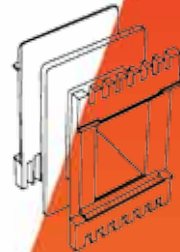


CHINA'S FIRST DEDICATED

Coil Winding, Insulation and Electrical Manufacturing Exhibition



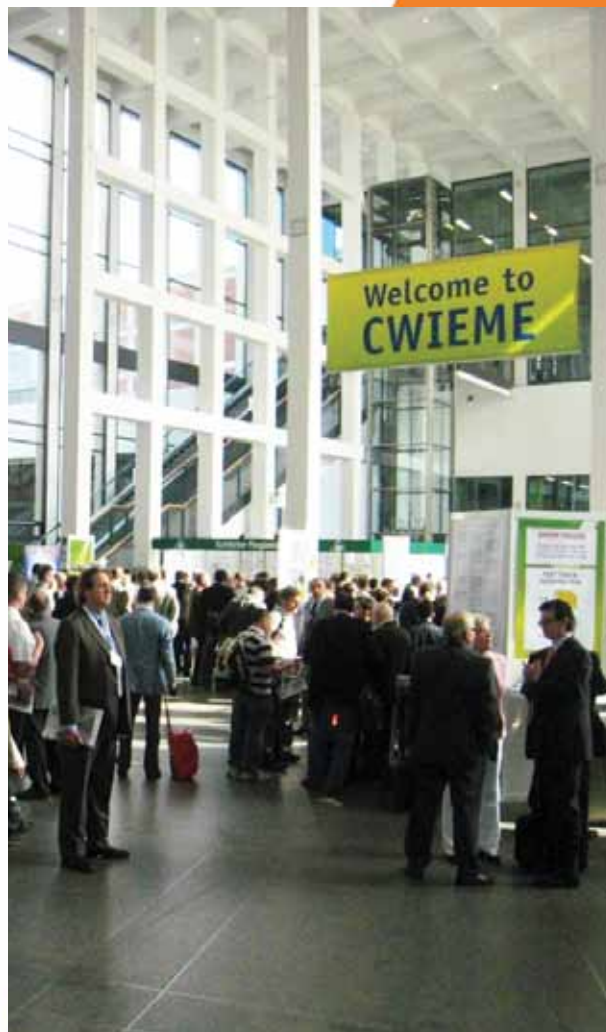
CWIEME SHENZHEN 2012

Join The World's Most Remarkable Economy
28th 29th 30th 31st March 2012

"This particular show was too busy - I have been participating for the last 12-13 years but the response this year was phenomenal."*

Precision Stampings - India
Laminations

(* Commenting about CWIEME Berlin Exhibition)



www.coilwindingexpo.com

Coil Winding, Insulation & Electrical Manufacturing Exhibitions

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CWIEME SHENZHEN 2012

“Be There - Your Customers Will”

IS YOUR COMPANY INVOLVED with Electromagnetic Coils, Transformers and/or Electric Motors? -

Then read on:

About CWIEME Shenzhen 2012 and why you should Exhibit

Expertise and knowing how to promote a Coil Winding Exhibition is what counts. Companies may save some money by exhibiting at cheaper shows but they get exactly what they pay for i.e. not many good prospective customers. Basically the same old adage applies worldwide - **YOU GET WHAT YOU PAY FOR** and that is exactly what happens.

Your Goal is Our Goal

The goal of every company should be to increase its sales. Trade shows have always been the number one method of marketing products. Specialized, dedicated exhibitions have always been more effective than multi product trade fairs. At an exhibition you can actually see the product, touch it, smell it, hear it and feel it. You can ask awkward and meaningful questions, you can play with it and compare it. You can be entertained and treated to fine food, wine and beer whilst speaking to an expert, and, a business deal can be struck and agreed in person and all this can be done on an exhibition stand.

Specialized, dedicated exhibitions have been proven, year after year, to be the most cost effective method of reaching the greatest number of prospective buyers in the shortest possible time.

CWIEME Shenzhen will be China's first dedicated Coil Winding Trade Show. CWIEME originally started in Berlin and then exhibitions in India and the USA followed and now China. CWIEME Berlin in just four years (1996 to 1999) became the largest exhibition of its type in the world and now today has nearly 700 participating companies from 40-countries all dedicated to manufacturing/repairing Coils, Electric Motors and Transformers. Nothing else - just a vertical interest exhibition.



