



## Concurrent Event

- 1** ECO-MetalForm Summit  
-ChinaForge Fair Conference 2021  
-MetalForm China Conference 2021

This will be held on site at the opening day, and report on hot spot on Industry. The main attendees will be from exhibitors and visitors.

- 2** Forging Directors Meeting 2021  
This will be held during the exhibition, and more than 600 personnel estimated from the forging industry take part in it.

- 3** Stamping Directors Meeting 2021  
This will be held during the exhibition, and more than 500 personnel estimated from the stamping industry participate the meeting.

- 4** Fabricating Directors Meeting 2021  
This will be held during the exhibition, and more than 400 personnel estimated from the sheet metal industry participate the meeting.

- 5** Pavilion Day  
Supply the publicity services before, during and after the exhibition for the contracted exhibitors.

- 6** TPP-MetalForm Conference-Latest Technology & Products Promotion Press  
-ChinaForge Fair Conference 2021  
-MetalForm China Conference 2021  
This will be held on site during the exhibition, at which hundreds of the latest technology and products from metal forming industry will be introduced.

- 7** Buyers Forum for Forging, Stamping and Fabricating Parts  
This will be held on site during the exhibition, to which hundreds of the buyers from OEM used metal parts will presented.

- 8** "Shen Gong (Masterpiece)" Metal Formed Parts Awards  
This will be held on site during the exhibition, the experts from Brain-Storm Expert Service Center will evaluate the exhibits displayed by the exhibitors.

- 9** On-site Promotion Meeting form Technology and Talents  
This will be held on site during the exhibition, which will promote the cooperation between industry and research institute & university on technology and talent.

- 10** Qualified Suppliers Recommended  
This will be held on site during the exhibition, the experts from Brain-Storm Experts Service Center will evaluate the exhibits of machines and tools concerning forging, stamping, sheet metal, die & tool and joint & weld displayed by the exhibitors.

## 同期活动

- 1** 中国国际经济与金属成形发展论坛  
-2021 中国国际锻造会议  
-2021 中国国际金属成形会议  
本论坛将在展览会开幕日现场举行，就行业热点问题组织报告。主要的参与者是展商和现场观众。

- 2** 2021 全国锻造厂长会议  
在展会期间举行，预计有来自锻造行业的 600 余人出席会议。

- 3** 2021 全国冲压厂长会议  
在展会期间举行，预计有来自冲压行业的 500 余人出席会议。

- 4** 2021 全国钣金制作厂长会议  
在展会期间举行，预计有来自钣金制作行业的 400 余人出席会议。

- 5** 企业馆日 / 企业开放日  
对签约举办馆日的展商提供展前、展中和展后的宣传服务。

- 6** 锻造、冲压、钣金制作、模具和连接焊接新技术及装备滚动发布会  
-2021 中国国际锻造会议  
-2021 中国国际金属成形会议  
在展会期间现场举行，预计将有数百项金属成形领域的最近技术及装备发布。

- 7** 中国国际锻造、冲压和钣金制作零部件采购会  
在展会期间现场举行，预计将有上百位来自使用金属成形零件的主机厂人员参加。

- 8** "神工奖" 优质金属成形零部件评选  
在展会期间现场举行，由来自头脑风暴专家服务中心的专家对参展企业提交的零部件进行现场评选。

- 9** 高校、研究院与企业之间的项目对接、人才推介  
在展会期间现场举行，为高校和研究院所免费提供展示平台，推动产学研在人才和科研项目上的合作。

- 10** 优秀锻造、冲压、钣金制作、模具和连接焊接装备供应商推荐  
在展会期间现场举行，由来自头脑风暴专家服务中心的专家对来自锻造、冲压、钣金制作、模具和连接焊接展商展出的装备进行现场评选和推荐。



## Promotion

### Website

URL of Metalform China: [www.chinaforge.com.cn](http://www.chinaforge.com.cn)  
 URL of CCMI: [www.chinaforge.org.cn](http://www.chinaforge.org.cn)  
 More URL, please visit the URL of CCMI.



