

Industrial Automation Show

International Exhibition for Production and
Process Automation, Electrical Systems, Robotics,
Industrial Automation IT & Software and
Microsystems Technology

The logo for the Industrial Automation Show (IAS) features the letters 'IAS' in a bold, black, sans-serif font. The 'I' and 'A' are connected at the top, and the 'S' is positioned to the right. The logo is set against a white background within a yellow-bordered box.

INDUSTRIAL
AUTOMATION
SHOW

AFTER SHOW REPORT 2010

www.industrial-automation-show.com

The logo for Fiera Milano, featuring a stylized globe icon and the text 'FIERA MILANO' below it.

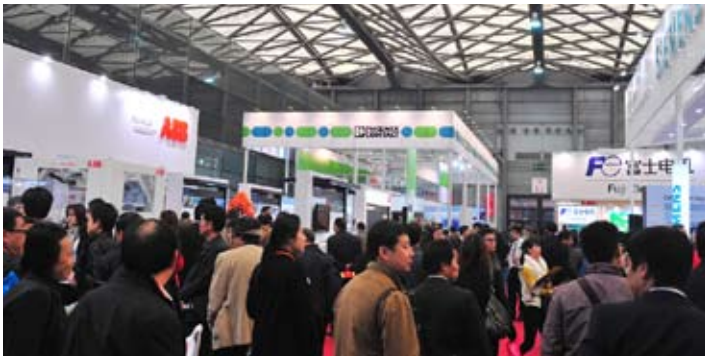
FIERA MILANO

The logo for Deutsche Messe Worldwide, featuring a stylized head profile icon and the text 'Deutsche Messe Worldwide' to its right.

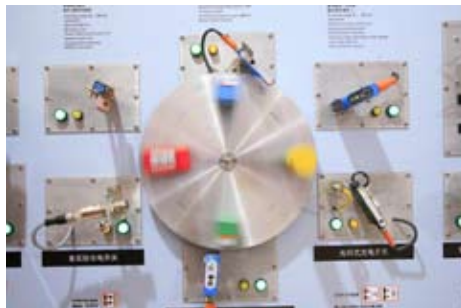
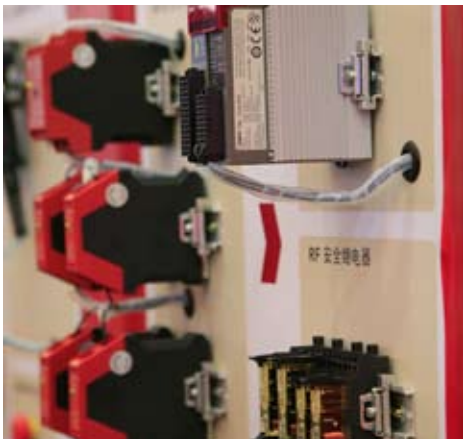
Deutsche Messe
Worldwide

Hannover Milano Fairs Shanghai Ltd.

Successful IAS 2010 lead new automation trends for intelligence industry



- 519 exhibitors from across the globe showcasing at 30,000 sqm area
- Robotics technology make industrial dreams closer
- More international participants, 32.3% in exhibitor number/space
- 102,900 industrial visitors from across the globe, 4,98% rise from 2010



Independent international pavilions

Germany

International Pavilion

Exhibitors from U.S., Spain, France, India, Taiwan

Exhibits Category

- Industrial Automation
(Production and Process Automation)
- Electrical Systems
- Robotics
- Industrial Automation IT & Software



Qualified buyers & visitors brought in onsite business talks & solid deals

Visitors covered the following industries:

rail transport, auto manufacturing, plastics machinery, aviation and aerospace, food processing, power and energy, petrochemical, oil and gas, metallurgy, environmental technology, electronics, printing, packaging, textile, construction engineering, printing and so on.

