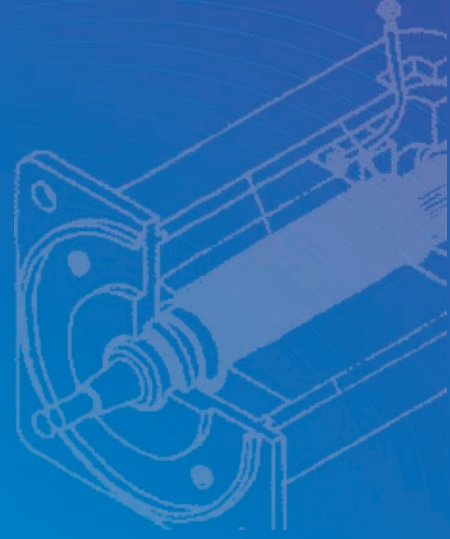




Motor & Magnetic Expo



The 19th Shenzhen (China) International Small Motor, Electric Machinery & Magnetic Materials Exhibition

July 1-3, 2021

Shenzhen Convention &
Exhibition Center

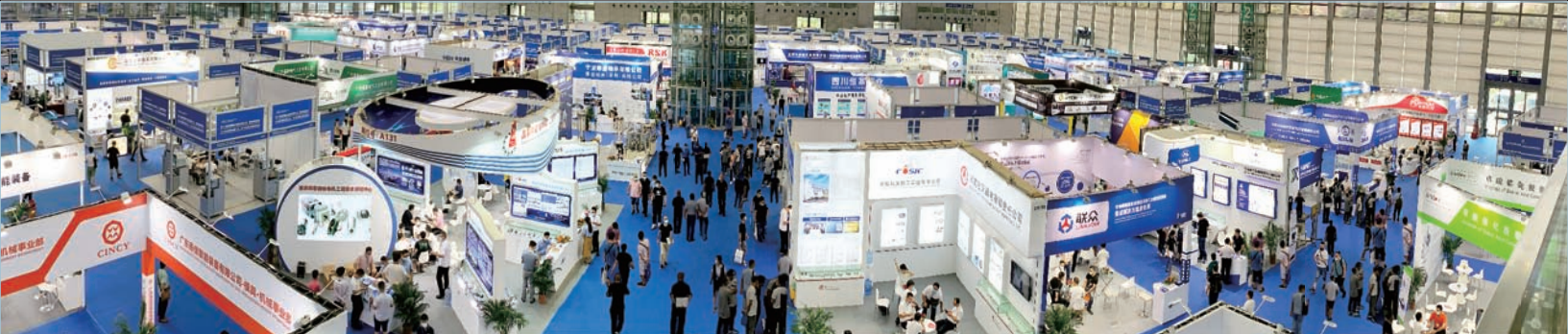
INVITATION

A unique global event of industry approved by UFI

WISE EXHIBITION (GUANGDONG) CO.,LTD.

wise 智慧 UFI
Member





EXHIBITION GENERAL

Shenzhen (China) International Small Motor, Electric Machinery & Magnetic Materials Exhibition (Motor & Magnetic Expo for short), held by Wise Exhibition (Guangdong) Co.,Ltd., is an annual exhibition which has been successfully held for 18 years since 2003. Meanwhile, the exhibition scale is getting larger, the number of exhibitor and visitor increases gradually and it becomes more and more professional. It has gradually become a brand exhibition and won strong support and full recognition from the industry. Motor & Magnetic Expo is a unique motor and magnetic exhibition of industry approved by UFI (The Global Association of the Exhibition Industry) and has been cataloged into the guide and support list by Ministry of Commerce.

