One of the most influential and professional exhibitions for mould and die development in China

15 – 17 September 2014
China Import and Export Fair Complex
Guangzhou, China
www.asiamold-china.com
Asia’s premier mould and die exhibition offers you a wealth of business opportunities

Asiamold’s 2014 edition intends to further the fair’s exceptional record of gathering the world’s leading brands in mould and die technology. Utilising the resources of Messe Frankfurt as well as Euromold, the main annual event for the mould and die industry in Europe, the show’s 8th edition will highlight the best and most up-to-date solutions for China’s increasingly sophisticated manufacturing market.

The Chinese marketplace for mould and die products and solutions remains highly profitable for suppliers of related products. The country’s demand is driven primarily by the manufacturing sector, which in 2013 was collectively worth over USD 70 billion. While a substantial portion of mould and die products utilised by Chinese manufacturers is from domestic suppliers, overseas products consistently receive strong orders from countries including Canada, Denmark, France, Germany, Italy, Japan, South Korea, Singapore, Taiwan and the US. For brands looking to sell to the China market, Asiamold remains a top choice for meeting targeted and qualified buyers.

2013 show figures
- 350 exhibitors from 13 countries and regions
- 17,289 visitors, a 12% increase from the previous year
  - 14,646 domestic visitors
  - 2,643 international visitors from 48 countries and regions, up 59% from 2012
- 19,800 sqm of exhibition space across two halls
- Over 60 visitor delegations from brands including Adidas, Philips Medical, Osram, BYD, Foxconn, Gree, Midea, Toyota, Honda, Oppo and much more

Asiamold 2013 exhibitors included:
The ideal business platform for everyone involved in the mould and die industry

Exhibitors praised the quality of the 2013 show

“We came on the recommendation of Euromold and the growing demand for our product in China. Chinese customers are increasingly interested in our aluminium-based blocks since majority of domestic suppliers still rely on steel. This is a new concept for the Chinese market, and one I believe will grow very big in the country. The show has been very good to us and has provided lots of potential customers for us to work with.”

Mr Gerhard Knauer, Managing Director, Kastens & Knauer GmbH & Co

“This is our second time exhibiting at Asiamold. We returned to the show because of the many potential customers it offers our business. Our main goal was to export our die-cast and plastic-injected products to car, camera, computer and telephone manufacturers. We are very satisfied with the performance of the 2013 show.”

Mr Nick Chen, Marketing Supervisor, Ka Shui Manufactory Co Ltd

“We are a first time exhibitor and came to the show to expand our customer base for our injection mould and insert mould products. Electronic manufacturers are our main customers, and we service some of the biggest names in Japan. We received more than 30 solid business leads by the second day. There’s a great deal of customers for us in China and Asiamold provides a great venue to meet them.”

Mr Akihiro Chiba, Section Manager, Takara Tool & Die Co Ltd

Top 10 main products from exhibitors

1. Moldmaking & Tooling
2. Mould design
3. Tools
4. Engineering
5. 3D Printing
6. Rapid Prototyping & Rapid tooling
7. Machine tools & Automation
8. Bearing and related parts
9. Metal material
10. Patternmaking & Prototyping

Achieved objectives of exhibitors*

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look for an agent or distributor</td>
<td>99%</td>
</tr>
<tr>
<td>Presentation / PR / Image promotion</td>
<td>88%</td>
</tr>
<tr>
<td>Check company’s market competitiveness</td>
<td>86%</td>
</tr>
<tr>
<td>Attain conclusions of sale at the fair</td>
<td>85%</td>
</tr>
<tr>
<td>Get information about new developments and products</td>
<td>80%</td>
</tr>
<tr>
<td>Maintain / Develop existing business contacts</td>
<td>80%</td>
</tr>
<tr>
<td>Exchange experience</td>
<td>78%</td>
</tr>
<tr>
<td>Make first steps into a new market</td>
<td>75%</td>
</tr>
<tr>
<td>Promote information on total production range</td>
<td>73%</td>
</tr>
<tr>
<td>Establish new contacts</td>
<td>67%</td>
</tr>
</tbody>
</table>

* Total may not equal 100% due to exhibitors may pick multiple selections.

Targeted visitors group*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Automotive</td>
<td>74%</td>
</tr>
<tr>
<td>B Home appliances &amp; technology</td>
<td>49%</td>
</tr>
<tr>
<td>C Medical apparatus &amp; instruments</td>
<td>43%</td>
</tr>
<tr>
<td>D Apparatus engineering</td>
<td>33%</td>
</tr>
<tr>
<td>E Lighting</td>
<td>30%</td>
</tr>
<tr>
<td>F Electrical &amp; electronic</td>
<td>29%</td>
</tr>
<tr>
<td>G Toy industry</td>
<td>28%</td>
</tr>
<tr>
<td>H Aerospace/ship building</td>
<td>27%</td>
</tr>
<tr>
<td>I Telecommunication</td>
<td>22%</td>
</tr>
<tr>
<td>J Furniture</td>
<td>21%</td>
</tr>
<tr>
<td>K General engineering</td>
<td>21%</td>
</tr>
<tr>
<td>L IT</td>
<td>19%</td>
</tr>
<tr>
<td>M Consumer goods</td>
<td>18%</td>
</tr>
<tr>
<td>N Environmental protection &amp; technology</td>
<td>16%</td>
</tr>
<tr>
<td>O Others</td>
<td>4%</td>
</tr>
</tbody>
</table>

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Top industry professionals choose Asiamold for their sourcing needs

Professionals across a range of industries visit Asiamold each year. Majority of visitors come from the manufacturing sector, with specialties including electronics, automobile, consumer goods, toys, medical devices and much more. For the sector’s decision-making buyers, Asiamold is their first destination when making purchasing decisions.

