



WOD MANUFACTURING DIGITALIZATION EXPO (SHANGHAI)

3-5 June, 2026

Shanghai New International Expo Centre

www.wodexpo.com

World of Digitalization (WOD)
WeChat Mini Program



INVITATION

**YOUR DESTINATION FOR MANUFACTURING DIGITAL TRANSFORMATION
INTELLIGENT UPGRADING AND GREEN DEVELOPMENT**

Digital Smart Factory All-Scenario:

20,000m² Exhibition Area, Over **400** Exhibitors

One-Stop Procurement:

Over **25,000** Visitors, Over **100** Supply & Demand Matchmaking

Reshaping Digital-Intelligent Leadership:

A WOD World Manufacturing Digitalization Conference, Over **20** WOD Digital Transformation Summits; Over **20** mDX Transformation Summits

Gather Benchmark Forces, Empower Leading Glory:

Over **7** mDX Award

Omnichannel Matrix:

Over **200** Medias, over **10M** Media Impressions

Organisers



Jor ZHOU

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+86 199 0160 7918



WhatsApp QR code

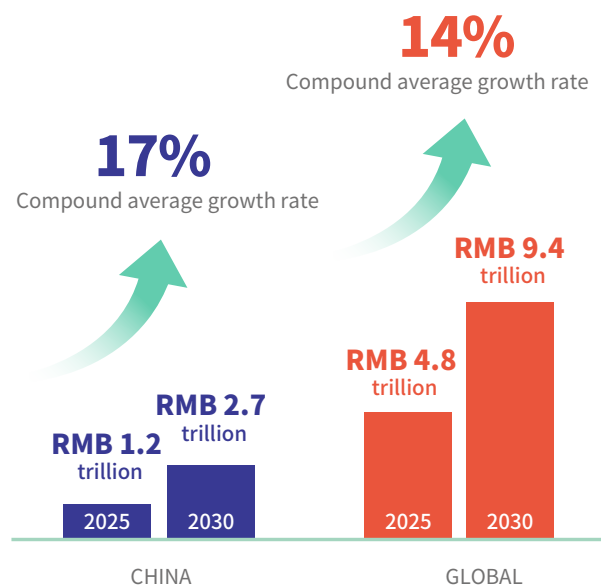
A Trillion-Yuan New Blue Ocean Market Emerging

The rigid demand for digitalization in manufacturing Industry has become prominent

Manufacturing digitalization refers to the application of digital innovation technologies to various links in the manufacturing industry, covering key processes such as product R&D and design, production operations, quality control, warehousing and logistics, operation and maintenance services, supply chain management, sales management, operation management, as well as energy consumption, carbon emissions and resource recycling. Its goal is to achieve the digitalization, intellectualization and greenization of the manufacturing industry.

The overall scale of China's manufacturing industry has ranked the world's largest scale for 15 consecutive years. Manufacturing digitalization has become a must-take path for the industry high-quality development of manufacturing. In collaboration with Ipsos—one of the world's largest market research & consulting firms, Digital Events launched industry digitalization whitepaper, in which data shows that the market size of China's manufacturing digitalization market will reach RMB 1.2 trillion by 2025. By 2030, it is expected to expand to RMB 2.7 trillion, with a compound annual growth rate of 17%.

The market offers significant potential for growth.



"Speed up manufacturing digitalization by nurturing industry-savvy, digitally proficient service providers and boosting support for SMEs."

"Boost digital economy innovation by advancing the "AI+" initiative, integrating digital technologies with manufacturing and market strengths."

2025 Government Work Report

In 2024, the total value-added of the manufacturing industry in the Yangtze River Delta (YRD) region accounted for 20.56% of the national total, with the value-added of the YRD manufacturing industry reaching approximately 8.33 trillion yuan. The scale of the YRD manufacturing industry accounts for one-fifth of the national total, mainly distributed in industries such as petrochemicals, industrial machinery, communication electronics, electrical equipment, and automobile manufacturing.

SHANGHAI

In April 2024, the Shanghai Municipal Commission of Economy and Informatization and the Shanghai Municipal Development and Reform Commission jointly formulated the Action Plan for Promoting Coordinated Digital and Green Transformation of Shanghai's Manufacturing Industry (2024-2027). It is planned that by 2027: the proportion of digital transformation among manufacturing enterprises above designated size will reach over 85%; the institutional mechanism for coordinated digital and green transformation will be more improved, and the integrated innovation system will be basically established; the development level of intelligence, greenization, and integration in the manufacturing industry will be significantly enhanced.

ZHEJIANG

In January 2023, the People's Government of Zhejiang Province issued the Action Plan for the Construction of Zhejiang's "415X" Advanced Manufacturing Clusters (2023-2027). It requires: promoting enterprises' digital transformation and deepening new smart manufacturing pilots in industrial clusters (regions); cultivating "digital workshops – smart factories – future factories" in a gradient manner, with over 120 future factories and 1,200+ smart factories (digital workshops) built; advancing digital factory cultivation: identifying about 10 benchmark digital factory enterprises annually, cultivating 1,000 high-quality digital service providers, and accelerating full coverage of digital transformation for industrial enterprises above designated size.

JIANGSU

In December 2024, the General Office of the People's Government of Jiangsu Province issued the Three-Year Action Plan for Jiangsu Province to Deepen Intelligent Transformation, Digital Transformation and Network Connection of the Manufacturing Industry (2025-2027). By 2027, the goals are: significantly accelerating the pace of equipment upgrading, process upgrading, digital empowerment, and model innovation for manufacturing enterprises across the province; building a number of smart factories with Jiangsu characteristics; industrial enterprises above designated size basically completing intelligent transformation, and small and medium-sized enterprises fully implementing digital transformation.

ANHUI

In August 2022, the Department of Industry and Information Technology of Anhui Province issued the Action Plan for Promoting Digital Model Innovation in the Manufacturing Industry (2022-2025). By 2025, it requires: full coverage of the "four-modernization" transformation for industrial enterprises with annual operating income of over 100 million yuan; more prominent effectiveness of digital transformation in the manufacturing industry and significantly enhanced enterprise transformation capabilities; the penetration rate of new model applications among industrial enterprises above designated size exceeding 50%.



