



# ALUMINIUM CHINA 2019

## 10-12 JULY 2019

Shanghai New Int'l Expo Centre W1-W3

A professional sourcing and networking platform for the complete aluminium industry chain in China

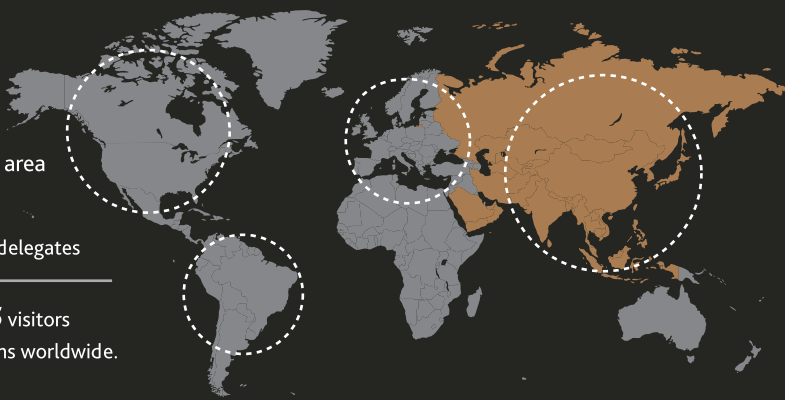
# Post-Show Report

**600+** exhibitors

**45,000m<sup>2</sup>** exhibition area

**25,285** trade visitors and delegates

The three-day event attracted **25,285** visitors and buyers from **87** countries and regions worldwide.



\* International trade visitors in attendance:



South Korea

**TOP1**



India

**TOP2**



Japan

**TOP3**



Thailand

**TOP4**



Malaysia

**TOP5**



Organized by:



励展博览集团

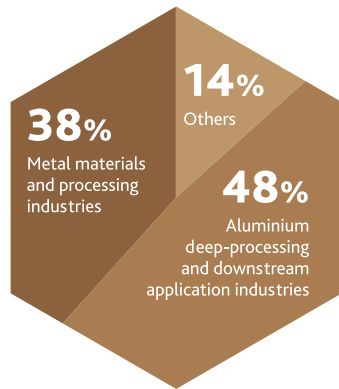
Co-Organized by:  
Reed Exhibitions Deutschland GmbH  
Beijing Antaike Information Co., Ltd.

Supporting Associations:  
China Nonferrous Metals Industry Association  
International Aluminium Institute  
Japan Aluminium Association  
Global Aluminium Foil Roller Initiative  
Gulf Aluminium Council

[www.aluminiumchina.com/en](http://www.aluminiumchina.com/en)

\* Aluminium China 2019 post-show statistics.

## Visitor Breakdown by Industry



### Top 5 aluminium deep-processing and downstream application industries

◆ Automotive parts and vehicles	20.65%
◆ Machine parts and machinery manufacturing	6.54%
◆ Electronics	5.08%
◆ Building and construction	3.27%
◆ Packaging	2.89%

### Top 5 metal material and processing industries

◆ Aluminium profiles	15.19%
◆ Aluminium plate, sheet, foil	12.96%
◆ Aluminium ingot, alloy	10.26%
◆ Non-ferrous metals recycling	6.21%
◆ Aluminium tube, wire, rod	3.88%

The number of visitors representing end-user companies has increased with each edition.

89.56%  
Visitor Satisfaction

## Visitors' Top Interested Products



Aluminium profiles



Extruder and supporting equipment



Rolling mill and supporting equipment



Aluminium plate, sheet, foil

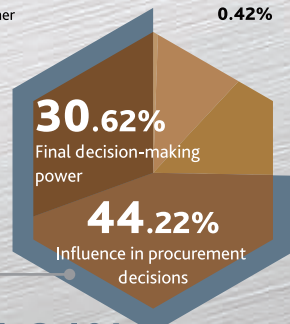


Primary aluminium and aluminium alloys



## Visitors' Decision-Making Power

◆ Final decision-making power	30.62%
◆ Influence in procurement decisions	44.22%
◆ Specify procurement demand	13.47%
◆ Not involved in procurement,	11.27%
◆ Other	0.42%



74.84%

of visitors had final decision-making power, or significant procurement influence, at an increase of

4.84% over 2018.

## Visitor Breakdown by Job Responsibilities

21.7%

of visitors surveyed were from business management and procurement departments.



## Buyer Comments

**Hawai Motor (Shanghai) Research Institute**  
**Ren Chunliang, Research Manager**

"Over the past fifteen years, Aluminium China has made brilliant achievements. I hope that the exhibition will achieve even greater success next year."

