

# Industrial Automation Show 2023

International Exhibition for Factory and Process Automation, Electrical Systems and Industrial Automation IT & Software

19-21, September 2023  
National Exhibition and Convention Center(Shanghai)

## After Show Report

[www.industrial-automation-show.com](http://www.industrial-automation-show.com)

# 2023

中國國際工業博覽會 | 2023  
CHINA INTERNATIONAL INDUSTRY FAIR | THE 23RD EDITION  
第23屆



Hannover Milano Fairs Shanghai Ltd.





## IAS 2023 Empowers the Future of Industrial Automation with Innovation and Intelligence

碳德新工业 数聚新经济  
Digital Economy & Industrial Decarbonization



**70,000** sqm  
Show Scale

**680**  
Exhibitors

**205,278**  
Visitors

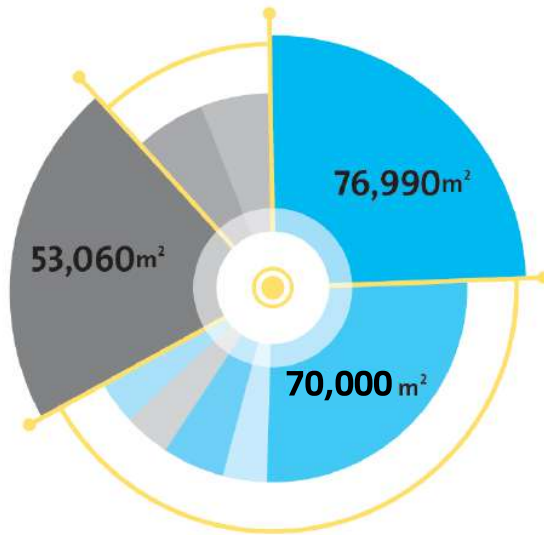
The Industrial Automation Show (IAS), as a core specialized exhibition of the 23rd China International Industry Fair (CIIF), will continue to focus on the latest trends of intelligent manufacturing and the green, low-carbon era in 2024. This show remains committed to provide a world-class, professional, and reputable platform for both domestic and overseas industrial enterprises to showcase the latest products and exchange cutting-edge technologies.

IAS 2023 boasts an exceptionally strong lineup, with approximately 700 industry-leading enterprises in attendance, including Siemens, Bosch Rexroth, Phoenix Contact, Mitsubishi, Turck, Festo, WAGO, Beckhoff, OMRON, Rockwell, Schneider, RITTAL, ELCO, Autonics, Panasonic, ABB, BALUFF, KEYENCE, OPT, IFM, SMC, Delta, INOVANCE, B&R, P+F, HIWIN, Codesys, Murr, Item, Baumer, Weidmüller, Hikvision, Leuze, HONGFA, DEGSO N, Schmalz, Schmersal, Intel, Hexagon, ASUS and HollySys, among which leading companies including Festo, WAGO, Turck, and Beckhoff present more than 100 debut products at IAS 2023.

The concurrent events at IAS 2023 focus on hot topics such as "Green and Low Carbon", "Digital Transformation", "Digital Economy", "Technological Innovation", and "Smart Manufacturing", highlighting digital technology empowering industrial transformation and development, the deep integration of dual carbon goals and green development, and new opportunities in economic digitalization. The forums are divided into various sections, including forums at the city and regional levels, development forums, and industrial forums, totaling more than 60 sessions. At the exhibition venue, government leaders, experts, scholars, industry elites, and corporate executives gather to exchange ideas and discuss industry development opportunities and challenges, which helps companies seize market opportunities and stay ahead of the curve.

IAS 2024 is going to take place 24-28, September 2024 at National Exhibition and Convention. We are looking forward to welcoming you in Shanghai.

