



# 2021深圳国际 线圈工业、电子变压器及绕线设备展

2021 Shenzhen (China) International Coil Winding & Electronic Transformer Exhibition

## 邀请函 Invitation

2021年7月1-3日

July 1-3, 2021

深圳会展中心

Shenzhen Convention & Exhibition Center

### 商务部重点引导扶持的行业展会 国际展览业协会 (UFI) 认证

The industry event approved by UFI & supported by Ministry of Commerce

#### 主办单位 Organizers

广东智展展览有限公司  
Wise Exhibition (Guangdong) Co., Ltd.  
香港智展国际有限公司  
Wise Exhibition (HK) Co., Ltd.





## 本届规模 EXHIBITION SCALE



## 同期活动及展会 CONCURRENT EVENTS AND EXHIBITIONS

- 中国（深圳）国际电子变压器制造技术论坛
- 深圳国际绕线设备新技术、新产品推介会
- 大湾区重点企业考察交流对接会
- 第19届深圳国际小电机及电机工业、磁性材料展览会
- 2021深圳国际轴承及制造技术展览会
- 2021深圳国际粉末冶金及硬质合金、先进陶瓷展
- China (Shenzhen) International Electronic Transformer Manufacturing Technology Forum
- China (Shenzhen) International Coil Winding New Technology and Product Promotion Conference
- Inspection of Key Enterprises in Greater Bay Area
- The 19<sup>th</sup> Shenzhen (China) International Small Motor, Electric Machinery & Magnetic Materials Exhibition
- 2021 Shenzhen International Bearing Industry Expo
- 2021 Shenzhen International Powder Metallurgy, Cemented Carbide & Advanced Ceramics Exhibition

## 展会背景 EXHIBITION GENERAL

深圳国际线圈工业、电子变压器及绕线设备展览会（CWEXPO）将于2021年7月1-3日在深圳会展中心举行，CWEXPO是国内线圈工业及电子变压器制造领域最具影响力的展会之一，集中展示全球领先的电子变压器及电机制造技术、应用材料及零配件。

上届展会展出面积达20,000平方米，有来自20个国家/地区的400家参展商和18,600名专业观众共同参与。广东华旌电子、振华富、振华微、安泰科技、直尚、麦格雷博、JFE钢铁株式会社、三丰、张力科技、张力测控、怡斯麦、慧宇精密、东鸿、永威顺、科彼特、群意、东莞邦特、兴飞良、德龙机械、广和兴、八部电子、德国克恩-里伯斯、登高达、握友等知名企业悉数亮相。展会期间，创新打造线上展会，通过微信小程序，采用展商现场采访、展会直播、云展台等形式，联动线下展会，整体加强观众引流，小程序页面累计超13万访问量。

同时，还吸引了采购行业众多知名品牌企业的团体参观：中国航天科工科技委元器件及能源专业组、华为、富士康、小米、珠海格力、格兰仕集团、TCL、美的、广汽零部件、中兴、比亚迪、弗迪动力、脉冲电子、顺络电子、田村电子、深圳创维-RGB电子、普盛旺、日本电产三协电子、江西耀润、金动力、日立、大忠电子、铭普光磁、胜美达、深圳大阳、深圳市传感器协会等。CWEXPO 2021展览面积将达30,000平方米，同期举办20+场行业高峰论坛及技术研讨会，欢迎中外采购商、专家学者前来深圳参展、参观、合作交流！

Shenzhen (China) International Coil Winding & Electronic Transformer Exhibition (CWEXPO for short) will be held at Shenzhen Convention & Exhibition Center on July 1-3, 2021. As one of the most influential domestic exhibition in coil winding and electronic transformer industry, CWEXPO will display the advanced manufacturing technologies, applied materials and components of electronic transformer and electric motor.

The last session covered an area of 20,000sqm, attracted 400 exhibitors and 18,600 visitors from 20 countries and regions. Well-known enterprises include GUANGDONG HUAZHAN ELECTRONIC, ZHENHUA FU ELECTRONIC, ZHENHUA MICROELECTRONICS, AT&M, ZHISHANG, MAGNET LABORATORIES, JEF Steel Corporation, SUNFAR, TENSION, ESM, HUIYU, DONGHONG, YONGWEISHUN, COMPETENT, QUNYI, DONG GUAN BONT, XINGFEILIANG, DELONG MACHINERY, GHX, BABU ELECTRONIC, KREN-LIEBERS, DENG GAO DA, WOYO, etc. During the exhibition, we innovatively built online exhibition. Through WeChat mini program, we adopted the form of interviewing exhibitors on-site, live broadcast, displaying exhibitors profile, products and news online, etc., to link the offline exhibition and attract the overall visitors. The page of WeChat mini program has accumulated more than 130,000 visitors.