**Mitsui & Co. (Guangdong) Ltd.**  
**Zou Aiqiong, Deputy Manager of Metal Resources Department**

"The annual Aluminium China exhibition provides a display platform for major manufacturers, while allowing purchasers like us to know more about suppliers. The map guide at the exhibition was very easy to understand. The exhibition offered many new opportunities. As an international trading company, we were proud to see so many quality Chinese products that reflect our national strength. In addition, the organizer provided thoughtful service. Hopefully, the show will continue to grow."

**PXI Auto Components Suzhou Co., Ltd.**  
**Lv Yuanyuan, Procurement Manager**

"I hope Aluminium China will continue on its path of success in the next 15 years, and that more aluminium companies will join and benefit from it. Hopefully, more new technologies and applications related to aluminium materials will emerge, providing better development opportunities for companies. I hope Aluminium China will continue to prosper."

**Handan Huaxing Aluminium Industry Co., Ltd.**  
**Yang Guiyin, General Manager**

"Aluminium China has pointed out the future development direction for aluminium manufacturers and provided strong guidance for equipment renewal. The new technology showcase will facilitate production. I hope the exhibition will continue to grow!"

**Safran Cabin**  
**Joost Weimar, Project Manager**

"This was our first time visiting ALU China with an objective to get in contact with extrusion press suppliers and die makers. Reed Exhibitions did a great job with organizing and fulfilling this request. They prepared a full exhibitor itinerary for us, including entrance tickets and English-speaking contact persons to accompany us onsite. This added a lot of value to our short trip. ALU China offered a good variety of exhibitors, showing all the latest innovations within the aluminium industry."

## Partial List of Application Industry Delegations

The show attracted **97** delegations from home and abroad, comprising **2,593** visitors.

AIPU China Shanghai Branch  
Pan Asia Technical Automotive Center Co., Ltd.  
Toyota Tsusho (Shanghai) Co., Ltd.  
Foxconn Technology Group  
Henkel Co., Ltd.  
Jiangsu Asia-Pacific Aviation Technology Co., Ltd.  
Jiangsu Asia-Pacific Light Alloy Technology Co., Ltd.  
Nippon (Shanghai) Chemical Co., Ltd.  
MINTH Group  
Ningbo Lv-hong Automotive Parts Co., Ltd.  
ALWAYS Automobile Co., Ltd.  
Shanghai Baoye Group Corp., Ltd.  
Shanghai Spaceflight Precision Machinery Institute  
Suzhou Tongjie Automobile Technology Development Co.  
Marubeni (Shanghai) Co., Ltd.  
Zhejiang Jiechang Linear Motion Technology Co., Ltd.  
China National Heavy Machinery Research Institute Co.,

\* Delegations listed in random order

**96.95%**  
Exhibitor Satisfaction

## Exhibitor Comments

### Guangdong Press Metal International Ltd. Wang Ruichao, Marketing Manager

"The service of the organizer was very good. Publicity was strong, and a variety of forums was available. The quality of exhibits and visitors has improved significantly, and the exhibits are becoming more and more high-end and comprehensive. Visitors are paying increasing attention to new technologies and products, and raised very professional questions. This exhibition has not only improved our influence, but also provided more opportunities to get into contact with customers. I'd like to thank Reed Exhibitions for its support and help, and hope that Aluminium China will continue to grow."

### Toshiba Mitsubishi-Electric Industrial Systems (China) Corporation Liu Weijia, Marketing Manager

"Congratulations to Reed Exhibitions on successfully hosting Aluminium China 2019. Aluminium China is Asia's leading aluminium industry platform. By participating in the exhibition, TMEIC, as a global supplier of industrial electrical equipment and automation systems, has effectively communicated with industry experts and trade visitors, while showcasing our latest technology and application experience. The show has improved our brand influence in the industry. We are very grateful to Reed Exhibitions for its hard work, and hope that Aluminium China will continue to develop!"

### Guangxi Alnan Aluminium Inc. Zhu Yutao, General Manager

"Aluminium China, organized by Reed Exhibitions, is the most influential and popular exhibition in the global aluminium industry. As an advanced manufacturer of new aluminium materials for aerospace, aviation and transportation, Alnan attended the exhibition for its sixth consecutive year, bringing exhibits from five core application sectors, including high-end aluminium products for aerospace & aviation, automobiles, 3C, rail transit, ships and marine engineering equipment. We fully demonstrated our new processes, new technology and new trends, achieving good marketing results. Thanks to the organizer, Reed Exhibitions, for its support and dedication. I hope Aluminium China will continue to prosper."

### Zhejiang Gko Aluminium Co., Ltd. Zhou Zongcheng, President

"Aluminium China is an international platform, allowing us to expand business, learn about industry trends and maintain customer relations. Thanks to Reed Exhibitions for its careful organization and planning. I hope that Aluminium China will achieve even greater success in the future."

