

# Industrial Automation BEIJING 2015

Beijing International Industrial Intelligence & Automation Exhibition



**Industrial  
Automation**  

---

**BEIJING**

## After Show Report

13-15 May 2015 Beijing Exhibition Centre

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Chinese Mechanical  
Engineering Society



Deutsche Messe



FIERA MILANO



# Contents



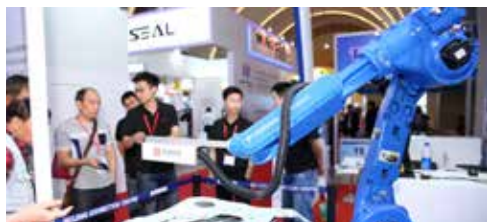
## Show Profile 01

As the most important industrial automation exhibition in North China, Industrial Automation BEIJING 2015 opened on 13-15 May at Beijing Exhibition Center with a completely new layout.



## Matchmaking Service 07

34 specified VIP buyers, nearly 80 delegations attended the show to discuss with exhibitors, and high-quality on-site matching service of the organizers made exhibitors.



## Show Impressions 13

The three-day show was crowded, exhibitors, visitors, professional buyers, tours are all quite satisfied with this exhibition.



## About Exhibitors 02

This year's show attracts over 200 leading companies worldwide to showcase the intelligent beauty of modern industry under 4 themed sectors including sensor and connector, motion control, industrial robot and intelligent manufacturing within a display area of 20,000 square meters.



## Buyer Delegations 09

11 large-scale and professional on-site forums and three-day exhibition site crowd flocked to popular hot.



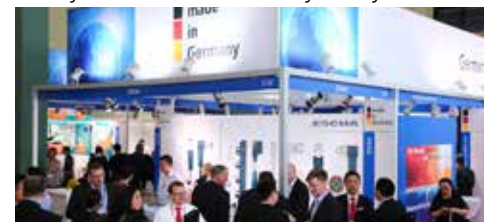
## Industrial Automation Events Worldwide 16

Explore our international INDUSTRIAL AUTOMATION Events!



## About Visitors 04

Except nearly 100 invited VIP buyer delegations from machine tools, automobiles, food and beverage, pharmaceutical packaging industries as usual, the organizer also invited leading companies from electronics and machinery manufacturing industries to attend the show, fully reflecting the integration of industry and information advocated by Industry 4.0.



## Media Promotion 12

100 domestic and overseas media reported in multiangle and full live way, Industrial Automation BEIJING 2015 has become a new focus in domestic intellectual and industrial automation fields.



## Outlook 17

Industrial Automation BEIJING 2016 promises to meet you during 11th-13th May 2016 at Beijing Exhibition Center.



# Show Profile



**20,000** Sqm

Show Scale

**16** different Countries  
and regions (Exhibitors)

## Industrial Automation BEIJING 2015 Comes to a Successful Close

As the most influential industrial automation event in Northern China, Industrial Automation BEIJING 2015 (IA BEIJING 2015) comes to a successful close at Beijing Exhibition Center on May 15, 2015. This year's show attracts over 200 leading companies worldwide to showcase the intelligent beauty of modern industry under 4 themed sectors including sensor and connector, motion control, industrial robot and intelligent manufacturing within a display area of 20,000 square meters. The number of trade visitors hit 15,806 in the three days of exhibition, up 5% percent compared with the prior year.

China Engineering Science and Technology Forum - 2015 International Intelligent Manufacturing Conference, held on the first day of the show, has built a benchmark event noted for its high profile, high standard and high platform. Mr. Lu Yongxiang, academician of Chinese Academy of Sciences delivered a speech for the conference. Government officials of China and Germany, academicians of the Chinese Academy of Sciences and Chinese Academy of Engineering, and CEOs including Mr. Miao Wei, Minister of MIIT and Dr. Wolfgang Scheremet, Director-General for Industrial Policy, Federal Ministry for Economic Affairs and Energy, Germany all made their presence at the conference and visited the show afterwards.

As the largest and highly international industrial show in northern China, IA BEIJING has always kept the pace with the times and replied exhibitors, buyers and visitors with excellent results. In the future, IA BEIJING will keep close watch on the development trend, implement the national policy, advance the upgrade and transformation of Chinese industry toward the direction of intelligence and integration, and spur China manufacturing's ascendance to global preeminence. The next year's show will be held in Beijing Exhibition Center from May 11-13.

Above **200**  
Exhibitors

**15,806**  
Professional Visitors



# About Exhibitors

## Special thanks to the following Sponsors

**PHENIX CONTACT**  
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美国邦纳  
Sensing • Detecting • Automation Expert



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**CONEC**  
TECHNOLOGY IN CONNECTORS™



