



2015工业机器人展

ROBOTICS SHOW 2015

亚洲最具规模、最具影响力的工业机器人展览盛会
The largest and most influential industrial robotics grand show in Asia

2015年11月3-7日 国家会展中心（上海）
3-7 November 2015 National Exhibition and Convention Center (Shanghai)

<http://rs.ciif-expo.com>





RS 2014展会回顾 / SHOW REVIEW

■ 展示面积

Exhibition Area

12,500 m²

■ 参展企业

Exhibitor

110 家

■ 展商国别

Countries and Regions of Exhibitors

14 国

■ 专业观众

Trade Visitors

121,108 人次

■ 同期活动

Industrial Forum & Conference

52 场

2014工业机器人展(RS 2014)于2014年11月4日-8日在上海新国际博览中心N1馆成功举行。作为“中国国际工业博览会”旗下的一个关于工业机器人主题的新设专业展会,RS是关于交易、展示机器人全面解决方案、工业机械臂、坐标机器人、工业机器人集成系统的国际盛会。多年来的成功经验奠定了其作为中国乃至亚洲工业机器人领域最具魅力的专业展会之一的地位,被业内人士热情称为亚洲工业机器人第一展,为业内同行相识、相聚、相交提供了理想的商务平台。2014年展览会展示面积达到**12,500**平方米,吸引了来自德国、日本、韩国、美国、法国、瑞士、意大利、西班牙、新加坡、台湾、香港等**14**个国家和地区的**110**家企业参展,举办论坛**52**场,观众人数高达**121,108**人次。

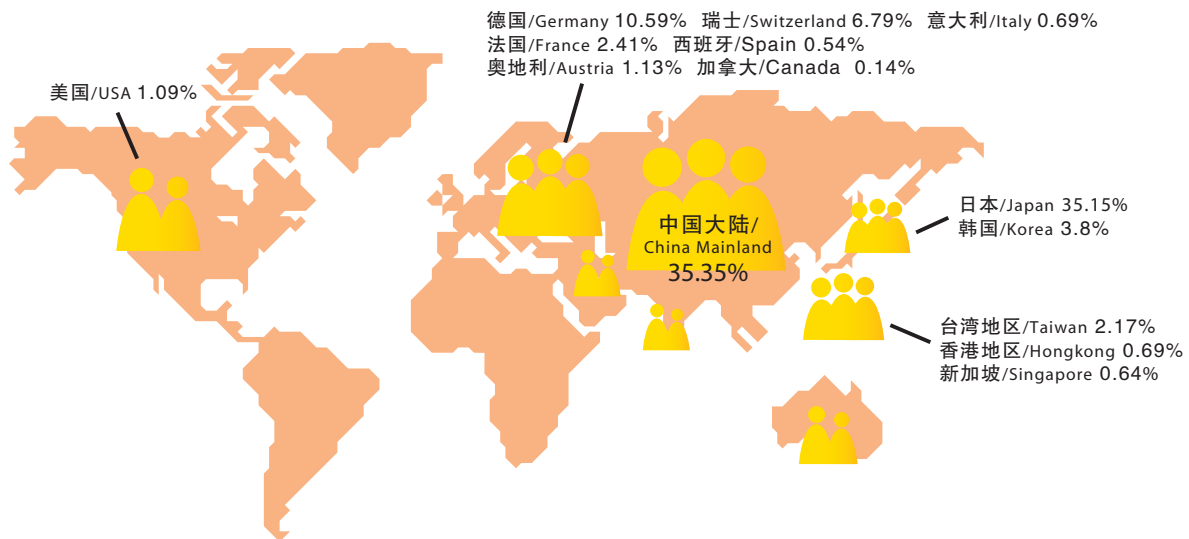
RS 2014 was held during 4th-8th Nov 2014 in Hall N1 Shanghai New International Expo Centre. As a professional show under CIIF, which is focus in robotics solution, cartesian coordinate robot and other industrial robot, robot integration system and machine vision. Since the achievement of these years, RS has been generally viewed as one of the most attractive robot shows in China, No.1 professional exhibition of industrial robotics in Asia, becoming an ideal business platform to show, to trade and to communicate. RS 2014 occupied 12,500 sqm display area, attracted 110 exhibitors from 14 countries and regions such as Germany, Japan, Korea, France, Switzerland, Italy, Spain, Singapore, Taiwan, Hongkong etc. 52 conferences and forums were held and 121,108 professional visitors attended the exhibition.

