

IARS SOUTH CHINA

22 - 24 May 2019

Guangdong Modern International
Exhibition Center(Houjie, Dongguan)

After Show Report

www.iars-south-china.com

2019



Deutsche Messe



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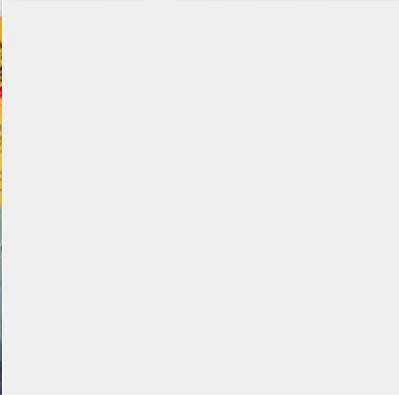
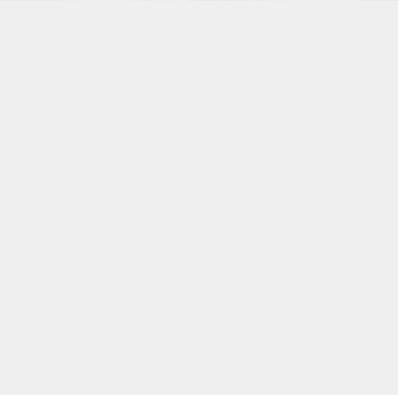
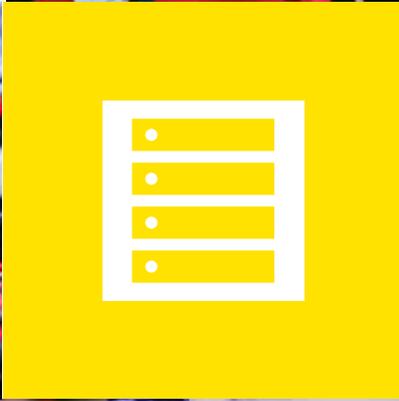
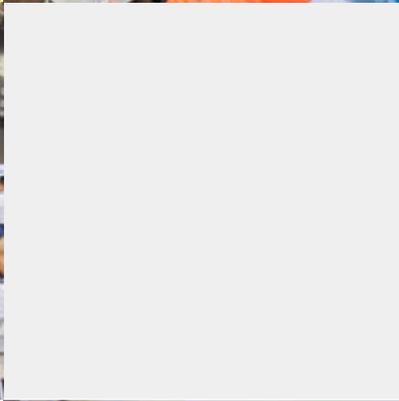
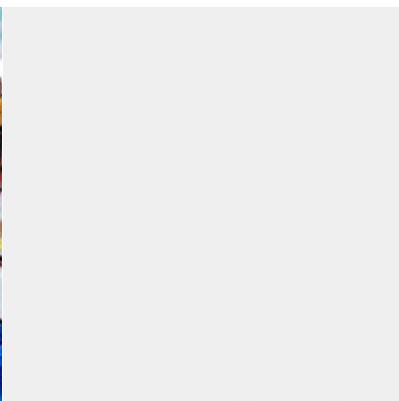
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Worldwide Events





Building the Future of Automation and Robotics Industry

Industrial Automation and Robotics Show South China 2019(IARS SOUTH CHINA) rounded off at GuangDong Modern International Exhibition Center today. The show covered a total display area of 30,000 sqm, welcoming 15,166 trade visits, which included 2,021 visitors from group buyers of OPPL, Foxconn, VTech, CYG, KYOCERA, Luxshare, CASIO, Zhongxing, GREE and ZTE.



Total Visitors
15,166

Conference and Forum
14

Exhibition Area
30,000sqm

Exhibitors Almost
380



Step out of Shanghai and into Dongguan



As the spin-off show of China International Industry Fair in South China, IARS SOUTH CHINA made full use of its unique innovative exhibition concepts, professional services, international sales network and other preponderant resources, attracting 380 leading companies of Nachi, Panasonic, Mitsubishi, Schneider, ELCO, SMC, WAGO, Weidmuller, Desoutter, Schmalz, Rollon, DINKLE, NORD, YIHEDA, Wellintech, GSK, Huashu, Peitian, JAKA, Universal Robots, DENSO, Airtac to present the latest application solutions for automation and robotics, demonstrate the trend and promote the intelligent development of industry in south china. The “Big Four” international robot manufacturers of ABB, FANAC, KUKA and Yaskawa also made their way to the show with the display area of more than 100 sqm respectively.



