

第25届深圳国际 小电机及电机工业 磁性材料展览会

The 25th Shenzhen (China) International Small Motor,
Electric Machinery & Magnetic Materials Exhibition

同期展会：2027国际具身机器人、机器人技术(深圳)展览会

2027.6.30-7.2 深圳国际会展中心
Shenzhen World Exhibition & Convention Center

邀请函
INVITATION



参展企业及代表
Exhibitor

800+

规划面积
Scale

40000m²

预计观众人次
Professional buyer

40000+

采购团
purchasing group

100+

演讲嘉宾
Guest Speakers

30+

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24届，经历了超20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，是集公司产品品牌宣传、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24届深圳国际小电机磁性材料展览会于2025年5月27-29日在深圳国际会展中心举办，展会展出面积达到20,000平方米，参展企业达600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39,000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、成灵电机、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、力佳电机、东兴昌电机、鸣志电器、科力尔、万至达、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。

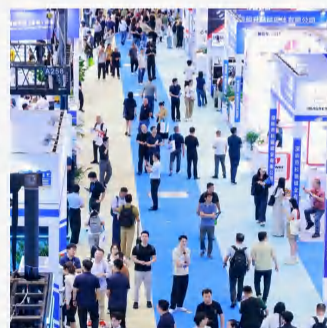
第25届深圳国际小电机及电机工业、磁性材料展览会于2027年6月30日至7月2日在深圳国际会展中心举行，我们热忱邀请全球电机、磁性材料行业的行业机构、专家、企业代表、专业人士参加，相约深，共赴盛会！

Founded in 2003 by Wise Exhibition (Guangdong) Co., Ltd., the Shenzhen (China) International Small Motor, Electric Machinery, Magnetic Materials & Coil Winding Exhibition is held annually in Shenzhen. Having been successfully organized for 24 editions, the exhibition has grown into one of the most influential professional events in the industry through more than two decades of continuous development. Supported by numerous industry associations, the exhibition has established itself as a leading brand event for the small motor and magnetic materials sector. In recent years, with the strong support of the National Engineering Research Center for Small and Special Precision Motors, the organizers have taken a more active role in the exhibition and its concurrent events, bringing the exhibition to a new level.

The exhibition covers the entire industrial chain, including magnetic materials, components, finished products, manufacturing equipment, testing instruments and related technologies. It serves as an integrated business platform for brand promotion, new product launches, technical exchange, trade matchmaking and academic collaboration. As a UFI-approved international trade exhibition dedicated to the small motor and magnetic materials industry, it is also recognized as one of the key exhibitions supported by China's Ministry of Commerce.

The 24th Shenzhen (China) International Small Motor, Electric Machinery, Magnetic Materials & Coil Winding Exhibition was successfully held at the Shenzhen World Exhibition & Convention Center from May 27 to 29, 2025. Covering an area of nearly 20,000 square meters, it attracted over 600 exhibitors and brought together renowned enterprises from China and abroad. Professional visitors came from Belgium, Japan, South Korea, the United States, Russia, Germany, Poland, Denmark, Morocco, Brazil, Türkiye, Pakistan, Algeria, India, Sri Lanka, Taiwan (China) and many other countries and regions to visit and source products. More than 60 leading enterprises participated in the exhibition, including Johnson Electric, Broad-Ocean Motor, MOONS, BYD, Fuji Electric, Geely Holding Group, Huawei, Midea, Xiaomi, CATL, CALB, Inovance Technology, DMEGC Magnetics, JL MAG Rare-Earth, Toyota, and many other well-known companies across the global motor, magnetic materials, electronics, and intelligent manufacturing industries. More than 30 concurrent high-level forums and overseas buyer matchmaking events were held, attracting tens of thousands of professional attendees.

The 25th Shenzhen (China) International Small Motor, Electric Machinery, Magnetic Materials & Coil Winding Exhibition will take place from June 30 to July 2, 2027, at the Shenzhen World Exhibition & Convention Center. The exhibition will bring together global experts, industry organizations, leading enterprises and professionals from the electric motor and magnetic materials industries to exchange ideas, deepen cooperation and jointly shape the future of the industry.



E 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景中重要的一环。经过23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。

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

Motor & Magnetic Expo is a significantly industry event in China. After 23 years, Motor & Magnetic Expo has developed with Shenzhen's economy and become an international event covering the whole industrial chain.