展商分析 Exhibitors' Profile

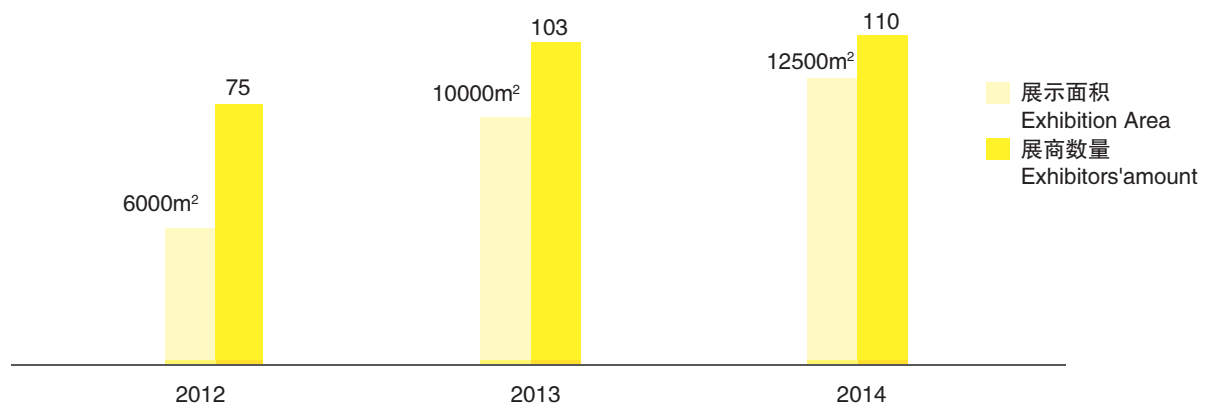
RS 2014 部分参展企业 / Parts of Exhibitors



展商国别分析 / Distribution of exhibitors by regions



历届数据 / Past Time's Profile





展商感言 Voice of Exhibitors

上海发那科机器人有限公司

总经理钱晖先生对今年发那科的展位表示满意,对机器人展表示高度认可。并决定2015年工博会搬至虹桥后,发那科展位将在今年350平方米的基础上,番一翻。而且表示只参加工博会机器人展,其他相关机器人主题的展会不参加。

Shanghai FANUC Robotics Co.,Ltd.

Mr.QianHui, the general management of Shanghai FANUC gave a satisfied opinion to RS 2014. He decided to double the booth size from this year's 350 m² to 700 m² and he made RS the only exhibition FANUC will participate in the future, as soon as CIIF move to National Exhibition and Convention Center(Shanghai) in 2015.

唐山松下产业机器有限公司

唐山松下今年是跟着松下电器机电(上海)有限公司一同参展的,其展示面积不大。但企业高层现场实地参展并考察后决定2015年唐山松下将单独参展,面积在150平方米左右。

Panasonic Welding Systems (Tangshan) Co., Ltd.

Panasonic Tangshan exhibited in RS 2014 with Panasonic Industrial Devices Sales (China) and the display area is not big. After the high official had a on-site research for RS, they decided to participate in RS 2015 alone with the booth size about 150m².

菲尼克斯(中国)有限公司

工博会是很值得信赖的平台,因为参展的有不少是世界领先品牌,企业的展示也很吸引人眼球。

Phoenix Contact (China) Holding Co.,Ltd.

CIIF is a trustworthy platform, a lot of the exhibitors are very famous globally, the showpieces are charming.

现代重工(中国)

现代重工对此次参展表示高度认可,对展会的宣传力度表示赞赏,其公司展台在央视新闻联播中被播出。明年现代将加大力度参展,还要参与机器人同期的高峰论坛。工博会的机器人高峰论坛已在同行里留下了非常好的口碑。对明年工博会移师虹桥充满期待。

Hyundai Heavy Industries China

Hyundai highly appobated this exhibition and appreciated the advertising effect of the show for the exposure on CCTV. Next year, Hyundai will participate in not only the exhibition but also the robotics summit at the same time. The robotics summit of CIIF have achieved a good fame in the industry. We are looking forward to have the first show at National Exhibition and Convention Center(Shanghai) next year.

上海新时达机器人有限公司

公司已连续多年参加工博会,工博会的平台有助于我们了解其他厂商的优势,还可以帮助我们发掘更多的潜在客户,并起到品牌宣传的作用。

Shanghai STEP Robotics Co.,Ltd.

