



国际全触与显示展
C-TOUCH & DISPLAY

2017国际新型
显示技术展



C-TOUCH & DISPLAY SHANGHAI 2017 CHINA (SHANGHAI) INTERNATIONAL NEW DISPLAY TECHNOLOGY EXHIBITION 2017

POST-SHOW REPORT

2017.4.25-27

Shanghai World Expo Exhibition
& Convention Center

In Conjunction With:

FILM
EXPO China

APFO
EXPO China

THE 27TH PRESENTATION
NEPCON
MICROELECTRONICS CHINA 2017
第二十七届中国国际电子生产设备暨微电子工业展

Organiser:

 Reed Exhibitions®
Kuozhan
上海励扩展览有限公司

CODA

Shanghai's Global C-TOUCH & Display Event

C-TOUCH & DISPLAY SHANGHAI 2017 and CHINA (SHANGHAI) INTERNATIONAL NEW DISPLAY TECHNOLOGY EXHIBITION 2017 ended successfully in Shanghai World Expo Exhibition & Convention Center.

The exhibition of this year covered **12,000** square meters, with more than **200** exhibitors and a total of **22,212** visitors, which was **13.5%** more than last year! At the same time **1,071** trade visitors representing more than 35 enterprises were organized to visit in groups. **468** TAP buyers were in attendance and **95** business matchmaking activities were achieved in exhibition for TAP buyers.

During the exhibition, there were **3** high-tech forums: China International New Display Technology Forum 2017, Shanghai (International) Touchscreen & Display Tech Forum 2017 and Mobile Phone Industry Chain Summit 2017.. In total these forums attracted **407** delegates.



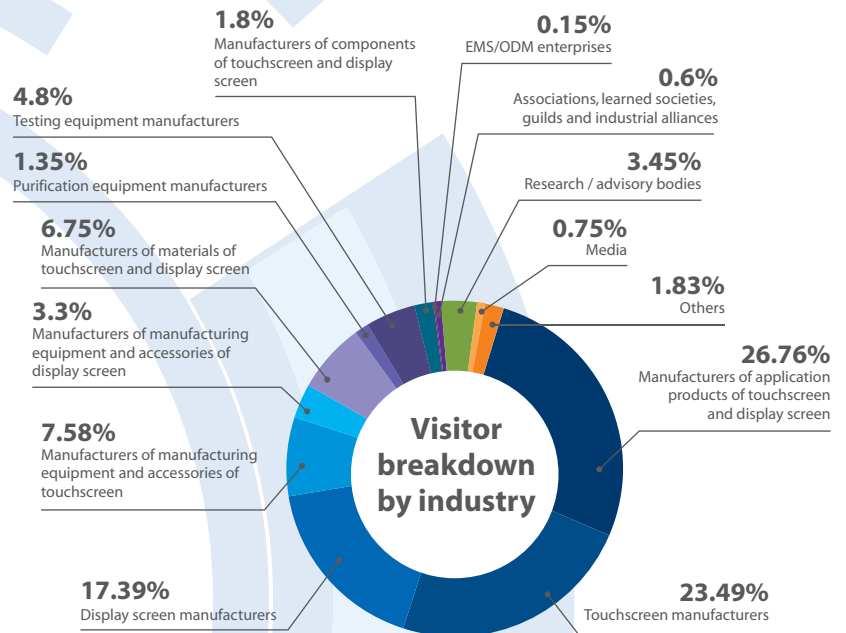
EXHIBITION AREA	EXHIBITORS	ON-SITE SALES MEETINGS	ENTERPRISE DELEGATIONS	MEDIA PARTNERS
12,000 sqm	200	95	35	88

- **22,212** trade visitors
- **1,071** Delegates
- **468** TAP visitors



75%

visitors are willing to recommend the exhibition to a colleague or a friend in the industry



Visitor Experience

TAP visitors' messages



The TAP service is efficient and direct. By the development of personal introductions between professionals, a bridge between supply and demand has been constructed. In addition, the theme of C-TOUCH & DISPLAY SHANGHAI is distinct and professional. We expect to see suppliers from a wider range of related areas at the future exhibitions, so as to meet our needs for efficient one-stop shopping. Finally, I sincerely hope that C-TOUCH & DISPLAY will only continue to get better and better.

