



展会报告

SHOW REPORT

深圳机械展
SIMM

2019/3/28 - 31 中国·深圳会展中心 China · Shenzhen

第20届深圳国际机械制造业展览会

The 20th Shenzhen International Machinery Manufacturing Industry Exhibition





深圳国际工业制造技术展览会

Shenzhen International Industrial Manufacturing Technology Exhibition

暨第21届深圳国际机械制造业展览会

Shenzhen International Machinery Manufacturing Industry Exhibition

24 万平方米展示 **8** 大主题展会

240,000m² Exhibition Area 8 Theme Exhibitions

多元技术融合未来应用

Multi-technology Integrates Future Application

2020年正式移师

2020 Relocation

深圳国际会展中心（宝安新馆）

Shenzhen World Exhibition & Convention Center (New Venue)

2020.3.30-4.2

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展会亮点

EXHIBITION HIGHLIGHTS

展商数量
EXHIBITORS

1.186

参观人数
VISITORS

95.239

参观人次
VISITS

155.889

展览面积
EXHIBITOR AREA

110.000(m²)

参观团体(家)
VISITOR GROUPS

763

中国及欧美日顶尖机床品牌新品首发地

立足深圳 20 年，深耕金属加工全产业链，深圳机械展已然成长为中国华南市场最佳的机床行业解读者。在此开年大秀场上，众多来自国内及欧美日的顶尖机床、刀具、钣金及激光品牌厂商如期而至、盛装亮相，并以此作为年度新产品进入中国市场的第一站。

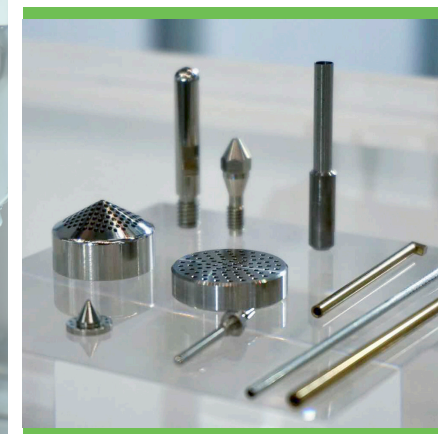


The stage for global top brands' new product launch

Based in Shenzhen for 20 years, SIMM deeply rooted in the metal processing industry and became professionally in south China. As the grand opening show of the year, many top branded machine tool, cutting tool, sheet metal and laser brand manufacturers from Europe, America, Japan and China join with certainty, and take SIMM as the first stop of new products launch in Chinese market.

100+ 精密加工企业携手打造工业零件产业闭环

从观众到参展商，以比亚迪、嘉业精密为代表的精英企业实现身份转换，领衔打造精密加工零件展区，展示应用于航空航天、医疗器械、半导体、光通讯、汽车制造等高端制造业的上百万种高精度零件，全方位布局工业零件上下游的矩阵生态。



Establish integral industry chain with 100+ precision suppliers

From visitor to exhibitor, BYD, Jiaye Precision Metal and several enterprises realize the identity transformation, leading the exhibition building precision machining parts. Exhibition items covering aerospace, medical equipment, semiconductor, optical communication, automobile manufacturing and other high-end manufacturing precision parts, comprehensively layout the upstream and downstream manufacturing matrix.

大牌联手，现场还原自动化完整产线

顺应制造业对工厂智能化升级改造落地实施的迫切需求，逾百家国内外知名机器人品牌和集成商现场演绎 1000+ 套机器人、机器视觉及自动化集成方案，真实还原 20+ 条智能生产线。



Display automatic production lines with top-notch brands

Keep pace with manufacturing upcoming demands of factory upgrade, hundreds of well-known robotic brands and integrator deduct over 1000+ sets of robotics and machine visual integration solution, present more than 20+ intelligent production lines on-site.

精彩纷呈，30+ 场专业论坛研讨会同期举行

分享趋势、讨论热点、直击痛点，本届展会同期 30 多场高峰论坛、行业研讨会及采购项目对接会等，涵盖品质检测、智能制造、工业互联网、人工智能、增材制造、精密加工等制造相关热门话题，汇聚来自汽车及汽车零部件、3C、医疗器械、五金模具等行业管理层、采购决策层、技术研发层等共计 5000 余人参会。

30+ industrial research conferences & forums

Over 30 seminars and matchmaking meetings at SIMM Exhibition 2019 discussed on industry tendency, hot topics and high-end technical demands, covering the topics as quality detecting, intelligent manufacturing, IIoT, AI, additive manufacturing, precision processing etc. More than 5000 engineers and executives from different industries such as automobile & auto parts, 3C, medical instrument, hardware, die & mould etc. attended the conferences.



观众分析 VISITOR ANALYSIS

经过 20 年的积累，SIMM 深圳机械展已发展成为华南地区规模最大的工业类综合性专业展会，本届展会观众人数达 95239 人，较去年增长近 10%，创历届展会参观人数之最。同时，SIMM 在海外的影响力也在不断提升，来自香港、台湾、美国、俄罗斯、日本、新加坡、印度、马来西亚、德国、韩国、法国、意大利等 58 个国家和地区的 5200 多位专业买家到场参观，并寻找合适的供应商。

After 20 years of accumulation, SIMM exhibition has developed into the largest industrial comprehensive professional exhibition in South China. The number of visitor has reached 95,239, increased nearly 10% compared with last year. At the same time, SIMM's overseas influence is also constantly improving, more than 5,200 overseas visitors from 58 countries and regions came to the exhibition, such as Hong Kong, Taiwan, United States, Russia, Japan, Singapore, India, Malaysia, Germany, South Korea, France and Italy etc.



国家和地区
COUNTRIES & REGIONS

58

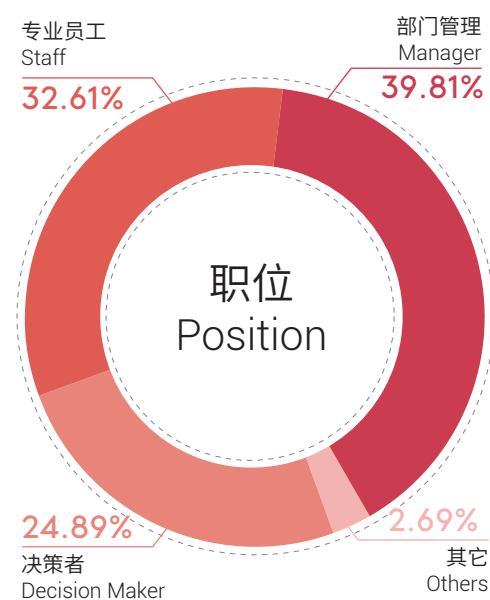
参观人数
VISITORS

95.239

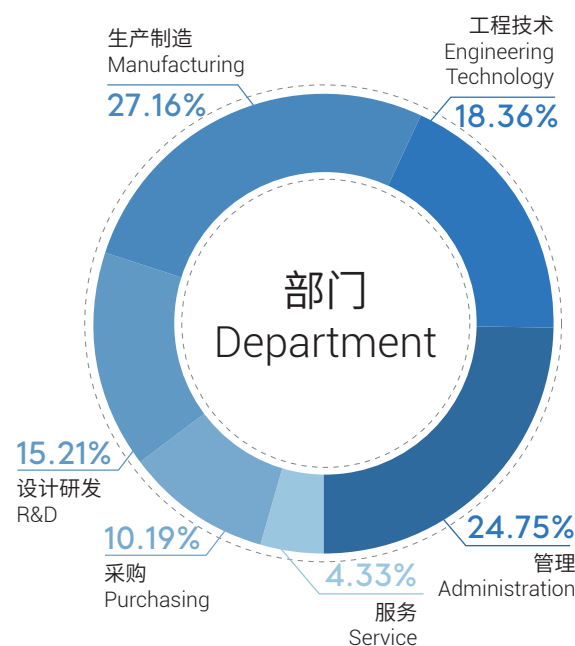
参观人次
VISITS

155.889

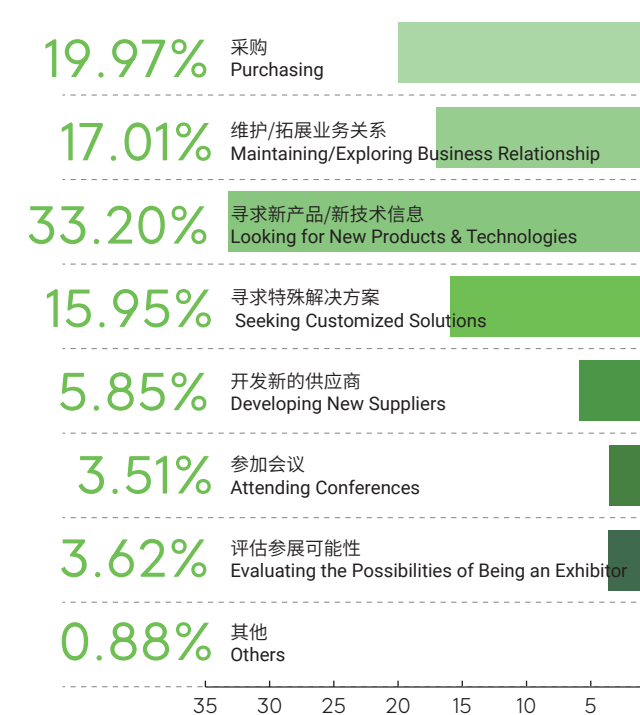
观众职位分类统计
Analyzed by Position



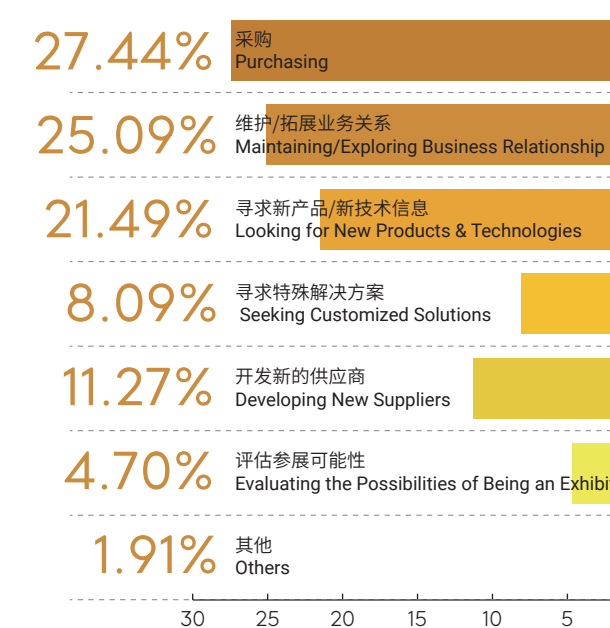
观众部门分类统计
Analyzed by Department



国内观众参观目的分析
Distribution of Visitors by Visiting Purpose (Domestic)



