

“Made-in-China” Pavilion at wire Russia Again: Take the Strong Business Tailwind of Russia Market

The “Made-in-China” pavilion, organized by Messe Düsseldorf China Ltd will stage again at wire Russia 2011 from May 23rd to 26th, 2011, following its sterling debuts at wire Düsseldorf 2010 and wire Russia 2009. As to excellent achievement of previous events, the exhibitor number of this pavilion has witnessed an increase from 12 to 25, covering an exhibition space of 275 sqm, in Hall 7.1 and Hall 7.2.

Highlights of “Made-in-China” Pavilion

Russia is the largest electricity market in the world. Till now, there are wire projects of several million kilometers to be constructed. Meanwhile, the favorable policy of Russian government in this sector also provide Chinese wire and cable manufactures with best chance to export their products to this promising market. Therefore, it attracts Chinese industry players to participate in wire Russia 2011 and showcase their cutting-edge equipments, wire products and raw materials on it.

Beijing Holland Trading Co., Ltd. is professional electromechanical equipment supplier in China, having the following products of upward casting machine, copper continuous extrusion machine, drawing machine, enameling machine, CTC machine, paper tapping machine, wire bunching machine, stranding machine, coiling machine, cabling machine, Annealing machine; steel wire drawing machine, and steel wire stranding machine, etc. Its products have been exported to Italy, Spanish, Turkey, India, Brazil, Peru, Arab Emirate, and Australia. And it has set up three overseas sales & service offices in India, Turkey, and Brazil.

As the special supplier for cable machinery with the most variety and biggest production sales volume in China, HEFEI SAMRTER TECHNOLOGY CO., LTD. has products ranging from continuous casting rolling machine, drawing machine, stranding machine, laying-up machine, together with newer developed products, continuous extrusion line for Aluminum sheath and vertical laying-up machine for subsea power cable, with totally eighteen series and over ninety varieties. Meanwhile, they have established relationships with over 130 cable factories of more than forty countries, such as British, German, America, Japan, Russia, Australia, Thailand, Malaysia, Indonesia etc.

Hangzhou Harbor Technology Co., Ltd is a high-tech corporation which engages in research, development and manufacture of the industrial automation, digital control and non-standard mechanical and electrical equipment. Its products covering more than seven series (about fifty types) such as: straight wire drawing machine; headstand wire drawing machine; PC wire production machine; the take-up & pay-off machine for plating line or heat treatment line; pre-tension machine for steel rope; coating plastic machine for steel rope; and automatic digital control system for metal manufacturing machine.

Shanghai Hold Heavy Industry Co., Ltd. is a high-tech enterprise with integration of research and development, production and marketing of construction machinery and wire and cables specialized equipment. Its products have been broadly used in domestic and foreign significant projects, and well received from lots of users. In the past 10 years, it has sold its products not only in China, but also the countries in Oceania, Europe, Mideast, Southeast Asia and Africa.

To provide better services to trade players and facilitate business communication, “Made-in-China” pavilion will have Russian translators onsite and set up information booth (No. 7-1 A29) to provide consulting service.

What is worth mentioning, Messe Düsseldorf China Ltd (MDC) has organized “Made-in-China” pavilions in various trades and attended global top exhibitions in Germany, the Middle East, Brazil and India, etc., which have been well received by local industry players. 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.

China: the No.1 wire and cable producing country in the world

The gross output value of Chinese wire and cable industry surpassed US, and China has become the No.1 wire and cable producing country in the world with great potential for development. Although wire and cable industry is one of the primary industries, its output value takes up ¼ of the whole sector, which is regarded as “artery” and “nerve” of national economy. As the second largest one next to automobile sector, wire and cable industry could reach up to more than 90% satisfaction rate of products variety and domestic market share.

In addition to urban and rural grid revamping during the 12th FIVE year plan, communication sector, electric power industry, nuclear construction, automotive industry, electric railway and urban rail transit, ships, offshore oil exploration, as well as dwelling construction have seen a rapid progress as per city planning. It brings new development opportunity for wire and cable industry. The key products of this sector are covering from 110 ~ 550kV XLPE insulated power cables, cable for nuclear power station, large length of submarine power cable, CTHA, high voltage cable accessories, 500kV overhead cable, low smoke, halogen free, flame retardant, fire-resistant green cables, to all types of special winding wire associated to electrical products.

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