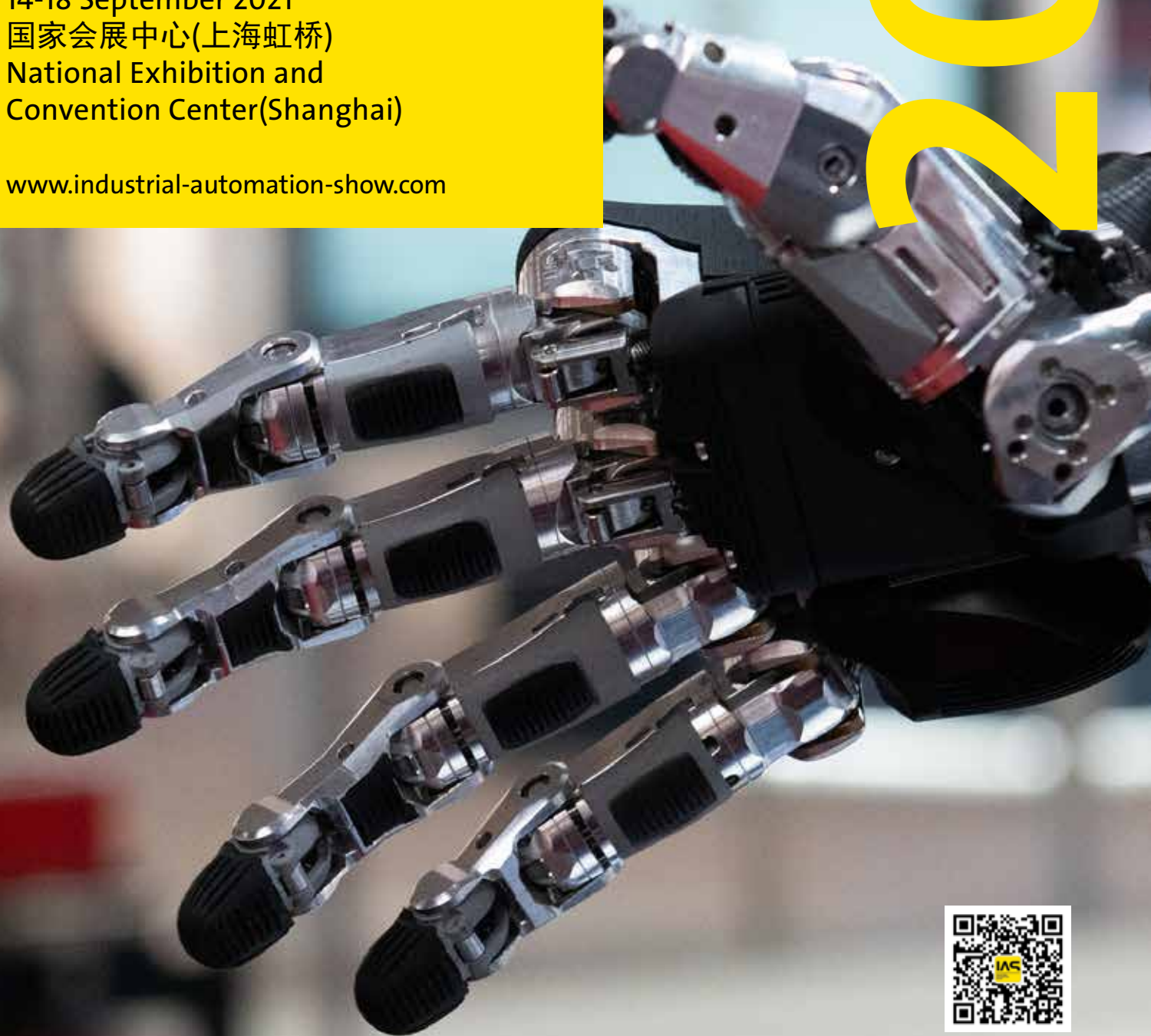


# 工业自动化展 Industrial Automation Show

2021年9月14-18日  
14-18 September 2021  
国家会展中心(上海虹桥)  
National Exhibition and  
Convention Center(Shanghai)

[www.industrial-automation-show.com](http://www.industrial-automation-show.com)

# 2021



Deutsche Messe



FIERA MILANO



东浩兰生  
SHANGHAI INDUSTRY & COMMERCE EXHIBITION CO., LTD.

