



金属世界博览会·上海
MTM EXPO·SHANGHAI

Shanghai International Wire Expo 2024

Concurrently organized:
MTM EXPO 2024 (Metallurgy, Tube & Metal)

December 18-20, 2024

Shanghai New International Expo Centre, Shanghai, China.

 **50,000⁺m²**
Exhibition Scale

 **30,000⁺**
Professional Visitors

 **1,000⁺**
Well-known Exhibitors

 **10⁺**
Concurrent Activities



Organization

China Chamber of Commerce for Metallurgical Enterprises
Baosteel Group
Shanghai Society of Metals
China Steel Construction Society Wire Products Association
Tianjin Wire Products Industry Association
Shanghai Shenshi Exhibition Service Co., Ltd.

www.mtmexpo.cn





About Wire Expo

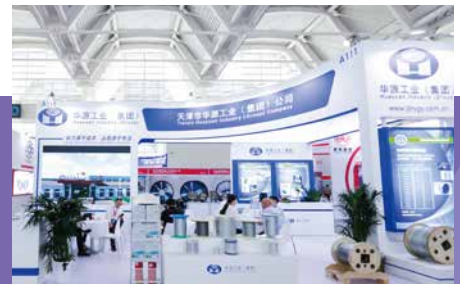
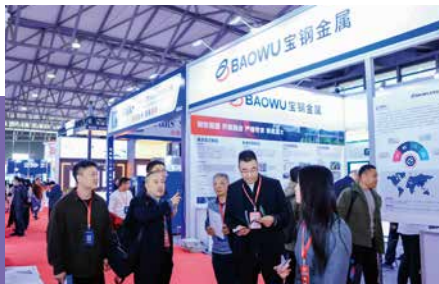
The Shanghai International Wire Expo 2024 will be held in Shanghai New International Expo Center **from December 18 to 20, 2024**, which is jointly organized by China Steel Construction Society Wire Products Association, Tianjin Wire Products Industry Association, Shanghai Society of Metals, Allied China Chamber of Commerce for Metallurgical Enterprises, Baosteel Group and Shanghai Shenshi Exhibition Service Co.

The Wire Expo 2024 is planned to cover an exhibition area of **50,000 sqm** (during the same period of MTM EXPO 2024), there will be **1,000 exhibitors**, and is expected to attract more than **30,000 professional visitors**.

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Exhibition Scale

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At a glance of last event



The last exhibition was successfully held from November 29 to December 1, 2023 in Shanghai New International Expo Center, attracting **986 exhibitors** (including the MTM EXPO 2023) and a total of **28,675 visitors**.

A number of well-known companies such as Aosen Group, Baostel IMetal, Guizhou Steel Rope Group, Jiangsu Shuailong Group etc. participated in last event and made a high evaluation of the exhibition.

Exhibitors' Satisfaction

91.6%

of exhibitors consider MTM EXPO as an important industry event

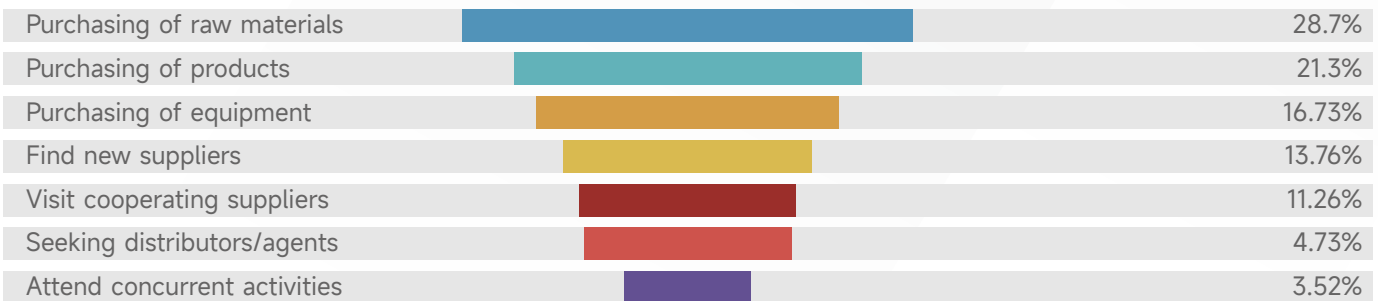
83.7%

of exhibitors were satisfied with the quality of visitors

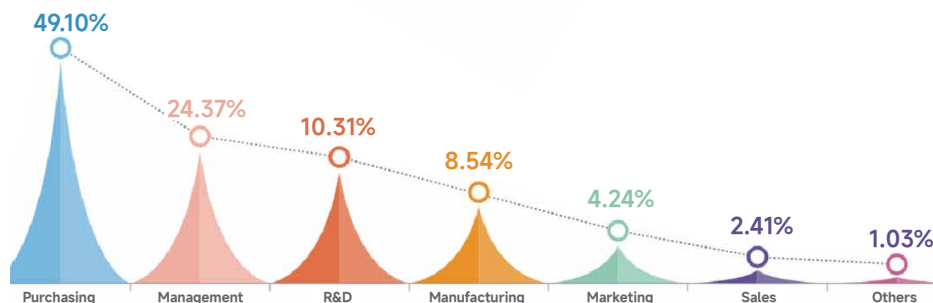
Percentage of overseas visitors by geography



Purpose of the visit



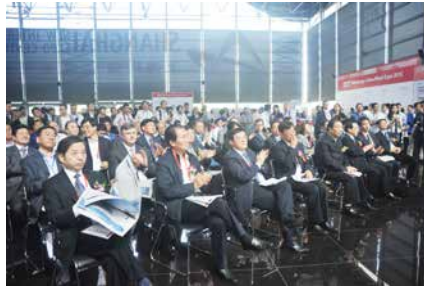
Visitors' Job Role





Diversified concurrent events to bring international perspectives to wire enterprises

Multiple concurrent events will be held at Shanghai International Wire Expo 2024. Focusing on the new industry dynamics from multiple perspectives, Wire Expo 2024 will discuss and share the themes of the global economy, the development of the wire and related industrial chain industry, technological innovation, green and low carbon and other hot topics, and explore the future of new trends.

