end equipment, core components, and solutions in a venue that covers nearly 100,000 square meters, it is clear that the exhibition is highly sought-after. The exceptional exhibitors of the industry include HAWE, ATOS, Kawasaki, KTR, Poclain, Hengli, Taifeng, Huade, YUCI, Liyuan, JELPC, EMC, STNC, Freudenberg Dichtomatik, Schaeffler, Timken, C&U, LYC, SEW, Donly, Tailong, GNORD, NGC, JIE, WANSHSIN, Jinlong, ABLE, Fangli, CHOHO, Hengjiu, CPT, SCS, Gates and SIT INDEVA etc. PTC ASIA not only serves as a benchmark platform for trade, communication, and win-win collaboration in the high-end manufacturing industry, but also provides visitors with a golden opportunity to discover new products and evaluate market trends.
Organizers and Supporters

Organizers

- China Hydraulics Pneumatics & Seals Association (HPSA)
- China General Machine Components Industry Association (CMCA)
- Hannover Milano Fairs Shanghai Ltd.
- Deutsche Messe

Supporters

- Mechanical Engineering Industry Association (VDMA)
- European Fluid Power Committee (CETOP)
- European Committee of Association of Manufacturers of Gears and Transmission Parts (EUROTRANS)
- Italian Association of Mechatronic Technologies and Components for Fluid Power, Power Transmission, Smart Automation and Control of Industrial Products and Processes (FEDERTEC)
- Italian Trade Agency (ITA)
- Korea Association of Machinery Industry (KOAMI)
- British Fluid Power Association, Great Britain (BFPA)
- Japan Fluid Power Association (JFPA)
- Taiwan Fluid Power Association (TFPA)
- AHK Greater China (German Industry & Commerce Greater China)
Part of Exhibitors

* The logos are displayed in random order without any prioritization.
Exmar
Mr. Ali Ozkan – Managing Director

We are now at PTC for more than 7-8 years, it was the first exhibition when we started, under the German Pavilion, we got our first success here. It is the biggest PTC I have seen. I heard about more than 1700 exhibitors and I can see new pavilions outside. We have a cool position, many many people are coming and going. We talk to them and introduce our products. I can confirm that it was a real good exhibition.

Lenze
Mr. Simon Li – Senior National Sales Director

PTC and CeMAT are the most important annual trade fairs in power transmission and intralogistics markets in the whole Asia. Also it’s very important to Lenze. So we have booth at PTC and CeMAT. Lenze participates PTC and CeMAT every year. So next year and after next year you will see me. So the last words from me are: we wish trade fairs better and better and see you next year!”

HAWE Hydraulik
Ms. Kerstin Gundra, Head of Product Management

“We are really happy that we are back to face-to-face with our clients and the clients are very happy that they can meet us again. We made most of our product launches online: we had a lot of videos, a lot of podcasts, which is nice, it was a new technology for us too. But to meet clients, to meet visitors here, to present our products in person this makes us happy. And we have many many people here, on the booth. You feel we are humans, we need this face-to-face talking, cooperation, and people feel happy here.”
Visitor Analysis