“The quality of visitors is not only increasing in quantity, but even in the wide range of electric motors, covering all applications of motors and generators. The fact, that CWIEME is worldwide represented is another point that increases the significance of this Show.”

Kienle + Spiess GmbH – Germany
Motor Laminations

www.coilwindingexpo.com

COMBINING THE GLOBAL EXPERTISE OF CWIEME EVENTS AND THE ECONOMIC BOOM OF CHINA

CWIEME Shenzhen is THE Exhibition to attend in Asia during 2012

Why Shenzhen is such an opportunity

The Industrial Heart of Asia:

- ★ **China** is the number one location in Asia because it is the foremost Asian Country in terms of manufacturing.
- ★ **China** is now the World's largest Auto Maker and the largest Energy Consumer.
- ★ **South China** has become the foremost single manufacturing centre in the world for coils, motors, transformers and magnetic components.
- ★ **China's** market outlook for imports and exports is on an enormous scale. In choosing to establish itself in China and the city of **Shenzhen**, CWIEME is working to complement market supply and demand needs. In doing so, it has already been met with great interest by Chinese Companies producing Components, Machinery and Materials for the Coil Winding Industry.
- ★ **China** is the dominant economy in Asia.
- ★ **China** is the largest exporting nation in the World. In 2011, China became Asia's number one economy, surpassing Japan to become the world's third largest economy after the EU and the USA. It is just a matter of a relatively short time before China overtakes the USA and eventually the EU to become the No. 1 economy in the World.



- ★ **Shenzhen** is the third busiest container port in China, ranking only after Shanghai and Hong Kong.
- ★ **Guangdong Province**, in which **Shenzhen** is situated, produces 1/3rd of all China's trade and by this definition it is the most important venue in China. Guangdong's booming economy absorbs more foreign investment than any other Province in China. With a population of 104+ million it has over 1/3rd the population of the USA.



- ★ **Shenzhen** (near Hong Kong) is the world's largest manufacturing centre and China's richest and most booming Special Economic Zone - separated from Hong Kong by a fence and a waterway, it has boasted growth rates of over 25 percent since 1980 and is home of the highest number of dollar millionaires per capita in China The average income is more than 50 percent higher than that of Beijing and Shanghai and double that of the next richest cities. Middle classes make up 10 percent of the population.

- ★ **Shenzhen** grew from a small fishing and farming village to a city of 10 million in less than 30 years.

- ★ **Pearl River Delta** (northwest of Hong Kong) embraces the industrial towns of Guangzhou, **Shenzhen**, Huizhou, Dongguan, Foshan, Jiangmen, Zhongshan

Claim your stand space before someone else does

A Vertical Interest Exhibition is like a 'giant stadium' where the audience is composed of perfect prospects giving you the opportunity to sell your products to a captive audience.



and Zhuhai. If the Pearl River Area were an independent country and Hong Kong and Macau were included, it would be East Asia's fourth largest economy and its second largest exporter.

Factories in the Pearl River Delta do most of the manufacturing once performed in Hong Kong. Pearl River Industrial Area draws an astonishing \$2 billion of foreign investment a month.

To boost growth even further, there is a discussion of building one of the world's largest bridges across the Pearl River estuary. Depending on the design and location, the bridge could stretch up to 40 kilometers in length and cost anywhere from \$2 billion to \$4 billion to build. The bridge would shorten traveling times and help develop the area.

Special Economic Zones in Guangdong Province, the Hong Kong area and the Pearl River Delta include **Shenzhen**, Dong-

guan and Zhuhai. **Shenzhen** and the area around it is sometimes referred to as the "world's factory." As of 2006, there were more than 200,000 factories there and the number keeps growing.

Dongguan (near Guangzhou) is one the world' busiest manufacturing centres. Regarded as Shenzhen's sister city, it is home to more than 25,000 factories. Dongguan has gone from a town to a city of 7.5 million in a little over a decade.

A research city for 300,000 engineers and researchers, called Songshan Lake Pioneer Park, is being built as part the effort to go more high tech and develop more high-value products.

CWIEME Shenzhen's main catchment areas will be the industrialised provinces of China and neighbouring countries such as Japan and South Korea to name

but a few.

