



汉诺威工博会与中国工博会
联合打造

2020华南国际工业博览会 华南国际工业自动化展览会 IAMD SHENZHEN

工业引领 智享未来

2020年6月2-5日

2-5 June 2020

深圳国际会展中心 (新馆)

Shenzhen Convention
and Exhibition Center



Deutsche Messe



FIERA MILANO

汉诺威米兰展览(上海)有限公司



上海工业商务展览有限公司

东浩兰生

SHANGHAI INDUSTRY & COMMERCE EXHIBITION CO., LTD.



 2019华南国际工业自动化展览会亮点回顾
Show highlights of the IAMD SHENZHEN 2019

展示面积
Exhibition
35,000sqm

专业观众
Visitors
38,672

论坛
Conference and Forum
14

参展企业
Exhibitors
500+

组团观众
Delegations
200+

工业引领，智享未来 See the Future Intelligent Look of the Industry

现实应用勾勒未来工业图景

新一轮工业革命方兴未艾，全球工业数字化转型迈向纵深。在素有“世界工业发展晴雨表”之称的汉诺威工业博览会，有关数字工业、智能制造的设想和愿景越来越多地变为现实应用，2019年尤以人工智能（AI）和第五代移动通信技术（5G）的应用最受瞩目。创办于1947年的汉诺威工博会是全球最大的工业展，也是德国“工业4.0”的原点。2011年，德国首次在工博会上公开推出这一概念，核心是通过不同技术和要素融合，对工业进行数字化和智能化升级，孕育出涵盖产品整个生命周期的智能价值链，使灵活的个性化生产成为新标准，降低资源消耗，并促使经济效益显著提升。8年来，汉诺威工博会始终聚焦“融合的工业”，“融合”恰是新一轮工业革命的核心特点。工业设计、规划、生产、物流、服务等与信息通信技术经过灵活的排列组合孕育出各式场景下的应用，各国企业则试图通过创新“玩转”排列组合。

中国国际工业博览会自1999年创办以来，历经多年的发展创新，通过专业化、市场化、国际化、品牌化运作，已发展成为中国装备制造业最具影响力的国际工业品牌展，是中国工业领域面向世界的一个重要窗口和经贸交流合作平台。得益于人工智能、5G以及边缘计算等一系列前沿技术的现实应用，未来工业正稳步迈向大规模柔性生产、全流程透明生产、分布式生产、智能自动生产。从产品设计、制造到运输、服务，全球产业链将被重塑。得益于粤港澳大湾区巨大的发展前景，华南国际工业博览会由此孕育而生。

华南国际工业博览会立足未来工业的高站位，融合德国汉诺威工业博览会和中国国际工业博览会的优势主题，精确聚焦中国智能制造，将通过展示工业自动化、机器视觉和工业机器人技术；新一代信息技术和数字化工厂解决方案；金属加工和激光设备；工业配套和新材料等全行业最新技术和解决方案，完美呈现智能工业产业链中的创新技术及产品的有效融合。

Make Future Industrial Process Tangible

Artificial intelligence in industry and robotics, the potential of the new 5G mobile communications standard for industrial applications, and the future of work in a time of increasing digitalization were this year's most important topics at Hannover Messe - the world's leading trade show for industrial technology. Founded in 1947, Hannover Messe is the world's largest trade show for industrial technology and also the initial starting point of "Industry 4.0". After the concept of "Industry 4.0" was announced at Hannover Messe in 2011, Hannover Messe continuously demonstrates the progress of the integration of industries and its practices in standardizing production processes, lowering the cost and material consumption and improving the efficiency. In the past 8 years, Hannover Messe showed the integration practices leading by information communicating technologies among the whole industry value chain, including: product design, production planning, production process, logistics and services.

Founded in 1999, China International Industry Fair becomes one of the most influential international industry trade shows. It's professional, market oriented and brand oriented performances are well recognized. It is THE important trading and communicating platform for connecting China with the world in sense of industry development. Thanks to the practical applications of the cutting edge technologies such as artificial intelligence, 5G and edge computing, the industry of the future is steadily moving towards large scale flexible production, full process transparent production, distributed production and intelligent automated production era. From product design, manufacturing to transportation and services, the global industrial value chain will be reshaped. Benefited by the Greater Bay Area development plans, South China International Industry Fair (SCIIF) is born with innate advantages.