We have participated in CIIF for several years. The platform helped us to know the superior of other exhibitors and helped us find more potential customers to reach the advertising effect.

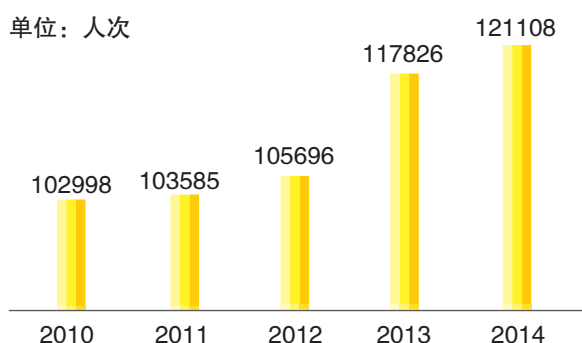
121,108人次专业观众来自中国境内 **31**个省、市、自治区和境外 **82**个国家和地区。他们主要来自机械制造、电力电工、汽车及摩托车制造和轻工机械等领域。

RS 2014, a 5-day event, attracted 121,108 trade visitors from 82 countries or regions and 31 domestic districts, coming from Machinery & Manufacturing, Electrical power & Electrician, Automobile Manufacturing, Light Machinery, etc.

■ 历届专业观众人数统计

Visitors' Profile of Past Time

单位：人次

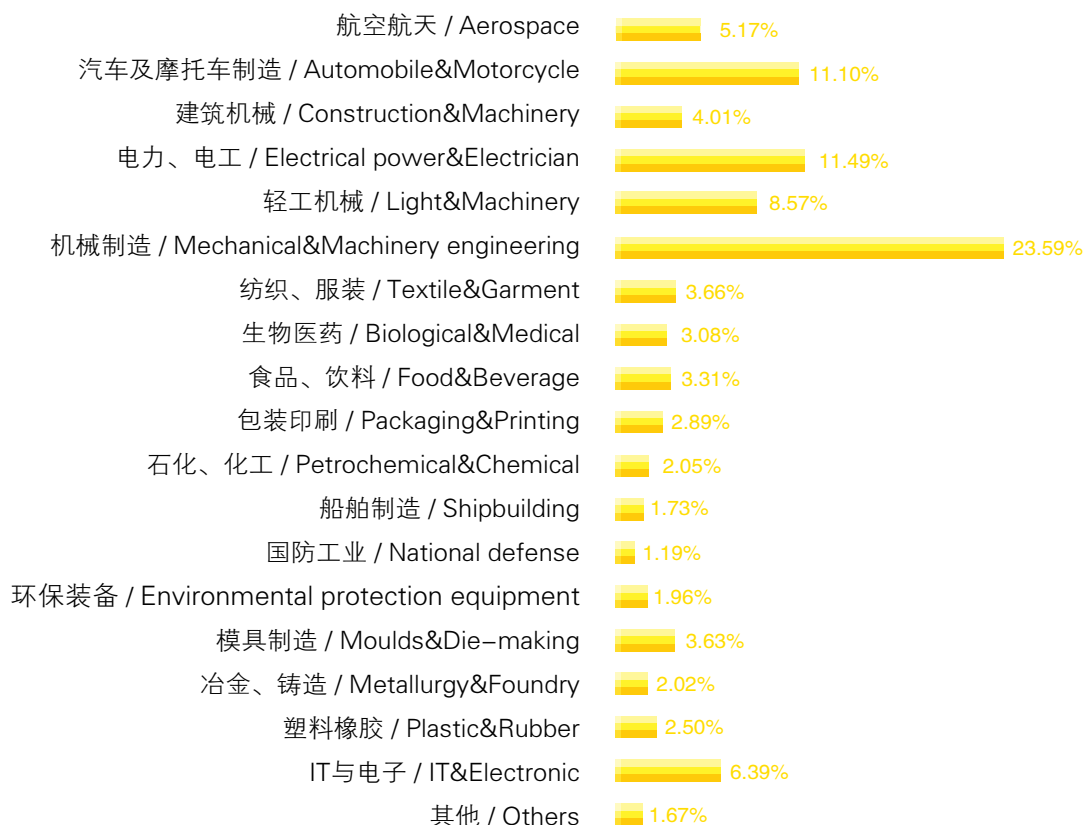


■ 2014 观众入场统计

Daily Entrance of Visitors 2014



■ 专业观众业务领域分析 / Visitors deal with the branches of industry

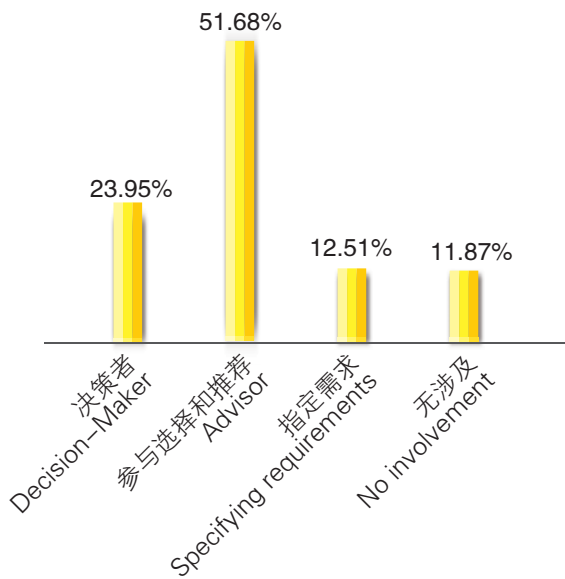


有 **28%** 的观众是首次观摩展会, 其余的观众中有 **42.8%** 已连续 **3** 年参观, 超过 **94.3%** 的观众表示会参观下届展会。

