

join the best: 9.25-28, 2024

Shanghai, China | 中国，上海



THE 11TH ALL CHINA - INTERNATIONAL
WIRE & CABLE INDUSTRY TRADE FAIR
第11届中国国际线缆及线材展览会



上海电缆研究所有限公司
Shanghai Electric Cable Research Institute Co., Ltd.



杜塞尔多夫展览(上海)有限公司
Messe Düsseldorf (Shanghai) Co., Ltd.

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信昌·信美
DIAMOND DIES

80,500m²

展览面积
Exhibition Space

1,080

参展商
Exhibitors

41,857

专业观众
Trade Visitors



作为亚洲一流的线缆线材展，wire China 2024完整呈现了线缆产业链各端的发展成果，为全球线缆企业发现“中国机遇”搭建有力桥梁。

As a first-class wire and cable industry exhibition in Asia, wire China 2024 comprehensively showcased advancements across all segments of the wire and cable industry chain, building a strong bridge for global wire and cable companies to explore opportunities in China.



90个国家和地区 41,857名专业观众
41,857 visitors from 90 countries and regions



26个国家和地区的1,080家参展商
1,080 exhibitors from 26 countries and regions



80,500平方米专业展览平台
Professional exhibition platform with 80,500 m² display area



5大主题路线 紧贴市场布局, 覆盖全领域
5 major thematic tracks, Aligned with market trends, encompassing all sectors



60+场次专业论坛与会议
60+ industry forums and conferences

2024进阶出发

LEVEL UP IN 2024

在wire China 2024展会上，来自全球的参展商齐聚一堂，共同探讨线缆领域的前沿趋势、技术突破与应用创新。wire China不仅是展示产品和技术的平台，更是交流思想、共享经验的绝佳场所。通过这一国际化平台，参展商与观众得以发现潜在的合作伙伴，开拓新的商业机会，深化国际交流，激发出新的市场活力。wire China 2024成为推动全球贸易动能释放的重要舞台，为行业注入了蓬勃的发展动力。

At wire China 2024, exhibitors from around the world came together to explore cutting-edge trends, breakthrough technologies, and innovative applications in the wire sectors. Far more than just a product showcase, wire China is a premier venue for idea exchange and experience sharing. Through this global platform, exhibitors and visitors alike discovered potential partners, tapped into new business opportunities, expanded international networks, and infused fresh vitality into the market. As a catalyst for global trade momentum, wire China 2024 injected the industry with a vibrant growth energy.

95%

展商表示满意
并考虑继续参加下届展会！
95% of the exhibitors are
satisfied and will consider
continuing to participate in
the next exhibition!



汇聚全球优质商贸资源 探索行业发展无限可能

GATHERING HIGH-QUALITY INTERNATIONAL TRADE RESOURCES, EXPLORING UNLIMITED INDUSTRY POSSIBILITIES

wire China 2024展出规模再创新高，首次达到7个展馆，总展出面积达80,500平方米，共汇集26个国家和地区的1,080家参展商。展会向业界集中展示了线缆线材制造及精加工机械，线缆辅助加工，线缆（光缆）用原辅材料，成品线材及电线电缆，测控技术，检测工程等相关领域的产品、技术及解决方案，积极助力企业数字化、柔性化、智能化生产，加速发展新质生产力，打造企业竞争新优势。

wire China 2024 set a new record, spanning seven exhibition halls and covering 80,500m². The event brought together 1,080

exhibitors from 26 countries and regions, showcasing a diverse array of products, technologies, and solutions, including wire and cable manufacturing and processing machinery, auxiliary processing equipment, materials for cables, including optical cables, finished wires and cables, monitoring and control technology, and testing engineering. The exhibition actively supports companies in advancing digital, flexible, and intelligent production, accelerating new productivity growth, and establishing new competitive advantages.



展商评语

EXHIBITOR TESTIMONIALS

近五年，合肥神马在线缆装备智能化升级方面做了一些探索，本届wire China，我们也带来了公司研发及生产的最新成果。wire China为合肥神马提供了一个在国际领域提升公司品牌形象、展示产品的优质平台。

Over the past five years, Smarter Technology has explored intelligent upgrades in wire and cable equipment. At this year's wire China, we are proud to showcase our latest R&D and production achievements. wire China provides Smarter Technology with an exceptional platform to enhance our brand image and present our products on the global stage.

合肥神马科技集团有限公司 张宏 总经理

Zhang Hong, General Manager, Hefei Smarter Technology Co., Ltd.


wire China对我们来说是全球最重要的线缆行业展会。今年已经是天荣第十次参加wire China展会了，20年来，天荣与wire China一起见证了彼此的成长。在本届展会中我们也结识了很多新朋友，收获了订单。

wire China is the most important exhibition for us in the global wire and cable industry. This year marks the tenth time Tianrong has participated in wire China, and over the past 20 years, we have grown together. At this year's exhibition, we connected with many new friends and secured multiple orders.

