

Ufi  
Approved  
Event  
国际展览业协会认证展会



2020  
Motor & Magnetic Expo



# 第18届 深圳国际小电机及电机工业 磁性材料展览会

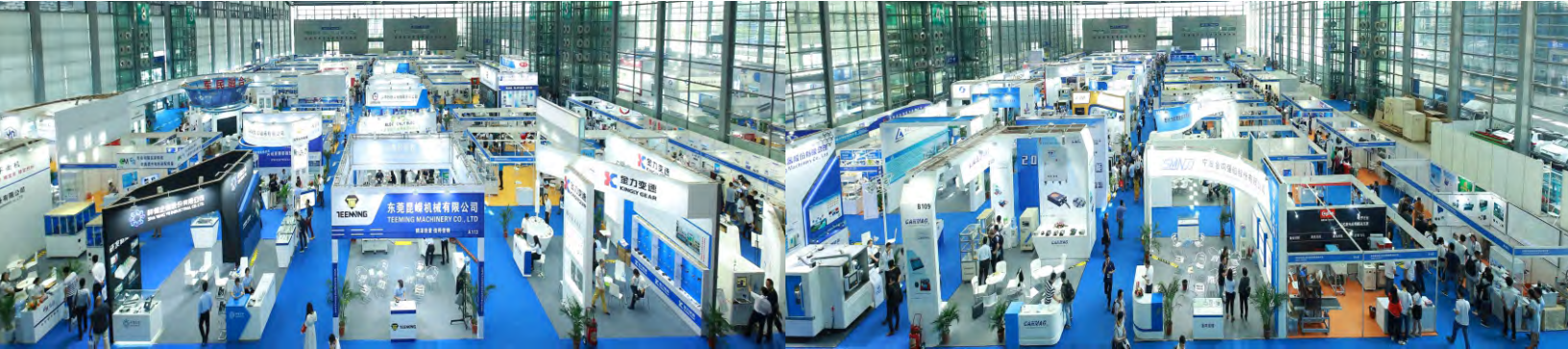
The 18<sup>th</sup> Shenzhen (China) International Small Motor, Electric Machinery  
& Magnetic Materials Exhibition

**2020.7.1-3 深圳会展中心**  
Shenzhen Convention & Exhibition Center

## 邀请函 INVITATION

全球唯一通过国际展览业协会（UFI）认证的行业展会  
A unique global event of industry approved by UFI

广东智展展览有限公司



## C 同期活动及展会 CONCURRENT EVENTS AND EXHIBITIONS

- ◆2020深圳国际小电机及磁性材料行业发展峰会
- ◆第五届电机人研讨会沙龙
- ◆2020深圳国际小电机磁性材料新产品、新技术推广会
- ◆供需双方对接会——企业生产线实地考察活动
- ◆2020深圳国际线圈工业、电源电子变压器及绕线设备展览会
- ◆2020深圳国际粉末冶金及硬质合金展览会

- 2020 Small Motor & Magnetic Materials Industry Development Summit
- Invitation to the 5<sup>th</sup> Motor Salon
- 2020 Shenzhen International Small Motor & Magnetic Materials New Products and Technology Promotion Conference
- Trade Meeting for Both Sides-Field Trip Inspection Activities for Enterprise Production Line
- 2020 Shenzhen (China) International Coil Winding, Power Supply & Electronic Transformer Exhibition
- 2020 Shenzhen International Powder Metallurgy & Cemented Carbide Exhibition



## E 展会概况 EXHIBITION GENERAL

深圳国际小电机磁性材料展由广东智展展览有限公司于2003年创办，一年一届在深圳举办，目前已成功举办17届，在17年里获得了业界的大力支持，展会规模不断扩大，参展商、参观商数量持续增长，专业化水平不断提升，逐渐地成为行业内的品牌盛会，近几年又获得了国家精密微特电机工程技术研究中心的大力支持，全面参与主办展会及同期活动，使展会上了一个新台阶，本展会也是唯一通过国际展览业协会（UFI）认证的电机磁材专业展，并且被列入国家商务部重点扶持的展会。