It's the first time for 28% visitors to visit RS, 42.8% of the rest visitors have visited RS for 3 years and more than 94.3% visitors will visit the next session.

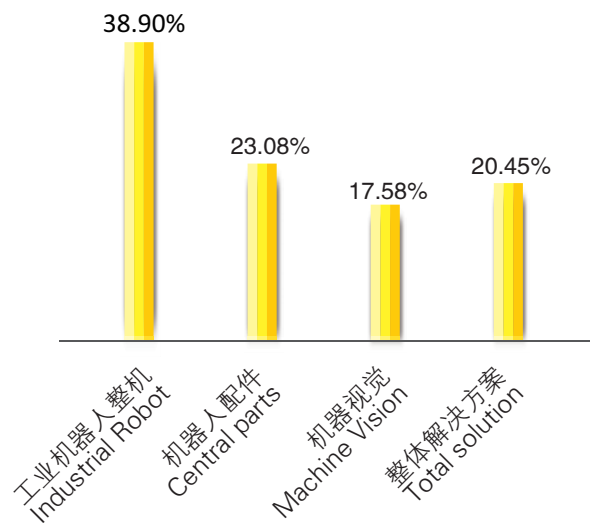
观众决策力分析

Roles of the visitors in making purchasing decisions

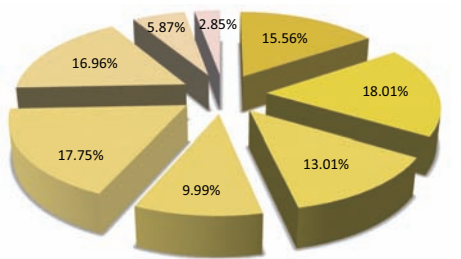


感兴趣的领域

Interested industry area



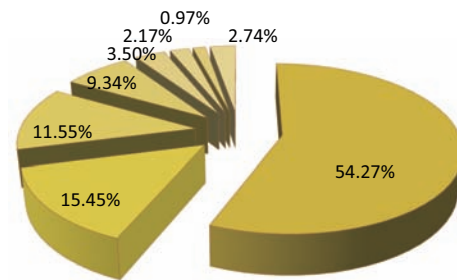
参观展会的目的 / Purpose for the exhibition



- 采购 Place Purchasing Order
- 联络供应商和销售商 Contact Existing Suppliers and Buyers
- 寻求特殊解决方案 Seek Solutions For Special Requirements
- 寻求并确定新的代理商、分销商及合作伙伴 Identify New Agents/Distributors/Partners
- 收集 and 了解市场信息 Gather General Market/Product Information
- 寻求创新技术 Find Innovation
- 参加会议 Attend Forum/Conference
- 其他 Others

观众机构类型

Type of Visitor's Company or Institution



- 生产厂商 / Manufacturer
- 代理、分销商 / Agent/Distributor
- 系统集成商 / System Integrator
- 设计院、研究所 / Design Institute/Academy
- 协会、学会 / Association
- 政府部门、行政机关 / Government/Administration
- 新闻媒体 / Press&Media
- 其他 / Others

