A professional sourcing and networking platform for the complete aluminium industry chain in China

Post-Show Report

600+ exhibitors
45,000m² exhibition area
25,285 trade visitors and delegates

The three-day event attracted 25,285 visitors and buyers from 87 countries and regions worldwide.

* International trade visitors in attendance:

South Korea TOP1
India TOP2
Japan TOP3
Thailand TOP4
Malaysia TOP5

www.aluminiumchina.com/en

* Aluminium China 2019 post-show statistics
Buyer Comments

Hawtai Motor (Shanghai) Research Institute
Ren Chunliang, Research Manager
"Over the past fifteen years, Aluminium China has made brilliant achievements. I hope that the exhibition will achieve even greater success next year."

Mitsui & Co. (Guangdong) Ltd.
Zou Aiqiong, Deputy Manager of Metal Resources Department
"The annual Aluminium China exhibition provides a display platform for major manufacturers, while allowing purchasers like us to know more about suppliers. The map guide at the exhibition was very easy to understand. The exhibition offered many new opportunities. As an international trading company, we were proud to see so many quality Chinese products that reflect our national strength. In addition, the organizer provided thoughtful service. Hopefully, the show will continue to grow."

PXI Auto Components Suzhou Co., Ltd.
Lv Yuanyuan, Procurement Manager
"I hope Aluminium China will continue on its path of success in the next 15 years, and that more aluminium companies will join and benefit from it. Hopefully, more new technologies and applications related to aluminium materials will emerge, providing better development opportunities for companies. I hope Aluminium China will continue to prosper."

Handan Huaxing Aluminium Industry Co., Ltd.
Yang Guiyin, General Manager
"Aluminium China has pointed out the future development direction for aluminium manufacturers and provided strong guidance for equipment renewal. The new technology showcase will facilitate production. I hope the exhibition will continue to grow!"

Safran Cabin
Joost Weimar, Project Manager
"This was our first time visiting ALU China with an objective to get in contact with extrusion press suppliers and die makers. Reed Exhibitions did a great job with organizing and fulfilling this request. They prepared a full exhibitor itinerary for us, including entrance tickets and English-speaking contact persons to accompany us onsite. This added a lot of value to our short trip. ALU China offered a good variety of exhibitors, showing all the latest innovations within the aluminium industry."

Visitor Breakdown by Industry
- Top 5 aluminium deep-processing and downstream application industries
  - Automotive parts and vehicles: 20.65%
  - Machine parts and machinery manufacturing: 6.54%
  - Electronics: 5.08%
  - Building and construction: 3.27%
  - Packaging: 2.89%

- Top 5 metal material and processing industries
  - Aluminium profiles: 15.19%
  - Aluminium plate, sheet, foil: 12.96%
  - Aluminium ingot, alloy: 10.26%
  - Non-ferrous metals recycling: 6.21%
  - Aluminium tube, wire, rod: 3.88%

Visitor Breakdown by Job Responsibilities
- Final decision-making power: 30.62%
- Influence in procurement decisions: 44.22%
- Specify procurement demand: 13.47%
- Not involved in procurement: 11.27%
- Other: 6.42%
- 21.7% of visitors surveyed were from business management and procurement departments.

Visitor Breakdown by Industry Delegations
- Metal materials and processing industries: 38%
- Aluminium deep-processing and downstream application industries: 14%
- Others: 48%

Visitor Breakdown by Job Responsibilities
- 89.56% Visitor Satisfaction
- Visitor Breakdown by Job Responsibilities
- 30.62% Final decision-making power
- 44.22% Influence in procurement decisions
- 74.84% of visitors had final decision-making power, or significant procurement influence, at an increase of 4.84% over 2018.
Guangdong Press Metal International Ltd.
Wang Ruichao, Marketing Manager
“The service of the organizer was very good. Publicity was strong, and a variety of forums was available. The quality of exhibitors and visitors has improved significantly, and the exhibits are becoming more and more high-end and comprehensive. Visitors are paying increasing attention to new technologies and products, and raised very professional questions. This exhibition has not only improved our influences, but also provided more opportunities to get in touch with customers. I’d like to thank Reed Exhibitions for its support and help, and hope that Aluminium China will continue to grow.”

Tohiba Mitsubishi-Electric Industrial Systems (China) Corporation
Liu Weijia, Marketing Manager
“Congratulations to Reed Exhibitions on successfully hosting Aluminium China 2019. Aluminium China is Asia’s leading aluminium industry platform. By participating in the exhibition, TMIEC, as a global supplier of industrial electrical equipment and automation systems, has effectively communicated with industry experts and trade visitors, while showcasing our latest technology and application experience. The show has improved our brand influence in the industry. We are very grateful to Reed Exhibitions for its hard work, and hope that Aluminium China will continue to develop!”

