



South China International Industry Fair

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12-15, October 2020
Shenzhen World Exhibition &
Convention Center

www.sciif.com

After-Show Report



2020

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The intelligent manufacturing industry in the Greater Bay Area undoubtedly takes on a new look in the post-pandemic era thanks to this successful industrial exhibition jointly organized by Hannover Milano Fairs Shanghai and the Donghao Lansheng Shanghai Industry & Commerce Exhibition Co., Ltd with no efforts spared.

According to the organizers, SCIIF 2020 encountered the 40th anniversary marking the establishment of Shenzhen Special Economic Zone and that both sides would expand show sub-topics and layout in future in an attempt to fully supporting the manufacturing industry in the GBA, drawing magnificent chapters for development of the times.

Leading a New Trend of Intelligent Manufacturing in the Greater Bay Area in the Post-pandemic Era

Exhibition Area

60,000sqm

Exhibitors

500+

Visitors

39,208

Delegation

200

Conference and Forum

19



Leading Industrial Players Gathered at the Show, Start the Boosting Transformation and Upgrading of South China Manufacturing Industry Post the COVID-19 Pandemic

Major Exhibitors



* The names are in order without priority

Show Highlights

The professional visitors came in flocks during the show period

Numerous provincial associations gave attentions and participated this 4-day show. More than 60 associations and related organizations eg., Guangdong Manufacturers Association, Guangdong Electronics and Information Industry Association, Guangdong Association for Medical Devices Industry, Guangdong Photoelectric Lighting Association, Zhongshan Household Electrical Appliances Association, Dongguan Electronics Association, Dongguan Electronics and Information Industry Association, Shenzhen Mobile Communication Association, Zhaoqing Electronics and Information Industry Association, Dongguan Manufacturers Association, Foshan Automobile Industry Association, Foshan Lishui Chamber of Commerce, Foshan Shunde Electronics and Information Industry Association, Zhongshan Xiaolan Chamber of Commerce and Industry, Guangzhou Panyu District Chamber of Commerce, Foshan Shunde Electronics and Information Industry Association, Foshan Sanshui District SME Promotion Chamber, Guangzhou Nansha District Enterprises and Entrepreneurs Confederation, Shenzhen Sensors and Intelligent Instrumentation Industry Association, Southern China Green Industrial Innovation Alliance, Xizi Supply Chain Management Club etc. organized visitor delegations to the show.

SCIIF 2020 attracted nearly 200 enterprise delegations including Foxconn, Mindray Medical, Bandai Toys, Yida Apparel, ZTE, Galanz, Kyocera, Skyworth, Macro, Midea, BYD, Huawei, FAW-Volkswagen, Angel, BYD Lithium Battery, Midea Kitchen&Bath Appliances, Midea Refrigeration, Midea Home Appliances, Sunlord Electronics, VTech, Konka, Flex and Ricoh for purchasing.

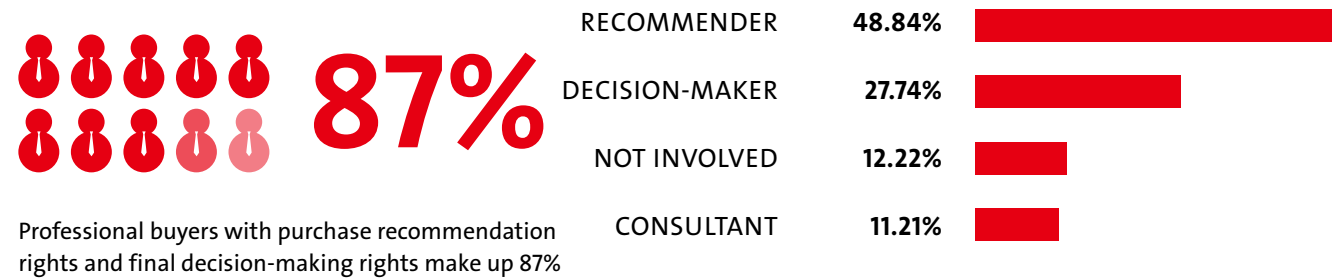
Visitor Analysis

The four-day show has attracted **39,208** professional buyers. Domestic visitors are from **28** provinces/directly-controlled municipalities, with those from Southern China accounting for **89.12%**

