

工业自动化展 Industrial Automation Show

2024年9月24-28日
24-28 September 2024
国家会展中心(上海虹桥)
National Exhibition and
Convention Center(Shanghai)

www.industrial-automation-show.com

2024

碳循新工业
数聚新经济



Deutsche Messe



FIERA MILANO



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(以下简称IAS)作为第23届中国国际工业博览会CIIF(以下简称:中国工博会)旗下核心专业展,2024年,将持续聚焦智能制造发展、绿色低碳的时代新趋势,致力于为国内外工业企业搭建了一个展示新产品、交流新技术的国际化、专业化品牌化平台。

The Industrial Automation Show (IAS), as a core specialized exhibition of the 23rd China International Industry Fair (CIIF), will continue to focus on the latest trends of intelligent manufacturing and the green, low-carbon era in 2024. This show remains committed to provide a world-class, professional, and reputable platform for both domestic and overseas industrial enterprises to showcase the latest products and exchange cutting-edge technologies.

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

2024年预计展会规模 PROJECTED EXHIBITON SCALE FOR 2024



展出面积
Display Area
70,000 sqm



展商数
Exhibitor Number
>700



观众数
Visitor Number
>200,000

2023 年展会回顾 Review of IAS 2023

部分知名展商 Major Exhibitors



以上企业排名不分先后

展商评语 Voice from Exhibitors



图尔克（天津）传感器有限公司市场部 Marketing Department, Turck (Tianjin) Sensor Co., Ltd.

对于展商来说，本次工业自动化展会无疑是一次极为成功的商业展示活动。首先，我要赞扬展会的组织者。他们成功地创造了一个能让我们展示最新产品、技术和解决方案的卓越平台。从展位布局到活动安排，每一个细节都考虑得周到，这确保了参展商和观众都能得到最佳的体验。同时，他们还积极邀请了各大行业的专业观众，使得我们能精准地找到潜在客户和合作伙伴。此外，观众的质量也让人大为满意。他们的专业素养和对新技术的热忱，让我们感到这是一个能推动工业自动化领域发展的强大群体。他们不仅对我们的产品进行了深入了解，还提供了宝贵的建议和意见，帮助我们更好地理解市场需求和行业趋势。总的来说，本次展会在组织者和观众的共同努力下，营造了一个有益于工业自动化领域发展的环境。我相信，通过这次展会，我们都能从中受益，并为未来的工业自动化发展贡献力量。

The IAS is undoubtedly a highly successful business showcase event for exhibitors.

First and foremost, I would like to commend the organizers of the exhibition for their excellent work. They have successfully created a platform for us to display the latest products, technologies, and solutions. Every detail, from booth layout to event schedule, has been carefully considered to ensure that both exhibitors and attendees have the best experience possible. Moreover, they actively invited professional audiences from various industries, enabling us to accurately identify potential customers and partners.

Moreover, the attendees are highly aligned with the objectives of this exhibition. Their expertise and passion for new technologies make them a formidable group capable of driving the advancement of industrial automation. Not only do they possess a profound understanding of our products, but they also offer valuable insights and advice, enabling us to better comprehend market demands and industry trends.

Overall, the collaboration between the organizers and attendees has fostered a favorable environment for the growth of industrial automation sector. I am confident that this exhibition will benefit us all and contribute to the future of industrial automation.

杭州海康机器人股份有限公司 Hangzhou Hikrobot Technology Co., Ltd.

此次工博会，海康机器人围绕着机器视觉产品展出——智能 ID 产品、2D 视觉和 3D 视觉产品。工业自动化行业在疫情结束后迎来集中爆发，制造业企业在减少人员的使用，而在生产自动化上投入更多资源提升效率，需求增长是很迅速的。这次展会也是筹备三年得以举办。相比于之前，我们觉得这次展会的整体质量和人流量都比我们预期好。现场很多观众，而且确实带着需求来的。

明年我们还会继续参加工博会，我们对工业自动化行业及市场是非常看好的，也希望通过像工博会这样高质量的展会把好的产品、新的技术和应用案例带给客户，在智能制造升级的浪潮中，让海康机器人成为值得全球用户信赖的世界级品牌。

Hikrobot showcased its machine vision products, which included intelligent ID products, 2D vision, and 3D vision products, at this year's IAS. The industrial automation industry is currently experiencing a surge in demand following the end of the pandemic. Manufacturing companies are reducing their reliance on personnel and investing more resources in production automation to improve efficiency, and its growing demand is very rapid.

This exhibition was also held following three years of preparation. Compared to previous exhibitions, we found that the overall quality and crowd flow of this one were better than we anticipated. There was a significant number of attendees present, and they came with specific needs.

We will continue to participate in CIIF next year with great confidence in the industrial automation industry and market. Our goal is to bring good products, new technologies, and application cases to customers through high-quality exhibitions like this one. As we ride the wave of intelligent manufacturing upgrades, we will make Hikrobot become a world-class brand that is trusted by global users.