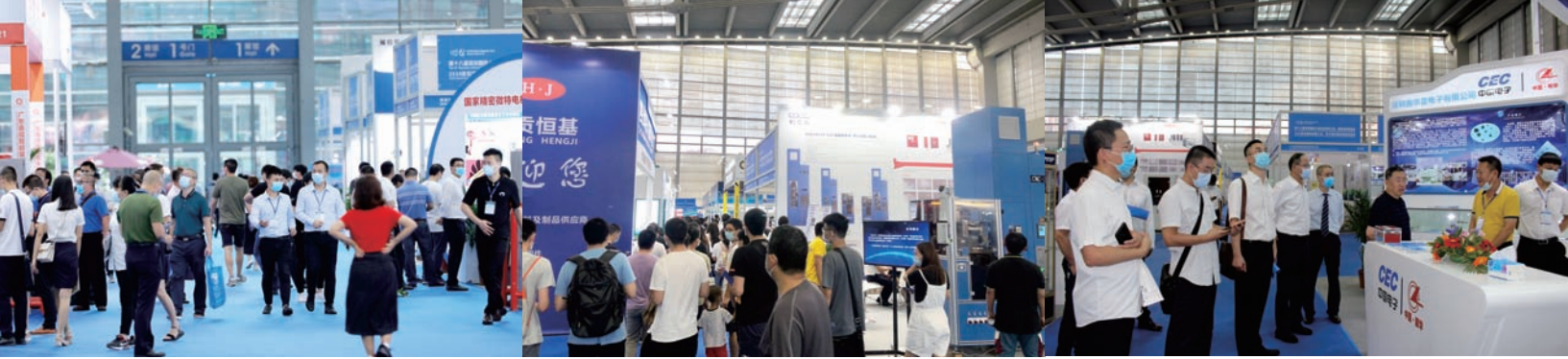
The 18th Shenzhen (China) International Small Motor, Electric Machinery & Magnetic Materials was held at Shenzhen Convention & Exhibition Center on September 13-15, 2020 with an area of 20,000sqm. It attracted over 450 well-known overseas and domestic exhibitors and 18,600 visitors from over 20 countries and regions, including Japan, Belgium, South Korea, India, Malaysia, Russia, USA, Indonesia, Taiwan, Hong Kong, etc. There were over 30 speeches of The 10th China Small Motor & Magnetic Materials Industry Development Summit, The Second International Symposium on Amorphous Alloy Powder Technology and Application. Over 1,000 experts, scholars and entrepreneurs of academic and business were invited to the forum. The online broadcast rate of exhibition on WeChat Mini Program reached tens of thousands of people. Combining with forum, the exhibition not only provided platform for exchange, trade and display, but also promoted the development of the motor and magnetic material industry to high quality. The organizing committee kept promoting and organizing visitors and purchasers. There were over 60 visiting and purchasing groups during three-day exhibition, including Components and Energy Professional Section of CASIC Science & Technology Committee, Johnson Electric, CCL MOTORS, BROAD-OCEAN, Nidec, BYD, Findreams Power, Foxconn, HUAWEI, ZTE, ZHONG KE SAN HUAN, AVIC, BAOWU, GAC COMPONENT, Gree, Galanz, TCL, Zhuhai Kaibang Motor, Midea, HAN'S MOTOR, DJI, WELLING, Gree Electric, Sunlord Electronics, TAMURA, Xiaopeng Motors, DONG CHANG MOTOR, ASPINA, JIAHE MICROMOTOR, SUMIDA, Mianyang Xinhua IC. Engine, QX Motor, Tinyway, Skyworth, DAYANG, EASEBONG, Zhongshan Yonglong, Donguan Jinming, China Electric Appliance Industry Association Amorphous Alloy Application Branch, Shenzhen Instrument and Automation Manufacturer's Association, Shenzhen Institute of Technology, etc.

The 19th Shenzhen (China) International Small Motor, Electric Machinery & Magnetic Materials Exhibition will be held at Shenzhen Convention & Exhibition Center on July 1-3, 2021. We sincerely invite industry authorities, experts, business representatives and professionals of motor and magnetic materials industry to the exhibition.

