

Industrial Automation BEIJING

Leading Trade Fair for Process, Factory and
Building Automation Systems and Solutions

11-13 May 2016
Beijing Exhibition Center

www.industrial-automation-beijing.com

2016

Association Partner



Chinese Mechanical
Engineering Society



Deutsche Messe



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Industrial
Automation

BEIJING

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The Most Authoritative Automation Fair in Northern China

Industrial Automation BEIJING

In recent years, a new round of technical revolution and industrial transformation took place in the world. Developed countries followed this trend by introducing some national strategies and plans for stimulating real economy growth. They hoped to recover the competitive advantages in the manufacturing industry through technical advancement and industrial policy adjustment. The U.S. formulated "reindustrialization", "manufacturing renaissance" and "advanced manufacturing partner program". Germany promulgated "Industrie 4.0". Meanwhile, Japan began to implement "Revitalization Strategy". And Korea implemented "Increased Power Strategy". France also put forward the "New Industrial France" proposal.

By 2010, China's manufacturing scale would have overtaken the U.S. to become the world's No. 1. Now, China ranks No. 7 among 136 countries in terms of industrial competitiveness index and No. 1 in the world in terms of net manufacturing export. China ranks No. 1 in 7 of 22 major categories classified according to the international industrial standard. What's more, the output of over 220

industrial products of China ranks No. 1 in the world, such as steel, cement and automobile, etc.

However, what behind the Chinese glorious manufacturing industry are heavy price, abnormal structure and low return. On the whole, the manufacturing industry features large resources consumption, poor independent innovation capability and high external dependence of core components. Moreover, in recent years, the "low cost advantage" on which the manufacturing industry relies to survive fades away gradually. At the National People's Congress and Chinese People's Political Consultative Conference of 2015, Premier Li Keqiang first put forward in the government work report that, we will implement the "made in China 2025" strategy to seek innovation-driven development; apply smart technologies; strengthen foundations; pursue green development; and redouble our efforts to upgrade China from a manufacturer of quantity to one of quality. This is a milestone in the Chinese manufacturing industry development, which plays a decisive role in continuing the glorious manufacturing. More policies concerning Chinese Manufacturing 2025 are being introduced successively, including relevant tasks, key emphasis in work, subsequent support policies for key technologies to be developed, financial and tax support policies that are put forward in the general plan - Chinese Manufacturing 2025.

According to the work plans issued by the Ministry of Industry and Information Technology and National Development and Reform Commission, Chinese Manufacturing 2025 "1+X" plan and "Green Paper" concerning key technical innovations are expected to be introduced within 2015. Special projects for strengthening industrial foundations are to be advanced substantially within 2015. With the introduction of specific policies, Chinese Manufacturing 2025 is entering the implementation stage from the plan.

As a part of Hannover global automation itinerant exhibition, Industrial Automation BEIJING has been dedicated itself to building the most authoritative transaction and promotion platform for industrial intelligent and automated products in northern China for many years. In response to industrial enterprise users' demands, Industrial Automation BEIJING has taken the lead in organizing a fair with the focus on technical orientation and application, exploring more business opportunities for exhibitors and visitors. Industrial Automation BEIJING 2016 will exhibit more diversified innovative technologies and automation solutions to sustainable development, providing a comprehensive high-end transaction platform.

The continuous improving show quality
With 3 years' accumulation

Over 200 exhibitors
From 16 countries and regions

15,806 professional visitors
From 18 countries and regions

96 matchmaking meetings
76% participants reached the procurement intention

117,000 commercial contacts
Share with IA Worldwide Shows

80 delegations
From associations and leading companies, covering multiple user industries

12 seminars and forums
Around new hot-spot application industries

Industrial Automation BEIJING features a new mode and comprehensive solutions to intelligent manufacturing



Product Categories

- Drive systems and components
- Electromechanical components and peripheral equipment
- Sensor technology
- Robotics
- Control technology
- IPCs
- Industrial software
- Interface technology
- Low voltage-switching devices
- Human-machine interface devices

- Industrial communication
- Industrial measurement and instrumentation
- Machine vision
- Assembly equipment
- Materials handling devices
- Integrated systems
- Dismantling equipment
- Micro technology
- Machine components
- Training and consulting





Decision makers or the keypersons to influence the purchase

70%

Industrial Automation BEIJING will offer you an opportunity to directly get acquainted with the enterprises intended to update their production lines in northern China.