第17届深圳国际小电机磁性材料展会于2019年5月8—10日在深圳会展中心举办，展会展出面积达到15,000平方米，参展企业达400余家，汇集众多国内外知名企业，展会吸引了来自日本、韩国、印度、马来西亚、俄罗斯、美国、印尼、台湾、香港等20个国家和地区的采购商和专业观众累计20,000余人次参观采购，同期还举办了微特电机行业技术及发展论坛、非晶合金粉末新技术、新工艺国际交流研讨会、电机人沙龙等30多场高端同期活动，此次论坛邀请到学术界和企业界的众多专家、学者和企业家累计超过1000人次，会与展紧密相结合，为行业提供更多的交流、贸易、展示平台，加快和促进电机磁性材料行业向高质量方向发展。采购商方面组委会经过一年的不间断推广及观众组织，在开展三天接待参观团23个：德昌电机、捷和电机、比亚迪汽车、富士康、华为、中兴、安泰科技、中科三环、中航工业、宝武环科、广汽零部件、格力电器、格兰仕、松下、中国金属学会非晶合金分会参观团、珠海凯邦电机、威灵电机、深圳顺络电子股份、深圳睿瀚医疗科技、深圳威帆斯新能源科技、电子科技大学参观团等采购商代表组团均到会参观采购。

第18届深圳国际小电机及电机工业、磁性材料展览会于2020年7月1-3日在深圳会展中心举行，我们热忱邀请全球电机、磁性材料行业的行业机构、专家、企业代表、专业人士参加，相约深圳，共赴盛会！

Shenzhen (China) International Small Motor, Electric Machinery & Magnetic Materials Exhibition (Motor & Magnetic Expo for short), held by Wise Exhibition (Guangdong) Co.,Ltd, is an annual exhibition which has been successfully held for 17 years since 2003. Meanwhile, the exhibition scale is getting larger, the number of exhibitor and visitor increases gradually and it becomes more and more professional. It has gradually become a brand exhibition and won strong support and full recognition from the industry. Motor & Magnetic Expo is a unique motor and magnetic exhibition of industry approved by UFI (The Global Association of the Exhibition Industry) and has been cataloged into the guide and support list by Ministry of Commerce.

The 17<sup>th</sup> Shenzhen (China) International Small Motor, Electric Machinery & Magnetic Materials was held at Shenzhen Convention & Exhibition Center on May 8-10, 2019 with an area of 15,000sqm. Motor & Magnetic Expo attracted over 400 well-known overseas and domestic exhibitors from over 20 countries and regions, including Japan, South Korea, India, Malaysia, Russia, USA, Indonesia, Hong Kong, etc. and it has received over 20,000 visitors. Concurrently, over 30 high-end events were held, such as Small Motor Industry Technology and Development Forum, New Technologies, New Process and New Applications of Amorphous Alloy Powders International Forum, Motor Salon, etc. Besides, over 1,000 experts, scholars and entrepreneurs of academic and business were invited to the forum, which closely combined with exhibition. It not only provides more platforms for communication, trade and display, but also accelerates and promotes the development of the motor and magnetic material industry to high quality. After one year of continuous promotion and audience organization, the organizing committee received 23 purchasing groups during three-day exhibition, including Johnson Electric, CCL MOTORS, BYD, Foxconn, HUAWEI, ZTE, AT&M, ZHONG KE SAN HUAN, AVIC, BAOWU, SAC COMPONENT, Gree, Galanz, Panasonic, visiting group of The Chinese Society for Metals Amorphous Alloy Branch, Zhuhai Kaibang Motor, Welling, Sunlord Electronics, West Maple House New Energy Technology Ltd., visiting group of University of Electronic Science and Technology of China, etc.

The 18<sup>th</sup> Shenzhen (China) International Small Motor, Electric Machinery & Magnetic Materials Exhibition will be held at Shenzhen Convention & Exhibition Center on July 1-3, 2020. We sincerely invite industry authorities, experts, business representatives and professionals of motor and magnetic materials industry to the exhibition.