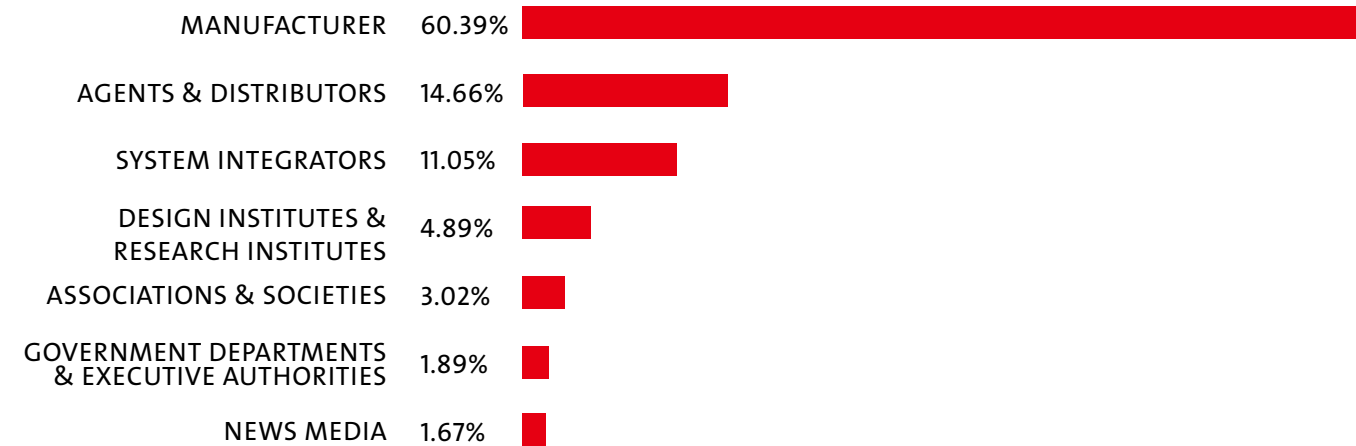
Domestic Visitors

The 8 cities with the largest number of visitors are Shenzhen, Dongguan, Guangzhou, Foshan, Zhongshan, Huizhou, Jiangmen, Zhuhai.