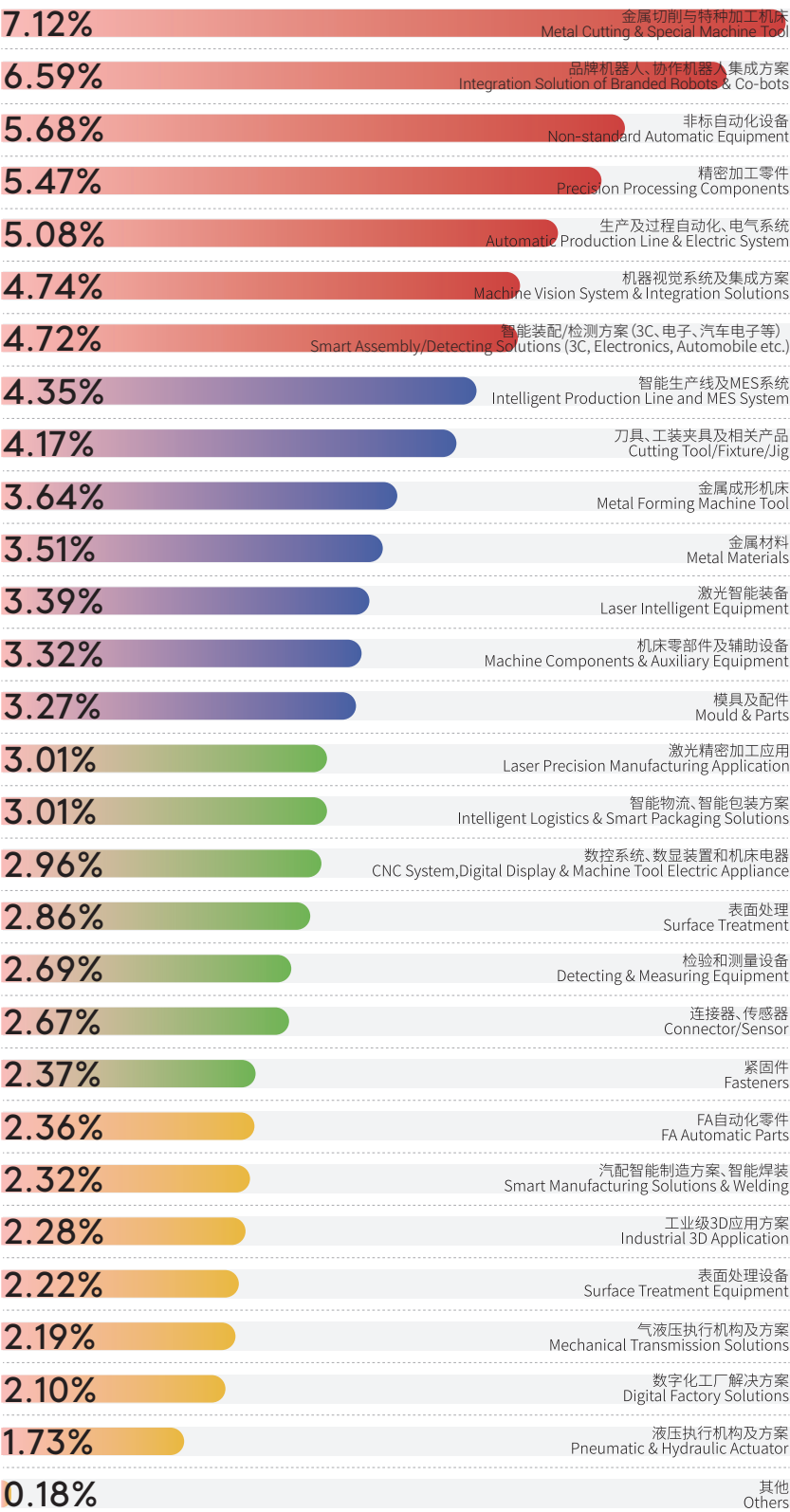
海外观众参观目的分析
Distribution of Visitors by Visiting Purpose (Overseas)





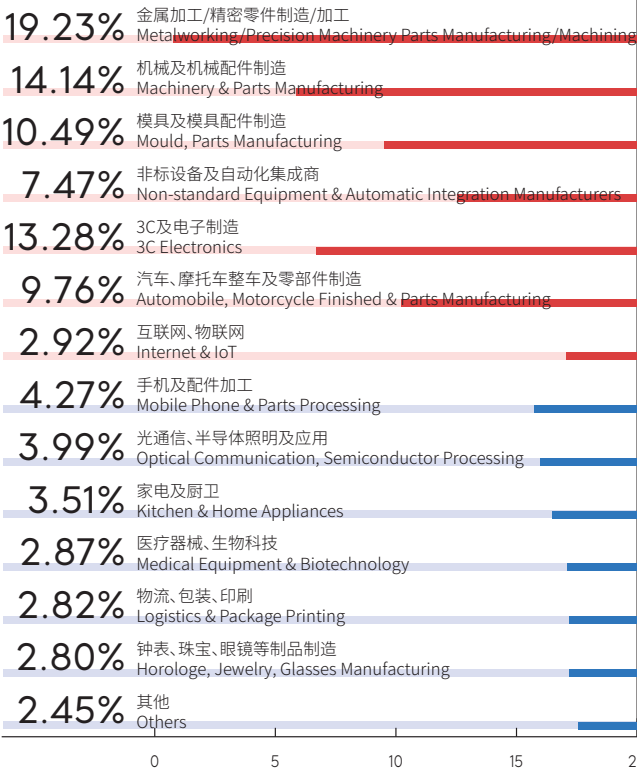
机器人及工厂智能化成为观众最为关注的展览内容，占比达到45.4%。在传统数控机床领域，观众除了对各种加工设备持续关注外，更增加对激光精密加工应用，数字化工厂解决方案的关注，这也是当前智能制造引发的新一轮制造需求。今年观众对工业零部件的关注也有较大幅度增长，特别是金属材料，表面处理及紧固件领域。

Industrial robotics and smart factories have become the most popular exhibition content for the visitors, the proportion reached 45.4%. In the field of traditional CNC machine tools, visitors are interested in laser precision machining applications and digital factory solutions, which may be caused by smart manufacturing. Visitors' attention to industrial parts has also been increased significantly this year, especially in the field of metal materials, surface treatment and fasteners.

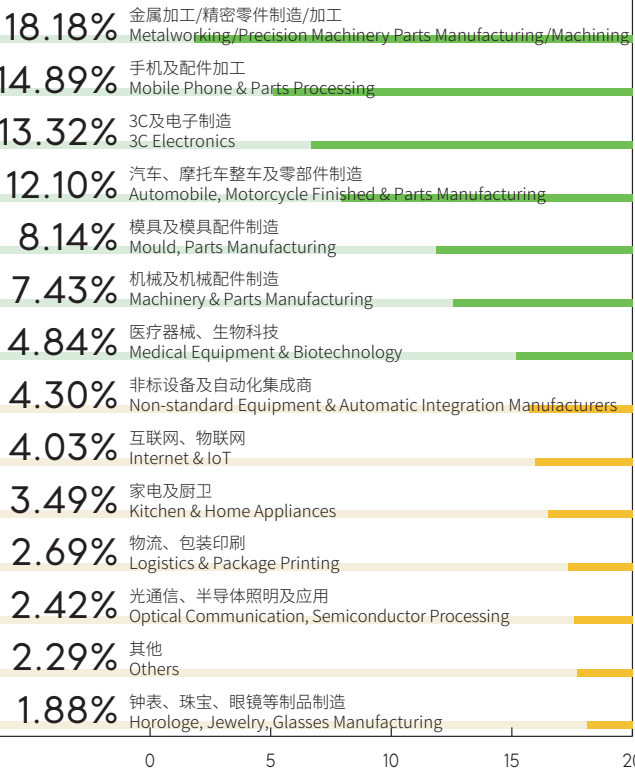


观众感兴趣的展览内容
Distribution of Visitors by Interests

国内观众业务领域分布
Distribution of Visitors by Expertise (Domestic)



海外观众业务领域分布
Distribution of Visitors by Expertise (Overseas)



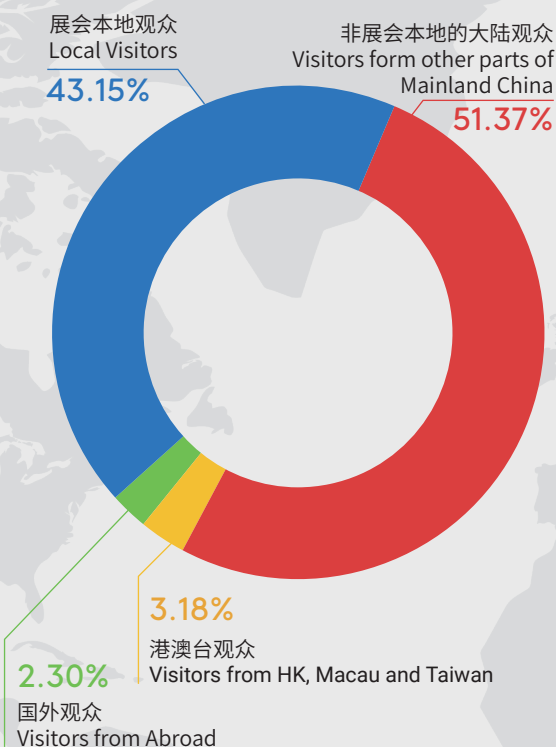
搭建校企合作平台，为制造业“下一代”勾勒未来

为支持制造业人才培养，深化产教融合，为学生就业奠定基础，今年，深圳机械展特别策划了“院校-企业现场合作交流活动”，组织上千名顶尖高级职业院校的师生参观、学习如山崎马扎克、发那科、北京精雕、海克斯康等国际知名品牌的先进技术，现场专家面对面分享市场前沿信息。应社会所需，与市场接轨，通过搭起“企业-院校”间的沟通桥梁，必将为制造业与教育行业的融合发展带来一片春天。

Connect to academy, sketching future for next generation

In order to support the cultivation of manufacturing talents, comprehensively deepen practical teaching, and lay the foundation for students' future employment, SIMM Exhibition has specially planned "institution-enterprise on-site exchange activities" during the exhibition. On the basis of learning theoretical knowledge, the teachers and students of the school have more opportunities to contact with world-class equipment suppliers and listen to experts from domestic and foreign leading companies such asYamazaki Mazak, Fanuc, Beijing Jingdiao and Hexagon. The activity has built a bridge of communication between enterprises and institutions.