# 展会优势与亮点

## EXHIBITION ADVANTAGES AND HIGHLIGHTS

### 中国小电机及磁性材料行业年度盛会

深圳国际电机磁材展是中国国内小电机及磁性材料行业发展图景中重要的一环。经过17年的培育，与深圳经济共同起飞的深圳国际电机磁材展，已经成功实现从材料、设备到应用全产业链对接，完成从本土贸易到国际合作的蜕变，汇集国内外众多知名企业，成为兼技术与产品展示贸易的行业年度盛会。

### 组委会办展经验丰富，展会品牌值得信赖

展会组织方-智展展览，为国际展览业协会UFI成员单位，荣膺2015年“中国十佳品牌组展商”、2018年“中国展览产业百强展览主办机构”殊荣，有近20年的专业办展经验，深圳国际电机磁材展获国家商务部引导支持展会及国际展览业协会UFI认证，展会品牌值得信赖。

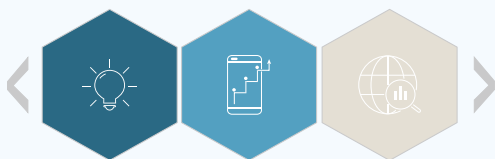
### 立足粤港澳大湾区，尽显区位和产业双重优势

粤港澳大湾区地处我国沿海开放前沿，以泛珠三角区域为广阔发展腹地，交通条件便利，拥有香港、广州、深圳等重要港口，经济实力雄厚，发展水平全国领先，新兴产业为先导、先进制造业和现代服务业为主体的产业结构。粤港澳三地拥有一批在全国乃至全球具有重要影响力的高校、科研院所、高新技术企业和国家大科学工程，创新要素吸引力强，具备建设国际科技创新中心的良好基础。深圳国际电机磁材展选择在深圳举办，依托以上优势，能够更好地吸引优质买家及采购商。

### 同期举办多场高端会议及活动，大咖菁英齐聚，把脉行业发展趋势

展会同期将举办超过30场行业高端论坛及活动，邀请业内知名专家、大学教授及行业龙头企业高管，共同探讨行业最新技术及发展趋势，帮助企业解决技术难题，是企业拓展行业资源，发掘贸易契机的绝佳场所。

### 不断创新进取，整合行业多方力量，与行业各大权威组织、学术机构及行业媒体展开深度合作，确保参展效果。



1

An annual industry event of small motor and magnetic materials in China

Motor & Magnetic Expo is a significant part in the development of small motor and magnetic materials industry in China. After 17 years, Motor & Magnetic Expo which develops together with Shenzhen economy, has successfully realized the docking of the entire industrial chain from materials, equipment to application, completed the transformation from domestic trade to international cooperation, become an annual industry event for both technology and products display trade.

2

The organizing committee has extensive experience, the exhibition brand is trustworthy

The organizing committee-Wise Exhibition (Guangdong) Co.,Ltd. is a member of The Global Association of the Exhibition Industry (UFI). It won the honor of "One of China Top Ten Brand Group Exhibitors" in 2015 and "PEO-TOP100" in 2018. Wise Exhibition (Guangdong) Co.,Ltd. has nearly 20 years experience in organizing exhibition and conference. Motor & Magnetic Expo has been cataloged into the guide and support by Ministry of Commerce and approved by UFI and the exhibition brand is trustworthy.

3

Based on Guangdong-Hong Kong-Macao Greater Bay Area, showing the dual advantage of location and industry

Guangdong-Hong Kong-Macao Greater Bay Area is located at the forefront of China's coastal opening, while the Pan-Pearl River Delta region as a vast development hinterland with convenient transportation conditions and three important ports-Hong Kong, Guangzhou and Shenzhen. It has strong economic strength, a leading level of development and a pioneering industry. The industrial structure is leading by emerging industry and dominated by advanced manufacturing and modern service industries. Guangdong-Hong Kong-Macao Greater Bay Area has a number of universities, research institutes, high-tech enterprises and national science projects with important influences in the country and the world. The innovative elements are attractive and have a good foundation for building an international science and technology innovation center. Based on the above advantages, Motor & Magnetic Expo can attract more superior buyers.

4

Holding many high-end conferences and activities in the same period, gathering well-known persons and elites to predict industry trends

During the exhibition, more than 30 high-end conferences and activities will be held. Industry experts, university professors and executives of industry leading enterprises will be invited to discuss the latest technologies and development trends of the industry and help solve technical problems. It is an excellent platform for enterprises to expand industry resources and explore trade opportunities.