Concurrent forums and seminars providing a mix of information and inspiration

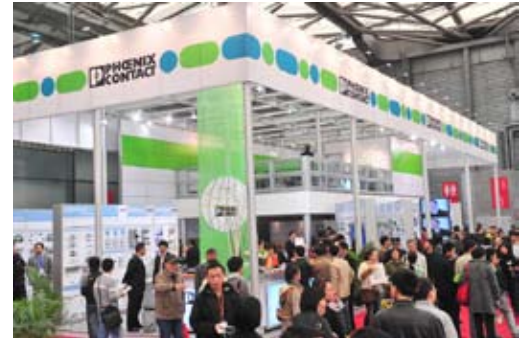
- IAS2010 New Products Release
- Symposium for China Automation Market Sharing
- The 9th Seminar on MES (Manufacturing Executive System)
- Seminar on PLC and IEC 61131-3 Program Standard
- SAA Annual Conference on Automation 2010
- IRAS: International Robotics & Automation Symposium 2010
- SERCOS III - Universal Real-Time Communication with Ethernet

- PAC Automation Application Forum 2010
- OEM Machine Design Summit 2010
- LED City Forum 2010
- The 7th Enterprise Forum on Servo and Motion Control
- Summit on Digital Manufacturing of Automation
- China Marketing Summit on Automation 2010
- EPLAN Engineering Design Forum
- The 6th CIIF•MM•New Automation Forum



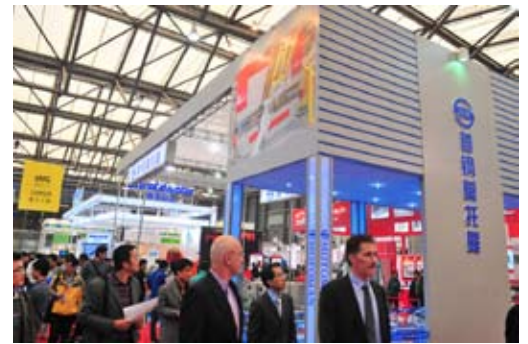
Phoenix Electric Co., Ltd. Nanjing

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.



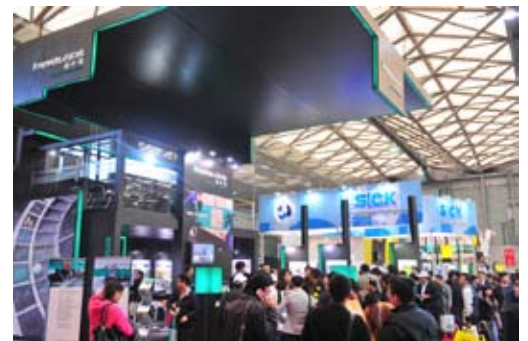
Shougang Motoman Robot Co., Ltd.

Compared to last versions, we met more competitors here this year. The market in China is also getting more competitive. Thus, we need this show as a platform to showcase and promote ourselves. Thanks to the show for the opportunity.



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.



EUCHNER (Shanghai) Trading Co., Ltd.

We've been with the show for at least 6 times. The show is good. Here we meet friends, customers, partners, suppliers, and also competitors.



Baumuller Automation Equipment Trading (Shanghai) Co., Ltd.

This is our first time at this show and we found it quite satisfying with the organization and the onsite services. There are quite a lot visitors at our booth.



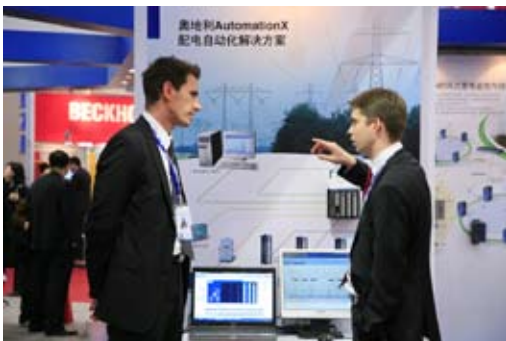
Continental Corporation
MR. VICK, Operations International

This is my first time with IAS while my China colleagues are familiar with it. It is a very good show, so many exhibitors. Here we are looking for some new technologies that work with our industry. The visitor invitation and onsite organization is good. We sure would be interested in visiting again.