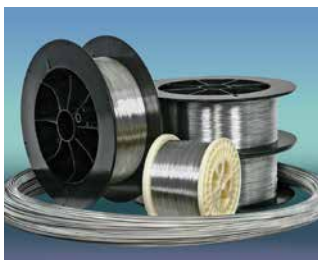


Opening up the supply chain and focusing on new technologies in wire industry

In this year's exhibition site, you will see the metal wire and upstream and downstream enterprises industry independent innovation, low-carbon green manufacturing and other excellent cases, through the summit forum, new product promotion and other diversified activities to build interactive communication platform.

Follow market demand and focus on downstream user industries

With the help of highly targeted marketing activities worldwide, The Wire Expo 2024 welcomes professional visitors, buyers and purchasing groups from the following fields: mining, metallurgy, non-ferrous metals, machinery, shipbuilding, petroleum, fishery, forestry, drilling, cables, communications, railroads, highways, ports, automotive, aviation, aerospace, electronics, elevators and so on.



In 2024, the organizing committee will organize a number of overseas exhibitions in Indonesia, Mexico, Dubai and other locations, which will bring more global players, new and innovative companies to come together for face-to-face meetings in Shanghai.

It will attract more than 30,000 professional visitors to join (28,675 visitors in 2023).



Wire Expo 2024 establishes in-depth cooperation with more than 200 industry media to promote by multi-channels such as websites, magazines, Wechat, Tiktok, etc. and opens a new mode of live broadcasting.

It will interview with enterprises & concurrent forums, which is expected to be participated by more than 100,000 people on-line and deepen the influence of the expo.

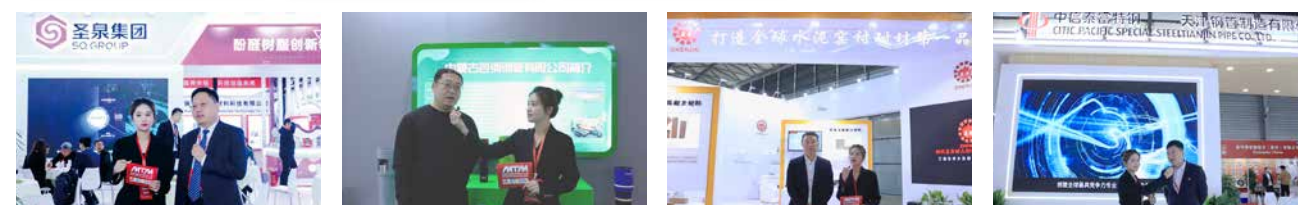


Exhibit Profile

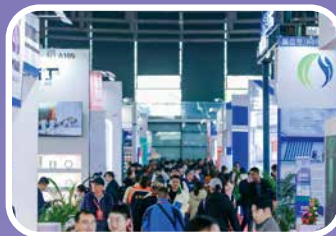
● **Various wires and bars:** Stainless steel bars, carbon steel coils, coils for wire rope making, stainless steel coils, carbon electrode coils, plain wire, etc.

● **Steel wire:** wire for cables and fiber optic cables, stainless steel wire, stainless steel micro-wire (steel fiber), bearing steel wire, cold heading steel wire, galvanized steel wire, galvanized-aluminum alloy steel wire, bead steel wire, PC steel wire & rods, etc.

● **Mechanical equipment:** wire and bar mills, heat treatment equipment, wire drawing equipment, plating equipment, cooling equipment, pickling equipment, bending machines, cutting machines, ultrasonic cleaning equipment, testing and analyzing equipment, etc.



Previous Exhibition On-site






MTM2024 Global Exhibition Plan

This year, MTM EXPO focuses on the fast-developing markets in Southeast Asia, the Middle East, South America, Africa and other locations, and attracts more than 60,000 precision buyers through 12 promotion channels such as GOOGLE, FACEBOOK, YOUTUBE, EDM, roadshows and other global precision marketing, quickly targeting the core buyers' purchasing needs.

12.18-12.20

Shanghai, China.

 Shanghai New International Expo Centre

09.04-09.06

Mexico City, Mexico

Convention and Exhibition Center

06.04-06.06

Jakarta, Indonesia

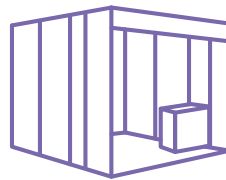
International EXPO

I PARTICIPATION COST



RAW SPACE

USD \$350/m²
(Min.24m²)



STANDARD BOOTH

USD \$400/m²
(Min.9m²)

Note

Raw space booth only provides exhibition space, no other facilities.

For standard exhibition configuration and more marketing solutions, please contact us.

I DATE & OPENING HOURS

18-20 December 2024

Wednesday - Thursday: 9:00 a.m. - 5:00 p.m.

Friday: 9:00 a.m. - 1:00 p.m.

For further information, please contact:

Shanghai Shenshi Exhibition Service Co.,Ltd.

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