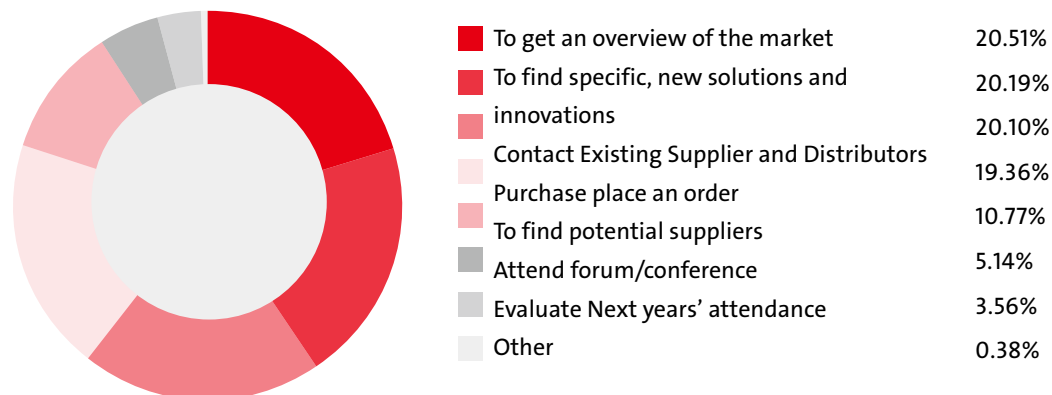
Visitor's Purchasing Authority



Organization Type

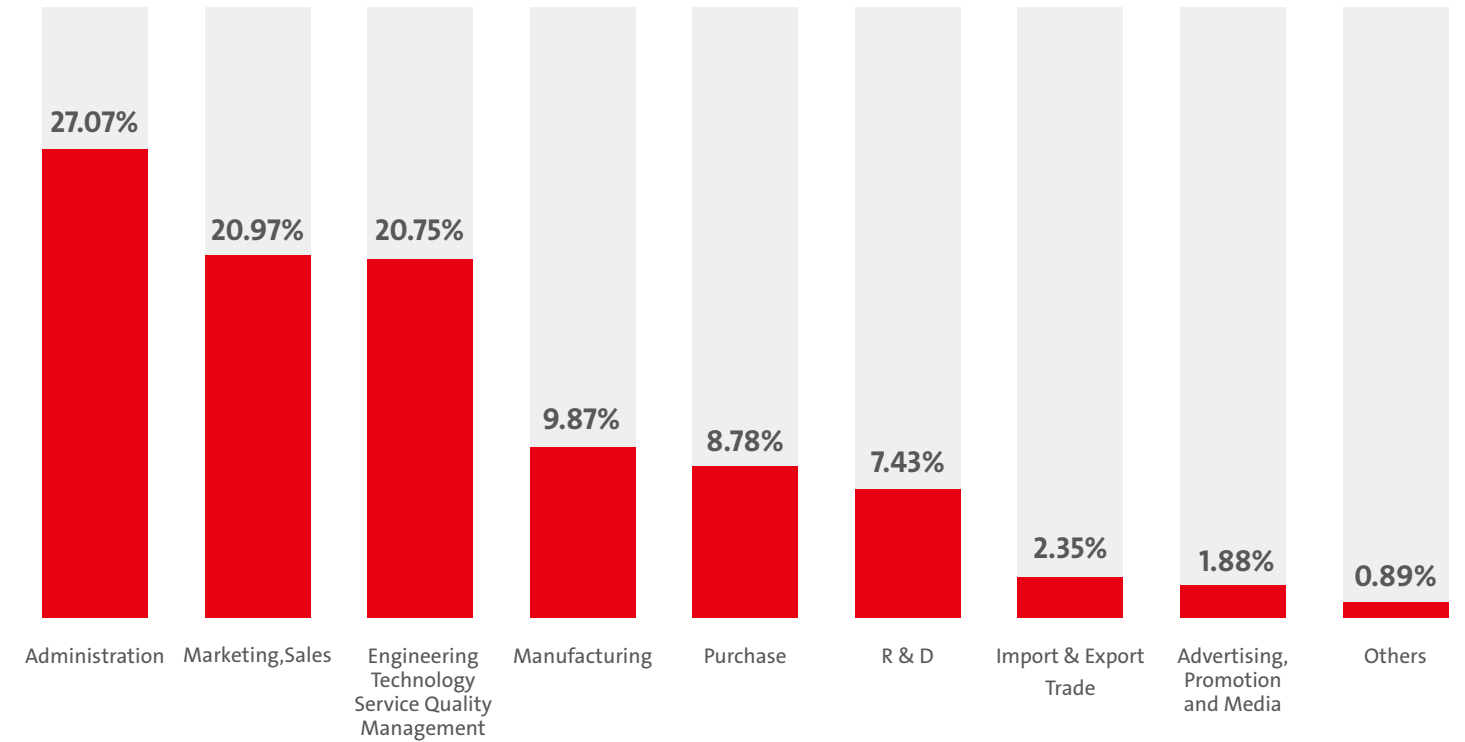


Visitor Feedback

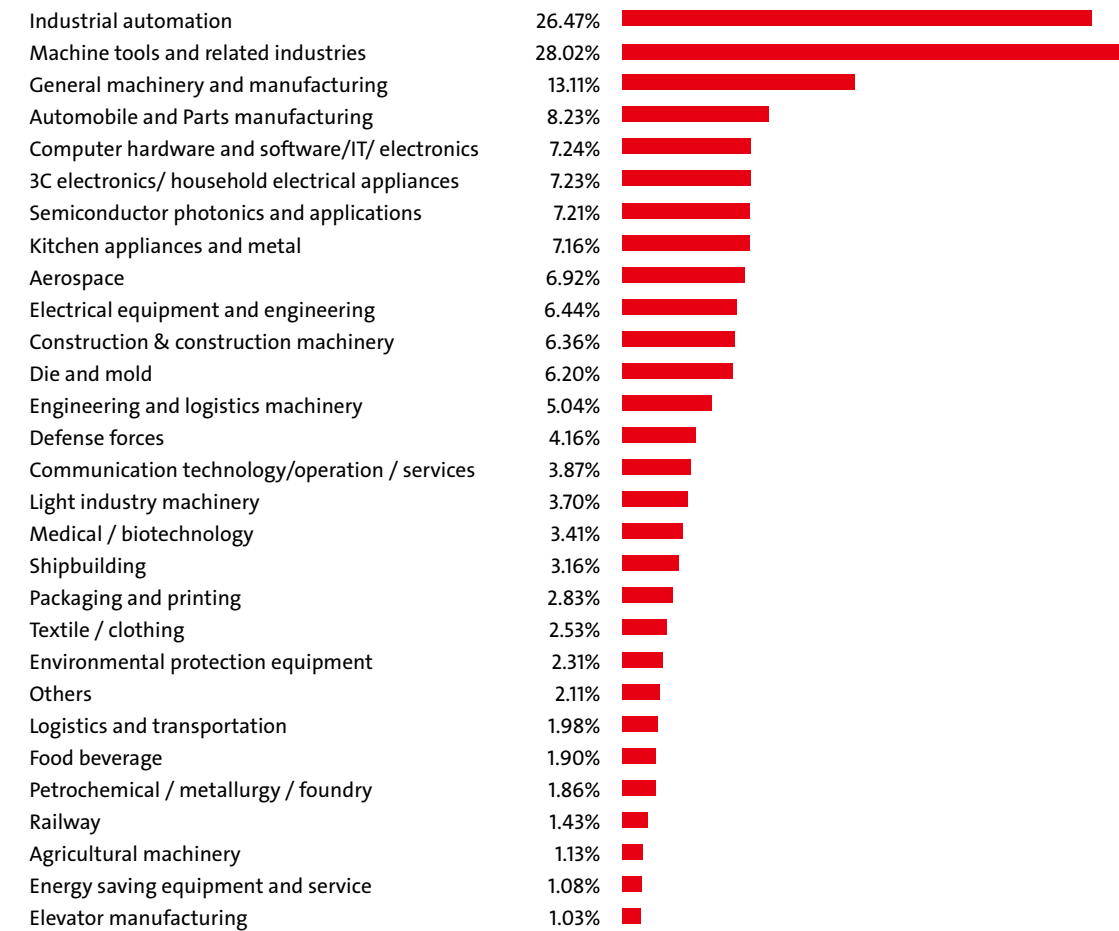


Visitor Analysis

Visitors' Main Job Functions



Visitors' Industrial Areas



* 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%.

Visitor Review



■ TCL Communication Technology Co., Ltd.

We would like to thank the organizer for the invitation of visiting South China International Industry Fair. Through the thoughtful and orderly arrangement provided by the organizer, we deployed 50 technical staff from mechanical & electrical engineering department, production technology department, industrial technology research office to visit the show. At on-site, our staff obtained useful information about industrial and process automation, industrial robot, machine vision, electronic system, industrial measurement and instruments related products and technologies. We also learned the latest trends of manufacturing industry. We believe those information would play important role in establishing our diversified and innovative automation solution process. We also had in-depth communications with several exhibitors, planed our future cooperation. The visit was very important for our company's automation upgrading process. We wish the show improves every year.



■ Guangdong Galanz Electronic Appliance Components Co., Ltd.

First we would like to express our gratitude to Hannover Milano Fairs Shanghai Co., Ltd., as the show organizer they provided us proper support for our visit. 57 staff from technical, production and purchasing departments of our company were arranged to visit the show. It was an eye-opening trip, provided us useful information of intelligent manufacturing. We also had in-depth communications with the exhibitors regarding our current technical difficulties and found suitable solutions. The exhibits' coverage was wide, on-site services were good, those all thanks to the efforts of the organizer. We believe the show will improve further in the future.



