



Lightweight
Asia 2021

Asia's Lightweight
Automotive Trade Fair

POST-SHOW REPORT

Organized By:



2021 Shanghai International
Wheel Industry Exhibition



Along with the concurrent
ALUMINIUM CHINA 2021

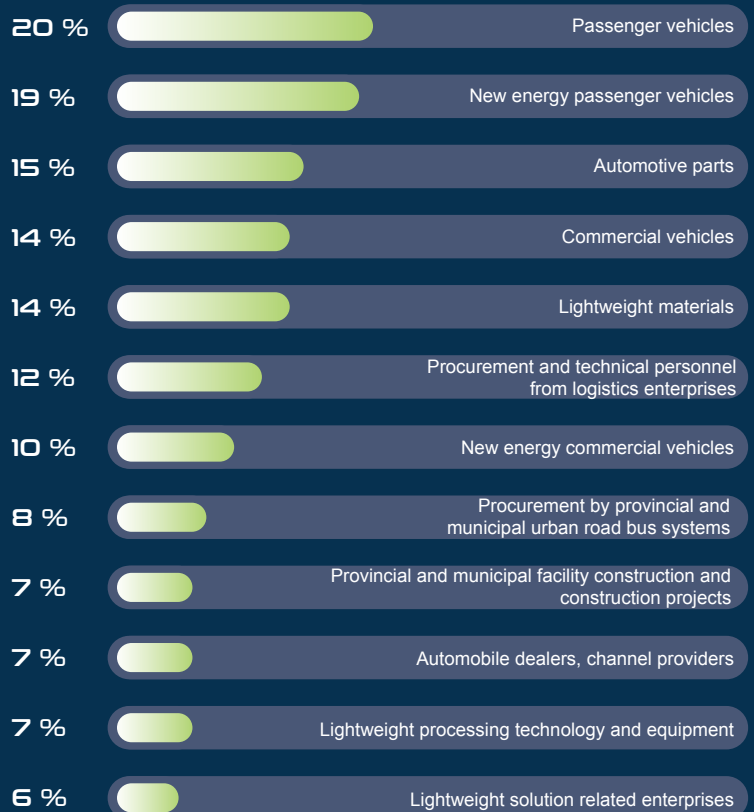
500+ Exhibitors
20,105 Domestic and Foreign Trade Visitors

1,310 TAP Buyers
45,000 m² Exhibition Space

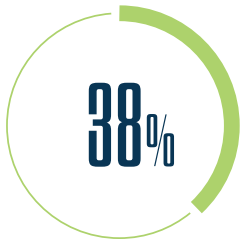
5,617 OEMs and Related Industry Visitors

Visitors by Industry

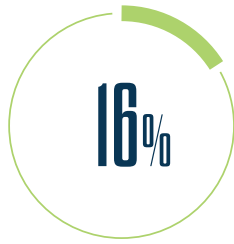
2021 Visitors by Industry Classification



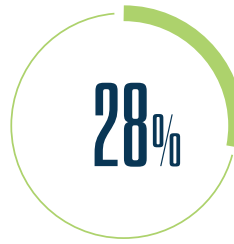
Visitor Analysis by Procurement Decision-making Power



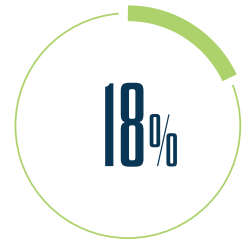
Power in procurement recommendation



Final decision-making power



Development of procurement requirements



Non-participation in procurement

Visitor Satisfaction

75% of trade visitors expressed complete or high satisfaction with Lightweight Asia 2021 and Shanghai International Wheel Industry Exhibition **9.35%** higher than 2019