Integrating the best topics and themes of Hannover Messe and China International Industry Fair (CIIF) South China International Industry Fair (SCIIF) is dedicated to display the future look of the industry, put focus on China intelligent manufacturing. The product categories include: process automation, machine vision, industrial robots, new generation of information and digital factory solution, metal working and laser equipment, industrial components and new material etc. SCIIF is going to be the interpretation of how innovative technologies helping the development of industrial productions and value chain.

2020年华南国际工业博览会将于6月2-5日在深圳国际会展中心隆重召开，期待您的莅临
South China International Industry Fair is going to take place at Shenzhen World Exhibition and Convention Center during 2-5 June, 2020. We are looking forward to welcoming you in Shenzhen.

响应粤港澳大湾区发展战略， “华南自动化展”全面升级“华南国际工业博览会” To serve the needs of Greater Bay Area development plan, IAMD SHENZHEN upgraded itself to South China International Industry Fair

一年一度的华南国际工业自动化展览会展是华南人气最旺的自动化展之一，自1997年创立以来，华南自动化展伴随着珠三角经济圈的腾飞，奠定了坚实的产业基础和广阔的市场需求。2014年，这一品牌例展正式被纳入德国汉诺威工业博览会（Hannover Messe）的全球工业系列展之一，并凭借专业的办展理念和强大的资源网络开启展览会的全新格局。华南自动化展多年来致力于推进制造业业内交流与产业升级，将于2020年6月2日-5日迎来第24届盛会，2020年，为响应粤港澳大湾区发展战略，全面贯彻《粤港澳大湾区发展规划纲要》，“华南自动化展”全面升级“华南国际工业博览会”，移师深圳新国际会展中心（宝安新馆），预计展示面积12万平方米，吸引海内外展商2,000余家。本届工博会将由德国汉诺威工博会及中国国际工业博览会联合打造，在华南国际工业自动化展的基础上增加工业机器人、数字化工厂/工业互联网、机器视觉、机床及金属板材加工、模具制造、激光及光学、新材料、工业配套等工业链专题展区，将进一步依托汉诺威工业博览会和中国国际工业博览会的庞大资源，打造中国华南市场的“工业璀璨之星”。

IAMD SHENZHEN is one of the most influential and "crowded" automation trade shows in South China region. Founded in 1997, IAMD SHENZHEN grown accompanying the soaring economic development of pearl river delta region, it is benefited from the solid regional industrial clusters and the broad market needs. In 2014 IAMD SHENZHEN became one of the satellite shows of Hannover Messe Worldwide, with the new concepts and international network brought by Hannover Messe, IAMD SHENZHEN had a gorgeous transformation. IAMD SHENZHEN is dedicated to promote the industrial upgrading and inner communications within industrial clusters along the years in South China, the 24th edition is going to take place during 2-5 June 2020. To cope with the strategic development plan of Greater Bay Area and to practice the "Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area", IAMD SHENZHEN upgraded itself to "South China International Industry Fair (SCIIF)" and it is going to move to "Shenzhen World Exhibition and Convention Center" (the new venue in Shenzhen Baoan district). The estimating show scale is 120,000 square meters with more than 2,000 exhibitors from worldwide. SCIIF is a joint effort between Hannover Messe and China International Industry Fair, on the base of IAMD SHENZHEN, it is going to add topics of whole industrial value chain, eg., Industrial Robots, Digital Manufacturing / Industrial Networking, Machine Vision, Machine Tool and Metal Sheeting, Die & Mold, Laser and Optics, New Material, Industrial Equipment. With the resources from both Hannover Messe and CIIF, SCIIF will become the "shinning star" among the trade shows in South China.



