



PMCC&AC EXPO

# 2020深圳国际粉末冶金及硬质合金展览会

2020 Shenzhen International Powder Metallurgy & Cemented Carbide Exhibition

# 2020深圳国际先进陶瓷展览会

2020 Shenzhen International Advanced Ceramics Exhibition

2020.7.1-3 深圳会展中心

July 1-3, 2020 Shenzhen Convention & Exhibition Center

同期展8万平 · 聚焦粤港澳 · 绽放珠三角



[www.pmccexpo.com](http://www.pmccexpo.com)



## 展会背景

### EXHIBITION GENERAL

广东智展展览有限公司依托近二十年的展览经验跟行业积累，和深圳优越的地理位置和辐射力，吸引更多海内外商家参与，汇聚国内外优秀的硬质合金和粉末冶金行业企业，展示国内外领先的硬质合金及粉末冶金加工技术和设备。

2019深圳国际粉末冶金及硬质合金展览会于5月10日在深圳会展中心圆满闭幕，展会与第17届国际磁性材料、小电机及电机工业展览会同期举办，展出面积达15000平方，现场展示了粉末冶金行业最新产品、最新技术。展会得到国内外粉末冶金协会的大力支持和积极参与，成为行业交流和人脉积累的重要平台，及为中国的粉末冶金企业真正建立一个与整机行业配套的交易平台。

2020年展会面积预计23000平方米的展览规模，吸引参展企业达400余家，引领3万专业人士前来参观、洽谈、采购。

Based on nearly 20 years experience in organizing exhibition and accumulating industry information, as well as superior advantage of geographic location and radiation, Wise Exhibition (Guangdong) Co., Ltd. attracts more domestic and overseas enterprises to join in the expo and gathers superior enterprises of cemented carbide and powder metallurgy industry to display the latest process technology and equipment.

2019 Shenzhen International Powder Metallurgy & Cemented Carbide Exhibition (PMCC EXPO for short) was closed successfully at Shenzhen Convention & Exhibition Center on May 10<sup>th</sup>. It was held concurrently with The 17<sup>th</sup> Shenzhen (China) International Small Motor, Electric Machinery & Magnetic Materials Exhibition, which cover an total area of 15,000 square meters. PMCC EXPO has displayed the latest products and technology of powder metallurgy industry. Besides, domestic and overseas associations of powder metallurgy strongly support and actively and join in PMCC EXPO, which makes PMCC EXPO not only become an important platform to exchange and accumulate contacts, but also truly become a trading platform for both Chinese enterprises of powder metallurgy industry and complete machine industry.

In 2020, the expo is expected to cover an area of 23,000 square meters, attract over 400 exhibitors and lead 30,000 professionals to visit, negotiate and purchase.

