

Press release

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## Formnext + PM South China 2023 concludes with strong visitor and exhibitor engagement

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**Formnext + PM South China 2023 concluded on 31 August after three productive days at the Shenzhen World Exhibition and Convention Center. This year's edition experienced a substantial increase in both exhibitor and visitor participation, attracting 275 exhibitors who showcased their latest innovations across 20,000 sqm of floor space. The event also drew 13,183 trade visitors, providing them with a platform to explore the latest in the fields of additive manufacturing, powder metallurgy, and advanced ceramics.**

The fair is well-positioned to take advantage of the ongoing growth in the global additive manufacturing, powder metallurgy, and advanced ceramics markets. These fields are experiencing a surge in popularity, driven by advancements in usable materials, reduced barriers to entry, and rising demand from an increasingly diverse range of sectors including automotive, aerospace, railway, consumer electronics and healthcare. This rising market interest was particularly evident on-site, with visitor numbers increasing by more than 41% compared to the last edition of the fair.

The event's success underscores the growing importance of these technologies in modern manufacturing and reflects an increasing recognition of the value that they can bring to a wide range of industries. As an internationally-focused platform, Formnext + PM South China serves to connect these industries, facilitating opportunities for knowledge exchange, driving the diversification of product applications, and facilitating cross-sector collaboration.

Recognising these prospects, the event saw a notable increase in exhibitor participation with 275 exhibitors taking part, representing a 38% increase over its previous edition. Highlighted exhibitors included: 3DCeram, Anycubic, ASSAB, BASF, B-Well, Bemetals, Bright Laser, C Fine, Cincy, CNBM, CNPC Powder, Companion, CISRI AT&M, Evonik, Farsoon, Hanbang, Hiper, HP, Huamei, LD Metal Powders, Lithoz, Materialised, Mengda, Nanoe, Naura, Nuoyi, Orient Zirconic, Shenxing, Siemens, SinterZone, Stratasys, TS, Unifine, UnionTech, XY, Zhujin.

Messe Frankfurt (HK) Ltd  
35/F China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

## **Exhibitor feedback**

“Our participation today focuses on familiarising attendees across the supply chain, both upstream and downstream, with BASF’s corporate profile, products and services. We aim to cultivate meaningful in-person interactions and communication. The response has been incredibly positive, and visitor turnout has surpassed our expectations. Hailing from diverse industry backgrounds including automotive, consumer goods, and traditional manufacturing, attendees came prepared with specific inquiries and well-defined goals. We were pleasantly surprised by this level of engagement, as it facilitated efficient and effective communication.”

**Dr Li Chen, Head of Business Management and Operations, BASF 3D Printing Solutions Asia Pacific**

"This year's edition of Formnext + PM South China surpassed our expectations, drawing a strong and consistent flow of visitors, many of whom were end-users with specific objectives in mind. We launched a polymer solution for the healthcare industry and a metal 3D printing solution at the fair, which provided us with a valuable opportunity to engage in face-to-face interactions with both new and existing customers. The event’s broad focus enables us to connect with the entire regional manufacturing ecosystem, including not only suppliers of additive manufacturing but also powder metallurgy and metal injection moulding firms."

**Mr Zhao Hua, Head of China Market, HP 3D Printing and Digital Manufacturing**

“Shenzhen is an entrepreneurial hotbed and a hub for many national manufacturing and processing industries. At Formnext + PM South China we introduced our products to the local customer base engaged in batch production using 3D printing. The exhibition attracted a significant number of quality, export-focused visitors, providing us with the opportunity to expand our presence internationally. We launched new products and signed contracts with clients during our time here. The impact of the Formnext platform on industry education and brand exposure is undeniable.”

**Ms Yan Yu, Deputy General Manager, EasyMFG**

“We produce a non-permanent 3D scanning spray which effectively protects sensitive electronics when scanning shiny surfaces. We are excited about the potential of the Chinese market given the widespread use of scanning technologies by major automotive companies. Our booth, located centrally in the fair’s international pavilion, was an ideal position from which to connect with other exhibitors and attendees, including both small and large companies from China as well as other German enterprises. We encourage more scanning companies, especially those from China, to participate in this event and foster international collaboration.”

