



MFS China Successfully Participated In 18th CIMT

MFS 中国成功参加了第 18 届 CIMT 机床展

As one of four machine tools industry exhibitions in the world and the first taken place after China government exited from three years of zero-Covid policy, CIMT 2023 attracted high attentions from the global industry. MFS China successfully participated in 18th CIMT which held in Beijing from Apr 10 through Apr 15, 2023.

CIMT 2023 作为全球四大机床行业展会之一，也是中国政府结束三年新冠政策后首次举办的机床行业展会，受到了全球业界的高度关注。MFS 中国成功参加了 2023 年 4 月 10 日至 2023 年 4 月 15 日在北京举行的第 18 届 CIMT 机床展。

CIMT
MFS
2023

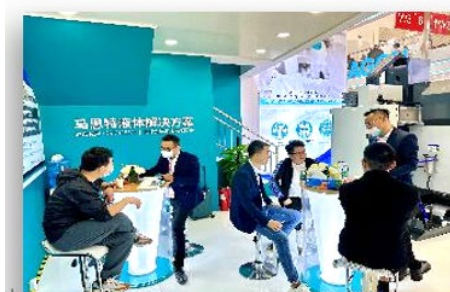


MFS on CIMT 2023 Exhibition



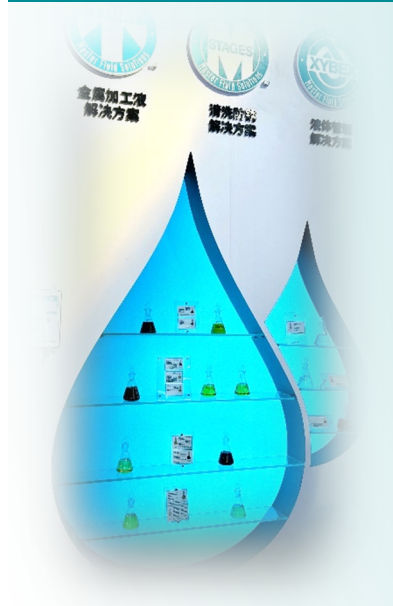
The exhibition has 12 pavilions with total 140,000 square meters, attracting 1,600 exhibitors from 28 countries. Meanwhile, more than 20 forums were held during exhibition. And the final attendance by person-time was 336,504, an increase of 28.61% compared to CIMT2021.

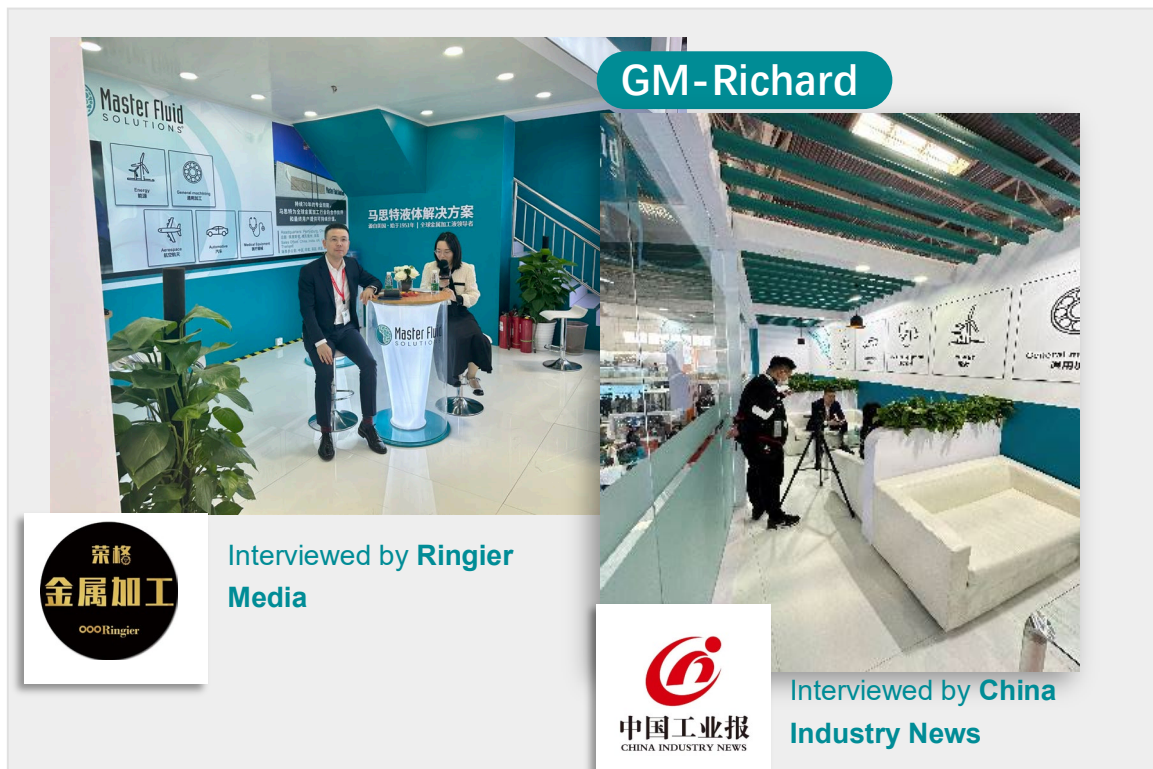
本届展会共有 12 个展馆，总面积达 14 万平方米，吸引了来自 28 个国家的 1600 家参展商。同时，展会期间还举办了 20 多场论坛。最终入场人数为 336,504 人次，较 CIMT2021 增长 28.61%。



With 120 m2 and 2 floors' special booth design, MFS booth is the largest and most impressive among metal cutting fluid brands, which attracted lot of visitors interacted here.

马思特的展台位于 W3 馆内，占地 120 平方米，独具风格的双层展位设计吸引了众多参观者前来互动交流。是此次参展金属切削液品牌中规模最大、给人印象最为深刻的展台。





There are diversified media interviews at MFS booth. Richard as GM shared MFS' brand and business blueprint, meanwhile products and service are introduced by colleagues from multi-departments.

在与媒体的采访互动中，总经理 Richard 为大家分享了 MFS 的品牌文化和业务蓝图，同时，来自多个部门的同事介绍了马思特的产品特色和优质服务。

Moreover, one WEDOLiT Product Launch Event with the theme of "Lighting Ceremony" was held at Master booth as well. Diversified interactive activities not only deepened the communication with old customers, but also acquired more than 400 potential new customers. 此外，马思特展台还举办了一场以“点亮仪式”为主题的 WEDOLiT 产品发布会。展会期间多样化的互动活动不仅加深了与老客户的深入交流，还接触到了 400 多个潜在客户。

It' s inspiring and exciting to MFS China team to have an efficient and fruitful exhibition. Furthermore, MFS as a professional and premium brand has been strengthened greatly in market.

马思特中国此次的成功参展及取得的丰硕成果，鼓舞了马思特中国团队士气，提升了马思特在金属加工液领域专业高端的品牌形象。