

For Immediate Release

Gathering Quality Exhibitors and Buyers from All over the World at the Professional One-Stop-Shop Purchasing Platform for the World of Metal Casting

2011 International (Shenzhen) Metal Casting Show Arriving Shenzhen

(16 August, 2010, Hong Kong) 2011 International (Shenzhen) Metal Casting Show (IMCS) is going to take place in Shenzhen Convention and Exhibition Center, China on 25-27 May, 2010. Featuring the theme of "Growing with the times, Scaling new heights", IMCS is organized by Hong Kong Diecasting and Foundry Association (HKDFA) and China Council for the Promotion of International Trade Guangzhou Sub-council (CCPIT-GZ), and is professionally managed by e21 MagicMedia.

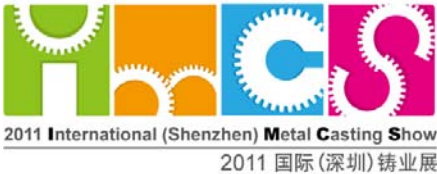
With three-year experience of organizing exhibition, IMCS will be held in Shenzhen Convention and Exhibition Center from 2011 so as to enhance the show to a higher level and to meet the marketing needs. By cooperating with CCPIT-GZ for the first time, it would strengthen its role in the manufacturing and trade industry and perfect the show in terms of its insightfulness and professionalism.

A global platform leveraging Shenzhen's geographical advantage to grow your business

With well-equipped transportation system and the facilitated exhibition centre, 2011 IMCS moves to Shenzhen. With more than 20 years of development and investments, Shenzhen has evolved from a humble fishing village into what it is today a strategic economic and industrial city of the Pearl River Delta. Shenzhen is now a commercial hub, playing host to a vast number of industrial manufacturers, which was one of the strategic reasons why the Organizers have chosen the city as the venue for the 2011 IMCS.

In addition to its geographical advantage which offers easy accessibility for overseas exhibitors and visitors to the show, the city's sophisticated infrastructure and business amenities are another plus contributing to the success of the show. The event management team will promote the show to an international level with its professional experience.

With the unsurpassed reputation of Hong Kong Diecasting and Foundry Association, IMCS has already attracted widespread attention from within the industry. The show brings a viable platform for exhibitors and visitors to conduct businesses. As IMCS event manager, e21 MagicMedia is an experienced exhibition planner. It brings to the table with a track record of staging highly successful exhibitions and events in the Greater China region. The partnership of Hong Kong Diecasting and Foundry Association and e21 MagicMedia is one that will take the show to another level and become the leading show in Southern China.



By co-operating with the government, associations and the media, and holding a aggressive promotional program, IMCS targets to attract 150-180 international and local manufacturers and suppliers to showcase the latest products and solution. It is expected to have 350-400 booth application and the exhibition floor will be over 8,000square m. Through the comprehensive publicity campaign, promotional materials and invitation will be sent to 100 thousand target audience provided by the industry professionals and buyers. It is estimated that over 15,000 attendees will visit the show. Chairman of Hong Kong Diecasting and Foundry Association Mr. Tam are confident with the 2011 IMCS, “the diecasting and foundry industry has now entered a period of steady growth. As the leading metal casting show among those in Southern China, after moving to Shenzhen, IMCS is going to be a one-stop-shop purchasing platform for the world of metal casting so as to satisfy the market needs.”

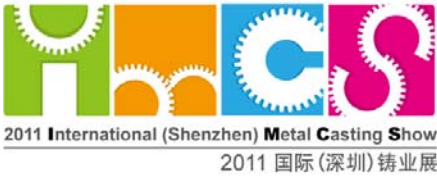
2011 International (Shenzhen) Metal Casting Show gains support from a vast number of associations, societies and governmental parties. The partnership with CCPIT-GZ will promote the development of the Show. There are 9 local and 15 overseas supporting associations, including China Foundry Association, Diecasting Institution of Guangdong Mechanical Engineering Society, Foundry Institution of Guangdong Mechanical Engineering Society, Guangdong Mechanical Engineering Society, China Auto Parts & Accessories Corporation, Guangdong Foundry Industry Association, Federation of Hong Kong Machinery and Metal Industries, Hong Kong (SME) Economic and Trade Promotional Association Limited, Taiwan Casting Industry Association and Keikin-zoku Tsushim Al Co., Limited, etc. (For more details on the supporting associations, please visit www.IMCShow.com)

In parallel with the exhibition are its series of educational activities, including golf tournament and industry conference. 2011 IMCS serves as a platform for exhibitors to showcase their hottest products and meet buyers with identified purchasing needs, moreover, it enables all attendees to meet potential partners and build network. For more exhibition information, please visit www.IMCShow.com or contact the organizing committee, e21MagicMeida:

About the Organizers:

Hong Kong Diecasting and Foundry Association (HKDFA), established by Hong Kong Foundry Association and Hong Kong Diecasting Association in July 2008, is the leading association in the industry and highly recognized in the world, with nearly 400 corporate members. HKDFA’s members include a vast number of well-known corporations and listed companies, most of which with offices and factories in Hong Kong and China. For more information, please visit <http://www.diecasting.org.hk>

CCPIT-GZ was established in 1985. Over the past 20 years, CCPIT-GZ has been abiding by the principle of promoting international trade and cooperation, in addition to enhancing international communication and friendship. CCPIT-GZ has successfully organized various trade shows and authentication of export documents, training, information, consultation, mediation and arbitration of business disputes. For more information, please visit <http://guangzhou.ccpit.org>



About Event Manager

Founded in 1989, **e21 MagicMedia** is an experienced and energetic Integrated Marketing Communications consultancy that focuses on the Greater China market with presence around the globe, including Silicon Valley, Beijing, Shanghai, Chengdu, Guangzhou, Hong Kong, and Taipei. For more information, please visit www.e21mm.com.

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