上海工业商务展览有限公司

SHANGHAI INDUSTRY & COMMERCE EXHIBITION CO., LTD.

**IAS**  
INDUSTRIAL  
AUTOMATION  
SHOW

工业自动化展 (IAS) 作为中国国际工业博览会的核心展览之一, 引领先进制造业高质量发展趋势, 为中国智能制造提振全球工业发展信心发声。作为亚洲先进制造业发展风向标, IAS紧扣自动化、信息化、数字化、智能化、绿色化大趋势, 2021年IAS将为制造业带来更多的新品、技术、解决方案, 定会令人目不暇接。

The Industrial Automation Show (IAS), as the core exhibitions of the China International Industry Fair, conforms to the high-quality development trend of advanced manufacturing, and speaks for China's intelligent manufacturing to boost confidence in global industrial development; As a "wind indicator" for the development of advanced manufacturing in Asia, IAS Sticking to the general trend of automation, IT application, digitization, intelligence and green development. In 2021, IAS will display more new products, technologies and solutions to the manufacturing industry, which will definitely be dizzying.



## 2021年预计展会规模

### PROJECTED EXHIBITON SCALE FOR 2021



**展出面积**

**Display Area**

**70,000 sqm**



**展商数**

**Exhibitor Number**

**>700+**



**观众数**

**Visitor Number**

**>200,000**

## 展品范围 Product Category

### 工业自动化 (生产及过程自动化)

#### INDUSTRIAL AUTOMATION (Production and Process Automation)

组装及搬运系统 / 线性定位系统、工业影像处理系统、控制系统、PLC、SCADA、传感器和执行器、工业用电脑通讯、网络和现场总线系统、嵌入式系统、测量和测试系统、工业自动化数据获取及辨别系统、激光技术、自动化服务、空压技术与设备

- 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

### 微系统技术

#### MICROSYSTEMS TECHNOLOGY

微系统部件、模组微系统、微感测器、微执行器、微型光学和纤维光学、微装配、微连接技术、微反应技术、微系统的设计和建模、微工程学、快速微产品开发、超微技术、其它微系统技术

- Microsystems components
- Modular microsystems
- Micro sensors
- Micro actuators
- Micro and fiber optics, Micro assembly
- Micro joining technology
- Micro reaction technology
- Design and modeling of micro-systems
- Micro engineering Rapid micro product development
- Nanotechnology
- Microsystems technology
- Others

### 电气系统

#### ELECTRICAL SYSTEMS

变压器、电池和不间断电源、伺服电机和变频器、传动、机械驱动系统、电线及电缆附件 / 电气控制系统用电气开关装置和设备、电工及光电部件、电力电工测试和检测设备

- 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

### 工业自动化信息技术及软件

#### INDUSTRIAL AUTOMATION IT & SOFTWARE

工厂集成化管理软件、工业 IT 软件、工业基本系统及开发工具、工厂生产软件、工业用互联网、工厂内局域网、工厂外部局域网解决方案、服务

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

# 2020 年展会回顾

## Review of IAS 2020

### 知名参展商 Major Exhibitors



### 展商评语 Voice from Exhibitors



#### 费斯托 (中国) 有限公司 Festo China Co., Ltd.

疫情环境下，今年工博会依然能够如期举办，给工业界注入了新的活力。对于费斯托来说，今年的观展流量远远超过活动预期，观众对我们的展品及现场活动热情不减，和客户之间的互动交流预示着工业发展的大好前景，工博会一直是一个很好的交流平台，搭建我们和客户之间的沟通桥梁。在疫情的特殊背景下，主办方充分做好了防疫等相关措施，让展商和观众都能放心观展。

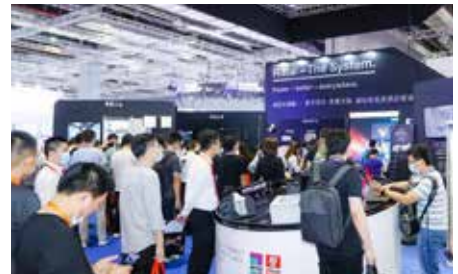
With the challenges brought by COVID-19 pandemic, CIIF was able to be convened as scheduled, energized the industry with new dynamics. The visitor flow was better than our expectation, and the visitors showed great interests in our onsite activities and products, the interactions with our clients indicated the bright future of the industry development.

