

Post-show Report

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

ALUMINIUM CHINA 2017

500* Exhibitors **35,000*** m² Exhibition Area **21,590*** Trade visitors & delegates

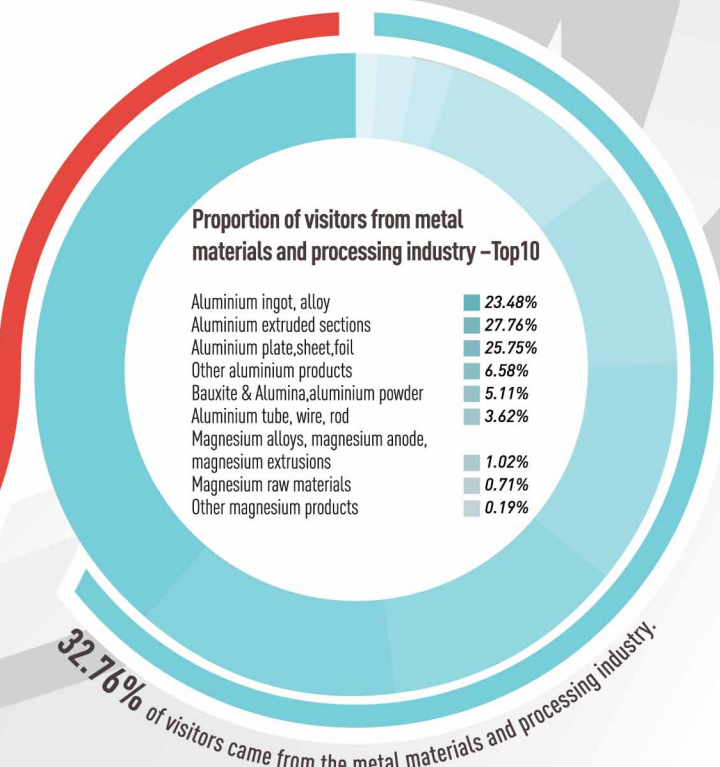
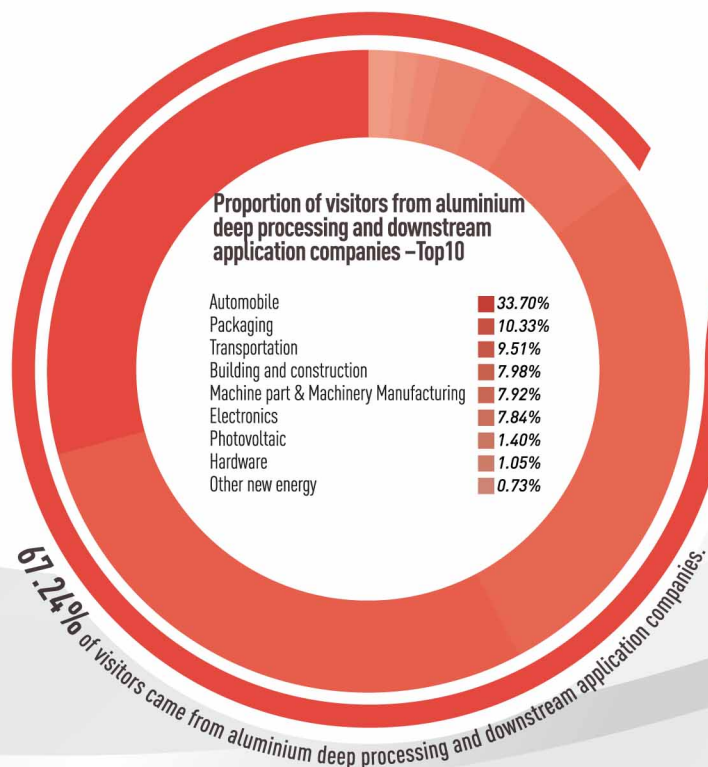
Comprehensive Coverage of the Asia Market

The event lasted three days and attracted 21,590 visitors and buyers from 75 countries and regions worldwide.

