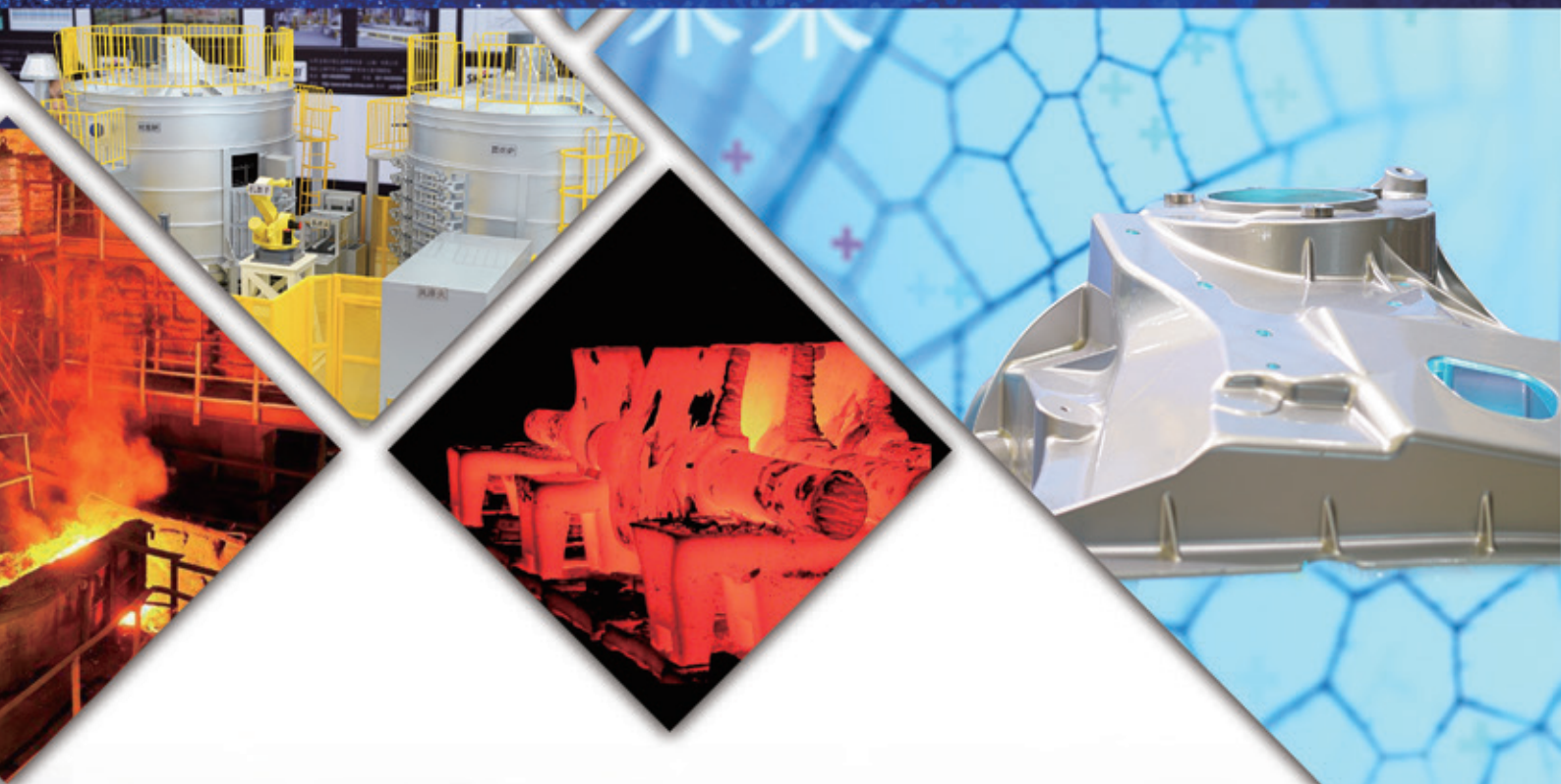




# Asia-Pacific Metal Industry Exhibition

2018.9.19-21 | BITEC, Bangkok, Thailand



## Post Show Report



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## 2018 EXHIBITION OVERVIEW

**5,240** m<sup>2</sup>  
Exhibition Area

**67**  
Exhibitors

**2,439**  
Trade Visitors



## METAL AP Made Its Debut in 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. It is a milestone as the first independent overseas service platform initiated by Chinese foundry industry specially serving related industries in Southeast Asia and even the entire Asia-Pacific area.