EXPO CUSTOMER VALUE PROPOSITION

WOD Manufacturing Digitalization Expo (Shanghai), warmly invites global suppliers providing products, technologies and system solutions for manufacturing digitalization, as well as decision-makers, responsible persons and participants in the process of enterprise digitalization to gather in Shanghai in June 2026 to attend this grand event.

► Why Exhibit?

Seize the trillion-yuan blue ocean of manufacturing digitalization in the Yangtze River Delta! The world's first expo focusing on manufacturing digitalization inherits the strong endorsement of exceeding expected returns from exhibitors in 2025. The 2026 WOD Manufacturing Digitalization Expo (Shanghai) helps you lock in the core decision-makers of the entire manufacturing digitalization chain in one stop, efficiently obtain sales leads, boost brand popularity, and build an exclusive ecosystem.

► Why Visit?

The digital transformation of the manufacturing industry is urgent! Inheriting the strong endorsement of the exceeding expectations of the audience in 2025, the world's first expo focusing on manufacturing digitalization, the 2026 WOD Manufacturing Digitalization Expo (Shanghai), will present you with a full-scenario one-stop procurement feast and an opportunity to leapfrog digital leadership, helping you seize the opportunity in intelligent manufacturing.



ORGANISERS

► Organisers

Digital Economy Institute Limited
Digit Events (Shanghai) Co.,Ltd.

► Co-Organisers

- ◆ China Electronics Enterprises Association
- ◆ Manufacturing Digitalization Global Development Center
- ◆ Shanghai Intelligent Manufacturing Industry Promotion Center for Yangtze River Delta
- ◆ Shanghai Communication Industry Association (SCIA)
- ◆ Shanghai Artificial Intelligence Association (SAAI)
- ◆ Shanghai Transportation Industry Electronics Association (STEA)
- ◆ Suzhou Intelligent Manufacturing Industry Alliance
- ◆ Suzhou AI Industry Association (AISZ)
- ◆ Suzhou Industrial Internet Industry Alliance
- ◆ Hangzhou Association for Artificial Intelligence
- ◆ Jiangsu Overseas Talent Innovation and Entrepreneurship Alliance (JOTIEA)
- ◆ Wuxi Institute of Engineers
- ◆ WUXI DIGITAL INDUSTRY FEDERATION
- ◆ Shenzhen Terminal Electronics Manufacturing Association
- ◆ Anhui Automobile Industry Association



EXHIBITION AREA

20,000⁺ m²

EXHIBITORS

400⁺

TARGETED VISITORS

25,000⁺

OMNI-CHANNEL OPERATIONS

365 days

20⁺ 2.5 days

Industry-oriented insights
on transformation
challenges, sharing
experiences and
cutting-edge solutions

mDX Digitalization
Best Practice Sharing Workshop

20⁺ 2.5 days

Industry-oriented insights
on transformation
challenges, sharing
experiences and
cutting-edge solutions

WOD Digital Transformation Summit

WOD World Manufacturing
Digitalization Conference1 2.5 days
Strategic Reconstruction,
Leadership LeapfroggingDigitalization Technology
& Product Showcase

mDX Livestreaming

Over 20 sessions
With over 18,000
Viewers

7

mDX Award
Harnessing Wisdom &
Expertise to Crack the
Transformation Challenge

7⁺

7 sessions in 2.5 days
Gain Insights in Tech Trend and
Connect Resources through
Relaxed Cross-Border Dialogues

D Lounge | Talk-Show

100⁺

Over 100 Supply
& Demand
Matchmaking in 2.5 days

mDX Supply & Demand
Matching SalonWOD Think-Tank · The Bund
Think-Tank, Friendship, Opportunities

80 C-level executives
from both the supply
and demand sides of
manufacturing
digitalization

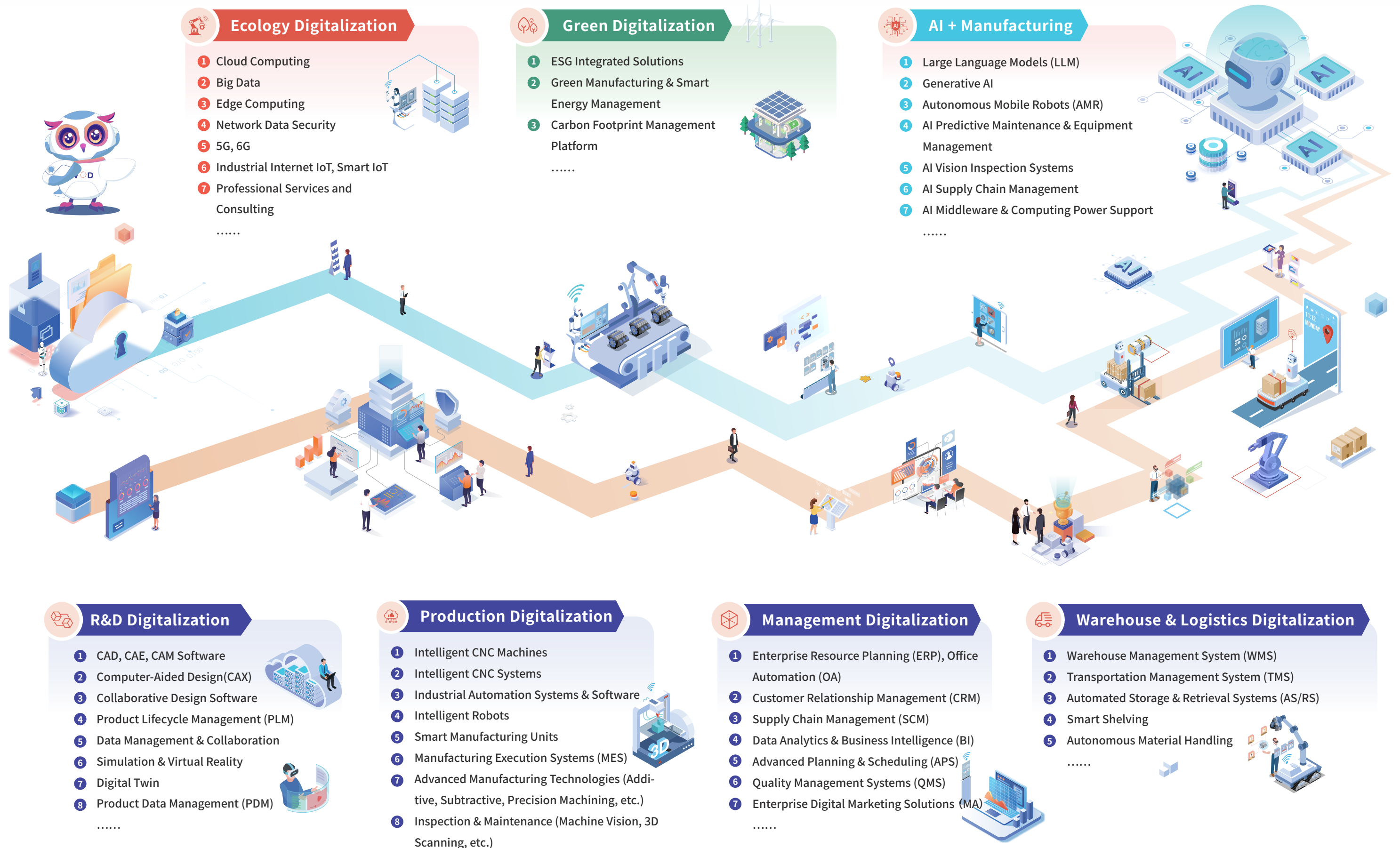
Over 200 Media
Partners
With over 10 Million
Views