Meanwhile, many brand enterprises visited and purchased at CWEXPO, such as Components and Energy Professional Section of CASIC Science & Technology Committee, HUAWAI, Foxconn, MIUI, Gree, Galanz, TCL, Midea, GAC COMPONENT, ZTE, BYD, Findreams Power, NPM, Sunlord Electronics, TAMURA, Skyworth, Nidec, YaoRun Electronics, Jingdongli, Hitachi, Dazhong Electronics, Mentech, SUMIDA, DAYANG, Shenzhen Instrument and Automation Manufacturer's Association, etc. CWEXPO 2021 will cover an area of 30,000sqm and over 20 industry speeches of summit and technical seminar will be held concurrently. Welcome overseas and domestic purchasers, experts and scholars to exhibit, visit and exchange.

# 展会优势与亮点

## EXHIBITION ADVANTAGES AND HIGHLIGHTS

组委会办展经验丰富，并获多项殊荣。组委会有近20年的展览、会议策划举办经验，近两百万条观众数据积累，为展商提供一个绝佳的沟通平台



2000年 广东智展展览有限公司成立。  
2012年 公司旗下自办展通过全球展览业协会（UFI）的认证。  
2012年 广东智展展览有限公司加入全球展览业协会（UFI），成为中国区成员。  
2014年 成为广东会议展览业协会、广东会展组展企业协会副会长单位。  
2015年 被中国会展经济研究会评为“中国十佳品牌组展商”。  
2018年 荣获“中国展览产业百强展览主办机构”称号，所办展会进入国家商务部引导扶持展会行列。  
2019年 荣获“建国70周年·70家品牌会展主办机构金手指奖”殊荣。

**The organizing committee has nearly 20 years experience in organizing exhibition, conference planning and millions of professional audience data accumulation, providing an excellent communication platform for exhibitors.**

In 2000 Establishing of Wise Exhibition (Guangdong) Co.,Ltd. (WISE for short).  
In 2012 The self-organizing exhibition was approved by The Global Association of the Exhibition Industry (UFI).  
In 2012 WISE joined UFI, as a member in China.  
In 2014 WISE became a vice President of units of Guangdong Conference and Exhibition Association and Guangdong Fair Organizers Association.  
In 2015 WISE was awarded by China Exhibition Economy Research Institute as "China Top 10 Outstanding Exhibition Organizer".  
In 2018 WISE won the honor of "PEO-TOP100". The holding exhibitions had been cataloged into the guide and support list by Ministry of Commerce.  
In 2019 WISE won the honor of "Goldfinger Award of China Event Industry".

## 立足粤港澳大湾区，尽显区位和产业双重优势



粤港澳大湾区经济发达，家用电器、消费电子、汽车工业、自动化、新能源等产业体量大，辐射面广，应用市场巨大。深圳国际线圈工业展独占区位和产业两大优势，能够更好地吸引优质买家及采购商参会。

**Based on Guangdong-Hong Kong-Macao Greater Bay Area, showing the dual advantage of location and industry.**

Guangdong-Hong Kong-Macao Greater Bay Area has developed economy. Its industrial volume is huge and the radiation is wide, such as household appliances, consumer electronics, automobile industry, automation, new energy and other industries. CWEXPO has the advantages of location and industry, which can attract superior buyers and purchasers to attend.

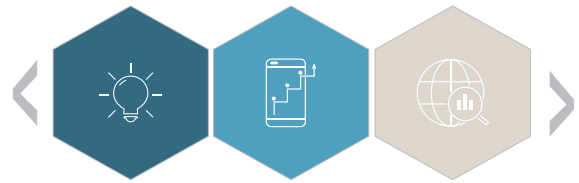
## 数字化升级，促进展会线上线下融合



展前和展会期间，创新打造线上展会，进行展会数字化升级，通过微信小程序，采用展商现场采访、展会直播、同期活动直播、云展台等形式，联动线下展会，为企业及展会整体加强观众引流，创造更直观、更深度的参展观展体验。

**Digital upgrade, integrating online and offline exhibition**

During the exhibition, we innovatively built online exhibition. Through WeChat mini program, we adopted the form of interviewing exhibitors on-site, live broadcast, displaying exhibitors profile, products and news online, etc., to link the offline exhibition and attract the overall visitors.