5

Keeping being innovative and enterprising, integrating the strengths of the industry, and carrying out in-depth cooperation with the major authorities, academic institutions and industry media to ensure the effectiveness of the exhibition.

## 国家精密微特电机工程技术研究中心 NATIONAL ENGINEERING RESEARCH CENTER FOR SMALL AND SPECIAL PRECISION MOTORS

深圳国际小电机磁性材料展览会至今已举办十七届，我们工程中心非常看好这个展会的发展。工程中心在本届展会中也获得了众多行业企业的关注与称赞，接下来我们工程中心将会继续加深与智展展览公司的合作，为行业提供一个更加专业的交流平台，共同促进行业的发展。

Motor & Magnetic Expo has been held in Shenzhen for 17 sessions and we are very optimistic about its development. We have won the attention and praise of many industrial enterprises in this exhibition. In the future, we will deepen the cooperation with Wise Exhibition (Guangdong) Co., Ltd. to provide a more professional exchange platform for the industry and jointly promote the industry development.



## 珠海凯邦电机制造有限公司 设计员 王宏伟

ZHUHAI KAIBANG MOTOR MANUFACTURING CO.,LTD Designer Mr. Wang Hongwei

我对展会的印象非常好，展商的产品质量以及展商对展会的重视程度都非常高，主办方对观众组织、现场人流、宣传方式都做得非常专业。此外，这个展会的规模比上届有扩大，吸引了很多国内外企业参加，为企业提供了交流学习的机会。遗憾的是公司离展会现场有点远，参观时间太少，意犹未尽，希望有机会再来！

Motor & Magnetic Expo impresses me with superior exhibitors and the exhibitors think highly of it. The organizer is professional at organizing visitors, managing the exhibition site and promoting. Besides, the exhibition scale is larger than last one, which attracts many overseas and domestic enterprises and provides chance for enterprises to exchange and learn with each other. It is a pity that Shenzhen Convention & Exhibition Center is far from our company so that we don't have much time to visit. It is so great that we would like to visit again!



## 德昌电机 高级工程师 徐聪

JOHNSONELECTRIC GROUP Senior Engineer Mr. Xu Cong

我们每年都来参观，今年在现场我们看到了许多新的设备、新的仪器、新的技术，百花齐放。感觉收获良多，对我们以后的工作很有帮助。总体来说比较好，参展商多，举办方和参展商的态度好，热情解答疑问和提供样品。希望主办方在安排展商时，能够将展区划分得更加清晰，便于参观。

We have been visiting Motor & Magnetic Expo, while we see many new equipment, instrument and technologies in bloom of all kinds this year. It is great and helpful for our future work. In general, the exhibition is quite well with many exhibitors, good attitude of organizers and exhibitors who answer questions and provide samples enthusiastically. It is hoped that the organizers can make the exhibition area more clear and convenient for visitors when arranging exhibition zones.



## 电子科技大学中山学院 外联部部长 蔡丽英

UNIVERSITY OF ELECTRONIC SCIENCE AND TECHNOLOGY OF CHINA, ZHONGSHAN INSTITUTE Director of Public Relations Department Ms. Cai Liying

这个展会我们是第一次来，此次展会上看到很多品牌和先进的技术，感觉非常好，受益匪浅。可惜举办次数少，希望主办方能增加举办频率，一年多办几次。下次还来参观，同时也会向他人推荐。

It is the first time for us to visit this exhibition, and we feel very good when we see many brands and advanced technologies. We benefit a lot. It is a pity that the session is too less per year. We sincerely hope the organizer can increase its frequency. We will visit the exhibition next year and would like to recommend it to others.