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High-quality Exhibition Promotes the Industrial Transformation and Upgrading in Dongguan

The “Big Four” international robot manufacturers of ABB, FANAC, KUKA and Yaskawa also made their way to the show with the display area of more than 100 sqm respectively. ABB showcased several innovative and cutting edge industrial robots and the complete application solutions. To address the special needs of South China market, FANUC brought intelligent and integrated solutions for 3C, machine tending, logistics industries. KUKA brought products for surface coating, flexible assembling, board inspection and testing, loading and unloading, visualized spot welding. YASKAWA showcased serial products of robots, motion control and drivers, presented the YASKAWA features of high speed, high accuracy and tough environment adaptability.



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“Application Park” Facilitated Interaction between Enterprises and Users

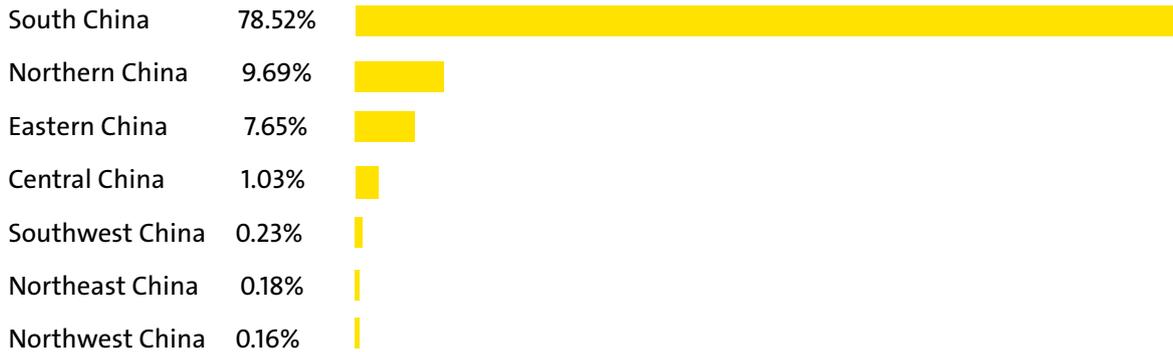
It was noteworthy that Hannover introduced the “Application Park” to Dongguan for the first time, which was highly praised by exhibitors and visitors in the IAMD shows. Big names had an in-depth discussion with targeted buyers about practical solutions in the field of automotive industry, intelligent equipment, electronics manufacturing and industrial robots through live speech, interaction and face-to-face communication. WAGO introduced its best-selling interface module product and related applications of intelligent lighting management systems. Desoutter displayed how its precision power tools promote smart manufacturing. WORD brought its products’ smart solutions in 3C electronics, automotive, new energy, semiconductor and other industries. Wellintech shared its solutions upon how to develop industry MES based on KingFusion configuration.

Visitor Analysis

The three-day show has attracted **15,166** professional buyers. Domestic visitors are from **28** provinces/cities, with those from Southern China accounting for **78.52%**.

Domestic Visitors

The following are 10 cities in China that our visitors mainly come from this year: Guangdong, Beijing, Shanghai, Zhejiang, Fujian, Jiangsu, Shandong, Hunan, Hubei and Jiangxi.



Overseas Visitors

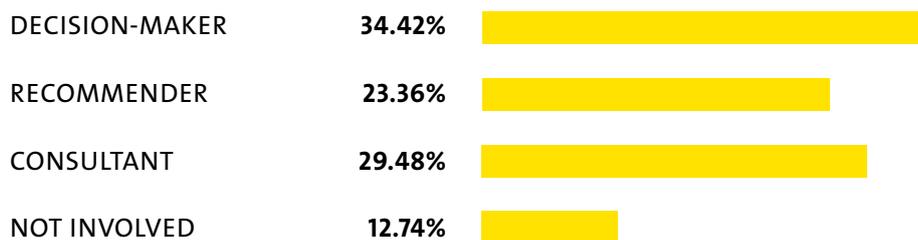
Overseas audiences at the exhibition are from 12 countries and regions, including Japan, Malaysia, India, Hong Kong and Taiwan.



