



EDRR

长三角国际应急博览会

Yangtze River Delta International Emergency Disaster
Reduction & Rescue Expo

EDRR

**YANGTZE RIVER DELTA INTERNATIONAL
EMERGENCY DISASTER REDUCTION & RESCUE EXPO**

www.edrr-expo.com

MAY 13-15, 2024
National Exhibition and
Convention Center
Shanghai, China

About EDRR International

Yangtze River Delta International Emergency Disaster Reduction & Rescue Expo (EDRR) is the largest exhibition dedicated to security, emergency and fire safety equipment and technologies in China. Both Chinese and foreign manufacturers use EDRR to showcase their products and solutions to specialist industry buyers from across China and the world. The show is an effective promotional tool for security and emergency companies looking to attract new customers, increase their sales, and enter a new market. The event's visitor profile are government officials, security systems installation specialists, retailers and wholesale distributors, security engineers, and many more sector professionals. It takes place annually in order to gather buyers and sellers across the industry, improve emergency management capacity and raise public awareness of safety and emergency.

■ Organizational Structure >>>

Hosted by

- ▶ Shanghai Municipal Emergency Management Bureau
- ▶ Jiangsu Provincial Department of Emergency Management
- ▶ Zhejiang Provincial Department of Emergency Management
- ▶ Anhui Provincial Department of Emergency Management

Co-Hosted by

- ▶ Council for the Promotion of International Trade Shanghai

Organized by

- ▶ Huamao International Exhibition (Shanghai) Co., Ltd.

■ Seven Highlights >>>

▶ Nationwide & International: Serving 'Dual Circulation'

EDRR is a showcase of China's open market to the world with huge potential. EDRR provides an important channel for bringing in international enterprises, creating business opportunities and promoting exchanges in professional fields between Chinese and foreign enterprises.



▶ B2B and B2G Business Models



EDRR creates a platform where exhibitors and visitors gather together, and offers various services in order to help them to develop their commercial opportunities. In addition, exhibitors will have chance to compete for government procurement orders.

► Technology showcase

Numerous top enterprises have made decisions to launch the latest products and technologies during the unmissable event, such as epidemic prevention materials, fire rescue equipment, UAV, nuclear emergency rescue equipment, Beidou Navigation System, 5G emergency application, etc.,



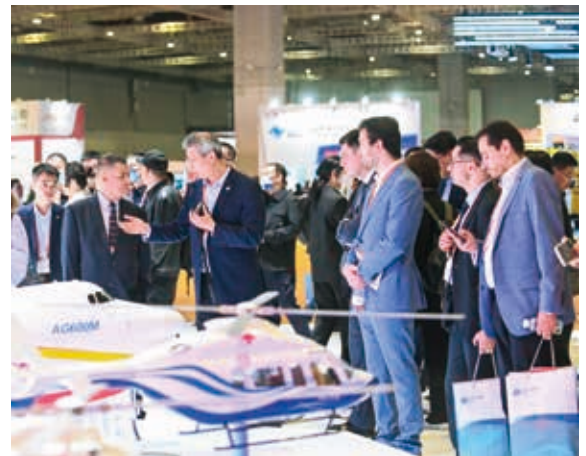
► Summit Forums, Round-tables Conferences, Workshops/Seminars



EDRR provides an exchange platform where participants from across the industry may exchange views on the future and development of emergency management, involving hundreds of elite scholars and senior experts in political, academic, research and business circles.

► Official endorsement

The Yangtze River Delta, an economic powerhouse of China, contributes roughly a quarter of the country's GDP. Promoting the integration of the Yangtze River Delta and improving its safety and emergency management industry have been upgraded to a national-level strategy. With the support of official policy, EDRR's reputation and influence are surging as emergency management bureaus of all levels and local communities in the Yangtze River Delta region will be organizing groups to visit the expo.



► Side events: over 17 interactive activities



Through public science popularization activities around themes such as meteorology, emergency medical care, psychological counseling, etc., EDRR facilitates enhancement of public awareness of safety and emergency management. Specifically, launching ceremony of National Disaster Prevention and Mitigation Day in the YRD region will be held on-site.

► The Metaverse of Expo - Alibaba's technical support

EDRR will build a new online-and-offline exhibition model based on core technologies of Alibaba DAMO Academy and Aliyun (Alibaba's cloud service) in artificial intelligence, big data, cloud computing, etc. EDRR will draw strength from Digital Expo platform to provide "3+365" services for our exhibitors.



Why Exhibit in EDRR International?

EDRR 2024 Estimated Exhibition Scale >>>

100,000m²
Exhibition Area



800+
Exhibitors



80,000+
Visitors



Six Thematic Zones >>>

The expo will include the following 6 sections:



Emergency Prevention
and Mitigation



Comprehensive Rescue
Equipment



Protective Equipment



Emergency-
Related Services



Popular Science
Demonstration



Achievements in
Emergency Management
of the YRD Region

Join Us on 13-15 May 2024 to>>>

- ▶ Increase your brand exposure
- ▶ Meet the top echelon of buyers
- ▶ Launch your new products and consolidate your reputation
- ▶ Get to know the latest trends

EDRR 2023 Review



Renowned Brands Gathered in EDRR >>>



Safety and Emergency Industry in China

Ministry of Industry and Information Technology of the People's Republic of China has categorized the safety and emergency industry into 4 fields - safety protection, monitoring and early warning, emergency rescue and disposal, and safety and emergency services. It is thus a comprehensive industry, spanning equipment, materials, pharmaceuticals, light industry, chemical industry, electronic information, communication, logistics, insurance, etc., and covering sectors such as traditional firefighting, security, disaster prevention and mitigation, information security, public safety, emergency rescue, etc.

Official Data

According to authoritative institutions, the market size of China's emergency industry will reach about **2.7 trillion yuan** in 2025 and about **5 trillion yuan** in 2030. With China's economic development and increased public safety awareness, the demand for emergency products and services will continue to grow.

The Yangtze River Delta region is a leading area for the development of China's security and emergency management industry. The four major categories are distributed in the region with a high number of enterprises.

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