



Deutsche Messe



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\* On behalf of Hannover Milano Fairs Shanghai

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and solutions to the world



HANNOVER MESSE  
23 - 27 Apr. 2018  
Hannover, Germany



IAMD EURASIA | WIN EURASIA  
15 - 18 Mar. 2018  
Istanbul, Turkey



IAMD USA | HANNOVER MESSE USA  
10 - 15 Sep. 2018  
Chicago, U.S.A.



IAMD SHENZHEN  
27 - 29 Jun. 2018  
Shenzhen, China



Industrial Automation Show  
7 - 11 Nov. 2017  
Shanghai, China

#### Application and payment



Application Deadline  
28 February 2018

## IAMD BEIJING - Integrated Automation, Motion & Drives

Leading Trade Fair for Integrated Automation,  
Industrial IT, Power Transmission and Control

**9 – 11 May 2018**  
**Beijing Exhibition Center**

[www.industrial-automation-beijing.com](http://www.industrial-automation-beijing.com)

#### Association Partner



Chinese Mechanical  
Engineering Society



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FIERA MILANO

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BEIJING

2018





## China Intelligent Manufacturing 2025

The core of either Industry 4.0 or industrial Internet is to drive manufacturing to evolve towards digitalization, Internet application and intelligence, which is actually intelligent manufacturing. Intelligent manufacturing is now becoming increasingly important to brew new economic drives.

For one thing, the development of intelligent manufacturing will create vast demands for intelligent equipment, intelligent sensors, industrial software and related services, power rapid growth of many new technologies, new products and new equipment and give birth to a large cluster of new applications, new business formats and new modes, thereby propelling swift growth of emerging industries and injecting a mighty new drive for economic growth. For another, intelligent manufacturing is an important way to reshape and upgrade traditional industries.

As a key resort bearing the profound fusion between information technologies and traditional industries, intelligent manufacturing can help traditional industries realize a dynamic match between production manufacturing and diversified market demands and yield many benefits: increase the output, reduce consumption, improve quality, offset the impact from the rising costs of labor, raw materials and other factors, and significantly increase the productivity.

Over the past years, the Chinese economy has entered a new normal, which makes it imperative to switch from old drives to emerging ones. Developing intelligent manufacturing is the best way to nourish emerging industries and upgrade traditional industries, and the China Intelligent Manufacturing 2025 strategy has identified intelligent manufacturing as a major direction of attack and point of breakthrough. The focus on intelligent manufacturing as the core will set to deepen the fusion between manufacturing and the Internet and create far-reaching influences for consolidating the foundation of real economy.

### Phoenix Contact (China) Holding Co., Ltd.

The most intuitive impression of IA BEIJING 2017 left on the exhibitors is the intention to organize a high-end forum for high-quality trade visitors. This has brought unlimited impetus to Phoenix Contact in its industry brand influence and potential sales opportunities. We hope to have more in-depth cooperation in the future, and wish Hanover Exhibition Company continuous improvement!



## Meet the industry's key players

### Beckhoff Automation (Shanghai) Co., Ltd.

In this year's exhibition, we have shown our full range of control products based on PC and EtherCAT as well as the automation and motion control solutions with the greatest scalability. Our goal is to help customers create real added value in Industry 4.0 and IoT applications. This year's exhibition is very fruitful, even better than our expectations. The number and quality of trade visitors, the booth lingering time, and the organization of thematic meetings have fully reflected the high standard of this exhibition and also manifested the organizer's strong professional competence. We have been paying attention to the exhibitions in the northern China region for 5 years, especially the best automation exhibition in Beijing. The answer is self-evident: IA BEIJING is our right choice.



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### Big names in past events