观众来源地区数据分析 Distribution of Visitor by Regions



境外及港澳台观众人数前十国家及地区 Top 10 countries & regions of overseas visitors

中国香港/Hong Kong
中国台湾/Taiwan
日本/Japan
美国/United States
俄罗斯/Russia
印度/India
新加坡/Singapore
马来西亚/Malaysia
韩国/South Korea
德国/Germany

观众来源城市排名前 40 Distribution of Visitors by Top 40 Cities

东莞 Dongguan	广州 Guangzhou
佛山 Foshan	惠州 Huizhou
中山 Zhongshan	珠海 Zhuhai
上海 Shanghai	江门 Jiangmen
北京 Beijing	苏州 Suzhou
汕头 Shantou	厦门 Xiamen
潮州 Chaozhou	肇庆 Zhaoqing
阳江 Yangjiang	武汉 Wuhan
河源 Heyuan	揭阳 Jieyang
长沙 Changsha	宁波 Ningbo
常州 Changzhou	成都 Chengdu
杭州 Hangzhou	温州 Wenzhou
无锡 Wuxi	泉州 Quanzhou
清远 Qingyuan	台州 Taizhou
青岛 Qingdao	南京 Nanjing
郑州 Zhengzhou	西安 Xi'an
沈阳 Shenyang	株洲 Zhuzhou
福州 Fuzhou	重庆 Chongqing
天津 Tianjin	韶关 Shaoguan
大连 Dalian	赣州 Ganzhou

注：不包括展会举办地 深圳地区
* Not including Shenzhen

今年国内观众覆盖 30 个省级行政单位的 304 个市县，展会受到越来越多广东省外的制造业基地的观众的观注。来自长三角（上海、苏州、宁波）、北京、华中地区（武汉、长沙）及福建省（厦门、泉州）的观众比例都有较大的增长。

This year, the domestic visitor comes from 304 cities & counties of 30 provincial administrative units. The exhibition was attracted by more and more visitors from manufacturing bases outside Guangdong Province. The proportion of visitors from the Yangtze River Delta (Shanghai, Suzhou, Ningbo), Beijing, Central China (Wuhan, Changsha) and Fujian Province (Xiamen, Quanzhou) has increased significantly.

团体观众 GROUP VISITORS

参观团体（家）
NUMBER OF VISITOR
GROUPS (COMPANIES)
763

部分组团参观企业 & 协会 Selected Group Visitors & Associations

手机及配件加工

VIVO
华勤通讯技术有限公司
广东长盈精密技术有限公司
东莞领益精密制造科技有限公司
奋达科技股份有限公司
米亚精密金属科技（东莞）有限公司
摩比天线技术（深圳）有限公司
柔宇科技有限公司
深圳旺鑫精密工业有限公司
华为技术有限公司
中兴通讯股份有限公司
深圳市中兴新力精密机电技术有限公司
深超光电（深圳）有限公司
深圳市海能达通信有限公司
伟易达（东莞）电子产品有限公司

Mobile Phone & Accessories Manufacturing

Vivo Communication Technology Co., Ltd.
Huaqin Co., Ltd.
Shenzhen Everwin Technology Co., Ltd.
Triumph Lead Group
Fenda Technology
Luen Fung Commercial Holdings Limited
Mobi Antenna Technologies (Shenzhen) Co., Ltd.
Royole Corporation
Shenzhen Wangxin Precision Industry Co., Ltd.
Huawei Technologies Co., Ltd.
ZTE Corporation
Shenzhen Zhongxing Xinli Precision Electromechanical Technology Co., Ltd.
Shenchao optoelectronics (shenzhen) Co., Ltd.
Hytera Communications Corporation Limited
Vtech (Dongguan) Technology Co., Ltd.

3C 及电子制造

长城开发科技股份有限公司
TCL通力电子（惠州）有限公司
比亚迪电子（国际）有限公司
爱普生技术（深圳）有限公司
富士康科技集团
瑞声科技（深圳）有限公司
三礼电子集团控股有限公司
创维集团
捷普电子有限公司
富士施乐高科技（深圳）有限公司
广州市番禺区旧水坑胜美达电子厂
广东海信电子有限公司
深圳市通茂电子有限公司
深圳市雷柏科技股份有限公司
深圳顺络电子股份有限公司
伟创力（珠海）制造有限公司
台达电子电源（东莞）有限公司
深圳怡化计算机股份有限公司
欣旺达电气技术有限公司
正威集团-富港电子有限公司

3C & Electronic Manufacturing

Shenzhen Kaifa Technology Co., Ltd.
Tonly Electronics Holdings Limited
BYD Electronic (International) Company Limited
Epson Technologies (Shenzhen) Co., Ltd.
Foxconn Technology Co., Ltd.
AAC Technologies (Shenzhen) Co., Ltd.
3L Electronic Corporation Co., Ltd.
Skyworth Group
Jabil electronics Co., Ltd.
Fuji Xerox of Shenzhen Ltd.
Guangzhou Sumida Corporation
Hisense Electronic Co., Ltd.
Shenzhen Tomao Electronic Co., Ltd.
Rapoo Technology Co., Ltd.
Shenzhen Sunlord Electronic Co., Ltd.
Flextronics (Zhuhai) Manufacturing Co., Ltd.
Delta Electronic Power (Dongguan) Co., Ltd.
Shenzhen Yihua Computer Co., Ltd. (YH)
Sunwoda Electronic Co., Ltd.
Foxlink Group

Lenovo

sumida

JABIL

RICOH
imagine. change.

HUAWEI

FUJI XEROX

Skyworth
创维

SUNWODA
欣旺达

FOXCONN
富士康科技集团

flex

金属加工 / 精密零件制造 / 机加工

TTI创科集团-东莞创机电业制品有限公司
广东坚朗五金制品股份有限公司
广东坚士制锁有限公司
桥椿金属（珠海）有限公司
东莞太阳茂森精密金属有限公司
东莞市中电爱华电子有限公司
嘉利国际控股有限公司
广东伟经家居制品有限公司
深圳电器公司机加工厂
深圳航空标准件有限公司
深圳市晋铭航空技术有限公司
深圳市凯达丰精密五金制品有限公司
深圳市信濠精密技术股份有限公司
深圳中集天达空港设备有限公司
台荣五金制品（深圳）有限公司
维克多精密工业（深圳）有限公司
希美克（广州）实业有限公司
先技精密五金（深圳）有限公司
信昌国际精密五金制造有限公司
中山金港源金属制造有限公司

模具及模具配件制造

东莞市中泰模具股份有限公司
东江精创注塑（深圳）有限公司
峰川模具（东莞）有限公司
红品晶英科技（深圳）有限公司
东莞汇美模具制造有限公司
珠海市惠景模具科技有限公司
东莞康佳模具塑胶有限公司
东莞市百优精密模具塑胶有限公司
东莞誉诚实业有限公司
桥本精密五金模具（深圳）有限公司
山田精密技术（深圳）有限公司
深圳市都乐精密制造有限公司
深圳市飞速精密模具有限公司
深圳市鑫丰顺塑胶五金模具有限公司
深圳市星诚鑫模具制品有限公司
深圳市优胜塑胶模具有限公司
深圳市正泰隆科技有限公司
新日模精密制造（深圳）有限公司
永利集团
中山世达模型制造有限公司

汽车、摩托车整车及零部件制造

电装（广州南沙）有限公司
法雷奥汽车内部控制（深圳）有限公司
广汽菲亚特克莱斯勒汽车有限公司广州分公司
延锋安道拓（广州）座椅有限公司
深圳东风汽车有限公司
东风本田汽车零部件有限公司
东风日产发动机分公司
惠州东风汽车零部件有限公司
加特可（广州）自动变速箱有限公司
比亚迪汽车工程研究院
广州庆达汽车零部件有限公司
东洋喜岛汽车零件（深圳）有限公司
江门市豪爵减震器有限公司
东莞京滨汽车电喷装置有限公司
广东大冶摩托车技术有限公司
广东省佛山南海安驰铝合金车轮有限公司
陕汽新能源汽车（深圳）有限公司
深圳凯中精密技术有限公司
雅马哈发动机（厦门）信息系统有限公司

Metal Processing/Precision Parts Manufacturing/Machining

Techtronic Industries Co., Ltd.
Guangdong Kin Long Hardware Products Co., Ltd.
Guangdong Janes Lock Co., Ltd.
Sunspring Metal(Zhuhai) Co., Ltd.
Dongguan Mansfield Precision Metal Co., Ltd.
Dongguan Zhongdian Aihua Electronics Co., Ltd.
Karrie International Holdings Limited.
Guangdong Wireking Group Co., Ltd.
Shenzhen Electrical Company Machine Processing Plant
Shenzhen Aero-Fasteners MFG Co., Ltd.
Shenzhen Jinming Aerospace Technology Co., Ltd.
Shenzhen Kaida Feng Precision Hardware Products Co., Ltd.
Shenzhen Xinhao Precision Yechnology Co., Ltd.
China International Marine Containers (Group) Co., Ltd.
Tairong Hardware Products (Shenzhen) Co., Ltd.
VEM Tooling (Shenzhen) Co., Ltd.
CMECH Co., Ltd.
Advanced Technology Precision Hardware (Shenzhen) Co., Ltd.
Xinchang International Precision Hardware Manufacturing Co., Ltd.
Zhongshan Jin Gang Yuan Metal Manufacturing Co., Ltd.