Guangji Alnan Aluminium Inc.
Zhu Yutao, General Manager
“Aluminium China, organized by Reed Exhibitions, is the most influential and popular exhibition in the global aluminium industry. As an advanced manufacturer of new aluminium materials for aerospace, aviation and transportation, Alnan attended the exhibition for its sixth consecutive year, bringing exhibits from five core application sectors, including high and aluminium products for aerospace & aviation, automobiles, high-speed rail transit, ships and marine engineering equipment. We fully demonstrated our new processes, new technology and new trends, achieving good marketing results. Thanks to the organizer, Reed Exhibitions, for its support and dedication. I hope Aluminium China will continue to prosper.”

Zhejiang Gko Aluminium Co., Ltd.
Zhou Zongcheng, President
“Aluminium China is an international platform, allowing us to expand business, learn about industry trends and maintain customer relations. Thanks to Reed Exhibitions for its careful organization and planning. I hope that Aluminium China will achieve even greater success in the future.”

UNGEBER Technology GmbH / REDEX Group
Pan Ju, General Manager of China
“As a global leader, UNGEBER offers complete and unique solutions that guarantee high-quality products for the metal plate and sheet processing industry. UNGEBER, owned by Redex, remains committed to technological innovation. For more than 120 years, UNGEBER has been a specialist in plant, machinery and systems engineering, constantly innovating and providing comprehensive quality services to customers all over the world. We sincerely thank the organizer of Aluminium China, Reed Exhibitions, for its important contributions to its past editions, and hope that Aluminium China will continue to grow!”

Partial Exhibitors

**Exhibitor Comments**

**Exhibitor Satisfaction**

96.95%

A Look Inside ALU China 2019

**Forum on Innovative Applications of Automotive Lightweight Technology and Related Materials**

With an exclusive focus on automotive lightweight processing technologies, technical experts from domestic and international automobile enterprises and first-tier part suppliers presented on metal automobile applications including steel, aluminium, magnesium and non-metallic materials were invited. This forum aimed to strengthen technical exchange and bring more technical and development ideas to the industry.

**Appearance and Application of Aluminium Alloy in Consumer Electronics Forum**

Leading consumer-electronics companies and production companies gathered to share insights on aluminium in electronics and the infinite possibilities for its future development. Hot-seat discussions spanned the fields of, among others, aluminium alloy in processing technology and consumer-electronics appearance design and demand. This forum additionally promoted the transformation and upgrading of consumer-electronics company products, while increasing their core competencies.

**Aluminium Packaging and Sustainability Forum**

The excellent properties of aluminium make it an ideal packaging material. This forum brought together the International Aluminium Institute (IAI), Aluminium Stewardship Initiative (ASI) and the Global Aluminium Foil Roller Initiative (GLAFRI), as well as packaging application companies and packaging material suppliers, to discuss the significance of aluminium packaging for sustainability.

**Aluminium Packaging Display Area**

This area focused on aluminium packaging products and applications, including aluminium foil products, and the products used aluminium foil as composite materials, structural parts or packaging system. It covered household aluminium foil, packaging aluminium foil and industrial technical applications of aluminium foil. At the same time, products from Alufoil Trophy EUROPE and top domestic aluminium packaging products were unveiled, featuring the leading domestic and international packaging-processing technology.

**Lightweight Innovation Arena**

This zone highlighted the most advanced innovative products and applications in the field of automotive lightweighting, including high-tech lightweight materials, processing technology, technically-innovative lightweight components, integrated lightweight solutions, and high-tech and cutting-edge technologies for automotive lightweighting.

**Concurrent Event: Lightweight Asia 2019**

This fair featured domestic and international lightweight automotive products, auxiliary products, high-performance materials, and processing technologies and solutions, attracting design, R&D, technology and purchasing personnel from terminal application companies. It served as an ideal platform for showcasing lightweight automotive achievements and innovative applications, including first-hand opportunities to conduct technology exchange, network with quality buyers, and learn the most pressing needs of the industry.

**Concurrent Event: Logistics Vehicle Innovation Forum**

This event enabled face-to-face communication with industry leaders and shared leading operation models and technological innovations in the industry. It additionally witnessed the launch of the China Logistics Transportation Club.

**The 15th Anniversary Review Gallery**

The story of the industry was told in a detailed and affectionate manner. It celebrated, via a photo-and-video display, Aluminium China’s 15-year prosperity with a focus on milestones in the global aluminium industry. The story of the industry was told in a detailed and affectionate manner.

**Aluminium Foil Roller Initiative (GLAFRI)**

This initiative is the global aluminium foil industry’s leading brand for aluminium foil rollers and foil processing companies, helping to set international standards and promote the adoption of aluminium foil in the world. It represents the global aluminium foil industry’s commitment to excellence and sustainability. The initiative has its roots in international events and is supported by the Aluminium Stewardship Initiative (ASI) and the Global Aluminium Institute (IAI), Aluminium Foil, as well as packaging application companies and packaging material suppliers, to discuss the significance of aluminium packaging for sustainability.

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1,210 TAP diamond buyers, the majority of which represented the application fields, were in attendance, namely 43% from automotive and 28% from packaging & electronics. 21% represented the aluminium fields.

A total of 399 business matchmaking meetings were successfully held onsite, including 265 domestic matchmakings and 134 international matchmakings, serving a total of 125 exhibitors. TAP business matchmakings resulted in an estimated transaction total of 690,525,000 CNY.