

Press release

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Asiamold gears up for the 2021 edition and unlocks industry trends through advanced concurrent programme

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Asiamold – Guangzhou International Mould & Die Exhibition is scheduled to take place from 3 – 5 March 2021 at the China Import and Export Fair Complex in Guangzhou, China. Held concurrently with SPS – Industrial Automation Fair Guangzhou (SIAF), Asiamold will feature the latest mould making, 3D printing and die casting technologies presented by leading domestic and international brands. Apart from the exhibition, the fair also offers unparalleled sourcing and networking opportunities in education, information and technology exchange across the manufacturing industry.

Regarded by professionals as the annual event for Asia's manufacturing-based industries, the fair has already attracted a number of industry-leading suppliers who are prepared to showcase their latest findings. Renowned brands confirmed for the 2021 edition include Dongguan Chuangyi Metal Product, Dongguan Jinpan Mould Parts, Dongguan Senshang Precision Modelling, Dongguan Yalu Industry, Hostar Hotrunner Technic, JK MOLD, Ledlink Optics, Moldburger Mold Industry, Shenzhen Aomeite Nano Technology, Shenzhen Datong Precision Metal, Taizhou Uni Mould & Plastic Technology, Xu Hong Precision and others.

Asiamold and SIAF are two of the leading industry events in South China to kick off the 2021 sourcing year. Through discovering both event's diverse selection of exhibitors, buyers can expect to source the most appropriate items to match with the surging need of smart manufacturing solutions in the region. Together, Asiamold and SIAF 2021 expect to welcome over 55,000 visitors and host more than 660 exhibitors across 50,000 sqm of exhibition space.

Comprehensive concurrent programme to highlight the latest innovations and trends in moulding and 3D printing industries

In addition to being a wide-ranging trading platform, Asiamold also offers unique opportunities for fairgoers to exchange professional insights and discover different market perspectives. Held alongside the exhibition will be a comprehensive fringe programme to help industry players navigate emerging trends and new business realities. Throughout the course of the fair, over 20 industry-oriented seminars and product presentations will be delivered by industry experts from leading enterprises and global associations. A series of informative sessions will equip attendees with the latest industry development and market insights. Some highlights

Messe Frankfurt (HK) Ltd
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include:

- **The 2nd Industrial Moulding Summit on Automotive Moulding Technologies**

Some of the industry's most renowned automotive moulding experts representing the region's leading enterprises have already been confirmed to share their insight on the application and technological advancements within the automotive moulding sectors and more. Furthermore, the speakers will also look into the future trends of the automotive moulding industry, especially during the post-pandemic era.

- **The 2nd Industrial Moulding Summit on Smart Plastic Injection Moulding Technologies**

In addition to the discussion on automotive moulding technologies, the second Industrial Moulding Summit will also cover the latest innovations on smart plastic injection moulding solutions to-date, particularly within China's Greater Bay Area.

- **3D Printing Industry Technology & Applications Summit**

The 3D Printing Industry Technology & Applications Summit will make its fifth appearance at the 2021 fair. Assorted topics discussing the current developments and future trends in the 3D printing industry will be presented by industry experts through case-studies and interactive discussions to facilitate high-level technical exchange within the industry.

- **China Advanced Moulding Technology Challenge 2021**

Live demonstrations for moulding technologies will also be on offer at the upcoming fair. Not only will a comprehensive collection of advanced moulding solutions from China be on display, the live showcases will also enhance the exchange of market intelligence and industry trends across the industry.

Asiamold is organised by Guangzhou Guangya Messe Frankfurt Co Ltd and forms a part of a series of international events including Formnext, Rosmould and Formnext + PM South China. The next edition of Formnext will be held from 16 – 19 November 2021. The next edition of Rosmould will take place from 15 – 17 June 2021 in Moscow. The first edition of Formnext + PM South China will be held from 9 – 11 September 2021 in Shenzhen.

For more information, please visit www.asiamold-china.com or email asiamold@china.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the

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framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2020