



MTM
MTM EXPO 2024

25th Shanghai International Metallurgy Industry Expo 2024

December 18-20, 2024

Shanghai New International Expo Centre, Shanghai, China.

 **50,000+** m²  **30,000+**
Exhibition Scale Professional Visitors

 **1,000+**  **10+**
Well-known Exhibitors Concurrent Activities



Organization

China Chamber of Commerce for Metallurgical Enterprises
Baosteel Group
The Association of China Refractories Industry
Shanghai Society of Metals
Sub-association for Steel Tube and Pipe Products, CSCS
Shanghai steel tube Industry Association
China Steel Construction Society Wire Products Association
Industrial Furnace Institution of Chinese Mechanical Engineering Society
Tianjin Association of Metal Material Trade
Shanghai Shenshi Exhibition Service Co., Ltd.

www.mtmexpo.cn





About Shanghai International Metallurgy Industry Expo

As the steel exhibition with the longest history in China, Shanghai International Metallurgy Industry Expo was founded in 1986. After more than 30 years of development, it has formed a one-stop sourcing platform for the whole steel and metallurgy industry chain with seven theme exhibitions: Metallurgy, Refractories, Casting & Forging, Steel Tube Industry, Metal Wires, Industrial Furnace & Thermal Engineering, and Nonferrous Metals.

In 2024, with the theme of *"Ecological Development of the Steel Industry"*, the 25th Shanghai International Metallurgy Industry Expo focuses on a full range of steel products, raw and auxiliary materials, metallurgical equipment and environmental protection technologies.

Forecast of 25th Shanghai International Metallurgy Industry Expo:



50,000⁺m²
Exhibition Scale



30,000⁺
Professional Visitors

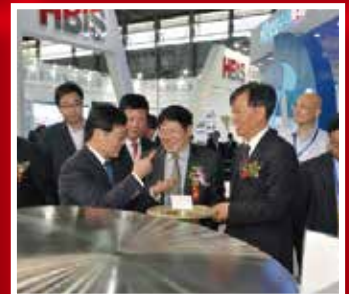
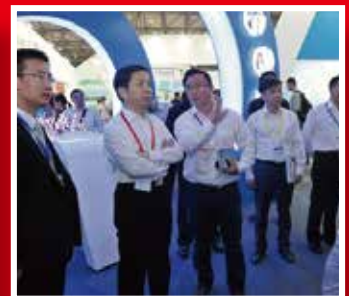
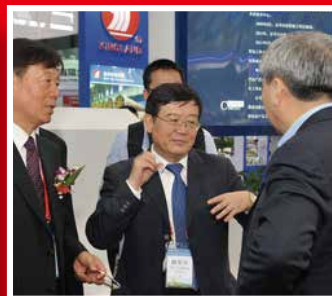
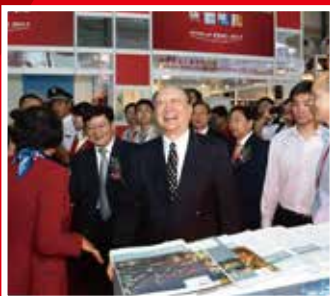


1,000⁺
Well-known Exhibitors



10⁺
Concurrent Activities

| Leadership care



I Figures and Facts 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 and a total of **28,675** visitors from **34** countries and regions, of which **26,412** were domestic visitors and **2,263** were overseas visitors. It is worth mentioning that the last overseas visitors exceeded the historical record, increasing by 40.1% year-on-year.

Regarding the global visitors, Shanghai Int'l Metallurgy Industry Expo showcased the innovative achievements and outlook of China's iron and steel metallurgy industry, and successfully created an immersive and practical scenario integrating industry communication, brand promotion, product display, and commerce and trade circulation, and continues to lead the industry's innovation trend.

