

Intelligent Manufacturing News

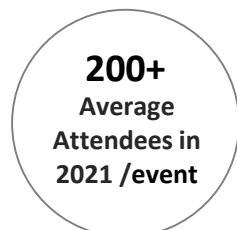
2022 Multi Media Platforms that cover the Intelligent Technologies;
Intelligent Machines; Intelligent Manufacturing in China

— 2022 Media Planner —

Events – Direct marketing – Print – Social media – Mobile – Content marketing



- Virtual Conference
- Webinar



Hybrid events

Annual Intelligent Manufacturing Congress in Shanghai



One Brand that can provide you with multiple channels to reach
the Intelligent Manufacturing, Machines community in China

Intelligent Manufacturing News provides strong engagement with the intelligent Manufacturing sector on a continuous basis by utilizing comprehensive qualified data bases and leading content that links buyers and sellers, results in active customer engagement and helps grow your revenues.

China's intelligent manufacturing industry, a pathway of opportunities

Market Introduction

The intelligent manufacturing market is estimated to grow to US\$384.8 billion by 2025, growing at a CAGR of 12.4% from 2020 to 2025, reports Markets and Markets. Factors that drive the growth of the market include the growing adoption of Industry 4.0, rising emphasis on industrial automation in manufacturing processes, increasing government involvement in supporting industrial automation, the growing emphasis on regulatory compliances, increasing complexities in supply chains, and the surging demand for software systems that reduce time and cost.

In 2020, the market scale of China's intelligent manufacturing industry reached Rmb 2.7 trillion, a year-on-year increase of 12.6%. In the future, driven by positive policies including the 14th five year plan, China's intelligent manufacturing application scenarios will continue to expand and the market scale will achieve rapid growth. It is expected that the market scale of China's intelligent manufacturing industry will reach Rmb 5.3 trillion in 2025.

In recent years, intelligent manufacturing refers to a technology-driven approach that uses big data analytics to refine complicated processes and manage the supply chain. It utilizes internet-connected machinery to monitor the processes and identify various automation opportunities to enhance manufacturing performance. intelligent manufacturing also allows the enterprises to shift from reactionary to predictive practices, which aims to improve the process efficiency.

China also aims to create or revise 200 national and industry standards for intelligent manufacturing and establish more than 120 industry internet platforms, according to the draft plan released by the Ministry of Industry and Information Technology (MIIT).

To achieve these goals, China is to research and develop 1,000 kinds of advanced intelligent manufacturing devices and products, including automobile engines and gearboxes, aerospace large-scale composite intelligent placements, large-scale integrated circuit manufacturing equipment, and new display manufacturing equipment.

The draft plan will also focus on technologies in areas such as artificial intelligence, 5G, blockchain, virtual reality/augmented reality, and computing, said the MIIT.



↑ People were signing up for the magazine at Ringier's booth

Multiple Delivery Channels for Content : Print + E-zines + Apps + Website + E-newsletters + Social Media + Video + Mobile



NEW! Virtual anchor
 Broadcast the content
 summary of each issue
 Scan QR CODE to watch
 now



Ringier Intelligent
 WeChat



APP



Total Readership: 150,500

Digital Editions include embedded videos and interviews from trade shows and factory visits.

After years of development and accumulation, the industrial manufacturing market is now in a stage of automation, digitization connecting and smart technologies. **Intelligent Manufacturing News**, focused on the reconstruction and upgrading of industrial manufacturing and enabling the coordinated development of upstream and downstream Industrial chains.

It is committed to creating a required publication for decision makers who want to move to an intelligent connected. With printed magazines and electronic editions (APP - industrysourcing), **Intelligent Manufacturing News** will comprehensively report the most advanced intelligent manufacturing technology and application cases worldwide, providing many cases for reference and focus on sensor technology, machine vision technology, connector, technology, industrial robots, industrial IoT technology, system integration and other information which are related to intelligent manufacturing around China's manufacturing industry and building a favorable platform for purchasing managers and suppliers in China.

Let us take you General Industry 4.0 to the new era of automation, digitization and human-computer interaction!

