

AMTS2008---Design /R&D/Manufacture /Production  
**Shanghai International Automotive Manufacturing  
Technology & Material Show**

Won [2007 China Top 10 Innovative Brand Exhibition]

13<sup>th</sup>-16<sup>th</sup> .Aug 08

Shanghai New International Expo Center

[www.shanghaiAMTS.com](http://www.shanghaiAMTS.com)



Dear Sir or Madam:

Shanghai Forever Exhibition Co., Ltd and Shanghai Modern International Exhibition Company sincerely invite you to attend "2008-- Shanghai International Automotive Manufacturing Technology & Material Show."

In the past several decades, the auto industry is the important one of GDP for China. The changing and upgrading of auto equipment are the consumer hotspots in industrial area. As China has gradually become a world manufacturing center, the industrial level of this China key field is facing further optimization and upgrading. And, as the important impact of production efficiency and the cost of production, auto manufacturing technology and auto material are always the concerning topic for auto industry. As a result, the engineers from auto manufacturing industry play a leading role in this show. "Shanghai International Automotive Manufacturing Technology & Material Show---AMTS" was born in this back ground.

"Shanghai International Automotive Manufacturing Technology & Material Show---AMTS" was established in 2004, commits itself to building a one-stop exhibition platform concerning auto equipment. We hope to show latest auto manufacturing technology and material、 assembly and test、 Link Analysis、 Parts Forming Technology before Auto Engineers through the link analysis of auto product manufacturing production process. It is a professional event for auto industry.

The starring of "2008-- Shanghai International Automotive Manufacturing Technology & Material Show "is "Manufacturing Technology and Material" & "Assembly--Automation--Robots --Machine Vision." AMTS set 7 themes Exhibition area depend on the exhibits since 2008 to accurately grasp the core structure of AMTS. AMTS 2008 add a new theme exhibition area of "auto manufacturing technology" to show the best system integration products and technology; Parts forming processing technology theme exhibition is the important part of AMTS 2008, the scale will be 22,000 m<sup>2</sup>. The accurate market segmentation and positioning plays a positive role to improve the industry development and to meet the needs of clients. The assembly and test theme exhibition won the high praise of industry exhibitors in its first debut in 2007. And it led more enterprises actively participate, it will show the latest technology and the development trends in assembly field.

The Leaders from Automotive Manufacturing Technology Industry gather in at the same time and the same location. We hope the engineers from automotive manufacturing industry will find the innovative technologies and solutions in "2008-- Shanghai International Automotive Manufacturing Technology & Material Show." The engineers can communicates and consult face to face with the their counterparts from great powers in auto manufacturer such as、 Germany、 USA、 Japan、 Korea、 Etc, even do not need to go board.

Welcome to attend "AMTS2008! "

Please get more information from <http://www.shanghaiAMTS.com> !

**Don't Miss It! Please arrange your participation in advance!**

## AMTS2008 Exhibition Information

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Won [2007 China Top 10 Innovative Brand Exhibition]

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### 2007 Record:

#### 2007 Show visitor:

There were over 14,000 professional visitors from 17 different countries and areas in AMTS 2007 and some even from USA, Germany, Japan and South Korea. The level of the visitors is higher than before, and the proportion of oversea visitors reached 12%. Most of our typical visitors are the decision makers of automotive industry. They believe AMTS will become more and more important in the future.

- Grow up 20%, and the new visitors take up 60%
- 98% of visitors from auto industry
- 95% of visitors have deciding/consult power for purchasing
- 81% of visitors have intended tendency for purchasing
- 73% of visitors plan to invest in auto manufacturing equipment/product
- 85% of visitors believe AMTS will be more and more important

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☆Minster of Society of Automotive Engineers of China: Mr. Changnian Chen

The visitors have a command of professional knowledge. Many famous auto factories organized visiting groups to AMTS which shows that they have attached much importance to AMTS. I hope AMTS will invite professional audience purposely according to exhibitors' items on display.

☆ 《Automotive Industry》 Magazine chief editor: Mr. Zhongjun Zhang

《Automotive Industry》 organized over 60 VIP readers to visit AMTS2007, and also 20+20 Golf Challenge of AMTS2007 which were very successful. Auto industry needs auto manufacturing technology & equipment show. I expect AMTS2008 will display more sophisticated technology, organizing more Integrated Systems Corporation and assembly corporation to attend AMTS.

☆ The engineer of whole auto assembly of Shanghai automotive industry Co., Ltd: Mr. Yuanting Gu

The auto manufacturing technology, auto material exhibition were attached to Shanghai Auto Industry Exhibition that are held every two years before. But Shanghai Automobile Industry Exhibition is not the professional auto manufacturing technology exhibition. I think AMTS will make up this empty comparatively. I will offer my biggest support to AMTS which is on development.

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### 2007 Show Exhibitors:

The Leaders from Automotive Manufacturing Technology Industry

Gather In AMTS 2007

- 373 exhibitors =grew up 35%
- 98% of exhibitors hope the better result in the future
- 99% of exhibitors were satisfied with the high quality of the professional visitors
- 96% of exhibitors evaluate AMTS will be the most important exhibition in auto manufacturing industry
- 21% of exhibitors plan to enlarge the exhibition booth in AMTS 2008

## **P+F Group**

It is our first time to attend AMTS2007. We gained very good effect (out of our expecting). Now P+F has regarded AMTS as A-class exhibition, and will enlarge the scale of show next time.

## **Ir-Ingersoll Rand---Market Department Amy Liu**

It's unbelievable that the visitors of AMTS2007 are very professional. To my surprise, we met corporation which we had been looking forward to cooperating with for a long time. And we had further communication about our future cooperation, which made us very satisfied.