CONCURRENT EVENTS AND EXHIBITIONS

- The 11th China Small Motor & Magnetic Materials Industry Development Summit
- Dialogue on Exchange Electric Motor and Magnetic Materials between Chinese Enterprises and Overseas Counterparts
- International Small Motor & Magnetic Materials New Products and Technology Promotion Conference
- Inspection of Key Enterprises in Greater Bay Area
- 2021 Shenzhen (China) International Coil Winding & Electronic Transformer Exhibition
- 2021 Shenzhen International Bearing Industry Expo
- 2021 Shenzhen International Powder Metallurgy, Cemented Carbide & Advanced Ceramics Exhibition
- 2021 Shenzhen International Power Transmission and Hydraulic Technology Exhibition





EXHIBITION ADVANTAGES AND HIGHLIGHTS



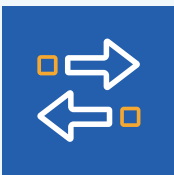
An annual industry event of small motor and magnetic materials in China

Motor & Magnetic Expo is a significantly industry event in China. After 18 years, Motor & Magnetic Expo has developed with Shenzhen's economy and become an international event covering the whole industrial chain.



The organizing committee has extensive experience, the exhibition brand is trustworthy

Wise Exhibition (Guangdong) Co.,Ltd. is a member of UFI. It won the honor of "China Top 10 Outstanding Exhibition Organizer" in 2015 and "PEO-TOP100" in 2018. Wise Exhibition (Guangdong) Co.,Ltd. has nearly 20 years experience in organizing exhibition and conference. Motor & Magnetic Expo has been cataloged into the guide and support by Ministry of Commerce and approved by UFI and the exhibition brand is trustworthy.



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

Guangdong-Hong Kong-Macao Greater Bay Area is located at the forefront of China's coastal opening with convenient transportation conditions, strong economic strength and optimized industrial structure of advanced manufacturing and modern service industries. The Greater Bay Area has a number of universities, research institutes, high-tech enterprises and national science projects with important influences in the country and the world. Based on the above advantages, Motor & Magnetic Expo can attract more superior buyers.



Holding many high-end conferences and activities in the same period, gathering well-known persons and elites to predict industry trends

During the exhibition, more than 30 high-end conferences and activities will be held. Industry experts, university professors and executives of industry leading enterprises will be invited to discuss the latest technologies and development trends. It is an excellent platform to expand resources and explore opportunities.



Upgrading the digitization, to integrate the 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.



Keeping being innovative and enterprising, integrating the strengths of the industry, and carrying out in-depth cooperation with the major authorities, academic institutions and industry media to ensure the effectiveness of the exhibition.



TESTIMONIALS FROM EXHIBITORS AND VISITORS



National Engineering Research Center for Small and Special Precision Motors

Owe to the guidance by related departments, cooperation by all parties, preparation and organization by organizer and host, Motor & Magnetic Expo 2020 was held successfully. Exhibitors and visitors communicated enthusiastically, which built a strong business atmosphere. Under the special background, the successful exhibition reflects the strength of the organizers arrangement as well as the image of the industry's recovery.



Components and Energy Professional Section of CASIC Science & Technology Committee

The crowded and orderly audience, enthusiastic speech experts and attentive audience displayed a professional exhibition. Motor & Magnetic Expo 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!



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

Thanks to Motor & Magnetic Expo 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.



JFE Steel Corporation Manager Ms. Cui Wanying

It is the first time for JFE to join in Motor & Magnetic Expo. 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.



China Electric Appliance Industry Association Amorphous Alloy Application Branch Secretary General Mr. Zhang Hua

The exhibition was organized orderly and scientifically. Visitors gains a lot. Wise Exhibition (Guangdong) Co.,Ltd. is a brand exhibition company.



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

This year, China's manufacturing industry experience severe impact by the pandemic, but Motor & Magnetic Expo 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.



