

INDUSTRIAL AUTOMATION SHOW

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

Shanghai New International Expo Centre, China
1-5 November 2011

www.industrial-automation-show.com
<http://ias.ciif-expo.com>



A market with RMB 100 billion potential value for automation
Global industrial giants gather here for more business possibilities



About Industrial Automation Show (IAS) The industry barometer for China automation market

Since establishment, covering topics of industrial automation, electrical systems, robotics and IT solutions, IAS has been standing as a front line where automation industry leaders present and explore technology application with users, a platform to publish latest technologies and products of market value. After years of market success, it has become a must-attend automation event for both automation technology suppliers and industry users.

About Market

China has put forward national policy support on strategic industries: environment-protection, new IT, biological, high performance equipment manufacturing, new energy, new materials and green automobile.

In the next five year, capital investment in automation for these applied industries will keep robot rise. By 2015 China's PLC market value will be RMB 9 billion, about 12.4% CAGR.

What's the future of the automation market?

Future user industries brings solid market demands for automation technologies.

- China's wind power industry annual growth rate will rise to 17%, taking up about 38% of world market in five years by 2015.
- China's building automation technology market will stand at about RMB 240 billion.
- The internet of things will hold a market value of about RMB750 billion by 2015, which ensures a market for sensors at about RMB 350 billion.
- Robotics will keep steady growth in 2011 with about 9,500 sets of new installation promoting the social industry keep to 48,000 sets.
- During the 12th Five-Year-Plan, China will invest RMB 2 trillion in construction of 50 smart grids initially in 10 major cities.
- During the 12th Five-Year-Plan, China's investment in rail transport construction would top RMB 700 billion, among which about RMB 56 billion will be in for information systems.
- During the 12th Five-Year-Plan, China will fully promote comprehensive market competitiveness of auto parts manufacturing, taking it further into global auto market.

This is the market beyond expectation. Get involved, and show up at IAS!

Welcome to IAS 2011

Join IAS, be present as an industry leader to find all possibilities for your advanced products to be applied and integrated. At 2010's exhibition, 519 exhibitors showed up in a display area of 30,000 sqm while 102,998 registered visitors from across the globe made it a true business gathering.

With more topics and more innovative showcases, IAS will open on 1-5 November, 2011 at Shanghai New International Expo Center. Over 550 exhibitors are expected and more qualified visitors from user industries will be invited..

IAS 2011 registration starts, get your privileged stands RIGHT NOW!

Big Names in past events

INDUSTRIAL AUTOMATION (Production and Process Automation)

ABB, SIEMENS, Schneider, Honeywell, Rockwell, Tyco Electronics, Fuji electric, TOSHIBA, TURCK, Phoenix contact, OMRON, P+F, Wieland, Wago, Weidmuller, Wenglor, ifm electronic, ema Electronics, Baumer, Hilscher, PR Electronic, PILZ, Kuebler, ILME, Banner, SICK, Leuze, VIPA, Beckhoff, B&R, M2I, Hollysys, SUPCON, HITACHI, Autonics, Binder, DIMENSION etc.