## **IXION GmbH& Co.KG ---Sales Manager Export Andreas Haug**

It is our first time to attend AMTS007. The visitors are very professional. Our clients of auto industry in China area all came to visit it. To my surprise, we met some clients who we had been looking forward to cooperating with for a long time during the exhibition time.

## **Germany HEGENSCHIEDT---China Area sales manager: Mr. Wei Qian**

Our main purpose to participate in AMTS2007 is that we wanted to meet some clients in auto engine industry. The visitors organized by patron were very professional. We found many potential customers.

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<b>2008 AMTS Expecting Data</b>	<b>Combine with 2007 AMTS</b>
Exhibitors Number: 500+	+34.1%
Show Scale: 40,000 m <sup>2</sup>	+100%
Visitor Number: 18,000	+22.3%
Domestic Buyers: 14,716	+23.1%
HK、Macau、Taiwan Buyers: 1,197	+21.4%
Overseas Buyers: 2,087	+18.2%

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## **7 themes of this show**

- ☆Int'l Assembly & Handing Technology Expo Area
  - ☆Int'l Automotive Manufacturing Technology Expo Area
  - ☆Int'l Automotive Manufacturing Expo for Auto mould & accessories and parts
  - ☆Int'l Automotive Material Expo Area
  - ☆Int'l Automotive Testing & Quality Control Expo Area
  - ☆Int'l Automotive Design & Manufacturing Informatization Exhibition Expo Area
  - ☆Int'l Industrial Robotics Expo Area
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## **Supporters (Parts)**

- ☆ Society of China Automotive Engineering
- ☆ China Association of Machinery Manufacturing Technology
- ☆ Robot Institute of Shanghai Jiao Tong University
- ☆ Europe Auto Manufacturing equipment Association
- ☆ AMT Shanghai Technology and Service Center
- ☆ France Auto Manufacturing equipment Association
- ☆ AICA- Italy Auto manufacturing equipment Association
- ☆ Spain Auto Manufacturing equipment Association
- ☆ Shanghai Robotics Society
- ☆ TARSUS Group PLC United Kingdom
- ☆ Shanghai Die & Casting Association
- ☆ American Material Society (ASM)
- ☆ North America Robotics Society
- ☆ China Robotics Society
- ☆ Robot Institute of Shanghai University
- ☆ Shanghai Society of Automotive Engineers

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**Simultaneous activities:**

- ☆ 2008 China Auto Manufacturing Technology & Equipment Forum
- ☆ 2008 International Auto Engineers Summit China
- ☆ Robot and Auto manufacturing Innovative applications Seminar
- ☆ Efficient、 High-precision、 System Auto Manufacturing Technology and Equipment Seminar
- ☆ 2008 China Auto Plastics Technology Summit Forum
- ☆ China Auto Manufacturing industry Simulation technology Application Seminar
- ☆ 30+30 AMTS Vogel 《Automobile Indusrtie》 VIP Readers Elite Golf Challenge Contest

Please visit [www. shanghaiAMTS.com](http://www.shanghaiAMTS.com) to get our latest meeting plan and the latest international Speakers.

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**Scope of this 2008 Show:**

- The metal Cutting、 lathe、 grinding machine、 milling machine、 machine tool flexible production line and digital knife tool control system for auto parts and auto mould;
- The Automotive Assembly and measuring technology , Auto test and quality control technology in the automotive manufacturing industry;
- The four manufacture technology: press production line and equipment、 auto body weld and assembly production line、 coating production line and whole automotive assembly pipeline in the automotive manufacturing industry;
- The application of Robot technology in the automotive manufacturing industry;
- Plastic material, plate metals tubing, mould-steels, aluminum magnesium, composite material, coating, and other related material for automotive;
- Precision forging production line and manufacture unit; die forging, Hot Precision Forging, cold Precision Forging, powder metallurgy sintering forging equipment, internal high- pressure forming equipment for the accessories and parts machining;
- Casting production line: Precision Casting production line for processing of cast iron, die casting machine for processing of aluminum alloy casting;
- The injection moulding production line of auto plastic technology: Including auto interior decoration parts manufacturing software and equipment.

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**Exhibition Fee**

Package Stand:

International enterprises: \$ 2, 600/ 9m<sup>2</sup>.

Exhibition area A for brand enterprises: USD2, 600/9m<sup>2</sup>.

Exhibition area B for national enterprises: RMB 13, 980/ 9m<sup>2</sup>.

Exhibition area C for national enterprises: RMB 11,800/9m<sup>2</sup>.

Exhibition area D for national enterprises: RMB 10, 900/9m<sup>2</sup>.

Shell scheme include: wall paneling, fascia with company's name, carpeting, lockable cupboard, information desk, chair, spotlights, 15amp/220v single phase power point.

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**Advertisement Price:**

Catalog Cover: RMB 18,000/page      Catalog Back Cover: RMB 15,000/ page

Catalog Color page: RMB 6,000/ page (Black & White One: RMB 3,000/ page)

Tickets: RMB 3,000/5000Pieces    Drop Cards: RMB 15,000

《Show Express》 ads: RMB 3,000/issue

Paper Bag: RMB2/per/ (at least 2000)

《Visitor Guide》 ads: RMB 3,000/3000pieces    《Electronic Newsletters》 ads: RMB 3,000/issue

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## Key to China's Market!

International OEMs of auto manufacturing industry

Upgrade the Competitiveness of OEMs

The best opportunity in competition among the clients of auto industry in China, Wish you success in Asia Shanghai AMTS!

If you want to Registration and get more information, please contact us or Visit the Web site:  
[www.shanghaiAMTS.com](http://www.shanghaiAMTS.com)!

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