展会全新亮点- 展示企业无限价值 A Unique Show Brings You Unlimited Opportunities

■ 华南地区不容错过的自动化专业展会—“华南自动化展”

IAMD SHENZHEN a must attend automation trade fair in South China

自1997年举办以来, 紧紧结合地区优势, 立足于发挥政府科技部门的政策导向与技改指导作用、发挥专业学会的技术优势及专业会展公司的组织经验, 多年来致力于推进制造业业内交流与产业升级, 是华南地区智能制造及工业自动化产品权威的交易及推广平台, 引领华南工业市场的主要方向。作为华南地区最具规模和影响力的工业自动化展之一, 深耕华南二十三载, 推动制造转型升级。二十三年来“华南自动化展”始终以打造行业内多元化的权威交流平台为目标, 助力上下游产业协同发展。

Founded in 1997, by fully using the regional advantages, government science and technology development policies and guidance, IAMD SHENZHEN dedicated to promote the manufacturing industry upgrading and industrial inner communications with its trade fair expertise and experiences. Along the 23 years operation, IAMD SHENZHEN built its reputations as the most influential and trust-worthy automation trading platform and land mark for showcasing development and transformation of intelligent manufacturing. Aiming to become the multidimensional and authoritative automation industry communication platform and to help advancing the collaborative development among the value chain, IAMD SHENZHEN kept on evolving.

■ 华南地区汇聚人气—50万客商及采购商受邀, 强势宣传, 深度覆盖华南制造产业链, 近三届观众均在3万人以上。

Gathering the valuable visitors in South China - 500,000 invitations are going to send to all industrial related enterprises, heavy market promotions have brought convincing results - more than 30,000 on-site visitors came to the recent 3 editions.

作为汉诺威自动化全球系列巡展之一, 2019华南国际工业自动化展共吸引了来自13个国家和地区的超500家企业参展, 在工业机器人、控制系统与传动技术、自动化设备及电子制造技术、机器视觉、工业物联网、AGV等六大板块下共同演绎国际前沿的自动化产品技术和行业解决方案。为期三天的展会呈现了精彩机器人的展示、庞大展团的亮相。展会共迎来专业观众38672人, 较去年增长10%, 再一次印证了华南自动化展在中国南方市场的巨大号召力和影响力。

As one of the Hannover Messe worldwide satellite shows, there were more than 500 exhibitors from 13 countries participated in IAMD SHENZHEN 2019. There were 38,672 on-site visitors attended 2019 show, which is 10% more than last edition, it again proved the influence and the reputation of IAMD SHENZHEN in South China region.

■ 核心采购商长期参与, 观众质量有保证

Assured buyers' quality and quantity

华为、中兴、海信、富士康、比亚迪、伟创力、京瓷、格力、美的、TCL、格兰仕、三星、松下、长虹、创维、新宝、康佳、联想、东芝、东菱威力、科达、宝洁、富士施乐、伟易达、德赛、今台、西铁城、卡西欧、昂纳、爱普生、理光、长城开发、兄弟、日立、新科、华阳、欣旺达、西德利、普联、科陆、大东骏通、新美亚、富强、捷普、东聚、福群、科瑞、广本、广汽、五羊-本田、敏实、法雷奥、友华汽车、电装、迈瑞、稳健医疗、太太药业、毅达医疗、通产丽星、沃尔核材、三华、三希集团、航嘉驰源、捷佳伟创、摩比天线、欧普照明、村田科技、东糖集团等核心采购商长期参与。

Assured buyers' quality and quantity - Huawei,ZTE, Hisense, Foxconn, BYD, Flextronics, Kyocera, Gree, Midea, TCL, Galanz, Samsung, Panasonic, Changhong, Skyworth, Xinbao, Konka, Lenovo, Toshiba, Dongling Power, Kodak, Procter & Gamble, Fuji Xerox, VTech, Desai, Jintai, Citizen, Casio, Onna, Epson, Ricoh, Great Wall Development, Brother, Hitachi, Shinco, Huayang, Xinwangda, Sidley, Pulian, Kelu, Hiroyuki, East Sugar Group etc. are all loyal buyers supporting the show for years.