Visitor's Purchasing Authority



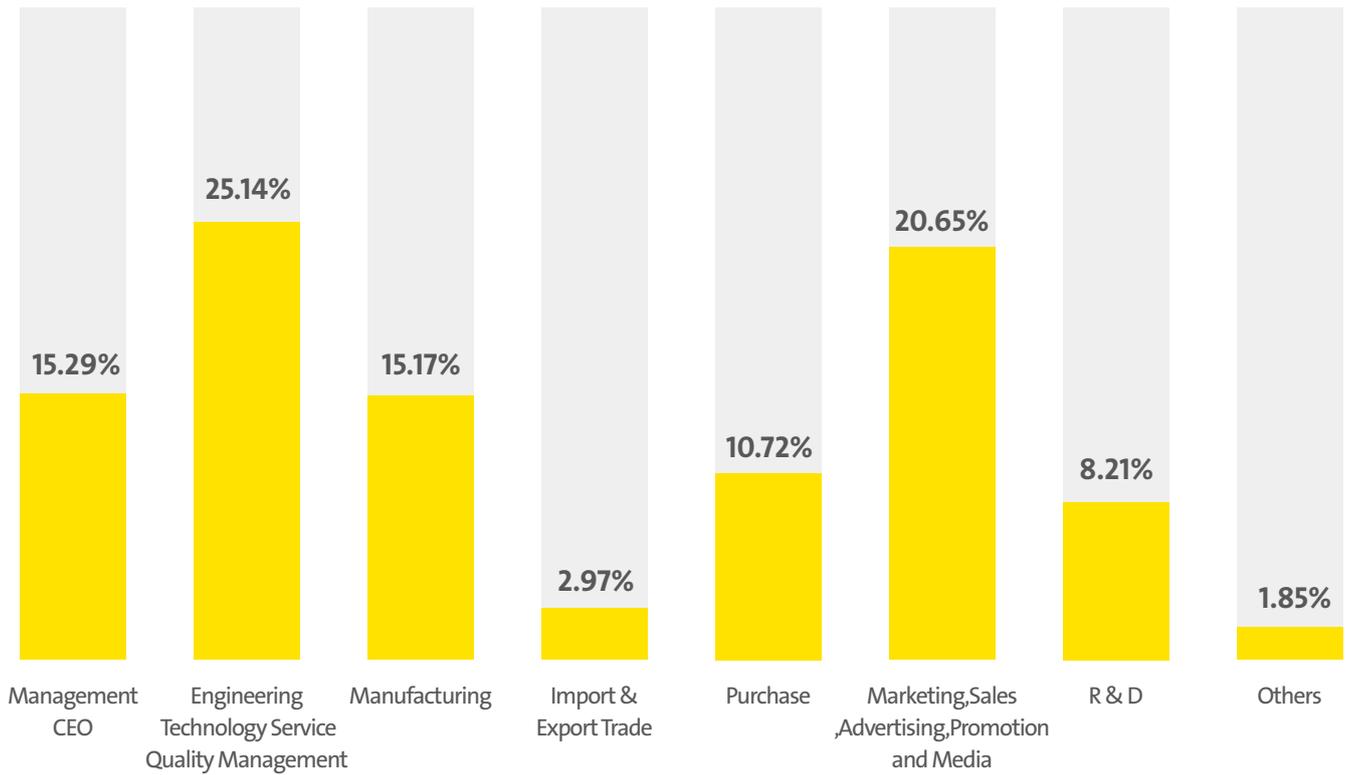
Professional buyers with purchase recommendation rights and final decision-making rights make up 80%