**LITEON**  
Industrial Automation  
You Can Trust

**YSR** 苏州智视机器人有限公司  
Suzhou Zhi Shi Robot Co., Ltd.

**Lenze**



**COGNEX** 康耐视

**.steute**



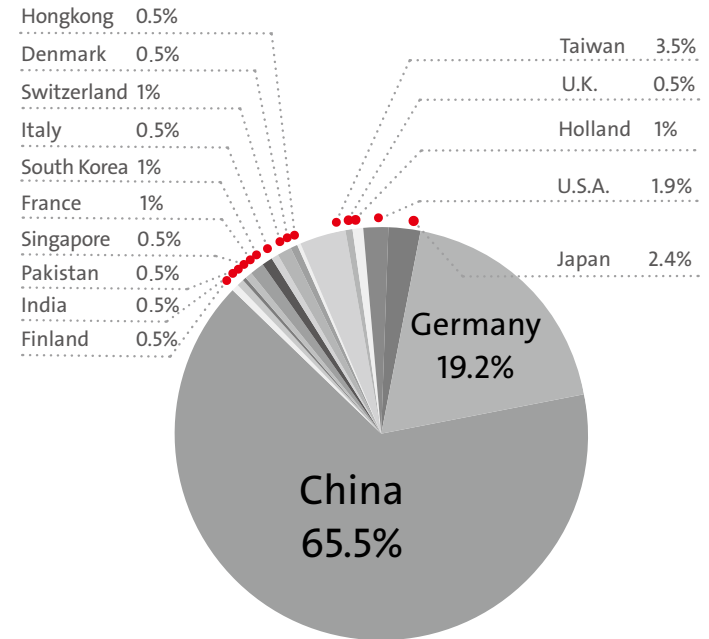
**wöhner**  
ALLES MIT SPANNUNG



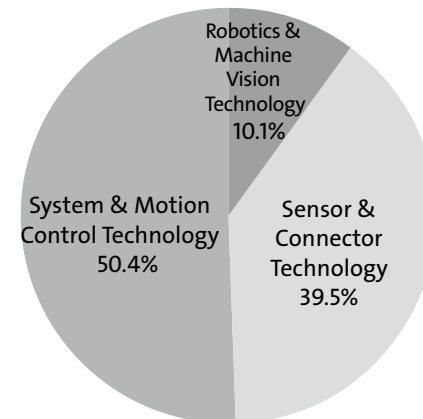
**HIWIN**  
Motion Control and System Technology  
上銀科技

\*The names are in order without priority

## Countries/Regions



## Exhibits





# Voice from Exhibitors

**96.8%** exhibitors are satisfied with IA BEIJING 2015. Among them, **85%** exhibitors express that they will attend IA BEIJING 2016 !

## Marketing Department of Lite-On Technology Corporation

This is our first time to attend the IA BEIJING, reaping a lot of benefits. This exhibition fully reflects the organizer's international and professional standards and provides exhibitors and audiences with a high-level and highly efficient exchange platform through professional forum, enterprise tour, media interview and other activities. The booth location arranged by organizer increases the exposure of Lite-On Technology. During communicating with visitors, we promote our professional industrial products and also tap many potential clients. We believe that IA BEIJING 2016 will become a larger and more successful event!

## Nanda Automation Technology Jiangsu Co., Ltd.

We attend IA Beijing every year. We have such long-term cooperation because of its effective organization and considerate services. This year, the number of professional audiences exceeds our expectation. We are satisfied with the exhibition effect. Over the years, we more and more feel the organizer's wholehearted arrangement. I hope that IA BEIJING will become better and better. We will continue to use this platform to promote our brand and products.

## Marketing Department of Phoenix Contact Co., Ltd.

Audience groups who have attended IA BEIJING are very professional. The number of audiences exceeds our expectation. The organizer also gives strong support for Phoenix's booth arrangement. We look forward for our future cooperation!

## Marketing Department of Wieland Electric Trading (Shanghai) Co., Ltd.

Germany-based Wieland has entered China for nearly ten years. We nearly attend IA BEIJING every year because IA BEIJING is one of the most professional automation exhibitions in China. Here, we could showcase our latest products and the best solutions. We could also get acquainted with new clients and peers. Compared to last year, IA BEIJING 2015 has more exhibitors and visitors, and is more professional. We expect to meet you at IA BEIJING 2016 again!

## Marketing Department of ELCO Industry Automation AG

IA BEIJING 2015 is a high-level industrial control event based on Northern China and covering the whole country, providing Chinese automation enterprises with a comprehensive platform covering manufacturers, suppliers, dealers, and application integrators in the whole industrial chain to gather together, exhibit products, communicate and negotiate with each other. Additionally, the wide and influential publicity launched by IA BEIJING 2015 provides a better platform for ELCO to display "Industry4.0" and "Smart Plant" concepts. At the exhibition, ELCO contacts many clients from the manufacturing industry and feels the robust demands for smart manufacturing and smart plants in the market. ELCO is confident to provide more professional and comprehensive solutions for clients. From this perspective, ELCO is very satisfied with IA BEIJING 2015. Hopefully, we could provide more smart manufacturing solutions to meet the market demands through further work after the exhibition.