沈阳天荣电缆材料有限公司 耿鸣 副总经理

Geng Ming, Deputy General Manager, Shenyang Tianrong Cable Materials Co., Ltd.





wire China对我们来说是非常特别的，从1980年Maillefer进入中国开始，只要wire China开展，我们就会参加。我认为我们不会错过任何一场展会，而且我们未来还会参加wire China。对我们来说中国是一个非常巨大且重要的市场。

wire China is very special for us. Maillefer has been in China since 1980, when it comes to wire China, we have been attended this show as long as they have been arranged, and I don't think we have missed one show and we are going to be here, also in the future for all the shows, because China is a very big and important market for us.

芬兰麦拉菲尔公司 Lars Fagerholm 总裁
Lars Fagerholm, President, Maillefer

法格斯塔不锈钢作为瑞典企业对中国市场充满信心。看到此次展会组织有序、服务到位，我们非常满意。通过wire China展会平台，不仅能见到老客户，还结识了很多新朋友，同时帮助我们与客户之间加强了沟通。wire China 2026我们还会来参加。

As a leading Swedish company, Fagersta Stainless is extremely confident about the Chinese market. We were very pleased with the organized setup and excellent service at this exhibition. wire China has provided us a great platform for reconnecting with long-term clients and meeting new partners, which has helped us enhance customer relationships. We look forward to returning to wire China 2026.

Fagersta Stainless AB Peter Wu 中国区销售代表
Peter Wu, China Sales Representative, Fagersta Stainless AB



62

参观团
Visitor Groups

97%

观众表示满意，
并愿意继续参观下届展会！
97% of the visitors are
satisfied and are willing to
visit the next exhibition!

41,857

专业观众
Trade Visitors

专业观众再创新高，达41,857人

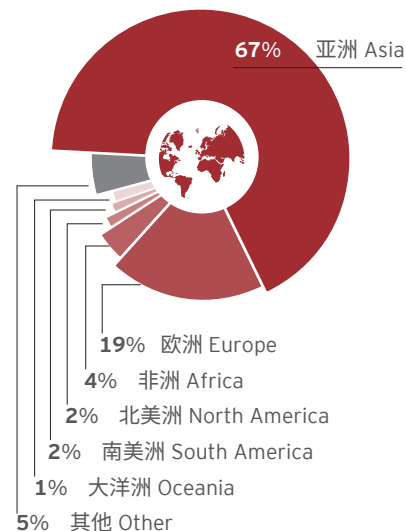
PROFESSIONAL VISITORS HIT A NEW RECORD WITH 41,857 VISITORS

wire China 2024吸引了90个国家及地区的41,857名专业观众莅临现场，他们来自美国、墨西哥、澳大利亚、新西兰、埃及、阿尔及利亚、南非、巴西、阿根廷、土耳其、德国、意大利、西班牙、印度、韩国、日本、马来西亚、越南、中国台湾、中国香港等国家和地区。海外观众不远千里，赴约wire China展会。展馆内商贸气氛浓厚，彰显全球线缆行业发展活力。

wire China 2024 attracted 41,857 professional trade visitors from 90 countries and regions, including numerous international buyers from United States, Mexico, Australia, New Zealand, Egypt, Algeria, South Africa, Brazil, Argentina, Turkey, Germany, Italy, Spain, India, South Korea, Japan, Malaysia, Vietnam, China Taiwan, and China Hong Kong, among others. Overseas visitors traveled from far and wide to attend wire China, creating a vibrant trade atmosphere that underscores the dynamic growth of the global wire and cable industry.

海外主要观众来源地区

OVERSEAS VISITOR
BREAKDOWN BY REGION



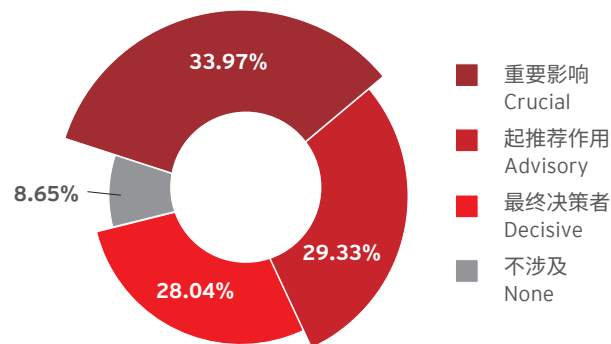
观众所属公司的行业

INDUSTRY BREAKDOWN



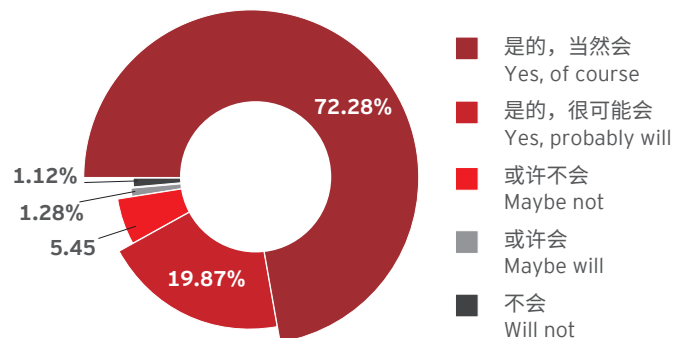
采购方面的决策权

PROCUREMENT DECISION MAKING POWER



是否会参观下届展会

WILL YOU VISIT THE NEXT EDITION OF WIRE CHINA



观众评语

VISITOR TESTIMONIAL

这次我们来wire China展会，是来寻找一些特定的产品和材料。我们对展会现场的活动也比较感兴趣。

We came to wire China to look for specific products and materials. We were also very impressed by the activities on-site.