■ 自2020年起, 升级“华南国际工博会”, 展会将移师全球第一大会展中心—深圳国际会展中心

Start from 2020, South China International Industry Fair (SCIIF) is going to take place in the world's largest exhibition venue - Shenzhen World Exhibition and Convention Center

2020年, 将打造大主题工业展品牌, 旗下设分工业自动化、工业机器人、数字化工厂/工业互联网、机器视觉、机床及金属板材加工、模具制造、激光及光学、新材料、工业配套等九个主题分展, 首届华南国际工业博览会将于深圳国际会展中心(宝安新馆)举行, 预计展示面积12万平方米, 吸引海内外展商2,000余家, 旨在为全行业搭建一个高效率的全工业体系的展览展示平台, 助力企业把握行业快速增长带来的市场先机。

In 2020, a more complete and comprehensive industry trade show is staging in Shenzhen World Exhibition and Convention Center, constituting by 9 themed shows namely: industrial automation, industrial robots, digital factory/industrial networking, machine vision, machine tool and metal sheeting, die & mold, laser and optics, new material, industrial equipment, the first edition of SCIIF is estimated to cover 120,000 sqm. Exhibition grounds, and accommodate more than 2,000 exhibitors. It will be a highly efficient trading platform for the whole industry and help the manufacturers to adapt to the rapid growing market.

■ 粤港澳大湾区的利好, 深圳将建设中国特色社会主义先行示范区, 国家重点支持深圳建设5G、人工智能等重大创新载体 With the benefits brought by the “Greater Bay Area” development plan, Shenzhen is going to become the pioneer demonstration area with Chinese characteristics

中共中央、国务院发布关于支持的意见, 支持深圳强化产学研深度融合的创新优势, 以深圳为主阵地建设综合性国家科学中心, 在粤港澳大湾区国际科技创新中心建设中发挥关键作用, 最终, 到本世纪中叶, 也即30年后, 深圳将成为“全球标杆城市”。粤港澳大湾区是我国重要的湾区之一, 是国家建设世界级城市群和参与全球竞争的重要空间载体, 与美国纽约湾区、旧金山湾区和日本东京湾区比肩的世界四大湾区之一。粤港澳大湾区拥有广泛的产业结构, 除了拥有大量高新技术产业之外, 还存在许多不同的传统制造业, 这为人工智能、智能制造、机器人、新材料、云计算、工业互联网、新一代信息技术等先进技术与传统工业结合奠定了基础。与此同时, 粤港澳大湾区制造业发达、产业体系健全, 更为研发、物流、金融、信息技术、商务、节能环保等生产性服务业的发展提供了广阔的空间。

The central government is going to support major projects of 5G and artificial intelligence in Shenzhen, The Greater Bay Area is well-placed to attract various key factors of innovation, and has an excellent foundation for the development of an international innovation and technology hub. These facts established a solid foundation for the development of artificial intelligence, intelligent manufacturing, robotics, new material, cloud computing, industrial IoT, new generation of information technology, it also provides sufficient development spaces for service industries like, R&D, logistics, financial service, information technology, business, energy saving and production service.

展品范围

Product categories

■ 智能装备、工业机器人 Intelligent Equipment & Industrial Robot

工业机器人及零部件、喷涂机器人、码垛机器人、搬运机器人、装配机器人、激光、焊接机器人、直角坐标机器人、机器人集成应用、整体解决方案、高端数控系统等

Industrial Robot and Parts, Painting Robot, Palletizing Robot, Transfer Robot, Assembly Robot, Handling Robot, Welding Robot, Rectangular Coordinate Robot, Robot Integrated Application and Solution, CNC System

■ 机器视觉 Machine vision

智能相机、工业镜头、板卡、配件、光源、图像处理系统、机器视觉集成、机器视觉软件、工业测量、仪器仪表、流量计、测试和检测设备
Smart Camera, Industrial Lens, Interface Card, Accessories, Light Source, Image Processing System, Machine Vision Integration, Machine Vision Accessories, Commercial Measurement, Instruments and Apparatus, Flow Meter, Measuring and Test Equipment

■ 智能控制系统 Intelligent Control System

控制系统、PLC、SCADA、传感器和执行器、伺服电机、连接器、人机界面、运动伺服、机箱机柜、嵌入式、工业电源、电力电工、电线及电缆附件、电气设备、过程和能源自动化系统

Control System, PLC, SCADA, Sensor and Actuator, Servo Motor, Frequency Converter, Connector, Human Machine Interface, Motion Servo, Chassis and Cabinet, Embedded Industrial Power Supply, Electrical Power, Wire and Cable Accessories, Electrical Equipment, Process and Energy Automation System