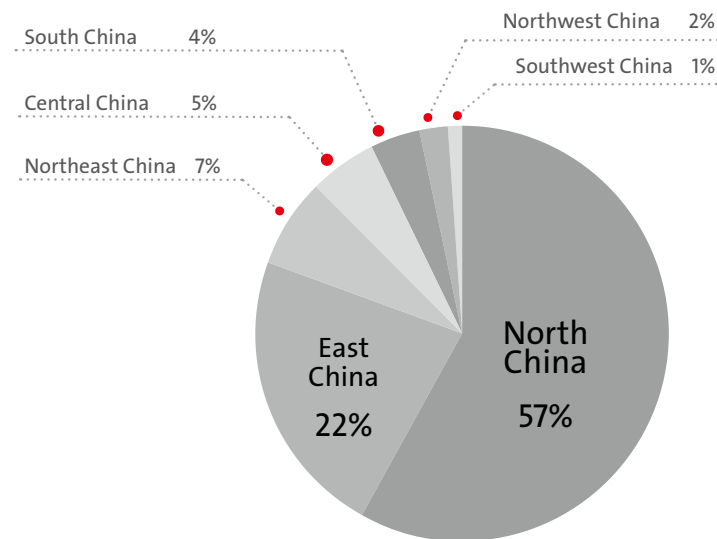




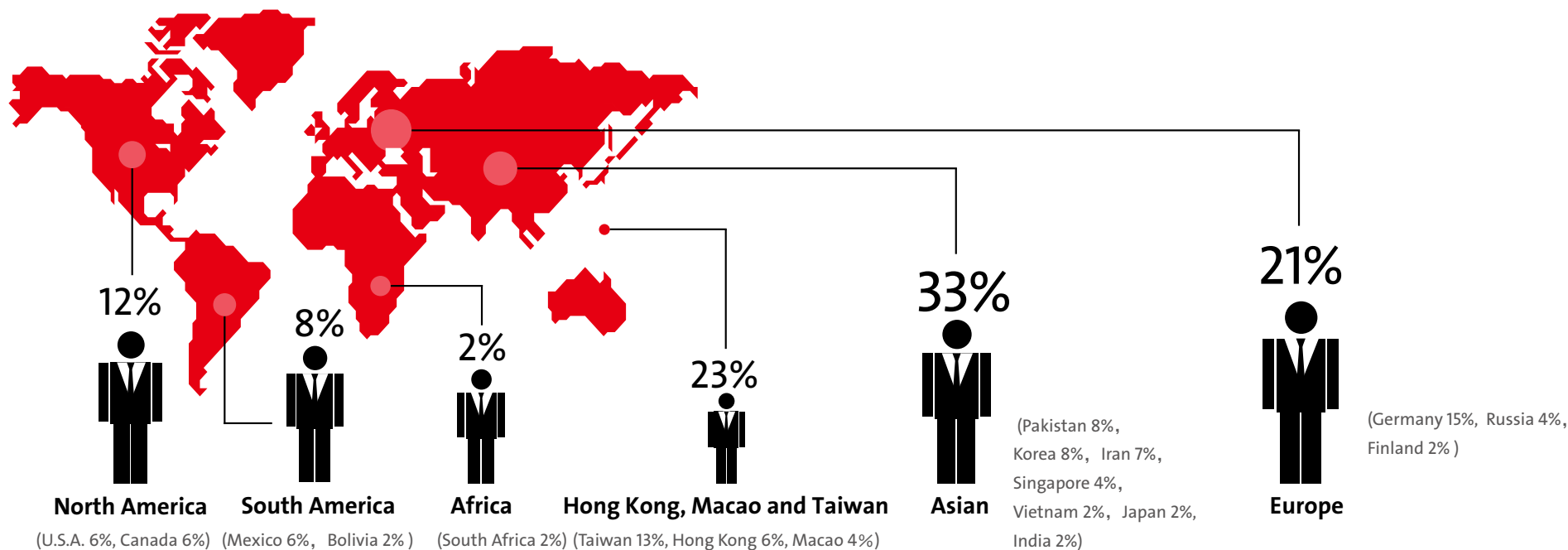
# About Visitors

The three-day show attracted **15,806** professional visitors, of which domestic visitors came from **30** provinces, and the visitors from North China occupied the proportions of **87%**. Besides, the overseas visitors were from **18** different countries and regions. This year, the number of total visitors has grew by **5%** compared with last year.

## Domestic Visitors Analysis



## Overseas Visitors Analysis





# About Visitors

**70%** of the visitors are decision makers or the keypersons to influence the purchase

## Visitor's Purchasing Authority



Over **70%** attendees were final & joint decisionmaker or purchasing related.

