

ufi
Approved
Event
国际展览业协会认证展会

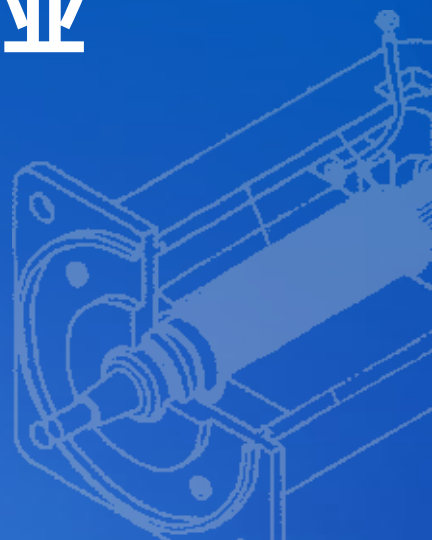


Motor & Magnetic Expo

第20届 深圳国际小电机及电机工业 磁性材料展览会

The 20th Shenzhen (China) International Small Motor,
Electric Machinery & Magnetic Materials Exhibition

2022.8.23-25 深圳国际会展中心(宝安新馆)
Shenzhen World Exhibition & Convention Center



邀请函

INVITATION

商务部重点引导扶持展会

获国际会展业权威机构 UFI 认证 引领行业前行

The industry event approved by UFI & supported by Ministry of Commerce

广东智展展览有限公司 wise 智展 ufi
Member

E 展会概况 EXHIBITION GENERAL



展商
Exhibitor

500+

专业观众
Professional Buyer

30000+

规模
Scale

30000m²

采购团
Purchasing Group

100+

主流媒体
Mainstream Media

200+

高端论坛
Conference

30+

深圳国际小电机磁性材料展由广东智展展览有限公司于2003年创办，一年一届在深圳举办，目前已成功举办19届，经历了19年的积累和发展，展会规模不断扩大，参展商、参观商数量持续增长，专业化水平不断提升，逐渐成为行业内的品牌盛会，近年又获得国家精密微特电机工程技术研究中心的大力支持，全面参与主办展会及同期活动，使展会上了一个新台阶。

展会覆盖原材料、配件、成品、生产设备、检测仪器等全产业链，是集公司品牌宣传、新品展示、开发市场、技术研讨、贸易采购、了解行业趋势的综合服务平台，本展会也是唯一通过国际展览业协会（UFI）认证的电机磁材专业展，并且被列入国家商务部重点扶持的展会。

第19届深圳国际小电机磁性材料展会于2021年9月27-29日在深圳会展中心举办，展会展出面积达到25,000平方米，参展企业达450余家，汇集众多国内外知名企业，展会吸引了来自比利时、日本、韩国、美国、俄罗斯、德国、波兰、丹麦、摩洛哥、巴西、土耳其、巴基斯坦、阿尔及利亚、印度、斯里兰卡、台湾、香港等17个国家和地区的专业观众累计15000余人次参观采购，参观团60多个：德昌电机、中山大洋电机、珠海凯邦电机、威灵电机、弗迪动力、富士康、格兰仕集团、宁波力和机电、广东美芝制冷、铭普光磁、捷和电机、胜达微电机、泛仕达机电、广东惠利普、万宝至、日本电产三协、华为、中兴、小米、中科三环、中航工业、广汽零部件、格力电器、TCL、美的、雷赛智能、广州数控、大族、大疆、脉冲电子、横店东磁、致丰微电器、成航车辆仪表、深圳顺络电子、穗成电子、田村电子、蔚来、广汽丰田、信浓马达、广东嘉和、胜美达、双环全新机电、特玮电机、深圳创维-RGB电子、珠海格力电工、普盛旺、可立克、江西耀润、金动力、日立、大忠电子、长园电子材料、风华高科、台达电子、库柏电子、力辉马达、克瑞科技、金雁电工、博多电子、拓邦股份、爱珂勒电子元器件、美蓓亚贸易、包头稀土研究院、中山市家用电器行业协会、顺德电子信息商会、深圳市传感器与智能化仪器仪表行业协会。同期还举办了微特电机及磁性材料技术发展论坛、境外采购商洽谈会等30多场高端同期活动，累计上千人参会。

