

Shanghai, China & Aachen, Germany – September 10th, 2020

Press Release

AMAC/Germany and REACH Group/China: first life business activity since Covid-19 at the Composites China Trade Show in Shanghai

As the first composites trade show worldwide since the Covid-19-crisis, the China Composites in Shanghai (September 2 to 4, 2020) took up its activity. The show counted about 600 exhibitors and over 20 000 visitors, mostly Chinese locals, attended the exhibition.

Chinese Reach Group under the lead of its president Daniel He represented a large portfolio of European companies and their recent developments through their cooperation with Dr. Michael Effing's AMAC/Germany, among them Airborne (NL), Textechno (D) and Conbility (D).

Daniel He describes the situation: „The Chinese market is picking up again; a price increase of 7% for glass fibers was announced right before the China Composites Show, on August 25th 2020, which was even leading to a temporary material shortage. Today, the most booming industries in China are wind energy, building and infrastructure and innovation for electric cars. Unlike the rest of the world, where the aircraft industry undergoes a deep decline, in China it takes up by 50 %, which is very promising. Furthermore, we expect half a year for a full recovery of the industry, while the China growth of 2020 is still expected to be between 2 and 4 %.“

Michael Effing replied: “Enabling the composites business between China and Europe is the aim of our cooperation with Reach and with our customers, which are active in digital automatization, testing equipment or cost optimization software. We are very happy to have been present in China through our representant Reach and are looking forward to bridge and overcome the Covid-19-crisis with our upcoming event in Germany, the Composites for Europe in Stuttgart in November and hope to be back to full global business speed at the JEC in Paris in 2021.“

About REACH Group:

Reach Holding Group (Shanghai) Company Limited (Abbreviated as “Reach Group”), headquartered in Shanghai China, is composed of three main business segments: international shipping and logistics, international trading and representation, and investment and operation of hotel services. Reach Group has over 24 years of experiences in the composites industries in China since 1996. Mr. Daniel Y. HE, holding MBA, MA and B. Sc degrees, President of Reach Group, has over 24 years of

experiences in the composites industries in China since his joining in China Jushi, a leading glass fiber manufacturer in the world, in 1996 and was appointed Marketing Director and Vice President of Marketing and Sales at Jushi before joining in Reach Group in 2015. He was a teacher of English at some universities during the period of 1986-1996 after his college graduation.

About AMAC:

AMAC GmbH is an Industrial and Business Consulting Company in the field of lightweight construction materials based in Aachen, Germany. The business model of AMAC is based on three pillars: establishment and development of networking and clusters between universities and industrial companies, excellence in Sales, Marketing and Business Development as well as management of industrial projects in the field of innovations and commercialization. Dr. Michael Effing is Chairman of the board of the trade associations Composites Germany and AVK.

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