## 同期活动丰富，展会同期举办20+高端论坛



展会期间组委会还策划了多场高规格技术论坛、新产品新技术发布会，邀请国内外知名专家、教授，探讨行业最新动向、了解未来发展方向。

**Rich concurrent events, more than 20 high-end speeches.**

The exhibition will bring together exhibitors from all over the world, who come with the latest technology, products and equipment. Furthermore, new products and technology promotion conference will be held at the exhibition site, and well-known experts and professors at home and abroad will be invited to explore latest industry trends and understand future development.

## 不断创新进取，整合行业多方力量，与行业各大权威组织、学术机构及行业媒体展开深度合作



联合行业众多协会、学会、科研院校等机构，充分利用其行业资源，组织参展商、团体采购商参与本展会，同时组委会将为专业的采购商提供接待、洽谈等相关服务。此外，本届展会还与国内外超100+行业专业媒体、50+大众媒体展开了深度合作，全程专题报道本展会。

**Keeping being innovative and enterprising, integrating the strengths of the industry and having an in-depth cooperation with the major authorities, societies, academic institutions and industry medias.**

Cooperating with authorities, societies, academic institutions, making full use of their industry resources to organize exhibitors, purchasing groups to participate in the exhibition. Meanwhile, the organizing committee will provide reception, negotiation and other related services to professional purchasers. Besides, the exhibition will cooperate deeply with over 100 industry professional media and over 50 mass media to feature the exhibition.

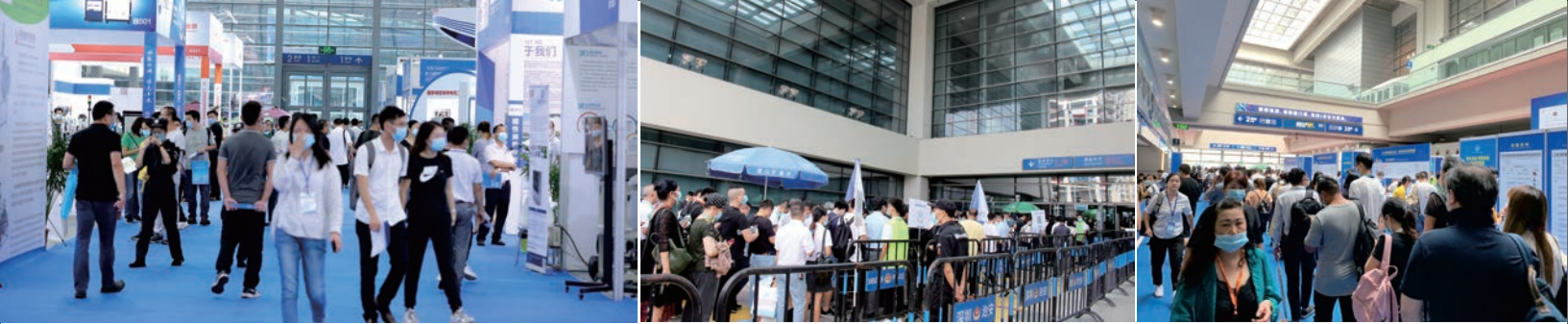
## 特色专业服务保效果



展前展中展后专业地配对服务，展前组委会会为展商制作专属的宣传资料，通过自身及合作平台对公司及产品进行宣传推广，并且进行国内外采购商同步邀请，建立供需数据库，进行配对，展中进行进一步的撮合、牵线，展后提供相关数据分析报告、提供相关咨询等服务。

**Providing featured professional services, ensuring the effectiveness of the exhibition.**

Matching service will be provided to exhibitors and customers. Before the exhibition, the organizing committee will design exclusive publicity to promote exhibitor's company and products by our own and cooperation platform. Inviting overseas purchasers and establishing a supply and demand database to match exhibitors and purchasers. During the exhibition, the matching service will be moved on. After the exhibition, the related data analysis and consultation will be provided.