第20届深圳国际小电机及电机工业、磁性材料展览会于2022年8月23-25日在深圳国际会展中心举行，我们热忱邀请全球电机、磁性材料行业的行业机构、专家、企业代表、专业人士参加，相约深圳，共赴20周年盛会！

Shenzhen (China) International Small Motor, Electric Machinery & Magnetic Materials Exhibition (Motor & Magnetic Expo for short), held by Wise Exhibition (Guangdong) Co., Ltd., is an annual exhibition which has been successfully held for 19 years since 2003. Meanwhile, the exhibition scale is getting larger, the number of exhibitor and visitor increases gradually and it becomes more and more professional. It has gradually become a brand exhibition and won strong support and full recognition from the industry. Motor & Magnetic Expo is a unique motor and magnetic exhibition of industry approved by UFI (The Global Association of the Exhibition Industry) and has been cataloged into the guide and support list by Ministry of Commerce.

The 19th Shenzhen (China) International Small Motor, Electric Machinery & Magnetic Materials Exhibition was held at Shenzhen Convention & Exhibition Center on September 27-29, 2021 with an area of 25,000sqm. It attracted over 450 well-known overseas and domestic exhibitors and 15,000 visitors from over 17 countries and regions, including Belgium, Japan, South Korea, USA, Russia, Germany, Poland, Denmark, Morocco, Brazil, Turkey, Pakistan, Algeria, India, Sri Lanka, Taiwan, Hong Kong, etc. There were over 60 visiting and purchasing groups during three-day exhibition, including Johnson Electric, BROAD-OCEAN, Zhuhai Kaibang Motor, WELLING, Findreams Power, BYD, Foxconn, Galanz, Ningbo Lihe, GMCC, Mentech, CCL MOTORS, Shengda Micro-Motor, Fans-tech, Huiipu, Mabuchi Motor, NIDEC SANKYO, HUAWEI, ZTE, Xiaomi, ZHONG KE SAN HUAN, AVIC, GAC COMPONENT, Gree Electric, TCL, Midea, Leadshine, GSK, HAN'S MOTOR, DJI, NPC, DMEGC, Sunlord Electronics, TAMURA, NIO, JIAHE MICROMOTOR, SUMIDA, Gree, Xiaopeng Motors, Baotou Research Institute of Rare Earths, Zhongshan Household Electrical Appliances Association, Foshan Shunde Electronic Information Chamber of Commerce, Shenzhen Sensors and Intelligent Instrumentation Industry Association, etc. Over 1,000 experts, scholars and entrepreneurs of academic and business were invited to more than 30 speeches, including The 11th China International Small Motor Technology Development Summit, China Advanced Magnetic Materials Manufacturing Technology & Application Development Conference, Overseas VIP Buyers Matching Meeting, etc.

The 20th Shenzhen (China) International Small Motor, Electric Machinery & Magnetic Materials Exhibition will be held at Shenzhen World Exhibition & Convention Center on Aug. 23-25, 2022. We sincerely invite industry authorities, experts, business representatives and professionals of motor and magnetic materials industry to the exhibition.