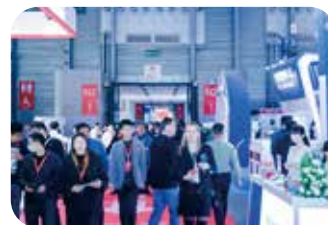
40,000⁺m²
Exhibition Scale

26,412⁺
Professional Visitors

986⁺
Well-known Exhibitors



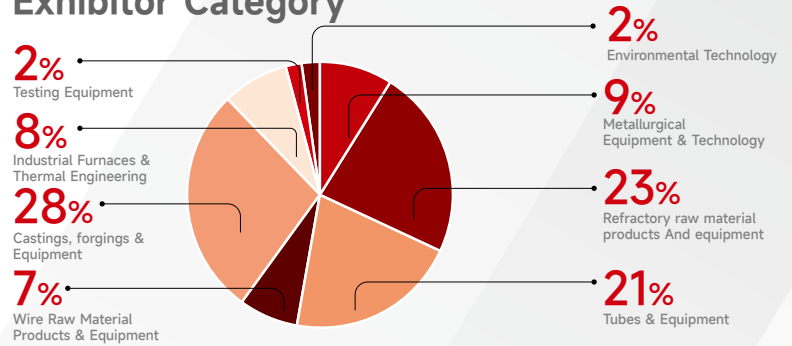
I Previous Exhibition On-site



At a glance of previous event



Exhibitor Category



Exhibitors' Satisfaction

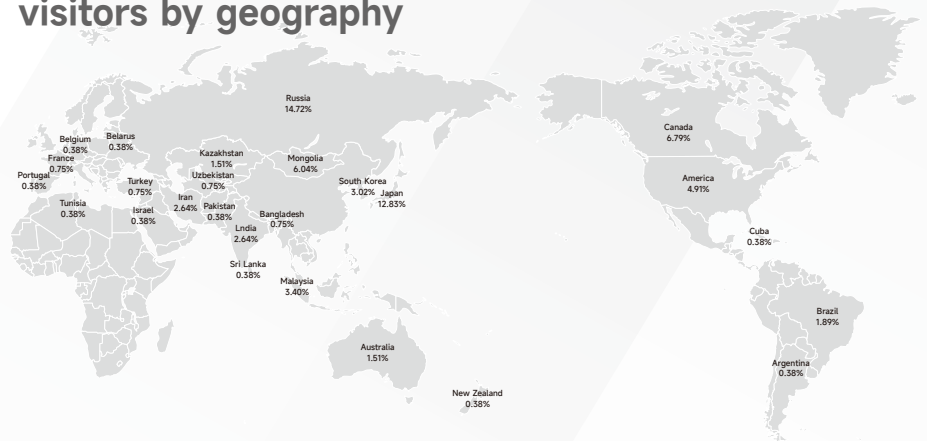
91.6%

of exhibitors consider MTM EXPO as an important industry event

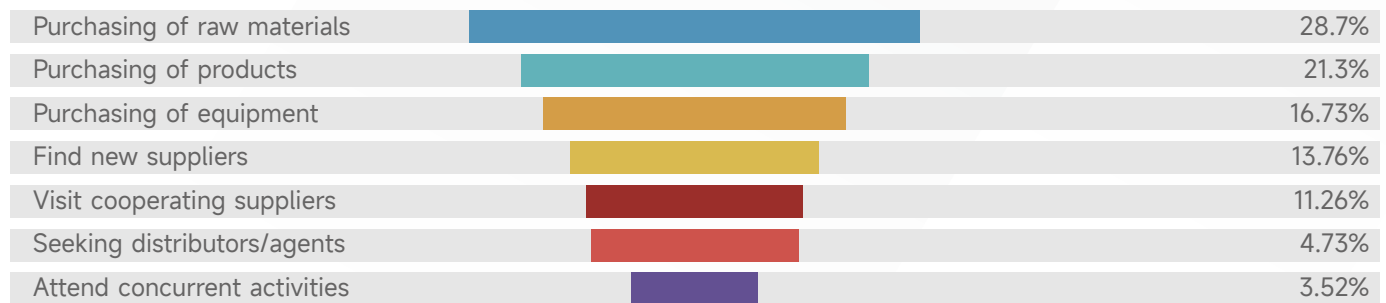
83.7%

of exhibitors were satisfied with the quality of visitors

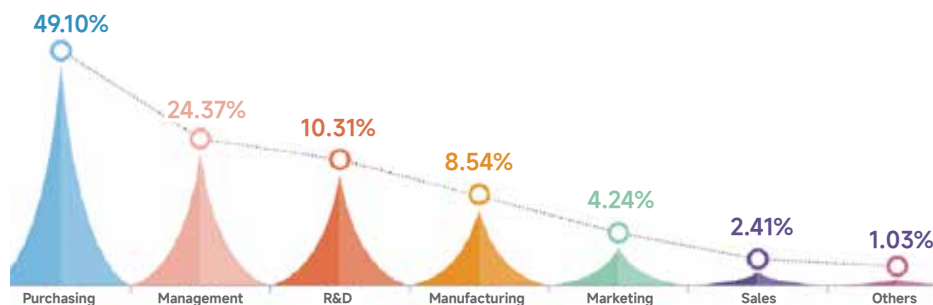
Percentage of overseas visitors by geography



Purpose of the visit



Visitors' Job Role



10+ popular concurrent forums focus on industry trends

Green Energy and Low-Carbon

Carbon-neutral Production

Intelligent Manufacturing

- 2024 Steel Industry Ecological Development Forum
- The 4th China Refractories Development Forum
- The 4th Development and Application of Steel Tube Industry Conference (DASTIC)



Shanghai Int'l Metallurgy Industry 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.



In 2024, Shanghai Int'l Metallurgy Industry Expo organizing committee will hold 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).





**25th Shanghai International
Metallurgy Industry Expo 2024**
2024.12.18-20
Shanghai New International Expo Centre (SNIEC)

MTM
MTM EXPO 2024

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

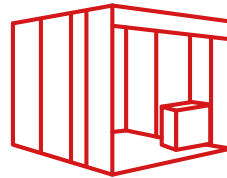
International EXPO

I YOUR CONTACT



RAW SPACE

USD \$350/m²
(Min.24m²)



STANDARD BOOTH

USD \$380/m²
(Min.12m²)

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:

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