## » Booth area



Industrial Automation Show	70,000
Metalworking and CNC Machine Tool Show	76,990
Energy-Saving & Industrial Accessory Show	13,505
Information & Communication Technology Show	19,977
Energy Show	13,220
New Energy Auto Show	13,220
Robot Show	53,060
International Aviation Industrial Show	27,226
Scientific & Technological Innovation Show	20,036

## » Number of exhibitors

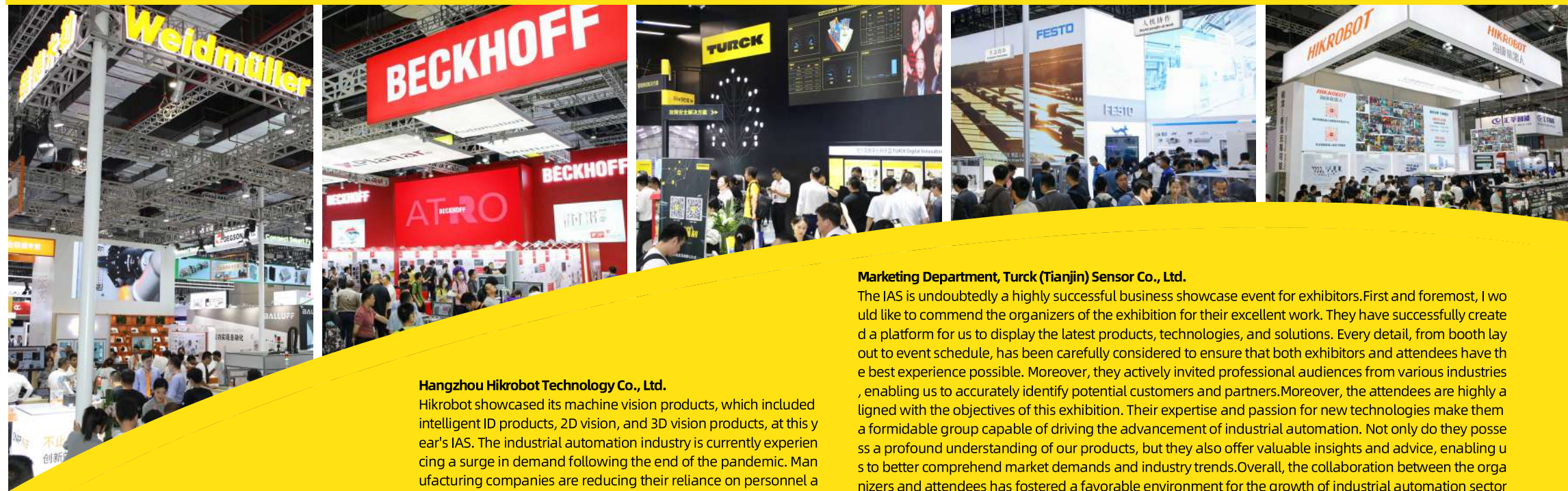


Industrial Automation Show	680
Metalworking and CNC Machine Tool Show	645
Energy-Saving & Industrial Accessory Show	181
Information & Communication Technology Show	229
Energy Show	204
New Energy Auto Show	149
Robot Show	305
International Aviation Industrial Show	380
Scientific & Technological Innovation Show	237

## » Major Exhibitors



\*The above rankings are in no order



#### **Beckhoff Automation (Shanghai) Co., Ltd.**

The CIIF 2023, which took place after a three-year break, concluded successfully. As a top exhibition event in the domestic industrial and economic field, it was highly valued by all participating exhibitors. The organizers did an excellent job in terms of pre-event promotion, arrangement, and on-site services. We received over 2,000 customer inquiries at our booth, which is the highest number of clients in history. Furthermore, by participating in the exhibition, we gained insight into the rapidly changing situation in the automation market. The rapid rise of domestic brands has presented certain challenges to foreign-funded enterprises like us. Competition, on the other hand, can drive our own improvement and bring vitality to the industry. We would like to express our gratitude for the strong cooperation of the organizers, and we also wish the IAS continued success and prosperity!