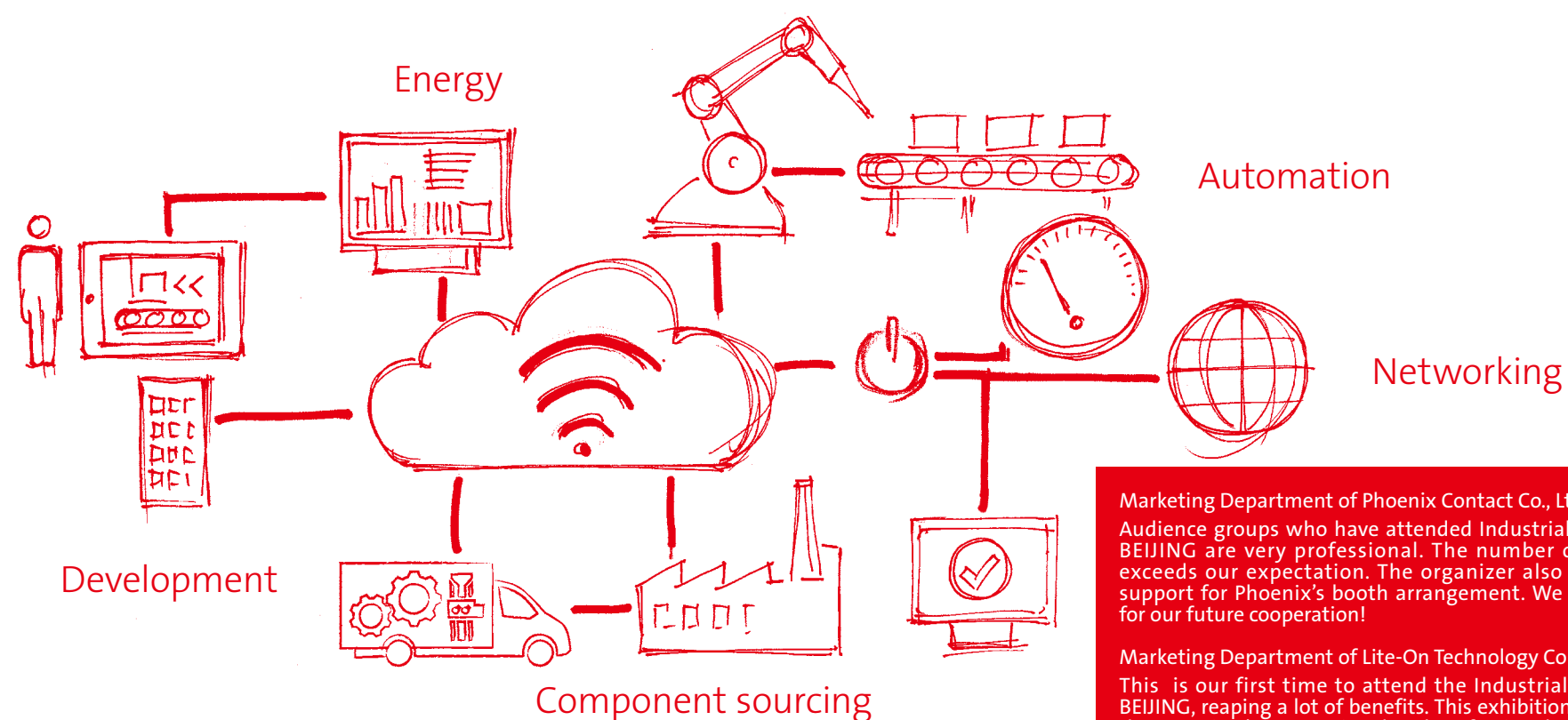
Through the tailored VIP buyer match-up service, you can:

- Enter the industrial automation market with huge potentials in northern China;
- direct meet with the industrial users' decision makers in the northern China's market;
- receive the invited professional buyer delegations on site;
- get acquainted with leading characters from global authoritative industrial associations and enterprises;
- contact thousands of professional buyers and visitors from the northern China's market;
- meet with A-list industrial media outlets;
- Conduct face-to-face communication with corporate technicians and engineers.