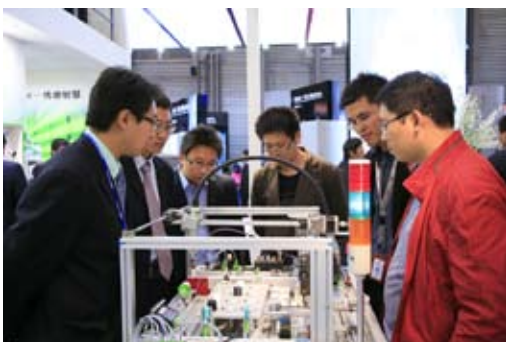
SOHBI Craft Changshu Co., Ltd.
MR. GU, Assistant Manager of Manufacturing Dept.

We are old friends with IAS and visited many times. This year, we can see increase in show scale, and many new brands. This time we are here looking for some control technologies and products for our stamping parts production. We got invitation from organizer. The on-site services are good.



Roxtec International Trading (Shanghai) Co., Ltd.
MR. BERGSTROEM, Marketing Communication Coordinator

This is not our first time here with IAS. We think it is quite a valuable show for market, so many industry brands and the visitors are all industry professionals. The organizer's services onsite are also impressive. Participation as an exhibitor would be worthwhile.



MBM Technik s.r.o.
MR. KRAJCAR, Sales Director

We are an OEM industrial components dealer in Czech and are interested in buying qualified Chinese products. This time we are looking for motors, servo motors and compressors. It is my first time here with IAS, we searched it through internet and got online registration. The visiting is satisfying. We got good contacts for business. The onsite services for visitors are efficient.

2011 Space Booking Form



Where to go for 2011 market? IAS 2011!
On 1-5 November, 2011
At Shanghai New International Expo Center, CHINA
Online at www.industrial-automation-show.com

Reserve your space RIGHT NOW!
Get privileged showcase opportunities in China and global market!

Company: _____

Address: _____

Contact Person: _____

Tel: _____ Fax: _____

Mobile: _____ Zip: _____

Email: _____

Website: _____ Space: _____

Type of Company: Foreign Joint Venture Local

Exhibits Source: Foreign Local

Date _____ **Signature** _____

Fill in the above form and fax back to us by +86-21-5045 9355 / 6886 2355

• Please note that this document serves as space booking at IAS 2011, not legally binding. Official application form (i. e. legally binding) will be ready in due time and will be sent to you shortly.

For more information, please contact us

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Hannover Milano Fairs Shanghai Ltd.

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JOIN THE MARKETS OF INDUSTRIAL AUTOMATION



IN GERMANY



4 - 8 April 2011
Hannover

Industrial Automation
Leading Trade Fair for
Process Automation,
Factory Automation,
and Integrated
Industrial and Building
Automation Systems

IN TURKEY



17 - 20 March 2011
Istanbul

World of Industry Part II
3 International Trade
Fairs for the Industry:
- Automation
- Electrotechnology
- Hydraulic & Pneumatic

IN RUSSIA



27 - 30 September 2011
Moscow

**Industrial Automation
RUSSIA**
International Trade Fair
for Process and
Production Automation
and Industrial Building
Automation

IN INDIA



6 - 9 December 2011
Bangalore

**Industrial Automation
RUSSIA**
International Trade Fair
for Process and
Production Automation
and Industrial Building
Automation

IN CHINA



18 - 20 May 2011
Beijing

**Modern Factory/Process
Automation Show**
International Trade Fair
for Industrial Automation
(Production and Process
Automation), Electrical
Systems, Robotics,
Industrial Automation
IT & Software

IN CHINA



1 - 5 November 2011
Shanghai

**Industrial Automation
Show**
International Trade Fair
for Production and
Process Automation,
Electrical Systems,
Robotics, Industrial
Automation IT & Soft-
ware and Microsystems
Technology