

## Exhibitor Invitation

for the „Productivity in Die & Mould Making“  
Special exhibition zone at Die & Mould China 2017



**WBA  
WERKZEUGBAU  
AKADEMIE**



Special Exhibition Zone:

# Productivity in Die & Mould Making

June 13 - 16, 2017 at DMC in Shanghai

A joint project of:



**WBA  
WERKZEUGBAU  
AKADEMIE**



## Invitation

**Increasing productivity** has always been a topic, however lately market pressure has increased significantly for die & mould makers in China. Market consolidation, rising labour cost and technological challenges such as composites or additive manufacturing are just a few of the current buzz words. Die & mould makers in China as everywhere else around the world continuously need to rise to the challenges of the global marketplace and fast-paced technological progress.

Against this background, WBA and DMC have come together and created this **specialized exhibition zone** for companies and institutions which **contribute to increasing productivity** with their targeted training programs and dedicated consulting services in engineering, machining, mould design and process management as well as automation solutions designed for die and mould applications.

## Benefits

- > Prominently placed joint booth
- > Presentation area
- > Curated speaker schedule
- > Additional exposure in organizer's channels and partner media
- > Visitor delegations stop
- > Upon invitation only

Join us  
in hall E1!

## WBA

**WBA** stands for Werkzeugbau Akademie ("Tooling Academy") and arose out of the shared business area "Aachener Werkzeug- und Formenbau", established 1995 by the Laboratory for Machine Tools and Production Engineering (WZL) of the RWTH Aachen University and the Fraunhofer Institute for Production Technology IPT in Germany.

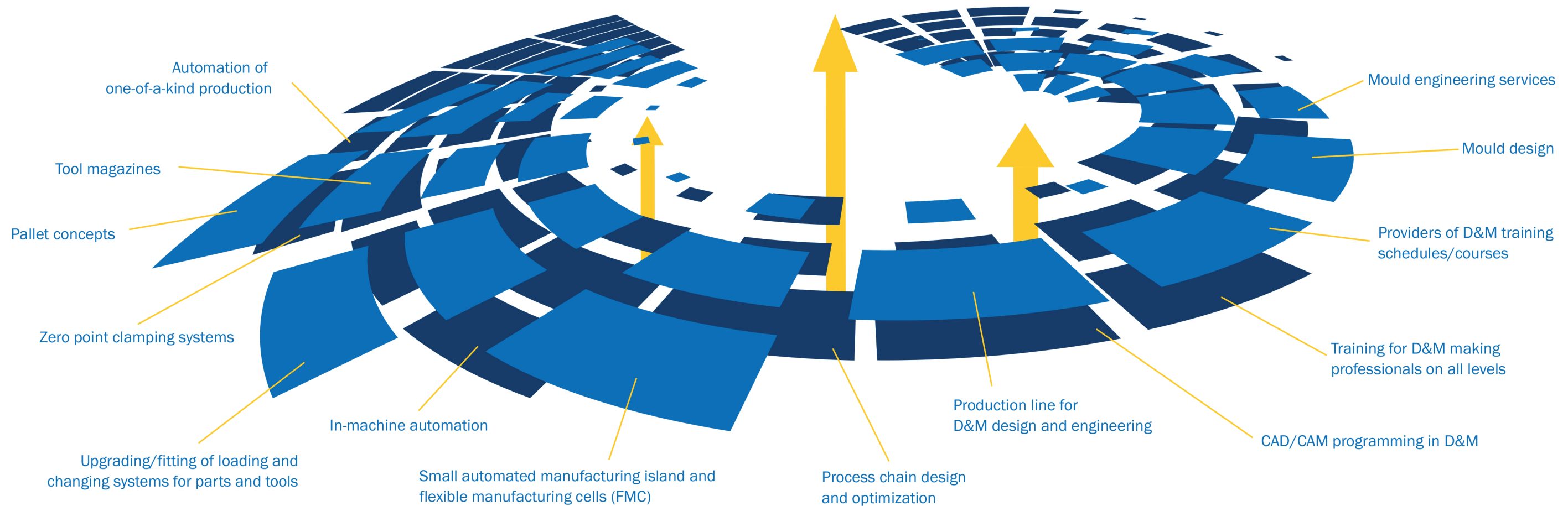
WBA is the main contact worldwide for questions or problems concerning the tool and die making industry. At the center of its activities stands their customer-oriented industry consulting, appropriate further education as well as innovative research and development in its own demonstration tool shop.

## Die & Mould China (DMC)

**DMC** is the largest trade show dedicated to die and mould making and it's industrial environment in China (2016: 91,340 visitors). Since 1986 die and mould makers gather at this ufi-certified event organized by the China Die & Mould Industry Association (CDMIA) and the trade show experts at SIEC.

## 360° Die & Mould The Driving Forces of Productivity

Customized Automation for D&M



Engineering & training providers

## Join us at DMC in Shanghai!

The most direct access point to die & mould making in China. Since 1986!  
RSVP until March 31, 2017

## Contact

### Contact person at WBA

WBA Aachener Werkzeugbau  
Akademie GmbH  
Mr Moritz Wollbrink  
T: +49 241 8904 231  
E: m.wollbrink@werkzeugbau-akademie.de  
www.werkzeugbau-akademie.de

### Contact person DMC in Europe

DMC European Representative  
The Ginkgo Consulting  
Ms Korinna Penndorf  
T: +49 335 22883852  
E: dmc@the-ginkgo.com  
www.the-ginkgo.com/dmc









### Contact person DMC in China 联系人 在中国

Mr Yi Xiaoxiao (Alex)  
Shanghai International  
Exhibition Co., Ltd. (SIEC)  
T: +86 13 817963505  
E: xiaoxiao@siec-ccpit.com

伊孝潇  
上海市国际展览有限公司 (SIEC)  
T: +86 13 817963505  
E: xiaoxiao@siec-ccpit.com

www.siec-ccpit.com  
www.dmcexpo.com

## Service and Price Overview

Package of Services	Price non-exhibitor	Price DMC exhibitor*
15 sqm booth incl. booth design, building, cleaning, basic catering**		
Varying booth size or additional square meters	upon request	upon request
Basic catalogue entry #1 article in DMC WeChat #1 article in the Exhibition Daily newspaper Part of special zone joint article by media partner		
Daily presentation in the „Productivity in D&M Making“ program (min. 4x10 min)		
2 exhibitor badges Allotment of free guest tickets		
<b>Total:</b>	<b>45,000 RMB</b>	<b>38,500 RMB</b>

\* Existing exhibitors of DMC 2017 registering for an additional booth

\*\*Kindly enquire for details on services included in the package