



Successful restart of trade fairs in China: Düsseldorf's leading fair THERMPROCESS celebrated its premiere in Shanghai

The international trade fair THERMPROCESS China celebrated its launch as part of wire and Tube China at the Shanghai New International Expo Centre (SNIEC) from 23 to 26 September 2020. Together with Saw EXPO China, which was also celebrating its premiere, some 20 companies presented their technological innovations in a 500-square-metre theme pavilion.

The pavilion was organised by Chinese and international partners in cooperation with Messe Düsseldorf Shanghai. German companies from the thermoprocessing industry received official support from the German Federal Ministry for Economic Affairs and Energy (BMWi) in their participation in the fair. Within the framework of a "German Pavilion" joint venture under attractive conditions, industry giants like Aichelin Holding GmbH/ Noxmat, EMAG eldec Induction GmbH, Karl Dungs GmbH & Co. KG, WS-Wärmeprozessstechnik GmbH, Himmelwerk GmbH or Optris GmbH took part in order to maintain a foothold in the world's most important growth market, China. The international exhibitors at THERMPROCESS China included well-known names such as Guangdong Shunde Seko Machinery & Technology Co., Ltd., Handuk R-Feco Co., Ltd., Huzhou Zhongrui Precision Technology Co., Ltd., Industrial Heating, Tianchang Filet High Tech Metals Co., Ltd., and Wieland Electric Trading (Shanghai) Co., Ltd.

The relaunch of the trade fair business in China following the coronavirus lockdown was a success, with well-visited halls creating a good atmosphere for the 1650 exhibitors at the wire, Tube, THERMPROCESS and Saw EXPO China. Over the four days of the



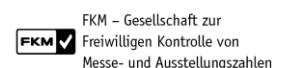
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fair, some 36,000 visitors had the opportunity to learn about trends and topics relating to the various sectors, benefiting from the numerous synergy effects presented by the four trade fairs at one location. “It was apparent in every hall that the trade fair business is getting back on track. All of this is naturally happening in compliance with the hygiene and infection protection concept we coordinated with the authorities,” says Gerrit Nawaracala, Project Director of Metallurgy & Foundry Technologies. “The Chinese market is booming in the specific segment of metallurgy, and the interest of our THERMPROCESS exhibitors in presenting their products and services in the growth market of China was great in spite of the difficult travel conditions. Our decision to embed the trade fair for thermal process technology of the Düsseldorf trade fair quartet GMTN in the leading trade fairs wire and Tube China was rewarded by the consistently positive feedback at the stands on all four days.”

From industrial furnaces, industrial heat treatment plants and thermal processes to components, equipment and other accessories through to controlling, automation, heating elements, heat insulating and refractory materials, industrial gas production, measuring instruments, testing technology, consulting, services and engineering: the THERMPROCESS international trade fair and symposium covered the entire spectrum of thermoprocessing technology, bringing together international equipment suppliers with experts and decision-makers from the machine manufacturing industry, the metalworking, foundry, automotive and aerospace industries and other important industry sectors.

The exhibitors at THERMPROCESS China used the platform for international exchange and were extremely satisfied with how the trade fair went.

“The world’s leading trade fair THERMPROCESS is following the target markets, with the latest premiere in China bringing it a step closer to the customers for reasons that go beyond the coronavirus crisis. The first edition of the fair can be described as quite successful, even if the

combination with the wire and Tube did not bring all interested parties to Shanghai. It's a proven trade fair concept with additional potential for international providers."

Harald Berger, Head of Market Communications at AICHELIN Group

"Since its founding in Germany in 1950, our company has been dedicated to the development and manufacture of high-frequency and ultra-high-frequency converters, which are widely used in the welding and heat treatment of steel pipes. We are very optimistic about the development potential of the Chinese market, which prompted us to participate in the THERMPROCESS pavilion launched at Tube China this year."

Jeff Ma, General Manager at HIMMELWERK China

"The THERMPROCESS Pavilion will be a new addition to Tube China this year. The purpose of my visit is to check out some of the advanced systems and technologies of metal heat treatment, and the results have been quite fruitful. We hope that more and more professional heat treatment companies will exhibit high-tech equipment and energy-saving and environmentally friendly technology at the next Tube China."

Fu Tian Quan, Workshop Supervisor at Shanghai Baoshan District Yuepu Heat Processing Factory

The next exhibition of THERMPROCESS China with wire and Tube China as well as Saw EXPO China will be held in Shanghai from 26 to 29 September 2022.

Further information is available at: <https://www.thermprocess-online.com>

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