#### **Hangzhou Hikrobot Technology Co., Ltd.**

Hikrobot showcased its machine vision products, which included intelligent ID products, 2D vision, and 3D vision products, at this year's IAS. The industrial automation industry is currently experiencing a surge in demand following the end of the pandemic. Manufacturing companies are reducing their reliance on personnel and investing more resources in production automation to improve efficiency, and its growing demand is very rapid. This exhibition was also held following three years of preparation. Compared to previous exhibitions, we found that the overall quality and crowd flow of this one were better than we anticipated. There was a significant number of attendees present, and they came with specific needs. We will continue to participate in CIIF next year with great confidence in the industrial automation industry and market. Our goal is to bring good products, new technologies, and application cases to customers through high-quality exhibitions like this one. As we ride the wave of intelligent manufacturing upgrades, we will make Hikrobot become a world-class brand that is trusted by global users.

#### **Weidmüller Interface (Shanghai) Co., Ltd.**

Good things may be delayed, but they will never be absent. The long-awaited CIIF 2023 has successfully concluded, with a lively atmosphere and bustling crowds throughout the 5-day exhibition period. The CIIF attracted numerous high-quality attendees and provided us with valuable insights into the industry's development direction. We would like to express our sincere gratitude to the organizers for providing us with a professional platform and for their strong support! We look forward to meeting here again next year!

#### **Marketing Department, Turck (Tianjin) Sensor Co., Ltd.**

The IAS is undoubtedly a highly successful business showcase event for exhibitors. First and foremost, I would like to commend the organizers of the exhibition for their excellent work. They have successfully created a platform for us to display the latest products, technologies, and solutions. Every detail, from booth layout to event schedule, has been carefully considered to ensure that both exhibitors and attendees have the best experience possible. Moreover, they actively invited professional audiences from various industries, enabling us to accurately identify potential customers and partners. Moreover, the attendees are highly aligned with the objectives of this exhibition. Their expertise and passion for new technologies make them a formidable group capable of driving the advancement of industrial automation. Not only do they possess a profound understanding of our products, but they also offer valuable insights and advice, enabling us to better comprehend market demands and industry trends. Overall, the collaboration between the organizers and attendees has fostered a favorable environment for the growth of the industrial automation sector. I am confident that this exhibition will benefit us all and contribute to the future of industrial automation.

#### **Festo (China) Co., Ltd.**

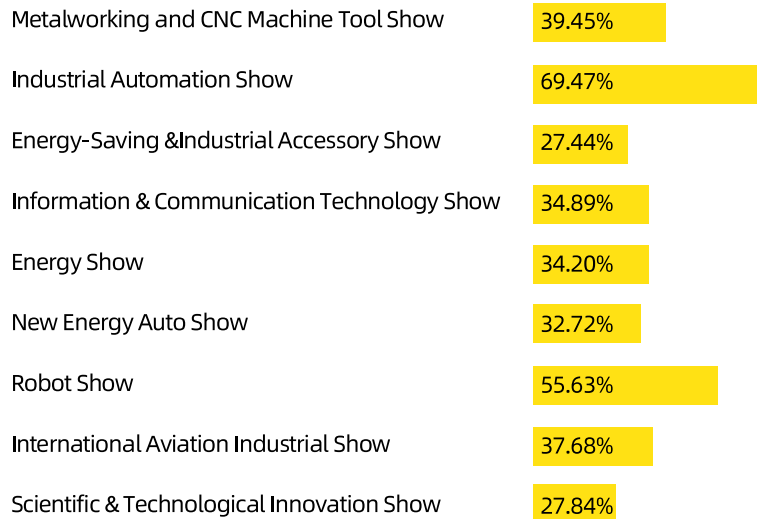
The China International Industry Fair (CIIF) is one of the largest and most influential industrial exhibitions in China, with a good reputation both domestically and internationally. It attracts companies and professionals from all over the world every year. As a regular participant in CIIF, Festo hopes to showcase our latest products and solutions, and engage in communication and collaboration with industry peers and customers through this powerful platform. Attending the CIIF is an excellent opportunity for us to gain insight into market demands and industry trends. It also allows us to showcase our competitive advantages and innovative capabilities in the Chinese market.

