



THE LEADING DIE CASTING SHOWS

PRESS RELEASE

June 2023

Exclusive access to the world of Mega Casting

- **CHINA DIECASTING** will be held in Shanghai, 12-14 July 2023
- **Mega Casting** will be a key theme
- **Six-day delegation tour** available

China is well ahead of Europe in terms of Mega Casting. Companies throughout the country are investing heavily in machines, especially to manufacture die-cast components for electromobility. That means opportunities for suppliers and manufacturers, including those from other countries. Contact and interaction with this growing market are on the agenda at Asia's largest die-casting trade fair: **CHINA DIECASTING**, organized by NürnbergMesse and the Foundry Institute of Chinese Mechanical Engineering Society (FICMES) and held in Shanghai from 12 to 14 July 2023. This will be the first time the trade fair has been open to international guests since travel restrictions were imposed because of the pandemic. The theme for the trade fair will be "Step into the Era of Mega Die Casting".

China's production capacities, technological skills, and its exports of electric vehicles in particular are all growing, in keeping with the Chinese government's strategy of "Made in China 2025". One aspect of this strategy is to encourage high-tech industries and innovations at a domestic level, improve the quality of Chinese products and expand the presence of its companies on the global market.

This is also evident in the die-casting sector. It is hardly surprising, since the Chinese government has defined lightweight design and vehicles with alternative drive systems and new materials as key themes of this strategy. In the area of mega or giga casting, in particular, China is well ahead of Europe. There is strong demand, and companies are investing in new production facilities, automation and simulation technology.

"This growth will benefit suppliers and manufacturers in Europe in particular, with their advanced technical expertise," says Christopher Boss, Executive Director EUROGUSS at NürnbergMesse GmbH. "With CHINA DIECASTING and the end of the travel restrictions, we are creating access to the Chinese market for international companies and offering exhibitors a platform for in-person interaction with local players."

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Stepping into the Chinese market

CHINA DIECASTING will be held at SNIEC in Shanghai from 12 to 14 July 2023, and will open up the market for international guests for the first time since the pandemic. In an area of almost 37,000 square metres, 500 exhibitors will display their die-casting solutions to an expected total of 16,000 trade visitors. The key theme of the event is "Step into the Era of Mega Die Casting". Hall N2 of the Shanghai New International Expo Centre will function as the theme hall, hosting displays of the technologies and products in question.

"China Die Casting is a place where we can connect with our customers, partners and the whole industry", says Robin Lu, General Manager at Bühler Die Casting China. "It's a unique opportunity to network within the die casting industry. We are happy to participate and exhibit at this show."

The supporting programme offers an excellent opportunity to get in contact with the players on the Chinese market and leverage new business potentials. Companies seeking to delve more deeply into the world of Mega Casting can also take part in a six-day delegation tour. In addition to a visit to CHINA DIECASTING, this will include factory tours of die-casting machine manufacturers Bühler China and LK, as well as punching machine manufacturer Manfred and die-casting foundry Ningbo Asiaway. The trip will be rounded out with a sightseeing tour in Shanghai.

EUROGUSS FAMILY – a proven strategy

China is not the only location where NürnbergMesse creates access to the international die-casting sector. EUROGUSS MEXICO, in Guadalajara, is also a member of the EUROGUSS FAMILY, and is arranged in collaboration with Mexican organizer PR1MA. [Just at the beginning of 2023 EUROGUSS MEXICO demonstrated that the NürnbergMesse platforms are a driving force and innovator in emerging markets.](#)

The organizers registered just under 1,100 trade visitors and 100 exhibitors. At the same time, 19 German companies also took the opportunity to present at their own stands or via a pavilion. The next EUROGUSS MEXICO will be held once again in Guadalajara, Mexico, from 15 to 17 October 2025.

Additional information about CHINA DIECASTING 2023 is available at www.diecastexpo.cn/en/



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For information about the delegation tour, send an email to euroguss@nuernbergmesse.de

About the EUROGUSS trade fair family:

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In all even-numbered years, the European die casting industry meets at the EUROGUSS trade fair in the Exhibition Centre Nuremberg, Germany. For three days, around 700 exhibitors and 15,000 trade visitors inform themselves about the latest technology, processes and products. EUROGUSS is the only event that covers the entire die-casting process chain: from high-tech machinery and new materials to efficient services. In addition, the NürnbergMesse Group is active in die casting at CHINA DIECASTING (held annually in Shanghai), ALUCAST, which takes place in India at alternating locations in all even years, and EUROGUSS MEXICO, which will be held for the second time in Guadalajara in 2025.

More information: www.euroguss.de/en/all-about-the-exhibition/euroguss-international

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