Media Center

mDX Startup Zone

30⁺ Over 30 Start-ups

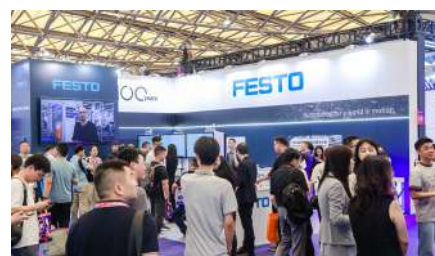
Exhibition Scope: DIGITAL SMART FACTORY ALL- SCENARIO



2025 EXHIBITORS

SIEMENS	Rockwell Automation			ASUS 华硕品质·坚若磐石		FANUC	
inspur 浪潮	FESTO	东华机械 WELLTEL	AUO 友达数位 AUO Digitech	HUAWEI	VCECN 普诚	HEXAGON	中国移动 5G+
中国电信 5G	China unicom 中国联通	SGS When you need to be sure	用友 yonyou	里工 LI-Gong	UCLLOUDY 云信息科技	DASSAULT SYSTEMES	ATOZ
HIOT 亨通数科	SIASUN 新松 DUCO 多可	TCL 智能东智 GETECH	金桥股份 Goldenbridge	WNRVR	shopex 商派 技术驱动商业未来	远东工业 Far East Industry	
芯歌科技	新材道 MATDAO	PowerProject 企业项目管理系统	禅道	数之联		盛世华为 SHENG SHI HUA WEI	
ZWSOFT	ECCOI 华讯网络	联泉科技 Uspring Tech	数策智能 Mathort System	利道科技 LIDAO TECH	上北智信 SHANG BEI ZHI XIN		芯超
CIMTOPS	Weidmüller 魏德米勒		termus 一厘点科技	快递100	Redcoast	go4asy	HUAWEI 华为数据
SGAI 北京首钢自动化信息技术有限公司 Beijing Shougang Automation Information Technology Co., Ltd	蓝畅科技 BLOVEDREAM	星谷云				1043 衡法	Hincnet 品创互联
JIEA 捷尔	北京DCR	吉大正元	语核科技 LangCore	YUANJIE	VAVO	MaxElmsAI	
优势 UCS	铨铂 KYBER		开能 Canature	DAICY 戴西软件	域能科技	科大智能 KEU INTEL SYST.	能安科技 enercamn
Avally	晋铁科技集团 Jintie Technology Group	埃姆维 IMV	CAD-CARRY 科德锐工业技术		震觉科技 ZHENJUE TECH	Wilbox	青扬
H			IT 东方通信	NHIF		南京瞻境	孚盟软件 FURASOFT 孚盟软件产业集团
云云	ubuntu		ZENITH SERVICES	SIBIVO	S-H	GTSP	System in Motion
SIPSAP	MotivIT	WAZOSANA	唯智 vTradEx	知天下 GLOBAL EXPLORER	七维工控	GRAND TARGET	云枢智元
知果果 ZHIGUOGUO.COM	samson sam® GUARD		TronSight 创视智眼	LEINWIN 领视科技			

Partial Exhibitor Showcase, Listed in No Particular Order





TESTIMONIALS FROM EXHIBITORS AND LEADERS OF INSTITUTIONS

Exhibitors' Testimonials:

► **Hichem Omri, Global Partnership Director , Samson Group**

China's digitalization is progressing rapidly, creating abundant opportunities and benefits for multinational companies while attracting foreign investment. Through participating in this exhibition and its supporting activities, SAM GUARD®, a sub-brand of the Samson Group, gained excellent exposure, with many clients showing strong interest in our AI-based predictive maintenance solutions.

► **Li Dong, Dean of the Intelligent Manufacturing Innovation Research Institute, Rockwell Automation (China) Co.,Ltd.**

We look forward to leveraging the WOD platform to bring Rockwell's green digital solutions to a broader range of upstream and downstream industry partners, continuously empowering both industrial and societal sustainability.

► **Wang Rui, Vice President, Product Management, Greater China, Festo (China) Ltd.**

We were truly pleasantly surprised—many of our clients came to connect with us, and there was strong interest in our digital industry solutions. This exhibition gave us a clear view of the immense business opportunities arising from China's manufacturing digital transformation.

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► **Zheng Weibo, Senior Vice President & CTO, Inspur Digital Enterprise Technology Co., Ltd.**

Manufacturing Digitalization has become an inevitable choice for manufacturing enterprises. Technological advancements such as AI, IoT, and digital twins are injecting new momentum into intelligent operations and management, flexible manufacturing processes, and networked ecosystem collaboration. Enterprises are gradually moving toward data-driven decision-making, large-scale personalized customization, and industry-wide collaboration.