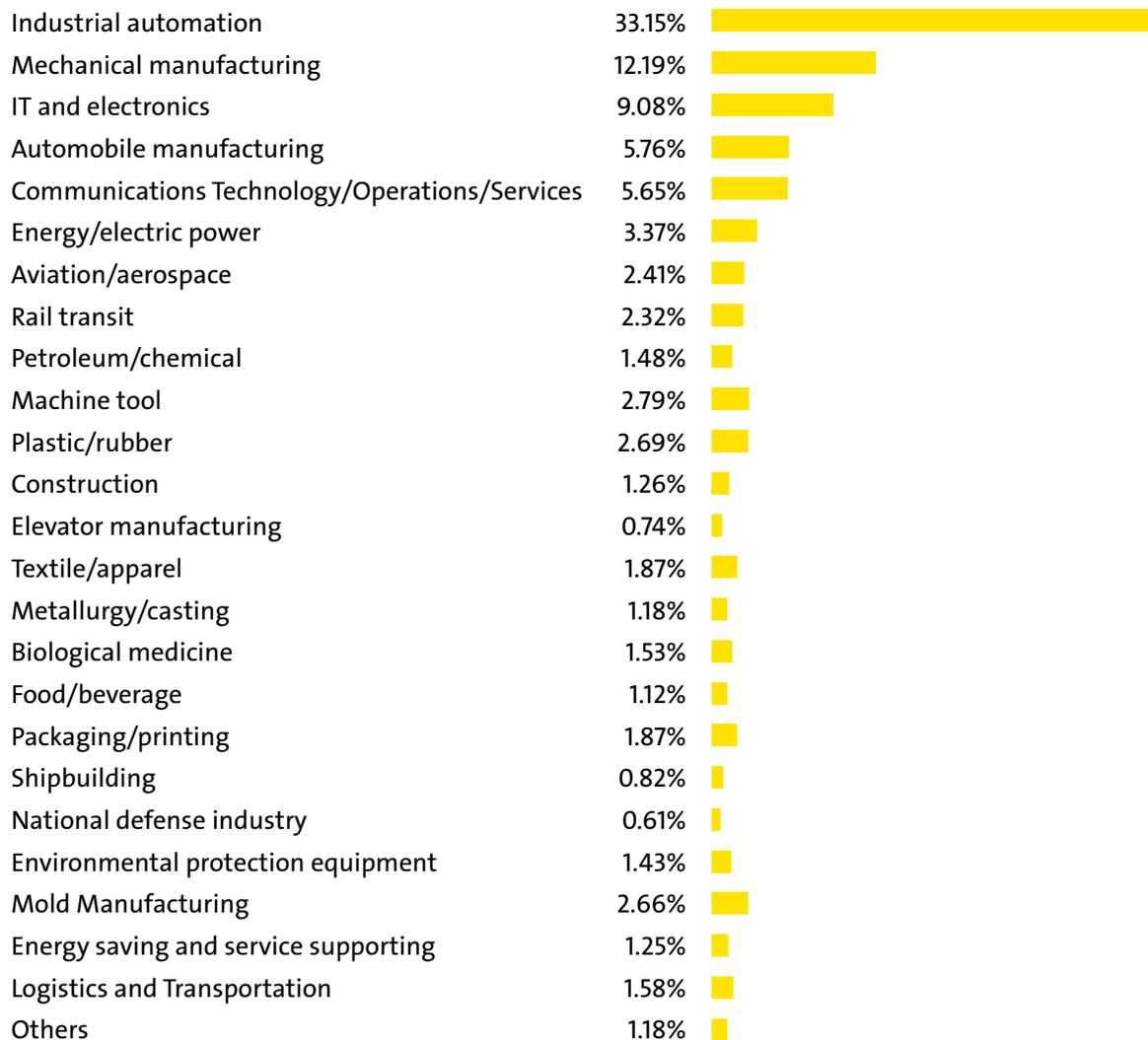
*The percentage is analyzed on the basis of the number of people who answered this question.

Visitor Analysis

Visitors' Main Job Functions



Visitors' Industrial Areas



Visitors' Feedback



Foxconn Technology Group

We were glad receiving the visit invitation from the show. Through the thoughtful service and well organized guidance provided by the organizer, 200 Foxconn staff visited the show. We visited exhibitors like ABB, FANUC, Panasonic, Schneider, Mitsubishi, SMC and etc., obtained cutting edge technologies and valuable industrial information. Our decision makers had deep communications with several leading companies, made some cooperation plans with them for 2019. In the meanwhile, we learned directions of extending automation level in our plant. We wish the show a better future.