■ Foxconn Technology Group

We were grateful for the visiting invitation as well as the services provided to us by the organizer - Hannover Milano Fairs Ltd. We organized more than 500 related staff to visit the show this time. And focused on exhibitors related to our business. We obtained cutting-edge technologies and latest industry trends on the show. Through the visit our purchasing department successfully sourced qualified suppliers and found useful resources. More importantly, our technicians had an eye-opening experience, the show helped them to extend the knowledge. By communicating with the exhibitors we also found new possibilities of our automatic robot and machine vision development. We would like to take this chance to thank the organizer again for their efforts and wish SCIIF a brighter future.



■ Foshan Nanhai District Lishui Chamber of Commerce

Aiming to enhance and complete the supply chain of intelligent manufacturing enterprises in Lishui town, and gladly invited by Hannover Milano Fairs Shanghai Ltd., more than 70 company executives, R&D/purchasing/production staff from our chamber and our member companies eg., Chigo Air Conditioning Co., Ltd., Chigo Heating & Ventilation Equipment Co., Ltd., Wencan Die Casting Co., Ltd., EFON Pharmaceuticals visited South China International Industry Fair during

13-14 Oct. After the visit, most of the delegation thought it was an eye-opening trip, they experienced the integration of intelligent manufacturing and innovative products and technologies and observed new trends of industry developments. We hope Hannover Milano Fairs Shanghai Ltd. would deliver more similar events in the future and help Lishui companies to actively upgrading towards new industrial innovation.

Conference and Forum

- The 3rd CSIG National Visual Inspection Technology Academic Exchange
- Forum on AI (Artificial Intelligence) and AR (Augmented Reality) and Digital Twins (DT) Empowering the Smart Industry
- 2020 Industrial Interconnection and Automation New Technology Forum
- Innovation and Development of Industrial IoT
- Industrial Internet and OPC UA
- 2020 The 2nd Digitalizing and Intelligent Industry Development Forum - New Infrastructure Construction, New Intelligent Manufacturing, New Blue Ocean Strategy
- 2020 Digital and Intelligent Summit
- China 3C Intelligent Manufacturing Technical application Forum
- Zhihui Shenzhen, Innovation Leading—Digital Industrial Industry Development Summit Forum
- 5G and Intelligent Internet Power Industry 4.0 Industrial Development Forum
- LMN World Laser Manufacturing Conference 2020
- 2020 ZKH Industry Networking Platform Partner Conference - Shenzhen Station

19 Concurrent Events
3,000+ Participants

Conference and Forum



As one of the organizers of South China International Industry Fair, Guangdong Automation Association has always been a big contributor and one of the reasons of the success of this influencing show along the years. Concurrently with the show, numerous high-end activities also attracted attention, eg., Industrial Control Technology Salon, 5G Intelligent Manufacturing IoT, South China Electronic Manufacturing Upgrading and Innovation Forum, PLC Automation Control System Seminar, 2020 China Digitalization Intelligent Factory Solution Summit and Forum, 5G Intelligent Network and Industry 4.0 Development Forum etc.

The 3rd CSIG National Visual Inspection Technology Academic Exchange, an authoritative conference of machine vision in South China, was held at the same time under the theme of Integration of Industry-University-Research Cooperation and Application of Visual Inspection. Many well-known university scholars and insiders from Nanovision, Daheng, Basler, Weesee, Cognex, Chishine 3D, Edmund, Dongsheng, HC Vision, OPT, LUCID Vision, CK Vision and Samsun Tech have delivered thematic speeches and carried out exchanges and cooperation on integrating research, industrial production and application. Shipeng Li, IEEE Fellow shared insights of the new research direction and industrial trend of the Intelligent Internet of Things (IIoT); Wei Zhenzhong, Yangtze River scholar and professor at Beihang University, delivered a report on dynamic optical measurement of landing pose on aircraft carrier; Jianhuang Lai, Deputy Chair of the China Society of Image and Graphics and professor at Sun Yat-sen University introduced the application of flexible visual inspection in packaging and printing.

