

ALUMINIUM CHINA

03-05 July 2024

Hall N1-N4, Shanghai New International Expo Center



600+
Exhibitors



50,000 sqm
Exhibition Space



28,000
Domestic and International
Trade Visitors

*2024 Anticipated Scale

**Invitation
to Exhibit**

**Multi-
Value**

**High
Quality**

**New
Growth**

**Global
Expansion**

Built by
RX In the business of
building businesses

Co-organized by:
Reed Exhibitions Deutschland GmbH
Beijing Antaika Information Co.,Ltd.

Supported by:

China Nonferrous Metals Industry Association
China Nonferrous Metals Fabrication Industry Association
China Nonferrous Metals Industry Association Aluminium Branch
China Nonferrous Metals Industry Association Recycling Metal Branch
China Association of Automobile Manufacturers
China Packaging Federation
International Aluminium Institute
Global Aluminium Foil Roller Initiative
Gulf Aluminium Council

Japan Aluminium Association
Korea Aluminum Industry Cooperatives Federation
Aluminium Federation of South Africa
Aluminium Extruders' Council of India
Shanghai Aluminium Trade Association
Shandong Aluminium Industry Association
Guangdong (Nanhai) Aluminium Processing Industry Alliance
Foshan Nanhai Aluminium Profile Industry Association
Binzhou Aluminium Industry Association
Shanghai Automotive Parts Industry Association

Multi-Value

ALUMINIUM CHINA

ALUMINIUM CHINA strategically consolidates resources within the aluminum industry, both domestically and internationally. By showcasing innovative products and cutting-edge technologies across the aluminum industry chain, the exhibition fosters harmonized growth of upstream and downstream sectors. This initiative not only broadens business horizons but also collaboratively paves a pioneering path for the global aluminum industry's future sustainability.

Why exhibit?

Dive in to terminal application sectors and capture potential clients

A steady increase in aluminum production has led to constant expansion of aluminum applications. We delve into the application industry market (**automotive, packaging, photovoltaic, wire and cable, consumer electronics and household appliances**) through multiple channels to build a communication platform for the industry and explore new approaches to development. Exhibitors have the opportunity to participate in various themed activities dedicated to these application industries for free.

A multitude of industrial materials on display engaging vast number of professional visitors

ALUMINIUM CHINA 2024 is expected to attract **over 28,000** visitors, including **more than 1,800** international visitors from **78 countries and regions**.

The concurrently held **Copper China** and **Lightweight Asia** at the same venue, pools various non-ferrous metal resources such as aluminum, copper, and magnesium networks to expand the range of potential buyers for exhibitors.

Green and low-carbon focus to promote savings & efficiency

Explore new carbon reduction methods in line with "green" policies.

The exhibition hosts industry-themed forums and special areas to address challenges and pain points in raw material, production and processing, recycling, reuse, and other industrial chain segments. Through this, the industry can strengthen technological energy conservation and upgrade carbon reduction processes, fostering green and low-carbon development throughout the industrial chain.

Explore the aluminum industry's business opportunities together, utilizing massive global resources

In 2024, the exhibition is set to achieve remarkable growth. The exhibition area is expected to span **50,000 m²** with **more than 600** well-known domestic and foreign material and equipment companies showcasing their strengths and carrying out technical exchanges.

With a total 20 years of accumulated global industry resources, the exhibition is dedicated to establishing an international industry platform. Our mission is to provide valuable insights into trends shaping the industry's development.

Upgraded services ensure year-round precise business matchmaking

Supply and demand business matchmaking, one of the exhibition's most noteworthy services, has generated **numerous sales leads** for exhibitors over the years. Both buyers and suppliers have highly praised the utility of this service.

Increase exposure through multiple channels by leveraging domestic and international associations support

Endorsed by leading industry associations, the exhibition facilitates year-round industry resource exchange and conducts **multi-channel promotion** to **help enterprises improve their brand awareness and promote their new products**. This ensures that benefits of the exhibition substantially exceed enterprises' expectations.

