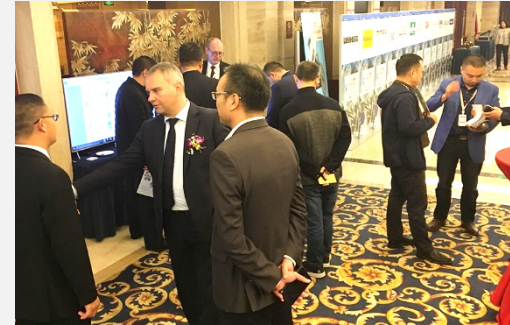




mav Innovation Forum China



Precision Marketing in the Hotspots of China

High level technical symposium, factory visits and extensive promotion activities

04.07.2019 – Pinghu, Zhejiang

14.11.2019 – Yongchuan, Chongqing

Partner Companies



Top European Technology Leaders

- Machine Tools,
- Precision tools,
- Workholdings,
- Robotics, automation,
- Machine components,
- Measuring, quality assurance,
- Auxiliary equipment.

Participants 2018



Organisers



Konradin Media Group

Publisher of mav-magazine, the leading trade media for the metal cutting industry in Germany. Organiser of major industry events, in particular the annual mav Innovation Forum in Boeblingen, Germany since 2009.



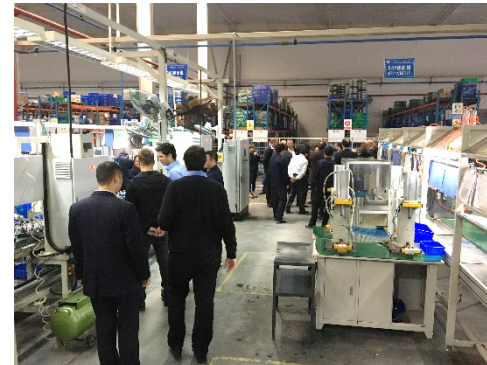
HOENE CONSULT

Market research, sales support, strategy advice, recruitment in China and Germany, based on 30 years of experience in marketing high value capital goods.

Impressions



Conference / Catalogue Exhibition / Networking / Factory Visits



04.07. 2019 Pinghu



Venue: Pinghu Automotive Innovation Park

- Major manufacturing hub at the doorsteps of Shanghai, in easy reach of the industrial centers of Hangzhou and Ningbo,
- Strong focus on automotive parts such as drive shafts bearing, fuel injection components,
- Key end users including global players (NIDEC, SKF, GKN) and hidden champions (Hirschvogel, Autoneum, C & U Bearing etc.).



14.11.2019 - Chongqing



Venue: Jianghong International Hotel, Yongchuan

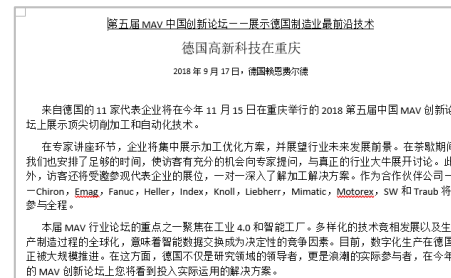
- Chongqing is the growth leader among the 33 provinces in China,
- Chongqing produced over 3.2 m cars in 2017 - more than any European country except Germany.
- Chongqing has a long history as a machine manufacturing hub.
- Chongqing has developed a booming electronics industry as the „laptop capital“ of the world.



Promotion Activities

Strong Support from Local Governments and Extensive Promotion Activities

- Visitor invitations by local governments,
- Personal invitations by organisers and partner companies,
- MAV-microsite,
- Wechat-channel,
- Press releases,
- E-Mailings,
- Conference reader,
- Post-event reporting in mav-magazine.



Services



Scope

- 25 minutes presentation with simultaneous translation English-Chinese,
- Event moderation by mav-magazine,
- Catalogue exhibition on site,
- Company visits in Pinghu and Chongqing,
- Double page in conference reader, in Chinese language,
- Lunch and dinner reception.
- Visitor contact details,
- Pre- and post conference promotion.

Prices

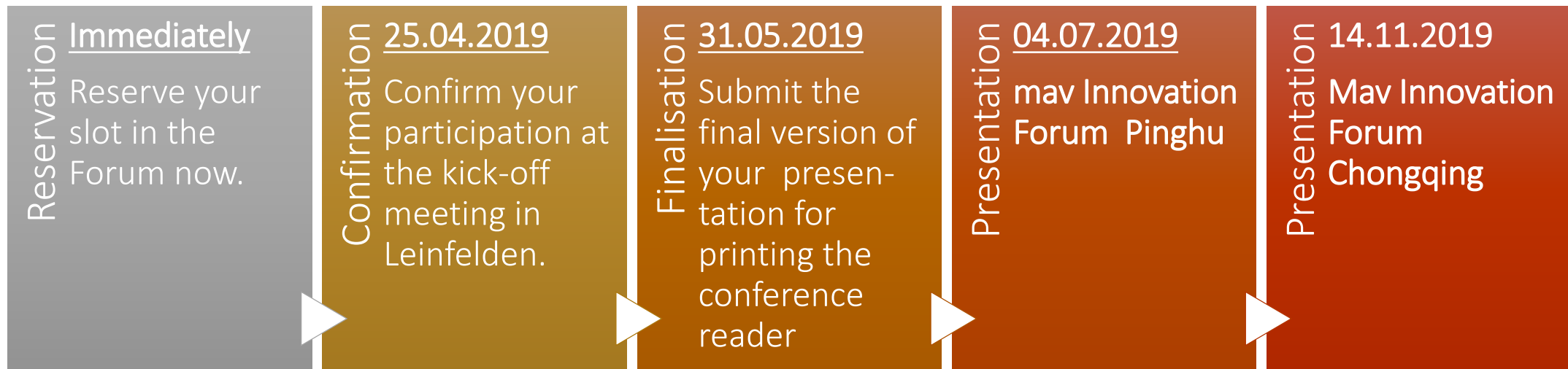
mav Innovation Forum Pinghu 7,000 EUR,

mav Innovation Forum Chongqing 7,000 EUR,

Package price Pinghu + Chongqing 10,000 EUR

Prices are net exluding taxes.

Timeline



Registrations



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