C 同期活动及展会 CONCURRENT EVENTS AND EXHIBITIONS

- ◆第十二届中国国际微特电机技术发展论坛
- ◆中国先进磁性材料制造技术与应用发展论坛
- ◆境外采购商洽谈会
- ◆国际小电机磁性材料新产品、新技术推广会
- ◆2022深圳国际粉末冶金及先进陶瓷技术高峰论坛
- ◆2022深圳国际线圈工业、电子变压器及绕组设备展
- ◆2022深圳国际传感器技术与应用展览会暨高峰论坛
- ◆2022深圳国际粉末冶金及硬质合金、先进陶瓷展

- The 12th China International Small Motor Technology Development Summit
- China Advanced Magnetic Materials Manufacturing Technology & Application Development Conference
- Overseas VIP Buyers Matching Meeting
- International Small Motor & Magnetic Materials New Products and Technology Promotion Conference
- 2022 Shenzhen International Powder Metallurgy and Advanced Ceramic Technology Summit
- 2022 Shenzhen (China) International Coil Winding & Electronic Transformer Exhibition
- 2022 Shenzhen International Sensor Technology and Application Exhibition and Summit
- 2022 Shenzhen International Powder Metallurgy, Cemented Carbide & Advanced Ceramics Exhibition

展会优势与亮点

EXHIBITION ADVANTAGES AND HIGHLIGHTS



中国小电机及磁性材料行业年度盛会

深圳国际电机磁材展是中国国内小电机及磁性材料行业发展图中重要的一环。经过19年的培育，与深圳经济共同起飞的深圳国际电机磁材展，已经成功实现从材料、设备到应用全产业链对接，完成从本土贸易到国际合作的蜕变，汇集国内外众多知名企业，成为兼技术与产品展示贸易的行业年度盛会。

一流展馆+一流服务 助力展会升级

本届展会将在深圳国际会展中心举办，作为全球超大型的会展中心，不仅地理位置优越，地处粤港澳大湾区湾顶，且设备先进，全馆5G覆盖，交通便利、配套完善，集海陆空铁轨五大交通优势，具有良好资源集聚效应和庞大的发展潜力。直达会展中心的地铁已正式开通运营，地铁口就位于展馆登陆大厅，给参展参观的人士带来了极大的便利。

组委会办展经验丰富，展会品牌值得信赖

展会组织方-智展展览，为国际展览业协会UFI成员单位，荣膺2015年“中国十佳品牌组展商”、2018年“中国展览产业百强展览主办机构”殊荣，有近20年的专业办展经验，深圳国际电机磁材展获国家商务部引导支持展会及国际展览业协会UFI认证，展会品牌值得信赖。

同期举办多场高端会议及活动，大咖菁英齐聚，把脉行业发展趋势

展会同期将举办超过30场行业高端论坛及活动，邀请业内知名专家、大学教授及行业龙头企业高管，共同探讨行业最新技术及发展趋势，帮助企业解决技术难题，是企业拓展行业资源，发掘贸易契机的绝佳场所。

数字化升级，促进展会线上线下融合

展前和展会期间，创新打造线上展会，进行展会数字化升级，通过微信小程序，采用展商现场采访、展会直播、同期活动直播、云展台等形式，联动线下展会，为企业及展会整体加强观众引流，创造更直观、更深度的参参观展体验。

不断创新进取，整合行业多方力量，与行业各大权威组织、学术机构及行业媒体展开深度合作，确保参展效果。

1

An annual industry event of small motor and magnetic materials in China

Motor & Magnetic Expo is a significantly industry event in China. After 19 years, Motor & Magnetic Expo has developed with Shenzhen's economy and become an international event covering the whole industrial chain.

2

First-class venue and first-class service assist the upgrade of the exhibition.

The 20th Motor & Magnetic Expo will be held at Shenzhen World Exhibition & Convention Center (Shenzhen World for short). As the world's super-large convention and exhibition center, Shenzhen World is commanding the top of the Greater Bay Area and the center of the Pearl River Delta FTZ, which is an outstanding geographic location with sound resource agglomeration and tremendous development potential. The venue also has advanced equipment, 5G coverage throughout the hall, complete facilities, integrating the five major transportation advantages of sea, land, air and rail, with good resource aggregation effect and huge development potential. The metro directly to Shenzhen World has officially opened. It will directly serve the venue with the metro station, Shenzhen World Lobby, which brings great convenience to exhibitors and visitors.