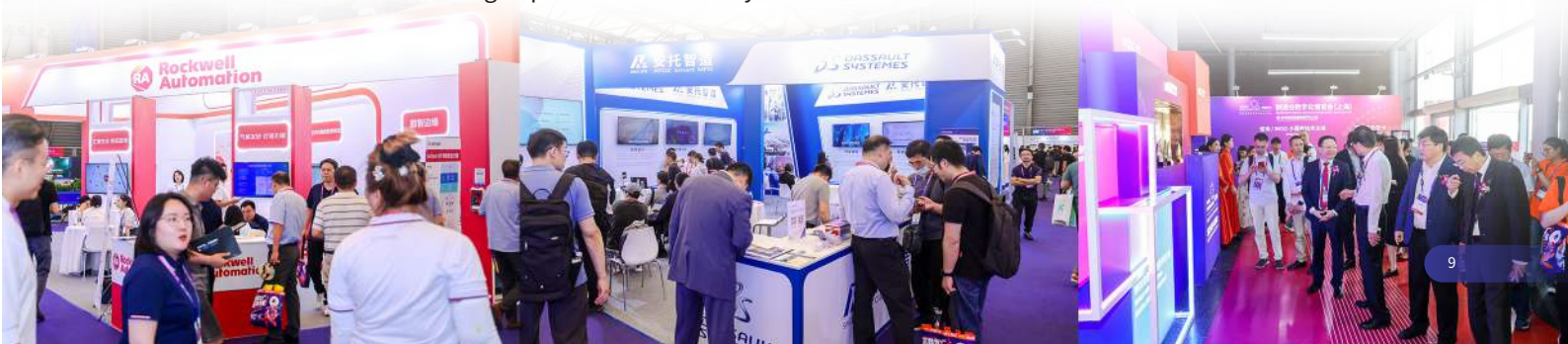
Leaders of Institutions ' Testimonials:

► **Guan Weiyong, President of the Shanghai Federation of Industrial Economics**

The Global Development Center for Manufacturing Digitalization can empower enterprises' digital transformation in six aspects: enabling the application of new technologies and achievements, promoting industrial chain cooperation and digital system integration, supporting talent cultivation and the restructuring of industrial organizational structures, facilitating the formulation of industry standards and intellectual property protection, and exerting typical demonstration effects. I believe this platform will empower enterprises' digitalization, intellectualization, and green development, and bring positive effects.

► **Prof. Peter Sachsenmeier, Member of the German National Academy of Science and Engineering (ACATECH)**

The development of the manufacturing industry requires deeper collaboration; otherwise, it will be impossible to establish relationships between people, technology, equipment, and the environment, nor to better conduct technology transfer and achievement transformation. As we move towards a more interconnected future, we need to establish a dialogue platform between systems.

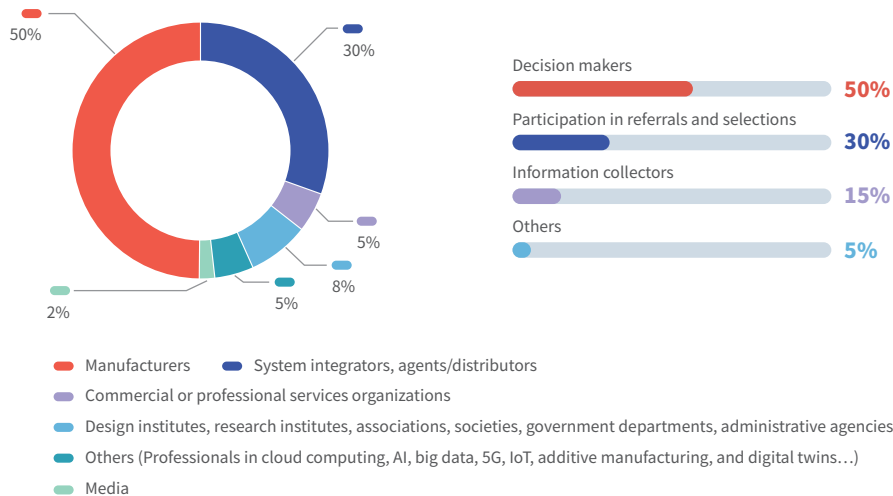




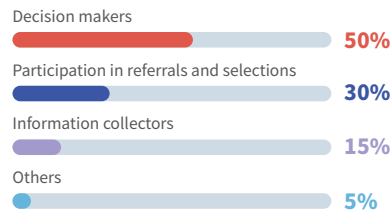
TARGETED VISITOR

Decision makers, people in charge, designers, and participants in the manufacturing digitalization process from various fields will attend the Expo.