23%

Completely satisfied

4%

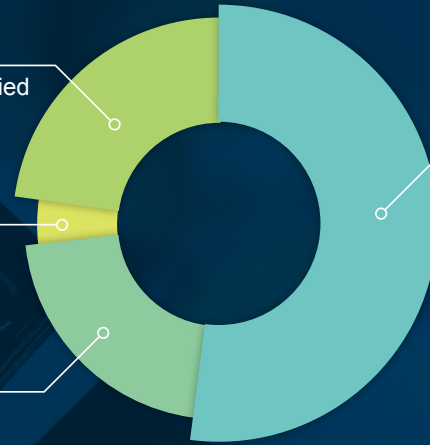
Not very satisfied

21%

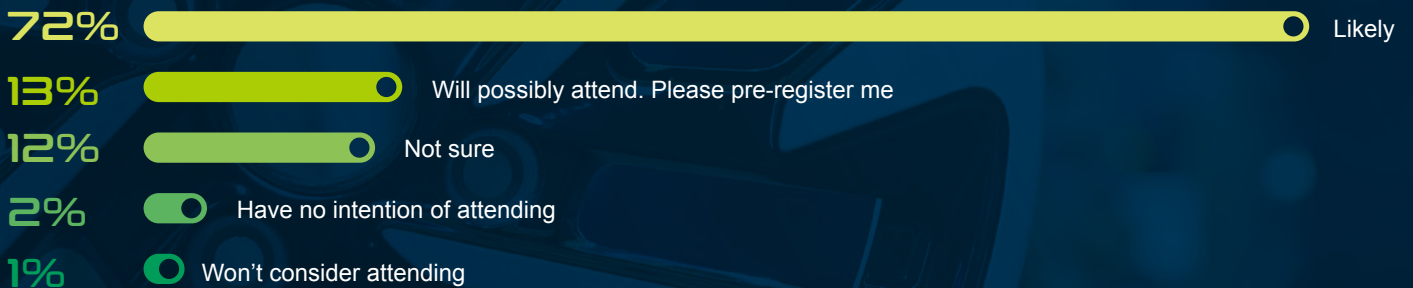
Fairly satisfied

52%

Highly satisfied



Probability of Visitors to Attend Lightweight Asia 2022



Visitors' Products of Interest

30%



Lightweight raw materials

21%



Passenger vehicle parts

18%



Lightweight processing technology and equipment

18%



Commercial vehicle parts

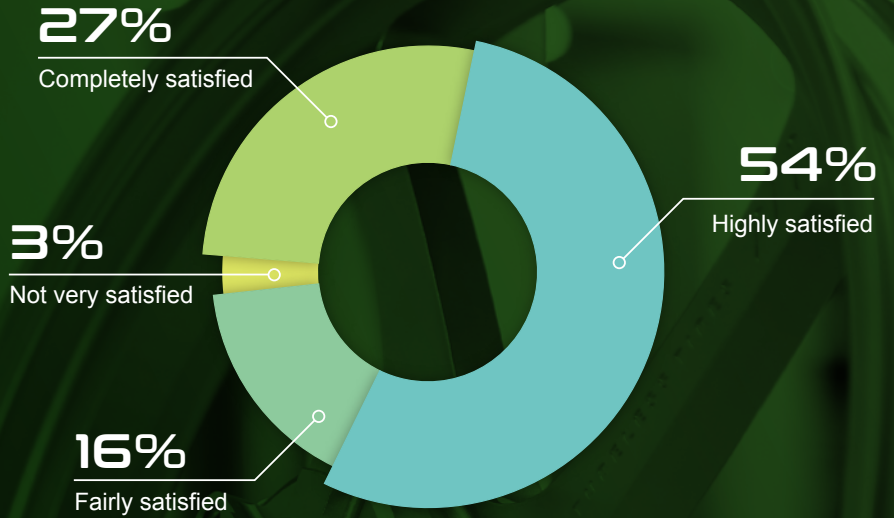
13%



Others

Exhibitor Satisfaction

81% of exhibitors are satisfied with Lightweight Asia 2021 and Shanghai International Wheel Industry Exhibition, 29.39% higher than in 2019.



Exhibitor's Intentions to Participate in Lightweight Asia 2022



Exhibitors

Novelis

BAOSTEEL 宝钢股份

China Hongqiao Group Limited
中國宏橋集團有限公司

立中车轮集团
LIZHONG WHEEL GROUP



日上集团
SUNRISE GROUP

金固股份
JINGU GROUP

一汽富维车轮
FAWAY WHEEL COMPANY



世佳博
Sooncable

泰特
MATE-MG

骏达车轮
JUNDA WHEELS

SMT

斯伟特
SI WEI TE

HRC+

香港三维打印協會
HONG KONG 3D PRINTING ASSOCIATION

意柯贸易(上海)有限公司
ICAP GROUP

澳盛科技
AO SHENG HI-TECH

*In no particular order

1310

A total of 1,310 TAP buyers attended the two exhibitions in 2021.