E-Newsletters including **Industrial Robotics, Motion Control, Sensors Design & Applications, Automation in Food & Beverage.**

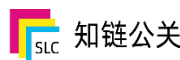
Changing media usage pattern?

Your customer is a different media consumer than 5 years ago, not only the media channels they use but the message content that they respond to- Our commitment is to ensure that we deliver your message using the communication channels that meet their needs - with content that informs - interacts with them and generates a response;

From WeChat to LinkedIn, Desktop to mobile, Print to video. **Print however remains the most trusted medium, enjoying high pass along readership with no restrictions to accessing the content.**

Trending Right now?

Postponement of many trade shows- can't meet customers face to face - don't worry - Virtual events- single sponsored and multi sponsored virtual conferences complete with interactive booths, multiple high quality speakers and content, one on one chats put your "face to face" with prospects. Then you continue with marketing solutions on Wechat. And New engine vehicle cycle virtual events.



PR-Shanghai Smart Link Consulting Company Ltd. (SLC)

PR or "below the line advertising" that tells stories, positions companies as industry/thought leaders is clearly a growing effective form of communication - Our PR experts can help put a program together for you.



An Annual "Intelligent Manufacturing" series of conferences bringing together the key industry players in different cities across China.

2022 Editorial Calendar

ISSUE	February	March	May	June	July
Ad Closing Dates	January 11	February 25	March 28	May 3	June 1
Products Selected	Connectors	Motion Control IoT Gateway	Reducer Motors PLC	Mechanical Transmission Industrial Software	Sensors Industrial Power Tools
Technical Articles	Machine Vision SaaS	IoT MES	Digital Twins Additive Manufacturing	Machine Connectivity Discrete Control System	IoT / Cloud / 5G Motion Control/Drive System
Intelligent Manufacturing Factory	Case study Automotive	Case study Electronics & Semiconductor	Predictive Maintenance SCADA	Case study Food & Beverage, Pharmaceutical	Case study Appliances
Equipment & Accessories	Measurement /Testing Collaborative Robot	Automatic Loading and Unloading (workpiece) Logistics Robot/AGV	AMR Next-Gen Controllers	Intelligent Warehouse Automatic packaging	Intelligent Assembly Line Collaborative Robot
Sensors Supplement	Image Sensor	Force Sensor Sensors in Electronic Assembly	Wireless Sensor IoT Sensor	Sensors in Packaging Pressure Sensor	MEMS Sensor
Special Report	North China Intelligent manufacturing Trends Insight SIAF 2022 Preview Vision China 2022 (Shanghai) Preview	South China & Southwest China Intelligent Manufacturing Trends Insight ITES 2022 Preview – Automation sector	Electronica China 2022 Preview	Machine Vision Market Trends Insight	East China Intelligent Manufacturing Trends Insight AHTE 2022 Preview

Trade Shows & Ringier Events

- Feb.21-26, TIMTOSxTMTS, Taipei
- Mar.2-4, CHINACOAT, SFCHINA, Shanghai
- Mar.2-4, China International Beverage Industry Exhibition on Science & Technology (CBST), Shanghai
- Mar. 2-5 , 2022 CME China machine tool exhibition, Shanghai
- Mar. 3-5, SPS-Industrial Automation Fair Guangzhou (SIAF) 2022, Asiamold 2022, Guangzhou
- Mar. 4-6, The 28th China International Exhibition on Packaging Machinery & Materials, Guangzhou
- Mar. 9-12, The 18th China (Tianjin) Int'l Equipment & Manufacturing Industry Expo 2022, Tianjin
- Mar. 16-19, China Industry Expo (CIE 2022), Tianjin
- Mar. 16-19, Suzhou machine tool exhibition, Suzhou
- Mar. 23-25, Laser World of Photonics China 2022, Shanghai
- Mar. 23-25, productronica China 2022, Shanghai
- Mar. 25-27, Int'l Additive Manufacturing Expo, Xi'an
- Mar. 30-Apr. 2, Shenzhen International Industrial Manufacturing Technology Exhibition (ITES) , Shenzhen
- Apr.7-10, China International Medical Equipment Fair (CMEF 2022) / International Component Manufacturing & Design Show (ICMD 2022), Shanghai
- Apr. 11-15, China CNC Machine Tool Fair (CCMT 2022), Shanghai
- Apr. 25-28, Chinaplas 2022, Shanghai
- May 6-8, Electronica China 2022, Shanghai
- May 11-14, The 23rd Exhibition of Lijia International machine tool Chongqing
- May 12-14, TCT Asia 2022, Shanghai
- Jun. 7-9, South China International Industry Fair 2022, LASERFAIR SHENZHEN 2022, Shenzhen
- Jun. 7-10, BEIJING ESSEN WELDING & CUTTING FAIR, Shenzhen
- Jun. 13-17, CIMES 2022, Beijing
- Jun. 15-18, Die & Mould China 2022 (DMC 2022), Shanghai
- Jun. 22-24, Propak China 2022, Shanghai
- July 6-9, Shanghai Automotive Manufacturing Technology & Materials Show 2022 (AMTS) / Shanghai International Assembly & Handling Technology Exhibition(AHTE 2022), Shanghai
- Ringier events and future announcement