## 来自行业的声音

TESTIMONIALS FROM EXHIBITORS AND VISITORS



### 中国航天科工科技委元器件及能源专业组 Components and Energy Professional Section of CASIC Science & Technology Committee

人头攒动井然有序的观众、恍如街市的展会现场、热情洋溢的演讲专家、聚精会神的论坛听众，我们见证了一场专业、专心、专注的展会。2020深圳国际线圈工业、电子变压器及绕线设备展览会（以下简称展会）能够取得如此傲人的成绩和圆满成功，与展会主办方和承办方充分准备和专业服务密不可分，我们衷心祝愿展会越办越好，打造成为一个汇聚五湖四海优质资源的专业平台，专心为行业提供优质服务，为行业做出更大贡献！

The crowded and orderly audience, enthusiastic speech experts and attentive audience displayed a professional exhibition. CWEXPO can achieve such impressive results is related to the full preparation and professional services of the organizer and host. We sincerely wish the exhibition get better and better, to build a professional platform that gathers high-quality resources from all over of the world, provide quality services and make greater contributions to the industry!



### 深圳市传感器与智能化仪器仪表行业协会 常务副秘书长 江锦波

Shenzhen Instrument and Automation Manufacturer's Association  
Deputy Secretary General Mr. Jiang Jinbo

今年中国制造业经历了疫情的严重冲击，但在展会上我们再次看到了危机过后整个行业所焕发出的勃勃生机。今年展会现场呈现的新产品、分享的新技术，也将成为行业企业接下来发展的强心剂。本次展会展示了全产业链式、完整齐全的各类产品例如高新精密仪器设备等，完全可媲美国内外同类产品，期待明年的展会带来更多的惊喜！

This year, China's manufacturing industry experience severe impact by the pandemic, but CWEXPO presented the full of vitality of the whole industry after the crisis. The new products and technologies exhibited at the exhibition site will become a strong boost for the development of motor and magnetic materials enterprises in the future. The exhibition showed the full complete industry chain products, such as high precision instruments and equipment, which is fully comparable with similar products at home and abroad. Look forward to next exhibition with more surprises.



### 富士康科技集团 资深工程师 曾祥洋

Foxconn Technology Group Senior Engineer Mr. Zeng Xiangyang

此次展会整体效果比较理想，现场人气高，为我们与参展商、客户之间提供了良好的交流平台，给研发和采购人员做后续工作开展提供参考。明年再来参观这个展会。

The overall effect of CWEXPO is quite great with crowded participants. The exhibition functions as a bridge for exhibitors and customers to exchange, and provides reference for R&D and purchasing staffs. We will visit the exhibition next year.



### 东莞谊邦电工材料有限公司 业务经理 张浩

Dongguan Easebond Electrical Materials Co.,Ltd.  
Sales Manager Mr. Zhang Hao

安排合理，接待热情！是一次高规格高档次高质量的展会。

The exhibition was well-arranged with enthusiastic reception. It is a high-class event.



### 安泰科技股份有限公司 市场部经理 严小姐

Advanced Technology & Materials Co.,Ltd. Marketing Manager Ms. Yan

感谢主办方能在深圳举办线圈工业展会，展会服务很周到也非常新颖，在今年的情况也运用新媒体线上直播的方式提升我们品牌的宣传，提高我们知名度和影响力，让我们很有收获，希望主办方越办越好，与我们共同开创线圈工业美好未来。

Thanks to CWEXPO and the organizers' comprehensive exhibition services. Live exhibition on New Media enhanced our brand publicity, improved our visibility and influence, so that we have a lot of harvest. Hope the organizer could be better and better, and let us work together to create a better future for small motor and magnetic materials industry.



### 深圳顺络电子股份有限公司 叠层设备部工程师 彭龙辉

Shenzhen Sunlord Electronics Co. Ltd Engineer Mr. Peng Longhui

本次展会对电子产品行业的设备有较好的认知，包括粉料成形，外观检测，磁环测试等等。粉料成形方面，包含一体式电感类的非标自动化全套设备、粉末成型压机、各类高精度成型模具等。

关于磁体测试类，国内磁体测试发源地厂家（湖南娄底）基本汇聚于此，对于磁体材料及测试人员来说，是了解行业动态、测试标准的不可多得的好机会。

The exhibition well recognized to electronics equipment. Exhibit scope ranges from powder forming, visual inspection to magnetic loop detection, etc. including a full set of non-standard automatic equipment of integral inductance, powder forming press, various high-precision forming moulds, etc. Most domestic magnet testing factories gathered at the exhibition, includes Loudi, Hunan province, where is the birthplace of domestic magnet testing. It was a rare and good opportunity for magnet materials and testers to understand the industry dynamic and testing standards.