江苏上上电缆集团有限公司 李剑 先生

Mr. Li Jian, Jiangsu Shangshang Cable Group Co., Ltd.

几乎每届wire China我都会来，在展会现场，我们能够在产品上与同行切磋交流。今年同期论坛的质量也挺不错。

I attend almost every edition of wire China. Here, we can exchange ideas and learn from peers about products. The quality of this year's industry forums was impressive.

青岛卓越碳素制品有限公司 谢旺 先生

Mr. Xie Wang, Qingdao Excellent Carbon Products Co., Ltd.

这是我第一次来参观wire China，wire China确实是一个非常好的一站式采购线缆上下游产品的平台，我们能在这里找到更是适合我们的产品的解决方案。

This is my first time at wire China, and it's truly an excellent one-stop platform for sourcing upstream and downstream cable products. We've been able to find solutions that are well-suited to our needs.

V.MARE INDIA LTD. Jitender 部门经理

Jitender, Department Manager, V.MARE INDIA LTD.

wire China我已经来过三次了，来这里主要是找线缆设备类的企业，展会上能见到不少匹配的供应商。主办方组织的活动也非常好。

This is my third time at wire China. I'm here mainly to connect with cable equipment companies, and I've met several matching suppliers. The activities on-site are also excellent.

Nikran J. Golshay 经理

J. Golshay, Manager, Nikran

近60场专业论坛与会议 共探行业未来趋势

NEARLY 60 SPECIALIZED FORUMS AND
CONFERENCES TO EXPLORE INDUSTRY TRENDS

wire China紧贴市场需求，围绕数字化智能化转型、绿色低碳发展等前沿趋势，就产业经济、智能装备、线缆材料创新、高品质特种材料、高效节能电工装备、资源回收技术、线缆制造业发展等话题，精心打造近60场次专业论坛与会议，为全球同行构建交流契机、搭建共赢平台。

In response to market demands, wire China 2024 organized close to 60 specialized forums and conferences covering the latest trends in digital and intelligent transformation, green and low-carbon development, and many more. Topics ranged from industrial economy, smart equipment, cable material innovations, high-quality specialty materials, efficient and energy-saving electrical equipment, recycling technologies, to advancements in cable manufacturing; creating opportunities for global industry peers to connect and build mutually beneficial partnerships.



■ 线缆产业经济与技术交流系列论坛

THE CABLE INDUSTRY ECONOMY AND TECHNOLOGY EXCHANGE SERIES

产业经济分论坛、智能制造分论坛、线材制品及装备分论坛、绿色低碳分论坛、数字化创新分论坛轮番登场，行业知名企业、资深专家同台开讲。

The series featured dedicated forums on industrial economy, smart manufacturing, wire products and equipment, green and low-carbon initiatives, and digital innovation. Leading companies and industry experts shared the stage, providing in-depth insights across these key topics.



现场活动 精彩纷呈

EXCITING AND ENGAGING ON-SITE ACTIVITIES

■ 20周年荣誉参展商颁奖仪式 20TH ANNIVERSARY AWARDS CEREMONY

2004年的9月，wire China展会创办，在中国开启了专业商贸技术交流的平台。二十年的光阴见证了wire China与线缆行业的共同成长。从一个初出茅庐的行业新星，到如今成为线缆行业公认的旗舰展览，wire China在二十周年之际，向业界呈现了一份令人瞩目的成就答卷。

为了感谢一路与wire China携手同行的伙伴们，wire China在展会期间举办了荣誉参展商颁奖仪式。

感恩有你，一路同行。共创未来，我们同在！



wire China was launched in September 2004, establishing a professional platform for business and technical exchange in China. Over the past two decades, wire China has grown alongside the wire and cable industry. What began as an emerging industry event has evolved into a flagship exhibition, widely recognized across the wire and cable sector. On its 20th anniversary, wire China celebrated this remarkable journey and the milestone achievements that made it an industry landmark.

To express gratitude to the partners who have been with wire China along the way, an honorary exhibitor awards ceremony was held during the event. Thank you for being part of this journey. Together, we create the future!



- 主题路线展品巡礼
Major Thematic Tracks
- 商贸配对
Business Matching
- 参展商直播间
Exhibitor Studio
- 创意手作体验
Creative Handcraft Experience



期待下届再相聚

SEE YOU NEXT TIME

2026.9.21-24

上海新国际博览中心 · SNIEC

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公众号 wireChinaExpo



wire China主页

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中国大陆地区品牌请联系：

For brands in Mainland China,
please contact:

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Shanghai Electric Cable Research Institute Co., Ltd.

电话Tel: (86)21 6548 3517

邮箱Email: exhibition@secri.com



港澳台及其他国家品牌请联系：

For brands in Hong Kong, Macao, Taiwan,
and other countries, please contact:

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