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Regular Features

Industry Champion - success stories of enterprises with smart manufacturing or digital factory operations

Industry News - latest technology/ market trends of manufacturing,

hot news of core manufacturing sectors, companies and suppliers

Tradeshaw Update - latest information of tradeshaws & comprehensive reports of core tradeshaws

Editorial content, trade show and conference schedule subject may change without notice.

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Online Editorial Features—Daily updates and online exclusives

Business in China - the latest information about China policies, regulations and manufacturing trends

Industry News - news on important events, people, companies and industry developments from China and around the world

2022 Editorial Calendar

ISSUE	September	October	November
Ad Closing Dates	August 1	September 6	October 10
Products Selected	Power Transmission & Control Reducers	Hydraulic Transmission Servo System	Connectors Motion Control Servo System
Technical Articles	Edge Computing Measurement /Testing	Process Automation HMI / SCADA / Visualization	Artificial Intelligence(AI) PLM
Intelligent Manufacturing Factory	*Case study Lighthouse Factory – McKinsey Annual Report Updated	OPC-UA Case study Food & Beverage, Petrochemical	China’s Intelligent Manufacturing Factory Review
Equipment & Accessories	Industrial Robot Collaborative Robot	AGV AMR	Collaborative Robot Applications in Modern Manufacturing
Sensors Supplement	Smart Sensor	Gas Sensor	-
Special Report	IAS & RS 2022 Preview	PTC & CeMAT 2022 Preview	Outlook 2023
Trade Shows & Ringier Events	<ul style="list-style-type: none">• Aug.9-11, 2022 World Battery Industry Expo, Guangzhou• Aug. 11-13, SWOP 2022, Shanghai• Sept. 7-9. , CIOE 2022, Shenzhen• Sept.26-29, wire China 2022, Tube China 2022, Shanghai• Sept.27-Oct.1, TaipeiPlas 2022, Taipei• Sept., Industrial Automation Show 2022, Metalworking and CNC Machine Tool Show 2022,Robotics Show 2022,Energy Show 2022• Oct.12-14, NEPCON Asia, Shenzhen• Oct.12-15, China Brew 2022, China Beverage 2022, Shanghai• Oct.27-29 , South China Advance Laser Technology and Application Exhibition 2022, Shenzhen• Oct. , The 19th Optics Valley of China International Optoelectronic Exposition And Forum (OVC Expo 2022), Wuhan• Nov. 1-4, PTC Asia /CeMAT Asia2022, Shanghai+ official Show Daily• Nov.22-25, 25th China Shenzhen Greater Bay Area International Mould and Metalworking Exhibition Plastics, Packaging & Rubber Exhibition (DMP 2022), Shenzhen+ official Show Daily• Dec.6-8, CHINACOAT 2022, SFCHINA 2022, Guangzhou• Ringier events and future announcements		
Editorial content, trade show and conference schedule subject may change without notice.			

*The term "Lighthouse Factory" was jointly proposed by the World Economic Forum (WEF) in 2018 and McKinsey, a global management consulting company, in order to find the real use of science and technology under the wave of Industry 4.0 intelligent manufacturing transformation. The effectiveness of the company includes an index factory that improves profitability and operational efficiency. As of Mar., 2021, there are 69 lighthouse factories worldwide, 21 of which are in China.