Media Cooperation

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* The names are in order without priority

Media Promotion

>>> Online Promotion

Followers of wechat official account
6W professional audience

Amount of We-media reading
14.3W per post

Industrial and social media **100+**

Amount of Wechat post annual
reading **6.4W** times

Tiktok and Video Channel view counts
exceed **3.1 W+** annually

Internet exposure rate
50W+ per time

eDM coverage **197W+** buyers and
professional audiences

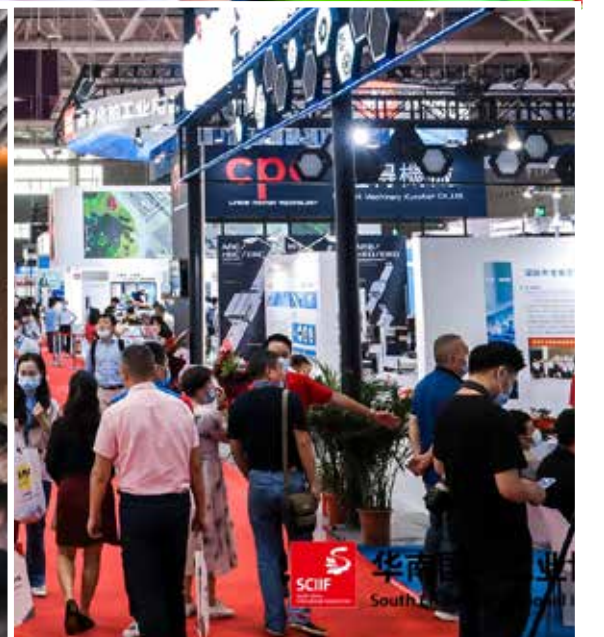
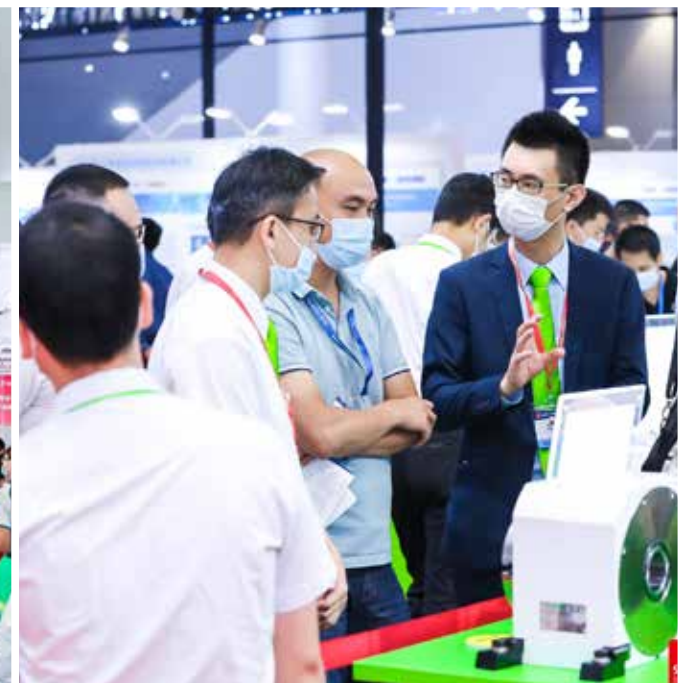
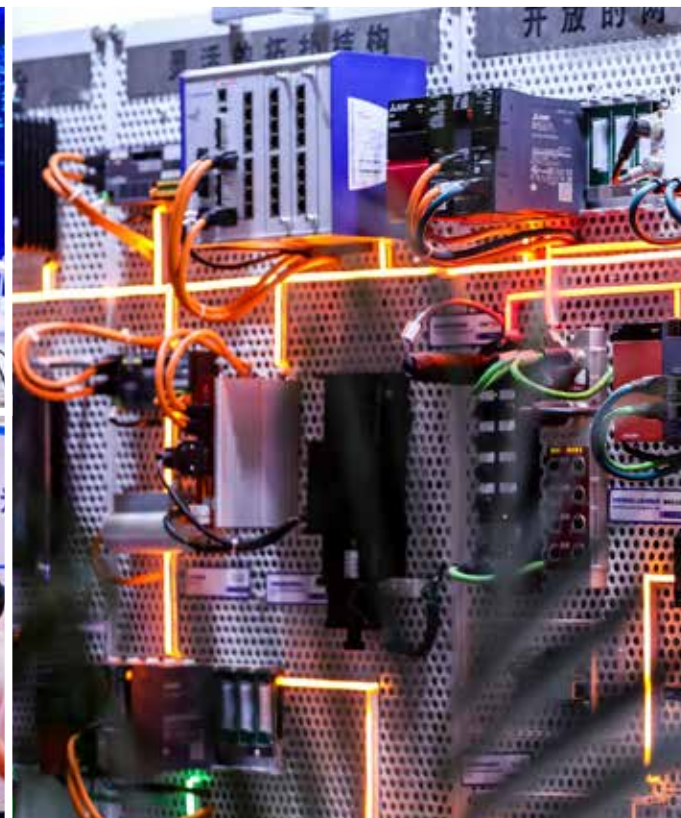
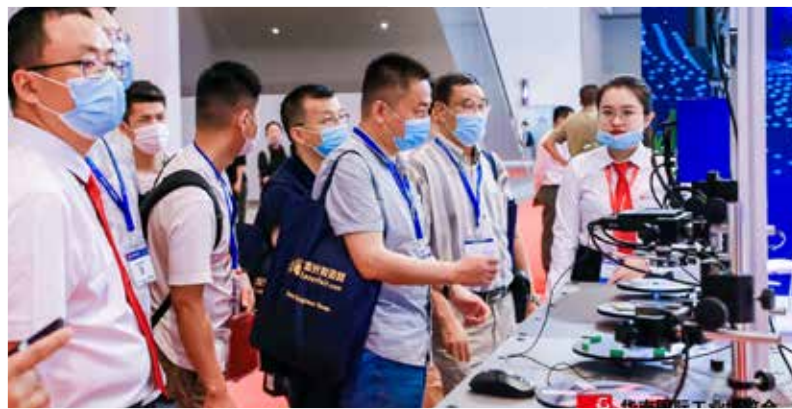
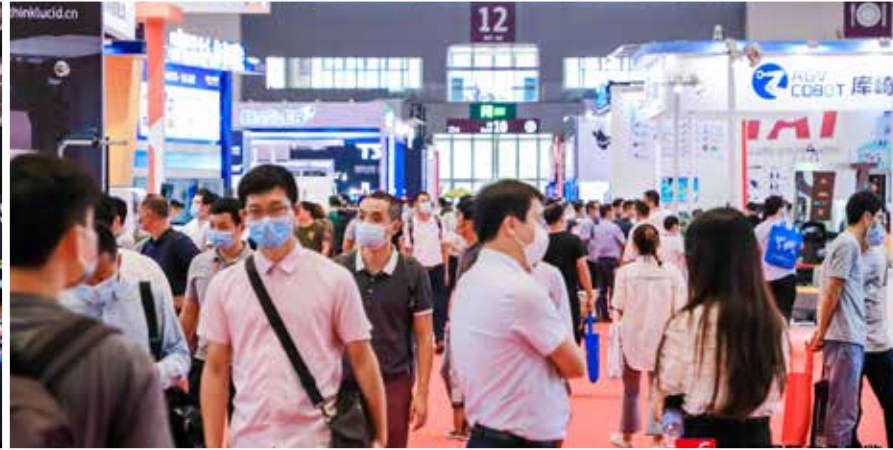


Media Promotion

>>> Offline Promotion

Offline promotion channels include, outdoor ads,
magazine ads, events and activities, buyer's visiting,
related exhibitions etc.





Go Further into China's Fast Growing Automation Market!

SCIIF 2021

June 29 to July 1, 2021, Shenzhen Convention and Exhibition Center

☐ I want to visit SCIIF 2021 ☐ I want to participate in SCIIF 2021

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| Date | Signature | | |

Fill in the above form and fax back to us by +86-020-86266690-8004

- Please note that this document serves as space booking at SCIIF 2021, not legally binding. Official application form (i.e. legally binding) will be ready in due time and will be sent to you shortly.

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Hannover Milano Fairs Shanghai Ltd. is a joint venture of Deutsche Messe and Fiera Milano Group.

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