毕孚自动化设备贸易（上海）有限公司 Beckhoff Automation (Shanghai) Co., Ltd.

时隔三年召开的 2023 工博会圆满落幕，作为国内工业经济领域顶级的展览盛会，各家参展商都极为重视。主办方从前期的宣传、组织到现场服务都非常到位，我们展台现场收到了超过 2,000 条客户信息，为历年参展之最。此外，通过参展我们也了解到自动化市场快速变化的情况，国产品牌崛起迅猛，对我们外资企业造成一定的冲击，但竞争可促进我们自身的提高以及为行业发展带来活力。感谢汉诺威主办方的大力配合，也祝愿工博会（IAS）越办越精彩！

The CIIF 2023, which took place after a three-year break, concluded successfully. As a top exhibition event in the domestic industrial and economic field, it was highly valued by all participating exhibitors. The organizers did an excellent job in terms of pre-event promotion, arrangement, and on-site services. We received over 2,000 customer inquiries at our booth, which is the highest number of clients in history. Furthermore, by participating

in the exhibition, we gained insight into the rapidly changing situation in the automation market. The rapid rise of domestic brands has presented certain challenges to foreign-funded enterprises like us. Competition, on the other hand, can drive our own improvement and bring vitality to the industry. We would like to express our gratitude for the strong cooperation of the organizers, and we also wish the IAS continued success and prosperity!

观众统计 Visitor Statistics

本届展会共到场专业观众**205,278**人次，分别来自境外**42**个国家和地区以及中国境内**31**个省、自治区和直辖市。

参观展览会目的 Visitor Main Purpose

采购 Place Purchasing Order	22.72%
联络供应商和销售商 Contact Existing Suppliers and Distributors	33.93%
寻求特殊解决方案、创新技术 Seek Solution for Special Requirements/Participation	46.19%
寻求并确定新的代理商、分销商及合作伙伴 Identify New Agents/Joint-Venture Partners	19.62%
收集和了解市场信息 Gather General Market/Product	55.10%
参加会议 Attend Symposiums/Lectures	11.71%
评估参展可能性 Evaluate the Possibilities of Exhibition	6.51%
其他 Others	1.34%



机构类型 Organization Type

生产厂商 Manufacturer	58.10%
代理、分销商 Agents & Distributors	10.50%
系统集成商 System Integrators	6.50%
设计院、研究所 Design Institutes & Research Institutes	8.90%
协会、学会 Associations & Societies	4.80%
政府部门、行政机关 Government Departments & Executive Authorities	7.30%
新闻媒体 News Media	0.80%
其他 Others	3.20%

观众行业分析 Visitor Main Industries

工业自动化 Industrial Automation	37.74%	模具制造 Die & Mold	5.86%
新能源技术、能源管理 New energy technology and energy management	29.34%	建筑及建筑机械 Construction Machinery	5.63%
机械制造 Machinery Manufacturing	26.72%	环保装备 Environment Protection	4.82%
机床及相关行业 Machine Tool and Relevant Industry	15.64%	物流及交通运输 Logistics and Transportation	4.75%
计算机软/硬件、IT与电子 Computer Software/Hardware/IT & Electronics	12.36%	包装印刷 Packing & Printing	4.38%
新能源汽车制造 New Energy Automobile Manufacturing	12.01%	船舶制造 Shipbuilding	4.36%
汽车及摩托车零部件制造 Automobile & Motorcycle	11.04%	节能及服务配套 Energy Saving and Supporting Services	4.31%
电力电工设备及电力工程 Power & Electricity	10.46%	食品、饮料 Food and Beverage	4.28%
工程与物流机械 Engineering and Logistics Machinery	8.98%	半导体照明及应用 Semiconductor Lighting and Application	4.19%
航空航天 Aerospace & Aviation	7.81%	石化/冶金/铸造 Petrochemical/ Metallurgy and Casting	4.19%
通信技术/运营/服务 Communication Technology/ Operation/ Service	6.49%	国防军工 National Defence	4.12%
生物医药 Bio Pharmaceutical	5.93%	纺织、服装 Textile & Garment	3.60%
轻工机械 Light Industry	5.91%		



同期论坛活动 Concurrent Events

- 2023 智汇上海 创新引领 —— 数字化解决方案论坛暨 2023 工业互联与智能制造创新大赛
2023 Zhihui Shanghai Innovation Leading-Digital Solution Forum and 2023 Industrial Interconnection and Intelligent Manufacturing Innovation Competition
- 极简、安全、高效的工业物联网技术研讨会
Easy, safe, and highly efficient IIOT technology
- OPC UA —— 实现工业“万物互联”的关键标准
OPC UA —— Key Standard for Achieving the Industrial Internet of Everything
- 2023 LGTT 联通 5G 与双碳高峰论坛 —— “赋能新车发展、助力双碳达标”
2023 LGTT China Unicom 5G and Dual Carbon Summit Forum - "Enabling the development of new cars, helping dual carbon standards"
- 支持智能制造的 PLCopen 技术研讨会
Smart Manufacturing oriented PLCopen Technology Seminar
- 第二十届 MES（制造执行系统）开发与应用专题研讨会
The 20th MES (manufacturing execution system) Development & Application Conference
- 制造企业数字经济建设研讨会
Seminar on Digital Economy Construction of manufacturing enterprises
- “携手数字工业，助力双碳目标”工业自动化与数字化转型升级应用专题研讨会
Help double carbon goals and work together with digital industry Industrial automation Digital upgrade application Symposium
- 2023 上海市自动化学会产学研合作年会
2023 Annual Conference of Shanghai Association of Automation
-



