

WORLD DIGITALIZATION | EXPO  
MANUFACTURING

# Manufacturing Digitalization Expo (Shanghai)

June 17-19, 2025  
Shanghai New International Expo Centre

[www.wodexpo.com](http://www.wodexpo.com)



Your Destination for Manufacturing Digital Transformation and Intelligent Upgrading

## Organisers



数智范式会展  
Digit Events Limited

Digit Events (Shanghai) Co., Ltd.



Digital Economy Institute Limited

# INVITATION

# TRILLIONS OF NEW BLUE OCEAN MARKET

## YOUR DESTINATION TO MANUFACTURING DIGITALIZATION

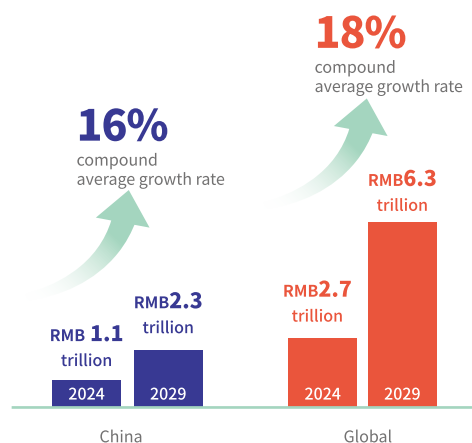
Manufacturing digitalization refers to the application of digital innovation technology to all aspects of the manufacturing industry, covering R&D and product design, production planning, processing and manufacturing, quality control, warehousing and logistics, operation and maintenance services, supply chain management, sales management, operation management, etc., to achieve intelligent, digital, networked, flexible, sustainable manufacturing processes and efficient enterprise management.

China's manufacturing industry ranks No. 1 in the world, and digitalization has been initially integrated into the basic manufacturing sector. By the end of 2023, China's manufacturing digitalization market reached RMB 1 trillion, with a penetration ratio of only 22%, and there is huge space for growth.

According to the 14<sup>th</sup> Five-Year Plan of the People's Republic of China, by 2025, most manufacturing enterprises above designated size will be digitally networked, and key enterprises in key industries will initially apply intelligence, and by 2035, manufacturing enterprises above designated size will fully popularize digital networking, and backbone enterprises in key industries will basically achieve intelligence.

At the beginning of 2024, Digital Events cooperating with Ipsos, one of the world's largest market research and consulting firms, conducted a demand-side research on China's manufacturing digitization market, which shows that the market size of China's manufacturing digitization will reach RMB 1.1 trillion in 2024. Under the active promotion of national policies, the competitive pressure faced by enterprises, and the influence of the overall industrial chain digitalization and upgrading, the overall market size of China's manufacturing digitization will maintain strong growth, and is expected to reach RMB 2.3 trillion in 2029, with a CAGR of 16%.

Manufacturing digitalization has opened up a trillion new blue ocean market for suppliers of digital products, technology, system solutions and service. According to Mordor Intelligence, the global manufacturing digitalization market is expected to reach RMB 2.7 trillion in 2024, and the global market size will reach RMB 6.3 trillion by 2029, with a compound average growth rate of 18%. Among them, the Asia-Pacific market is the region with the fastest growth rate and the largest market size.



"Vigorously promote the construction of a modern industrial system and accelerate the development of new quality productive forces."

"Implement the digital transformation of the manufacturing industry and accelerate the large-scale application of the industrial Internet."

*2024 Government Work Report*

The Yangtze River Delta area of China has taken the lead in entering a new stage in manufacturing digitalization. It has not only formulated a specific action plan, but also is actively implementing it.

**Shanghai** Shanghai issued the "14<sup>th</sup> Five-Year Plan for the Development of Advanced Industries in Shanghai", which plans to achieve more than 80% of manufacturing enterprises above designated size completion of digital transformation by 2025.