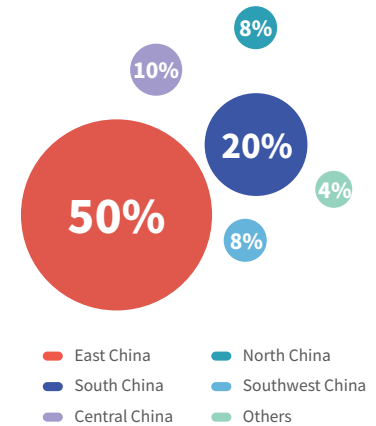
By Business Type



By Purchasing Role



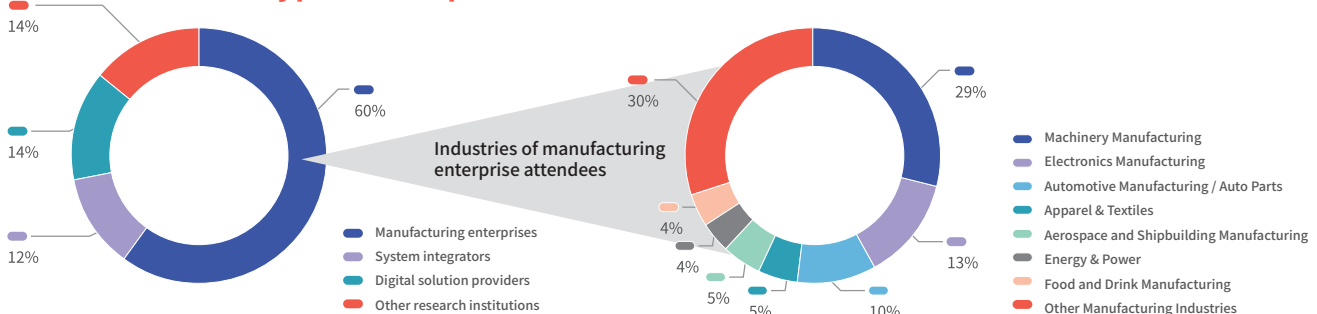
By Area



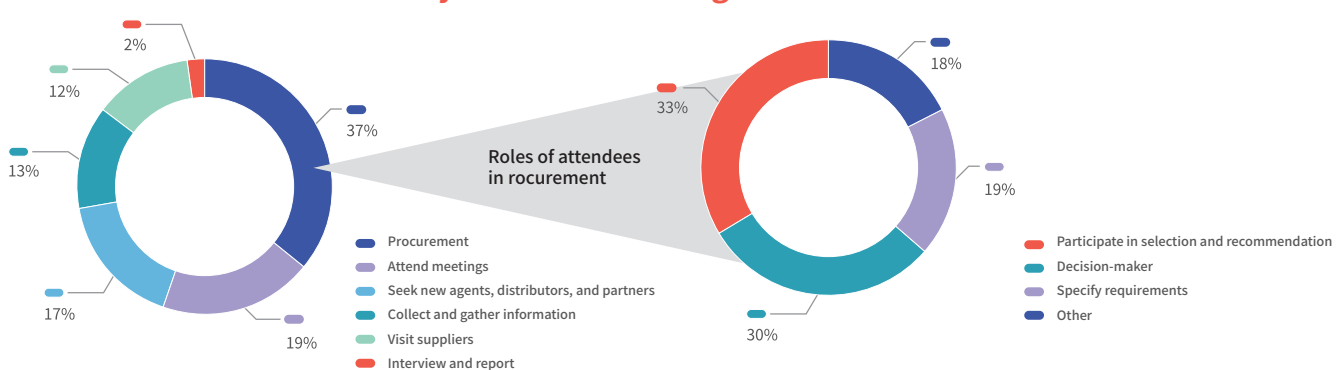
2025 Visitors Analysis

In 2025, the exhibition attracted over 20,000 professional visitors, with more than 30,000 visits over three days. Among them, over 500 were international attendees from more than 40 countries and regions, including Japan, South Korea, Australia, Singapore, the United States, Germany, Malaysia, Canada, Italy, the United Arab Emirates, Morocco, and Indonesia.

Type of Companies Attendees Come From



Attendees' Objectives for Visiting the Exhibition



2025 Attendees (Partial List)

AUTOMOTIVE MANUFACTURING



PETROCHEMICALS MANUFACTURING



MACHINERY MANUFACTURING



AEROSPACE AND SHIPBUILDING MANUFACTURING



ELECTRONICS MANUFACTURING



PHARMACEUTICAL MANUFACTURING



FOOD AND DRINK MANUFACTURING



• Showcase of Enterprises Represented by Some Attendees (In No Particular Order)





PROFESSIONAL GROUP VISITORS

A total of 20 professional visiting groups will attend, including representatives from renowned enterprises such as SABIC, BYD, Seagate, Inventec, Kimberly-Clark, Voith, Xi'an Aircraft Industry Group (XAC), Amcor, Johnson Controls, KStar, Vitasoy, and M&G Stationery; Federations of Industry and Commerce in the Jiangsu-Zhejiang-Shanghai region; as well as numerous academic societies and industry associations. These groups cover well-known manufacturing enterprises from sectors including automotive manufacturing, electronic manufacturing, aerospace, food and beverage, petrochemicals, new energy, and consumer goods.



VISITORS' TESTIMONIALS

► **BYD Co., Ltd., Shanghai**

The most impressive aspect of the expo was experiencing how digitalization empowers manufacturing operations and reduces costs through integrated digital management. We will continue to follow the expo and are eager to recommend it to peers and partners.

► **Ningbo Machine Tool Institute**

The expo forums covered a wide range of topics across multiple industries. With many top exhibitors present, we hope more halls will open next year—see you then!

► **Hangzhou Zhichuang**

We discovered excellent digital solutions at the expo, represented our company in procurement, reached cooperation intentions, and are very willing to recommend the expo to our partners.

► **Seagate Technology (Wuxi) Co., Ltd.**

The expo offered rich content and projects; we wish the organizers continued growth and ever-expanding scale.

► **Shanghai ANPEL Laboratory Technology Co., Ltd.**

At the exhibition, we witnessed the digital transformation in the manufacturing industry, especially in terms of improving production efficiency and reducing production costs. Wish this session a complete success!

► **Kangma (Shanghai) Biotechnology Co., Ltd.**

We saw excellent digital solutions at the exhibition. Representing our company for procurement purposes, we have reached cooperation intentions on-site and are more than willing to recommend this exhibition to our partners. At the Digital Expo, we obtained automated production process solutions that fully meet our company's current needs and conducted resource matching. We will continue to pay attention to the organizer's future events.





WOD Think-Tank · The Bund



Think-Tank, Friendship, Opportunities

A cross-industry dialogue platform tailored for manufacturing C-level decision-makers, building a golden bridge for resource integration and strategic collaboration, empowering companies to seize the digitalization wave and capture new industry opportunities.

羅|斯|福|公|館



Here you will gain:

- **Premium Social Circle:** Direct access to core C-level decision-makers in manufacturing to expand high-value business networks.;
- **In-Depth Brand Empowerment:** Precise brand placement in exclusive high-end settings to strengthen brand influence.;
- **Strategic Win-Win Value:** Leverage global top-tier think tank resources to enhance your voice in digitalization, create cross-industry collaboration opportunities, and support new market expansion.

The 2025 WOD Bund · Think-Tank Forum invited 80 manufacturing digitalization leaders to the Bund Roosevelt Mansion, including executives from digital solution providers and Chief Digital Officers from industries such as F&B, biopharma, new energy, and new materials. Anchored on four topics—digital strategy design, digital globalization, organizational change & talent development, and digital ecosystem in pharma—the forum featured roundtable discussions led by global senior partners from McKinsey, IBG Global, CGL, and Deloitte, deeply dissecting Manufacturing Digitalization challenges.

THE HOST OF THE ROUNDTABLE DISCUSSION IS FROM

McKinsey
& Company



CGL
CONSULTANTS
FOR GLOBAL
LEADERSHIP

Deloitte.

