

“Made-in-China” Pavilion Making Its Debut at wire Russia 2009

The “Made-in-China” pavilion, organized by Messe Düsseldorf China Ltd and consisting of 12 Chinese companies, will make its debut at wire Russia 2009 in Moscow from May.12th to 15th, 2009. Covering an exhibition space of more than 100 sqm, Chinese pavilion will demonstrate equipments, wire products and raw material of high level. They will also explore the new trade opportunities in Russia market.

Chinese Manufacturers Upgrading to “Made-in-China” Pavilion

To highlight the overall image of China Pavilion and promote the Chinese exhibitors, “Made-in-China” pavilion will have Russian translators onsite and set up information booth (No. FOB08a) to provide consulting service.

In recent years, wire trade in Russia is showing huge potential, and the import tariff of wire products has been increased by some 45%, which have inspired Chinese industry players to explore wire market in Russia. Tianjin Mei Jia Hua Trade Co., Ltd., mainly specialized in import and export metal material and metal products, is looking for overseas agents and distributors in Russia, while Qingdao Xingle Electrical Machinery Co.,Ltd, as the main triple-layer co-extrusion cross-link equipment supplier, is looking for agents in Russia and Ukraine.

Focusing on research, development and batch production of light, electricity transmission line information, connectors and components, optical fiber, optical cable, optical devices, photo-electronics and cable transmission systems and special equipment, No.23 Research Institute China Electronics Technology Group Corporation hopes to find the potential agents in Russia, Ukraine, Kazakhstan, Uzbekistan, White Russia, and Czech.

With annual output of 30,000 tons, Jiangyin Kangrui Stainless Steel Products Co.,Ltd. is in the hope to find the agents information of Russia, Ukraine, and Uzbekistan. Furthermore, Shanghai Hold Machinery Market Co., Ltd with products exported to Europe, Australia and Southeast Asia, Jiangsu Hongyang Steel Wire Products Co., Ltd., the wire products suppliers, Changzhou Wujin Hengtong Metal Steel Wires Co., Ltd. as well as Shanghai Jue chen Metal Product Co., Ltd., will showcase their latest products and technologies on the exhibition.

In order to ensure Chinese companies’ successful participation in oversea events, Messe Düsseldorf China Ltd offers comprehensive services for member exhibitors covering pre-show, on-site and post-show stages in the form of “Made-in-China” pavilion with unique Chinese design elements and features. In spite of the financial crisis resulting in further shrinking budget in overseas exhibition participation, companies will not give up this market under such a global economy environment. Thus, it is more urgent for the exhibition organizer to assist the companies to explore “Blue Ocean” in the overseas market. In the year of 2009, MDC has organized “Made-in-China” pavilions in various trades and attend global top exhibitions in Germany, Russia, the Middle East, Brazil and India, etc. Accordingly, the value added services of “Made-in-China” pavilions emerge as required and expand to destination market guide, exhibition consultation and practices as well as more personalized services for the companies to maximize their benefit by reasonable participation cost. Meanwhile, through the control on the quality of exhibitors, MDC will ensure the quality of “Made-in-China” pavilions so as to

win the trust from the overseas buyers and further to achieve the “3-win” of exhibitors, buyers and MDC itself.

Booming Chinese Wire Market

During the 11th Five-Year Plan, the development speed of China wire and cable industry is estimated to be at around 8.5%. Generally, the entire wire industry of China is in the booming period of rapid development. With the issue of RMB 4 trillion yuan stimulus package and revitalization planning of 10 industries, as the industrial “bone”, steel industry occupies a position in the 10 industries. Besides, its downstream industries were also included in the revitalization plans, such as automobile industry, ship industry, petrochemical industry, light industry and equipment manufacture. In 2009, steel consumption will increase 40 million tons, which is to continuously promote market demand of wire and tube. To 2010, Chinese government will maintain relatively large investment in industries including power, railway, rail transportation, energy, construction, communications, ship and automobile, which are about to provide many precious opportunities to wire industry. Wire industry occupies about a quarter output of electronic industry of China. On average, about 1.6 billion yuan for special wire equipment purchase is invested by the wire industry every year. Besides, State Grid Corporation of China will invest over 800 billion yuan for grid construction and reconstruction. Then wire and cable demand will be largely inspired to provide wider market for industry players.

Media Contact

Messe Düsseldorf China Ltd.

Mr. Jansen Xu / Ms. Tina Qiu

Tel: (86 21) 5027 8128 / (86 23) 6292 7728

Fax: (86 21) 5027 8138 / (86 23) 6292 7738

E-mail: press@mdc.com.cn