Mold and Mold Parts Manufacturing

Dongguan Vision Tool & Mould Co., Ltd.
TK Precision Plastics (Shenzhen) Ltd.
Feng Chuan Tooling (Dongguan) Co., Ltd.
Red Products Jingying Technology (Shenzhen) Co., Ltd.
DongGuan Wellmei Industrial Co., Ltd.
Zhuhai Huiking Mould Technology Co., Ltd.
Dongguan Konkra Mould Plastic Co., Ltd.
Dongguan Baiyou Precision Mold Plastic Co., Ltd.
Dongguan Yu Cheng Industry Co., Ltd.
Hashimoto Precision Metal (Shenzhen) Co., Ltd.
Yamada Precision Technology (Shenzhen) Co., Ltd.
Shenzhen Dule Precision Manufacturing Co.,Ltd
Shenzhen Flying Precision Mould Co., Ltd.
Shenzhen Xinfengshun Plastic Hardware Mould Co., Ltd.
Shenzhen City Star Chengxin Mould Products Co., Ltd.
Shenzhen Usen Plastic Mould Co., Ltd.
Shenzhen ZTL Technology Co., Ltd.
Xinrimo Precision Manufacturing (Shenzhen) Co., Ltd.
Yongli Group
Zhongshan Star Rapid Model Manufacturing Co., Ltd.

Automobile, Motorcycle Vehicle and Parts Manufacturing

Denso (Guangzhou Nansha) Co., Ltd.
Valeo Automotive Internal Control (Shenzhen) Co., Ltd.
GAC FIAT CHRYSLER Automobiles Co., Ltd.
Yanfeng Adient (Guangzhou) Seating Co., LTD.
Shenzhen Dongfeng Motor Co., Ltd.
Dongfeng Honda Auto Parts Co., Ltd.
Dongfeng Nissan Engine Branch
Huizhou Dongfeng Auto Stamping Parts Co., Ltd
Jatco (Guangzhou) Automatic Transmission Ltd.
BYD Automotive Engineering Research Institute
Guangzhou Minshi Auto Parts Co., Ltd.
Guangzhou Qingda Auto Parts Co., Ltd.
TOYO SEAT
Jiangmen Haojue Shock Absorber Co., Ltd.
Dongguan Keihin Engine Management System Co., Ltd.
Guangdong Tayo Motorcycle Technology Co., Ltd.
Foshan Nanhai Anchi Aluminum Alloy Wheels Co., Ltd.
Shaanxi Automobile New Energy Vehicle (Shenzhen) Co., Ltd.
Shenzhen Kaizhong Precision Technology Co., Ltd.
YAMAHA MOTOR SOLUTIONS

医疗器械、生物科技

华大基因
深圳迈瑞生物医疗电子股份有限公司
飞利浦伟康医疗产品（深圳）有限公司
稳健医疗用品有限公司
西门子（深圳）磁共振有限公司
深圳市尤迈医疗用品有限公司
深圳圣诺医疗设备股份有限公司
东莞市全乐电动科技有限公司
广东乐心医疗电子股份有限公司
惠州华阳医疗器械有限公司
玛西普医学科技发展（深圳）有限公司
脉冲电子（东莞）有限公司
深圳市安保科技有限公司
名扬医疗科技（深圳）有限公司
深圳市安健科技股份有限公司
深圳市贝格美科技有限公司
深圳市美好创亿医疗科技有限公司
深圳市攀高电子有限公司
深圳市速航科技发展有限公司
斯莱达医疗用品（惠州）有限公司

钟表、珠宝、眼镜等制品制造

Luxottica Tristar 陆逸梯卡华宏（东莞）眼镜有限公司
天王电子（深圳）有限公司
珠海罗西尼表业有限公司
飞亚达科技发展有限公司
深圳市周大福珠宝制造有限公司
周大福珠宝金行有限公司
万代玩具（深圳）有限公司
多美玩具有限公司
广州市浩文珠宝首饰有限公司
嘉和塑胶电子有限公司
瑞士宝皮革制品（惠州）有限公司
深圳百泰投资控股集团有限公司
深圳市福麒珠宝首饰有限公司
深圳市天德鑫科技有限公司
万景塑胶制品（深圳）有限公司
新兴县侨新塑料制品有限公司
永勤霸的（深圳）五金制品有限公司
镇泰（中国）工业有限公司
中山梅华表业有限公司
中山友利玩具城有限公司

行业协会

广东省医疗器械行业协会
深圳市医疗器械行业协会
深圳市仪器仪表与自动化行业协会
惠州市智能终端行业协会
东莞市工业自动化行业协会
东莞市五金机械模具行业协会
中山市家用电器行业协会
中山市脚轮行业协会
中山市小榄镇商会
佛山市机械装备行业协会
佛山市顺德区勒流总商会
佛山市南海模具行业协会
佛山市三水乐平总商会
佛山西樵五金电器行业协会
乐从钢铁世界
阳江市五金刀剪行业协会
肇庆市电子信息行业协会
珠海智能制造联合会
珠海中小企业发展促进会
珠三角紧固件技术工人协会

Medical Apparatus, Biotechnology

BGI Group
Shenzhen Mindray Bio-Medical Electronics Co., Ltd.
Philips Respironics
Winner Medical Co., Ltd.
Siemens Healthineers
Unimed Medical Supplies, Inc.
Sino Medical-Device Technology Co., Ltd.
Quality Life Technologies Co., Ltd.
Guangdong Lifesense Medical Electronics Co., Ltd.
Huizhou Foryou Medical Devices Co., Ltd.
MASEP Medical Science Technology Development (Shenzhen) Co., Ltd.
Pulse Electronics (Dongguan) Co., Ltd.
Ambulanc (Shenzhen) Tech. Co., Ltd.
Remax Medi-Tech (Shenzhen) Corporation
Shenzhen Angell Technology Co., Ltd.
Shenzhen Boxym Technology Co., Ltd.
MeHow Innovative Ltd.
Shenzhen Pango Electronic Co., Ltd.
Shenzhen Superline Technology Co., Ltd.
Slade Medical Products (Huizhou) Co., Ltd.

Horologe, Jewelry, Glasses Manufacturing

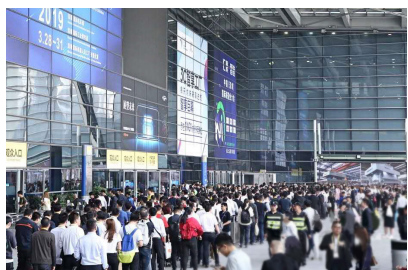
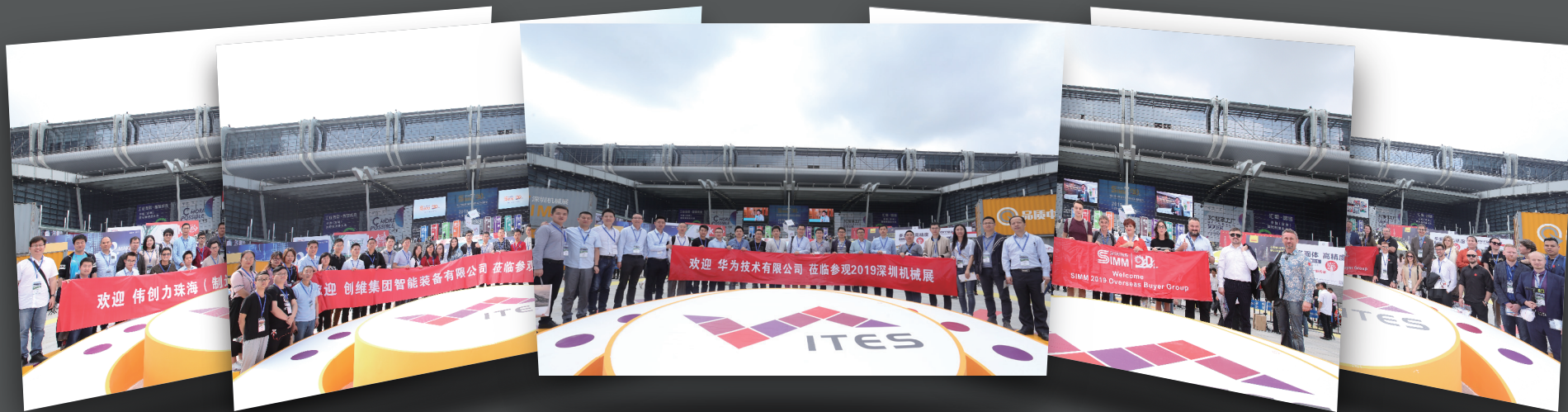
Luxottica Tristar Dongguan Optical Co. Ltd.
Tianwang Electronics (Shenzhen) Co., Ltd.
Zhuhai Rossini Watch Industry Co., Ltd.
FIYTA Technology Development Co., Ltd.
Shenzhen Chow Tai Fook Jewelry Manufacturing Co., Ltd.
Chow Tai Fook Jewellery Co., Ltd.
Wandai Toys (Shenzhen) Co., Ltd.
Dome Toys Co., Ltd.
Guangzhou Haowen Jewelry Co., Ltd.
Jiahe Plastic Electronics Co., Ltd.
Braloba Leather Goods (HZ) Ltd.
Shenzhen Baitai Investment Holding Group Co., Ltd.
Shenzhen Fuyi Jewelry Co., Ltd.
Shenzhen Tiandexin Technology Co., Ltd.
Wanjing Plastic Products (Shenzhen) Co., Ltd.
Xinxing Qiaoxin Plastic Products Co., Ltd.
Yongqinbade (Shenzhen) Hardware Products Co., Ltd.
Zhentai (China) Industry Co., Ltd.
Zhongshan Meihua Watch Industry Co., Ltd.
Zhongshan Youli Toys Co., Ltd.