Qingdao AIP Intelligent Instrument Co.,Ltd Manager Mr. Gao Gui

Our company has been exhibiting at Motor & Magnetic Expo for consecutive 10 years. From booking a standard booth to raw space with special construction and decoration, we are developing and growing together. It seems like a party with friends among visitors, exhibitors, organizer and exhibit producers. As the old saying goes, friendships is like wine, the longer the more fragrant. May our friendship last forever.



Donguan City Jiada Magnetic Products Co.,Ltd. Chief Engineer Mr. Xu Yongshun

Our company sets up more than 20 years, but this is the first time for us to join in Motor & Magnetic Expo. Out of curiosity, tension, mostly with the mindset of learning, we participated in the exhibition and concurrent activities. We are satisfied with the preparation and work after the exhibition. After all, in 2020, it is uneasy to complete an exhibition. Look forward to various cooperation with the organizer.



TESTIMONIALS FROM EXHIBITORS AND VISITORS

Foxconn Technology Group Senior Engineer Mr. Zeng Xiangyang

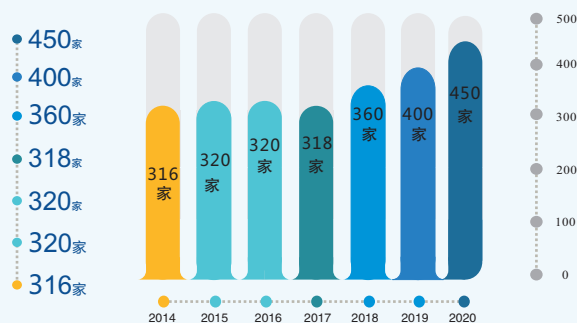
The overall effect of Motor and Magnetic Expo is quite great with crowded participants. The exhibition functions as a bridge for exhibitors and customers to exchange, and provides reference for R&D and purchasing staffs. We will visit the exhibition next year.

BYD Company Limited Engineering Manager Mr. Chu Zhaojie

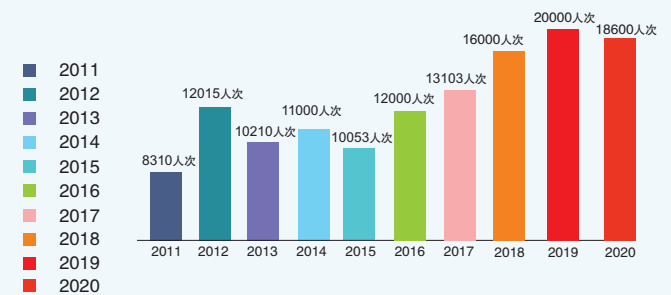
Thank the organizers for their thoughtful organization and arrangement of the visiting groups. The organization and docking before the exhibition were very meticulous. The tracking and confirmation of the whole journey arranged very well! The exhibition is a good platform for us to communicate with exhibitors.

PREVIOUS EXHIBITION FIGURES & ANALYSIS

COMPARISON OF PREVIOUS EXHIBITORS



VISITORS DATA AND ANALYSIS



Visitor Data Analysis of 2020

The first day: 7,608 visits The second day: 6,369 visits The third day: 4,623 visits

EXHIBITION SCALE



500+
Exhibitor



30000+
Professional buyer



25000m²
Scale



100+
Professional purchasing group



200+
Industry mainstream media



50+
Social media



15+
Industry new media

EXHIBIT SCOPE

A

All Kinds of Electric Motors:

electric motors for household appliances, automobiles, industrial automation, office automation, electric cars, communication sets, audio-visual digital products, telecommunication, financial equipment, aerospace and military, smart home, medical devices, computer, toys, light industrial machinery, robot and many other motors and new technology.

B

Manufacturing and Testing Equipment:

winding machines, magnetizing apparatus, electric welding machines, punching machines, dipping machines, wrapping machines, inserting machines, soldering machines, motor drive control system, design software, systems and testing equipment.