### JFE钢铁株式会社 经理 崔婉莹

JFE Steel Corporation Manager Ms. Cui Wanying

今年是JFE钢铁第一次参加这个展会，虽然由于疫情原因展会推迟了，但参展商和观众人数比预期的多。通过这个平台我们展示了超级铁芯材料，观众对新产品的关注度比较高，我们在现场进行了多次专业交流，参展效果明显。

It is the first time for JFE to join in CWEXPO. Though the exhibition was postponed due to the pandemic, exhibitors and visitors were more than expected. We exhibited super core of high frequency motor through the platform. Visitors were more attentive to new products so that we exchanged a lot with them at the exhibition site. Conclusively, the exhibiting effect is obvious.



### 比亚迪汽车工业有限公司 设计经理 储昭节

BYD Company Limited Engineering Manager Mr. Chu Zhaojie

感谢主办方周到的对参观团的组织和安排，展前的组织对接很细致、到位，比如人员信息，车辆，时间地点等，包括全程的跟踪确认都做得非常好！展会中提供的详细，周到的服务：比如场地布局介绍，展馆布置，专业展示介绍等都很用心，为我们与参展商之间提供了良好的交流平台。

Thank the organizers for their thoughtful organization and arrangement of the visiting groups. The organization and docking before the exhibition were very meticulous, such as personnel information, transportation, time and place, etc. The tracking and confirmation of the whole journey arranged very well! The detailed and considerate services provided in the exhibition, such as site layout, exhibition hall layout, professional presentation and so on, providing a good platform for us to communicate with exhibitors.



## 买家及专业观众邀请范围

### BUYERS AND PROFESSIONAL VISITORS

电源、电子变压器、消费电子、电力设备、家用及工业电器、智能家居、电机、汽车电子、电声器件、医疗器械、办公自动化设备、照明灯具、军工设备、仪表仪器、监控通讯、代理商、系统集成商、进出口商、各类科研人员及应用行业协会。

Power supply, electronic transformers, consumer electronics, electrical equipment, home and industrial appliances, intelligent switches, electric motors, automotive electronics, electroacoustic device, medical equipment, office automation, LED, military industry, instrumentation, communication, agents, system integrators, importers and exporters, highways, R&D and associations of applied industries, etc.

## 参展范围

### EXHIBIT SCOPE

### 绕线设备及专用配件类

#### Winding Machines and Accessories

绕线机、绕线机配件、送丝机、包胶机、焊锡机、浸渍机、整形机、检测仪器设备、各类测试设备、夹头、张力器等。

Coil winding machines and accessories, wire feeding machines, wrapping machines, soldering/brazing machines, impregnation machines, coil forming machines, detection equipment, chuck, tensioner, etc.

### 绝缘材料类

#### Insulation Materials

灌封胶、浸漆剂、漆包线漆、绝缘子、绝缘漆、绝缘薄膜、高温绝缘物、绝缘纸、绝缘液体、绝缘胶带、层压制品、粘带及复合材料、云母制品、树脂、硅胶橡胶制品以及其它绝缘材料等。

Potting of smidakh, insulated paints, wire enamel, insulator, insulating coatings, insulation film, high temperature insulation, insulating paper, insulating liquid, insulating tapes, laminated products, adhesive tapes and composite materials, mica, resins, porcelain, silica gel, rubber products, etc.

### 磁性材料类

#### Magnetic Materials

各类磁芯、软磁铁氧体、磁片、复合磁性材料、金属软磁、各种软磁合金、非晶纳米晶软磁，以及磁材干粉压机、烧结炉、搅拌机、球磨机、切割机、涂装设备、切片仪、激光粒度分析仪、X荧光分析仪等。

All kinds of magnetic cores, soft magnetic ferrite, magnetic sheet, magnetic composite materials, metal soft magnets, soft magnetic alloys, amorphous soft magnets, dry powder pressing machine, sintering furnace, blender, ball grinding equipment, cutting machine, coating equipment, microtome, laser particle size analyzer, x-ray fluorescence analyzer, etc.

### 线圈制品及配件类

#### Coils and Accessories

电子变压器、电感器、空心线圈、电磁线圈、变压器骨架、漆包线、绝缘线、扁铜线、导针等。

Electronic transformers, inductors, hollow coil, electromagnetic coil, bobbin, enameled wire, insulated wire, rectangular copper wire, guide needle, etc.

