The 18th international intelligent mechanical equipment (jiaxing) expo 2020

Time: May 8-10 place: jiaxing international convention and exhibition center

I. exhibition introduction

After more than ten years of accumulation, jiaxing intelligent equipment exhibition, which is cultivated by the municipal government, has possessed more than 1 million big data of equipment manufacturing buyers at home and abroad, with a total turnover of nearly 5 billion yuan. It has built a platform of procurement negotiation and technical exchange for exhibitors at home and abroad and professional users. After more than ten years of development, jiaxing intelligent equipment exhibition has made a qualitative leap in specialization, branding and internationalization. Comprehensive upgrade to: jiaxing international intelligent equipment expo. The total exhibition area of this exhibition is 20,000 square meters, gathering more than 300 high-quality exhibitors at home and abroad. It is expected that purchasing delegations from nearly a dozen countries and professional buyers of nearly 30,000 people from provinces, regions and cities will visit the exhibition.

Market and opportunity

Jiaxing intelligent equipment exhibition has been held for 17 years, and has become a grand meeting of intelligent equipment industry with strong professional, high-end display equipment and great influence in the Yangtze river delta region. The exhibition's influence has spread to the Yangtze river delta, pearl river delta and other domestic equipment manufacturing developed regions, deeply attracted the attention and support of domestic and overseas manufacturers and equipment users. As an important domestic high-end equipment research and development, design and manufacturing base, the Yangtze river delta economic zone has become one of the largest domestic equipment manufacturing cluster!

Jiaxing as the host city. Technological innovation and reform in the equipment manufacturing industry are in step with the transformation of scale, setting an example to lead the optimization of industrial cluster layout, steadily promoting the upgrading of the trillion-yuan industrial chain, focusing on cultivating strategic emerging industries, and vigorously shaping the whole industrial chain of the Yangtze river delta region. Equipment manufacturing is one of the eight hundred billion industries to be cultivated in the 13th five-year plan of jiaxing. In recent years, jiaxing "plane, line and point" to promote the development of equipment manufacturing industry, the working train of thought of the combination of the on the "face" to promote the development of high-end equipment industry, in the "line" on building intelligent manufacturing equipment, vehicles and parts, construction of three industrial chain of agriculture and forestry machinery, focused on the "point" robot and intelligent manufacturing equipment industry development, constantly promote jiaxing to high-end equipment manufacturing industry, intelligent direction.

Third, regional advantages

Jiaxing main industries: auto parts, hardware accessories, standard parts, chijin roof, bearing, baby carriage, boat berth, electronics, locks, machinery manufacturing, plastics, household appliances, etc.

1. Zhejiang province "machine replacement" pilot demonstration area, zhejiang province "machine replacement" output value ranked first

2. Germany (jiaxing) enterprise cooperation park -- china-germany win-win cooperation demonstration zone, "china-germany small and medium-sized enterprise cooperation innovation leading zone in the Yangtze river delta" (focusing on five advanced manufacturing industries, including high-end equipment manufacturing, key auto parts, electronic information, energy conservation and environmental protection industry, and health food industry)

3. International economic and technological development zone -- jiaxing economic and technological development zone intelligent manufacturing equipment industrial park (with industrial robot, CNC machine tool and other intelligent manufacturing equipment as the leading characteristic industries, ruihong robot, Harding machine tool, lichi machinery and other enterprises introduced and cultivated)

4. Jiaxing xiuzhou district, the largest auto parts production base in east China

5. Jiaxing · wang store, the largest integrated ceiling manufacturing center in China

6. Jiaxing haiyan, the country's largest production base of standard components and chijin ding

7. Haiyan nuclear power equipment park (high and new technology industry of nuclear power with nuclear power equipment manufacturing as the main body)

8. Jiashan science and technology park, dry kiln robot town, and yaozhuang precision machinery industrial park in silicon valley of China (with more than 200 precision machinery manufacturing enterprises, forming a relatively complete manufacturing chain of precision machinery parts in upstream and downstream)

9. Jiaxing · jiashan · shun, the famous hometown of buttons nationwide (10 per capita nationwide, with a market share of 55%)

10. The largest metal trading market in China has 2,400 metal processing enterprises -- jiaxing · jiashan · taozhuang

11. Jiaxing · jiashan, the largest bearing production base in China

12. Three inland river shipbuilding bases in the Yangtze river delta -- jiashan yaozhuang pinghu new daishan port area (annual output value of 6 billion yuan) :