**Zhejiang** Zhejiang Province issued the "415X' Action Plan for the Construction of Advanced Industrial Industries (2023-2027)" to implement digital empowerment actions to promote the digitalization of enterprises.

**Jiangsu** At the end of 2021, Jiangsu Province issued the "Three-Year Action Plan for Intelligent Reforming and - Digital Transforming of the Jiangsu Manufacturing Industry (2022 - 2024)" to implement "Intelligent and Digital Transformation" projects for enterprises in 16 advance manufacturing clusters and 50 key industrial chains.

**Anhui** Anhui Province issued the "Implementation Plan to Promote the High-end, Intelligent, and Green Development of the Manufacturing Industry through Digital Transformation (2023-2025)" to promote the implementation of the "4116" Action Plan to expand the volume and increase the efficiency of the manufacturing.

## ABOUT THE EXPO

**Manufacturing Digitalization Expo (Shanghai)**, abbreviated as the “**MD Expo**”, invited suppliers of equipments, technology, system solutions and service for the digitalization of the manufacturing industry, as well as decision makers, people in charge and participants in the digitalization process of enterprises to meet in Shanghai in March 2025 —

“**Showcase a trillion new blue ocean market, explore cutting-edge technology, promote digital transformation, and improve new-quality productivity**”

- **Focus on the manufacturing industry, covering all-scenario digitalization solutions**  
Suppliers from six major manufacturing digitalization scenarios will focus on showcasing the digital innovation technology required by all aspects of the manufacturing industry.
- **Directly approach the decision-maker and capture new business opportunities**  
The Expo is expected to attract more than 15,000 visitors who are decision-maker, person in-charge and participants in the manufacturing digitalization process. Exhibitors can reach relevant personnel in the decision-making chain at one time to achieve accurate and efficient match-making.
- **Enhance influence power and build visibility**  
The Expo will hold con-current industry forums, business matching, case studies and alliance activities. It will also regularly release industry market research reports and hold a series of forums to help exhibitors enhance their brand influence and build brand visibility.
- **Cover all of Asia and integrate into globalization**  
The Expo invites manufacturing enterprises in China, Japan, South Korea, Vietnam, Indonesia and other countries with digitalization demand to visit and exchange.

<b>15,000+</b>	Visitors
<b>600+</b>	Exhibitors
<b>20+</b>	Forums and events
<b>8+</b>	Market insight reports
<b>365 days</b>	Omni-channel promotion
<b>100,000+</b>	Active fans