## 本届规模

400+

国内外展商代表  
Domestic and overseas exhibitors

30000+

专业采购商  
Professional purchasers

100+

终端用户采购团  
End-user purchasing Groups

18+

行业机构  
Industry Authorities

50+

大众媒体  
Mass Media

20+

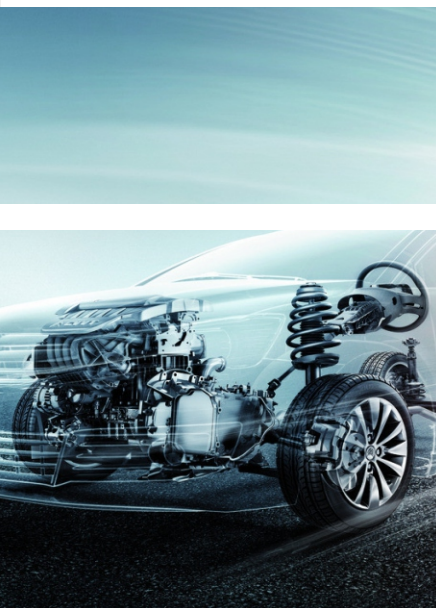
专题报告  
Special Reports

100+

行业主流媒体  
Industry Mainstream Media

15+

行业新媒体  
Industry New Media

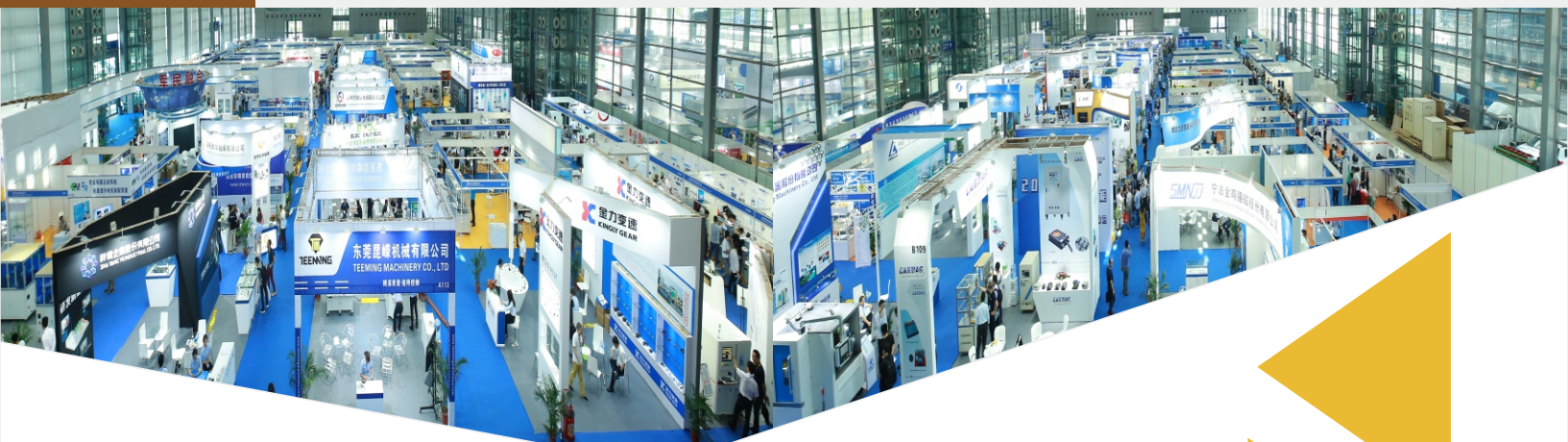


## 同期活动及展会

### CONCURRENT EVENTS AND EXHIBITIONS

- 粉末冶金行业技术发展论坛
- 粉末冶金新产品、新技术推广会
- 第18届深圳国际小电机及电机工业、磁性材料展览会
- 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深圳国际智能制造展览会

- ◆ Powder Metallurgy Industry Technology Development Forum
- ◆ Powder Metallurgy New Product and Technology Promotion Conference
- ◆ The 18<sup>th</sup> Shenzhen (China) International Small Motor, Electric Machinery & Magnetic Materials Exhibition
- ◆ 2020 Shenzhen (China) International Coil Winding, Power Supply & Electronic Transformer Exhibition
- ◆ 2020 Shenzhen International Intelligent Manufacturing Fair



## 展会优势与亮点

### EXHIBITION ADVANTAGES AND HIGHLIGHTS

#### 001 组委会办展经验丰富，展会品牌值得信赖

2000年 广东智展展览有限公司成立  
 2012年 公司旗下自办展通过全球展览业协会（UFI）的认证。  
 2012年 广东智展展览有限公司加入全球展览业协会（UFI），成为中国区成员。  
 2014年 成为广东会议展览业协会、广东会展组织企业协会副会长单位。  
 2015年 被中国会展经济研究会评为“中国十佳品牌组展商”。  
 2018年 荣获“中国展览产业百强展览主办机构”称号。  
 荣获“改革开放40年，中国品牌会展组展商”殊荣  
 所办展会列入国家商务部引导扶持展会行列。

#### 002 汇聚全产业链的优质平台

组委会将充分利用举办地地理优势及产业优势，家用电器、消费电子、汽车工业、自动化、新能源等产业体量巨大，辐射周边区，连接海外，进行全面地宣传推广、邀请组织优质的展商及100+下游产业链采购商展团，汇聚全产业链，让您不虚此行！

#### 003 高端同期活动丰富，大咖菁英齐聚为企业指点迷津

邀请国内外知名专家、教授，行业企业高工共同探讨行业最新技术、了解未来发展动态，解决行业难题，展会同期举办30+场高端论坛，提供更多交流平台及机会。

#### 004 全方位的宣传推广及采购商组织

与业内100余家专业杂志及网站、50+大众媒体深入合作，以专题形式报道展会，并且积极参与行业活动，定期进行邮件短信的群发，免费车辆接送，吸引外地高质量买家及采购团。

