

PRESS RELEASE

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## CHINA DIECASTING 2018: China's die casting market is flourishing

- Interviews with exhibitors and NürnbergMesse China
- CHINA DIECASTING is becoming increasingly important
- China the market with the greatest growth potential

The Chinese automobile market is now the largest in the world and continues to grow at a rapid pace, and the die casting industry is benefiting from this too. As a result, China's leading die casting exhibition, CHINA DIECASTING, can look back on a very successful trade fair. From 18 to 20 July 2018, 406 exhibitors (2017: 323) and 16,236 trade visitors (2017: 14,256) discussed the latest trends and developments relating to die casting. Thanks to the keen interest, the event expanded into a third hall for the first time. This means that CHINA DIECASTING is not just growing in terms of exhibitor and visitor numbers but has also increased its display area. This year, the die casting exhibition recorded over 26 % more exhibitors, 14% more trade visitors and 40% more exhibition area. Organiser, exhibitors and visitors were all extremely satisfied with the success of CHINA DIECASTING 2018. The next round has already been determined and will take place from 17 – 19 July 2019 at the Shanghai New International Expo Centre (SNIEC).

In brief [video interviews](#), exhibitors from various segments of the foundry industry and the organiser were asked about the latest developments, trends and challenges on the market.

The exhibitors at the trade fair give consistently positive feedback. For Peter Reuther, Senior Vice President CPI Thermal at StrikoWestofen, CHINA DIECASTING is the most important die casting fair in the Asian market, which is also reflected in its constant growth. "The trade fair is growing from year to year and from event to event. It has definitely become more important. This is also shown by the increasing number of visitors and diversity of the products offered." He sees benefits above all in being able to present his products to his customers in an integrated way.



The event also offered the opportunity to reach a large number of customers in a very short time and nurture a dialogue among peers. In addition, he describes China and the region of Asia as the largest growth market worldwide and sees it as having great potential for the years to come as well.

Andreas Müller, CEO of DGS, agrees with this point of view. The Swiss company has been able to increase its sales in China in particular, where it is experiencing the highest percentage growth. The die casting expert sees this as a lasting trend and is confident that the company will also continue to expand substantially in the Chinese market in the next few years.

### **China as pacemaker in the transition to electromobility**

NürnbergMesse identified this potential early and since 2013 has been co-organiser of CHINA DIECASTING, says Darren Guo, Managing Director of NürnbergMesse China. He sees the exhibition company's strengths as being in its worldwide die casting network which helps bring additional expertise to the Chinese market. "One of our recipes for success in recent years was to join with our partners to drive forward the international dialogue between the world's leading die casting companies and suppliers and Chinese industry," says Guo. The trade fair organisers attribute the dynamic development of CHINA DIECASTING to the enormous capacity that China has as the world's largest die casting market. The automobile industry as the most important customer of the die casting industry is extremely lucrative, producing around 20 million vehicles per year, says Andreas Müller.

The exhibitors, but also the organiser, agree about the future development in the die casting industry, especially in the automotive market, and see a distinct trend towards sustainable production and alternative drive technologies. Electromobility and autonomous driving are major issues for the future that will also impact die casting foundries. Andreas Müller is convinced that China will take the lead here: "China will be the pacemaker as the car industry transitions to electric vehicles." This is also being reflected at the trade fair itself, which features many presentations on the topics of e-mobility, environmental technologies and digitalisation.



### **NürnbergMesse counts on an international network**

NürnbergMesse China has been organising CHINA DIECASTING for more than five years meanwhile in association with the Foundry Institution of Chinese Mechanical Engineering Society (FICMES). The product family is getting bigger and bigger. As well as EUROGUSS and CHINA DIECASTING, it includes ALUCAST in India and has recently welcomed two new members, EUROGUSS Asia Pacific and EUROGUSS Mexico. For Darren Guo there is no doubt: “In future, NürnbergMesse and its global network of die casting events will be represented on the key markets.”

You can access the complete interviews with the exhibitors and the co-organiser NürnbergMesse China using the following link:

**[www.euroguss.de/de/news/videos](http://www.euroguss.de/de/news/videos)**

### **About the EUROGUSS trade fair family: The leading die casting shows**

In even years, the European die-casting industry meets in Germany at the EUROGUSS trade fair at Exhibition Centre Nuremberg. For three days, some 640 exhibitors and 15,000 trade visitors learn about the latest technology, processes and products. EUROGUSS is the only event covering the entire die casting process chain, from high-tech machines through new materials to efficient services. In the area of die-casting, the NürnbergMesse Group is also active at CHINA DIECASTING (held annually in Shanghai) and ALUCAST, held at different locations in India in even years. This year, NürnbergMesse is organising for the first time the pavilions EUROGUSS Mexico at the Fundiexpo and EUROGUSS ASIA PACIFIC as part of METAL AP in Bangkok, Thailand.

For more information please visit: [www.euroguss.de/international](http://www.euroguss.de/international)

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