### UNGERER Technology GmbH / REDEX Group Pan Ju, General Manager of China

"As a global leader, UNGERER offers complete and unique solutions that guarantee high-quality products for the metal plate and sheet processing industry. UNGERER, owned by Redex, remains committed to technological innovation. For more than 120 years, UNGERER has been a specialist in plant, machinery and systems engineering, constantly innovating and providing comprehensive quality services to customers all over the world. We sincerely thank the organizer of Aluminium China, Reed Exhibitions, for its important contributions to its past editions, and hope that Aluminium China will continue to grow!"

## Partial Exhibitors



\* Listed in random order

## A Look Inside ALU China 2019

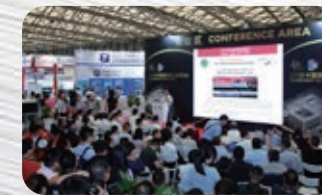
### Forum on Innovative Applications of Automotive Lightweight Technology and Related Materials

With an exclusive focus on automotive lightweight processing technologies, technical experts from domestic and international automobile enterprises and first-tier part suppliers presented on metal automobile applications including, steel, aluminium, magnesium and non-metallic materials were invited. This forum aimed to strengthen technical exchange and bring more technical and development ideas to the industry.



### Appearance and Application of Aluminium Alloy in Consumer Electronics Forum

Leading consumer-electronics companies and processing companies gathered to share insights on aluminium in electronics and the infinite possibilities for its future development. Hot-topic discussions spanned the fields of, among others, aluminium alloy in processing technology and consumer-electronics appearance design and demand. This forum additionally promoted the transformation and upgrading of consumer-electronics company products, while increasing their core competencies.



### Aluminium Packaging and Sustainability Forum

The excellent properties of aluminium make it an ideal packaging material. This forum brought together the International Aluminium Institute (IAI), Aluminium Stewardship Initiative (ASI) and the Global Aluminium Foil Roller Initiative (GLAFRI), as well as packaging application companies and packaging material suppliers, to discuss the significance of aluminium packaging for sustainability.



### Aluminium Packaging Display Area

This zone focused on aluminium packaging products and applications, including aluminium foil products, and the products used aluminium foil as composite materials, structural parts or packaging system. It covered household aluminium foil, packaging aluminium foil and industrial technical applications of aluminium foil. At the same time, products from Alufoil Trophy EUROPE and top domestic aluminium packaging products were unveiled, featuring the leading domestic and international packaging-processing technology.



### Lightweight Innovation Arena

This zone highlighted the most advanced innovative products and applications in the field of automotive lightweighting, including high-tech lightweight materials, processing technology, technically-innovative lightweight components, integrated lightweight solutions, and high-tech and cutting-edge technologies for automotive lightweighting.



### The 15th Anniversary Review Gallery

This gallery was designed to recapture splendid scenes of the past 15 years, recalling memories of generations of aluminium professionals and shaping the spirit and culture of the aluminium industry in the new era. It celebrated, via a photo-and-video display, Aluminium China's 15-year prosperity with a focus on milestones in the global aluminium industry. The story of the industry was told in a detailed and affectionate manner.



### Concurrent Event: Lightweight Asia 2019

This fair featured domestic and international lightweight automotive products, auxiliary products, high-performance materials, and processing technologies and solutions, attracting design, R&D, technology and purchasing personnel from terminal application companies. It served as an ideal platform for showcasing lightweight automotive achievements and innovative applications, including first-hand opportunities to conduct technology exchange, network with quality buyers, and learn the most pressing needs of the industry.



### Concurrent Event: Logistics Vehicle Innovation Forum

This event enabled face-to-face communication with industry leaders and shared leading operation models and technological innovations in the industry. It additionally witnessed the launch of the China Logistics Transportation Club.



## TAP Buyers

## Partial TAP Buyer Listing

\*Target Attendee Program: A TAP buyer is a senior corporate executive or high level professional within the industry who visits ALUMINIUM CHINA 2019 with definite purchasing intent or a pre-defined procurement plan.

**1,210** TAP diamond buyers, the majority of which represented the application fields, were in attendance, namely **43%** from automotive and **28%** from packaging & electronics. **21%** represented the aluminium fields.

A total of **399** business match-making meetings were successfully held onsite, including **265** domestic matchmakings and **134** international matchmakings, serving a total of **125** exhibitors. TAP business matchmakings resulted in an estimated transaction total of **690,525,000** CNY.



\* Listed in random order

# ALUMINIUM CHINA 2020

8-10 July 2020 | Shanghai New Int'l Expo Centre | N1-N3

Concurrent Event **Lightweight Asia 2020** **Asia's Lightweight Automotive Trade Fair**

Global exhibition series:



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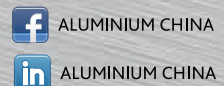
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