**Senior Engineer of Technology Center, Lu Ye
SAIC Motor Corp.**



The exhibition service was very satisfactory. The descriptions of the exhibitors were both accurate and helpful and the reception was also very good. I hope that the scale of the exhibition will continue to increase, and attract more exhibitors and visitors.

Li Changshun

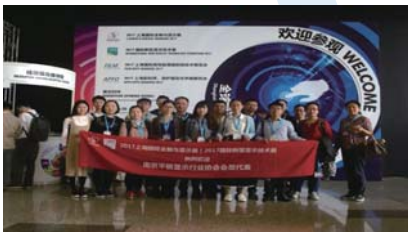
**Zhangjiagang KANGDEXIN
Optronics Material Co., Ltd.**



I am very satisfied with the exhibition and the service of TAP team. The exhibition service was attentive. I hope that the scale of the exhibition will continue to grow, and that the exhibition will be ever more influential in the industry.

**Sun Guofeng
Ningbo Yongxin Optics Co., Ltd.**

Favorable Comments from Delegates



Nanjing FPD Industry Association organized members to participate in the C-TOUCH & DISPLAY SHANGHAI 2017 and CHINA (SHANGHAI) INTERNATIONAL NEW DISPLAY TECHNOLOGY EXHIBITION 2017. The exhibition offered us a communication platform with very rich contents. The exhibition was both spectacular and popular, so we could get acquainted with the latest information and technological innovations in the industry. The exhibition won high praise from everyone. The itinerary details of the exhibition were arranged very well, and the organizer provided attentive guidance and considerate service for everyone during the course of the event. I am very grateful to the organizer for the event, this visit was very smoothly run, and everyone was really satisfied. I hope C-TOUCH & DISPLAY will only get better and better and we look forward to the next session!

**Member Representative
Nanjing FPD Industry Association**



Respected organizer, Tianma Micro-electronics Co., Ltd. has been in the display industry for more than 30 years. We choose which exhibitions to attend strictly, and have a standard mechanism to evaluate the display effect. The cooperation with the organizer this time has achieved good results as we expected.

We are especially grateful to the contact person-Miss Dai Manli from the organizer, who showed exceptional communication ability by reporting promptly on participant feedback. We knew that to organize a visit of 200 people was very complicated, and the organizer arranged everything well in personnel statistics and check, forum registration, document preparation and dispatch, shuttle buses, lunch, even the appropriate rewards for the people in charge of the buses.

We will take Miss Dai Manli and the meticulous Miss Sun as examples to demonstrate to our colleagues exactly how to deal with complex work.

We hope that C-TOUCH & DISPLAY and INTERNATIONAL NEW DISPLAY TECHNOLOGY EXHIBITION will prosper!

Tianma Micro-electronics Co., Ltd.



Our company has visited the exhibition for several years, and has communicated with the exhibitors in a positive fashion every year. After years of participations, we learn the most cutting-edge technologies in the display industry and can monitor changing technology in the industry, which is of great help for us to evaluate the market information. Thank you, the committee of C-TOUCH & DISPLAY and INTERNATIONAL NEW DISPLAY TECHNOLOGY EXHIBITION, for your long-time help. The exhibition in Shanghai has been very important in the industry, and we will always follow it and participate in it.

Kunshan GVO Co., Ltd. (Visionox)



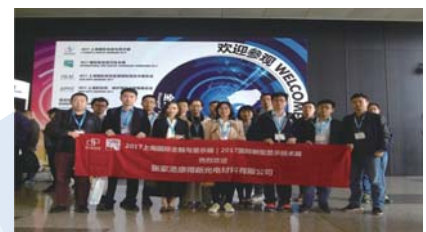
Our company participated in C-TOUCH & DISPLAY and INTERNATIONAL NEW DISPLAY TECHNOLOGY EXHIBITION. We looked forward to visiting the professional exhibition with a long-established great reputation in the touchscreen and display industry. Especially for us insiders, it is a good opportunity to know and understand the development in the touch control industry. As the trend of the integration between the touch control and the display industry becomes increasingly obvious, the cooperation between upstream and downstream industry chains becomes closer and closer. At the exhibition, the foldable OLED display device, the display devices with ultra-narrow frame of mobile terminal and other new products were refreshing and gave us a new understanding of industry developments. The organizer arranged very well and the services were attentive and satisfactory. The staff made every effort to ensure the success of the event. Thank you very much for your hard work!

InfoVision Optoelectronics Kunshan Co., Ltd.