## 广汽零部件有限公司 谢模焱

GUANGZHOU AUTOMOBILE COMPONENT CO.,LTD. Mr. Xie Moyan

感谢展会主办方为汽车企业和零部件企业搭建了沟通交流的平台，通过参加本次展会，收获了一些优质供应商资源，整体效果良好。同时，展会主办方的服务也比较热情周到，希望主办方邀请更多国内外有竞争力的企业参展，我们还需要很大的市场，有待与主办方共同发展。我们明年还会继续参加这个展会。

Thank you to the organizers for setting up an exchange platform for automobile and component enterprises. Through the exhibition, we harvest some superior suppliers and the overall effect is good. Besides, the organizers are quite enthusiastic and considerate. Hope the organizers could invite more competitive enterprises at home and abroad to participate because we still need a lot of market and we will develop together with the organizers. We will visit the exhibition next year.



## 比亚迪汽车工业有限公司 汽车工程师 李博

BYD COMPANY LIMITED Automotive Engineer Mr. Li Bo

此次展会整体效果比较理想，现场人气很高，为我们与参展商、客户的交流提供了很好的平台。今年的论坛举办得也非常成功，现场观众反应很热烈，效果非常的好，无论是展会还是学术报告，主办方都组织得非常到位，两者相辅相成，祝越办越好。同时，希望主办方下一届能组织更多专业做电机生产线的优质供应商参加，以便有更多选择。

The overall effect of this exhibition is quite ideal, and the scene is very popular, which provides a good platform for exhibitors and customers to exchange. The forum is very successful with warmly response and good effect. Both exhibition and academic report are well organized. Wish the exhibition and concurrent events could be held better and better. Meanwhile, wish the organizers could invite more professional high-quality suppliers of motor production line so as to have more choices.



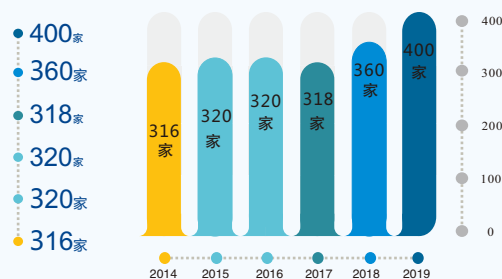


## 上届展会回顾 AST EXHIBITION REVIEW

## 历届数据及分析 PREVIOUS EXHIBITION FIGURES & ANALYSIS

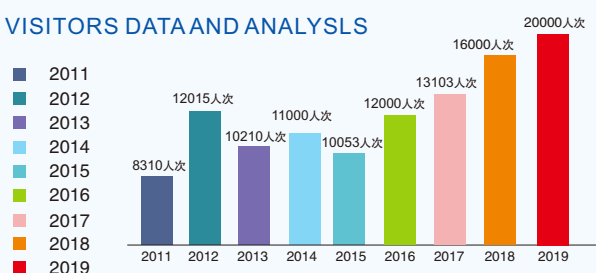
### 历届展商数量对比图

#### COMPARISON OF PREVIOUS EXHIBITORS



### 历届观众数量分析

#### VISITORS DATA AND ANALYSIS



#### 2019届观众人数分析

第一天 8,110人次  
第二天 6,978人次  
第三天 4,912人次

#### Visitor Data Analysis of 2019

The first day: 8,110 visits  
The second day: 6,978 visits  
The third day: 4,912 visits



### 2019微特电机行业技术 及发展论坛

#### 2019 SMALL MOTOR INDUSTRY TECHNOLOGY AND DEVELOPMENT FORUM

此次论坛由广东智展展览有限公司，联合国密微特电机工程技术研究中心共同主办邀请到中国科学院院士、南京航空航天大学赵淳生院士出席并做演讲，同时还有国家精密微特电机工程技术研究中心专家刘景林教授、沈启平副教授、陈强副主任；华南理工大学杨向宇教授、威凯检测张传甲部长以及德国贝尔曼公司Thomas主管出席会议。



### 非晶合金粉末新技术、 新工艺与新应用国际 交流研讨会

#### NEW TECHNOLOGIES, NEW PROCESS AND NEW APPLICATIONS OF AMORPHOUS ALLOY POWDERS INTERNATIONAL FORUM

本次研讨会由中国科学院院士、南京大学教授都有先生出席并做报告，美国、日本、德国、韩国、印度等以及中国台湾、香港地区企业和相关专家出席会议，国内华为、中兴、安泰科技、中航工业等80余家企业、科研院所140余人出席会议。



