



## Machine Tool Fair CCMT 2020 Virtual format for German participation

**Munich, October 22, 2020 – After CCMT, this year’s largest machine tool fair in Asia, had to be cancelled due to the global COVID 19-pandemic, IMAG introduces a new virtual format for the German exhibitors: From now on, *Germany online @ CCMT 2020* provides a platform for all 106 German exhibitors who had registered for the trade fair in Shanghai to present their products and services online.**

Hence, the companies remain visible at the Chinese market despite their cancelled trade fair presence, keep in touch with their existing contacts and address potential clients. The format will run longer than the original five exhibition days serving the exhibitors as a preparation for the trade fair CIMT which will take place in Beijing in April.

Peter Bergleiter, Managing Director of the German trade fair representative IMAG: “In future, we want to establish this virtual format for both CIMT and CCMT as a digital extension to the local trade fair. We are thus offering German exhibitors an extended platform for establishing new contacts beyond the actual duration of the exhibition. And visitors can, additionally to their visit to the trade fair, inform themselves about companies and their products and make further business contacts.”

Link to the platform: [www.german-group-ccmt.com](http://www.german-group-ccmt.com)  
[Direct link to the exhibitor showrooms](#)

### IMAG GmbH

IMAG, a subsidiary of Messe München GmbH, organizes its own trade fairs and trade fair participations for public and private customers all over the world. Since its foundation in Munich in 1946, IMAG has been involved in more than 5,000 international exhibitions. IMAG’s annual portfolio comprises around 30 trade fairs in some 20 countries, particularly in the fields of automotive, commercial vehicle and component supply; building materials and construction machinery; machine tools and production technology; and environmental technology and analysis.  
<https://www.imag.de/en>

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