#### 005 不断创新进取，整合行业资源；联动相关产业链展会，共享观众资源。

组委会联手行业协会、学会、科研院校等专业机构、与传统媒体、新型媒体紧密合作、顺应行业发展需求共同打造本届展会，同时为了最大限度的整合行业资源，还联合了第18届深圳国际电机磁性材料展览会共同举办，共享上下游产业链资源。

#### 006 特色专业服务保效果

展前展中展后专业地配对服务，展前组委会会为展商制作专属的宣传资料，通过自身及合作平台对公司及产品进行宣传推广，并且进行国内外采购商同步邀请，建立供需数据库，进行配对，展中进行进一步的撮合、牵线，展后提供相关数据分析报告、提供相关咨询等服务。

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

In 2000 Establishing of Wise Exhibition (Guangdong) Co., Ltd.  
 In 2012 The self-organizing Exhibition was approved by The Global Association of the Exhibition Industry (UFI).  
 In 2012 WISE joined The Global Association of the Exhibition Industry (UFI), as a member in China.  
 In 2014 WISE became a vice President of units of Guangdong Conference and Exhibition Association and Guangdong Fair Organizers Association.  
 In 2015 WISE was awarded by China Exhibition Economy Research Institute as "One of China Top Ten Brand Group Exhibitors".  
 In 2018 WISE won the honor of "PEO-TOP100".  
 In 2018, WISE won the honor of "40 Years of Reform and Opening-up, China Brand Group Exhibitors". The holding exhibitions had been cataloged into the guide and support list by Ministry of Commerce.

#### A high-quality platform that gathering the whole industry chain

The organizing committee makes full use of Shenzhen's dual advantage of location and industry, which are that household appliances, customer electronics, automobile industry, automation, new energy and other industries have large industrial volume and wide radiation. Connecting the overseas and carrying out comprehensive publicity and promotion, gathering the whole industry chain and inviting superior exhibitors and over 100 group visitors from downstream industry chain. The exhibition is well worth it!

#### Rich concurrent events, gathering well-known persons and elites to offer tips, advice and indicate development direction for enterprises

Domestic and overseas well-known experts, professors and executives of the industry will be invited to discuss the latest technologies and development trends and help solve industry problems. During the exhibition, more than 30 high-end conferences and activities will be held, which will provide more exchange platform and opportunities for the attendees.

#### All-round publicity and promotion and purchasing organization

Cooperating with over 100 industry magazines and websites and having an in-depth cooperation with over 50 mass medias to feature the exhibition. Joining in the industry activities positively, sending out E-mails regularly and offering car management to attract superior buyers and purchasing groups from other places.

#### Keeping being innovative and enterprising, integrating the strengths of the industry.

Cooperating with the major authorities, societies, academic institutions and having a closed cooperation with traditional media and new media to comply with industry development need and hold the exhibition. Meanwhile, to maximize the strengths of the industry, The 18th Shenzhen (China) International Small Motor, Electric Machinery & Magnetic Materials Exhibition will be held at the same period so that the industry can share upstream and downstream industry chain resources.

#### Providing featured professional services, ensuring the effectiveness of the exhibition

Matching service will be provided to exhibitors and customers. Before the exhibition, the organizing committee will design exclusive publicity to promote exhibitor's company and products by our own and cooperation platform. Inviting overseas purchasers and establishing a supply and demand database to match exhibitors and purchasers. During the exhibition, the matching service will be moved on. After the exhibition, the related data analysis and consultation will be provided.

## 展览范围

### EXHIBIT SCOPE

**粉末冶金原料：**铁基粉末、有色金属粉末、雾化粉末、难熔金属粉末、不锈钢粉末、非金属粉末、石墨和特种润滑剂、清洗剂和润滑油、其他辅料

**硬质合金原辅材料：**钨粉、碳化钨粉、钴粉、镍粉、高纯钨、钨铜合金、铬粉、钼粉、铁粉、碳化物、等各种合金粉末以及炭黑、石蜡、PEG等各类辅助材料

**硬质合金与粉末冶金生产设备：**还原炉、炭化炉、球磨机、干燥器、筛分机、制粒机、粉末压机、冷等静压机、挤压机、粉末注射成形MIM、3D打印成形技术与设备、真空烧结炉、烧结加压炉、热压机、热等静压机、磨削机床、线切割、电火花、各类气体净化、石墨舟皿、激光切割、焊接、抛光机、研磨机等