### 第四届电机人沙龙活动

#### INVITATION TO THE 4<sup>th</sup> MOTOR SALON

本沙龙已成功举办了四届，旨在丰富展会内容，为行业客户搭建更多的交流平台，活动举办以来得到了业界客户的广泛支持，表示在活动中能够结识很多新老朋友，也希望组委会能够坚持举办，2020年希望大家继续参与支持本沙龙。



450+  
展商  
Exhibitor

30000+  
专业采购商  
Professional buyer

20000m<sup>2</sup>  
规模  
Scale

100+  
专业采购团  
Professional purchasing group

200+  
行业主流媒体  
Industry mainstream media

50+  
大众媒体  
Social media

15+  
行业新媒体  
Industry new media

## E 参展范围

### XHIBIT SCOPE

A

**各类电机：**各类家用电器电机、汽车电机、工业自动化、办公自动化电机、电动车电机、通讯设备电机、视听数码电子产品电机、金融设备电机、航天军工电机、智能家居电机、医疗设备电机、计算机及外设产品电机、玩具电机、轻工机械电机、机器人电机等各类电机产品及新技术。

B

**各类制造及测试设备：**绕线机、充磁机、点焊机、冲压机、真空浸漆装备、包胶机、插片机、焊锡机、电机驱动控制系统装置、张力器、气动剪刀；各类电机设计软件、系统及各类测试检测设备。

C

**各类配件：**定子、转子、电枢绕组、电刷、模具、铁芯、轴承、换向器、风扇、传感器、外壳、电源线、连接器、电子元器件。

D

**各类材料：**永磁材料、软磁材料、非晶材料、绝缘材料、电磁线等。

E

**各类磁性材料制品及生产检测设备：**切割机、切片机、干粉压机、烧结炉、搅拌机、球磨机、涂装设备、外观缺陷检测设备、激光粒度分析仪、X荧光分析仪及以上设备相关配套产品等。

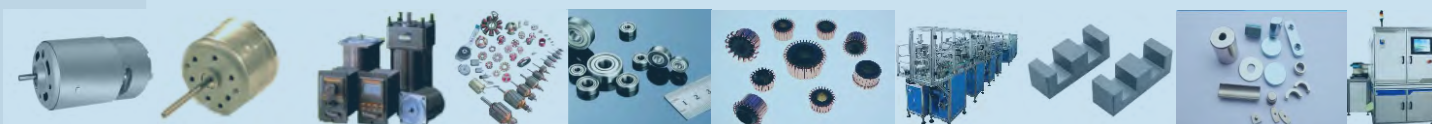
**All Kinds of Electric Motors:** electric motors for household appliances, automobiles, industrial automation, office automation, electric cars, communication sets, audio-visual digital products, telecommunication, financial equipment, aerospace and military, smart home, medical devices, computer, toys, light industrial machinery, robot and many other motors and new technology.

**Manufacturing and Testing Equipment:** winding machines, magnetizing apparatus, electric welding machines, punching machines, dipping machines, wrapping machines, inserting machines, soldering machines, motor drive control system, design software, systems and testing equipment.

**Accessories and Components:** bearing, commutator, armature winding, mold, iron core, stator, rotor, fan, sensors, shell, carbon brush, thermal protector, power line, connector, electron component, all kinds of motors auxiliary products such as tensioners and pneumatic scissors, etc.

**All Kinds of Materials:** permanent magnetic materials, soft magnetic materials, non-crystalline materials, insulated materials, electromagnetic materials, etc.

**All Kinds of Magnetic Products and Manufacturing and Testing Equipment:** Cutting Machine, Slicing Machine, Dry Powder Press, Welding Furnace, Mixer, Ball Mill, Coating Equipment, Appearance Defect Detection Equipment, Laser Particle Size Analyzer, X Fluorescence Analyzer, and the related auxiliary products, etc.