• Listed in No Particular Order



Gather Benchmark Forces, Empower Leading Glory



design capabilities and experts' agile transformation practices, reinforcing the pivotal role of people in driving digital change.

mDX Award symbolizes using the key of intelligence to unlock the complexities of manufacturing digitalization and drive industrial upgrading. The award emphasizes ecosystem-driven innovation in technologies and products, recognizing both foundational breakthroughs and solutions deeply integrated with business scenarios. Application-focused categories highlight demonstrable effects of Manufacturing Digitalization and set replicable industry benchmarks. The award also honors leaders' strategic

Here you will gain:

- **Authoritative Endorsement:** Leverage the award's industry influence to strengthen brand professionalism and leadership position;
- **Targeted Exposure:** Achieve high-value brand visibility among decision-makers and technology leaders across the manufacturing digitalization spectrum;
- **Ecosystem Collaboration:** Expand your network of partners and seize early-mover advantages in the industry.



In 2025, 58 companies and 22 individuals competed for 7 major awards, including Outstanding New Products, Innovative Technologies, Excellent Solutions, Agile Digitalization, Benchmark Digitalization, Digital Leaders, and Manufacturing Digitalization Experts. A special "mDX Award Showcase" recognized companies and individuals driving green manufacturing through digital and intelligent transformation, promoting benchmark cases to inspire industry-wide paradigm shifts and foster an efficient, low-carbon global smart manufacturing ecosystem.



Scan the code >>>
to view the full list





WOD World Manufacturing Digitalization Conference

Strategic Reconstruction, Leadership Leapfrogging

With a global perspective on policies, technology trends, and digitalization, mapping the full value chain from innovation to business impact in manufacturing digitalization.

Here you will gain:

- **Global Exposure:** Reach leading manufacturing digitalization companies worldwide and leverage mainstream media for a broad communication matrix;
- **Targeted Access:** Engage directly with core decision-makers to secure early-mover opportunities in digital transformation;
- **Resource Integration:** Connect global industry leaders, bridge technology and business value, and strengthen industry influence.



The 2025 WOD World Manufacturing Digitalization Conference featured keynote speakers including German Academy of Science & Engineering academicians, members of China's National Intelligent Manufacturing Expert Committee, executives from leading digitalization companies in China, Germany, and the U.S., Fortune 500 leaders, and ecosystem technology pioneers, addressing the manufacturing challenges of an "uncertain era." The conference attracted over 2,250 manufacturing digitalization decision-makers, technology experts, and ecosystem partners.

SPEAKERS INTRODUCTION



- ▶ **Prof. Peter Sachsenmeier**
Member of the German National Academy of Science and Engineering (ACATECH), Co founder (in 2018) of the China-based International Intelligent Manufacturing Alliance, Fellow of the Asia-Pacific Artificial Intelligence Association



- ▶ **Dong Chengshou**
Chief Engineer of Smart Factory, HollySys



- ▶ **Leo Qin**
Vice President of Siemens (China) Co.,Ltd., General Manager of Siemens Xcelerator China



- ▶ **Yu-Cheng Tsai**
Director of Strategic Partnerships, ASUS IoT



- ▶ **Li Dong**
Dean of the Intelligent Manufacturing Innovation Research Institute, Rockwell Automation (China) Co.,Ltd.



- ▶ **Zheng Weibo**
Senior VP, CTO, Inspur Digital Enterprise Technology Co., Ltd.



- ▶ **Ma Bing**
Deputy General Manager of the Industry & Energy Products Department of China Mobile (Shanghai) Industrial Research Institute



- ▶ **Xu Honghai**
Member of the National Intelligent Manufacturing Expert Committee, Chairman of Shanghai; Intelligent Manufacturing Industry Association



- ▶ **Davis Si**
Director of Industrial Equipment Industry, Dassault Systèmes, Greater China



- ▶ **Frank Zhong**
General Manager, Shanghai Kezhi Electric Automation Co., Ltd, affiliated to Shanghai Electric Automation Group



- ▶ **Zheng Xiliang**
Head of Digital Enablement Center, ABB Robotics, China



- ▶ **Judy He**
General Manager, AUO Megainsight (Suzhou) Co., Ltd.

SPEAKERS INTRODUCTION



- ▶ **Wang Rui**
Vice President, Product Management, Greater China, Festo (China) Ltd.



- ▶ **Hichem Omri**
Global Partnership Director, Samson Group



- ▶ **Sonic Cheng**
Director, Automation Product and Solution Division Asia, Director, Automation Solution Network Asia, Weidmüller Interface (Shanghai) Co., Ltd.



- ▶ **Zhu Xuefeng**
Chairman of the Board, Asia Pacific Region, MESA International™



- ▶ **Ye Xiulin**
General Manager, Manufacturing & Intelligent Manufacturing Division, Yonyou



- ▶ **Zhao Qiang**
CEO, Shanghai Youyun Information Technology Co., Ltd.



- ▶ **Sun Yunlei**
Director of Hexagon Smart City Solutions, General Manager of Product Solution Department, Huixin Quanzhi Industrial Internet Technology (Qingdao) Co., Ltd.

THANK YOU TO THE FOLLOWING PARTNERS

SIEMENS

Rockwell Automation



• Company Logo Listed in Speech Order

SUPPORTING ORGANIZATIONS



mDX Transformation Summit

Industry-oriented insights on transformation challenges, sharing experiences and cutting-edge solutions

The mDX Transformation Summit addresses unique manufacturing digitalization challenges across industries, inviting leading companies, associations, and research institutions from home and abroad to share and discuss cutting-edge solutions and practical experiences across policy, technology, and market dimensions, providing reusable Manufacturing Digitalization pathways for diverse sectors.

Here you will gain:

- **Targeted Exposure:** High-frequency brand visibility among core audiences in vertical sectors, covering diverse industry value chains to quickly enhance brand awareness and influence;
- **Deep Connections:** Engage directly with enterprise digitalization decision-makers and executors to uncover potential collaboration opportunities and expand business boundaries;
- **Industry Endorsement:** Leverage the summit's authoritative platform to strengthen brand credibility and professional influence in digital transformation.




During the 2025 expo, over 18 sessions were held covering key industries such as chemicals, automotive, electronics, and food. The speaker lineup included senior executives and technical leaders from companies like Zhejiang Zhengkai Group, Shanghai SECCO Petrochemical, Shanghai Huayi, GAC Toyota, SF Technology, Annto Smart Logistics, JD Logistics, Guangzhou Sie, NTI, KUKA China, Schneider Electric, Rootcloud IoT, Want Want Group, Hongsheng Group, Sidel, Bühler, and Tsingtao Brewery.