第三届中国机器人高峰论坛

The 3rd China Robot Industry Summit

主题: 机器·人·行业的创新与融合
——拓展应用领域 助推机器人产业发展

Theme: Innovation and Integration of Robotics, People and Industry

——Expand application area and boost development of robot industry

时间: 2014年11月5日

Date: 5th November 2014

地点: 上海卓美亚喜马拉雅酒店

Venue: Jumeirah Himalayas Hotel Shanghai

由中国工博会组委会主办,上海东浩兰生集团承办的中国机器人高峰论坛梅开三度。本届论坛以机器·人·行业的创新与融合为主题,上海市人民政府副秘书长徐逸波、上海东浩兰生集团董事长戴柳分别代表主办单位和承办单位为论坛致辞;工信部装备工业司副司长王卫明、上海市经信委副主任吴磊对机器人产业发展进行了政策解读和引导,中国机器人产业联盟主席曲道奎、上海市机器人行

业协会会长徐建国等行业专家和来自发那科、ABB、库卡、安川、那智不二越、菲尼克斯、埃夫特、埃斯顿、新时代等企业的高管发表演讲,交流分享工业机器人技术最新的突破和机器人企业的成功经验,致力拓展应用领域,助推机器人产业发展。



2014 未来制造高峰论坛

2014 Future Oriented Manufacturing Summit

主题: 数字化、智能化、信息化助力未来工厂

Theme: Digitalization, Intelligentization and Informatization
Realizing future-oriented Manufacturing

时间: 2014年11月4日 13:30-18:00

Time: 4th November, 2014 13:30-18:00

地点: 上海卓美亚喜马拉雅酒店

Venue: Shanghai HIMALAYAS HOTEL

由上海东浩兰生国际服务贸易(集团)有限公司主办,东浩兰生集团工博会项目分公司,ARC 顾问集团和国际工业自动化联合承办的“2014未来制造高峰论坛”,于工博会首日在上海卓美亚喜马拉雅酒店隆重举行。东浩兰生集团总裁池洪致欢迎词,由西门子(中国)有限公司执行副总裁,数字化工厂集团总经理王海滨,ABB北亚区及中国离散自动化与运动控制业务部负责人亚文霖,菲尼克斯电气亚太研发中心总经理,中国公司副总裁杜品圣博士,思科全球制造业营销和业务开发总经理 Mr. Chet

Namboodri,海立集团上海日立电器有限公司副总裁李海滨、GE全球研发中心电气领域研发总监康鹏举博士以及ARC咨询欧洲研究总监 Stefan Miksch等高管、专家组成的豪华演讲阵容,针对数字制造,智能生产与制造,工业4.0,互联工厂等话题展开深入探讨,引爆上层头脑风暴。



第八届 OEM 机械设计技术研讨会

8th OEM Machine Design Summit

时间: 2014 年 11 月 5 日-6 日

Time: Nov5-6, 2014

地点: 上海新国际博览中心 E1-M15M16

Venue: Shanghai New International Exhibition Center E1-M15M16

作为工控领域唯一关注 OEM 产业发展的专业论坛,此次会议由国际工业自动化 IANews 与上海东浩国际服务贸易(集团)有限公司共同主办,菲尼克斯(中国)投资有限公司协办,并得到了西门子、威图、宜科、万可、皮尔磁、莱茵检测等企业和机构的支持。论坛立足机械制造产业,以行业发展及应用为切入点,针对小型自动化解决方案、机械控制的智能与安全、I/O 解决方案、机器安全标准与认证、数据中心方案、机械设计安全要点等话题与观众展开深入的探讨,解决实际难题。