High-end technical forum interprets “Made in China 2025”.

China introduced the “Made in China 2025”, While Germany out forward the “Industrie 4.0”. Both wish to seize preemptive opportunities and give full play to their advantages by implementing strategies, thus creating more room for development.

— Mr. Miao Wei, Minister of Industry and Information Technology



Chinese Engineering Science & Technology Forum - 2015 International Conference on Smart Manufacturing, jointly built by China and Germany was launched during the fair. This highest-level conference with the largest scale in the industry introduced two concepts (“Industrie 4.0” and “Chinese Manufacturing 2025”) simultaneously for the first time. Multiple Chinese and German state leaders, academicians of the Chinese Academy of Sciences and Chinese Academy of Engineering and corporate top management were invited to discuss two issues of worldwide concern. A domestic benchmark forum was successfully built, leading the industrial development trend and issuing the latest policy orientation. Chinese and German guests (including Lu Yongxiang, academician of the Chinese Academy of Sciences, Miao Wei, Minister of Industry and Information Technology, Zhou Ji, President of Chinese Academy of Engineering and President of Council of Chinese Mechanical Engineering Society, Li Bohu, professor of Beihang University and academician of Chinese Academy of Engineering, Wolfgang Scheremet, Director of BMWI Industrial Policy Department, and Bernhard Diegner, Director of Personnel Development and Engineering Production Department of ZVEI) delivered speeches on the

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Marketing Department of Phoenix Contact Co., Ltd.

Audience groups who have attended Industrial Automation 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 Lite-On Technology Corporation

This is our first time to attend the Industrial Automation 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 Industrial Automation BEIJING 2016 will become a larger and more successful event!

topics such as the implementation of “Chinese Manufacturing 2025”; governmental policy orientation; Sino-Germany cooperation; Chinese smart manufacturing; Smart Cloud Manufacturing (cloud manufacturing 2.0) – a smart manufacturing mode and method in the internet era; Industrie 4.0 – digitization of German manufacturing economy; and Industrie 4.0 platform development – activity, problems and results. After the conference, accompanied by the fair organizer, Lu Yongxiang, academician of the Chinese Academy of Sciences and Miao Wei, Minister of Industry and Information Technology, visited the fair and spoke highly of fair.

Top-level technical event for buyers


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 grown by 5% compared with last year.

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%

Industrial Area	Percentage
Industrial Automation	53%
Mechanical Machinery Engineering	15%
IT and Electronics	11%
Aerospace	9%
Automobile Manufacturing	8%
Biological and Medical	2%
Metallurgy/Casting	2%
Food/Beverage	2%
Packaging/Printing	2%
National Defense	2%

Visitor's Purchasing Authority



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

The infographic features a blue silhouette of a group of six people (three men in suits and three women) standing behind a blue rectangular box. The box contains the text 'Over 70% attendees were final & joint decisionmaker or purchasing related.' To the left of the box, there are three small blue squares of increasing size, and below the box, there are three larger blue squares of increasing size, creating a sense of depth and movement.



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attendees were final &
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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.

The infographic features a central red square with the text "Industrial Automation" and "BEIJING" below it. Surrounding this center are ten colored squares, each representing an activity and its percentage of importance. The squares are connected by a circular line, and arrows point from each square towards the center. The activities and their percentages are as follows:

Activity	Percentage
Collecting the market information	46%
Finding new products and innovations	40%
Finding solutions for special requirements	22%
Finding new clients	11%
Developing new business	10%
Collecting information for future purchasing and investment	9%
Placing orders during the show	8%
Finding new suppliers and distributors	8%
Attending concurrent forums and conferences	3%
Evaluating the show to decide whether to be an exhibitor	3%



Visitors' Industrial Areas

Visitors from the following industries: Machinery Manufacturing, Electronics Manufacturing, Food and Beverage Packaging and Machine Tool, accounted for more than 50% of the total visitors.