Leading enterprises convene to create unlimited business opportunities

Exhibit Range

Aluminum Materials

- ▶ Bauxite & alumina, aluminum powder
- ▶ Aluminum ingot, alloy
- ▶ Aluminum plate, sheet
- ▶ Aluminum foil
- ▶ Aluminum profile
- ▶ Aluminum tubes, wiring, and rods
- ▶ Recycled aluminum products
- ▶ Copper and copper products

Processing Equipment & Auxiliaries

- ▶ Raw aluminum processing equipment
- ▶ Aluminum recycling equipment
- ▶ Heat treatment equipment
- ▶ Extrusion and rolling equipment
- ▶ Auxiliary materials and other equipment, e.g. foundry chemicals, refractories, etc.
- ▶ Intelligent manufacturing equipment
- ▶ Testing equipment
- ▶ Aluminum deep processing equipment
- ▶ Surface treatment equipment
- ▶ Environmental protection and energy-saving equipment, etc.

Material Exhibitors (not comprehensive)



Equipment Exhibitors (not comprehensive)



*In no particular order

High Quality

With professional database resources and a smooth operational experience, the exhibition targets customers in aluminum application industries (**automotive, packaging, photovoltaic, wiring and cables, consumer electronics and household appliances, etc.**). Meanwhile, targeted invitations to high-quality buyers assist enterprises in swiftly attracting customers, enhancing the value of their exhibition experience.

Numerous sales leads facilitated by the presence of professional buyers

Visitor business scopes

- ▶ Primary aluminum plant, recycled aluminum plant, aluminum processing plant
- ▶ Manufacturer (aluminum industry equipment)
- ▶ Aluminum industry distributors, traders, and agents
- ▶ Auto parts suppliers, OEMs, and rail transit enterprises in the transportation industry; manufacturers in the aerospace area
- ▶ Consumer electronics and household appliances
- ▶ Packaging
- ▶ Photovoltaics **NEW**
- ▶ Wires and cables **HOT**
- ▶ Machinery manufacturing
- ▶ Construction, involving fenestration, home decoration, real estate development or construction engineering; formwork manufacturers
- ▶ Other aluminum application industries

Previous visitors (not comprehensive)



*In no particular order

Five visitor guarantees ensure continued growth in an unfavorable global environment



Nearly **54%** of visitors come from the aluminum application industry, mainly from transportation, packaging, consumer electronics, machine parts and machinery manufacturing.

Nearly **70%** of the visitors are decision-makers in the purchasing process or have the authority to make purchase recommendations.

Nearly **70%** of the visitors represent management, procurement, design, R&D and manufacturing departments of their companies.

More than **80%** of the visitors come from aluminum industry core clusters (Jiangsu, Zhejiang, Shanghai, Guangdong, Shandong, Henan, etc.).

Overseas buyers from nearly **80** countries and regions will be present bringing foreign trade orders.

Overcome customer acquisition challenges - engage with over 1500 high-quality buyers with clear needs and facilitate inquiries

TAP Invited Buyers Program

365-Day
Online and Offline Business Matchmaking Services

To satisfy enterprises' year-round trade needs, the organizer launched the "TAP Invited Buyers Program" to identify high-quality buyers at home and abroad with clear purchasing intention in the aluminum application industry. Enterprises can access **365-day** online and offline business matchmaking services.

Advantages

- ☑ Curated core buyers
- ☑ Encompasses multiple application sectors ▶
- ☑ Break out of space limitations
- ☑ Massive sales leads