■ 工业物联网 Industrial Internet of Things

工业通讯、物联网、大数据/云计算、工业以太网、工控机、通讯、网络和现场总线系统、组装及搬运系统、线性定位系统、工业自动化信息技术及软件、信息安全

Industrial communication, Internet of Things, Big data/Cloud Computing, Industrial Ethernet, Industrial Personal Computer, Network and Field Bus System, Assembly and Handling System, Linear Positioning Systems, Industrial Automation Technology and Software, Information Security

■ 机械传动系统 Mechanical Transmission System

液压、气动、流体传动及元件、机械传动元件及零部件、滑动和滚动轴承、齿轮电机、线性技术以及密封技术

Hydraulic, Pneumatic, Fluid Drive and components, Mechanical Transmission Components and Parts, Bearing, Gearing, Motor, Linear Technology, Sealing Technology

■ 其它 Others

非标自动化设备、全自动包装机、自动贴标机、激光打标机、3D打印、自动点胶机、自动绕线机、各种自动化生产线、电子零部件及辅助设备、培训及咨询

Non-standard Automation Equipment, Automatic Packaging Machine, Automatic Labeling Machine, Laser Marking Machine, Automatic Dispensing Machine, Automatic Winding Machine, all kinds of Automatic Production Lines, Electronic Components and Auxiliary Equipment, Training and Consulting

展位费用 Stand options for foreign exhibitors:

■ 国内展商:

标展: RMB 14,000 元 / 个
净地: RMB 1,400 元 / 平方米

■ 国际展商:

标展: RMB 20,000 元 / 个
净地: RMB 2,000 元 / 平方米

■ Shell scheme: RMB 20,000/9 sqm
Raw space: RMB 2,000 /sqm

注1: 以上报价不包含特装管理费、展具租赁费及额外用电租赁安装费, 标准展位转角位另外加收5%。

注2: 标准展位为3m×3m, 配备: 白色围板、一桌、二椅、二灯、中英文楣板、展台铺满地毯, 一个插座。

注3: 馆内净地由参展单位自行或委托设计、装修及配备设备。



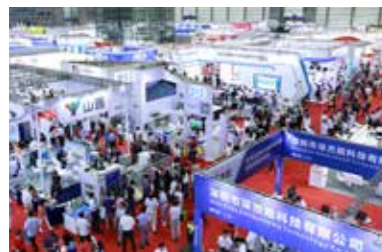
2019 年展会回顾 - 一切商机尽在华南国际工业自动化展览会 The Review of IAMD SHENZHEN 2019 All the business opportunities you can find in IAMD SHENZHEN

展商评语 Exhibitor Comments

斯坦德机器人（深圳）有限公司 Standard Robots Co.,Ltd.

华南自动化展第一次参加，来访的观众都比较聚焦，专业性很强，对我们传播品牌与市场拓展帮助不小，希望展会越办越好，期待明年在大会展中心的升级版。

It's our first time participating IAMD SHENZHEN, the visitors were professionals from related industries, we achieved our goals of promoting our brand and products in the market. We wish the show to improve every year, and looking forward to see an upgrading IAMD SHENZHEN in a bigger venue next year.



山善（深圳）贸易有限公司 YAMAZEN (SHENZHEN) TRADING CO.,LTD

面对经济下行的压力，客户更要考虑降低人力成本，提升效益。工业自动化提速势在必行。华南工业自动化展是大湾区专业观众上规模的展会。我司是自动化功能件及方案集成的提供商，我司连续多年参加此展会，每年都能结识大量优质的客户资源，是开拓市场的有效途径。期待明年能继续参加。

To address the economic downward pressure, our customers are trying to lower the labor cost and to improve their efficiency. Under this circumstance, further promoting automation processes become imperative. IAMD SHENZHEN is a big scale automation trading platform for Guangdong-Hong Kong-Macao Greater Bay Area. As the integrated automation solution provider - YAMAZEN had participated the show for years, the show provided us an efficient way to enter the market, we obtained quality customers on the show every year, we will for sure participate again next year.