**Mr Max Liese, General Manager/ Co-founder, Aesub**

"We are honoured to exhibit at the fair as it allows us to establish a strong business network across the Pearl River Delta region. This

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provides us with the opportunity to exchange ideas with other industry players, expand our customer base, and ultimately shape a better future for our company. We have already met a number of highly promising buyers at this year's show and will follow up with them after the event."

**Mr Hongyuan Wang, Marketing Manager, Tianjin Zhujin Technology Development Co Ltd**

"We have had the privilege of showcasing our beryllium-focused products and applications at Formnext + PM South China. The attention we have received as an exhibitor will greatly influence our technological development, which is valuable not only for expanding our business but also as a reflection of the thriving beryllium sector in China."

**Mr Fangming Wei, Director of Ceramic Research Institute, China Minmetals Beryllium Co Ltd**

### **Visitor feedback**

"Our print-on-demand company is based in Singapore with operations in Shanghai, Hong Kong, and India. Coming to this event, my goals were to procure equipment, source suppliers, make new contacts and learn about new technologies. The fair has a high level of industry representation, and I have found multiple potential suppliers already. Browsing the exhibition floors, I gained valuable insights, particularly regarding printers capable of handling multiple resin types with different properties"

**Mr Faisal Fazalbhoy, Director, New Vision Digital Services Pte Ltd**

"As a specialist in polymer resin 3D printers, we attended Formnext + PM South China to gain a deeper understanding of industry trends and explore emerging technologies showcased by foreign exhibitors. This experience will help to inspire future company development and refine our product positioning. I visited renowned international brands like BASF to witness their advanced materials and innovative applications, and gained valuable business development insights."

**Mr Wahfu Lee, General Manager, Guangdong Trenrde Smart Technology Co Ltd**

### **Over eighty concurrent event topics exploring industry trends**

Over 80 concurrent presentations were held throughout the duration of the show, providing a valuable opportunity for participants to exchange knowledge and deepen their understanding of the industry. Attendees praised the programme's ability to facilitate knowledge sharing on the applications of the latest technologies across sectors and promote a shared understanding of emerging industry developments.

### **Seminar participant feedback**

"My presentation focused on metal 3D printing's value and potential within the new energy vehicle sector. These technologies can empower the industry in terms of prototyping for new models, bolstering industrial support, and ensuring quality control. The venue was packed with a highly engaged audience. It was obvious that there was considerable interest in this technology, with many attendees taking photos and

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recording my presentation. I believe that for companies, this is an excellent opportunity to showcase their expertise and latest research results.”

**Speaker: Mr John Lyu, Technical Manager, Bright Laser Technologies (Shanghai) Co Ltd**

“As an orthopaedic medical device supplier, our purpose at Formnext + PM South China was to attend the concurrent forum on binder jetting technology and explore the use of metal 3D printing for orthopaedic surgical tools. Speakers primarily included top executives and technical leaders from prominent brands, indicating the significance that these enterprises place on the exhibition and its forums. The insights shared during the forum contribute to the overall development of the industry and encourage downstream vendors like us to pay closer attention to advancements in additive manufacturing technologies. Ultimately, this provides us with a wider spectrum of options to consider.”

**Mr Honglei Wu, Senior Assistant, Suzhou AND Science & Technology Development Corporation**

Formnext + PM South China is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd and Uniris Exhibition Shanghai Co Ltd. The fair is part of a series of international events in the Manufacturing Technologies & Components cluster organised by Messe Frankfurt. Other events within this cluster include:

- **Formnext Forum Tokyo:** 28 – 29 September 2023, Tokyo, Japan
- **Formnext:** 7 – 10 November 2023, Frankfurt, Germany
- **Asiamold Select – Guangzhou:** 4 – 6 March 2024, Guangzhou, China
- **Asiamold Select – Shenzhen:** 10 – 12 September 2024, Shenzhen, China

The next edition of Formnext + PM South China will be held from 10 – 12 September 2024. For more information, please visit [www.formnext-pm.com](http://www.formnext-pm.com) or email [formnext-pm@china.messefrankfurt.com](mailto:formnext-pm@china.messefrankfurt.com)

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#### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

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For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability). With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

**Background Information on Uniris Exhibition Shanghai Co Ltd**

Uniris Exhibition Shanghai Co Ltd is the first organisation to hold professional exhibitions and conferences for powder metallurgy and advanced ceramics in China. For years, it has focused on the exploration of the power metallurgy and advanced ceramics industry and market analysis, and spent over 10 years cultivating exhibitions and accumulating customer.