The CIIF IAS is dedicated to expressing the latest industrial technologies and products, promoting technological progress and industrial upgrading, and facilitating international technological and industrial exchange and cooperation. It is a global industrial event that brings together industry leaders from around the world. The organizer of the CIIF has always been committed to fairness, justice, and transparency in hosting exhibitions. Their dedication to customer service has earned them widespread recognition and praise. By continuously participating in the CIIF IAS, we hope to further enhance Festo's visibility and brand image in the Chinese market.

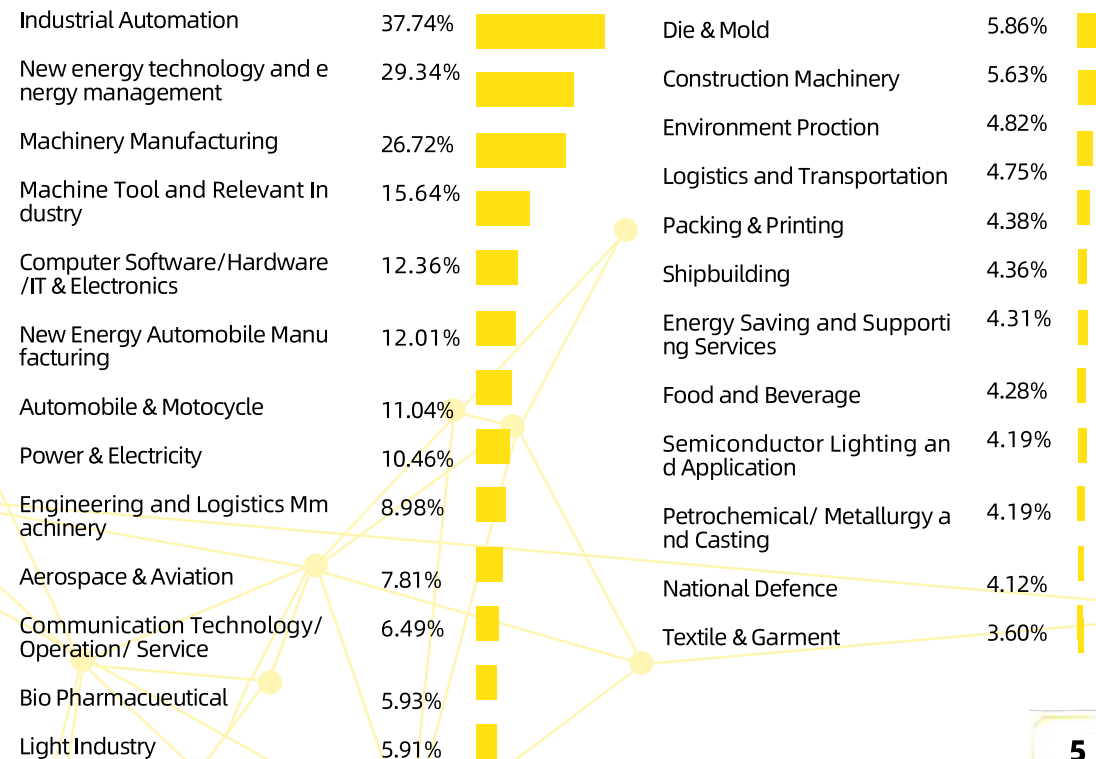


“ The five-day show has attracted 205,278 professional buyers. The visitors came from 42 countries and regions worldwide, and 31 provinces, autonomous regions and municipalities of China. ”

