

Press release

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Market leaders to mould the future of smart manufacturing at Asiamold 2023

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The mould and 3D printing community is set to thrive, with prominent brands to showcase new technologies and share invaluable market insights at next year's Guangzhou International Mould & Die Exhibition (Asiamold). Riding on the success of its previous editions, the fair will take place from 1 – 3 March 2023 at the China Import and Export Fair Complex. Asiamold will once again be held concurrently with SPS – Industrial Automation Fair Guangzhou (SIAF) to generate greater synergies with smart manufacturing.

With strong support from the Chinese government towards innovation and the increasing domestic consumption in the country, there is growing demand for different manufacturing methods. As part of this, the Chinese mould market is expected to reach a value of USD 50 billion by 2026¹. Against this backdrop and the strategic location of Asiamold in the Greater Bay Area, the fair will continue to be an important event for mould, die and 3D printing industry players in southern China.

After just a few months of the fair being open to exhibitor applications, many well-known companies from around the world have already confirmed their participation for 2023. They are eager to showcase their latest innovations in mould making, 3D printing, die casting technologies and solutions. Some of the confirmed exhibitors include Dongguan Chuangyi Metal Product, Dongguan Jin Pan Mould Parts, Dongguan Yalu Industry, Formlabs, ShingFung Precision Products, SMS Precision Mould Materials, Suzhou Rayshape Intelligent Technology and more.

Indeed, exhibitors believe that prospects for the industry's growth are promising given the current business environment. Mr Gongsheng Zhou, the Deputy General Manager of Guangdong Additive & Subtractive Manufacturing Technology Co Ltd explained at the previous edition in 2022, remarking: "The Chinese government has introduced many favourable measures not only for companies which produce innovative technologies like us, but also for traditional manufacturers to accelerate the upgrade and transformation of their businesses."

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¹ "Analysis of China's mould market development 2021," 23 September 2021, The Qianzhan Industry Research Institute, <https://bit.ly/38vsgP7>, (Retrieved: May 2022)

Mr Enderwick Pei, the China Marketing Director of Raise3D also commented on the advantages of the show: “Located in the Greater Bay Area, Asiamold is an innovation hub that gathers a number of my company’s vital customers, including Xiaopeng and Huawei. Despite the global healthcare situation, we are pleased with the fair’s visitor flow as well as the exhibition as a whole, which has exceeded our expectations. All of this proves many companies are still very keen to participate at physical trade fairs to keep pace with market trends and enjoy face-to-face communication with their customers.”

Although the pandemic is affecting participation from the cities of Dongguan and Shenzhen, Asiamold and SIAF 2022 still attracted 408 exhibitors who showcased their latest innovations and smart manufacturing solutions across 40,000 sqm of exhibition space, with 23,825 visits also recorded.

Shedding light on smart manufacturing to give participants a 360-degree view of the market

Digital manufacturing and digital transformation have become the main buzzwords for the global manufacturing industry in recent years. To keep track of international trends and to accommodate market demand, Asiamold will once again join forces with the Society of Advanced Moulding Technology (SAMT) to provide a diverse range of high-calibre moulding technology events to deep dive into the development of digital manufacturing. Renowned speakers within the industry will introduce the most recent moulding technologies through inspiring case studies, to drive the market towards digital transformation.

Notably, the Foshan Nanhai District Machinery Equipment Trade Association will continue to support Asiamold by forming a delegation group to exhibit at the fair, highlighting the latest products and technological advancements in digital manufacturing. In addition, they will also source for cutting-edge smart manufacturing solutions offered at Asiamold and SIAF.

Asiamold is organised by Guangzhou Guangya Messe Frankfurt Co Ltd and forms a part of a series of international events including Formnext + PM South China and Formnext. The next edition of Formnext + PM South China will be held from 14 – 16 September 2022 in Shenzhen. The next edition of Formnext will be held from 15 – 18 November 2022 in Frankfurt, Germany.

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

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world’s leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736

Asiamold
Guangzhou, 1 – 3 March 2023

million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters 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