Invited Target Attendee Program (TAP) buyers interacted with the industry executives and professionals in the exhibitions with clear purchasing intentions or purchasing plans. We select the TAP buyers at the exhibition site for our accurate business matching services.

299

299 on-site matchmaking sessions were held for TAP buyers.

Part of TAP Buyers



**In no particular order*

Visitor Delegations

102

1815

102 delegates and 1,815 visitors attended the two events.



Asia Pacific Light Alloy (Nantong) Technology Co., Ltd.

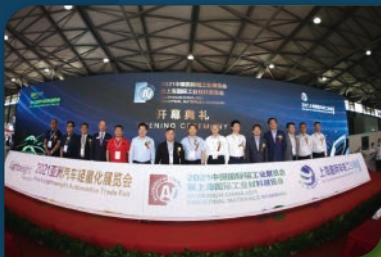
Partial List of Visitors

- Pan Asia Automotive Technology Center Co., Ltd.
- Hawtai Motor Shanghai Research Institute
- Toyota Tsusho (Shanghai) Co., Ltd.
- Aipu Vehicle Shanghai Branch
- Minth Group
- Huayu Automotive Body Components Technology (Shanghai) Co., Ltd.
- Jiangsu Hexing Automobile Technology Co., Ltd.
- Hirschvogel Auto Parts (Pinghu) Co., Ltd.

**In no particular order*



Exhibition Site



• Opening Ceremony

On July 7, 2021, ALUMINIUM CHINA, Lightweight Asia and Shanghai International Wheel Exhibition opened at Shanghai New International Expo Center. The exhibition was filled with 20,105 visitors from the local scene and abroad. In this exhibition, Baosteel Group, Novelis, Hongqiao, Wanfeng Aowei, Lizhong, Hong Kong 3D Printing Association, FSW, Shanghai FAST-FIX RIVET CORP, SINO-ALUMINIUM WELDING (JIANGSU)CO., LTD, and other lightweight materials, parts, and process enterprises attended the exhibition, providing a full technical exchange platform for colleagues in the industry.



• Auto Lightweight Processing and Innovative Materials Forum (2nd edition) – EV Session

The forum was supported by China Association of Automobile Manufacturers and attended by Chinalco, Magna Blue New Energy Vehicles, Novelis, and other enterprises to discuss lightweight new energy vehicles. More than 200 participants communicated on-site and discussed the road to lightweight energy vehicles, foreign technologies in aluminum for automobile, the latest market demand in the industry.



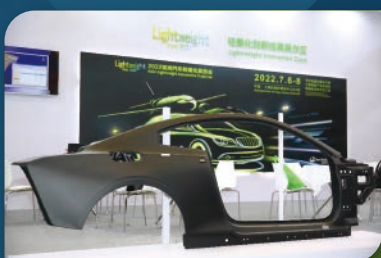
• 2021 Auto Wheels Equipment Technical Exchange (2nd edition)

Lightweight Asia held this year's Shanghai International Wheel Exhibition. This show brought together Wanfeng Technology, Lizhong Wheel, Rishang Group, Kingu co, Junda Wheel, Changchun Faway Automobile Components Co., Ltd. Wheel Branch Company, and Juncheng Metal. These enterprises shared ideas on lightweight wheels and related products, injected the latest content for the automotive lightweight plates, and shared professional car buyer resources. Also, more than 160 visitors participated in the wheel equipment technology exchange meeting and jointly thought about the innovative ideas in developing wheel equipment in the future application direction.



• University Innovation Achievements Exchange

The Asia Lightweight Exhibition spearheaded the university innovation achievement technology exchange meeting, at which Shanghai Jiao Tong University, Zhejiang University, Soochow University, Jiangsu University, Xi'an Institute of Technology, and other well-known domestic universities shared the new progress of the development and applications of new lightweight materials and technologies. The seminar focused on high toughness aluminum alloy, vacuum die casting technology, and anti-corrosion of aluminum alloy wheel hub, which aimed to integrate production, learning, and research in universities.



• Lightweight Innovation Zone

The exhibition focused on outstanding innovative products and applications in the forefront of the automotive lightweight field, including high-tech lightweight materials, processing technology, and excellent lightweight components with technological innovation and overall lightweight solutions. Exhibitors also discussed the newest, cutting-edge technology in the automotive industry.