- Nearly **150,000** visits
- From **109** countries and regions

**Geographical Origins**

**Regional Breakdown of Overseas Visitors**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>50%</td>
</tr>
<tr>
<td>- Korea</td>
<td>9%</td>
</tr>
<tr>
<td>- Malaysia</td>
<td>7%</td>
</tr>
<tr>
<td>- India</td>
<td>6%</td>
</tr>
<tr>
<td>- Indonesia</td>
<td>5%</td>
</tr>
<tr>
<td>- Japan</td>
<td>4%</td>
</tr>
<tr>
<td>- Thailand</td>
<td>4%</td>
</tr>
<tr>
<td>- Iran</td>
<td>3%</td>
</tr>
<tr>
<td>- Singapore</td>
<td>3%</td>
</tr>
<tr>
<td>- Vietnam</td>
<td>3%</td>
</tr>
<tr>
<td>- Other Asian Countries</td>
<td>6%</td>
</tr>
<tr>
<td>Europe</td>
<td>35%</td>
</tr>
<tr>
<td>- Russia</td>
<td>18%</td>
</tr>
<tr>
<td>- Turkey</td>
<td>3%</td>
</tr>
<tr>
<td>- Italy</td>
<td>3%</td>
</tr>
<tr>
<td>- Germany</td>
<td>3%</td>
</tr>
<tr>
<td>- Belarus</td>
<td>2%</td>
</tr>
<tr>
<td>- Spain</td>
<td>2%</td>
</tr>
<tr>
<td>- France</td>
<td>1%</td>
</tr>
<tr>
<td>- Poland</td>
<td>1%</td>
</tr>
<tr>
<td>- Other European Countries</td>
<td>2%</td>
</tr>
<tr>
<td>South America</td>
<td>6%</td>
</tr>
<tr>
<td>Africa</td>
<td>4%</td>
</tr>
<tr>
<td>North America</td>
<td>3%</td>
</tr>
<tr>
<td>Oceania</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Regional Breakdown of Mainland China Visitors**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>East China (excluding Shanghai)</td>
<td>48%</td>
</tr>
<tr>
<td>Shanghai</td>
<td>25%</td>
</tr>
<tr>
<td>North China / Northeast China</td>
<td>12%</td>
</tr>
<tr>
<td>Central China</td>
<td>6%</td>
</tr>
<tr>
<td>South China</td>
<td>5%</td>
</tr>
<tr>
<td>Southwest China / Northwest China</td>
<td>4%</td>
</tr>
</tbody>
</table>
Visitor Analysis

Visitors’ Industries

- Construction/Building/Mining machinery: 50%
- General-purpose equipment manufacturing: 26%
- Machine tool/Metal-working machinery: 25%
- Intelligent equipments. robots: 9%
- Railway/Metro/Ship/Aerospace&aviation: 9%
- Energy/Electrical power: 9%
- Petroleum/Chemical: 7%
- Logistic and related machinery: 7%
- Agriculture and related machinery: 6%
- Automobile/Motorcycle: 6%
- Metallurgy: 5%
- Textile and related machinery: 5%
- Pharmaceutical/Medical: 4%
- Electronic/Home appliances/IT: 4%
- Food & beverage: 4%
- Printing/Packaging: 3%
- Others: 5%

Interested Products

- Electrical motors: 56%
- Hydraulics: 30%
- Bearings and linear motion systems: 27%
- Gears and gear box: 20%
- Pneumatics: 18%
- Sealing technology: 17%
- IOT and services: 14%
- Industrial supply: 11%
- Couplings and Brakes: 11%
- Belt transmission: 10%
- Chain transmission: 9%
- Measuring instruments: 9%
- Springs: 7%
- Metallurgical products: 5%
- Others: 2%

* The percentage is based on the number of visitors who answered this question. The total percentage exceeds 100%, because multiple selections were possible.
**Visitor Analysis**

### Job Function

- **General management**: 26%
- **Research and development / design**: 20%
- **Sales / Distribution**: 18%
- **Purchasing**: 16%
- **Manufacture / Production / Quality control**: 11%
- **Marketing / Advertising / PR**: 3%
- **Others**: 6%

### Visit Purposes

- **Get an overview of the market**: 67%
- **Look for new products and innovations**: 45%
- **Contact existing business partners**: 35%
- **Find potential suppliers**: 25%
- **Find solutions for company**: 24%
- **Cultivate new business contacts**: 23%
- **Purchase**: 20%
- **Gather information for investment or purchasing decisions**: 16%
- **Evaluate next years’ attendance**: 7%

### Visitor Influence

More than 80% of visitors have direct or indirect influence on equipment purchasing.