Companies from the CWIEME Berlin Exhibition have already booked space as can be seen on the attached participants' list for CWIEME 2012 Shenzhen.

China's economic boom demonstrates great growth opportunities for your organisation, whether it be to gain new customers or create partnerships in China. The potential is enormous for companies who can supply:

- ★ **High Quality Coil Winding Machinery**
- ★ **High Quality Magnetic Materials (Cores & Laminations)**
- ★ **High Quality Magnet Wire**
- ★ **High Quality Insulation Materials**

As a member of the World Trade Organization, China benefits from access to foreign markets.

Many of the world's leading multi-national corporations have established manufacturing platforms in China and a rising number of mid-sized companies are undertaking direct investments in China.



Never believe the Organiser's claims. Check their track record and what independent exhibitors have to say before booking a stand.

What Chinese Exhibitors have to say about CWIEME Exhibitions

(Comments below are from our Chinese Exhibitors at CWIEME Berlin, India and USA Exhibitions.)

CWIEME Berlin Comments

"Overall, quality visitors, great exhibition."
Ningbo Permanent Magnets – China
Permanent Magnets

"I think it is a great opportunity for us to communicate directly to the people who really need our products."
Hunan General Industrial Products – China
Electrical Insulation Materials

"The exhibition is very impressive. There are many motor related producers in the exhibition. It is worth of visiting or attending."
Inner Mongolia Batou Steel - China
Rare Earth Magnetic Materials

"Overall, quality visitors, great exhibition."
Ningbo Permanent Magnets - China
Permanent Magnets

"It's a successful exhibition"
Phase Motion Control Ningbo Ltd - China
Motor Winding & Lamination Punching

CWIEME Chicago Comments

The CWIEME Chicago is a good exhibition, you organised it very well.
Zhejiang Greatwall Commutator Co - China - Commutators

"It is a good exhibition, we get some important information from the exhibition, next year we will go to this exhibition again."
Feller Magnets Corporation – China
Permanent Magnets & Magnetic Assemblies

CWIEME India Comments

India has no recession! This was how we felt during the exhibit. We didn't expect this many visitors during the show. We're definitely participating again!
HSJCHAO - China
Rotor Die Casting / Motor Winding

CWIEME, Mumbai was a great success even if it conducted first time in India. We appreciate the way it was organized and we wish CWIEME all success in future.

For us as Taiwanese wire enamel/varnish manufactures it is a perfect platform to meet new client and find new magnet wire manufacturers. We would like to conclude by saying it was a great event and good luck for the future.

Fupao Chemical Co - Taiwan
Magnet Wire Enamel Varnishes

It is a very helpful and successful fair to present our products before Indian customer, we might increase booth space in next fair.
Ningbo Haishu Nide International Co
Generator / Motor & Stator Manufacturing Machines

"It was our first time to participate in such kind of exhibition. We find the CWIEME Berlin quite good and professional."
Tailwind Industrial Holding Co - China
DC Stepping Motors / Permanent Magnets

"The exhibition is good."
Changzhou Yingzhong Electrical Co – China
Insulation Pressboard

What International Exhibitors have to say about CWIEME Exhibitions

"The CWIEME Berlin Exhibition is very professional for transformers industry and other industries. Good organisation on, before and after the exhibition"

Changzhou Yingzhong Elec - China
High Density Insulation Pressboard

"In this business sector, the CWIEME is a highly specialised exhibition with the opportunity for small companies like us to open a window to the world!"

Cibisol Srl - Italy
Bobbins/Transformer Accessories

"We had a visitor record in quantity and quality on our stand at this year's CWIEME. Excellent chance of increasing business!"

Elisto GmbH - Germany
High Pressed Wood Products

"The exhibition was so successful that we had to send one express courier from our company to the fair to bring more product catalogues and business cards for our staff on the booth."

Deutronic Elektronik - Germany
Transformer Test Systems

"During the exhibition, we had several agreements in the negotiations. Thank you for giving us such an opportunity."

Odawara Engineering Co - Japan
Motor Manufacturing Equipment

"We had a good attendance for CWIEME 2011 Berlin. I think this is an outstanding exhibition. We will participate in the exhibition again next year."