**硬质合金制品：**数控刀片、焊接刀片、机夹刀片等切削刀片类; 球齿、钎片、冲击钻片、铲雪齿等矿用合金类; 顶锤、辊环、模具、棒材、板材等耐磨零件类; 木工刀具、圆型锯片、密封环、喷嘴等深加工与异形件产品

**粉末冶金制品：**铁、铜、铝、不锈钢基烧结零件、注射成型零件、电工合金、磁性材料、陶瓷材料、超硬材料、摩擦材料、其他产品

**检测设备及技术：**各类粒度、硬度检测分析仪，表面、成分、结构分析仪，真空镀膜技术，纳米涂层技术

**Powder metallurgy raw materials:** iron-based powder, nonferrous metal powder, atomized powder, refractory metal powder, stainless steel powder, nonmetal powder, graphite and special lubricants, cleaning agent and lubricating oil, etc.

**Cemented carbide raw and auxiliary materials:** tungsten powder, tungsten carbide powder, cobalt powder, nickel powder, high purity tungsten, copper powder, chromium powder, molybdenum powder, iron powder, charring tungsten powder, multiple carbides, nitride, cobalt nickel materials, etc., carbon black, paraffin, PEG and other auxiliary materials.

**Cemented carbide and powder metallurgy manufacturing equipment:** reduction furnace, carbonization furnace, ball mill, spray tower, dryer, screening machine, granulating machine, powder press, cold isostatic pressing machine, extrusion machine, metal injection molding (MIM), 3D printing technology and device, vacuum sintering furnace, sintering furnace pressure, hot press, hot isostatic pressing machine, grinding machine, wire cutting, electrical discharge machine, various types of gas purification, graphite boat, laser cutting, welding, polishing machine, grinding machine, etc.

**Cemented carbide products:** CNC blade, welding blade, cutter blade, and the other cutting blade. Button bits, mining bits, drill bits, etc. The wear-resistant parts such as anvil, collars, mould, bar, plate, etc. Woodworking cutting tools, circular saw blade, sealing ring and other deep processing and special-shaped products

**Powder metallurgy products:** iron, copper, aluminum, stainless steel sintered parts, injection molding parts, electrical alloy, magnetic materials, cemented carbide and refractory metal, ceramic material, ultrahard material, friction material, etc.

**Detection equipment and technologies:** all kinds of size, hardness testing analyzer, surface, composition structure analyzer, vacuum coating technology, nano coating technology

**先进陶瓷原材料：**氧化铝、氧化锆、氧化钨、碳化硅、碳化锆、碳化钛、碳化硼、碳化铬、氮化铝、氮化硅、氮化硼、非晶、结晶、硼化钛、硼化硅及其他

**先进陶瓷设备：**研磨、混合、模具、压机、滚筒、室式、喷射、微波、燃烧器、窑炉、阀门、热量计、分析仪、膨胀仪、试验仪、显微镜及其他

**先进陶瓷部件/产品专区：**结构陶瓷、电子陶瓷、高温陶瓷、陶瓷轴承、陶瓷刀具、光学陶瓷、陶瓷膜、陶瓷催化剂载体、生物医用陶瓷、陶瓷基复合材料、人工晶体、耐火材料等

**3D打印：**3D打印设备、3D打印材料（高分子粉末材料、陶瓷粉末材料、金属粉末材料等）

**Advanced ceramic raw materials:** aluminum oxide, zirconium oxide, indium oxide, silicon carbide, zirconium carbide, titanium carbide, boron carbide, chromium carbide, aluminum nitride, silicon nitride, boron nitride, non crystal, crystal, titanium boride, silicon boride, etc.

**Advanced ceramic equipment:** grinding, mixing, mould, pressing machine, roller, chamber, spray, microwave, burner, furnaces, valve, sensor, calorimeter, analyzer, dilatometer, tester, microscope, etc.

**Advanced ceramic parts/products:** structural ceramic, electrical ceramic, high Temperature ceramic, ceramic bearings, ceramic cutting tools, optical ceramics, ceramic membranes, ceramic catalyst carriers, biomedical ceramic, ceramic matrix composites, intraocular lens, refractory materials, etc.

**3D printing:** 3D printing equipment, 3D printing materials (polymer powder material, ceramic powder material, metal powder material, etc.)