*The percentage is based on the number of visitors who answered this question. The total percentage exceeds 100%, because multiple selections were possible.*
Concurrent Events

- PTC ASIA Fluid Power High-tech Zone & Seminar
- PTC ASIA Fluid Power High-tech Zone | Entrepreneur Forum
- PTC ASIA Fluid Power High-tech Zone | Youth Forum
- PTC ASIA Fluid Power High-tech Zone | Matchmaking Meeting
- PTC ASIA Smart Drive Workshop - Smart and Sustainable Solutions Forum Powered by VDMA
- PTC ASIA Smart Drive Workshop - Future Driving Force of "Green" Transmission Chain
- PTC ASIA Smart Drive Workshop - Digital Transformation of Maketing in Industrial Manufacturing Enterprises Forum
- PTC ASIA Smart Drive Workshop - Offshore Wind Power Industry Development Summit Forum
- #HiTalks2023 | Innovative Products Forum of PTC Smart Hydraulic Plaza
- Intelligent Equipment Technology and Unmanned Farm Seminar
- Breaking Through Traditional Foreign Trade — Made-in-China.com Special Forum
- Innovative Application of Automation and Robotics Technology in the Field of New Energy
- High-end Intelligent Components Sourcing Forum
- Zhihui Shanghai, Manufacturing Leading — Electric Drive and Control Technology Theme Forum
- Intelligent Manufacturing Innovation Application Forum
- Construction Machinery Industry Innovation and Development Conference from the Perspective of Double Carbon
- The 4th Shanghai International Symposium on the Application of Intelligent Transmission and Control Assistance in Digital Factory
- Intellectual Property Risk Prevention and Countermeasures
- Smart EV Supply Chain Match-making Event
- Joining Hands with Digital Industry to Support the Dual Carbon Goal · Forum on Advanced Manufacturing Technology and CNC Machine Tool Application (Shanghai)
Concurrent Events

Key Activity: High-tech Zone & Seminar

The High-tech Zone & Seminar includes 6 functional areas: report area, boutique display area, university scientific research results display area, enterprise display area, new technology display area and honor display area. The report area held high-tech report meetings, entrepreneur forum, youth forum and matchmaking meetings.

Companies at Concurrent Events

* The logos are displayed in random order without any prioritization.
Interview Program

Since 2021 the interview program has successively visited more than 20 companies, communicated in depth with their heads and senior management, introduced their products to our visitors, and shared the stories behind them. In 2023, we set out again and interviewed well-known companies such as Argo-hytos, Zhongyi Hydraulics, Le-HydrauliX, Timken and Schaeffler.

Smart Factory Tour

Smart Factory Tour has been successfully held three times so far. This year, the Smart Factory Tour came to C&U group, one of the top ten bearing companies in the world. The tour attracted nearly one hundred people. The visiting group learned the product technology and production process on the spot and had a lively interactive exchange. Both visiting group and C&U group all spoke highly of the activity.
Buyer Delegations