As the exchanging platform and the bridge between exhibitors and the end users, CIIF played excellent role along the years. We appreciate the measures the organizers took under the pandemic circumstance, they assured a safe environment for the show participants.

#### 威图电子机械技术 (上海) 有限公司 Rittal Electro-Mechanical Technology (Shanghai) Co., Ltd.

感谢主办方展前协调，让我们处于较往届更优越的位置；搭建期和展期给与的协助免去了不少人力和时间上的投入，是从各个方面都提供了便捷和支持；现场人气和参展效果都远远超过了预期，各个数据表明都已赶超往届。专业的组织能力既控制了后疫情时期的人流量又输入了大批专业观众，再次感谢！

We appreciate the efforts and services the show organizer provided, we were allocated in an ideal location, spent less time and manpower during the construction and the show period, the support and efficiency were thorough. Statistics showed the visitor flow and the final result were better than previous years and far beyond our expectation. The measures for the COVID-19 prevention were proper in place and didn't compromise the visitor flow, this showed the professionalism of the organizer.



#### 巴鲁夫自动化 (上海) 有限公司 Balluff Automation (Shanghai) Ltd.

作为国内自动化领域规模最大的盛会，IAS 始终能够紧跟行业发展新趋势，为我们提供了重要的技术交流和商务对接的平台。本届展会一如既往保持高水准，观众更是达到“三高”：人气高、专业性高以及匹配度高，有助于巴鲁夫对新产品进行有效推广，极大增强了巴鲁夫的品牌影响力，为我们和客户提供了高效的交流平台。主办方各方面的服务也非常到位，整个参展过程非常愉快和顺利。预祝 IAS 越办越好！

As the largest automation exhibition in China, IAS has been able to keep up with the industry development trends along the years, and provided us an important and efficient technical exchanging and business trading platform. This year CIIF maintained its high standard, in sense of visitor quality, we see more in number, better of professionalism and

high profile matching, we reached our goal of new product promotion and enhanced our brand influence, it was an efficient exchanging platform for us and our clients. The services provided by the organizer was proper, the participating experience was glad and smooth, we wish IAS to be better every year.

## 观众统计 Visitor Statistics

### 参观展览会目的 Visitor Main Purpose

收集了解市场信息 Gather General Market/Product	56.03%
寻求特殊解决方案、创新技术 Seek Solution for Special Requirements/Participation	49.07%
联络供应商和销售商 Contact Existing Suppliers and Distributors	35.10%
采购 Place Purchasing Order	23.26%
寻求并确定新的代理商、分销商及合作伙伴 Identify New Agents/Joint-Venture Partners	20.19%
参加会议 Attend Symposiums/Lectures	8.55%
评估参展可能性 Evaluate the Possibilities of Exhibition	5.18%
其他 Others	1.16%

84%

的观众对设备采购具有直接或间接的影响力  
Visitors have direct or indirect influence on equipment purchase

### 机构类型 Organization Type

生产厂商 Manufacturer	54.56%
系统集成商 System Integrators	16.26%
代理、分销商 Agents & Distributors	11.17%
设计院、研究所 Design Institutes & Research Institutes	6.75%
其他 Others	6.05%
协会、学会 Associations & Societies	2.01%
政府部门、行政机关 Government Departments & Executive Authorities	1.91%
新闻媒体 News Media	1.29%

### 观众行业分析 Visitor Main Industries

工业自动化 Industrial Automation	39.15%	建筑及建筑机械 Construction Machinery	5.20%
机械制造 Industrial Automation	29.75%	生物医药 Bio Pharmaceutical	5.18%
新能源技术、能源管理 New energy technology and energy management	21.64%	环保装备 Environment Protection	5.01%
机床及相关行业 Machine Tool and Relevant Industry	16.36%	物流及交通运输 Logistics and Transportation	4.70%
计算机软/硬件、IT与电子 Computer Software/Hardware/IT & Electronics	13.11%	包装印刷 Packing & Printing	4.34%
汽车及摩托车零部件制造 Automobile & Motorcycle	11.34%	石化/冶金/铸造 Petrochemical/ Metallurgy and Casting	4.01%
电力电工设备及电力工程 Power & Electricity	10.69%	食品、饮料 Food and Beverage	3.86%
新能源汽车制造 New Energy Automobile Manufacturing	9.77%	节能及服务配套 Energy Saving and Supporting Services	3.75%
工程与物流机械 Engineering and Logistics Machinery	9.04%	船舶制造 Shipbuilding	3.53%
通信技术/运营/服务 Communication Technology/ Operation/ Service	7.12%	国防兵工 National Defence	3.47%
航空航天 Aerospace & Aviation	7.00%	半导体照明及应用 Semiconductor Lighting and Application	3.26%
模具制造 Die & Mold	6.49%	纺织、服装 Textile & Garment	6.31%
轻工机械 Light Industry	5.90%		