43% Recommender

27% Decision Maker

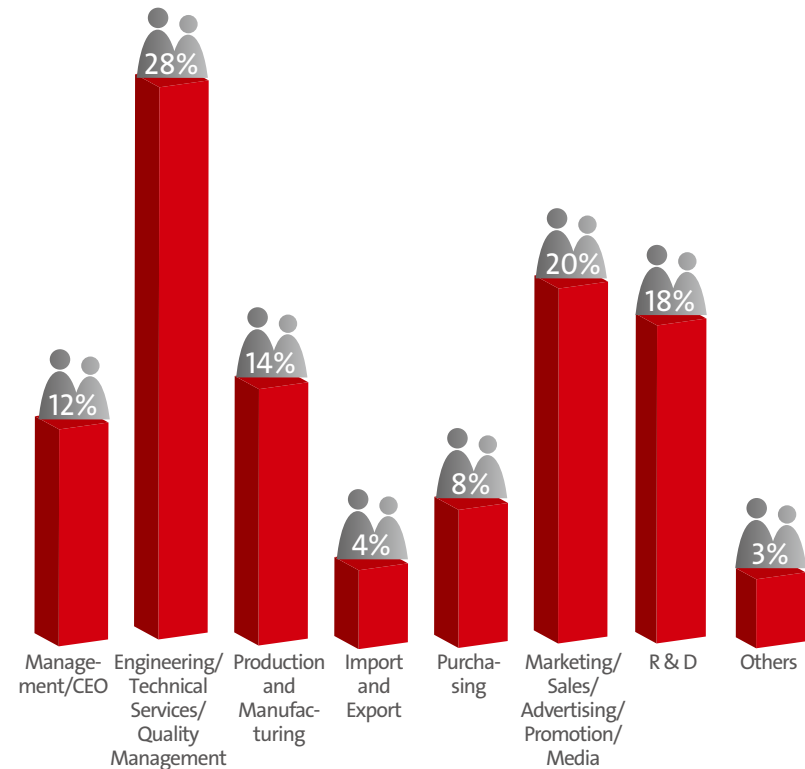
16% Consultant

17% Not involved in purchasing process

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



## Visitors' Main Job Functions



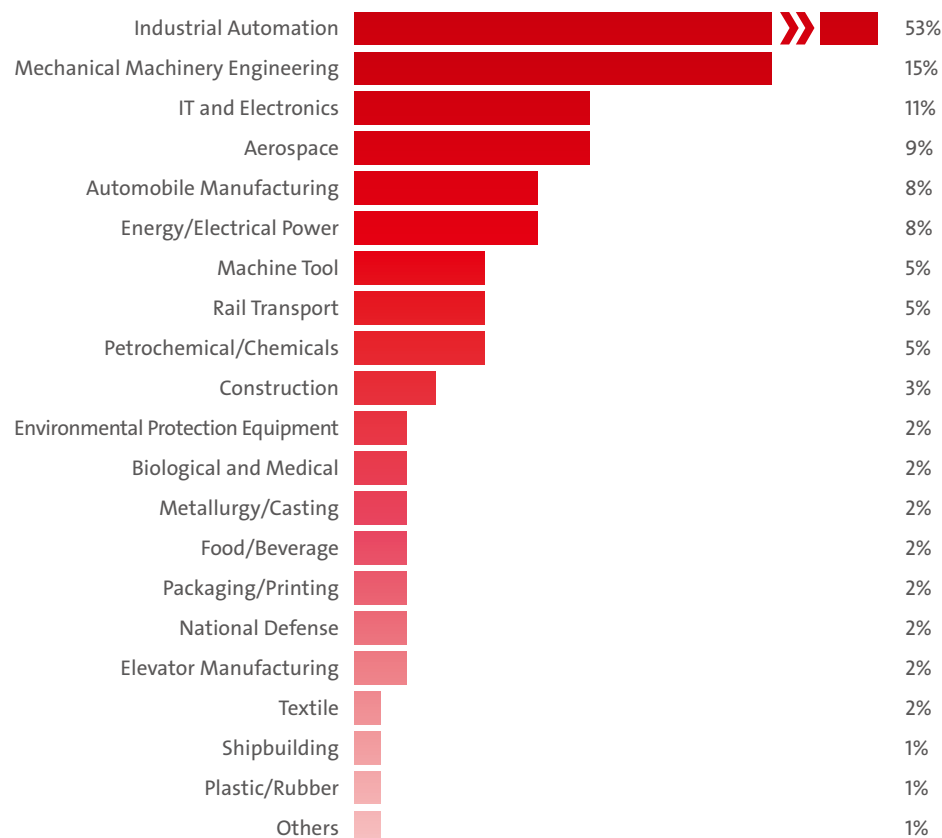


# About Visitors

## Visitors' Industrial Areas

Visitors from the following industries: Machinery Manufacturing, Aerospace, Automobile Manufacturing, Electronics Manufacturing, Food and Beverage, Pharmaceutical and Packaging and Machine Tool,

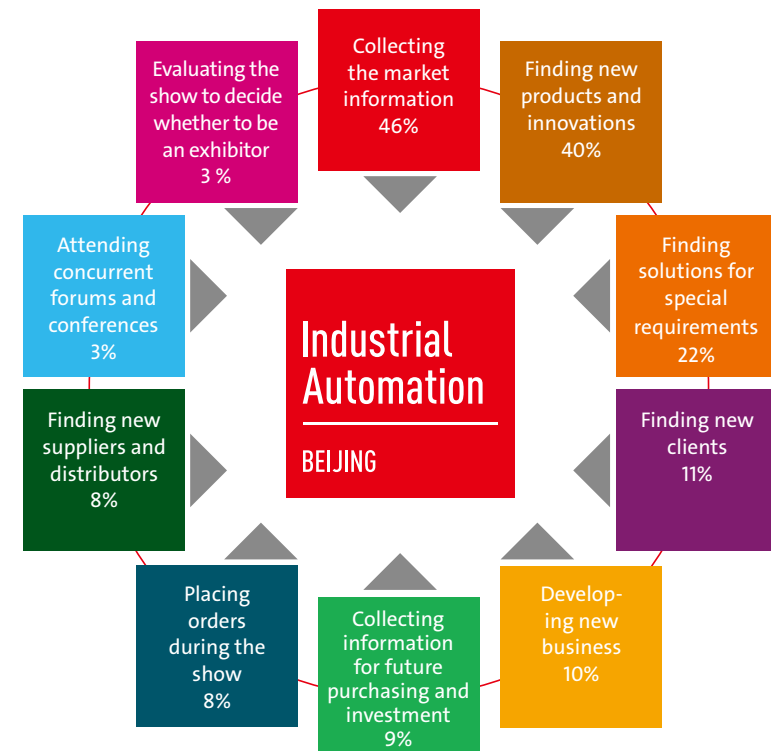
accounted for more than **54%**



## Visitors' Feedback

In 2015, **72%** of visitors paid their first visit to the show, while the rest, **50%** of visitors, have already visited Industrial Automation

BEIJING for three consecutive years. More than **95%** of visitors have decided to visit next year.