3

The organizing committee has extensive experience, the exhibition brand is trustworthy

Wise Exhibition (Guangdong) Co.,Ltd. is a member of UFI. It won the honor of "China Top 10 Outstanding Exhibition Organizer" in 2015 and "PEO-TOP100" in 2018. Wise Exhibition (Guangdong) Co.,Ltd. has nearly 20 years experience in organizing exhibition and conference. Motor & Magnetic Expo has been cataloged into the guide and support by Ministry of Commerce and approved by UFI and the exhibition brand is trustworthy.

4

Holding many high-end conferences and activities in the same period, gathering well-known persons and elites to predict industry trends

During the exhibition, more than 30 high-end conferences and activities will be held. Industry experts, university professors and executives of industry leading enterprises will be invited to discuss the latest technologies and development trends. It is an excellent platform to expand resources and explore opportunities.

5

Upgrading the digitization, to integrate the online and offline exhibition

During the exhibition, we innovatively built online exhibition. Through WeChat mini program, we adopted the form of interviewing exhibitors on-site, live broadcast, displaying exhibitors profile, products and news online, etc., to link the offline exhibition and attract the overall visitors.

6

Keeping being innovative and enterprising, integrating the strengths of the industry, and carrying out in-depth cooperation with the major authorities, academic institutions and industry media to ensure the effectiveness of the exhibition.



参加多达**200场**行业活动



近**120家**专业媒体



近**50家**境外合作媒体



行业网站新闻发布**1000余**篇

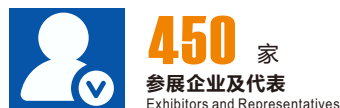
全方位社交媒体、官网宣传
(中英文官网、微信公众号、小程序、视频号、微博等)
粉丝总数多达**50,000人**，阅读、曝光量超**400,000人次**

付费广告发布
(百度、微信朋友圈、今日头条等)



合作微信公众号(部分):
今日电机
龙成电机
驱动视界
电机技术日参
伺服与运动控制
中国机器人网
电子变压器资讯
中钨在线
绝缘材料
工业汇
.....





2021届观众人数分析

- 第一天 **5,500** 人次
- 第二天 **6,500** 人次
- 第三天 **3,000** 人次

Visitor Data Analysis of 2021

- The first day: **5,500** visits
- The second day: **6,500** visits
- The third day: **3,000** visits

第十一届中国国际微特电机技术发展论坛

The 11th China Small Motor & Magnetic Materials Industry Development Summit

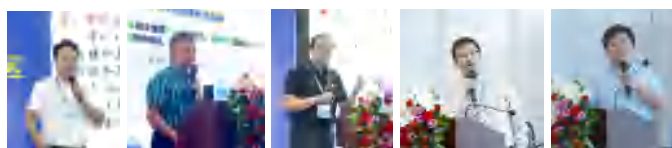
本届论坛由广东智展展览有限公司联合国家精密微特电机工程技术研究中心（以下简称“工程中心”）共同主办，论坛由工程中心卓亮高工担任主持，西北工业大学副研究员焦宁飞，广东机电职业技术学院陈黎明教授级高工，华南理工大学电力学院杨向宇教授，广州数控设备有限公司电机技术部王汉翼副主任和麦格雷博电子（深圳）有限公司刘崇军副总经理等，分享了真知灼见，带来了精彩的演讲。



中国先进磁性材料制造技术与应用发展论坛

China Advanced Magnetic Materials Manufacturing Technology & Application Development Conference

论坛由中国电子材料行业协会磁性材料分会副秘书长翁兴园主持，首钢智新迁安电磁材料有限公司李广林 高级主任师，北京工业大学岳明教授，杭州磁聚力科技有限公司 冒守栋总经理、博士，杭州智宇磁业科技有限公司李明 总经理、博士，宁波金鸡强磁股份有限公司徐峰 技术部总监，东



