

WireShow 2021: Messe Düsseldorf Shanghai and SECRI expand their cooperation

A strong trading platform for the global wire and cable industry will now take place every year in Shanghai, thanks to wire China and the WireShow

Messe Düsseldorf Shanghai and their longstanding regional partner SECRI (Shanghai Electric Cable Research Institute Co., Ltd) have united their skillsets in an expanded cooperative project: In addition to wire China, which draws numerous international experts from the wire and cable industry to Shanghai every two years, the Wire Show - China International Wire & Cable Industry Exhibition – will also take place in the intervening years, alternating with the leading regional Asian trade fair. The WireShow will be held from 31 August to 2 September 2021, in the Shanghai New International Expo Centre (SNIEC). The objective of this strategic alliance is to use the platforms that we have had for years for international companies to showcase innovations from the wire and cable industry and to position ourselves even better in the Chinese market, the biggest growth market in the world.

Interactive online showrooms are also present to provide a digital boost for what's on offer in the trade fair halls. This means that companies can also take part in trade fair events even if they can't travel to Shanghai due to the current economic situation in their own countries.

In the 12th WireShow, the organisers of the event look back at its successful history: The previous event broke records, with around 15,000 professional visitors and 400 exhibitors from Asia.

Further information is available under www.wireshow.com.




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 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
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Messe- und Ausstellungszahlen

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