Industry Associations

Guangdong Medical Device Industry Association
Shenzhen Association of Medical Devices
Shenzhen Instrument & Automation Manufacturer's Association
Huizhou Intelligent Terminal Industry Association
Dongguan Industrial Automation Industry Association
Hardware-machinery Mould Association of Dongguan
Zhongshan Household Electrical Appliances Association
Zhongshan Caster Industry Association
Zhongshan Xiaolan Chamber of Commerce
Foshan Machinery Equipment Industry Association
Leliu General Chamber of Commerce
Foshan Nanhai Mould Industry Association
Foshan Sanshui Leping Chamber of Commerce
Foshan Xiqiao Hardware & Electrical Industry Association
The Steel & Iron Trade Association of Lecong
Yangjiang Hardware Knife-scissor Industry Association
Zhaoqing Electronic Industrial Association
Zhuhai Intelligent Manufacturing Association
Zhuhai Association for the Development of Small and Medium Enterprises
Fastener Technical Workers' Association of Pearl River Delta



观众评价 VISITOR REVIEW



康佳集团

深圳机械展的品类非常全，整个展会全面覆盖了机械装备的上下游，而且每个品类中相关的企业很多，我们可以同时看到不同企业的特点和优势，这是非常难得的收获。其次，展会组织完整有序，整个流程的体验感很好。

Konka Group

The whole exhibition covers the upstream and downstream of mechanical equipment, and there are many related enterprises in each category. We can see the features and advantages of different enterprises at the same time, which is a harvest for us. Secondly, the exhibition organization is thoughtful and orderly, the experience of the whole process is very good.

美律电子（惠州）有限公司

我们的主营业务是各大电子品牌的耳机加工，比如索尼耳机。展馆里如北京精雕的加工技术、激光打标、机械手等都是我们感兴趣的内容，我们在现场拍摄了很多相关视频用于对技术和供应商的研究。之后我们将结合公司生产需求寻找这些参展商进行下一步的洽谈。

Merry Electronics (Huizhou) Co., Ltd.

Our main business is the headphone processing of major electronic brands, such as SONY headphones. In the exhibition, we are interested in the processing technology of Beijing Jingdiao, laser marking equipment and robotics. We shot a lot of relevant video on site for the research of technology and suppliers. After that, we will look for these exhibitors according to the company's production needs for further negotiation.

东风日产发动机分公司

会场布置非常合理，各模块的分布很有条理，观展体验感不错。在展示方面，参展商不乏国内大型企业，展示品类是目前国内最先进的，大大开拓了我们的视野。此外，展会主办方前期工作到位，如提前邮寄参观证和参观手册，让我们提前了解了参展商，现场能有目的地高效观展。

Dongfeng Nissan Passenger Vehicle Co., Ltd

Generally, the venue layout is very reasonable, the distribution of each section is very organized, visiting experience is good. In terms of exhibition, there are plenty of large domestic enterprises, and the exhibition category is the most advanced in China, which greatly expanded our vision. In addition, the exhibition organizer has done a good job in the preparation, such as mailing the badges and the visitor guide in advance, so that we can know about the exhibitors ahead and have a purposeful and efficient view of the exhibition.



Overseas Visitor Ms. Elaheh Robin

We are one of the largest manufacturer of steel in Middle East. We come here to introduce our parts to different manufacturers and find the target market. We also looking for the best sources and suppliers for porous material, and some parts for our machines. I feel very lucky that this exhibition has many famous and reputable manufacturers, and we can see many excellent suppliers. Next year, I will definitely visit this exhibition again.

海外观众 Ms. Elaheh Robin

我们是中东地区最大的钢材加工制造商之一，到这里首先是为了向现场不同制造商展示我们的生产的零部件，给他们提供合适的产品；另外，还需要为多孔材料寻找最佳来源以及合适的供应商，还有我们目前使用的机器的零部件供应商。我感到非常幸运，这个展览拥有许多著名且信誉良好的制造商，我们可以看到很多优秀的供应商。明年，我一定会再次到这个展会参观。



Overseas Visitor Mr. Romans Dmitrijevs

I visited the exhibition with our business delegation, most of which were my business partners. We are very pleased to see many new products in this exhibition. I am looking for new cooperation to establish new business relations in the future. We learned about the exhibition through Internet. Actually, I have been here last year. Compared with last year, this year's exhibition is still improving and having more people on site. I am very happy to see these changes. I will definitely come to visit this exhibition next year. It is really wonderful to see such an exhibition every year.

海外观众 Mr. Romans Dmitrijevs

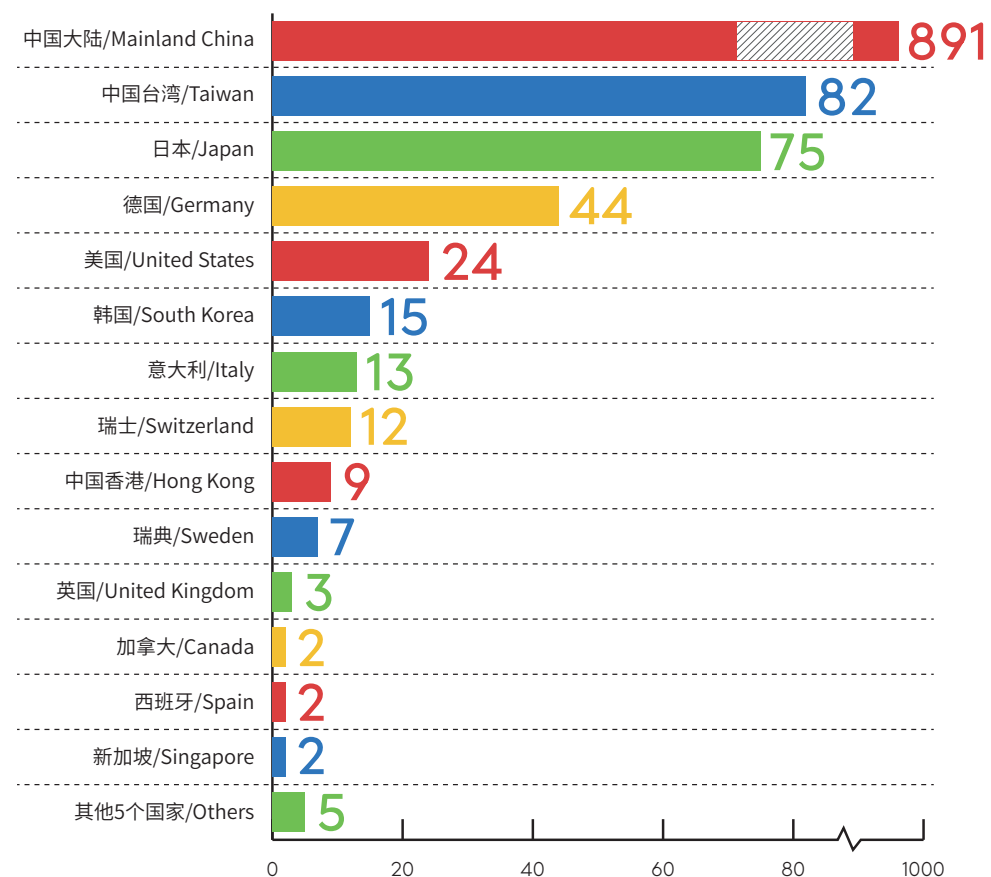
我和我的商务考察团一起参观了这次展会，其中，大部分成员都是我的商业伙伴。我们非常欣喜，在这次展览中看到很多新产品。我正在寻找新的合作，并希望能交换一些新的业务联系，以期以后能建立新的业务关系。

通过（网络）宣传推广，我们了解到这个展会。实际上，去年我已经到过这里，相比较而言，今年展会有了更大的提升，现场人流更多，我很高兴看到这些改变。明年我一定再来参观这个展会，每年都能看到这样的展览，确实非常棒！

展商分析 EXHIBITOR ANALYSIS

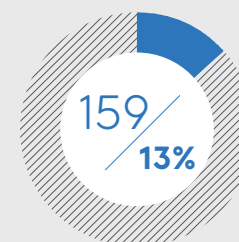
展商总数 (家)
NUMBER OF EXHIBITORS
(COMPANIES) **1,186**

海外及港澳台展商 (家)
EXHIBITORS FROM
OVERSEAS & OTHER
DISTRICTS (COMPANIES) **295**

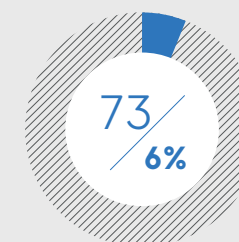


展商地域构成
Distribution of Exhibitors

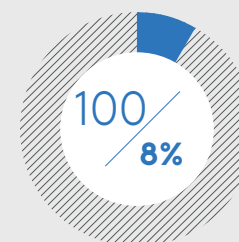
各展馆展商数量 Distribution of Exhibitors by Hall



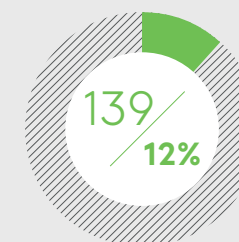
Hall 1 馆
金属切削机床展区
Metal Cutting Machine Tool Area



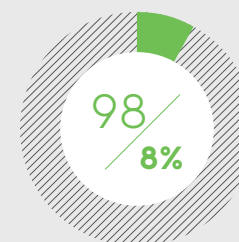
Hall 2 馆
金属成形机床展区
Metal Forming Machine Tool Area