ELECTRICAL SYSTEMS

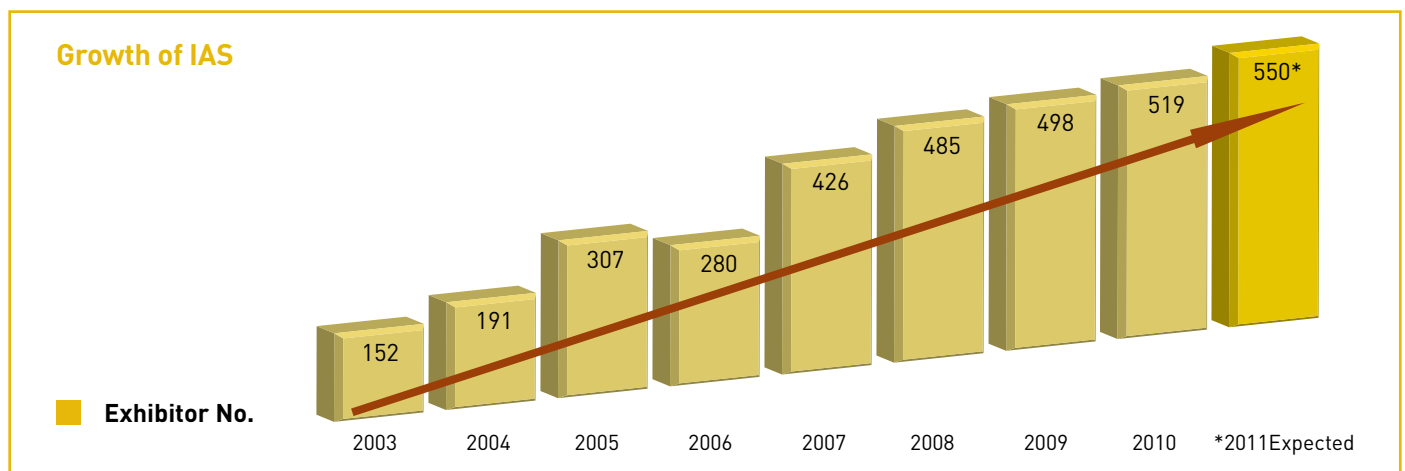
Schneider Electric, Rittal, Danaher Motion, Baldor, LAPP, Phoenix contact, Mecano, HARTING, Weidmuller, LENZE, FUJI, SANKEN, Emerson network, HAGA, MULLERR, Danfoss, KOYO, Wattage, EURA, PILZ, Euchner, Werma, STI, Hummel, Schmersal, KEB, Beijer, DECA, Dinkle, Powtran, INVT, YATAI, Tianyi, Wineview, IDEC, SIBAS, Ruhlamat etc.

INDUSTRIAL ROBOTICS

ABB, KUKA, FANUC, KAWASAKI, Staubli, Comau, MOTOMAN, Shenyang Lituo, SIASUN, EPSON, CLAAS, TAM, Gudel, Feder, Berger robot, Haier, Schunk, DENSO, SBC, HISAKA, ABBA, MISUMI, HIWIN, GTEN etc.

INDUSTRIAL AUTOMATION IT & SOFTWARE

EPLAN, PcVue, AdAstrA, Aucotec, Contemporary, Advantech, SUNIX, MOXA, AAEON, EVOC, Grantech, IEI, Henrich, Hi-tech, Sunway, Wellin Control, Leadsoft etc.



Voices of 2010 Exhibitors

Phoenix Electric Co., Ltd. Nanjing

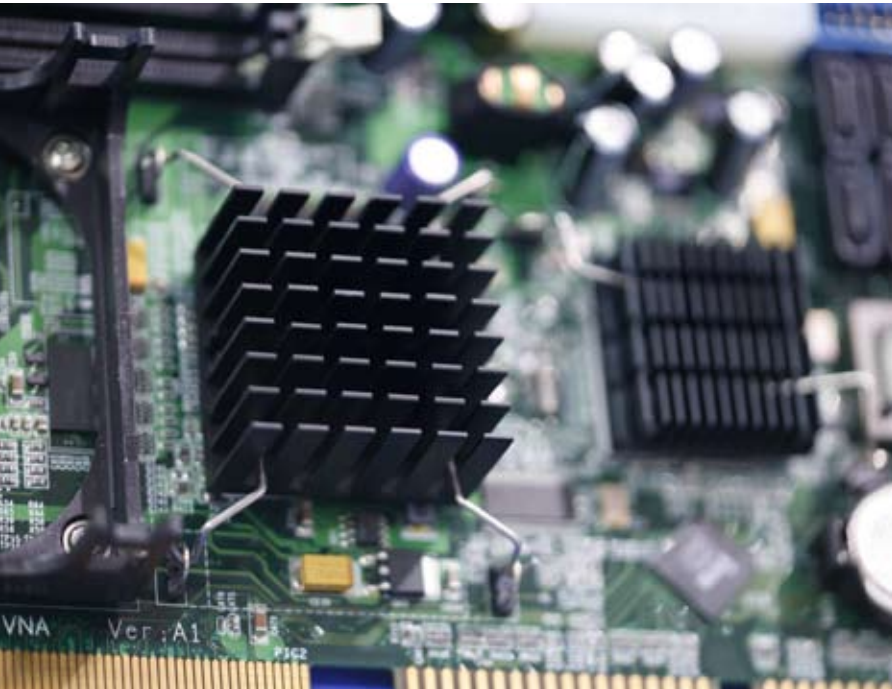
From feedbacks of these days, the show is still quite successful. There were more visitors arrived compared to last, especially that there were also more overseas visitors. Though the proportion doesn't seem to be higher, the number has increased.

