ALUMINIUM CHINA 2013
Kicks Off in Record-BreakingScale

ALUMINIUM CHINA , opened its doors to a record breaking international attendance at the Shanghai New International Expo Centre. Leading international figures, among them top representatives from the China Nonferrous Metals Industry Association, International Aluminium Institute, Gulf Aluminium Council, European Aluminium Foil Association (EFA) and corporate leaders marked the grand opening of the 8th presentation of the event.

Covering the whole aluminium industry chain, ALUMINIUM CHINA 2013 has secured the participation of global giants. These major players in the aluminium industry will highlight groundbreaking materials and solutions on the show floor, demonstrating the rich potential of today's aluminium markets in Asia. For the first time, over 450 exhibitors from China, Asia and further abroad will show case more than 1000 products onsite, making it a complete platform combining critical networking, sourcing and education.

There's no doubt that China has entered an exciting new phase of modern aluminium production withnew, energy efficient low-carbon furnaces. Furthermorethe country's processing companies placed themselves in prime position to satisfy global markets with the next generation of advancedsemi-finished and finished materials for diverse application sectors. China has become major supplier of high-quality lightweight body parts for the transportation industry, as well asfenestration parts with improved insulation properties. ALUMINIUM CHINA welcomedCEOs from major companiesand association leaders from the booming application sectorsto explore the latest product trends in aluminium rolling and extrusion, the dominant product sectors on the show floor in Shanghai.

As part of Reed Exhibitions' innovation of this industry-defining event, ALUMINIUM CHINA 2013 for the first time, is spread across a massive show floor that spans three halls. Hall W1 featureda selection of the world's top brands; Hall W2, raw materials/semi-finished products and Hall 3: machinery and accessories.This fresh zoning layout, in combination with dynamic sourcing activities integrating factory tours and buyer-seller match-making sessions, are part of Reed's "Source Smart" initiative. Through this novel approach, Reed is committed to hosting an exhibition that celebrates innovation and corss boarder trade.

ALUMINIUM CHINA 2013also represents the latest advances in Asian Aluminium in two new dynamic feature areas: Downstream processed semi-finished productsfor transportationand other key industries; Packaging products supported by the European Foil Association's Foil Award. Alongside the new feature areas, the show also launched the Aluminium Downstream Processing Forum, where participants are able togain sharp insights into the latest developmentsacross closely related application sectors. The EFA's display zone will integrate a forum on future opportunities for aluminium packaging applications in China.

This year, ALUMINIUM CHINA gains significant grounds with concurrent COPPER CHINA and MAGNESIUM CHINA to amplify business opportunities for event participants,while the conference program is boosted by rich seminar elements that includes the Automotive Light Weight Forum, led by top experts from automotive aluminium companies; the launch of Aluminium Engineer Club - Technical Workshop and the Fenestration &Aluminium Extruders Networking Cocktail reception.

Speaking at the event, JosephineLee, Senior Vice President of Reed Exhibitions Greater China, said, "By hosting the global giants in the aluminium industry, across a record exhibition area, ALUMINIUM CHINA 2013 has garnered attention and praisefrom leading players in the aluminium industry with its great blend of exhibition, networking and onsite events, both from within China, and from 31 countries across the globe. …2013 looks set to become yet another promising year for China and the aluminium community, while Reed Exhibitors is proud to be able to support industry growth through this industry defining event."

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