其他同期活动 / Other Conferences & Forums

- 第二届中国智慧城市产业发展(上海)论坛
The 2nd China Smart City Industrial Developing (Shanghai) Forum
- 史陶比尔快速连接技术助力工业自动化
Staubli Quick Connection Technology Promote Industrial Automation
- 2014 工博会工业自动化展配套论坛:
Automation Industry Annual Conference 2014
2014 自动化大会——开放 互联 智慧
- 第 13 届 MES (制造执行系统) 开发与应用
The 13th MES (manufacturing execution system) Development & Application Conference
专题研讨会
- “2014 工业控制系统信息安全年”
The Large Theme Series Activities of 2014 Industrial Control Systems Information Security (The Fourth Station)
大型主题系列活动第四站
- IAS 2014 新产品新技术发布会
IAS New Products & New Technologies Release Conference
- 2014 年中国工业及自动化市场热点分析
2014 China Industrial And Automation Market Hot Spot Analysis
- 2014 工博会工业自动化展配套论坛:
2014 Global Automation & Manufacturing Summit China
致胜新制造业时代
- ServoOne CM 新品发布会
New Products Release Conference ; ServoOne CM
- 2014 自动化技术学术年会
2014 Automation Technology and Application Conference /
暨基于物联网的智能制造论坛
IoT Based intelligent Manufacturing Forum
- 连接智能的世界
Connecting Smart World
——2014 年菲尼克斯电气智能战略新闻发布会
——2014 Pheonix Contact Smart Strategy Press Conference
- 上海市自动化学会年会
Annual Conference on Automation, Shanghai Association of Automation



- 展会相关报道 **791** 篇
791 reports about the exhibition
- 宣传合作媒体 **276** 家, 其中行业媒体 **61** 家,
大众媒体 **215** 家
276 cooperation medias, 61 industrial medias
and 215 mass media included
- **200,000** EDM 订阅用户
200,000 Recipients of EDM

部分合作媒体 / Media List :