Issue	January	February	March	April	May	June
eNewsletter Theme	Measurement /Testing	Predictive Maintenance	Cooperative Robot	Picking, Labeling and Identification Equipment and System	AMR	Discrete Control System
Issue	July	August	September	October	November	December
eNewsletter Theme	Assembly Automation & Inspection	5G/IIoT	Cooperative Robot	AGV & AMR	AI & Industrial Robotic	Security/Digital/ Factory Automation Sensors & Cybersecurity

Digital Direct Marketing (E-newsletter)

Scheduled **Industry** and **magazine** e-newsletters targeting specific industries, job functions and decision making responsibilities in China, S.E.Asia and the Middle East deliver relevant news to industry leaders or engineers throughout the year providing insightful and valuable content that readers rely on. It brings your message to the place your target audience visits most – their inbox. Generate immediate response and website traffic by promoting your key products and services by direct communications with your core target audiences.

Industrial Robotics

Language: Chinese, Frequency : 12x Subscriber: 36,139

ISSUE	January	February	March	April	May	June
Theme	Collaborative Robot	Annual Robot Industry Report	Robot + Electronic Manufacturing	Robot + Medical	Robotic Company Financial Report + Robot Assembly	Robot + Motion Control
Issue	July	August	September	October	November	December
Theme	Robot + Automobile Manufacturing	Collaborative Robot	Mobile Robot (AGV & AMR)	Industrial Robot Remote Control	Robot + Intelligent Warehouse	Robotics Summary

Motion Control

Language: Chinese, Frequency : 6X Subscriber: 26,504

Issue	January/ February	March/ April	May/ June	July/ August	September/ October	November/ December
Theme	Embedded motion systems Inventory: Integrated Motion Control + Smart Factory + IIoT	Motion Control in machine vision Servo Drive + Electronics & Semiconductor	Close-loop system Motion Control + Food Beverage Processing CNC / Robotics	Servo Motion + Robot Motion Control + Automobile Manufacturing	Motion Control + Mechanical Transmission System Servo Drive + Self-Driving Technology	Industrial Control & Automation Industrial 4.0

Automation in F&B

Language: Chinese, Frequency : 6x Subscriber: 18,007

Issue	January	February	March	April	May	June
Theme	Snack Food Processing	Food Packaging Safety	Bakery	Food & Beverage Supply Chain Challenges	Pet Food Processing	Beverage filling and processing

Sensors Design & Applications

Language: Chinese, Frequency : 12x Subscriber: 32,800

Issue	January	February	March	April	May	June
Theme	Sensor in Quality Inspection	Sensor in Machine Vision	MEMS Sensor	Sensor in Consumer Electronics	Autopilot + Sensor	AI Sensor in Intelligent Logistics
Issue	July	August	September	October	November	December
Theme	Image Sensor	Laser Sensor	CMOS Sensor	Sensor in Medical Devices	Gas Sensor	Force Sensor & Pressure Sensor

*Editorial Calendars are subject to change without prior notice



With over 20 years of professional experience, Ringier Trade Media Ltd is constantly striving to create new marketing opportunities for its partners. By utilizing the latest technologies and media channels, we provide interactive "peer-to-peer", cross-platform and multimodal communication.

We offer integrated media strategies to help you communicate with your customers and enhance your brand value.

Events

- Conferences(Hybrid events) - China/S.E. Asia
- Webinars- China/S.E. Asia
- Innovation Awards
- Custom Events
- Virtual Conferences
- Workshops

B2B Media

- Magazines - China/S.E. Asia
- Digital Media
- Social Media
- International Media Partners
- Content Marketing

Data Base-Direct Marketing

- 20+Vertical Industries
- 30+ Industry Newsletter
- China + S.E. Asia Markets
- Integrated Media Strategies
- White Papers
- Webcasts
- Podcasts

PR

- Article Content/Press release/Application story/Brand story
- Media management/ Press Release/Mass media
- Video Shooting/Editing
- WeChat Account Operation

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Ask your Ringier representative on how you can avail of the special rate.

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