We participated in the exhibition in Shanghai for the first time. The service was warm and the organizer arranged everything well in advance from enrolling to on-site visiting. The layout was very beautiful, and we liked it very much. C-TOUCH & DISPLAY and INTERNATIONAL NEW DISPLAY TECHNOLOGY EXHIBITION provided a good exchange platform for the enterprises in the industry. We saw a lot of high-tech products and materials at the exhibition, whilst learning the latest industry information through further communication with the exhibitors. It was a great help to us. Our company will continue to support C-TOUCH & DISPLAY SHANGHAI, and we hope that the exhibition in Shanghai will continue to get better and better.

Suzhou New Touch Technology Co. Ltd.



We are grateful to the committee of C-TOUCH & DISPLAY for your arrangements and receptions. KANGDEXIN felt your quality service throughout the event. At the exhibition, there were targeted industries and clear manufacturer information. Some senior exhibitors in the industry provided us with very professional support. KANGDEXIN will pay close attention to your future exhibitions and we look forward to more exhibitions in the second half of the year. Thank you very much.

Zhangjiagang KANGDEXIN Optronics Material Co., Ltd.

Data analysis of TAP visitors

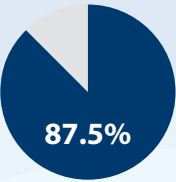
Comprehensive data of TAP visitors



Specially invited TAP visitors

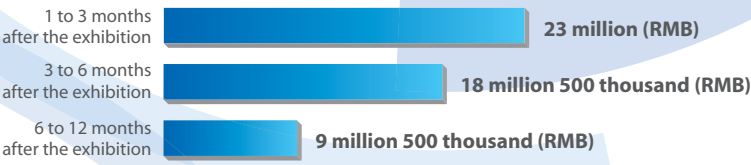
- Mobile phone enterprises: ZTE HUAWEI oppo Coolpad 酷派 koobee 酷比 Hisense 海信 vivo Lenovo Apple nubia LAVA 联想手机
- Auto electronics enterprises: TINO 天珑移动 SAGEM SAGGER SACER LTD Visteon MAUTO 深圳宝电子股份有限公司 SOLING 索菱 JDT AUTEL 上汽集团 HARMAN JINCE ELECTRONIC 捷成电子 KESHA 科士达
- Touchscreen and display screen enterprises: BOE 京东方 VISIONTECH 维信诺 FOXCONN AMONGO ND 华星光电 C501 TOUCH-CHINA GIS 捷达光电 film 莱宝高科 TouchKit 3D 真视达 TRULY 信利 合力泰 HOLTECH Each 点绿光电 Toptouch TIANMA DJN 帝晶 EDO 恩联光电 TPK GVO IVO 映世 MAJUN KDX 80 KINGGUAN 东信 EASTCOM
- Smart home enterprises: Skyworth 创维 Panasonic 松下 中盾智能 TCL RISHANG 万利达 maialta AKCOME 爱科姆 GREE 格力 Canon EVIS
- Sapphire enterprises: 水晶光电 TDC 中国·天通 晶玉科技 JINGYU Unionlight 元光科技集团

TAP visitors' satisfaction with service



Satisfied with the exhibition service

Estimated maximum turnover in the next 12 months



Business Matchmaking Review



Exhibitor Statements

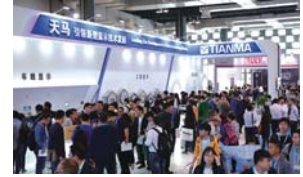


BOE aimed to promote the group brand and product brand of BOE at this exhibition. The core business of BOE includes display devices, intelligent systems and health services. The technologies and products in these three sectors complement each other and share business opportunities. According to engineers at the booth, there were a large number of high-quality visitors from the mobile phone, smart wear and smart home industries. BOE sincerely hopes that the exhibition will be improve even more and become an excellent platform for enterprises to promote brands, find customers and establish lasting cooperation between upstream and downstream industries.

BOE Technology Group Co., Ltd.

As the leading exhibition of the touch control and display industries in Eastern China, the exhibition corresponded to the current domestic and foreign environment and the requirements of national economic development strategy. A variety of new products related to the current industrial hot spots and the future development trend appeared. The exhibition continues to lead the touch control and display industry in China. This time, Tianma brought a variety of star-products to this important industry event.

Tianma Micro-electronics Co., Ltd.