## FOUR Themes



Die Casting



Foundry



Furnace



Metallurgy

## Background

In recent years, Southeast Asia, with great potential, has become one of the fastest growing and developing areas for global manufacturing industries. The flourishing manufacturing industry represented by automobile, however, is in great contrast to local metal industry of relatively primary processing level. Meantime, considering the global economy slowdown and its normalization of low-speed/moderate growth, an increasingly 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 down in Thailand under such background to be a platform for all parties to explore Southeast Asia and even the entire Asia-Pacific market, and promote the development and technology progress of local industries in a joint effort. The platform blossoms in Southeast Asia to serve thousands of enterprises!

## OPENING CEREMONY



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. President of Industrial Furnace Institution of CMES Mr. Yi Guang, Exhibition Director of Metallurgical Council of CCPIT Mr. Zhong Wen, Exhibition Director of Thailand Convention & Exhibition Bureau Ms. Kanokporn Damrongkul, President of Keikinzoku Tsushin AI Co., Ltd. Mr. Takakazu Uejima, Secretary-General of Taiwan Foundry Society Mr. Shi Jingxiang, International Product Manager Die Casting of NürnbergMesse GmbH Mr. Christopher Boss, Director of International Cooperation of Vietnam Foundry Association Dr. Mike Luu, Secretary General of Ningbo Die & Mould Industry Association Mr. Zhang Xiaoyan, Honorary Chairman of China General Chamber of Commerce Mr. Liao Xilin, Vice Chairman of Siam Metals Association Mr. Weerayudh Leelaprachakul, President of The Thai-Chinese Exim Association Mr. Kittipong Taeratanachai and President of Shanghai Chamber of Commerce in Thailand Mr. Mao Tingan witnessed such a monumental moment.





## EXHIBITOR ANALYSIS

### Exhibitors from 11 Countries/Areas

China  
Thailand  
Denmark  
Germany  
India  
Italy  
Japan  
Singapore  
Switzerland  
Hong Kong (China)  
Taiwan (China)

### Chinese & Foreign Exhibitors (Ratio)

Chinese

**52%**

Foreign

**48%**

## Comments from Exhibitors

It is a fruitful exhibition for us. Many visitors have ordered equipment onsite. We will join this exhibition event next year.

**- Guang Dong Mizuken Intelligent Equipment Co., Ltd.**

We are very confident to 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 the number of exhibits like die casting machine and machining center for exhibit and enlarge the booth space.

**- L.K. Machinery International Limited**

Southeast Asia countries, especially Thailand, have great potential in industrial market. We have already ordered our booth for 2019 with the organizer. We are looking forward to seeing you again.

**- Ningbo Beilun Yubang Mould Manufactory**

We aim at investigating market this time, so there are not enough promotion materials on this exhibition. Next year, we plan to bring equipment here to improve exhibition effect.

**- Shanghai PREX Mfg. Co., Ltd.**



## EXHIBITS

Technologies, materials, equipment and products in metallurgy, die-making, metal casting, die casting, industrial furnace, automation and other related industries exhibited at this trade show have been welcomed universally by local visitors because they meet urgent needs of Southeast Asian market and enterprises.



### Die Casting & Foundry Equipment



### Automation & Peripheral Equipment



### Casting Die & Castings





## EXHIBITS



### Die Casting Raw/Auxiliary Materials



### Metallurgy



### Foundry Raw/Auxiliary Materials



### Industry Service



### Melting Equipment



## VISITOR ANALYSIS

Pre-registration System & Business Matching System - two systems were open to the public long before show days to improve visiting experience and communication efficiency effectively.