中国机器人网 www.robot-china.com

《机器人技术与应用》杂志 www.rta.org.cn

机器人基地 www.robotsbase.com

机器人在线 www.imrobotic.com

工业机器人时代 INDUSTRIAL ROBOT AGE

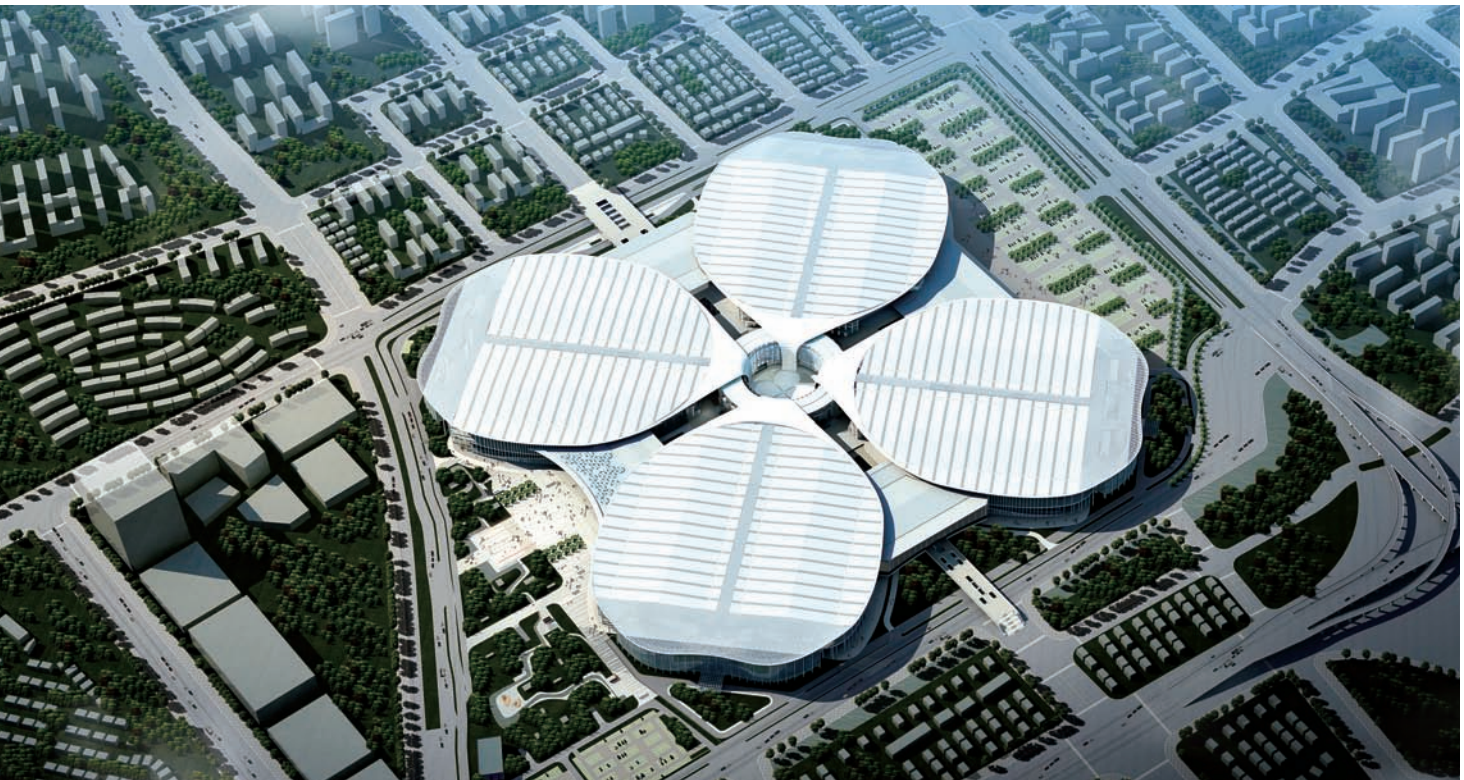
AI 汽车制造业 AUTOMOBILE INDUSTRY



RS

ROBOTICS
SHOW

2015 工业机器人展 Robotics Show 2015



体验全球最大的会展综合体

作为全球最大的会展综合体,国家会展中心展馆面积达到40万平米,将为您呈现世界最大的无柱单体展馆,单体展馆面积2.88万平米,净高32米,地面荷载5T/平米。

交通与配套:

国家会展中心位于上海市虹桥商务区核心区西部,与虹桥交通枢纽的直线距离仅1.5公里,通过地铁与虹桥高铁站、虹桥机场紧密相连。周边高速公路网络四通八达,2小时内可到达长三角各重要城市,交通十分便利。展馆内各类会议室、贵宾室、餐饮、娱乐、酒店、展示营销、精品商店等配套商业设施齐全,让您全心投入商务活动而无需他顾。

Feeling the biggest:

As the world's biggest exhibition complex, National Exhibition and Convention Center (NECC) covers 400,000 m² indoor show space, with world's largest column-free exhibition halls. The single hall takes 28,800 m², with net height of 32 meters, ground load of 5t/m².

Transportation & Supporting Business

NECC is located in Hongqiao Business Area, only 1.5 km to the Hongqiao Transportation Hub, including high speed railway station and Hongqiao International Airport. Connected by subways and highways network, NECC enables you easily reach main city landmarks and neighboring cities.

Supporting facilities and business, such as meeting rooms, VIP rooms, information desks, restaurants, hotels, entertainments, shops, and other exhibition related business and services, all of these makes your biz trip efficient and convenient.

<http://rs.ciif-expo.com>

2015工业机器人展 Robotics Show 2015

2015年11月3-7日 Nov.3-7,2015

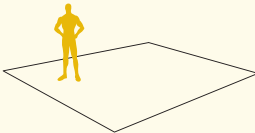
国家会展中心(上海) National Exhibition and Convention Center (Shanghai)

- 展示面积 Exhibition Area **28,000m²**
- 参展企业 Exhibitors **150家**
- 专业观众 Trade Visitors **130,000人次**

展览日期 SHOW TIME	布展 Move In: 2015.10.31-11.2	开展 Show Time: 2015.11.3-7	撤展 Move Out: 2015.11.7-8
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参展程序 How to be an exhibitor

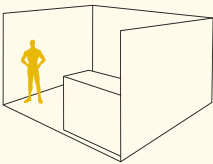




A 室内光地
18平米起租，参展商需自行承担展台搭建装饰等相关费用

Shell scheme

- Stand area (min.18 sqm)



B 标准展台
9平方米 (3米×3米)

- 一张洽谈桌
- 四把折椅
- 一个220V/800W电源插座
- 两个射灯
- 参展商公司中英文楣板
- 展位内满铺地毯

- Stand area (min. 9 sqm)
- Back walls and side walls (white)
- Carpeting
- 1 reception desk
- 4 chairs
- 1 electric power point
- 1 company sign (English/Chinese)
- 2 spotlights

更多信息请咨询：

上海东浩兰生国际服务贸易（集团）有限公司
Shanghai East Best & Lansheng International (Group) Co., Ltd.

工博会项目分公司
CIIF Branch

上海工业商务展览有限公司
Shanghai Industry & Commerce Exhibition Co.,Ltd.

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Floor13 No.757, Guangfu Road , Shanghai, China, 200070

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