Shanghai Pepperl+Fuchs Automation Co., Ltd.

We are glad to be with the show, making lots of friends here. With so many competitors at the show, we could learn better about the market and make full use of the platform to promote our products into more target industries.

A multi-dimensional presentation of new products & technologies

The direct showcase of your market advantage among competitors



Product categories

INDUSTRIAL AUTOMATION

(Production and Process Automation)

- Assembly & handling systems, Linear positioning systems
- Control systems, PCL, SCADA
- Industrial PCs
- Embedded systems
- Industrial automatic data capturing and identification systems
- Automation services
- Industrial image processing systems
- Sensors and actuators
- Communication, networks and field bus systems
- Measuring and test systems
- Laser technology
- Compressed air generation and application

ELECTRICAL SYSTEMS

- Transformers, accumulators and uninterruptible power supplies
- Gears, mechanical drive systems
- Electric switchgear and equipment for electrical control systems
- Electric and electronic test and measuring equipment
- Electric motors & frequency inverters, motor drives
- Cables & cabling accessories
- Electronic and opto-electronic components

ROBOTICS

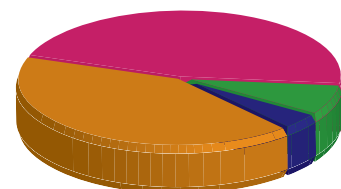
- Industrial robots
- Robot simulation & vision system

- Service robots
- Machinery, appliances & components for robotics

INDUSTRIAL AUTOMATION IT & SOFTWARE

- Manufacturing software
- Basic systems and development tools for industry
- Internet, Intranet, Extranet solutions
- IT hardware for industry
- Production software
- Services

Exhibits Analysis



- Industrial Automation (Production and Process Automation) 46.26%
- Electrical Systems 42.18%
- Industrial Automation IT & Software 7.48%
- Robotics 4.08%

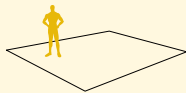
Showcase at an ultramodern exhibition venue

Shanghai New International Expo Center (SNIEC) is one of the most modernized venues of its kind in Asia. The services, facilities and transport connections will meet all demands of exhibitors and visitors.



Outset of international standards for your stand options

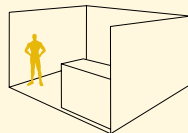
Raw space



- Stand area (min. 18 sqm)

Price: € 200/sqm

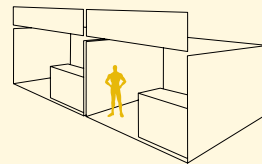
Shell scheme



- Stand area (min. 9 sqm)
- Back walls and side walls (white)
- Carpeting
- 1 reception desk
- 4 chairs
- 1 electric power point
- 1 company sign (English/Chinese)
- 2 spotlights

Price: € 250/sqm

International Pavilion



- Stand area (min. 9 sqm)
- Wall panels
- Carpeting
- 1 table
- 4 chairs
- 1 info counter
- 2 spotlights (100 W)
- 1 electric socket (220 V)
- 1 company sign (English/Chinese)
- 1 wastepaper basket
- 1 sqm lockable storage space

Additional services

A service centre will provide the following services to all exhibitors at the group stand:

- Information counter
- Contact person on site during the entire event
- Snacks & soft drinks
- Lounge area

Price: € 265/sqm

General services are free of charge for all exhibitors

- Standard catalogue entry
- Individual support services provided by the organizers on site
- Internet-based matchmaking
- On-site internet lounge during the show
- Visitor admission tickets