• University Innovation Achievements Demonstration Zone

The innovative research achievements of colleges and universities in automobile lightweight were displayed to bridge colleges and universities with automobile and spare parts enterprises. Jiangsu University, Xi'an University of Technology, Shanghai Jiao Tong University, and other high schools presented their innovative achievements in the event to promote the industrial application of knowledge and skills, and to jointly promote the integration of industry, education, and research.

Buyer Testimonials

Chen Li, Senior Manager of Automobile Body Procurement Aiways

Lightweight Asia is a good platform for me to see new technologies and breakthroughs in materials, equipment, processes and products in the industry, and keep in touch with many industry exhibitors. We have also met with potential OEM suppliers at the shows and may seek future cooperation with them. The industry needs such a platform to promote cooperation and mutual development of the industry chain, to finally achieve win-win!

Tang Yunfeng, Supplier Management Manager SAIC General Motors Co., Ltd.

Lightweight Asia have served as an important platform for industry exchanges, enabling us to track cutting-edge trends, optimizing existing technologies and summarizing relevant experiences. Each year, the exhibitions showcase unique characteristics and take on new looks, helping to boost confidence in technology of China's manufacturing industry.

Lin Shaohui, Head of Lightweight Development of Lynk Platform Geely Automobile Research Institute

The automotive industry is an integration of multiple disciplines and technologies. Suppliers and OEMs are not only in an upstream and downstream relationship, but also collaborators on the innovative research and development of new technologies and materials. Lightweight Asia plays a catalytic role in this regard, so suppliers can better display their products and OEMs can have more options to provide various products.

Yuan Weihao, Procurement Manager Mitsubishi Motors Management (China) Co., Ltd.

I've attended this year's Lightweight Asia and impressed by the lightweight design of wheel hubs and the use of composite materials. I have also felt the organizer's consistent excellent service. I wish all the best for ALUMINIUM CHINA and Lightweight Asia.

Exhibitor Testimonials

Dong Ruiping, General Manager Zhejiang Wanfeng Aowei Steam Turbine Co., Ltd.

Lightweight Asia 2021 is an exhibition focusing on automotive lightweighting solutions. Wanfeng Aowei has showcased our high-strength steel, aluminum alloy, magnesium alloy and other lightweight metal materials at the exhibition, demonstrating our strength in the development of lightweight technologies. The popular lightweight metal materials showcased at the exhibition have all been applied to the field of new energy vehicles. We wish that Lightweight Asia will continue to grow, promoting the rapid and high-quality development of the automotive industry.

Bao Ping, Chief Engineer of Technical Service for Automotive Sheet Metal China Baowu Baosteel Co., Ltd.

Despite the rampant pandemic, the lightweight automotive technology continues to develop. As the two most important raw materials in lightweight structures, steel and aluminum will continue to play a role in lightweighting under the dual carbon constraints. This exhibition allows Baosteel to showcase our SMARTeX brand at an international stage, and to better communicate with the automotive, materials and components industries, which is very rewarding. Baosteel Auto Sheet looks forward to establishing long-term cooperation with Reed Exhibitions to help China's automotive industry achieve carbon neutrality ahead of schedule.

Liu Qing, Managing Director of China and Vice President of Asia Novelis (China) Aluminum Products Co., Ltd.

As we aim for the goal of hitting peak carbon emissions by 2030 and achieving carbon neutrality by 2060 after overcoming the pandemic challenge in 2020, the green, low-carbon, sustainable lightweight aluminum has ushered in a golden period of development in the automotive industry. Novelis hopes to work with Reed Exhibitions to promote the application of aluminum and development of automotive lightweighting, and build a sustainable world together.

Jin Jiayan, Vice President Zhejiang Jingu Co., Ltd.

Zhejiang Jingu attended by invitation the Shanghai International Wheel Industry Exhibition and Wheel Equipment Technology Exchange. At the exhibition, we introduced our "Avatar" wheel, which was the result of ten-year research and development. We have made a perfect official announcement of the debut of the new product. This high-quality platform provides extensive business opportunities for businesses, promoting peer learning and common progress, and contributing to the development of the wheel industry and the innovation of wheel equipment technology. Once again, we sincerely thank Reed Exhibitions for providing a perfect platform, and wish us a mutually beneficial partnership and a bright future.