### 同期论坛活动 Concurrent Events

- 费斯托媒体见面会  
Festo Press Conference
- 上海市自动化学会学术年会  
2020 Annual Conference of Shanghai Association of Automation
- OPC Seminar - 工业互联网与 OPC UA  
OPC Seminar-Industrial Internet and OPC UA
- 5G 与智能互联助力工业 4.0 产业发展专题论坛  
5G and Intelligent Internet Power Industry 4.0 Industrial Development Forum
- 第 19 届 MES (制造执行系统) 开发与应用专题研讨会  
The 19th MES (manufacturing execution system) Development & Application Conference
- 第十六届 MM·新自动化论坛 —— 同道数字化 智造竞争力  
The 16th MM·New·Automation Forum
- 将精益生产进行到极致 —— “新基建” 赋能精益生产研讨会  
Take Lean to the best- "New Infrastructure" Enabling Lean Production Seminar
- 2020 中国数字化智能工厂解决方案高峰论坛  
暨 2020 工业互联与智能制造创新大赛  
2020 China digital intelligent factory solutions Summit Forum and  
2020 industrial interconnection and intelligent manufacturing innovation competition



共举办 **53** 场  
高峰论坛和精彩活动

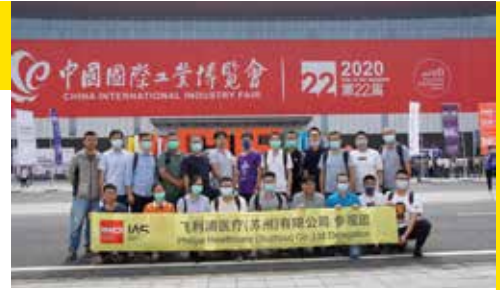
# 本届IAS 共吸引超过100家企业组团到场参观!

## 参观团评语

### 飞利浦医疗(苏州)有限公司 Philips Medical (Suzhou) Co., Ltd.

本次中国国际工业博览会，规模之大和参展商之多离不开主办方悉心的组织。本次我司组织了近60位同事前往展会参观学习，展会给我们带来了最新的工业自动化趋势以及新的理念，通过展商现场展示的各类解决方案，让我们组织的专业观众学习到了最前沿的智能制造技术。整体观展体验非常好，期待今后更进一步的合作。

Due to the thoughtful efforts the organizers spent, this year CIIF maintained its mega scale and hosted mass number of exhibitors. This year we organized a 60 members delegation to the show, through the show we obtained trends and new concepts of industrial automation and by observing the onsite demonstration and solutions we learned numeric cutting edge intelligent manufacturing technologies. The visiting experience was excellent and we are looking forward to visiting the show again next year.



### 无锡先导智能装备股份有限公司 Wuxi Lead Intelligent Equipment Co., Ltd.

我司是一家从事非标自动化设备制造的企业。今年的工博会我司的新老厂区共组织了100余人前往展会参观，展会规模较大，许多国际一线品牌均参与展出，展厅分类清晰，专业性很强。此次的参观让我们发现3类产品可改善我们目前的工艺。以前我们公司也经常组织参加展会，大多是供应商发出邀请，对展会具体内容不清楚，没有明确目标，标准品选择上造成先入为主的意识，无法更好地判断分析。十分感谢这次展会主办方的服务，提前将展会信息传递给我们，且邀请并热情接待了我们，让我们的团队更有目标性的去参观，让我们团队能够在半天内就完成了这次参观，并且收获丰富。

We are a non-standard automation equipment manufacturer. This year we organized 100 staff as a delegation to visit CIIF. The show scale was huge and a lot of international leading brands participated the show, the hall arrangements were clear and professional. We discovered three types of products can be used to improve our current production process through the visit. Compare to other trade fairs, the organizers of CIIF provided more accurate information to us prior the show and guided us at onsite, those services allowed us to visit the show with planned purpose and made the visit more efficient, we were able to finish the visit within half day and had fruitful result.