# VIP Buyers Matchmaking Service

During this show we launched a professional buyers matchmaking service. **8** companies took part and hosted **38** VIP buyers. Focused on the needs of buyers from different industries, we chose the specific ones for buyers at the show site negotiations. Consequently, it was a big success!

## Exhibitor's List of Matchmaking Service

COGNEX 康耐视

Lenze

LITEON<sup>®</sup>  
Industrial Automation  
You Can Trust

Weidmüller

ifm electronic

WAGO

KEYENCE 基恩士

ELCO  
INDUSTRIAL AUTOMATION

## VIP Buyers' List of Matchmaking Service

Transcend Communication Beijing Co.,Ltd.  
Beijing Xinyuhang Century Science & Technology Group CO.,LTD  
BEIJING MATERIALS HANDLING RESEARCH INSTITUTE  
Kennametal (China) Co.,Ltd.  
Beijing Institute of Film Machinery  
BEIJING ORIENT SUN-TEC CO.,LTD  
Beijing Heng Zheng Robotics CO.,LTD  
BEIJING JINGCI MAGNET CO.,LTD  
YUTIAN XINLIAN PRINTING MACHINERY CO.,LTD  
BEIJING LUOKE MACHINERY CO.,LTD  
Beijing Omori Changkong Packing Machinery Co., Ltd  
Beijing Novick Digifal Equipment Co., Ltd.  
Macquarie metallurgy engineering & technology LTD  
Beiqi Foton Motor Co., Ltd  
Tangshan HuiZhong Instrumentation Co.,Ltd  
Beijing jingtianwei Technology Development Co., Ltd.  
BOE Technology Group Co., Ltd  
Beijing Bill Printing Factory

LG Chemical materials display (Beijing) Co., Ltd.  
Beijing CSR Times Locomotive and Rolling Stock Mechanics Co, Ltd  
Langfang bestcrown Packaging Machinery Co., Ltd.  
China food and Packaging Machinery Industry Association  
Chinese Jingye Engineering Technology Co.,Ltd  
Foxconn Technology Group (Langfang) Co., Ltd  
BEIJING AUTOMATION TECHNICAL RESEARCH INSTITUTE  
SINOPEC BEIJING YANSHAN COMPANY  
Bei Jing Xinmao Science&Technology Co.,Ltd  
Beijing Wohua Innovation and Technology Co., Ltd  
BEIJING SIMPLOT FOOD PROCESSING CO., LTD  
BAODING WELL FOUNDRY MACHINERY CO.,LTD.  
Beijing three Czech medical instrument CO.,LTD  
Aichelin Heat Treatment System (Beijing) Co., Ltd  
China Heavy Machinery Industry Association  
Tianjin CNRO Science Technology Co., Ltd  
AVIC HEBEI ANJI HONGYE MACHINERY CO.,LTD.  
HOMAG Woodworking Machinery Co.,Ltd





# Professional buyer

## Buyers' Comments

1.

Foxconn Technology Group (Langfang) Co., Ltd

First, we would like to thank the organizer again for inviting us each year, to see various Industry 4.0 exhibits. Visitors could personally experience the innovation highlights of industrial automation technology. The intellectualization of automation has become an apparent trend. Also, this automation exhibition organizes business matchmaking activities for exhibitors and manufacturers and introduces new activity models. Exhibitors and buyers have purposeful and targeted face-to-face communication, conducive for buyers to find suitable new products and for exhibitors to promote their new products, so as to realize win-win

2.

J. R. Simplot Company

We are pleased to attend IA BEIJING held by HANNOVER MESSE in Beijing. This exhibition has a novel layout, diversified exhibits and considerate on-site services. There is no doubt that the exhibition is very popular. I visit IFM Electronic and KEYENCE, and feel the convenience brought by automation technology. Through this exhibition, we collect valuable marketing information. I would like to see more automation products at IA BEIJING 2016 and wish this exhibition every success.

3.

Beijing Orient Sun-Tec Co., Ltd.

We are pleased to attend IA BEIJING held by HANNOVER MESSE in Beijing. This exhibition has a novel layout and diversified exhibits. The on-site business negotiation activity provides a good platform for us, with considerate on-site services. Through this exhibition, we also collect valuable marketing information. Wish this exhibition a greater success in the future.

4.

Beijing Luoke Machinery Co., Ltd.

We are pleased to attend IA BEIJING held by HANNOVER MESSE in Beijing. This exhibition has a novel layout and diversified exhibits, in particular, considerate on-site services. Through this exhibition, we have an in-depth understanding of Lite-On Technology and we also recognize their products. Wish this exhibition every success.

## Exhibitors' Comments

1.

Weidmüller Interface (Shanghai) Co., Ltd

IA BEIJING is the most representative automation exhibition in Northern China. We have attended this exhibition for many years and this exhibition has become a platform for us to meet and communicate with high-quality clients. Here, we participate in professional buyer matchmaking activity. With assistance of the organizer, we successfully meet with several authoritative professional experts. We have a pleasant meeting and introduce our new products to them: u-remote and applications. Experts show keen interests. There are also many highlights in forum and media interview activities held concurrently. We reap a lot from this high-standard and professional exhibition. We look forward to attending IA BEIJING 2016!

2.

Wago Electronic(Tianjin)Co., Ltd.