**80.96%**

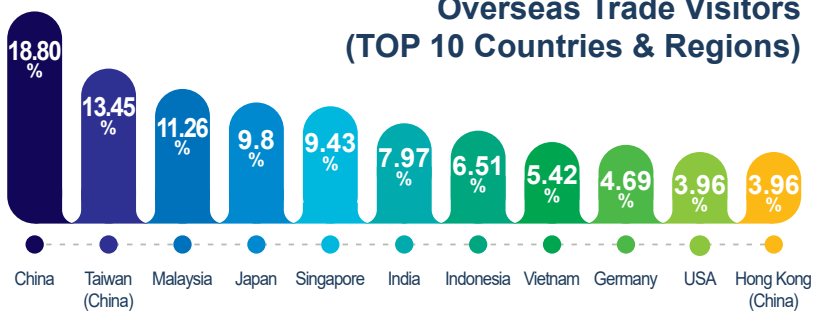
Local Visitors



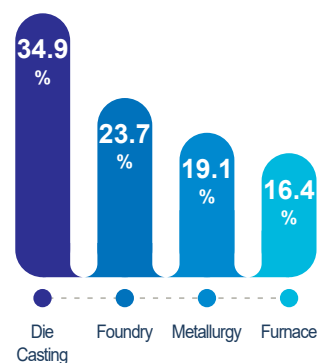
Overseas Visitors

**19.04%**

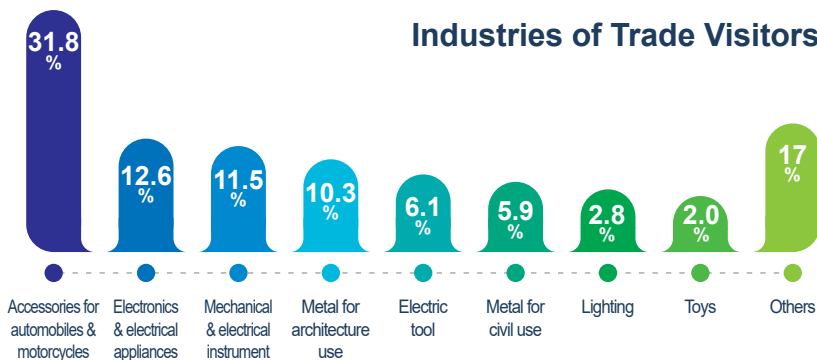
### Overseas Trade Visitors (TOP 10 Countries & Regions)



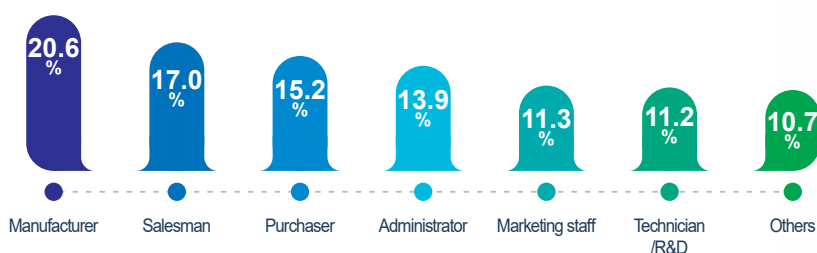
### Interests of Trade Visitors



### Industries of Trade Visitors



### Job Functions of Trade Visitors





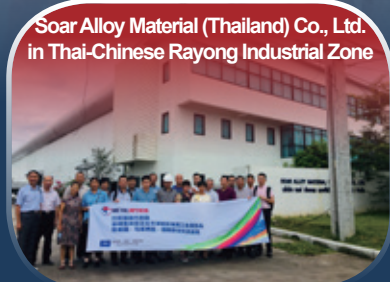
## CONCURRENT EVENTS

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 condition and potential business opportunity of local metal processing and manufacturing industries.

