

Wire & Cable Industry Trade Fair: Strengths of wire China

Exploring Industry Connections, Technology Showcases, and Business Opportunities in the Global Wire and Cable Sector

CALIFORNIA, CA, UNITED STATES, July 23, 2026 /EINPresswire.com/ -- Industry Leadership Backed by Two Decades of Experience

China, July 22, 2026 — [wire China](#) will be held from 21 to 24 September in Shanghai. It is a dedicated international trade fair for wire, cable and supporting equipment and materials. For over two decades, the event has maintained long-standing influence across Asia, relying on stable operation and in-depth industry connections.



Logo for wire China

As a leading gathering in the wire and cable sector, wire China has built deep, long-term cooperation with domestic and international industry associations, leading enterprises across the full industrial chain, and key technology providers. These partnerships help the event stay closely aligned with the latest industry trends, and ensure stable, high-quality editions even amid seasonal and cyclical fluctuations in the broader market.

Precise Booth & Zone Control for a High-Quality Experience

wire China is designed with clear, purpose-built standards for booth allocation and themed zoning. Every edition is carefully planned to showcase core industry segments and facilitate high-value connections between participants.

From initial planning to post-event follow-up, the event follows a streamlined, end-to-end framework to ensure smooth, reliable execution. This includes structured buyer outreach, exhibitor support, on-site coordination, and post-event summary services.

With a multi-month preparation cycle tailored to the scale of each edition, wire China maintains consistent quality across all key elements—from the layout of the show floor to the delivery of supporting services—helping participants focus on what matters most: growing their business.

Verified Scale & Footprint

wire China has established itself as one of the most substantial events in the sector, with a proven track record of large-scale editions supported by verified industry data. Each edition draws thousands of exhibitors from across the full value chain, alongside tens of thousands of professional buyers and decision-makers from key markets worldwide.

Participant representation spans multiple continents, creating a truly international platform for sourcing, networking and knowledge exchange. Complementing the trade floor, the event hosts a range of industry forums and technical sessions, featuring expert speakers and live discussions focused on key topics such as new materials, manufacturing innovation, and regulatory developments.

Global Industry Outlook

The global wire and cable market size was estimated at USD 267.8 billion in 2024, with a projected CAGR of 7.3% through 2034, according to Global Market Insights. The China wires and cables market generated approximately USD 41.1 billion in revenue in 2025 and is projected to reach USD 56.2 billion by 2033, according to Grand View Research. These data points underscore the strategic importance of dedicated industry events that connect supply and demand across borders.

Learn more about participation options, floor plans, and services:
wire China Official Website: www.wirechina.net

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