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20多年的专业办展经验，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。

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 over 20 years experience in organizing exhibition and conference. Motor & Magnetic Expo has been cataloged into the guide and support by the Ministry of Commerce and approved by UFI and the exhibition brand is trustworthy.

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。

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.

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、更深度的参展观展体验。

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.

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。

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P 宣传推广 PUBLICITY AND PROMOTION



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

线上线下多渠道推广
全媒体矩阵全方位宣传



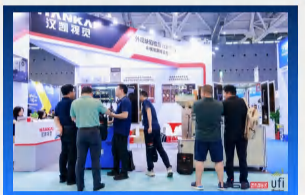
行业网站新闻发布1000余篇

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)



800 家
参展企业及代表
Exhibitors and Representatives

20000
展出面积
Exhibition Area

39005 人次
参观人次
Visitors

2026届观众人数分析

- 第一天 **18,315** 人次
- 第二天 **15,712** 人次
- 第三天 **4,978** 人次

Visitor Data Analysis of 2025

- The first day: **18,315** visits
- The second day: **15,712** visits
- The third day: **4,978** visits

领军聚首，聚力构筑产业高地

本届展会联动具身机器人、轴承、粉末冶金、工业陶瓷、新材料等热门产业链协同展出，贯通材料、部件、设备至终端应用全产业链条。汇聚众多海内外行业龙头与优质品牌，集中展示前沿技术、创新产品与整套解决方案，倾力精准搭建技术互通、供需对接、资源共赢的国际化、专业化产业交流平台。

智引前沿，深度洞悉行业风向

展会期间，组委会联合国家精密微特电机工程技术研究中心、各地行业协会与权威媒体共同举办了2026 中国国际具身智能机器人产业大会、2026磁性材料与应用产业发展大会、2026中国小电机行业大会、中国(深圳)增材制造产业发展大会高端论坛、2026深圳粉末冶金技术与产业应用论坛等三十余场高端学术研讨及行业峰会，多场细分领域专业论坛次第开展，内容翔实务实，构筑起权威专业的技术交流与思想碰撞平台。行业专家深度剖析产业现状与发展趋势，以专业见解助力技术革新与产业提质升级；参会嘉宾积极互动探讨，前沿观点深度交融，凝聚行业发展共识。

Leading the Industry, Building a Premier Business Platform

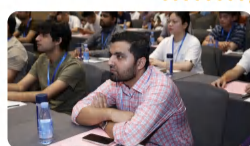
The exhibition was held concurrently with leading trade events covering robotics, bearings, powder metallurgy, industrial ceramics, advanced materials, and other related industries, creating a comprehensive platform spanning the entire industrial chain—from raw materials and components to manufacturing equipment and end-use applications. Bringing together renowned domestic and international companies, the exhibition showcased cutting-edge products, innovative technologies, and integrated solutions while providing an international platform for technology exchange, business networking, supply-demand matchmaking, and resource sharing.

Gain Industry Insights & Stay Ahead of Market Trends

During the exhibition, the organizing committee collaborated with the National Engineering Research Center for Small and Special Precision Motors, industry associations, and leading media organizations to host more than 30 high-level concurrent conferences and forums, including:

- 2026 China International Embodied Intelligence Robotics Industry Conference
- 2026 China Magnetic Materials & Applications Industry Development Conference
- 2026 China Small Motor Industry Conference
- China (Shenzhen) Additive Manufacturing Industry Development Forum
- 2026 Shenzhen Powder Metallurgy Technology & Industrial Applications Forum
- and many other specialized technical forums.

These events featured renowned industry experts and technical specialists who shared the latest market trends, technological innovations, and application developments. Through keynote speeches, technical presentations, panel discussions, and interactive networking sessions, participants gained valuable industry insights, exchanged ideas with peers, and explored new opportunities for innovation and collaboration.





