South China International Industry Fair

27-29 Sep. 2021
Shenzhen World Exhibition & Convention Center

www.sciif.com

After-Show Report

Concurrent Event:
Promote the development of South China's manufacturing industry to a higher-end field

**Show Highlights**

Exhibition Area: **60,000 sqm**

Total Visitors: **48,521**

Exhibitors more than **700+**

Delegation Almost **200**

**Seven theme created a grand platform for business with an integrated industrial chain.**

With seven theme sectors of industrial automation, machine vision, laser technology, CNC and metal processing, robots, IT and application for a new generation and the industrial Internet, the show created a grand platform for business with an integrated industrial chain. The number of debuted products set a new record, with domestic and overseas industrial giants including Schmersal, PBA System, the Imaging Source, SMU, Deratech, ELCO, ITEM, WellinTech debuting globally or within China their new products.

**High-quality Show thumbed-up by many Exhibitors**

Despite being delayed twice by the pandemic, a high quality SCIIF still attracted a large amount of visitors and buyers to be on site. Meanwhile, many exhibitors highly praised the show, especially leading companies in the sector of automation and machine vision including Beckhoff, ORIENTAL Motor, WAGO, ELCO, OPT, SAMSUN, TTI, Lange, Guangcheng, Spree, RCCN, Phoenix Optics, T-XING, Marpess all expressing recognition of SCIIF. They also extended appreciation unanimously to organizers for exhibition content, quality of audience and on-site services.
Beckhoff Automation (Shanghai) Co., Ltd.
The South China International Industry Fair, which was postponed twice due to the COVID-19 pandemic, was held successfully at the Shenzhen World Exhibition & Convention Center, and it was a great success. Beckhoff Automation made its debut as an exhibitor and showcased numerous new products and technologies, which attracted many professional visitors to the booth. Thanks to the organizer’s first-class organization capability, we are delighted with the result of the exhibition and further strengthen our determination to continue to exhibit in the future.

Beijing Wellintech Co., Ltd.
This year, although under the unique ongoing pandemic situation, South China International Industry Fair maintained its professionalism with great content. As a leading international intelligent manufacturing system solution provider, with the theme of "Integration Made the Industrial Software Simpler," WellinTech showcased four key production lines at the show: provided complete software product lines and solutions to our clients and obtained good acknowledgment from the visitors. We will see you again in Shanghai at China International Industry Fair.

Weidmüller Interface (Shanghai) Co., Ltd.
South China International Industry Fair is an exhibition with extraordinary influence in the industrial field in South China. The industries and industrial segments involved are complete, and the visitors were very targeted. The promotion of the exhibition was solid, and we were glad to see more visitors from the application industries to see our products. We think South China International Industry Fair is doing a great job!

DENSO(CHINA)INVESTMENT CO.,LTD Shanghai Branch
It was our first time participating South China International Industry Fair this year. The exhibition was postponed twice due to the COVID-19 pandemic and finally had its grand opening on September 27. The communication with the show organizer was smooth, and we could participate in the show successfully. We obtained useful client information of 3C and other industries in South China at the show. And we were not only able to meet old friends but also made new contacts in the machine vision industry at the show. We are grateful for the thorough organization job of the organizer - Hannover Milano Fairs Shanghai Ltd. We wish the 2022 South China International Industry Fair a more successful version.

DONGGUAN SAMSUN OPTICAL TECHNOLOGY CO., LTD.
South China International Industry Fair is a big scale industrial trade fair rooted in Guangdong-Hong Kong-Macao Greater Bay Area and radiates to the whole China market, it is an excellent platform to enhance communication with customers. We had a great experience in the entire participating process. All details of the pre-show service, show promotion, and the organization work during the show were carried out professionally. Our company also had a chance to present at the onsite forum. It was not only the opportunity for technology presentation but also to enjoy the integrated resources of the show. Moreover, the flow and quality of the onsite visitors are better than our expectations. We were able to gain attention from the old customers and new inquiries from potential customers. We believe the show will develop more successfully in the future and empower the development of the South China manufacturing industry.

OPT Machine Vision Tech Co., Ltd.
We are very grateful to the South China International Industry Fair organizer for building an information exchange platform and display opportunity for machine vision enterprises. This year OPT took the most extensive exhibition area compared to previous years and showcased the complete products and solutions, showing a full range of competitive machine vision products and complete hardware and software solutions for customers. In the future, OPT will continue to work hand in hand with Hannover Milano Fairs and look forward to seeing you at SCIIF 2022!

