

# Blossoms in Southeast Asia to serve thousands of enterprises

## – METAL AP 2018 Successfully Held in Bangkok, Thailand

Asia-Pacific Metal Industry Exhibition (METAL AP 2018) was successfully held in Bangkok International Trade and Exhibition Center (BITEC) on September 19–21, 2018, attracting about 70 exhibitors of global foundry (especially die casting), metallurgy and furnace industries, and trade visitors on automobile, electronics, communication.



At the grand opening ceremony of METAL AP 2018 held at 10:30 am on September 19, 2018, Secretary-General of Foundry Institution of Chinese Mechanical Engineering Society Mr. Su Shifang and President of Thai Foundry Association Dr. Paisan Somprakit delivered welcome speeches. Representatives of Industrial Furnace Institution of CMES, Metallurgical Council of CCPIT, Thailand Convention & Exhibition Bureau, Vietnam Foundry Association, Taiwan (China) Foundry Society, Siam Metals Association, NürnbergMesse GmbH, Keikinzoku Tsushin AI Co., Ltd., Ningbo Die & Mould Industry Association, China General Chamber of Commerce, The Thai-Chinese Exim Association and Shanghai Chamber of Commerce in Thailand witnessed such a monumental moment.

The exhibition attracted attendance of exhibitors from 11 countries and areas including China, Thailand, Denmark, Germany, India, Italy, Japan, Singapore, Switzerland, Hong Kong China and Taiwan China.

Demographic dividend and market demands for automobile

manufacturing and infrastructure have brought unlimited business opportunities to the foundry market of Southeast Asia. METAL AP commits to serve the Southeast Asia market and lead Chinese enterprises in the metal industries to go abroad with a joint effort.

### Professional visitors bring unlimited opportunities

METAL AP 2018 has attracted trade visitors on automobile, electronics, communication and other metal related industries. Considering the possible language problem of an overseas exhibition, the organizer opened a Pre-registration System and Business Matching System to the public long before show days, which has greatly improved visiting experience and communication efficiency. It is learned from exhibitors that though it is the first year of METAL AP, the quality and professionalization of visitors was beyond their expectation. Exhibitors look forward to further progress on the basis of this year's good performance.

### Simultaneous business tour for in-depth exchanges

The Chinese delegation of METAL AP 2018 branched out into two groups to visit well-known enterprises in Southeast Asia including Toyota Ban Pho Factory (Thailand), Thai-Chinese Rayong Industrial Zone, Reliance Foundry (M) Sdn Bhd (Malaysia) and Sadakim (Vietnam) concurrently with METAL AP 2018 for in-depth insights into market conditions and potential business opportunities with local metal processing and manufacturing industries.



*Jiangsu Foundry Delegation visited Reliance Foundry (M) Sdn Bhd in Malaysia*

### Voice of exhibitors proves strength of METAL AP

This is a fruitful exhibition for us. Many visitors have ordered equipment onsite. We decided to exhibit next year. – Guang Dong Mizuken Intelligent Equipment Co., Ltd.

We are very confident about the Thai market. The exhibiting effect of TC510 Machining Center and DC88 Hot Chamber Die Casting Machine is very good this time. In 2019, we plan to increase exhibit quantity to include a die casting machine and machining center for exhibit and enlarge the booth space. – L. K. Machinery International Limited

Thailand and Southeast Asia is a developing market with huge potential. We already confirmed our booth for 2019 with organizer. – Ningbo Beilun Yubang Mould Manufactory

This time, we aim at investigating market, so we only take some promotion materials here. Next year, we plan to bring equipment here to improve exhibition effect. – Shanghai PREX Mfg. Co., Ltd.

### Onsite Hot Sales of Booth for METAL AP 2019

Many exhibitors, such as Bühler (Thailand) Ltd., Frech Asia Pte Ltd., Changzhou Yomato Machinery Manufacturing Co., Ltd., JS Automachine Co., Ltd., and L. K. Machinery International Limited, are satisfied with METAL AP 2018 and have pre-ordered booth for METAL AP 2019. Some of them even increased their booth space. Many local enterprises also show great interest in this exhibition and intend to exhibit next year.

### Event background

METAL AP officially settled in Bangkok Thailand this year. It is a milestone as the first independent overseas service platform initiated by the Chinese foundry industry specially serving related industries in Southeast Asia and

even the entire Asia-Pacific area.

In recent years, Southeast Asia, with great potential, has become one of the fastest growing and developing areas for global manufacturing industries. Internationally well-known automakers Toyota, Nissan, Honda, Ford, G.M., Volkswagen, Hyundai, SAIC, Great Wall, etc. established their factories here to be a strong driver for the rapid development of the local automobile manufacturing industry.

The flourishing manufacturing industry represented by the automobile sector, however, is in great contrast to the local metal industry of a relatively primary processing level. Taking the auto industry as an example, the capability of metal processing in Southeast Asia is far from meeting local automakers' demands for purchase, assembly and quality. Most automakers in Vietnam prefer a much more costly way to guarantee their production by importing spare parts from China or other areas.

All the above factors have created an unprecedented opportunity for enterprises working in basic metal manufacturing industries such as die casting, foundry, furnace, metallurgy, etc. to output their products, technologies, mid-end and high-end equipment!

Meanwhile, considering the global economy slowdown and its normalization of low-speed/moderate growth, an increasing number of enterprises, shrouded in the darkness of global trade war, have quickened themselves to explore overseas market, while strengthening domestic markets.

METAL AP settles in Thailand under such background to be a platform for all parties to explore Southeast Asia and even the entire Asia-Pacific market, and to promote the development and technology progress of local industries in a joint effort. The platform blossoms in Southeast Asia to serve thousands of enterprises!

### Upcoming event

The next METAL AP will be held in Bangkok on December 12-14, 2019. Based on the good performance this year, METAL AP 2019 will bring more equipment and technologies especially for Southeast Asia and the entire Asia-Pacific area with a joint effort of new and old friends.

Next year, the organizer of METAL AP also plans to carry out systematic talent training and technology output specific to foundry especially die casting enterprises in Southeast Asia.

The organizer would like to extend sincere gratitude to all parties for their great support for METAL AP and their commitment to develop together on this good platform.

See you there in 2019!