E 参展范围 EXHIBIT SCOPE

A

各类电机：各类家用电器电机、永磁电机、汽车电机、工业自动化、办公自动化电机、电动车电机、通讯设备电机、视听数码、电子产品电机、金融设备电机、航天军工电机、智能家居电机、医疗设备电机、计算机及外设产品电机、玩具电机、轻工机械电机、无人机电机、机器人电机等各类电机产品及新技术。

B

各类制造及测试设备：绕线机、充磁机、点焊机、冲压机、真空浸漆装备、包胶机、插片机、焊锡机、电机驱动控制系统装置、张力器、气动剪刀；各类电机设计软件、系统及各类测试检测设备。

C

各类配件：定子、转子、电枢绕组、电刷、模具、铁芯、轴承、转轴、换向器、风扇、传感器、外壳、电源线、连接器、热保护器、端盖、电子元器件。

D

各类材料：永磁材料、软磁材料、非晶材料、绝缘材料、胶粘剂、树脂、涂料、电磁线等。

E

各类磁性材料制品及生产检测设备：切割机、切片机、干粉压机、烧结炉、搅拌机、球磨机、涂装设备、外观缺陷检测设备、激光粒度分析仪、X荧光分析仪及以上设备相关配套产品等。

All Kinds of Electric Motors: electric motors for household appliances, permanent magnet, automobiles, industrial automation, office automation, electric vehicle, communication equipment, audio-visual digital products, electronic product, financial equipment, aerospace and military, smart home, medical devices, computer and peripheral product, toys, light industrial machinery, drone, and other electric motors and new technologies.

Manufacturing and Testing Equipment: winding machines, magnetizing apparatus, spot welding machines, punching machines, vacuum impregnation equipment, coating machines, insertion machines, soldering machines, motor drive control system, tensioners, pneumatic scissors, various motor design software, systems and testing and inspection equipment.

Accessories and Components: stators, rotors, armature winding, carbon brushes, mold, iron core, bearings, shafts, commutators, fans, sensors, housings, power line, connectors, thermal protectors, end caps, and electronic component.

All Kinds of Materials: permanent magnetic materials, soft magnetic materials, amorphous materials, insulated materials, adhesives, resins, coatings, electromagnetic wires, etc.

All Kinds of Magnetic Products and Manufacturing and Testing Equipment: cutting machines, slicing machines, dry powder presses, sintering furnace, mixers, ball mills, coating equipment, appearance defect detection equipment, laser particle size analyzers, X fluorescence analyzers, and related auxiliary products, etc.





P 专业观众和采购商来源 PROFESSIONAL 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, application industry association, importers and exporters, kinds of research personnel, etc.

B 参展费用 BOOTH FEE

参展费用 Booth Fee

标准展位 Standard Booth	豪华标展 Luxury Exhibition Stand	光地(36m ² 起租) Raw Space (36m ² For Rent)	外资企业 Foreign Enterprises
RMB 14800/12m ²	RMB 18300/12m ²	RMB 1400 /m ²	USD 260/m ²

备注：双开口展位在原展位费基础上加收10%费用

Notes: Double-open booths will be charged more 10% of the original booth fee.

展位配置说明 Standard Booth Facilities

- ★每个标准展位提供如下基本设施：三面围板(转角位2面或1面)、一桌两椅、地毯满铺、两支射灯、220V电源插座、中英文公司楣板制作。
- ★豪华展位在标准展位的基础上，使用更高端的材料，整体加高，风格更具设计感，形象高端大气。
- ★光地不含以上任何设施
- ★Facilities for the standard booth: three wallboards (two wallboards in the corner), a table, two chairs, two spotlights, 220v power, carpeted floor, Chinese and English fascia (name-board).
- ★No facility is provided for the Raw Space.

组织机构

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

ORGANIZERS

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

重点合作单位

中国电器工业协会
中国电器工业协会微电机分会
中国电器工业协会分马力电机分会
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
宁波市磁性材料商会
嵊州市电机行业协会
深圳市企业联合会

SUPPORTERS

- China Electrical Equipment Industrial Association
- The Micromotor Branch Association of China Electrical Equipment Industrial Association
- Fractional Horse Power Motors Institute of China Electrical Equipment Industrial Association
- 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
- Ningbo Magnetic Materials Association
- Shengzhou Motor Industry Association
- ShenZhen Enterprise Confederation

广东智展展览有限公司 wise 智展 ufi
Member

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

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

地址Add: 广州市海珠区新港东路1000号保利世贸C座西塔2103室

Room 03, 21st Floor, West Tower, Poly World Trade Center C, No.1000 Xingang East Road, Haizhu District, Guangzhou City

电话Tel: 020-29193588/29193589

邮箱E-mail: ex36008@126.com

展会官网Website: www.motor-expo.cn



motor-expo



国际电机磁材线圈展

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