13. National torch program project -- optoelectronic equipment manufacturing park of pinghu economic and technological development zone (led by optoelectronics, optical transmission, optical sensor parts, intelligent instruments and other products)

Shanghai zhangjiang Yangtze river delta science and technology city -- jiaxing pinghu new dais

15. Jiaxing pinghu xincang, the largest children's car production base in China (1/4 of the domestic children's car market share)

16. China auto parts manufacturing base -- jiaxing pinghu

17. Haining special equipment industrial park (taking elevator, boiler, lifting machinery and other special equipment as the leading industry, introducing and cultivating a group of leading enterprises such as xizi heavy industry and manston elevator)

18. Shanghai caojing river emerging technology development zone -- haining sub-zone

Fourth, integrate resources to realize characteristic exhibitions

Against the background of jiaxing's economic situation, the supply and demand platform and spring tide, which will contribute to jiaxing's smart manufacturing and new growth pole for future development, will be introduced into the exhibition as the main pulse. "Intelligent equipment" as the carrier throughout the exhibition; With the brand of intelligent equipment expo, combined with the resources of relevant vendors in zhejiang province and strong local purchasing and marketing capacity.

V. achieve win-win results

In the promotion of the use of smart equipment expo platform, to attract manufacturers, consumers more attention

Light, tap the market potential, make the market cake together bigger, at the same time the extension of intelligent equipment exhibition, increase jiaxing

Intelligent equipment brand publicity.

Vi. Historical review

All previous exhibitions have attracted intelligent equipment enterprises from more than 10 countries and regions at home and abroad: America Amy's international group, hargreaves, USA hardinge, hyundai wei and jin, South Korea's samsung, Japan, Japan's mitsubishi, Japan datong, male group, Hong Kong, Taiwan (Taiwan li chi, Edgar, Taiwan benefit fully, the cabled, Taiwan shi yuan, Taiwan iron, Beijing carved, family electric processing research institute, Beijing, shenzhen, shenzhen genesis, nantong sheng, nantong science and technology, nantong, Shanghai sigma international, Shanghai bin sheng, yunnan machine tool, hangzhou machine tool group, hangzhou fork, suzhou treasure, Haitian seiko, ningbo kaida GongTie, zhejiang, zhejiang rui, zhejiang zhaoshan electrical and mechanical, zhejiang Chen dragon sawing machine set Group, zhejiang jia tai, zhejiang taihe laser jiashan, zhejiang walter CNC, the device on the machine tool, jiaxing mai hing road, jiaxing, jiaxing ai jia lake make the machine tool, shenyang machine tool, dalian machine tool, shandong southern shandong, guilin machine tool, the Great Wall in ningxia nc machine tools, machine tool, a guest, byd, ABB, yaskawa robots, robot r macro robot, Beijing day way aerospace drones, John Deere (China), Hong Kong molender intelligent science and technology, shenzhen corbett drones, shenzhen big xinjiang; Qingdao sandi printing, brothers 3D printing; Add siebel, union of Shanghai science and technology, starlight co, Renault, jiaxing in shandong sanfeng opto-mechatronics, jiaxing fu ma electrical and mechanical trade, jiaxing jie, jiaxing han friend mechanical and electrical source, jiaxing, jiaxing DE wei machine feng electromechanical, jiaxing billion on mechanical and electrical, jiaxing zhengda machine, jiaxing, jiaxing wei state machine and well-known manufacturers such as a mechanical and electrical.

More than a thousand dollars of intelligent industrial equipment, core functional components and automatic production lines, which lead the era of cutting-edge technology, were presented brilliantly, attracting more than 10,000 visitors in jiangsu, zhejiang, Shanghai and anhui on the first day of the last year. More than 30,000 person-times of professional visitors at home and abroad visited the three-day exhibition, and the number of visitors increased significantly, with professional buyers increasing by 20% compared with the previous exhibition. In the real sense, the exhibition has created one-stop service for exhibitors and visitors. Exhibitors' satisfaction rate is 90% and visitors' satisfaction rate is 95%; 75% of exhibitors said they would come back; Ninety-five percent of the audience said they would visit the exhibition again.

Jiaxing international intelligent machinery expo 2020 looks forward to your participation, and sincerely provide you with professional and thoughtful service.