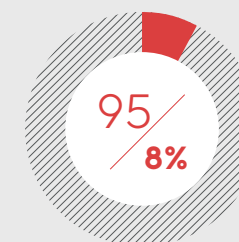
Hall 3 馆
激光精密加工应用及冲压钣金展区
Metal Stamping, Fabricating and High Precision Laser Micro Cutting Area



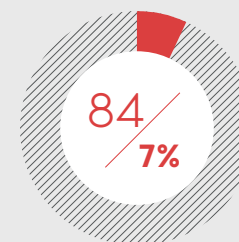
Hall 4 馆
精密加工零件、金属材料、模具及配件展区
Precision Components, Metal Materials and Mould Parts Area



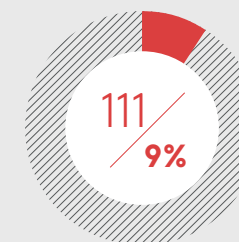
Hall 5 馆
紧固件、工业级 3D 应用方案展区
Fastener and Industrial 3D Application Area



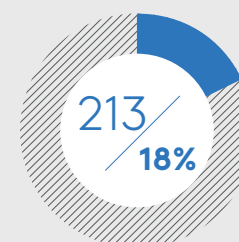
Hall 6 馆
机器人应用、智能焊接、机械传动方案展区
Robotic Application, Intelligent Welding, Machinery Transmission Solution Area



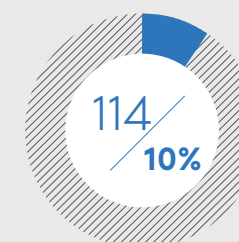
Hall 7 馆
机器人应用、运动控制方案、智能物流与包装展区
Robotic Application, Motion Control Solution, Intelligent Logistics & Packaging Area



Hall 8 馆
机器视觉应用、3C 非标自动化设备展区
Machine Vision Application, 3C Non-standard Automation Equipment Area



Hall 9 馆
刀具夹具、工业测量展区
Cutting Tools, Jig, and Industrial Measurement Area



二楼通道
2nd Floor
精工大道
Precision Product Avenue

展商评价 EXHIBITOR REVIEW

百超

中国区总裁 游松

Bystronic Group

President of China Area
Mr. You Song



深圳机械展在我们行业里是一个重头戏，历年来吸引了很多的客户，再加上粤港澳大湾区的发展，深圳乃至广东省成为智能制造的基地，瑞士百超集团把它定为每年必须参加的展会。

SIMM exhibition plays an important role in our industry. It has attracted many customers these years. Come with the development of Guangdong-Hong Kong-Macao Greater Bay Area, Shenzhen, as well as Guangdong province, has become the smart manufacturing base. Because of SIMM exhibition's significance and outstanding performance, Bystronic Group designated it as an exhibition that must be attended every year.

自从和 SIMM 合作，我们的参展规模越来越大，展会的规模也越来越大，这给我们带来非常好的市场宣传效果，把我们最新的产品、最新的技术，面向华南区的客户做了很好的推广，所以，我们有很大的收获，也会坚持参加这个展会。

Since we joined SIMM exhibition, our booth has become larger and larger. The scale of the exhibition is also growing, which also gives us a very good publicity. The exhibition promotes our latest products and the latest technology to the customers in South China. We achieved considerable improvement and our company will continue to attend this exhibition.

GF 加工方案参加深圳机械展超过十个年头，我们在华南地区一年只参加这一个展览，我们也感受到 SIMM 是一个能把我们的新技术、新产品以及品牌形象展示给所有观众的平台，所以我们每年很愿意参加 SIMM 展。

+GF+ attended SIMM Exhibition for more than 10 years, and it is the exhibition in South China that we attended each year. Since we found that SIMM exhibition is a good platform for displaying our latest technology, new products and establishing our brand image, we are well-prepared to attend this exhibition every year.

GF 加工方案

华南区域总监 黄志鸿

+GF+

Director of South China Mr. Huang Zhihong



山崎马扎克

华南大区总经理 张兆敬

Yamazaki Mazak

General Manager of South China Mr. Zhang Zhaojing

Mazak



肯纳

销售总监 丁俊波

Kennametal

Sales Director Mr. Ding Junbo

深圳机械展是华南地区最大的展览会，每年一次，我们觉得展会质量比较高，受欢迎程度也很高，所以这几年我们连续参展。从展会的效果来看，对我们品牌形象的提升是很有帮助的。

SIMM exhibition is the largest annual event in South China. We have been attending the exhibition for several years continuously because of its high standard and popularity in our industry. From the perspectives of the show result, it is very helpful to build our brand image.

深圳机械展现在已经是华南地区最有影响力的展会，通过这三年的参展，川崎在华南的业务量不断提升，每年都有超过 30% 的增长。在中国，任何一个企业或者说展会能够连续举办 20 年，都是非常了不起的一件事情，而且深圳机械展的组织方不断扩大影响力，在深圳会展中心是满馆的状态，未来，祝愿深圳机械展发展越来越好。

SIMM exhibition has grown as the most influential exhibition in South China. Kawasaki generates more and more business leads here through three years of exhibiting, which boosts the volume over 30% each year. In China, It is really remarkable for any company or any exhibition to insist on one thing for 20 years. Additionally, the show organizer continue to expand their influence year by year, we do wish SIMM exhibition will be better and better in the future.

Kawasaki Robotics

川崎机器人
华南区销售总监 盛国强

Kawasaki

Sales Director of South China Mr. Sheng Guoqiang



海克斯康
HEXAGON
MANUFACTURING INTELLIGENCE



海克斯康

华南事业部运营副总监
陈兆军

Hexagon

Deputy Director of Operations
in South China
Mr. Chen Zhaojun

我们与深圳机械展的合作已经超过十五年了，SIMM 在行业内的影响力非常大，能为我们产品的展示、品牌的塑造提供很大的帮助。我们与 SIMM 的合作不仅停留在展会展示上，还参与了品质中国活动，提供了关于质量管理的理念，我们与 SIMM 的合作是互惠互利的，给行业提供了良好的典范。未来我们的合作将继续深入。

We have cooperated with SIMM exhibition more than 15 years, SIMM exhibition is so large and influential which really helps us to build our brand image and present our new products. The cooperation with SIMM exhibition is not only booth presenting, we also participant in Quality China activity to provide a lot of ideas about quality management. Therefore, our cooperation is mutually beneficial, and the cooperation between us will continue to deepen in the future.



比亚迪汽车工业有限公司

第十七事业部齿轮工厂 副厂长 王国平

BYD Auto Industry Company Limited

Technical Vice Factory Director, Technology Section
Gear Manufacturing Division 17
Mr. Wang Guoping

BYD

深圳机械展是华南地区规模最大的机械类展会，很契合我们当前的需求，比亚迪精密零部件事业部希望通过参展，迅速扩大在华南地区乃至全国的影响力，提升自身的竞争力。

SIMM exhibition is the largest manufacturing industry exhibition in South China, which meets our current needs. BYD relevant division hopes to expand their influence and enhance its competitiveness in South China and even the whole country through participation in the exhibition.

会议活动 CONFERENCES & ACTIVITIES

展期会议数量
ON-SITE
CONFERENCES

35

听会人数
ATTENDEES

5,330

演讲企业
PARTICIPATING
COMPANIES

120



10

演讲企业
SPEAKERS

523

听会人数
ATTENDEES

中国（深圳）国际制造业大会

经深圳市人民政府批准，深圳市工业和信息化局同意，深圳机械展组委会于 2019 年 3 月 28 日在第 20 届深圳国际机械制造业展览会同期举办了“中国（深圳）国际制造业大会”。

会议现场来自富士康工业互联网 FII、华为、ABB 机器人、海克斯康、三菱电机、模德宝等 10 名企业专家相聚一堂，围绕“工业互联，智领未来”这一中心议题，各抒己见，积极探讨破局之道；吸引了来自 10 多个行业的 500 多位专业听众到场听会。

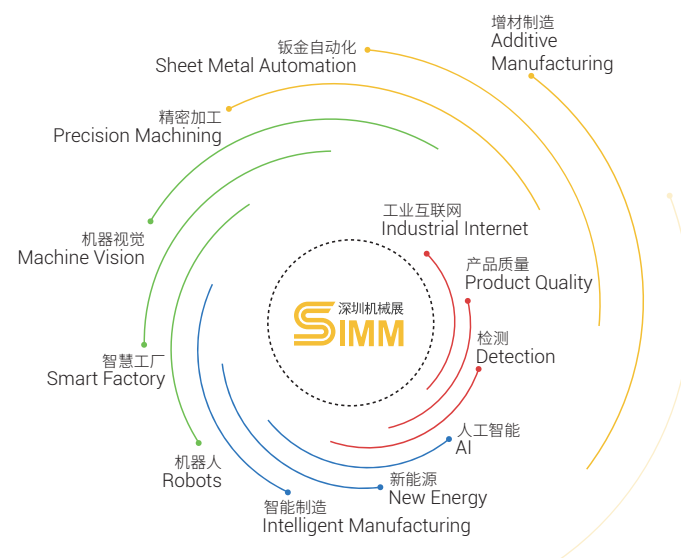
China (Shenzhen) International Manufacturing Conference

Approved by Shenzhen Municipal People's Government and Shenzhen Municipal Bureau of Industry and Information Technology, the organizer of SIMM held "China (Shenzhen) International Manufacturing Conference" at the same time as the 20th Shenzhen International Machinery Manufacturing Industry Exhibition on March 28, 2019.

At the conference, 10 enterprise experts including Foxconn Industrial Internet (FII), Huawei, ABB, Hexagon, Mitsubishi Electric, and MoldBao were invited to discuss the core issues of "Industrial Interconnection Leads the Future", which attracted over 500 professional audiences from more than 10 industries to attend the conference.

