### Fair Facts

<table>
<thead>
<tr>
<th>Show name</th>
<th>Asiamold - Guangzhou International Mould &amp; Die Exhibition</th>
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<tbody>
<tr>
<td>Show date</td>
<td>15 - 17 September 2014</td>
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<tr>
<td>Venue</td>
<td>China Import and Export Fair Complex, Guangzhou, China</td>
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<tr>
<td>Exhibition space</td>
<td>20,000 sqm</td>
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<tr>
<td>Exhibitors</td>
<td>360 (From 13 countries and areas)</td>
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<td>Visitors</td>
<td>19,018 (up 10% from 2013)</td>
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<td>Organiser</td>
<td>Guangzhou Guangya Messe Frankfurt Co Ltd</td>
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<tr>
<td>In co-operation with</td>
<td>EuroMold</td>
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<td></td>
<td>Guangzhou Die &amp; Mould Industry Association</td>
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<tr>
<td>Concurrent Fairs</td>
<td>• Guangzhou International 3D Manufacturing Exhibition</td>
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<tr>
<td></td>
<td>• Guangzhou International Metalworking Industry Exhibition</td>
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<td></td>
<td>• Guangzhou International Foundry, Diecasting &amp; Forge Industry Exhibition</td>
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Asiamold, the eighth edition of the Guangzhou International Mould & Die Exhibition, successfully concluded one of its most comprehensive editions to date, showcasing a wide variety of products from 3D printing, moulding, die casting and metal processing suppliers. Held from 15 – 17 September at China Import and Export Fair Complex in Guangzhou, the fair welcomed 360 exhibitors from 12 countries and regions, who utilised 20,000 sqm of exhibition space to display their latest products and solutions.

**Exhibitors’ impressions**

“Asiamold is an annual meeting point for the industry in China and we wanted to utilise this opportunity, once again, to promote our products and brand. In the first two days of the show, we acquired over 50 business leads. Not only did we connect with local buyers but also met a large number of overseas buyers from Germany, India, Switzerland and the US. We will definitely come back again next year!”

**Mr Leo Zhou, Marketing Director, EMP Technology Inc**

“Asiamold is not only a good platform to promote our brand and products but also a great tool for connecting with other fellow industry players for knowledge exchange. This year, we showcased one of our most intricate mould designs and were glad to have attracted a number of potential buyers. Overall, we are pleased with the visitor quality and the results we achieved at the show.”

**Mr Yulin Huang, Marketing Manager, Guangzhou Seal Mould Co Ltd**

“We are a mould and 3D printing product manufacturer. This is our first time at the show and we are impressed with the quantity of the visitors, particularly decision makers from mould and plastics manufacturers. Apart from participating in Asiamold, we are also considering to set up a local office in Guangzhou to capture the ample business opportunities in this manufacturing hub. Having acquired great results, we will continue to support the upcoming editions of the show.”

**Mr Xuehui An, General Manager, Wuxi Yinbang Precision Manufacturing Co Ltd**

**Exhibit again?**

- 71% Yes, definitely
- 21% Yes, likely
- 6% Undecided
- 2% Unlikely
During the three-day show, attendance totalled 19,018 visitors, a 10% increase from 2013. Additionally, a total of 63 buying delegations from companies such as Adidas, ASM, Bayer Healthcare, BYD, Foxconn, Honda, Midea, Mitsumi, Philips, TCL and Wrigley attended, affirming the importance of Asiamold to the industry’s growth.

**Visitors’ impressions**

“We visit the show annually and this year, I came with over 20 colleagues to source the latest technologies and solutions to improve mould production in high-quality footwear. We’ve found a number of hot runner systems and mould cleaners, as well as 3D printing suppliers. We’ve already set up appointments with them to explore future business partnerships. Asiamold is an important sourcing platform for us where we can obtain up-to-date information on the developments of the mould and die industry. Overall, this is a great show and we look forward to future editions.”

Mr Kevin Liang, Product Development Manager, Guangzhou representative office of Hong Kong Adidas Sourcing Ltd

“I run a furniture company and came to Asiamold for the first time this year to source moulds and 3D printers for our business. We have connected with a variety of suppliers, already decided to purchase a 3D printer and established partnerships with a couple of moulding companies here. I’m sure I will continue to visit Asiamold as our production business grows.”

Mr Damaso Castro Nascimentro, Industrial Director, Tecno2000

**Job function & Business Category (71% - Decision-Maker, 18% - Recommender)**

- 24% Technology
- 22% Management
- 18% R&D
- 17% Engineering
- 10% Production/Manufacturing
- 3% Purchasing
- 3% Sales
- 2% Others
- 1% Business development
Concurrent events have also added to Asiamold’s success, covering the most relevant issues within 3D printing, as well as mould and die development. In 2014, over 30 informative 3D printing, mould and die casting seminars were held to help participants gain invaluable insights on the industry’s trends and new technologies.

**Speakers’ impressions**

“There were large numbers of attendees during the presentations, proving that the seminars were valuable. The atmosphere in the conference room was very positive. I was also pleased to see a growing number of 3D printing exhibitors at the show. The 2014 edition was a great success and I am glad to have been a part of it.”

Mr Wilfried Vancraen, CEO, Materialise N.V.

“The concurrent events were a fantastic moment for intellectual exchange, and it was a great platform to gain insights from end users and understand the manufacturing trends in China. Over 90% of the attendees at my presentation were professional and I enjoyed the interaction I had with them.”

Mr Luan Zhi, Project Manager, Beijing branch of AMETEK Commercial Enterprise (Shanghai) Co Ltd

**Audiences’ impressions**

“My company manufactures small metal parts in electronic products and we are considering to expand our business by incorporating 3D printing technology. Through these informative seminars, I hope to learn more about the development and challenges of the 3D printing mould and die casting industries. The fair is an amazing platform for us to learn about the current and future industry trends and this benefits me and my business.”

Mr Li Jun Qiang, representative, Kyokuto China Ltd
### Asiamold 2015

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<thead>
<tr>
<th><strong>Show date</strong></th>
<th><strong>15 - 17 September 2015</strong></th>
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<tr>
<td><strong>Venue</strong></td>
<td>China Import and Export Fair Complex, Guangzhou, China</td>
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| **Opening hours** | 15 - 16 September 2015 9:30am - 5:00pm  
17 September 2015 9:30am - 3:00pm |
| **Admission** | Trade visitors only |
| **Participation** | • Package booth (min 9 sqm)  
RMB 12,000 / 9 sqm  
• Raw space (min 18 sqm)  
RMB 1,100 / sqm |
| **Organiser** | Guangzhou Guangya Messe Frankfurt Co Ltd |
| **In co-operation with** | EuroMold  
Guangzhou Die & Mould Industry Association |
| **Concurrent Fairs** | • Guangzhou International 3D Manufacturing Exhibition  
• Guangzhou International Metalworking Industry Exhibition  
• Guangzhou International Foundry, Diecasting & Forge Industry Exhibition  
• Guangzhou International Bearing Industry Exhibition |
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