Seventh, increases the propaganda strength the authoritative media report

In order to effectively improve the influence of the exhibition, the organizer paid special attention to increase the investment in the publicity work this year, adopting the strategy of online and online publicity + offline outdoor multi-channel and all-round publicity. Before, during and after the exhibition, we will promote the exhibition and exhibitors in an all-round way, effectively improve the brand awareness of exhibitors, and help exhibitors to seize the marketing opportunities in the industry.

At present, online promotion is mainly conducted through keyword (jiaxing intelligent equipment exhibition), classification, interest and other dimensions in baidu news, 360, toutiao today, sohu, netease and other mobile client search, promotion targeted, bring more professional audience traffic. The official website updates the exhibition contents in time to help visitors quickly get information of exhibitors and exhibits online; Search WeChat official account: "jiaxing intelligent equipment exhibition", the audience can understand the latest trends of the exhibition online; At the same time, the organizer invited professional visitors to the exhibition through the mass email system and telephone invitation group, and used new media and other marketing means to spread the Internet in a large area.

Through years of accumulation, coupled with the network publicity, jiaxing intelligent equipment exhibition has a large database, one-on-one invitation of professional visitors before the exhibition, to ensure the exhibition effect and flow of people.

Offline promotion is also very powerful, specific: propaganda banner, spray painting advertising, anti-aircraft gun advertising, air balloon advertising, taxi body advertising and other outdoor advertising has paved the jiaxing surrounding highways and the main road in the city of jiaxing and other key places; Is currently in the business affairs of China machine tool, the machine tool market procurement network ", "Chinese nc information network", "robotic library" "metal processing network", "cloud alliance", "mechanical and electronic online", "China robot network", "cutting tools business in China", "China machine tool trade information network", "China machinery network", "China network of mechanical and electronic products", "poly formwork" and so on more than 300 professional website, weibo, independent powerful media WeChat platforms such as timing and jiaxing, jiaxing radio television popularization etc, as well as the mass media to intensive publicity exhibition.

All kinds of ways are omni-directional, high-coverage and high-precision publicity methods that are closely combined online and offline. The organizer of this "amplification recruitment" is to make the influence of this year's jiaxing intelligent equipment exhibition spread rapidly and attract more professional visitors to register for visit.

Viii. Organizers

Approved by: jiaxing commerce bureau of jiaxing municipal people's government

Cooperative unit: jiaxing economic and information commission, various counties (city, area), commerce (economic and trade bureau, Taiwan compatriots investment enterprise association of jiaxing city, jiaxing city mould industry association, show chau district chamber of commerce, robot and intelligent equipment association of jiaxing city, haining business federation, pinghu city auto parts industry association, association of jack industry in zhejiang province, haiyan fastener trade chamber of commerce, federation of jiaxing digital economy,

Organization and planning: jiaxing zhuoya exhibition service co., LTD. (jiaxing top ten exhibition enterprise, AAA unit of zhejiang province in quality, reputation and service, zhejiang market consumers most satisfied brand unit, intelligent machinery promotion implementation unit)

IX. exhibition schedule

Exhibition time: May 8-9 exhibition time: May 10-12

Exchange and negotiation: May 10-12 move out time: 2:00 p.m. May 12

X. exhibition scope

1. Robot: industrial robot, service robot, spraying manipulator, stacking manipulator, welding manipulator, industrial autonomous navigation vehicle, etc.

2. 3D printers: industrial 3D printers, desktop 3D printers, and other 3D printing manufacturing equipment (rapid prototyping machines, rapid manufacturing equipment);

3. Machine tools: CNC machine tools and machining centers, metal cutting machines, lathes, milling machines, boring machines, boring and milling machines, grinding machines, drilling machines, sawing machines, broaching machines, planers, engraving machines, electrical/wire cutting machines, micro-hole processing, gear processing machines, special machines, etc.;

4. Forging and pressing machinery: metal sheet cutting machine, laser cutting machine, water jet technology, stamping machine, hydraulic press, shearing machine, bending machine, rolling machine, pipe bender, automatic forging machine, welding, welding and cutting equipment, peripheral equipment, etc.;

5. Inspection and measurement equipment: coordinate measuring instrument, image projector, laser interferometer, various micrometer mechanical performance instruments, surface dryness meter, etc.;