## 展会推广

### 1

### 网站

成形展网址: [www.chinaforge.com.cn](http://www.chinaforge.com.cn)  
 中国锻压协会网址: [www.chinaforge.org.cn](http://www.chinaforge.org.cn)  
 更多的中国锻压协会系统网址, 请访问中国锻压协会官网。

### Subscriptions such as WeChat

There are more than 300,000 follows in total of CCMI's WeChat subscriptions (more than 16,000 follows in the WeChat subscription of MetalForm China), and they take news updating every day and the events holding on line Irregular.

*There is other plant form as a subscription for advertising MetalForm China.*

### 2

### 微信公众号

中国锻压协会系统微信公众号的关注人数超过 **300,000** 人, 金属成形展公众账号关注人数超过 **16,000** 人。微信公众号每天更新新闻, 不定期举办线上活动。



*中国锻压协会还拥有其他平台的公众号用于宣传推广。*

### <In View> Newsletter

This has been published 79 issues since 2000, and each of issue was directly mailed to more than 8,000, and It will continue to be published as planned in 2021.

### 3

### 展会报

自 2000 年起, 共发行 79 期, 每期发行量为 **8,000** 册。2021 年将继续按计划发行。



### Magazines

More than 8 professional magazines was selected for advertising the MetalForm China every year, and there are over 100,000 readers from the manufacturing, especially machine building, industry.



### 4

### 杂志

在 8 种以上杂志宣传金属成形展览会, 读者超过 10 万人, 主要来自制造业特别是机械制造业。

### P2P Online

By EDM/SMS, more than 100,000 contactors from industry could be received the message or news sent regularly.



### 5

### 点对点

通过邮件和短信, 定期向 10 万多联系对象发送展会资讯。

### Exposure in WeChat Circle Regularly

Up to 300,000 Exposures (up to 5% Click-Through-Rate) in WeChat Circle was taken every time.



### 6

### 微信朋友圈

通过微信具有的大数据功能, 精准推送展览会资讯, 微信曝光率达到 300,000, 达到 5% 的点击率。

### Business Visit

The promotion of MetalForm China has been done at thousands of the firms from the machine building industry and hundreds of business associations, science societies, chambers of commerce and the government departments by CCMI's staff visit every year. More than 30 associations, science societies and chambers of commerce support MetalForm China.



### 7

### 企业拜访

每年中国锻压协会员工拜访上千家机械制造行业企业, 上百家国内的协会、学会、商会和各级政府有关部门, 开展展会宣传。目前有 30 多家协会、学会和商会成为了中国国际金属成形展览会的支持单位。

### Meetings & Activities

MetalForm China is advertised in more than 60 meetings or activities hold by CCMI every year, and over 10,000 personnel from the machine building industry are presented.

MetalForm China is also advertised by Meeting on Line, in which there are total of more than 230,000 visits in 2020.

*MetalForm China is also advertised on the related exhibition and meeting held in China.*

### 8

### 会议与展览

每年在中国锻压协会举办的 60 多场会议活动中宣传, 超过 1 万多人参与中国锻压协会协会举办的会议活动。

每年在中国锻压协会线上会议中宣传推广, 2020 年参加线上会议的人次达到 23 万多。

*每年在中国举办的相关展览会和会议中宣传推广。*

### Roadshow

More than 10 Roadshow-promotion activities will be held in 2021 at the industrial agglomeration area in China.



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### 路演

2021 年计划在工业聚集区举办 10 场路演活动，以便推广中国国际金属成形展览会。

### Press Conference

More than 30 domestic main and professional media, association, research institutes, universities and other related units will be invited to join the Press Conference.



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### 新闻发布会

邀请国内 30 余家主流媒体及行业专业媒体、协会、科研院所、大学和其他相关企业出席发布会。

### International Promotion

The exhibition news will be published to over 12,000 overseas contactors from metal forming industry.