买家配对 Match-making Service

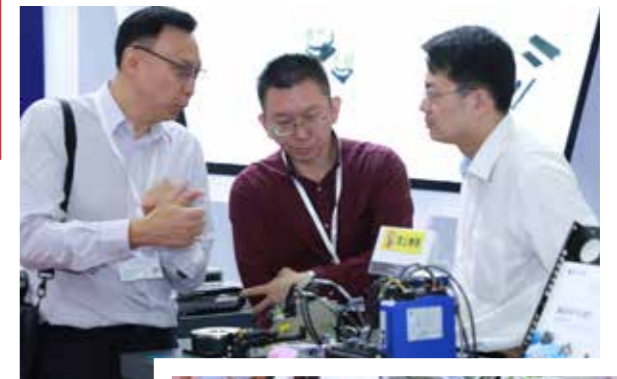
特邀买家计划是主办方为采购负责人设立的贵宾级服务，旨在帮助企业拓展业务、结识新合作伙伴，达到最高效的参观。今年共有 72 位专业买家参与计划，达成会面 346 场。针对不同展商对于不同行业买家的需求，我们专门为其精心挑选并邀约目标行业买家在展会现场进行一对一洽谈，得到了众多展商及买家的一致好评！2020 年，我们仍将与优质展商一起体验这专享的买家服务！

The Hosted Buyers Program is a VIP-level service set up by the organizers for the procurement leader to help them expand their business, meet new partners and achieve the most efficient visits. This year, a total of 72 professional buyers participated in the program and reached 346 meetings. In line with different needs of exhibitors for different buyers from different sectors, we specially select and invite targeted industrial buyers to negotiate with exhibitors one by one, well received by both exhibitors and buyers! In 2020, we will continuously experience such exclusive buyer services with high-quality exhibitors!

惠州旭鑫智能科技有限公司 曹寿盛 经理 Huizhou Xuxin Intelligent Technology Co., Ltd. Cao Shousheng Manager

通过展后的数据分析来看，此次展会收效显著，感谢主办的盛情邀请。关于机器视觉方面，引进了更多前沿技术，同时介绍行业需求，使更多企业做相关部署，促进行业发展。

Through the analysis of the data after the exhibition, we can see the exhibition has achieved remarkable results. Thank you for your kind invitation. With regard to machine vision, more cutting-edge technologies have been introduced. At the same time, industry needs have been introduced to enable more enterprises to make relevant deployments and promote industry development.



广州东海正保精密测量仪表有限公司 田玉桃 技术部部长兼董事 Guangzhou Donghai Zhengbao Precise Instruments Co., Ltd. Tian Yutao Head of Technical Dept. and Director of the Board

整体比较满意，开展前沟通很及时，多次联系过，服务工作态度比较好，同时，进展会比往年要快很多，如果能提供一些入馆和出馆的路线信息会更好，希望越办越好。

Overall we were satisfied with the services, the pre-show communications were in time and thorough with patience. The move-in process was much faster than previous years. We are expecting more information on road map regarding move-in and move-out, wish the show to improve every year.



参观团评语 Delegations Comments

东莞市东糖集团有限公司 Dongguan Dongtang Group Co., Ltd.

在此谨代表东莞市东糖集团有限公司感谢汉诺威米兰展览有限公司精心安排的参观展览行程。华南自动化展是我们组织公司科协人员参加六月的科技进步月活动内容之一，早期由公司派车，中午找吃的，非常麻烦，自从有了你们的参观展览安排舒心了很多，非常感谢！我们公司技术人员通过现场了解生产及过程自动化、工业机器人、机器视觉、电气系统、工业测量与仪器仪表等各类产品服务，收集了最新产品信息和技术、把握行业发展最新动态等，为集团公司创造更多元的创新技术和可持续发展的自动化解决方案提供信息。

On behalf of Dongguan Dongtang Group, I would like to thank Hannover Milano Fairs Shanghai Ltd. for the thoughtful delegation reception arrangements. Visit IAMD SHENZHEN was one of our company's "Technology Advancing June" activities, organized by our technology association. In the previous years we have to arrange the transportation and lunches by ourselves, this year they were all arranged by the organizer, we were grateful for being freed from the logistics. At on-site, our technicians collected information about new products, technologies and industrial trends in segments of industrial automation, process automation, industrial robots, machine vision, electrical system, industrial measurements and instruments. Those information would greatly help our group in developing diversified innovative technologies and sustainable automation solutions.