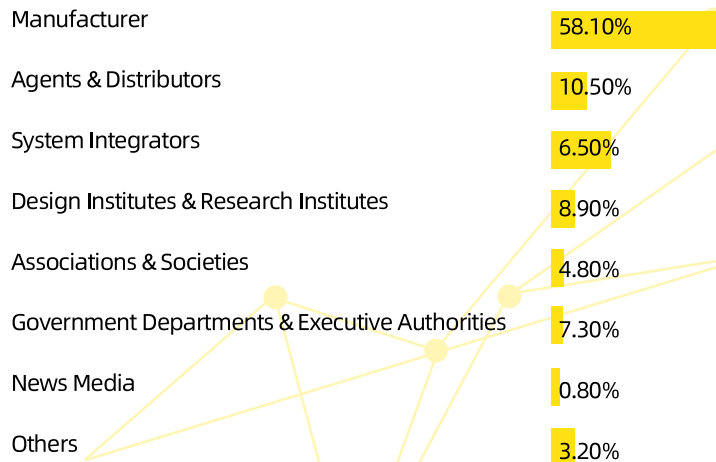
## Exhibitions of interest to visitors :



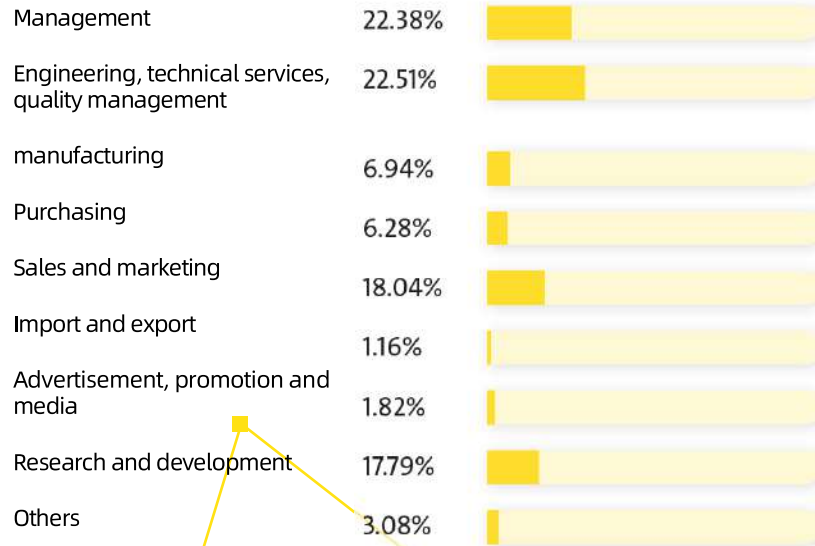
## Visitors' Main Industries :



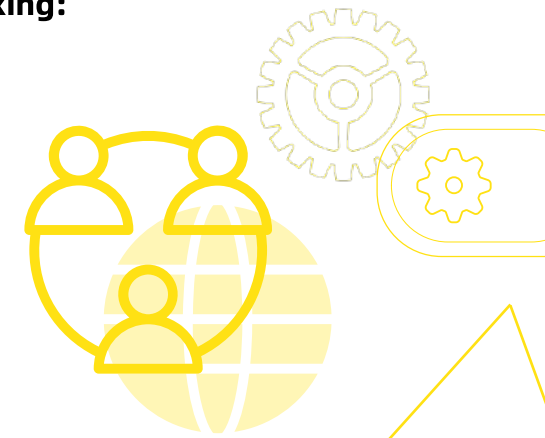
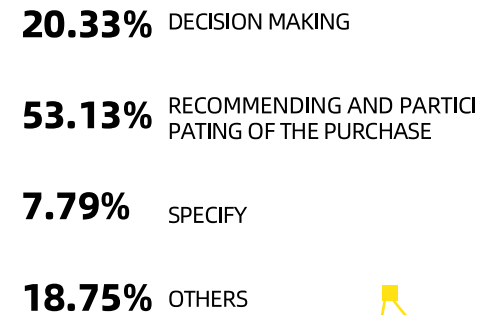
## Organization Type :