98.2% of visitors came from Asia.



Proportion of Visitors from End User Companies Rises Year After Year

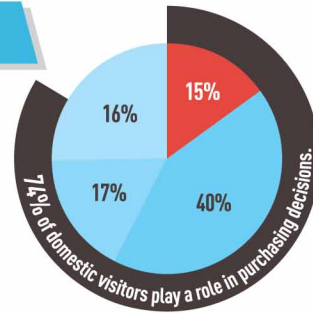


Note: The number is from Aluminium China 2017 Post-show statistic.

Domestic Visitors' Role in Making Purchasing Decisions

74% of domestic visitors play a role in purchasing decisions. 15% of them are the final decision-maker. A total of 28% of the local Chinese visitors represented either Production or R&D departments. This is 12% higher than in 2016. The result was a positive impact on the number of purchasing decisions made onsite.

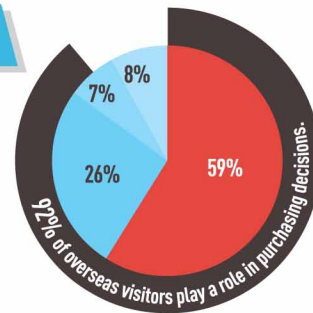
Decision Maker 15% Requirement Specification 17%
Recommendations 42% Not involved in the purchasing process 25%



Overseas Visitors' Role in Making Purchasing Decisions

92% of overseas visitors play a role in purchasing decisions. 59% of them are the final decision-maker. A total of 31% of international visitors were agents - 8% higher than in 2016. This greatly facilitated international trade and bolstered the number of cross-border purchases.

Decision Maker 59% Requirement Specification 7%
Recommendations 26% Not involved in the purchasing process 8%



Partial List of End User Industry Visitor Delegation

Shandong Binzhou Bohai Piston Co., Ltd. Shanghai Weihong Electronic Technology Co., Ltd. Lizhong Wheel Group
SAIC MOTOR Shanghai Quanmei Packaging Materials Co., Ltd. MINTH Auto Parts Company
Nippon (Shanghai) Chemical Co., Ltd. Ningbo Fuji Seiko Auto Parts Co., Ltd. BAK Battery
Foxconn Technology Group Zhejiang Geely Holding Group Co., Ltd. AIPU vehicles (China) Co., Ltd. Shanghai Branch
Beijing Spacecrafts Zhejiang Geely New Energy Commercial Vehicle Co., Ltd. Shanghai meiwan new energy vehicles Technology Co., Ltd.
Ninghai Zhenye Auto Parts Co., Ltd. Pan Asia Technical Automotive Center Co., Ltd.

*The list is in no particular order

The Most Important Visiting Objective-

Networking to meet new people in order to create new business opportunities

92.11%

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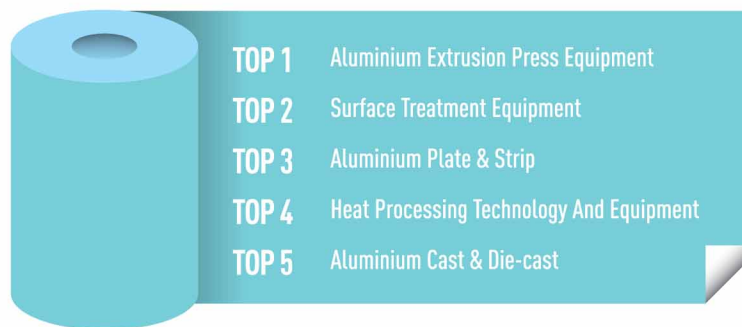
90.88%

Talk to as many suppliers as possible in order to investigate specific business objectives

90.35%

Meet up with existing suppliers/providers or partners in order to review or discuss business

Top 5 Products of Interest to Visitors by Rank



TAP Diamond VIPs*

698 end-user industry buyers came to the event up 16.92% from 2016

698 TAP Diamond VIPs came to the event- all from downstream application fields like automobiles and packaging and electronics. This is up 16.92% from 2016.