Dongfang Insulating Mtrl - China
Insulation Films/Tapes/Varnish/Resins

"This was our first time as an Exhibitor. The response was very good and opens new market opportunities for our company. We'll be back"

EMC Partner - Switzerland
Transformer Insulation Impulse Generators

"We had a great show and good business this year. CWIEME is mandatory for us, many spectators, high quality customers, new potential prospects and a high attendance by serious"

Ephy-Mess - Germany
Motor Temperature Sensors

"Very good exhibition, make a lot of contacts. This is our 4th year. It is decently organised, I think it is the best trade show I attend."

Tongling Jinglong Electric - China
Magnet Wire

"Thank you for organising a great show. Berlin indeed is the place where the Coil Winding Industries meet."

F W Scheiing - Germany
Motor Mfg Machines

"This exhibition is by far the best for the coil winding/motor industry. It gave us a great view on new trends in technology markets prices. We will surely be an exhibitor for many years"

Hangzhou Perm Magnet - China
Alnico & Rare Earth Permanent Magnets

"We were extremely happy with the amount of actual business we were able to conduct at the Coil winding show. We spent quality time with our existing customers and made good new contacts. The Traffic through the show was very good."

Haysite Reinforced Plastics - USA
Fiberglass Reinforced Plastic Sheet

"Good opportunity to meet actual customers and suppliers, to get in contact and develop new business"

H-Old SpA, Italy
Insulation Tapes

"I'm confirming you the very positive feedback around our last participation in CWIEME 2011. In 2011 we had the fourth INARCA participation in CWIEME Berlin (we started in 2008) and that is surely the best one."

Inarca, Italy
Terminals & Connectors /Connector Machinery

"Everything was perfect. It was the best show that we ever had at the coil winding."

Zes Zimmer Elec Systems - Germany
High Precision Measuring Instruments

"Our Company has participated first time at your show- it was a good possibility to meet new customers, suppliers just in few days! It was a good experience and we are absolutely satisfied for the organization, ..."

Lampar Srl, Italy
Carbon Brushes & Brush Holders

"The Exhibition, CWIEME Berlin, is absolutely valuable for us. We will come back again in 2012"

Tianhe Advanced Magnet - China
Sintered Ndfeb Magnets

"The best coil winding show of the world and we could fix the highest number of new orders ever. Thanks to the great organisation of the CWIEME staff"

RUFF GmbH - Germany
Winding & Productions Machines

"CWIEME Berlin is one of the best places to meet our clients and potential customers for years. A lot of meetings, talks and a lot of satisfaction"

Stalprodukt - Poland
Electrical Steel

"A place where you have to be!"

Sofilec - France
Aluminium & Copper Strips & Cables

Next year we are once again participating in CWIEME Berlin; It will be our 10th consecutive exhibition and sense is that the show has grown and improved dramatically over that time"

LH Industries Corp - USA
Lamination Dies

"CWIEME is a well established exhibition. The quality of visitors and business results were excellent. We would like to congratulate you on the good show you arranged. We will definitely come back in 2012."

V & C Machinery Sales GmbH, Germany
Toroidal Coil Winding Machines

"Extremely busy and very happy with customers attending their stands and quality contacts made- Even made a contact with an American person which could lead to a contract on very advanced work."

Magnetic Metals Corp - USA
Cut Cores/Toroids/Laminations

"CWIEME Berlin is very well organised. This event allows us to meet potential customers. Since 2007 we attend each year....Thanks"

Powersys - Japan
Electromagnetic Design Software

"Great organisation and excellent visitors quality. We decided to focus all our customers activity to this exhibition instead to lose energy and time with similar exposition in other cities and countries. Good Feedback."

Meclostampi Srl - Italy
Tools & Cold Forming Of Metal Articles

"A good international forum for suppliers and clients. A place to meet all transformer suppliers in one place."

Maschinenfabrik Reinhausen - Germany
Motor Temperature Sensors

"Congratulations to another very successful CWIEME in Berlin. We look forward to exhibiting in Berlin in 2012 again."

Thyssenkrupp Elec Steel - Germany
Electrical Steels

"CWIEME Berlin is the perfect meeting place for existing and potential customers to interact. Precision Wires India Limited has participated for the past 4 years and it has helped increase our presence in countries other than India."