THE PRESENTING ENTERPRISE

ZHINK 正凯

 赛科 SECCO

 华谊集团

 **TOYOTA**

 **TECHNOLOGY**
顺丰科技

安得
ANNTO

JDL 京东物流

SiE 赛意

nti 今天国际

KUKA

Schneider
Electric
施耐德电气

树根互联
ROOTCLOUD

 **旺旺集团**
WANT WANT GROUP

 宏胜集团
HONGSHENG GROUP

 **Sidel**

 **BUHLER**

 **TSINGTAO**
青岛啤酒

• Listed in No Particular Order



mDX Best Practice Workshop

Digitalization Empowerment through Practical Cases, Hands-on Support Facilitates Transformation

The mDX Workshop uses real-world cases to explore “technology application + scenario implementation,” providing practical Manufacturing Digitalization tools and sharing the full process of digital adoption.

Here you will gain:

- **Targeted Reach:** Engage core industry digitalization decision-makers, participants, and technical leaders for high-value brand exposure;
- **Expand Collaboration:** Leverage customized interactive sessions to connect directly with potential clients and uncover partnership opportunities;
- **Professional Endorsement:** Utilize the platform’s rich industry resources to strengthen brand authority in digital transformation.

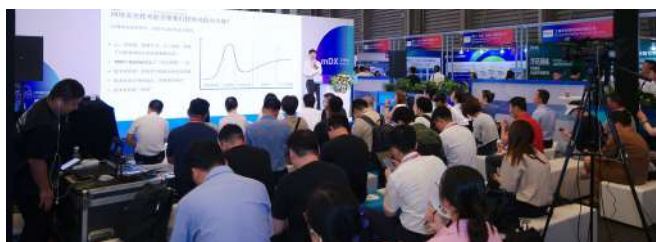


During the 2025 expo, nearly 20 concurrent sessions focused on green manufacturing, embodied intelligence, smart factories/dark factories, logistics and supply chains, and ESG transformation. Speakers included representatives from the MIIT Fifth Electronics Research Institute, SGS, Opplé Lighting, Rockwell Automation, Siemens Advanta, Fair Innovation (Suzhou), Ruhlmat Zhiyun Technology (Suzhou), Crane Automation (Suzhou), Eureka, Jiangsu Shengshi Huawei, Ucloud Shanhai, Micro-Intelligence, and coScene, among other industry-leading companies.

THE PRESENTING ENTERPRISE



• Listed in No Particular Order



D Lounge | Talk-Show

Gain Trend Insights and Connect Resources through Relaxed Cross-Industry Dialogues

During the expo, themed open mic sessions are held daily at set times, featuring “Brunch · Afternoon Tea · Sunset Drink” to create a relaxed, cross-industry dialogue setting.

Here you will gain:

- **Contextual Exposure:** Deeply embed and communicate brand and professional influence in high-frequency, interactive, and relaxed settings;
- **Targeted Networking:** Engage directly with digitalization decision-makers and participants across industries to expand networks and uncover potential collaboration opportunities;
- **Enhanced Industry Influence:** Leverage the innovative open mic format and premium resources to strengthen cross-industry brand impact and innovation image.



During the 2025 expo, concurrent sessions focused on smart automotive innovation, AI frontier trends, digital symbiosis for startups, growth pathways for specialized enterprises, and long-term Manufacturing Digitalization readiness. Featured speakers included Xi'an Jiaotong-Liverpool University, Microsoft, Continental Automotive, WNDVR, and Zhiguo Group, fostering idea exchange while enabling targeted resource connections and deep trend insights.

THE PRESENTING ENTERPRISE



• Listed in No Particular Order





“World of Digitalization (WOD)” WeChat Mini Program

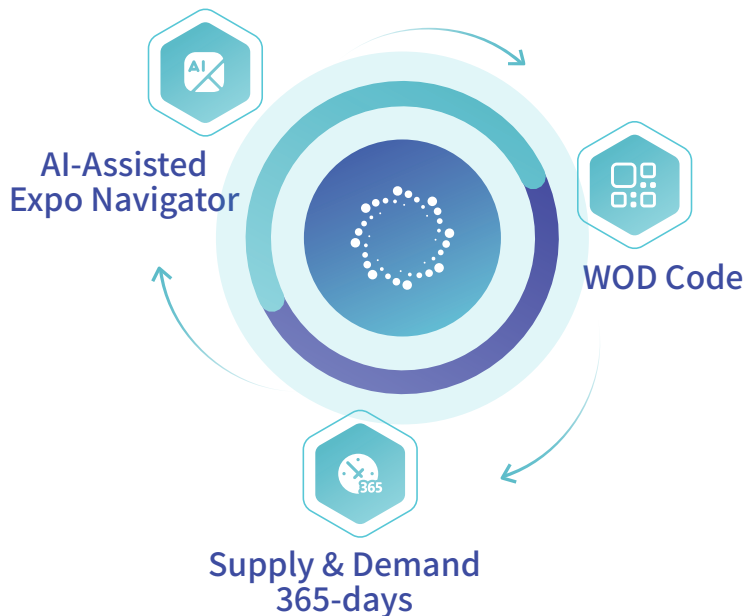
3-Day Exhibition, 365 Days of Value

- Total Mini Program Users **40,174**
- Average Daily Visitors to the Mini Program **1,565.24**
- Average Daily Opening Frequency of Mini-programs **2,219.44**
- Total Procurement Demands **5,000+**



Supply & Demand 365-days

Efficient Supply&Demand Matching, Leading the Way in Digital Business Opportunities!
Must-See for Exhibitors! Inefficient Matching?
Lost Leads Easily? No Follow-Up After the Show?



01 Pre-Expo

Customized Guest Invitation
+ Precise Matching via WOD
Demand Pool – Double Your
Exhibition ROI!

02 During the Expo

Mutual WOD Code Scanning
for Instant Connection,
On-Site Notes to Never Miss
Opportunities, Real-Time
Lead Tracking via Data
Dashboard!

03 6 Months Post-Expo

Secure Your Premium Supplier
Status & Continuous Engagement
with New & Existing Clients!