Through this key buyer matchmaking activity, we know many potential clients in the industry, understand client's demands and recommend professional models for clients. To some extent, the exhibition professionalism is reflected by such effective added-value services. Many thanks to organizer's cooperation. I wish IA BEIJING every success.

3.

Lite-On Technology Corporation

This "Exhibitor Matchmaking" activity helps us to promote our products and is conducive for improving corporate image. Regarding suggestions, some key invited responsible personnel could not make it and send other people to come. The Organizing Committee should fully communicate with clients and let the clients fully enjoy "Exhibitor Matchmaking" activity. Next time, I wish that the Organizing Committee could invite more professional clients to visit our booth.

4.

Cognex Vision Inspection System(Shanghai)Co., Ltd.

This is our first time to participate in buyer matchmaking activities. We only provide the name of industries, while the organizer helps us find useful contact personnel. We would like to participate in more and more such targeted activities in the future exhibition. Thank you!



# Buyer Delegations

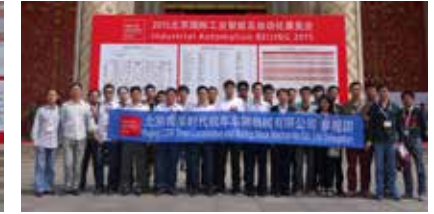
During the exhibition, more than **80** delegations have visited this show!

## Including

Beijing Chunlizhengda Medical Instruments Co., Ltd	12	Beijing Coca-cola Beverage Co., Ltd.	5
China Construction Machinery Association	25	Beijing Pepsi Beverage Co., Ltd.	4
Beijing Bill Printing Factory	28	HollySys Automation Technologies Ltd.	11
Beijing Xinghang Mechanical and Electrical Equipment Co., Ltd	30	Beijing Benz Automotive Co., Ltd.	10
Beijing North Vehicle Group Co., Ltd	40	CITIC Dicastal Wheel Manufacturing Co., Ltd	4
BOE Technology Group Co., Ltd	20	Huadian Heavy Industries Co., Ltd.	15
China Nuclear Control System Engineering Co., Ltd	25	Beijing Sevenstar Electronics Co.,Ltd.	8
Tianjin CNRO Science Technology Co., Ltd	23	Beijing Omori Changkong Packing Machinery Co., Ltd.	8
Huachuang Tianyuan Industrial Developing Co., Ltd	28	Pfizer Beijing Management Center	11
China Academy of Space Technology	20	ORION Group	8
Beijing General Institute of Electronic Engineering	50	JDB Group	8
A. O. Smith Water Heater Co. , Ltd	23	Heibei Strong Group Co.,Ltd.	10
Beijing Lead Electrical Equipment Co., Ltd	25	Inner Mongolia Yili Industrial Group Co.,Ltd.	12
Foxconn Technology Group (Langfang) Co., Ltd	90	Haier Group	17
Foxconn Technology Group (Beijing) Co., Ltd	68	ThyssenKrupp Elevator China	5
Beijing Jingdiao Technology Co., Ltd	70	Hitachi China Co.,Ltd.	5
Gree Electric Appliances (Shijiazhuang) Co., Ltd	35	Knowles Beijing Co.,Ltd.	5
Beiqi Foton Motor Co., Ltd	160	IBIDEN Beijing Co.,Ltd.	7
Baoding Great Wall Motor Huabei Co., Ltd	45	ChanganAn AutoMobile Group	7
China Aviation Planning and Construction Development Co., Ltd	31	Chery Automobile Co., Ltd.	8
Beijing Aritime Intelligent Control Co., Ltd	48	Karl Mayer (China) Ltd.	6
Beijing CSR Times Locomotive and Rolling Stock Mechanics Co., Ltd	33	Beijing No.1 Machine Tool Plant	12
Aichelin Heat Treatment System (Beijing) Co., Ltd	40	Beijing Double-Crane Pharmaceutical Equipment Co., Ltd	16
Tianjin Samsung Electro-Mechanics Co., Ltd	50	Beijing KOHLER Co., Ltd	5
Lenovo (Beijing) Co., Ltd	28	China Resources Pharmaceutical Group Co., Ltd.	10
China Wuzhou Engineering Group Co., Ltd	35	Bayer MaterialScience (China) Co., Ltd	13
China Academy of Launch Vehicle Technology	33	Beijing Hoisting and Conveying Machinery Design Institute	8
Mondelēz International (Beijing) Co., Ltd	12	Beijing Kedekanghua Technology Development	5
KoreaTrade-Investment Promotion Agency	12	Beijing Dayo Mobile Science & Technology	7
Beijing Sheenline Technology Co., Ltd	50	NCR (Beijing) Financial Equipment and System	8
Beijing Railway Institute of Mechanical and Electrical Engineering Co., Ltd	25	Beijing Forestry Machinery Research Institute of The State Forestry Administration	7
Gree Electric Appliances (Zhuhai) Co., Ltd	52	China General Armament Department Engineering Design Institute	5
Beijing University of Civil Engineering and Architecture	75	Charoen Pokphand Group	5
Beijing Information Science & Technology University	100	Tianjin Wenzhou Machinery	8
University of Science Technology Beijing	97	Tianjin Shengdan Electronical Technology	6
Hebei University of Technology	100	Baoding Wanwei Machine Tool	5
North China Institute of Aerospace Engineering	85	Baoding Best Automobile Parts	6
Huawei Technology Co., Ltd.	6	Baoding Well Foundry Machinery	9
Beijing Dabao Cosmetics Co., Ltd.	10	Baoding Lead Fluid Technology	7
Beijing Tide Pharmaceutical Co., Ltd.	5	Langfang Best Crown Packing Machinery	7
Beijing Qibu Automatic Control Equipment Co., Ltd.	15	Langfang Beifang Tianyu Mechanical and Electrical Technology	6
Beijing Beikai Electric Co., Ltd.	8	Langfang Mingjie Coating Technology	5
Canon Dalian Office Equipment Co., Ltd.	8	Wuxi Weifu Science and Technology Group	7

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## Tour's Comments

Beiqi Foton Motor Co., Ltd.