Laird Electronic Materials (Shenzhen) Co., Ltd.

The organizer arranged shuttle bus service for our company, more than 20 engineers from our company visited show. The show had abundant contents, especially the automation projects, through the visiting, we saved our time and energy in finding suitable automation projects for our company. We would like to extend our gratitude to the organizer and wish the show has a better future.



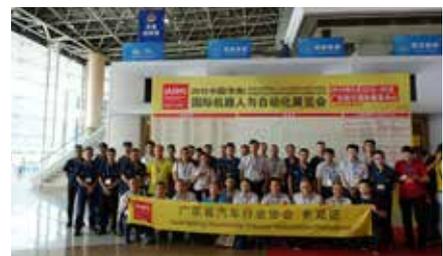
Shenzhen Electronics Industries Association

Invited by the organizer, we organized more than 30 member companies visited IARS Shenzhen, our member companies were actively involved in the show. The exhibition showcased cutting edge intelligent manufacturing technologies and solutions, provided a high quality trading and communicating platform for the industry. It also helped companies in obtaining industry trends and information. We would like to thank the organizer for the thoughtful arrangements and the hard working, we are going to visit the show again next year and wish the show becomes better and better.



Guangdong Automobile Industry Association

On 22nd May, more than 60 members of our association visited the show and we had a fruitful result. With innovative concept, professional service and internationalized sales network, the show attracted leading industry players like FANUC, ABB, KUKA to exhibit, in total more than 380 exhibitors brought their products and technologies to the show, our association members found innovative robotics applications and solutions, intelligent and integrated manufacturing solutions, surface coating, flexible assembling, visualized spot welding, drivers and control products at on-site. The "Application Park" was an efficient exchanging platform for manufacturers and end users. Our members obtained useful information about new technology, new product, industry trends and practical solutions, it helped our member companies in finding the directions of development.



Conference and Forum



Concurrent Activities Interpret Industry's Demands

On the 2019 Forum on Key Technical Standards and Industry Practice of Smart Manufacturing, CODESYS, BOSCH, Schneider, ABB, RECT TECHNOLOGY, Orbit, SUNPN, Wellintech, Real-Time Data, ICPDAS, ForceCon and other well-known enterprises at home and abroad delivered speech about OPC UA, Communication, Control, MES, Industrie 4.0, Industrial network, IoT, and analyzed opportunities and challenges faced by future manufacturing industry.

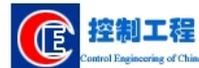
- 2019 Forum on Key Technical Standards and Industry Practice of Smart Manufacturing
- 2019 Automation and Informatization Solution Forum Dongguan Summit
- Application Park
- 2019 China Intelligent Manufacturing Industry Development Forum
- Smart Manufacturing and Robotics Application Technology Forum
- Leading by Digital Intelligence -2019 Industrial "Smart+" Innovation Competition
- Industrial Interconnection and Sensor Summit
- 9th Digitalizing Manufacturing Summit