6, tool accessories: all kinds of machine tool transmission and control technology, CNC system, machine tools, tools, cutting tools, fixture, tooling, measuring instrument, abrasive abrasive tools, metal cutting oil, lubricating oil, hardware tools, machine tool accessories chuck, work table, rotary table, safety protection device, sucker, vise, etc. All kinds of molds, mold materials, mold standard parts, mold testing equipment and mold processing equipment, mold polishing technology and equipment, mold heat treatment technology and surface treatment technology and equipment;

8, intelligent logistics: mechanical handling equipment, lifting equipment, cranes, lifting platform, parallel lifting platform, single piece or bulk materials continuous conveying of operating systems, logistics control system, the operation and storage equipment, storage shelves, storage cage, turnover box, hardware tools, unmanned transport systems and related components, accessories and related components, etc.;

Xi. Exhibition objects

Domestic and foreign industrial production enterprises, trade dealers, agents, suppliers.

Xii. Expense standards



1. The international standard booth is 3 meters X 3 meters, with a total of 9 square meters (including a lintel, a negotiation table, two chairs and two spotlights).

Floor: 36 square meters, 650 yuan/square meter

Standard hardcover booth: 8000 yuan/booth

Ordinary standard booth: 6,500 yuan per booth

2. Three-phase power, handling charge (additional charge according to regulations).

3. Conference journal and on-site advertisement

Layout price (RMB) layout price (RMB) layout price (RMB) layout price (RMB) layout price (RMB)

Cover i18,000 yuan back cover 10000 yuan title page 5000 yuan ordinary color edition 3000 yuan

Cover 2 8000 yuan cover 3 6000 yuan black and white 2000 yuan text introduction 800 yuan

Other publicity: on-site billboard (5X5) RMB 10,000 / piece; Balloon strip: 3000 yuan/piece; Arched door: 6000 yuan/piece; Tickets: 6,000 yuan / 50,000 tickets; Invitations: 6,000 yuan / 2,000 copies

4. Please contact the organizing committee for details of co-sponsor.

Xiii. Promotion plan

Exhibition promotion is very critical to the success of the exhibition, we use a variety of effective means of publicity, the exhibition is strongly promoted:

1. Call major public and professional media to hold press conference.

2. The organizing committee will send professional teams to visit the national industrial market, distribute publicity materials, publicize the exhibition and invite dealers from all over the country.

3. Mainly invite industrial associations of provinces and cities, leaders of equipment manufacturing and processing enterprises, dealers and agents of mechanical and electrical companies to visit and purchase.

4. Organize official visiting groups, trade groups and expert groups to visit the site for guidance and communication through associations of various industries.

5. Sign strategic cooperation agreements with the exhibition through major media, radio stations, professional magazines, industry websites and other mainstream media.

6. Conduct peer-to-peer invitations for industry insiders through new media means such as network call center, fax, Internet mail and mobile phone SMS.

7. Take WeChat marketing as an important means of publicity and promotion, carry out WeChat interactive activities or games from time to time, and use WeChat advertisements to increase exposure and improve the influence of the exhibition.

Outdoor advertising: there are hundreds of outdoor spray-painting advertisements at the crossroads of main roads and key places in the five counties and two districts of jiaxing city. Professional markets in jiaxing and surrounding cities have set up outdoor advertising and regular promotion -- more than 50,000 professionals in the industry can obtain exhibition information at any time.

Xiv. Participation procedures

1. All enterprises that meet the exhibition scope can apply to participate in the exhibition. If you register for the exhibition, please fill in the application form with official seal and fax or mail it to the organizing committee.

2. Within 5 days after applying for the booth, the exhibition fee shall be wired or paid to the organizer according to the following account number;

Jiaxing zhuoya exhibition service co., LTD

Account number: 102 101 2012 0000 1835

Bank: jiaxing bank co., LTD. Jiagong branch

Please note: "the 18th intelligent mechanical equipment (jiaxing) expo 2020"

3. Principle of booth order allocation: "first application, first payment, first arrangement"

4. After the fee is remitted, please fax the bank remittance slip to the organizing committee;

5. After receiving the fees, the organizing committee will mail or fax the exhibition manual to the exhibitors before April 1, 2020.

Jiaxing zhuoya exhibition service co., LTD

Address: room 2-2605, software park, no. 599 yazhong road, jiaxing city

Tel: 0573-82060299 fax: 0573 -- 82091768

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