2019 SIMM 深圳机械展同期举办的各系列主题论坛多达 35 场，集中反映制造业多领域的发展趋势及创新技术；以紧抓行业热点话题、高质量的演讲、专业的组织吸引了众多展商和观众的关注；论坛是本届展会促进企业、学术和政府部门交流沟通的高效平台，成为一大亮点！

SIMM 2019 held 35 conferences and forums, which reflected the development trends and innovative technologies in various fields of the manufacturing industry. They attracted exhibitors and visitors by focusing on industrial hot topics, high-quality contents and professional organizations. Forums at SIMM became efficient platforms to promote and communicate among enterprises, academics and government departments.



15

演讲企业
SPEAKERS

608

听会人数
ATTENDEES

品质中国，掀起中国质量新风暴

第三届 Quality China 品质中国高峰论坛
中国制造业价值回归的质量挑战

第三届 Quality China 品质中国质量技术论坛
新形势下制造业的质量转型与创新
新发展

第三届 Quality China 品质中国行业技术论坛
医药及医疗器械行业发展的质量
形势与应对研讨

Quality China Forum Sessions: Lead the Trends of China Quality

The 3rd Quality China Summit
The Quality Challenge of Value
Regain of China Manufacturing
Industry

The 3rd Quality China Technology Forum
Quality Transformation & Inno-
vation of Manufacturing Industry in
the New Era

The 3rd Quality China Industrial Technology
Forum
Quality Solution of the Develop-
ment of Medicine and Medical
Device Industry

智能制造，助推产业升级

第六届智能制造及机器人应用技术主题论坛

智慧工厂主论坛

第六届智能制造及机器人应用技术主题论坛

汽车零部件柔性生产中的机器人技术与应用专题

第六届智能制造及机器人应用技术主题论坛

3C 智能制造中工业机器人技术发展与应用专题

第六届智能制造及机器人应用技术主题论坛

3D 成像和深度学习助力 3C 装配检测智能化专题

第六届智能制造及机器人应用技术主题论坛

制造本质——运营效率如何提升专题

第六届智能制造及机器人应用技术主题论坛

先进自动化如何提升设备竞争力专题

35

演讲企业
SPEAKERS

1,344

听会人数
ATTENDEES

Smart Manufacturing Sessions: Promote the Industry Upgrade

The 6th Intelligent Manufacturing & Robotics Technology Application Forum

Smart Factory Forum

The 6th Intelligent Manufacturing & Robotics Technology Application Forum

Robotics & Application in Flexible Production of Auto Parts

The 6th Intelligent Manufacturing & Robotics Technology Application Forum

Industrial Robot Technology Development and Application in 3C Intelligent Manufacturing

The 6th Intelligent Manufacturing & Robotics Technology Application Forum

3D Imaging Assists 3C Assembly Detection

The 6th Intelligent Manufacturing & Robotics Technology Application Forum

Manufacturing Essence -- How to Improve Operational Efficiency

The 6th Intelligent Manufacturing & Robotics Technology Application Forum

How Advanced Automation Improves Equipment Competitiveness



演讲企业
SPEAKERS

25

听会人数
ATTENDEES

1,339

专题论坛，诠释中国前沿制造

第二届精密加工论坛 -- 医疗器械零部件制造专题

第四届钣金智能制造应用技术论坛 -- 钣金自动化、信息化主题

SIMM2019 金属成形机床展参观导览团

SIMM2019 钣金主题活动
深圳钣金精益信息化工厂参观

2019 SIMM& 海智在线工业零部件
采购对接会

新能源汽车智造大会

中国医疗器械工业发展论坛

Special Sessions: Present China Advanced Manufacturing

The 2nd Precision Machining Forum -- Medical Devices & Parts Manufacturing

The 4th Sheet Metal Smart Manufacturing Application Technology Forum -- Sheet Metal Automation and Informatization

SIMM 2019 Metal Forming Machine Tool Tour

SIMM 2019 Sheet Metal Theme Activities Lean Production & Informatization Factories Visiting

2019 SIMM & Haizol Industrial Parts Match-making Meeting

New Energy Vehicles Intelligent Manufacturing Conference

China Medical Device Industry Development Forum

演讲企业
SPEAKERS

20

听会人数
ATTENDEES

958

合作伙伴专题研讨会 / 产品发布会

2019 西门子工业软件机械制造数字化技术研讨会

2019 年村田溶研薄板冲压用焊接机技术交流会华南站

机床数字化制造正当时—西门子深圳机械展研讨会

直线电机在高速超精密加工中的应用与案例剖析

丽驰科技 - 五轴加工方案交流会

2019 年度 BIG 特约经销商（产品）交流会

齿轮传动技术研讨会

2019 华人螺丝网汽车紧固件技术专题讲座

2019 深圳市紧固件行业协会第三届春茗会

Technology Seminar/New Product Launch Event

2019 Siemens Industrial Software Machinery Manufacturing Digital Technology Seminar

2019 Thin Sheet Stamping & Welding Machine of Murata Institute

Machine Tool Digitalization-- 2019 SIMM Siemens Forum

Application and Case Study of Linear Motor in High Speed Ultra Precision Machining

Litz Hitech Corp. - Five Axis Processing Program Inter-communications

2019 BIG DAISHOWA Authorized Dealer Product Communication Meeting

Gear Transmission Technology Seminar

2019 ChinaFastener.com -- Fastener Technology Forum

2019 Spring Gala of Shenzhen Fastener Association

未来已来，增材制造助飞制造业

第三届深圳国际增材制造工业应用 -- 主题峰会

第三届深圳国际增材制造工业应用技术论坛 -- 模具专题

第三届深圳国际增材制造工业应用技术论坛 -- 设计研发专题

Additive Manufacturing Sessions: Boost the Future Development

The 3rd Shenzhen International Additive Manufacturing Industrial Application Main Forum

The 3rd Shenzhen International Additive Manufacturing Industrial Application Technology Forum -- Mould Topic

The 3rd Shenzhen International Additive Manufacturing Industrial Application Main Forum -- Design and Development Topic

15

演讲企业
SPEAKERS

558

听会人数
ATTENDEES

展会传播力 BROADCAST 360°

全年不间断宣传推广 精准布局全媒体矩阵

海外推广

- 1、海外广告展示次数 **15,752,352**
覆盖 **220** 个国家（地区）
- 2、海外现场直播观看量超过 **18W+** 次
- 3、海外 eDM 推广覆盖 **37,854** 位专业观众和买家

媒体曝光

- 1、国内 CCTV、中国日报、南方日报等支持媒体 **300+** 个
- 2、媒体网站报道数量 **1600+** 篇
- 3、媒体公众号推文阅读量超过 **15W**
- 4、展商公众号推文数 **130+** 篇，阅读量 **11W+**

线上推广

- 1、展会官方直播平台阅读量 **117,123** 人次
- 2、现场展会快报发行量 **30,000** 份
- 3、SIMM 中英官网年访客量 **667,581** 人，浏览量 **1,728,672**
- 4、网络推广曝光量 **15,612,190** 次
- 5、微信公众号粉丝量 **10W+** 行业精英
推文分享 **2.3W+** 人次
朋友圈广告曝光量 **1,324,166** 次
- 6、eDM 推广精准覆盖 **8** 大行业 **355,394** 位专业买家及观众
- 7、全年短信送达数 **1,332,786** 人次
- 8、抖音短视频播放量 **70W+** 人次

线下推广

- 1、展会现场黄金广告曝光覆盖 **11W+** 人流
- 2、户外广告覆盖区域：顺德工业区、TCL 工业园区、深圳南山高新产业园、莞深工业城等
- 3、全年度论坛及对接会连接 **28,176** 位产业链决策者



YEAR-ROUND PROMOTIONS, BROADCAST 360°

OVERSEAS DISPLAY

- 1, Overseas advertising impressions **15,752,352**
advertising covers **220** countries (regions)
- 2, Overseas live broadcasts over **180,000+** views
- 3, Overseas eDM promotion covers **37,854** professional buyers and visitors

REPORTS DOMESTIC MEDIAS

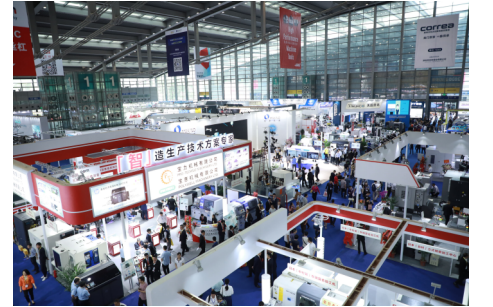
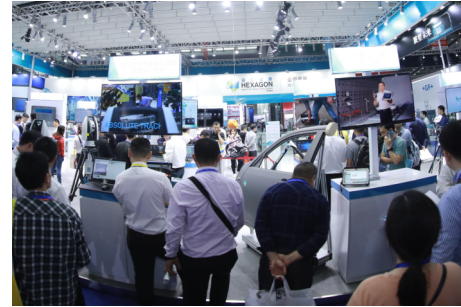
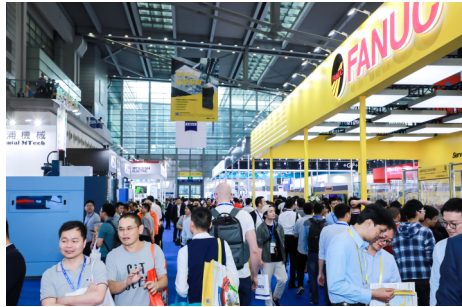
- 1, Domestic media such as CCTV, China Daily and Nanfang Daily **300+**
- 2, Online press releases **1,600+**
- 3, Wechat article views **150,000+**
- 4, Exhibitors' releases **130+**; Readings **110,000+**