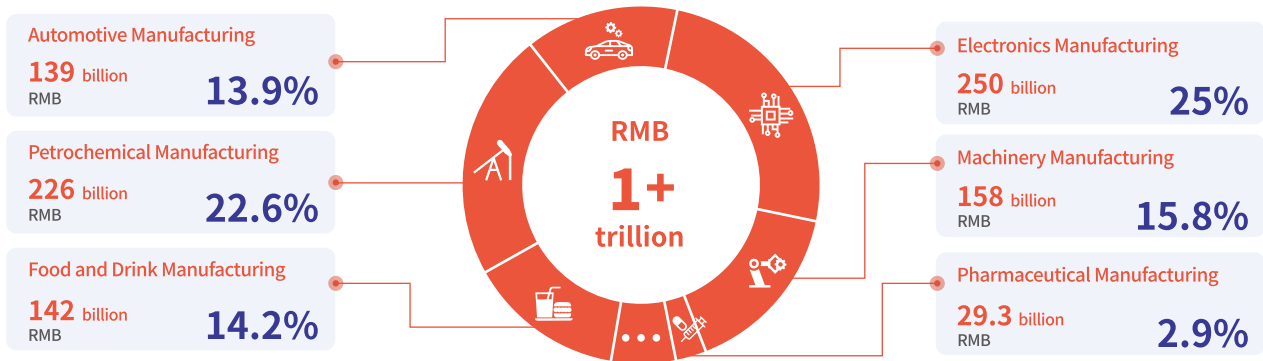
## ORGANISATION

- ▶ **Organisers**  
Digit Events (Shanghai) Co., Ltd.  
Digital Economy Institute Limited
- ▶ **Co-organisers**  
Shanghai Intelligent Manufacturing Industry Promotion Center for Yangtze River Delta  
Shanghai Communication Industry Association (SCIA)  
Shanghai Transportation Industry Electronics Association (STEA)  
Shanghai Artificial Intelligence Association (SAAI)  
Suzhou Intelligent Manufacturing Industry Alliance  
Suzhou AI Industry Association (AISZ)  
Suzhou Industrial Internet Industry Alliance  
Industry 4.0 Club  
Hangzhou Association for Artificial Intelligence
- ▶ **Cooperation Media**  
Xinhua News Agency  
- Intelligent · Zero Carbon  
MODERN-DAY AI





# KEY SEGMENTATION INDUSTRIES FOR MANUFACTURING DIGITALIZATION



2023 China Manufacturing Digitization Market Size



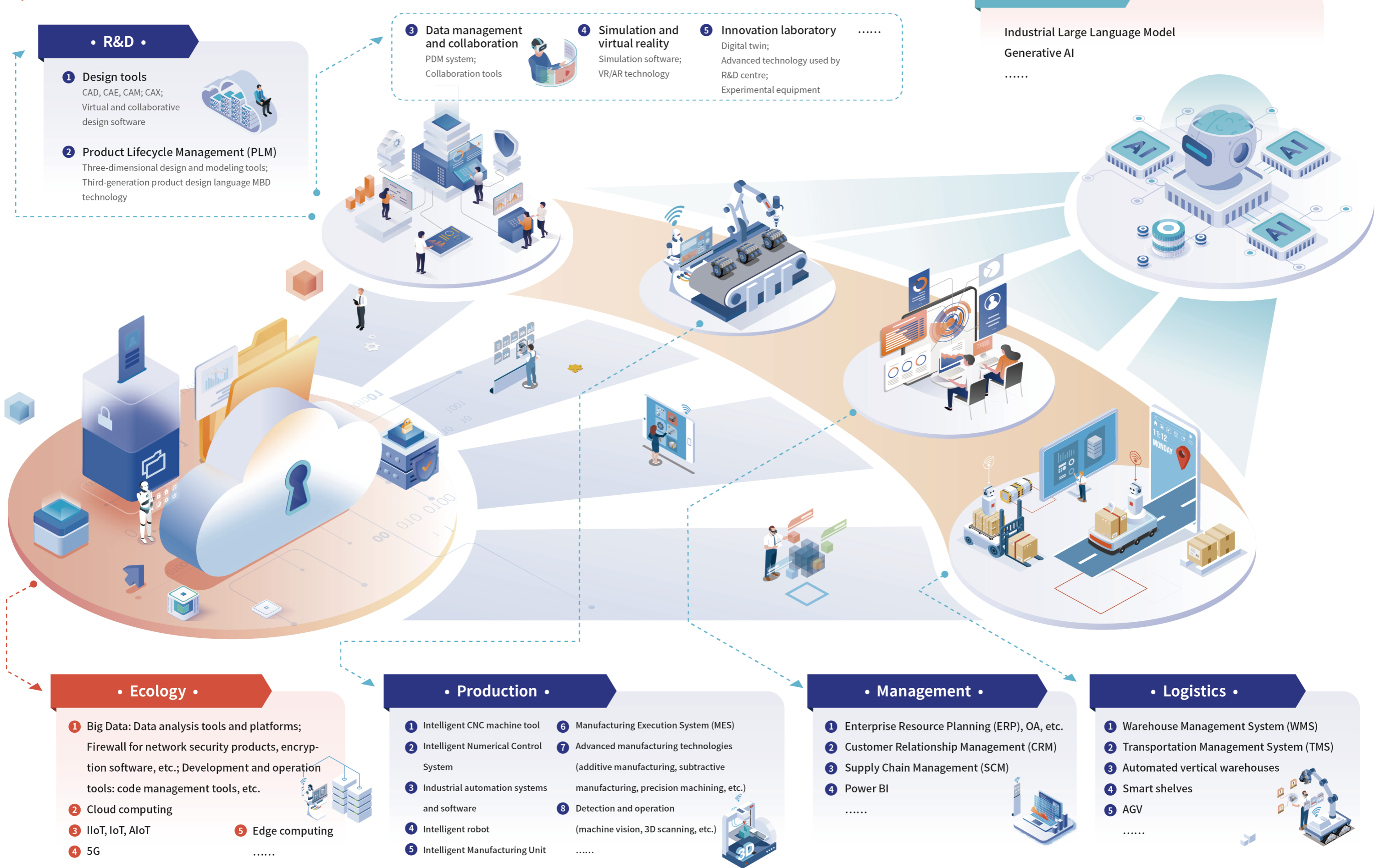
# TRADE VISITORS (TO BE INVITED)