International visitors are also strong attendees to Asiamold. With the growth of quality mould and die solutions from Chinese suppliers, the 2013 show saw a 59% increase in overseas visitor attendance. Top countries for international visitors included Canada, Russia, Iran, India, Japan and Germany.

Visitors applauded the diverse selection of products & solutions

“I came to Asiamold for the first time this year to source dies and moulds for our business. We currently produce our toys across Europe and North America, but will be opening up our first factory in China to grow our business in Asia. It is a good show with lots of variety. I’m sure I will continue to visit as our production business grows in the country.”

Mr Peer Christensen, Engineering Manager, Lego Company Ltd

“It’s my first time visiting Asiamold and it has been a very successful trip. My main goal for attending the exhibition was to find suppliers who could provide moulding and prototyping services that could work with my team of tooling specialists in designing our upcoming projects. I was very surprised by the variety of suppliers available at the show. The layout of the exhibition allowed me to easily find target suppliers as well as some great and meaningful conversations on what kind of solutions they could offer.”

Mr Andrea Menrad, Head of Technology Service Center, Festo Production Ltd. (Germany)

“Asiamold is an important large-scale event which we can explore the latest high-tech features in the moulding industry. I come here every year with my colleagues. We are looking for bearings from domestic suppliers at Asiamold. We are now studying the possibility of replacing the current suppliers from Japan and Germany to China in order to decrease the production cost. We have found good exhibitors as potential partners here.”

Mr Zheng Wei Quan, Senior Mechanical Engineer, Osram (China) Lighting Ltd
The top 10 countries and regions for overseas visitors

Hong Kong  Canada
Russia  Taiwan
India  Algeria
Japan  Germany
Iran  United Arab Emirates

Visitors Job Nature Breakdown

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Director, head of department, other employee in management position</td>
<td>46%</td>
</tr>
<tr>
<td>B</td>
<td>(Senior) engineer</td>
<td>18%</td>
</tr>
<tr>
<td>C</td>
<td>Managing director, member of boards, executive director, owner, partner</td>
<td>17%</td>
</tr>
<tr>
<td>D</td>
<td>Technician, worker</td>
<td>14%</td>
</tr>
<tr>
<td>E</td>
<td>Others</td>
<td>3%</td>
</tr>
<tr>
<td>F</td>
<td>Freelancer</td>
<td>2%</td>
</tr>
</tbody>
</table>

Fulfillment of Visiting Objectives*

<table>
<thead>
<tr>
<th>Object</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase / preparing buying orders</td>
<td>94%</td>
</tr>
<tr>
<td>Exchange ideas with others</td>
<td>88%</td>
</tr>
<tr>
<td>Learn new technologies available on the market</td>
<td>83%</td>
</tr>
<tr>
<td>Gaining an overview on market trends</td>
<td>79%</td>
</tr>
<tr>
<td>Strengthen present business relationship</td>
<td>79%</td>
</tr>
<tr>
<td>Searching for new suppliers</td>
<td>71%</td>
</tr>
</tbody>
</table>

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Show Details

Date
15 – 17 September 2014

Venue
China Import and Export Fair Complex
Guangzhou, China

Opening hours
15 – 16 September 9:00 am – 5:00 pm
17 September 9:00 am – 3:00 pm

Admission
Trade visitors only, free upon pre-registration.

Participation fee
Package booth
RMB 12,000 / 9 sqm (min 9 sqm)
Raw space
RMB 1,100 / sqm (min 18 sqm)

Organiser
Guangzhou Guangya Messe Frankfurt Co Ltd

In co-operation with
EuroMold
Guangzhou Die & Mould Industry Association

Sister events

Euromold
World Fair for Moldmaking and Tooling, Design and Application Development
25 – 28 November 2014
Frankfurt, Germany
The 2013 edition is expected to feature more than 1,700 exhibitors and attract more than 70,000 visitors.

Intermold 2014

Intermold Japan
Intermold Japan, the Cooperative event of Asiamold in Japan
16 – 19, April 2014
INTEX, OSAKA, Japan
Exhibitors 2013: 306
Visitors 2013: 45,075

Sponsor
• American Chamber of Commerce in South China
• China Council for the Promotion of International Trade, Guangzhou SubCouncil
• China Taizhou Council for the Promotion of International Trade
• China-Italy Chamber of Commerce
• Dongguan Electronic Industry Association
• Foshan Mould Trade Association
• Foshan Nanhai Mould Association
• German Chamber of Commerce
• Guangdong Plastic Industry Association
• Guangzhou Productivity Promotion Centre
• Hong Kong Federation of Innovative Technologies and Manufacturing Industries
• Hong Kong Metals Manufacturers Association
• Hong Kong Trade Development Council
• Spanish Chamber of Commerce in South China
• Taiwan Association of Machinery Industry
• Taiwan Mould & Die Industry Association
• The British Chamber of Commerce Guangdong
• The Organizing Office of Special Steel Enterprises Association of China

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