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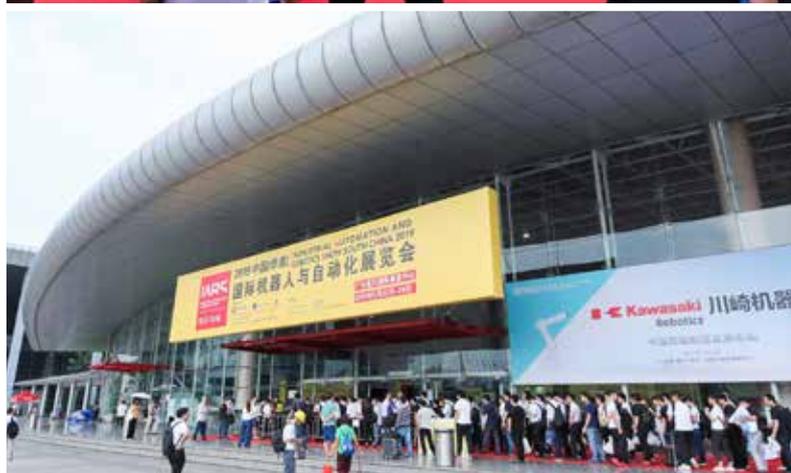
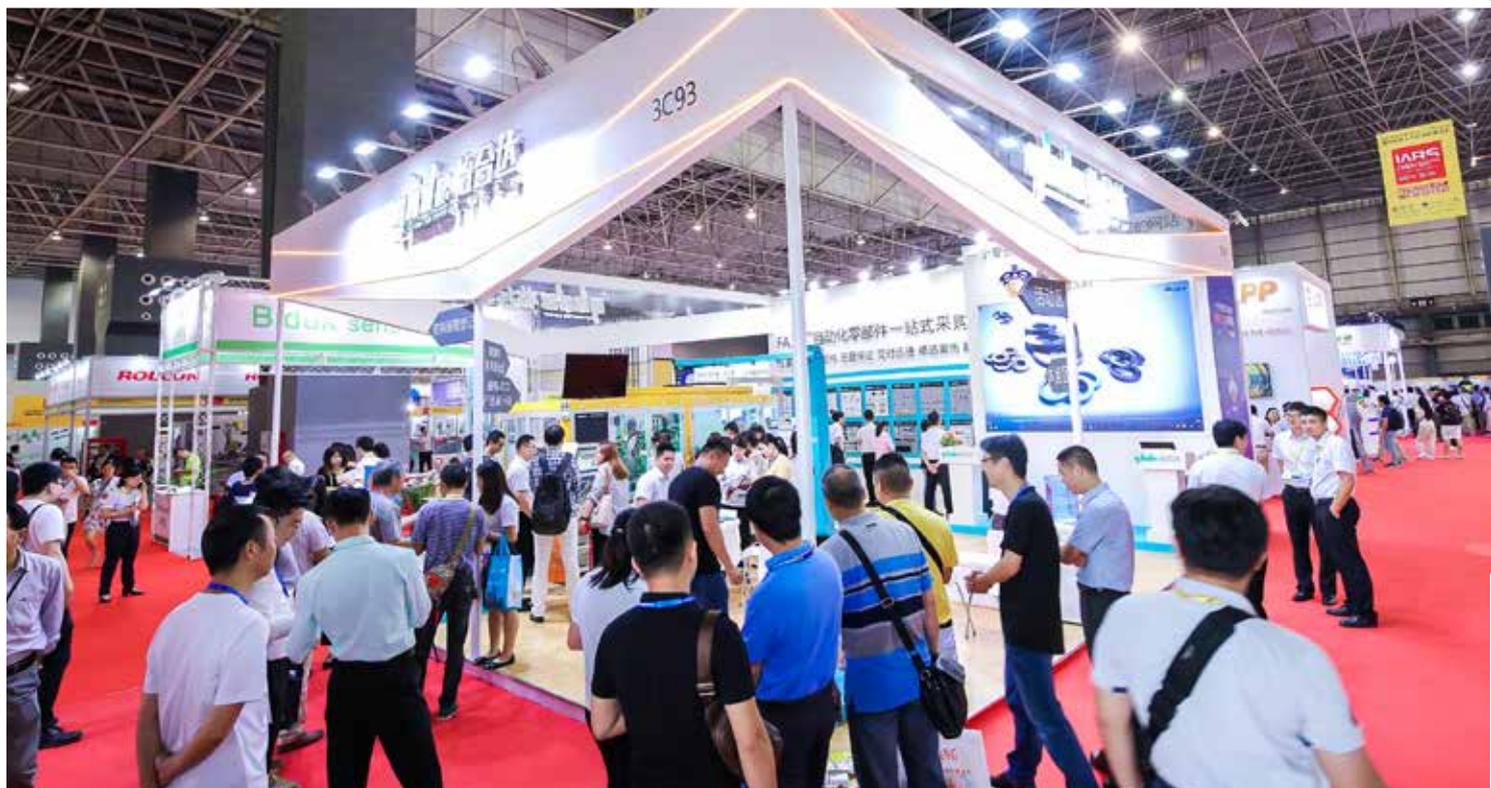
Media Promotion

Special thanks to the following Cooperation Media / Cooperation Websites



* The logos are displayed in random order without any prioritization.