The MetalForm China will be advertised in the related exhibition and meeting held in the world such as USA, Germany, Italy, Japan, India and UK.

The cooperation with China agency or representative in overseas will be taken to promote the MetalForm China.

News of MetalForm China will be distributed on Facebook and LinkedIn.

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### 国际推广

定期向 1.2 万名海外联系人发布展会资讯。

在海外举办的相关展览会进行宣传，比如参加在美国、德国、意大利、日本、印度和英国举办展览会，宣传中国国际金属成形展览会。

与中国政府或企业驻外机构合作，推广中国国际金属成形展览会。

使用 Facebook and LinkedIn 发布中国国际金属成形展览会资讯。

### Live Broadcast

The MetalForm China and the concurrent activities will be displayed on line through the <Vidue Video Website>.



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### 展会现场直播

中国国际金属成形展览会与同期活动将通过维德视频网进行直播。

### Others

More promotion information, please visit [www.chinaforge.com.cn/en/about/aboutx\\_1\\_32.html](http://www.chinaforge.com.cn/en/about/aboutx_1_32.html).

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### 其他

若要了解更多信息，请访问 [www.chinaforge.com.cn](http://www.chinaforge.com.cn)。

## Sponsor Plan

- Publish the advertisement on <In View> and <Catalog>.
- Digital advertise by EDM, SMS, website, Subscriptions and online events.
- Advertise on site such as visit badge, information desk, carpet and etc.
- Outdoor advertise such as wall, flag and etc.
- Offline advertise such as roadshow and press conference.
- Take a financial support to the exhibition reception Banquet.

More information, please visit [www.chinaforge.com.cn](http://www.chinaforge.com.cn) or reference to <Official Media Program for MetalForm China 2021>.

*Of course, the sales man/exhibitor service personnel could be contacted with.*

## 赞助计划

- 展会刊物营销（会展报、会刊）。
- 展会数字营销（邮件、短信、网站、公众号、广告定投等）。
- 展会现场广告（资料袋、参观证/挂带、报到台、门楼或名录背景板、地毯贴、吊旗、工作人员服装等）。
- 展会户外广告（墙体广告、路旗、道旗等）。
- 展前线下营销（路演、新闻发布会）。
- 晚宴赞助。

要了解详情，请访问 [www.chinaforge.com.cn](http://www.chinaforge.com.cn) 或参阅 2021《中国国际金属成形展览会官方媒体服务方案》。

当然，也可以联系展商服务人员

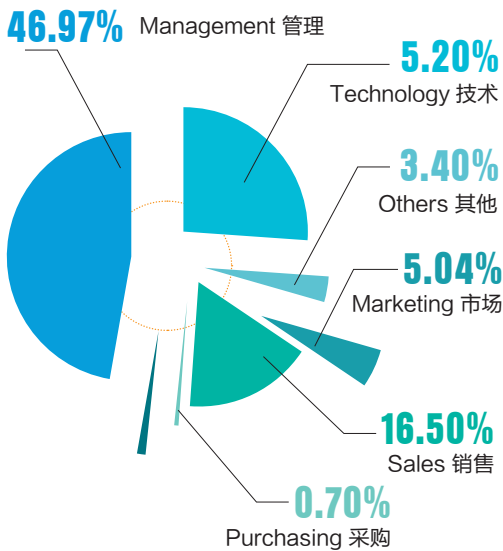




## Data Analysis

Metalform China 2021 mainly relies on the Yangtze River Delta economic zone, continuously promote the development of national brands, increase the promotion of overseas brands in China, and introduce more culture, ideas, technology and equipment needed for development.

In 2021, the exhibition area is estimated to be 30,000 m<sup>2</sup>, and there are more than 500 exhibitors. It is estimated that there will be more than 30,000 on-site visitors and 150,000 online visitors.