超 300 场
高峰论坛和精彩活动
Over 300 summit forums
and conferences

作为制造业万众瞩目的国际盛会，整个展期间的连日大雨也没能阻碍观众前来参展的热情，来自工程机械、包装机械、汽车制造、机箱机柜、航空航天、轨道交通、管道空调、电梯设备、电子产品等多个用户行业的超百个专业买家团纷至沓来。本届IAS共吸引504家企业组团到场参观！

During this exhibition, 504 high-quality professional visiting groups from industries such as machinery manufacturing, metal processing, electronics/information communication, medical equipment, electrical appliances, kitchenware, home appliances, elevators, stainless steel processing, engineering machinery, automobiles and parts, rail transportation, food and beverage, packaging, and other related applications have visited and made purchases at various exhibition halls of MWCS and IAS, demonstrating the diverse range of industries represented at the event.

参观团评语

盾安控股集团有限公司

DunAn Holding Group Co., Ltd.

今年中国国际工业博览会终于迎来重启！参展企业众多，让我们也看到了很多新产品。今年集团组织了诸暨、南通等地人员前往展会参观学习。通过当面沟通了解了其产品设计思路，并基于本公司存在的问题与参展企业进行了交流，对问题有了初步的解决方案，为后续合作建立了基础。主办方的服务一如既往地专业，不论前期的信息告知、中间的人员名单确定和车辆安排，包括到达现场后的接待，都保证了参观的顺利高效进行。

This year, the China International Industry Fair has finally resumed! Numerous exhibitors with a plethora of new products attended this event. Our group has organized personnel from Zhuji, Nantong, and other places to visit and learn from the exhibition this year. Through face-to-face communication, we have gained an understanding of the product design ideas and have had discussions with other exhibitors based on the issues we are facing. We have come up with preliminary solutions to these problems, laying the foundation for future collaboration. The service of the organizer is as professional as ever, no matter the information informing in the early stage, the determination of the personnel list and vehicle arrangement in between, or the reception after arriving at the site, all of them ensure that the visit is carried out smoothly and efficiently.



杭州恒立制造科技有限公司

Hangzhou Hengli Manufacturing Technology Co., Ltd.

今年的工博会，我司组织了近40位同事前来展会参观。我司到达现场后明显感觉本次工博会是“人山人海”。但在主办方的引导下，我们还是有序快速地进入了展馆。数控切削机床、激光下料设备、工夹具和检验和测量设备展品全面，作为金属加工企业，这些最新科技的展品对我公司未来的扩充设备选型定位有了方向。工业自动化展区和机器人展区引起我公司的格外关注，与会期间我公司与FESTO、SMC、米思米、上银、通用等供应商进一步合作交流。工业机器人整机、核心部件、移动机器人及仓储/物流行业应用、智能机器人科技创新展对我公司也是大有益处。

At this CIIF, we organized about 40 personnel to visit and study at the fair. Upon our arrival at the scene, it was evident that this year's CIIF was teeming with people. With the guidance of the organizers, we were able to enter the exhibition hall in an orderly and expeditious manner. The exhibition comprehensively showcased CNC cutting machine tools, laser cutting equipment, workholding fixtures, and inspection and measurement devices. These latest technological exhibits have provided invaluable insight for our future expansion and equipment selection positioning as a metal processing company. We paid particular attention to the Industrial Automation Exhibition Area and the Robot Exhibition Area. During the event, we were able to further collaborate and communicate with suppliers such as FESTO, SMC, Misumi, Hiwin, and GM. The exhibition of industrial robot complete machines, core components, mobile robots, and innovative technologies in the warehousing/logistics industry were also highly beneficial to our company.



展会宣传 Exhibition Promotion

专业 & 大众媒体合作 **243** 家
Industrial and social media 223

微信公众号粉丝量 **497,000+** 专业用户
Followers of wechat official account 497,000 professional audience

总曝光量 **1,270,000,000** 人次
Internet exposure rate 1,270,000,000 per time

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

eDM 推广覆盖行业内 **3,360,000+** 专业买家及观众
eDM coverage 3,360,000+ buyers and professional audiences

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.



Deutsche Messe



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* Hannover Milano Fairs Shanghai Ltd. is a joint venture
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*On behalf of Hannover Milano Fairs Shanghai Ltd.

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: 2024年7月31日
Deadline for applications: 31 July 2024