## P 专业观众和采购商来源 PROFESSIONAL VISITORS AND BUYERS

电机、家用及工业电器、汽车、工业自动设备、办公自动化设备、电源、变压器、线圈、电力设备、电子、电声器件、散热器、机床、模具、通用设备、手机、数码产品、IT、电动工具、玩具、智能家居、仪器仪表、医疗器械、健身器材、灯具、航天、军工设备、印刷、包装机械、应用行业协会、进出口商、各类科研人员等。

Motor, household appliance and industrial electrical equipment, automobile, industrial automatic equipment, office automation, power supply, transformers, coil, electrical equipment, electron, electro acoustic device, radiator, machine tool, dies, exible unit, mobile phone, digital products, IT, electric tool, toys, smart household, instrument and meter, medical equipment, fitness equipment, lamps and lanterns, aerospace, Military equipment, printing, packaging machinery, application industry association, importers and exporters, kinds of research personnel, etc.

## B 相关费用及服务 BOOTH FEE & ADVERTISING

### 参展费用 Booth Fee

标准展位 Standard Booth	光地(36m <sup>2</sup> 起租) Raw Space ( 36m <sup>2</sup> For Rent)	外资企业 Foreign Enterprises
RMB 11800/12m <sup>2</sup>	RMB 1000 /m <sup>2</sup>	USD 2500 /12m <sup>2</sup>

双开口展位在原展位费基础上加收10%费用

Double Opening booth will be charged more 10% based on the original Booth fee.

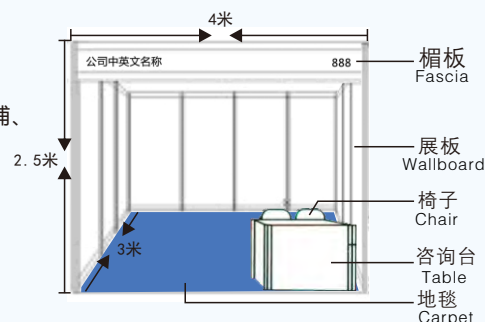
### 展位配置说明 Standard Booth Facilities

★每个标准展位提供如下基本设施：三面围板(转角位2面或1面)、一桌两椅、地毯满铺、两支射灯、220V电源插座，中英文公司楣板制作。

★光地不含以上任何设施

★Facilities for the standard booth: three wallboards (two wallboards in the corner), a table, two chairs, two spotlights, 220v power, carpeted floor, Chinese and English fascia (name-board).

★No facility is provided for the Raw Space.



### 展览会日程安排 Exhibition Schedule

展览时间 Exhibition	2020.7.1 ( 星期三 Wed )	9 : 00-17 : 00
	2020.7.2 ( 星期四 Thu )	9 : 00-17 : 00
	2020.7.3 ( 星期五 Fri )	9 : 00-15 : 00
撤展时间 Move-out	2020.7.3 ( 星期五 Fri )	15 : 00-18 : 00

### 大会会刊广告 Advertising on Exhibition Catalogue

封面 Front Cover	扉页 First Page	封底 Back Cover	封二 Second Cover
RMB19800	RMB 8000	RMB 15000	RMB 7000
封三 Inside Back Cover	显要版 Prominent Page	彩页 Full Color Page	黑白 Full Black-White Page
RMB 6000	RMB 4500	RMB 4000	RMB 2000



## 主办单位

国家精密微特电机工程技术研究中心  
广东智展展览有限公司  
香港智展国际有限公司

## ORGANIZERS

National Engineering Research Center for Small and Special Precision Motors  
Wise Exhibition (Guangdong) Co.,Ltd.  
Wise Exhibition (HK) Co.,Ltd.

## 重点合作单位

中国电子材料行业协会磁性材料分会  
西南应用磁学研究所  
日本电机工业会  
日本粘结磁性材料协会  
英国磁学学会  
嵊州市电机行业协会  
宁波市磁性材料商会

## SUPPORTERS

- China Electronics Materials Industry Association Magnetic Materials Branch
- China Electronic Components Association Electronic Transformer Branch
- The Japan Electrical Manufacturers' Association
- Southwest Institute of Applied Magnetism
- The Japan Association of Bonded Magnetic Materials
- The UK Magnetism Society
- Shengzhou Motor Industry Association
- Ningbo Magnetic Materials Association



## 广东智展展览有限公司

Wise Exhibition (Guangdong) Co.,Ltd.

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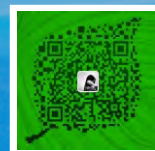
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