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



Metal AM industry frontrunners on the emerging applications and high-volume demands of China's leading high-tech cluster: Formnext Asia Shenzhen reports

Shenzhen, 11 August 2025. The immense economic scale of China's Greater Bay Area, a region which accounts for 11% of the nation's GDP and nearly 20% of its exports¹, fuels a densely concentrated, and intensely hypercompetitive market. With numerous manufacturers vying for market share, local companies must constantly seek out new technological advantages in production to gain a competitive edge. In this environment, metal additive manufacturing (AM, or industrial 3D printing) offers compelling benefits, enabling the creation of stronger, lighter, and more capable components while reducing time to market compared to conventional methods of manufacturing. In conversation with Formnext Asia Shenzhen, metal AM industry leaders HP and Farsoon Technologies share their perspectives on the exceptional pace of AM adoption in the Greater Bay Area. Both companies will be showcasing these developments as key exhibitors at the upcoming event.

The Greater Bay Area (GBA) is a government-led economic initiative connecting nine cities in South China's Guangdong Province, including Shenzhen, a global hub for technology and research, and Guangzhou, the provincial capital, along with the Special Administrative Regions of Hong Kong and Macau. With its high concentration of manufacturers in sectors including consumer electronics, aerospace and electric vehicle (EV) production, the region's industrial density creates a highly competitive environment where constant technological advancement and quick adaptation to new opportunities are particularly important in determining a company's competitive edge.

Metal additive manufacturing has become one such advantage. Once primarily limited to speciality applications like functional prototyping and in the small-scale production of complex parts, advancements in printing speed and affordability have made these technologies suitable for manufacturing end-use components, custom moulds and other tooling that expedites traditional workflows. This development allows GBA companies to move beyond simple adoption and begin developing new applications directly within their own production environments.

Innovation at the source

The Greater Bay Area's high concentration of resources and expertise creates an environment conducive to this shift toward local innovation, allowing technology leaders to develop and validate new applications directly at the point of production.

Global technology leader HP demonstrated this principle at Formnext 2024, where the company showcased several innovative applications from the region. These included

¹ "Greater Bay Area drives China's new economy", HSBC views, 20 March 2023, <https://qr.messefrankfurt.com/v7345> (Retrieved 23 June 2025)

additively produced hydraulic components designed for humanoid robots from Shenzhen-based start-up Sino Dynamics, along with finished components produced by a GBA automotive manufacturer using the company's Metal Jet and Multi Jet Fusion (MJF) technology.

Commenting on the growth of such regionally-developed applications, Mr Zhao Hua, Head of Greater China Market for HP Additive Manufacturing Solutions, observes: "When it comes to metal additive manufacturing, we're seeing more and more successful cases of integration into real production. In Asia, for example, this includes applications for consumer electronics and wearables, given the strong manufacturing ecosystem for these products. Companies here are naturally looking to integrate additive manufacturing into areas where they already excel, combining metal AM with conventional technologies like machining and post-finishing."

Scaling metal AM for mass production

Beyond the development of new applications, metal AM technologies are now being integrated at scale into existing, high-volume manufacturing lines. Farsoon Technologies, a global leader in industrial additive manufacturing, confirms this trend, reporting significant growth in the use of both its metal and polymer AM systems for serial production. The company notes that customers are achieving this scale by operating large-scale, multi-machine setups, particularly in key sectors like moulds, tooling, 3C electronics and industrial components.

Within the Greater Bay Area, the company highlights its partnership with Dongguan-based shoe mould manufacturer, Victory Group, which has deployed over 40 of Farsoon's metal AM systems to produce precision shoe mould inserts, enabling 24/7 mass production. This method bypasses many of the complex, labour-intensive steps of traditional mould-making, and allows for the production of specialised "popcorn" moulds with thousands of micro ventilation holes. Victory Group's use of AM technology addresses conventional manufacturing challenges including production complexity and sustainability concerns, demonstrating how industrial AM can achieve both mass production volumes and substantial cost-efficiency in tooling applications.

Formnext Asia Shenzhen 2025 to convene global leaders in metal AM

HP and Farsoon, with their demonstrated expertise in the GBA's metal AM market, will be among the nearly 300 companies participating in upcoming additive manufacturing exhibition Formnext Asia Shenzhen from 26 – 28 August 2025. Taking place across 20,000 sqm of exhibition space at the Shenzhen World Exhibition & Convention Center, the international industry event will also welcome other leading global solution providers including BLT, Han's Matrix3D, HBD and more.

Following the model of its parent event in Germany, Formnext Asia Shenzhen will showcase technologies across the full additive manufacturing production chain, connecting suppliers from every stage of the AM process. For metal AM, this includes high-performance metal powders, production equipment and post-processing solutions, alongside a complete range of materials, systems and accessories for polymer and ceramic applications.

Alongside the main exhibition, the event's annual fringe programme will feature several technical sessions addressing metal AM applications in key GBA industries. These will include the new 3C Electronics Additive Manufacturing Application Forum, covering topics including complex structural design, customisation and rapid prototyping for the region's computer, communication and consumer electronics industries, alongside the returning Binder Jetting Additive Manufacturing Technology Forum and Laser and Additive Manufacturing Forum. These sessions will bring together perspectives from industry

experts, representatives from leading companies and researchers. Full details of the 2025 programme will be announced closer to the event.

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

For more information, please visit www.formnext-shenzhen.com or email formnextasia@china.messefrankfurt.com.

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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).

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