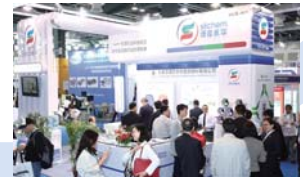
Truly took part in the exhibition for the first time. Thanks to the organizer for the warm invitation and quality service, and for providing a good display and exchange platform for Truly. The exhibition is a professional exhibition by Reed Exhibitions, and the visitors are all very professional. At this event we showed the leading vehicle products, mobile terminal displays, magic glass, etc., which were of great interest to the visitors from industry. We are confident that the exhibition will be even larger and more influential in years to come.

Truly International Holdings Limited

The communication about the exhibition was both efficient and attractive. Our company attached great importance to the exhibition and we prepared detailed material which was distributed on the second day. We hope that the exhibition can be held at the weekend in future, so that more insiders and ordinary people who are interested in display science and technology can take part. We hope that the exhibition will become the most prestigious annual exchange and exhibition platform for new display technologies and products soon.

Chief engineer, Hua Ruimao

Shijiazhuang Chengzhi Yonghua Display Materials Co. Ltd.



We are very satisfied with the service, the quantity and quality of the visitors at the exhibition. The Hefei plant we cooperate with BOE went into operation, and can now provide the panel enterprises with international advanced large-size TV plate products. Professional enterprises, such as BOE, CSOT and CEC Xtal, are all our target customers. In addition, the explosion-proof membrane and other products were also noticed by TP enterprises.

R & D Engineer, Sun Qin
Shenzhen Sunnypol Optoelectronics Co. Ltd.

Exhibition services were very good and the feedback was very fast and efficient in pre-exhibition confirmation, related promotion and buyers docking. At the exhibition for the first time, we launched new array photolithography equipment, and which attracted professional visitors from the panel industry. At the same time, our equipment has also been constantly improved to meet the opportunities in OLED market.

Senior Specialist of Marketing & Public Relations, Zheng Peijun
Manz AG



CETC Fenghua was formerly known as Taiyuan Fenghua Information Equipment Co. Ltd. As an important part of CETC Electronics Equipment Group Co. Ltd. of China Electronic Technology Group Corporation, we provide enterprises manufacturing LCD, LCD module, backlight, touchscreen, polarizer and LGP in China with international advanced and competitive solutions. By means of the exhibition in Shanghai, we enhanced the visibility of our enterprise, and deepened the mutual understanding with the enterprises from upstream and downstream industries. We wish the exhibition more and more success.

General Manager, Le Jianding
CETC Fenghua Information-Equipment Co. Ltd.

The communications with the organizers were very smooth, and the visitors were more professional than those at traditional laser exhibitions. The products displayed for the panel and touchscreen enterprises at the exhibition attracted target enterprises, such as BOE and Tianma. We wish the exhibition ever more success.

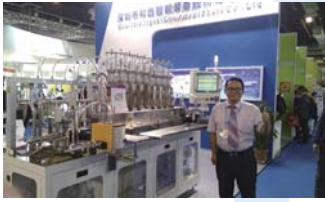
Marketing Specialist of Marketing Department, Liu Tong
Shenzhen TETE Laser Technology Co., Ltd.



The communications before the exhibition were clear and informative, and the organizer was very thoughtful and responsive to the exhibitor needs during the exhibition. Our spectrometer is mainly used in the production and R & D of display module. Compared with the exhibition in Shenzhen, the exhibition in Shanghai put more emphasis on display, which met our needs very well. We wish the exhibition a great future!

Technical Engineer, Chen Siyi
Admesy

Exhibitor Statements



It was a great honour to be invited to the exhibition by the organizer. The exhibition provided a good opportunity and platform for us to promote the brand, expand the market and develop potential customers. During the exhibition, Hexi introduced the international advanced 3D glass bender, which was well received by visitors from major 3C equipment host factories, especially the customers with demands for such equipment.

General Manager, Wang Xiaolin
Shenzhen Hexi Intelligent Equipment Share Co., Ltd.

Our company specializes in the production and sale of large-scale touchscreens. We participated in the exhibition in Shanghai to enhance our influence in the market in East China, and to seek customers for our industrial control equipment, touch integrated machine and advertising integrated machine in East China. We participated in the annual innovative products selection of the INTERNATIONAL NEW DISPLAY TECHNOLOGY EXHIBITION, and won the award for an innovative industrial touch control product. Our corporate brand and products were well promoted thanks to the exhibition.

