



## **2021 The 21<sup>st</sup> Shanghai International Lubricants and Technology Exhibition**

### **Inter Lubric China**

**June 9-11, 2021**

**W2/W3 Hall, Shanghai New International Expo Centre**



**HOT LINE 021-62951239**

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

**2000-2020 add up:**

**3000+** Global Brands

**18000+** Square-meter in Sales

**200000+** Domestic and foreign buyers

**140+** Professional Conference and Seminars

The 21<sup>st</sup> Inter-Lubric China Show will be held in Hall W2/W3, SNIEC Shanghai Pudong from June 9th to 11th 2021.

As the most well established and authoritative trade show serving China's industrial lubricants market, Inter-Lubric provides a comprehensive communications platform for lubricant producers, manufacturers, distributors and end users to engage one another and develop business relations.



**Inter-Lubric is the portal into China's lubricants industry and one of the largest dedicated industrial lubricants exhibitions in the world.**

Inter-Lubric China is a globally recognized vertical trade show, and has provided a focal point for the lubricants industry for over 20 years.

As a key annual gathering for industrial lubricants professionals, the show brings together well-known industry brands and leading businesses from across its sectors, providing the space for the active participation of industry leaders from throughout China and around the world.

#### **Exploring the frontiers of technological innovation and emerging markets**

Inter-Lubric China hosts a wide range of professional, internationally oriented conference activities that cover the full spectrum of industrial lubricant market trends and industry developments.

Headlining every year with the latest advancements in the industry and regularly drilling down into all the current technical hot topics, we are proud to be delivering or involved in the following events:

- The China International Lubricants, Base Oils & Additives Conference;
- The China Metalworking Fluid Technology Development Summit;
- The Society of Tribologists and Lubrication Engineers (STLE) Training Courses;
- The American Petroleum Institute (API) Conference;
- The NSF Food Grade Lubricant Sharing Meeting;
- Distribution Agent Matching Activities;
- China Automotive Aftermarket International Industry Development Forum and Imported Lubricant Brand Summit;
- Lube Oil OEM Public Benefit Roadshow and Matchmaking Meeting

**With backing extending beyond the industry, we harness our extensive connections and experience for your benefit**

With 20 years' of deep industry relations to draw on under the auspices of powerful supporters, we have the diverse data resources of many first-class exhibitions at our disposal. This includes the largest automobile show in the world, Auto China, as well as the Mobile & Mobility Show, Die & Mould China, the Shanghai International Railway and Metro Exhibition and others.



## Professional Visitor Profile



## Exhibits Profile:

**Automotive Lubricant Products & Maintenance**

Engine Oil; Antifreezing Solutions; Braking Oil / Fluid; Cooling Liquid; Antifricition Oil; Cleaning Liquid; Lubricant Grease; Fuel Additive; Other Automotive Chemical Products

**Industrial Lubricant Oil / Grease**

Hydraulic Oil; Gear Oil; Compressor Oil; Vacuum Pump Oil; Conduction Oil; Electrical Appliance Oil; Rubber Oil; Food Grade & Cosmetic Oil; Metal Refining & Machine Oil

**Metalworking Fluid & Anti-Rust Oil**

Cutting Fluid; Quenching Fluid; Die-Casting Fluid; Mold Release Oil; Anti-Rust Oil / Fluid; Cooling Fluid

**Products Raw Material**

Base Oils; Lubricant Additives

**Lubricant System & Related Equipments**

Lubricant System Design; Development; Maintenance & Environment Protection Solution

**Lubricant Related Production**

Facilities & Instruments

**Others, such as Lubricant Industry**

Related HR & Consulting; Information & Media; and Web Services



## Some Past Exhibitors



This list is in no particular order.

## Comprehensive Online & Off-Line Promotional Channels

### WeChat:

50,000 industry subscribers from Lube Focus

### Media Cooperation:

long-term cooperation with more than 70 domestic and foreign business magazines and websites.

### Global Networks:

cooperation with many international news agencies

### Off-line Activities:

hosting free lubricant-focused salons and other industry related activities

### Local Promotion:

brand promotion in automobile spare-parts centers and 4S shops

### Personalized Publicity Scheme:

bespoke communications plans that meet your brand positioning and promotional needs

### E-Bulletins:

sent to domestic and foreign audiences monthly, delivering the latest show and industry updates

### Tailored Invitations:

direct mail to domestic audiences

### Website:

advertising opportunities, online product platforms available

CARBONCUBE



## 2021 Exhibition Highlights

### Imported Lubricant Oil Brands Zone

Inter-Lubric China will set up a zone for imported lubricant oil brands to meet demand from professional lubricant dealers and agents. This will provide an efficient way to curate brands and channels for China's domestic market.

### Network of distribution agents and dealers in China

Innovative activities, professional training courses and one-stop engagement services can bring high-quality distributors, dealers & sales agents to tap into distribution agent channels and broaden the mutual benefits and business partnership.

### OEM / ODM Zone

Inter-Lubric China will set up a zone for local lubricant companies with OEM / ODM production capacity. The gathering will be of benefit to potential partners onsite by showcasing production, technical, logistical and marketing services. In the zone, matchmaking for both brand owners and local OEM/ODM providers will be arranged in various formats.

## 2021 Events Preview

#### June 7<sup>th</sup>-8<sup>th</sup>

China International Lubricants, Base Oils & Additives Conference

#### June 9<sup>th</sup>-11<sup>th</sup>

Imported Lubricant Oil Pavilion Show

#### June 9<sup>th</sup>

Lube Oil OEM Public Benefit Roadshow & Matchmaking Meeting

#### June 10<sup>th</sup>

Lube Oil International Training Courses

#### June 9<sup>th</sup>-10<sup>th</sup>

Domestic Lubricant Dealer & Distributor Program

#### September 8<sup>th</sup>-10<sup>th</sup>

China Metalworking Fluid Technology Development Summit



### Contact Us

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"lube focus"  
No.1 Industry  
Wechat Platform



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W3 Pavilion Zone,  
Shell Scheme booth: US\$1500/sqm,  
Raw Space: US\$150/sqm

W2 A Zone  
Shell Scheme booth: US\$2200/sqm  
Raw Space: US\$220/sqm

W2 Premier Zone  
Shell Scheme booth: US\$2500/sqm  
Raw Space: US\$250/sqm