富士康科技集团 Foxconn Technology Group Co., Ltd.

首先非常感谢贵展会邀请我司参观此次华南国际工业自动化展与华南国际机器视觉及工业应用展览会！通过贵展会工作人员的细心周到的指引，耐心有序的组织下，此次参观，富士康组织了公司技术骨干等 400 多人前往展会，对康耐视，华睿科技，菲力尔等等很多企业进行了重点考察。并获得了许多先进技术与最新行业信息。公司领导重点对多家企业进行了深入的沟通交流，并有计划在 2019 年下半年做一些合作，同时参展也对我们公司向自动化及机器视觉技术普及指出了方向。祝贵展会越办越好！

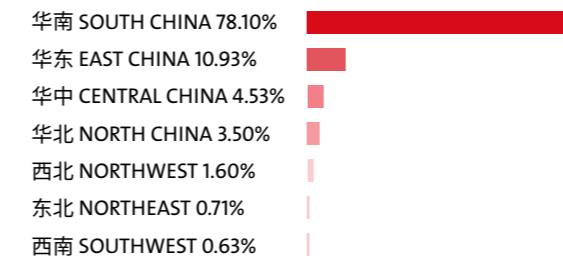
First of all, we would like to thank the organizer for the invitation of IAMD SHENZHEN. With the attentive and thoughtful assistance, Foxconn organized more than 400 staff to visit the show. We visited our interested exhibitors. Cognex, HuaRay Technology, FLIR etc. obtained cutting edge technologies and newest industrial trends. Our decision makers talked with some important suppliers in depth and made some cooperation arrangements for the second half of 2019. The exhibition also showed us directions on further promoting automation and machine vision in our plant. We wish the show a better future.

为期3天的展会共吸引了**38,672**名专业买家，其中国内观众来自**29**个省、直辖市的专业买家，其中华南地区的观众占了相对比例**78.10%**，本地观众占**56.12%**。

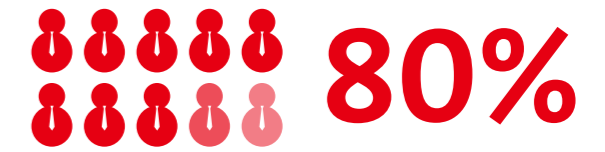
The three-day show has attracted **38,672** professional buyers. Domestic visitors are from **23** provinces/directly-controlled municipalities, with those from Southern China accounting for **78.10%**.

国内观众 Domestic Visitors

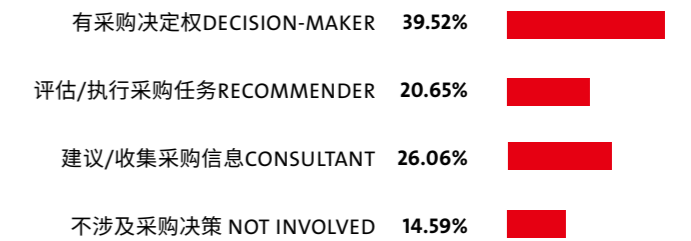
本届展会观众人数来源最多的10个城市：深圳、东莞、广州、佛山、惠州、中山、珠海、厦门、上海、宁波。
The 10 cities with the largest number of visitors are Shenzhen, Dongguan, Guangzhou, Foshan, Huizhou, Zhongshan, Zhuhai, Xiamen, Shanghai and Ningbo.



采购角色 Visitor's Purchasing Authority



超过80%的观众涉及采购或相关。
Professional buyers with purchase recommendation rights and final decision-making rights make up 80%