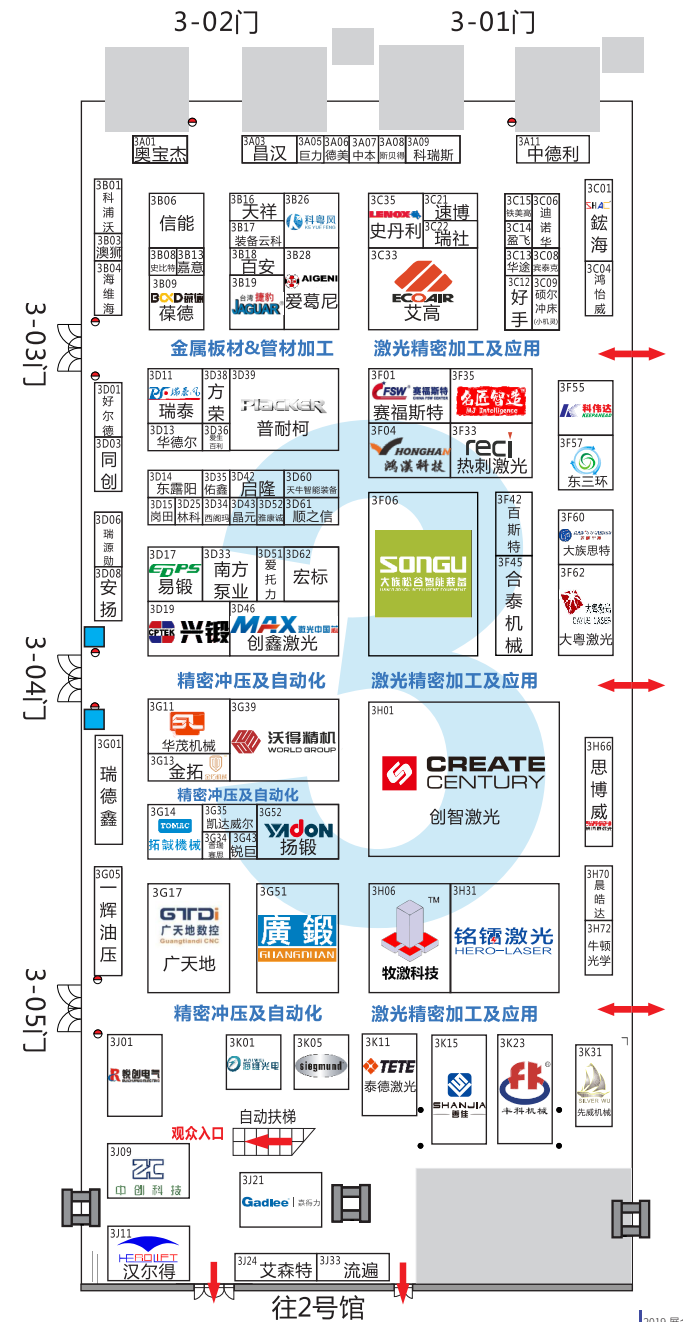
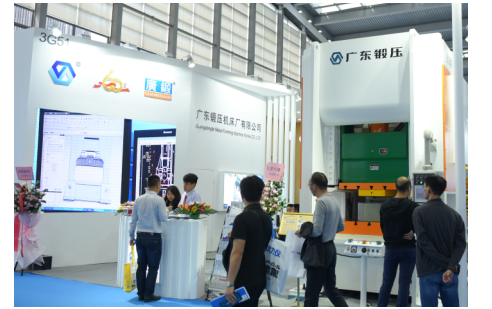
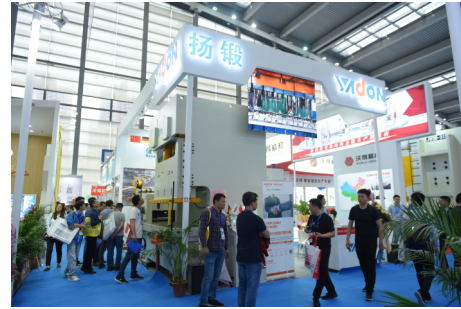
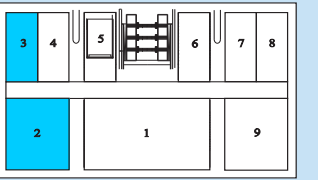
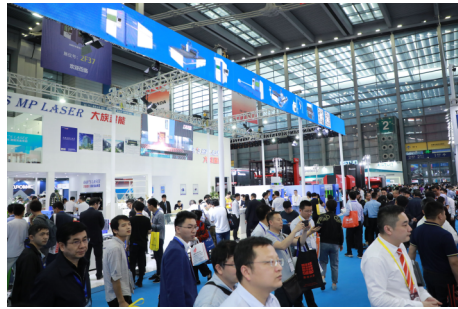
ONLINE MARKET PROMOTIONS

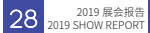
- 1, Official live broadcast platform visits **117,123**
- 2, On-site show daily circulation **30,000**
- 3, SIMM official website yearly UV **667,581**
PV **1,728,672**
- 4, Domestic advertising impressions **15,612,190**
- 5, WeChat Followers **100,000+**
Articles sharing **23,000+**
WeChat moments impressions **1,324,166**
- 6, eDM promotion covers **8** industries
Professional buyers and visitors **355,394**
- 7, SMS messages delivered **1,332,786**
- 8, Short video platform broadcasts over **700,000** views

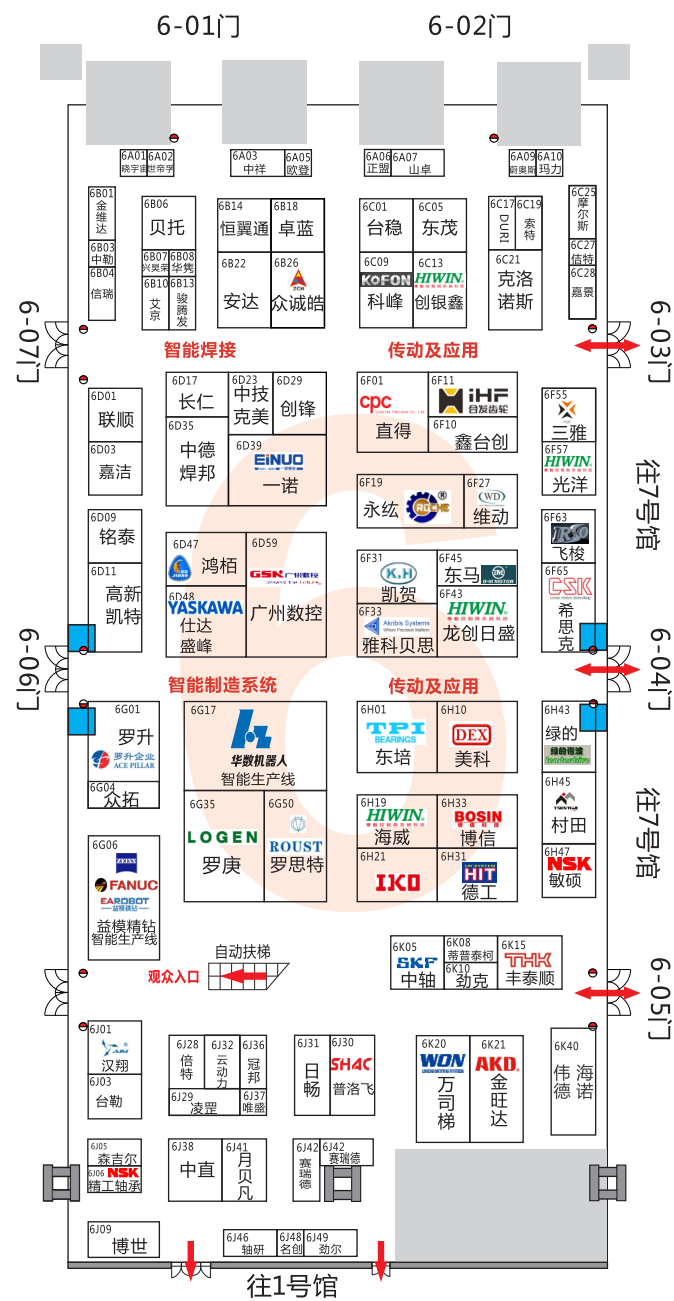
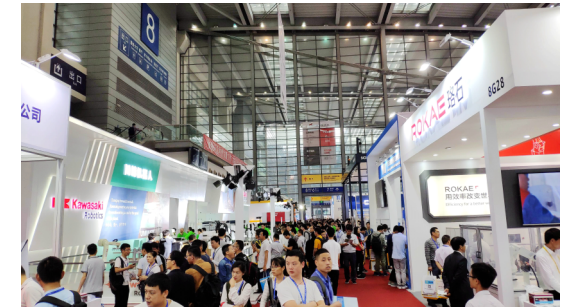
ONSITES PROMOTIONS

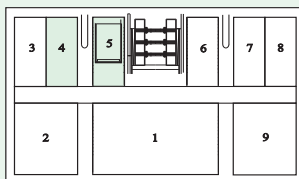
- 1, On-site ad exposed to **110,000** visitors
- 2, Outdoor advertising at: Shunde Industrial Park, TCL Industrial Park, Shenzhen Nanshan High-tech Industrial Park, Guanshen Industrial City, etc.
- 3, Organized buyer-supplier matchmaking meeting and forum all year round
Connect with **28,176** industry chain decision makers











24 万平米展示 8 大主题展会

240,000m² Exhibition Area 8 Theme Exhibitions

Hall 3/5/7
深圳国际金属切削机床展览会
Shenzhen International Metal Cutting Machine Tool Exhibition

Hall 3
深圳国际工业测量及数字制造技术展览会
Shenzhen International Industrial Measurement & Digital Manufacturing Technology Exhibition

Hall 1/2
深圳国际刀具工具及工业耗材展览会
Shenzhen International Tools & Industrial Consumable Exhibition

Hall 4/6/8
深圳国际金属成形机床展览会
Shenzhen International Metal Forming Machine Tool Exhibition

Hall 9/11/13
深圳国际机器人及工厂智能化展览会
Shenzhen International Robotics & Smart Factory Exhibition

Hall 4
深圳国际增材制造技术及专用机床展览会
Shenzhen International Additive Manufacturing Technology & Special Machine Tool Exhibition

Hall 4
深圳国际工业零件展览会
Shenzhen International Industrial Supply Exhibition

Hall 10
深圳国际电子产品制造装备展览会
Shenzhen International Electronic Products Manufacturing Resources Exhibition



2020.3.30-4.2

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To Build New Manufacturing Future



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