Hu Liheng, President Hong Kong 3D Printing Association Limited

Hong Kong 3D Printing Association set up the "Hong Kong Pavilion" for the first time in this exhibition. Through Lightweight Asia, we learned about mainland Chinese customers' views on the new energy vehicle industry, the multi-faceted demands of lightweight application technology and received business intention orders from customers. We hope that the Lightweight Asia platform will continue to grow and contribute to the innovation and development of the manufacturing industry.

Minsoo Kim, Senior Research Engineer Gwangju Institute of Green-Car Advancement

Lightweight Asia that was held in a special pandemic situation, provided more companies with opportunities of online meetings and match-makings to connect Korean companies with Chinese buyers in real time even if they did not go directly to the show site. In addition, it was a meaningful event that provided high-quality information to Korean domestic companies wishing to enter the Chinese market in the future. Korean companies were able to grasp the current status of the Chinese automobile market and technology directly through participation in the Lightweight Asia.



2021 Shanghai International Wheel Industry Exhibition



Highlights

- 2021 Shanghai International Wheel Industry Exhibition attracted **5,617** visitors from OEMs and related industries.
- Visitors participated in online matchmaking and recommendation services for wheel products.
- Exhibitors promoted their brands via short videos and two-way resources interaction.

13

Bell exhibitors participated in channels promotion

115,000

Views

360

New Followers

26,000

Views per item of WANFENG AOWEI

102

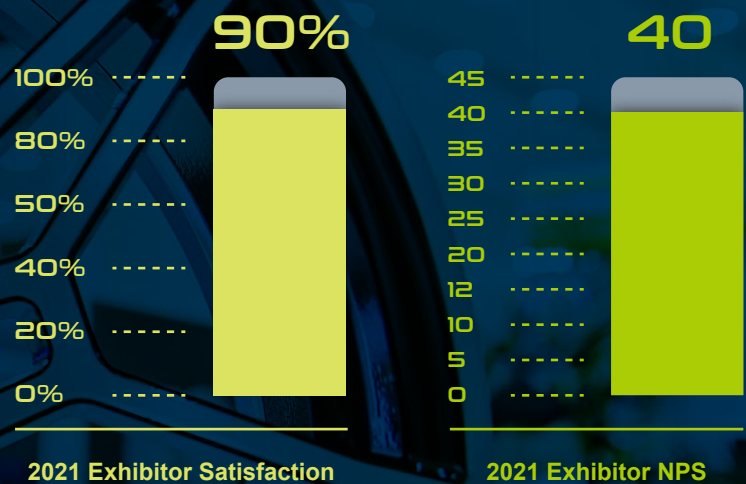
Pre-registrants

- 2021 Auto Wheels Equipment Technical Exchange (2nd edition) and 2021 Auto Wheel Standards Training Workshop were held at the same time to attract high-quality visitors from the industry.

Exhibitor Satisfaction

Exhibitor satisfaction reached **90%** at the Shanghai International Wheel Industry Exhibition 2021

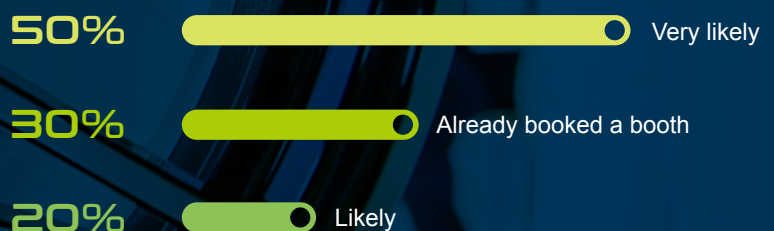
Exhibitor NPS: **40**



Exhibitor's Participation in 2022

30% of exhibitors already booked 2022 Shanghai International Wheel Industry Exhibition

50% of exhibitors are very likely to book 2022 Shanghai International Wheel Industry Exhibition.





2022 Shanghai International Wheel Industry Exhibition

Lightweight
Asia 2022

Asia's Lightweight Automotive Trade Fair

July 6-8, 2022

Shanghai New Int'l Expo Centre N4

Concurrent
Exhibition:



For exhibitors, please contact:

Ms. Judy Xing

T: +86 10 5933 9387

E: judy.xing@rxglobal.com

For marketers and visitors, please contact:

Ms. Evelyn Li

T: +86 10 5933 9054

E: evelyn.li@rxglobal.com



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