950+
precise matchmakings with domestic and overseas buyers

1500+
specially invited buyers

70%
specially invited buyers from application industries



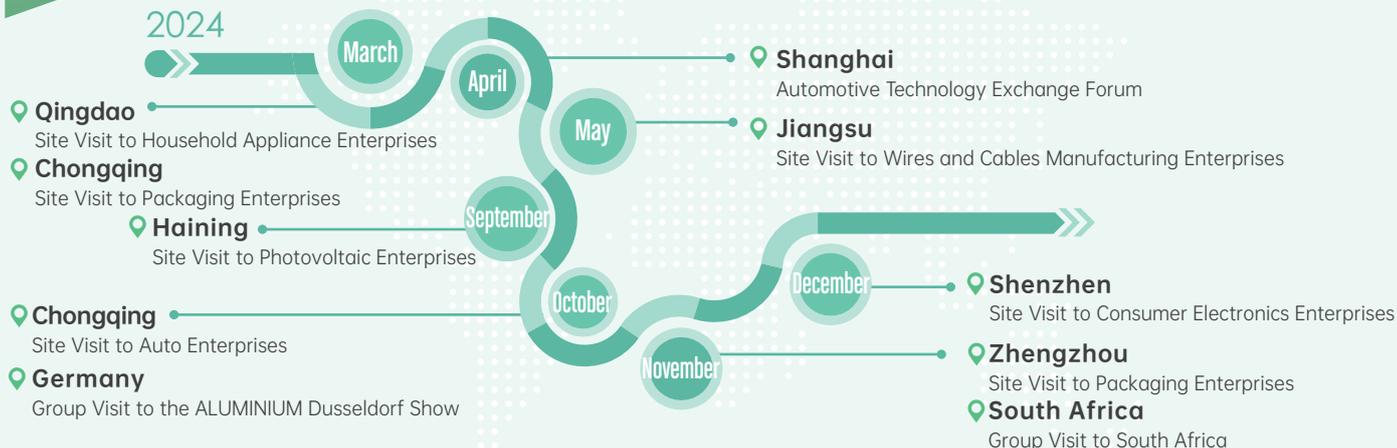
New Approaches to Growth

By organizing the year-round "Site Visits to Application Industry" series of activities, the trade show organizer **offers exhibitors additional privileges outside the exhibition**. Exhibitors are eligible to participate in these activities for **free**.

This face-to-face exchange platform for the non-ferrous metal industry and its downstream industries charts new pathways for collaborative, future sustainable development of the industry.

Upgraded industry activities, creating new business opportunities

2024



*Note: The above activities are subject to circumstance, and event execution is at RX China's discretion.

Testimonials



Auto Enterprise Site Visit - Voyah

All aspects of this activity, organized by RX China, were excellent. It featured a rich diversity of content. By identifying the technical needs of car manufacturers and inviting fitting suppliers with innovative technologies and application cases to visit, more engineers from Voyah and Dongfeng-related enterprises were able to see products and communicate with the enterprises face to face. This has allowed them to effectively identify technical difficulties without business travel. We look forward to more similar activities from ALUMINIUM CHINA and Lightweight Asia 2024.

— Voyah



Auto Enterprise Site Visit - Voyah

The car manufacturer site visit and technical exchange activity was truly innovative, providing diverse content. It offered valuable insights and solutions, enabling participants, primarily technicians, to engage in discussions about specific materials and processes. We hope to see more specific communications and similar activities in the future.

— Dongfeng Motor Corporation



Packaging Enterprise Site Visit - Euro Asia Packaging

We express our sincere gratitude to ALUMINIUM CHINA for organizing this activity. It provided a platform for peers to exchange information on various dimensions of aluminum, allowing them to consider difficulties and express challenges pertaining to the future trend of aluminum recycling. Thanks again to the organizer for this platform, which has allowed us an opportunity for face-to-face communication with industry professionals.

— Euro Asia Packaging (Guangdong) Co., Ltd.



Photovoltaic Enterprise Site Visit - LONGi

This activity was well-organized. The visit started from the exhibition hall and ended at the production base, which gave us a clear understanding of the whole pathway from theory to practical application. The discussions were realistic and practical, from mutual introduction to direct alignment of supply and demands. We benefitted a lot. We are grateful to the organizer and look forward to participating in more activities in the future.

Thank you!
— Golden Dragon Precise Copper Tube Group Inc.

