



MTM
MTM EXPO 2024

11th Shanghai International Refractories Expo 2024

Concurrently organized:
MTM EXPO 2024

December 18-20, 2024

Shanghai New International Expo Centre, Shanghai, China.

50,000⁺m² **30,000⁺**
Exhibition Scale Professional Visitors

1,000⁺ **10⁺**
Well-known Exhibitors Concurrent Activities



Organization

The Association of China Refractories Industry
China Chamber of Commerce for Metallurgical Enterprises
Baosteel Group
Shanghai Society of Metals
Sub-association for Steel Tube and Pipe Products, CSCS
Shanghai steel tube Industry Association
China Steel Construction Society Wire Products Association
Industrial Furnace Institution of Chinese Mechanical Engineering Society
Tianjin Association of Metal Material Trade
Shanghai Shenshi Exhibition Service Co., Ltd.

www.mtmexpo.cn





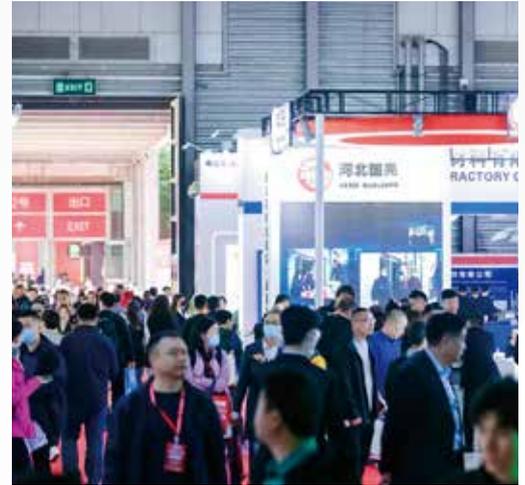
11th Shanghai International Refractories Expo 2024
2024.12.18-20
Shanghai New International Expo Centre (SNIEC)

MTM
MTM EXPO 2024

The preferred promotion platform for refractory industry in Asia

The 11th Shanghai International Refractories Exhibition will be held in Shanghai New International Expo Center from **December 18 to 20, 2024**, which is jointly organized by The Association of China Refractories Industry, Allied China Chamber of Commerce for Metallurgical Enterprises, Bao-steel Group and Shanghai Shenshi Exhibition Service Co.

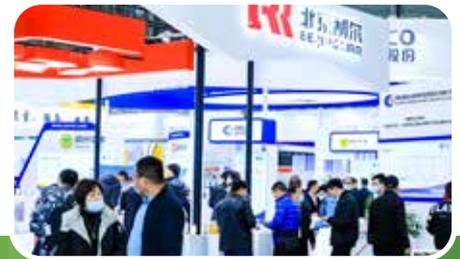
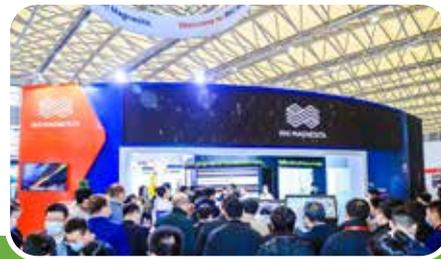
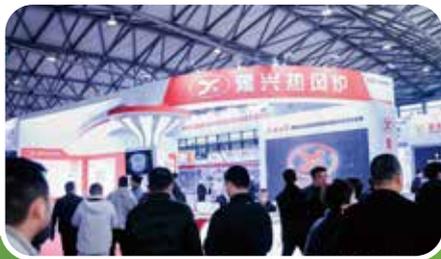
After years of development, Shanghai International Refractories Exhibition has gradually become one of the most influential steel industry events in China. With the help of the mature platform of MTM EXPO held at the same time, it will attract more important buyers on-site.



 **50,000⁺m²**
Exhibition Scale

 **30,000⁺**
Professional Visitors

 **1,000⁺**
Well-known Exhibitors





At a glance of last event



The last exhibition was successfully held from November 29 to December 1, 2023 in Shanghai New International Expo Center, attracting **986** exhibitors and a total of **28,675** visitors.

A number of high-quality forums and seminars such as "2023 Steel Industry Ecological Development Forum", "Refractories Industry High-Quality Development Forum", "Refractories Market and Technical Solutions Conference" were held concurrently, with a total of more than **500** delegates.

In order to reach more professional visitors and buyers, the organizing committee invited a number of industry media to carry out online live broadcasting, attracting more than **100,000** people to participate through the online platform.