Partial list of TAP Diamond VIPs at the event



Visitors' Satisfaction Rate

Satisfied 95.48%
Recommend the event to colleagues and friends 91.98%
Very likely to attend the next event 98.82%

Exhibitors' Satisfaction Rate

Satisfied 90.00%
Recommend the event to colleagues and friends 85.71%
Have reserved or plan to reserve a stand for 2018 96.43%

Degree of Satisfaction with Onsite Conference

Appearance and Application of Aluminium Alloy in Consumer Electronics 92.2%
Aluminium Downstream Processing Forum 91.4%
Development Forum on Connection Technologies for Lightweight Vehicle Structures 90.6%

307 face to face meetings 122 international matches

307 commercial matches including 185 domestic matches serving 122 exhibitors. 122 international matches serving 84 exhibitors 60 matches of sales package

Buyer Testimonials



Tang Wenbin, Manager, Benteler Purchase Department
We've worked in aluminium molding processing for over a decade and been consistent participants in Aluminium China because this show is the optimal link between buyers, suppliers and TAP specialists. We come to Aluminium China to find and develop relationships with potential suppliers. With government subsidies introduced in recent years to advance development of electric vehicles, aluminium will play an increasingly important role in the development of the auto industry. Aluminium China is the country's largest aluminium industry exhibition, thanks to the excellent work of Reed Exhibitions and its partners. We hope the show will continue to grow from strength to strength!



Chen Ke, Manager, OE Department, Yangzhou Enterex Auto Parts Industrial Co., Ltd.
Aluminium China is a great experience every year. Our company occupies a small space in a massive industry, and find the advanced technologies, new materials, new equipment at the exhibition to be very worthwhile. Moreover, we use the show to exchange views directly with exhibitors. This show provides a broader platform for enterprises along different parts of the industrial chain. The TAP services at Aluminium China 2017 were great! We like the personal advisors assigned to us, who provided exhibitor info and booth location in advance of the show. This saved us a lot of time onsite.
The chance to talk face to face with the excellent exhibitors recommended by our Aluminium China advisors was so useful. Thanks to the show team for their excellent work. We hope Aluminium China will continue to grow from strength to strength!



Chaw Yee Chong, General Manager, Local Casting Malaysia
I was deeply impressed by the TAP services at Aluminium China 2017. It is beyond anything we've experienced at other exhibitions. The staff were professional and highly supportive, helping us find the products we needed and accompanying us in making our tour of the exhibition site efficient and thorough. With their help, we found materials we wanted and suppliers within our budget. Many thanks to Reed Exhibitions for the TAP services provided. We hope that Aluminium China will continue to improve, year after year.



Bajoria AbhyudayTitagarh, Manager, Wagons Limited
Aluminium China 2017 was the great experience for us. Thank you to Reed Exhibitions for a job well done, especially for the great TAP services. We look forward to visiting again in the future.

Exhibitor Testimonials

Liu Zhilan, Deputy General Manager, ZHUOSHEN NON-FERROUS METALS PLANT & EQUIPMENT CO., LTD.
Since 2006, Zhuoshen has attended Aluminium China every year. In 11 years, we've connected with numerous new and old customers from within China, as well as from abroad. This show has been a highly effective and efficient way for manufacturers to better understand our offerings. We hope Reed Exhibitions will continue to develop Aluminium China into a bigger and stronger Shanghai event, to attract even more trade exhibitors and visitors. Aluminium China can be the country's best platform to highlight China's aluminium processing equipment to international markets, as local manufacturers look to service global aluminium processing needs.

Ryu Sawachi, General Manager, Public and Investor Relations Department UACJ Corporation
We were the first Japanese aluminium manufacturer to join Aluminium China back in 2006. Eleven consecutive years later, we still strongly believe that this show is a great opportunity to give current and potential customers a better understanding of our global products and solutions. We really appreciate the work of the Reed Exhibitions team towards this great event.