\* The above rankings are in no order

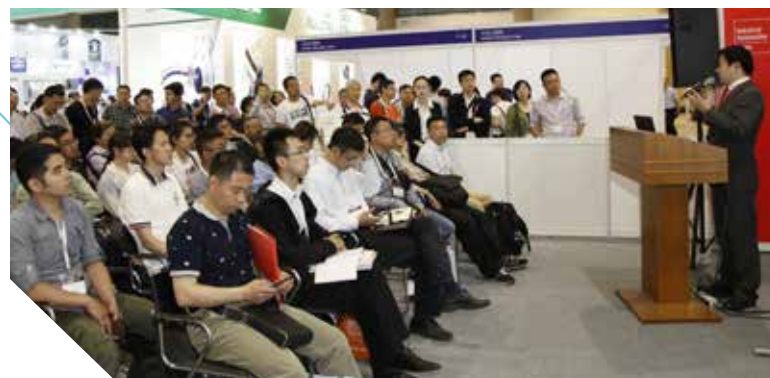


# Concurrent high-end events

A series of high-end conferences on IABJ on-site intelligent manufacturing always represent the most magnificent color on the site of Beijing exhibition. The Ministry of Industry and Information Technology has supported the international conference on intelligent manufacturing that have taken place on the site of the IA Beijing exhibition for five consecutive years and triggered hot discussions about heated issues in the industry every year. In 2017, the event will invite professionals from governments, scientific research institutes, industry associations and famous enterprises of China, Germany and Britain to discuss "Intelligent Manufacturing – Digital Plant" in depth and exchange views.

Meanwhile, the exhibition will also host a series of wonderful conferences to forge an international platform leading the trend of manufacturing industries and publishing the latest policies. These conferences include the "Architecture and Key Elements of Digital Plants", the "Practices of Digital Plants", "China-Germany High-level Round Table Conference", the "Conference of Green and Intelligent Technology Development of Logistics Equipment", the "International Symposium on Advanced Intelligent Manufacturing Technology", "MM•Intelligence Automation Industrial Application Seminar" and "Application Park Technical Forum".

- 2017 International Intelligent Manufacturing Conference
- Chinese-German Roundtable Meeting
- MM•Intelligence Automation Industrial Application Seminar (Automobile & Parts)
- MM•Intelligence Automation Industrial Application Seminar (Electronic & Beverage & Packaging)
- Intelligent manufacturing set off - A Salon of Study on the Trend of Intelligent Manufacturing and Industrial Automation in China
- Core Technologies of Smart Factories Forum
- IP Protection and Monetization of Industrial Software Forum
- Application Park
- The 6th Conference of Green and Intelligent Technology Development of Logistics Equipment
- 2017 International Symposium on Advanced Intelligent Manufacturing Technology
- OPC China Tour Beijing Station - Use OPC UA to build industrial IIOT
- The Sixth Industrial Control System Information Security Summit 2017
- 2017 Industry IOT Application Development Seminar



# Delegations



\* The above rankings are in no order

## Beijing North Vehicle Group Co., Ltd.

"Made in China 2025", a shift from "manufacturing" to "intelligent manufacturing" has become the general direction of China's industry transformation and upgrading. Automation, as the cornerstone of intelligent change, is undoubtedly the priority among priorities. The exhibition brought together the world's leading automation enterprises, especially the debut of German "digital factory", which has inspired us in the diversification of automation and intelligence developments. We organized more than 90 employees to visit this exhibition in two batches in two days. Thanks to the organizer for its considerate services and arrangements. We have benefited a lot from the exhibition, and will continue to visit the exhibition in the future! We wish the exhibition will become larger and larger in scale!



## BOE Technology Group Co., Ltd.

It is a great honor to receive the invitation from IA BEIJING, which has organized us to participate in this exhibition. Our many thanks go to the organizer for the thoughtful services provided! During the exhibition, our engineers of various disciplines fully studied the manufacturers we are interested in, such as EPLAN in the electrical design sector and Fameview in the touch screen field. We also attended the meeting on the Industry 4.0 intelligent and leaned about the various changes in the links after the combination of manufacturing industry and the Internet. In short, we have benefited a lot, and wish IA BEIJING will get better and bigger in the future!







The three-day show has attracted **18,147** professional buyers, which is **3.2%** greater than last show. Domestic visitors are from **32** provinces/directly-controlled municipalities, with those from Northern China accounting for **90.18%**.



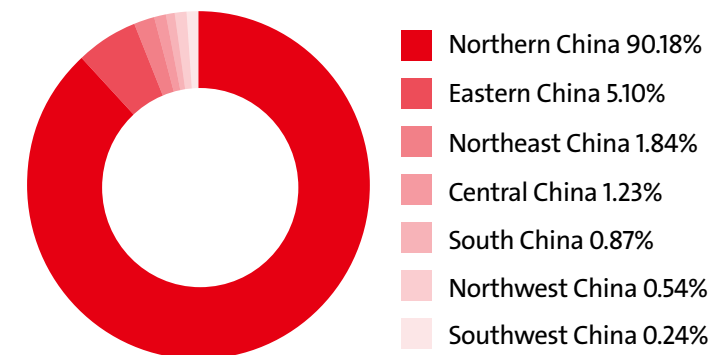
## Product Categories

- Drive Systems and Components
- Machinery Infrastructure
- Sensor Technology
- Control Technology
- IPCs
- Industrial Automation Software
- Interface Technology and Energy Supply
- Low Voltage-switching Devices
- Human-machine-interface Devices
- Industrial Communication
- Training and Consulting
- Fluid Power
- Mechanical Transmission, Parts and Equipment
- Bearing, Spring and Fastener

