

Introduction

In today's post-COVID-19 environment, manufacturing is extremely challenging and competitive. In addition to the constant pressure to reduce manufacturing costs and to get products to market faster, China's manufacturers are having to meet more stringent environmental guidelines as well.

In the mean time, new, developing technologies including artificial intelligence (AI) and industrial internet of things (IIoT) are merging with older technologies, resulting in new, powerful tools to improve productivity on the production floor as well as improving manufacturers' business operations and management, supply chain, and business model decision-making capabilities.

To this end, manufacturers turn to AI in Manufacturing (AIM) for problem-solving information, as AIM reports on the latest solutions and developments in materials, equipment, methods, tools, processes, and software, as well as providing analysis and opinions on the industry. AIM's editorial team sources a balanced mix of local and international news stories, technology features, and interviews with local industry executives.

The magazine is published every two months in Simplified Chinese with the print edition distributed control-free to 10,000 readers in addition to free distribution at key manufacturing-related trade shows and conferences throughout China.



FREE
SUBSCRIPTION

The digital edition is received by 20,000 readers while 15,000 readers turn to its companion e-newsletters for information. And on a daily basis self-defined AIM followers turn to AIM's WeChat pages for the latest in news and technical information.

In addition, ACT International organizes the AIM Conference—a technical conference especially organized for manufacturing engineers to learn about the latest in AI technologies and tools as well as providing opportunities for conference attendees to meet one-to-one with AI-application experts. The in-person conference is complemented with a series of on-line conferences focussing on specific topics of high interest to industry professionals.

It is within this matrix of AI in Manufacturing's media channels that marketers can communicate via white papers, videos, webinars, and advertisements to China's manufacturing professionals.