Sales Manager, Wu Xiangming
Shenzhen Pitech Photoelectric Technology Co., Ltd

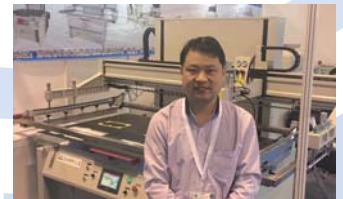


Despite our company attending the event at group level, making decisions potentially cumbersome, the process was very smooth due to the organizer's good communication skills. Display module manufacturing equipment localisation has been the focus in the industry and Northglass Zhenxing provides the panel production enterprises with internationally recognised products. In addition to the products for display module customers, we also brought cutting and grinding equipment specifically for mobile phone cover glass and large touchscreen glass, whose efficiency was 6 to 7 times more than that of traditional engraving and milling machines. Thanks to the exhibition in Shanghai for providing us with a comprehensive exhibition platform. We wish the exhibition even greater influence.

Head of Domestic Sales Department, Wen Renzhong
Guangdong Northglass Zhenxing Glass Technology Industry Co., Ltd.

Our products are mainly for the customers requiring photoelectric printing. The visitors at the exhibition were high-class and it was beneficial for us, enhancing the company's brand image and developing new customers. The new screen printing equipment we launched at the exhibition was well received by the professional visitors from TP and panel display enterprises.

General Manager, Chen Wencheng
Suzhou Screen-star Printing Equipment Co., Ltd.

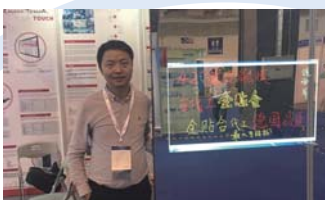


We are very satisfied with the communication, and the visitors were very diverse. Participating in the exhibition with BOE, Tianma, Truly, etc. was very helpful to enhance our influence. There were a lot of exhibitors from the upstream and downstream industries, and we got many business opportunities by visiting and exchanging contact details with other exhibitors. We wish the exhibition more and more success.

Vice-general Manager, Wang Ziwen
VERO VERIA CORPORATION

The communications with the organizer were very smooth and efficient before and during the exhibition. There were lots of professional visitors. We investigated and surveyed in advance before the exhibition, and believed that this event was very influential in the industry. Therefore we promoted our new 3D bender and enhanced the visibility of our enterprise at this exhibition.

Marketing Manager, Peng Li
Suzhou Longyu Electronic Equipment Co., Ltd.

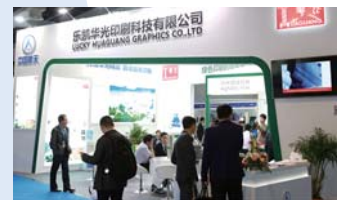


We participated in the C-TOUCH & DISPLAY Shenzhen and Shanghai. The innovative TAP of the organizer undoubtedly greatly enhances the value of C-TOUCH & DISPLAY, which subverts the traditional service mode of the exhibition and brings win-win economic benefits for the visitors and exhibitors. It is very good. For Shenzhen and Shanghai, Shenzhen has a complete industrial chain, while Shanghai has very high-quality customers. The reason is that there are a large number of high-quality foreign capital enterprises and factories in East China, demanding extensive high-end touch control products. Our products are suitable for the fields of smart home, industrial automation, digital signage, etc., and hold a lead in the field of large-size full lamination technology. The market's demands for them will continue to grow. We are optimistic about the prospects of capacitive touch field and C-TOUCH & DISPLAY.

Director of Domestic Sales, Fu Jianwei
Faytech Tech. Co., Ltd.

The communications were very smooth and the visitors were very professional. There were quite a number of major customers, such as TP manufacturers, solutions companies and whole machine companies. We want to expand the market in East China so, based on the results from this exhibition in Shanghai, we will take part in the exhibition in Shenzhen this November.

Film Division
Lucky Huaguang Graphics Co. Ltd.