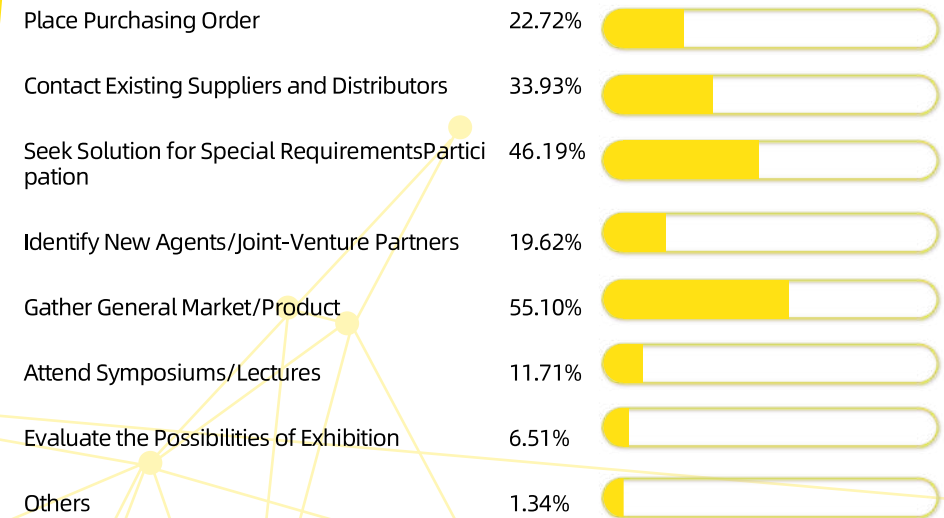
## Visitors' Job function:



## Visitors' Roles in Decision-Making:

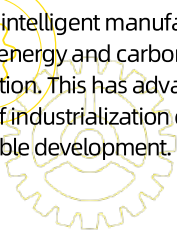


## Visitors' Main Purpose:





More than **300** forums and activities were organized concurrently with the exhibition, during which the universities, research institutions and enterprises jointly explored high-end, intelligent and green development trends with a focus on innovation areas such as intelligent manufacturing and artificial intelligence, energy and carbon neutrality and digital transformation. This has advanced the progress in a new type of industrialization driven by technology and sustainable development.



- **2023 Zhihui Shanghai Innovation Leading-Digital Solution Forum and 2023 Industrial Interconnection and Intelligent Manufacturing Innovation Competition**
- **Easy, safe, and highly efficient IIOT technology**
- **OPC UA – Key Standard for Achieving the Industrial Internet of Everything**
- **2023 LGTT China Unicom 5G and Dual Carbon Summit Forum - "Enabling the development of new cars, helping dual carbon standards"**



- **Smart Manufacturing oriented PLCopen Technology Seminar**
- **The 20th MES (manufacturing execution system) Development & Application Conference**
- **Seminar on Digital Economy Construction of manufacturing enterprises**
- **Help double carbon goals and work together with digital industry Industrial automation on Digital upgrade application Symposium**
- **2023 Annual Conference of Shanghai Association of Automation**
- .....



Over **300** summit forums and conferences

During this exhibition, **504** high-quality professional visiting groups from industries such as machinery manufacturing, metal processing, electronics/information communication, medical equipment, electrical appliances, kitchenware, home appliances, elevators, stainless steel processing, engineering machinery, automobiles and parts, rail transportation, food and beverage, packaging, and other related applications have visited and made purchases at various exhibition halls of MWCS and IAS, demonstrating the diverse range of industries represented at the event.