境外采购商洽谈会

Overseas VIP Buyers Matching Meeting

为了让参展商能够精准有效的对接采购商，提供与专业买家一对一交流合作的机会，组委会广东智展展览有限公司与欧美工商会合作，在展会期间举办境外采购商洽谈会，有20多家采购商，100多家参展商参与了此次洽谈会，会后不少展商表示：在现场举办这样精准有效的洽谈会很有意义，让他们接触到了很多境外采购商，有了出乎意料地收获，也看到了主办方在展会效果方面做的努力，不断创新，为企业打开国际市场提供了很好的机会。

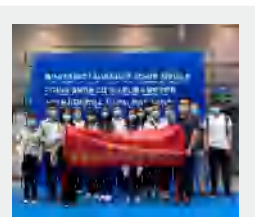
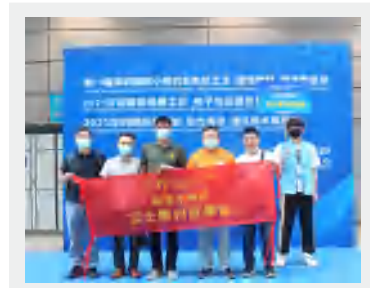
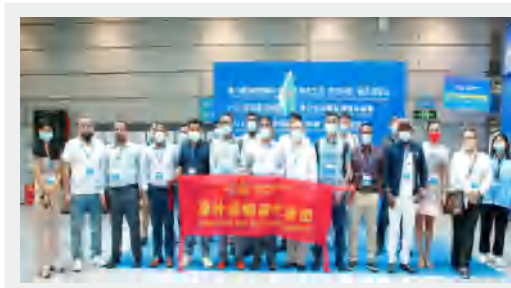




P专业观众和采购商来源 **ROFESSIONAL VISITORS AND BUYERS**

电机、家用及工业电器、汽车、工业自动设备、办公自动化设备、电源、变压器、线圈、电力设备、电子、电声器件、散热器、机床、模具、通用设备、手机、数码产品、IT、电动工具、玩具、智能家居、仪器仪表、医疗器械、健身器材、灯具、航天、军工设备、印刷、包装机械、应用行业协会、进出口商、各类科研人员等。

Motor, household appliance and industrial electrical equipment, automobile, industrial automatic equipment, office automation, power supply, transformers, coil, electrical equipment, electron, electro acoustic device, radiator, machine tool, dies, flexible unit, mobile phone, digital products, IT, electric tool, toys, smart household, instrument and meter, medical equipment, fitness equipment, lamps and lanterns, aerospace, Military equipment, printing, packaging machinery,



主办单位

国家精密微特电机工程技术研究中心
广东智展展览有限公司
香港智展国际有限公司

ORGANIZERS

National Engineering Research Center for Small and Special Precision Motors
Wise Exhibition (Guangdong) Co., Ltd.
Wise Exhibition (HK) Co., Ltd.

重点合作单位

中国电器工业协会非晶合金材料应用分会
马来西亚电气与电子协会
日本粘结磁性材料协会
英国磁学学会
嵊州市电机行业协会
宁波市磁性材料商会

SUPPORTERS

- Application Branch of Amorphous Alloy Materials of China Electrical Appliance Industry Association
- The Electrical and Electronics Association of Malaysia
- The Japan Association of Bonded Magnetic Materials
- The UK Magnetics Society
- Shengzhou Motor Industry Association
- Ningbo Magnetic Materials Association

广东智展展览有限公司  
WISE EXHIBITION (GUANGDONG) CO., LTD.

国际展览业协会(UFI)中国区成员, 广东会展组展企业协会副会长单位

中国十佳品牌组展商

The Global Association of the Exhibition Industry (UFI) Chinese Member, Guangdong Fairs Organizer Association Vice Chairman, China Top 10 Outstanding Exhibition Organizer

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展会官网Website: www.motor-expo.cn



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国际电机磁材线圈展

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