## Business Tour to Famous Enterprises in Southeast Asia for In-depth Exchanges



Toyota Ban Pho factory



Soar Alloy Material (Thailand) Co., Ltd.  
in Thai-Chinese Rayong Industrial Zone



Reliance Foundry (M)  
Sdn Bhd in Malaysia



Sadakim in Vietnam

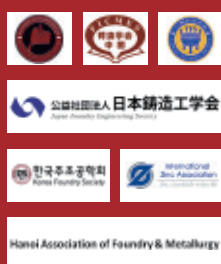
## Asia-Pacific Metal Industry Technical Seminar

On the technical seminar co-organized with Thai Foundry Association, famous experts and senior executives including Dr. Suppalerk Buntien of King Mongkut's University of Technology Thonburi and Mr. Roongkamjon Wannasai, Managing Director of Kinzoku Precision Co., Ltd., etc. were invited to give speeches focusing on related topics of local metal industry combined with characteristics and market demands of Southeast Asia, attracting a wide professional audience.



## INDUSTRY & MEDIA SUPPORT

### Supporting Organization



### Supporting Media



### Support Also Came from

Industrial Furnace Institution of CMES, Metallurgical Council of CCPIT, Thailand Convention & Exhibition Bureau, NürnbergMesse GmbH, Vietnam Foundry Association, Ningbo Die & Mould Industry Association, China General Chamber of Commerce, Siam Metals Association, The Thai-Chinese Exim Association, Shanghai Chamber of Commerce in Thailand, etc.

### Comments from Media

There is no doubt that Southeast Asia is one of areas with stupendous potential for economical development. Southeast Asia consists of ten ASEAN members including Thailand, India, Malaysia, the Philippines, Singapore, Vietnam, etc. and East Timor. The area benefits from its large population of more than 600 million, political stability and rapid development of economy. Local manufacturing industry, however, lags behind relatively.

Recent years have witnessed a continuous increase of production cost due to the raise of labor fee in domestic market, which leads to obvious flow of global capital for investment and transfer of manufacturing industry to Southeast Asian market. As its neighbor, China shares similar culture with Southeast Asia and came into an agreement on free trade with ASEAN. In addition to that, ASEAN has given great impetus on free trade and economic integration within members. Most Southeast Asian countries are along "One Belt, One Road", which means a powerful policy support for Chinese enterprises to explore Southeast Asia by foreign trade or factory establishment. Chinese enterprises are in a unique position to benefit from it!

Such a big market also generates large demands on basic industries including foundry, die casting, furnace and metallurgy, etc. The area has attracted so many international mainstream auto and spare part makers to build their factories there and collected numerous downstream firms working on construction materials, 3C, electromechanical products, etc. Combined with acceleration of local infrastructure, market demand on metal parts and complete sets of manufacturing equipment is extremely huge.

As a bridge and link between China and Southeast Asia, "Asia-Pacific Metal Industry Exhibition" offers a comprehensive service platform with an integration of exhibition & demonstration, business trade & cooperation and technical exchange to relevant enterprises in these two areas. Favorable climatic, geographical and human conditions enable METAL AP to settle down in Thailand. More importantly, exhibition organizers are senior state-level organizations serving industries such as foundry, die casting, metallurgy, furnace, etc. Conditions are ripe and success comes. The successful debut grants METAL AP a promising future of becoming a Southeast Asia-based high-end comprehensive industry service platform to serve the entire Asia-Pacific area.