Industry Sector	Percentage
Industrial Automation	100%
Mechanical Machinery Engineering	100%
IT and Electronics	11%
Aerospace	9%
Automobile Manufacturing	8%
Energy/Electrical Power	8%
Machine Tool	5%
Rail Transport	5%
Petrochemical/Chemicals	5%
Construction	3%
Environmental Protection Equipment	2%



Delegations

The image displays a collection of logos from numerous international companies and organizations, arranged in a grid-like fashion. The logos include:

- Top Row:** CSR 中国南车, CNR 中国北车, FIH 富智康, SAMSUNG, Lenovo, GE GE Imagination at work, Panasonic Ideas for Life.
- Second Row:** GREE 格力, Coca-Cola 可口可乐, pepsi, COSC, 中国航天, BOE, 国家电网, 新奥集团.
- Third Row:** 中国联通, E, 北京神州中航机电技术开发有限公司 Beijing Shenzhou Zhonghang Jidian Kefa Development Co., Ltd., SHIMADZU 岛津, CETC, 长安汽车 CHANGAN, 长安汽车 CHANGAN.
- Fourth Row:** 神意汽车, FOTON 福田汽车, Mercedes-Benz, HUAWEI, HYUNDAI, 奇瑞汽车 CHERY, FOTON 福田康明斯, Dacia.
- Fifth Row:** faurecia, KARL MAYER, 亿滋 YIZI, 好丽友, 伊利, 娃哈哈 Wahaha, JDB 加多宝集团, 中粮 COFCO, 北京泰德制药.
- Sixth Row:** Bayer MaterialScience, 艾默生 EMERSON, CHINT 正泰, BBE 北开电气, 北方 NORTHERN, QMORI 瀚斯博尔.
- Seventh Row:** SMTCL, A.B. SMITH 史密森, RICHTELIN, 中国铝业集团有限公司 ALUMINA GROUP CO., LTD., HITACHI Inspec II R Eco, Haier, CHUNLI 春立, 天辰控股, TIGEC.
- Eighth Row:** JD.COM 京东, 华信公司 Huaxin Co., Ltd., 中电星网股份有限公司 ZHONGDIAN XINGWANG CO., LTD., 华润 RUIHUA, HUAWEI, Pfizer, Canon, TCL, 三星 SAMSUNG.
- Ninth Row:** Sevenstar 七星电子, 三星 SAMSUNG, 科勒 KOHLER, KONE, MCC 中冶京城, 正大集团 CHENGTAI GROUP, 中国石化 SINOPEC.

Buyers' Comments

Beijing Luoke Machinery Co., Ltd.

We are pleased to attend Industrial Automation 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.

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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 results for both buyers and sellers.

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Tour's Comments

Mondelēz International (Beijing) Co., Ltd

We are invited as a professional audience by the organizer to attend Industrial Automation 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 Industrial Automation BEIJING 2016, and wish Industrial Automation BEIJING greater success!

Tianjin Samsung Electro-Mechanics Co., Ltd.

Through this Industrial Automation 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.

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**Use this opportunity to present your products
And solutions to the world**



HANNOVER MESSE
25 - 29 Apr. 2016
Hannover, Germany



Industrial Automation at WIN INDIA
9 - 11 Dec. 2015
Delhi, India



Industrial Automation NORTH AMERICA
12 - 17 Sep. 2016
Chicago, U.S.A.



Otomasyon EURASIA at WIN EURASIA
17 - 20 Mar. 2016
Istanbul, Turkey



Industrial Automation Show
3 - 7 Nov. 2015
Shanghai, China



Industrial Automation SHENZHEN
29 Jun. - 1 Jul. 2016
Shenzhen, China

Application Deadline
28 February 2016