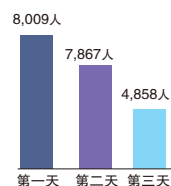
## 观众组织范围及行业

### KEY VISITORS

汽车工业、摩托车零件、消费电子、信息通讯、节能环保、家用电器、电动工具、新能源、医疗、机械装备、航空航天、国防军工、科研机构、高校及行业专业人士等。

Automobile Industry, motorcycle parts, consumer electronics, information and communication, energy conservation and environmental protection, electric tool, new energy, medical treatment, machinery equipment, aerospace, national defense and military industry, research institutes, colleges and universities, etc.

### 历届观众数量分析



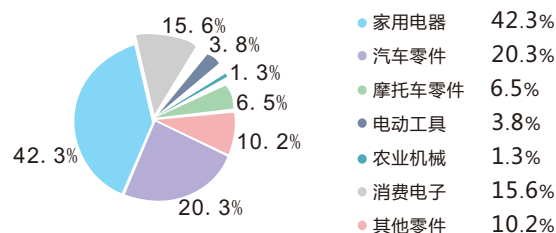
#### 2019届观众人数分析

第一天 8,009人  
第二天 7,867人  
第三天 4,858人

#### Visitor Data Analysis of 2019

The first day: 8,009 visits  
The second day: 7,867 visits  
The third day: 4,858 visits

### 现场采购商情况分析



## 相关费用及服务

### BOOTH FEE & ADVERTISING

#### 参展费用 Booth Fee

|   |  |                                |
|---|--|--------------------------------|
| 标准展位 Standard Booth<br>RMB 11800/12m <sup>2</sup> | 光地(36m <sup>2</sup> ) Raw Space(Min 36m <sup>2</sup> )<br>RMB 1000 /m <sup>2</sup> | 外资企业 USD2500 /12m <sup>2</sup> |
|---|--|--------------------------------|

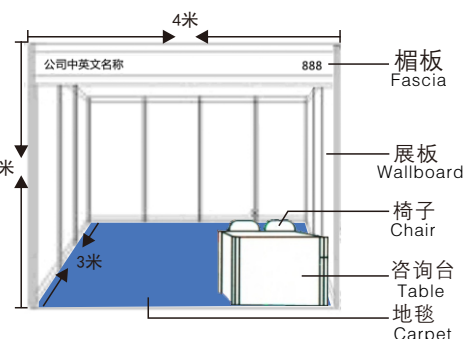
双开口展位在原展位费基础上加收10%费用

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。

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).



#### 展览会日程安排 Exhibition Schedule

|                 |            |             |
|-----------------|------------|-------------|
| 展览时间Exhibition: | 2020.7.1-3 | 9:30-17:00  |
|                 | 2020.7.3   | 9:30-15:00  |
| 撤展时间Move-out:   | 2020.7.3   | 15:00-18:00 |

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

|                                   |                                 |                                 |                                       |
|-----------------------------------|---------------------------------|---------------------------------|---------------------------------------|
| 封面 Front Cover :<br>RMB19800元     | 扉页 First Page :<br>RMB8000元     | 封底 Back Cover:<br>RMB15000元     | 封二 Second Cover:<br>RMB7000元          |
| 封三 Inside Back Cover:<br>RMB6000元 | 显要版 Prominent Page:<br>RMB4500元 | 彩页 Full Color Page:<br>RMB4000元 | 黑白 Full Black-White Page:<br>RMB2000元 |

**主办单位：**

广东智展展览有限公司  
香港智展国际有限公司

**ORGANIZERS**

Wise Exhibition (Guangdong) Co.,Ltd.  
Wise Exhibition (HK) Co.,Ltd.

**合作支持单位：**

广东省粉末冶金产业技术创新联盟  
广东省材料与加工研究所  
国家钛及稀有金属粉末冶金工程技术研究中心  
中国电子材料行业协会磁性材料分会  
非晶材料应用工作委员会  
中国粉末冶金商务网  
中国注射成形网  
中国硬质合金商务网

**COOPERATION UNITS**

Guangdong Powder Metallurgy Alliance  
Guangdong Institute of Materials and Processing  
National Engineering Research Center of Titanium and Rare Metals Powder Metallurgy  
China Electronics Materials Industry Association Magnetic Materials Branch  
Working Committee of Amorphous materials Application  
China PM Business Website  
China MIM Website  
China Hard Metal Business Website



扫描二维码，参展参观  
了解更多展会详情



**广东智展展览有限公司**

(国际展览业协会(UFI)中国区成员，广东会展组展企业协会副会长单位，中国十佳品牌组展商)

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