

news +++ Formnext Asia Shenzhen

Shenzhen World Exhibition and Convention Center, China, 26 – 28 August 2025



Formnext Asia Shenzhen 2025 visitor attendance soars by 78%, with international visitor participation climbing 158%

Shenzhen, 2 September 2025. Formnext Asia Shenzhen, South China's leading trade fair for additive manufacturing (AM) technologies, concluded its 2025 edition with a record-breaking 78% growth in visitor attendance. The show floor reflected a strong sense of optimism in China's AM market, with participants, ranging from senior decision makers to first-time AM adopters, praising the event's rising prominence as an industry hub for Asia's manufacturing sectors. This was matched by increasing attention from the global AM community, with international attendance up by 158%, more than doubling for the second consecutive year.

Key figures from Formnext Asia Shenzhen 2025:

- 20,715 visitors (78% increase) from 64 countries and regions
- 27,183 visits
- 733 international visitors (158% increase)
- 265 exhibitors
- 20,000 sqm of exhibition space
- 14 conference sessions, with over 150 presentations delivered



Strong footfall around a headline exhibit at Formnext Asia Shenzhen 2025

The 265 exhibitors on the show floor represented all key areas of the AM process chain, from equipment and materials to software and services. Leading domestic firms including Bright Laser Technologies, Farsoon, HBD, Kings 3D, TPM3D, eSun, Kexcelled, PollyPolymer and TenDimensions were present, offering solutions for metal, polymer and ceramic AM. These companies were joined by a strong international contingent from France, Germany, Japan, the Netherlands, Spain and the United States. Exhibitor growth was particularly strong in the materials category, which expanded by 76% over the previous edition.

Meanwhile, the fair's fringe programme delivered in-depth industry analysis across 14 conference sessions, featuring more than 150 presentations. Topics covered high-growth application markets such as consumer electronics and footwear, as well as key developments in technologies and global markets.

A standout highlight was the second edition of the 3D Print Farm Conference and Farm Workshop Showcase, which drew thousands of attendees from across China and internationally. The conference and its adjacent showcase featured more than 50 companies specialising in 3D print farms, a production model that employs large networks of printers for parallel production. The model's ability to enable both mass production and customisation has established it as a growing global trend, with particularly strong adoption in China.

The event's reach extended far beyond the exhibition hall, with significant online engagement. The official photo livestream captured over 178,000 visits, while media partner Panda3DP's dedicated livestream of the fringe programme and exhibitor interviews attracted 34,413 unique visitors.

Exhibitor feedback:

“Visitor flow far exceeded our expectations; our booth, which featured the debut of the world's first 3D printed mattress, was so crowded for three consecutive days it was difficult to walk through. Our sales team was incredibly busy handling a constant stream of inquiries from international clients spanning the Middle East, India, Pakistan, Europe and the US, and the organisers' all-round support, both before and during the show, has been excellent.”

Mr Leo Xiao, Marketing Manager, PollyPolymer

“The Formnext brand is highly respected, in China, because it attracts a truly professional audience. Visitor feedback at our booth was excellent; we met with many of our major clients, and a strong contingent of international buyers from Asia and across Europe. This year we saw significant interest in our new laser systems, especially for copper applications, which is a key growth area in the industry. It is a meaningful event because it helps manufacturers solve real industry pain points.”

Mr Jinglong Tang, General Manager, Han's Laser Technology Industry Group Co Ltd

“The Formnext brand provides an assurance of global quality, which is very important for end-users. That's why you see the key players are here, and you see every company trying to bring something new, whether it's a new material or a new application. The entire ecosystem is present; it was great to see our global suppliers and partners like the Hong Kong Productivity Council (HKPC) also exhibiting.”

Mr Hua Zhao, Head of Greater China Market, HP Additive Manufacturing Solutions

“Our carbon fibre technology is designed to solve cost and lightweighting challenges for small-batch production of end-use parts. This was our first time exhibiting, and we were very pleased with the results. Visitor traffic exceeded our expectations, and we were able to meet with the right audience. We had productive conversations with specialists from the robotics, drone, automotive and medical sectors, and left the show with new CAD files submitted on-site and new orders for our printing service.”

Mr Robert Liu, CSO, ChuangLian 3D (Qingdao) Technology Co Ltd

“This event's high standing in the industry was evident from the strong visitor traffic. In fact, the flow was so impressive that a peer of mine approached me to ask about exhibiting here themselves. For us, this constant stream of relevant visitors led to very productive meetings with academic and industrial clients, and we have a number of follow-up visits planned.”

Mr Tony Tang, Chief Product Officer, FLOW-3D China

Visitor feedback:

“In my mould manufacturing business in Japan, clients are increasingly asking about 3D printing, but it's difficult to connect with Chinese suppliers from there. Coming to this exhibition allowed me to make those direct connections, and it also completely challenged my preconceptions about 'Made in China'. I'm leaving with a newfound confidence in the quality and innovation I have seen here.”

Mr Kazumasa Toyoda, CEO, Toyoda Seiko Co Ltd

“As a manufacturer of cultural and creative products, I was impressed by the new equipment I found; the gains in speed and precision will be a huge help for us. I also discovered filaments with the excellent colour expression and stability our products require. For a first-time visitor, the combination of the exhibition and the forums made it an incredibly worthwhile and educational trip.”

Mr Longjie Wang, Sales Engineer, Shenzhen In-saiL Precision Parts Co Ltd

Speaker feedback:

“The response to our presentation at Formnext Asia Shenzhen showed the eagerness of Chinese companies to expand internationally. The seating area was at full capacity, with people even standing outside to listen, and every slide showing data had the audience's full attention. Afterwards, we received several substantive inquiries from companies asking for support. For us this confirms that this event provides access to a key market that requires our advisory, qualification and training services.”

Mr Andy Lu, Manager, Additive Manufacturing Programs, ASTM International

“I believe the true value of speaking at this forum is not to share personal accomplishments, but to help users of binder jetting technologies solve the problems they face. For that reason, we share a deep sense of mutual support with the organiser. Both in the forums and on the show floor, the team is committed to educating the market and helping users truly understand the technology, rather than simply showcasing it. Regardless of how the market changes, we will participate every year with our maximum scale and promotional methods because we believe in this platform.”

Mr Daosheng Cai, Chairman, Wuhan Easymade Technology Co Ltd

“I think the idea of holding a 3C electronics forum here is highly strategic, because the exhibition's audience is full of 'hidden talents,' including major electronics manufacturers and brand owners. For example, I saw representatives from one leading multinational company travel from Beijing to find service providers for customised products. It shows the audience's needs are very cutting-edge, the kind that may only see widespread adoption in the next five to ten years.”

Mr Peiran Li, Additive Manufacturing Business Development Manager, Siemens (China) Co Ltd

Organised by Guangzhou Guangya Messe Frankfurt Co Ltd, Formnext Asia Shenzhen is part of the international Formnext network, which includes:

- **Formnext:** 18 – 21 November 2025, Frankfurt, Germany
- **Formnext Asia Tokyo Forum:** 25 – 26 September 2025, Tokyo, Japan

The next edition of Formnext Asia Shenzhen will take place from 26 – 28 August 2026. For more information, please visit www.formnext-shenzhen.com or email formnextasia@china.messefrankfurt.com.

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Press information and photographic material:

<https://formnext-sz.hk.messefrankfurt.com/shenzhen/en/press.html>



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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,500 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 775 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when

planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com