



中国模具工业协会

CHINA DIE & MOULD INDUSTRY ASSOCIATION

Invitation of DMC2020

To whom may concern,

Facing the challenges of the influence of COVID-19 and requirements of traditional & new manufacturing industries in costs, technology, modes and markets in 2020, China die & mould industry needs to strengthen the whole industry chain and reinforce the linkage between the upstream & downstream enterprises, pushing the industry development in segmentation and high- efficiency multiply and precisely. In the context, **Die & Mould China 2020 (DMC 2020)** would like to play an essential role in the development of the whole manufacturing industry.

Due to the COVID-19 related policies released by National government, Die & Mould China 2020 (DMC 2020) will be postponed to October 10th-13th at National Exhibition and Convention Center (Hongqiao, Shanghai) in 2020.

Along with a three-decade development, DMC has built an important platform for technical development and trading of China's die & mould industry, achieving its international position of an authoritative, professional and comprehensive platform that is recognized in the industry for precise processing, mould manufacturing and forming integrated equipment. DMC 2020 aims to strengthen the industry chain and the stability between upstream & downstream enterprises, improving the efficiency and profits during the resumption of work & production.

As a major international manufacturing base, China has become a die & mould manufacturing and consumption nation and has established a complete die & mould industry system after 30 years of development. Driven by the demand in global manufacturing market, Chinese mould enterprises have shown the advantages of accelerated product optimization, improved equipment capacity, better industrial coordination capacity, accurate access to downstream industries and further enhancement of comprehensive international competitiveness. In 2019, the output value of China's die & mould industry **exceeded RMB 290 billion**, and the **consumption value reached RMB 260 billion**, shoring up **RMB 30 trillion** of product forming manufacturing in China. China exported more than **USD 6.2 billion** of die & mould products to **201** countries and regions. Through market complementation and mutual benefits, China's mould manufacturing has integrated into the international market! With the theme "Opening, Reforming and Integrated Developing", DMC 2020 is going to create a Win-win situation for global die & mould forming, materials, equipment and technology industries. With **the linkage of conference, exhibition and network**, DMC2020 will also provide the best platform for upstream and downstream industries connected by die & mould to show their power.

Under a new wave of technological innovation **represented by digitalization, networking and intelligence of manufacturing, technology crossing, highly integrated industrial chain, service-oriented manufacturing, new energy and new materials**, China's die & mould industry has ushered in an era of high-quality development in the process of continuous progress and exploration. With the opportunity of global technical sharing, DMC 2020 will focus on intelligent die & mould design, digital die & mould manufacturing technology and informatization management technology, creating a market-based environment for technology integration and collaborative innovation and let die & mould enterprises purchase more precise equipment and more efficient technology to improve their efficiency and products, speeding up the optimization quality enhancement cost reduction efficiency boost of the mould industry. DMC 2020 strives to foster "**lean manufacturing equipment and automation and smart manufacturing technology**" and "**integrated forming and**



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precise mould manufacturing" and form a big platform for display and purchase. Based on higher-end precise processing equipment and more advanced mould manufacturing technology, the exhibits will expand into new fields. The applications of new technologies such as 3D additive manufacturing, laser equipment and robotic automation integration will improve the quality and efficiency of mould manufacturing. DMC 2020 will bring exhibits that focus on reducing manufacturing consumption and costs, improving manufacturing efficiency and mould forming efficiency, to advanced manufacturing equipment and technological software applications. With the **Industry-University-Research Sharing Summit** concurrently held, DMC 2020 has expanded the index for **the purchase of equipment and material suppliers** in the exhibition publications to better provide diversified services, offer equipment support for mould design and processing solutions of enterprises, and further promote the communication and interaction between mould related industries and equipment industry.

Under the great changes of the world economic pattern, DMC 2020 aims to boost the communication in die & mould between China and the world and promote the integration of concentrated regional development and industrial development in China. The die & mould enterprises will participate in the exhibition by region and display their forming equipment and moulds, especially standard parts, facilitating the coordination of equipment resources. The high-quality moulds exhibited by Chinese mould enterprises will provide targeted service for automobile, electronics, packaging and other industries to drive manufacturing optimization. The huge demand of China manufacturing market and the advantage of cost performance of China in global die & mould market made trading and purchasing in DMC keep active. Besides, we also enlarge the B2B directional service to surrounding countries. DMC2020 will add the contents of forming equipment and technology to the automotive mould section. The demand for automobile lightweight technology and the optimized manufacturing of auto parts provide broader space for the new mould technologies and new applications. Taking advantages of the resources of Auto Shanghai and Shanghai Auto Parts Exhibition, the organizer will get full access to procurement, achieving the win-win of Chinese auto and mould manufacturing.

In order to promote the resumption of work and production, when the epidemic situation is improving, we aim to actively take the positive action of online industry docking with die & mould as the key node of the upstream and downstream. The element of high-quality development is not the point-to-point of the product, but the face-to-face and chain-to-chain integration of the manufacturing ecosystem of the entire industrial chain. We will use industrial database resources, give full play to our own industrial advantages, build a high-quality extensive communication platform, actively promote the linkage of upstream and downstream enterprises in the industrial chain, improve the industrial chain, and help the industry to overcome difficulties and create together as companies move towards the high end of the value chain bright future!

We sincerely thank you **all** for your support for Die & Mould China 2020 (DMC2020) and sincerely invite you to attend and visit the exhibition and participate in our activities. Hope to see you at DMC 2020! (Please visit our website www.diemouldchina.com, www.cdmia.com.cn or www.dmcexpo.com.)

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