Exhibitors' Satisfaction

91.6%

of exhibitors consider MTM EXPO as an important industry event

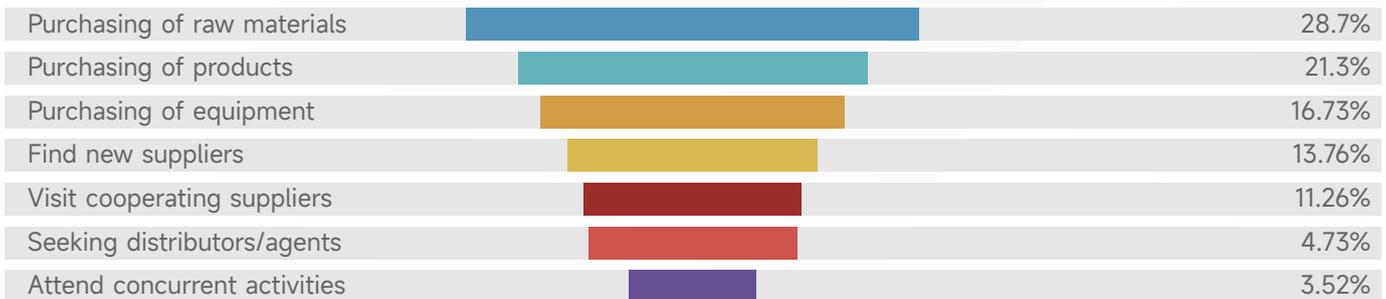
83.7%

of exhibitors were satisfied with the quality of visitors

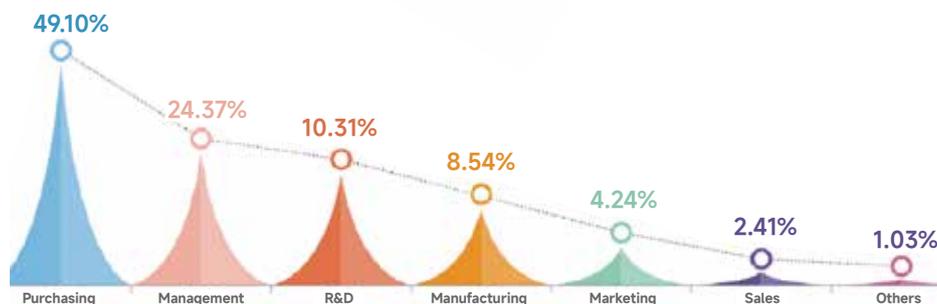
Percentage of overseas visitors by geography



Purpose of the visit



Visitors' Job Role



These exhibitors will be back in 2024

The last exhibition attracted Ruitech Technology, Hebei Guoliang, Zhejiang Zili, Red Eagle Group, Kerneos, SANHUA, Yuxing, and many other refractory raw materials, products and equipment enterprises, with a positive market attitude to display new products, new technologies and new applications.



10+ popular concurrent forums focus on industry trends

Green Energy and Low-Carbon

Carbon-neutral Production

Intelligent Manufacturing

- The 4th China Refractories Development Forum
- 2024 Steel Industry Ecological Development Forum
- The 5th Development and Application of Steel Tube Industry Conference (DASTIC)



In 2024, MTM organizing committee will organize a number of overseas exhibitions in Indonesia, Mexico, Dubai and other locations, which will bring more global players, new and innovative companies to come together for face-to-face meetings in Shanghai.

It will attract more than **30,000** professional visitors to join (28,675 visitors in 2023).



MTM EXPO 2024 establishes in-depth cooperation with more than **200** industry media to promote by multi-channels such as websites, magazines, Wechat, Tiktok, etc. and opens a new mode of live broadcasting.

It will interview with enterprises & concurrent forums, which is expected to be participated by more than **100,000** people on-line and deepen the influence of the expo.



Previous Exhibition On-site

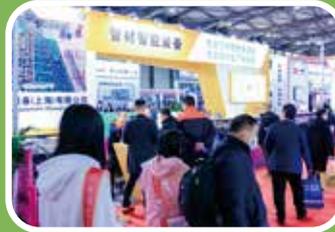


Exhibit Profile

1. Metallurgy Foundry and Metal Industry Pavilion:

- Refractory materials for Iron and steel, non-ferrous metal industry, casting, forging, heat treatment.
- Ultra-high temperature technology and products; refractory manufacturing, recycling technology.
- Raw materials, additives, auxiliary materials for refractory and industrial ceramics manufacturing.
- Various industrial furnaces and heat treatment furnaces, highly efficient energy-saving industrial furnaces.
- Burners, temperature control systems, heating elements, thermal insulation; latest environmental protection equipment and technology; product quality control, testing instruments.





MTM2024 Global Exhibition Plan

This year, MTM EXPO focuses on the fast-developing markets in Southeast Asia, the Middle East, South America, Africa and other locations, and attracts more than 60,000 precision buyers through 12 promotion channels such as GOOGLE, FACEBOOK, YOUTUBE, EDM, roadshows and other global precision marketing, quickly targeting the core buyers' purchasing needs.

12.18-12.20

Shanghai, China.



Shanghai New International Expo Centre



09.04-09.06

Mexico City, Mexico

Convention and Exhibition Center



06.04-06.06

Jakarta, Indonesia

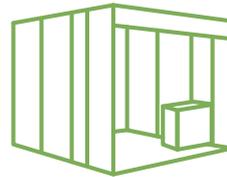
International EXPO

I PARTICIPATION COST



RAW SPACE

USD \$350/m²
 (Min.24m²)



STANDARD BOOTH

USD \$380/m²
 (Min.12m²)

Note

Raw space booth only provides exhibition space, no other facilities.
 For standard exhibition configuration and more marketing solutions, please contact us.

I DATE & OPENING HOURS

18-20 December 2024

Wednesday - Thursday: 9:00 a.m. - 5:00 p.m.

Friday: 9:00 a.m. - 1:00 p.m.

For further information, please contact:

Shanghai Shenshi Exhibition Service Co.,Ltd.

Attn: **MS. Nancy CAO** | nancy@21expo.net | **+86 18221601623**