Event Review



International New Display Technology Forum 2017

With the continuous innovations of the new display materials and manufacturing process represented by organic light emitting, quantum dots and OLED printing, the revenue of the display industry in China is expected to exceed 200 billion yuan by 2016. In order to showcase the latest achievements in the development of display technology, lead the combination of future display technology and innovation of display applications, Reed Exhibition Kuozhan cooperated with China Optics and Optoelectronics Manufactures Association LCB to jointly hold the "International New Display Technology Forum 2017" at the "International New Display Technology Exhibition 2017" on April 25th. More than 220 trade visitors from the upstream and downstream industry chain in display industry attended and the speakers from well-known enterprises in the industry, such as BOE, Visionox, BRIVAN, Kateeva, FlexEnable, IHS Markit, Sigmaintell discussed the market status and current trends within the new display technology industry.



Shanghai (International) Touchscreen & Display Tech Forum 2017

In recent years, with the increase in popularity of smart terminal products, such as smart mobile phone, tablet computer, vehicle mobile terminal and commercial information query system, the global touchscreen products and technologies has developed by leaps and bounds, and the industry turnover continues to increase. In line with market development the Shanghai (International) Touchscreen & Display Tech Forum 2017 was held at C-TOUCH & DISPLAY SHANGHAI 2017 on April 26th. As the premier exchange event in the industry, the forum was jointly organized by Reed Exhibition Kuozhan and the well-known commercial research institution, IHS Markit, and supported by China Touch Control Association. Comprehensive information from upstream, midstream and downstream industry chain, and the hot technologies and applications of touchscreen and display industry was available at the forum. More than 180 professional visitors from upstream and downstream industry chains of the touchscreen industry as well as speakers from well-known enterprises in the industry, such as Tianma Micro-electronics, IHS Markit, FocalTech, Himax, Caihong, Nuovo Film and iVTouch, discussed the development and the status of the market for touchscreen technology together.



Mobile Phone Industry Chain Summit 2017- Materials and Components

Coming years will witness fundamental changes within the market, competition pattern and technology for smart mobile phones, as the fields of display, touchscreen, microchip, communications and materials continue to develop. In order to showcase the latest developments of mobile phone technology and lead application innovation, Shanghai-based Reed Exhibitions Kuozhan, together with the high-tech consulting company Counterpoint Research held an exchange event for the industry—"Mobile Phone Industry Chain Summit 2017- Materials and Components" in the Nepcon theatre of the Shanghai World Expo Exhibition & Convention Center on April 27th. During the two-day forum, speakers from well-known enterprises, such as Counterpoint, SanDisk, Qualcomm, Wingtech, reviewed trends and technological developments of core components in the global mobile phone industry with 280 delegates from upstream and downstream enterprises in the photoelectric display industry.



David Hsieh
General Manager of Display
Research Department
IHS Markit



Yan Zhanmeng
Head of Greater China
Counterpoint Technology
Market Research



Zhang Hong
Senior Analyst
Beijing Sigmaintell Marketing
Consultant Co., Ltd.



Xu Zheng
Professor
Beijing Jiaotong University



Chen Rengui
Chief Sales & Marketing Officer /
Senior Vice President
BOE Technology Group Co., Ltd.



Qin Feng
R&D Director
Tianma Micro-electronics Co., Ltd.



Lin Li
Chief Researcher
Visionox



Vincent Yang
Strategic Marketing Director
Kateeva



Paul Cain
Strategy Director
FlexEnable Ltd



Naika, Kiyoshi
CTO
Jiangsu BRIVAN Electronic
Technology Co., Ltd.



Gong Zhenbang
Marketing Director
FocalTech Systems Co., Ltd.



Zhang Zhen
Product Marketing Manager
Western Digital Corporation



国际全触与显示展
C-TOUCH & DISPLAY

In Conjunction With

FILM
EXPO China

APFO
EXPO China

C-TOUCH & DISPLAY SHANGHAI 2017 will help you:

- To enhance your brand awareness
- To expand your market share
- To acquire more business leads
- To establish good relations with compatible partners and agents who meet your business needs
- To successfully promote your new products and technologies
- To accelerate your pace of international market expansion

C-TOUCH & DISPLAY SHENZHEN 2017

2017.11.24-26 | Shenzhen Convention & Exhibition Center

C-TOUCH & DISPLAY SHANGHAI 2018

2018.6.27-29 | Shanghai New International Exhibition Center

Exhibitors contact: Sunny Zhang

Tel: +86 21 2231 7258

Fax: +86 21 2231 7182

E-mail: sunny.zhang@reedkuozhan.com

Visitors contact: Summer Sun

Tel: +86 10 5763 1828

Fax: +86 10 8518 8016

E-mail: mei.sun@reedexpo.com.cn