All the exhibitors are well-known companies, including DMSSC, CHINT, Wuxi Lead, DMEGC, CSSC, ZPMC, Shanghai Academy of Spaceflight Technology, China Tobacco (Shanghai), COMAC, Shanghai Aviation, CNF, Shanghai Electric, Sinopec Shanghai, Donghu Machinery, Hitachi Elevator, SAIC-GM, Hitachi Home Appliances, BYD, Foxconn, AU Optronics, Wistron, Flex, DunAn Holding, GreatStar Industrial, Xingyi Metal, Dunli Group, Fotile, Nitt o Optical, Keboda, Samsung, Philips Healthcare, UAES, Changshu Switchgear, Kone Elevators & Escalators, Eurocrane, KTK Holding, Wuxi Weifu, Hangzhou Hengli, Warom, MeiKulong Metal, Sunrex, BOSCH, HIECISE, Xioliift, Mingzhi Technology, Zhejiang Dahua, South Lubrication, RSTECH, C-power, KQ Pumps, Shanghai Huaming Intelligent Terminal Equipment, Future High-tech, Zhejiang Chint, etc.

## Buyer Delegations

### DunAn Holding Group Co., Ltd.

This year, the China International Industry Fair has finally resumed! Numerous exhibitors with a plethora of new products attended this event. Our group has organized personnel from Zhuji, Nantong, and other places to visit and learn from the exhibition this year. Through face-to-face communication, we have gained an understanding of the product design ideas and have had discussions with other exhibitors based on the issues we are facing. We have come up with preliminary solutions to these problems, laying the foundation for future collaboration. The service of the organizer is as professional as ever, no matter the information informing in the early stage, the determination of the personnel list and vehicle arrangement in between, or the reception after arriving at the site, all of them ensure that the visit is carried out smoothly and efficiently.

### Hangzhou Hengli Manufacturing Technology Co., Ltd.

At this CIIF, we organized about 40 personnel to visit and study at the fair. Upon our arrival at the scene, it was evident that this year's CIIF was teeming with people. With the guidance of the organizers, we were able to enter the exhibition hall in an orderly and expeditious manner. We paid particular attention to the Industrial Automation Exhibition Area and the Robot Exhibition Area. During the event, we were able to further collaborate and communicate with suppliers such as FESTO, SMC, Misumi, Hiwin, and GM. The exhibition of industrial robot complete machines, core components, mobile robots, and innovative technologies in the warehousing/logistics industry were also highly beneficial to our company.

### Dunli Group Co., LTD.

After a three-year break, the CIIF has made a strong comeback, and I am honored to have received an early invitation from the organizers. Over 40 colleagues from our group attended this exhibition, focusing on industrial robots, laser welding, laser cleaning, safety protection devices, visual inspection, and other exhibits. The exhibition exceeded our expectations. Following the exhibition, we initiated offline communication and cooperation with Hangzhou HangfaAo, Shanghai Nuoguard, Suzhou Haiyi Laser, KEYENCE, Asyrl, and other companies. Our group newsletter also featured this trip to the CIIF in two sections. We look forward to more surprises at the next exhibition, and we will be there as promised.



## Exhibition promotion

A total of **91,912** reports were monitored for this exhibition, an increase of **116%** compared with the previous exhibition, of which **53,448** were disseminated by traditional media, with **63%** of the reports being disseminated, and **31,410** were disseminated by new media, with **37%** of the reports being disseminated. A total of **127,000,000** impressions were obtained. Among new media, Weibo, Douyin, and WeChat are among the most popular, accounting for **41%**, **33%**, and **21%** respectively, with a total of **4,685,800** interactions.

Industrial and social media 243

Followers of wechat official account 497,000 professional audience

Internet exposure rate 1,270,000,000 per time

Amount of We-media reading 170,000 per post

eDM coverage 3,360,000+ buyers and professional audiences



# See you 24-28, September 2024



Chengdu International  
Industry Fair  
24-26, April 2024



Xiamen International  
Industry Expo  
9-12, May 2024



South China International  
Industry Fair  
19-21, June 2024



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