Wang Fengliang, Deputy General Manager, LIAONING ZHONGWANG GROUP CO., LTD.
Aluminium China is a leading industry event that brings together the full chain of upstream and downstream aluminium industry companies. Zhongwang Group's products were energetically promoted at this year's event - with great results. The size and quality of Aluminium China continues to go up - which is also great. We aim to provide better products next year and to continue to grow, together with Aluminium China.

Tan Guangqian, General Manager, FOSHAN YEJING MACHINERY MANUFACTURED COMPANY LIMITED.
Aluminium China organized by Reed Exhibitions is the largest and also the most prestigious international exhibition at present. As an exhibitor, we are grateful to Reed Exhibitions for such a wonderful platform, and wish Aluminium China even better in the future.

Review of Activities



Development Forum on Connection Technologies for Lightweight Vehicle Structures

- ◆ Focus exclusively on lightweight vehicle structures
- ◆ Topics are related to connection and machining technologies for aluminium demands derived from lightweight bodies and chassis.
- ◆ New energy vehicles topics also are explored here.

Participant Satisfaction Rate: 90.6%



Appearance and Application of Aluminium Alloy in Consumer Electronics

- ◆ Lively discussions on hot industry topics are conducted, including appearance design, demand, surface treatment and depletion of aluminium alloy in consumer electronics.
- ◆ A platform to help consumer electronics companies to realize product transformation and upgrades, while enhancing their capabilities.

Participant Satisfaction Rate: 92.2%



Downstream Processing Display Area

- ◆ Exhibit the original, advanced deep processing products.
- ◆ Companies that engage in aluminium for general aviation and engineering are explored.
- ◆ During the forum, innovations and breakthroughs brought about by advanced processes, as well as advanced processing technologies.



Aluminium Downstream Processing Forum

- ◆ Focus on development trends and industry standards for aluminium used in transportation and consumer electronics
- ◆ Discussion on aluminium used in general aviation and future directions for deep processing
- ◆ Display of core technologies and machining process of products under deep processing
- ◆ Discussion on transformation of deep processing of aluminium based on end-user demand

Participant Satisfaction Rate: 91.4%



Auto Wheel Hub and Forging Display Area

- ◆ Showcase advanced automotive parts technology and processes
- ◆ Share the achievements of the frontier application of aluminium parts in transportation field.



Aluminium Packing Display Area

- ◆ A chance to display winning products from the European Aluminium Foil Innovation Award and top Chinese aluminium packaging products, highlighting local and international advanced packaging and processing technologies.
- ◆ China Aluminium Foil Packaging Annual Innovation Award event was officially launched



Release of Lightweight research report

- ◆ Analyses the development status and prospects of various lightweight materials and processes of vehicle enterprises in China based on the lightweight materials, related processes and total solution of vehicle enterprises, and provides the light materials, processing and overall solution.



Exhibitor seminars

- ◆ Leading companies interpret advanced technology and share excellent cases
- ◆ Highlight the cut-age of technology and production

11-13 July 2018

Shanghai New International Expo Centre W1-W3



ALUMINIUM CHINA 2018

- ◆ A showcase of development trends in the aluminium industry. Comprehensive analysis of new performance capabilities, technologies, applications and markets of aluminium materials
- ◆ Bringing together purchasing managers in the fields of Aerospace, transport, consumer electronics, packaging, and other end user industries, to promote cooperation between aluminium enterprises and downstream users.
- ◆ The display of automobile lightweight products for downstream auto users, including top industrial technologies. Meet a concentration of materials suppliers to help you capitalize on business opportunities in the new field.
- ◆ Bringing together high-quality buyers and providing business matchmaking services to help you assess the latest overseas requirements and connect effectively and efficiently with target customers.

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lightweight Asia's Lightweight Automotive Trade Fair

July 11-13 2018

Shanghai New International Expo Centre W4

Focusing on Lightweight Automotive Solutions
Showcasing the Most Advanced Products and Materials
Reviewing the Most Cutting-edge Technologies and Processes