Industry development insight, enabling high-performance applications



Industry Forums

- ▶ The 4th China Recycling Aluminum Industry Chain Integrated Development Forum
- ▶ The 5th Forum on Automobile Lightweight Technology and Innovative Application of Related Materials
- ▶ The 11th Aluminum Packaging and Sustainability Forum
- ▶ The 2nd Symposium on Applications in the Refrigeration Industry and Key Technologies of Aluminum Copper Heat Exchangers
- ▶ ALU Insight – Aluminum Industry Development Forum
- ▶ High-end Application of Copper-based New Materials Forum **NEW**



Featured Pavilions

- ▶ "Double Carbon" Recycled Aluminium Pavilion
- ▶ Aluminium Packaging and CSR Display Area
- ▶ Automotive Lightweight Parts Pavilion



Precise Matchmaking

- ▶ Automotive Industry Exchange Day **NEW**
- ▶ Business Matchmaking with domestic TAP Invited Buyers
- ▶ Business Matchmaking with Overseas Buyers

*Please pay attention to onsite releases for final event information

Global Expansion

Bolstered by international resources, engaging the global aluminium industry

With strengthened cooperation with international associations and media, a variety of themed activities planned together enhance understanding of future trends, address challenges effectively, and allow for new opportunities to be seized.

International Marketing Values

50,000+ A data pool of 50,000+ active overseas buyers, with specially-invited target professional buyers

30+ Promotion at 30+ overseas media outlets, effectively enhancing global exposure

78 Attracting overseas visitors from 78 countries and regions onsite to create an international industry exchange community

175 valid inquiries from overseas buyers

463 business matchmaking sessions

*Source: Data from Post-show Report of ALUMINIUM CHINA 2023

Overseas visitor nationalities (not comprehensive)



Overseas multi-channel exposure



Connect with global resources and keep up with developing trends



Online Seminars

Hold dialogue with emerging overseas markets through online seminars



Overseas Exploration

Coordination with ALUMINIUM Global Network

- ▶ ALUMINIUM USA
- ▶ ALUMINIUM Germany



Onsite Activities & Forums

- ▶ ALU Insight - Aluminum Industry Development Forum
- ▶ Onsite business matchmaking for overseas buyers
- ▶ Factory tour

Explore overseas business opportunities through *ALU connect* B2B online platform

As a professional B2B online platform focusing on aluminium industry, **ALU connect** provides an efficient channel for aluminium material & equipment suppliers to showcase their corporate strengths and promote their products to global aluminium professionals. It has facilitated international marketing, overseas business development and connection with global buyers.



www.aluconnect.com.cn

ALU 铝贸通
Powered by ALUMINIUM CHINA
connect



Platform Features

- ▶ Product display and promotion
- ▶ Onsite inquiry and communication
- ▶ Industry news and trends sharing
- ▶ Overseas marketing promotion



Platform Advantages

- ▶ Focus on the aluminum industry and vertical applications
- ▶ Bringing in accurate user traffic and industry trends
- ▶ Massive overseas professional buyers resource pool
- ▶ Fostering valuable sales leadsool
- ▶ Offering an efficient channel for overseas marketing in the new normal



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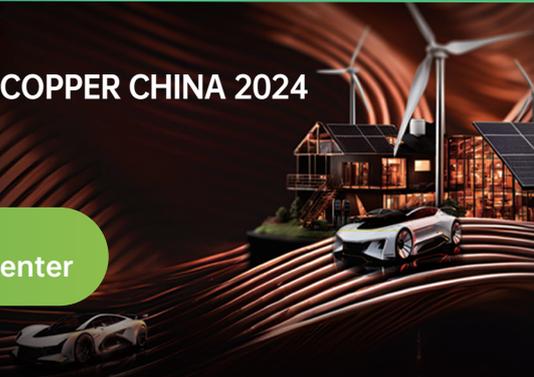
Concurrent Events

Lightweight Asia's Lightweight Automotive Trade Fair 2024
Asia 2024



COPPER CHINA 2024

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