- Die Casting Weekly

***The organizer would like to extend sincere gratitude to all media, partners and industry organizations for great support!***



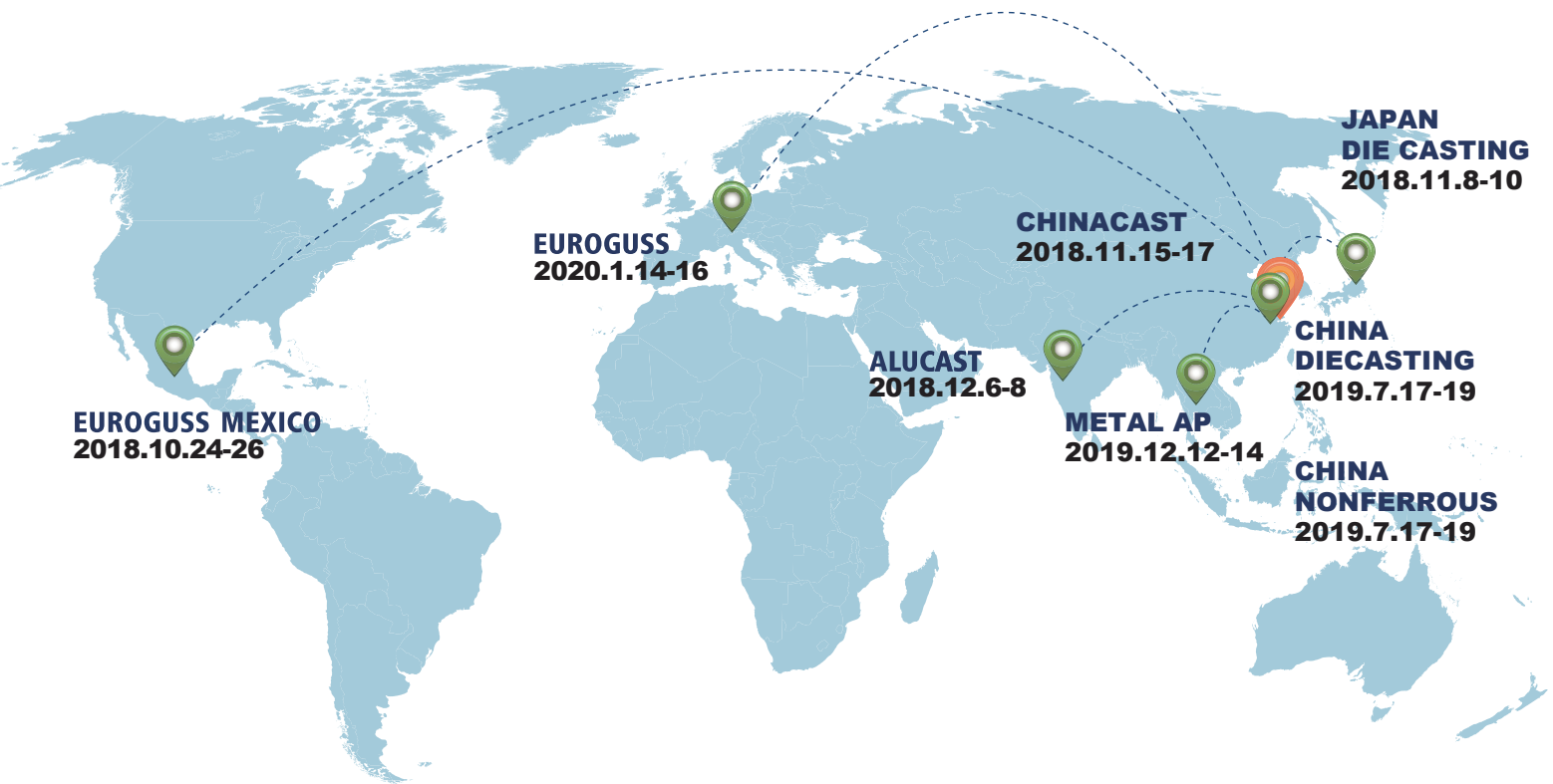
# ONSITE PHOTOS





**Professional Industry Platforms**

**Global Service Network**



**METALAP2019**

**Asia-Pacific Metal Industry Exhibition**

**2019. 12. 12-14**

HALL EH101

BITEC, Bangkok, Thailand

2019 Booth Booking Available Now ▶▶

▶▶ *See You Again in Bangkok!*