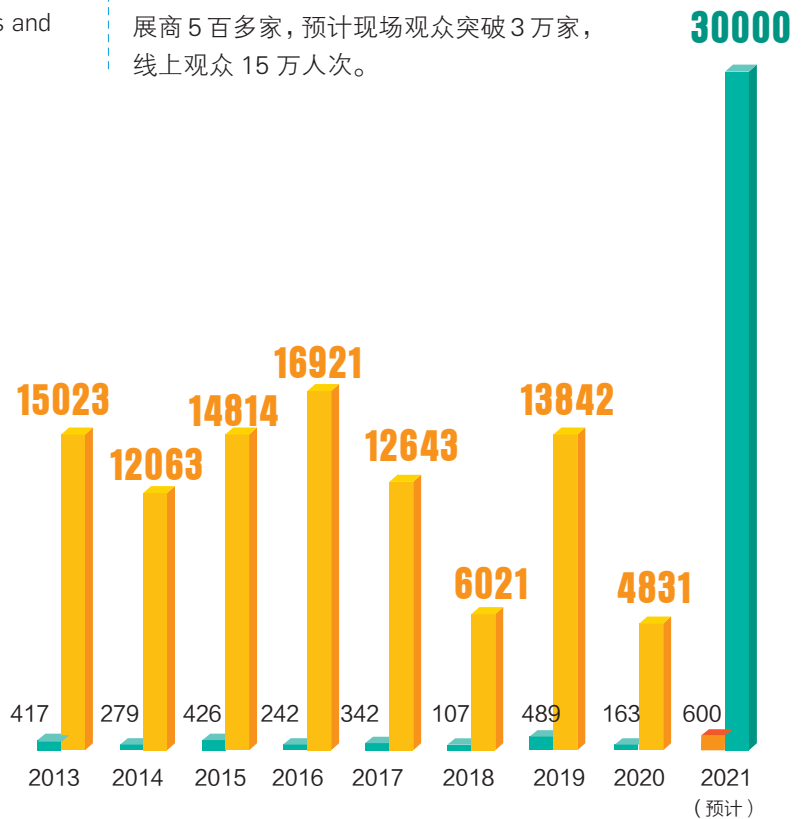


观众部门组成 Visitors' Department

## 展会分析

2021 年中国国际金属成形展览会重点依托长三角经济圈，在不断推建民族品牌发展的同时，加大海外品牌在中国的推广，引入更多发展需要的文化、理念、技术和装备。

2021 年计划展出面积 3 万平方米，以及展商 5 百多家，预计现场观众突破 3 万家，线上观众 15 万人次。



展商 / 观众数量 Exhibitor/Visitors

## Supporters

## 支持单位

国际金属板材成形联盟  
日本锻压机械工业会  
日本金属冲压工业协会  
日本素形材中心  
日本锻造协会  
印度锻造协会  
西班牙机床制造商协会  
意大利机床、机器人和自动化制造商协会  
台湾锻造协会  
上海市锻造协会  
无锡锻压协会  
沈阳锻造协会  
重庆锻压行业协会  
中国机电装备维修与改造技术协会

武汉铸锻热行业协会  
河南省铸锻工业协会  
瑞安市锻铸行业协会  
天津市铸锻行业协会  
嘉禾五金锻造协会  
安徽省机床工具协会  
章丘市锻压铸造与热处理行业协会  
定襄县法兰锻造协会  
上海市模具技术协会  
昆山市模具行业协会  
无锡市模具行业协会  
泊头市模具工业协会  
大连市模具协会

湖南省钣金加工行业协会  
广州市钣金加工行业协会  
武汉市精密制造行业协会  
成都市钣金行业协会  
江苏省南通市液压机商会  
江苏省海安县锻压机械业商会  
河北省青县工业经济联合会  
河北省沧州市工业经济联合会  
河北省廊坊市工业经济联合会  
河北省南皮县经济团体联合会  
河北省香河县工业局  
冲压行业联盟  
东莞市机械模具产业协会