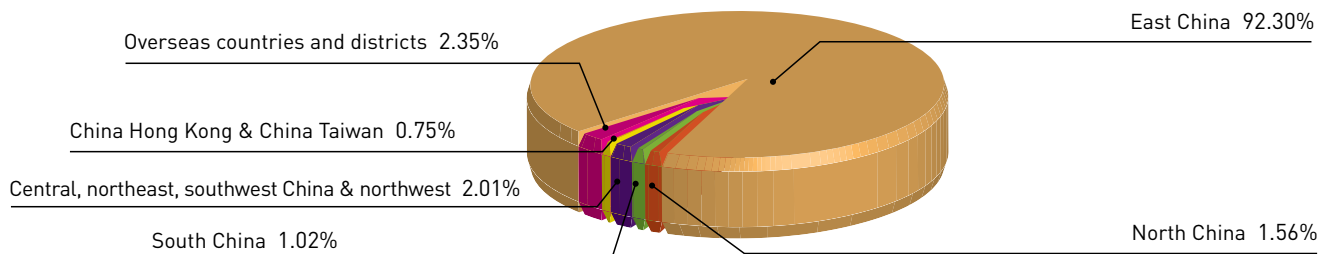
A place exhibits enjoy maximum exposure to markets Exhibitors Communicate face to face with right user clients



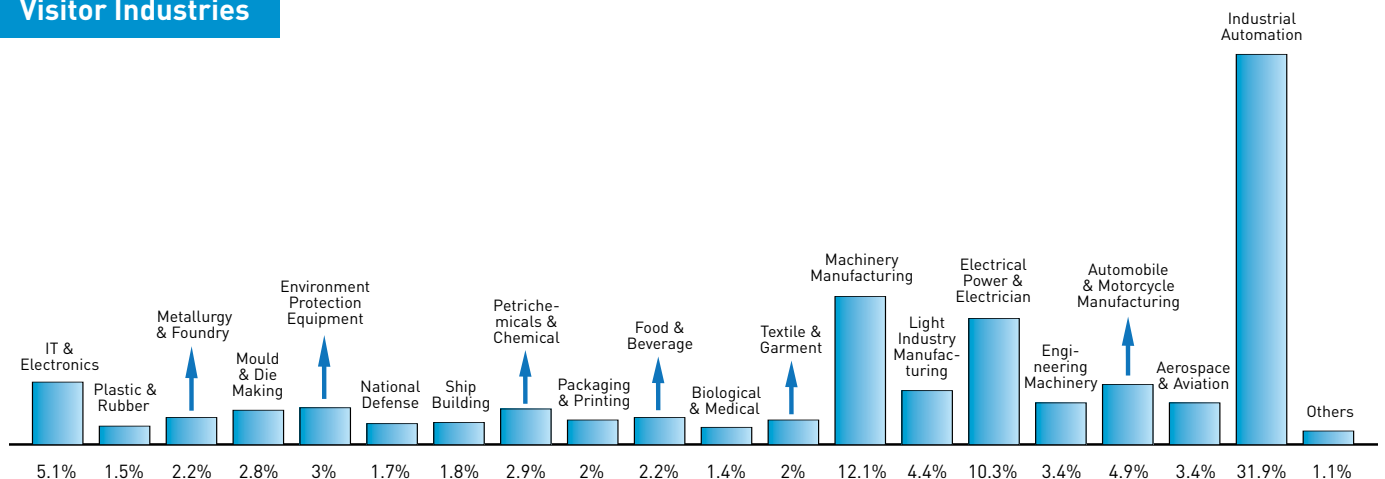
At 2010's exhibition, 102,998 visits from across the globe showed up onsite for business talks & deal opportunities. More are expected in 2011!

Many new products found their way into China market while Chinese players met their new partners in overseas market. What more will happen next? Come and join us!