Engineering Research Institute This is our fourth time to attend IA BEIJING. At this IA BEIJING 2015, we carefully observe the robots from different manufacturers and find that these robots have significantly improved their speed and reliability. Flexible automation needs a high degree of recognition, namely, fast scan. Among exhibits, one enterprise showcases a high-speed rotating wheel, with different QR codes. Scanner could automatically read these codes, improving production efficiency and recognition accuracy. In this tour visit, our colleagues learn various equipment and related knowledge. They will apply them in our future design and manufacturing. Looking into the future of Made in China2025, we need a joint effort of all industries. Thank HANNOVER MESSE for giving us such a good platform.

Mondelēz International (Beijing) Co., Ltd

We are invited as a professional audience by the organizer to attend IA BEIJING. We are from food industry and have always paid attention to automation exhibition, in particular, automatic sensor and driving control products. It's lucky to see related exhibitors providing related products, such as Germany-based Beckhoff Maglev transportation system. We find solutions to problems encountered in our production process. Also, the smart manufacturing meeting concurrently held is very wonderful. Hopefully, the organizer could invite enterprises with cutting-edge technology and specialty to attend IA BEIJING 2016, and wish IA BEIJING greater success!

Tianjin Samsung Electro-Mechanics Co., Ltd.

Through this IA BEIJING 2015, we know about the latest smart manufacturing and automation technology, as well as high-end technology in China and Germany. We command the latest development of technology results and technology, which are helpful for our future development. The organizer provides considerate services for visitors. Here, we would like to thank for their services and wish the exhibition every success.

Beijing Chunlizhengda Medical Instruments Co., Ltd.

The industrial robots products are exhibited in core exhibition areas. The robot automation application conference is held concurrently. Chinese robot experts and representatives of mainstream manufacturers introduce the status quo and future development of industrial robots, providing a convenient exchange platform for experts and audiences. The audiences are impressed with various robots in robot exhibition center, marking that manual operation is replaced with mechanical operation.

Beijing CSR Times Locomotive and Rolling Stock Mechanics Co., Ltd.

At the invitation of the organizer, this is our first time to attend the exhibition in groups. Like last exhibition, this exhibition invites high-quality exhibitors. We are impressed with the exhibits displayed by leading international brands and wonderful on-site presentation. The advanced industrial automation concepts expand our vision. Many thanks for organizer's considerate services. I wish that IA BEIJING will expand its influence and attract more exhibitors and visitors in the future.



Thanks to the following visiting delegations !



\*The names are in order without priority



# Live Events-Conferences & Forums

During Industrial Automation BEIJING 2015, 10 concurrent forums and conferences were held, covering multi-industry solutions, and provided exhibitors and visitors with another great communication platform!



- China Engineering Science and Technology Forum
- **- 2015 International Intelligent Manufacturing Conference**
- Chinese German High-end Seminar
- The 3rd Industrial Robot · Automation Application Conference 2015
- Intelligence, Networking and Machine Substitution of Manufacturing Operator
- Informatization, Intelligentization and Application of Continuous Conveying Technology
- Interoperability for Industrie 4.0 and the Internet of Things
- The "New Normal" of China Industrial and Automation Market
- 2015 Analysis and Communication Conference of the Trend of Sensing Technology
- International Intelligent Manufacturing Conference 2015
- The fourth Industrial Control System Information Security Summit 2015
- PLCopen Technologies & Specifications for Intelligent Manufacturing





## Supporting Media



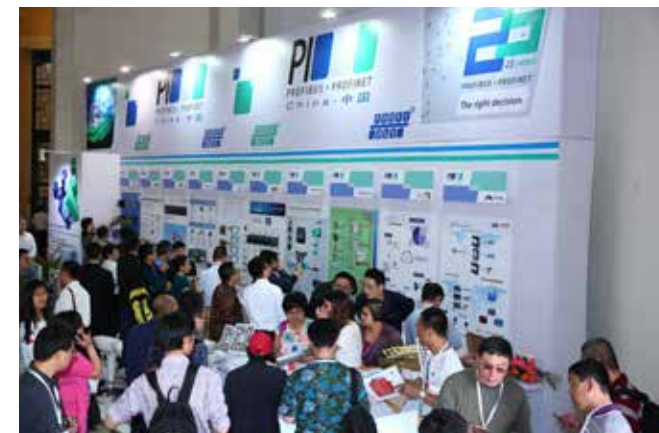
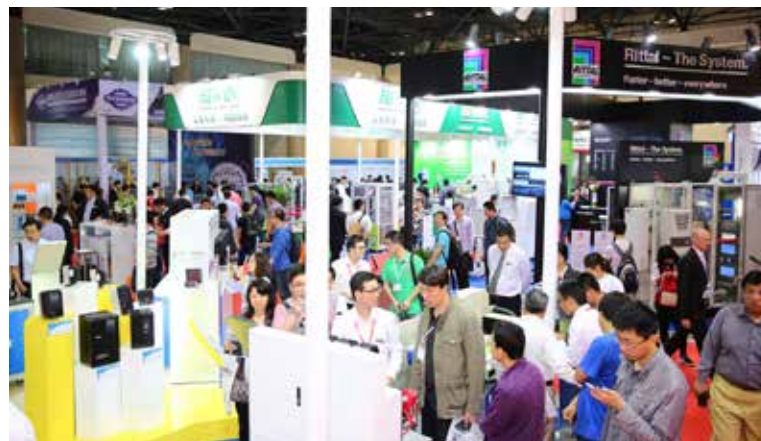
## Cooperation Media/Cooperation Websites