## 展会宣传 Exhibition Promotion

专业 & 大众媒体合作 **223** 家  
Industrial and social media 223

微信公众号粉丝量 **400,000** 专业用户  
Followers of wechat official account 400,000 professional audience

推文 2020 全年阅读量 **300,000** 人次  
Amount of Wechat post annual reading 300,000 times

自媒体平台阅读量 **170,000** 次  
Amount of We-media reading 170,000 per post

游馆直播播放量：**469,000** 次  
The live broadcast of the exhibition viewing number 469,000

eDM 推广覆盖行业内 **300,000** 专业买家及观众  
eDM coverage 300,000 buyers and professional audiences

网络曝光量 **1,630,000** 次  
Internet exposure rate 1,630,000 per time

## 报名流程及付款方式 Application and payment

- 1 参展企业详细、真实的填写展位申请表  
Exhibitors fill in the application form.
- 2 主办单位对报名企业资料进行资质审核  
Qualification inspecting by the organizer.
- 3 参展企业支付50%展位预付款，确认展位报名  
50% of booth fee needs to be payed as advance payment to confirm the application.
- 4 主办单位根据企业报名情况，根据展位“从大到小”“分批”安排的原则安排展位  
All the booths would be arranged properly by the organizer, according to their size, how many times they have participated the show, and of course, “First come, first served”.
- 5 参展企业确认展位，支付50%尾款  
Exhibitors confirm their booth and make the rest 50% payment.



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汉诺威米兰展览（上海）有限公司  
Hannover Milano Fairs Shanghai Ltd.  
地址：上海市浦东新区银霄路393号百安居浦东商务大厦301室  
Address: Rm. 301, B&Q Pudong Office Tower, 393 Yinxiao Rd.,  
Pudong Shanghai 201204, P.R. China

Project Team(National)  
联系人：张曦先生/钱凯先生/谢仲佑先生/姬海霞女士  
Contact: Mr. David Zhang/Mr. Klaus Qian/  
Mr. Steven Xie/Ms. Jean Ji  
电话/Tel: +86-21-2055 7128/7129/7130/7131  
传真/Fax: +86-21-2055 7100  
邮箱/E-mail: ias@hmf-china.com

参观联系 For Visitor:  
联系人：蒋天骏先生/王沛媛女士  
Contact: Mr. Zack.Jiang/Ms. Paula.Wang  
电话/Tel: +86-21-2055 7156/7012  
邮箱/Email: zack.jiang@hmf-china.com  
paula.wang@hmf-china.com

媒体合作 Media Cooperation:  
联系人：周珈羽女士  
Contact: Ms. Lia Zhou  
电话/Tel: +86-21-2055 7011  
邮箱/Email: lia.zhou@hmf-china.com

\* Hannover Milano Fairs Shanghai Ltd. is a joint venture  
of Deutsche Messe and Fiera Milano Group.

Hannover Fairs International GmbH\*  
Messegelände  
30521 Hannover  
Germany

Project Team (International)  
Mr. Andreas Wolf  
Tel: +49-511-89 31193  
Fax: +49-511-89 39681  
Email: andreas.wolf@messe.de  
www.hannovermesse.de/worldwide

\* On behalf of Hannover Milano Fairs Shanghai

## 展位租赁 Outset of international standards for your stand options



光地展位  
Raw space

- 室内光地(18平米起租)  
Stand area (min.18sqm)



标准展位  
Shell scheme

- 标准展位(9平方米起租)  
Stand area (min.9sqm)
- 围板  
Back walls and side walls(white)
- 地毯  
Carpeting
- 咨询桌X1  
1 reception desk
- 椅子X2  
2 chairs
- 220V电源插座X1  
1 electric power point
- 中英文公司楣板X1  
1 company sign (English/Chinese)
- 100W射灯X2  
2 spotlights

展商服务  
Exhibitor services

- 公司信息会刊登陆  
Standard catalogue entry
- 大会主办方现场服务  
Individual support service provided by  
the organizers on-site
- 在线商务配对  
Internet-based matching
- 免费观众入场券  
Visitor admission tickets

展会报名截止日期：2021年5月31日  
Deadline for applications: 31 May 2021