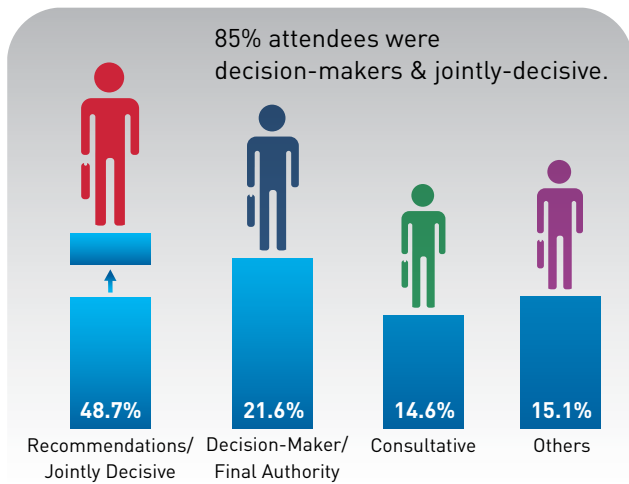
Visitors Countries/Districts



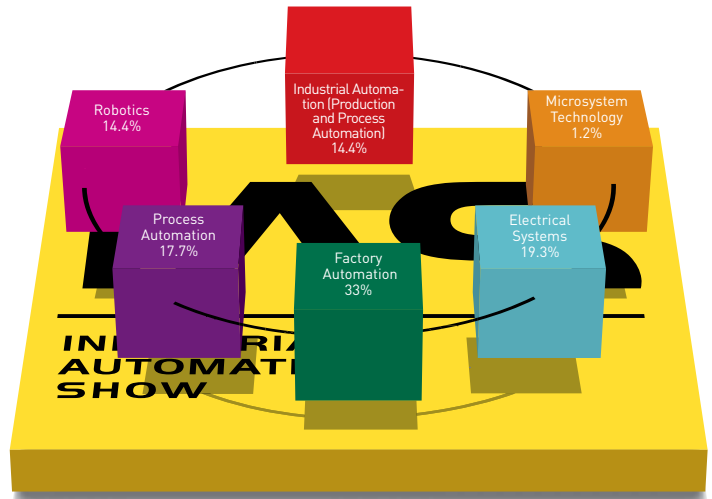
Visitor Industries



Role in Decision-Making



Interested Areas



Above data from Final Show Report 2010

In 2011, visitor promotion will cover, but not limited to, the following user areas:

Machine tool, automobile, aerospace and aviation, engineering machinery, electronics, plastics, ship building, port mechanics, energy & power, food machinery, light-industry, metallurgy, environment protection, packaging, textile, printing, petrol-chemical, etc.

Visitor Promotion

- Press conferences in key industrial cities
- 50+ industrial publication advertisements
- Call center invitation to 30,000+ professional visitors
- Applied industry association visiting invitation
- Show materials distribution at related events
- Mainstream media news release (publication & TV)
- Regular eDM to 100,000+ target visitors
- One-to-one company buyer invitation
- Key industrial zone group visiting invitation

All in one place at one time, with CIIF, enjoy synergies from 7 parallel trade shows

With a total display area of over 150,000 square meters, the seven trade shows of China International Industry Fair (CIIF) are the best expression of industry efficiency and productivity. China International Industry Fair (CIIF) is a must-attend event for all industry players.



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

MWCS Metalworking and CNC Machine Tool Show International Exhibition for Machine Tools, Sheet Metal, Pipe & Tube Production, Mould & Die Construction, Tools

ES Energy Show International Exhibition for Renewable Energy, Power Generation, Power Transmission and Distribution, Electrical Technology, Electricity Measurement and Control, Electrical Automation

ICTS Information & Communication Technology Show

EPTES Environmental Protection Technology & Equipment Show

STIS Scientific & Technological Innovation Show

CAATS China Aerospace & Aviation Technology Show

Organizers of CIIF

National Development & Reform Commission
Ministry of Commerce
Ministry of Industry and Information Technology
Ministry of Science & Technology
Ministry of Education
Chinese Academy of Science
Chinese Academy of Engineering
China Council for the Promotion of International Trade
Shanghai Municipal People's Government

Co-organizer of CIIF

China Machinery Industry Federation

Show Management of CIIF

Shanghai World Expo (Group) Co., Ltd.

Organizers of IAS



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*On behalf of Hannover Milano
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Co-organizers of IAS

China Mechanical Engineering Society
China Power Supply Society

Supporters of IAS

VDMA – German Engineering Federation –
Robotics + Automation Division
ZVEI – German Electrical and Electronic
Manufacturers' Association
Technical Committee of Components and Instruments under
Chinese Association of Automation
China Electrical Measurement and Test Technology
Committee (CES)
Shanghai Institute of Process Automation Instrumentation
Shanghai Automation Association

Venue

Shanghai New International Expo Centre (SNIEC)
2345 Longyang Road
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www.sniec.net

Deadline for applications: 30 June 2011



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