Precision Wires Ltd - India
Round & Rectangular Magnet Wire

"We spent very happy time in this exhibition, also we get some business card during these 3 days. now we also get some response from them. It is a nice start to our business with them."

Ningbo Zhongce ET Elec - China
High Frequency Transformers

"CWIEME has remained the top show in the wire shows in the world and could remain so with expanding shows in India and China"

Intek Tapes Ltd - India
Insulation Tapes

"We have been participating in the Berlin Coil Winding Exhibition for the last 14 years and it just keeps going from strength to strength. The quantity and especially the quality of visitors this year ensure that it is still the most important exhibition"

SITEM SpA - Italy
Laminations/Stators/Die Cast Rotors

"We have been attending the show for a couple of years. The show seems to have more visitors each year and we are glad to see that it creates a potential for us. We are again looking forward to next years exhibition."

Tema Metal Ind Ltd - Turkey
Laminations

Participating Companies

CWIEME Shenzhen 2012

Andorin Automation Engineering	Nidec *
Axson Technologies (SH) Co.,Ltd.	Ningbo Jingda Machine
Bestec *	Nittoku Engineering Co
Bourgeois (Shanghai) Precision Mechanics & Dies	OSR Srl *
Candorin Automation Engineering	Odawara Engineering.,Ltd
Castech *	OZMA CNC *
CDR Italy SaS	POSCO *
Cedrat SA	Ruff GmbH
Changzhou Fulling Motor Co	Ruian Ruixin Electric Appliance Co
Changzhou Isovolta Technical Composite	Shanghai Schuler Presses Co
China Trophy Advance-Tech Co	Shanghai Sino Insulation Material Co
Dahrentrad AB *	Shanxi Huiqiang Magnet Co
Diggers Electronics *	Shenzhen Honest Mechatronic Equipment
Dongguan Metal Plastic Product Co *	Shenzhen Jiagu Electrical Apparatus Co
DuPont Performance Polymers *	Shenzhen Kaizhong Commutator Co
Dynamic Steel Industrial Co	Shenzhen Xetar Technology Co
Feller Magnets Corp	Sinasteel Anhui Tianyuan Technology Co
Guangri Winding Machine *	Soft Wave Ltd
Hangzhou Permanent Magnet Group	Suzhou Kangkai Electric Co
Hangzhou Times Industry Material Co	Synflex Shanghai
Henan Light Industrial Product/ Imp & Exp.	Taihu Insulation
Huarui Group	Tanaka Seiki (Jiaxing) Co
Huizhou Aode Electronic Co	Taya Electrical Wire & Cable
Inner Mongolia Chen-Fir Import & Export	TE Connectivity *
Isodraht Profiles (Taicang) *	Tecnidd *
Jasdi Insulation	Tianhe Magnets
Jetford International Trading (Shanghai)	Tianjin Hengtong Era Electrical Material
Jian Xin Precision Mould Co	Tianjin Jing Wei Electric Wire Co
Jovil/ Universal Zhongshan	Tianjin Nibboh Magnets Co
Jufeng Inc	Toly Electric Wire
Kaneka – Apical Div	Wenling Oupu Electrical Machinery Co
Langtech Ltd	Yabo Electronic *
Lead CNC	Yancheng Advanced Insulation Co
Marsilli SpA	Yantai Metastar Special Paper Co
Menzel Shanghai *	Yongkang Haotai Industry & Trade Co
Meteor Winding Technology Co	YouGang Mechanical & Electronic Equip
Microtherm Shanghai	Zeus Inc
Nicore Electrical Manufactory Co	Zhuhai Farsun Mechanical Equipment Co *

* Reserved Stands

China's First Dedicated Coil Winding, Insulation and Electrical Manufacturing Exhibition & Conference

C W I E M E Shenzhen 2012

Shenzhen Convention & Exhibition Centre, Shenzhen, China
28th - 29th - 30th - 31st March 2012



*"This is our first participation and the feedback we got from the visitors is beyond our expectation. We hope this translates into business soon. For sure we will try to attend the future exhibitions." **

Tongling Jingda Copper Materials - China
Magnet Wire

(* Commenting about CWIEME Berlin Exhibition)

If undelivered return to:

CWIEME Shenzhen 2012

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www.coilwindingexpo.com