Show Impressions

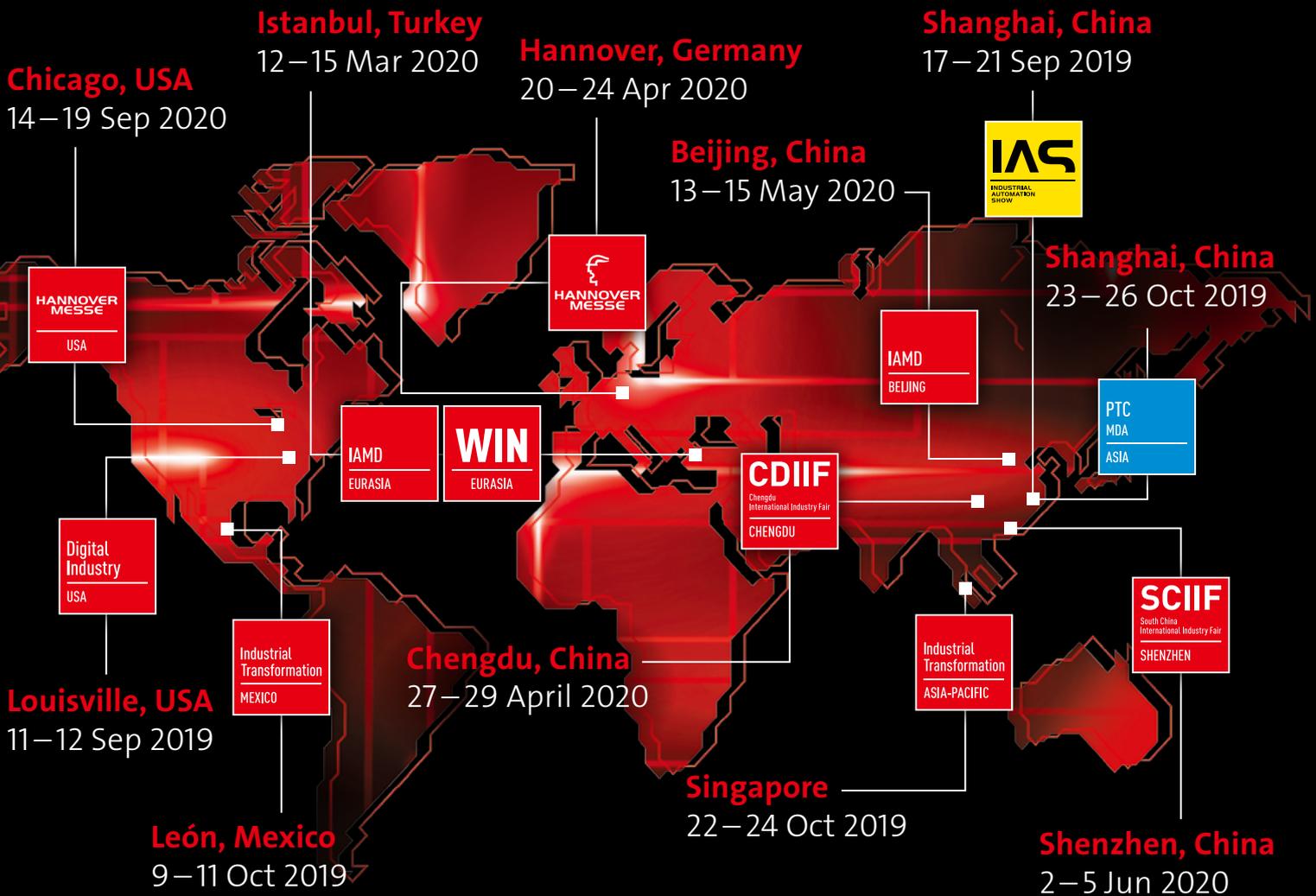


Show Impressions



Shaping the future of Industrie 4.0

IAMD events worldwide



For more information visit
hannovermesse.com.cn



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