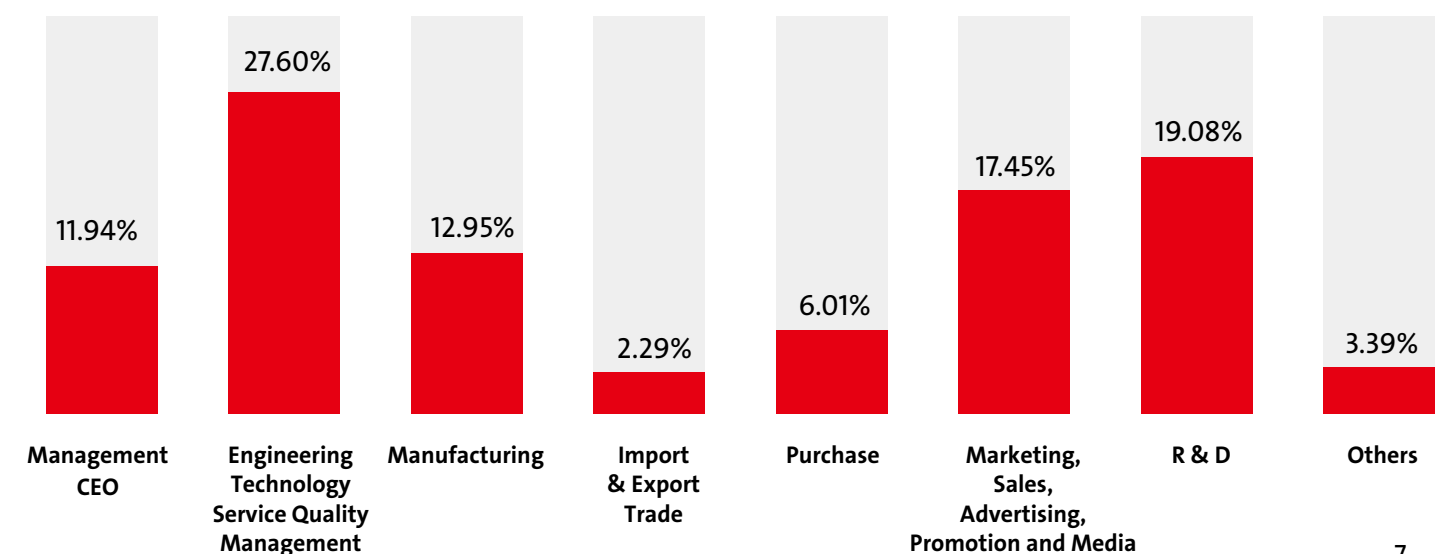


## Domestic Visitors

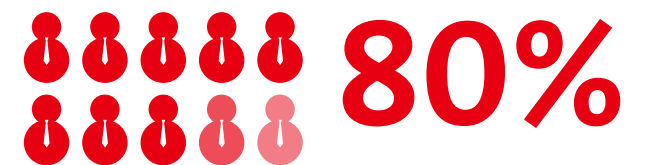
The following are 10 cities in China that our visitors mainly come from this year: Beijing, Tianjin, Baoding, Langfang, Tangshan, Shanghai, Shijiazhuang, Qinhuangdao, Cangzhou and Shenyang.



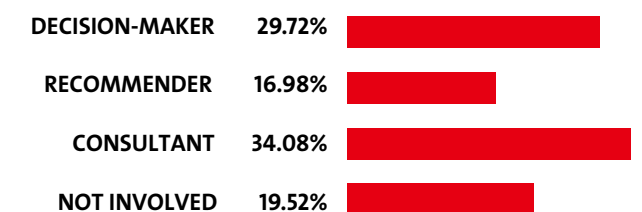
## Visitors' Main Job Functions



## Visitors' Purchasing Authority



Professional buyers with purchase recommendation rights and final decision-making rights make up 80%



\* 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%.