MARPOSS (SHANGHAI) TRADING CO., LTD.
Marposs showcased its high-end measurement technology, vision inspection equipment, and solutions at South China International Industry Fair as a well-known measurement instruments provider. Many trade visitors were attracted to our booth and made inquiries. The organizer of SCIIF is very professional. The pre-show service, onsite online broadcasting, media coverage, and after-show promotion helped Marposs enhance our brand. We wish the show be more successful in the future.
The three-day show has attracted 48,521 professional buyers. Domestic visitors are from 29 provinces/directly-controlled municipalities, with those from Southern China accounting for 88.26%.

Visitor Analysis

Visitor’s Purchasing Authority

- Recommender: 47.27%
- Decision-maker: 30.18%
- Consultant: 12.16%
- Not involved: 10.39%

Professional buyers with purchase recommendation rights and final decision-making rights make up 89%.

Organization Type

- Manufacturer: 60.74%
- Agents, distributors: 15.21%
- System integrator: 9.98%
- Design institutes, research institutes: 6.25%
- Associations, societies: 3.86%
- Government departments, administrative agencies: 2.01%
- News media: 1.95%

Visitor Feedback

- Contact Existing Supplier and Distributors: 28.96%
- Purchase place an order: 28.76%
- To get an overview of the market: 28.76%
- To find specific, new solutions and innovations: 26.11%
- To find potential suppliers: 16.11%
- Attend forum/conference: 10.11%
- Evaluate Next years’ attendance: 6.26%
- Others: 0.55%

*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%.

Visitor Analysis

Visitors’ Main Job Functions

- Administration: 27.08%
- Engineering: 20.83%
- Technology: 19.92%
- Marketing: 9.61%
- Sales: 9.40%
- Service Quality: 7.44%
- Management: 2.53%
- R & D: 2.38%
- Import & Export Trade: 0.81%

Visitors’ Industrial Areas

- Industrial automation: 21.68%
- Machine tools and related industries: 28.39%
- General machinery and manufacturing: 10.74%
- Automobile and Parts manufacturing: 9.02%
- Computer hardware and software/IT electronics: 7.78%
- 3C electronics/household electrical appliances: 7.64%
- Aerospace: 7.63%
- Electrical equipment and engineering: 6.32%
- Construction & construction machinery: 6.19%
- Die and mold: 6.12%
- Engineering and logistics machinery: 4.56%
- Semiconductor photonics and applications: 4.23%
- Communication technology/operation / services: 4.09%
- Defense forces: 4.05%
- Shipbuilding: 3.71%
- Medical / biotechnology: 3.25%
- Light industry machinery: 3.16%
- Packaging and printing: 2.43%
- Kitchen appliances and metal: 2.32%
- Others: 2.02%
- Environmental protection equipment: 1.95%
- Petrochemical / metallurgy / foundry: 1.77%
- Textile / clothing: 1.74%
- Railway: 1.74%
- Food beverage: 1.70%
- Logistics and transportation: 1.49%
- Energy saving equipment and service: 1.35%
- Elevator manufacturing: 1.35%
- Agricultural machinery: 1.14%

*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%.
In addition, CSIG Seminar on Advanced Visual Technology and Application focusing on frontier technologies of automation was also warmly received by the industry. Under the theme of Visual Technology: Empowering New Infrastructure, it embraced experts from universities and research institutes including Sun Yat-sen University, Guangdong University of Technology, Tiangong University, South China University of Technology, and Institute of Automation of Chinese Academy of Sciences, as well as outstanding business representatives from EHIWAY, Foxconn, Riseye, SAMSUN, Watrix, Piqs, OPT to brief on the status quo of application for machine vision technology and share application achievements in a bid to deeply integrate advanced visual technologies and its application in innovative products. Prof. Dr. Jianhuang Lai, Vice Chairman of the China Society of Image and Graphics (CSIG) presented the industrial application of flexible visual inspection technology; Prof. Nian Cai, Executive Director of Guangdong Graphics Society shared the application of machine vision in smart manufacturing; Prof. Limei Song, Executive Director of Tianjin Artificial Intelligence Society delivered a report on high-precision visual detection and smart robots.

30+ Concurrent Events
4,000 + Participants
China Nuclear Industry 23 Construction Co., Ltd. Southern Branch

First of all, we warmly congratulate the successful conclusion of the exhibition and thank the organizer for providing this opportunity for us to observe the show. This time, we organized over 100 staff from two project departments and one branch to visit the show, and they had fruitful results of the visiting. Both foreign brands and domestic equipment, from product design to supply chain and assembly and experiment, all show the trend of made in China. The proportion of domestic self-developed equipment and technology is increasing, covering more and more fields. Although the visit was in a rush, the exhibition made us gain a lot, we found a lot of valuable technologies and enterprises and learned the latest industry information. Finally, I would like to thank the organizer for the warm service, and hope the show will be better and better, with more famous companies exhibiting in the future!