Shanghai Anting Auto Parts Export Base Development Co., Ltd.
Shanghai Electric SHMP Pulverizing & Special Equipment Co., Ltd.
Shanghai LS Heavy Machinery Co., Ltd.
Shanghai BYD Automobile Sales Co., Ltd.
HUDONG-ZHONGHUA Shipbuilding (GROUP) Co., Ltd.
CSIS NO.704 RESEARCH INSTITUTION
Eurocrane (China) Co., Ltd.
Atlas COPCO (WUXI) Compressor Co., Ltd.
PAN-ASIA Gas TECHNOLOGIES (WUXI) Co., Ltd.
Hefei John Finlay MINING Equipment Pty.Ltd.
Suzhou Hamco Machinery Co., Ltd.
Hangzhou Steam Turbine Machinery Equipment Co., Ltd.
Hangzhou DONGHUA CHAIN Group Co., Ltd.
Hangzhou Linan JUYUAN Mechanical Equipment Co., Ltd.
Zhejiang Keti Robot Co., Ltd.
EP EQUIPMENT
Shandong Changlin Machinery Group Co., Ltd.
Jiangsu Jianghai Lubrication&Hydraulic Equipment Co., Ltd.
Shanghai 4New Control Co., Ltd.
ANHUI KINGPOWER EQUIPMENT AND MOULD MANUFACTURE CO., LTD.
Shandong Star Agricultural Equipment Co., Ltd.
Honeywell Automotive Parts Services[Shanghai]Co.,Ltd.
Wuxi Pneumatic Technical Research Institute Co.,Ltd.
ZHEJIANG JINGZHU ROBOT CO.,LTD.
JIANGXI REEMOON TECHNOLOGY HOLDINGS CO.,LTD.
Fusheng Industrial(Shanghai)Co.,Ltd.
Volkswagen FAW Engine(Dalian)Company Limited
Suzhou Inovance Technology Co.,Ltd.
ANJO
GAC TOYOTA
Weifu High-Technology Group Co., Ltd.
Huayu Automotive Systems Company Limited
Panasonic Eco Solutions Information Equipment (Shanghai) Co., Ltd.
Meikulong Metal Products (China) Co., Ltd
JXMTA
HANGZHOU ASSOCIATION OF MACHINERY INDUSTRY
Xinxiang City Filter Association
Bureau of Industry and Information Technology of Weihai
Zhejiang Dushan Port Economic Development Zone
KION Baoli (Jiangsu) Forklift Co., Ltd.
Ametek Inc.
Shanghai Ohkawara Dryers Co.,Ltd
Hangzhou Jiuyi Machinery Co., Ltd.
Changzhou Newnuro International Trading Co., Ltd.
Wuxi Boden Technology Co., Ltd.
Pangcheng Fluid Technology (Shanghai) Co., Ltd.
LINK-TOP(SHANGHAI)CORPORATION
Jiangxi Hairan Intelligent Technology Co., Ltd.
Shanghai MeiXun Environmental Equipment Co., Ltd.
Wuxi Pneumatech Air/gas Purity Equipment Co., Ltd.
Hangzhou Melchizedek Import & Export Co., Ltd
Hangzhou Ailichuang Machinery Equipment Co., Ltd.
Bochi refrigeration(dalian)Co.,Ltd
Jiangsu Kelin Machinery Co., Ltd.
SHANGHAI MECHANIZED CONSTRUCTION GROUP CO. LTD.
Shanghai Qingshi Machineries Co., Ltd.
NINGBO AOGE MACHINERY CO., LTD.…..

Nearly 200 buyer groups
Promotion Channels

Advertising exposure on Tiktok, WeChat, Weibo, Toutiao
- Tiktok 6,970,000+ exposure
- WeChat 2,760,000+ exposure
- Weibo 1,350,000+ exposure
- Toutiao 6,890,000+ exposure

Overseas social media like Facebook, Twitter and LinkedIn
- Facebook
- Twitter
- LinkedIn
- 30,000+ Fans

Official website and official wechat
- Official website 220,000+ views
- Official Wechat 120,000+ fans

Baidu search platform
- 3,290,000+ exposure
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彦格

Press Release
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- ONLIVE
- RINGSPAN
- SY
- SANLUX
- Sanlixin
- SEW
- SCHAEFFLER
- SKF
- TCM
- TIMKEN
- Toyo
- United

Appointed media

- Intellification News
- Intelligent Manufacturing News
- Media cooperations & websites

Supporting media

- VDMA
- PharmaTec
- AI Car Manufacturing
- AI Automotive
- PT Modern Plastic
- MM Automation & Drives
- MEC Medium Electrical Contr.
- HAIZOL
- Gasgoo
- CARGO
- MCT Media Technology
- TECHNOLOGY MAGAZINE
- FASTENER

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- ERFURT EXHIBITIONS

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