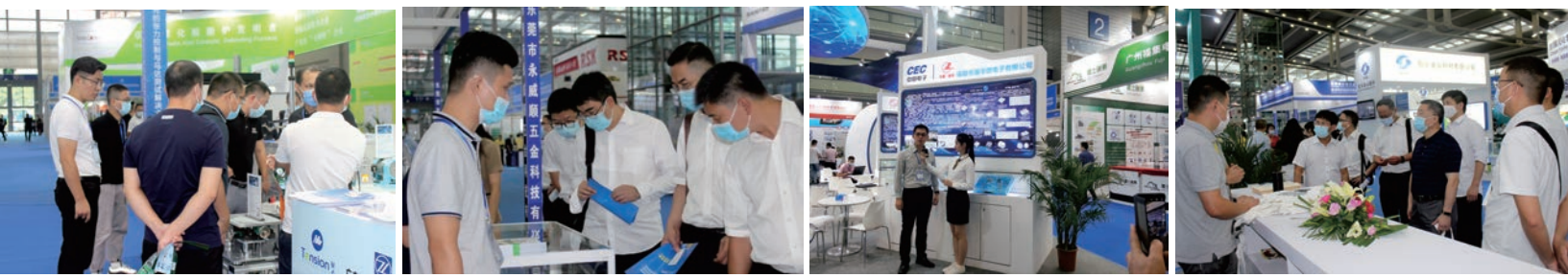
### 电源整机及设备类

#### Power Supply and Equipment

UPS不间断电源、稳压器、开关电源、逆变器、LED电源、移动电源、专用电源及其他各类定制电源产品，电源老化设备、电源测试设备等其它电源设备，电容器、电阻器、电源线、连接器等。

UPS uninterruptible power system, voltage regulator, switching power supply, inverter, LED power supply, mobile power supply, special power supply and other customized products, power aging equipment, power tester, capacitor, resistor, power line, connectors, etc.





# 参展费用 BOOTH FEE

备注：双开口展位在原展位费基础上加收10%费用

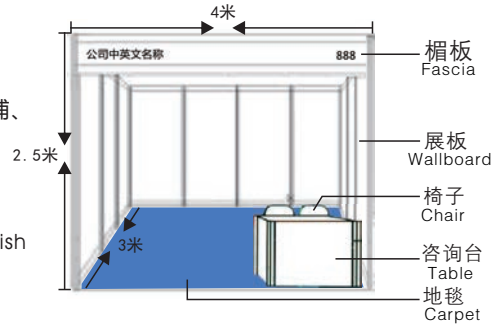
## 参展费用 Booth Fee

Notes: Double-open booths will be charged more 10% of the original booth fee.

标准展位 Standard Booth	光地(36m <sup>2</sup> 起租) Raw Space (36m <sup>2</sup> For Rent)	外资企业 Foreign Enterprises
RMB 12800/12m <sup>2</sup>	RMB 1000 /m <sup>2</sup>	USD 2500 /12m <sup>2</sup>

## 展位配置说明 Standard Booth Facilities

- ★每个标准展位提供如下基本设施：三面围板(转角位2面或1面)、一桌两椅、地毯满铺、两支射灯、220V电源插座，中英文公司楣板制作。
- ★光地不含以上任何设施
- ★Facilities for the standard booth: three wallboards (two wallboards in the corner), a table, two chairs, two spotlights, 220v power, carpeted floor, Chinese and English fascia (name-board).
- ★No facility is provided for the Raw Space.



## 展览会日程安排 Exhibition Schedule

展览时间 Opening Time	2021年7月1日 (周四)	9:30-17:00
	2021年7月2日 (周五)	9:00-17:00
	2021年7月3日 (周六)	9:00-15:00
撤展时间 Move-out	2021年7月3日 (周六)	15:00-18:00

## 会刊广告费用 Advertising Fee

封面	封底	扉页	封二	封三	显要版	彩页	企业专访
50000元	35000元	10800元	10000元	9000元	6000元	5000元	5000元
黑白	黑白企业简介	1/2版彩页	1/2版黑白	1/4版彩页	1/4版黑白	企业新闻	人物专访
3000元	1000元	3500元	1800元	1900元	900元	2000元	5000元

## 组委会联络处 CONTACT

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