FOXCONN Technology Group

Because of the great efforts from the show organizer, the exhibition was able to pull off successfully after the second postponing. We are grateful for the trust and invitation to our branches from the show organizer and the thoughtful support and help provided to us. Although the procedures of visiting were complex due to the ongoing COVID-19 pandemic, we were able to visit the show smoothly because of the thorough service and guidance provided by the organizer. This year our group organized over 500 staff, including engineers, technical backbone, and purchasing team, to the exhibition. They have obtained a lot of advanced technologies and the latest industry information. Our purchasing colleagues successfully found quality suppliers and better resources; the technical engineers also learned numerous new technologies. We look forward to more cooperation in the future and wish your exhibition better and better!

FinDream Battery Co., Ltd.

This year we organized over 100 staff of R&D, purchasing, and equipment departments to the show. At present, exhibitions have become the fastest-growing centers of information obtaining and exchanging. They are suitable for our staff to broaden the vision, exchange new knowledge, get high-end technologies, and further information in other areas. The show brings potential partners to our company every year, discussing possible cooperation via the contact information (name card, WeChat account, etc.) we exchanged. Some of them became our qualified equipment suppliers. This year we visited exhibitors of industrial automation, machine vision, CNC machinery, and laser industries. We learned and exchanged with the exhibitors and addressed our current technical difficulties. We want to thank the organizer for their services and support during our visit. And we wish the show and the business a better future!

Mindray Medical Device Group

We want to thank the organizer for their thorough, thoughtful, and warm services. We organized over 40 staff from production management, process, and engineering, intelligent manufacturing, quality inspection, etc., to visit the exhibition. The exhibition had numerous excellent resource and provided us opportunities to communicate with leading automation and information technology suppliers. They provided us with better solutions and directions of intelligent manufacturing of multiple types and flexible quantity production requests of the medical instrument industry. We wish the show a better future, become the industry’s landmark, and empower the fast development of China’s manufacturing industry.

Dongguan Electronic Information Industry Association

We organized over 100 delegates from our member companies to visit the show this year. The new record of visitor number showed the intense interests of our member companies in the South China International Industry Fair. The visitor flow of the exhibition was crowded. Our member companies gave high appraisals to the show. The thoughtful services such as shuttle bus, coffee&tea lounge, volunteers, medical support and interpretation service, etc., provided by the organizer were heartfelt. We want to sincerely congratulate the successful conclusion of the exhibition and thank the organizer for the great efforts and services. We are delighted for the cooperation, thank you, and see you again at the 2022 South China International Industry Fair (7-9 June 2022).
Media Promotion

- **Social Media**

- **Industry Media**

- **Amount of We-chat reading**
  85,000+ times

- **Tiktok and Video Channel view counts**
  exceed 22,000+ annually

- **eDM coverage**
  2,470,000+ buyers and professional audiences

- **Followers of wechat official account**
  75,000+ professional audience

- **Internet exposure rate**
  681,000+ per time

- **Amount of We-media reading**
  162,000 per post

- **Industrial and social media**
  100+

- **Amount of Wechat post annual reading**
  85,000+ times

Online Promotions

Online promotion is sent by email, Baidu SMS, WeChat, promotion, TikTok, video account, etc.

On Site Promotions

Outdoor advertising covers Shenzhen Bao’an International Airport Expressway, Shenzhen Metro, Guanshen Industrial City, etc.
Go Further into China’s Fast Growing Automation Market!

SCIIF 2022

June 7-9, 2022, Shenzhen Convention and Exhibition Center

☐ I want to visit SCIIF 2022 ☐ I want to participate in SCIIF 2022

Company name: ____________________________ Address: ____________________________
Contact person: ____________________________ Tel: ____________________________
Fax: ____________________________ Mobile: ____________________________
Zip code: ____________________________ Email: ____________________________
Website: ____________________________ space: ____________________________

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

Date ☐ Foreign ☐ Local
Signature

Fill in the above form and fax back to us by +86-020-86266690-8004

• Please note that this document serves as space booking at SCIIF 2022, not legally binding. Official application form (i.e. legally binding) will be ready in due time and will be sent to you shortly.

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South China International Industry Fair

7-9 June. 2022
Shenzhen World Exhibition & Convention Center

See the Future Intelligent Look of the Industry

See you next year!

Concurrent Event:

Deutsche Messe

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