ECO-FRIENDLY BOOTHS

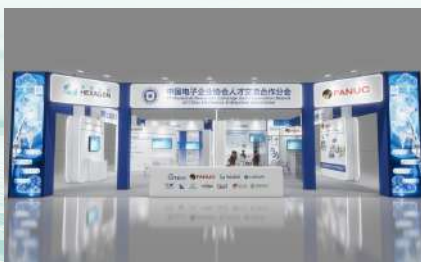
Practitioners of ESG Concepts in the MICE Industry

The booth contractors we recommend adopt eco-friendly booths, adhering to the concepts of sustainable development, low carbon, and recycling. They deeply integrate ESG concepts into the entire lifecycle of booth design, construction, and recycling, aiming to reduce resource consumption and carbon emissions. The eco-friendly booths use 100% recyclable modules to reduce resource consumption at the source. Through modular design, the booth reuse rate exceeds 90%, reducing carbon emissions by 70% compared with traditional wooden booths (a 36m² booth reduces approximately 2.5 tons of carbon dioxide). No energy-consuming equipment is used during construction, and installation is done manually. Waste is strictly managed to ensure the fulfillment of green commitments.

REALISTIC PICTURE



EFFECT PICTURE





EXHIBITION HALL INFO



Shanghai New International Expo Centre (SNIEC) is a large-scale exhibition center in Shanghai, China. As a Sino-German joint venture and cooperative exhibition center, it was designed by the American architectural firm Murphy/Jahn.

Address: No. 2345 Longyang Road, Pudong New Area, Shanghai, China.



Surrounding Hotel & Conference Facilities

Kerry Hotel Pudong: Directly connected to SNIEC, it features 574 guest rooms and 8,500 square meters of conference space, offering one-stop business services including grand ballrooms, VIP reception rooms, and a 24-hour executive lounge. The hotel is seamlessly linked to Kerry Parkside Shopping Mall via the underground level, facilitating dining and leisure for business travelers.

Surrounding Business Dining & Social Venues

Kerry Parkside: A 5-minute walk from SNIEC, it covers high-end catering, boutique shopping, and leisure entertainment, providing all-day business and social scenarios.

Direct Metro Access

Line 7 Huamu Road Station: Exit 1, a 2-minute walk directly to SNIEC Hall W5 (the most convenient entrance).

Line 2 Longyang Road Station: Exit 6, a 10-minute walk to SNIEC Hall W1, with transfers available to Line 7, Line 16, and the Maglev Train.



ABOUT US



Manufacturing Digitalization Global Development Center (MDGDC)

Manufacturing Digitalization Global Development Center (abbreviated as MDGDC) is a secondary professional institution under the Shanghai Manufacturing Creative Promotion Center, which is affiliated to the Shanghai Federation of Industrial Economics, and is a non-independent legal entity. MDGDC takes "linking global wisdom and empowering industrial digital transformation" as its core philosophy. It meets the needs of enterprises' digital transformation and development by connecting relevant policies, resources and project information between enterprises and governments, professional institutions, universities, parks, etc., helps enterprises develop through the platform, and gives full play to the role of market synergy. The founding members include (in no particular order):

Digital Economy Institute Limited(Executive Director Unit))
Shanghai Communication Industry Association
Shanghai Transportation Industry Electronics Association
Shanghai Printed Circuit Industry Association
Siemens Ltd., China
SAM GUARD (under Samson Group, Germany)

Red Hat Software (Beijing) Co., Ltd.
Intel (China) Co., Ltd
Shanghai Electric Automation Group Co., Ltd.
Shanghai FANUC Robotics Co., Ltd.
Beijing HollySys Intelligent Technology Co., Ltd.
Shanghai Jinqiao Export Processing Zone Development Co., Ltd.



Digital Economy Institute Limited

Digital Economy Institute Limited is a professional market research organization focused on the digital economy. Our research covers both digital industries and the digitalization of traditional industries. We share unique insights through regularly published original market research reports, online and offline forums and seminars, and live visits to leading industry companies and opinion leaders, helping businesses build credibility and authority in B2B strategic marketing. Headquartered in Hong Kong, All core team members have over 15 years of experience serving leading international exhibition companies.



Digit Events (Shanghai) Limited

Digit Events is committed to becoming your B2B strategic marketing partner through its four core business units - market research, exhibition hosting, conference and event organization, and digital community.

World of Digitalization (WOD) is our brand in the field of digital economy, aiming to promote the deep integration of digital technology and the real economy, and to stimulate the innovation and vitality of the digital industry.



Digit Events is a "customer-centric" organization, and our organizational design and capabilities are built around understanding customer needs, delivering customer value and enhancing customer experience. Our mission is to bring people, innovative ideas and business opportunities together through high-quality exhibitions and conferences, providing B2B strategic marketing full value chain solutions for brand promotion, credibility building, leads generation and market expansion. All core team members have over 15 years of experience serving leading international exhibition companies.



WOD 制造业 数字化世界

促进数实融合 | 激发产业创新 | 提升新质生产力



市场研究



论坛活动



展览会



数字社群

World of Digitalization (WOD)



WeChat Mini Program

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WhatsApp QR code

Contact Us

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Organisers

Digital Economy Institute Limited
Digit Events (Shanghai) Co.,Ltd.

Co-Organisers

- ◆ China Electronics Enterprises Association
- ◆ Manufacturing Digitalization Global Development Center
- ◆ Shanghai Intelligent Manufacturing Industry Promotion Center for Yangtze River Delta
- ◆ Shanghai Communication Industry Association (SCIA)
- ◆ Shanghai Artificial Intelligence Association (SAAI)
- ◆ Shanghai Transportation Industry Electronics Association (STEA)
- ◆ Suzhou Intelligent Manufacturing Industry Alliance
- ◆ Suzhou AI Industry Association (AISZ)
- ◆ Suzhou Industrial Internet Industry Alliance
- ◆ Hangzhou Association for Artificial Intelligence
- ◆ Jiangsu Overseas Talent Innovation and Entrepreneurship Alliance (JOTIEA)
- ◆ Wuxi Institute of Engineers
- ◆ Wuxi Digital Industry Federation
- ◆ Shenzhen Terminal Electronics Manufacturing Association
- ◆ Anhui Automobile Industry Association