Automotive Manufacturing	Electronics Manufacturing
Petrochemical Manufacturing	Machinery Manufacturing
Pharmaceutical Manufacturing	Food and Drink Manufacturing

• The list is in no particular order and will be updated constantly.

Manufacturing digitalization requires cross-departmental collaboration and faces asymmetry between supply and demand. It is difficult for enterprises to accurately position and communicate transformation needs, and it is difficult for suppliers to intuitively deliver results and reflect differentiation, making your enterprises difficult to select solutions.

# Exhibition Scope: DIGITAL SMART FACTORY ALL- SCENARIO



# 6+7+8 ANNUAL ACTION PLAN



**18 April, 2024**







Launching Ceremony of the 2025 Manufacturing Digitalization Expo (Shanghai)

## 7 MARKET RESEARCH REPORTS

✓ Demand Side Market Research Report on Manufacturing Digitalization in Yangtze River Delta Area China  
Officially released on April 18, 2024



## 6 DIGITAL TRANSFORMATION SUMMIT

- ✓ 01 Digital Transformation Summit for Automotive Manufacturing Industry  China Automotive Manufacturing Digitalization Market Research Report *01*  
Officially released on August 30, 2024
- 02 Digital Transformation Summit for Petrochemical Manufacturing Industry  Petrochemical Manufacturing Digitalization Market Research Report *02*
- 03 Digital Transformation Summit for Electronics Manufacturing Industry  Electronic Manufacturing Digitalization Market Research Report *03*
- 04 Digital Transformation Summit for Food & Beverage Manufacturing Industry  Food and Beverage Manufacturing Digitalization Market Research Report *04*
- 05 Digital Transformation Summit for Pharmaceutical Manufacturing Industry  Pharmaceutical Manufacturing Digitalization Market Research Report *05*
- 06 Digital Transformation Summit for Machinery Manufacturing Industry  Machinery Manufacturing Digitalization Market Research Report *06*