\*The names are in order without priority

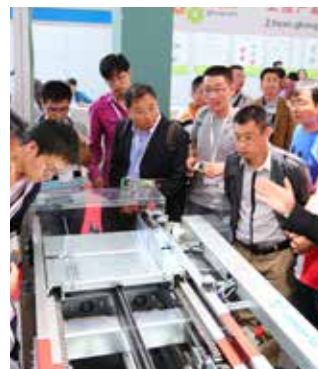
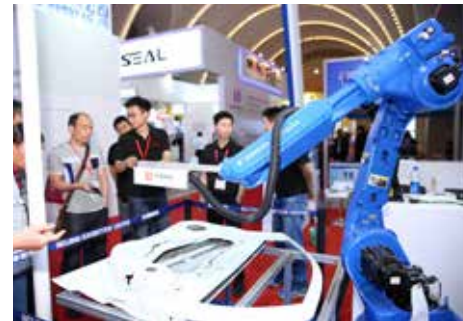


# Show Impressions



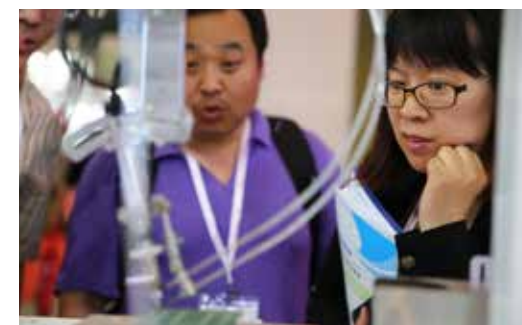
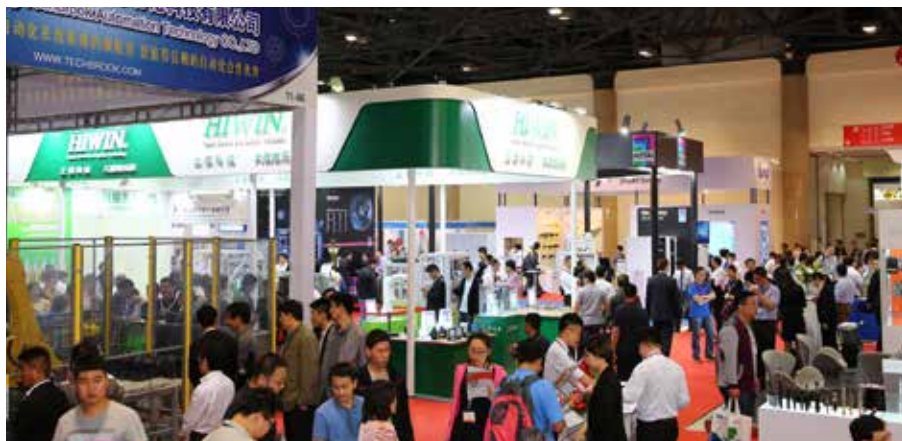


# Show Impressions





# Show Impressions





# INDUSTRIAL AUTOMATION EVENTS WORLDWIDE



## CHINA

SHENZHEN

1-3 JUL 2015

SHANGHAI

3-7 NOV 2015

BEIJING

11-13 MAY 2016

## INDIA

NEW DELHI

9-11 DEC 2015

## TURKEY

ISTANBUL

17-20 MAR 2016

## GERMANY

HANNOVER

25-29 APR 2016

## USA

CHICAGO

12-17 SEP 2016

Industrial  
Automation

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## Go Further into China's Fast Growing Automation Market!

### Industrial Automation BEIJING 2016

11-13 May 2016, Beijing Exhibition Centre, No.135, Xizhimenwai Street, Xicheng District, Beijing



☐ I want to visit Industrial Automation BEIJING 2016

☐ I want to participate in Industrial Automation BEIJING 2016

Company: _____		Address: _____	
Contact Person: _____		Tel: _____	
Fax: _____		Mobile: _____	
Zip Code: _____		Email: _____	
Website: _____		Space: _____	
Type of Company:	<input type="checkbox"/> Foreign	<input type="checkbox"/> Joint Venture	<input type="checkbox"/> Local
Exhibits Source:	<input type="checkbox"/> Foreign	<input type="checkbox"/> Local	
Date	Signature		

Fill in the above form and fax back to us by +86-21-5045 9355/6886 2355

- Please note that this document serves as space booking at Industrial Automation BEIJING 2015, 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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**Industrial  
Automation**

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**BEIJING**

# **Industrial Automation BEIJING 2016**

11-13 May 2016 · Beijing Exhibition Centre

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