C

Accessories and Components:

bearing, commutator, armature winding, mold, iron core, stator, rotor, fan, sensors, shell, carbon brush, thermal protector, power line, connector, electron component, all kinds of motors auxiliary products such as tensioners and pneumatic scissors, etc.

D

All Kinds of Materials:

permanent magnetic materials, soft magnetic materials, non-crystalline materials, insulated materials, electromagnetic materials, etc.

E

All Kinds of Magnetic Products and Manufacturing and Testing Equipment:

cutting machine, slicing machine, dry powder press, welding furnace, mixer, ball mill, coating equipment, appearance defect detection equipment, laser particle size analyzer, X fluorescence analyzer, and the related auxiliary products, etc.





PROFESSIONAL VISITORS AND BUYERS

Motor, household appliance and industrial electrical equipment, automobile, industrial automatic equipment, office automation, power supply, transformers, coil, electrical equipment, electron, electro acoustic device, radiator, machine tool, dies, exible unit, mobile phone, digital products, IT, electric tool, toys, smart household, instrument and meter, medical equipment, fitness equipment, lamps and lanterns, aerospace, Military equipment, printing, packaging machinery, application industry association, importers and exporters, kinds of research personnel, etc.

BOOTH FEE & ADVERTISING

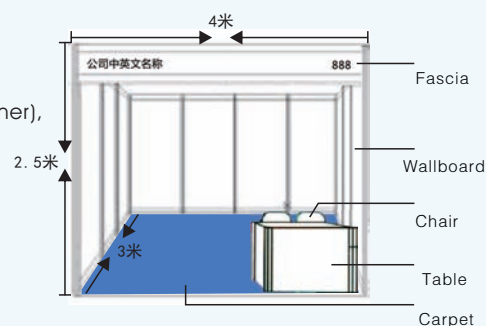
Booth Fee

Standard Booth	Raw Space (36m ² For Rent)	Foreign Enterprises
RMB 12800/12m ²	RMB 1000 /m ²	USD 2500 /12m ²

Double Opening booth will be charged more 10% based on the original Booth fee.

Standard Booth Facilities

- ★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.



Exhibition Schedule

Opening Time	2021.7.1 (Thursday)	9 : 30-17 : 00
	2021.7.2 (Friday)	9 : 00-17 : 00
	2021.7.3 (Saturday)	9 : 00-15 : 00
Move-out	2021.7.3 (Saturday)	15 : 00-18 : 00

Advertising Fee

Cover	Back Cover	First Page	Second Cover	Inside Back Cover	Personage Edition	Color, full page	Enterprise Interview
RMB 50000	RMB 35000	RMB 10800	RMB 10000	RMB 9000	RMB 6000	RMB 5000	RMB 5000
Black-white, full Page	Black-white Enterprise Introduction	Color, half page	Black-white, half page	Color, quarter-page	Black-white, quarter-page	Enterprise News	Personal Interview
RMB 3000	RMB 1000	RMB 3500	RMB 1800	RMB 1900	RMB 900	RMB 2000	RMB 5000

ORGANIZERS

National Engineering Research Center for Small and Special Precision Motors
Wise Exhibition (Guangdong) Co.,Ltd.
Wise Exhibition (HK) Co.,Ltd.

SUPPORTERS

- Application Branch of Amorphous Alloy Materials of China Electrical Appliance Industry Association
- China Electronics Materials Industry Association Magnetic Materials Branch
- The Japan Association of Bonded Magnetic Materials
- The UK Magnetics Society
- Shengzhou Motor Industry Association
- Cixi City Bearing Association
- Ningbo Magnetic Materials Association

WISE EXHIBITION (GUANGDONG) CO.,LTD.



The Global Association of the Exhibition Industry (UFI) Chinese Member, Guangdong Fairs Organizer Association Vice Chairman, China Top 10 Outstanding Exhibition Organizer

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Wechat Official Account



Wechat Mini Program

Scan Code to Learn More