..... ● For more information, please contact the organiser

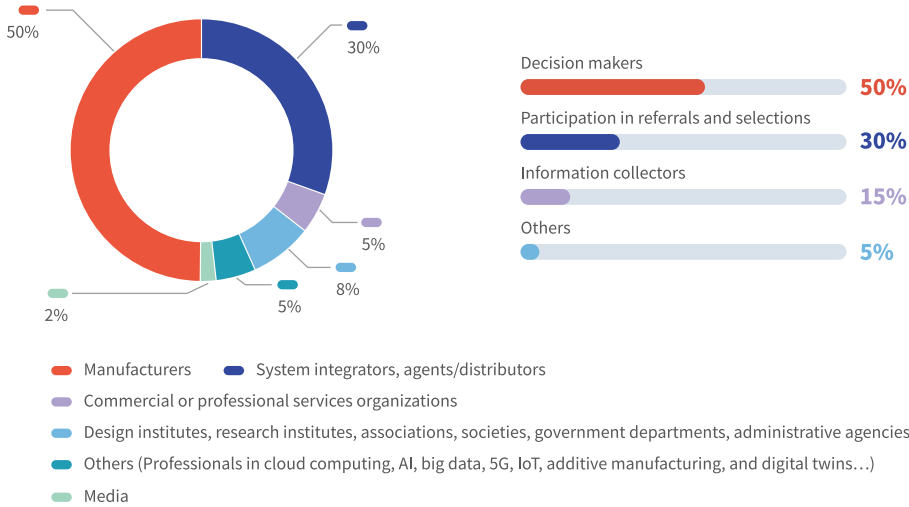
## 8 Concurrent Events

- 01 World Manufacturing Digitalization Conference
- 02 Industry Leaders Thinking Tank
- 03 Award Dinner
- 04 New Product Launch
- 05 World Manufacturing CxO Conference
- 06 Manufacturing Digital Transformation
- 07 Best Practice Sharing for Manufacturing Digitalization
- 08 Business Matching
- .....

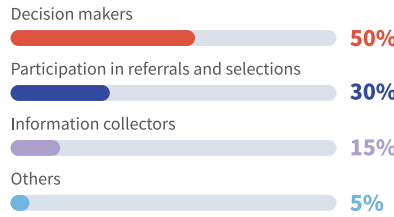
# TARGETED VISITOR

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

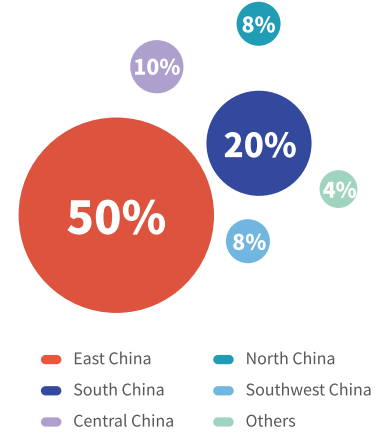
By Business Type



By Purchasing Role



By Area



# TRADE MEDIA



# MASS MEDIA



The media list is in no particular order and will be updated constantly.

“

As a founding member of German Industry 4.0, Youjia relies on the advantages of a large number of overall production lines in the precision machining and intelligent manufacturing industries to provide customers the integrated solutions in high-quality and cost-effective. We are willing to work with industry ecological partners to explore opportunities for market intensification, tap the potential of strong alliances, and realize the business model of a community strategic partner with resource sharing and strategic alliances.

MD Expo 2025 will build a one-stop platform for both supply side and demand side, promoting manufacturing enterprises to accelerate digital transformation, and build world-class intelligent production lines and smart factories. We hope to share new achievements in digitalization and win-win opportunities with all partners through world-leading industry 4.0 technology, AI, and IoT technologies.

Youjia International CNC Machine Tool Co., Ltd.

# ABOUT US

## Digit Events

Digit Events was born under the wave of the Fourth Industrial Revolution, the digital economy has become a strategic new highland. In 2023, the proportion of China's digital economy in GDP reached 42.8%, while the United Kingdom, Germany, and the United States all exceeded 65%.

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.



## WORLD OF DIGITALIZATION MANUFACTURING



Our core members have more than 15 years of experience in serving internationally recognized exhibition organizers. The company is established in Shanghai, with its headquarter office in Jingan Kerry Center, Jingan District.



USING DIGITALIZATION  
AS THE WING TO  
'WIN' THE FUTURE





## Organisers

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

## Contact us

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WhatsApp QR code

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Suzhou Industrial Internet Industry Alliance

Industry 4.0 Club

Hangzhou Association for Artificial Intelligence

## Cooperation Media

Xinhua News Agency  
- Intelligent · Zero Carbon  
MODERN-DAY AI

## Follow us

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## Venue Location

## Shanghai New International Expo Centre

2345 Longyang Road, Pudong New Area Shanghai P.R.C.