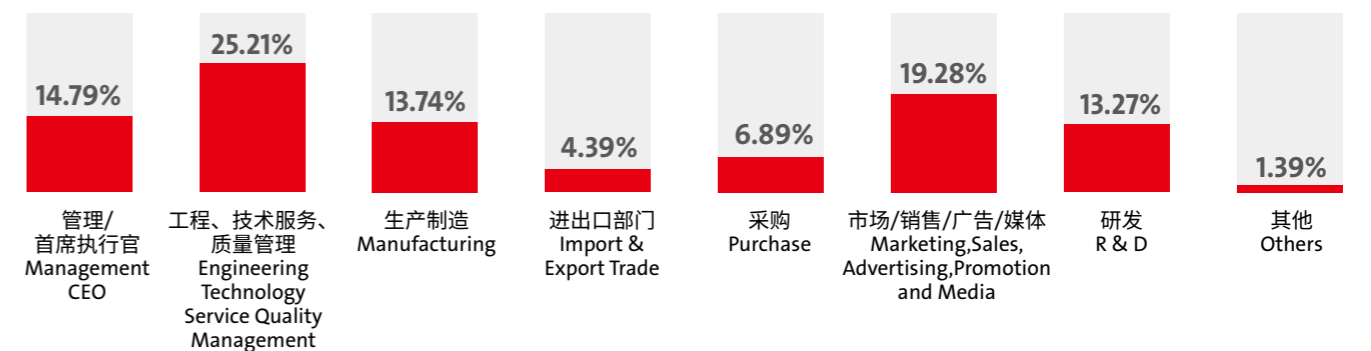
*百分比以回答此题的人数为基数分析，由于部分观众的多项选择，所以总百分比大于100%

* 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%.

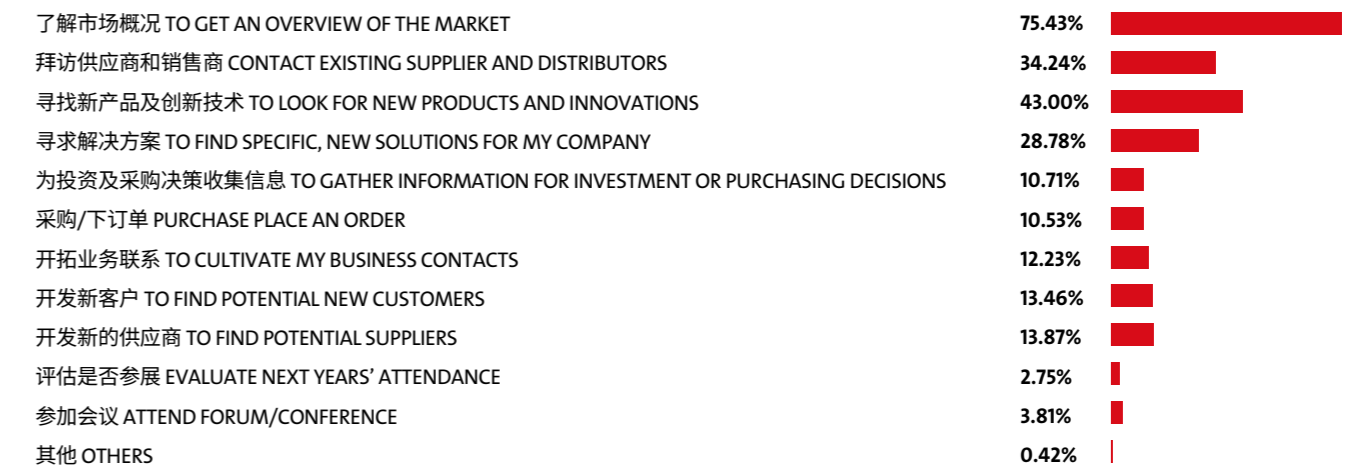
海外观众 Overseas Visitors

展会现场的海外观众共 251 人，所占比 1.09%，分别来自中国香港、中国台湾、马来西亚、新加坡、印度、俄罗斯、美国、泰国、埃及、尼日利亚等 23 个国家和地区。
There are 251 visitors (1.09%) coming from 10 different foreign countries and regions, including Hong Kong, Taiwan, Malaysia, Singapore, India, Russia, the United States, Thailand, Egypt and Nigeria etc.

工作性质 Visitors' Main Job Functions



观众反馈 Visitors' Feedback





Deutsche Messe



FIERA MILANO

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Mess and fiera Milano Group.

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*On behalf of Hannover Milano Fairs Shanghai Ltd

展会报名截止日期: 2020年4月30日
Deadline for application is 30 April 2020



IAMD
SHENZHEN